

REGIONAL COMMUTER BENEFIT PROGRAM: LOS ANGELES COUNTY/SAN FRANCISCO BAY AREA		
Directives/Functions	LA Metro (specifically by)	MTC/Bay Area Air Quality Mgt District (specifically by)
TDM History	<p>Metro has a 21-year history of funding TDM ridesharing (shared mobility) and various commute assistance programs/services for Los Angeles County businesses and community residents. Initially, Commuter Transportation Services (CTS), a non-profit organization, provided these services and subsequently Southern California Association of Governments (SCAG) operated the services from the mid-1990s through the end of FY 2002, which was supported and funded by LACMTA. Beginning in FY 2003, these services were transitioned to Metro for in-house implementation of a comprehensive rideshare/shared mobility program and support focus. It is the intent of this program to create a one-stop resource for Los Angeles County employers, TMA/Os, ETCs and individual Angelenos. This program provides assistance related to the rideshare/shared mobility programs and also serves as a conduit for the SCAQMD to effectively communicate Rule 2202 guidelines and regulations to TMA/Os and Employer ETCs.</p>	<p>The Bay Area Air Quality Management District (BAAQMD) and Metropolitan Transportation Commission (MTC) jointly developed the Bay Area Commuter Benefits Program in response to Senate Bill 1128, which was signed into law in September 2012. Prior to that, state legislation prohibited the imposition of such a program in the San Francisco Bay area.</p>
Associated Ordinances	<p>LA Metro offers programs and services intended to assist employers that are required to comply with air quality and congestion management measures, specifically associated to SCAQMD's Rule 2202 ECRP/TRP (Employee Commute Reduction Program/Trip Reduction Plan); as well as self-imposed local ordinances enacted by the City of Santa Monica, West Hollywood, Glendale, Burbank, Pasadena and self-regulated employers, such as LA County.</p>	<p>The Bay Area Commuter Benefits Program is a partnership led by MTC and the BAAQMD, specific to Regulation 14, which is related to Senate Bill 1339 (2012 pilot program) and Senate Bill 1128 (2016 permanent program). Local ordinances have also been adopted by City of San Francisco and City of Berkeley.</p>

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Note	The SCAQMD's Rule 2202 ECRP/TRP is designed to improve air quality through the reduction of SOV travel through a variety of methodologies within the Los Angeles regions, which include our sister counties of OCTA, RCTC and SBCTA. It is this purpose that has helped shape our in-house Regional Rideshare/Shared Mobility employer assistance program, as well as influencing the design of local ordinances. Metro's focus is a <i>supportive function</i> for the employers in meeting regulatory compliance, as opposed to oversight and compliance management, which is held by SCAQMD. Of note, Metro is seeing a steady increase in program participation from non-regulated employers in highly congested corridors.	This is a cooperative relationship between the Bay Air Quality Management District and MTC and is focused on compliance driven initiatives. While the MTC concentrates on employer outreach and assisting with overcoming registration and education barriers, the Bay Area Air Quality Management District is responsible for employer compliance. This program is starting its second year as a permanent program, and is primarily focused on outreach and encouraging compliance. Formal non-compliance actions (including penalties/fines) against employers have not yet been taken, though BAAQMD has that authority under statute.
Compliance Threshold	SCAQMD Rule 2202 - Requires employers with 250 or more full or part-time employees within the South Coast Air Basin who report to work between the hours of 6 a.m. and 10 a.m.	Regulation 14 (Senate 1128) - Requires employers with 50 or more full time employees within the geographic boundaries of the Bay Area Air Quality Management District to offer one of four commuter benefit compliance options to all covered employees.
Other	Non-regulated employers are encouraged to offer commuter services to their employee base. The general public commuter is also assisted with securing alternatives to SOV commutes and have full access to our services.	Non-regulated employers are also encouraged to offer commuter services to their employee base. MTC offers similar ridesharing/vanpool services.
Regulatory Oversight	None by Metro as Metro is a support function. SCAQMD regulates Rule 2202 compliance. Local ordinance compliance is handled by each employers' corresponding regulatory agency/jurisdiction.	Reg 14 is administered by BAAQMD, including compliance oversight.
Overall Goal	Improve air quality and reduce SOV traffic congestion by promoting and supporting the use of alternative modes of transportation, such as carpooling, transit, vanpooling, biking, walking. Increase overall employer/employee participation.	Improve air quality and reduce SOV traffic congestion by promoting and supporting the use of transit and other alternative commute modes of transportation. Increase overall employer/employee participation.
Cost to Customer	None - Free of Charge through Metro.	None - Free of Charge through partnership.

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Participation Requirement	Employers meeting thresholds are required to participate under the rules associated to their specific ordinances.	The focus is to achieve voluntary compliance; however, all employers that subject to the program are required to participate.
Measuring Tool	AVR (Average Vehicle Ridership) annual survey and report. Target AVR varies by geographic location of employer's physical worksite or Zone 1, 2 or 3. Some cities, such as Santa Monica, have self-imposed higher AVR targets. Employers regulated by the SCAQMD are required to complete a yearly ECRP/TRP, which includes an annual fee imposed by the air district. Routine (unannounced) audits conducted by the SCAQMD in relation to their oversight responsibilities as well as audits conducted under local jurisdiction regulatory compliance.	On-line registration, which requires an annual renewal/update. Retain records on a three-year basis and submit to the Air District upon their request.
Compliance Failure - Fines	Predetermined and specified by and through each employers' corresponding ordinance (Rule 2202 and/or local).	Handled on a case-by-case basis, based on the California Health and Safety Code.

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<p>Compliance Options and/or Program Requirements</p>	<p>Under the ECRP compliance choice:</p> <ul style="list-style-type: none"> * Annual Registration, which requires a ECRP TRP submittal, which includes an AVR survey and report. * Pay annual registration fee. * Designate employer Employee Transportation Coordinator. * Maintain compliance records for auditing purposes * <u>Participate in/offer at least five (5) of the following marketing strategies</u> : TDM Marketing Certification class, direct communication with highest ranking official at agency/business, newsletter specific to TDM information/education for employees, annual rideshare/shared mobility promotional events, new hire orientation commuter benefits presentation, rideshare/shared mobility focus groups, TDM associated website and other. <u>At least five (5) of the following basic/support strategies</u> : Commuter Choice Program {tax-free 132(f)} benefits, flex time, Guaranteed Ride Home Program, personalized commute assistance, preferred parking for carpool/vanpools, ridematching services, transit information center and other. <u>Also, at least five (5) of the following direct strategies</u> : Auto service, bike/walk program, compressed work week, direct financial rewards, discounted/free meals, employee clean vehicle purchases, gift certificates/incentives for participants, off peak rideshare/shared mobility program, parking charge/subsidy, parking cash out, points program, prize drawing, start-up incentives, telecommuting, time off with pay, transit subsidy, vanpool program and other. 	<p>Under the Commuter Benefits Program:</p> <ul style="list-style-type: none"> * Register in Commuter Benefits Program. * Designate employer Commuter Benefits Coordinator. * Notify employees of Commuter Benefits Options. * Update registration on an annual basis. * Maintain records (document compliance). * Respond to information request by the Air District/MTC. * <u>Offer at least one (1) of the following:</u> <ol style="list-style-type: none"> 1.) Allow for 132(f) transit/vanpool pre-tax exemption benefit. 2.) Provide a transit/vanpool subsidy to cover or reduce employee's cost. 3.) Provide low-cost of free shuttle, vanpool or bus service. 4.) Offer an alternate commuter benefit that would be equal to and as effective to one of the 3 options listed above in reducing SOVs and air quality initiatives; such as, supportive functions promoting biking, walking, carpooling, teleworking, compressed work-week, parking cash-out and EV service and support.