

Air North Texas: Air Quality Education in North Central Texas

2016 CEET Spring Conference

Whitney Vandiver

April 28, 2016



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.

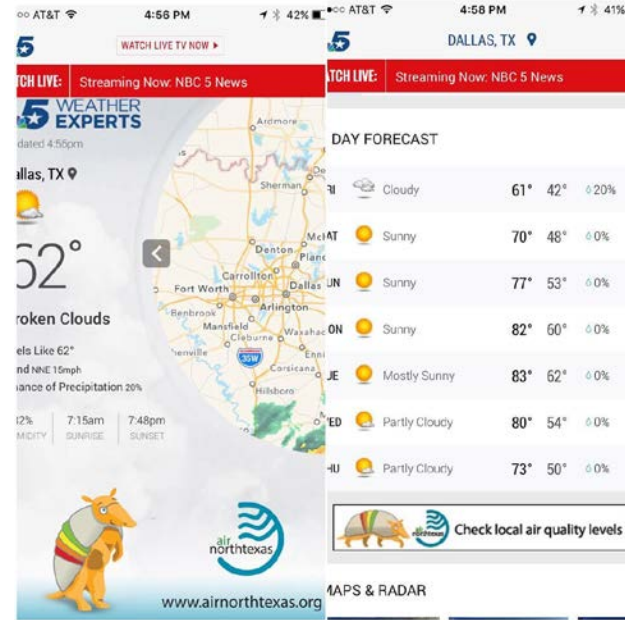
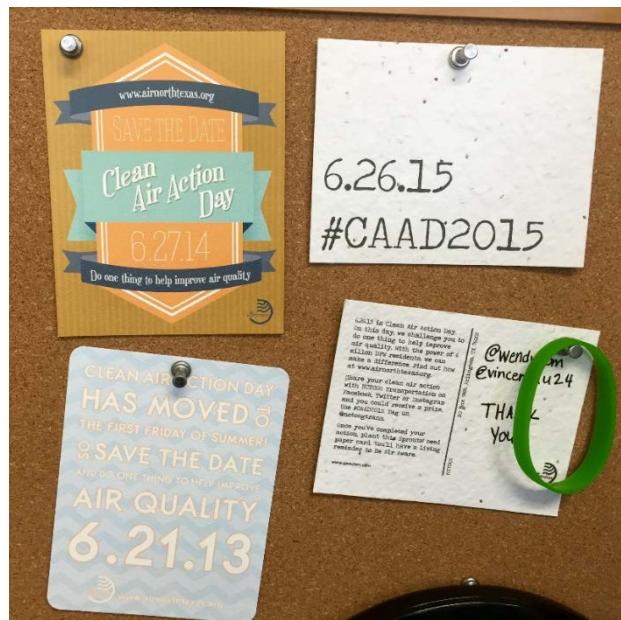
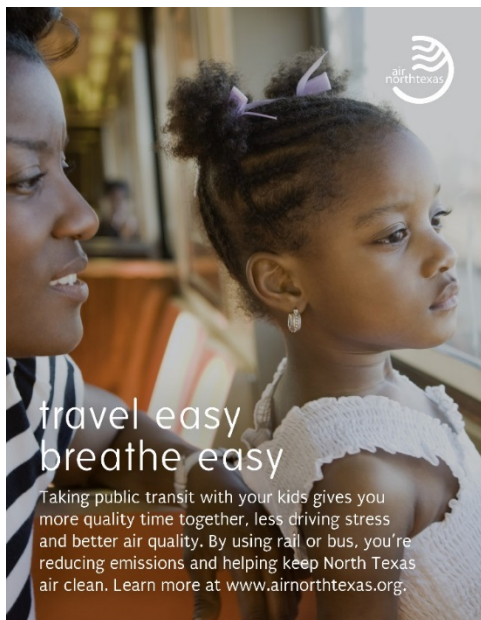
Air North Texas

Campaign elements

- **Website, airnorthtexas.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



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**
 - Carpool
 - Take your lunch to work
 - Use mass transit
 - Bike or walk
 - Combine errands
 - Telecommute
 - Avoid idling
 - Maintain vehicle
- **Make online commitments**
- **Share on social media with #CAAD2016 for a chance to win a prize**



Air North Texas

Website feedback



go green
breathe clean
a campaign for clean air

Current Ozone Level

home
about us
know your impact
just for kids
air facts
partner resources
links

be air aware

current ozone activity
biking/walking routes
commute info
report smoking vehicles

contact us | faqs | join us | events

winner

CLEAN AIR
Partners
Awards

Español

be air aware

This ozone season, Be Air Aware. Individuals, local governments and businesses can improve air quality by joining together to implement focused strategies on Ozone Action Days. [More >>>](#)

individuals

local governments

businesses

clean air mail
your monthly dose of green life

Air Quality Index

GOOD

all about atlo

Change is contagious.

6.24.16 is Clean Air Action Day. On this day, we challenge you to lend a hand to help improve air quality. Instead of driving alone, carpool, bike, walk or take public transit. These are just a few ways to make a difference in improving the air we breathe.

Tell and show us what you plan to do for Clean Air Action Day. [6.24.16 >>>](#)

partner
of the YEAR
2014-2015

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