

# Rule 9410

## Employer Based Trip Reduction

**George Heinen**

Supervisor, Rule Development

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# Goals and Considerations

- Decrease VMT from work commutes
- Allow for flexibility in compliance
- Ensure emissions reductions
- Recognize employer responsibility and liability
- Minimize reporting requirements and cost

# Program Options

- Five strategies
  - Achieve a point goal for each strategy
  - Achieve a point goal for all strategies
- Employer size
  - Tier One: 100-250 employees
  - Tier Two: 250+ employees
- Tier 2 employers implement more measures in each strategy



# Strategy Types

1. **Marketing:** Increase program awareness & accessibility
2. **General Support:** Promote general program implementation
3. **Transportation & Alternative Schedules:** Options to decrease VMT
4. **Incentives:** Encourage program participation through monetary based incentives
5. **Services & Amenities:** Increase the convenience of program participation

# 5. Services and Amenities

- Onsite food service

- Onsite child care

-  Showers and/or  
Lockers onsite

-  Bike racks

- Bike repair

-  Electric bike  
recharging

- Health facilities

-  Postal service

- Auto services

-  Bikes for employee  
use

-  Fitness area and/or  
classes

-  Employer organized  
lunch delivery

-  Break and/or lunch  
activities

-  Dry cleaning pick up

# Resources and Guidance

- Rule 9410 Guidance Manual
- Healthy Air Living resource handbooks
- COGs and regional rideshare programs
  - Kern Commuter Connection
  - Go Green Fresno County
  - Commute Connection
  - South Valley Rideshare



# Public Participation

## Healthy Air Living Business Summits

- Bakersfield – June 2 at 1:30 pm
- Fresno – June 3 at 1:30 pm
- Modesto – June 4 at 9:30 am

## Rule Making Schedule:

- First workshop – June 2009
- Public hearing – December 2009



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# Contact Information

Nichole Corless

SJVAPCD

1990 East Gettysburg Ave

Fresno, CA 93726

(559) 230-6100

[nichole.corless@valleyair.org](mailto:nichole.corless@valleyair.org)



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