



## TRANSIT AGENCIES TOOLKIT

Transit agencies are helping to lead their communities to a more breathable future and have a role to play inspiring the actions of those they serve.

Participating in California Clean Air Day on October 7, 2020, provides a unique opportunity to engage ridership and key community stakeholders including elected officials, key agency staff, and community and business leaders.

Air pollution affects everyone's quality of life, so community-wide participation is key to raising awareness and improving our air quality. In whatever way you decide to get involved, make sure to register your agency at [cleanairday.org](http://cleanairday.org) so we can promote you and your efforts.

*‘Metro is one of many agencies in Southern California that are dedicated to reducing tailpipe emissions and air pollution by providing more sustainable ways to get around while identifying greener ways to move freight,’*

*Metro Board Chair and Inglewood Mayor James T. Butts, Jr.*

### HERE'S HOW YOU CAN BE A PART OF CLEAN AIR DAY:

California Clean Air Day is an initiative of the Coalition for Clean Air. [www.ccair.org](http://www.ccair.org)

## MAKE AN ANNOUNCEMENT AND SHARE CLEAN AIR

- Have your board pass a resolution that supports or declares Clean Air Day
- Use social media to promote your participation in Clean Air Day and encourage others to do so as well using our social media toolkit or your own resources
- Create a page on your website to share the steps your agency has taken to reduce air pollution
- Issue a press release and announce the steps that your agency has taken in its commitment to participating in Clean Air Day activities as well as policy changes that have been implemented using our media advisory template or your own resources
- Make announcements on or around October 7, 2020, that introduce new policies, programs, and/or activities that benefit air quality



### Examples include

- New jurisdiction-wide carpool incentives
- New bike-accommodating infrastructure
- New transit-oriented development projects/plans
- Commitments to purchase a higher percentage of energy/fuels from renewable energy

## CLEAN THE AIR:

- Commit to increased infrastructure maintenance to improve efficiency and reduce pollution
- Replace aging infrastructure and fleet with new, more efficient technology
- Support new developments that promote pedestrian mobility by including sidewalks pathways, crosswalks, and/or bicycle lanes and trails





- Support active transportation options and implement programs to encourage it

## **ENGAGE WITH RIDERS AND ACTIVATE STAKEHOLDERS:**

- Encourage stakeholders and employees to join you and take the pledge in official communications leading up to Clean Air Day
- Host a (virtual) roundtable with business leaders and others about Clean Air Day and how to get involved
- Recognize businesses who are actively working to improve air quality through carpool, rideshare, telecommute, and other programs
- Promote Clean Air Day on digital displays, in-transit signage, tickets/passes, and other means
- Honor community leaders at your official meeting who are working on clean the air
- Convert an existing (virtual) event to include Clean Air Day opportunities

## **ENGAGE YOUR EMPLOYEES AND FACILITIES:**

- Plant trees on agency property

- Replace office heating and air conditioning filters and perform maintenance on other office appliances in order to maintain efficiency and healthy operations (mold, particulate removal, etc.)
- Encourage and incentivize your employees to leave their cars at home by
  - Telecommuting
  - Riding a bike
  - Walking
  - Taking public transportation
- Establish a monthly car-free day when everyone in your office is encouraged to walk, telecommute, cycle, or take public transit to work
- Replace your fleet with vehicles that pollute less
- Encourage your fleet drivers to participate by:
  - Switching off the engine when stopped (no idling)
  - Driving as smoothly as possible and avoiding rapid acceleration and braking for efficient operations
- Install automatic light shut-offs in offices and buildings



When choosing your activities for Clean Air Day, please use your own judgement and abide by all government guidelines in regards to COVID-19. Staying safe should be your first priority!