Air Quality Outreach and Education in Texas: A Local Government Perspective

Moderator: Pharr Andrews, City of Austin
Panelist Presentation:
Mindy Mize
North Central Texas Council of Governments
(Dallas-Fort Worth Area)
Air North Texas:
A Clean Air Campaign for North Central Texas

National Air Quality Conference
Mindy Mize, NCTCOG
NCTCOG Planning Area

North Central Texas 10-County Nonattainment Area for Ozone

Legend
- Counties Proposed Nonattainment Under 2015
- 8-Hour Ozone National Ambient Air Quality Standards*
- Metropolitan Planning Area 2015-2017 Design Value (ppb)*
  - 0 - 54 ppb
  - 55 - 70 ppb
  - 71 - 85 ppb

*Current as of January 2018. EPA final designations expected Spring 2018.
*2017 Design Value not certified by the Texas Commission on Environmental Quality.
Air North Texas and NCTCOG AQ Programs
What is Air North Texas?

• A public awareness campaign encouraging residents of North Texas to make clean air choices

• Composed of a coalition of regional organizations committed to improving the air in North Texas

• Aims to generate a consistent region-wide brand promoting behavioral and lifestyle changes impacting our health and the environment
Campaign Elements

• Website, airnorthtexas.org
• Blog, Clean Air Corner
• Air Pollution Alert emails
• Social media
• Annual Clean Air Event, Clean Air Action Day
• Inaugural Campus Clean Air Action Day, March 2018
• Air Quality Awareness Week
• Arlo the Airmadillo
• Outreach collateral
• Paid advertising
• Partner support
Air North Texas Advertising
Partner Benefits and Support

- Membership is free and non-binding
- Air quality resources (technical information, outreach items, advertisements, logos, press releases, articles, etc.)
- Bi-monthly Coalition meetings
- NCTCOG/Air North Texas staff outreach assistance
- Annual Air North Texas Partner Awards
- Examples of recommended support include:
  - Place Air North Texas logo/link on website, submit articles for Clean Air Corner, promote messages through social media, place Air North Texas ads, support events (e.g. Clean Air Action Day), partner recruitment, unique partnerships (UTA orientation bags, UTA PSAs, Fort Worth beach balls), attend Coalition meetings, and submit annual progress reports
General Public Support

- Comprehensive air quality resource
- Engage with us on social media
  - #AirNTX, #CAAD2018
  - Air Quality Awareness Week
- Implement clean air actions on Ozone Action Days
- “Join us” – sign up to receive Air Pollution/Ozone Action Day alerts and Clean Air Corner Blogs
- Air North Texas staff available for community presentations and outreach
- Participate in Clean Air Action Day
Contacts

Mindy Mize
817-608-2346
mmize@nctcog.org

Whitney Vandiver
817-704-5639
wvandiver@nctcog.org

www.airnorthtexas.org
Panelist Presentation:
Sharon Lewis
City of Corpus Christi
CORPUS CHRISTI AIRSHED
LOCAL AIR QUALITY INITIATIVES

Sharon Bailey Lewis, CSI, CESCO
City of Corpus Christi
SharonL@cctexas.com
361-826-4066
Corpus Christi Air Quality Group Formation

Group was formed in 1995 when area was close to violating air quality standards for ozone.

Volunteer experts and stakeholders in air emissions research and emission reduction initiatives committed to work together to address local air quality first through voluntary participation in the State of Texas 8 O$_3$ Flex Program and then through participation in the EPA Ozone Advance Program.
Group Participants/Stakeholders

Port of Corpus Christi
Port Industries of Corpus Christi
Nueces and San Patricio Co.
City of Corpus Christi
Texas A&M University Corpus Christi
Texas A&M Kingsville
TxDOT

Corpus Christi Regional Transportation Authority,
Corpus Christi Metropolitan Planning Organization,
NAS/CCAD
Chamber of Commerce, and
Corpus Christi Regional Economic Development Corporation
Media and Meteorologists
Group Accomplishments

• Community Education and Outreach; A/Q Curriculum development.
• CNG Fueling Facilities including public use, USPS, Fleets.
• Purchase of CNG Vehicles.
• Emissions monitoring, modeling, research and inventories.
• IR cameras to detect and prevent fugitive emissions.
• Production of Low RVP Gasoline
Auto Check/Clean Fleet Program

Texas A&M –Corpus Christi

Education and outreach activities are provided by Texas A&M Corpus Christi’s Pollution Prevention Partnership such as the “Auto Check/Clean Fleet” vehicle emissions testing. The program will include direct emissions testing from the tail pipe, repairs, post-repair direct emissions testing.

The Auto Check/Clean Fleet program measures vehicle emissions from area public and private fleets for hydrocarbons and NO$_x$; coordinate emission reducing repairs for identified polluting fleet vehicles. It of repairs.

The Pollution Prevention Partnership also maintains a public website/web page to facilitate public access to air quality information and outreach programs.
Monitoring and Conceptual Modeling

Texas A&M Kingsville
Monitoring
Texas A&M Kingsville in conjunction with the University of North Texas, operates and maintains the three research grade monitoring stations within Nueces and San Patricio counties.

The data collected is provided to the public, stakeholders, and other researchers. Continuous air monitoring of ozone and meteorological parameters are conducted at urban site. Recently monitoring of oxides of nitrogen was added and also conducted during the ozone season April 1 thru November 30.

Conceptual modeling provides a better spatial assessment of ozone levels within the Airshed. The data measured is used to assess the attainment status, identify episode days for further meteorological analysis and locate possible regional sources contributing to long-range transport.
Our Commitment

The Corpus Christi Area Airshed partners and stakeholders remain committed to the area’s successful record of maintaining healthy air quality and to encourage voluntary air emission reductions that keep Nueces County and San Patricio County in attainment with the current 8-hour ozone standard.
Panelist Presentation:
Anton Cox
Capital Area Council of Governments
(Austin Area)
Air Quality Outreach Strategies in the Capital Area

Anton Cox
Air Quality Program Specialist
Ten – county service area; State of Texas planning region 12
Trend in Metro Area Ozone Levels

8-Hour O3 Design Value (ppb)


89 89 88 85 84 85 82 82 80 77 75 74 75 74 74 73 69 68 66 69

- 1997 Standard
- 2008 Standard
- 2015 Standard
- Design Value
Clean Air Coalition

• Committee of local city/county governments and other organizations that participate in regional air quality planning efforts

• Established in 2002

• Led regional voluntary air quality planning efforts for four different air quality plans

• Won EPA’s Clean Air Excellence Award for Community Engagement in 2014
Outreach Strategies

In-Person Outreach
• Awards and Recognition
• Community Events
• Volunteers
Outreach Strategies

Advertising

• Radio Ads
• Electronic Ads on local websites
• Ads on streaming services
• Ads at local events
Outreach Strategies

Electronic Outreach

- Website and Social Media
- Newsletter
- Air Quality Promotions
Commute Solutions Program Services

- myCommuteSolutions platform
  - Ride-matching
  - Transit-matching
  - Custom sub-sites for organizations
- Incentive Programs
- Trip Logging
- Emission and trip reduction data

- TDM Outreach, Education, and Marketing
- Regional TDM Committee (Commute Solutions Steering Committee)
- Bilingual Materials
- TDM related News and Updates
- Partner Meetings
Challenges

• Diverse Stakeholders with different objectives and motivations
• Perception that air pollution in the region is an industry issue or comes other regions
• Perception that air quality is an urban issue only
• Communicating air quality to local influencers (meteorologist, reporters, elected officials)
• Locating funding sources
Contact

Capital Area Council of Governments

www.aircentraltexas.org
www.commutessolutions.com

Anton Cox
Air Quality Program Specialist
(512) 916-6036
Acox@capcog.org
Panelist Presentation:
Lily Lowder
Alamo Area Council of Governments
(San Antonio Area)
Air Quality Outreach & Education in Texas: A Local Government Perspective

Alamo Area Council of Governments

presented to:

2018 NATIONAL AIR QUALITY CONFERENCE

Lily Lowder
Outreach Specialist

January 25, 2018
AACOG’s Funding Sources for Air Quality Outreach and Education

- **Air Quality Program**
  Texas Commission on Environmental Quality (TCEQ)
  Rider 7 funding

- **Commute Solutions Program**
  Federal Highway Administration
  Surface Transportation Program-Metro Mobility funding

- **Clean Cities Coalition**
  US Department of Energy
  Efficiency and Renewable Energy program funding
Alamo Area
Commute Solutions Program

- Highlights the impact of transportation on air quality
- Promotes and facilitates transportation choices that reduce traffic congestion & fuel consumption
Commuter Solutions
Education and Outreach Activities

- Direct outreach to employers & schools
- Presentations to organizations
- Public events
- News and social media
- Walk & Roll Challenge
Elements of Success: Walk & Roll Challenge

- Provides “reason” to engage employers
- Employers leveraged as mobilizers
- Involves both urban and rural populations
- Competition/extra incentives spark involvement
- Challenge efforts can become habitual
- Employer involvement provides bragging rights
Alamo Area Clean Cities Coalition

- Promotes policies and practices that reduce reliance on petroleum in transportation
- Regionally focuses on alternative fuels and alternative fuel vehicles, fuel economy, hybrid and electric vehicles, and idling reduction
Clean Cities Coalition
Education and Outreach Activities

- Workshops
- Webinars
- Public events
- Newsletters
Elements of Success: Drive Electric Day

- The perfect market location
- Opportunity to speak to owners
- Ride and drive with owners
- Pressure-free environment
- Zero dollar budget
Looking Forward

Commute Solutions
- Program-specific Website development
- Program branding/media campaign
- Gap study on the barriers to/opportunities for using alternative transportation options

Clean Cities Coalition
- Growing the coalition membership
- Enhancing role as a clearing house for alternative fuels
- Expanding our work on electric vehicles
Questions?