

SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT

For the Agenda of: April 27, 2006

To: Board of Directors
Sacramento Metropolitan Air Quality
Management District

From: Larry Greene, Air Pollution Control Officer

Subject: Presentation on Survey Results from 2005 Spare The Air mini-polls and
Annual Air Quality & Transportation Survey

Presentation

This presentation will provide Board members with a report on the District's Spare The Air and Annual Air Quality & Transportation survey results for the 2005 ozone season.

Background

The District's on-going public education and outreach campaign includes two public opinion research components, which have been conducted for the past 10 years:

- 1) Spare The Air mini-poll surveys are conducted the day following a Spare The Air day to assess regional awareness of the campaign's request for residents to reduce driving. The survey method is approved by the California Air Resources Board for possible SIP credit related to voluntary programs resulting in quantifiable emission reductions.
- 2) The Annual Survey is conducted in the fall to assess overall population awareness of the region's air pollution problem, transportation issues, air quality attitudes, and seasonal responses to Spare The Air.

Both Executive Summaries are attached for your review.

Respectfully submitted,

Larry Greene
Air Pollution Control Officer