

EMPLOYEE ENGAGEMENT



Image taken at 2019 event

**Why does employee
engagement matter?**

EMPLOYEE RETENTION AND ATTRACTION

81% of millennials expect companies
to pledge their commitment to
corporate citizenship

(Entrepreneur 2018)

EMPLOYEE RETENTION AND ATTRACTION

Turnover is reduced by 57% for employees actively engaged in company giving and volunteering efforts

(Benevity 2018)

EMPLOYEE RETENTION AND ATTRACTION

62% of millennials would take a pay cut to work for a socially responsible organization

(Entrepreneur 2018)



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

OCTOBER 7, 2020

California **AIR QUALITY**



7 OF 10

most ozone-polluted cities in the U.S. are in California



1 MILLION

annual California student school absences related to air pollution



4 TIMES AS LIKELY

Californians are to experience serious air pollution-related health problems

Individual Pledge

- **Plant something**
- **Reduce vehicle emissions**
- **Switch it out**

Organization Pledge

- **Reduce # of employees driving to work alone**
- **Change business practices**
- **Promote CCAD to employees and customers**
- **Actions specific to your organization type**

OUR 2019 **REACH**



650,000 participants

up 650% from 100,000 in 2018



950,000 social media impressions

up 19% from 800,000 in 2018



51 mayors, 8.2 million people

51 mayors representing over 8 million people signed onto our Mayors Council



8.74 million drivers

saw California Clean Air Day Signs Statewide

OUR 2019 **IMPACT**



1.25 million actions to clear the air

up 25% from 1 million in 2018



100,000+ additional transit riders

compared to an average Wednesday



90 events

Engaging tens of thousands of Californians in person



316 companies and organizations

pledged to engage their employees and communities for clean air

OUR STORIES



Climate Resolve and MoveLA joined together with LA City Councilmember Mike Bonin and Senator Ben Allen to thank transit riders during their morning commute



Mayor Eric Garcetti, Rep. Nanette Barragán and L.A. County Supervisor Janice Hahn announced the world's first all-electric top-handling container stacking equipment at the Port of LA



Sacramento Vice Mayor Eric Guerra and Breathe California Sacramento teamed up with clean air mascot Scooter to teach kids at a local elementary school about clean air



Oakland Mayor Libby Schaaf led a community bike ride around the city on California Clean Air Day



The Port of Hueneme made California Clean Air Day a central part of their annual Banana Festival, educating hundreds on how they can work for clean California air



The LA Kings and Fox Sports West came together to plant trees at Gilliam Park in Los Angeles

SOUTHERN CALIFORNIA EDISON

509

TOTAL PLEDGES IN 2019

349

PLEDGED TO
PLANT SOMETHING

471

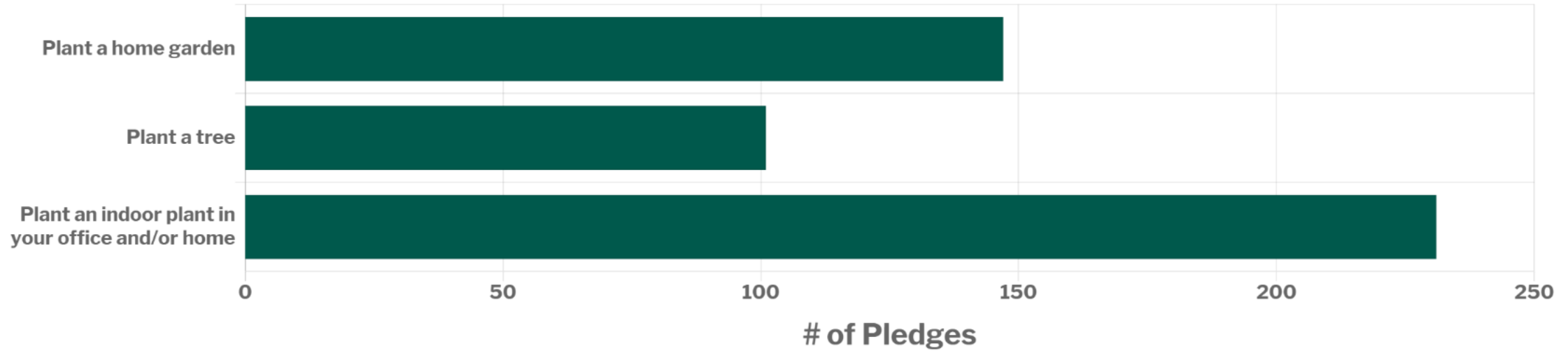
PLEDGED TO REDUCE
VEHICLE EMISSIONS

397

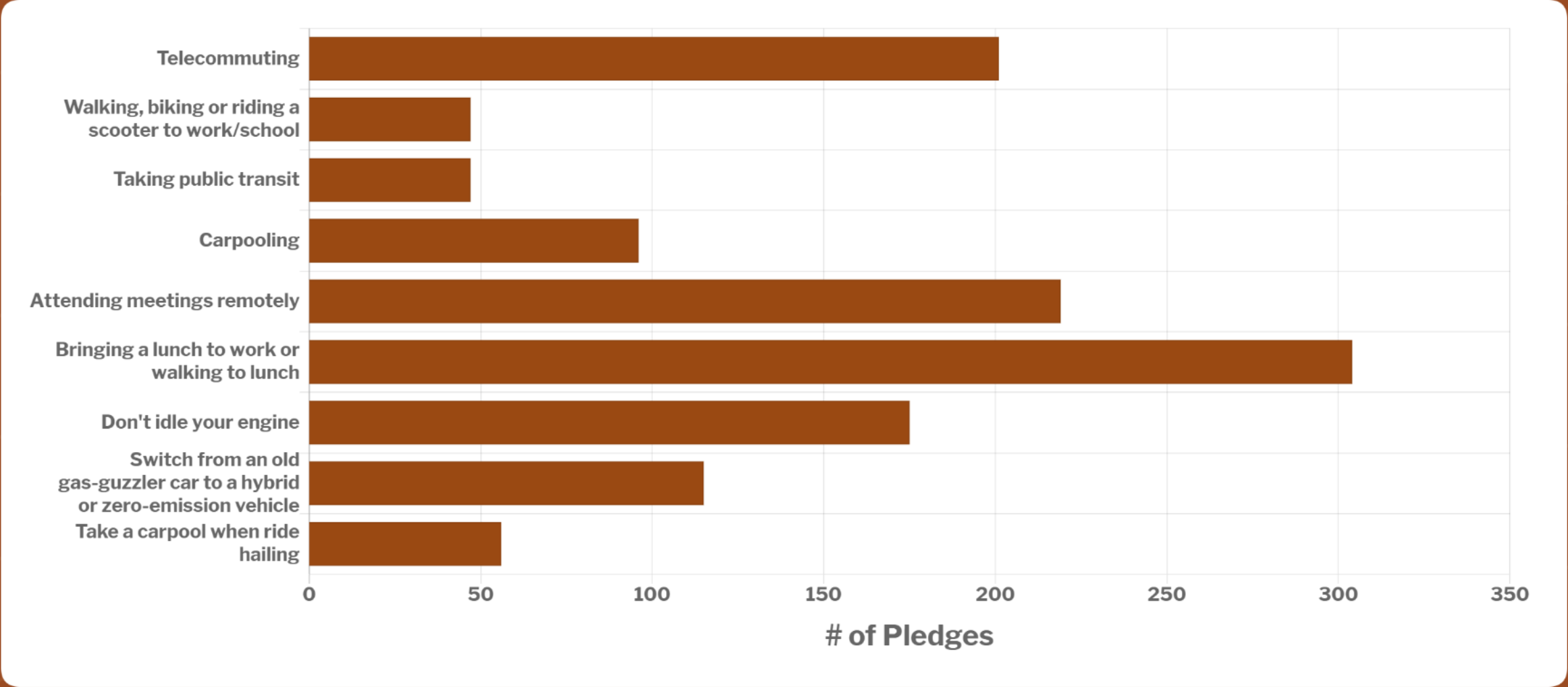
PLEDGED TO SWITCH
SOMETHING OUT

SOUTHERN CALIFORNIA EDISON

PLANT SOMETHING

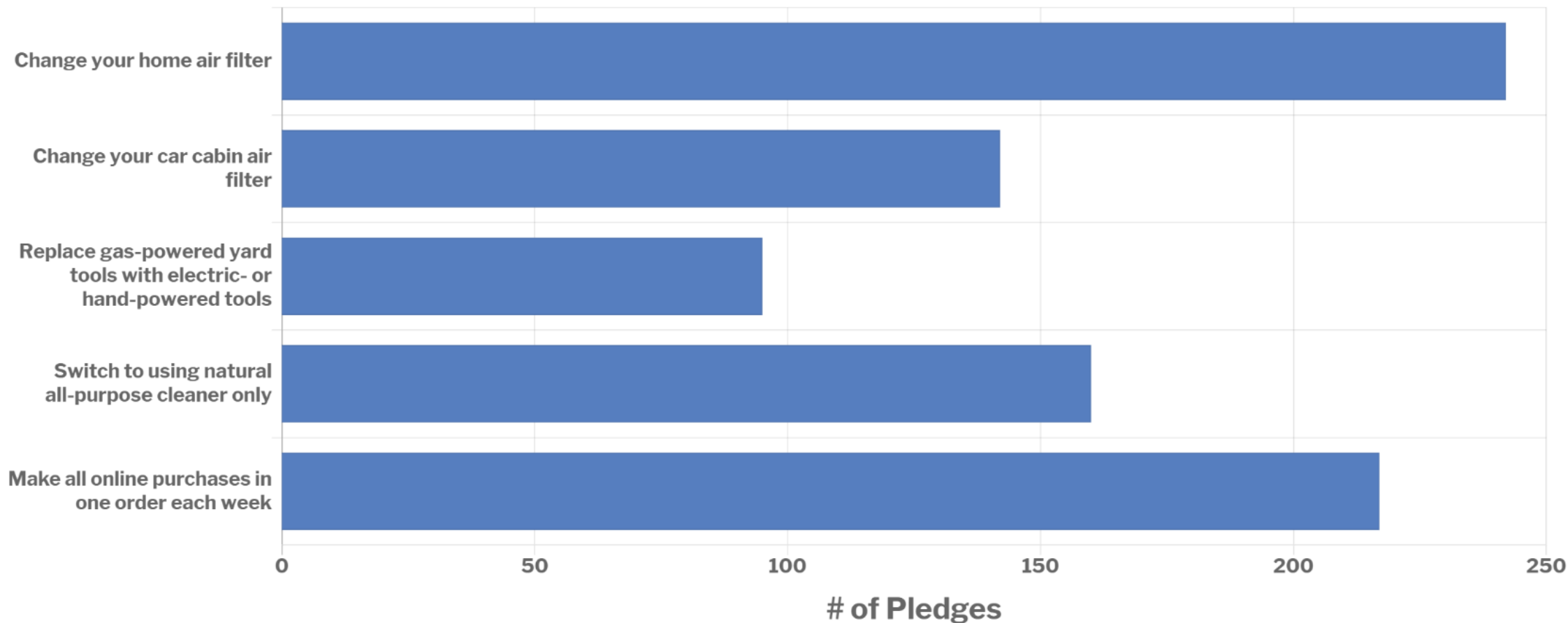


REDUCE VEHICLE EMISSIONS



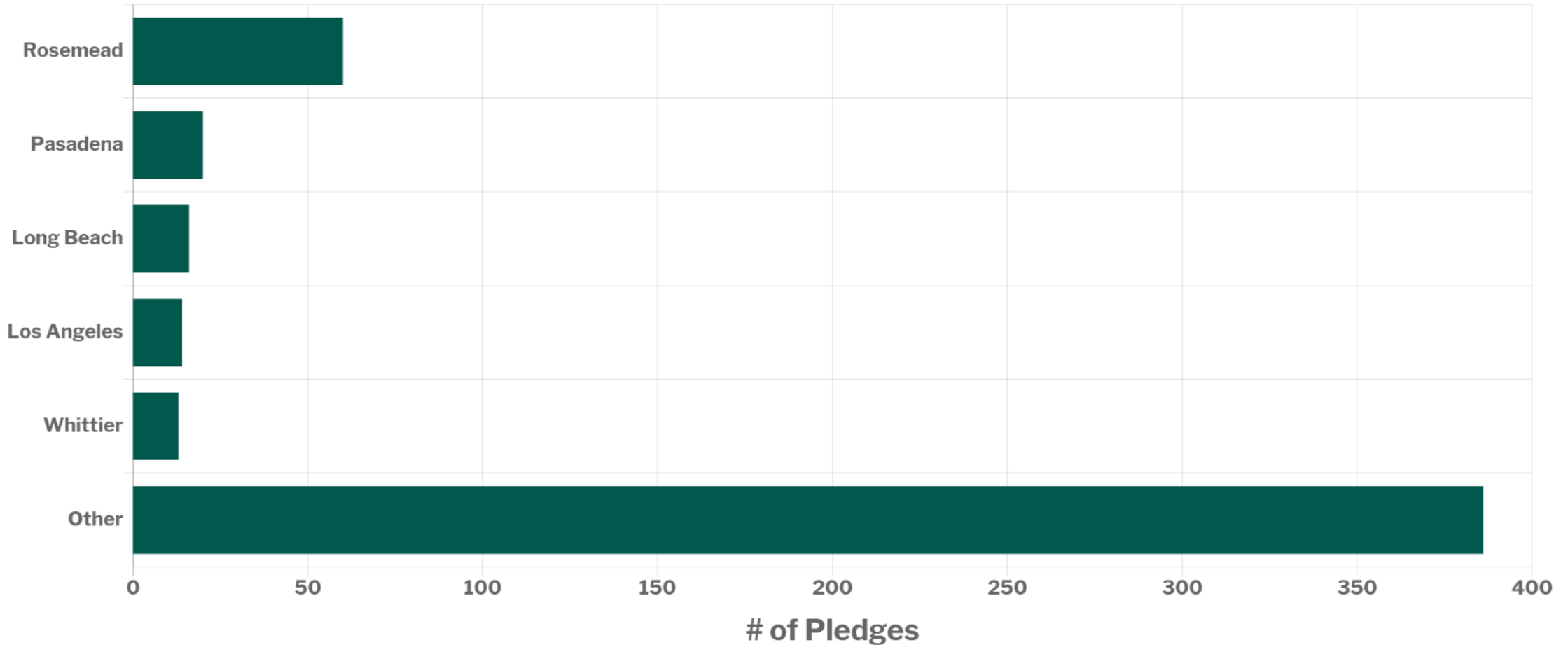
SOUTHERN CALIFORNIA EDISON

SWITCH IT OUT



SOUTHERN CALIFORNIA EDISON

WHERE OUR PLEDGERS LIVE



SOCALGAS

 CALIFORNIA
CLEAN AIR DAY
A PROJECT OF THE COALITION FOR CLEAN AIR

732

TOTAL PLEDGES IN 2019

483

PLEDGED TO
PLANT SOMETHING

698

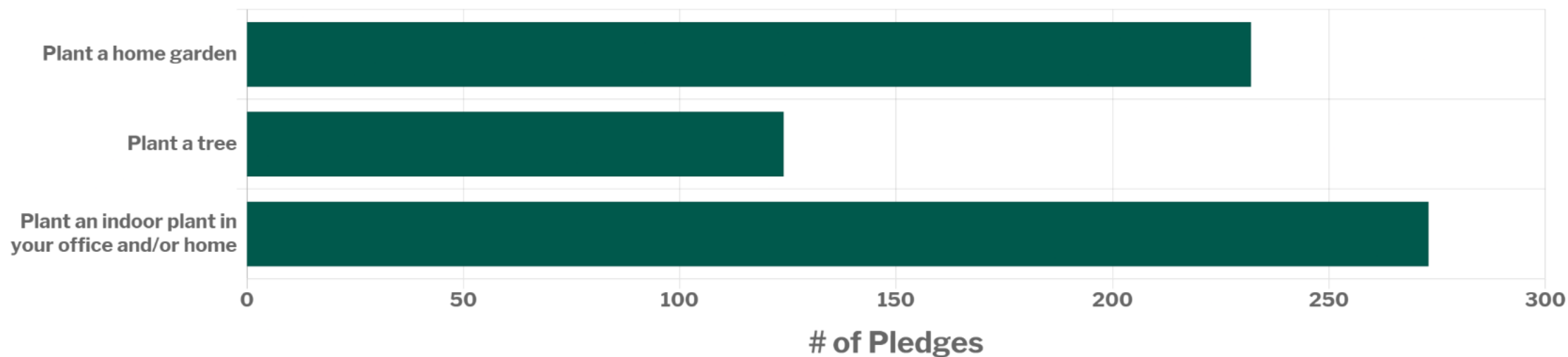
PLEDGED TO REDUCE
VEHICLE EMISSIONS

584

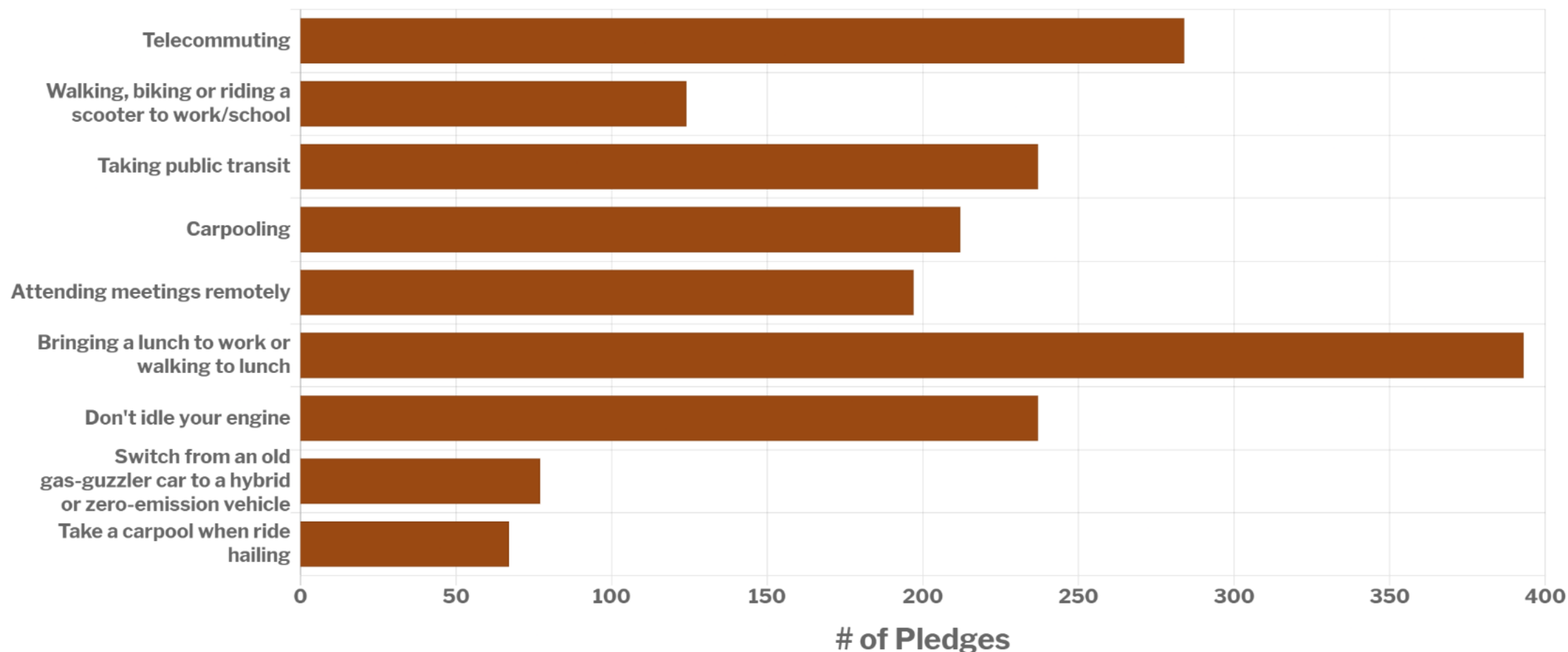
PLEDGED TO SWITCH
SOMETHING OUT

SOCALGAS

PLANT SOMETHING

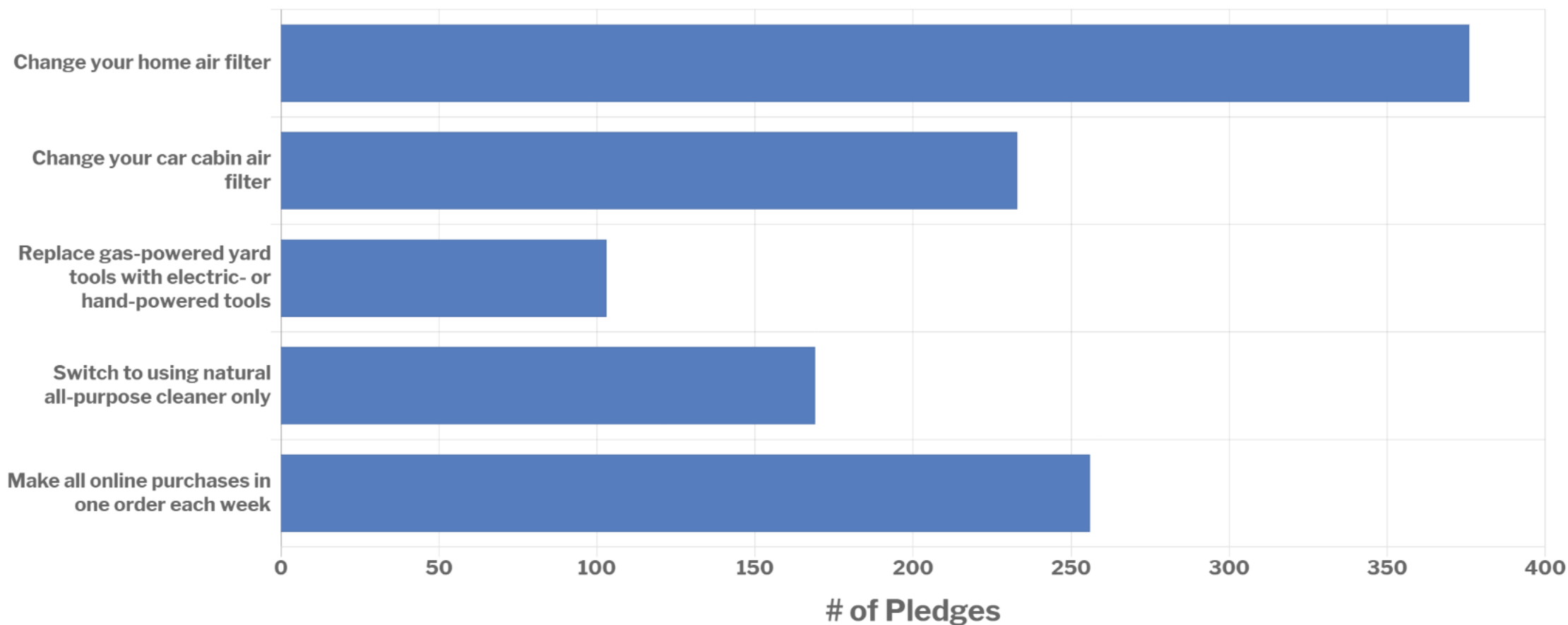


REDUCE VEHICLE EMISSIONS



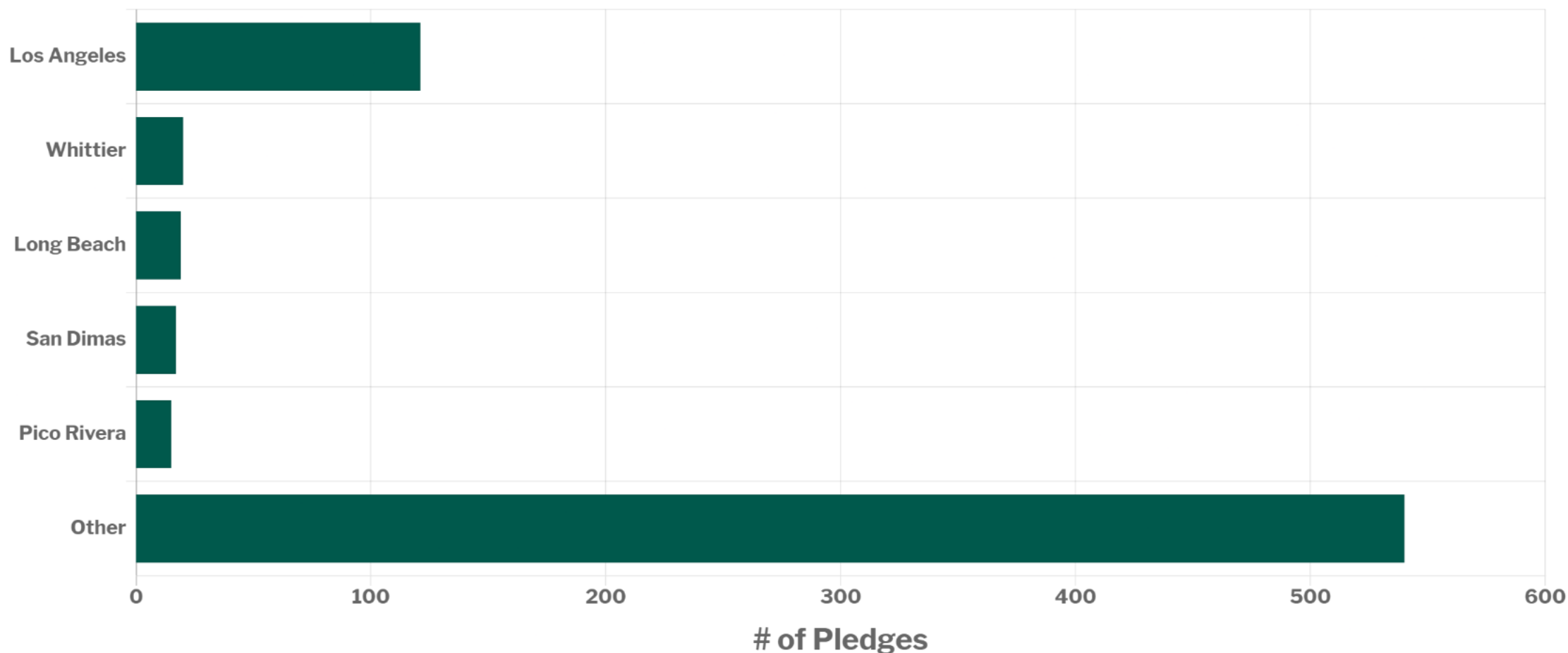
SOCALGAS

SWITCH IT OUT



SOCALGAS

WHERE OUR PLEDGERS LIVE





TACTICS



1. Form internal committee

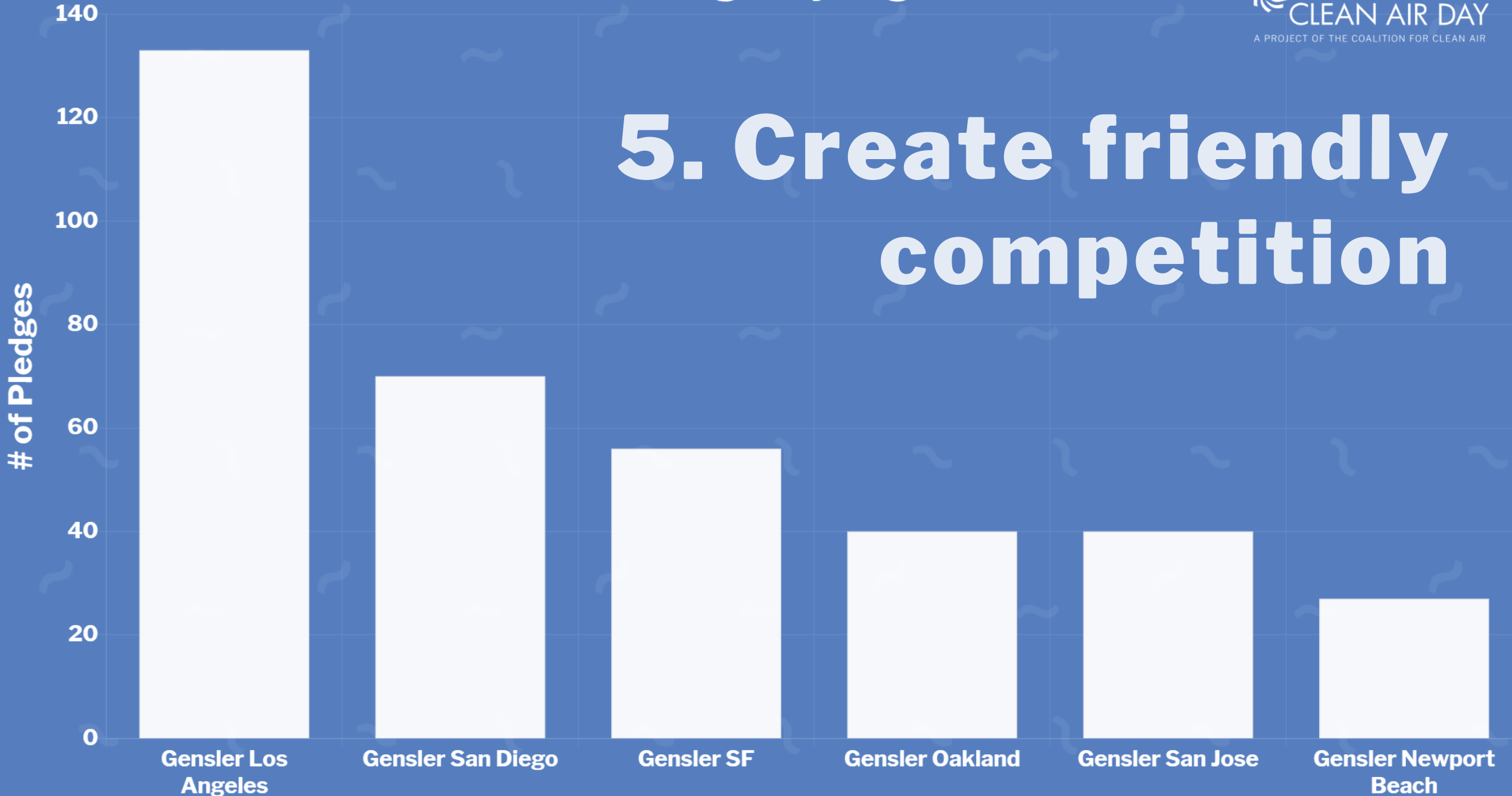
2. Set goals

3. Connect to organizational goals and values

4. Engage corporate leaders

Individual Pledges by Organization

5. Create friendly competition





6. Celebrate success, recognize leaders

ENGAGING AND ACTIVATING YOUR CUSTOMERS AND CLIENTS

**1. Signing your company up
officially to track
engagement**

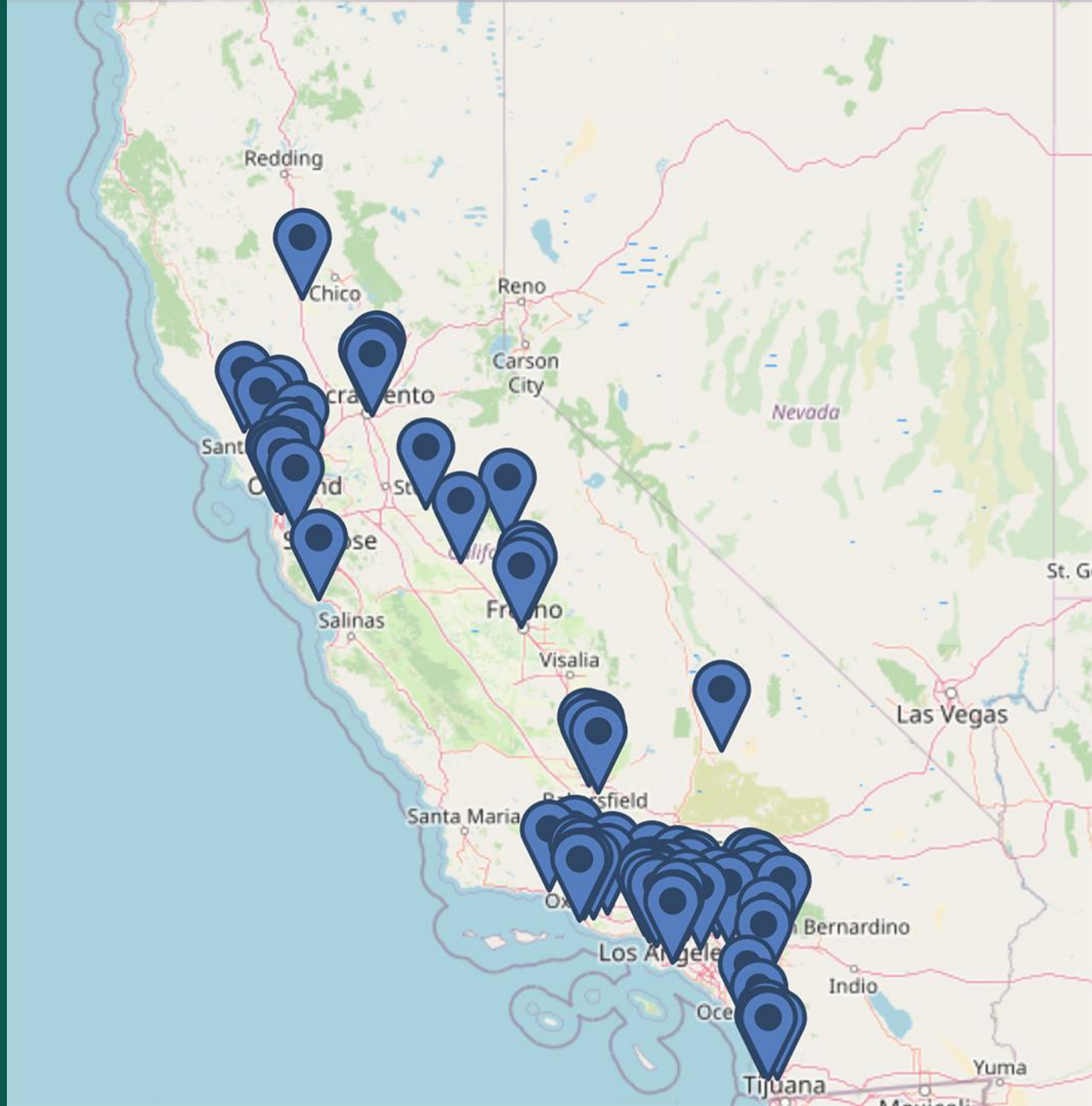
**2. Public facing messaging
celebrating your
customers and clients**

3. Using social media to talk about what you're doing and encouraging customers

**Find us on social media
@cleanairday**

4. Hosting* a California Clean Air Day event

*If possible under COVID-19 guidelines




5. Partner with local nonprofits and public sector partners to drive conversation and focus around the issue

6. Tracking and using data for continued engagement

CASE STUDY:

Lime created a customer engagement campaign in Los Angeles for California Clean Air Day 2019. The campaign incentivized trying out their clean air transportation - electric scooters - by rewarding free ride unlocks to Angelenos who pledged to clear the air on California Clean Air Day.

The result? Not only did Lime riders choose scooters over driving, each rider pledged, on average, to **take 4 separate actions to clear the air**, resulting in thousands of actions to improve air quality



Lime is proud to see our employees and riders take part in California Clean Air Day. Our participation report confirmed just how motivated our people are to take multiple actions to clear the air.

Lime envisions a world where cities are less polluted and less congested by building around people. Simple actions like taking a scooter rather than a personal car or taxi can have a huge collective impact on the air we breathe.

- Karla Owunwanne, Community Relations Manager

LIME RIDERS

859

TOTAL PLEDGES IN 2019

571

PLEDGED TO
PLANT SOMETHING

799

PLEDGED TO REDUCE
VEHICLE EMISSIONS

606

PLEDGED TO SWITCH
SOMETHING OUT

**DEEPER WAYS TO GET
INVOLVED WITH THE
CLEAN AIR DAY CAMPAIGN**

2020 SPONSORS

Automobile Club of Southern
California

Blue Shield of California

Cummins

Dignity Health

IQ Air

Los Angeles Department of
Water and Power

PG&E

SDG&E

Southern California Edison

Southern California Gas
Company