



# 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. Our goal is to raise awareness about the source of air pollution and educate folks on how to mitigate poor air quality. By partnering together, California Clean Air Day and businesses can start a new conversation and inspire action.

*“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:**

- Sign up to take the pledge as an organization!
  - When you sign up, you'll receive a personalized link to for the Clean Air Day Pledge. You'll be able to track and use the data acquired for anyone that completes the pledge using your personalized link.
- Have departments compete to see who can get the most Clean Air Day pledges!
  - TIP: You can create sublinks under your personalized organization link to track pledges between groups

- Announce your company's participation through internal newsletters.
- Encourage your employees or colleagues to leave their car at home by telecommuting, walking, biking or using public transportation
- 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
- Create a Clean Air Day Incentive Program by offering a giveaway in exchange for completing the Clean Air Day Pledge. Giveaway ideas include:
  - A sustainable gift like a re-usable water bottle or straw
  - Air filters
  - Vegan lunch and/or snacks
  - Transit passes

## **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 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
- Sponsor an air monitor in an underserved community or at a local school by visiting [ww.ccair.org](http://ww.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
- Invite customers to take the pledge using your custom Clean Air Day Pledge link
- Host a webinar or roundtable discussion with your organizations Chief Sustainability officer or other executive working on sustainability initiatives.