

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 9/27/2023

Staff Report No. 23-449

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager/Chief Executive Officer
SUBJECT: California Clean Air Day 2023

ACTION ITEM

AGENDA PLANNING REQUEST: ☐

RECOMMENDED ACTION(S):

Consider adoption of Resolution No. 23-037 in support of California Clean Air Day 2023.

Staff Contact:
Beverly Greene, Executive Director of External Affairs, Marketing & Communications

STRATEGIC IMPORTANCE:

Goal - Environmental Improvement
Initiative - Zero Emission Programs

California Clean Air Day is built on the idea that shared experiences unite people to action to improve our community health. By joining together for a unified day of action Californians can create new habits to clear the air for all members of the state's diverse communities. Adopting a California Clean Air Day resolution provides a way to highlight the contribution of public transit in improving air quality, including how AC Transit has been a leader in improving air quality through our zero-emission program. California Clean Air Day is October 4, 2023.

BUDGETARY/FISCAL IMPACT:

There is no budgetary or fiscal impact associated with this report.

BACKGROUND/RATIONALE:

Supporting and promoting California Clean Air Day and the Clean Air Pledge encourages people to take individual actions that can contribute to improving air quality in California. In 2022, there were 2 million participants on Clean Air Day who took 7.1 million individual actions. As a public transit agency that plays a significant role in improving air quality, it is important for the District to support these efforts.

California Clean Air Day is an event built around a unified day of action to improve air quality for all Californians. California Clean Air Day is celebrated every year on the first Wednesday in October, this year it is October 4th, and its prime mechanism to spur action around clean air is the Clean Air Pledge. There is the "Individual Pledge," which provides options for individuals to take actions from three categories: Easy Actions

(e.g. Take public transit, bringing a lunch to work or walking to lunch, Compost your food), Small Investments (e.g. Buy produce locally, change your home air filter, plant a tree, switch to natural and organic household cleaners), and plan ahead (Install an air quality monitor at your home, Purchase a zero-emission vehicle, Install solar panels at your home); and the “Organizational Pledge,” centered around engaging employees, Clean Air Day actions, community outreach, and investing in new clean air technologies.

The District will use the following tactics to support and promote Clean Air Day:

- Adoption of this Board Resolution.
- Encourage employees to take the Clean Air Pledge.
- Post advertising cards on coaches.
- Promote Clean Air Day through social media.
- Host a community clean air challenge to encourage riders to take the Clean Air Pledge.
- Co-hosting a webinar with transit agency partners to learn more about the new Joint Office of Energy and Transportation’s efforts to support the deployment of zero-emission, convenient, accessible, equitable transportation infrastructure.

ADVANTAGES/DISADVANTAGES:

Advantages - Supporting and promoting California Clean Air Day will help to improve air quality in the San Francisco Bay Area and across the state. Additionally, the District may benefit directly due to increased ridership.

Disadvantages - There are no notable disadvantages.

ALTERNATIVES ANALYSIS:

Given the District’s long-standing support for Clean Air Day, zero emissions programs, and cleaner air in general, there are no practical alternatives to the course of action recommended in this report.

PRIOR RELEVANT BOARD ACTION/POLICIES:

None

ATTACHMENTS:

1. Resolution No. 23-037

Prepared by:

Ryan Lau, External Affairs Representative

Approved/Reviewed by:

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

Claudia Burgos, Director of Legislative Affairs & Community Relations

Jill A. Sprague, General Counsel/Chief Legal Officer