

# SACRAMENTO METROPOLITAN AIR QUALITY MANAGEMENT DISTRICT

For the Agenda of: May 25, 2006

To: Board of Directors  
Sacramento Metropolitan Air Quality  
Management District

From: Larry Greene, Air Pollution Control Officer

Subject: Demonstration of re-designed 2006 Spare The Air Web site and presentation  
of Spare The Air campaign television commercials

## **Demonstration and Presentation**

Lori Kobza with the AQMD's Communications Office will give the Board a demonstration of the re-designed Web site, [www.SpareTheAir.com](http://www.SpareTheAir.com). In addition, two of the campaign's award-winning television commercials will be shown.

## **Background**

The District's Spare The Air public education and outreach campaign features the Web site, [www.SpareTheAir.com](http://www.SpareTheAir.com), daily air quality forecasting, air quality maps, public notification through its Air Alert program, advertising, community event participation, media relations, and elementary school assemblies.

The Web site renovation for the 2006 summer smog season includes a new design, numerous additional features, easier user navigation, and an upgrade of its "behind the scenes" architecture to make it operate more efficiently. This upgrade included the capability to conduct forecasting, mapping and Air Alert notifications for particulate matter later this year.

To encourage the public to learn about the Sacramento region's air pollution problem, and ways they can help improve our air quality, citizens are directed to the Web site through a media campaign featuring television and radio commercials.

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Respectfully submitted,

Larry Greene  
Air Pollution Control Officer