



What is California Clean Air Day?

Clean Air Day is a multifaceted program built on the idea that shared experiences unite people to action. This awareness and engagement effort will allow for individuals and communities across the state to participate in a way that makes sense for them, and all will be invited to select from a menu of activities to clean the air and take the Clean Air Pledge to do this on Wednesday, October 3, 2018. Direct outreach will be made to every city and county in the State to participate, as well as large employers, schools, colleges and universities, key non-profit organizations, and government agencies. Each will be provided toolkits to participate and find a meaningful way to help clean the air in California. Across the state on this day, events will be locally led and coordinated to raise awareness and further inspire action.

What's the goal of California Clean Air Day?

California Clean Air Day seeks to engage at least 1 million Californians to take an action on October 3, 2018 that helps to clean the air. These actions can be taken by individuals, companies, government entities, and even communities. This day will be the starting point for shifting the actions taken by all California to clean the air and protect our health and wellbeing in the years to come.

Why one day for Clean Air?

This unified day of action will allow a refocusing on the issue of clean air and that all of us can do something to make it cleaner. Organizers will focus media attention around the day, and research shows that people take action when they see others around them doing this same. This will be a whole community approach modeled after efforts like the Great ShakeOut that allows for everyone to participate.

Who is involved?

California Clean Air Day is led by a statewide steering committee that includes from business, non-profits, transit agencies, and other public agencies. Some of those include City of San Francisco, Honda, Metro, SoCalGas, and Dignity Health. Further, CA Clean Air Day has official non-profit partners working to make the day success including museums, health organizations, and community non-profits. California Clean Air Day is a project of the Coalition for Clean Air, which has spent the last four decades cleaning the air and is responsible for some of California's landmark clean air legislation, including establishing the original Smog Check program.

How can I participate?

Individuals can sign up to take the Clean Air Pledge starting this summer. Businesses and organizations can support the statewide effort by participating as an entity with all staff participating in a way that makes sense for your organization. Further, sponsorship is available for those wishing join those supporting CA Clean Air Day to advance the effort and further the effort to clean the air.

For more information, contact Adam Galia at adam@stratiscope.com or visit cleanairday.org.