



CALIFORNIA CLEAN AIR DAY

A PROJECT OF THE COALITION FOR CLEAN AIR

TRANSIT PARTY TOOLKIT

From The Trolley in San Diego to Foothill Transit in the San Gabriel Valley to Metro in Los Angeles to BART and Muni in San Francisco, cities and communities across California have a role in encouraging people to use public transit from bus to rail. There are over 150 transit agencies in the Golden State, and their efforts should be celebrated as they work to offer mobility options that help clear the air.

There are many ways to host a transit party to make each one unique and designed for the communities they serve. The fundamental goal is to make riding transit fun, particularly for those who are not regular riders.

This toolkit provides some ideas as a starting point to plan a Clean Air Day transit party! Some of these ideas don't require permission, whereas others may require the participation of the transit agency or local station operator. Reach out to your transit agency to make them a partner in this effort for even greater success and exposure.

Each of these suggestions can be combined, modified, or enhanced based on how your city wants to celebrate transit and the riders:

- Host a Transit “Fuel Station”
 - Host a “fuel station” at the at the local transit stop to pass out pre-packaged juices, breakfast bars, pre-packed fruit, and other items to making riding fun and delicious. Take it a step further and pass out breakfast burritos or other hot, “grab and go” items.

- Invite some local musicians and/or local artists to perform/display their work to enhance the experience. This also works with the local middle or high school jazz bands or other non-profit musical groups.
- Invite green electric food trucks to a Commuter Happy Hour. Host the food trucks in the parking lot or streets adjacent to the transit stop.
- Ride and Dine
 - Plan a food tour along the route of a popular bus or rail line. Publish the stops and allow people to ride and dine at their leisure offering them reasons to take transit to dinner on Clean Air Day.
- Commuter's Farmers Market: Forgot to pick up some onions for the recipe tonight? Did your fruit already go bad? Host your communities Farmers Market in the parking lot or a nearby area of the train or bus station.

Please make sure to share all your Transit Parties with us on Facebook and Twitter, using the hashtag #CleanAirDayCA