

Rule 9410

Employer-Based Trip Reduction

Citizens Advisory Committee
September 1, 2009



HEALTHY AIR LIVING™

Live a Healthy Air Life!

Why Employer-Based Trip Reduction?

- To satisfy state law
- Commitment in the State Implementation Plan (federal mandate)
- To reduce mobile source emissions, which are the biggest contributor to the Valley's air quality problem
- To share the air pollution clean-up burden, historically carried by industry

Rule Concept

- Employers: Promote and facilitate alternative transportation by employees through education and direct measures
- Give employers a menu of options to choose from
- Minimize red-tape, administrative burden
- Accountability

Who Would the Rule Apply To?

- Employers with 100+ eligible employees at a single worksite
- Only employees reporting to work 6am - 10am
- Employees not eligible:
 - Seasonal employees
 - Part-time employees
 - Field personnel
 - Agricultural workers
 - Temporary workers
 - Volunteers
 - Employment agency personnel
 - Emergency health and safety employees
 - Independent contractors

How Would the Rule Work?

- Employer would prepare and implement an Employer Trip Reduction Implementation Plan (ETRIP)
 - Show how employer would encourage trip reduction
 - Choose from a menu of measures for five strategies
 - Achieve a point target based on number of employees
- Employer would survey employees twice a year to assess how the ETRIP is working
- District would review the ETRIP and survey results, and recommend changes if appropriate
- Compliance evaluated on ETRIP adequacy and implementation, not employee participation



ETRIP Strategies

- **Marketing**: Increase program awareness & accessibility
 - Flyers/newsletters, bulletin board, intranet website
- **Implementation**: Provide basic services
 - Ride-matching, guaranteed ride home service
- **Transportation & Alternative Schedules**: Options to decrease trips
 - Carpool/vanpool programs, compressed work week
- **Incentives**: financial assistance
 - Monetary incentive for carpooling, transit subsidies
- **Services & Amenities**: On-site features and services to increase convenience
 - Bike racks, vending machines, kitchens, direct deposit

ETRIP Strategies	Minimum Points per Strategy	
	100-250 employees	>250 employees
Marketing	6	10
Implementation	8	10
Transportation & Alternative Schedules	10	15
Incentives	4	9
Services & Amenities	6	10
<i>Additional points needed from any measure or combination of measures</i>	10	12
Minimum Points for ETRIP	44	66

Rule 9410 Timeline

July 2010	Initial registration
September 2010	Submit ETRIP to District
2011	Twice per year, survey employees to assess commuting practices
March 2012	Submit Annual Report: i.e., survey results and ETRIP revisions

District Assistance

- Minimal recordkeeping and reporting
 - On-line forms and reporting tools
- Guidance documents, sample flyers, etc.
- District staff will meet with employers, help with ETRIPs, surveys, annual reports
- Healthy Air Living Campaign

What's Next

- More Workshops
 - Sep 14 – Fresno
 - Sep 15 – Bakersfield
 - Sep 16 – Modesto
- One-on-One meetings with cities & counties
 - Explain the Rule
 - Hear and Address Concerns
 - Ideas to Help Municipalities Comply
- **For more information**
 - Jessi Fierro, 559-230-6100
 - [tripreduction @valleyair.org](mailto:tripreduction@valleyair.org)

Example Slides

Survey Example

(Slide 1 of 2)

Transportation Mode	Trip Code
Single occupant vehicle (drive alone) Motorcycle, moped, gas scooter	a
Carpool – 2 people	b
Carpool – 3 people	c
Carpool – 4+ people	d
Vanpool (at least 6 people)	e
Public transit Pedestrian, Bicycle, Electric Vehicle Telecommute Compressed schedule non-work day	f

Survey Example

(Slide 2 of 2)

Day	Worked* (Y/N)	To Work Trip Code	After Work Trip Code
Monday	Y	a	a
Tuesday	Y	c	b
Wednesday	Y	a	a
Thursday	Y	c	c
Friday	Y	f	f

*Enter "Y" for telecommute days and compressed schedule non-work days

Survey Results Report Example

100 eligible employees on a 4-10 compressed work schedule

Transportation Mode	Trip Code	# of Trips
Single occupant vehicle (drive alone) Motorcycle, moped, gas scooter	a	500
Carpool – 2 people	b	200
Carpool – 3 people	c	40
Carpool – 4+ people	d	0
Vanpool (at least 6 people)	e	60
Public transit Pedestrian, Bicycle, Electric Vehicle Telecommute Compressed schedule non-work day	f	200