

# Employee Engagement Best Practices

How you can encourage employees to join you  
and take the California Clean Air Day Pledge

## OPERATIONAL

- Get an endorsement *and* participation from top leaders in your organization.
- Establish an internal committee to advance the activities and create excitement
- Have your director of marketing participate on their regional Clean Air Day working group

## COMMUNICATIONS

- Announce your company's participation through employee newsletters
- Create a drip email campaign with a reminder and tip each week leading up to Clean Air Day
- Provide the **Five Tips for Not Idling**:
  1. Make sure employees check emails, texts, and social media prior to starting their car so as not to idle
  2. Turn off your engine while waiting in a drive through line. Better yet: Ditch the Drive-Thru and make your coffee in the office or only do one in-store coffee run for the whole office
  3. Turn your engine off when waiting to pick up your kids at school (Or anyone, for that matter!). If it's warm, roll down the window instead of running the air conditioner.
  4. Turn your engine off when waiting for curbside pickup of groceries, food, or other purchases



*We made the most of California Clean Air Day by encouraging our local Aetna volunteer councils in California to get involved. It was a great way to get involved in the issue of air quality.*

**Clemente González**  
Market Head Community Activation, California  
Aetna

5. Turn off your engine while waiting in line to park

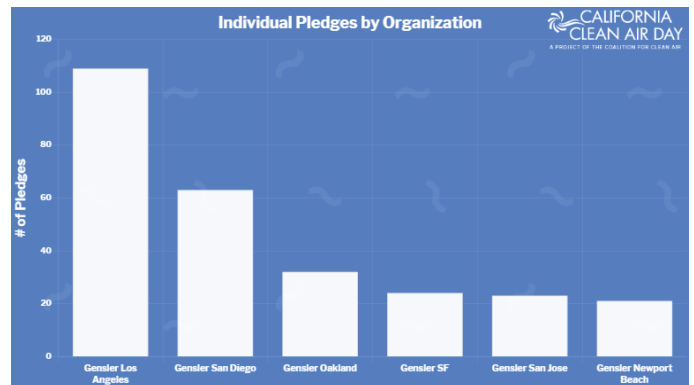
## INCENTIVES

- Provide lunch to all participants on Clean Air Day (or in advance of it) so they don't have to travel
- Host a lunch and learn to educate your employees on issues of air quality
- Provide transit passes for employees
- Provide office plant give-away
- Pay employees to volunteer at a community activity supporting clean air
- Match employee donations to clean air non-profits

## COMPETITIONS

- Create friendly competition between departments, business units, or offices.

- In 2019, Gensler challenged each of its locations to get as many employees to take the Clean Air Pledge as possible. In 2020, Southern California The Southern California Association of Governments (SCAG) held a similar competition to see which of its regional offices could get the most pledges.



- Host a social media competition to encourage employees to post with a company-specific hashtag along with #CleanAirDayCA
- Challenge competitors within your industry to engage employee pride and boost morale
- Periodically “brag” about your number of sign-ups to date, and highlight specific, standout employees and their commitments with that number update.

## LAUNCH A NEW PROGRAM OR INITIATIVE

- Encourage your employees or colleagues to leave their car at home
- Establishing ongoing telecommuting options
- Establish “car-free” days (biking, walking or safely taking public transit)
- Provide comped or discounted transit passes for employees as an employee benefit

