



For Immediate Release
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511 Contra Costa recently released the **iSmog** iPhone application, a cutting-edge program developed by Contra Costa's Transportation Demand Management program. The iSmog application alerts Bay Area residents to unhealthy levels of pollution and educates citizens about air quality in the region.

With just a tap of the screen, users will see an easy-to-understand map of air quality in the Bay Area's five air basins, built using data provided by the Bay Area Air Quality Management District (BAAQMD). With this information, commuters will make more informed choices about available environmentally friendly transportation options, and members of sensitive groups will be better informed as to potential unhealthy air quality episodes.

iSmog features one of the newest and most exciting technologies for the iPhone - push notification. Made available only in the last few months, the application allows users to receive air quality alerts without loading the program, as they would for emails, phone calls, or text messages. This feature can be configured to the user's preferences. The BAAQMD anticipates continuously improving air quality information provided to Bay Area residents.

Mark Ross, Chairperson of TRANSPAC, a subregional board that oversees 511 Contra Costa (and also a Director on the Bay Area Air Quality Management District) stated, "Once again, the Bay Area has created a smog-cutting edge method to reduce air pollution." The **iSmog** application will be a quick and easy way for iPhone users to receive daily air quality alerts directly to their iPhone. The push technology serves to provide alerts especially important not only to sensitive groups and health care

Check it out!

Air quality, brought to you by your iPhone



providers, but gives motorists options by which they can help reduce pollution (and sometimes travel costs) via other transportation choices.

The public is always encouraged to carpool formally or casually, take transit, drive less by trip-linking, postpone filling up the car with gasoline, and to limit the use of two-stroke gardening equipment on Spare the Air days. “These individual actions can be critical to the quality of the air we all share in the Bay Area, and this innovative application can only help us all breathe and travel better,” said Ross.

511 Contra Costa implements commute alternative programs in Contra Costa County with funding provided by the BAAQMD, the Contra Costa Transportation Authority and the Metropolitan Transportation Commission. 511 Contra Costa’s programs increase ridesharing, transit ridership, bicycling, and provides electric vehicle infrastructure and other programs to reduce the number of single-occupant vehicles on the roads and to improve air quality.

In addition to his role on the BAAQMD board, Ross is chair of the Central Contra Costa Transportation Planning Committee (TRANSPAC), and is a Martinez City Councilmember.

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