Air North Texas
What is Air North Texas?

A public awareness campaign that encourages residents of North Texas to make clean air choices.

Composed of a coalition of regional organizations committed to improving the air in North Texas.

Air North Texas aims to generate a consistent region-wide brand that promotes behavioral and lifestyle changes that impacts our health and the environment.
Air North Texas
Campaign elements

- Website, airnorhtexas.org
- Paid advertising
- Social media
- Annual Clean Air Event, Clean Air Action Day
- Arlo the Airmadillo
- Outreach collateral
- Monthly e-newsletter, Clean Air Mail
- Air Pollution Alert emails
- Partner support
Air North Texas
Campaign elements

travel easy
breathe easy

Taking public transit with your kids gives you more quality time together, less driving stress and better air quality. By using rail or bus, you’re reducing emissions and helping keep North Texas air clean. Learn more at www.airnorthtexas.org.
Air North Texas
Our Partners

American Lung Association – DFW Region
Brookhaven College
City of Anna
City of Arlington
City of Bedford
City of Dallas
City of Denton
City of Fort Worth
City of Grand Prairie
City of Grapevine
City of Kennedale
City of Mesquite
City of North Richland Hills
City of Plano
City of Richardson
DART
DCTA
Health and Wellness Alliance for Children
Hood County
Insta-brite Technologies
NCTCOG
The North Texas Commission
Dallas County
Parker County
Tarrant County
TxDOT – Dallas
TxDOT – Fort Worth
U.S. Green Building Council – North Texas Chapter
University of North Texas Health Science Center
University of Texas at Arlington
UT Southwestern The-T
Air North Texas
Partner Support

- NCTCOG/Air North Texas staff provides materials for partners
- Examples of recommended support include:
  - Placement of Air North Texas logo/link on member’s website
  - Submit article for Clean Air Mail, Air North Texas’ monthly e-newsletter
  - Promotion of Air North Texas through social media
  - Placement of Air North Texas logo/ads on newsletters or printed items
  - Support of Clean Air Action Day
  - Partner recruitment
  - Unique partnerships (UTA orientation bags, UTA PSAs, Fort Worth beach balls)
  - Attend task force meetings
  - Submit annual progress reports
Air North Texas
Partner Benefits

• Membership is free and non binding
• Air quality resources (technical information, outreach items, advertisements, logos, press releases, articles, etc.)
• Bi-monthly meetings
• NCTCOG/Air North Texas staff outreach assistance
• Annual Air North Texas Partner Awards
Air North Texas
General Public Support

- Comprehensive air quality resource
- Engage with us on social media
  - #AirNTX, #ArloWasHere, #CAAD2016
  - Air Quality Awareness Week
- Implement clean air actions on Ozone Action Days
- “Join us” – sign up to receive Air Pollution/Ozone Action Day alerts and Clean Air Mails
- Air North Texas staff available for community presentations and outreach
- Participate in Clean Air Action Day
Air North Texas
Clean Air Action Day

• Do at least one thing to help improve air quality on June 24, 2016
  o Carpool
  o Take your lunch to work
  o Use mass transit
  o Bike or walk
  o Combine errands
  o Telecommute
  o Avoid idling
  o Maintain vehicle

• Make online commitments

• Share on social media with #CAAD2016 for a chance to win a prize
Air North Texas
Website feedback
Contacts

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