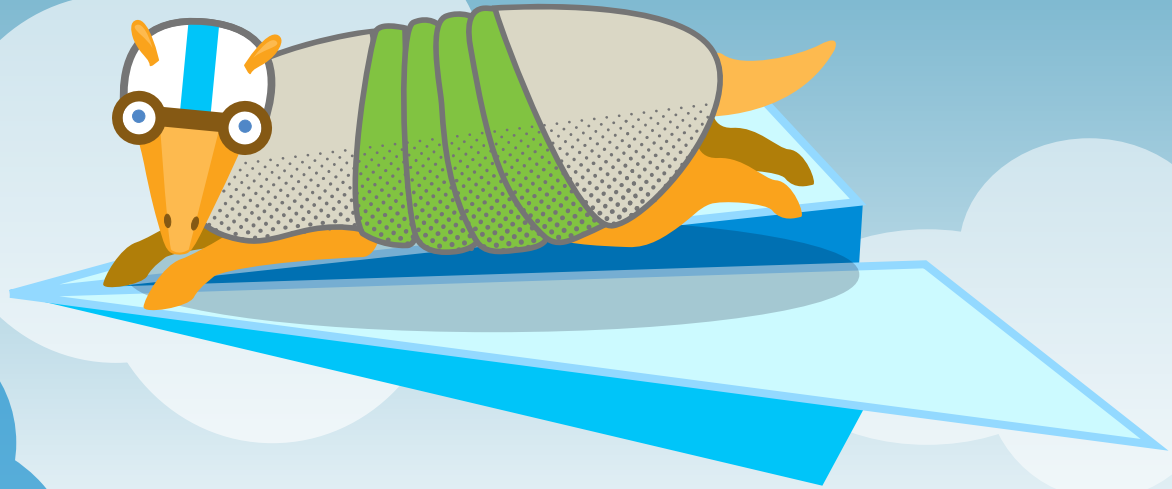


Air North **Texas**

2024 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.



What We Do

In 2024, 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

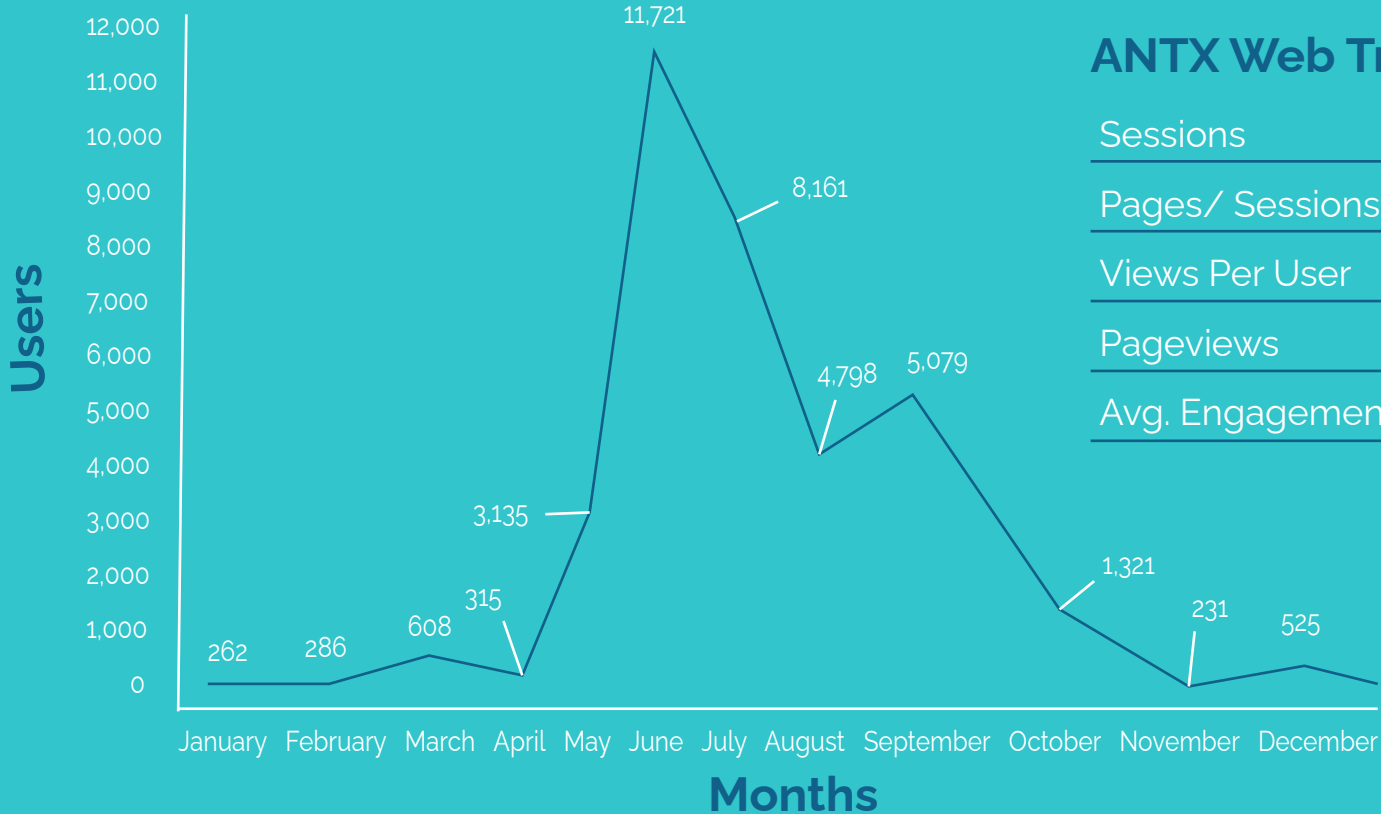
The figures on the next page show web traffic trends of airnorthtexas.org, the campaign's website.



Advertising Mediums, Run Dates, and Costs

Mediums	Timeframes	Cost
Out of Home	May – Sept. 2024	\$100,000.00
Print/Digital	May – Sept. 2024	\$19,600.00
Social Media	May – Sept. 2024	\$16,246.20
Audio	May – Sept. 2024	\$24,059.58
		Total Spent: \$159,905.78

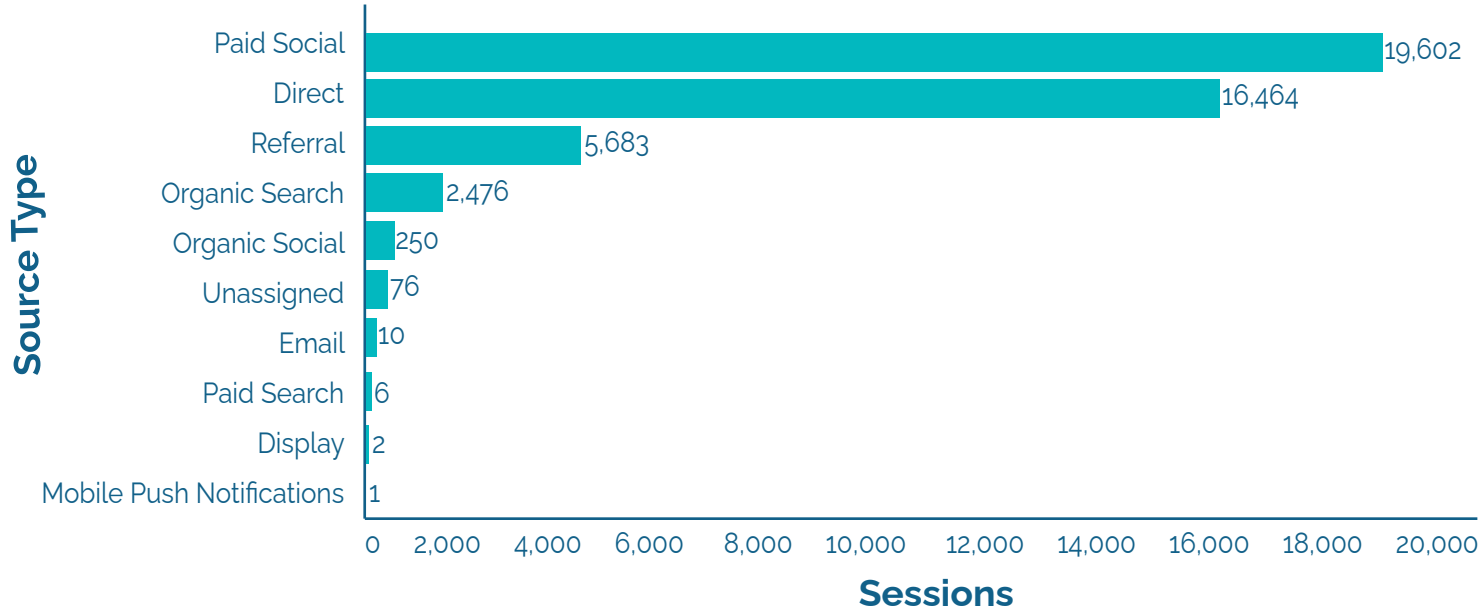
2024 Web Traffic Overview



ANTX Web Traffic Sources

Sessions	45,027
Pages/ Sessions	2.22
Views Per User	34,288
Pageviews	76,164
Avg. Engagement Time	22s

ANTX Web Traffic Sources



ANTX Users 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 2024, we received 2,049 total commitments and 738 total participants.



Take lunch to work or summer activities

205 Commitments



Attend meetings remotely

91 Commitments



Maintain consistent speed when driving

153 Commitments



Confirm you are up-to-date on regular vehicle maintenance and state emissions and safety inspection

147 Commitments



Switch to energy efficient light bulbs

111 Commitments



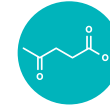
Reduce idling when driving

188 Commitments



Call for an alternative-fuel or hybrid vehicle

13 Commitments



Use a vehicle - approved biofuel in your car

13 Commitments



Sign up for air pollution alerts

52 Commitments



Buy local or at places where less driving is required

111 Commitments



Report smoking, polluting vehicles (#SMOKE)Vehicle

28 Commitments



Combine trips or drive less

193 Commitments



Telecommute

81 Commitments



Bicycle or walk instead of driving

250 Commitments



Pursue energy-efficient home

31 Commitments



Consider electric or alternative fuel lawn mower

28 Commitments



Log your commutes at [tryparkingit.com](https://www.tryparkingit.com)

7 Commitments



Use mass transit

32 Commitments



Carpool or vanpool

145 Commitments



Encourage someone else to make clean air choices on 6/7/2024

52 Commitments



Choose a clean vehicle option if purchasing a new vehicle

25 Commitments



Commit to making clean air choices the entire ozone season

41 Commitments



Tell a friend about Air North Texas and options that help improve air quality in the region

40 Commitments



Other

22 Commitments

Our Partners

In 2024, the campaign received support from 35 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.

City of Plano



City of Grand Prairie



City of Cedar Hill



ANTX Partner Award Winners

**City of Dallas
Outstanding
Initiative Award**

**City of Cedar Hill
Arlo Ambassador
Award**

*Air
North Texas*

2024 PARTNER OF THE YEAR

City of Grand Prairie

**City of Cedar Hill
Outstanding
Outreach Award**

**City of Plano
Outstanding
Education Award**

ANTX Outreach Events

**MARCH
5**

Air Sensor Summit
Richardson,
Informational
Booth

**MARCH
23**

Cowtown Great American Clean Up: Earth Party,
Informational Booth

**APRIL
16**

El Centro College
Dallas,
Informational
Booth

**APRIL
17**

DFW Airport Employee Earth Day
DFW Airport,
Informational Booth

**APRIL
18**

Earth Day at Texas Instruments
Richardson,
Informational Booth

**APRIL
21**

Oak Cliff Earth Day
Dallas,
Informational Booth

**APRIL
23**

Ericsson Employee Earth Day
Plano,
Informational Booth

**APRIL
23**

UT Arlington Earth Day 2024
Arlington,
Informational Booth

**APRIL
25**

UNT Health Science Center Earth Day Fair
Fort Worth,
Informational Booth

**APRIL
25**

UT Dallas Earth Fair
Richardson,
Informational Booth

**APRIL
27**

City of Lewisville's ColorPalooza
Lewisville,
Informational Booth

**MAY
23**

Cyclin' with the Mayor Tyre Park Grand Prairie,
Informational Booth

**JUNE
7**

Clean Air Action Day
North Central Texas, All Day

**AUGUST
2**

Dallas Mayor's Back to School Fair
Fair Park,
Informational Booth

**SEPTEMBER
21**

TCU at SMU Football Tailgate
Dallas,

**OCTOBER
6**

National Drive Electric Week Tanger Outlets,
Fort Worth,
Hosted Event

**OCTOBER
8**

Ericsson's Safety, Security, and Sustainability Week
Ericsson Village
Plano,
Informational Booth

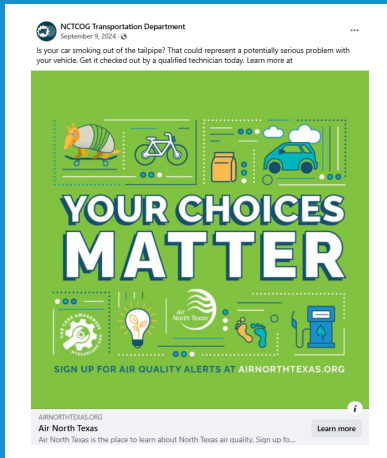
**OCTOBER
21**

WTS 2024 Annual Golf Tournament

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.

NCTCOG Trans



City of Grand Prairie



City of Dallas

City of Dallas @CityOfDallas · Jun 7, 2024

★ 공기 정정 실천의 날은 6월 7일입니다. 이 날은 공기의 질을 향상시키기 위해 간단한 행동을 실천하는 것이 중요성을 강조합니다. 더 자세한 정보를 원하시면 bit.ly/4akKpXG 에 방문하세요. #AirNTX #CAAD



AIRNORTHTEXAS.ORG/CLEANAIRACTIONDAY

Live Green in Plano

Live Green in Plano March 7, 2024

Did you know that ozone season runs from March through November? Ozone is a common air pollutant that can be harmful to our health.

Learn more and sign up for air pollution alerts: <https://www.airnorthtexas.org/>



A Friendly Reminder from Arlo the AIRmadillo:
It's Ozone Season.

Dallas Climate Action

Dallas Climate Action @DallasClimate · Sep 4, 2024

Learn more about Ozone Action Day!


@NCTCOGtrans



An AirMadillo Production

City of Cedar Hill

City of Cedar Hill, Texas - Government created an event.
June 3, 2024



AIRNORTHTEXAS.ORG/CLEANAIRACTIONDAY

Fri, Jun 7, 2024
Clean Air Action Day Celebration!
450 Pioneer Trl, Cedar Hill, TX 75104-1500, United States...

Interested

Contact Us

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

Find Us on Social Media: @NCTCOGtrans

