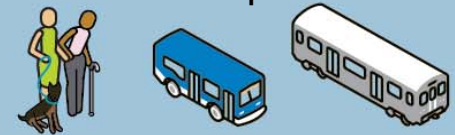


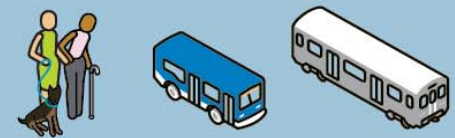
Countywide Commuter Tax Benefit Ordinance

- AB 2548 Grants Metro the Authority to Write and Implement a Commuter Tax Benefit Ordinance
 - Requires employers of 50-249 employees to offer employees the option to use pre-tax dollars to pay for transit and vanpool costs (\$265 per month under Federal Tax Law for 2019)
 - Currently, all employers may optionally offer this benefit
 - Employers must comply within 6 months of Ordinance adoption
 - Employers will have one full year of compliance before enforcement options are implemented
 - Employers complying with a City ordinance will be deemed in compliance



Metro's Obligations Under AB2548

- Any Commuter Tax Benefit Ordinance Metro writes must include:
 - How Metro will inform covered employers about the ordinance
 - How compliance will be demonstrated
 - The procedures for proposing, and the criteria that will be used to evaluate an alternative commuter benefit program
 - Any consequences for noncompliance
- Report to the State by January 2022
 - A description of the program including any compliance issues
 - The number of employers complying that did not previously offer a benefit
 - The number of employees who changed their commute because of the benefit
 - The reductions in vehicle miles traveled (VMT) and Greenhouse Gas Emissions (GHG)



Commuter Tax Benefit Ordinance Outreach Efforts

Pre-ordinance outreach:

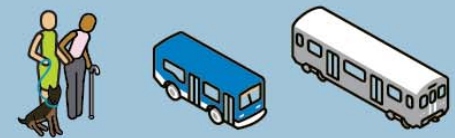
- Staff reached out to Transportation Management Associations, cities and business organizations for comments before drafting the legislation (AB2548).

Solicit Feedback from Area Stakeholders:

- Cities: All 88 cities in the county via focus groups and survey
- Employers: 15,000 employers through Sales Force
- Commuters: 200,000 Downtown commuters via FASTLINK DTLA
- Transportation Management Associations: Focus Group

Presentations:

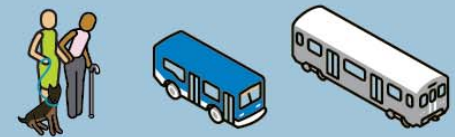
- Association for Commuter Transportation (ACT): A presentation was given at the ACT California Regional Conference in Universal City in May 2019, which had approximately fifty medium and large employers in attendance.



Transportation Options Outreach

This outreach plan is designed to give commuters, employers and local jurisdictions the information and support necessary to encourage commute behavior change.

- Staff developed an outreach program that will include the following:
 - Revise Metro Commute Services webpage with commuter tax benefit information and interest form
 - Outreach to the 1,300 employers in the Metro Shared Mobility and Business Pass Programs
 - Digital marketing surveys (Facebook, etc.)
 - Outreach to third party benefits providers to connect with employers
 - Partnerships with Chambers of Commerce, cities, local transit agencies, COGS, vanpool and mobility providers to help provide outreach and information to employers
 - Metro marketing campaign targeted to employers
 - Metro marketing campaign targeted to employees



Timeline for Ordinance Implementation

- June – December 2019
 - Extensive pre-ordinance outreach to employers and employees
 - Beta testing of website
- First Half of 2020
 - Ordinance passed by the Metro Board (target date January 2020)
 - Continue outreach
 - Ordinance goes into effect (target date June 2020)
 - Employers will be notified to comply
 - Continue outreach
 - Violation penalties will not be issued for the first year
- Year 2021
 - In Year Two violation penalties will begin to be issued
 - Metro will evaluate effectiveness of ordinance
 - Prepare data from Year One for report back to the State
- December 2021
 - Report back to the State as required in AB2548

