

RESOLUTION NO. 2025-09-151 (R)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, SUPPORTING THE REGIONAL TRANSPORTATION COUNCIL'S "AIR NORTH TEXAS" CAMPAIGN TO BRING PUBLIC AWARENESS AND ENCOURAGE RESIDENTS TO MAKE CLEAN AIR CHOICES TO IMPROVE AIR QUALITY WITHIN THE NORTH TEXAS REGION; PROVIDING FOR A SEVERABILITY CLAUSE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of McKinney, Texas supports the Regional Transportation Council and the goals and mission statements of the Air North Texas campaign; and,

WHEREAS, the Dallas-Fort Worth area is a federally designated nonattainment area for the pollutant ozone and air quality impacts the public and economic health of the entire region; and,

WHEREAS, the primary goal of air quality management is the protection of public health and welfare, reducing and improving the health impacts caused predominantly by mobile-source emissions with the assistance of partnering entities while preserving the economic vitality of the region; and,

WHEREAS, the North Central Texas Council of Governments has formed alliances with public and private entities in the region to assist and support in the development of the *Air North Texas* campaign elements, and the dissemination of information; and,

WHEREAS, the *Air North Texas* campaign is a collaborative initiative involving partners from public, private and non-profit entities that will promote a consistent regional message; and,

WHEREAS, the *Air North Texas* campaign is committed to increasing air quality awareness to citizens and residents in the North Texas region; and,

AIR NORTH TEXAS PARTNERS PLEDGE TO ACKNOWLEDGE AND ACCOMPLISH THE FOLLOWING, AS IT APPLIES OR AS APPROPRIATE:

Section 1. *Air North Texas Goal and Mission Statement*

- 1.1 A voluntary effort and creative platform to develop a regional brand to generate increased awareness that will foster behavioral changes to improve air quality
- 1.2 An all-inclusive branding effort that will serve to bridge existing and developing air quality programs into one comprehensive and mutually complementary initiative

Section 2. *Air North Texas Support to Partners*

- 2.1 Promotion and placement of partner logos on www.airnorthtexas.org
- 2.2 *Air North Texas* partners will be promoted and recognized throughout the run of the campaign as a regional partner, generating consistent brand visibility
- 2.3 Sample press releases are available for download online
- 2.4 Advertising collateral and campaign materials are available for download online

- 2.5 Partner recruitment tools will be provided to aid in the process of soliciting new and potential members
- 2.6 Shared results generated from the annual performance evaluation process
- 2.7 Shared results generated from audience survey

Section 3.

Partners Support to Air North Texas (where applicable and as appropriate)

3.1 Branding

- 3.1.1 Placement of the *Air North Texas* brand/logo on relevant printed collateral for air quality efforts and initiatives, or where applicable
- 3.1.2 Provide a link to the official *Air North Texas* campaign Web site on your Web site. *Air North Texas* Web site buttons are available for download or the URL can be listed that shows the link: www.airnorthtexas.org

3.2 Implementation

3.2.1 Air Quality Education and Outreach

- a. Plan, host and/or participate in one or more public event to generate awareness of the *Air North Texas* campaign
- b. Plan, host and/or support one or more press, promotional, or partner recognition event for media or other stakeholders
- c. Recruit and encourage general public audience to sign up as an *Air North Texas* member to promote clean air

3.2.2 Shared Resources (non-monetary)

- a. Assist new and existing partners by providing guidance and resources needed to fulfill partner commitments (resources may be in the form of promotional/educational materials, marketing collateral, and services)
- b. Provide discounted or complementary services to *Air North Texas* partners for article placement, advertising, conference registrations and/or other events that promote the partnership and/or campaign

3.2.3 Media Relations

- a. Issue one or more press release(s) announcing your membership and participation in the *Air North Texas* campaign. Sample press releases and boilerplate information are available for download on our Web site

- b. Each quarter, publicize your organization's involvement with the *Air North Texas* campaign. Sample advertising collateral are available for download from the Air North Texas Web site

3.2.4 Regional Partner Recruitment and Solicitation

- a. Inform your members or constituents about the partnership and promote the benefits of being involved in the regional initiative
- b. Publish articles or other informational materials endorsing the partnership
- c. Identify and provide opportunities for *Air North Texas* partners to communicate with your members or constituents about the *Air North Texas* campaign and the partnership
- d. Recruit new *Air North Texas* partner(s) to assist in the planning and implementation of this regional air quality collaborative effort

3.2.5 Progress Reporting / Annual Recognition

- a. Provide an annual status report on implemented tasks
- b. Share and exchange information with *Air North Texas* partners highlights and successes of your promotional efforts
- c. Qualify and/or participate in annual recognition event for partners and members of the *Air North Texas* community
- d. Distribute a survey about the *Air North Texas* campaign's overall performance to your member and/or constituents

This partner agreement is a non-binding mutual expression of cooperation to support the principles outlined in section 1. This agreement is not intended to confer or create a financial obligation or expectation of payment to or from an Air North Texas Partner, the North Central Texas Council of Governments, or the Regional Transportation Council.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, THAT:

- Section 1. That the City Council of the City of McKinney fully supports the Regional Transportation Council's "Air North Texas" campaign, which promotes public awareness and encourages residents to make clean air choices to improve the air quality within the North Texas region.
- Section 2. That the City of McKinney encourages all residents, businesses, and organizations within the city to actively participate in and support efforts to reduce air pollution through sustainable practices such as reducing vehicle emissions, adopting alternative fuels, and supporting clean air policies.
- Section 3. That the City of McKinney will collaborate with other regional entities to promote the "Air North Texas" initiative and ensure the success of the campaign in raising awareness and improving the region's air quality.

Section 4. This Resolution shall take effect immediately from and after the date of passage and is so resolved.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS ON THE 16th DAY OF SEPTEMBER 2025.

CITY OF MCKINNEY, TEXAS



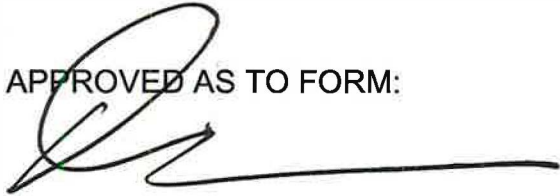
BILL COX,
Mayor
GERÈ FELTUS,
Mayor Pro Tem

CORRECTLY ENROLLED:



EMPRESS DRANE, TRMC
City Secretary
TENITRUS BETHEL, TRMC
Deputy City Secretary

APPROVED AS TO FORM:



MARK S. HOUSER,
City Attorney
ALAN LATHROM,
Assistant City Attorney