Clean Air Action Day, July 7

Regional Transportation Council
June 2, 2011

Mindy Mize
NCTCOG
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.

visit  www.airnorthtexas.org
Air North Texas

Our Partners

American Lung Association – DFW Region
City of Anna
City of Arlington
City of Dallas
City of Denton
City of Fort Worth
City of Grand Prairie
City of Kennedale
City of Mesquite
City of Plano
DART
DCTA
NCTCOG
North Texas Clean Air Coalition
Dallas County
Parker County
Tarrant County
TxDOT – Dallas
TxDOT – Fort Worth
U.S. Green Building Council – North Texas Chapter
University of Texas at Arlington
The-T

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Background

Second Annual Clean Air Action Day (7.7.7.7) - A day designated to observe clean air actions and healthier living in North Texas.

On 7/7, anytime from 7 a.m. to 7 p.m. residents commit to clean air actions and share their go green, breathe clean experience with our community.

visit www.airnorthtexas.org for more details
Clean Air Action Day, July 7

Campaign Elements

Outreach
Website – www.airnorthtexas.org/7777.asp

  Viral Videos
  Share Commitments, Stories, photos, more

Newsroom
Partner Resources

Social Media Messaging
Print and Online Advertising
  English and Spanish

Alternative Fuel Outreach Event

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Air North Texas Partners and Others

Link to Website – www.airnorthtexas.org/7777.asp
Create and Promote Viral Videos
Outreach to Citizens and Employees
  Commitments and Videos/Share Story
Media Outreach
Social Media Messaging
Plan Event or Activity

Partner Resources Available – www.airnorthtexas.org/partner_resources.asp
  Advertising
  Messaging Content
  Educational Giveaways
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2010 Partner Website Examples

City of Arlington

City of Denton

City of Dallas
Air North Texas

2010 Air North Texas Campaign Results

Air North Texas Website Trends

*2008 totals are each for approximately half of the year
Air North Texas’ Clean Air Action Day

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