

**COMPLIANCE ASSISTANCE BULLETIN**  
July 2011



## **The eTRIP Rule**

Rule 9410: Employer Based Trip Reduction

**SEPTEMBER 1, 2011,**  
**PHASE 1 EMPLOYER TRIP REDUCTION IMPLEMENTATION PLAN SUBMITTAL**

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 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 **submit the first phase of their *Employer Trip Reduction Implementation Plan (eTRIP)* to the District by no later than September 1, 2011**

The implementation of the eTRIP will begin 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. Employers have the flexibility to choose the options that work best for their employees and work environments. Employers also have the option of suggesting measures that are not yet on the list. Each eTRIP measure has a point value, and an employer's eTRIP needs to meet the point targets specified in the rule.

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](http://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](http://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 by earning points toward the Phase 1 – Marketing Strategy point total.** To request Healthy Air Living Partner information, please email your contact information to [healthyairliving.partners@valleyair.org](mailto:healthyairliving.partners@valleyair.org).

For more information on the eTRIP rule or assistance in completing the eTRIP submittal, please visit [www.valleyair.org/tripreduction.htm](http://www.valleyair.org/tripreduction.htm) or contact the eTRIP Rule Small Business Assistance office by email at [tripreduction@valleyair.org](mailto:tripreduction@valleyair.org) or by phone at (559) 230-6000.