



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

BUSINESS & WORKPLACE TOOLKIT

California Clean Air Day is a day to bring Californians together to address air pollution. By partnering together, California Clean Air Day and businesses can start a new conversation about the causes of air pollution and practical steps we can take to reduce it.

California Clean Air Day's goal is to raise awareness about the source of pollution, teach people how to reduce the amount of pollution they create and start conversations with others about improving local air quality. Together, we can clear the air leading up to and on this year's California Clean Air Day, October 6, 2021.

"Everyone has a right to breathe clean air. By raising awareness and actively working to reduce air pollution, every Californian can help ensure that every breath you take is a breath of clean air."

Dr. Joseph K. Lyou, President & CEO of the Coalition for Clean Air

HERE IS HOW YOUR BUSINESS/WORKPLACE CAN PARTICIPATE IN CLEAN AIR DAY

EMPLOYEE ENGAGEMENT:

- Encourage employees to join you and take the [California Clean Air Day pledge](#)



- Announce your company's participation through employee Newsletters
- Ditch the Drive-Thru and make your coffee in the office or only do one in-store coffee run for the whole office
- Encourage your employees or colleagues to leave their car at home
 - Inform employees of telecommuting options
 - Establish "car-free" days (biking, walking or safely taking public transit)
- Make sure employees check emails, texts, and social media prior to starting their car so as not to idle
- Encourage employees to pack a lunch for work or walk to local restaurants instead of driving
- Provide comped or discounted transit passes for employees

PHYSICAL SPACE:

- Replace office heating and air conditioning filters
- Plant indoor plants to improve air quality
- Power down: make sure all computers, printers, and lights are turned off when not in use
- Shut off half the lights and power down when closing your business for the day
- Replace lights with energy-efficient bulbs
- Offer designated "bike parking", including outlets to charge e-bikes to encourage active transportation
- Install solar panels
- Reduce the number of deliveries and have them arrive at non-peak times
- Have the maintenance crew replace gas-powered lawn mowers with electric lawn mowers
- Ensure contractors reduce the impact of building work by limiting the use of diesel generators and by suppressing dust



BUSINESS PRACTICES:

- Contact local and state officials about the air quality in your community



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- Sponsor an air monitor in impacted/ disadvantaged communities or at a local school in your community by visiting www.ccair.org
- Ask your vendors to use cleaner vehicles
- Issue a press release about steps your workforce is taking to clean the air and permanent policy changes using our media advisory template or your own resources
- Promote California Clean Air Day on social media - you can use our [social media toolkit](#) or develop your own



CUSTOMER ENGAGEMENT:

- Provide a discount to customers who (safely) take public transportation, walk, or drive an electric vehicle
- Post in-store signage about California Clean Air Day
- Ask customers to tag your business on Facebook as a California Clean Air Day participant
- Share with your customers and vendors how your organization has cut air pollution



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!