

Rule 9410

Employer Based Trip Reduction

Citizens Advisory Committee
12/1/09

Rule Concept

- Employers: Promote and facilitate alternative transportation by employees through education and direct measures
- Gradual change in work and commute cultures
- Give employers a menu of options to choose from
- ETRIP phased-in
- Keep administrative burden and costs low
- Minimize red-tape
- Accountability
- District support

Applicability

- Employers with 100+ eligible employees
 - Only employees reporting to work between 6am -10am
 - Many categories of exempt employees, such as seasonal, part-time, on-call, home garage, and field staff
- Two categories of worksites
 - Tier One: 100 - 249 eligible employees
 - Tier Two: 250+

Phased-in Requirements

Preparation: Eligible employer registration 2010

Phase 1: Marketing and Program Support menu options

- Pick menu options (ETRIP) by September 2011
- Implement by 2012

Phase 2: Services & Facilities menu options

- Pick menu options (ETRIP) by September 2012
- Implement by 2013

Phase 3: Transportation, Alternative Schedules, and Incentives menu options

- Pick menu options (ETRIP) by September 2013
- Implement by 2014

Phased-in Requirements

- Commute Verification: collect employee data starting in 2014
- Report results to the District once a year in Annual Report
 - Results are informational: No mandated employee participation level for ridesharing and alternative transportation
 - However, ETRIP measures have been shown to increase participation in alternative commuting
- Annual Report also includes ETRIP revisions

District Support

- District webpage
- Turnkey Program
 - Forms
 - Samples, Models, Templates, Examples
 - Guidance Documents
 - Resource Guides
 - Marketing Assistance Materials
- Templates and online reporting options

Turnkey Strategic Support for Healthy Air Living Partners

- Sample newsletters and e-blasts
- Trainings
- In-house presentations
- Chances to win incentives such as hybrid vehicle, bicycle, lawnmower, etc
- V.I.P. invitation to symposiums and summit
- Pledge cards, brochures, small incentives, etc.
- Use of Healthy Air Living logo on outreach materials
- Recognition for partnership



HEALTHY AIR LIVING™

Live a Healthy Air Life!

Credit under 9410 for Healthy Air Living Partners

- Healthy Air Living Partners receive points under the Rule
- Executive signs Healthy Air Living Resolution committing to various outreach strategies, including:
 - Hosting Healthy Air Living events: Energy Efficiency, Clean Yard Care, Air Quality 101, Ridesharing & Trip reduction, Winter clean burning strategies
 - Attending District marketing & outreach workshop
 - Designating on-site Healthy Air Living Team or Coordinator
 - Employee outreach, Commute Green in the San Joaquin participation, trip reduction information and other District programs.

Public Participation & Outreach

- Public meetings in February, July, September, and October
- District presentations at 20 meetings of interested employers, industry groups, and service organizations
- The District met with each county and with the Valley's 10 largest cities
- Public hearing – December 17, 2009

Stakeholder contributions to an effective Rule

- While not all measures work for all worksites, the District has worked with many stakeholders to verify that each employer has sufficient measures available
- “Transportation and Alternative Schedules” and “Incentives” strategies were combined into one strategy with one point target for added flexibility

Stakeholder contributions to an effective Rule

- “Survey” requirements replaced with a simpler and more straight forward “Commute Verification” process
- Distinguish “Production Workers” in applicable measures
- Exclude Migrant and Seasonal Worker employers from Phase 3 ETRIP requirements due to legal limitations

In conclusion:

- Rule 9410 represents a collaborative effort with Valley employers
 - District staff estimates that we addressed approximately 400 individuals representing hundreds of thousands of employees covered by the rule
- Rule 9410 is tailored to the Valley's unique employment characteristics
- Rule 9410 is expected to kick-start significant change in the Valley's commute behaviors