



NEWS

FOR IMMEDIATE RELEASE
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CONTACT: Aaron Richardson
415.749.4900

Spare the Air Alert called for Friday, October 3

SAN FRANCISCO – Today, the Bay Area Air Quality Management District is issuing its tenth Spare the Air Alert for smog in 2014.

Air quality is forecast to be unhealthy tomorrow, Friday, October 3. High temperatures and low winds are expected to combine with motor vehicle exhaust to cause unhealthy ozone pollution in the Bay Area.

“As this late seasonal hot spell brings smoggy conditions to the region, it’s important that Bay Area residents take action to improve air quality,” said Jack Broadbent, executive officer of the Air District. “Walking, biking, carpooling, or taking public transit instead of driving alone can help reduce air pollution every day.”

The single most effective way for residents to reduce smog is to drive less. According to recent census data, more than 37 percent of Bay Area employees commute alone to work each day. Air District survey results also find that Bay Area employees are more likely to adopt alternatives to driving alone when encouraged to do so by their employer. Employers with 50 or more full-time employees must now register for the Commuter Benefits Program on the 511.org website and provide simple commuter options for their employees.

Spare the Air Alerts are issued when ozone pollution is forecast to reach unhealthy levels. Ozone, or smog, can cause throat irritation, congestion, chest pain, trigger asthma, inflame the lining of the lungs and worsen bronchitis and emphysema. Long-term exposure to ozone can reduce lung function. Ozone pollution is particularly harmful for young children, seniors and those with respiratory and heart conditions. When a Spare the Air Alert is issued, outdoor exercise should be done only in the early morning hours when ozone concentrations are lower.

To improve air quality, residents are encouraged to walk, bike, carpool or take transit instead of driving alone, not just on Spare the Air days, but every day. Residents can visit www.stacommuetips.org to find a list of commute programs and incentives available where they live and work. Employees can check with their employer to see what kind of commute benefit options are offered at their work site.

To find out when a Spare the Air Alert is in effect, residents can register for email AirAlerts at www.sparetheair.org, call 1(800) HELP-AIR, download the *Spare the Air* App or connect with *Spare the Air* on Facebook or Twitter.

There is no free transit tomorrow and there is no wood burning ban in place.

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency responsible for protecting air quality in the nine-county Bay Area.

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