



FOR IMMEDIATE RELEASE  
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**FREE FARE ON SPARE THE AIR DAYS  
FROM PLACER COUNTY TRANSIT PROVIDERS**  
*Alternative transportation can help improve region's air quality*

AUBURN, CA – Placer County residents can ride the bus for free every Spare the Air Day this summer beginning June 1 thanks to the partnership between the Placer County Transportation Planning Agency (PCTPA) and local transit providers including Auburn Transit, Lincoln Transit, Roseville Transit, and Placer County Transit.

“Every summer the Sacramento region has major problems meeting state and federal health standards for ozone,” PCTPA Executive Director Celia McAdam said. “Through the Spare the Air-Free Fare program, we are giving the community a terrific incentive that will improve the region’s air quality and help residents breathe easier.”

Spare the Air Days are designed to alert the Sacramento region about its “summer smog season,” which lasts from May until October. During this time, the region can experience unhealthy episodes of ground-level ozone, which causes smog.

Placer County residents can help improve air quality on Spare the Air Days by riding any of the sponsoring transit provider buses for free including all fixed-route and commuter transit services (Dial-A-Ride services excluded). Air quality forecasts are available at [www.sparetheair.com](http://www.sparetheair.com), where residents can sign up to receive free Spare the Air e-mail alerts. Spare the Air days are determined at least a day in advance which helps people plan their commute.

The Spare the Air-Free Fare program is made possible thanks to a Clean Air grant from the Placer County Air Pollution Control District.

More information regarding this program or the PCTPA-sponsored Spare the Air for Bucks campaign, which offers additional financial incentives for alternative transportation use, can be found at PCTPA’s website, [www.pctpa.org](http://www.pctpa.org), or by contacting PCTPA at [pctpa@pctpa.org](mailto:pctpa@pctpa.org) or 530-823-4030.

*PCTPA represents all jurisdictions of Placer County and proactively plans for Placer County’s transportation needs decades into the future through roads, rail, transit, airport, bicycle and pedestrian pathways. For more information, contact PCTPA at 530-823-4030 or visit [www.pctpa.org](http://www.pctpa.org).*