



2014

*Air North Texas*  
Annual Report

# Clean Air Action Day

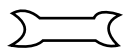
Clean Air Action Day is the campaign's annual event, during which North Texans are asked to do at least one thing to help improve air quality, such as carpooling, using mass transit or biking. The event falls on the first Friday of Summer. 599 individuals committed to doing 2,172 clean air actions on Friday June 27, 2014.

## Who Did What:



293

brought lunch to work



250

maintained vehicle



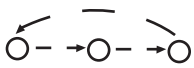
179

drove the speed limit



168

avoided idling



165

combined trips



162

bought local



138

chose to be air aware



136

switched to CFL bulbs



131

encouraged others to join



126

informed their friends



87

biked or walked



85

did green home improvement



84

carpooled



168

reported smoking vehicles



43

telecommuted



35

clean vehicle purchase



30

used alt. fuel mowers



17

used biofuel



15

used mass transit



11

called a clean vehicle



1

reduced trips with technology

# Campaign Expenses

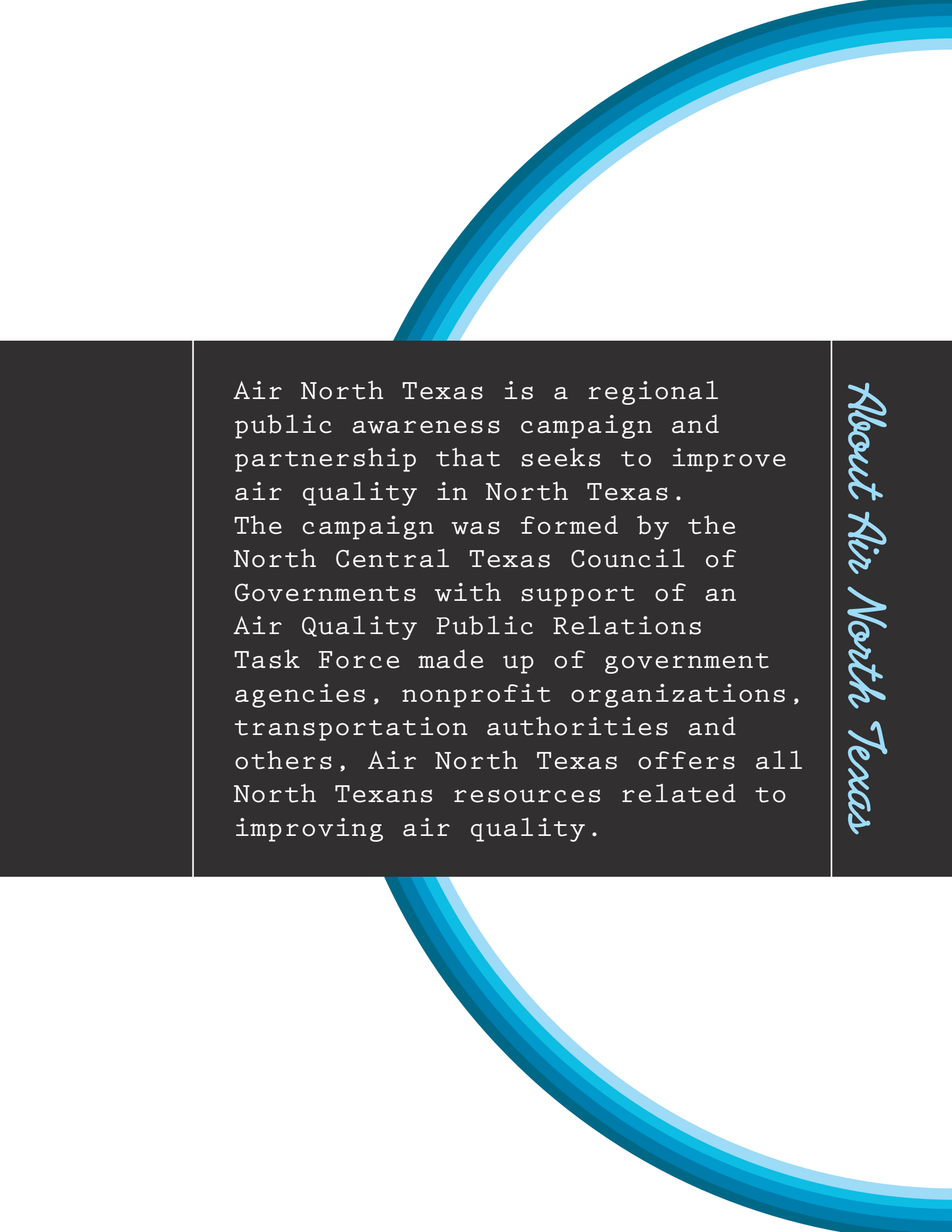
A total of \$150,995.50 was spent on the Air North Texas Campaign in 2013, The costs are broken down below.

## Print and Online Advertising

Dallas Morning News Includes Al Dia and Pegasus News	<u>\$45,000</u>
Fort Worth Star Telegram Includes La Estrella	<u>\$44,789</u>
Lauren Publications Includes Dallas Child, Fort Worth Child, North Texas Child, and Thrive	<u>\$13,520</u>
Natural Awakenings Dallas	<u>\$5,142.50</u>
Natural Awakenings North Texas	<u>\$5,139</u>
Community Impact	<u>\$5,320</u>
Star Local Media	<u>\$8,800</u>
The Dallas Examiner	<u>\$9,475</u>
LaVida	<u>\$9,450</u>

## Radio Advertising

Radio Disney	<u>\$2,800</u>
KERA/KXT Radio	<u>\$1,560</u>



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 an Air Quality Public Relations Task Force made up of government agencies, nonprofit organizations, transportation authorities and others, Air North Texas offers all North Texans resources related to improving air quality.

*About Air North Texas*

The campaign receives support from \_\_\_\_\_ Air North Texas partners, \_\_\_\_\_ of which joined in 2014. 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.

*Our Partners*



Above: The city of Grand Prairie held several events to celebrate Clean Air Action Day. They held a contest for city employees and businesses as well as an art contest for children attending camp. Right: Distributing Air North Texas information at local health fairs and fitness events and used campaign materials to promote clean air through an environmental news letter sent to hundreds of residents.



## Next Stop...

**Bike to Work Week**  
Bike to Work Week - Monday, May 12 through Friday, May 16 is a chance for many people across the country to ride their bicycle to work. Whether you ride to work or school, it's a fun way to get to work. Whether you ride to work or school, it's a fun way to get to work. Whether you ride to work or school, it's a fun way to get to work.

**DCTA Summer Schedule**  
With the spring season coming to a close, DCTA reminds passengers of summer schedule changes that affect Commuter Route 9, NCTC Shuttle and the UCT Shuttle. Passengers can call DCTA Customer Service at 940-243-0677 or visit [RIDDCTA.net](http://RIDDCTA.net) for complete summer schedule details.

**Clean Air Action Day**  
It's up to each of us to take responsibility for the air we breathe. On Friday, June 27, 2014, the morning rush for buses and... Whether you change how you get to work, adjust Friday night plans or start the weekend early with a trip to the lake, there is something you can do to reduce ozone-causing pollution. Go to [airquality.org](http://airquality.org) to see what types of clean air choices you can make!

**May**

- National Train Day**  
On Saturday, May 30, 2014, join us from 8 a.m. to 4 p.m. in celebrating National Train Day at the Dallas Branch, Downtown Station Center (BFTC), The Dorton Area Mall, Richland Club will be on site and have model trains set up for public display.
- No DCTA Service for Memorial Day**  
In observance of the Memorial Day holiday, DCTA will not operate any bus or rail service Monday, May 26. The operations, customer service and administrative offices will also be closed. Regular operational buses will resume Tuesday, May 27. For more information, call DCTA Customer Service at 940-243-0677.

**June**

- National Dump the Pump Day**  
On June 19, 2014, American Public Transportation Association (APTA) and public transportation systems across the country will celebrate the sixth annual National Dump the Pump Day. In these tough economic times with high gas prices, everyone is looking for a way to save money. National Dump the Pump Day encourages people to ride public transportation (instead of driving) and save money. For more information, go to [apta.com](http://apta.com).
- Best Little Brewfest in Texas**  
This city-sponsored beer-festival will feature a variety of Texas beers and entertainment, local restaurants and some of the finest food trucks in the area. The event will take place in Old Town, Lewisville on June 21, 2014 from 4 to 10 p.m. For more information, check out their website at [bestlittlebrewfest.com](http://bestlittlebrewfest.com).



Top: DCTA published an article about Clean Air Action Day and other events promoting air quality in the inaugural issue of EnRoute News, a newsletter that is distributed to passengers. Bottom: Hood County Clean Air Coalition organized a school art contest and Earth Day Museum event that helped students understand the value of healthy air.

The Air North Texas Partner Award winners for 2013-2014 were:

- *City of Grand Prairie*

Partner of the Year

- *Denton County Transportation Authority*

Outstanding Media Engagement

- *City of Fort Worth*

Outstanding Outreach

- *City of Hood County*

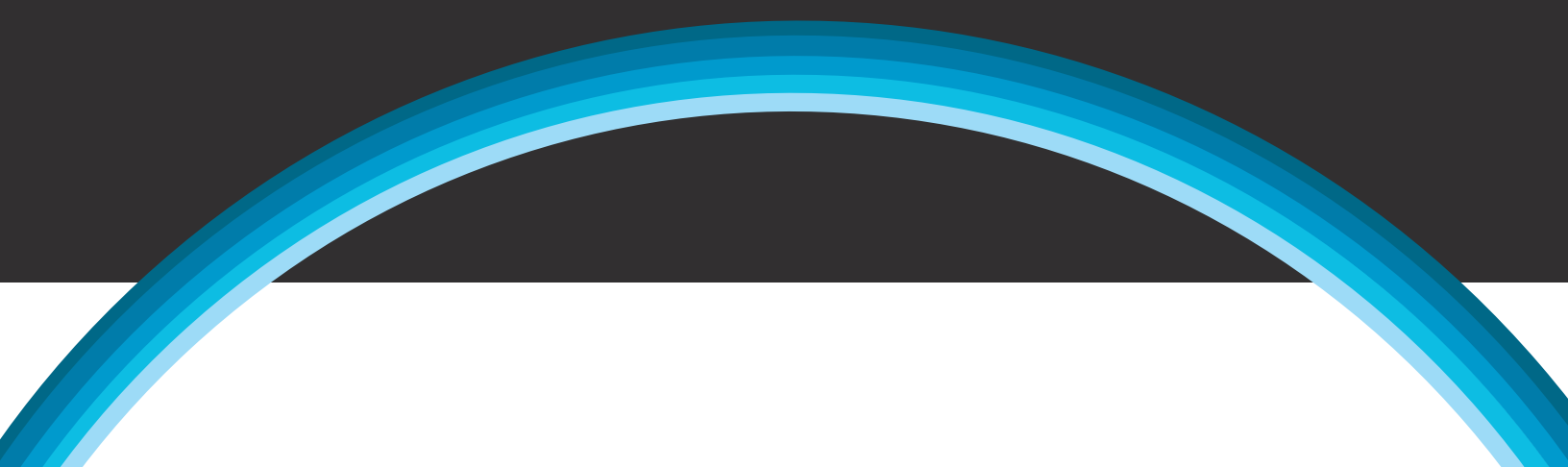
Outstanding Initiative

- *City of Plano*

Outstanding Advertising

- *University of Texas at Arlington*

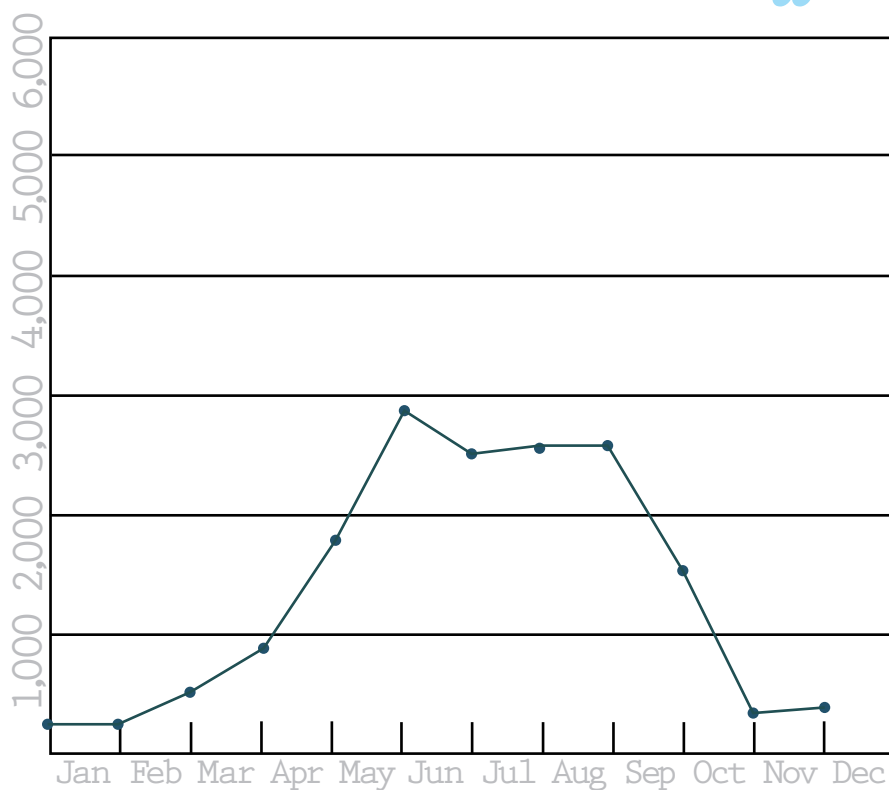
Outstanding Partner Involvement



# Advertising and Web Traffic

The graphs below show a direct correlation between the 2014 Air North Texas web traffic and the number of print ads placed and Facebook and Twitter messages posted throughout the year.

## 2014 Air North Texas web traffic





## *What we did*

In 2014, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

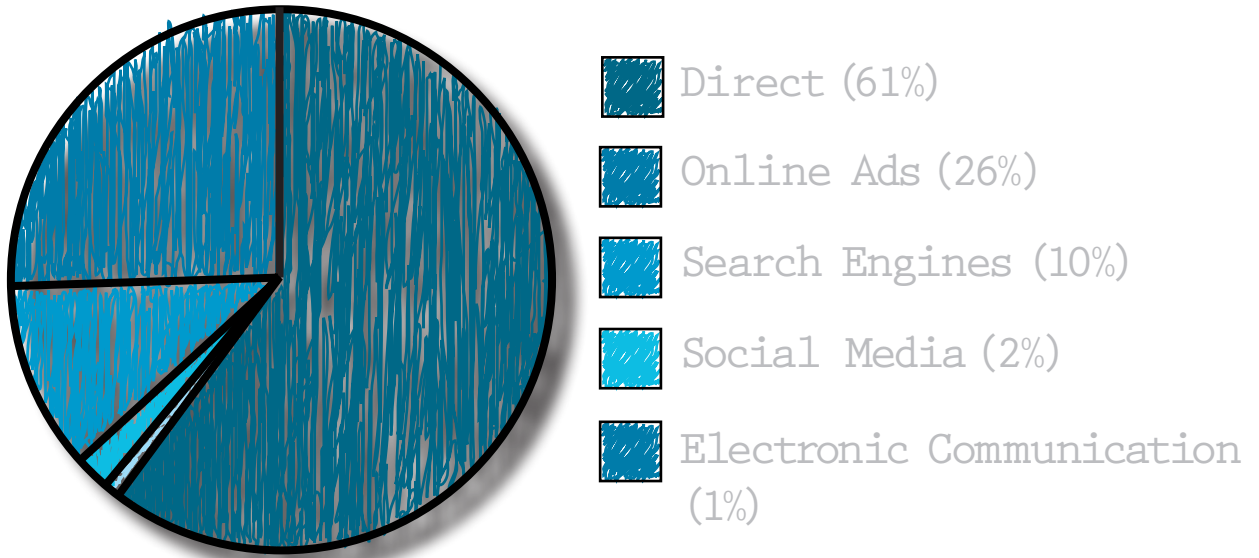
- *paid advertising*
- *giveaway items*
- *social media*
- *community outreach*
- *partner collaboration*

These combined efforts led to the most successful campaign year to date.

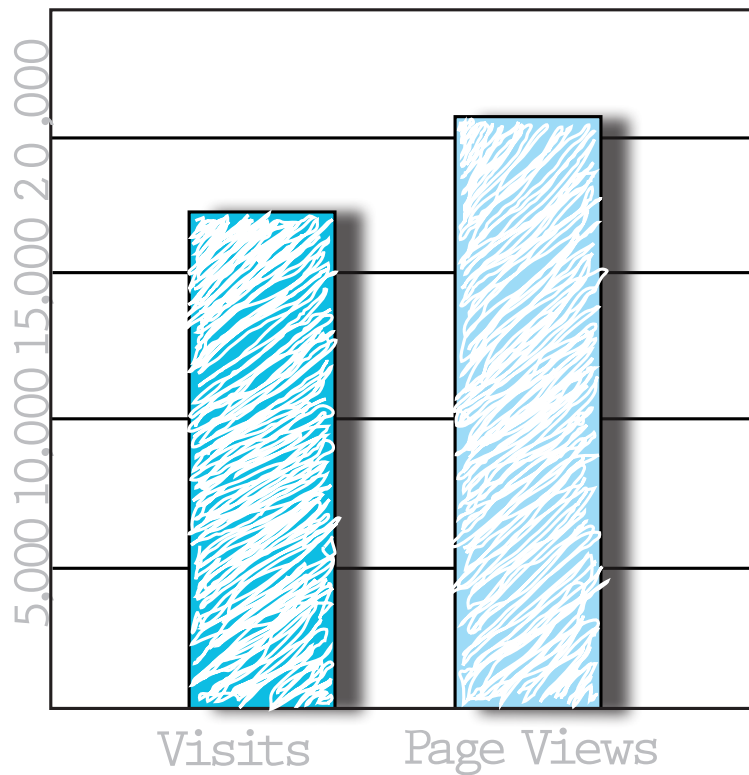
The figures on the next page show traffic trends of the campaign's website.



# 2014 Air North Texas Web Traffic Sources



## 2014 Air North Texas Web Traffic



## *Contact Us*

[www.airnorthtexas.org](http://www.airnorthtexas.org)

[transinfo@nctcog.org](mailto:transinfo@nctcog.org)

871-625-9240

## *Find Us on Social Media*

[www.facebook.com/NCTCOGtrans](http://www.facebook.com/NCTCOGtrans)

[www.twitter.com/NCTCOGtrans](http://www.twitter.com/NCTCOGtrans)

[www.youtube.com/NCTCOGtrans](http://www.youtube.com/NCTCOGtrans)

[www.instagram.com/NCTCOGtrans](http://www.instagram.com/NCTCOGtrans)

