

Become a Healthy Air Living Partner

The Valley Air District is seeking your continued support in working toward clean air for all Valley residents by participating in a voluntary, morale-boosting program available only to Valley organizations.

As a Healthy Air Living Partner, we will provide you with resources to help you educate your staff on ways they can reduce their driving and adopt alternatives to pollution-creating practices. We will provide your organization with information to help you devise money-saving energy-efficiency strategies that will also reduce emissions. Finally, we will showcase your commitment to the number one quality of life issue in the Valley: cleaning up our air.

When you pledge to consider air quality, wherever possible, in your operations, we offer you:

- Free resources and information to assist you in implementing trip-reduction strategies, reducing your operational emissions and increasing your energy efficiency.
- Free marketing and outreach tools to help you promote your company and your commitment to air quality. This includes using the Healthy Air Living logo in your organization's marketing materials, identifying your organization as a proud Healthy Air Living Partner

In return, we ask that you make a commitment to air quality and communicating Healthy Air Living programs, concepts and events to your employees.

Here is what you need to do to join the ranks of innovative organizations throughout the Valley that have committed to partnering for clean air:

- 1) Please have your Board, Council, CEO, President or other worksite decision-maker sign the enclosed Healthy Air Living Partner resolution or commitment letter, which proudly states your commitment to Healthy Air Living principles.
- 2) Please complete the enclosed Healthy Air Living Partner Application, so we know more about your organization and its specific needs.
- 3) Be prepared to fully implement the Healthy Air Living Partner Program as outlined in the attached checklist. Once we receive your application materials, we will send you a welcome packet with additional information to share with your Healthy Air Living Coordinator.

Please return these completed documents to: Valley Air District, 1990 E. Gettysburg Ave., Fresno, CA 93726-0244, attention Outreach and Communications.

By becoming a Healthy Air Living Partner, your organization can earn points to come in to compliance with our new Rule 9410, eTRIP (Employer Based Trip Reduction), targeting organizations of 100 or more eligible employees. Details on eTRIP are available at www.valleyair.org/tripreduction.htm.

Won't you consider joining hundreds of other organizations Valley-wide in proclaiming your commitment to clean air in the Valley? For additional information about the Healthy Air Living Partner program or to learn more about the eTRIP rule, email us at healthyairliving.partners@valleyair.org. We welcome your inquiries.

Sincerely,

Jaime Holt

Jaime Holt
Chief Communications Officer
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