

2025

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.



WHAT WE DO

In 2025, the Air North Texas campaign utilized the following in order to increase awareness of the campaign:

- Paid Education
- 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.

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 2025, we received **2,063** total commitments and **467** total participants.



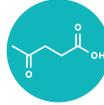
TELECOMMUTE

282 COMMITMENTS



OTHER

109 COMMITMENTS



USE A VEHICLE - APPROVED BIOFUEL IN YOUR CAR

69 COMMITMENTS



TAKE LUNCH TO WORK OR SUMMER ACTIVITIES

178 COMMITMENTS



CARPPOOL OR VANPOOL

91 COMMITMENTS



SIGN UP FOR AIR POLLUTION ALERTS

53 COMMITMENTS



CALL FOR AN ALTERNATIVE-FUELED OR HYBRID VEHICLE

36 COMMITMENTS



BICYCLE OR WALK INSTEAD OF DRIVING

172 COMMITMENTS



REDUCE IDLING

91 COMMITMENTS



ENCOURAGE SOMEONE ELSE TO MAKE CLEAN CHOICES

53 COMMITMENTS



CHOOSE A CLEAN VEHICLE OPTION IF YOU PURCHASE A NEW VEHICLE

26 COMMITMENTS



BUY LOCAL OR AT PLACES WHERE LESS DRIVING IS REQUIRED

164 COMMITMENTS



ATTEND MEETINGS REMOTELY

84 COMMITMENTS



TELL A FRIEND ABOUT AIR NORTH TEXAS & OPTIONS THAT HELP IMPROVE AIR QUALITY IN THE REGION

41 COMMITMENTS



REPORT SMOKING, POLLUTING VEHICLES #SMOKE

14 COMMITMENTS



COMBINE TRIPS OR DRIVE LESS

145 COMMITMENTS



COMMIT TO MAKING CLEAN AIR CHOICES THE ENTIRE OZONE SEASON

80 COMMITMENTS



CONSIDER ELECTRIC OR ALTERNATIVE FUEL LAWN MOWER

40 COMMITMENTS



USE MASS TRANSIT

8 COMMITMENTS



MAINTAIN CONSISTENT DRIVING SPEED

138 COMMITMENTS



SWITCH TO ENERGY EFFICIENT LIGHT BULBS

70 COMMITMENTS



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

36 COMMITMENTS



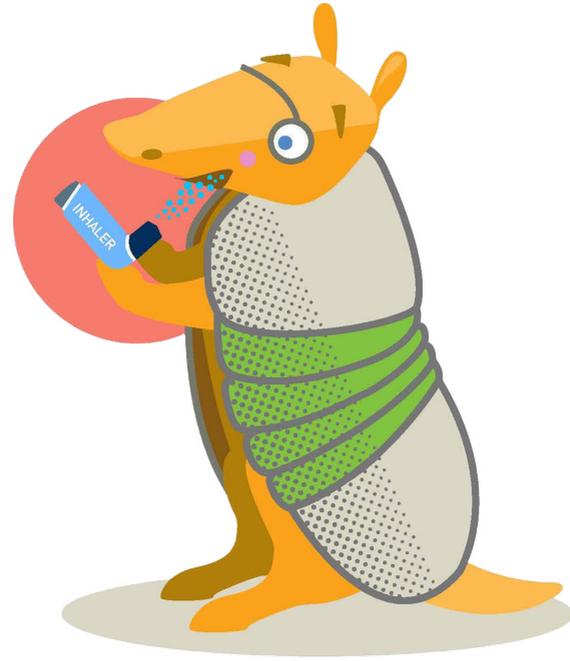
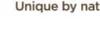
LOG YOUR COMMUTES AT TRY PARKING IT.COM

5 COMMITMENTS

OUR PARTNERS

In 2025, the campaign received support from **36** 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.

OUR PARTNERS



ANTx PARTNER AWARD WINNERS



Outstanding Achievement

Education

City of Plano



Outstanding Achievement

Outreach

City of Cedar Hill



Partner of the Year

City of Grand Prairie



**Arlo
Ambassador**

City of Cedar Hill

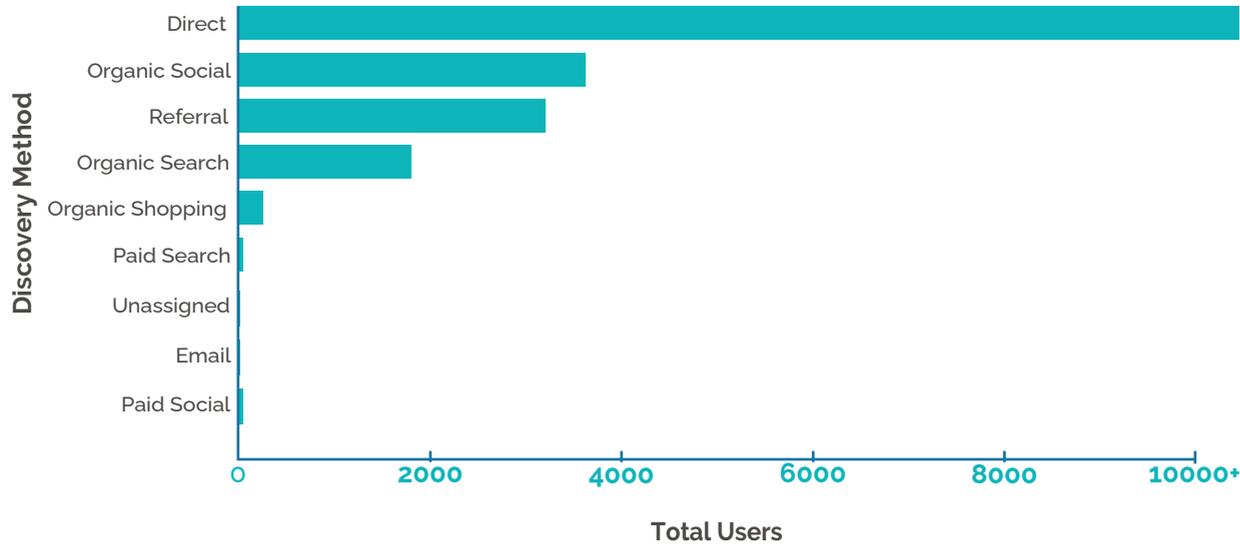


Outstanding Achievement

Initiative

City of Denton

WEB TRAFFIC OVERVIEW



ANTx Visits by Device



Mobile
24,095 (72.2%)



Tablet
383 (1.1%)



Desktop
8,916 (26.7%)

Pages and Screens

Page Name	Total Views
ANTx - Home	32,149
Clean Air Action Day	1,684
Aviation Careers	1,626
Ozone	1,013
Sign Up for Alerts	847
Clean Air Corner	681
Not Set	40,860

Event Count by Name

Page View	83,934
Session Start	38,169
First Visit	33,768
User Engagement	11,969
Avg. Engagement time	30 s

WEB TRAFFIC & ADVERTISING

The graph below shows a correlation between 2025 Air North Texas web traffic and outreach events attended throughout the year.

AIR NORTH TEXAS OUTREACH EVENTS

April

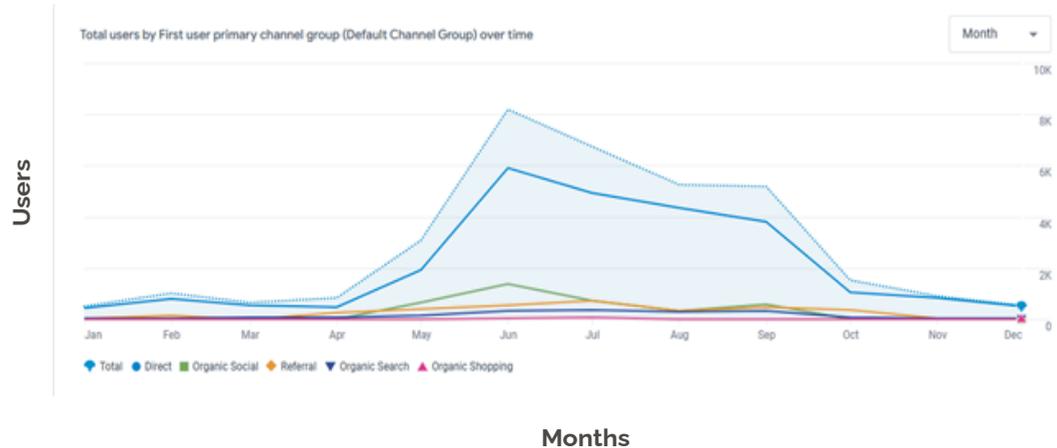
- Cedar Hill Beautification and Arbor Day
- Oak Cliff Earth Day
- DFW Airport Employee Earth Day
- Texas Instruments Employee Earth Day
- Earth Day Celebration

August

- Arlington Back to School Kickoff
- Dallas Mayor's Back to School Fair

September

- Arts & Autos - A National Drive Electric Month Event
- Ericsson Safety, Security, Sustainability Week 2025



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.



Facebook

Total Posts: 82
Total Stories: 42

Instagram

Total Posts: 42
Total Stories: 42

Month	Instagram Posts	Facebook Posts	LinkedIn Posts
January	1	2	-
February	1	2	1
March	4	5	-
April	4	9	1
May	4	10	1
June	7	12	2
July	2	12	3
August	2	12	-
September	5	6	-
October	5	6	-
November	5	5	-
December	1	1	-
Total	42	82	8

Advertising Mediums, Run Dates, and Costs

Medium	Timeframe	Spent
Out of Home	May – Sept. 2025	\$125,000
Print/Digital	May – Sept. 2025	\$32,790
Social Media	May – Sept. 2025	\$13,000
Audio	May – Sept. 2025	\$30,000
2025 Total Spent:		\$200,790



CONTACT US

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Find Us on Social Media: @NCTCOGtrans

