



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 sources of pollution and 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 2, 2019.

Here is how your business/workplace can participate in California Clean Air Day

Employee Engagement:

1. Encourage employees to join you and take the [California Clean Air Day pledge](#)
2. Announce your company's participation in California Clean Air Day through employee Newsletters
3. Give employees a paid volunteer day at local environmental charities
4. Ditch the Drive Thru - Make your coffee in the office or only do one in-store coffee run for the whole office
5. Encourage your employees or colleagues to leave their car at home
 - a. Inform employees of telecommuting options for California Clean Air Day
 - b. Establish "car-free" days when everyone in the office is encouraged to walk or cycle to work
 - c. Carpool: Let employees know about easy ways to find carpool or share rides like Waze Carpool or Lyft Line
6. Volunteer with a community organization to perform activities such as tree

- plantings or volunteering with a high school STEM program
- 7. Make sure employees check emails, texts, and social media prior to starting their car so as not to idle
- 8. Encourage employees to pack a lunch for work or walk to local restaurants instead of driving
- 9. Provide comped or discounted transit passes for employees

Physical Space:

- 1. Replace office heating and air conditioning filters
- 2. Plant indoor plants to improve air quality
- 3. Power down: make sure all computers, printers, and lights are turned off when not in use
- 4. Shut off half the lights and power down when closing your business for the day
- 5. Replace lights with energy efficient bulbs
- 6. Install solar panels
- 7. Reduce the number of deliveries and have them arrive at non-peak times
- 8. Have the maintenance crew replace gas powered lawn mowers with electric lawn mowers
- 9. Ensure contractors reduce the impact of building work by limiting the use of diesel generators and by suppressing dust

Business Practices:

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

Customer Engagement:

- 1. Provide a discount to customers who take public transportation, walk, or drive an electric vehicle
- 2. Post [in-store signage](#) about California Clean Air Day

3. Donate a percentage of sales to Coalition for Clean Air
4. Ask customers to tag your business on Facebook as a California Clean Air Day participant
5. Share with your customers and vendors how your organization has cut air pollution
6. Set up a selfie station where customers can sign the pledge form and take selfies to post on social media
7. Host an electric vehicle ride-and-drive