

AIR NORTH TEXAS

**Clean Air Act Advisory Committee Meeting
May 14, 2009**

**Wei Wei Cham
North Central Texas Council of Governments**



AIR NORTH TEXAS

A Campaign for Clean Air

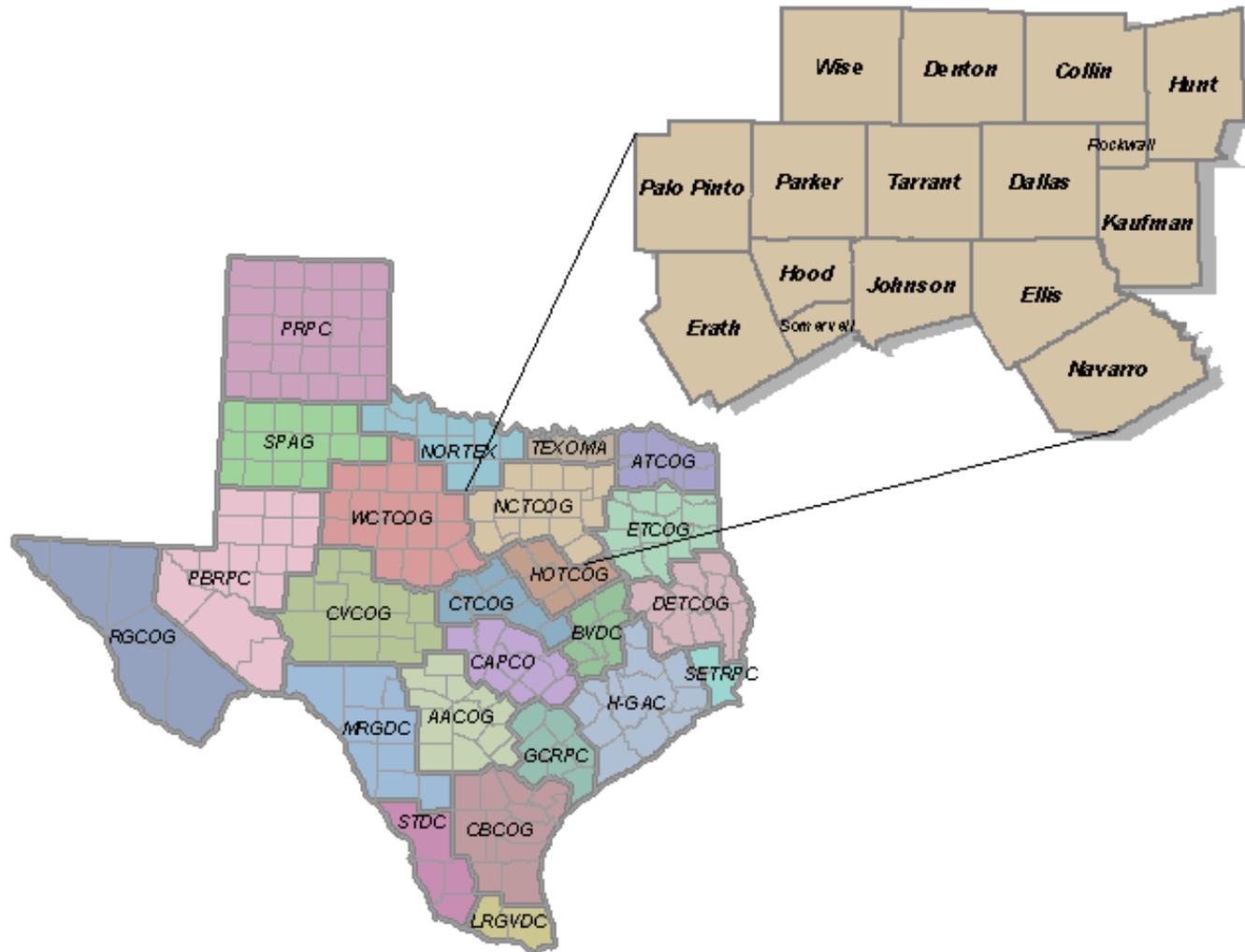
A public awareness campaign that encourages residents of North Texas to make clean air choices.

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

A Campaign for Clean Air



AIR NORTH TEXAS

Regional Brand



Go Green. Breathe Clean.

AIR NORTH TEXAS

Campaign Timeline

- Air Quality Public Relations Task Force
 - Partner and Member Solicitation
 - Regional Brand and Campaign Development
 - Partner Agreement and Campaign Structure
 - Official Campaign and Web site Launch
 - First Pumptopper Run
 - Print and Online Media Ads Run
 - Clean Air Mail
 - Partner Progress Reports Due
 - Performance Measures and Evaluation
 - Campaign Revamp
 - Second Pumptopper Run
 - TV/Radio Spots
- February 2007
 - February 2007 - present
 - March 2007 - February 2008
 - February 2008
 - July 15, 2008
 - July 25 - August 25, 2008
 - July 28 - August 1, 2008
 - Monthly (On-Going)
 - February 2009
 - February 2009
 - March 2009
 - April 15 – May 14, 2009
 - TBD 2009

AIR NORTH TEXAS

Regional Partners

- Ask Me About Green
- City of Arlington
- City of Dallas
- City of Denton
- City of Fort Worth
- City of Grand Prairie
- City of Mesquite
- City of Plano
- DART
- DCTA
- The T
- North Texas Clean Air Coalition (NTCAC)
- Parker County
- Tarrant County
- TxDOT – Dallas
- TxDOT – Fort Worth
- U.S. Green Building Council North Texas Chapter
- University of Texas at Arlington

AIR NORTH TEXAS

Regional Partners – Business Outreach

- The North Texas Clean Air Coalition is the only nonprofit organization in the region dedicated solely to encouraging voluntary efforts to improve air quality in North Texas through educating, engaging and recognizing the business community.
- Each year, many businesses in North Texas participate in activities that help everyone in North Texas breathe easier, by setting up carpool and vanpool initiatives for their employees, providing transit passes and offering flexible schedules or telecommuting options.
- “Our Region. Our Air. Our Business.”

Working for
cleanair™



AIR NORTH TEXAS

Public Awareness Campaign Elements

Advertising Campaign – 2008 (series of 12)

clean air for all



go green. breathe clean. your logo here

Let's face it, we all want the same thing – clean air. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a breeze. Sign up today with Air North Texas to become a face of change in air quality.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



rock the airwaves



go green. breathe clean. your logo here

It takes a lot of work to be a rock star... just like it will take a lot of work to clean up the air. With your help and with the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean as cool as rock and roll. After all, everyone needs clean air, even rock stars!

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



give them some fresh air



go green. breathe clean. your logo here

No one likes being stuck indoors, especially kids. But when air is bad, being indoors is the only place a kid should be. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a kid's play. Sign up today with Air North Texas and expand your child's playground.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.airnorthtexas.org



indoor despair



go green. breathe clean. your logo here

Being outside is the last place anyone should be when air quality is bad. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a breeze. Sign up today with Air North Texas to become a face of change in air quality.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



enjoy nature's air conditioning



go green. breathe clean. your logo here

Nothing better than nature's air conditioning. But the air isn't as clean as it could be. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a breeze. Sign up today with Air North Texas to become a face of change in air quality.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



oh so debonair****



go green. breathe clean. your logo here

Keeping your kids cooled up on a sunny day is about as much fun as putting them in a suit. But when air quality is bad, inside is the safer place for them. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a kid's play. Sign up today and keep your kids out of those oh-so-debona**ir** suits.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



let's air it out



go green. breathe clean. your logo here

Let's be real, the air quality in North Texas needs improvement. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean as fun as taking your dog for a walk on a sunny day. Sign up today and give your dog something to wag about.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



fresh air**ing**



go green. breathe clean. your logo here

Don't hang our region's air out to dry. Add clean air choices to your daily routine. With your help and the support from the Air North Texas community of individuals and organizations in the North Texas region, we can make living healthy and breathing clean a breeze and a breeze to breathe. Sign up today and make clean air part of everyday living.

Air North Texas is a public awareness campaign that encourages residents of North Texas to make clean air choices. Join us.

www.AirNorthTexas.org



AIR NORTH TEXAS

Public Awareness Campaign Elements

Advertising Campaign – 2009 (series of 12)

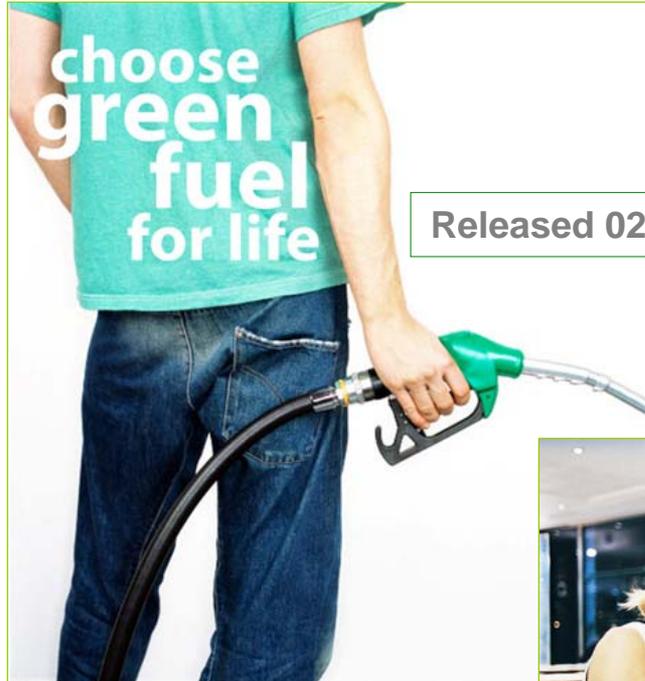
breathe clear
in the
new year

Released 01/09



choose
green
fuel
for life

Released 02/09



Released 05/04

pedaling
pays
in many
ways



commute
smarter
go
further

Released 03/09



Released 03/09

share
laughs
over
lunch
even at work



AIR NORTH TEXAS

Public Awareness Campaign Elements

Informational Brochure – Compressed Edition

go green.
breathe clean.

Let's face it, we all want the same thing - clean air. With emerging health and environmental concerns, living healthy and breathing clean isn't just a luxury - it's a right we can all afford.

For better or for worse, every person impacts air quality.

In a region of 6.2 million, the cumulative effect of North Texans making clean air choices will :

- improve air quality & the quality of life
- protect public health & welfare
- preserve economic vitality in the region

You can become a face of change in air quality. Here are some useful tips to get you started :

- use mass transit, carpool or vanpool
- limit or avoid idling
- observe the speed limit
- bike or walk
- consider clean fuels & technology
- report smoking vehicles
- tell someone about the importance of clean air
- maintain your vehicle

Commit to clean air choices and sign up to receive air quality information : www.airnorthtexas.org

partners ———— join us.

Air North Texas is a regional clean air partnership and campaign to :

- provide a comprehensive air quality resource
- promote a consistent, regional air quality message
- leverage existing resources and program strengths in a collaborative effort
- increase public awareness for residents to reduce emissions
- motivate residents to make clean air choices
- unite the region to improve the quality of life in North Texas

Help us expand our network of air quality partners. Join Air North Texas today and gain access to resources :

- print
- Internet
- radio
- outreach events
- and more ...

Air North Texas was formed by the North Central Texas Council of Governments with support of an Air Quality Public Relations Task Force.

Learn more about getting your organization involved : www.airnorthtexas.org/resources.asp

Produced 03/09

AIR NORTH TEXAS

Public Awareness Campaign Elements

Water Bill Inserts – Draft Phase

General



go green. breathe clean.

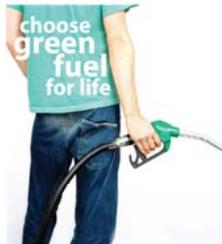
(Entity Name Here) is a member of Air North Texas, a regional clean air partnership.

As a member of Air North Texas, (Entity) promises to do everything it can to improve the air quality in the DFW metroplex... with a little help from you.

Small changes make a big impact. Try these:

- Use mass transit, carpool or vanpool
- Combine trips
- Observe the speed limit
- Bicycle or walk instead of drive
- Tell others about the importance of improving air quality

Drive Tips



go green. breathe clean.

(Entity Name Here) and Air North Texas are improving air quality in North Texas. Do your part by driving cleaner.

Drive calm. Speeding, rapid acceleration and braking wastes gas. Calm driving can lower your gas mileage by 33% at highway speeds and by 5% around town.

Go the speed limit. Gas mileage usually decreases rapidly at speeds above 60 mph. You can assume that each 5 mph you drive over 60 mph is like paying an additional \$0.24 per gallon for gas. Observing the speed limit is also safer.

Turn off your engine. Contrary to popular belief, restarting your car does not burn more fuel than leaving it idling. In fact, idling for just 10 seconds wastes more gas than restarting the engine.

Warm up your engine by driving, not idling. The best way to warm the engine is by easing into your drive and avoiding excessive engine revving. A vehicle's engine warms twice as quickly when driven...even in the winter.

Walk inside instead of using the drive-through. Many drive-through restaurants can take three minutes or

Ozone & Health

go green. breathe clean.

The Dallas-Fort Worth area usually experiences high levels of ozone between the months of May and October. However, air pollution is a year round concern. High concentrations of ozone can cause health problems including:

- Shortness of breath
- Coughing and wheezing
- Headaches
- Throat and lung irritation
- Chest pain

By making clean air choices you will help reduce ozone-forming emissions. You help reduce ozone-forming emissions when you:

- Use mass transit, carpool or vanpool
- Bicycle or walk instead of drive
- Take your lunch to work
- Maintain your vehicle by getting it inspected, keeping tires properly inflated and changing filters regularly
- Tell others about the importance of improving air quality

To learn more about ozone and your health visit: www.AirNorthTexas.org.



AIR NORTH TEXAS

Public Awareness Campaign Elements

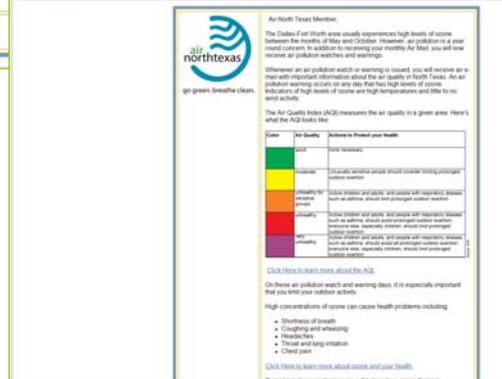
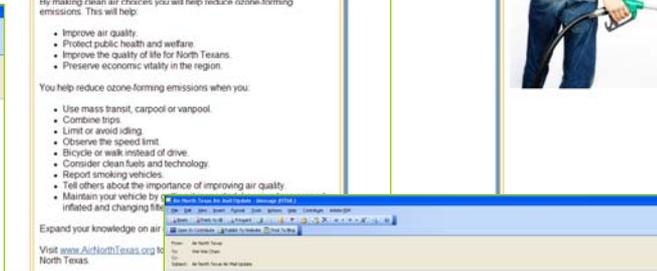
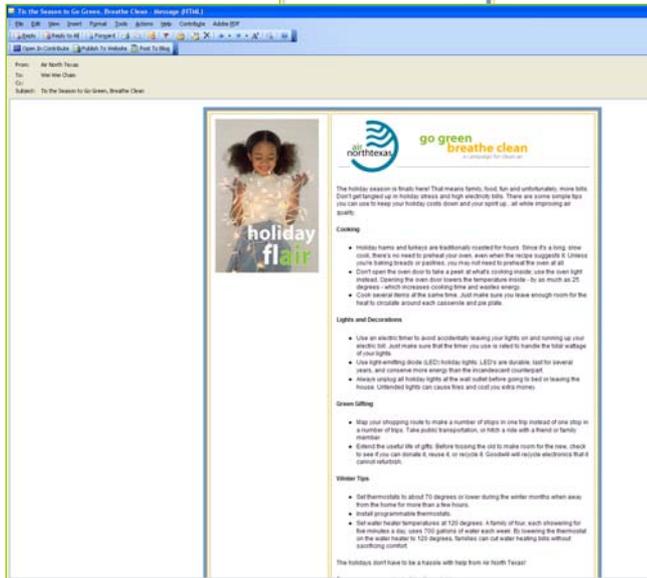
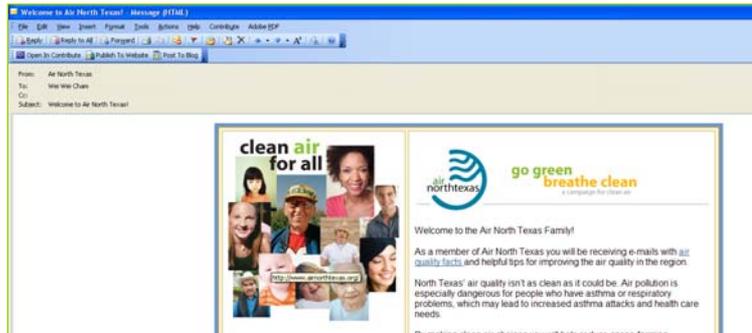
Clean Air Mail

- Released monthly
- Promotes Clean Air Messages
- Reaches a list serve of over 800
- Directs readers to the Air North Texas Web site
- To sign up for Clean Air Mail go to: www.AirNorthTexas.org

AIR NORTH TEXAS

Public Awareness Campaign Elements

Clean Air Mail – Released Monthly



AIR NORTH TEXAS

Public Awareness Campaign Elements

Refueling Station Advertising – 2008-2009

- A series of four pumptopper ads were created for Air North Texas
- Campaign messages include, “ridesharing,” “combining trips,” “keep tires properly inflated,” and “drive the speed limit”
- 292 pumptoppers installed within the Dallas Fort Worth region at 73 different locations in August 2008 and at 80 station locations from April 15 to May 15, 2009.
- Random sample group interviewed at four locations from 20-65 year-old age range. Sampling of survey questions:
 - Name, Date, Location
 - Have you heard of Air North Texas?
 - Have they consciously implemented any of the tips?
 - Have they noticed others driving differently - slower, carpooling, etc?
 - How many different tips do they remember from pump top advertising?

AIR NORTH TEXAS

Public Awareness Campaign Elements

Refueling Station Advertising – 2008-2009

chatroom_abell 7/18/08 4:03 PM Page 1

**If you want to help clean the air,
join a chat room.**

Sharing rides to work and school saves gasoline, reduces emissions and gives you a chance to chat the old fashioned way. And that's not a lot of hot air.

For more tips on how you can do your part click on airnorthtexas.org.



rush_28412 7/18/08 4:03 PM Page 1

Don't be in such a rush.

The faster you go the more gas you use and the more emissions you create. So get your foot off the gas; it's the only slow approach to clean air we endorse.

For more tips on how you can do your part click on airnorthtexas.org.



errand_poono 7/18/08 4:03 PM Page 1

**Running errands all day
is hard on your lungs.**

By combining all your errands into a single trip you use less gas, get everything done more quickly and release fewer emissions into the air. So your lungs can take a little breather.

For more tips on how you can do your part click on airnorthtexas.org.



inflation_poono 7/18/08 4:03 PM Page 1

**When it comes to our air,
inflation is a good thing.**

By keeping your tires properly inflated you'll increase gas mileage, decrease your emissions and save money. And that's a very good thing.

For more tips on how you can do your part click on airnorthtexas.org.



AIR NORTH TEXAS

Public Awareness Campaign Elements

NCTCOG Publications, News & Media



Pegasus News



The Shorthorn - UTA



Star Community Newspaper - Plano



KERA - Flash Feed

AIR NORTH TEXAS

Public Awareness Campaign Elements

NCTCOG Publications, News & Media



Sustainable Communities Training Conference

The U.S. Environmental Protection Agency's Sustainable Skies Initiative, in partnership with the City of Dallas, the North Central Texas Council of Governments, and private-sector organizations, is presenting the Sustainable Communities Training Conference March 9-11 in Dallas. This conference will address the issues and challenges of urban/suburban sustainability planning and management in the U.S. The conference will include a track dedicated to NCTCOG's Dallas-Fort Worth Clean Cities annual Advancing the Choice event, which will focus on clean vehicle technologies, fuels, programs, and success stories. For conference registration and information visit: www.cleanairlife.com/sustainablecitiesfiles.

Breathe Clear in the New Year with Air North Texas

The New Year marks a time to welcome growth and change, and to reflect on our progress. The Air North Texas Annual Progress Report will provide information that can help determine the importance of the program and the effectiveness of current strategies. Data collected will also show the levels of partner support that can help identify future needs and improvements to further expand the initiative. Air North Texas' resolution for 2009 and beyond is to continue to encourage residents to take a step or two toward improving the air we breathe.

For more information, visit www.airnorthtexas.org.

March is Texas SmartScape Month

Texas SmartScape utilizes waterwise practices but goes beyond the basics by providing design, care and plant search tools that are "smart" for North Central Texas. Texas SmartScape can help home and business owners save money on water and chemicals, while still maintaining a lush, attractive landscape. During the month of March, communities across the region will host activities to encourage SmartScape and other water-wise landscape practices. To learn more, visit www.smartscape.com.



Governor Awards Funds for Criminal and Juvenile Justice Programs

The FY 2009 funding priorities were submitted to the Criminal Justice Division (CJD) Office of the Governor for final review and approval. The Governor's Office Criminal Justice Division completed the approval process and submitted the awards to applicants. The following chart shows the number of programs awarded funds from each funding stream, and the total funds that were awarded to the region from both Federal and State sources.

Funding Source	Projects Funded	Funds Awarded
VICTIMS OF CRIME ACT FUNDS	40	\$4,141,730
VIOLENCE AGAINST WOMEN ACT FUNDS	36	\$1,423,050
421 CRIMINAL JUSTICE PLANNING FUNDS	24	\$1,842,250
JUVENILE JUSTICE AND DELINQUENCY PREVENTION	15	\$54,750
SAFE AND DRUG FREE SCHOOLS	17	\$56,237
Regional Total	112	\$7,222,843

For information on the above or future funding, contact Robert Neff at 817-695-9174, or rneff@nctcog.org.



Call for Applications: 2009 CLIDE Awards

From Sundance Square to Addison Circle, some of North Texas' most prominent and successful development projects are past Celebrating Leadership in Development Excellence (CLIDE) Award recipients. If you are a local government, builder, developer, architect, planner, or other individual involved with an innovative development project or program in the 15-county North Central Texas region, now is the time to showcase your good work and be recognized in the 2009 CLIDE Awards cycle. Established in 2003, the Biennial CLIDE Awards program recognizes outstanding development projects that exemplify the region's Top Principles of Development Excellence. Applications for the 2009 CLIDE Awards are now being accepted online at www.developmentexcellence.com.

It's Your Region – February 2009

It's Your Region – May/June 2008



NCTCOG's 42nd Annual General Assembly AND 30th ANNUAL WORKSHOP FOR MAYORS AND COUNCILMEMBERS

NCTCOG's General Assembly Meeting will be held at 12:00 noon on Friday, June 13, 2008 at the Hilton Hotel in Arlington. The meeting will be hosted by NCTCOG President, Chad Adams, County Judge, Ellis County.



Online registration available at www.nctcog.org



Chad Adams, County Judge, Ellis County, 2007-2008 NCTCOG President

- Special features of this year's assembly will be:
 - the election of officers and directors to NCTCOG's 2008 - 2009 Executive Board; and
 - the presentation of three regional awards:
 - The Linda Nafstey Award for Women in Public Management, The William J. Fitzhick Regional Excellence Award, and The Regional Cooperation Award.

In conjunction with the General Assembly, NCTCOG will conduct its 30th Annual Mayors and Councilmembers Workshop. This half-day workshop will offer sessions for both newly elected and continuing local elected officials on planning and zoning, and legal responsibilities for councilmembers. Tickets for the Annual General Assembly Meeting are \$50 per person. Tickets for both the luncheon and morning workshop are \$75 per person. To register online, please visit www.nctcog.org and click on General Assembly. For more information, contact Lucille Johnson at 817-695-9100, or ljohnson@nctcog.org.

Regional Emissions Enforcement Program

The Texas Commission on Environmental Quality recently announced the Emissions Enforcement Program was selected as a finalist for the 2008 Texas Environmental Excellence Awards. The program seeks to reduce the number of high-emitting vehicles on the road displaying improper idling, court-aided, or fictitious state inspection certificates. Dallas County created a Clean Air Emissions Advisory Board to direct the operations of the program in Dallas County. In March, Dallas County served multiple warrants at various inspection stations. NCTCOG staff members are working with other nonattainment counties to develop programs in their counties.

For more information, contact Richard McComb at rcomb@nctcog.org or 817-690-2340.



Air North Texas

To promote awareness of North Texas' air quality and to generate a better understanding of the health impacts on the air we breathe, the North Central Texas Council of Governments, with support from an Air Quality Public Relations Task Force has formed Air North Texas. The goal is to develop a sensitive, comprehensive initiative delivering a consistent air quality message. The campaign is scheduled to launch this summer.

For more information, visit <http://www.nctcog.org/txas/committees/egrtr/index.asp>.

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

Executive Board

- John Murphy, President
County Executive, Ellis County
- Bobby Wadde, Vice President
Mayor, City of DeSoto
- E. Glen Whitley, Secretary-Treasurer
County Judge, Tarrant County
- Chad Adams, Past President
County Judge, Ellis County
- Mike Cantrell, Commissioner, Dallas County
- Linda Koop
County Executive, City of Dallas
- Carrie Burdette
County Executive, City of Fort Worth
- Kathie Self
County Judge, Collin County
- Carrie Porter
County Executive, City of Kyle
- Shari Capelhart
Deputy Mayor Pro Tem, City of Arlington
- Allan Harris
Deputy Mayor Pro Tem, City of The Colony
- Kelly Walker
County Executive, City of University Park
- John Matthews
County Commissioner, Johnson County

STAFF

- Mike Eastland
Executive Director
- Maureen Weaver
Deputy Executive Director
- Michael Maurer
Director Transportation
- Fred Kethledge
Director Community Services
- Gregg Deason
Director Emergency Preparedness
- John Brimmer
Director Environment and Development
- Tina Barlow
Director Research & Information Services
- David Setzer
Director Workforce Development
- Lucille Johnson
Editor

Agging Releases Request for Proposals for Caregiver and Money Management Services

The North Central Texas Council of Governments' Area Agency on Aging (AAA) invites federal funds to support caregiver and money management services. Biannually it releases requests for proposals (RFP) for these services, and encourages local agencies to apply. Successful proposals will implement programs in one or more of the 14 counties that surround Dallas and Tarrant.

Caregiver funds are intended to support education and training, counseling, and support groups. Money management funds are intended to support bill payer and/or representative payee services.

For more information, visit http://www.nctcog.org/aaaging/wadde/wadde_contractors_info/wadde_contractors.asp.

Air North Texas to Launch July 15th

The Air North Texas Campaign will launch July 15th. Air North Texas is a coalition of organizations committed to improving the region's air quality. This partnership allows Air North Texas to generate a consistent regional brand that promotes behavioral and lifestyle changes that will improve health and the environment. The campaign will include infusing station ads, radio spots, and other methods of reaching residents. Partners include the Texas Department of Transportation's Dallas and Fort Worth districts, Dallas Area Rapid Transit, Denton County Transportation Authority, The T, the City of Denton, the city of Dallas, and Tarrant County.

For more information, contact Sarah Engelhardt at 817-704-6606 or sengelhardt@nctcog.org.

Forget the ride lunch inside



Region Using Lunch-Bag Program to Help Clean Air

The North Central Texas Council of Governments is implementing the Ozono Season Lunch Bag Program again this year to improve air quality by reducing trips during lunchtime. Participants in the three-year-old program promise to bring their lunch to work during ozone season. In return for this pledge, participants receive a free insulated lunch bag and are informed by e-mail of air pollution watch/warning days. More than 1,000 people are currently participating in the program.

For more information, contact Sarah Engelhardt at 817-704-6606 or sengelhardt@nctcog.org.

Locally Enforced Idling Restrictions Approved

Large trucks could soon be prohibited from idling their engines for more than a few minutes following the approval of a resolution in May by the Regional Transportation Council.

The Texas Commission on Environmental Quality rules restricts vehicles weighing more than 14,000 pounds from idling for more than five minutes. The rule will apply in cities and counties that sign an agreement with TCEQ and enforce it. The rule will apply between April and October, the region's peak ozone season. Dallas has begun citing drivers who violate the ordinance in its city limits.

For more information, contact Amanda Brimmer at abrimmer@nctcog.org.



KnowWhat2Do

Would you know what to do if a tornado was approaching your home? We face many potential hazards in North Texas and you are your own best protection. A KnowWhat2Do with the DVD and Disaster Preparedness Guide have been developed through the collaboration of our North Central Texas regional governments. These educational materials will teach you how to think, prepare and act to protect your personal safety and the safety of those around you. Request your DVD and Guide at www.KnowWhat2Do.com.

It's Your Region – July 2008

AIR NORTH TEXAS

Public Awareness Campaign Elements

Online Media Advertising – 2008

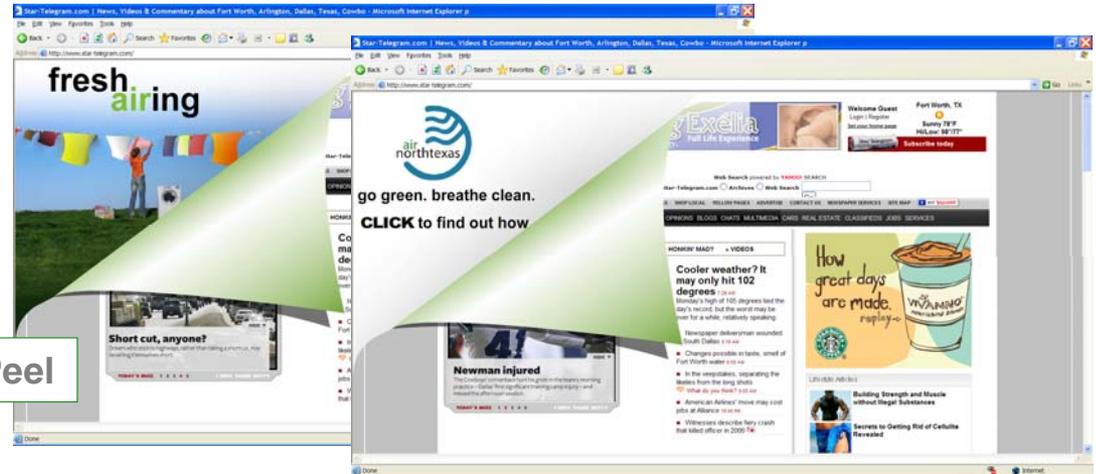
Ad Impressions July 29 – Aug 1

- *Quick* – 285,000
- *Al Dia* – 99,000
- *La Estralla* – 25,000
- DallasNews.com – 300,000
- Star-Telegram.com – 50,000
- DaFoWo Show (on FWST.com) – 5,000
- La Estralla.com – 7,000

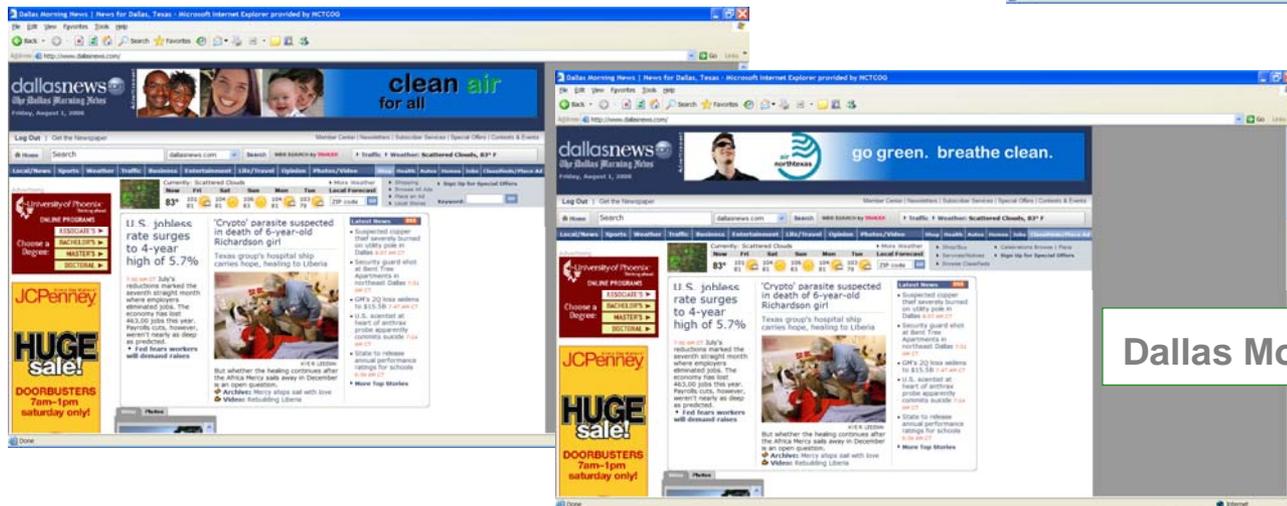
AIR NORTH TEXAS

Public Awareness Campaign Elements

Online Media Advertising – 2008



Fort Worth Star-Telegram - Corner Peel



Dallas Morning News - Web Banner

AIR NORTH TEXAS

Public Awareness Campaign Elements

Dynamic Messaging Signs



AIR NORTH TEXAS

Program Quantification

walk . bike . carpool . transit . telecommute . flex schedule . vanpool . bike . carpool . transit . telecommute
flex schedule . vanpool . walk . carpool . transit . telecommute . flex schedule . vanpool . bike . walk . transit
telecommute . carpool . flex schedule . vanpool . walk . bike . transit . telecommute . carpool . flex schedule
vanpool . walk . transit . bike . telecommute . carpool . flex schedule . telecommute . bike . transit . vanpool
carpool . flex schedule . walk . transit . vanpool . telecommute . carpool . bike . walk . flex schedule . transit
bike . telecommute . carpool . walk . flex schedule . vanpool . transit . telecommute . flex schedule . carpool
transit . walk . vanpool . bike . telecommute . carpool . flex schedule . transit . vanpool . bike . telecommute

tryparkingit.com

- How to create an account
 - <http://www.youtube.com/watch?v=Zj8y43Wc8vg>
- How to log your alternative commutes
 - <http://www.youtube.com/watch?v=104Y-aal9ow>

AIR NORTH TEXAS

Program Quantification

Campaign Web site

- Web site traffic tracked and monitored through Google Analytics
- Most hits registered on the Air North Texas Web site from July 28 through August 1, 2008
 - July 29 : 1,130 site visitors
 - August 1 : 914 site visitors
 - July 28 : 792 visitors
- Top three dates registered are exact days Air North Texas as advertised on the *Dallas Morning News* and the *Fort Worth Star-Telegram* Web sites.

AIR NORTH TEXAS

Program Quantification

Campaign Web site

- Visitors typically found the Web site through a direct search by typing www.AirNorthTexas.org or “Air North Texas” on the search tool
- Top Referrals
 - Star-Telegram.com
 - City of Denton.com
 - Google.com
 - NCTCOG.org
- Other referrals came through links placed on partner Web sites and ads placed on online news sites as well as a link in the Ozone Season Lunch Bag Season e-mails.

AIR NORTH TEXAS

Public Awareness Campaign Elements

Campaign Web site
www.airnorthtexas.org

The screenshot displays the Air North Texas website interface. At the top left is the logo, a blue circle with three wavy lines and the text "air northtexas". To its right is the slogan "go green breathe clean" in green and orange, with "a campaign for clean air" below it. A search bar with a "go" button is in the top right. A vertical navigation menu on the left lists: home, about us, partners, individuals, businesses, air facts, just for kids, and links & resources. The main content area features three promotional tiles: 1) "playing catch outside is so much more fun" with an image of children playing; 2) "bike it you might like it" with an image of a woman on a bicycle and a text box titled "think . share . connect ." containing information about the website and sign-up; 3) "maintain your car breathe better" with an image of a red car. A bottom navigation bar includes: contact us, faqs, join us, and events. A "tell someone" tile with an image of two children is also visible.

air northtexas

go green
breathe clean
a campaign for clean air

search go

home
about us
partners
individuals
businesses
air facts
just for kids
links & resources

playing catch
outside
is so much
more fun

welcome to air north texas

Did you know that cleaning the air we breathe is a lot easier than we think? Small changes can make big improvements in our air and benefit our health at the same time.

Air North Texas is here to provide information and resources to many simple, daily actions you can take to help and be a part of the campaign for cleaner air. Together, we can **go green, breathe clean.**

maintain your car
breathe better

think . share . connect .

Kick back, hang out, feel free to surf and browse our Web site. Learn more about simple daily actions you can adopt to improve air quality. Here's one: how about combining your errands into one quick trip— you save on gas, time, and you're helping the air.

While you're here, why not **sign up** to become a part of the Air North Texas' campaign for clean air. Everyone including individuals, organizations, even kids can join.

Get connected. Join us.

tell someone

air quality index
biking/waking routes
commute info
report smoking vehicles

contact us | faqs | join us | events

AIR NORTH TEXAS

Partner Support – Annual Progress Report

- Provides information that can help determine the importance of the program and the effectiveness of current campaign strategies
- Data collected reflect the level of partner support that can aid in identifying future needs and campaign improvements
- Reports submitted on February 9, 2009, included the following details:
 - Details on how each organization has supported/promoted the Air North Texas initiative (i.e. outreach events, Web site referrals, et al)
 - Creative Collateral or materials produced by partnering entities highlighting the Air North Texas partnership (i.e. press releases, brochures, screen captures, et al.)
- Progress Report forms are available for download online.

AIR NORTH TEXAS

Partner Support

The University of Texas at Arlington (UTA)

Blog

President's Sustainability Committee
Mavericks Go Green

University links up with Air North Texas to promote improved air quality

The University of Texas at Arlington is the first educational entity to partner with Air North Texas, launched July 15. Nine counties in North Texas, including Tarrant and Dallas, are classified as nonattainment areas for eight-hour ozone levels by the Environmental Protection Agency. Air North Texas, formed by the North Central Texas Council of Governments with support of an Air Quality Public Relations Task Force, is a regional clean air partnership and campaign to provide a comprehensive air quality resource and promote a consistent, regional air quality message. The organization is committed to leveraging area resources and programs in a collaborative effort to increase public awareness of specific opportunities for residents to reduce emissions. The integrated public awareness campaign encourages residents to make clean-air choices and incorporates the tools of print, Internet, radio, outreach events and non-traditional communication like educational air quality messages on gasoline pumps.

Visit www.airnorthtexas.org to learn more about committing to one or more of the 15 clean air choices or to sign up to receive information.

0 Responses to "University links up with Air North Texas to promote improved air quality"

Leave a Reply

News Release

NEWS CENTER

UT Arlington partners with Air North Texas to promote clean air

News Release — 16 July 2008

FOR IMMEDIATE RELEASE

Media contact: Sus Stevens, (817) 272-3317, stevens@uta.edu

ARLINGTON — Continuing its commitment to sustainability, The University of Texas at Arlington is the first educational entity to partner with Air North Texas, launched July 15. Nine counties in North Texas, including Tarrant and Dallas, are classified as nonattainment areas for eight-hour ozone levels by the Environmental Protection Agency.

Inhalng ground-level ozone presents a health hazard, especially for people who have asthma or respiratory problems. Young children may also be at risk for developmental problems associated with ozone exposure. Asthma rates have more than doubled over the last 20 years and people without respiratory problems or asthma can also experience health effects from ozone exposure.

Air North Texas, formed by the North Central Texas Council of Governments with support of an Air Quality Public Relations Task Force, is a regional clean air partnership and campaign to provide a comprehensive air quality resource and promote a consistent, regional air quality message. The organization is committed to leveraging area resources and programs in a collaborative effort to increase public awareness of specific opportunities for residents to reduce emissions. The integrated public awareness campaign encourages residents to make clean-air choices and incorporates the tools of print, Internet, radio, outreach events and non-traditional communication like educational air quality messages on gasoline pumps.

Visit www.airnorthtexas.org to learn more about committing to one or more of the 15 clean air choices or to sign up to receive information.

mavericks go green
campus sustainability

News and Events

In the News

UT Arlington charter member of Air North Texas initiative

UT Arlington is the first and only university member of a new air quality consortium, Air North Texas. Air North Texas is a regional clean air partnership and campaign whose mission is to provide a comprehensive air quality resource; promote a consistent, regional air quality message; leverage existing resources and program strengths in a collaborative effort; increase public awareness of opportunities to reduce emissions; and motivate individuals and businesses to make clean-air choices.

Green Roof Recognized

The Greater DFW Recycling Alliance awarded UT Arlington's Green Roof Project its Environmental Leadership Award as an Outstanding Sustainable Project at a July 11 luncheon. UT Arlington's experimental "green roof," believed to be the first of its kind in North Texas, was installed April 11 on 1,000 square feet atop the existing Life Science Building. The project included the installation of the roofing systems, irrigation, sensors monitored by engineering students, plants and about 30,000 pounds of soil. Future UT Arlington buildings will include structures designed and built with green roofs, which have benefits ranging from energy savings to improving air quality. The Green Roof Project also received the state award from the Recycling Alliance of Texas at its Texas Recycling Summit this summer.

Ride share opportunity announced

The University of Texas at Arlington is working with the Fort Worth Transportation Authority to help solve two problems that are in the news on a daily basis: air quality in the Fort Worth-Dallas area and the skyrocketing price of gasoline that is imposing a hardship on commuting employees and students.

President approves sustainability agenda

UT Arlington President James D. Spantolo has approved the University's first Sustainability Agenda, a package of 89 preliminary actions that include hiring a sustainability coordinator, exploring ways to green the university's curriculum, extending energy-conservation measures, improving the recycling program, increasing the use of recycled materials, and promoting student involvement in sustainability initiatives.

TJU Energy donates 100 trees to UT Arlington

Environmental Events Calendar

Looking for environmentally-aware activities at UT Arlington? Check out our Environmental Events Calendar.

Web Promotion

AIR NORTH TEXAS

Partner Support

Dallas Area Rapid Transit (DART)

The screenshot shows the DART website's 'Compute Your Cost of Driving vs. Riding DART' page. The page is divided into several sections:

- WHERE TO PURCHASE:** Includes links for DART STORE (Monthly Passes Online), BUS FARE (Day passes and single-ride fares), and RAIL FARE (Purchase day passes and single-ride fares).
- MONTHLY PASSES:** Available at DART Pass Outlet Locations, the DART Store at Akard Station, and the DART Store Online.
- 7 DAY PASSES:** Available at the DART Store at Akard Station only.
- PARATRANSIT COUPONS:** Available at DART Pass Outlet Locations, the DART Store at Akard Station.
- Compute Your Cost of Driving vs. Riding DART:** A calculator section with a table for inputting driving costs and a 'Calculate Cost' button.
- Air Quality Links:** Includes links for Air North Texas, Try Parking It, North Texas Clean Air Coalition, Best Workplaces for Commuters, Drive Clean Across Texas, AirCheck Texas, and North Central Texas Council of Governments.
- A to B done quickly:** A DART TRIP PLANNER section with fields for Start, End, Date, and Time, and a 'Get Trip Plan' button.
- ADDITIONAL LINKS:** Includes links for Commute Calculator, How to Use DART TVMs, Employer Corporate Passes, DART Pass Outlet Locations, Instructions for Paying Fare Evasion Citations, and Money-Saving Passes.

Use this form to determine your monthly cost of driving.	
Composite national average cost per-mile* for 2007:	52.2 cents
1. Enter your daily round trip commute distance from home to work (in miles)	<input type="text"/>
2. Enter the number of days worked each month	<input type="text"/>
3. Enter the average miles per gallon for your automobile	<input type="text"/>
4. Enter the average price paid for a gallon of gas	<input type="text"/>
5. Enter your monthly parking expenses	<input type="text"/>

(Results will open in a new browser window.)

* Estimate provided by the AAA publication, [Your Driving Costs](#). In coming up with the estimate of 52.2 cents above, AAA figures in average fuel, routine maintenance, tires, insurance, license and registration, loan finance charges and depreciation costs for an automobile that is driven 15,000 miles per year. Excludes loan payment. Fuel prices are based on late-2006 national average gas price of \$2.256 per gallon.

Your estimated monthly cost of driving calculation does not include the average fuel price of \$2.256 per gallon provided by AAA in order to allow for a current gas price calculation to be performed.

AAA has been conducting this annual analysis since 1950. That year, driving a car 10,000 miles annually cost 9 cents a mile, and

Commuter Calculator & Web Promotion

AIR NORTH TEXAS

Partner Support

Denton County Transportation Authority (DCTA)



Bus Fleet Advertising

AIR NORTH TEXAS

Partner Support

City of Plano



News from Daybook

Announcement

Release Date: 07.22.08 | Location: Collin County | Organization: Plano Sustainability & Environmental Services
Contact Name: Melinda Haggerty | Company: Plano Sustainability & Environmental Services | Phone: (972)750-3381 | Cell: (214)640-1692 (E-Mail)



Breathe Easy, Air North Texas

ANNOUNCEMENT:

As the only Collin County participant, the City of Plano proudly announces its charter partnership with the North Central Texas Council of Government's (NCTCOG) Air North Texas public education campaign.

"Air North Texas is an initiative involving both private and public sectors, along with non-profit organizations, to promote reducing emissions as a means of improving air quality," said Janet Tucker, Environmental Health Specialist. The City of Plano will provide educational outreach through events such as the Live Green Expo planned for April 18, 2009. In addition, a link to Air North Texas will be provided on the Health department's homepage and the www.livegreeninplano.com Web site.

Offering easy-to-implement strategies for reducing emissions, Air North Texas is an integrated public awareness campaign that combines print, Internet, radio and nontraditional communication like gasoline pump toppers with outreach messages to encourage residents to make clean air choices. North Texans help reduce ozone-forming emissions and improve air quality by using mass transit, carpooling, getting vehicles inspected and keeping them properly maintained, observing the speed limit, combining trips and walking instead of driving.

In a region with more than six million residents, the cumulative effect of North Texans making clean air choices improves air quality and protects our health. Residents can discover more Air North Texas tips for reducing emissions and in many cases saving money this summer on-line at www.livegreeninplano.com.

Additional NCTCOG Air North Texas partners include: American Lung Association Dallas-Fort Worth Region; Ask Me About Green, Cities of Dallas, Denton, Fort Worth and Plano; Dallas Area Rapid Transit; Denton County Transportation Authority, North Texas Clean Air Coalition; The T (Fort Worth Transportation Authority); Tarrant County, Texas Department of Transportation Dallas and Fort Worth Districts; U.S. Green Building Council North Texas Chapter; and University of Texas at Arlington.

For more information about the City of Plano's Air North Texas partnership, contact Janet Tucker at (972)941-5283 or jatucker@plano.gov.

###

City of Plano
P.O. Box 860358
Plano, Texas 75086-0358

Press Release



The City of Plano, Texas Official Website - Microsoft Internet Explorer provided by NCTCOG

lano
SEARCH THIS SITE

HOME DEPARTMENTS CALENDAR NEWS CITY HALL ONLINE

Outdoor Air Quality Home

Breathe Easy, Air North Texas

As the only Collin County participant, the City of Plano proudly announces its charter partnership with the North Central Texas Council of Government's (NCTCOG) Air North Texas public education campaign.

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The City of Plano is located 20 miles north of Downtown Dallas, in Collin County, Texas. The City of Plano is the largest city in Collin County with an estimated population of 248,859. The 72.5 square miles are supported by four major transportation arteries services are available in Plano as well. In a survey conducted in February, Plano was ranked as "the best, or one of the best places in the Metropolitan Area to live."

A growing population, major transportation arteries, and access to transit Plano an alluring area for citizens' daily commutes. Due to the increasing occupancy vehicles there is an increase in the emission of toxic pollutants (volatile organic compounds) into the air. Over 50% of NOx emissions are emissions of NOx and VOC's turn into ozone after baking in the hot sun. The formation of ozone include high temperatures and low winds. As a result, the months from May to October.

Air pollution not only affects our environment, but our health and the economy. It is a leading cause of illness and premature death. It causes respiratory problems, such as asthma, chronic bronchitis, and emphysema. It also causes eye irritation, nose and throat irritation, and can aggravate existing heart disease. It is also a leading cause of premature death. It causes respiratory problems, such as asthma, chronic bronchitis, and emphysema. It also causes eye irritation, nose and throat irritation, and can aggravate existing heart disease. It is also a leading cause of premature death.

Web Promotion



The City of Plano, Texas Official Website - Microsoft Internet Explorer provided by NCTCOG

lano
SEARCH THIS SITE

HOME DEPARTMENTS CALENDAR NEWS CITY HALL ONLINE

Press Releases & Publications

Put small updates when more information is added to the Live Green in Plano Press Releases and Publications Page.

2008 JULY

Breathe Easy, Air North Texas

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Live Green, Lead Green... Environmental Award Nomination Deadline Approaches

The Environmental Club of Excellence Awards celebrates the strides the City of Plano has made as a community over the last year in environmental initiatives and honors the people and community partners making a difference.

Nomination packets are available on-line at www.livegreeninplano.com. An application form must be included with each nomination and must be submitted no later than 5:00 p.m. on Friday, Aug. 1, 2008 by a third-person nominator or by self-nomination. [Click here for more...](#)

MAY

Sales Tax Holiday Encourages Texans to Choose Energy Efficient Household Equipment

During Memorial Day weekend, May 24-26, Texas shoppers get a break from state and local sales taxes when they purchase certain energy efficient appliances and other household equipment bearing an Energy Star label.

"The Energy Star Sales Tax Holiday is a new annual tax holiday that gives Texans an extra incentive to replace old appliances with energy efficient models," Texas Comptroller Susan Combs said. "Shoppers will pay no sales tax on selected Energy Star products and they will save even more on their future utility bills as Energy Star qualified appliances use 10-50 percent less energy and more than standard models, according to the U.S. Environmental Protection Agency." [Click here for more...](#)

From Wind Storm to Windfall, Storm Cleanup Continues

The Environmental Vectors Services (EVS) department continues to work their way through City neighborhoods and right-of-way to collect an inordinate amount of tree trimmings, yard cleanup and damaged fence panels picked up for collection as a result of recent storms.

AIR NORTH TEXAS

Partner Support

The-T (Fort Worth Transportation Authority)

Contact Us | Site Map | Home

TEXAS DEPARTMENT OF TRANSPORTATION

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Home >> Local Information >> Fort Worth District

Fort Worth District

The Fort Worth District plans, designs, builds, operates and maintains the state transportation system in the following counties: Erath, Hood, Jack, Johnson, Palo Pinto, Parker, Somervell, Tarrant and Wise.

If you have questions or concerns about a state transportation issue in your area, please contact us.

Local Information

- News
- View District Location

Local Offices

- Area Offices
- Maintenance Offices
- County Tax Offices
- Vehicle Registration Offices
- Driver License Offices

Driver Services

- Vehicle Registration
- Traffic Cameras
- Statewide Road Conditions
- Metro Lane Closures

Local Projects

- Construction Projects
- Public Hearings and Meetings
- Contractor's Information
- Transportation Studies
- Right of Way Application

Other Resources

- Air North Texas
- North Central Texas Council of Governments
- North Texas Tollway Authority
- City of Arlington
- City of Fort Worth
- City of Grapevine
- Johnson County
- Parker County
- Tarrant County
- District/County Statistics

Local Information

- Abilene
- Amarillo
- Atlanta
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- Beaumont
- Brownwood
- Bryan
- Childress
- Corpus Christi
- Dallas
- El Paso
- Fort Worth
- Houston
- Laredo
- Lubbock
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http://www.dot.state.tx.us/local_information/fort_worth_district/ (1 of 2) 8/13/2008 9:42:12 AM

Web Promotion

AIR NORTH TEXAS

Partner Support

City of Denton



cityofdenton.com: Press Releases

CITY OF DENTON, TEXAS

en.español

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Home > Quick Information > Press Releases

August 01, 2008

Go Green. Breathe Clean.

Denton joins forces with regional partners committed to improving air quality.

Denton joins forces with regional partners committed to improving air quality.

Just in time for the peak of ozone season, the City of Denton joins 12 other organizations involved with Air North Texas, a regional partnership and public awareness campaign to improve air quality.

Air North Texas gives the region a breath of fresh air, and:

- Offers the public a comprehensive resource with air quality information and education.
- Promotes a consistent air quality message across the region.
- Leverages existing resources and program strengths in a collaborative effort.
- Increases public awareness of opportunities for residents to reduce emissions.
- Motivates residents to make choices that reduce emissions.

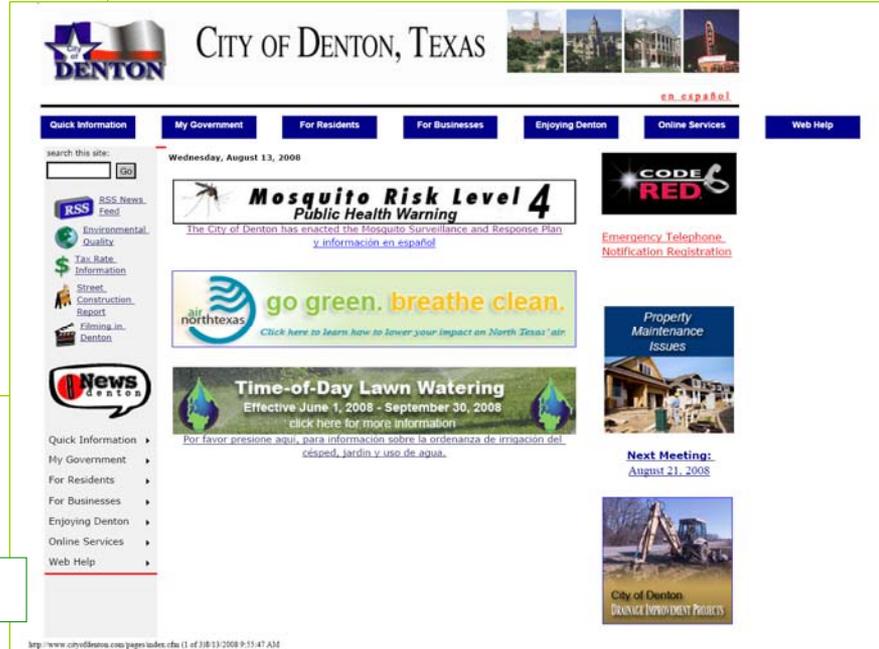
Denton joins forces with the North Texas Clean Air Coalition, three transportation agencies, University of Texas at Arlington, cities, counties, and other area organizations to educate and motivate North Texans to improve the region's air quality.

The integrated public awareness campaign combines print, Internet, and non-traditional communication with outreach efforts to encourage North Texans to help reduce ozone-forming emissions by using mass transit, carpooling, getting vehicles inspected and keeping them maintained, observing the speed limit, combining trips, bicycling or walking instead of driving, and telling others about the importance of improving our air. A full list of emissions-reduction strategies and ways to be involved can be found by visiting www.cityofdenton.com and clicking the "Go Green. Breathe Clean" banner.

The nine counties of Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, and Tarrant have been classified by the Environmental Protection Agency (EPA) as moderate nonattainment for eight-hour ozone levels. North Texas must meet the ozone emissions standards set by the EPA or face federal sanctions.

<http://www.cityofdenton.com/pages/quickpress.cfm?pkc=1375&article=4&ipz=1&news&newsID=1140> (1 of 2) 2/8/2008 9:30:56 AM

Press Release



CITY OF DENTON, TEXAS

en.español

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Wednesday, August 13, 2008

Mosquito Risk Level 4

Public Health Warning

The City of Denton has enacted the Mosquito Surveillance and Response Plan y información en español

go green. breathe clean.

Click here to learn how to lower your impact on North Texas' air

Time-of-Day Lawn Watering

Effective June 1, 2008 - September 30, 2008
click here for more information

Por favor presione aquí, para información sobre la ordenanza de irrigación del césped, jardín y uso de agua.

CODE RED

Emergency Telephone Notification Registration

Property Maintenance Issues

Next Meeting: August 21, 2008

City of Denton
DRAINAGE IMPROVEMENT PROJECTS

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<http://www.cityofdenton.com/pages/index.cfm> (1 of 3) 8/13/2008 9:51:47 AM

Web Promotion

AIR NORTH TEXAS

Partner Support

City of Arlington

Carbon Counts

Carbon Counts- The Air Pollution Reduction Game

Objective:

Think about the choices you make this ozone season and see how changing little habits can add up to big results.

Who:

Open to all City employees

When:

From April 22nd (Earth Day) through October 17th (the end of ozone season)

What:

Pick activities from the game board and rack up points to win prizes.

How:

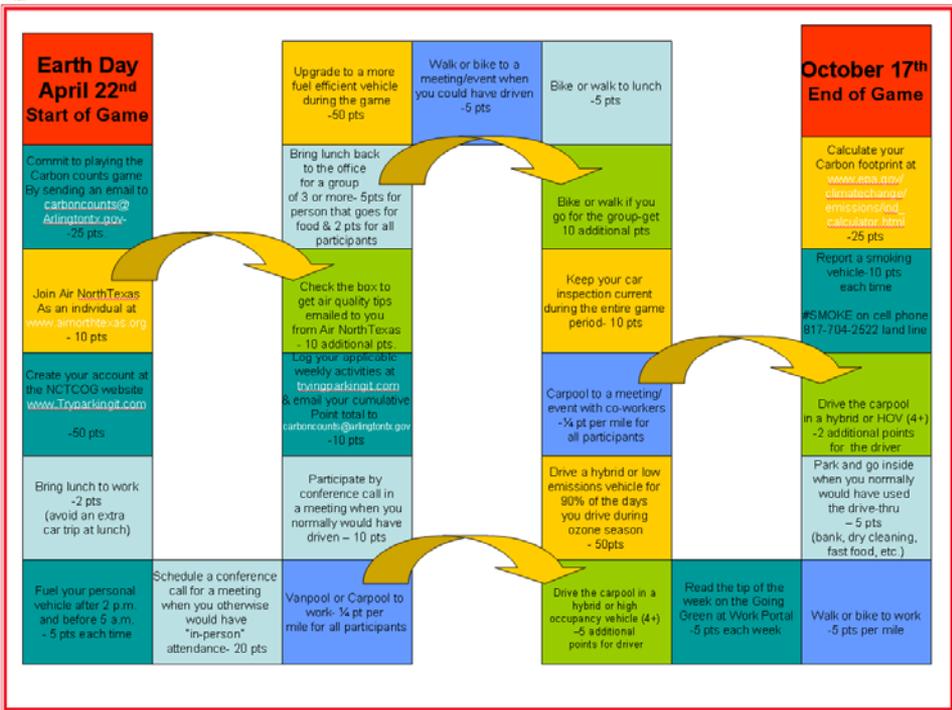
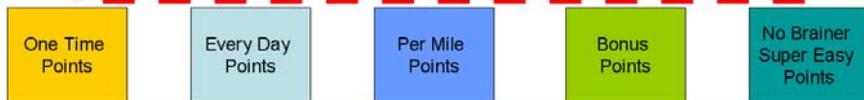
Send an email to carboncounts@arlingtontx.gov with your name and department and you'll be sent a reply email with game instructions and an electronic tracking sheet to keep up with your points.

Turn in your point number on a monthly basis and you'll be entered to win prizes.

Winners:

If you change even one habit this ozone season, you're a winner already!
All participants will be recognized from one point to one million points.
Individuals and departments will be recognized, and individuals will be eligible for prizes.

Carbon Counts – Interactive Game



AIR NORTH TEXAS

Next Steps

- Enhanced Program Quantification for Emissions Benefits
 - Data Collection from Emissions Enforcement Programs
 - Performance Measures for partner growth & involvement
- University Study on Behavioral Analysis & Psychosis
 - Individual Accountability
 - Heightened Interaction & Participation
- Continued Campaign Implementation & Execution
 - Partner Retention and Solicitation
 - Brand Visibility & Saturation
 - Advertising Avenues

AIR NORTH TEXAS

NCTCOG Contact

Wei Wei Cham
Transportation Planner
Air Quality Communications
(817) 608-2377
wwcham@nctcog.org

Air Quality Public Relations Task Force
Committee Web page:
www.nctcog.org/trans/committees/aqprtf

Air North Texas Campaign Web site
www.airnorthtexas.org

