



Brought to you by the Sacramento Metropolitan Air Quality Management District and the Air Districts of the Sacramento Region

## Spare The Air

Spare The Air is administered by the Sac Metro Air District on behalf of the Air Districts of the Sacramento region May through October. The behavior change campaign focuses on driving reduction to reduce air pollution. The program also educates the public about the health effects of air pollution, how to improve air quality and provides vital, real-time air quality information.



Funded by Congestion Mitigation Air Quality (CMAQ) dollars and local matches.



Regional and county forecasts are distributed daily May-October. Spare The Air Alerts are issued when the AQI is forecast to be 126 or above. Additionally, Spare The Air provides critical air quality information during wildfire smoke events.



Alerts are shared through the Sacramento Region Air Quality App, SpareTheAir.com, Air Alert email subscriptions, TV/radio ads, electronic billboards, media interviews, and social media.



Education/outreach includes monthly newsletters, brochures, tip cards, community events, social media, TV/radio ads, and ready-to-use toolkits which are shared with the public and our 3,500 business and community partners.



Spare The Air survey results show the program is highly effective:

- 22% surveyed drive less (reducing 1.23 trips)
- 1.56 tons of ozone precursors reduced per summer day
- 34% general awareness (10-year average)



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## Spare The Air By The Numbers

AIR MONITORING  
**24/7**  
FROM MAY - OCT.



**2,300**  
Facebook  
followers



**940**  
Instagram  
Followers



**21,000**  
Air Alert  
Subscribers



More than  
**43,000**  
Total Downloads for the  
Sacramento Region AQ App



App downloads  
increased in 2022 by  
**5.43%**



**22%**  
of survey respondents  
reduce their driving on  
Spare The Air Days



**20 MILLION+**  
visits to  
**SpareTheAir.com**  
since 2008



**1,019,478** Caldor Fire (2021)  
page views



**3,179,208** Camp Fire (2018)  
page views



**1.56 TONS/DAY**  
of ozone precursors reduced

**3,500**



business & community partners