



NEWS

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Air District launches new website

SAN FRANCISCO – Today the Bay Area Air Quality Management District is launching its newly redesigned website, www.baaqmd.gov.

The Air District website receives 25,000 visitors per day, viewing 90,000 pages of information.

“The public has grown increasingly web savvy since the early years of simply putting documents up and calling it a website,” said Jeff McKay, deputy air pollution control officer at the Bay Area Air District. “Our website needed to improve to keep up with demand and better deliver air quality information to the public, regulated industries, meteorologists and others in the science community.”

Website visitors will be greeted with a new tagline, “Clean Air, Healthy Life” as well as a new, colorful interface and an improved navigational structure. Users can easily connect to the information or services they need by entering the website through one of three distinct portals:

- Live – air quality for the community
- Work – air quality for business
- Know – air quality science

The website redesign project began with a survey of site users. Survey results found that the information on the District’s former website, which was designed in 2004, would be easier to use and access if it were organized by audience.

On the new website Bay Area residents and businesses can quickly find air quality information, check on upcoming community meetings, or perform actions like registering equipment, or downloading forms. Several subscription offerings are also available to receive alerts and notifications by e-mail or RSS feed.

The Bay Area Air Quality Management District (www.baaqmd.gov) is the regional agency chartered with protecting air quality in the Bay Area.

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