



## **Business & Workplace Toolkit**

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

Clean Air Day goal is to bring awareness about the sources of pollution, how to scale down the amount of pollution created and to start conversations with others about improving local air quality. We understand time is a limited resource, but you can activate your workforce by taking practical clean air actions. Together, we can clear the air leading up to and on October 3, 2018.

**Here are ways a business/workplace can participate in Clean Air Day by taking actions and activating employees and customers:**

### **Employee Engagement**

1. Announce your company's participation in Clean Air Day through employee newsletters
2. Give employees a paid volunteer day at an affiliated local Clean Air Day charity
3. Ditch the Drive Thru - Make your coffee in the office or only do one in store coffee run for the whole office.
4. Encourage your employees or colleagues to leave the car at home
  - a. Inform employees of telecommuting options for 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](#), [Lyft Line](#), and [more](#).
5. Volunteer with a community organization to perform activities such as tree plantings or volunteering with a high school STEM program
6. Make sure employees check emails, texts, social media prior to starting their car.
7. Encourage employees to pack a lunch for work, or walk to local restaurants for lunch
8. Provide comped or discounted transit passes for employees

## **Physical Space**

1. Replace office heating and air conditioning filters
2. Plant [indoor plants](#) to help indoor air quality.
3. Power Down: make sure all computers, printers, lights are turned off when not in use
4. Shut off half the lights and power down when you leave.
5. Replace lights, with energy efficient lights.
6. Install solar panels, if applicable.
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 through limiting use of diesel generators, and 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 [www.ccair.org](http://www.ccair.org)
3. Ask your vendors to use cleaner vehicles
4. Become clean air certified business [www.ccair.org](http://www.ccair.org)
5. Issue a press release about steps your workforce is taking to be clean air certified, along with permanent policy changes
6. Promote Clean Air Day on social media

## **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 percentage of sales to Coalition for Clean Air
4. Ask Customers to Tag your business on Facebook as a 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.