



*Air*  
*North Texas*



## Air North Texas Partner Progress Report Guidelines: 2017-2018

Using the guidelines below, please write a report outlining how your organization promoted the Air North Texas campaign from September 1, 2017 through September 1, 2018.

Remember:

- Not all tasks will apply to your organization.
- If implemented before September 1, 2017, please give the date and indicate that the task is ongoing.
- Note that some sections request attachments.

Progress Reports will be used to select the 2017-2018 Air North Texas Partner of the Year and the Outstanding Efforts awards, with categories for advertising, outreach, initiative, and an Arlo Ambassador award. A winner may not be selected for all categories previously mentioned. Please direct any questions to Whitney Vandiver at [wvandiver@nctcog.org](mailto:wvandiver@nctcog.org) or 817-704-5639.

Submit completed progress reports via email, fax, or hard copy by close of business **Friday, September 14, 2018**. Please send reports to:

North Central Texas Council of Governments  
 Attention: Whitney Vandiver  
 PO Box 5888  
 Arlington, TX 76005-5888  
 Email: [wvandiver@nctcog.org](mailto:wvandiver@nctcog.org)  
 Fax: 817-604-3028

Thank you for your participation in the 2017-2018 Air North Texas Progress Report.

### Report Guidelines

*Excluding attachments, your report should be no longer than three single-spaced pages with no less than 10 pt font.*

#### I. Implementation Section

- a. Examples of promotion of the campaign and its messages – include descriptions of any of the following that your organization may have implemented:
  - **Website content**
    - Link to official Air North Texas website on your organization's website

- Website content development and/or content revision for your organization's website
  - Provided content/information for the Air North Texas website
  - **Advertising content**
    - Promoted the Air North Texas campaign through social media posts and/or online videos
    - Placed Air North Texas brand/logo on printed materials
    - Placed Air North Texas ads in print, online, TV, radio, billboard and/or other sources
  - **Community involvement**
    - Hosted and/or participated in one or more public events (i.e. community outreach event, Earth Day events, Clean Air Action Day, etc.) to generate awareness of the Air North Texas campaign
    - Recruited and encouraged general public audience to sign up as an Air North Texas member through Air North Texas website
  - **Press content**
    - Hosted and/or supported one or more press, promotion, or partner recognition event(s) for media and/or other stakeholders (offered transit passes, recognized Air North Texas partners, held a press event, etc.)
    - Issued at least one press release announcing your membership and participation in the Air North Texas campaign (i.e. Clean Air Action Day, recently joined as an Air North Texas partner)
    - Publicized your organization's involvement with the Air North Texas campaign
    - Published articles or other informational materials endorsing the partnership
  - **Arlo content**
    - Promoted the Air North Texas campaign by posting Arlo related content on social media posts
    - Placed images of Arlo on ads in print, online, TV, radio, billboard and/or other sources
    - Utilized Arlo in a contest or campaign unique to your entity
- b. When describing your promotional actions, be sure to include the following information:
- Date(s) implemented
  - URL (if applicable)
  - Specific examples/descriptions of implementation
    - **If discussing an event:** Please give name, location, date, and number of people reached
    - **If discussing an ad:** Please give name of publication, dates placed, and number of impressions/readers (if available)
    - Please give similar information for other implementation strategies
- c. Please attach supporting material if applicable (i.e. any examples of artwork, brochures, ads, press releases, media stories, giveaways, fliers, newsletter stories, website articles, photos, etc.).

- d. Include other implementation that is not discussed above, but shows innovation in its approach and/or method

**II. Future Implementation Section**

- a. **See bulleted list above under I.a.** – please give a brief explanation if you plan to implement any of these marketing components or a marketing component in the future.
- b. Be sure to include when you plan on implementing the project (i.e. three months from now or six months from now).

**III. Future Needs Section**

- a. Please state specific needs your organization requests of Air North Texas.
- b. Please state what events, materials and/or information, you would like to see Air North Texas provide.
- c. Please list events for 2018 and beyond where you would like to see Air North Texas information displayed. Please provide contact information if you have any.

# AIR NORTH TEXAS

**Campaign Quantification**

**November 5, 2017 – January 5, 2018**

**Air North Texas Coalition**

**January 18, 2018**

**Ciera Collins and Erin Arnim, NCTCOG**



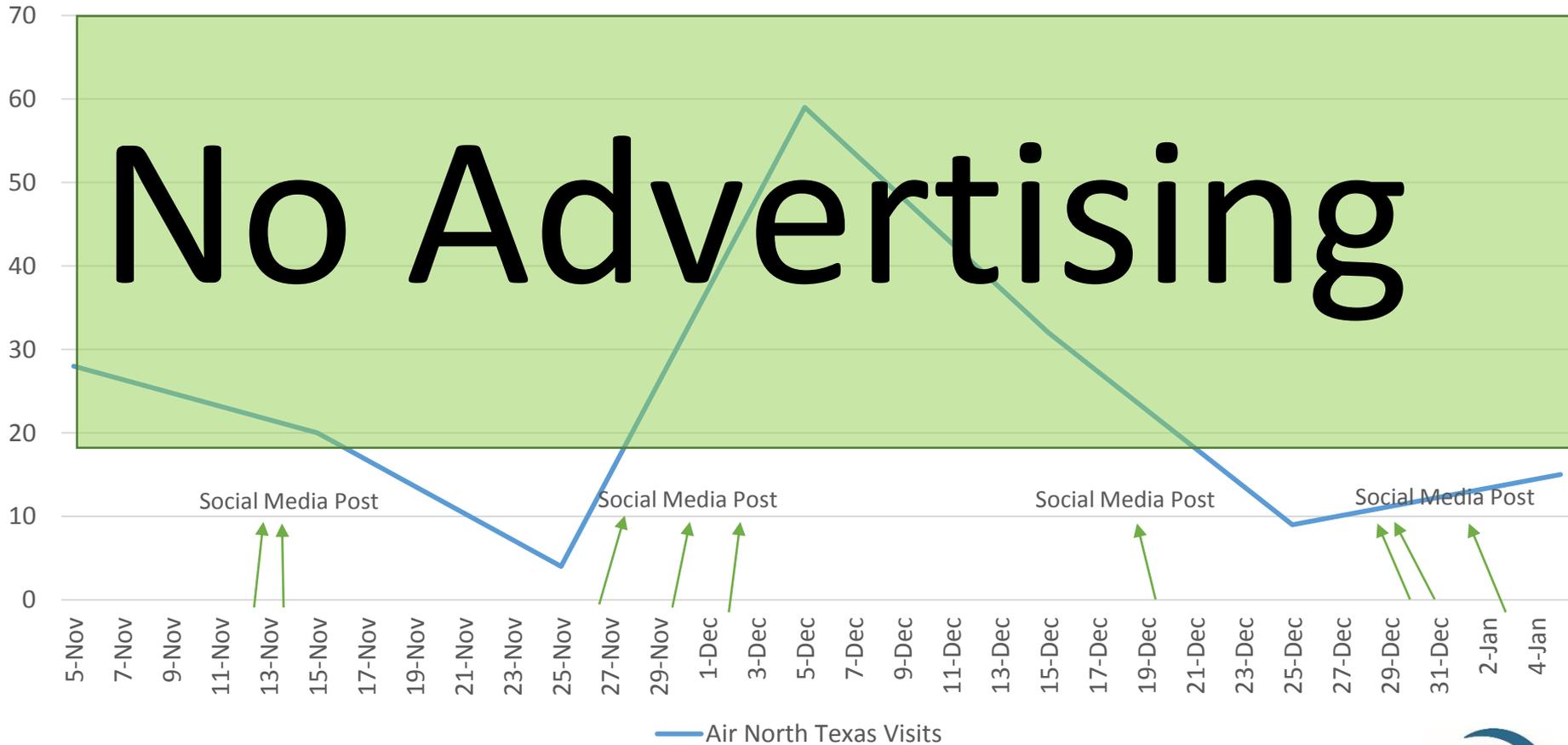
# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

## Air North Texas Web Analytics

Visits	1,701	Increased	by 122% compared to 2016
Avg. Time	1:27sec	Decreased	by 31 seconds compared to 2016
Pageviews	4,069	Increased	by 160% compared to 2016
New Visits	65%	Increased	by 2% compared to 2016

# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

Web Traffic + Advertising



# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

## Visits By Device



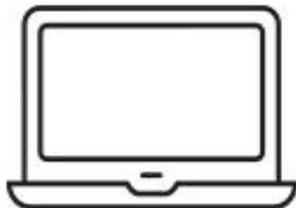
615

199% Increase  
compared to 2016



29

35% Increase  
compared to 2016



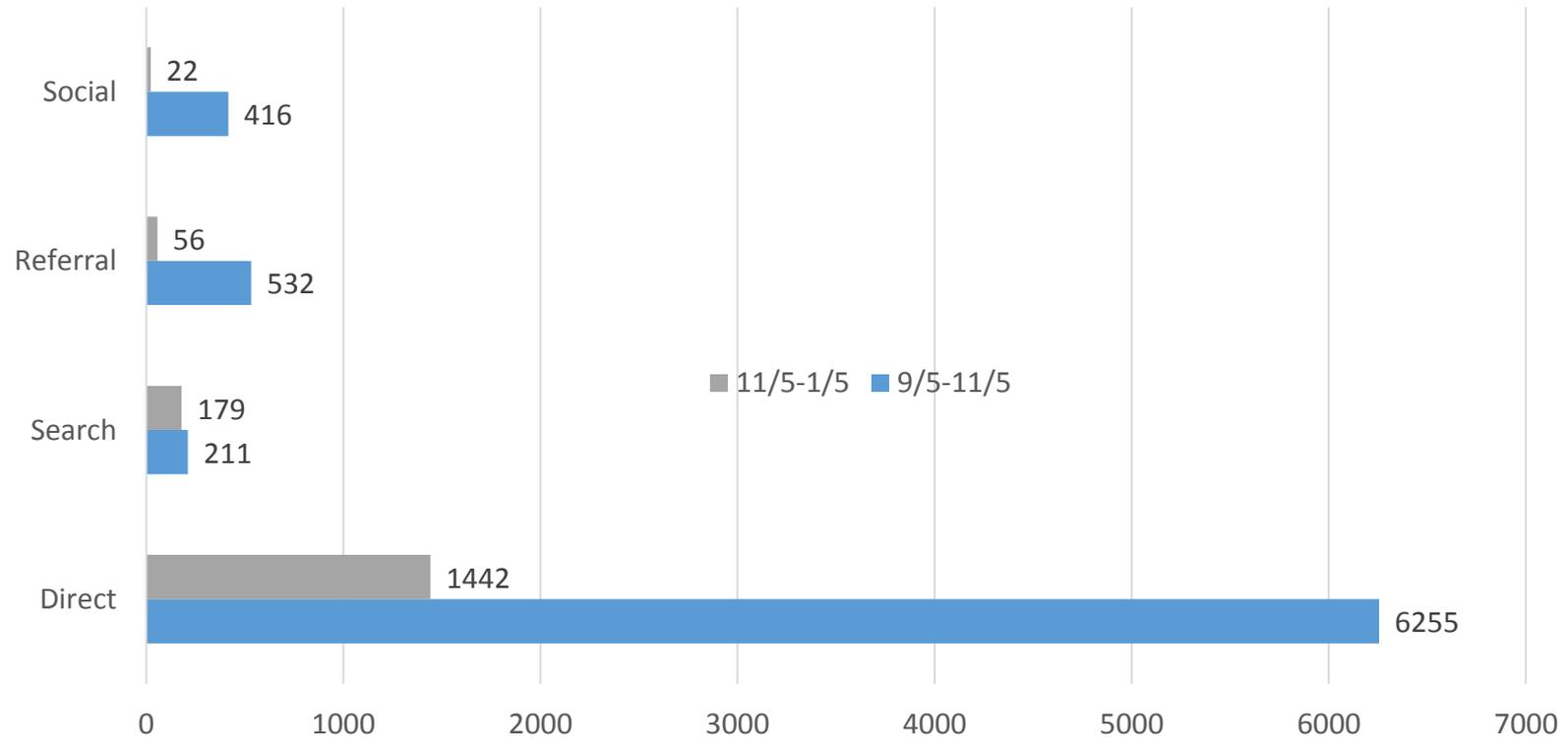
1,057

106% Increase  
compared to 2016



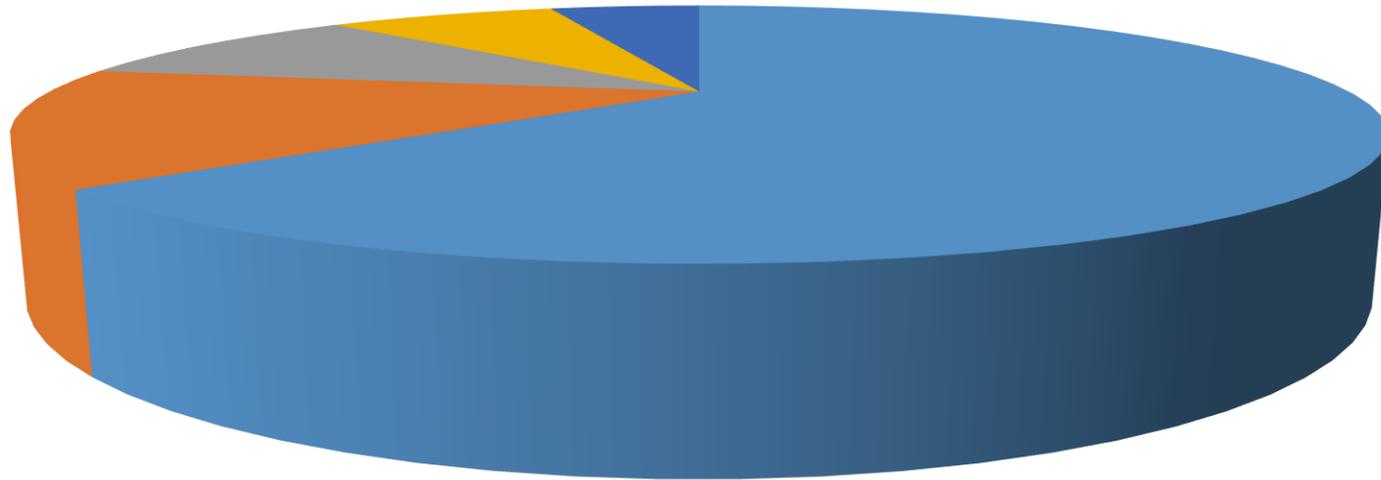
# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

## How Visitors Found Air North Texas



# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

## Top Directed Sites

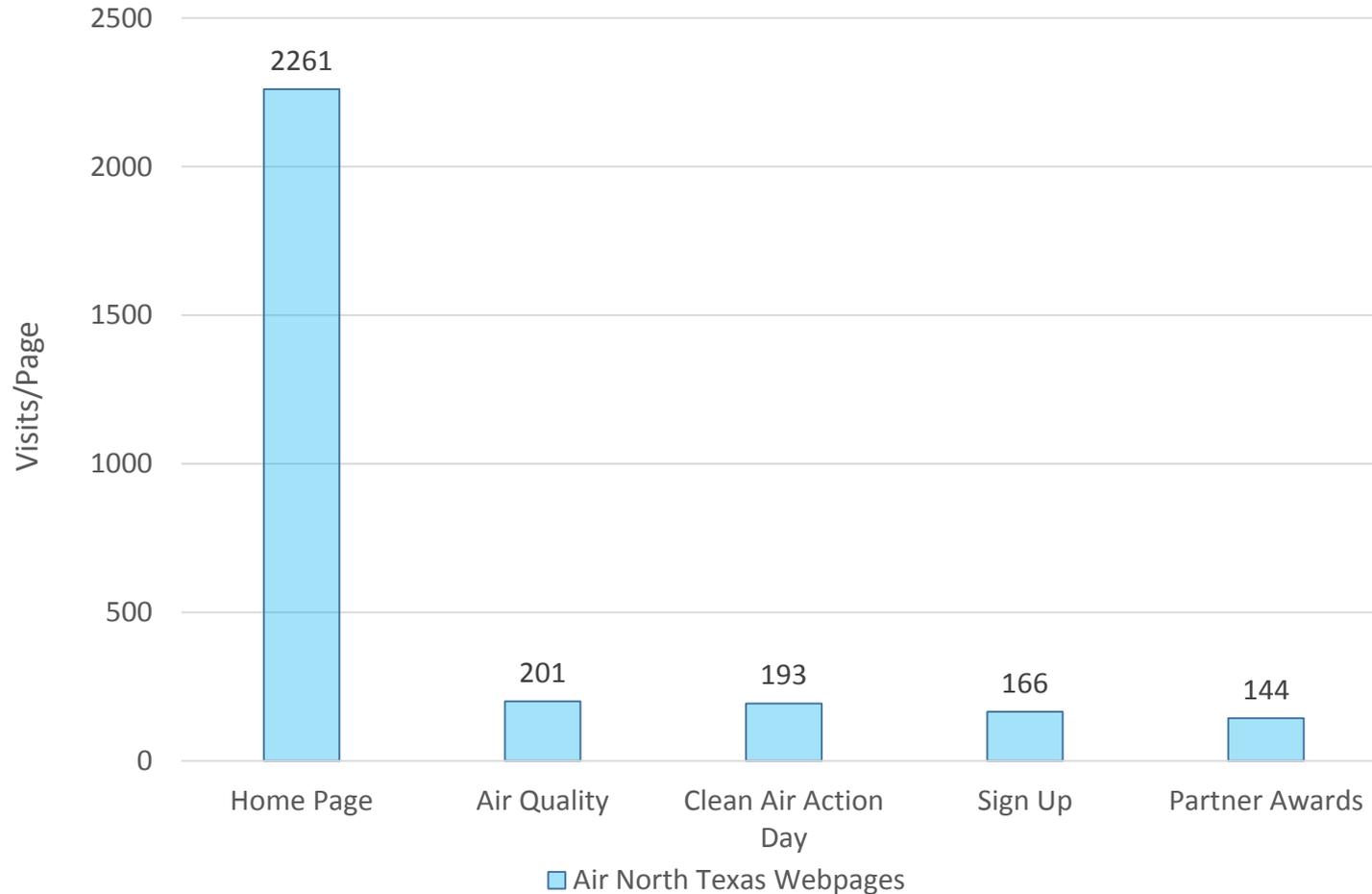


■ NCTCOG (63%)  
■ NBCDFW (10%)  
■ Grand Prairie (5%)

■ Fort Worth (15%)  
■ Green Dallas (7%)

# Air North Texas Bi-Monthly Quantification November 5, 2017 – January 5, 2018

## Top Pages Viewed





NCTCOG  
Transportation  
Department  
@NCTCOGtrans



TAKE STEPS  
TOWARD  
IMPROVING  
AIR QUALITY.

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



**NCTCOGTransportation** @NCTCOGtrans · 9 Nov 2017  
Today we recognized those who have helped reduce **air** pollution in the region. Our **Air North Texas** Partner of the Year is the City of Grand Prairie!

See the other honorees here: [bit.ly/2hncZPb](http://bit.ly/2hncZPb)



**NCTCOGTransportation** @NCTCOGtrans · 5 Dec 2017  
Christmas, Kwanzaa and Hanukkah, oh my! Learn how you can reduce your carbon footprint this holiday season: [bit.ly/2ko1yb0](http://bit.ly/2ko1yb0) #ANTx

**NCTCOG Transportation Department** added 5 new photos to the album: Air North Texas Partner Awards.

We honored a few of our Air North Texas partners for all of their hard work in making our region successful in reducing air pollution at the November 2017 RTC meeting.



**NCTCOG Transportation Department**  
Happy Turkey Day! Take time to reflect on all the things you have to be thankful for and enjoy every bite you take today. #gobblegobble





City of Grand  
Prairie - Municipal  
Government ✓  
@cityofgptx



City of Grand Prairie - Municipal  
Government ✓

Like Page

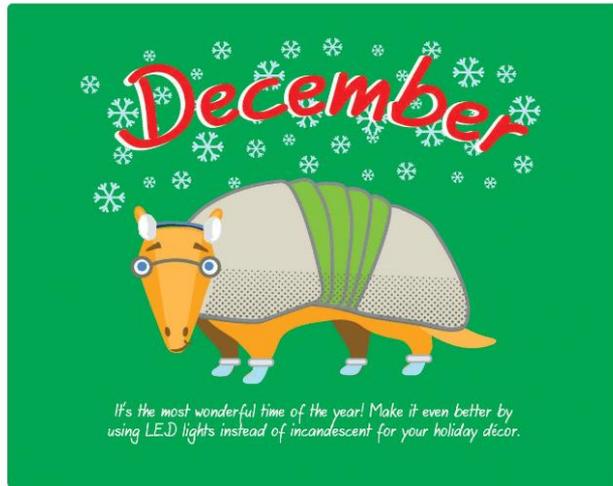
December 19, 2017 at 10:00am

Despite the hectic schedule around the holidays, there are still some ways to help the environment and keep our air clean. This holiday, use less energy and resources by limiting lighting with light timers. Try replacing the traditional gift cards bought in-store for e-cards that you can send online! Plant a small tree that symbolizes the value of nature and offsets the 'taking' of the Christmas tree. Learn more at [www.airnorthtexas.org](http://www.airnorthtexas.org). #AirNTX



Grand Prairie, TX @gp\_tx · 2 Dec 2017

Arlo the Armadillo reminds you to use LED lights instead of incandescent for your holiday décor. #AirNTX



City of Grand Prairie - Municipal  
Government ✓

Like Page

December 17, 2017 at 10:00am

Clean Air Tip: Warm up your engine by driving it, not by idling. The best way to warm the engine is by easing into your drive. After just a few seconds, your vehicle is safe to drive. #AirNTX



Grand Prairie, TX @gp\_tx · 11 Nov 2017

Sweep or rake instead of using a leaf blower. You'll get some exercise and breathe in fresh air while emitting zero emissions. #AirNTX





Green Dallas is 10  
**CELEBRATE ALL MONTH LONG!**

Contest and Birthday Party Details at [GreenDallas.net](http://GreenDallas.net)

**Green Dallas** @GreenDallas · 14 Nov 2017  
Hopefully soon we will see scores of electric school buses charged by wind and solar energy carrying kids to and from @dallasschools and @risd schools in Dallas. This could be a positive step in reducing air emissions within the Metroplex. #AirNTX [bit.ly/2iXgqIT](http://bit.ly/2iXgqIT)

**Green Dallas**  
November 10, 2017

Like Page

Yesterday, the City of Dallas Office of Environmental Quality was recognized for its Outstanding Effort in Outreach to promote Air North Texas, encouraging both the general public and its employees to make clean air commitments.

Additionally, Dallas was recognized with the Arlo Ambassador Award for incorporating Arlo the Airmadillo into a popular social media campaign encouraging participation in Air North Texas. In 2016, Dallas received the first ever Arlo Ambassador Award, named after the Air North Texas mascot. Learn more about Air North Texas: <http://www.airnorthtexas.org/>



**Green Dallas** @GreenDallas · 9 Nov 2017  
The Office of Environmental Quality is humbled to be recognized for our air quality efforts in 2017 by Air North Texas and honored that the @CityOfDallas was the only city to win two awards in 2017. Look for innovative air projects and outreach programs from OEQ in 2018. #AirNTX



The Office of Environmental Quality received the Air North Texas Outstanding Outreach Award and Arlo Ambassador Award for their air quality outreach efforts in 2017.



Live Green in Plano  
@livegreeninplano



Live Green in Plano

November 13, 2017 · 🌐

Last week we received the Air North Texas Outstanding Partner Involvement Award from NCTCOG Transportation Department! Thanks to all of our residents and staff who make clean air choices every day.  
[www.plano.gov/CivicAlerts.aspx?AID=1361](http://www.plano.gov/CivicAlerts.aspx?AID=1361)





Natural Awakenings  
Dallas Magazine  
@nadallasmag



**Natural Awakenings Dallas Magazine**

December 23, 2017 at 3:41pm · 🌐

👍 Like Page ...

Air North Texas, the region's clean air public awareness campaign, implements ongoing air quality education and outreach...

**Index Values and Ozone Co**

Hour Ozone Levels (ppb)	Level
0-50	Good
51-100	Moderate
101-150	Unhealthy
151-200	Unhealthy
201-300	Very Unhe
301-500+	Hazardous

### North Texas Air Quality has Multifaceted Defense

The North Central Texas Council of Governments (NCTCOG) has several air quality programs in place to improve our region's air quality and move into ozone attainment.

NADALLAS.COM



**Natural Awakenings**

@NaturalDallas

Follow

North Texas Air Quality has Multifaceted Defense

[nadallas.com/DAL/December-2...](http://nadallas.com/DAL/December-2...)

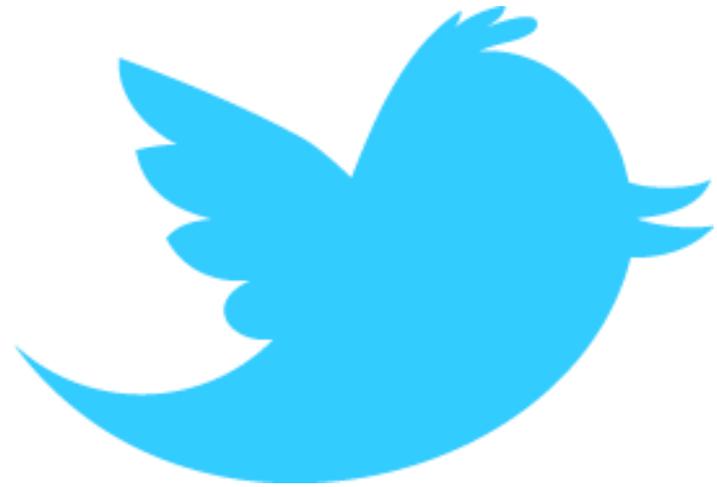
[@NCTCOGtrans](#) #AirQuality #Texas

**Air Quality Index Values and Ozone Concentration**

Air Quality Index(AQI) Values	Eight-Hour Ozone Levels (ppb)	Levels of Health Concern	Colors
0-50	0-54	Good	Green
51-100	55-70	Moderate	Yellow
101-150	71-85	Unhealthy for Sensitive Groups	Orange
151 to 200	86-105	Unhealthy	Red
201 to 300	106-200	Very Unhealthy	Purple
301 to 500+	Not Defined	Hazardous	Maroon

Current AQI Animation

1:44 PM - 23 Dec 2017



**#AirNTX**

# AIR NORTH TEXAS

## NCTCOG CONTACTS



### **Kenny Bergstrom**

Communications Coordinator

(817) 704-5643

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

### **Whitney Vandiver**

Communications Coordinator

(817) 704-5639

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

### **Mindy Mize**

Program Manager

(817) 608-2346

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

### **Kimberlin To**

Communications Specialist

(817) 608-2362

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

### **Pamela Burns**

Communications Supervisor

(817) 704-2510

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

**Air North Texas Coalition Web page:**

[www.nctcog.org/trans/committees/aqprtf](http://www.nctcog.org/trans/committees/aqprtf)



## 2018 Outreach Events

**Tuesday, January 9 -  
Tuesday, January 16**

### Public Meetings

#### Carrollton, Arlington, Fort Worth

*Presentations: Work Program Modifications, Mobility 2045, North Texas SolSmart Designations*

*Highlighted Information: AirCheckTexas Drive a Clean Machine Program*

**Friday, January 12**

### MLK Celebration Fair

#### MLK Jr. Recreation Center, Dallas, 11 am - 2 pm

AirCheckTexas Informational booth

**Monday, January 22 -  
Thursday, January 25**

### Liberty Mutual Transportation Fairs

#### Plano, Irving, Richardson

Try Parking It Informational booth

**Monday, February 5 -  
Tuesday, February 13**

### Public Meetings

#### Arlington, Haltom City, Richardson

*Presentations: Work Program Modifications, Mobility 2045, Funding Program: Sustainable Development, Access North Texas*

*Highlighted Information: AirCheckTexas Drive a Clean Machine Program, Modifications to List of Funded Projects*

**Tuesday, April 3**

### Earth Day Fest

#### Commons Courtyard, Brookhaven College, 11:30 am - 1:30 pm

Informational booth

*Air North Texas, Clean Air Action Day, AirCheckTexas, NCTCOG Active Transportation program, Try Parking It*

**Saturday, April 14**

### City of Plano's Great American Cleanup

#### Location TBD

Informational booth

*Air North Texas, Clean Air Action Day, AirCheckTexas, NCTCOG Active Transportation program, Try Parking It*

**Saturday, April 4**

### City of Lewisville's ColorPalooza

#### Old Town Lewisville, 10 am - 5 pm

Informational booth

*Air North Texas, Clean Air Action Day, AirCheckTexas, NCTCOG Active Transportation program, Try Parking It*

**Tuesday, April 17**

### Earth Day Event

#### UNT Health Science Center, Fort Worth, 11 am - 1 pm

Informational booth

*Air North Texas, Clean Air Action Day, AirCheckTexas, NCTCOG Active Transportation program, Try Parking It*

**Friday, April 20 -  
Sunday, April 22**

### EarthX

#### Fair Park, Dallas, 10 am - 6 pm

Informational booth

*Air North Texas, Clean Air Action Day, AirCheckTexas, DFW Clean Cities, NCTCOG Active Transportation program, Electric Vehicles North Texas, Try Parking It*

**For additional information or for future outreach opportunities, please contact:**

Carli Baylor, Transportation Program Assistant  
cbaylor@nctcog.org | 817-608-2365 | 817-640-3028 (fax)