



NEWS

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Fewer Spare the Air Days Issued in 2007 *Trend toward Cleaner Air Continues*

San Francisco, CA.... The Bay Area Air Quality Management District (Air District) announced that Friday, October 12, was the final day of the summer 2007 *Spare the Air* campaign. The Air District issued only two *Spare the Air* advisories this 2007 season, in marked contrast to the 2006 campaign when 11 *Spare the Air* days were called. This decrease in the number of *Spare the Air* days was due in part to cooler weather, which resulted in conditions that were less likely to trigger the formation of ground-level ozone. The *Spare the Air* Day advisories were issued on August 29 and 30, two hot summer days when ozone levels were forecast to reach unhealthy concentrations in the region.

Although there were fewer *Spare the Air* days this year, the program continues to receive wide recognition: a survey of Bay Area residents indicated that about 76 percent of respondents were familiar with the program. About 10 percent of respondents additionally said that they gave up at least one automobile trip because it was a *Spare the Air* Day. The Free Transit aspect of the program – funded by the Air District and the Metropolitan Transportation Commission – was more popular than ever, having resulted in a 20 percent increase in transit ridership on the two *Spare the Air* days.

“We’d like to thank Bay Area residents for the active role that they have played in reducing pollution, particularly on *Spare the Air* days,” said Air District Executive Officer Jack P. Broadbent. “With the potential in coming years for climate change to make a significant impact on air quality in our region, it’s very important that we all continue to work together to keep the air clean.”

The *Spare the Air* program was established in 1991 to educate the public about air pollution and to promote long-term individual behavior changes that improve air quality.

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