

# 2024 SmartWay Leader: North Central Texas Council of Governments

## ABOUT ORGANIZATION



### North Central Texas Council of Governments

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of local governments established in 1966 to help local governments in the 16-county region plan for common needs, cooperate for mutual benefit and coordinate for sound regional development. NCTCOG works to help local governments recognize regional opportunities, eliminate unnecessary duplication and make joint decisions.

For more information, visit our website:  
[www.nctcog.org](http://www.nctcog.org).

## SMARTWAY PROFILES IN LEADERSHIP AREA OF EMPHASIS

Sustainability Education and Socialization — All internal and external actions to educate employees, customers, suppliers, colleagues, members, and investors about your freight sustainability efforts and how SmartWay facilitates those efforts. Incorporating sustainability values as part of a routine way of doing business.

**“Trucker Path understands the importance of sharing information and knowledge with our industry. We have a user base of 1 million truckers and the material received from NCTCOG adds tremendous value to a large sector of the industry.”**

- Chris Oliver, Chief Marketing Officer, Trucker Path

**“NCTCOG has been a great partner of Peterbilt in advancing the presence of zero emissions vehicles in North Texas. NCTCOG has shown leadership and has taken great initiative in supporting the trucking industry in aiding customer conversions to reduced and zero emissions heavy-duty trucks. NCTCOG does an excellent job of communicating and raising awareness of grant opportunities for zero emission vehicle purchases. Peterbilt has had multiple customers convert to Battery Electric Vehicles thanks to the awareness and support provided by NCTCOG.”**

- Kyle Crawford, Peterbilt National EV Sales and Grants Manager, PACCAR

## SAVING MONEY AND REDUCING TRUCK EMISSIONS (SMARTE)

The North Central Texas Council of Governments (NCTCOG) joined the SmartWay Transport Program as an Affiliate in October 2006. In this role, NCTCOG promotes SmartWay initiatives within the ten county North Central Texas ozone nonattainment region by providing educational outreach to potential partners and affected industries. NCTCOG implements the “Saving Money and Reducing Truck Emissions Program”





(SMARTE) program to facilitate relationships with truck drivers, fleet managers and technology vendors to educate and engage the freight industry with strategies and opportunities to: reduce diesel fuel consumption and improve air quality; use EPA SmartWay Verified Technologies; understand applicable local air quality initiatives; and, actively participate in available funding opportunities. NCTCOG maintains the SMARTE webpage, which is located at [www.nctcog.org/smart](http://www.nctcog.org/smart).

In the past two years, NCTCOG implemented a series of monthly webinars and email-based newsletters as outreach and educational efforts to multiple trucking industry stakeholders in the North Central Texas region. The webinars covered relevant topics such as Environmental Justice and Trucking, Fuel Considerations and Alternatives, Sustainable Solutions for Small Fleets, and Truck Parking. The recorded webinars are available on NCTCOG's YouTube webinar series channel. As result, staff observed a significant uptick correlated with the combined outreach campaign. Specifically, over a five-year period, more than 1,407 visits occurred on the SMARTE webpage, with a 192% increase in visits from the previous observation period (2021 to 2023). The SMARTE email-based newsletter also saw increased interest with 534 freight stakeholders now subscribed.

In 2024, NCTCOG staff introduced in-person outreach to SmartWay Verified Technology providers, such as heavy-duty truck and trailer dealerships, to list them on the SMARTE Vendor Directory. Through this outreach, NCTCOG representatives have active dialogue with sales managers and associates at local heavy-duty truck dealerships. These site visits have assisted staff to gain further insights into the state of the trucking industry, better understand the needs of today's trucking community, and to observe a substantial amount of SmartWay Verified Technology sales occurring among local truck sales locations. To date, NCTCOG staff have visited 18 truck and trailer sales stores located within the Freight-Oriented Development areas (i.e., areas where manufacturing, warehousing, distribution, and freight-forwarding operations are consolidated with ready access to a multi-modal transportation networks) to ensure focused geographic outreach.

Going forward, with updates to the SMARTE webpage and continued in-person visits, staff anticipate a greater volume of website interactions by visitors of various audience types.

## **OUTCOME/ RESULT/ IMPACT**

-  Coordinated outreach, including online, special event, and in-person visits improved overall participation and provided valuable opportunities to receive feedback that SMARTE could use to refine its approach.
-  SmartWay-verified technologies have substantial uptake with their use often dependent upon the intended duty of the tractor or trailer.

## “LEADING THE WAY”: TRANSFERABLE LESSON LEARNED

To grow the influence of digital content (e.g., newsletters and virtual webinars), it is key to tailor the content and delivery to a wide variety of audiences that play a role in the supply chain. This can take the form of introducing technology relevant to fleet operations or convening forums that address challenges they face. Keeping content up to date, particularly with regard to funding and regulatory information, is critical to building and keeping a strong connection with the stakeholders.

Effectively publicizing and using touchpoints that reach the intended audiences is also critical to successful outreach. For the SMARTE program, this has meant a combination of virtual and in-person approaches to align with the hybrid nature (i.e., telework and on-site work) of today's workplace. Direct, in-person engagement can provide valuable opportunities for feedback that can influence the digital or virtual communication.

## CONCLUSION

Advancing sustainable freight movement requires commitment from organizations at local, state, regional, national, and even international levels. Engaging stakeholders through a combination of approaches can accelerate the pace of improving freight efficiency.

## Call-Out Benefit

Engaging stakeholders in a modern workplace requires a combination of virtual, special event, and in-person efforts to advance sustainability in goods movement.

### SmartWay Profiles in Leadership

*Profiles in Leadership* is SmartWay's newest recognition initiative. Beginning this year, EPA will recognize freight sustainability leadership actions of SmartWay Affiliates and eligible SmartWay Partners (Logistics companies, Air carriers, Barge carriers and Rail carriers). EPA developed this recognition concept after hearing that Affiliates and Partners would like to see greater opportunities for recognition of sector leadership. EPA SmartWay created this new type of recognition to provide additional opportunity for advancing freight transportation sustainability.

SmartWay defines leadership in this context as the ability to drive change, influence industry, lead freight efficiency performance, and sustain freight-related environmental excellence. *Profiles in Leadership* is an official SmartWay program acknowledgement of leadership demonstrated by investments that are strategic, financial, and innovative, which will yield future environmental and efficiency benefits.