Air
North Texas

Air North Texas Annual Report 2018

Air North Texas is a regional public awareness campaign and partnership that seeks to improve air quality in North Texas. The campaign was formed by the North Central Texas Council of Governments with support of the Air North Texas Coalition made up of government agencies, nonprofit organizations, transportation authorities, educational institutions, and more. Air North Texas offers all North Texans resources related to improving air quality.

Clean Air Action Day

Clean Air Action Day is the campaign's annual event, during which North Texans are asked to do at least one thing to help improve air quality, such as carpooling, using mass transit, or biking. People committed to over **4,509** clean air actions on **Friday, June 22, 2018.**

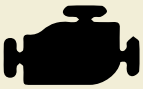
592
brought lunch to work

444
maintained vehicle

328
used energy efficient lighting

215
encouraged others to commit

251
carpooled or vanpooled



117
used alt. fuels

356
avoided idling

89
clean vehicle purchase

383
bought locally

22
used biofuel

90
telecommuted

235
biked or walked

130
reported smoking vehicles

163
implemented green home improvement

201
informed their friends

286
made clean air choices

405
drove the speed limit

121
used mass transit

81
other

Our Partners

In 2018, the campaign recieved support from **34** Air North Texas partners. Partner support greatly enhances the campaign, as partners implement unique campaign efforts throughout the year. Partners who have shown exceptional support of the campaign are recognized for their efforts each year.

The City of Dallas featured Arlo the Airmadillo while promoting good air quality measures.

The City of Bedford campaigned for Clean Air Action Day.

The City of Plano featured Arlo while showing the different ozone levels.

The City of Grand Prairie promoted the Clean Air Corner blog.

Air North Texas Partner Award Winners

Partner of the Year

City of Grand Prairie

Outstanding Initiative

City of Cedar Hill

Outstanding Advertising

Hood County Clean Air Coalition

Oustanding Outreach

City of Plano

Arlo Ambassador

City of Dallas

What We Do

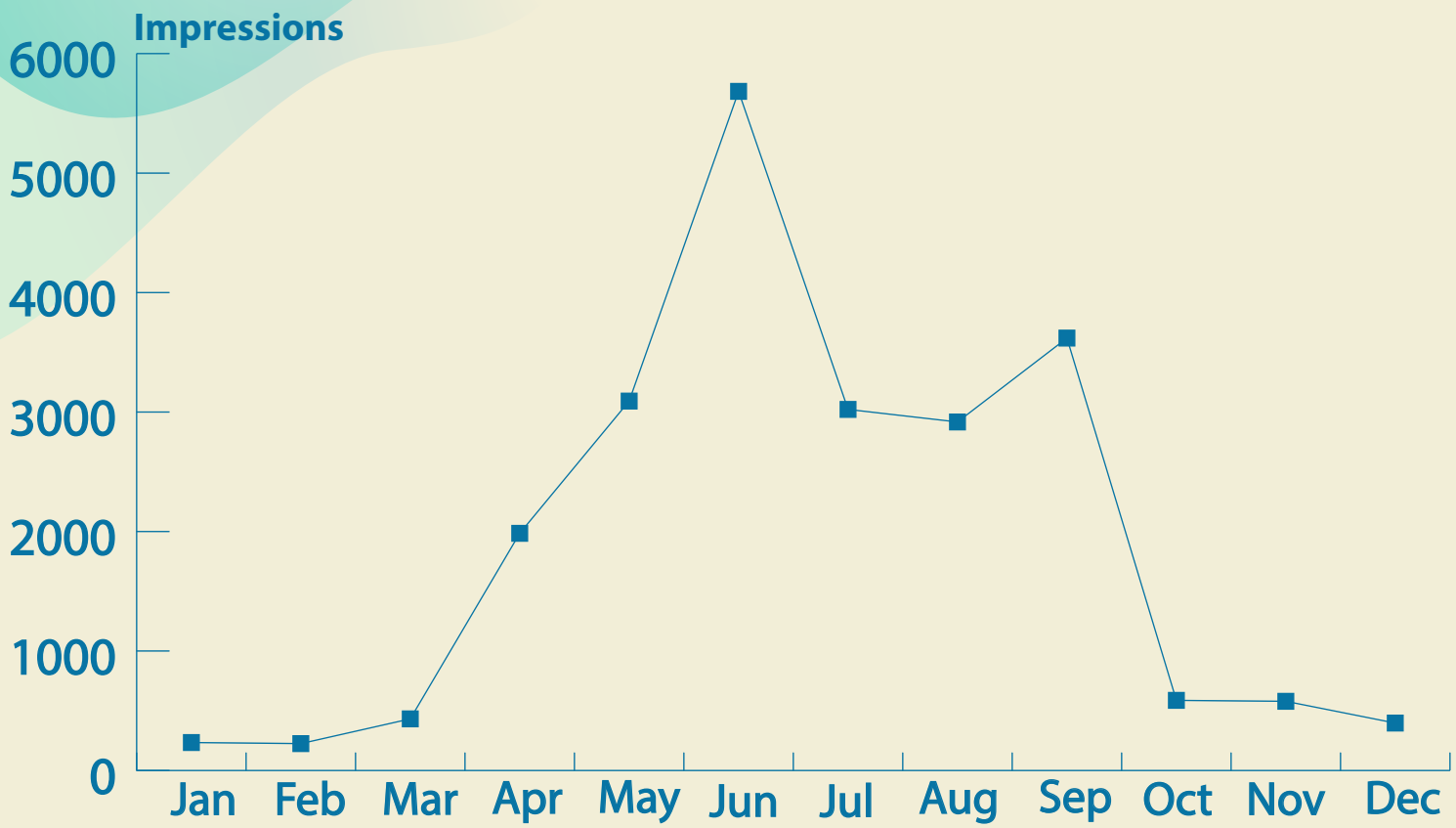
In **2018**, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

- Paid Advertising
- Public Education
- Social Media
- Community Outreach
- Partner Collaboration

The figures on the next page show web traffic trends of airnorthtexas.org, the campaign's website.

Web Traffic & Advertising

The graph below shows a correlation between 2018 Air North Texas web traffic and outreach events attended throughout the year.



March
Chasing Leaks 5K
Earth Party
Hazardous Waste Event

April
Earth Day Fest
UNT's University Day
City of Plano's Great American Cleanup
City of Lewisville's ColorPalooza
Earth Day Event
UTA Celebrating People and Planet
Earth Day Celebration: Student Event
UT Dallas Earth Fair
Earth X
Grapevine Earth Day Event

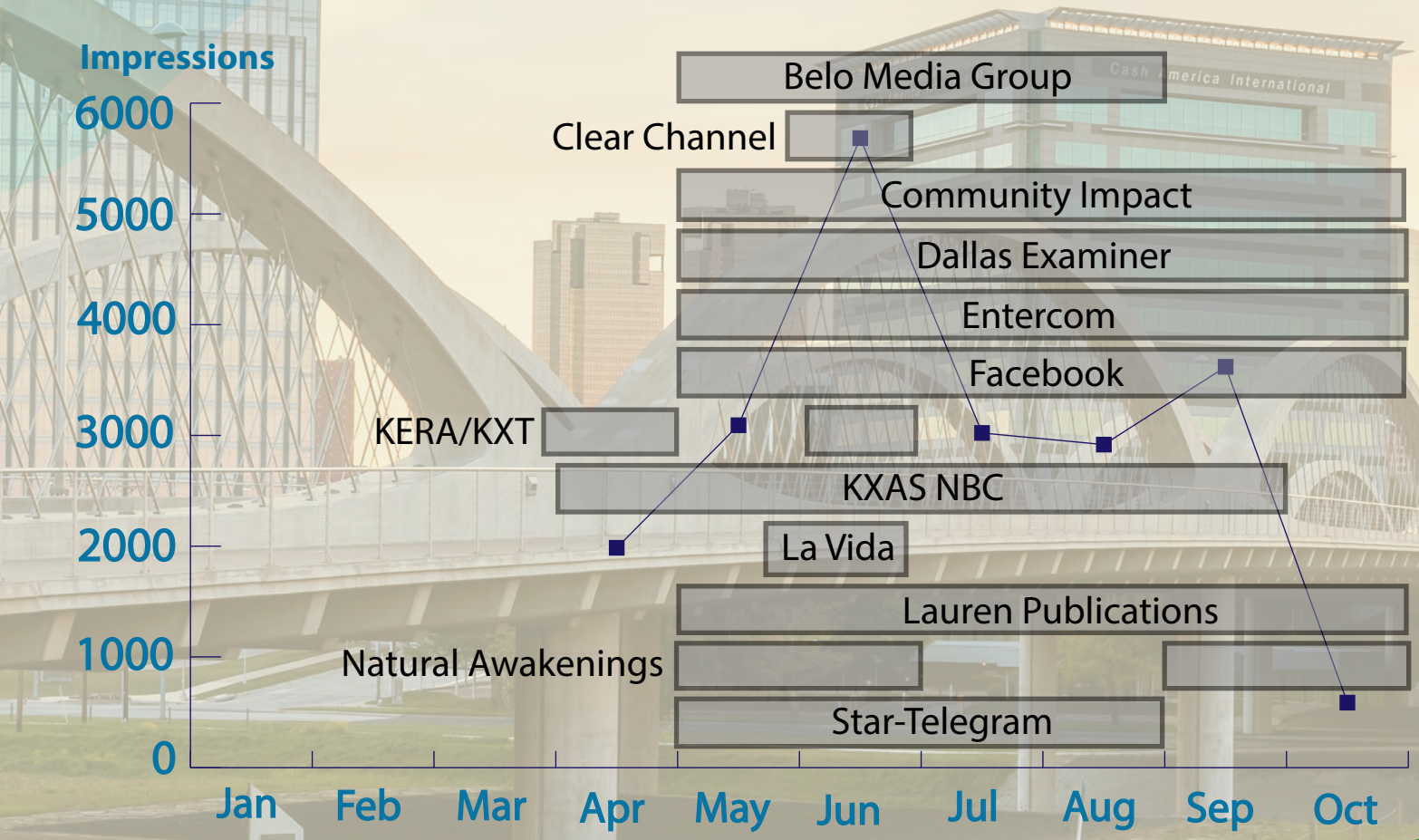
August
Hope Hall Charities Annual Back-to-School Event
GCISD Back-to-School Event

June
Get Fit GP's Guys Night Out
Dallas Clean Air Action Day

October
Peterbilt Environmental Fair

Advertising & Web Traffic

The graph below shows the correlation between 2018 Air North Texas web traffic and paid advertising throughout the year.



Paid Advertising Costs

Belo Media Group	$18,500
Clear Channel	$18,461
Community Impact	$5,370
Dallas Examiner	$2,000
Entercom	$50,000
Facebook	$11,400
KERA/KXT	$14,000
KXAS NBC 5	$64,000
La Vida	$1,890
Lauren Publications	$15,494
Natural Awakenings	$6,998
Star Telegram	$18,500

2018 Advertising Total Spent

$226,613

Social Media

Below are some of the popular social media posts made by the NCTCOG Transportation Department, as well as a few of our partners' social media posts using the hashtag **#AirNTx** or **airnorthtexas.org**

City of Cedar Hill
@CedarHillTX
Following

Today we invite you to participate in #CleanAirActionDay by doing at least one thing to help improve air quality. Take a photo/video that shows how you are making a difference. Use #CAAD2018, #AirNTX and tag @NCTCOGtrans in your post. Visit airnorthtexas.org for info.

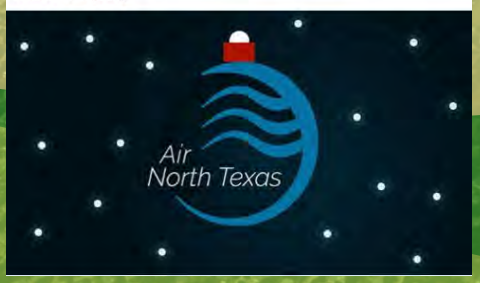
Grand Prairie, TX
@gp_tx
Following

Cycle or take a walk around the neighborhood with your family after Thanksgiving dinner this year. Enjoy the fresh air as a family, while emitting zero emissions! #AirNTX

7:00 PM · 24 Nov 2018

NCTCOG Transportation Department
Published by Jordan Smith [?] · November 13, 2018 ·

The season of giving is upon us and we have something special just for you! Sign up for air quality alerts to prepare for the next ozone season at airnorthtexas.org/signup and win a free Air North Texas lunch box! Be sure to fill out everything!



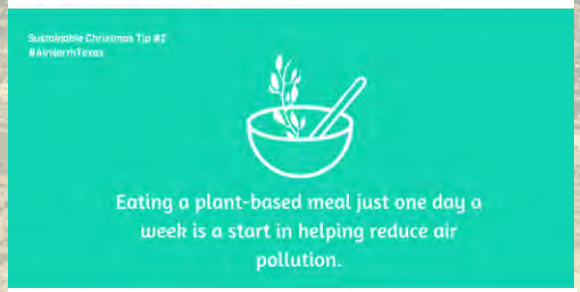
NCTCOG Transportation Department
Published by Jordan Smith [?] · November 12, 2018 ·

Congratulations to the City of Grand Prairie for winning Air North Texas Partner of the Year for the third year in a row!

Not an Air North Texas partner? Become an one today and join more than 30 other partners helping to spread the word about how to make the air we breathe cleaner. Visit https://www.airnorthtexas.org/becomeapartner to sign up!

NCTCOG Transportation Department
Published by Jordan Smith [?] · December 17, 2018 ·

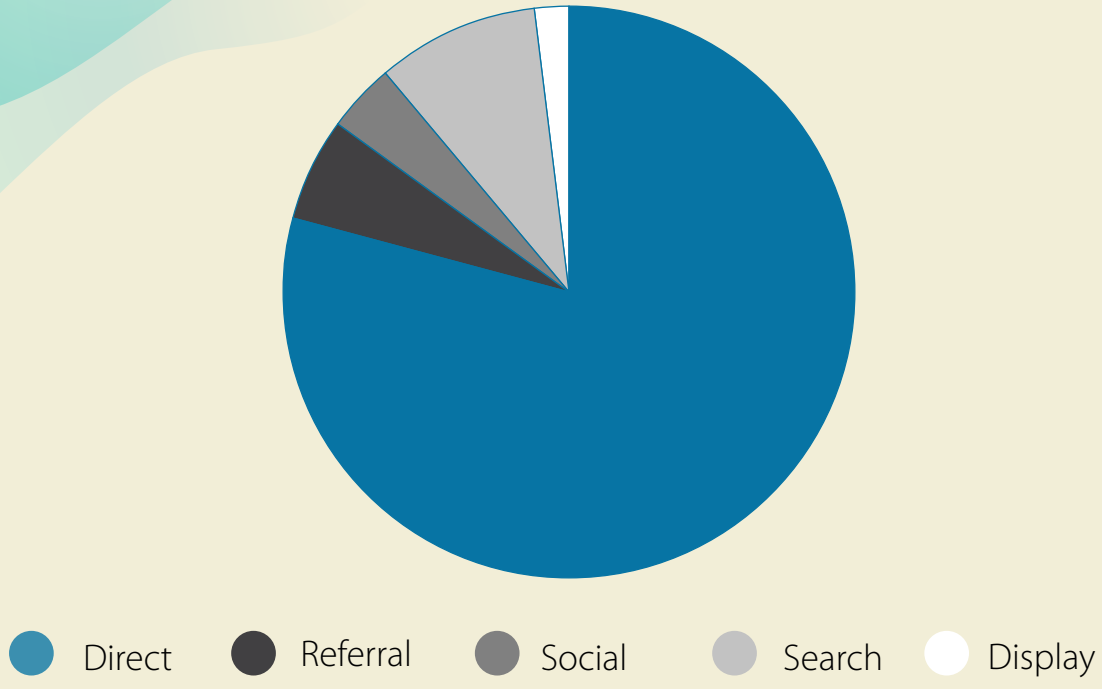
It's normal to feel burned out from all the holiday cooking. If you're going out to eat, consider eating at restaurants that promote an eco-friendly message. For suggestions on great eco-friendly restaurants in DFW, visit: http://bit.ly/sustainableNTX



NCTCOG Transportation Department
Published by Jordan Smith [?] · November 30, 2018 ·

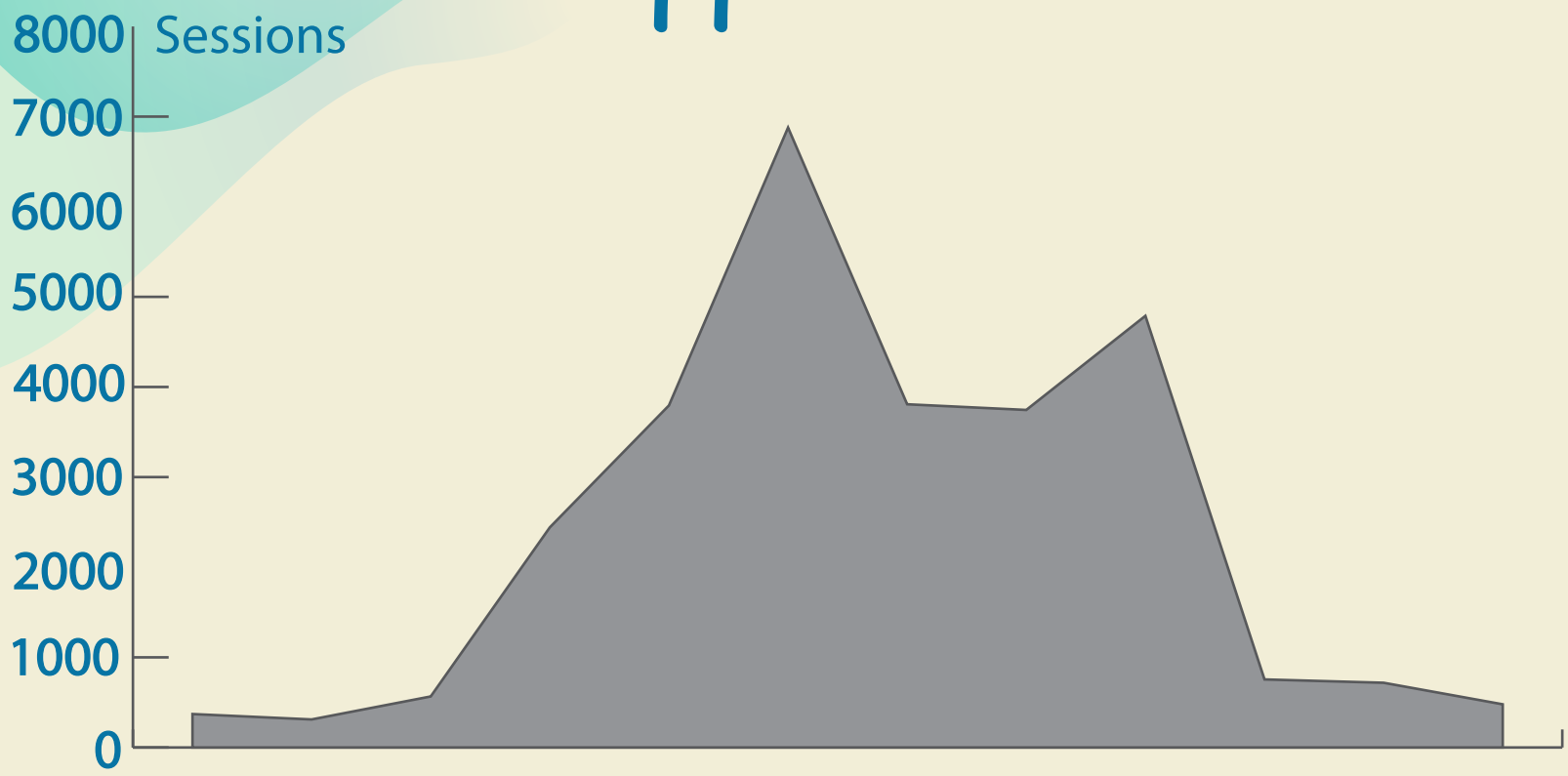
Did you know "Be Prepared" was actually written to help promote signing up for air quality alerts at http://airnorthtexas.org/signup? And if you do it today, you can win one of the reusable lunch bags floating in this DELETED scene of #TheLionKing 😉

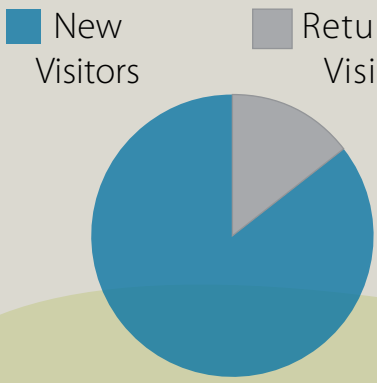
2018 Air North Texas Web Traffic Sources



Channel Grouping	Sessions
Direct	15,821
Referral	1,175
Social	747
Search	1,851
Display	356

2018 Air North Texas Web Traffic Overview





Device Category	Acquisition Session
Mobile	14,341 (69.44%)
Desktop	5,057 (24.49%
Tablet	1,254 (6.07%

Sessions	28,657
Pages/Sessions	1.43
Users	20,905
Pageviews	40,971
Avg. Session Duration	00:00:53
Bounce Rate	81.26%
Sessions per User	1.37

Contact Us

www.airnorthtexas.org
airnorthtexas@nctcog.org
817-695-9240

Find Us on Social Media

NCTCOGtrans

Air North Texas