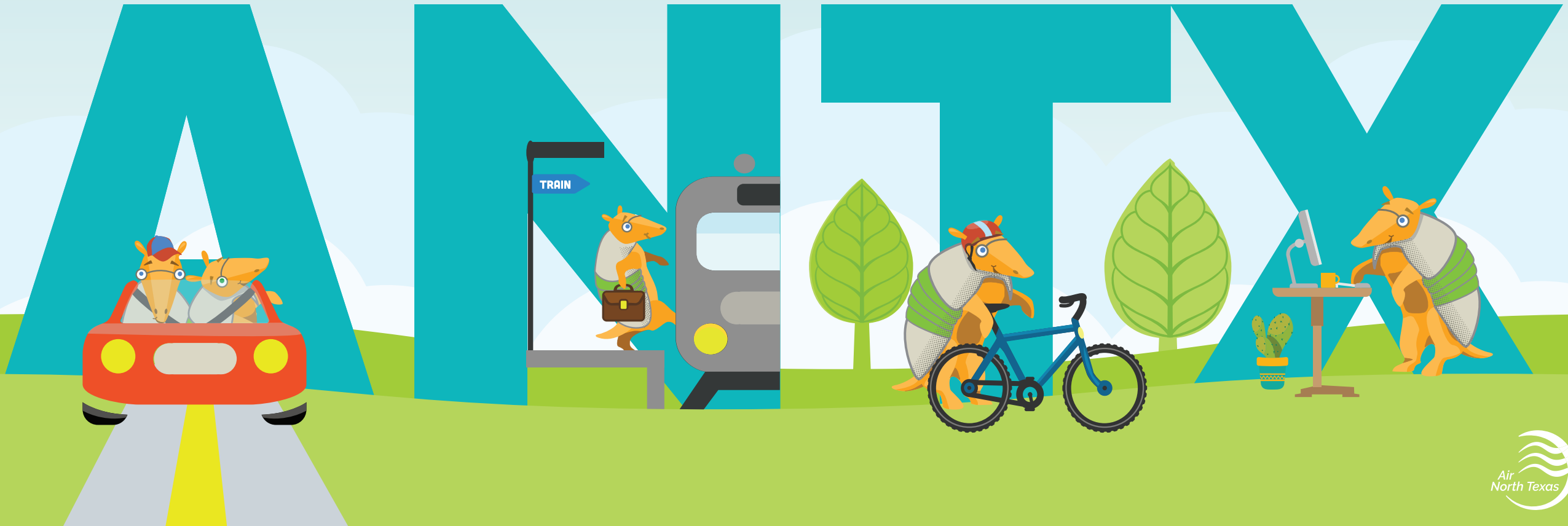
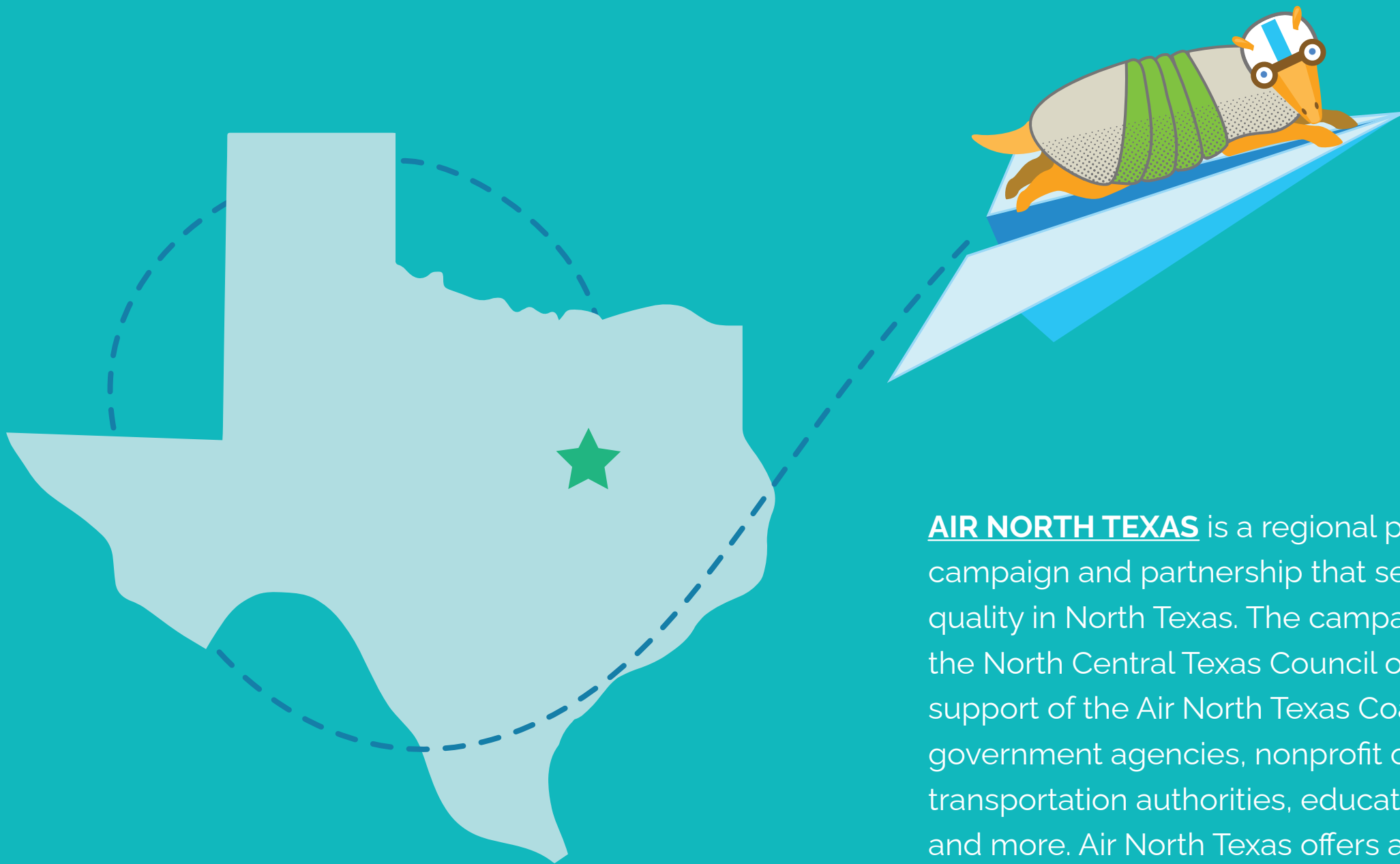




2021 AIR NORTH TEXAS ANNUAL REPORT





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. In 2020, we received **2,925** total commitments and **1,128** total participants.



OUR PARTNERS

In 2021, the campaign received 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.

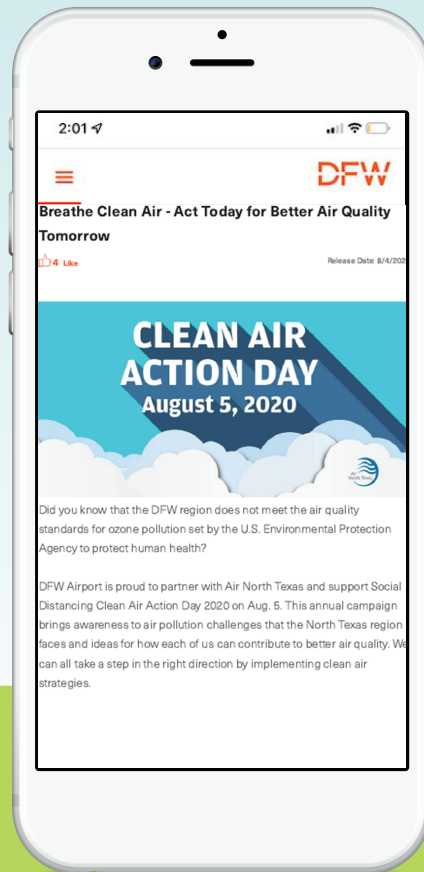
9

Air North Texas posts on Facebook/Twitter + 1 reel and story on Instagram

27

Ozone Action Day Alerts on Facebook/Twitter

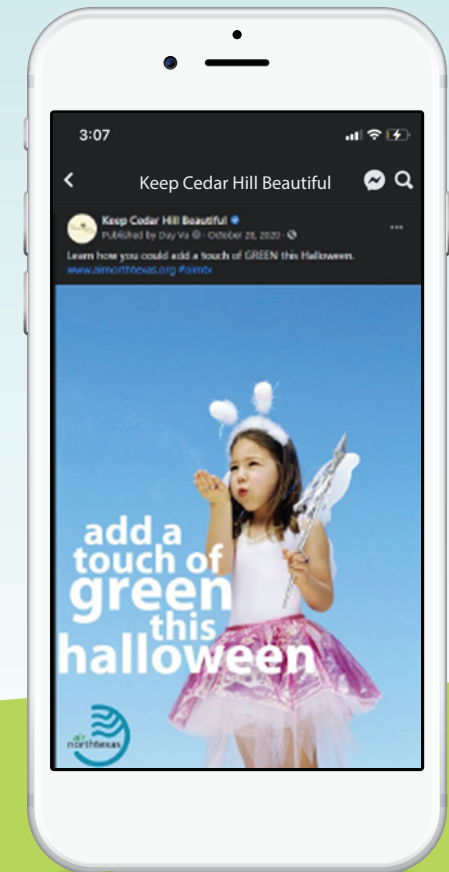
DFW AIRPORT BLOG POST



CITY OF DENTON



CITY OF CEDAR HILL



ANTx PARTNER AWARD WINNERS



And the winner is...

Outstanding Outreach
City of Plano

Outstanding Initiative
City of Dallas

Partner of the Year
City of Cedar Hill

Arlo Ambassador
City of Grand Prairie

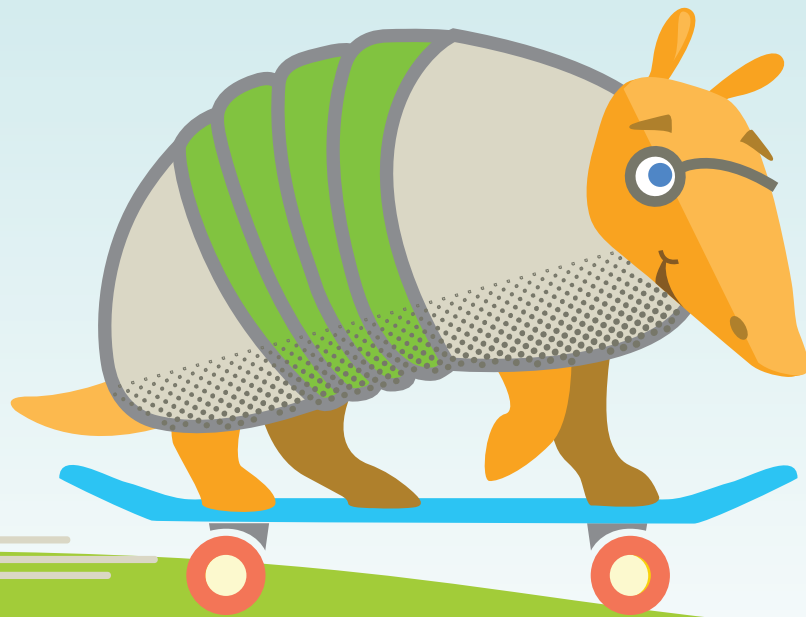
Outstanding Advertising
City of Grand Prairie

WHAT WE DO

In 2021, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

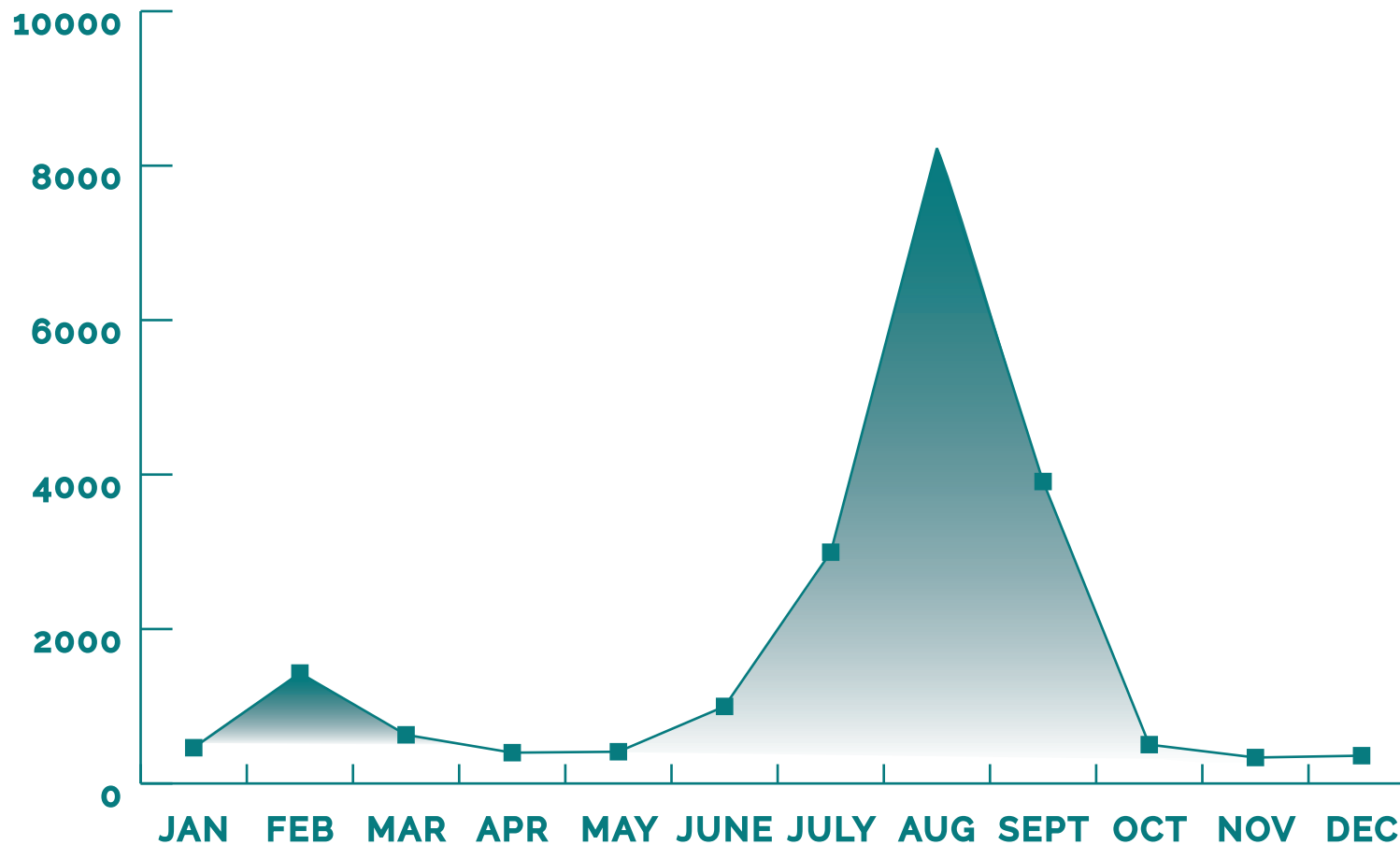
- Paid Advertising
- Public Education
- Social Media
- Community Outreach Partner Collaboration

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 2021 Air North Texas web traffic and outreach events attended throughout the year.



AIR NORTH TEXAS OUTREACH EVENTS

April

- Earth Day Event (Virtual, DFW International Airport, K-12)
- EarthFest (Virtual, UNT)
- Digital Earth Day: Through the Lens of Sustainability

May

- Head for the Hills Bicycle Rally

October

- Harvest House Raffle & Trunk or Treat

ADVERTISING MEDIA & COSTS

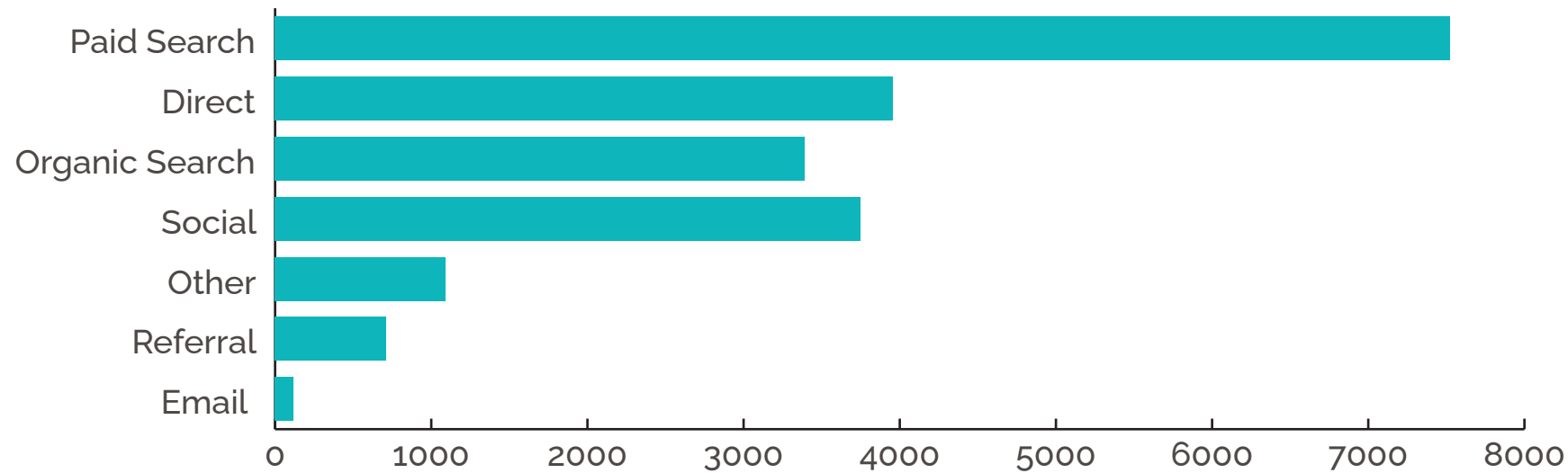
Google	\$3000
KERA/KXT	\$14,000
DFW Child	\$13,270
NBC 5	\$28,900
iHeart Media	\$34,995
Audacy	\$40,000
Facebook	\$40,835

2021 Total Advertising Spend: \$175,000



WEB TRAFFIC OVERVIEW

ANTX Web Traffic Sources



2021 Web Traffic Overview

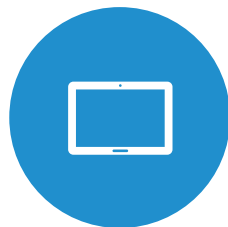
Sessions	26,028
Pages/Sessions	1.28
Users	20,120
Pageviews	33,319
Avg. Session Duration	00:00:39
Bounce Rate	87.95%

ANTX Visits by Device



Mobile

11,925 (45.82%)



Tablet

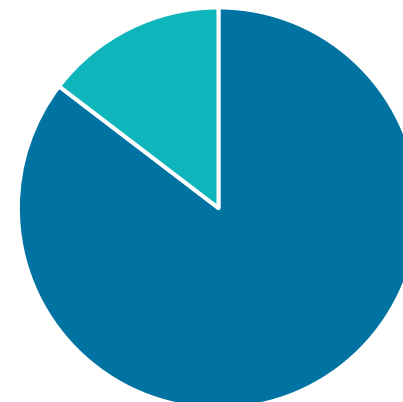
3,070 (11.79%)



Desktop

11,033 (42.3%)

ANTX Returning & New Visitors



- New Visitors
- Returning Visitors

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 Dallas @CityOfDallas · Aug 30
 The Branch Out Dallas Tree Giveaway Program is providing trees to residents at no cost!
 Trees both cool temperatures and improve air quality. Registration begins Sept. 1. Learn more at: dallascitynews.net/branch-out-dal...



Grand Prairie, TX @gp_tx · Jun 14
 Your car's engine can use more than 10,000 gallons of air for every gallon of fuel burned, so make sure your air filter isn't dirty for maximum efficiency and miles per gallon. #AirNTX



City of Cedar Hill, Texas - Government
 June 10
 Clear out your wastes and get ready for summer! Environmental Collection Day is this Saturday, June 12 from 9 to noon. <https://www.cedarhilltx.com/.../Environmental-Collection-Day> #AirNTX



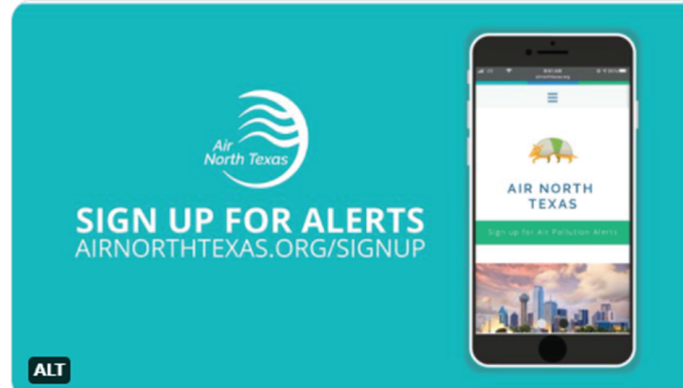
NCTCOG Transportation Department
 Published by Jordan Smith · November 22 at 12:20 PM
 The holiday season is always a busy time for travelers and making sure your vehicle is ready for extended travel is important. Make sure your car is up to date on maintenance to prevent any unnecessary air pollution! Read more Thanksgiving travel tips at: <https://www.airnorthtexas.org/.../tips-for-the-holiday...> #AirNorthTexas



NCTCOGTransportation @NCTCOGtrans · Jun 17
 Ozone Action Day – DFW-area ozone on 6/18 is predicted to be at Level Orange, unhealthy for sensitive groups. Children, older adults and those with chronic lung conditions should limit outdoor activity. bit.ly/9nC9vy



NCTCOGTransportation @NCTCOGtrans · Jun 21
 Summer is officially here! Don't head out without knowing about air quality in our region. Sign up for alerts at AirNorthTexas.org! #AirNorthTexas #SummerSolstice



NCTCOG Transportation Department
 Published by Jordan Smith · August 3
 Looking to make a difference this year? Ride a bike, walk or take public transit when headed to your next destination. You'll help reduce emissions and contribute to cleaner air in the region. Make your clean air commitment today at airnorthtexas.org/cleanairactionday. #AirNTx #CAAD2021



CONTACT US

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

Find Us on Social Media: @NCTCOGtrans

