



2022

Air North Texas Annual Report



ABOUT US



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 2022, we received **7,209** total commitments and **777** total participants.



TAKE LUNCH TO WORK OR SUMMER ACTIVITIES

418 COMMITMENTS



ATTEND MEETINGS REMOTELY

300 COMMITMENTS



MAINTAIN CONSISTENT SPEED WHEN DRIVING

363 COMMITMENTS



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

356 COMMITMENTS



SWITCH TO ENERGY EFFICIENT LIGHT BULBS

334 COMMITMENTS



REDUCE IDLING WHEN DRIVING

333 COMMITMENTS



CALL FOR AN ALTERNATIVE-FUELED OR HYBRID VEHICLE

237 COMMITMENTS



USE A VEHICLE - APPROVED BIOFUEL IN YOUR CAR

245 COMMITMENTS



SIGN UP FOR AIR POLLUTION ALERTS

343 COMMITMENTS



BUY LOCAL OR AT PLACES WHERE LESS DRIVING IS REQUIRED

315 COMMITMENTS



REPORT SMOKING, POLLUTING VEHICLES #SMOKE

267 COMMITMENTS



DRIVE A FUEL-EFFICIENT VEHICLE

248 COMMITMENTS



TELECOMMUTE

282 COMMITMENTS



BICYCLE OR WALK INSTEAD OF DRIVING

415 COMMITMENTS



REPORT SMOKING, POLLUTING VEHICLES

267 COMMITMENTS



CONSIDER ELECTRIC OR ALTERNATIVE FUEL LAWN MOWER

267 COMMITMENTS



LOG YOUR COMMUTES AT TRY PARKING IT.COM

243 COMMITMENTS



USE MASS TRANSIT

272 COMMITMENTS



CARPPOOL OR VANPOOL

319 COMMITMENTS



OTHER

66 COMMITMENTS

OUR PARTNERS

In 2022, 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.



 **City of Grand Prairie, TX** @go_tx · Oct 31
Go green this Halloween and trick-or-treat by walking or biking around the neighborhood with your family. Learn more about clean air at airnorthtexas.org #AirNTX



 **City of Irving** @thecityofirving · Mar 3
Ozone season runs from March through November. During this time people are asked to do their part to improve air quality like carpooling, maintaining their vehicle and conserving water. Follow the link and meet Arlo the AIRmadillo to learn more. #AirNTX cityofirving.org/CivicAlerts.as...



 **City of Denton Sustainability**
March 1 at 8:41 AM
March is the start of Ozone Season in North Texas! As temperatures increase this spring be sure to stay air aware and limit pollution on days when ozone is high. Check out these reminders from Air North Texas for more information! #AirNTX



AIRNORTHTEXAS.ORG
Marching into Ozone Season
Ozone season is here, so what does that mean for you? It means it'...

- 128 posts shared (sixty-four on Facebook and sixty-four on Twitter) promoting Air Quality.
- Combined there were 170 engagements, with 147 of them coming from Facebook and 23 from Twitter.

ANTx PARTNER AWARD WINNERS



Outstanding Achievement

Advertising

City of Irving



Outstanding Achievement

Outreach

City of Denton



Partner of the Year

City of Grand Prairie



**Arlo
Ambassador**

City of Denton



Outstanding Achievement

Initiative

City of Dallas



WHAT WE DO

In 2022, 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 2022 Air North Texas web traffic and outreach events attended throughout the year.

AIR NORTH TEXAS OUTREACH EVENTS

April

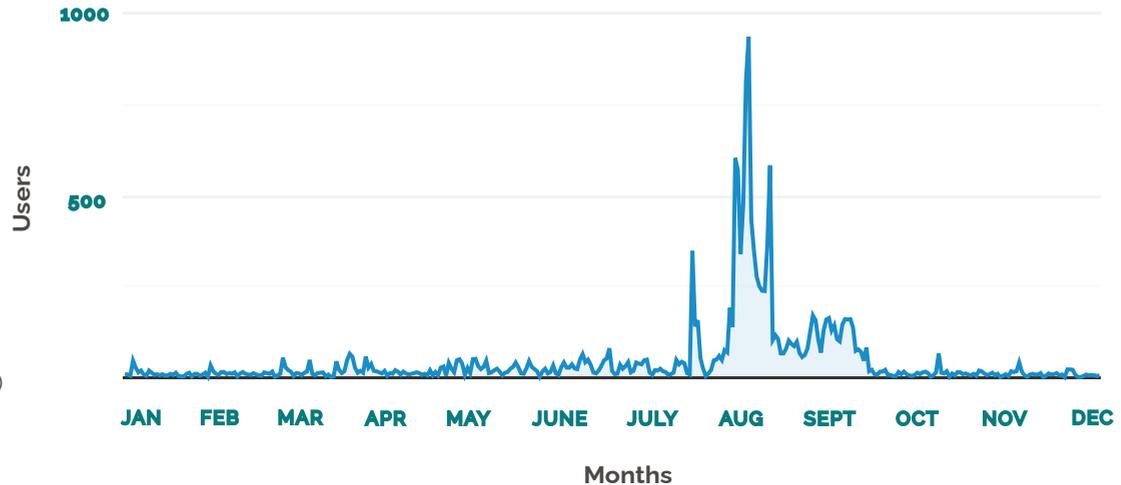
- UNT University Day
- Oak Cliff Earth Day
- UT Arlington Earth Day Fair
- UT Dallas Earth Day Fair
- City of Lewisville's Colorpalooza
- Grapevine Earth Day

May

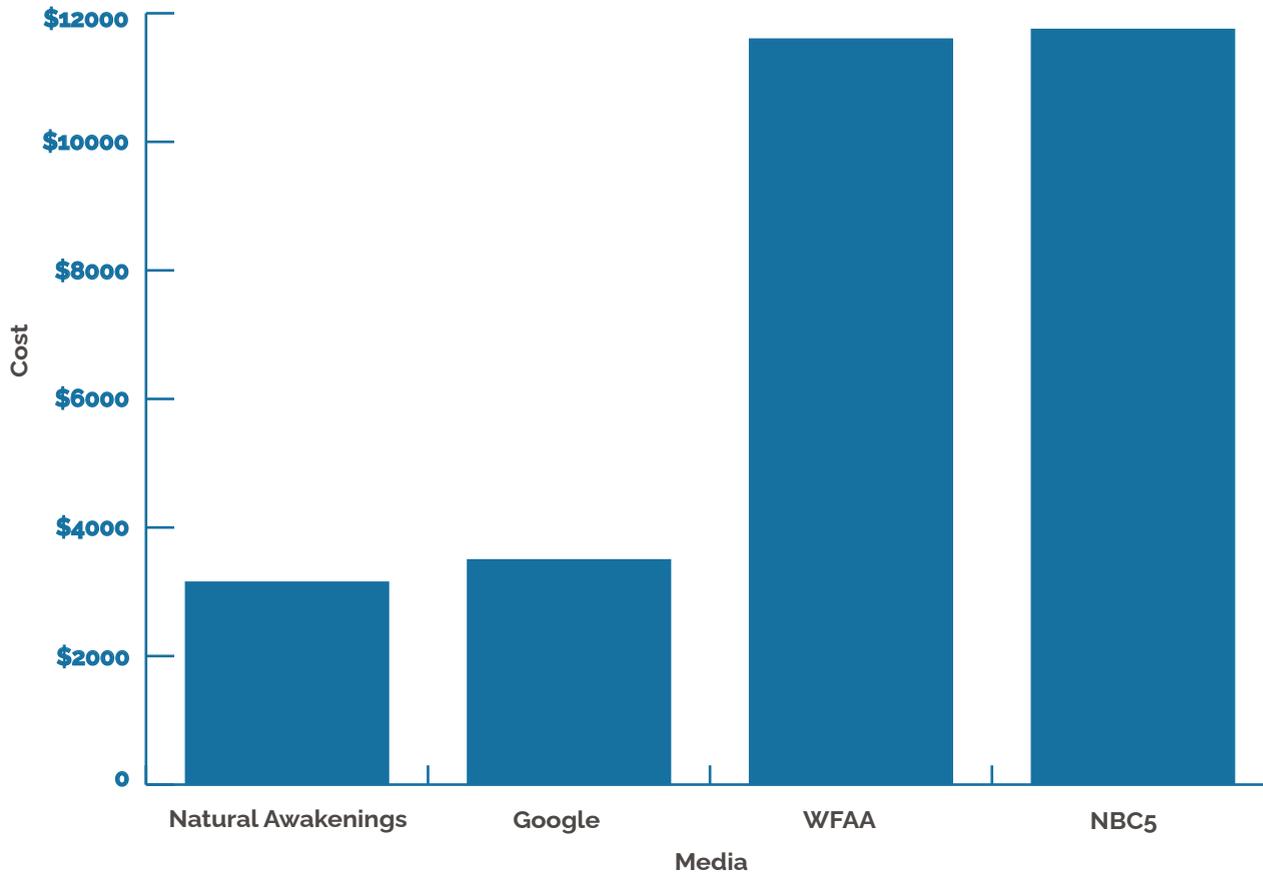
- City On a Hill Festival

October

- National Drive Electric Week (NDEW)
- Ericsson Safety, Sustainability & Security Week
- Grapevine Recycles Day



ADVERTISING MEDIA & COSTS

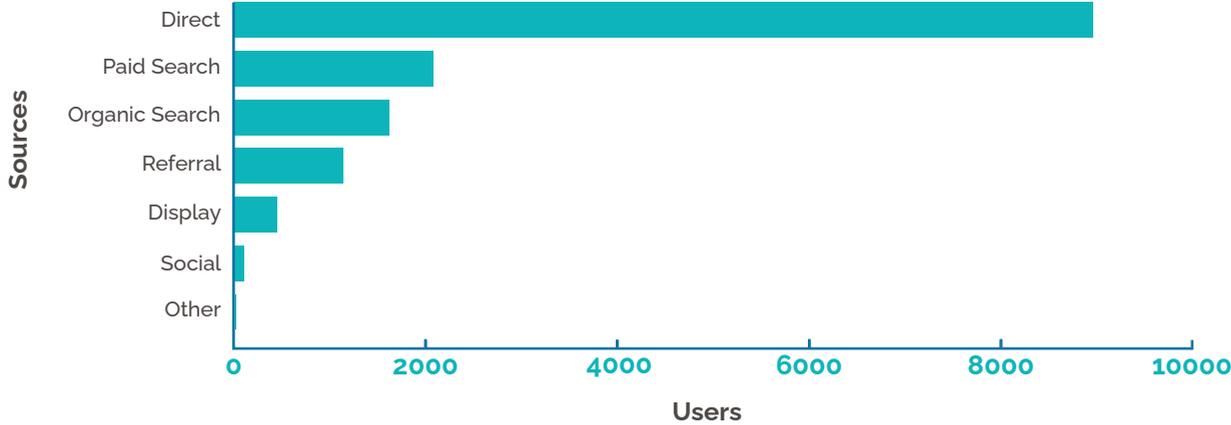


Natural Awakenings	\$3,150
Google	\$3,498
WFAA	\$11,600
NBC 5	\$11,750

2022 Total Advertising Spend: \$29,998



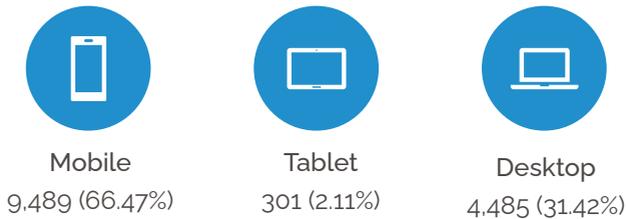
WEB TRAFFIC OVERVIEW



2022 Web Traffic Overview

Sessions	18,470
Pages/Sessions	1.41
Users	14,123
Pageviews	33,319
Avg. Session Duration	00:00:44
Bounce Rate	83.87%

ANTx Visits by Device



ANTx Returning & New 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.

dartmedia @dartmedia · Aug 1, 2022

DART is proud to partner with @NCTCOGtrans and Air North Texas to promote Clean Air Action Day on Wednesday, Aug. 3. Make a small change or two to your routine during ozone season to improve the region's air quality.

Read more at: bit.ly/3jEjpy
#HopOn #CAAD2022



4 replies 7 likes

City of Grand Prairie, TX @gp.tx · Jan 23

Grand Prairie was named the 2022 Air North Texas Partner of the Year for our efforts in improving air quality in the region. Thank you to our citizens and city employees for their amazing involvement with this initiative.
#AirNTX #CityOfGP

Photo and graphic source: @NCTCOGtrans



1 reply 4 likes 315 views

City of Irving @thecityofirving

Celebrate #CleanAirActionDay by learning ways you can improve Irving's air quality. Simple steps such as carpooling or using public transit are great ways to help reduce air pollution. #AirNTX Learn more: airnorthtexas.org/cleanairaction...



7:03 AM · Aug 3, 2022

dartmedia @dartmedia · Aug 2, 2022

In honor of Clean Air Action Day 2022, learn more about how DART takes steps to ensure its operations have minimal impact on the environment.

Read more at: bit.ly/3yywk2s
#HopOn #CAAD2022



3 replies 8 likes

OZONE SEASON
DO YOUR PART TO IMPROVE AIR QUALITY



IRVING Arlo uses public transit every chance he gets!

City of Grand Prairie, TX @gp.tx

As we begin to write our new year's resolution, we encourage you to write at least one sustainable resolution that you can commit to for the rest of the year. We wish you all a green and prosperous 2023! #AirNTX



5:40 PM · Dec 30, 2022 · 392 Views

CONTACT US

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Find Us on Social Media: @NCTCOGtrans

