

COMPLIANCE ASSISTANCE BULLETIN
December 2011



The eTRIP Rule
Rule 9410: Employer Based Trip Reduction

JANUARY 1, 2012,
STRATEGY IMPLEMENTATION DATE IS RAPIDLY APPROACHING

The eTRIP rule requires employers with 100 or more eligible employees at a worksite to establish employee trip-reduction programs. These programs are designed to encourage employees to reduce single-occupancy vehicle trips, thus reducing pollutant emissions associated with work related commutes.

The District is committed to providing employers with guidance, training, online tools, and turnkey resources to make implementation of the eTRIP rule as easy for employers as possible.

The next deadline is fast approaching as eligible employers are required **to begin implementing the first phase of their Employer Trip Reduction Implementation Plan (eTRIP) no later than January 1, 2012.** Phase 1 eTRIP measures focus on Marketing and Program Support Strategies, which contribute to a workplace where it is easier for employees to choose to use ridesharing or alternative transportation.

Eligible employers should have submitted the phase 1 portion of their eTRIP to the District by September 1, 2011. If you have not yet submitted the phase 1 portion of their eTRIP to the District, you must do so immediately.

To assist with the eTRIP requirements, the District has developed an online eTRIP submittal and management tool available by visiting www.valleyair.org/tripreduction.htm. Furthermore, the District has developed the eTRIP Measures Resource and Guidance Manual 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. This manual is also located at www.valleyair.org/tripreduction.htm.

In addition to requirements of the eTRIP Rule, employers might be interested in implementing operational measures that can reduce emissions. Employers looking for tools to put their ideas into action and/or be recognized for their clean-air choices can become a Healthy Air Living Partner. Becoming a Healthy Air Living Partner will also assist employers in complying with the requirements of the eTRIP Rule. To request Healthy Air Living Partner information, please email your contact information to healthyairliving.partners@valleyair.org.

For more information on the eTRIP rule or assistance with implementing your 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.