

Rule 9410

Employer Based Trip Reduction

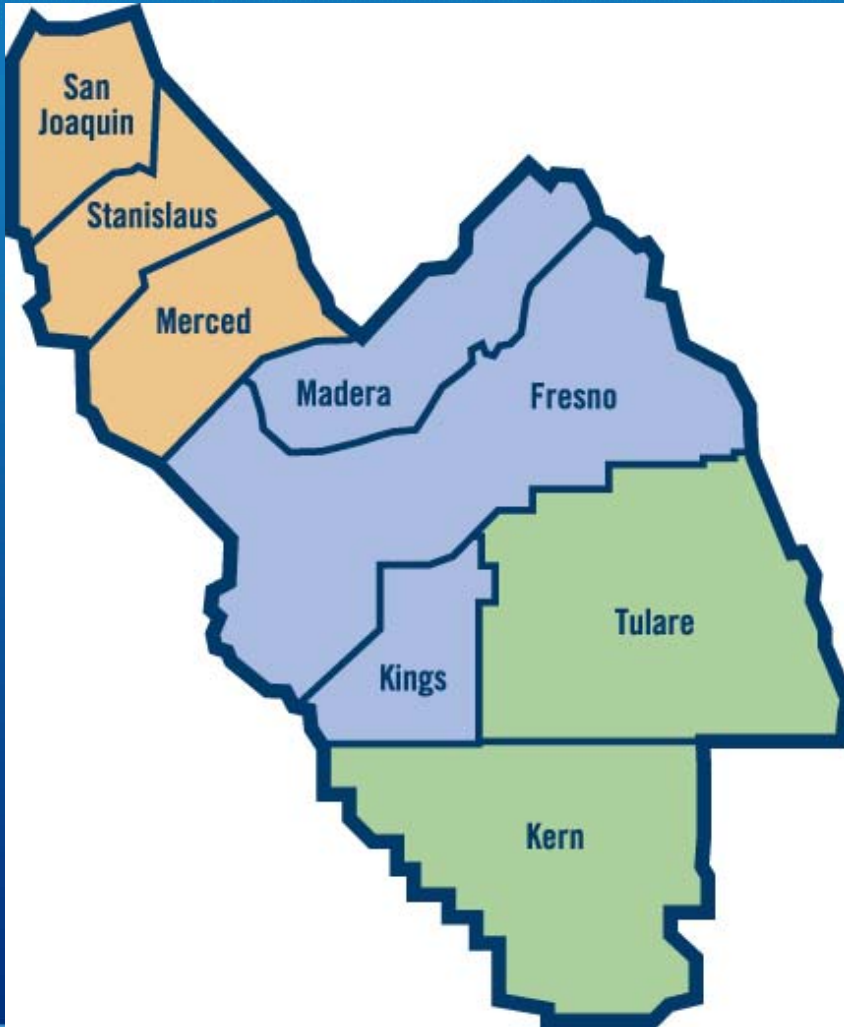
July 2, 7, and 8, 2009

Jessi Hafer Fierro, Senior Air Quality Specialist
Nichole Corless, Air Quality Specialist

Agenda

- About the District
- Rule Background
- Rule Development Process
- Draft Rule Requirements
- Open Discussion
- Tentative Schedule
- Closing Remarks

San Joaquin Valley Air Basin



- 8 counties: San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, SJV-portion of Kern

San Joaquin Valley Air District

- A public health agency
- Offices in Modesto, Fresno, and Bakersfield
- Governing board members: 13 elected officials and 2 Governor appointees
- Grants
- Public Outreach, such as Healthy Air Living
- Over 500 rules & rule amendments since 1991



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The Valley's Journey to Cleaner Air

- There has been significant progress in improving the Valley's air quality:
 - Since 1980, NO_x and VOC emissions have been reduced nearly 60%
 - The number and magnitude of exceedances of standards has been reduced
- Valley continues to be impacted by adverse air quality
- Achieving cleaner air will require continued focus on all sources, participation by all sectors
- Valley's challenge is unmatched by any area in the nation

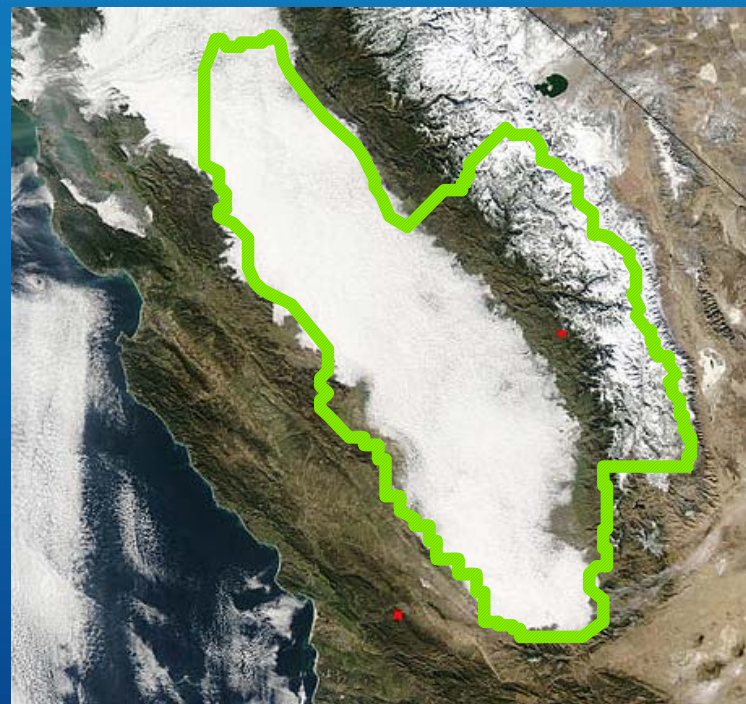


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The Valley's Challenge

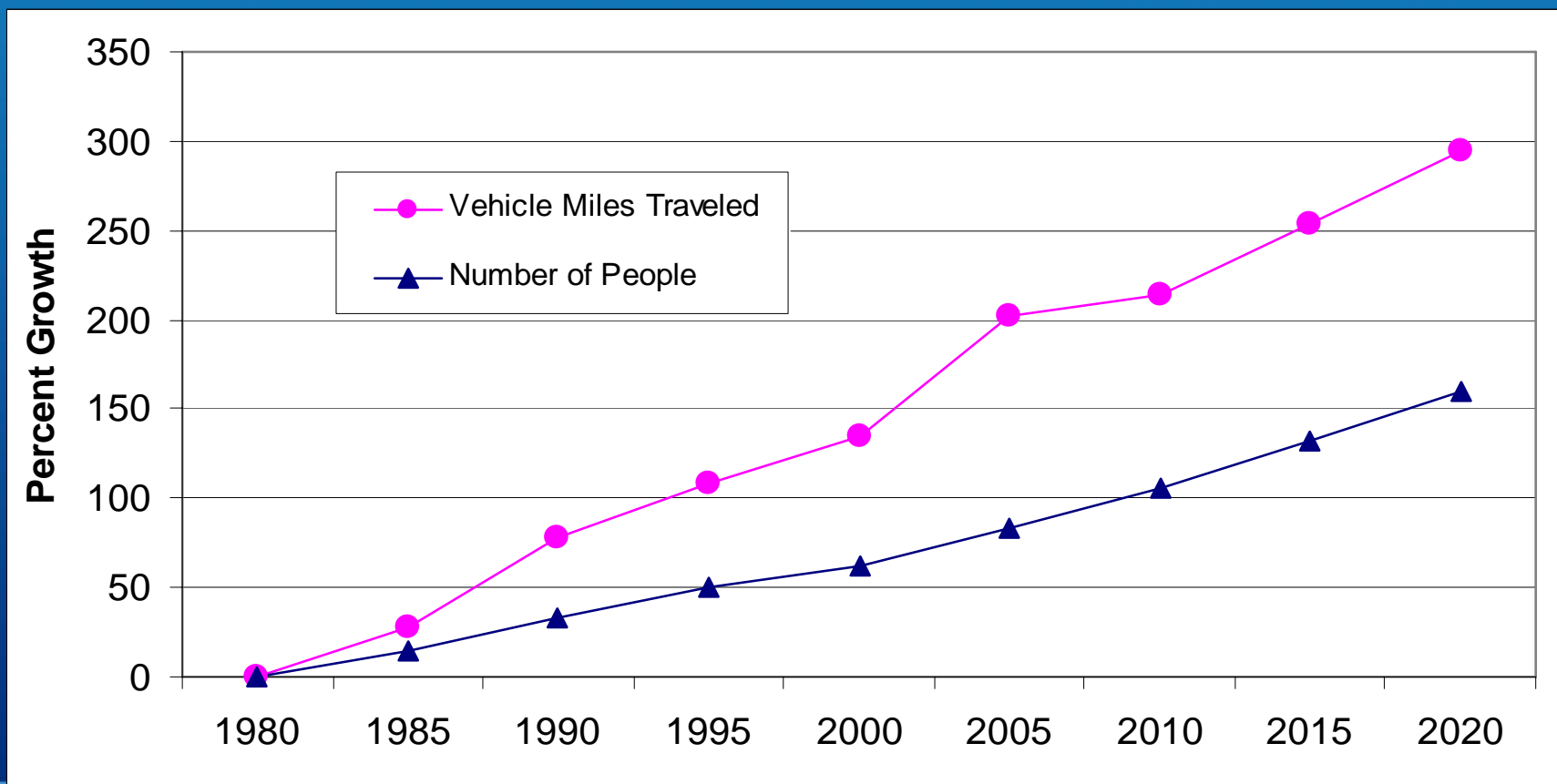
- The Valley's geography and meteorology provide ideal conditions for trapping air pollution for long periods of time
- The Valley's population is growing
- The District doesn't have authority to regulate tailpipe emissions from mobile sources



Reasons for Rule 9410 Development

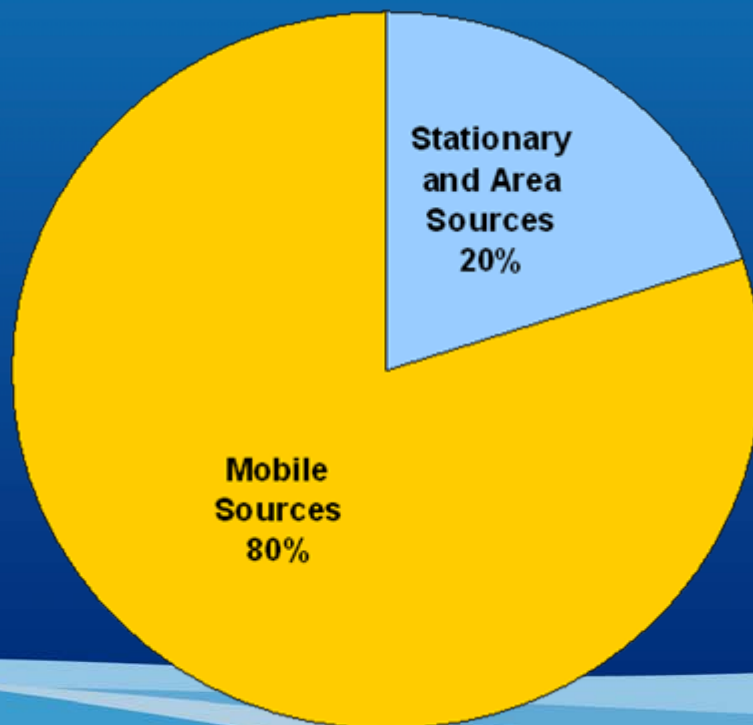
- The Valley is nonattainment for federal, health-based standards for 8-hour ozone and PM2.5
- Rule 9410 is one of many commitments in District's *2007 Ozone Plan* and *2008 PM2.5 Plan*
- By reducing vehicle miles traveled (VMT), Rule 9410 can decrease emissions of ozone precursors, direct PM2.5, and PM2.5 precursors
- Decreasing VMT can also contribute to efforts to reduce greenhouse gases (GHG), such as SB 375

Between 2000 and 2020, the Valley population is expected to grow by 60% with total vehicle miles traveled (VMT) increasing at an even faster rate.



While VMT has increased, total emissions from passenger vehicles has decreased significantly due to improvements in technology and fuel formulations.

However, much of the Valley's NO_x emissions come from mobile sources, and these emissions contribute to both ozone and PM formation.



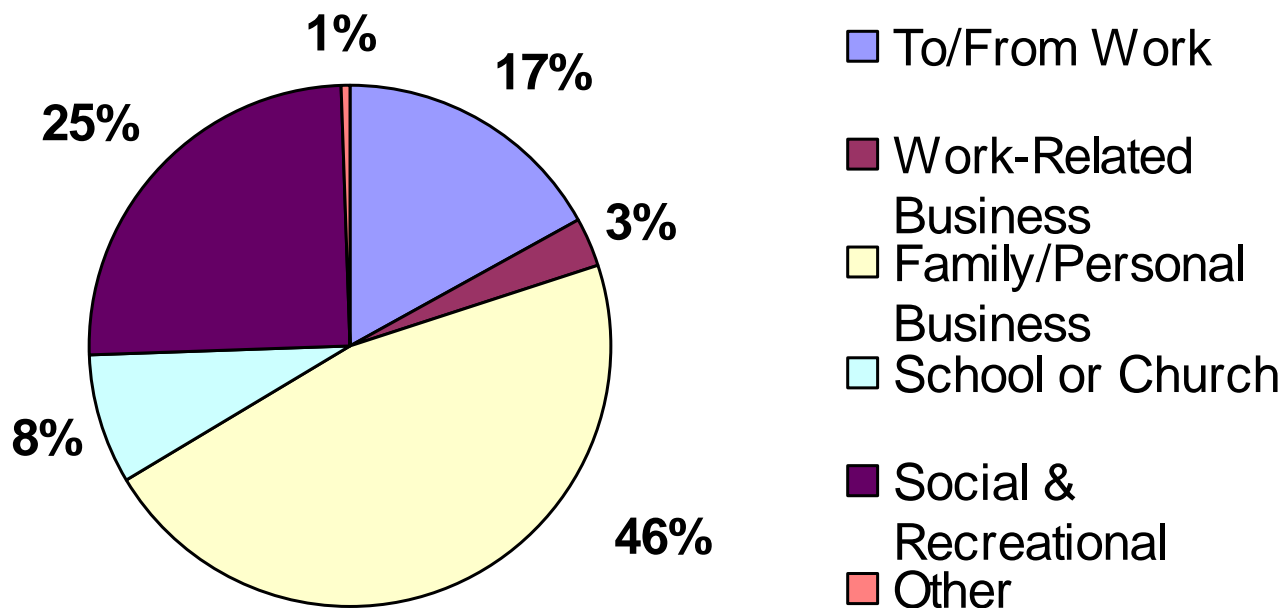
Oxides of Nitrogen
(NO_x)



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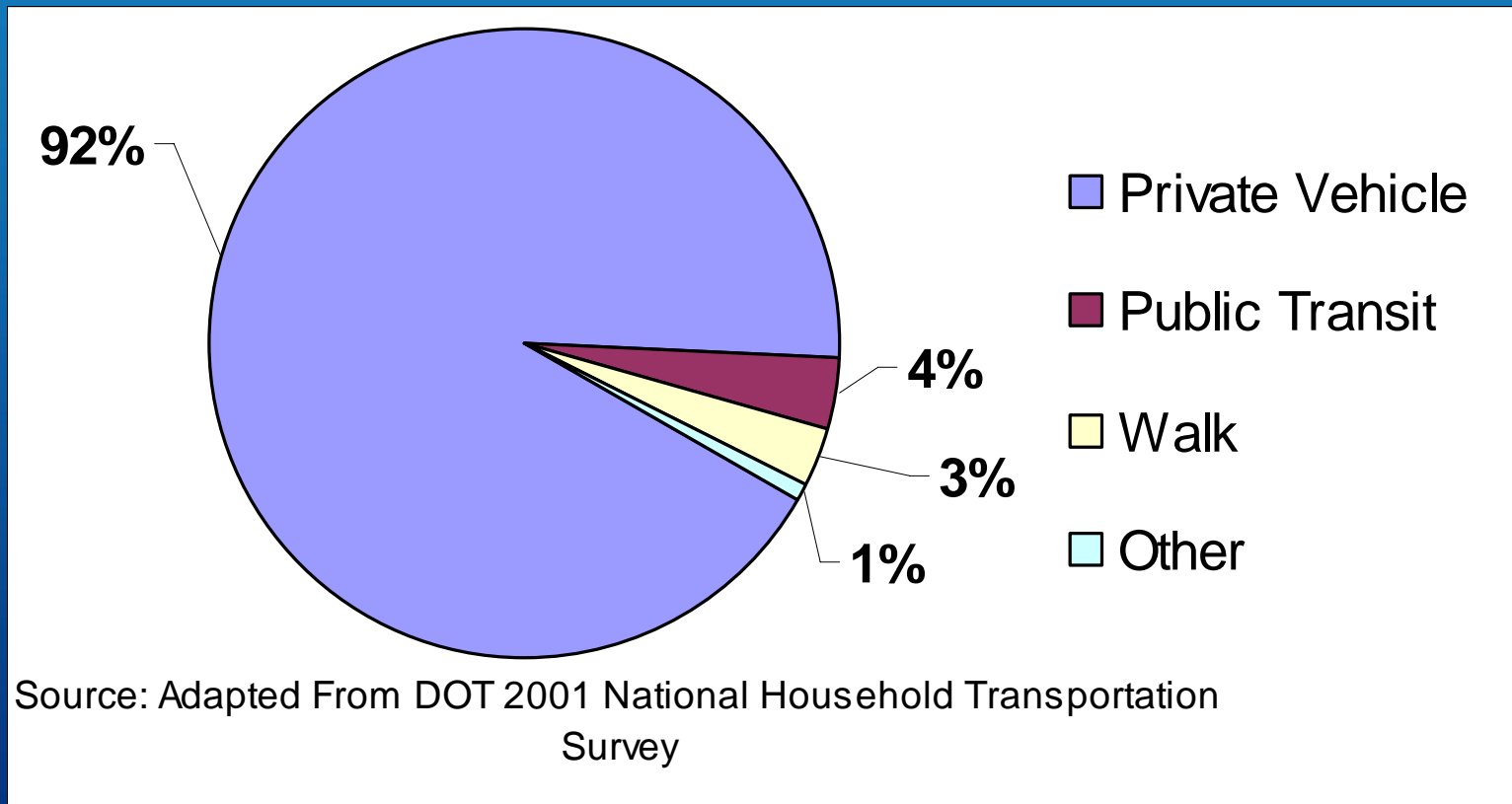
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As a nation-wide average, trips to and from work account for 17% of all private vehicle trips.



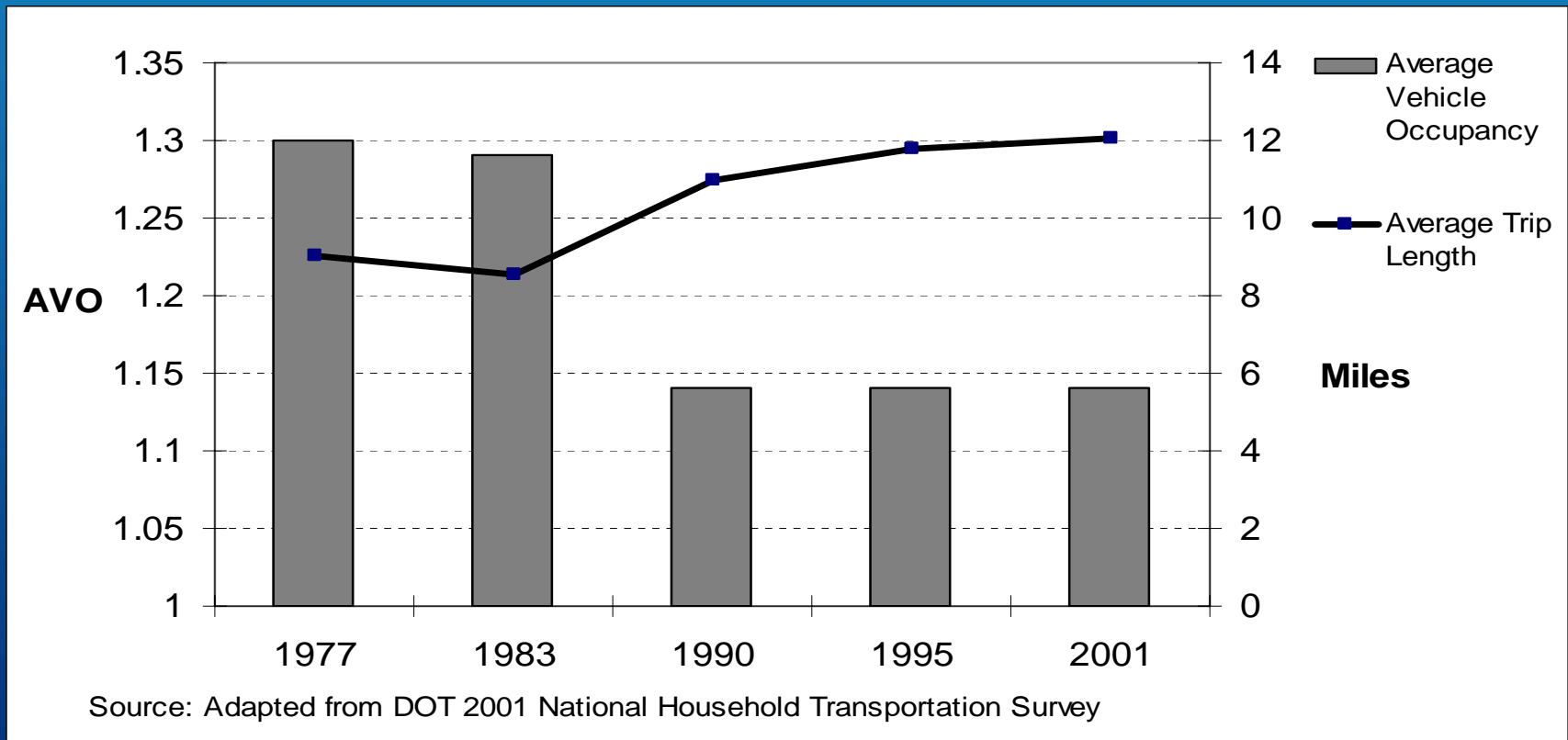
Source: Adapted from DOT 2001 National Household Transportation Survey

Private vehicle use is the largest mode of transportation to and from work, accounting for about 92% of all work commutes.



The average vehicle occupancy (AVO) to and from work has declined since 1977.

The average distance for commuting to work has increased over the same time period.



Reducing single occupancy VMT during work commutes

- Less VMT = less emissions = better air quality
- Reduce GHG emissions
- Convenience: coworkers are going to the same place, usually at the same time
- Decrease congestion
- Employers can relieve overcrowded parking areas and expand employee benefits at low/no cost
- Employees can save money on gasoline, vehicle wear and tear, parking fees, etc

Rule History and Authority

- Rule 9001 (Commute Based Trip Reduction) adopted January 1994, repealed in February 1996 due to changes in state legislation
- More recent legislation reinstates the District's authority to mandate employer rideshare programs:
 - 2003 California SB 709
 - 2008 California Assembly Bill (AB) 2522
 - Clean Air Act Section 182(d)(1)(B) and 182(e)

District Staff

Project Leads:

Nichole Corless, Air Quality Specialist

Jessi Hafer Fierro, Senior Air Quality Specialist

Project Review:

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Lori Sheridan, AQ Inspector

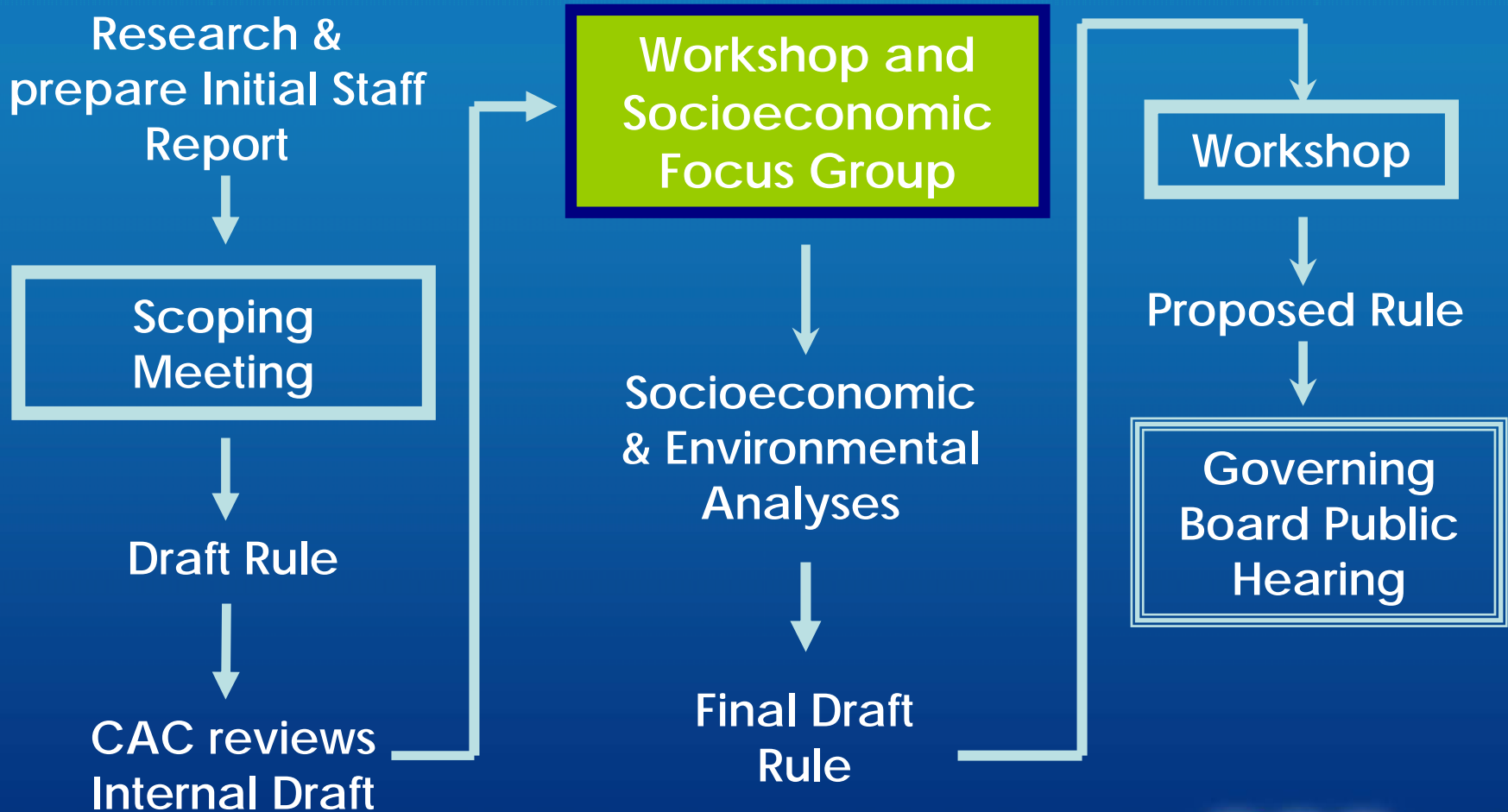
Patia Siong, Senior AQ Specialist



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Rulemaking Process



Rule Concept

- Establish an effective trip reduction program at major employment sites
 - Allow employers to choose from a variety of measures
 - Flexibility and feasibility
 - Targets for two size categories of employers
- Minimal reporting requirements
- Recognize employer liabilities and constraints

Applicability

- Employers with 100+ eligible employees
 - At one worksite, reporting to work between 6am -10am
 - Tier One **Worksite**: 100 - 249 eligible employees
 - Tier Two **Worksite**: 250+ eligible employees
- ~~Employers with at least 80 employees are required to maintain records of their number of employees (§2.2)~~
- Excluded employees (not counted as “eligible employees”)
 - Part-time, seasonal, and temporary employees
 - Agricultural workers, field personnel and construction workers
 - Independent contractors and volunteers
 - ~~Medically excused employees~~
 - Emergency health and safety employees

Exemptions

- Worksites with less than 100 eligible employees are exempt from all provisions of this rule
- ~~An employer with fewer than 80 employees at all the employer's worksites is exempt from all provisions of this rule~~
- ~~Seasonal employers are exempt from the requirements of this rule~~

3 Primary Requirements

1. Employer registration/employee notification
2. Employer Trip Reduction Implementation Plan (ETRIP)
 - Initial submission and annual update
 - List Measures chosen from each Strategy
3. Employee transportation surveys
 - Semiannual
 - Representative **period** of employee transportation

**Submit
Annual
Report to
the District**

Registration & Notification

- Employer Registration
 - Register with the District by July 1, 2010
- Employee Notification
 - Provide information to employees explaining the requirements and applicability prior to or at the time of registration
 - Facilitates the participation of employees and employee organizations in ETRIP development

Employer Trip Reduction Implementation Plan (ETRIP)

- ETRIP consists of five Strategies
 - Each Strategy consists of several Measures and each Measure has a point value
 - Achieve a specified point goal for each Strategy and total point goal for the ETRIP
- Simple reporting



5 Strategies

1. Marketing: Increase program awareness & accessibility
2. Implementation: 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

ETRIP	Minimum Points per Strategy	
	Tier One Employer	Tier Two Employer
Marketing Strategy	6	10
Implementation Strategy	8	10
Transportation & Alternative Schedule Options Strategy	10	15
Incentives Strategy	4	9
Services & Amenities Strategy	6	10
<i>Additional points needed from any measure or combination of measures</i>	10	12
Minimum Points for ETRIP	44	66

1. Marketing Strategy

Employer rideshare event	5
Employer rideshare meetings	5
Employer rideshare focus groups	5
Onsite transit information center	3
Rideshare bulletin boards	3
Attendance at a marketing class	3
Employer rideshare newsletter	3
Rideshare flyer	1
CEO communication	1
Rideshare orientation for new employees	1

2. Implementation Strategy

Internal ride matching	5
Internal Guaranteed Ride Home Service	5
Personalized commute assistance	5
External employee ride matching services	3
External Guaranteed Ride Home Service	3
Healthy Air Living Partner	1
“Best Workplaces for Commuters” Recognition	1
Preferential parking	1

3. Transportation & Alternative Schedule Options Strategy

Compressed work week schedules	15
Telecommuting Program	9
Vanpool program	7
Bicycle program	7
Carpool program	7
Shuttles	5
Flex time schedules	3
Staggered work schedules	3

4. Incentives Strategy

Monetary incentive	9
Time off with pay	9
Transit subsidy	5
Commuter Choice Program	5
Parking subsidy program	5
Startup incentive	3
Discount Transit Passes	3
Discounted or free meals	3
Points program	1
Prize drawing	1

5. Services & Amenities Strategy

(Slide 1 of 2)

Onsite food service	7
Onsite child care	7
Showers &/or Lockers onsite	5
Onsite bike repair	5
Electric vehicle recharging	5
Onsite ATM	3
Onsite vending machines	3
Bike racks	3

5. Services & Amenities Strategy

(Slide 2 of 2)

Health facilities	3
Employer provided bicycles	3
Fitness area &/or classes	3
Employer organized lunch delivery	1
Check cashing	1
Break &/or lunch activities	1
Dry cleaning	1
Postal service	1

ETRIP

- Initial ETRIP submission to the District by September 1, 2010
 - List of measures to be implemented by January 1, 2011; meet specified point goals
- Keep records of steps taken to implement measures
- Submit ETRIP form annually by March 31, beginning in 2012
 - Any changes made to the trip reduction program will be reflected in new ETRIP

Employee Transportation Survey

- Survey eligible employees for Survey **Periods** beginning in 2011
 - Collect information on the modes of transportation used for commutes both to and from work
- Survey **Periods** must be representative of at least a typical work week
- Semiannual - at least 120 days apart
- Survey results would be reported by March 31, beginning in 2012, as a part of the Annual Report
- Keep survey records on file for at least five years

Survey Example

(Slide 1 of 2)

Transportation Mode	Code
Public transit Pedestrian, Bicycle, Electric Vehicle Telecommute Compressed schedule non-work day	A
Vanpool (at least 6 people)	B
Carpool – 4+ people	C
Carpool – 3 people	D
Carpool – 2 people	E
Single occupant vehicle (drive alone) Motorcycle, moped, gas scooter/bike	F

Survey Example

(Slide 2 of 2)

Day	Worked* (Y/N)	Arrived at work by (Choose code A-F)	Left work by (Choose code A-F)
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			

*Enter "Y" for telecommute days and compressed schedule non-work days

Annual Report

- Submit brief Annual Report to the District every March 31, starting in 2012
 - Summarize results of Employee Transportation Surveys
 - Updates to ETRIP
- Web reporting will be available

Compliance Schedule

Requirement	Worksites subject in 2010
Employer Registration & Employee Notification	July 1, 2010
ETRIP	Submit by September 1, 2010 Implement by January 1, 2011 Submit revisions as necessary in the Annual Report
Employee Transportation Survey	Semiannually, starting January 1, 2011
Annual Report	Every March 31 starting in 2012

Example: District Program

Marketing Strategy

Employer rideshare event	5
Rideshare bulletin boards	3
TOTAL	8

Implementation Strategy

Internal ride matching	5
Internal Guaranteed Ride Home Service	5
Healthy Air Living Partner	1
“Best Workplaces for Commuters” Recognition	1
Preferential parking	1
TOTAL	13

Example: District Program

Transportation & Alternative Schedule Options

Compressed work week schedules	15
Telecommuting Program	9
Bicycle program	7
Carpool program	7
TOTAL	38

Incentives Strategy

Monetary incentive	9
TOTAL	9

Example: District Program

Services and Amenities Strategy

Showers &/or Lockers onsite	5
Onsite vending machines	3
Bike racks	3
Employer provided bicycles	3
Fitness area &/or classes	3
Employer organized lunch delivery	1
Check cashing	1
Break &/or lunch activities	1
Dry cleaning	1
Postal service	1
TOTAL	22



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Example: District Program

District ETRIP	Points needed	District-Tier One
Marketing Strategy	6	8
Implementation Strategy	8	13
Transportation & Alternative Schedule Options Strategy	10	38
Incentives Strategy	4	9
Services & Amenities Strategy	6	22
<i>Points needed from additional measures</i>	10	<i>(surplus of 46 points)</i>
Points for ETRIP	44	90

Resources and Guidance

- Rule 9410 Guidance Manual
- Healthy Air Living resource handbooks
- Best Workplaces for Commuters
- COGs and regional rideshare programs
 - Valley Rides (Fresno)
 - Kern Commuter Connection
 - KART and AITS (Kings County)
 - Commute Connection (San Joaquin COG)
 - South Valley Rideshare (Kings County)



Success Stories

- San Joaquin Valley Air District
- Paramount Farms in Kern County
- Pelco in Fresno
- IKEA Wholesale in Bakersfield
- Tejon Ranch in Kern County
- Diamond Foods in Fowler
- Frito-Lay in Crows Landing and Bakersfield
- Cal State University Fresno
- Dreyers Ice Cream in Bakersfield
- Chevron in Bakersfield
- Cal State University Bakersfield
- Visit www.healthyairliving.org/get-inspired/business.htm for more information

Public Participation

Rule Making Schedule:

- Public comment period closes July 21
- Second workshop – September 2009
- Public hearing – December 2009

Comments

The District is especially soliciting comments on:

- Additional measures to include in the menu options that help reduce trips
- Information on the costs associated with any measures in place

Contact Information

Comments due by July 21, 2009

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For more information please visit
District Website
www.valleyair.org

**Sign up for the Rule 9410 listserv at
www.valleyair.org/lists/list.htm**

Healthy Air Living
Employee Trip Reduction Resource Book
www.healthyairliving.com