



City of Culver City

Staff Report Details (With Text)

File #: 19-250 **Version:** 1 **Name:** Clean Air Day-October 3, 2018
Type: Minute Order **Status:** Consent Agenda
File created: 8/29/2018 **In control:** City Council Meeting Agenda
On agenda: 9/11/2018 **Final action:**
Title: CC -Direction Regarding City Activities Related to Clean Air Day on October 3, 2018.
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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CC -Direction Regarding City Activities Related to Clean Air Day on October 3, 2018.

Meeting Date: September 11, 2018

Contact Person/Dept: Shelly Wolfberg/City Manager's Office

Phone Number: (310) 253-6000

Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: John Bwarie, Stratiscope (08/29/18); (E-Mail) Meetings and Agendas - City Council (09/04/18);

Department Approval: John M. Nachbar (09/04/18)

RECOMMENDATION

Staff recommends that the City Council approve City activities related to Clean Air Day on October 3, 2018 or provide alternate direction as deemed appropriate.

BACKGROUND/DISCUSSION

California Clean Air Day is a multifaceted program built on the idea that shared experiences unite

people to action to improve our community health. This statewide effort allows individuals and communities throughout California to participate in ways that make sense for them.

Clean Air Day is a project of the Coalition for Clean Air (“CCA”). The CCA is a California nonprofit corporation dedicated to the protection of the environment and public health with an emphasis on air quality. CCA states that it is committed to the advancement of technology, laws and environmental practices that will help promote clean and healthy air for all of California. CCA is currently focusing on advancing clean cars, minimizing port and freight emissions, and legislative action to meet these goals.

On December 12, 2016, the City Council adopted the City’s Legislative and Policy Platform (“Platform”). The Platform includes supporting efforts to:

- Adopt reasonable environmental regulations aimed at enhancing air and water quality, reducing stormwater pollution, and providing opportunities for corresponding funding mechanisms; and
- Improve air quality in Culver City and surrounding areas.
- Ensure that air quality, groundwater and public health are protected during oil and gas drilling.

Opportunities for City Participation in Clean Air Day

City staff has evaluated potential low or no-cost ways to commemorate Clean Air Day on October 3, 2018. The following list of activities is presented for City Council consideration:

A. Announcements to Share Clean Air Day Activities:

1. Present a Proclamation of support or declaring Clean Air Day in Culver City on September 24, 2018
2. Use City’s social media channels to promote the City’s participation in Clean Air Day and encourage others do to so
3. Promote City Council Members going “Carfree” on Clean Air Day
4. Create a webpage within the City’s website to share the steps the City has taken to reduce air pollution across our jurisdiction
5. Announce and issue a Press Release/promote on social media the steps that the City has taken in its commitment to participating in Clean Air Day activities as well as policy changes that have been implemented
6. Leverage Clean Air Day materials to make announcements in and around October 3 to showcase programs and projects to illustrate how they benefit air quality. Examples include:
 - a. New bike lanes / plans
 - b. New transit-oriented development projects / plans
 - c. Commitments to purchase a higher percentage of energy from renewable sources
 - d. Purchase of zero or near zero emission fleets
7. Posts on Facebook, Twitter; send a bulletin through Gov Delivery
 - a. Posts will focus on:
 - I. Air Quality in Culver City
 - II. Reduced emissions from our CNG bus system
 - III. Connect clean air with health, i.e. Clean air means ### more steps
 - IV. Facts about our Renewable Fuel

8. Culver CityBus on-bus announcement: Culver City for Clean Air, Ride the Bus on October 3rd
9. Culver City Website front page to incorporate a Culver City for Clean Air placard
10. Promote Green Business Certification Program
11. Encourage, through internal messaging to City Employees and through social media to residents, using alternative modes of transportation, i.e. bus, bicycle, scooter or walking in lieu of an automobile on October 3rd.

B. Cleaning the Air:

1. Commit to continued high quality service to keep current vehicle fleets well maintained in order to improve efficiency and reduce pollution
2. Replace aging fleet vehicles with new hybrid or electric models
3. Add electric car charging stations throughout the community at publicly owned facilities and locations accessible to the general public if applicable and promote existing electric car charging stations
4. Support new developments that promote pedestrian traffic through inclusion of sidewalks, pathways, crosswalks, and bicycle lanes and trails

C. Engagement with Residents and Stakeholders: Culver CityBus Incentive Program - for Local Businesses and City Employees

1. Encourage employees to leave the car at home by
 - a. Carpooling
 - b. Riding a bike or walking
 - c. Taking public transportation
2. All participants who pledge to take transit to receive a free TAP Card
3. Businesses and City employees will be asked to complete a survey that demonstrates that the employee walked during his or her commute to enter a raffle for a chance to win a TAP card loaded with one week fare for transit
4. Raffle to receive either a "Commuter Care Pack", "Bike Enthusiast", or "Pedestrian Prize"
 - a. Commuter Care Pack: Backpack, headphones, lunch bag
 - b. Bike Enthusiast: Lights, Water bottle, Reflector, Basket
 - c. Pedestrian Prize: Headphone, Gift Card, Water Bottle, Backpack

D. Additional Involvement of City Employees and Facilities:

1. Plant trees on a City parkway
2. Encourage fleet drivers to participate by:
 - a. Switching off the engine when stopped (no idling)
 - b. Driving as smoothly as possible avoiding rapid acceleration and braking to allow the for the vehicle's most efficient operation

FISCAL ANALYSIS

There is no fiscal impact to implement the recommendations for Clean Air Day activities.

ATTACHMENTS

None

MOTION

That the City Council:

1. (Staff recommendation) Approve the activities as set forth in this report for Clean Air Day on October 3, 2018; or
2. Provide alternate direction to staff as deemed appropriate.