



WALK-BIKE-SKATEBOARD TOOLKIT

California Clean Air Day is meant to bring awareness about air pollution and possible ways we can combat this in our everyday schedule. Everyone is directly affected by air pollution and by partnering together, we can make a significant difference.

All of us across the state can come together on October 6, 2021, and show by example how even a small contribution can reduce the amount of pollution we create.

That is where “active transportation” plays a big role. What is it? Active transportation is any self-propelled, human-powered mode of transportation, such as walking or bicycling, riding a skateboard or even paddling a canoe!

The year 2020 was an interesting one for active transportation. Safer-at-home orders and social distancing have taken many cars off the road and led to a surge in bicycle sales. We think this is a great opportunity to educate the public and promote healthy habits, which is why we’ve dedicated an entire toolkit to those who would like to promote active transportation.

“We are realizing that if you have people walk and bicycle more, you have a more lively, more liveable, more attractive, more safe, more sustainable and more healthy city. And what are you waiting for?” - Jan Gehl, FAIA, architect

SUGGESTIONS FOR PROMOTING ACTIVE TRANSPORTATION AS PART OF #CLEANAIRDAYCA

Messaging

Keep in mind that the biggest thrust behind the clean air pledge is to get people to try things they might not through low barrier to entry activities. Examples of messages that resonate in this way include:

Most importantly, don't drive.

- Walk or ride a bike to work or the train station if you take public transit
- Walk or ride a bike to go grocery shopping. If your bike doesn't have a rack on it, try affixing one, buy bike bags and attach them to increase capacity. Buy a front basket or try a backpack.
- Have a bike but don't use it? Donate it to a community bike shop for someone to use – there is a shortage right now.
- Ask your workplace to provide somewhere to safely store your bike

Activities

Here are a few activities that we think would work following the latest CDC guidelines:

- Host a bike pickup for those who are not using their bikes to be distributed to local nonprofits
- Educate local residents about bicycle safety and how to find their way using bicycle lanes
- Encourage your city to create an open streets program by closing lanes to car traffic
- Host a helmet giveaway.

And remember – you're in great company:

"Nothing compares to the simple pleasure of riding a bike" – John F. Kennedy

"It's amazing how I'm able to ride around on a bike. People kind of see it's me but since I'm on a bike, they think, 'No, it's not her.' And by the time they realize it's me, I'm already gone." - Beyoncé

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!