



Tips for Better Employee Commute Reduction Programs!

June 2004

How to start?

What makes a successful Employee Commute Reduction Program (ECRP)? How do you develop that "perfect" program that will be approved by the AQMD? The following tips will help lay the foundation for a successful program.

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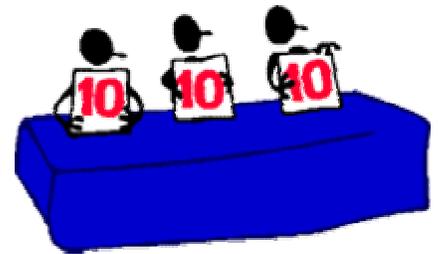
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1. Management Support and Commitment

Let's start at the top! It is very important for the employer to accept the overall goals of implementing an employee commute reduction program. The obvious benefits to the employer would be compliance with AQMD's Rule 2202; decreased traffic congestion; improved air quality; and studies show employees tend to arrive on time and refreshed when ridesharing.



It is critical that management support the efforts being made to implement the program at the worksite. Necessary elements include personal support; resources and funding necessary to implement the program, as well as personal participation in the program!

2. Employee Transportation Coordinator (ETC)

No, that doesn't mean etceteras! It's your new job title! Part of Management Support calls for designation of an ETC who can allocate the time necessary to develop, implement and monitor the program. This individual should have excellent people skills, as well as the ability to handle several responsibilities simultaneously.



The ETCs must attend an initial training course certified by the AQMD to educate them on the air quality benefits of implementing an employee commute reduction program, as well as detailed steps in putting together an approvable program.

3. Get Organized

Once the ETC has received the necessary training, the program can begin! Excited and anxious to start - but where? The first step is to review any previous program submittals. Determine what program the worksite has implemented in the past. Find out when your program is due next. Review the last approved



program and determine if it has been implemented as written. Determine if there is a need for revisions, deletions, or additions. The Transportation Plan Reviewer at AQMD can be very helpful during this step. Call the Transportation Plan Reviewer assigned to your area, and introduce yourself!

ETC Training Schedule

The certification class to become an ETC (that's you) is conducted on a monthly basis by the AQMD staff. This training will certify individuals to develop and implement Rule 2202 Employee Commute Reduction Programs.

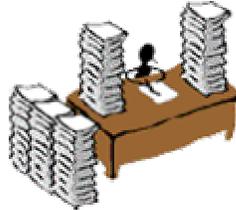
To find out about the next scheduled class and to register call (909) 396-3271.

Rule 2202 Information Session

In addition to the ETC certification training, AQMD conducts information sessions on Rule 2202. Your attendance to these sessions is voluntary, and no registration is needed.

4. Conduct the Annual Employee Commute Survey

And you were thinking this program is easy! Actually it is if you have been following all the steps. A survey is required to be taken at the worksite each year to determine the employees' commute pattern. AQMD provides the approved survey instrument to be used. The employer may wish to engage the services of an outside consultant, Transportation Management Association, or the Regional Ridesharing Agency, all of which have acceptable survey methods.

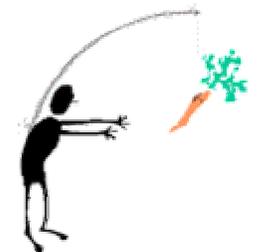


It is important to strive for a 90% or better response rate to the survey. Attaining a higher return usually produces a higher *Average Vehicle Ridership (AVR)*. Drum roll please....Now Calculate The AVR.

5. Develop Program to Increase AVR

Each worksite has a specific AVR target to achieve. Once the ETC has determined what the current AVR is, from processing the surveys, then it is easy to begin designing strategies that are likely to achieve the desired AVR target.

- Begin by identifying the existing resources at each location. Many employers already have a product or service that could be combined with or linked to the rideshare program as an incentive in participating.
- Identify worksite characteristics and the local demographics involved which will enable/disable the use of alternative transportation modes.
- Develop adequate incentives/strategies that are relative to the employee base and the gap in the AVR target.
- Involve the employees; solicit their input regarding the proposed incentives.



6. Communicate the Message!

It will be fun to develop a slogan or marketing campaign relevant to your type of business or product. Begin by marketing the program to the employees and co-workers. Establish an employee committee or network. And of course, always go back to the top and keep management informed and involved in the program.



Congratulations!

On gaining the *support* you need for a successful program!

Who's Who At AQMD?

Barry Wallerstein,
Executive Officer

Elaine Chang,
Deputy Executive Officer,
Planning, Rule Development, and Area
Sources

Carol Gomez,
Manager, Transportation Programs
(909) 396-3264

Antonio Thomas,
Senior Transportation Specialist
(909) 396-3285

Roosevelt Brown,
Transportation Plan Reviewer
(909) 396-3316

Marie Ellingson,
Transportation Plan Reviewer
(909) 396-3297

Frequently Asked Questions

Do I have to achieve my AVR Target?

The program that is submitted to AQMD is expected to achieve the AVR target. However, the employer is not penalized if the goal is not achieved.

Are financial incentives required in an Employee Commute Reduction Program?

No. All incentives should be designed to be specific to the worksite, and the AVR goal to be achieved, whatever that takes.

Do the forms have to be typed?

Not if you don't want to! Pen is acceptable. All we ask is that it is legible.

How do I know the results?

The AQMD will notify the CEO in writing of program approval or disapproval. The AQMD has 90 days from receipt of the program to make the determination. If you have not been notified by AQMD during that time period, the program is automatically deemed approved.

What happens if I don't file a program?

You could be subject to a Notice of Violation.

ETC Jargon

The acronyms we love to use!

- **AQMD** = Air Quality Management District
- **AFV** = Alternative Fueled Vehicle
- **AVR** = Average Vehicle Ridership
- **CARB** = California Air Resources Board
- **CWW** = Compressed Work Week
- **ECRP** = Employee Commute Reduction Program
- **EPA** = Environmental Protection Agency
- **ETC** = Employee Transportation Coordinator
- **HOV** = High Occupancy Vehicle
- **SOV** = Single Occupant Vehicle
- **TMA/TMO** = Transportation Management Association/Organization
- **TDM** = Transportation Demand Management

AQMD
21865 Copley Dr.
Diamond Bar, CA 91765
<http://www.aqmd.gov>
(909) 396-3271

