



MEDIA ADVISORY

FOR IMMEDIATE RELEASE: September 12, 2017

CONTACT: Tom Flannigan - 415.749.4900

Students benefit with better commutes

Air District puts a spotlight on school traffic congestion, rewarding alternatives to driving

WHAT: The Spare the Air Campaign is addressing traffic congestion at schools by working with Redwood High School students to encourage their peers to arrive to school by carpooling, taking transit, biking or walking – instead of driving alone. Students who share a selfie of themselves using a transportation alternative at the Spare the Air tables will receive a donut for doing their part to help improve air quality.

WHEN: Wednesday, September 13, 7 – 8 a.m.

WHERE: Redwood High School, 395 Doherty Dr., Larkspur, CA

WHO:

- Redwood High School students who carpool, take transit, walk or bike to school
- Air District Public Information Officer, Tom Flannigan
- Transportation Authority of Marin's Public Outreach Coordinator, Molly Graham

VISUALS: Students; Air District staff talking with students about their commute and handing out donuts to students that spared the air with an alternative commute

Transportation is the Bay Area's largest source of smog and a major contributor to greenhouse gas emissions. According to the Transportation Authority of Marin, 72 percent of all trips are within the county. In a region where there are nearly as many cars as there are residents, school traffic is a huge component of local congestion. In some places in the county, there is as much traffic after school as there is in the evening commute.

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

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Air District Communications Office
375 Beale Street, Suite 600, San Francisco, CA 94105 - (415) 749-4900
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