

SANDAG Clean Air Day 2025 Toolkit

Contents

- **Flyer (Page 2)**
- **Sample Social Media (Page 2-4)**
- **Sample Newsletter (Page 5)**
- **Display Slides (Page 6)**

Introduction

Every year on the first Wednesday of October, the Coalition for Clean Air hosts California Clean Air Day to reduce air pollution. The statewide annual event is built on the idea that shared experiences unite people to take action and create new habits to improve air quality. **This year, Clean Air Day is on Wednesday, October 1!**

At SANDAG, we encourage the entire San Diego region to take the pledge and get moving for clean air by walking, biking, carpooling, or riding transit on Clean Air Day. By replacing even one solo trip in a car, you can make a difference for clean air.

Get your coworkers and employees moving for Clean Air Day by pledging for your organization. Organizations with the highest rates of employees that take the pledge have the opportunity to be recognized within their industry.

Engage your employees through workplace activations, social media, and community outreach opportunities. Tag us @SANDAGregion on Instagram for the opportunity to be featured.

Learn more: [SANDAG.org/cleanairday](https://sandag.org/cleanairday)

Contact us: sustainabletransportation@sandag.org

Follow SANDAG on social media:

- Facebook: Facebook.com/SANDAGregion
- Instagram: Instagram.com/SANDAGregion
- LinkedIn: LinkedIn.com/company/SANDAG
- X: X.com/SANDAG

Flyer

Print this flyer to display at your location.

Click to Download Flyer

[\(with QR code\)](#)



[\(without QR code\)](#)



Social Media

• Sample Copy 1:

🌐 **[Org Name]** invites you to celebrate Clean Air Day on Wednesday, October 1! Take the pledge to walk, bike, carpool, or ride transit for free to help clean the air.



💎 Pledge and opt in to trusted partner communications today for a chance to win an e-bike: (**[Org Pledge Link]**)

#CleanAirDayCA #CleanAirDaySD #SANDAG

• Sample Copy 2:

[Org Name] is proud to be part of California Clean Air Day 2025! 🌐 On Wednesday, October 1, our team will join local workplaces across the San Diego region in making small changes like walking, biking, carpooling, or riding transit to help make the air cleaner and our communities healthier.

🚲 Take the pledge and opt in to trusted partner communications for a chance to win an e-bike: ([Org Pledge Link])

#CleanAirDayCA #CleanAirDaySD #SANDAG

- **Sample Copy 3:**

📌 Let's get moving, San Diego region! [Org Name] is joining workplaces across the region for Clean Air Day on Wednesday, October 1. Together, we can help protect our environment by swapping driving alone for walking, biking, carpooling, or riding transit for free with @sdmts and @gonctd.

🔗 Take the pledge and opt in to trusted partner communications for a chance to win an e-bike: [Org Pledge Link]

#CleanAirDayCA #CleanAirDaySD #SANDAG

- **Sample Copy 4:**

🚌 Tomorrow is California Clean Air Day and Free Ride Day with @San Diego MTS and @North County Transit District! [Org Name] is encouraging our team to walk, bike, carpool, or ride transit instead of driving alone. 💚

🌐 Together we can make a difference! Take the Clean Air Day pledge and opt in to trusted partner communications for a chance to win an e-bike: [Org Pledge Link]

#CleanAirDayCA #CleanAirDaySD #SANDAG

Visuals:

[1080x1080 \(version A\)](#)



[1080x1080 \(version B\)](#)




1080x1920 (version A)

Clean Air Day 2025

Get moving and take the pledge to walk, bike, carpool, or ride transit on **Wednesday, October 1**.

Pledge today for the chance to win an e-bike.



SANDAG

1080x1920 (version B)

Clean Air Day 2025

Replace driving alone and help reduce emissions on **Wednesday, October 1**:

- Walk, bike, or scooter to get active.
- Carpool with friends, family, or coworkers.
- Ride transit for free.
- Combine errands into one trip.
- Work from home if you can.

Take the pledge today.



SANDAG

1200x1200 (version A)

Clean Air Day 2025

Get moving and take the pledge to walk, bike, carpool, or ride transit on **Wednesday, October 1**.

Pledge today for the chance to win an e-bike.



SANDAG

1200x1200 (version B)

Clean Air Day 2025

Replace driving alone and help reduce emissions on **Wednesday, October 1**:

- Walk, bike, or scooter to get active.
- Carpool with friends, family, or coworkers.
- Ride transit for free.
- Combine errands into one trip.
- Work from home if you can.

Take the pledge today.



SANDAG

Employee Email

Share this message with your employees and members.

[Download Email Header Image](#)



[Download Clean Air Day Image](#)



Sample Newsletter Article Copy:


What is Clean Air Day?

California Clean Air Day is a one-day movement happening on **Wednesday, October 1** where people across California have pledged to take simple actions, like walking, biking, carpooling, or riding transit, instead of driving alone, to reduce air pollution and improve community health.

[Org Name] is proudly joining in, and we want you to be part of it! Let's show the San Diego region that [Org Name] is serious about clean air, sustainability, and a healthier community.

How to Participate:

1. **Take the Clean Air Day Pledge** (1 minute): [\[Org Pledge Link\]](#)
2. **Take Action:** Walk, bike, carpool, or ride transit for free with MTS and NCTD on **Wednesday, October 1**.
3. **Spread the word:** Post on social media and encourage coworkers to pledge.

 **Sweepstakes:** When you take the pledge and check the box to receive trusted partner communications, you'll be entered for the chance to win a brand-new folding e-bike, courtesy of Rad Power Bikes! [Terms and conditions](#) apply.

Questions?

Contact [\[Name\]](#), [\[Title\]](#), at [\[Email\]](#).

Thank you for your pledge!

Display Slides

Add these digital slides to a presentation or display at your location.

Download Display Slides

(with QR code)



SANDAG

Clean Air Day 2025

Wednesday, October 1

Pledge today and earn a chance to win an e-bike!

Join **[ORGANIZATION NAME]** and take the pledge to walk, bike, carpool, or ride free on public transit.

Paste your custom pledge link URL here

Add your custom QR code here

RAD POWER BIKES™

CALIFORNIA CLEAN AIR DAY
A PROJECT OF THE COALITION FOR CLEAN AIR

(without QR code)



SANDAG

Clean Air Day 2025

Wednesday, October 1

Pledge today and earn a chance to win an e-bike!

Join **[ORGANIZATION NAME]** and take the pledge to walk, bike, carpool, or ride free on public transit.

Paste your custom pledge link URL here

RAD POWER BIKES™

CALIFORNIA CLEAN AIR DAY
A PROJECT OF THE COALITION FOR CLEAN AIR