



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

CITIES & GOVERNMENT AGENCIES TOOLKIT

Cities and local governments have the ability to lead their communities to a more breathable future. Cities, counties, school districts, water districts, and other local and special districts all have a responsibility to take action and inspire constituents and stakeholders.

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

“The Bay Area Air District works to reduce air pollution throughout the region to protect the health and wellbeing of Bay Area residents and preserve our quality of life. The Air District is a proud sponsor of Clean Air Day which champions actions Bay Area residents can take every day to reduce harmful air pollution.”

Jack Broadbent, Executive Officer, Bay Area Air Quality Management District

In whatever way you decide to get involved, make sure to register your city or agency at cleanairstay.org so we can promote you and your efforts.

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

MAKE AN ANNOUNCEMENT AND SHARE CLEAN AIR:

- Encourage constituents to join you and take the Clean Air Day pledge
- Pass a resolution of support declaring California Clean Air Day in your jurisdiction
- Use social media to promote your participation in California Clean Air Day and encourage others to do so too through our social media toolkit
- Have executives and/or elective leadership go “carfree” on California Clean Air Day
- Create a webpage within your website to share the steps your government agency has taken to reduce air pollution across its jurisdiction
- Announce and issue a press release/promote on social media the steps that your agency has taken in its commitment to participating in California Clean Air Day activities as well as policy changes that have been implemented
- Leverage California Clean Air Day to make announcements on and around October 6 to introduce new laws and regulations and illustrate how they benefit air quality. Examples include:
 - New jurisdiction-wide bike-to-work incentives
 - Local Ordinances restricting open burning
 - No idling zones around schools
 - New bike lanes/plans
 - New transit-oriented development projects/plans
 - Commitments to purchase a higher percentage of energy from renewable sources
 - Purchase of zero or near-zero-emission fleets
 - Giving preferential scoring to green-certified businesses



CLEAN THE AIR:

- Commit to increased maintenance of existing vehicle fleets in order to improve efficiency and reduce pollution
- Replace aging fleet vehicles with new hybrid or electric models

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- Add electric car charging stations throughout the community at publicly owned facilities and locations accessible to the general public
- Implement the use of electric blowers or push brooms instead of gasoline-powered blowers
- Use electric lawn mowers on government property instead of gasoline-powered lawn mowers
- Set air conditioners to no lower than 78 degrees
- Support new developments that promote pedestrian traffic through the inclusion of sidewalks, pathways, crosswalks, and bicycle lanes and trails



ENGAGE WITH RESIDENTS & STAKEHOLDERS

- Host a (virtual) roundtable with business leaders and others about California Clean Air Day, how they can get involved, and how your jurisdiction can support clean air for all
- Encourage stakeholders to join with you to take the pledge in official communications leading up to California Clean Air Day
- Host a (socially-distanced) tree planting in your community
- Establish no-idling zones around schools, parks, and other places children gather
- Recognize businesses who are actively working to improve air quality through carpool, rideshare, telecommute, and other programs
- Honor community leaders at your official meeting who are working to clean the air



- Conduct surveys to gauge community interest in specific programs and conduct needs assessments

ENGAGE YOUR EMPLOYEES & FACILITIES

- Plant trees on your agency's property
- Replace office heating and air-conditioning filters and perform maintenance on other office appliances in order to maintain efficiency and healthy operations (mold and particulates removal, etc)
- Encourage your employees to leave the car at home by telecommuting, riding a bike, walking, or taking public transportation
- Offer designated "bike parking", including outlets to charge e-bikes to encourage active transportation
- Establish a monthly "car-free" day when everyone in the office is encouraged to walk, telecommute, cycle, or (safely) take public transit to work
- Replace your fleet with less polluting vehicles than you currently use
- Encourage your fleet drivers to participate by:
 - Switching off the engine when stopped (no idling)
 - Driving as smoothly as possible by avoiding rapid acceleration and braking to allow the for the vehicle's most efficient operation
 - Installing automatic light shut-offs in offices and buildings
 - Providing subsidized transit passes to your employees



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!