

Rule 9410: Employer Based Trip Reduction Marketing to your employees

Class Outline

1. Welcome & Housekeeping
2. Air Quality in the San Joaquin Valley
3. Importance of public & business partners
4. eTRIP overview
5. Marketing to your employees
6. Q & A
7. Wrap-up

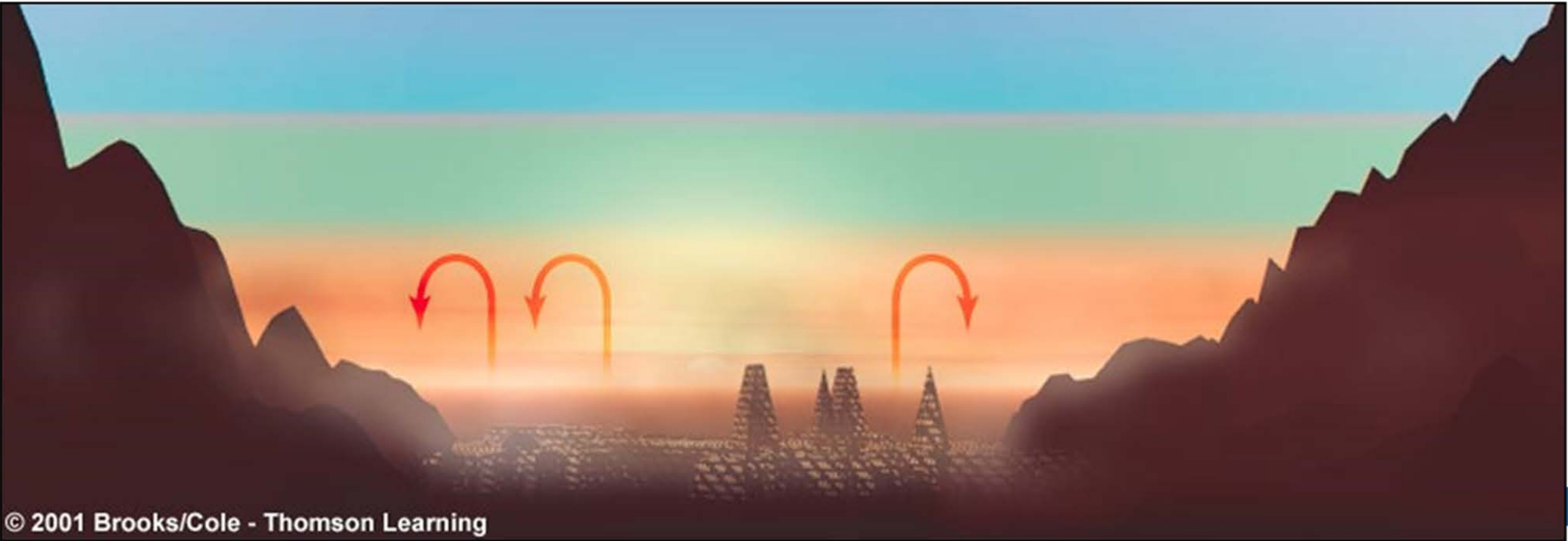


The Valley's unique air quality challenges

- The Valley's bowl shape, weather and high pollution all contribute to our pollution problem
- Mountains surround the Valley
- The Valley often has a strong inversion layer, where the air near the ground is cooler than the air above, that acts like a lid and traps pollution in the area

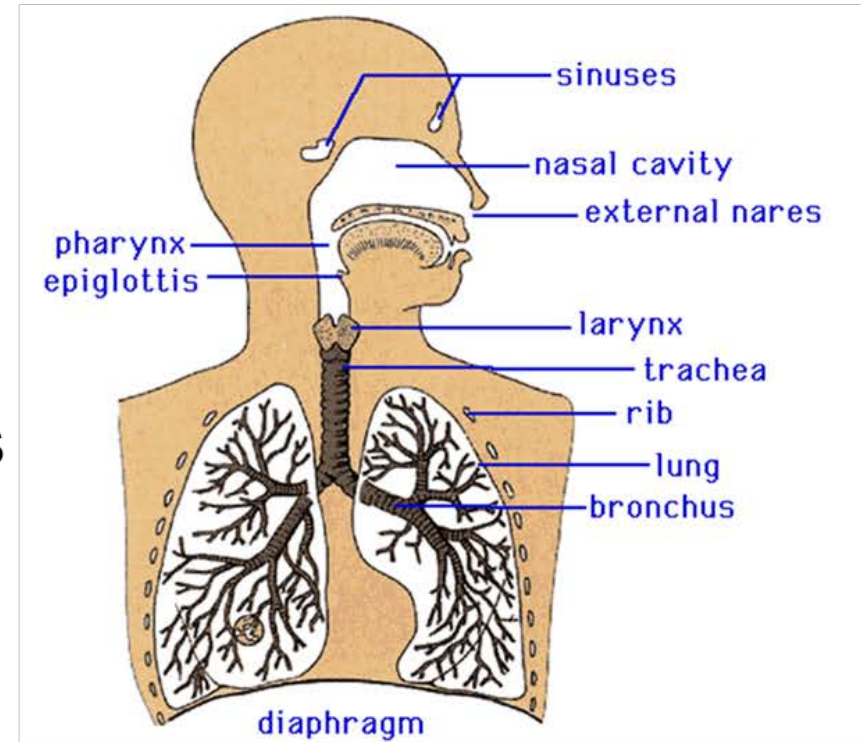


Inversion Layer



Health impacts of air pollution

- Wheezing and coughing
- Shortness of breath
- Headaches
- Burning eyes
- Asthma Attacks
- Exacerbation of Chronic Bronchitis
- Exacerbation of emphysema
- Lung infections
- Increased risk of heart attacks
- Increased risk of stroke
- Increased risk of lung cancer
- Premature death



Particulate Matter

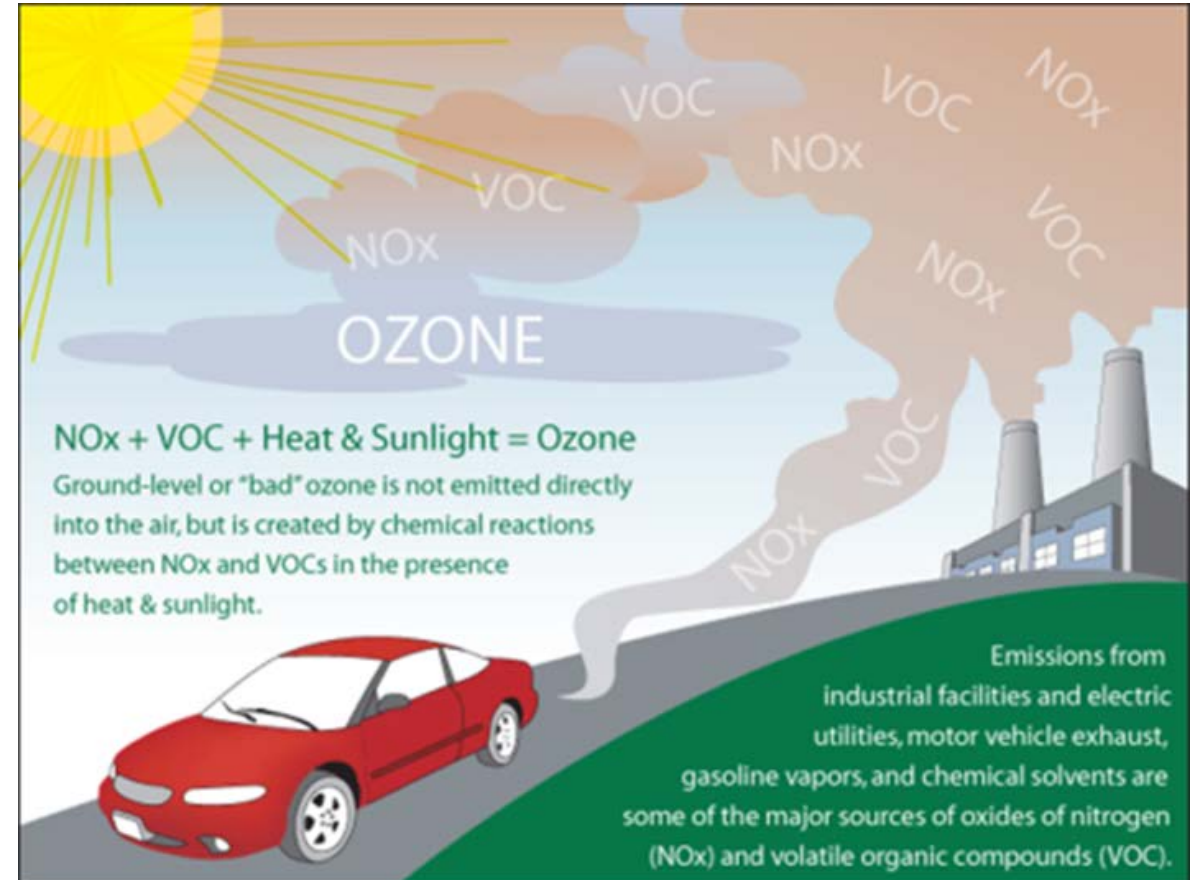
- **PM₁₀**
 - Fall problem, mostly dust, larger particles. Also includes PM_{2.5}
- **PM_{2.5}**
 - Winter problem, emissions from burning, more dangerous than larger particles
 - In winter, wood burning can produce up to 17 tons of PM per day throughout the Valley.
 - Triggers heart attacks, aggravates asthma, bronchitis. Susceptibility to respiratory infections. Strong correlation between PM levels, hospital admissions and deaths.



Image courtesy of the U.S. EPA

Ozone

- Main component of summertime 'smog'
- Odorless, colorless gas resulting from chemicals cooking in sunlight and heat
- Made up of nitrogen oxides (NO_x) and volatile organic compounds (VOCs)
- Produced by internal-combustion engines (mobile sources), industrial processes, agriculture, consumer products (lawnmowers, paints and solvents, etc)
- Vehicle use accounts for up to 80 percent of smog problem



State and Federal Roles

Federal EPA

- Implements CAA through regulations
- Sets federal ambient air quality standards
- Identifies both “criteria” and hazardous air contaminants to be regulated
- Develops and certifies equipment, procedures and test methods
- Controls emissions from mobile sources (trains, ships, aircraft, etc.)

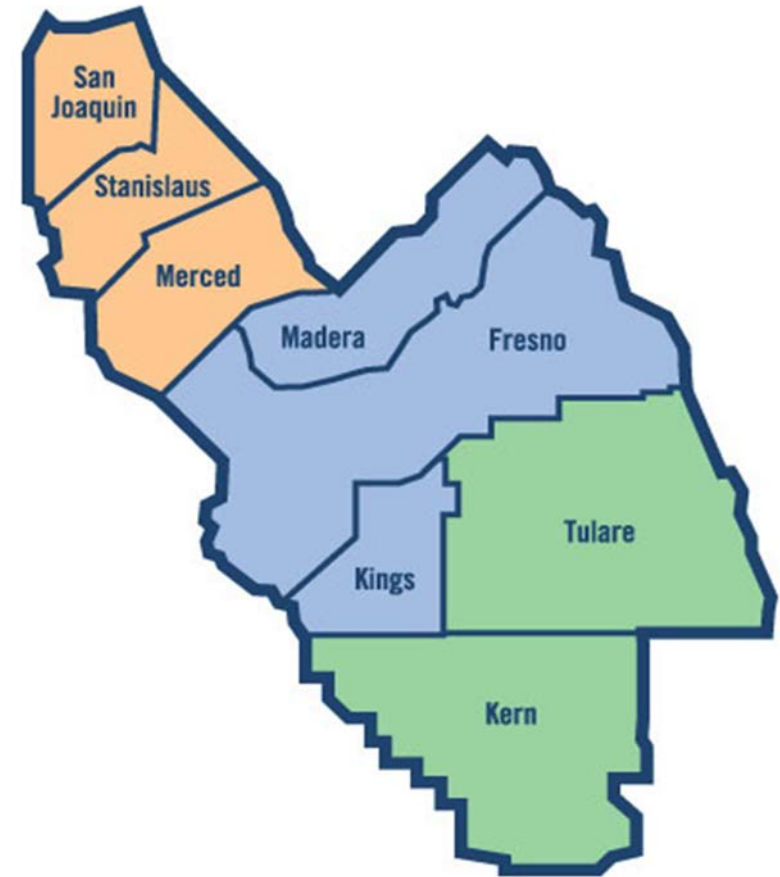
California Air Resources Board

- Oversees implementation of SIP and state air pollution law
- Sets state ambient air quality standards
- Regulates emissions from vehicles operated in the state (mobile sources), from some off-road sources, and consumer products (spray paint, hairspray, cleaners, etc.)

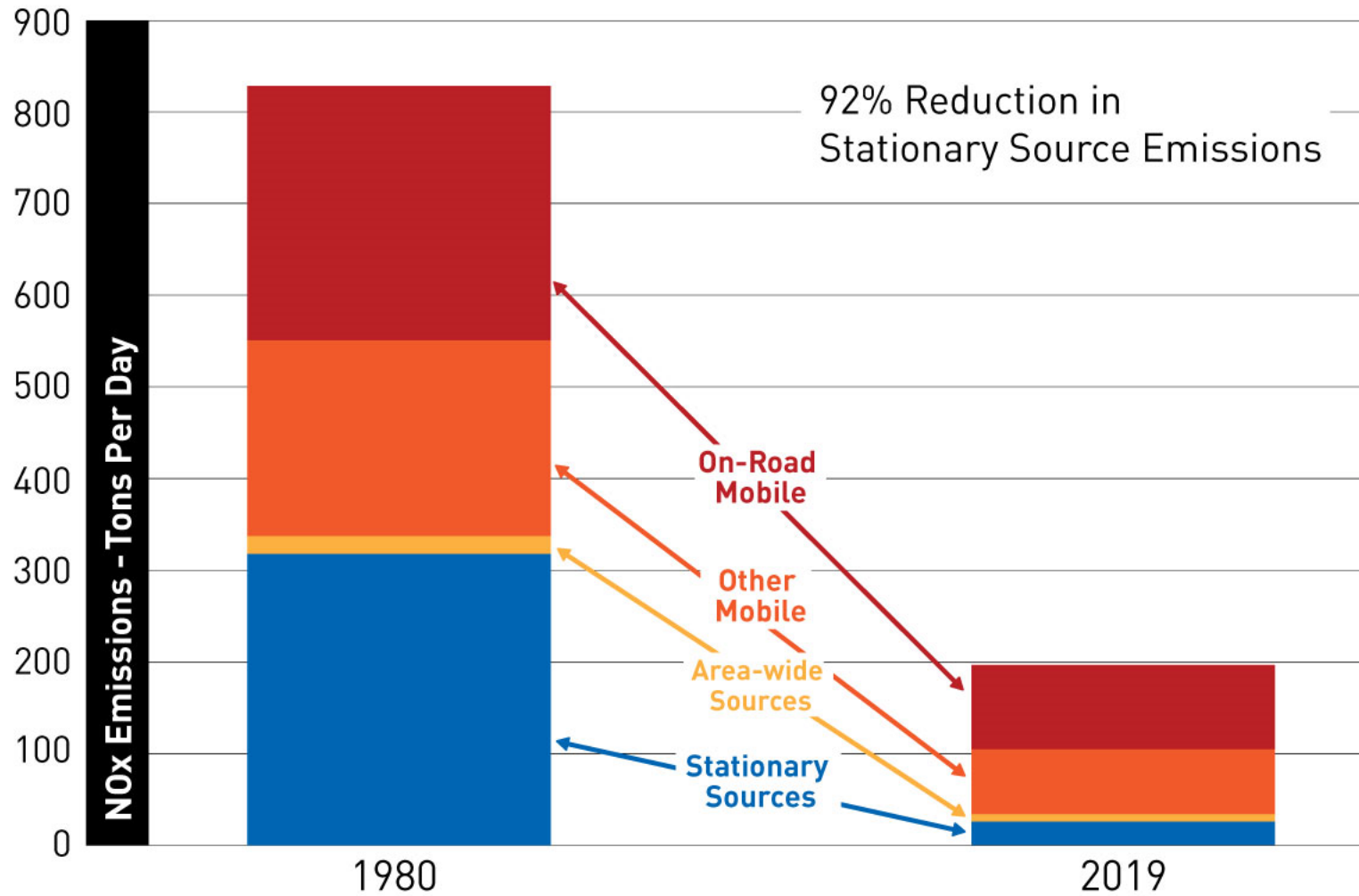


Valley Air District

- Regional government agency responsible for air quality in 8 counties: San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare & Valley air basin portion of Kern
- Responsible for meeting EPA & CARB mandates to improve public health
- Regulates stationary sources
- Provides grant funding
- Monitor for air pollutants
- Educate the public

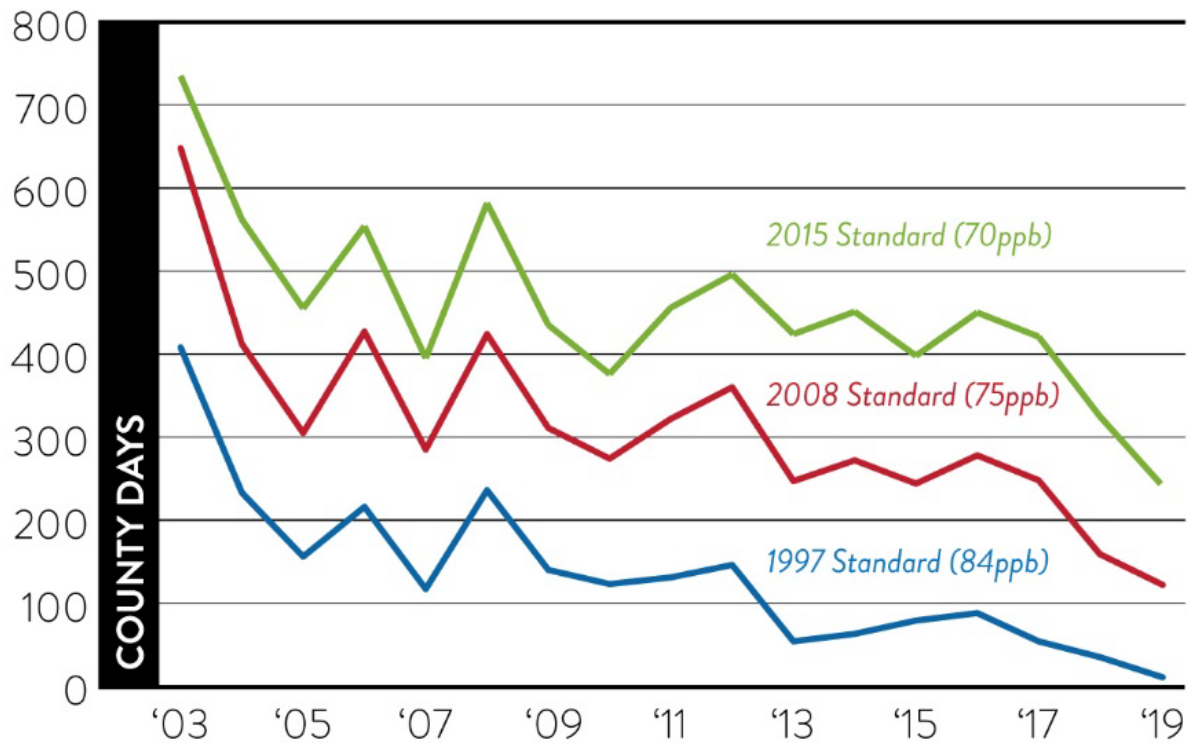


Major Reductions in Pollution

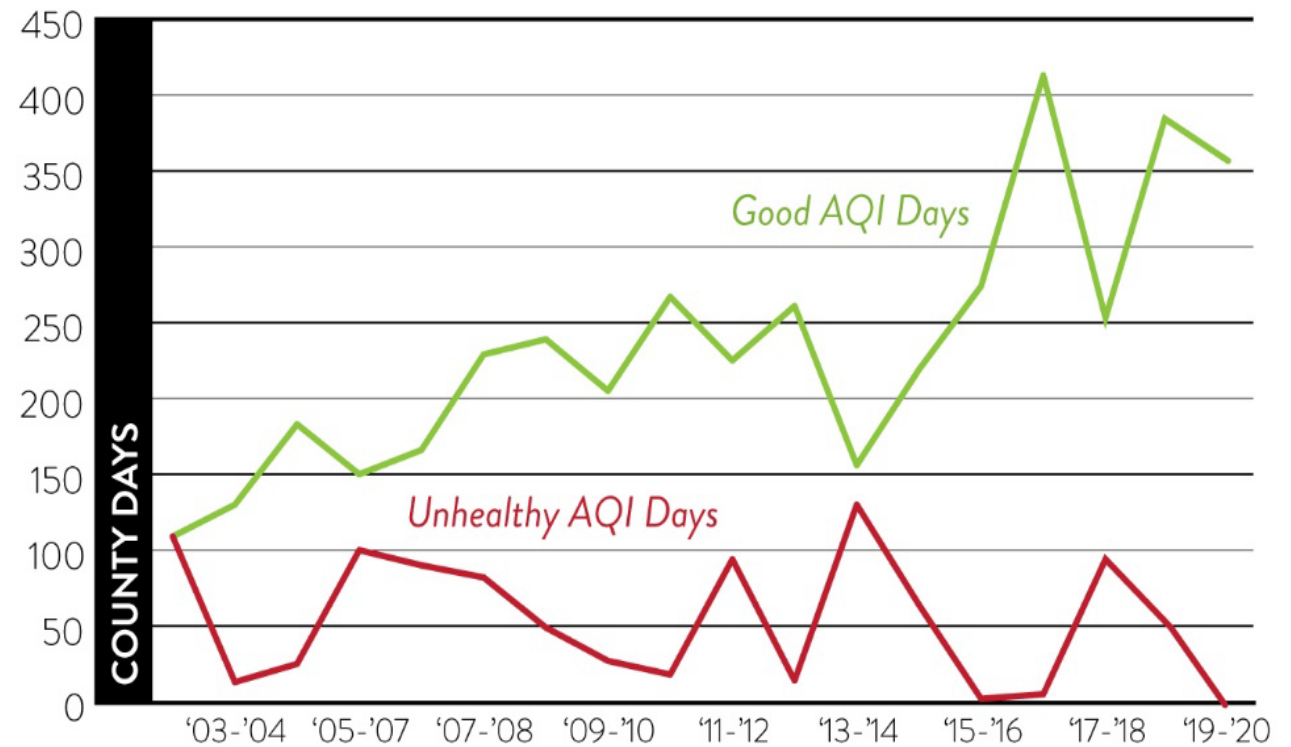


Air Quality Trends

COUNTY DAYS OVER FEDERAL 8-HOUR OZONE STANDARD



PM2.5 SEASON GOOD AND UNHEALTHY AQI (NOV-FEB)



Major Rules and Regulations

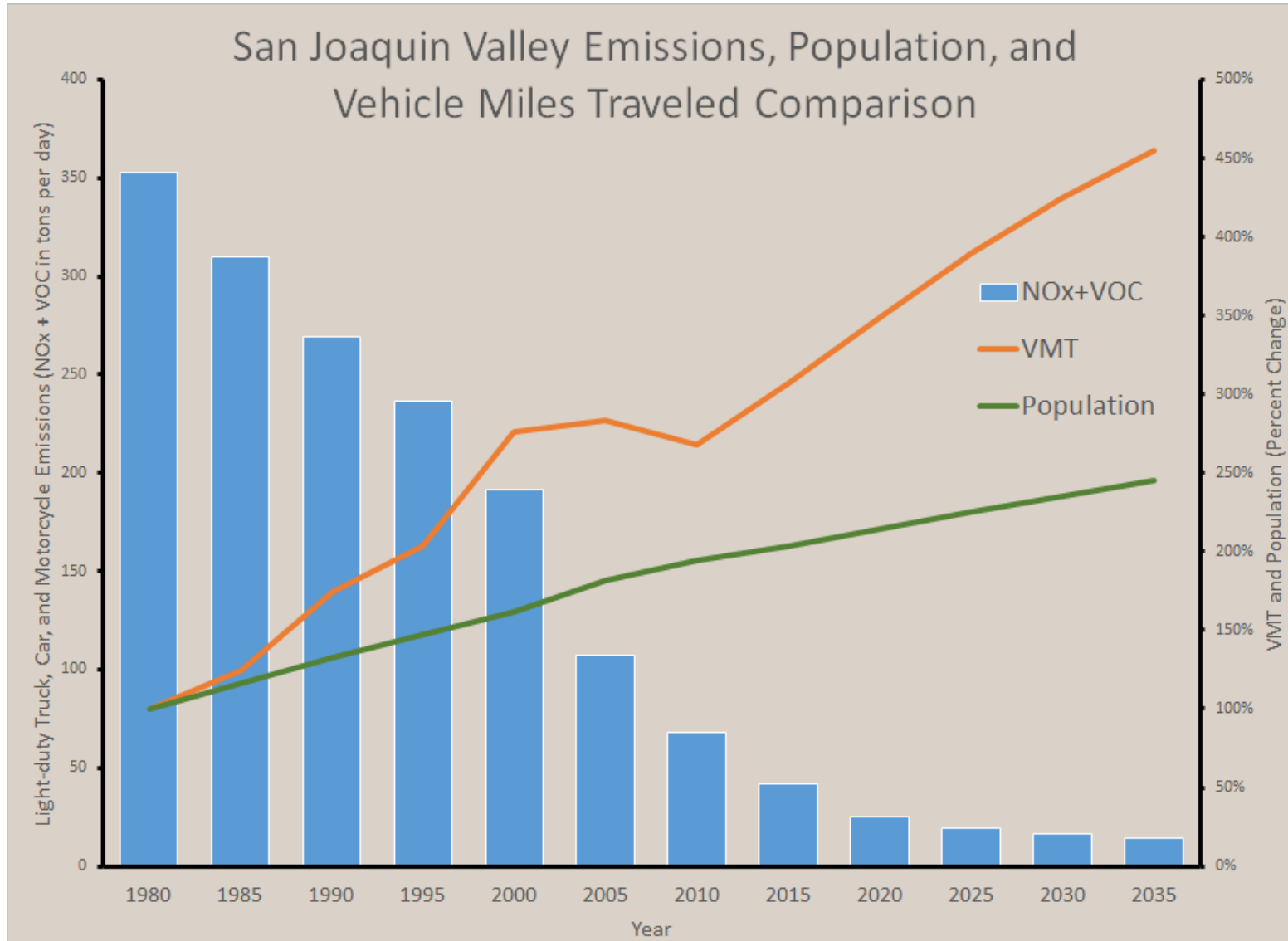
More than 650 rules and regulations implemented since 1992

- Rule 4901, Wood Burning Fireplaces & Wood Burning Heaters
- Dust Control Rules – Construction and Agriculture
- InDirect Source Review
- eTrip – Employer-based Trip Reduction



- Agricultural and Hazard Reduction Burning
- Confined Animal Facilities

Why eTRIP



eTRIP History

- eTRIP Rule adopted December 2009
- eTRIP Rule applies to worksites:
 - in incorporated cities with a population of at least 10,000 people OR
 - at least 50% of all employees work at least 2,040 hours per year
- eTRIP Rule requires larger employers to establish an eTRIP Plan
 - encourage employees to reduce single-occupancy vehicle trips
- eTRIP plans are submitted electronically
- By attending this marketing course, you will earn 3 points toward the Marketing Strategy category of your eTRIP plan

eTRIP Plan

An eTRIP plan is a collection of measures from 4 different categories *(formerly Phases 1-3)*

- Marketing Strategy
- Program Support Strategy
- Service and Facilities Strategy
- Transportation, Alternative Schedule, and Incentives Strategy

eTRIP Plan

Marketing Strategy

- Communicate importance of carpools/alt. trans.
- Provide employees with information regarding bus routes, etc.
- Communicate the overall benefits of carpooling, etc.

Program Support Strategy

- Employer assists employees who want to carpool or use alt. trans.
 - Ride Matching
 - Guaranteed Ride Home Service
 - Personal Commute Assistance

eTRIP Plan

Service and Facilities Strategy

- Employers provide services that reduce vehicle trips
- Food services, child care, break rooms, bike repair, ATM, postal service, etc., within 1/4 of mile
- Direct deposit, Check cashing
- Picnic tables, maps to local conveniences

eTRIP Plan

Transportation, Alternative Schedule, and Incentives

Alternative Schedule

- Telecommuting Program
- Compressed Work Week
- Monetary incentives
- Comprehensive carpool/vanpool programs
- Preferential parking, Points program, Quarterly Prize drawings

eTRIP Plan

Transportation

- Subsidies for biking, taking the bus, carpooling
- Infrastructure to support alt trans (i.e. bike racks, showers, etc.)
- Discount transit passes

Incentives

- Discounted/free meals
- On-site free car washes
- Prize drawings
- Points program
- Cash incentives

Internal Marketing

What is Internal Marketing?

Employees are “internal customers” who must be convinced of a company's vision just as aggressively as “external customers.”

Share eTRIP goals with your employees as you would your company's goals.



Getting the word out to your employees

- Flyers on Bulletin Board in the breakroom
- Flyers throughout your facility
- Announcements during staff meetings
- E-mail
- Texts to all employees
- Company intranet website
- Mail-out to all employees



Transportation Planning and Rideshare agencies

- **SJCOG, San Joaquin Council of Governments**
– dibs: <https://www.dibsmysway.com/>
(209) 468-3913
- **STANCOG, Stanislaus County Council of Governments:** <http://www.stancog.org/>
- **MCAG, Merced County Association of Governments:** <https://www.mcagov.org/>
- **Madera CTC, Madera County Transportation Commission:** <https://www.mcagov.org/>
- **Fresno COG, Fresno Council of Governments:** <https://www.fresnocog.org/>
- **KCAG, Kings County Association of Governments:** <https://www.kingscog.org/>
- **TCAG, Tulare County Association of Governments:** <https://tularecog.org/tcag/>
- **KCOG, Kern Council of Governments – CommuteKern:** <http://commutekern.org/>

Annual Report

eTRIP worksites are required to submit results of their commute verification surveys on an annual basis.

- Employers choose a one week period collect data via Commute Verification survey.
- Employers summarize results of the Commute Verification survey and submit to the District by the end of March of the following year.

Design an effective program

- Assign a coordinator
- Analyze your situation
 - Gather information
- Identify objectives
- Design your program
 - for your organization
- Promote your program
- Evaluate and improve your program
 - Follow-up surveys, anecdotes



Tools

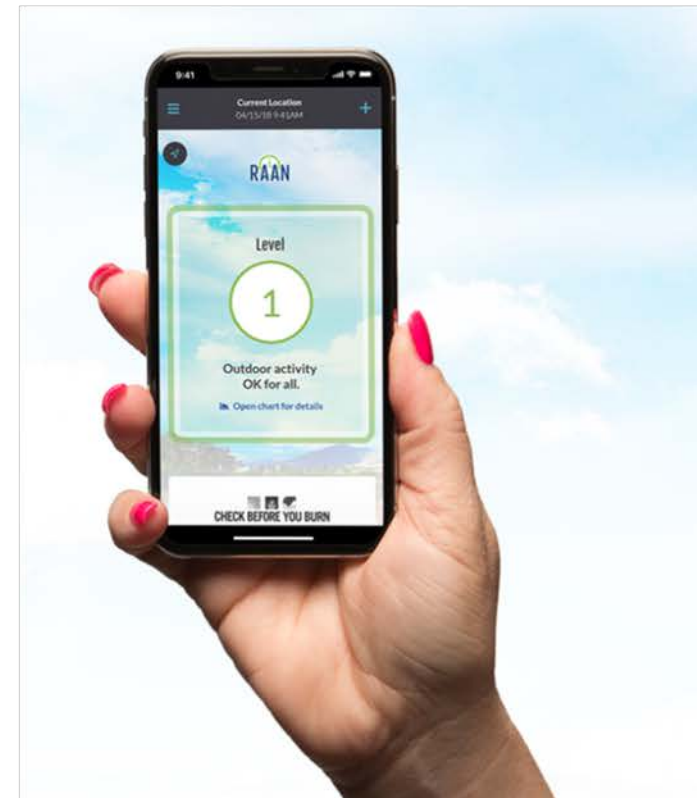
- Information gathering
 - Assesses attitudes, behavior
 - Tools: Surveys, focus groups

- Sample questions:
 - How far do you live from work?
 - If you drive to work alone, what barriers keep you from carpooling, biking or walking to work?
 - I would like to carpool at least one day a week if I:



ROAR Level	Guidelines
LEVEL 1	Outdoor activity OK for all
LEVEL 2	Sensitive individuals should consider reducing prolonged and/or vigorous outdoor activities.
LEVEL 3	Sensitive individuals should exercise indoors or avoid vigorous activities.
LEVEL 4	Sensitive individuals should exercise indoors. Everyone should avoid prolonged or vigorous outdoor activities.
LEVEL 5	Everyone should avoid outdoor activity.

Valley Air App



How to contact us:

etrip@valleyair.org

public.education@valleyair.org

Fresno office (559) 230-6000

For information on District rules and programs visit:

www.valleyair.org

www.healthyairliving.com

Follow us on
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Use the Valley Air
App for the latest
air quality info.

