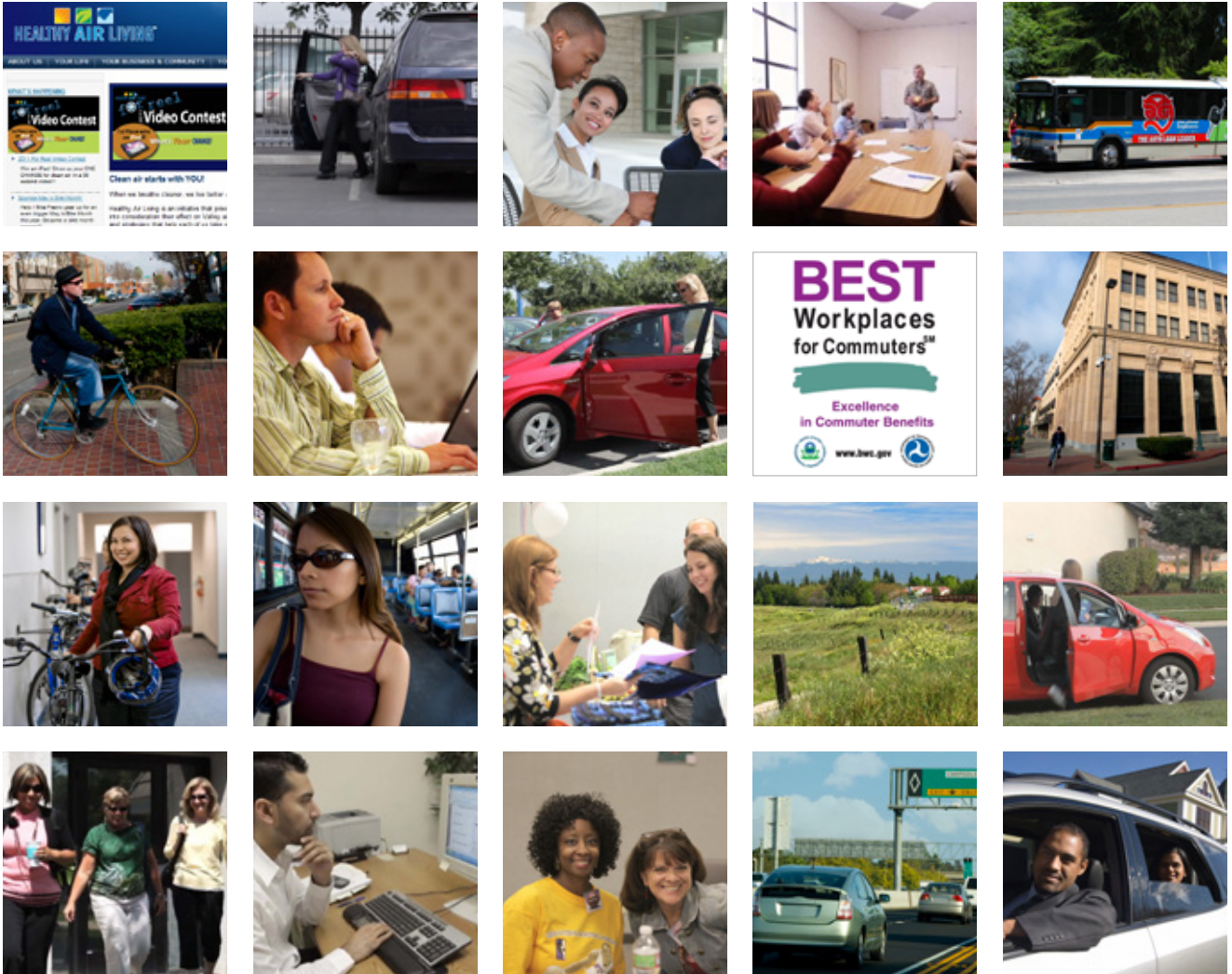




eTRIP Measure Resource and Guidance Manual

Phase 1



Rule 9410

Employer Trip Reduction Implementation Plan

An eTRIP (Employer Trip Reduction Implementation Plan) is a set of measures an employer chooses that will encourage employees at the worksite to use alternative transportation and ridesharing for their morning and evening commutes. Each measure contributes to a workplace where it is easier for employees to choose to use ridesharing or alternative transportation. Employers have the flexibility to choose the options that work best for their employees and work environments, and employers also have the option of suggesting measures that are not yet on the list. Each eTRIP measure has a point value. An employer's eTRIP plan needs to meet the point targets specified in the rule.



INTRODUCTION TO eTRIP MEASURES RESOURCE AND GUIDANCE MANUAL

To our partners in cleaner air:

Each day throughout the San Joaquin Valley air basin, more than 93 million miles are driven in and around our communities. A significant number of these miles result from work-related commutes, and the majority of those are conducted by people driving alone.

In order to address these commute-related emissions, the San Joaquin Valley Air Pollution Control District developed the eTRIP rule (Rule 9410, Employer Based Trip Reduction) as a critical step in reaching our health-based, clean air goals.

With the adoption of the eTRIP rule, larger employers are now required to establish an Employer Trip Reduction Implementation Plan (eTRIP). An eTRIP is a set of measures, chosen by an employer, designed to encourage employees at the worksite to use alternative transportation and ridesharing for their morning and evening commutes, thus reducing pollutant emissions associated with work commutes. Attaining these standards is a crucial part of improving the quality of life for everyone in the Valley.

This collection of guidance documents was designed to assist employers in complying with the eTRIP Rule by helping to determine which eTRIP measures are appropriate for their worksites and by demonstrating how to easily implement those measures. These strategies are presented in a concise, logical, easy-to-follow format with accompanying resources and guidelines. On the upper-right hand corner of each measure you will find the point value for that given measure.

The Valley's business community has been, and continues to be, an important and valued partner in our common work of cleaning up our air. It is our desire to provide you with information that is useful and easy implemented, regardless of your workplace configuration.

As always, we welcome your feedback and look forward to continuing to work with you to make our Valley a better place to live.

For more information or assistance in submitting your eTRIP plan, please visit www.valleyair.org/tripreduction.htm or contact the eTRIP Rule Small Business Assistance office by email at tripreduction@valleyair.org or by phone at (559) 230-6000.



Guidance and Resource Manual

Phase 1

eTRIP MEASURES

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MEASURE 1

HEALTHY AIR LIVING PARTNER



6 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.40)

An employer who registers with the San Joaquin Valley Air Pollution Control District as a Healthy Air Living Partner and remains a partner in good standing.

See www.healthyairliving.com for more information.

GUIDANCE

This measure consists of visiting www.healthyairliving.com, signing up and maintaining good standing as a Healthy Air Living Partner.

Healthy Air Living Partners are organizations that have voluntarily agreed to implement clean-air strategies into their daily operations, by reducing the emissions of their business functions and/or enabling and encouraging their employees to make clean-air choices that reduce their personal emissions.

For more details, visit www.healthyairliving.com.

II. KEY ELEMENTS

Advantages of being a Healthy Air Living Partner include:

- Receiving credit toward eTRIP rule compliance, for those organizations that are eligible for eTRIP
- Networking with other Healthy Air Living Partners throughout the Valley in order to share feasible ideas and implantation of Healthy Air Living
- Partnering with the Air District and accessing valuable tools and resources for Healthy Air Living implementation
- Establishing the organization as a leader in environmental practices with subsequent public recognition



III. SUPPORT MATERIALS

All explanatory, enrollment and participation documentation is available at www.healthyairliving.com.

MEASURE 2

EMPLOYER RIDESHARE EVENT



5 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.24)

Employer sponsored events available to all Eligible Employees which promote rideshare opportunities, such as:

- 3.24.1** Employee Rideshare Fair that has multiple agencies or resources about alternative transportation in the vicinity of the worksite.
- 3.24.2** Presentation on the alternative transportation opportunities and services available to the worksite and benefits of ridesharing. This should be at least a one-hour meeting for all Eligible Employees or the equivalent.
- 3.24.3** Week-long Alternative Transportation/Rideshare event where Eligible Employees are encouraged to try alternative transportation throughout the week.

GUIDANCE

This measure consists of sponsoring and hosting ridesharing events with the purpose of promoting rideshare opportunities to employees. Events can include, but are not limited to, the following and should be held at least annually:

- *Employee Rideshare Fair*
- *Alternative Transportation Opportunities Presentation*
- *Week-long Alternative Transportation/Rideshare Event*

II. KEY ELEMENTS

Rideshare and Alternative Transportation Fair

The purpose of a Rideshare and Alternative Transportation Fair is to provide employees with information about alternatives to riding alone in a vehicle for their commute to and from work. Bicycling and transit are the most popular forms of alternative transportation, while carpooling and vanpooling offer alternatives for ridesharing.

The Air District's website www.healthyliving.com has a comprehensive list of bike coalitions, rideshare organizations, and transit agencies in the Valley.

II. KEY ELEMENTS (cont.)

At the fair, the various agencies can set up information booths for employees to learn about alternative transportation and ridesharing opportunities in your area. They also can provide key information such as maps, computer-based programs to match employees and best routes.

Rideshare and Alternative Transportation Program

Instead of presenting information in a fair type of format, another option can consist of an hour-long presentation for employees to attend and learn about alternative transportation and ridesharing options available to them. Some key elements to remember:

- Provide adequate time for each organization to give an overview of their services.
- Allow time for questions and answers.
- Consider having employees who currently use alternative transportation or ridesharing to briefly share their experiences and encourage others to try it.

Week-Long Rideshare and Alternative Transportation Event

Employees can also learn about ridesharing and alternative transportation through personal involvement. Rideshare Week is the first week of October, and you may choose to have employees get involved in local efforts. May is Bike to Work month, and many bicycle coalitions have various activities planned. Transit agencies also may have "Try Transit" events to encourage bus ridership.

- To plan a week-long event at your workplace, solicit help from bike coalitions, rideshare organizations and transit agencies in your area.

III. SUPPORT MATERIALS

The bike coalitions, rideshare organizations and transit agencies in your area already may collaborate to organize these types of events. These agencies are there to assist you and are happy to work with you to plan the type of event that will best suit your workplace and employees. You can also contact the regional planning agency in your county for assistance.

www.healthyliving.com

www.healthyliving.com/get-connected/alternative-transportation.htm



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.27)

Semiannual meetings available to all Eligible Employees to help employees identify those who live in similar areas to foster rideshare coordination.

GUIDANCE

This measure consists of conducting meetings twice per calendar year (for example, every six months or every other quarter) to assist employees in finding rideshare opportunities, thereby allowing the employer to reduce its workforce-related emissions and enabling employees to reduce their personal emissions. The designated workplace eTRIP coordinator may or may not be the same individual who coordinates rideshare outreach (rideshare coordinator).

II. KEY ELEMENTS

The rideshare coordinator will help develop and manage resources to assist employees in identifying rideshare opportunities. These resources may include:

- A workplace-based alternate transportation database, bulletin board, newsletter, intranet site or other tool in which to connect potential rideshare participants.
- Links from an employer internet site to relevant rideshare organizations within the region.
- On-site presentations from rideshare organization representatives to disseminate information to employees about how to find and maintain rideshare arrangements.

Components of developing an effective rideshare program at a workplace can include:

- For the employer – rideshare coordinator; method of disseminating rideshare information, such as newsletter, bulletin board or website; external resources such as Healthy Air Living Partner resources and networking.
- For the employee – periodic meetings in which to receive information relevant to finding and maintaining rideshare arrangements; access to resources to enable establishing rideshare connections, such as a county rideshare website; a common rideshare nexus point, such as a workplace bulletin board, map or contact list.

III. SUPPORT MATERIALS

A variety of alternative transportation resources are available in each region of the Air District, including:

Stanislaus and San Joaquin counties

- Commute Connection - www.sjco.org

Merced County

- Merced Ridesharing - www.mercedrides.com

Fresno and Tulare counties

- Valleyrides.com - www.valleyrides.com

Kings County

- Kings County Vanpool - www.southvalleyrideshare.com

Kern County

- Kern Rideshare - www.kerncog.org

MEASURE 4

ALTERNATE TRANSPORTATION FOCUS GROUP



5 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.26)

Meetings conducted at least semiannually with a sample of Eligible Employees to solicit input on commute behavior, incentives to rideshare, and any constraints to alternative commute modes.

GUIDANCE

This measure consists of conducting two focus groups per calendar year to gather employee input regarding alternative transportation. The information collected will be used to support and improve the employer's alternative transportation program.

II. KEY ELEMENTS

When implementing this measure:

- Consider which months you will conduct focus groups
- Establish the number of participants
- Establish an agenda
- Establish the questions that will be asked
- Establish how results will be presented



III. SUPPORT MATERIALS

See PAGE 8 for sample agenda and sample questions.

Market research companies in the Valley who provide focus group services:

AIS Marketing Research

1320 E Shaw Ave., Ste 155
Fresno, CA 93710
(559) 252-2727 | (800) 627-8334 | (559) 252-8343 (fax)

Bike Bakersfield - Griffin Communications

1708 Chester Avenue
Bakersfield, CA 93301
(661) 321-9247 | (661) 321-9251 (fax)

Jeffrey Scott Agency

670 P Street
Fresno, CA 93721
(559) 268-9741 | (559) 268-9759 (fax)

Nichols Research, Inc.

600 West Shaw Ave., Ste 350
Fresno, CA 93704
(559) 226-3100 | (559) 226-9354 (fax)

Synovate

1901 E Shields Ave., Ste 146
Fresno, CA 93726
(559) 437-3825

Moonshadow Productions & Research

6507 Pacific Ave., #305
Stockton, CA 95207
(209) 477-2398 | (559) 321-9251 (fax)

SAMPLE FOCUS GROUP



SAMPLE AGENDA

1. Welcome
2. Review of agenda
3. Review of goal of the meeting
4. Review of ground rules
5. Introductions
6. Focus Group Questions
7. Wrap up

SAMPLE ALTERNATIVE TRANSPORTATION FOCUS GROUP QUESTIONS

1. How far do you live from work?
2. How many minutes does it take you to get to work on a typical workday?
3. Do you or have you ever regularly carpool, walked or biked to a workplace in the past?
4. If you drive to work alone, what barriers keep you from occasionally carpooling, biking or walking to work?
5. Complete the following sentence: I would like to/could carpool at least one day a week if I:
6. Complete the following sentence: I would walk or ride my bike to work in good weather a least one day a week if:
7. What would encourage you to use public transit (i.e., bus)?
8. How many days per week do you arrive and depart work at the same time?
9. What method of transportation do you regularly use to get to/from work?
10. If you use an alternative commute mode (bike, bus, walk, van/carpool), what motivated you to do so?

MEASURE 5

ONSITE TRANSIT INFORMATION CENTER



3 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.26)

Employer-provided transit information center for general transit information and/or the onsite sale of public transit passes, tickets or tokens to that worksite's Eligible Employees. Information must be verified and updated, as necessary, at least quarterly.

GUIDANCE

This measure consists of: contacting local transit associations to obtain transit information and materials (employers may be able to arrange a deal for bulk discounts on passes, etc.), designating an area in the workplace to be the transit center, highlighting the various local transit options, and designating one or more employees to be in charge of selling transit passes and updating transit information quarterly. The Transit Information Center should be promoted within the workplace.

II. KEY ELEMENTS

Information

There are many different types of transit options depending on the worksite location. Employers should look into:

- Bus systems
- Carpool ride matching services
- Vanpools
- Park and rides
- Bike routes, etc.

Councils of Governments (COGs) and regional rideshare agencies also provide information on many local transit options. See Rideshare Agency Registration (Measure #14) for more information on rideshare agencies.

Promotion

- Post transit information flyers
- Publish transit information in company newsletters
- Email or leave transit information in employee mailboxes
- Have representatives from different transit agencies
- provide presentations

III. SUPPORT MATERIALS

The following is a list of rideshare agencies and county public transit sites:

San Joaquin and Stanislaus counties

- Commute Connection
www.commutecconnection.com

Merced County

- Merced Rides - www.mercedrides.com

Madera County

- Madera Public Transit
www.maderactc.com/pubtrans.html

Fresno County

- Valley Rides - www.valleyrides.com

Kings County

- Kings County Area Public Transit Agency
www.mykartbus.com

Tulare County

- Tulare Council of Governments
www.tularecog.org/transitguide.php

Kern County

- Kern Commuter Connection - www.commutekern.org

Madera, Fresno, Kings, Tulare, and Kern Counties

- South Valley Rideshare - www.southvalleyrideshare.com

For bike path maps and fixed-route public transit by county visit www.valleyair.org/sta/transitlinks.htm.

For a lists of bike coalitions, rideshare organizations and transit agencies throughout the Valley visit www.healthyairliving.org/get-connected/alternative-transportation.htm.

MEASURE 6

ALTERNATE TRANSPORTATION BULLETIN BOARDS

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.62)

A communication tool that displays materials that publicize incentives and encourage participation in a rideshare program. The bulletin board should be in a location that would be most likely viewed by the majority of the Eligible Employees. It may be necessary to have more than one bulletin board. The board should be verified and updated, as necessary, at least quarterly.

GUIDANCE

This measure consists of displaying an updated bulletin board with alternate transportation information.

II. KEY ELEMENTS

Materials

Bulletin boards commonly available through office supply stores include cork, fabric or self-stick styles that are framed or unframed. Available sizes are 18" x 24", 36" x 24" and 36" x 48".

Bulletin Board Location

Preferred bulletin board locations include a break room, lunchroom or hallway frequently used by employees. Another option is to post a smaller board in each department.

Bulletin Board Suggestions

Appealing and eye-catching by using color outputs, avoiding clutter and changing the content at least quarterly. Examples of information that can be presented:

- Rideshare flyer or poster (such as Measure #10 Rideshare Flyer)
- Rideshare orientation dates. Offer this as on-site training when your rideshare program is first started and as part of orientation for new employees.
- Up-to-date transit schedules
- Rideshare contest and event information such as National Rideshare Week and Bike to Work Month.
- Explanation of why ridesharing is important in your county and the value of employee's contribution.



III. SUPPORT MATERIALS

See PAGE 11 for sample bulletin board.

See PAGE 17 for sample rideshare flyer.

- Visit www.valleyair.org

MEASURE 7

ATTENDANCE AT A MARKETING CLASS



3 points



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.2)

Annual attendance by the Employee Transportation Coordinator at an Employee Trip Reduction program marketing class/focus group provided by the District or its designee.

GUIDANCE

This measure consists of sending a company representative to attend a Valley Air District sponsored marketing class or focus group.

II. KEY ELEMENTS

Class Description: Understanding the importance of marketing and communication within the workplace.

Assist employers in promoting the value of and opportunities contained in alternative transportation. Modify eTRIP program to meet the needs of employees.

eTRIP Coordinator has two Marketing Class Options:

In-Person Marketing Class Offered Quarterly

- Location: All Regional District Offices (via video teleconference)
- Date: First quarter 2012
- Online Registration Form
- Contact the Valley Air District for details

Marketing Class Video available online all-year-round

- Marketing materials available online
- Online Marketing Quiz and Verification Form (to be taken after the marketing online video has been viewed; form to be signed and dated by eTRIP Coordinator and faxed to District)
- Have representatives from different transit agencies provide presentations

III. SUPPORT MATERIALS

More information will be provided as dates become available.

MEASURE 8

EMPLOYER RIDESHARE NEWSLETTER



3 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.2)

An employer-distributed newsletter that discusses alternative transportation modes, outlines incentives, and encourages participation in a rideshare program. Must be distributed at least quarterly to all Eligible Employees. A newsletter should be at least two pages long and be text-driven to provide Eligible Employees with detailed information about ridesharing and alternative transportation. Could be an electronic newsletter.



GUIDANCE

This measure consists of providing employees with a newsletter presenting all alternative transportation options available by the employer and other agencies that may provide transportation assistance. The newsletter should also include links to commuter assistance agencies.



II. KEY ELEMENTS

Implementation

- Distributed once every three months (four times in one calendar year)
- Consider how you would distribute the newsletter (email, inbox, paystub, etc.)
- Consider other locations to post (in break rooms, kitchenettes, etc.)
- How will they be archived and for how long (binder, etc.)

Suggested Topics

Featured article in every issue on a different alternative transportation method, such as:

- Carpooling
- Taking the bus
- Cycling
- Walking
- Employee sharing experience
- Internal contests provide presentations

III. SUPPORT MATERIALS

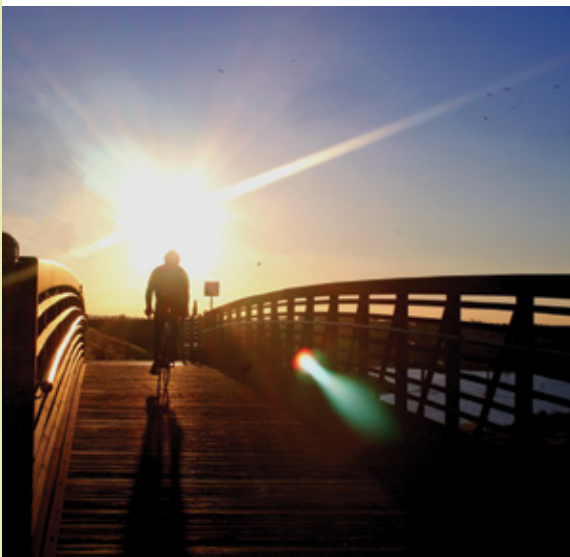
See PAGE10 for a sample newsletter.

Other commuter resources:

www.southvalleyrideshare.com/currentlistings.php
www.commuterconnection.com



Assistance in Alternative Transportation fall Rideshare 2011



Cycle for Fitness, Savings and Clean Air

Cycling is one of many methods of transportation, and one of the most fun. What better way to travel than using a vehicle that uses no gas, requires no insurance, is easy to use and gives you great exercise?

What's even better, when riding a bike, you seldom get caught in bumper-to-bumper traffic and feeling the wind in your face is guaranteed to improve your mood.

The District offers shower facilities, secure bicycle storage, and alternative transportation incentives (If you utilize an alternative transportation mode for 60% of your commute trips during a pay period.)

There are also cycling clubs all over that valley that organize safe routes to work and school and hold special cycling events and excursions.

Visit our website for links to cycling organizations throughout the Valley at: www.healthyairliving.com/get-connected/bike-coalitions.htm.

Page 1

Carpooling:

A Great Way to Save Money and Relax While Getting There

We're always looking for ways to save money. Being able to reduce your vehicle miles traveled by ridesharing will slash your monthly travel expenses by at least 50 percent. The more people in your carpool the more you save.

Like most Healthy Air Living practices, ridesharing is a win-win situation with numerous benefits. You're not just saving money and getting to know your coworkers better, you're also helping to reduce traffic congestion.

While someone else is driving, you can catch a nap, get a little work done, or just visit with your carpool buddies. The District provides special parking for carpools, a guaranteed ride home, a rideshare matching system, and alternative transportation incentives (If you utilize an alternative transportation mode for 60% of your commute trips during a pay period). As a large employer, the District is now required to offer employees such incentives under Air District rule 9410, Employer Based Trip Reduction (eTRIP).

You can find out more about this rule by visiting: www.healthyairliving.com/get-connected/alternative-transportation.htm#.

There are also rideshare organizations throughout the Valley that will provide services to help you carpool.

For a link to different rideshare agencies, go to: www.healthyairliving.com/get-connected/alternative-transportation.htm#.



MEASURE 9

"BEST WORKPLACES FOR COMMUTERS" RECOGNITION



3 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.30)

Commuters program, are found to meet the National Standard of Excellence in commuter benefits can be included in the national list of Best Workplaces for Commuters (BWC). This is a standard created by the Center for Urban Transportation Research and the U.S. Environmental Protection Agency. See www.bestworkplaces.org for more information.

GUIDANCE

This measure consists of registering with the BWC and complying with BWC requirements at:

www.bestworkplaces.org/join/online-application/

II. KEY ELEMENTS

Joining BWC requires employers to provide at least one of the following primary benefits:

- Financial assistance for alternative transportation
- Telecommute program
- Compressed work schedule
- Employer must provide employees access to an emergency ride home program
- Employer must provide employees supporting benefits such as carpool matching, shuttles, and onsite amenities

Employer benefits for joining BWC include:

- National public recognition for being commuter-friendly and socially responsible
- Help desk and one-on-one assistance to answer program questions, provide tips and resources, and help recognize workplace achievements
- Multiple resources and tools on the BWC website
- More information about employer benefits can be found by visiting: www.bestworkplaces.org/join/benefits/

BEST Workplaces for CommutersSM



Excellence
in Commuter Benefits



www.bwc.gov



III. SUPPORT MATERIALS

Register with BWC website through online or paper application:

- www.bestworkplaces.org/join/online-application/
- www.bestworkplaces.org/join/application/

Membership dues depend on the number of worksites and range from \$180 - \$230 per site. Membership must be renewed annually. More information is available here:

www.bestworkplaces.org/join/membership-dues/

MEASURE 10

RIDESHARE FLYER



1 point



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.64)

A flyer that provides updates to Eligible Employees on alternative commute modes and incentives offered by the employer to encourage participation in a ride-share program. The flyer would be one page and may include graphics and short summaries to highlight program basics and updates. Must be distributed at least quarterly to all Eligible Employees.

GUIDANCE

This measure consists of producing and distributing a one-page flyer summarizing alternative transportation program basics and updates at least quarterly.

II. KEY ELEMENTS

Implementation

- Distributed once every three months (four times in one calendar year)
- Consider how you would distribute the flyer (email, inbox, paystub, etc.)
- Consider other locations to post (in break rooms, kitchenettes, etc.)
- How will they be archived and for how long (binder, etc.)

Suggested Topics

- Rideshare/Alternative Transportation Policy
- CEO commitment
- Subsidy information
- Photos of employees ridesharing
- Highlight an employee who rideshares
- Contests

III. SUPPORT MATERIALS

See PAGE 13 for a sample of a rideshare flyer.



CARPOOL

SIGN-UPS

ARE YOU READY

- Save money on gas
 - Reduce Vehicle Wear
 - Reduce Pollution
 - Meet New People
 - Reduce Stress From Driving
 - Reduce Traffic
- ? ?



It's easy to sign-up. Come by during your break to sign-up for carpooling.

Date: Wed. May 11, 2011
Time: During Morning Break
Location: Break Room



For more information on alternative transportation options contact the eTRIP coordinator.

MEASURE 11

CEO COMMUNICATION



1 point



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.80)

Direct communication by the employer's CEO to introduce alternative commute modes, outline incentives, and encourage participation in a rideshare program. This must occur, at a minimum, on an annual basis. May occur as verbal or written communication.

GUIDANCE

This measure consists of delivering a CEO communication to employees in any of the following forms:

- A letter from the CEO left in the employees' mailboxes
- An email from the CEO sent to all employees
- Verbal communication from the CEO during a company meeting
- Additionally, CEO communication should be reformat-
ted as a flyer, framed and displayed prominently
at the worksite

II. KEY ELEMENTS

- Clearly demonstrate CEO's commitment to the eTRIP program
- Be familiar with the alternative commute modes that are relevant to employees in your area
- Outline the benefits of alternate transportation (cleaner air, saving money, etc.)
- Outline incentives provided by your company to employees that use alternative transportation
- Discuss other elements of your company's eTRIP that may benefit employees

III. SUPPORT MATERIALS

See PAGE 15 for sample letter.

SAMPLE CEO LETTER



(Organization letterhead)

DATE

Dear Employees,

(Company Name) is dedicated to improving our environment. That is why we have committed to do our part to help reduce air pollution by joining other Valley businesses in adopting the San Joaquin Valley Air Pollution Control District's eTRIP (Employee Trip Reduction Program). The eTRIP is designed to encourage the use of alternative transportation, ridesharing, and other methods to reduce the number of vehicle miles traveled by employees.

Please consider using the following services offered through our [*Human Resources department*]: [*The following is a list of eTRIP measures or other potential services related to alternative transportation. Add or remove as necessary.*]

- Attend (Company Name) Rideshare Event
- Visit our Onsite Transit Information Center
- Take advantage of our Internal Ride Matching Service

In addition to helping clean up the Valley's air so we can live a more healthy life, your participation in this program may benefit you in many ways:

- Save money by sharing gas expenses and reducing maintenance costs and wear and tear on your vehicle
- Save time by using carpool lanes
- Reduce stress by sharing driving duties
- Help reduce traffic congestion
- Get to know your co-workers

Most of the Valley's air pollution is generated by vehicle traffic. Won't you do your part to improve our air – and your health – by making one change and carpooling, taking the bus, riding your bike or walking to work? I fully support this program and encourage you to take advantage of this opportunity to help our organization lead the way in the effort to improve air quality in the San Joaquin Valley.

Thank you for your efforts,

John Doe
CEO

MEASURE 12

EMPLOYER-ADOPTED ALTERNATIVE TRANSPORTATION POLICY

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: n/a)

Not applicable

GUIDANCE

This measure consists of producing and distributing a one-page flyer summarizing alternative transportation program basics and updates at least quarterly.

II. KEY ELEMENTS

Define acceptable alternate modes of transportation. Those modes may include:

- Carpool of two or more people
- Public transit
- Electric scooter
- Walk/run
- Bicycle
- Vanpool
- Other

Describe resources and tools available to encourage and support employee participation in alternate transportation program. Those resources and tools may include:

- Bike racks
- Carpool match services
- Guaranteed ride home
- Showers and lockers
- On-site services such as selling stamps, cashing checks, dry cleaning services
- Cafeteria, vending machines or order-in lunch delivery service
- Direct deposit of paychecks
- Internet access for personal business on breaks and lunch
- Lunch rooms/picnic areas
- Workout/gym area
- On-site day care
- Other



II. KEY ELEMENTS (cont.)

Describe available incentives. Those incentives may include:

- Preferred parking
- Free parking
- Free bus pass
- Company store script
- Raffle prizes
- Party for department with highest participation (ex: pizza party, ice cream social, etc.)
- Compensation
- Other

An Alternative Transportation Policy should define the minimum participation level required to receive the incentive, and describe tracking or reporting methods for employee use of alternate transportation

III. SUPPORT MATERIALS

See PAGE 17 for sample alternative transportation policy.

SAMPLE ALTERNATIVE TRANSPORTATION POLICY



Alternative Transportation Policy

In support of (Agency's Name) commitment to sustainable business practices, employees are encouraged to participate in the Alternative Transportation Program.

All full-time, regular employees are eligible to participate.

Participation includes travel to and/or from work by any mode of transportation that does not involve a single rider automobile, truck, or motorcycle. Acceptable modes include, but are not limited to walking, carpool, vanpool, bike or bus.

In support of employee efforts, (Agency's Name) will provide:

- bike racks and locks at the employee entrance
- priority parking for car pools
- a guaranteed emergency ride home policy
- assistance with locating possible carpool partners

To encourage employees to use alternate methods of transportation, (Agency's Name) will provide the following incentives:

- Free bus pass – employees who commute by bus will receive a free bus pass each month, good for all the Fresno Area Express or Clovis Transit routes for the entire month.
- Scrip – rideshare dollars – each workday that employees use alternate transportation, they earn 50 cents in (Agency's Name) Scrip, redeemable at any (Agency's Name) location.
- Raffle prizes – employees who participate 50% of the workdays will have their name entered into an annual drawing for an additional five days of paid time off. Scheduling of awarded time is subject to supervisor approval.

Employees are required to record alternate transportation methods on their individual transportation calendar. Calendars are due to the payroll department by the 10th of the next month. If the 10th of the month falls on a Saturday, Sunday or a holiday, the calendar must be turned in by the last business day prior to the weekend or holiday.

MEASURE 13

RIDESHARE ORIENTATION FOR NEW EMPLOYEES



1 point



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.65)

Explanation of alternative transportation modes and if applicable, employer incentives to promote and encourage participation in a rideshare program during the employer's regular orientations for new, Eligible Employees.

GUIDANCE

This measure consists of presenting, highlighting and discussing the employer's rideshare program, including their commitment to alternative transportation, their policy, available tools and resources for employees, and available incentives during the employer's regular orientation session for new employees.

II. KEY ELEMENTS

- Highlight the organization's commitment to alternate transportation.
- Provide a copy of the policy.
- Highlight the key elements of the policy:
 - Acceptable modes of transportation
 - Available support elements
 - Available incentives
 - Minimum participation levels required
 - Tracking and reporting methods
- Provide information regarding available public transportation options, which may include:
 - Bus schedule or contact information
 - Contact information for regional vanpool organization
 - Train schedule or contact information

Describe organization's rideshare matching resources (if applicable).

Describe other tools that the organization has developed and offered to employees to encourage and facilitate ridesharing.

III. SUPPORT MATERIALS

See PAGE 18 for sample flyer highlighting alternate transportation incentives.

For a sample Employee Trip Reduction Resource Book visit: www.healthyliving.com/business-community/downloads/employee-trip-reduction-handbook.pdf

SAMPLE FLYER-ALTERNATE TRANSPORTATION INCENTIVE



Use our Alternate Transportation Incentive while living a healthy air life!!!

Help us live a healthy air life by...

Carpooling

WALKING

Riding your Bike

Public Transportation

Running

\$50/pay period!

In order to be compensated, you must indicate your participation by checking the appropriate block on your time sheet. This incentive is not retroactive.

• In order to be eligible, employees must utilize an alternative method of transportation 5 out of 9 days when the 9/80 work schedule is in effect.

- If you would like to register, visit the main Regional Office section on the home page of the Intranet. Please take the time to create an account and let your fellow coworkers know if you are interested in ridesharing.
- ***If you have any questions regarding the alternative transportation incentive, please call the Personnel Office.***
- Employees who are home-garaging District cars are not eligible to receive the incentive. Since the purpose of home-garaging is to allow employees to drive directly to their worksite each day, no employees should be carpooling in a District vehicle.



MEASURE 14

RIDESHARE AGENCY REGISTRATION



1 point

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.63)

Provide worksite information to a regional rideshare agency and maintain or update information as appropriate and requested by the regional agency.

GUIDANCE

This measure consists of the employers registering with a regional rideshare agency and promoting the service within the workplace.

II. KEY ELEMENTS

Rideshare agencies provide registered employers with access to many resources, tools and programs run by the agency such as:

- Ride matching
- Guaranteed ride home service
- Commute calculators
- Information on local transit, tax benefits, local weather and traffic
- Assistance with marketing, special events, onsite presentations, and incentives

The employer promotes the regional rideshare service within the workplace annually by any of the following:

- Posting a flyer providing information on the regional rideshare service
- Publishing information about the regional rideshare service in a newsletter
- Sending information about the regional rideshare service by email or employee mailbox
- Having a representative from the regional rideshare agency speak at a company meeting

III. SUPPORT MATERIALS

The following is a list of regional rideshare agencies serving the Central Valley:

- **Commuter Connection** - www.commuterconnection.com is operated by the San Joaquin Council of Governments, in partnership with Stanislaus Council of Governments, and helps commuters find suitable alternative transportation options.
- **Kings Area Rural Transit (KART)** - www.mykartbus.com is Kings County's complete public rural and urban transportation provider. KART provides service within the downtown areas of Hanford and Lemoore and regular route service between Hanford and the cities and communities of Armona, Avenal, Corcoran, Fresno, Grangeville, Hardwick, Kettleman City, Laton, Lemoore, Stratford, and Visalia.
- **The AITS Program** - www.aitsvp.com is a vanpool program which provides agricultural workers in Kings, Tulare and Fresno Counties with safe, affordable vans they can use to drive themselves and others to work.
- **Kern Commuter Connection** - www.commutekern.org serves Kern County offering information on carpooling, vanpooling and other modes of alternative transportation as well as air quality and road information and employer resources.
- **Merced Rides** - www.mercedrides.com serves Merced County with information on transit, ridesharing, and the "Car-less Commute" program.
- **South Valley Rideshare** - www.southvalleyrideshare.com is an innovation of Visalia City Coach in collaboration with the Kings County Area Public Transit Agency serving Madera, Fresno, Kings, Tulare, and Kern Counties. The website provides listings of open carpools and vanpools and provides other transit information.
- **Valley Rides** - www.valleyrides.com is a cooperative effort between California State University Fresno and the Fresno Council of Governments serving Central Valley students and businesses. Valley Rides offers information on park and ride lots in the area and carpooling tips.

MEASURE 73

ALTERNATIVE TRANSPORTATION WEB-BASED BULLETIN BOARDS

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: n/a)

This measure was proposed to the District by an eTRIP employer.

GUIDANCE

This measure consists of creating and regularly updating an alternative transportation web-based bulletin board.

II. KEY ELEMENTS

- The purpose of this measure is to reduce vehicle trips by publicizing information, via the web, about alternative transportation, ridesharing, and incentive programs to all eligible employees and to encourage participation in those programs.
- The web-based bulletin board shall be properly promoted and accessible to all eligible employees. Promotion may include, but not be limited to: flyers posted on physical billboards, periodic email reminders, and links and/or banners on employer's homepage or other website frequently accessed by employees.
- The information on the web-based bulletin board shall be maintained and be kept up to date, as determined by the employer.

III. SUPPORT MATERIALS

Not Applicable

INTERNAL GUARANTEED RIDE HOME SERVICE



5 points



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.43)

The employer directly provides Eligible Employees with a return trip to the point of commute origin, when a need for the return trip arises and the employee participated in ridesharing or alternative transportation that day. This need, as defined by the employer, may be a personal emergency, an unplanned situation or business-related activity (such as overtime). This service may be provided by employer vehicle, rental car, taxi, public transit or another employee.

GUIDANCE

This measure consists of establishing a practice or system of identifying the following:

- Situations in which employees will be guaranteed a ride home
- The means provided to guarantee the ride home
- Who to contact, should a ride home be necessary

(NOTE: Employers may apply this measure to Production Workers, defined in section 3.60 of Rule 9410, and/or non-Production Workers.)

II. KEY ELEMENTS

Establish and specify the eligibility criteria for an employee to receive a guaranteed ride home. The criteria may include:

- The type of alternate transportation used by the employee
- The type of rideshare arrangement the employee has (internal rideshare partner vs. external partner)
- The employee's participation level in alternate transportation (ex: must rideshare or take alternate transportation a certain number of days per week, pay period, month or year to qualify)
- The maximum number of guaranteed rides home, per employee, each month or year

Define the circumstances that warrant a guaranteed ride home, which may include:

- Illness (self, dependents and/or close relatives)
- Unplanned emergency (home fire, flood, child's school requires pick-up of child)
- Mandatory overtime

Mandatory overtime Describe the method of transportation used for Guaranteed Ride Home, which may include:

- Bus pass
- Taxi
- Rental car
- Company vehicle
- Driven home by company management

Establish a process for employees to utilize for requesting a ride home, which may include:

- Who to contact (supervisor, named individual, or position title)
- How to contact (phone, email request, complete a form, etc.)
- Notification of supervisor/manager
- Notification of rideshare partners

III. SUPPORT MATERIALS

See PAGE 22 for sample Guaranteed Ride Home Policy.
See PAGE 23 for sample Guaranteed Ride Home Flyer for Employees.

SAMPLE GUARANTEED RIDE HOME POLICY



Alternative Transportation Policy

In support of (Agency's Name) commitment to sustainable business practices, employees are encouraged to participate in the Alternative Transportation Program.

All full-time, regular employees are eligible to participate.

Participation includes travel to and/or from work by any mode of transportation that does not involve a single rider automobile, truck, or motorcycle. Acceptable modes include, but are not limited to walking, carpool, vanpool, bike or bus.

In support of employee efforts, (Agency's Name) will provide:

- bike racks and locks at the employee entrance
- priority parking for car pools
- a guaranteed emergency ride home policy
- assistance with locating possible carpool partners

To encourage employees to use alternate methods of transportation, (Agency's Name) will provide the following incentives:

- Free bus pass – employees who commute by bus will receive a free bus pass each month, good for all the Fresno Area Express or Clovis Transit routes for the entire month.
- Scrip – rideshare dollars – each workday that employees use alternate transportation, they earn 50 cents in (Agency's Name) Scrip, redeemable at any (Agency's Name) location.
- Raffle prizes – employees who participate 50% of the workdays will have their name entered into an annual drawing for an additional five days of paid time off. Scheduling of awarded time is subject to supervisor approval.

Employees are required to record alternate transportation methods on their individual transportation calendar. Calendars are due to the payroll department by the 10th of the next month. If the 10th of the month falls on a Saturday, Sunday or a holiday, the calendar must be turned in by the last business day prior to the weekend or holiday.

SAMPLE FLYER - GUARANTEED RIDE HOME FOR EMPLOYEES



GUARANTEED RIDE HOME

Want to carpool, but concerned about your ability to respond to an unplanned personal emergency?

No worries! To assist you in your efforts to reduce emissions, the company will guarantee you have a ride home in an emergency. We know that life is full of unexpected events and you need to be able to respond to them. The GRH program is your assurance that you can get home when you need to!



To utilize the Guaranteed Ride Home program, contact the Human Resource Department.



MEASURE 17

INTERNAL RIDE MATCHING



5 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.44)

The employer provides rideshare matching service, zip code list or assistance in finding commute alternatives for all interested Eligible Employees. Information must be updated semiannually.



GUIDANCE

This measure consists of implementing an Internal Ride Matching Service as a means by which employees can find other potential carpool/vanpool partners within one's own company. The employer will keep a list of participating employees' information for the purposes of ride matching. That list can take a variety of forms including, but not limited to, the following:

- *A paper zip code list kept by a designated employee personnel staff*
- *An electronic spreadsheet that can be accessed by internal employees*
- *Dedicated rideshare software such as a web-based data management system*



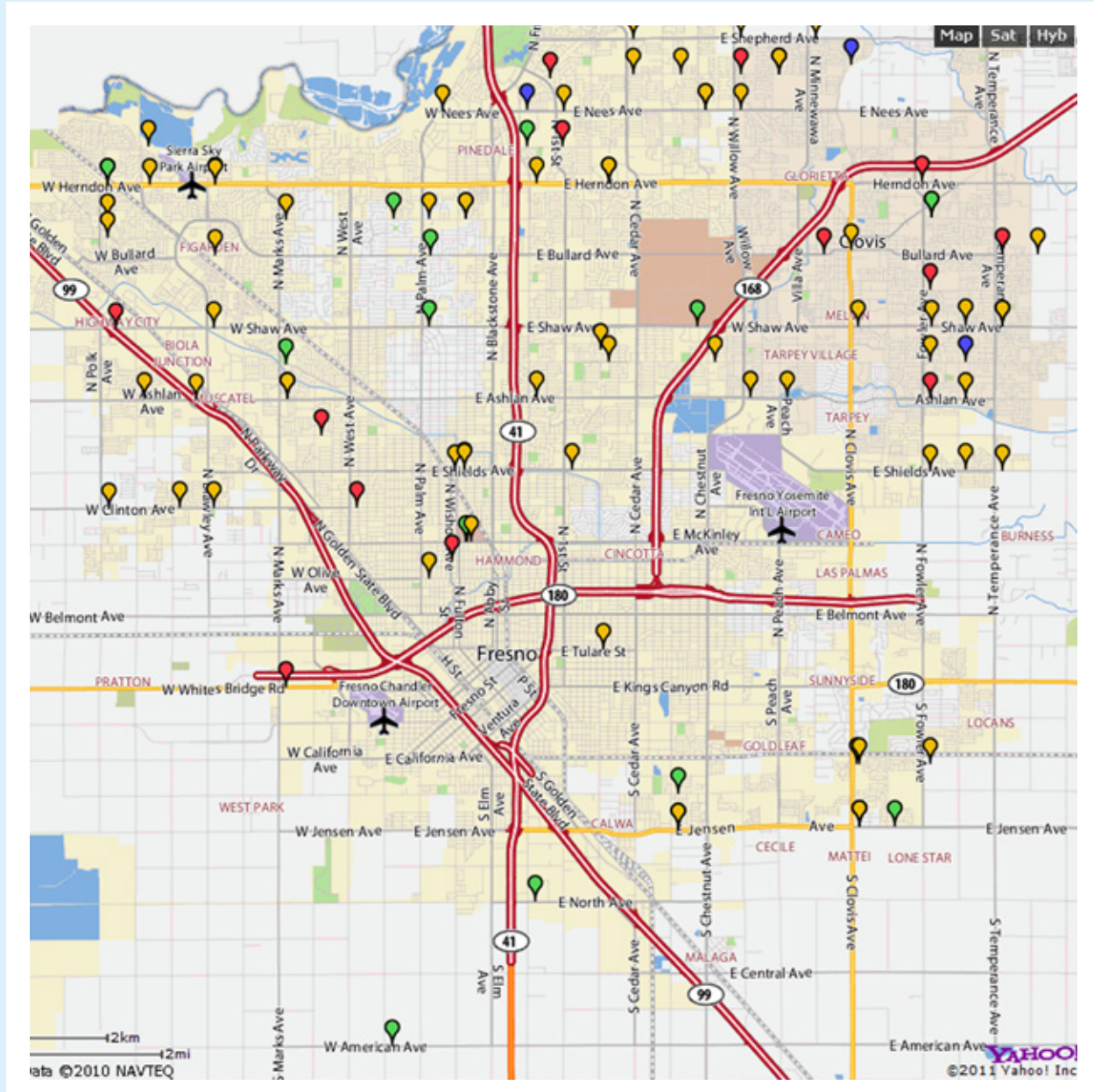
II. KEY ELEMENTS

- Employee participation in internal ride matching is voluntary
- This measure is similar to the Ride Matching Bulletin Board measure, but differs in that the employer will act as an intermediary between potential carpooling partners
- This measure has some overlap with Personalized Commute Assistance
- Employee information must be kept current and updated twice per year

III. SUPPORT MATERIALS

See PAGE 25 for sample image of web based carpool program.

SAMPLE FLYER WEB-BASED CARPOOL PROGRAM



MEASURE 18

PERSONALIZED COMMUTE ASSISTANCE



5 points

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.55)

The employer provides personalized assistance such as transit itineraries, carpool matching and personal follow-up to Eligible Employees at least annually. Examples of ways an employer can provide this service to Eligible Employees are:

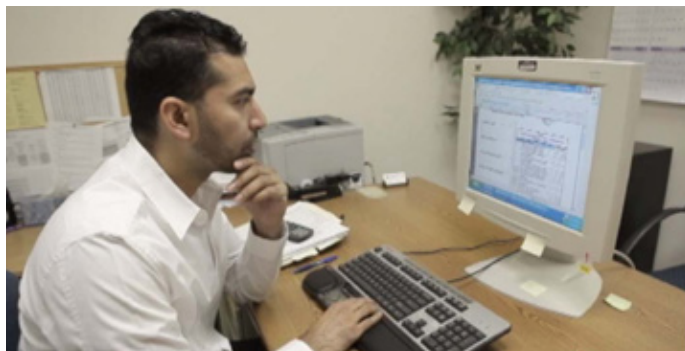
- 3.55.1** Organize carpool/vanpool formation meeting(s).
- 3.55.2** Assist in identifying bicycle and pedestrian routes.
- 3.55.3** Assist in identifying park and ride lots.
- 3.55.4** Assist in providing personalized transit routes and schedule information.
- 3.55.5** Provide personalized follow-up assistance to maintain participation in the commute program.

GUIDANCE

This measure consists of employers designating an individual(s) or department to help employees that need assistance in developing an appropriate alternative commute.

II. KEY ELEMENTS

- The employer, or designated individual or department, will identify and contact local transit associations to acquire information and materials
- This measure works in conjunction with Internal Ride Matching (Measure #15) and Ride Matching Bulletin board (Measure #18)
- This measure requires designated staff to be charged with assisting employees
- Identify and distribute appropriate commute information and materials (e.g. bus schedules, bike routes, van pool info. etc.)



III. SUPPORT MATERIALS

The following is a list of rideshare agencies and county public transit sites:

Madera Public Transit

- www.maderactc.com/pubtrans.html

Tulare Council of Governments

- www.tularecog.org/transitguide.php

Commute Connection

- www.commuteconnection.com serving San Joaquin and Stanislaus counties

Kings County Area Public Transit Agency

- www.mykartbus.com

Kern Commuter Connection

- www.commutekern.org serves Kern County

Merced Rides

- www.mercedrides.com serves Merced County

South Valley Rideshare

- www.southvalleyrideshare.com serves Madera, Fresno, Kings, Tulare, and Kern Counties

Valley Rides

- www.valleyrides.com serves Fresno County

For bike path maps and fixed route public transit by county, visit: www.valleyair.org/sta/transitlinks.htm

For lists of bike coalitions, rideshare organizations and transit agencies throughout the Valley, visit: www.healthyairliving.org/get-connected/alternative-transportation.htm

MEASURE 19

RIDE MATCH BULLETIN BOARD



3 points

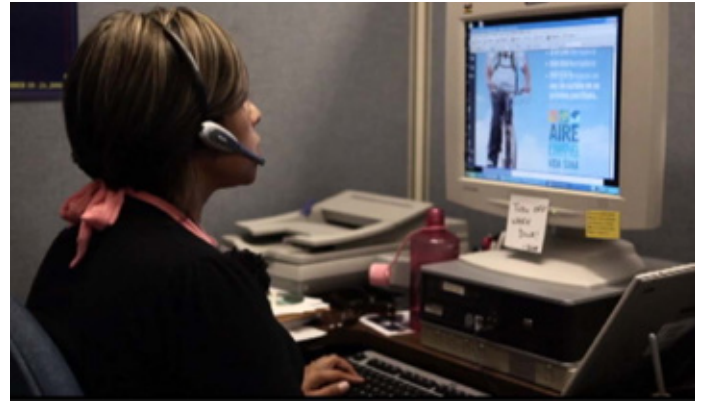
I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.61)

An employer-provided bulletin board available to all Eligible Employees to voluntarily find rideshare partners. May include a map of the surrounding area and push pins.

GUIDANCE

This measure consists of employers designating an area available to all Eligible Employees (break room, etc.) and post a bulletin board to be used for the purpose of finding carpool partners. The board should be properly labeled and provide simple instructions for employees who want to find carpool partners on their own.



II. KEY ELEMENTS

The "Ride Match Bulletin Board" should be predominantly displayed in a high traffic area.

In addition to providing tools helping employees find carpool partners, the "Ride Match Bulletin Board" may also include the CEO Communication (Measure #11), Rideshare Flyer (Measure #10) and a copy of the Employee Rideshare Newsletter (Measure #8).



III. SUPPORT MATERIALS

See sample of a bulletin board with map and push pins.



3 points

MEASURE 20

EXTERNAL EMPLOYEE RIDE MATCHING SERVICES

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.30)

The employer promotes the use of a third-party rideshare program to help Eligible Employees identify appropriate opportunities for ridesharing. Employers must promote these services at least annually.

GUIDANCE

This measure consists of registering with a local ride matching service (see available list under Section III) and promoting the service within the workplace at least annually.

II. KEY ELEMENTS

Employer registers with a local ride matching service that pairs potential alternative transportation partners.

Employees voluntarily sign up to use the service providing information such as the starting and ending location for their commute.

Employer promotes the local ride matching service within the workplace annually by any of the following:

- Posting a local ride matching service flyer
- Publishing information about the local ride matching service program in a company newsletter
- Emailing or leaving information about the local ride matching service program in employee mailboxes
- Having a representative from the local ride matching agency speak at a company meeting

Councils of Governments (COGs) and regional rideshare agencies also provide information on many local transit options. See Rideshare Agency Registration (Measure #14) for more information on rideshare agencies.

III. SUPPORT MATERIALS

The following is a list of ride matching services serving the Central Valley:

- **Commuter Connection** - www.commuterconnection.com serves commuters in San Joaquin, Stanislaus, Calaveras and Tuolumne Counties.

III. SUPPORT MATERIALS (cont.)

- **Kings Area Rural Transit (KART)** - www.mykartbus.com provides bus and vanpool service within the downtown areas of Hanford and Lemoore and regular route service between Hanford and the cities and communities of Armona, Avenal, Corcoran, Fresno, Grangeville, Hardwick, Kettleman City, Laton, Lemoore, Stratford, and Visalia.
- **The AITS Program** - www.aitsvp.com is a vanpool program directed at providing agricultural workers in Kings, Tulare and Fresno Counties with safe, affordable vans they can use to drive themselves and others to work.
- **Kern Commuter Connection** - www.commutekern.org serves Kern County.
- **Merced Rides** - www.mercedrides.com serves Merced County with the Car-Less Commute program.
- **South Valley Rideshare** - www.southvalleyrideshare.com is a collaboration of the Visalia City Coach with the Kings County Area Public Transit Agency serving Madera, Fresno, Kings, Tulare, and Kern Counties.
- **Valley Rides** - www.valleyrides.com is a cooperative effort between California State University Fresno and the Fresno Council of Governments serving Central Valley students and businesses.
- **Kern Green Ride** - www.kern.greenride.com is a free webbased carpool matching program for Kern County.

The following is a list of general ride matching websites:

- **Rideshare-Directory** - www.rideshare-directory.com is a directory of rideshare links on the internet.
- **E-Rideshare** - www.erideshare.com
- **ZimRide** - www.zimride.com/rideshare/corporate is a service that will set up a ride matching database for companies and universities
- **Ridester** - www.ridester.com
- **AlterNetRides** - www.alternetrides.com
- **CarpoolWorld** - www.carpoolworld.com

More information may also be found on the District's Healthy Air Living website: www.healthyliving.org/get-connected/ride-general.htm

MEASURE 21

EXTERNAL GUARANTEED RIDE HOME SERVICE



3 points



I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: 3.32)

The employer utilizes a third-party service to provide Eligible Employees with a return trip to the point of commute origin, when a need for the return trip arises and the employee participated in ridesharing or alternative transportation that day. This need, as defined by the employer, may be a personal emergency, an unplanned situation or business-related activities (such as overtime). The employer needs to indicate if this service would be provided by rental car, taxi, or by a Transportation Management Association or Organization (TMA/TMO).

GUIDANCE

This measure consists of registering with a local Guaranteed Ride Home (GRH) service (see available list under Section III). The employer, in conjunction with the GRH agency, establishes a policy identifying situations in which employees would be guaranteed a ride home and the means provided to guarantee the ride home, such as a rental car, taxi, etc. The employer promotes the service within the workplace.

II. KEY ELEMENTS

- Register with a local GRH service (see list under Section III)
- Establish a GRH policy
 - All GRH policies require that the employee must have used alternative transportation that day. Other terms are variable by agency and should be determined at the time of agreement. In addition, the policy should identify the means provided to guarantee the ride home, such as a rental car, taxi, etc.
- Promote GRH service in the workplace annually by any of the following:
 - Posting flyers in the workplace
 - Publishing GRH information in company newsletter
 - Emailing or distributing GRH information in employee mailboxes
 - Having a representative from the GRH agency speak at a company meeting

III. SUPPORT MATERIALS

The following is a list of GRH services serving the Central Valley:

- **Commute Connection** - a regional rideshare program operated by the San Joaquin Council of Governments which serves San Joaquin, Stanislaus, Calaveras and Tuolumne Counties.
- www.commuteconnection.com
- **Valley Rides** - a cooperative effort between California State University, Fresno and the Fresno Council of Governments serving Central Valley students and businesses. Valley Rides offers information on park and ride lots in the area and carpooling tips.
- www.valleyrides.com

More information may also be found on the District's Healthy Air Living website: www.healthyairliving.org/get-connected/ride-general.htm



8 points

MEASURE 74

MOVEMENT OF PERSONNEL FROM A REMOTE LOCATION TO A FACILITY CENTRALIZED TO RESIDENTIAL AREAS AND AMENITIES

I. eTRIP MEASURE DESCRIPTION

Rule Definition (Rule reference: n/a)

This Measure was proposed to the District by an eTRIP employer.

GUIDANCE

This measure consists of moving personnel to a new location that reduces vehicle miles traveled (VMT) by at least 25% compared to pre-move VMT.

II. KEY ELEMENTS

- The purpose of this measure is to reduce VMT by directly moving personnel to a worksite that reduces employees' average daily commute by at least 25%.
- The percent reduction in VMT shall be calculated and documented at least annually using the methodology outlined by the District.

III. SUPPORT MATERIALS

Calculation spreadsheet



San Joaquin Valley

AIR POLLUTION CONTROL DISTRICT

Northern Region

Serving San Joaquin, Stanislaus and Merced counties

4800 Enterprise Way, Modesto, CA 95356-8718

Tel: 209-557-6400 FAX: 209-557-6475

Complaint Line: 1-800-281-7003

Central Region (Main Office)

Serving Madera, Fresno and Kings counties

1990 E. Gettysburg Avenue, Fresno, CA 93726-0244

Tel: 559-230-6000 FAX: 559-230-6061

Complaint Line: 1-800-870-1037

Southern Region

Serving Tulare and Valley air basin portions of Kern counties

34946 Flyover Court, Bakersfield, CA 93308

Tel: 661-392-5500 FAX: 661-392-5585

Complaint Line: 1-800-926-5550