

ANTX

2023 Annual Report

Air
North Texas



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.



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.

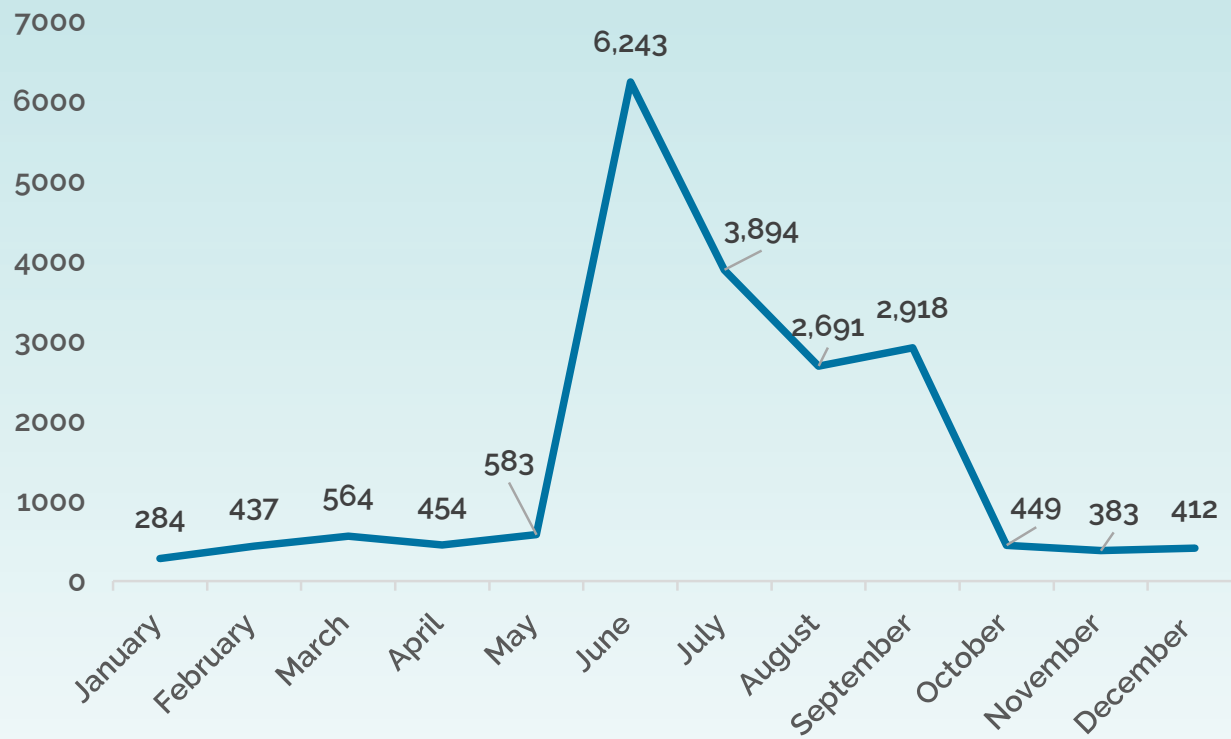


ADVERTISING MEDIUMS, RUN DATES, AND COSTS

Mediums	Timeframes	Cost
Natural Awakenings	May – June 2023	\$3,600.00
Facebook	May - September 2023	\$37,000.00
Spotify	May - September 2023	\$40,000.00
Tre Magazine	May - September 2023	\$740.00
Community Impact	May - September 2023	\$21,933.00
Volta	May - September 2023	\$64,000.00
Google	May - September 2023	\$4,725.00
Buena Suerte	May - September 2023	\$1,000.00
All Over Media	May - August 2023	\$32,000.00
TOTAL COST:		\$103,273.75

2023 WEB TRAFFIC OVERVIEW

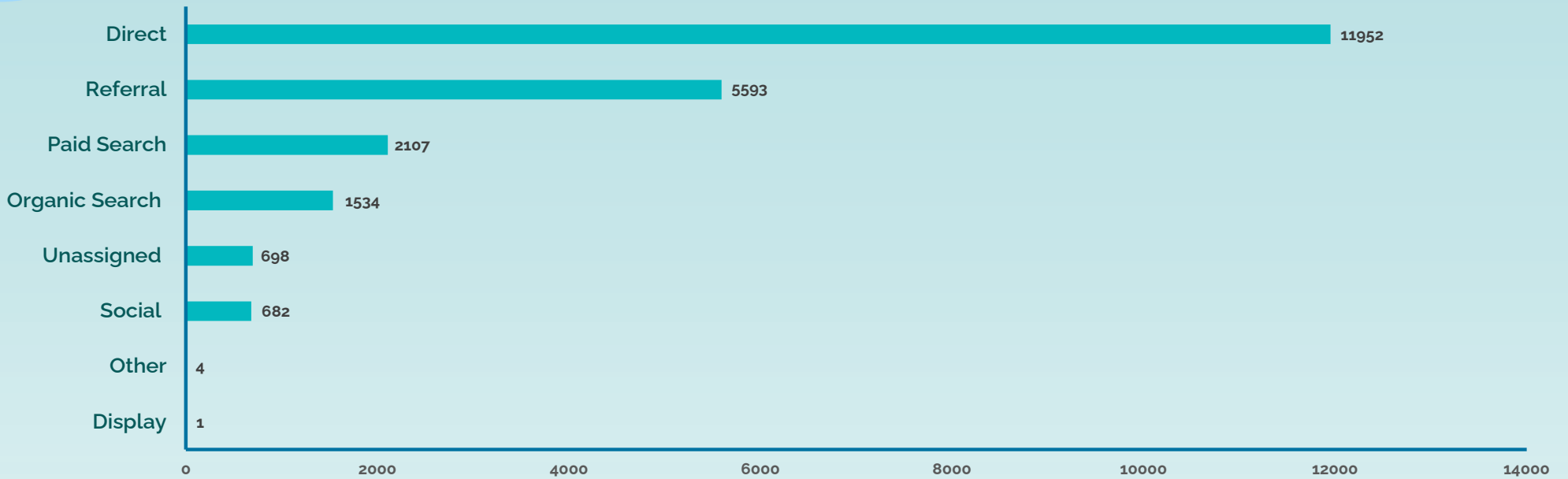
Monthly Users



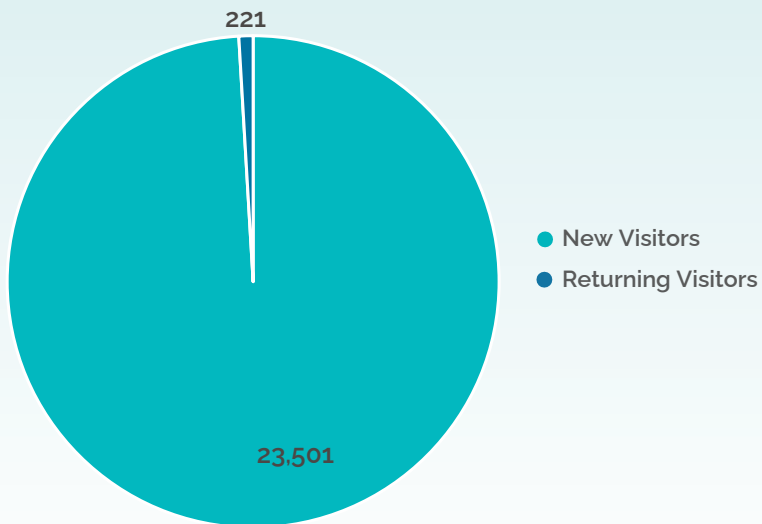
ANTX Web Traffic Sources

Sessions	28,138
Pages/Sessions	4.28
Users	23,754
Pageviews	73,757
Avg. Session Duration	00:01:34
Bounce Rate	78.51%

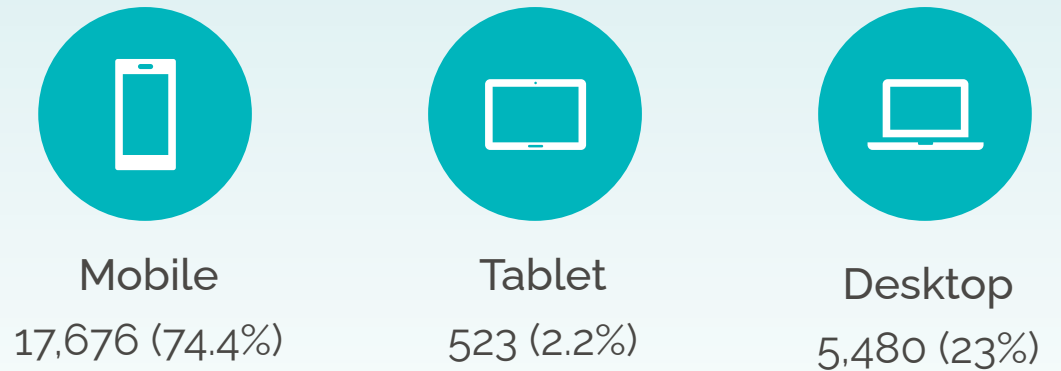
ANTx Web Traffic Sources



ANTx Returning & New Visitors



ANTx Visits by Device



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 2023, we received **3,384** total commitments and **942** total participants.



TAKE LUNCH TO WORK OR SUMMER ACTIVITIES
367 COMMITMENTS



ATTEND MEETINGS REMOTELY
161 COMMITMENTS



MAINTAIN CONSISTENT SPEED WHEN DRIVING
307 COMMITMENTS



STAY UP TO DATE ON VEHICLE MAINTENANCE, STATE EMISSIONS & SAFETY INSPECTION
320 COMMITMENTS



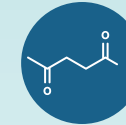
SWITCH TO ENERGY EFFICIENT LIGHT BULBS
265 COMMITMENTS



REDUCE IDLING WHEN DRIVING
304 COMMITMENTS



COMBINE TRIPS OR DRIVE LESS
317 COMMITMENTS



USE A VEHICLE - APPROVED BIOFUEL IN YOUR CAR
31 COMMITMENTS



SIGN UP FOR AIR POLLUTION ALERTS
50 COMMITMENTS



BUY LOCAL OR AT PLACES WHERE LESS DRIVING IS REQUIRED
293 COMMITMENTS



PURSUE ENERGY EFFICIENT HOME IMPROVEMENT PROJECTS
63 COMMITMENTS



CHOOSE A CLEAN VEHICLE OPTION IF PURCHASING A
11 COMMITMENTS



TELECOMMUTE
63 COMMITMENTS



BICYCLE OR WALK INSTEAD OF DRIVING
342 COMMITMENTS



REPORT SMOKING, POLLUTING VEHICLES
15 COMMITMENTS



CONSIDER ELECTRIC OR ALTERNATIVE FUEL LAWN MOWER
65 COMMITMENTS



LOG YOUR COMMUTES AT TRYPARKINGIT.COM
6 COMMITMENTS



USE MASS TRANSIT
12 COMMITMENTS



CARPPOOL OR VANPOOL
170 COMMITMENTS



OTHER
66 COMMITMENTS

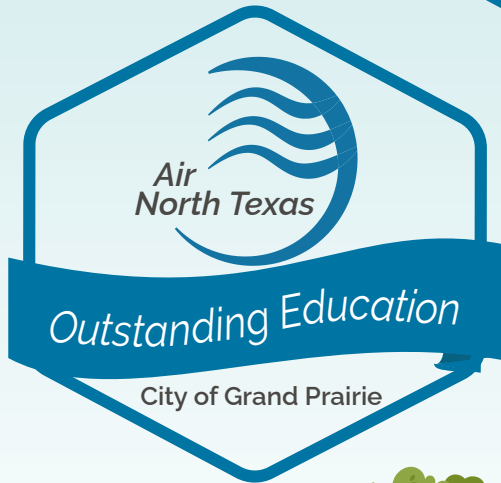


TELL A FRIEND ABOUT AIR NORTH TEXAS AND OPTIONS THAT HELP IMPROVE AIR QUALITY IN THE REGION
141 COMMITMENTS



COMMIT TO MAKING CLEAN AIR CHOICES THE ENTIRE OZONE SEASON
34 COMMITMENTS

ANTx PARTNER AWARD WINNERS



ANTx OUTREACH EVENTS

MAR

**FRIDAY
APRIL 14th**
UNT UNIVERSITY DAY
DENTON CAMPUS
INFORMATIONAL BOOTH

APR

**MONDAY
APRIL 17th**
EL CENTRO EARTH DAY
CELEBRATION, DALLAS
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
UNT HEALTH SCIENCE
CENTER EARTH DAY FAIR,
FORT WORTH
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
ERICSSON EARTH DAY
PLANO,
INFORMATIONAL BOOTH

APR

**SATURDAY
APRIL 22nd**
GRAPEVINE'S EARTH ACTION DAY
GRAPEVINE
INFORMATIONAL BOOTH



**SATURDAY
MARCH 25th**
COWTOWN GREAT
AMERICAN CLEANUP
FORT WORTH
INFORMATIONAL BOOTH

APR

**SUNDAY
APRIL 16th**
OAK CLIFF EARTH DAY
DALLAS
INFORMATIONAL BOOTH

APR

**WEDNESDAY
APRIL 19th**
UTA EARTH DAY 2023
ARLINGTON,
INFORMATIONAL BOOTH

APR

**THURSDAY
APRIL 20th**
UT DALLAS
EARTH DAY FAIR,
RICHARDSON,
INFORMATIONAL BOOTH

APR

**FRIDAY
APRIL 21st -
SUNDAY
APRIL 23rd**
EARTHx
FAIR PARK IN DALLAS
INFORMATIONAL BOOTH

APR

**SATURDAY
MAY 6th**
HEAD FOR THE
HILLS BIKE RALLY
CEDAR HILL
INFORMATIONAL BOOTH

JULY

**FRIDAY
AUGUST 4th**
DALLAS MAYOR'S
BACK TO SCHOOL FAIR
FAIR PARK,
INFORMATIONAL BOOTH

OCT



MAY

**THURSDAY
JULY 20th**
GRAND PRAIRIE'S CYCLIN'
WITH THE MAYOR:
BACK THE BLUE
INFORMATIONAL BOOTH

AUG

**SUNDAY
OCTOBER 1st**
NATIONAL DRIVE
ELECTRIC WEEK (NDEW)
FORT WORTH, 2 PM - 5 PM
INFORMATIONAL BOOTH

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.

 nctcogtrans



Walk to School Day
October 4, 2023

School

North Central Texas Council of Governments

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nctcogtrans Walk to school with Arlo on October 4 and help improve our air quality!

Learn more about #WalkToSchoolDay2023 here: nctcog.org/walktoschool

 City of Cedar Hill, Texas - Government

Jan 8


ICYMI: Cedar Hill Earns Partner of the Year Award for 2023 Clean Air Initiatives! ✨ Read full article <http://tinyurl.com/m59bwvb2>



Like Comment Send Share

37


1 share

 City of Grand Prairie - Municipal Government

Nov 15, 2023

Look out for Arlo, the Airmadillo! His shell will change color based on the Air Quality Index. #AirNTX

Learn about the Air Quality Index (AQI) to receive greater awareness of the level of pollution and its effects on health by visiting <https://ow.ly/LNBH50Q3F19>.



Good
Moderate
Unhealthy for Sensitive Groups
Unhealthy
Very Unhealthy
Hazardous

LOOK OUT FOR THE DAILY AIR QUALITY LEVELS

Grand Prairie TEXAS
PUBLIC HEALTH & ENVIRONMENTAL QUALITY

Air North Texas

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Today is Clean Air Action Day, an annual call to action for improved air quality. We invite you to join us by doing at least one thing to help improve air quality. You can help reduce the number of high-ozone days in our area and protect public health!

Learn how and pledge to take action: airnorthtexas.org/cleanairactionday

Then, complete this form for a chance to win a prize bag: share.plano.gov/CleanAirPrizes



Like Comment Send Share

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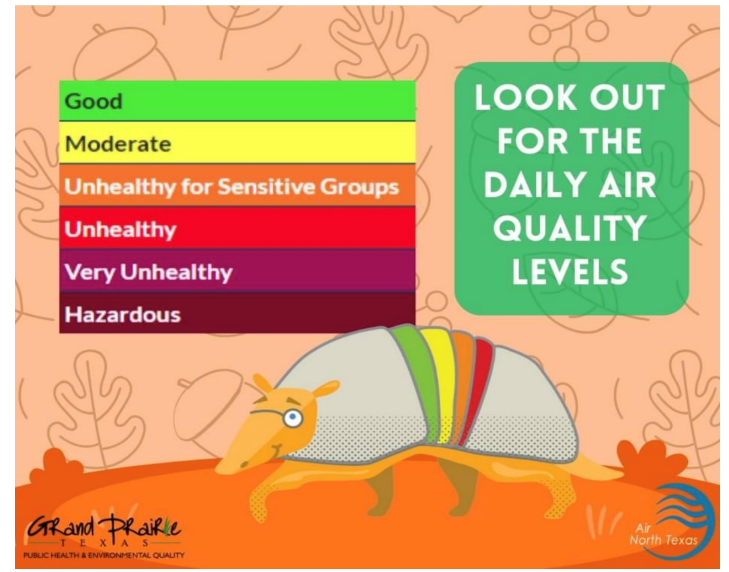


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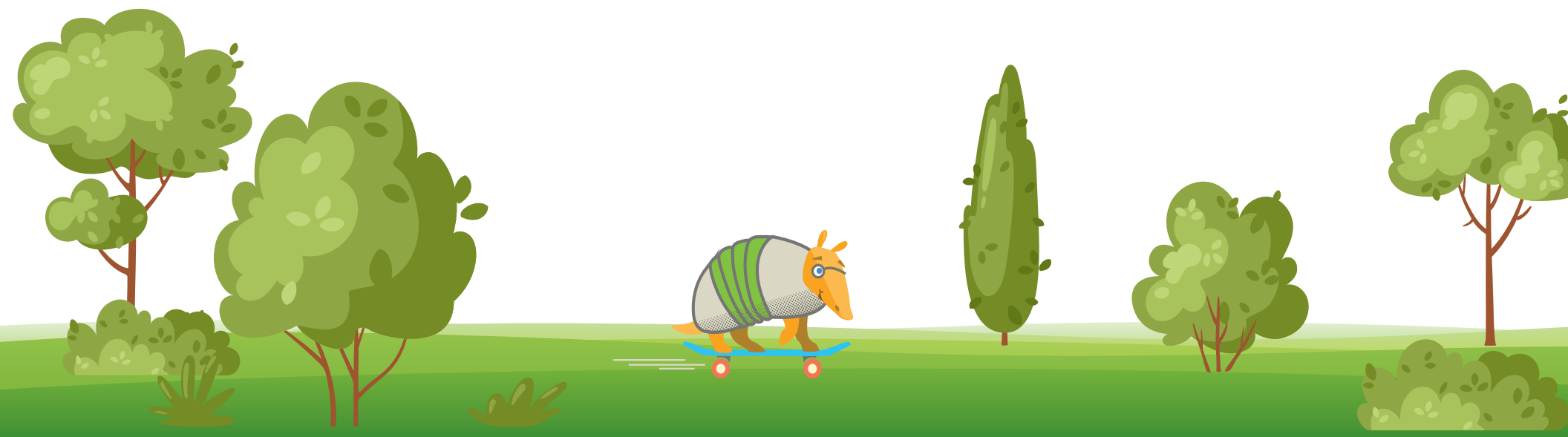
nctcogtrans Join us for Clean Air Action Day this Friday, June 2, as we take action to improve air quality in North Texas. What steps will you take? Find out more at airnorthtexas.org/cleanairactionday #CAAD2023 #AirNTX #cleanairactionday #airquality

Look out for Arlo, the Armadillo! His shell will change color based on the Air Quality Index. #AirNTX

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CONTACT US

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Find Us on Social Media: @NCTCOGtrans

