



Transit Agencies Toolkit

Transit agencies are helping to lead their communities to a more breathable future and have a role to play inspiring the actions of those they serve.

Participating in CA Clean Air Day on October 2, 2019 provides a unique opportunity to engage ridership and key community stakeholders including elected officials, key agency staff, and community and business leaders.

Air pollution affects everyone's quality of life, so community-wide participation is key to raising awareness and improving our air quality. In whatever way you decide to get involved, make sure to register your agency at cleanairday.org so we can promote you and your efforts.

Here's how you can be a part of Clean Air Day:

A . Make an announcement & share Clean Air:

1. Have your board [pass a resolution](#) that supports or declares Clean Air Day
2. Use social media to promote your participation in Clean Air Day and encourage others to do so as well using our [social media toolkit](#) or your own resources
3. Create a page on your website to share the steps your agency has taken to reduce air pollution
4. Announce and issue a press release the steps that your agency has taken in its commitment to participating in Clean Air Day activities as well as policy changes that have been implemented using our [media advisory template](#) or your own resources
5. Make announcements on or around October 2, 2019 that introduce new policies, programs, and/or activities that benefit air quality

Examples include:

- a. New jurisdiction-wide carpool incentives
- b. New bike-accommodating infrastructure
- c. New transit-oriented development projects/plans

- d. Commitments to purchase a higher percentage of energy/fuels from renewable sources

B. Clean the Air:

1. Commit to increased infrastructure maintenance to improve efficiency and reduce pollution
2. Replace aging infrastructure and fleets with new, more efficient technology
3. Support new developments that promote pedestrian mobility by including sidewalks, pathways, crosswalks, and/or bicycle lanes and trails
4. Support active transportation options and implement programs to encourage it

C. Engage with riders and activate stakeholders:

1. Encourage stakeholders and employees to join you and [take the pledge](#) in official communications leading up to Clean Air Day
2. Have your leadership lead a ride on your system on Clean Air Day
3. Host a [Transit Party](#) at a station/stop to celebrate riding transit and appreciating those that do
4. Host a [Clean Air Fair](#) at a station or stop in your system to educate riders on clean air activations
5. Host a summit on Clean Air Day to provide information, booths or workshops to the public on air quality
6. Host a roundtable with business leaders and others about Clean Air Day and how to get involved
7. Recognize businesses who are actively working to improve air quality through carpool, rideshare, telecommute, and other programs
8. Promote Clean Air Day on digital displays, in-transit signage, tickets/passes, and other means
9. Honor community leaders at your official meeting who are working to clean the air
10. Convert an existing event to include Clean Air Day opportunities

D. Engage your employees and facilities:

1. Plant trees on agency property
2. Replace office heating and air conditioning filters and perform maintenance on other office appliances in order to maintain efficiency and healthy operation (mold and particulate removal, etc.)
3. Encourage and incentivize your employees to leave their cars at home by:
 - a. Carpooling
 - b. Telecommuting
 - c. Riding a bike

- d. Walking
 - e. Taking public transportation
4. Establish a monthly car-free day when everyone in your office is encouraged to walk, telecommute, cycle, or take public transit to work
 5. Replace your fleet with vehicles that pollute less
 6. Encourage your fleet drivers to participate by:
 - a. Switching off the engine when stopped (no idling)
 - b. Driving as smoothly as possible and avoiding rapid acceleration and braking for efficient operation
 7. Install automatic light shut offs in offices and buildings