



2013

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 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.

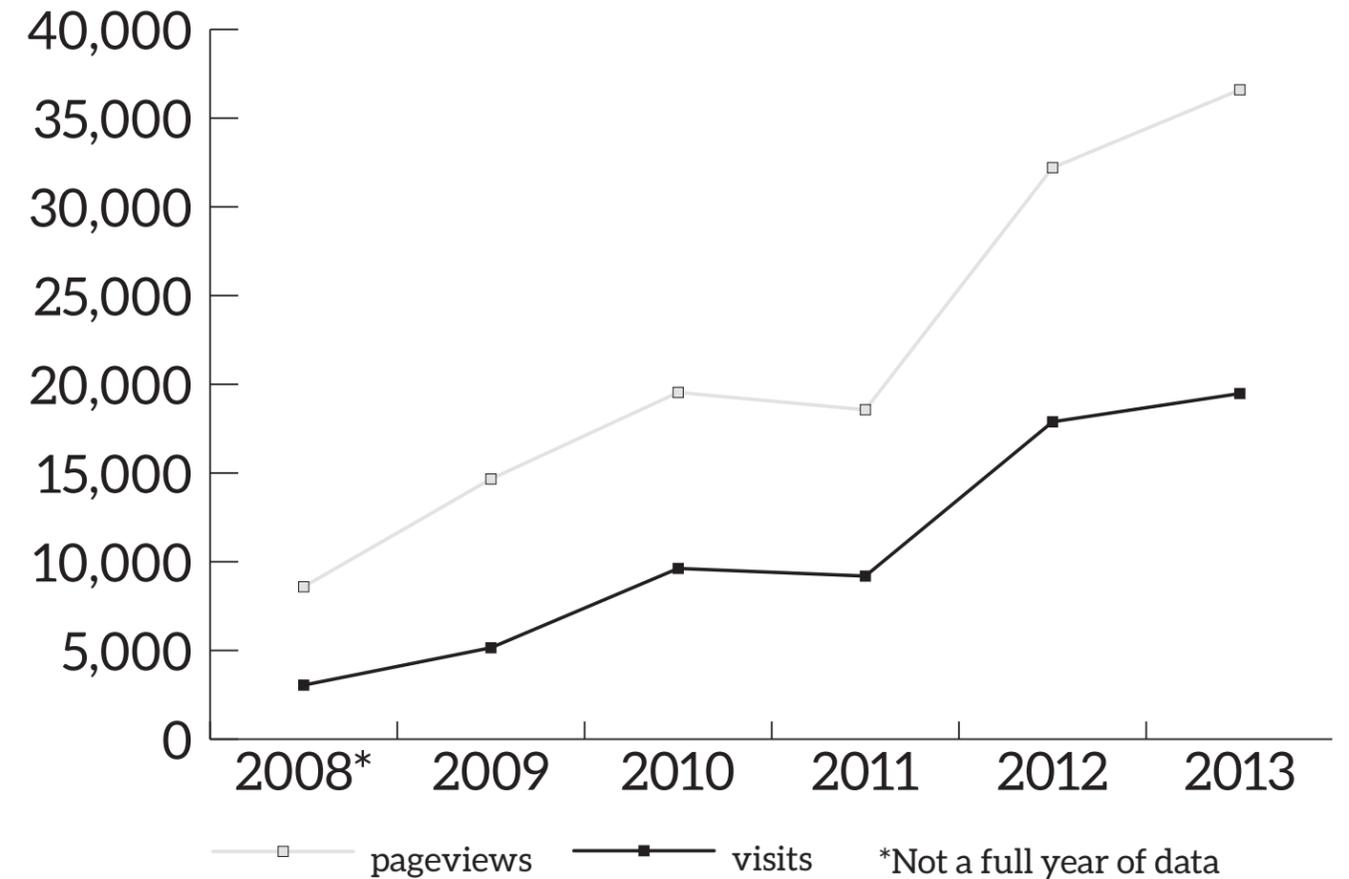
In 2013, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

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

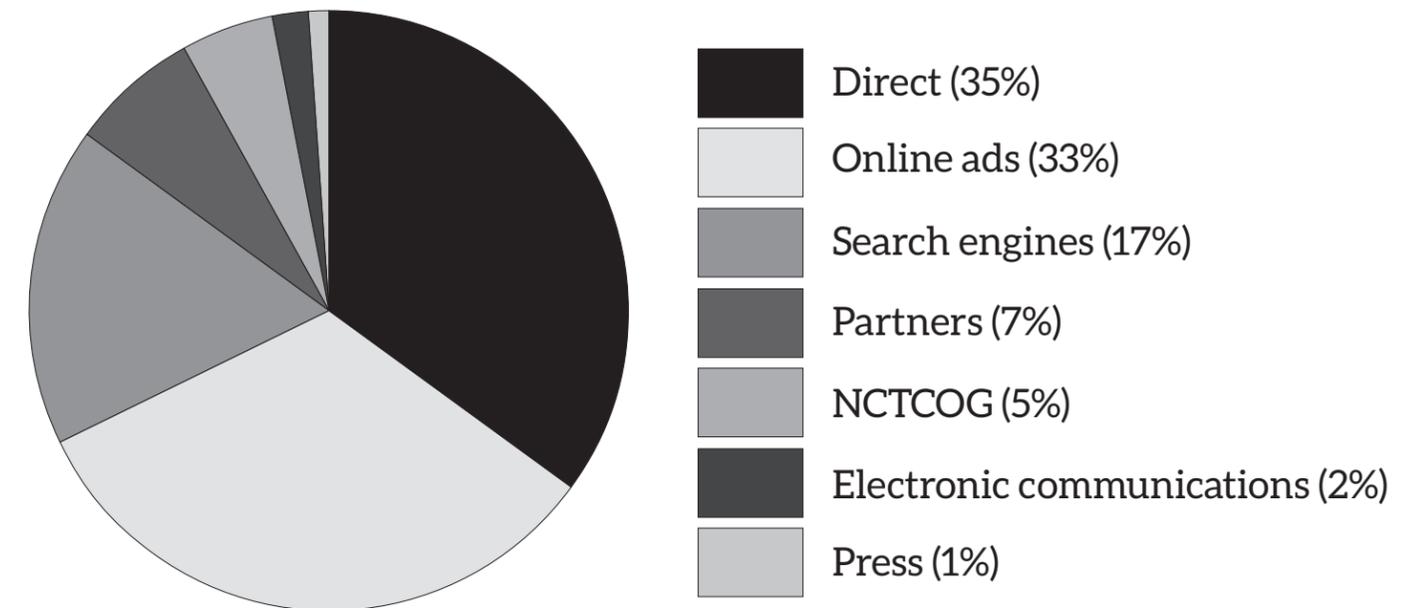
These combined efforts led to the most successful campaign year to date.

The figures on the following pages show traffic trends of www.airnorthtexas.org, the campaign's website.

2010 - 2013 Air North Texas web traffic



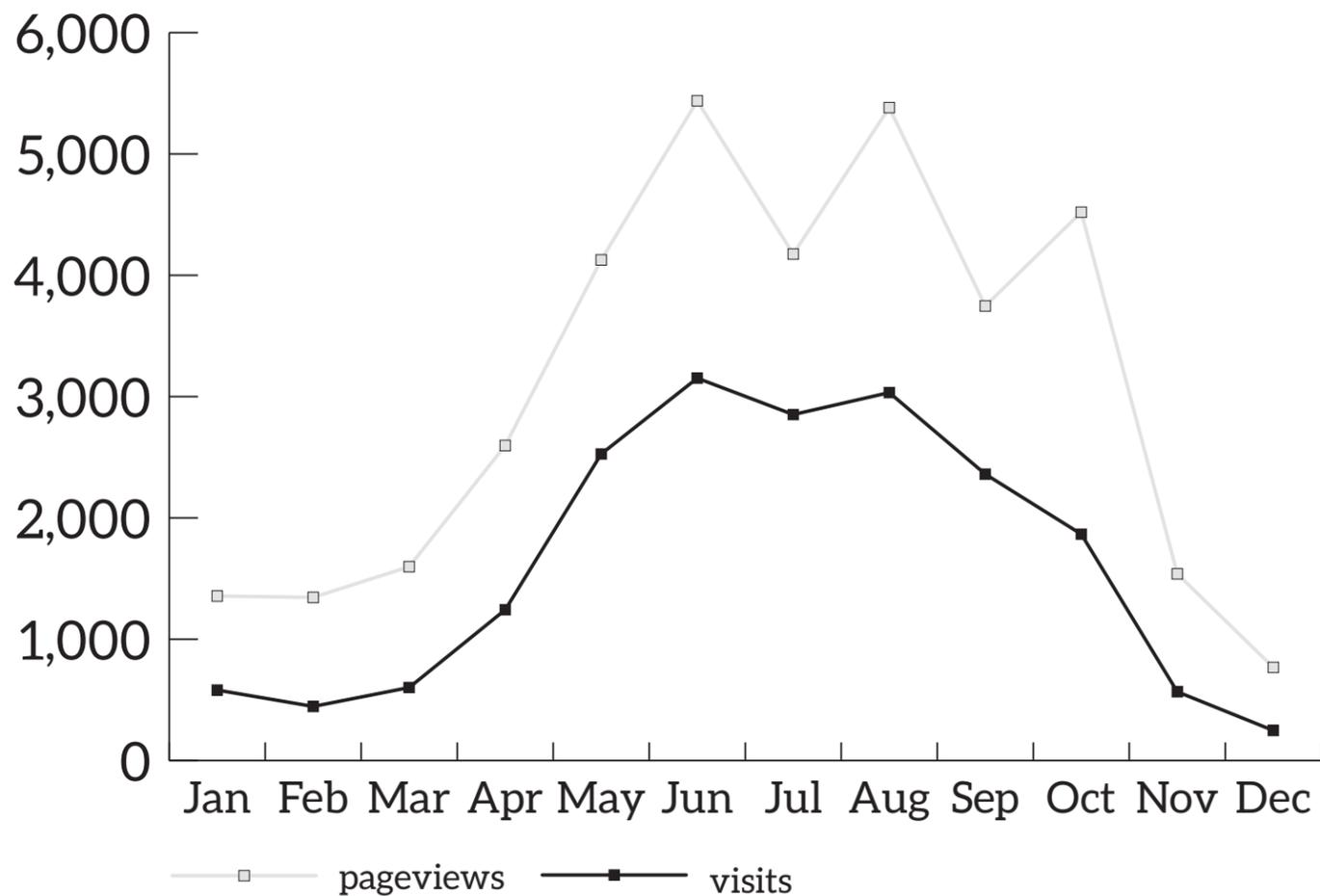
2013 Air North Texas web traffic sources



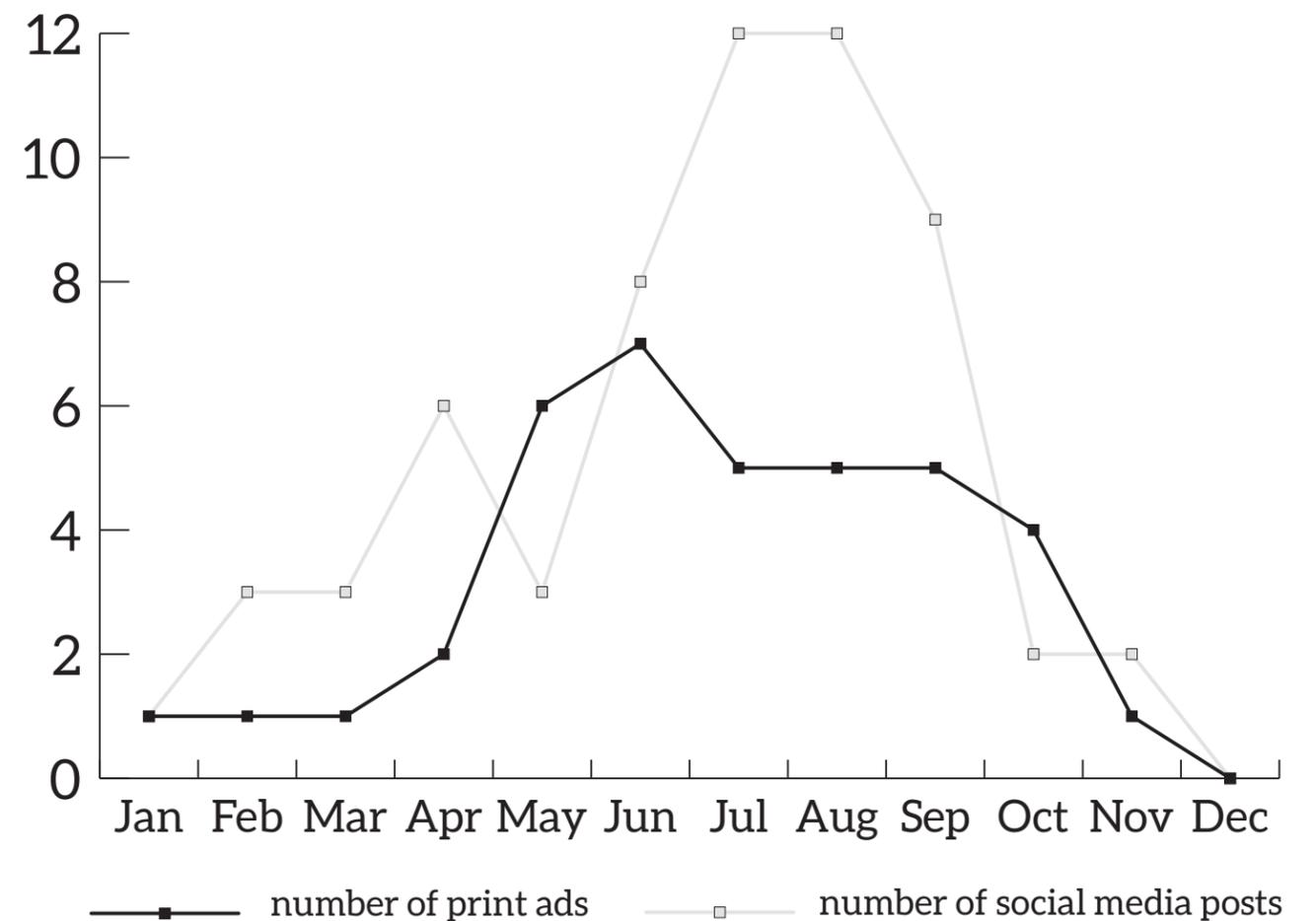
The graphs below show a direct correlation between the 2013 Air North Texas web traffic and the number of print ads placed and Facebook and Twitter messages posted throughout the year. Print ads were placed in the following publications:

Dallas Morning News | Al Dia | Fort Worth Star Telegram | La Estrella | Fort Worth, Dallas & North Texas Child magazines | Thrive magazine | Natural Awakenings North Texas | Natural Awakenings Dallas

2013 Air North Texas web traffic

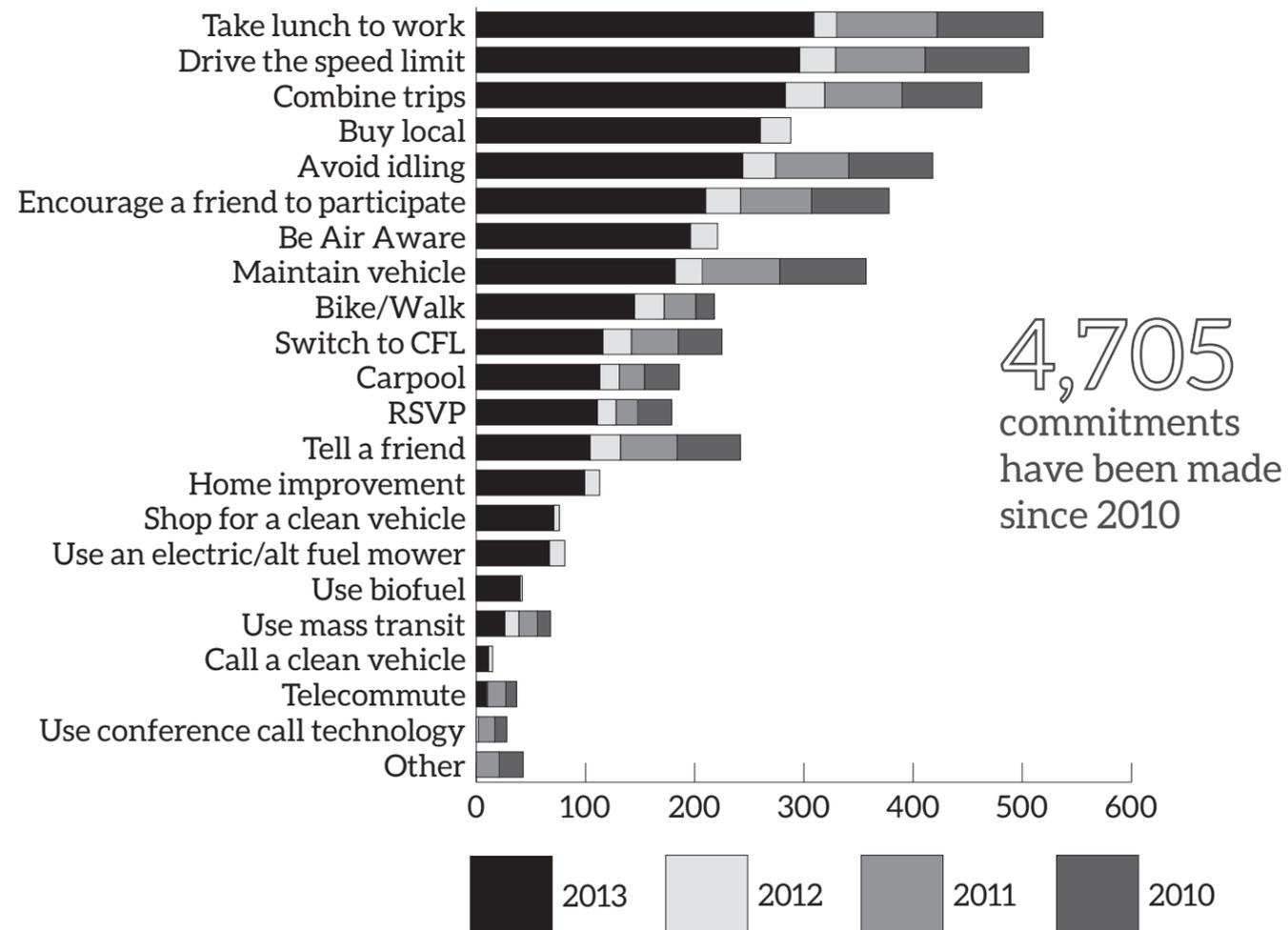


2013 print ad & social media numbers



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. 450 individuals committed to doing 2,893 clean air actions on June 21, 2013.

2010 - 2013 Clean Air Action Day commitment numbers



↑ total Clean Air Action Day participants since 2010

Air North Texas staff or materials were present at 28 outreach events throughout North Texas in 2013. The creative themes for Air North Texas advertisements were *Benchwarmers* for the family-oriented publications and *Be Air Aware* for the general public publications. The *Benchwarmers* ads showed parents what their children might miss out on when air quality is poor. The *Be Air Aware* ads highlighted a different clean air action every month and encouraged North Texans to implement those actions. Ads ran on radio (KERA and Radio Disney), online and in print, in English and Spanish. For the full list of publications that featured Air North Texas ads in 2013, see pages 6-7.



Pictured above: Air North Texas outreach items, which are shared with partners and distributed at outreach events.

Pictured below: Examples of 2013 Air North Texas print advertisements.



The campaign receives support from 29 Air North Texas partners, seven of which joined in 2013. 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. The Air North Texas Partner Award winners for 2012-2013 were:

City of Fort Worth
Partner of the Year

Denton County Transportation Authority
Outstanding Media Engagement

City of Grand Prairie
Outstanding Initiative

City of Plano
Outstanding Outreach

University of Texas at Arlington
Outstanding Advertising
Outstanding Partner Involvement

Examples of partner efforts over the past year are on the following page.



Pictured above: A) Air Quality Index beach ball, City of Fort Worth; B) Air Quality event flier, City of Plano; C) Air Quality Index video screen shot, University of Texas at Arlington; D) Clean Air Action Day participation/promotion, City of Grand Prairie; E) Outreach item distribution, Denton County Transportation Authority. Read about these efforts and more at www.airnorthtexas.org/partners2013.asp.

Campaign Expenses

A total of \$168,359.93 was spent on the Air North Texas campaign in 2013. The costs are broken down below.

Print and Online Advertising	\$143,773.93
Dallas Morning News <small>Includes Al Dia and Pegasus News</small>	\$61,376.00
Fort Worth Star Telegram <small>Includes La Estrella</small>	\$52,836.00
Lauren Publications <small>Includes Dallas Child, Fort Worth Child, North Texas Child and Thrive</small>	\$12,740.00
Natural Awakenings Dallas	\$6,381.25
Natural Awakenings North Texas	\$10,440.00
Outreach Items*	\$20,163.00
(800) Air Quality Index beach balls <small>Joint purchase with City of Fort Worth</small>	\$3,000.00
(1,008) Water bottles	\$4,058.00
(2,500) Lunch bags	\$9,650.00
(5,000) Tire gauge keychains	\$3,455.00
Radio Advertising	\$4,420.00
Radio Disney <small>(25) 30-second spots Clean Air Action Day focus</small>	\$2,500.00
KERA <small>(24) 15-second spots General/Be Air Aware focus</small>	\$1,920.00

*Undistributed outreach items that were purchased in 2013 are used in 2014.



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