

# **BARC Executive Director Report**

**BAAQMD Executive Committee**  
**December 14, 2015**

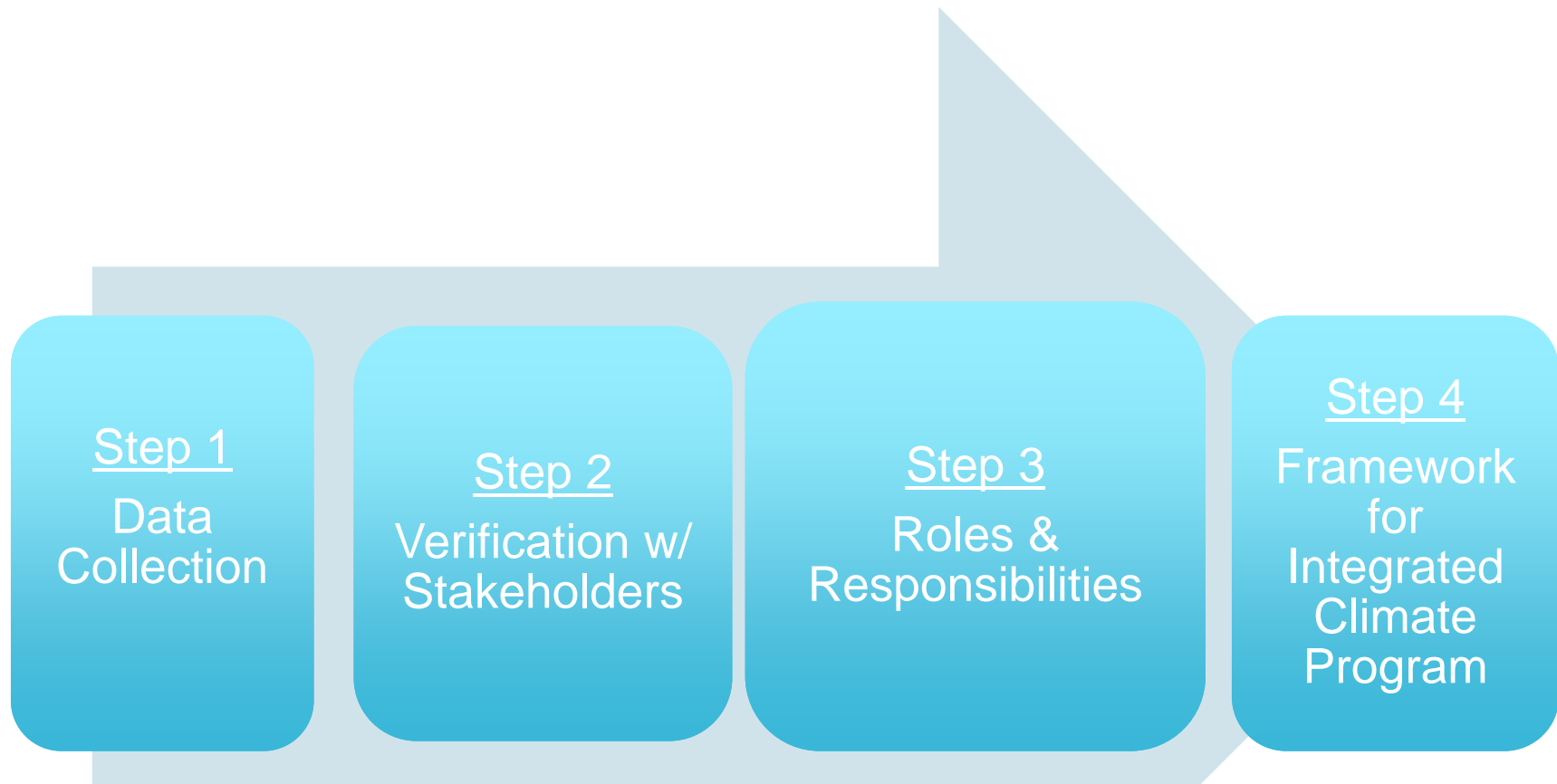


Bay Area  
**Regional  
Collaborative**

# Update:

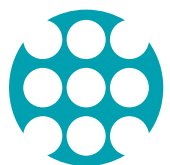
1. **BARC Program Assistant**
2. **Climate Technical Assistance**
3. **BARC Conference Presentations**

# Climate Technical Assistance



# Data Collection

- Current activities of BARC member agencies
- Where does regional, county & city intersect in these efforts?
- What does current research and the facts on the ground tell us - Gaps, Opportunities, etc?
- Where is State policy guiding us?



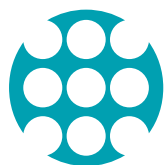
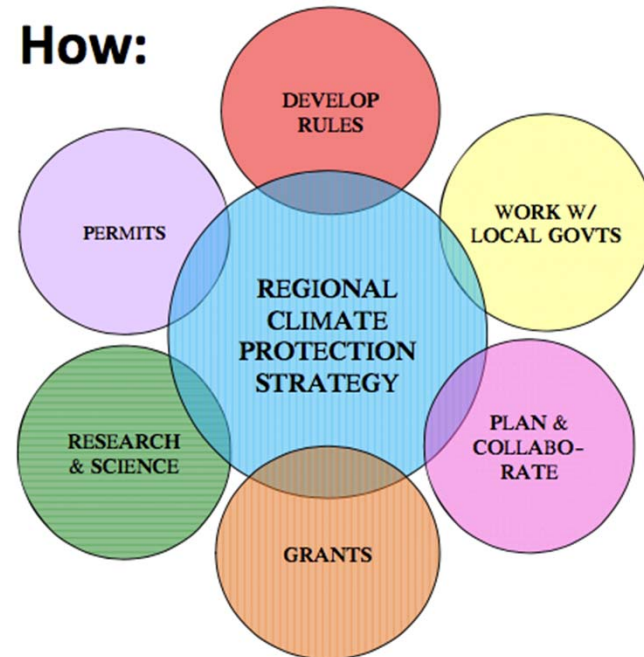
# Strong Foundation

## We Have Much to Build & Learn From

- Local Best Practices
- BAAQMD Gap Analysis, Consumption-Based Inventory
- ABAG/BCDC Hazard Mitigation
- BCDC Adapting to Rising Tides
- MTC Climate Initiatives Program



**How:**



Bay Area  
**Regional  
Collaborative**

# Stakeholder Group

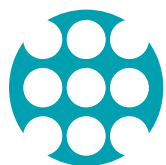
- Review and vet data
- Identify best practices
- Discuss challenges, barriers, opportunities at the local level
- Key functions at city, county, regional scales to advance & accelerate action



# Roles & Responsibilities

## Based on what we know:

- Who is best suited to do what?
- Do current priorities match need?
- Updated or new approaches?



# Integrated Program

- Develop proactive program across agencies that:
  - addresses regional gaps in performance
  - partners to support local needs and help overcome capacity barriers
  - Brings best practices to scale across region
  - Makes access to data, research, tools, resources easy and straightforward

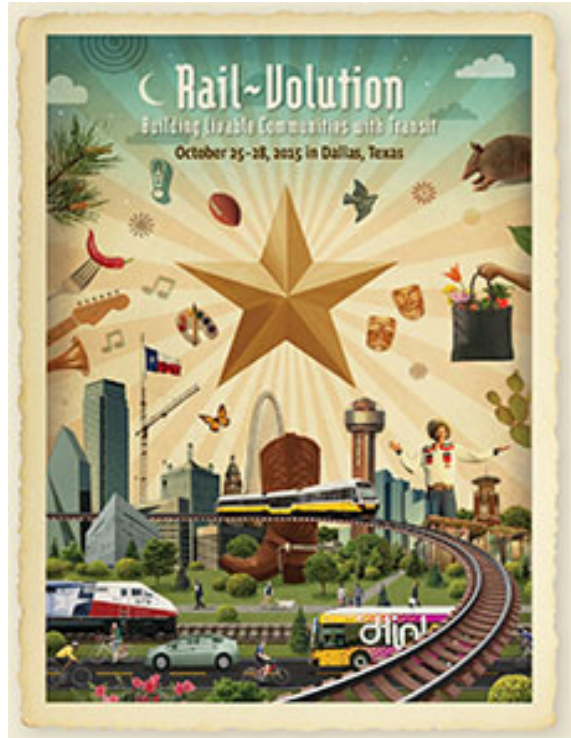




# Climate Technical Assistance Timeline



# BARC Representation



**2015 Rising Seas Summit**  
Transforming Decision Making, Developing  
Adaptive Infrastructure & Advancing Solutions  
November 3-5, 2015 • Boston Sheraton Hotel • Boston, MA  
[#RisingSeasSummit](#)



**Next BARC Meeting:**  
**February 19, 2016**

**THANK YOU!**



Bay Area  
**Regional  
Collaborative**

Agenda 6



*Bay Area*

## Commuter Benefits Program Evaluation

**Executive Committee – December 14, 2015**

David Burch, Principal Environmental Planner

# Background & Purpose

---

- Senate Bill 1339 authorized the Air District & MTC to jointly implement pilot program through end of CY 2016
- Modeled on local ordinances in San Francisco, Berkeley, Richmond
- Regulation 14, Rule 1 serves as foundation for Program
- Adopted by Air District Board & ratified by MTC Commission in March 2014
- Program objectives:
  - *Reduce emissions of air pollutants & greenhouse gases*
  - *Reduce traffic congestion*
  - *Expand # of employers who make commuter benefits available*

# Program Overview

---

Applies to employers with 50+ full-time employees at all Bay Area worksites combined

Key requirements:

- Select one of the four commuter benefit options
- Designate a commuter benefits coordinator
- Register online: [www.commuterbenefits.511.org](http://www.commuterbenefits.511.org)
- Notify employees

Rule does not impose any performance targets or standards



# Four Commuter Benefit Options

---

- **Option 1:** Pre-tax payroll deduction for transit or vanpool
  - *Up to maximum allowed by IRS (currently \$130 per month)*
  - *Employer can save \$ on payroll taxes*
  - *Employees save \$ on transit/vanpool fares*
- **Option 2:** Employer-provided subsidy for transit or vanpool
  - *Maximum subsidy required is capped at \$75 per month*
- **Option 3:** Employer-provided transportation
  - *Bus, shuttle, vanpool*
- **Option 4:** Alternative commuter benefit
  - *Employer can select from pre-approved menu, or submit its own proposal*

# Compliance Assistance

---

- Program webpage: [commuterbenefits.511.org](https://commuterbenefits.511.org)
- Employer assistance materials
  - *Employer Guide, Option 4 Guide, FAQs*
- Webinars & web-based tutorials
- Video: Program overview with testimonials from employers
- 511 Regional Rideshare Program staff provide personalized information & assistance
  - help employers select & implement benefits appropriate to worksite setting & employee needs





# Program Evaluation

---

## **SB 1339 requires report to Legislature by July 2016**

- Increase in # of employers offering commuter benefits
- Change in employee commute mode choice
- Reduction in vehicle trips & vehicle miles traveled (VMT)
- Reduction in emissions of greenhouse gases

## **Staff has prepared a draft report based upon:**

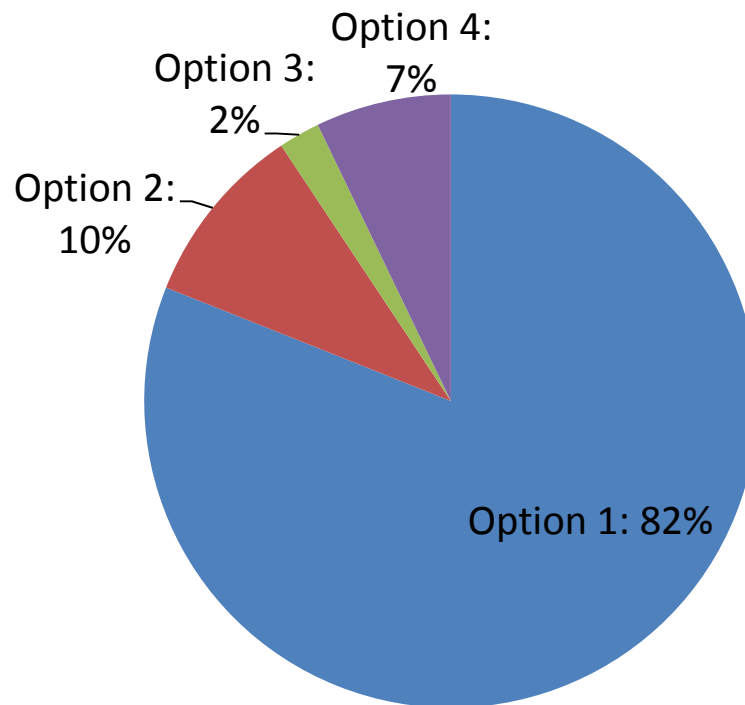
- Employer registration data
- Results of employee survey in March-April 2015

# Employer Response to Program

3,900 employers have registered via 511.org to date

Most employers are choosing Option 1

## Commuter Benefits Offered (All Registered Employers)

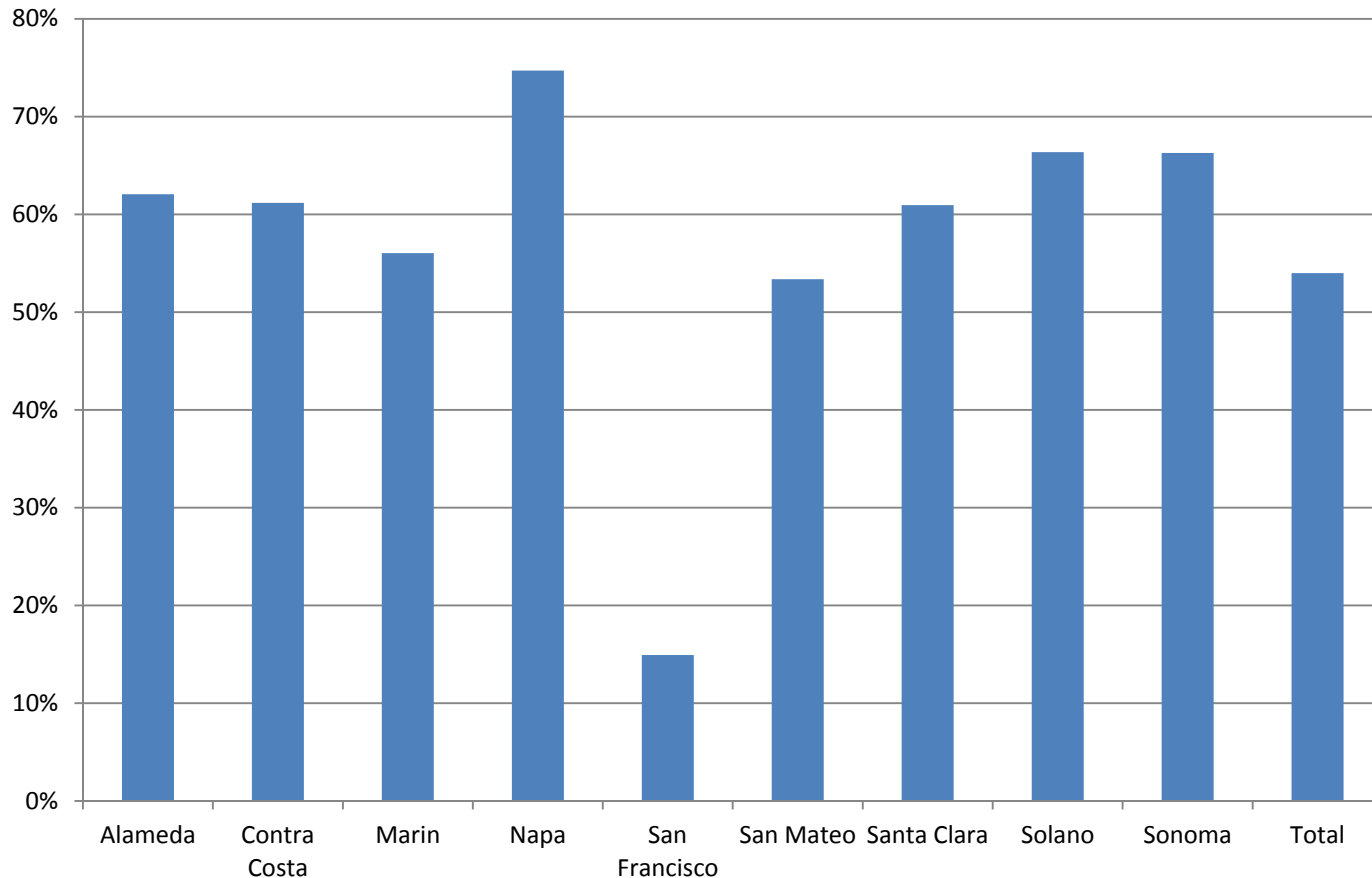


- Option 1: Pre-tax \$\$
- Option 2: Employer subsidy
- Option 3: Employer-provided transportation
- Option 4: Alternative Benefit

# Region-Wide Impact

*Program has been effective in expanding commuter benefits across the region*

**% of Registered Employers  
Offering New Benefit**

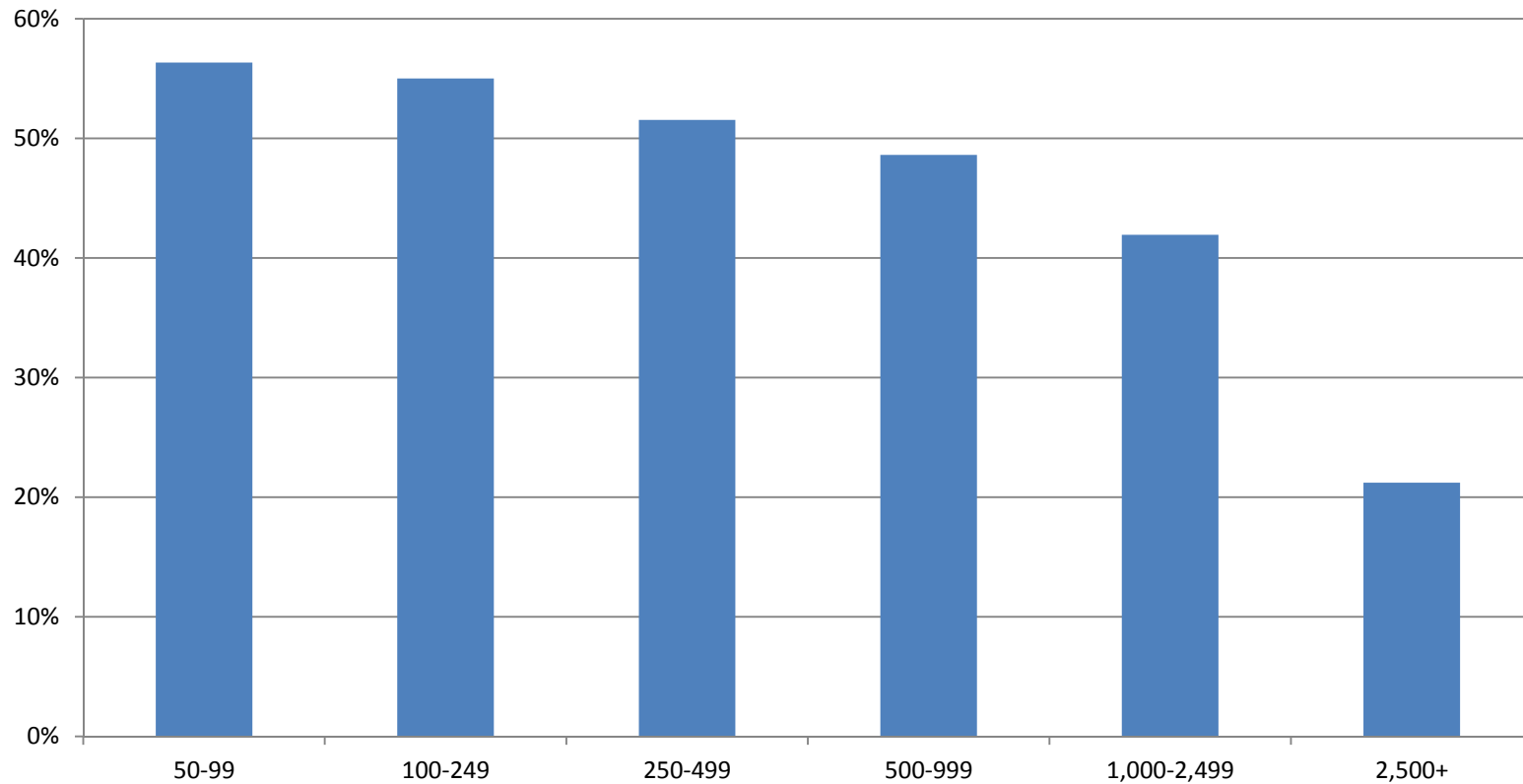




# New Benefits by Employer Size

*Program has increased participation by smaller & mid-sized employers*

**New Benefit by Employer Size (# employees)**



# Employee Response

- ~ 405,000 employees have become eligible to receive new commuter benefits
- 205,000 employees are utilizing commute benefits made available in response to the Program - full or part time
- 44,400 of these employees would not use alternative commute mode without the commuter benefit



# Environmental Outcomes

---

- Program reduces ~ 18,000 motor vehicle trips per day
- Over first 12 months, Program reduced ~ 85 million miles of vehicle travel
- Reduction of ~ 149 tons of CO<sub>2</sub> per day
- Per SB 375, ARB set Bay Area target to reduce per capita GHG emissions from motor vehicles by 7% by year 2020  
- SB 375 target equates to reduction of 5,500 tons per day
- CO<sub>2</sub> reductions from initial phase of Program represent ~ 3% of total emission reduction needed to achieve the SB 375 regional GHG reduction target for 2020

# Overall Impact



- Modest, but significant, reductions in:
  - motor vehicle travel
  - greenhouse gases & other air pollutants
  - traffic congestion
- Tax savings to employers who choose Option 1  
~ \$140 per year per participating employee
- Tax savings to employees of \$450 to \$785 per year  
- aggregate savings of \$73 million to \$128 million per year
- Increases ridership & revenue for transit agencies
- Helps in maintaining transit & vanpool ridership



## Next Steps

---

- Air District & MTC to consider sponsoring legislation to extend Program
- Submit evaluation report to Legislature
- Continue outreach & compliance assistance to employers
- Build on experience gained in pilot phase to enhance Program results if our implementation authority is extended



# Who Needs to Comply?

---

Employers with **50+ full-time** employees in the Bay Area:

- ✓ Private business
- ✓ Public Agency
- ✓ Non-profit organizations

Employee count based on all Bay Area worksites combined:

- ✓ Including branch locations with less than 50 employees

Exemptions:

- ✓ **Seasonal/temporary employees:** employees who work 120 days per year or less are **exempt** from the employee definition
- ✓ **Field employees:** employees who do not report to a permanent worksite are also **exempt** (per 6/12/14 Compliance Advisory)

# Employer Choice by County

Employer Commuter Benefit Option Choice by County					
County	1	2	3	4	Total
Alameda	83%	10%	2%	5%	1,056
Contra Costa	86%	7%	1%	5%	567
Marin	83%	7%	2%	8%	274
Napa	76%	9%	0%	15%	178
Other	87%	10%	1%	3%	467
San Francisco	90%	9%	1%	1%	1,234
San Mateo	84%	9%	4%	3%	685
Santa Clara	81%	11%	2%	7%	1,284
Solano	80%	9%	0%	10%	225
Sonoma	78%	11%	1%	11%	345

## Option 4: Alternative Commuter Benefit

- One of the four options specified in SB 1339
- Provides flexibility for employers
- Good option in areas with limited transit service
- Promote alternative commute modes such as carpooling, bicycling, walking, telework
- Employer can propose an alternative benefit
- Or employer can select from a menu of measures



## Option 4: Menu of Measures

---

- Menu includes a wide range of low-cost, feasible, and effective measures
- Employers can mix & match measures to develop a program appropriate to their needs
- Menu of measures is integrated into online registration form  
- easy to submit a “pre-approved” Option 4 proposal
- Approach provides both flexibility & clarity

## Option 4: Menu of Measures

Option 4A: Choose one primary & two secondary measures

Option 4B: Choose four secondary measures

---

### PRIMARY MEASURES

Carpool Subsidy (\$3/day)

Bicycle Subsidy (\$20/month)

Telework Program

Compressed Work-Week

Parking Cash-Out

Electric Vehicle Implementation

### SECONDARY MEASURES

Employer-specific carpool match service (free)

Guaranteed Ride Home program (free)

Preferred parking for carpools

Secure, on-site bicycle parking

Showers/lockers for bicyclists/walkers

Employer-sponsored Bike Share Program

Employee commuting “awards” program

On-site amenity (cafe, ATM, childcare, etc.)

Provide real-time commuting info

Lunchtime shuttle

# Outreach to Employers

---

- Direct mail to employers in April, July, September and November 2014
- Email reminder to employers who had not yet registered in March 2015
- Mailing to new employers w 50+ employees in October 2015
- Outreach & engagement with employer groups & stakeholders:
  - *Employer orgs (business groups & local Chambers of Commerce)*
  - *Transit and local government agencies*
  - *Local transportation demand management programs*
  - *Human resources groups & companies that administer employee benefits*
- Program promotion by transit agencies: e.g. BART platform signage
- Social media: infographics, etc.
- Public service announcement
- Cross-marketing via *Spare the Air*, community outreach events, etc.

# Bay Area Air Quality Management District

## Bay Area Climate Action Leadership Summit

Executive Committee Meeting  
December 14, 2015

**Lisa Fasano**  
Communications



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# Background



- 2006 Climate Protection Summit
- \$3 Million climate grant fund
- Local actions were born
  - Marin County Community Choice Aggregation
  - Berkeley PACE

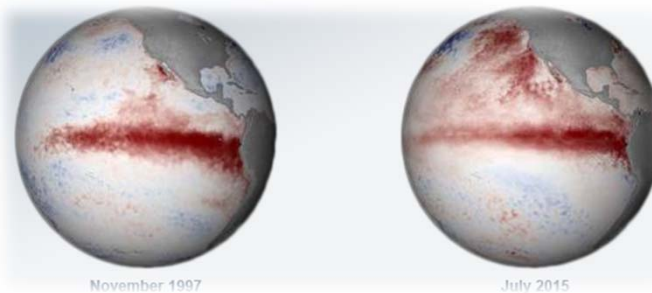




# 60<sup>th</sup> Anniversary Year



- Wildfires to El Niño
- COP21 Paris
- Time is right for a renewed climate conversation





# 2016 Summit



- Present to Board an outline for proposed 2016 Climate Action Leadership Summit
- Suggest speakers/venue/cost during first quarter 2016





BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

AGENDA: 8

# Planning Healthy Places

Jackie Winkel  
Principal Environmental Planner

Executive Committee  
December 14, 2015

# Background

- Air pollution levels continue to decrease in the Bay Area
- Disproportionately impacted areas persist, higher levels of fine particulate matter (PM) & toxic air contaminants (TACs)
- Vital to reduce exposure and to support infill development
- Protect sensitive populations from potential health risks



# Planning Healthy Places

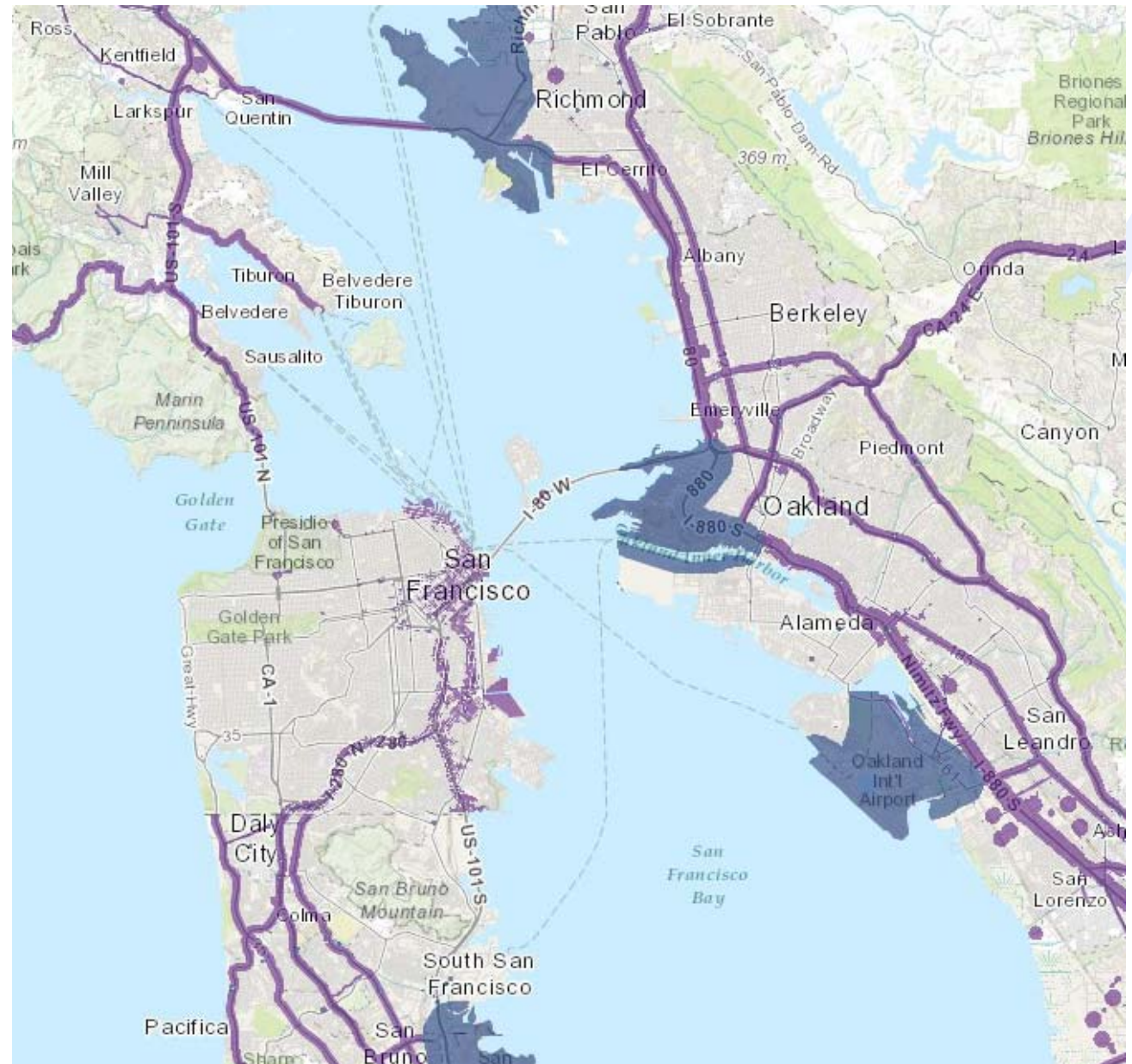
- Draft guidance document for local governments
- Encourage local governments to address and minimize potential local air pollution early in the planning process
- Provide tools and information, including:
  - Detailed maps of local sources of air pollution;
  - Feasible and effective “best practices” to minimize exposure; and
  - Strategies to reduce emissions
  - Examples of local governments addressing air quality
- Promote infill development while protecting public health





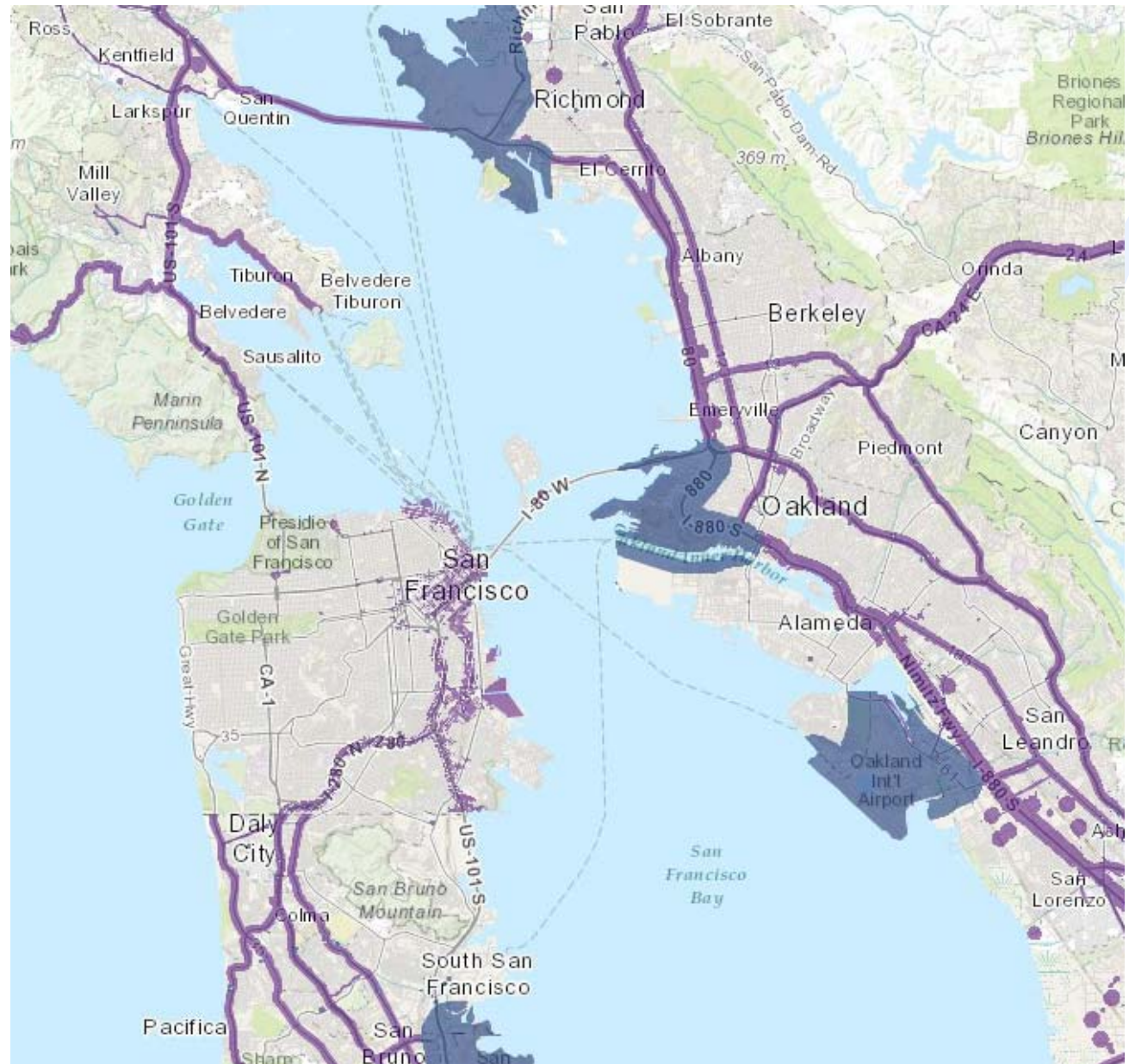
# Maps

- Cumulative analysis of all sources of mobile + stationary air pollution
- Show areas with elevated levels of TACs and/or fine PM
- Interactive, web-based
- Incorporates SF Article 38 maps



# Maps

- Purple areas:  
Implement best practices to reduce exposure
- Blue areas:  
Conduct air quality modeling to assess air pollutant levels and identify measures to reduce potential health risks



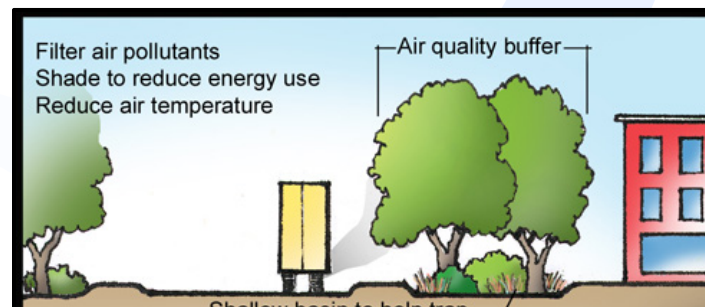


# Best Practices to Reduce Exposure

- Feasible, relatively low cost, and effective at reducing exposure to air pollution, thereby minimizing potential adverse health effects

- Best Practices:

- Air filtration
- Dense tree plantings
- Alternative truck routes
- Building & site design
- Project phasing
- Health protective distances, as feasible



# Best Practices to Reduce Emissions

- Recommended policies or ordinances for local government to implement to reduce emissions of toxic air contaminants and/or PM2.5



- Best Practices:

- Retrofit generator;
- Electrify loading docks;
- Transportation demand management strategies
- Traffic management strategies
- Promote EV plug-in stations
- Limit idling times;



# Feedback & Next Steps

- Concept reflects feedback from local planning directors and regional agency partners:
  - Simple & predictable
  - “Best Practices” approach
  - Regionally consistent
- Next Steps:
  - Targeted External Stakeholder Engagement
  - Bay Area Regional Collaborative Meeting
  - General Public Engagement
- Completion: Spring 2016

