

Rule 9410

Employer Based Trip Reduction

San Joaquin Valley Air District



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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
- ETRIP phased-in
- District support



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Definitions

- Two tiers
 - 100 to 250 eligible employees
 - Over 250 eligible employees
- Eligible employees
 - No health and safety workers
 - No field workers
 - Must arrive at work between 6-10am
 - No “home garage” employees
 - Other definitions evolving



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Phased-in Requirements

Preparation: Employers determine eligibility and register with the District in 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



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Phased-in Requirements

- Survey employees semiannually 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

Assurances

- Navigated the Challenges of

Workers' Compensation

Tax Implications

Wage & Hour Rules

Financial Constraints

Staff Resources

Liability Insurance

Collective Bargaining Agreements

- All Measures Are Doable

- These Measures Have Been Successfully Implemented

- We Want Your Input



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District Support

- District webpage and listserv
- Employer Registration Template and online Registration option
- Guidance and turnkey resources for each strategy
- Training sessions, organized and facilitated by the District for each strategy
- Electronic ETRIP submittal system
- Employee survey templates and online reporting options
- Annual Report guidance, resources, and online reporting system



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HEALTHY AIR LIVING: Make One Change

- Make air quality a priority in all business and individual decisions
- Reduce Vehicle Miles Traveled (VMT) by public
- Reduce emissions from high emitting equipment and processes
- Shift emissions from peak smog episodes
- Reduce emissions through energy efficiency and the use of cleaner fuels and/or equipment
- Leverage “win-win” strategies



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Healthy Air Living and Rule 9410: Earn Points and Get Assistance

- HAL partners receive ETRIP points
- District provides turnkey strategic support to HAL Partners
 - Sample newsletters, e-mail messages
 - Training sessions, in-house presentations
 - Chances to win incentives such as hybrid vehicle, bicycle, lawnmower, etc
 - Pledge cards, brochures, small incentives, etc.
 - Use of HAL logo, District recognition for partnership



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More information

www.healthyairliving.com

559-230-6000

Information specific to
Rule 9410

www.valleyair.org/tripreduction.htm

tripreduction@valleyair.org



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