

# COUNTY OF LOS ANGELES

*EMPLOYEE COMMUTE REDUCTION PROGRAM  
(Rideshare Program)*

## *Employee Transportation Coordinator's Manual*

*May 2018*



[www.rideshare.lacounty.gov](http://www.rideshare.lacounty.gov)





**This program manual was created by:**

**Los Angeles County Department of Human Resources  
Workplace and Community Programs**

**Updated May 2018**

**If you need additional information, please contact our office:**

**Eddie Washington**  
**County Transportation Program Manager**  
[ewashington@hr.lacounty.gov](mailto:ewashington@hr.lacounty.gov)  
**(213) 974-1347**

**Kelly G. Ty**  
**Countywide Employee Transportation Coordinator**  
[ktty@hr.lacounty.gov](mailto:ktty@hr.lacounty.gov)  
**(213) 974-1182**

**Julio Aquino**  
**Personnel Assistant**  
[jaquino@hr.lacounty.gov](mailto:jaquino@hr.lacounty.gov)  
**213-974-2523**

**[WWW.RIDESHARE.LACOUNTY.GOV](http://WWW.RIDESHARE.LACOUNTY.GOV)**



# Table of Contents

## SECTION 1: PROGRAM OVERVIEW

- Mission Statement.....5
- Vision Statement .....5
- Goals and Benefits.....5
- Role of Department of Human Resources and Countywide  
Employee Transportation Coordinator (CETC) .....6
- Role of County Departments .....6
- Role of Employee Transportation Coordinator (ETC).....6

## SECTION 2: PROGRAM AUTHORITY

- County Code Chapter 5.90 Trip Reduction Policy .....7
- SCAQMD Rule 2202 (Employer Requirements) .....7

## SECTION 3: PROGRAM STRATEGIES

- ECRP - Rideshare Strategies
  - Marketing .....8
  - Basic/Support .....9
  - Direct .....9

## SECTION 4: PROGRAM PROCEDURES

- ETC Training .....13
- Annual Timeline .....14
- Annual AVR Survey and Reports .....15
- Rideshare Program Documentation Requirements.....16
- SCAQMD Rule 2202 Annual Report .....17
- SCAQMD Rule 2202 Filing Fees .....17
- SCAQMD Rule 2202 Records Maintenance .....17
- SCAQMD Rule 2202 Worksite Audit .....19

## SECTION 5: EMPLOYEE RIDESHARE SERVICES

- Guaranteed Ride Home .....20
- Ridematching Services.....20
- Annual Ride Guide .....21
- Metro Rewards.....21
- Enterprise Vanpool Referral Services .....21
- DHR Workplace and Community Programs Rideshare Web Page ..21

## **SECTION 6: MARKETING AND PROMOTION**

• Calendar of Events.....	22
• County Digest.....	23
• Departmental Newsletter and Intranet.....	23
• Rideshare Brochures.....	23
• Rideshare Fairs.....	23
• Rideshare Events and Special Offers .....	23
• L.A. County Rideshare ETC Network Directory.....	23
• Communication Strategies	
-- Intranet Websites .....	24
-- Rideshare Brochure .....	24
-- Bulletin Boards .....	24
-- Newsletters .....	24
-- Electronic Communication .....	24

## **SECTION 7: INFORMATION RESOURCES**

• DHR Workplace and Community Programs Rideshare Web Page ..	25
• South Coast Air Quality Management District .....	25
• Transportation Agencies .....	25

## **SECTION 8: POLICIES, REPORTS & SAMPLE FORMS**

• Attachment I	
○ County Code Chapter 5.90 Trip Reduction .....	26
• Attachment II	
○ Sample DHR Memo to Department Heads .....	32
• Attachment III	
○ Employee Transportation Coordinator FAQs .....	36
• Attachment IV	
○ AVR Survey .....	42
• Attachment V	
○ ECRP Plan Site Audit Form .....	44
• Attachment VI	
○ Guaranteed Ride Home Policies and Procedures .....	46
• Attachment VII	
○ Metro Rewards .....	55
• Attachment VIII	
○ Sample Memo Regarding Change in ETC.....	57
• Attachment IX	
○ SCAQMD Rule 2202.....	59
• Attachment X	
○ SCAQMD Rule 2202 Implementation Guidelines .....	59
• Attachment XI	
○ Employee Commute Reduction Program Guidelines.....	59
• Attachment XII	
○ County of Los Angeles ETC Directory .....	59

# Los Angeles County Rideshare Program Manual

---



## **SECTION 1: PROGRAM OVERVIEW**

### ***Program Mission Statement***

Consistent with the Federal Clean Air Act, the mission of the County's Employee Commute Reduction Program (ECRP), also known as Rideshare, is to promote County employee participation in trip reduction and rideshare programs. The ECRP Program is intended to reduce traffic congestion and air emissions from vehicles used for commuting between home and the worksite and to increase the Average Vehicle Ridership (AVR) at County worksites regulated by the South Coast Air Quality Management District (SCAQMD). The goal is to educate and encourage employees to participate in alternative commute modes in order to reduce the number of "drive alone" trips to the worksite. This is accomplished through marketing, educating and providing incentives to employees to increase interest in using alternative modes of transportation when commuting to and from work. Employee Transportation Coordinators (ETCs) are essential to program success. ETCs market Rideshare options to employees by promoting the benefits of Ridesharing, such as saving money, time and protecting the environment.

### ***Program Vision Statement***

By 2020, the Los Angeles County Rideshare Program would like to have fifty percent of its SCAQMD regulated work sites over the AVR target and become the local model in which other organizations base their Rideshare programs and adopt the County's method in surveying the employees, developing new strategies to further increase alternative modes of commuting to work and increasing AVRs at regulated sites.

### ***Program Goals and Benefits***

The goals of the County's Rideshare Program are to:

1. Reduce traffic congestion and mobile emissions
2. Achieve the AVR target at all County regulated sites
3. Comply with County Ordinance Chapter 5.90 Vehicle Trip Reduction Requirements
4. Adhere to the SCAQMD Rule 2202 Guidelines (See Section 2)

By promoting and marketing the various Rideshare services, County management and the communities benefit from increased employee productivity, better air quality and improved AVRs. Employees can personally benefit by saving time and money, and reducing commuting stress from traffic. The community benefits from the County's efforts by reducing mobile emissions from the reduction of cars on the road in Los Angeles County. By implementing the ECRP at County regulated sites, we contribute to the overall quality of clean air.

## ***Role of Department of Human Resources (DHR) and Countywide Employee Transportation Coordinator (CETC)***

- Management of the County ECRP Program
- Implement countywide air quality rideshare policies and goals
- Liaison between County and SCAQMD
- Monitor the implementation of Rule 2202 ECRP Plans
- Ensure regulated sites comply with Rule 2202
- Implement and direct countywide AVR surveys
- Conduct annual ETC training workshops
- Support the marketing efforts of ETCs at regulated sites
- Track County AVR results
- Facilitate networking among ETCs
- Conduct internal inspections of regulated sites to ensure they comply with ECRP Plan and SCAQMD's Rule 2202

## ***Role of County Departments***

- Maintain compliance with Rule 2202
- Ensure the best qualified employees become ETCs
- Encourage employees to Rideshare
- Implement ECRP Plans at regulated sites
- Ensure accurate employee counts for the AVR survey
- Ensure AVR surveys are done in accordance with Rule 2202 guidelines
- Provide funding and administrative support to ETCs for ECRP implementation

## ***Role of Employee Transportation Coordinator (ETC)***

- Maintain compliance with Rule 2202
- Promote, educate and motivate employees to Rideshare
- Prepare and implement Rule 2202 ECRP Plan (Regulated Sites only)
- Promote rideshare strategies to work site employees
- Promote the Guaranteed Ride Home Program to employees
- Conduct the site AVR survey process
- Ensure accurate employee counts prior to the AVR survey
- Achieve AVR target
- Continue educating staff on the benefits of ridesharing
- Implement and document all ECRP strategies before the deadline
- Maintain ECRP Binders for three years
- Attend all ETC trainings conducted by DHR and Metro
- Maintain Master Rideshare Calendar
- Keep DHR informed of any compliance issues or changes of ETCs

## SECTION 2: PROGRAM AUTHORITY

### *County Code Chapter 5.90 Vehicle Trip Reduction--Ridesharing*

County Code Chapter 5.90 requires department heads which supervise County employees at any County worksite of one hundred or more employees to promote County employee participation in trip reduction and ridesharing programs. The goal of this ordinance is to reduce traffic congestion and air emissions from vehicles used for commuting to and from the worksite.

Definitions and more details are provided in the County Personnel Administration Handbook – Title V – Personnel, Chapter 5.90. (See Attachment I)

Each site administrator must review annually the ECRP Plan which must consist of AVR data and ECRP Program incentives. DHR may periodically perform ECRP Plan implementation audits to ensure compliance with the SCAQMD Rule 2202.

### *South Coast Air Quality Management District Rule 2202*

SCAQMD Rule 2202 provides employers with a menu of options designed to meet ambient air quality standards mandated by the Federal Clean Air Act. As an emission control strategy, it is intended to reduce vehicle miles traveled and increase the average vehicle ridership (AVR) of work related trips.

Guidelines for the ECRP and Rule 2202 are consistent with the California Health and Safety Code Section 40717 which establishes compliance requirements for California transportation performance standards.

Rule 2202 establishes annual air quality plan standards for employers which target the reduction of emissions related to employee home to work commutes and promote rideshare strategies which meet AVR goals for regulated worksites with over 250 employees.

Rule 2202 guidelines are provided by the SCAQMD, in addition to training and consulting services. Rule 2202 is a legal mandate and all worksites in the County with 250 or more employees are required to comply with all provisions of the regulation. **Failure to comply with SCAQMD Rule 2202 can lead to substantial fines and penalties which are paid by the affected department cited for non-compliance.**

## **SECTION 3: PROGRAM STRATEGIES**

### ***Rideshare Strategies***

The County's Rideshare Program consists of three main categories of strategies that help reduce employee vehicle trips from home to work:

- Marketing Strategies
- Basic and Support Strategies
- Direct Strategies

At a minimum, five strategies per category must be implemented in order to receive ECRP Plan approval from the SCAQMD. This is also known as "5, 5 and 5". Regulated sites with low or declining AVR's may be required to implement more than five strategies in each category. Worksites that have a decline in the AVR are required to add additional strategies to the Plan to obtain SCAQMD approval.

### ***Marketing Strategies***

These strategies are intended to market the Rideshare Program to employees:

- Attendance at a Marketing Class, at least Annually
- Direct Communication by DHR, at least Annually
- Employer Newsletter, Flyer/Announcements/Memo/Letter to Employees distributed at least Quarterly
- Employer Rideshare Events, at least Annually
- New Hire Orientation, as needed
- Rideshare Bulletin Boards/Commuter Information Kiosks/Display Racks
- Rideshare Meetings/ Focus Group(s), at least Semi-Annually
- Rideshare Website with notices to employees at least Quarterly
- Other Marketing Strategies (Vanpool Marketing Campaign)

The strategies above prepare the ETC to educate employees about the Rideshare Program at their worksite. Additional strategies can also be developed that may be specific to the worksite. For example, an ETC can decide to post Rideshare materials at the worksite cafeteria twice a month to raise employee's awareness of Rideshare options. More in depth explanation of the marketing strategies can be found in the Employee Commute Reduction Program Guidelines (Attachment XI)

### **Marketing Class**

A marketing class can be taken in order to satisfy the "Marketing – Attendance at a Marketing Class" strategy. It is the only ECRP strategy that must be completed before approval of the submitted plan is given for the following year. All ETCs at regulated sites are required to attend the Marketing Class annually.



## ***Basic and Support Strategies***

These strategies are marketed and implemented by the ETC at the worksite. The ETC can use these strategies to incentivize the employee's transition from solo driver to Ridesharer. It is important for the ETC to document all Rideshare services provided to employees at the worksite in the Personalized Commute Assistance or Ridematch Log. The Basic and Support Strategies include:

- Commuter Choice Program
- Preferential Parking for Ridesharers
- Flex Time Schedules
- Rideshare Matching Services
- Guaranteed Return Trip
- Transit Information Center
- Personalized Commute Assistance
- Other Basic strategies. This strategy may include amenities like ATMs on site, a daycare center for employees, or Electric Vehicle Supply Equipment (EVSE).

## ***Direct Strategies***

The Direct Strategies are the incentives given to employees to Rideshare. It is important for the ETC to document all Rideshare services provided to employees at the worksite. These Direct Strategies include:

- Auto Services
- Parking Cash Out/Parking Management Strategies (Voluntary)
- Bicycle Program
- Points Program
- Compressed Work Week
- Prize Drawings
- Direct Financial Awards
- Start-up Incentives
- Discounted or Free Meals
- Telecommuting
- Employee Clean Vehicle Purchases
- Time Off with Pay
- Gift Certificates
- Transit Subsidy
- Off Peak Rideshare Program
- Vanpool Program
- Parking Charge/Subsidy
- Other Direct Strategies. This may include a Rideshare Luncheon, Metro Rewards, SANBAG or other incentives not described in any of the other Direct Strategies.

Each of the Direct Strategies can be implemented by the worksite ETC. However, the worksite or department is responsible for funding any events or incentives identified in the plan. The key to success is to select and implement Direct Strategies that are attainable and can be implemented.

Some of the Direct Strategies are defined below for ease of implementation. All other Direct Strategies can be found in the Rule 2202 – On-road Motor Vehicle Mitigation Options Employee Commute Reduction Program Guidelines (Attachment XI). The Carpool Direct Strategy was removed with the release of the 2013 ECRP plan template.

- **Vanpooling** - A vehicle occupied by seven to 12 people traveling together between their residences and their worksites or destinations for the majority (over 50 percent) of the total trip.

### **Definition of Carpoolers/Vanpoolers**

Employees (can be with various employers), as well as non-employed passengers (i.e., students, children, etc.), are included within this definition as long as they are in the vehicle for the majority (over 50 percent) of the total trip distance. The Vanpool definition is as stated in the previous section above.

- **Carpooling** – A vehicle occupied by two to six people traveling together between their residences and worksites or destinations for the majority (over 50 percent) of the total trip distance.

**Example:** An employee travels 60 miles to worksite but at 35 miles the employee drops their child off at day care. Since 35 miles is over 50 percent of the total trip distance, this is a carpool.

### **Public Transit**

This includes Metro Rail, Metrolink and buses as an alternative to driving alone to work by car.

### ***Rideshare Partnerships***

- **Regional Rideshare Cluster Groups** – A “Cluster” is a regional group of County departmental facilities within a five mile distance who can collaborate on rideshare strategies. Cluster groups can increase the availability of carpool and vanpool opportunities for employees. Worksite ETCs are encouraged to combine rideshare efforts with other County worksite ETCs.
- **City/County Partnerships** – ETCs should explore possible rideshare partnerships with City agencies targeting County employees living or working within City boundaries. Vanpool and carpool opportunities can be greatly increased by widening the Ridematch search.
- **Public/Private Partnerships** – Along with government partners, ETCs can seek out possible large private companies in the area that also might be interested in combining efforts.

## ***Guaranteed Ride Home***

In an effort to encourage more Ridesharers and ease concerns of being stranded due to work duties or other emergencies, the County has implemented a Guaranteed Ride Home Program. For emergencies only, the Guaranteed Ride Home Program ensures that Ridesharers have a guaranteed trip home from work. Pay special attention to the documentation requirements below and in the policy.

ETCs should market the Guaranteed Ride Home Program to employees at the worksite so they are aware of the available options to get home from work in case of an emergency. See Section 5 Employee Rideshare Services and Attachment VI Guaranteed Ride Home Policy.

Documentation requirements:

1. Document that you have eliminated all other commute modes before issuing a voucher for a taxi or authorizing a short term rental or County vehicle
2. Employee must first fill out and sign the Waiver of Liability and return it to the ETC before a voucher is issued (please write down the voucher number)
3. The voucher must be filled out with the following:
  - a. Employee's name (passenger name)
  - b. Date of issuance to the Employee (date of Guaranteed Ride Home)
  - c. Authorization signature (signature of ETC or Employee supervisor)
4. The Activity report must be completed with the voucher number
5. Confirmation report is due to ETC immediately upon the return of the employee to the worksite. If the employee will be on a leave of absence, please document as such.
6. Send the Activity report, Confirmation report, waiver of liability and e-mails or other documentation to the CETC.

## ***Telework***

Telework, defined as working at a location other than the conventional office, is an integral part of the County's overall compliance with SCAQMD Rule 2202. Telework is a management option program which is voluntary for both the supervisor and the employee. Telework employees must comply with all County Telework Policies, Standards and Procedures related to a safe and secure work environment and accessibility during "core" working hours.

Employee salaries and benefits will not be changed as a result of participation in the County Telework Program.

Employees must sign a Telework Agreement stating the employer and employee responsibilities. Because Telework is voluntary for both the supervisor and employee, the Telework Agreement can be cancelled at any time by the Teleworker or the employee's supervisor (Telemanager).

The provision of Telework equipment, such as a computer, calling card, cell phone, or pager is available only if approved by the department in advance of the Telework assignment.

ETC's at regulated sites must coordinate with the Department Telework Coordinator to obtain records on Teleworkers at the worksite, including the number of Teleworkers, how often they Telework per week, training status of Teleworkers and Telemanagers, and the type of assignments completed by Teleworkers.

## **Telework Training**

Telework training is offered through the Learning Net. All County teleworkers must be certified at a Telework Training prior to program participation. For training materials and more information on the Telework program please go to [www.rideshare.lacounty.gov/telework](http://www.rideshare.lacounty.gov/telework), or contact your Departmental Telework Coordinator.

## **Telework Policy**

The Telework Policy, updated in 2017, can be accessed at:  
<http://countypolicy.co.la.ca.us/BOSPolicyFrame.htm>.

## ***L.A. County Vehicle Purchasing Services Program***

On February 12, 2008 the Board of Supervisors established a Vehicle Purchasing Services Program (VPSP) for alternative fuel vehicles. The Program provides an incentive for County employees, retirees, family members, and contractors/sub-contractors to purchase “green” vehicles to help lessen the environmental impact when commuting to and from work. The VPSP does the following:

- Establishes pre-negotiated pricing agreements with dealerships within the County of Los Angeles
- Offers discounted pricing for the purchase or lease of alternative fuel vehicles available to all County employees, retirees, family members, and contractors/sub-contractors
- Offers binding arbitration clauses to resolve disputes between participating dealerships and program participants

## ***Vanpool Marketing Campaign***

The goal of this campaign is to form a new vanpool at the worksite. It focuses on the education of employees in regards to vanpooling and the benefits of joining or starting a vanpool. The marketing of the campaign can be accomplished by traditional methods like flyers and posters and more contemporary methods like e-mail and electronic bulletin board posting. An analysis of the AVR survey data must be done to determine the employees most likely to participate in a vanpool and target these employees only. This information contains cost estimates for distance from home to work locations and personalized quotes provided by Enterprise. Any and all pieces of marketing can be obtained from Enterprise. The ETCs job is to market this effectively to ensure the targeted employees attend the vanpool formation meeting to increase the likelihood of forming a vanpool. Promotional items for the meeting can be requested from DHR to incentive participation.

This strategy is required at all sites that have a decrease in AVR from the prior year and must include a Vanpool formation meeting if applicable. This strategy must be implemented prior to the start of the annual AVR survey process. AVR survey data must be analyzed to determine the feasibility of forming a Vanpool at the worksite and documented evidence of efforts to form the Vanpool at the site must be included in the ECRP Binder in this section, including the cluster analysis, marketing materials, emails, flyers and sign-in sheet for the vanpool formation meeting. Metro and Enterprise should be requested to attend the vanpool formation meeting.

## SECTION 4: PROGRAM PROCEDURES

Except for establishing Rideshare Partnerships or working with transportation agencies to participate in a mandated Rideshare Event as part of a direct strategy in the ECRP Plan, ETC's should not answer any questions to an outside agency (other than SCAQMD). Any information requested by an outside agency must be referred to DHR Workplace and Community Programs. If the SCAQMD contacts you, please answer only the questions that are asked, and contact the CETC immediately after the communication.

### ***ETC Training***

A mandatory eight hour SCAQMD certified training course must be successfully completed by all appointed ETCs responsible for implementation of SCAQMD Rule 2202 at a worksite with over 250 employees. This certificate is required before implementing any Rideshare Program at a regulated site and when submitting the annual ECRP Plan to DHR. The required ETC training covers the following:

- Rule 2202 guidelines, criteria and implementation;
- How to prepare and implement an air quality program;
- Information on calculating work site AVR;
- How to market a Rideshare Program.

ETC trainings are scheduled through the SCAQMD at <http://www.aqmd.gov/trans/traing.html>. Payment and class information is available at this website.

### **ETC Changes**

During a plan year ETCs may change and a new person is designated to take over Rideshare responsibilities. When there is a change in the ETC at the worksite, the following must be done immediately:

1. Contact the Countywide Employee Transportation Coordinator (CETC).
2. Process a memo signed by the highest ranking official at the site detailing the ETC change. Please note that reasons for the change do not have to be included in the memo.
3. The memo must indicate who has been replaced, who is replacing the previous ETC, the date this was effective and the date the new ETC will be attending the SCAQMD certified ETC training course, if not certified already.
4. Please include the site's AQMD site number.
5. Place the words, "Noted and Approved" and a signature line with the name of the Workplace and Community Programs under the signature line. (Please see Sample Memo regarding change in ETC – Attachment VIII).

**The fees for the training of the new ETC are paid by the site or department. The check must be received by the SCAQMD prior to the date of training. Please contact the SCAQMD if you are unable to attend a training and payment has already been made.**

## *Annual Timeline Rule 2202 Plan Submissions*

# COUNTY TRIP REDUCTION PROGRAM ANNUAL ACTIVITY TIMELINE

TASK OR EVENT	TARGET DUE DATE
DHR memo on mandatory survey sent to Department Heads.	June 15
Countywide AVR Survey Workshop for ETCs	Held June-July for each Department or group of Departments
<p><b>Survey Weeks</b> Distribute survey forms <u>no earlier</u> than Thursday at 4:00 p.m. of Survey Week.</p> <p>Note: <u>Survey will not be valid if</u> <u>Survey week includes a “Holiday” or</u> <u>if held during California Rideshare Week</u></p>	<p>Week 1 – 2<sup>nd</sup> to last week of July Week 2 – Last week of July Week 3 – 1<sup>st</sup> week of August Week 4 – 2<sup>nd</sup> week of August Week 5 – 3<sup>rd</sup> week of August Week 6 – Last week of August</p>
Collect, Correct and Review AVR Surveys A 90% response level is the County Mandate	Must be completed within a two-week time frame after the end of the survey week.
Submit completed AVR Survey Processing Form to Metro <small>Processing form should be faxed four weeks prior to conducting survey. Not submitting processing form or surveys by date indicated will result in processing delays.)</small>	End of June through the end of July
Return of Survey results from Metro <small>(Metro will e-mail your AVR results)</small>	Within 3 to 5 days after survey link is closed. ECRP plan is due to DHR when final AVR results are received
Celebrate Southern California Rideshare Week	First Full Week In October
Complete Required Submission of Annual ECRP Plan	<b>October 15 for ALL Regulated sites.</b>
Post 30-Day Employee Notice	November 1
All Departments submit <u>signed</u> Plans to DHR	October 30
DHR submit required Plans to SCAQMD	December 1
DHR conducts Final Status Review of current year ECRP Implementation (Rideshare audits – Pass/Fail)	October 1 – October 30; Re-audits December 1 – 30

## ***Department Head Memo from the Director of Human Resources***

The DHR memo is sent annually to remind Department Heads and ETCs that the Average Vehicle Ridership survey is **mandatory**. This memo is dated around the 15<sup>th</sup> of June. It also details some of the procedural and regulatory matters that relate to the survey. Since all regulated sites will be submitting a good faith effort in the form of an Employee Commute Reduction Plan, the AVR survey is a part of that process. Metro Commute Services processes all surveys submitted electronically by ETCs at no charge. Otherwise, ETCs are required to compute the results of the surveys themselves.

### ***Annual AVR Survey and Reports***

All County work sites with over 100 employees are required by County ordinance to conduct an AVR survey. ETC's will receive a copy of the DHR memo to Department Heads directing worksites to conduct the survey (See Attachment II for DHR Memo to Department Heads). Only work sites with over 250 employees are required to survey and submit an Annual Survey Analysis to the SCAQMD. **Sites must ensure an accurate employee count from payroll or human resources prior to the survey.** The AVR survey process must adhere to the following:

- The survey must be taken over five consecutive workdays, Monday through Friday.
- Survey data is collected for employees arriving to the worksite between 6 a.m. and 10 a.m. during the survey week. These are called “in the window” employees or the “in the window count.”
- Employees cannot be given a “heads-up” about the survey week under any circumstances.
- Surveys are invalid if only 59% or less of the eligible employees respond.
- For best results, sites should submit a 90 percent or above survey response rate. Any response rate under 90 percent will incur a penalty for non-responses which negatively impacts the AVR calculation results. Response rates above 93 percent can lower the AVR score.
- Survey forms must be reviewed for accuracy.
- Survey forms must be two-sided and head-to-head, unless using the one page survey form.
- Survey forms must be submitted to Metro for AVR calculation, based on an approved submission schedule.
- AVR survey forms and reports are returned to ETCs and stored in on-site files, unless the online survey process was used.
- AVR survey reports, for work sites with 250 employees or more, are received from Metro's Commute Services for use by ETC in completing the annual Employee Commute Reduction Plan due to South Coast Air Quality Management District on December 1.

## ***Los Angeles County Documentation Requirements***

All ECRP strategies **must** be documented. Evidence of implementation must be included in the ECRP Binder. A separate ECRP Binder for each Plan Year is strongly recommended for the storage and filing of all Rideshare documentation. Failure to document is cause for non-compliance of Rule 2202.

Be sure to include documentation for the ECRP strategies in the Plan Year only. More than one Binder can be used for any one year if necessary. A minimum of three years of Rideshare documentation is required under SCAQMD's Rule 2202. It is highly recommended that the ECRP Binder for each Plan Year be organized in the same order as the items in the Countywide Worksite Audit Form (Attachment V). This Audit Form is used by the SCAQMD to conduct audits at regulated sites and it is recommended that the ECRP Binders be organized based on the Audit Form.

The Binder Sections should be as shown below:

Title of Binder should be, "(Plan Year) Rideshare Information and Documentation"

- Section 1
  - a. Stamped-Approved copy ECRP Plan (Tab Needed)
    - i. Failure to have this in your rideshare documentation can be cause for an immediate Notice of Violation (see Notice of Violation on pg. 18)
- Section 2
  - a. Marketing Strategies (Tab Needed)
    - i. Strategy 1 (Tab Needed)
    - ii. Strategy 2 (Tab Needed)
    - iii. Strategy 3 (Tab Needed)
    - iv. Strategy 4 (Tab Needed)
    - v. Strategy 5 (Tab Needed)
  - b. Basic Support Strategies (Tab Needed)
    - i. Strategy 1 (Tab Needed)
    - ii. Strategy 2 (Tab Needed)
    - iii. Strategy 3 (Tab Needed)
    - iv. Strategy 4 (Tab Needed)
    - v. Strategy 5 (Tab Needed)
  - c. Direct Strategies (Tab Needed)
    - i. Strategy 1 (Tab Needed)
    - ii. Strategy 2 (Tab Needed)
    - iii. Strategy 3 (Tab Needed)
    - iv. Strategy 4 (Tab Needed)
    - v. Strategy 5 (Tab Needed)
- Section 3
  - vi. Email Correspondence (Tab Needed)
- Section 4
  - vii. Outside Agency newsletters and information (Tab Needed)
  - viii. Miscellaneous Rideshare information and documentation (Tab Needed)



Once the ECRP Binder is properly organized and complete, keeping up with the documentation is simple. All that is required is to fill in the appropriate strategy or section.

### **SCAQMD Rule 2202 Annual Report**

An annual ECRP is submitted to the SCAQMD and is known as the Employee Commute Reduction Plan or Rideshare Plan. ETCs must implement **all** strategies in the ECRP Plan in order to stay in compliance with the SCAQMD Rule 2202. Unregulated sites (249 or less employees) are not required to file a Plan with the SCAQMD unless directed to do so. All regulated sites (250 or more employees) **must** file an annual ECRP Plan with the SCAQMD.

The ECRP Plan is a good faith effort and success is measured by whether or not a strategy has been implemented on a continuous basis. The ECRP Plan is developed by the ETC and is specific to the ETC's worksite or facility. The ETC completes the AVR survey and uses the AVR score to determine if the plan needs strengthening and where the efforts to increase the AVR should be focused. Worksites with low or declining AVRs must increase the number of Marketing, Basic Support and Direct Strategies until the AVR increases for three years.

### **SCAQMD Rule 2202 Filing Fees**

The DHR Workplace and Community Programs funds routine annual filing fees for Annual ECRP Plans submitted to DHR by the established deadline. All late ECRP Plan filing fees and any fees other than the routine annual fees paid by DHR will be funded by the worksite or department. Costs paid by the worksite or department includes: ECRP offset fees, Air Quality Improvement Program (AQIP) fees, direct strategy implementation costs or expenses, and all fines and penalties for Rule 2202 non-compliance.

### **SCAQMD Rule 2202 Records Maintenance**

Worksite ETC's must keep for a period of three years from program approval detailed records of documents that verify the AVR calculation, including surveys and AVR reports.

Worksite ETC's must keep for three years from program approval records that verify **all** Strategies in the ECRP Plan have been marketed, implemented and made available to employees.

Worksite ETC's must submit a copy of Annual Analysis Report and Metro AVR survey data report to DHR Workplace and Community Programs (WCP). WCP will include these in the countywide central files maintained for SCAQMD Rule 2202.

### ***Rideshare Events***

The following is required for any Rideshare Event coordinated by a worksite ETC:

1. A log of all Rideshare Event participants signed by all employees attending the Rideshare Event and included in the ECRP Binder.
2. Pictures with a date stamp must be taken and included in the ECRP Binder.
3. If date stamp is not on pictures, at least one picture of an employee with the flyer advertising the event must be taken and the date of the event must be readable.
4. Worksite ETC's must also be in at least one of the pictures with employees attending the Rideshare Event.

## ***Rideshare Luncheon***

A three month pledge process must be followed for the Rideshare Luncheon Strategy to be valid and accepted by the SCAQMD. The Rideshare Luncheon is for “drive-alones” only that fulfill the Rideshare Pledge. Please use the following schedule for all mandated Rideshare Luncheon Strategies:

### **Month 1**

1. The ETC must select a date for the event, ensure that a location is available, and document that the location has been reserved.
2. Advertise the Rideshare Luncheon event using a flyer or notice and file it in the Rideshare Binder. E-mail the flyer to drive alone employees only and post it on the Rideshare Bulletin Board. Flyer should be specifically targeted to drive alone employees only.
3. Plan for other items, such as refreshments.
4. Have eligible employees who qualify for the Rideshare Luncheon sign the Commitment Form (Pledge) to Rideshare. ETCs may select the minimum number of rideshare days required to fulfill the pledge or may let the employee choose.

### **Month 2**

1. Employees who pledged to Rideshare fulfill their pledge during the month listed on the pledge form. They must Rideshare the minimum number of days listed in the pledge form.
2. Have employees who fulfilled their commitment to Rideshare sign the second signature line confirming they have fulfilled their pledge at the end of the month.

### **Month 3**

1. Submit to the DHR a request for funding of the pizzas or sandwiches at least 2 weeks in advance of using the Rideshare Luncheon funding request form.
2. Collect signatures of employees who attend the Rideshare Luncheon as a part of the documentation.
3. Hold Rideshare Luncheon. Take pictures, provide documentation for verification and keep all receipts for proof of purchase.

## ***Prize Drawings***

If your ECRP Plan requires direct financial incentives to employees in the form of gift baskets, prizes drawings, or gift cards, the ETC **must** maintain detailed and accurate records, including all receipts. Note the signature of the recipient date, type of prize received, the amount or value of the prize received and photographs of the winners and prizes. Documenting financial incentives is very important. If it is not documented, it didn't happen. The worksite is responsible for funding of the prize drawings.

## ***County Digest***

The monthly publication of the County Digest has a “Rideshare Corner” which includes information to promote Ridesharing in the County. Articles range from Rideshare Program information to the Rideshare benefits available to employee such as the Guaranteed Ride Home Program or Commuter Benefit Challenge. Please keep a copy of each “Rideshare Corner” article in the current year Rideshare Binder under Marketing/Employee Newsletter.

**For all other documentation issues, please contact your Countywide Employee Transportation Coordinator.**

## **SCAQMD Rule 2202 Worksite Audit**

Regulated worksites may be audited by SCAQMD staff at any time without notice. Therefore, it is important that the ECRP Binders and AVR survey information is always organized and kept in a central location. Please contact your Countywide Employee Transportation Coordinator (CETC) immediately after an SCAQMD audit. SCAQMD audits focus on implementing strategies including, but not limited to, Marketing, Basic and Support, and Direct Strategies. The SCAQMD can audit up to three Plan Years so please keep all three ECRP Binders organized and up to date at all times.

Other aspects of a site audit may include the employee count and the site's physical compliance with SCAQMD rules, including the presence of diesel equipment and fleet vehicle information. SCAQMD Rule 2202 ECRP Plan documents, AVR survey forms and all Rideshare program files may be audited. ETCs are responsible for maintaining current and accurate Rideshare Program files, AVR survey files and marketing files.

Although AVR survey forms are considered confidential, the SCAQMD auditor may request to review these documents for verification that the survey was conducted properly. If an SCAQMD inspector requests to review the AVR surveys and wants to leave with them, provide **copies** of the documents to the inspector and contact the CETC immediately.

Your CETC or County Transportation Program Manager will perform an informal audit annually of your site to ensure the site is in compliance with Rule 2202. This audit may be more detailed than an SCAQMD audit to ensure compliance to prevent the possibility of fines and sanctions. A sample DHR audit form is included in Attachment V. Please use the sample audit form to organize your ECRP Binders and as a guide to prepare you for informal and formal inspections. **All strategies in the ECRP Plan must be implemented by December 1, no exceptions.**

## ***SCAQMD Notice to Comply/Notice of Violation***

If your worksite is found in non-compliance with Rule 2202, you will be issued a Notice to Comply citation, noting a 30-day period for remedies to bring your worksite into compliance. If worksites do not correct and respond to the SCAQMD within the stated timeframe, a Notice of Violation will be issued by the SCAQMD. This Notice of Violation can result in monetary fines, mandatory implementation of identified rideshare strategies or financial incentives that will be paid by the worksite or department.

Any fines, penalties or fees that are levied against the County for non-compliance of Rule 2202 will be paid for by the regulated site or department which received the Notice of Violation. All Department heads must be notified if a worksite is issued a Notice to Comply or a Notice of Violation. It is critical that all steps taken by the ETC to remain in compliance with Rule 2202 be documented as the ETC will be requested by the Department head to provide a status report on activities taken to prevent the Notice to Comply or Notice of Violation.

## SECTION 5: EMPLOYEE RIDESHARE SERVICES

- **Guaranteed Ride Home** – A Basic Support Strategy in the ECRP plan, the Guaranteed Ride Home service provides an emergency ride home for employees who carpool, vanpool or take public transit on a day that they require transportation services. Use of the program is limited to emergency situations only. Emergency circumstances include illness, injury, unplanned overtime, personal or family crisis and situations when a carpool/vanpool driver has to leave the worksite with the carpool vehicle.

County policy supports regional air quality enhancement and traffic mitigation by encouraging employees to rideshare (carpool, vanpool and public transit) when commuting to and from work. In support of these goals, a guaranteed ride home program for employees who rideshare by using carpools, vanpools or public transit is encouraged. Please market this important guarantee to all Ridesharers and potential Ridesharers. If employees are aware of the Guaranteed Ride Home Program, they are more likely to consider Ridesharing.

As a commuting incentive supporting the SCAQMD's Rule 2202, five guaranteed ride home options are available to employees, based upon management priorities and commuting distance:

1. Co-worker Assistance
2. Public Transit
3. Taxi Service
4. Short-term Auto Rental
5. County Vehicle

If the trip is required as a result of personal or family emergency, the department cost of the trip may be paid out of petty cash and reimbursed through DHR's Guaranteed Ride Home Fund. Proper authority is required to authorize payments. Receipts are mandatory. Reimbursements are made on a case-by-case basis. Please see Attachment VI for program policy and details.

- **Ride Matching Services** – Identifies potential rideshare matches for interested employees. By using an in-house data base, Metro's web site or by calling 511, ETC's can provide Ridematching services through five sources which will help employees find potential rideshare partners who live in their neighborhood area:

1. **Annual Ride Guide** – Employees can request a personalized Ride Guide when completing the County's Annual Rideshare Survey.
2. **Special Request Ride Guide** – Employees can also submit a special request to Metro and receive a Ride Guide anytime during the year through their local Employee Transportation Coordinator (ETC).

3. **Metro Ridematch AVR/Zip Code Directory** – ETC's receive a work site directory listing employees by zip code and work schedules after the Annual Survey is completed.
  4. **Metro's Website** – ETC's can search Metro's website at [www.metro.net](http://www.metro.net) to find possible regional Ridematching options, including non-County ridesharers.
  5. **Metro's 511** - ETC's can direct employees to dial 511 from the counties of Los Angeles, Orange, Riverside, San Bernardino and Ventura. Southern California 511 is a free traveler information service that gives you live traffic reports, transit planning and commuter service information in the Los Angeles area via a toll-free phone number and website. Call 511 or visit [www.Go511.com](http://www.Go511.com) to check real time traffic speeds, find traffic alerts, view live traffic cameras, plan a trip on a bus or train, and even find a carpool or vanpool partner.
  6. **Metro's Ridematch Training** – All ETCs are expected to attend one of Metro's free Ridematch Trainings to learn how to match employees with various Rideshare options.
- **Annual Ride Guide** – Provides an excellent informational tool for existing and potential ridesharers. The Ride Guide is a commute planner that informs employees on possible carpool and vanpool matches in their area, nearest park and ride lots, transit information, and personalized commuter information, which includes a carpool lane map, benefits and amenities at the work site, and statistical information on the individuals drive alone commute. Ride Guides are sent by Metro to ETC's for distribution as part of the post survey process.
  - **Metro Rewards** – The new Metro Rewards incentive offered by Metro allows employees to earn a chance to win gift cards when they log their daily Rideshare trip on [www.ridematch.info](http://www.ridematch.info). For each day that the employee Rideshares to work, they will be entered into a monthly drawing for a gift card. The more the employee Rideshares, the more chances they have to win.
- To qualify, employees must visit the [www.ridematch.info](http://www.ridematch.info) website and utilize the Commute Calendar to log in their daily trips. The site is accessible from a computer or mobile device. Prize drawings will be held the last day of each month.
- **Independent Vanpool Referral Services** – ETC's should assist employees looking for a vanpool by referring them to independent vanpool drivers and representatives. ETC's should keep a list of existing vanpools at their work site.

ETC's can also refer employees to Enterprise Vanpools at:

Enterprise Vanpools – [www.vanpool.com](http://www.vanpool.com) (800) 826-4367

- **DHR Workplace and Community Programs Rideshare Web Page** – Located at <http://www.rideshare.lacounty.gov>, has information on carpooling, vanpooling, public transit, light rail, Metrolink, Telework and more.

## SECTION 6: MARKETING AND PROMOTION

### • Calendar of Rideshare Promotional Themes by Month

<p><b>JANUARY</b></p> <p><b>“Carpool Month”</b></p> <p><i>New Year’s Day Make a Resolution to Aggressively Promote Ridesharing</i></p> <p><i>Develop Rideshare Action Plan for work site. Create Rideshare Binder for new Plan Year</i></p>	<p><b>FEBRUARY</b></p> <p><b>“Vanpool Month”</b></p> <p><i>Update Rideshare files with Stamped approved plan if received by this month.</i></p> <p><i>Plan implementation should have already begun last month. All strategies must be implemented by December 1.</i></p>	<p><b>MARCH</b></p> <p><b>“Walking Month”</b></p> <p><i>Teleworker Appreciation Week is First Full Week of the month</i></p> <p><b>When approved plan is received – include in ECRP Binder and review timeline of plan implementation</b></p>
<p><b>APRIL</b></p> <p><b>“Metrolink Month”</b></p> <p><i>Remember to Change your Clock and Spring Forward for Daylight Savings Time - Then call a fellow ETC and set up a Networking Meeting</i></p> <p><i>Promote “Foot Power” to drive alone commuters and participate together in the March of Dimes annual Walk America event.</i></p>	<p><b>MAY</b></p> <p><b>“Bicycle Month”</b></p> <p><i>National Bike Month. California Bike to Work Week, usually scheduled prior to Memorial Day Weekend. Bike to Work Day is normally scheduled on Thursday of Bike to Work Week</i></p> <p><i>Metro’s Annual Diamond Awards</i></p>	<p><b>JUNE</b></p> <p><b>“Ride the Bus Month”</b></p> <p><i>Summer begins this month, what a great time to schedule a “Meet and Greet” zip code Ridematch meeting</i></p>
<p><b>JULY</b></p> <p><b>“Telework Month”</b></p> <p><i>ETC Annual Rule 2202/Survey Workshop scheduled by DHR Workplace and Community Programs</i></p>	<p><b>AUGUST</b></p> <p><b>“Park and Ride Month”</b></p> <p><i>EZ Pass Anniversary is on the 25 – the Pass makes it easier to ride public transit. Encourage employees to buy the EZ Pass and support the County’s Clean Air efforts Begin preparing for Rideshare Week in October</i></p>	<p><b>SEPTEMBER</b></p> <p><b>“Ride the Light Rail Month”</b></p> <p><i>Promote “Ride the Metrolink to L.A. County Fair”</i></p> <p><i>Reminder: Last week to Survey is first full week in September</i></p>
<p><b>OCTOBER</b></p> <p><b>“Rideshare Month”</b></p> <p><i>Rideshare Month – Rideshare Week is the first full week of the month. Host a Rideshare Fair. Remind employees that ridesharing is a great way to commute</i></p> <p><i>SCAQMD Clean Air Awards</i></p> <p><b>All ECRP draft plans due Oct. 15<sup>th</sup>.</b></p>	<p><b>NOVEMBER</b></p> <p><b>“Get a Ridematch Month”</b></p> <p><i>A month for giving thanks and a month to remind employees that Ridesharing reduces stress – especially during the holidays</i></p>	<p><b>DECEMBER</b></p> <p><b>“Drive Safely Month”</b></p> <p><i>Enjoy the holidays and send a “Thank You” E-Mail to Ridesharing Employees</i></p> <p><i>DHR submits ECRP plans to the AQMD December 1.</i></p> <p><i>Promote Metrolink’s Holiday Express.</i></p>

- **County Digest Newsletter** – The County Digest Newsletter is emailed monthly to all County Departments. This newsletter is an essential part of the Rideshare documentation and a copy of the “Rideshare Corner” article from the newsletter must be in the current ECRP Binder under its own section within the Marketing portion of the binder. Each edition of the County Digest includes a Rideshare article in the “Rideshare Corner” of the Newsletter. Previous years’ Rideshare Corner articles from the newsletter must be in the corresponding binders as well.
- **Departmental Newsletter and Intranet** – Promote rideshare awareness using newsletters/intranet promoting Ridematching services and other incentives offered at the site (i.e., preferred parking, child care services, EV infrastructure, prize drawings).
- **Rideshare Brochures** – Contains information on ridesharing and is good to include in new employee orientation packages. These brochures are provided by DHR Workplace and Community Programs.
- **Rideshare Fairs** – Invite local transportation agencies to educate and sponsor incentives for employees who use alternative modes of transportation and provide transportation information to employees. ETCs can request promotional items from DHR for Rideshare events by completing the promotional item request form at least two weeks in advance of the event to allow time for processing.
- **Rideshare Events and Special Offers** – Promote events and special offers as part of the ETC’s on-going service to employees. The ETC should use promotional flyers, e-mail blasts, bulletin boards, and internal newsletters to alert employees on events of interest, like:
  - Southern California Rideshare Week
  - Metrolink’s Holiday Express Trains
  - Bike to Work Day
  - Metrolink to the L.A. County Fair
  - Metro News (Free Rides on the Pasadena Gold Line)
  - And any other promotions from the various transportation agencies.

ETC’s should routinely check the transportation links listed on DHR’s Rideshare webpage at <http://rideshare.lacounty.gov/resources> to find events and special offers.

### ***L.A. County Rideshare ETC Network Directory***

SCAQMD Rule 2202 requires that County department worksites with over 250 employees appoint an on-site Employee Transportation Coordinator. The role of the ETC is defined on page 6.

**See Attachment XII for the ETC Network Directory.**

**To receive a current directory of ETCs, please contact the Countywide Employee Transportation Coordinator (CETC).**

## ***Communication Strategies***

These are many ways an ETC can “get the word out” about Rideshare information, alerts for commuters on specific commute modes, and other general information regarding Ridesharing.

- **Intranet Websites** – Through DHR’s website, employees can access the County’s Rideshare web page by clicking on “Workplace and Community Programs” and then clicking on “Rideshare Program” on the menu on the left.

ETCs are also encouraged to use their department’s web site to promote ridesharing. This is a valuable tool to keep employees updated on the department’s rideshare program.

- **L.A. County Rideshare Brochure** - Information on ridesharing can be found in this easy to use brochure. The brochure is a great tool for educating employees on ridesharing and should be included in new employee orientation packages. These brochures are provided by DHR, Workplace and Community Programs and can be accessed on-line by visiting the DHR Rideshare Webpage.
- **Bulletin Boards** – Please keep your Rideshare Bulletin Boards up to date with Rideshare information. Information about all Direct Strategies in the ECRP Plan must be included on the Rideshare Bulletin Boards. Your contact information should be included on the Bulletin Board in case employees have questions about Rideshare options. The Guaranteed Ride Home Program should also be advertised on the Bulletin Boards to inform employees about transportation options in case of an emergency or unplanned overtime.
- **Newsletters** – Rideshare information is promoted in the “Rideshare Corner” of the County Digest which is distributed Countywide to all employees. ETC’s are also encouraged to actively promote ridesharing in their department newsletters, featuring ridesharing employees, on-site services and rideshare fairs.
- **Electronic Communication** – Along with internal newsletters, ETC’s should routinely use E-Communication as part of rideshare promotions. E-mails, Web blasts, and Electronic Message Boards are excellent tools to mass promote a rideshare message.

When employees are aware of the various rideshare options and the benefits, they are more likely to try Ridesharing. Please use as many of the communication strategies as possible to spread the Rideshare message. Focusing on the health and cost-saving benefits and rewards of Ridesharing will make it easier to recruit new Ridesharers and maintain existing ones. Adding just 10 Ridesharers per year at the worksite can increase your AVR significantly, assuming that all the other existing Ridesharers continue to Rideshare. Many employees are unaware of how Rideshare can benefit them. It is up to the ETCs to educate the employees about the benefits and rewards of Ridesharing.



## SECTION 7: INFORMATION RESOURCES

- **WPM Rideshare Web Page** ..... <http://www.rideshare.lacounty.gov>
- **South Coast Air Quality Management District**..... [www.aqmd.gov](http://www.aqmd.gov)
- **Transportation Agencies**
  - Metro..... [www.metro.net](http://www.metro.net)
  - Metrolink ..... [www.metrolinktrains.com](http://www.metrolinktrains.com)
  - Enterprise Vanpools ..... [www.vanpools.com](http://www.vanpools.com)
  - Big Blue Bus ..... [bigbluebus.com](http://bigbluebus.com)
  - City of Santa Clarita Transit ..... [www.santaclaritatransit.com](http://www.santaclaritatransit.com)
  - Antelope Valley Transit Authority ..... [www.avta.com](http://www.avta.com)
  - Foothill Transit ..... [www.foothilltransit.org](http://www.foothilltransit.org)
  - San Bernardino Associated Governments ..... [www.sanbag.ca.gov](http://www.sanbag.ca.gov)
  - Segway of Los Angeles ..... [www.segway.la](http://www.segway.la)
  - Los Angeles County Bicycle Coalition ..... [www.la-bike.org](http://www.la-bike.org)
  - Montebello Transit ..... [www.cityofmontebello.com/depts/transit](http://www.cityofmontebello.com/depts/transit)
  - City of Los Angeles Department of Transportation ... [www.ladottransit.com](http://www.ladottransit.com)

## SECTION 8: POLICIES, REPORTS AND SAMPLE FORMS

- Trip Reduction Policy 5.90 .....Attachment I



## Los Angeles County Code Chapter 5.90

### VEHICLE TRIP REDUCTION—RIDESHARING

---

#### Sections:

[5.90.010 - General.](#)

[5.90.020 - Definitions.](#)

[5.90.030 - Increase in average vehicle ridership.](#)

[5.90.040 - Procedural requirements for ECRP.](#)

[5.90.050 - Exemption from SCAQMD Rule 2202.](#)

#### **5.90.010 - General.**

This chapter sets forth the actions department heads which supervise County employees at any County worksite of one hundred or more employees must take to promote County employee participation in trip reduction and ridesharing programs. These programs are intended to reduce traffic congestion and air emissions from vehicles used for commuting between home and the worksite. This chapter also is intended to establish requirements at least as effective as Rule 2202 of the South Coast Air Quality Management District ("SCAQMD") in increasing Average Vehicle Ridership at County worksites.

*(Ord. 2012-0027 § 1, 2012; Ord. 90-0042 § 1 (part), 1990.)*

#### **5.90.020 - Definitions.**

For the purpose of this chapter, the following definitions apply:

For the purpose of this chapter, the following definitions apply:

- A. "Alternate transportation" means the use of non-motor vehicle modes of transportation. Walking and bicycling are examples.
- B. "Average Vehicle Ridership (AVR)" means the figure derived by dividing the employee population at a given worksite that reports to work weekdays between 6:00 a.m. and 10:00 a.m. by the number of vehicles\* driven by these employees commuting from home to the worksite during these hours. The AVR is calculated using a weekly averaging period. The applicable employee population is multiplied by the number of weekdays in the selected averaging period, then divided by the total number of vehicles driven by these employees to the worksite during the same period.
- C. "Central City Area (CCA)," also known as Performance Zone 1, means the Los Angeles City area bounded as described below:

1. By the Santa Monica Freeway (Route 10) from Union Avenue to Alameda Street;
  2. Alameda Street from the Santa Monica Freeway to Sunset Boulevard;
  3. Sunset Boulevard from Alameda Street to the Harbor Freeway (Route 110);
  4. The Harbor Freeway from Sunset Boulevard to the Hollywood Freeway (Route 101);
  5. The Hollywood Freeway to Temple Street;
  6. Temple Street from Belmont Avenue to Union Avenue; and
  7. Union Avenue from Temple Street to the Santa Monica Freeway.
- D. "DHR" means the Department of Human Resources - County of Los Angeles.
- E. "Department head" means a person formally designated as an acting department head, the employee who has the highest classification in a department which has no regularly appointed department head or designated acting department head, as well as regularly appointed department heads.
- F. "Employee" means any person employed by the County.
- G. "Employee Transportation Coordinator ("ETC") means a person who has completed a training program in transportation management approved by the SCAQMD's Trip Reduction Training Coordinator Advisory Committee. The training program must include, but need not be limited to: review of available commuter matching resources and services, detailed explanation of the eligible activities listed in Section 5.90.030D, explanation of the relationship between transportation management and air quality, and guidance in developing a trip reduction plan. DHR will provide a list of training programs developed by the Trip Reduction Training Coordinator Advisory Committee to each department head subject to the ordinance codified in this chapter.
- H. "Ridesharing" means the cooperative effort of two or more people traveling together. Utilization of carpools, vanpools, bus pools, taxi pools, trains and public transit are all methods of ridesharing.
- I. "Ridesharing and trip reduction incentives" mean inducements offered to individuals to encourage ridesharing and trip reduction. Examples of incentives are included in Section 5.90.030D.
- J. "Source/receptor areas" means areas established by the SCAQMD based on air monitoring and geographical and meteorological factors. A source area is that area in which air contaminants are discharged. A receptor area is an area in which the contaminants accumulate and are measured. An area can be a source area, a receptor area, or both. The map in Exhibit 5.90.030 shows the source/receptor areas established by the SCAQMD.
- K. "Telework" means an alternate method of work where the employee, also known as the Teleworker, works from home or a location closer to their home like a branch office.
- L. "Worksite" means a building or grouping of buildings located within the County which are in actual physical contact or separated solely by a private or public

roadway or other private or public right-of-way, which is owned or operated by the County, and which is the location of employment of one hundred or more employees.

(Ord. 2012-0027 § 2, 2012: Ord. 90-0042 § 1 (part), 1990.)

*\* Vehicles counted shall exclude bicycles, transit vehicles, buses serving multiple worksites and cars stopping en route to other worksites. SCAQMD-approved low pollution vehicles shall also be excluded.*

#### **5.90.030 - Increase in average vehicle ridership.**

- A. Within ninety days of the effective date of the ordinance codified in this chapter, DHR shall prepare an Employee Commute Reduction Plan ("ECRP") applicable to each department head who supervises employees at a worksite which shall meet the requirements of this chapter.
- B. The ECRP must specify the measures the department head will take to achieve the specified AVR for employee vehicles subject to the ordinance. SCAQMD AVR targets are:
  - 1. 1.75 AVR in Performance Zone 1, which is comprised of the Central City Area of Source Receptor Area 1;
  - 2. 1.5 AVR in Performance Zone 2, which is comprised of Source Receptor Areas 1 (excluding the Central City Area), 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 16, 17, 18, 19, 20, 21, 22, 23, 32, 33, 34 and 35;
  - 3. 1.3 AVR in Performance Zone 3, which is comprised of Source Receptor Areas 13, 14, 15, 24, 25, 26, 27, 28, 29, 30, 31, 36, 37, 38, 39 and 40. (See Exhibit 5.90.030 for locations of specific source/receptor areas.)
- C. The ECRP shall be prepared by a certified ETC and shall include:
  - 1. Designation of a certified ETC responsible for implementation of the ECRP.
  - 2. An inventory of current measures used by the department head intended to achieve increases in AVR.
  - 3. A verifiable estimate of the existing AVR at the worksite, as defined in Section 5.90.020B. In the case of multiple worksites in close proximity although separated by more than one right-of-way, a single ECRP may be prepared for all worksites.
  - 4. A list of specific incentives the department head will undertake which can reasonably be expected to lead to achievement of the target AVR level within twelve months of plan approval.
- D. Increasing AVR may be achieved by, but is not limited to the following:
  - 1. Direct financial incentives for ridesharing;
  - 2. Establishment of carpool, bus pool or vanpool programs;
  - 3. Partial or full subsidization of parking for ridesharing employees;
  - 4. Full or partial subsidization of carpools, vanpools, bus pools, shuttles or use of public transit;

5. Provision of an allowance for employees to utilize company-owned fleet vehicles for ridesharing purposes;
6. Preferential parking for vehicles used for ridesharing;
7. Facility improvements which provide preferential access and/or egress for ridesharing employees;
8. Facility improvements to encourage use of bicycles;
9. Active use of a computerized rideshare matching service such as the Metropolitan Transportation Agency's ("Metro") Rideshare Matching Services or an effective in-house rideshare matching service;
10. Compressed work weeks such as a 4/40 or 9/80 work schedule where employees work forty hours in fewer than five days in one week or eighty hours in fewer than ten days in two weeks;
11. Flexible work hours that facilitate employee ridesharing;
12. Telework.

*(Ord. 2012-0027 § 3, 2012; Ord. 90-0042 § 1 (part), 1990.)*

#### **5.90.040 - Procedural requirements for ECRP.**

- A. DHR must update the ECRP annually based upon each department head's annual review and report.
- B. Each department head must, on an annual basis, review its implementation of the ECRP. The review shall focus on ridesharing and trip-reduction incentives offered by the department head. The review shall consist of a report to DHR that:
  1. Estimates AVR levels attained;
  2. Verifies that the ECRP incentives have been offered;
  3. Describes use of those incentives offered by the department head;
  4. Evaluates why the ECRP did or did not work, and explains why proposed revisions to the ECRP are likely to achieve the AVR target levels;
  5. Lists additional incentives which can reasonably be expected to correct deficiencies; and
  6. Explains why the additional incentives are likely to result in achieving AVR target levels.
- C. DHR may perform follow-up audits on a selective basis. DHR shall notify the department heads of the submittal deadline for the review and update.
- D. The review and updated ECRP shall be prepared twelve months from the date of the initial ECRP preparation.

*(Ord. 2012-0027 § 4, 2012; Ord. 90-0042 § 1 (part), 1990.)*

#### **5.90.050 - Exemption from SCAQMD Rule 2202.**

- A. DHR shall, within ten days of the effective date of the ordinance codified in this chapter, make written application to the Executive Officer of the SCAQMD for exemption from the SCAQMD'S Rule 2202, on the basis that the requirements of this chapter are at least as effective as the SCAQMD'S Rule 2202 in increasing average vehicle ridership at County worksites.

- B. In order to maintain the County's exemption from the SCAQMD'S Rule 2202, DHR shall submit an annual report to the Executive Officer of the SCAQMD describing the trip reduction incentives being offered by the County and the annual AVR levels achieved at the County's worksites.

*(Ord. 2012-0027 § 5, 2012: Ord. 90-0042 § 1 (part), 1990.)*

- Sample Memo to Department Heads from DHR..... Attachment II







LISA M. GARRETT  
DIRECTOR OF PERSONNEL

# COUNTY OF LOS ANGELES DEPARTMENT OF HUMAN RESOURCES

HEADQUARTERS  
579 KENNETH HAHN HALL OF ADMINISTRATION • LOS ANGELES, CALIFORNIA 90012  
(213) 974-2406 FAX (213) 621-0387

BRANCH OFFICE  
3333 WILSHIRE BOULEVARD • LOS ANGELES, CALIFORNIA 90010

June 15, 2017

To: All Department Heads  
  
From: Lisa M. Garrett  
Director of Personnel

Board of Supervisors

HILDA L. SOLIS  
First District

MARK RIDLEY-THOMAS  
Second District

SHEILA KUEHL  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

## 2017 AVERAGE VEHICLE RIDERSHIP SURVEY

Beginning the week of July 17, 2017, the County will be conducting the annual mandatory Average Vehicle Ridership (AVR) survey. Metro will administer the survey calculation process on behalf of the County using their web-based interface to tally survey information. The Department of Human Resources and Metro will meet with County Employee Transportation Coordinators (ETCs) to review the survey process and procedures.

The AVR survey is an integral component of the County's Employee Commute Reduction Program, commonly known as Rideshare. The survey is conducted annually as required by the County's Trip Reduction Ordinance (County Code Chapter 5.90) and the South Coast Air Quality Management District's (SCAQMD) Rule 2202 for worksites with more than 100 employees. County ETCs must conduct their survey during one of the following weeks: July 17, July 24, July 31, August 7, August 14, August 21 or August 28, 2017 (Attachment).

County worksites with more than 250 employees will use the survey results to complete their annual Rule 2202 Employee Commute Reduction Plan, which is due to the SCAQMD by December 1, 2017.

**THIS SURVEY IS MANDATORY.** With the exception of employees designated as temporary, seasonal, volunteer, or field workers, **all** County employees must be surveyed if they report to the worksite between 6 a.m. and 10 a.m. Please ask your Human Resources or Payroll section to determine the total employee count **and** the

*"To Enrich Lives Through Effective And Caring Service"*

***Please Conserve Paper – This Document and Copies are Two-Sided  
Intra-County Correspondence Sent Electronically Only***

number of employees expected to arrive between 6 a.m. and 10 a.m. for all of your department's worksites before the designated survey week. Accurate employee counts are critical to ensure a valid and successful survey. Departments not verifying and documenting employee counts may receive penalties and fines from the SCAQMD for conducting an invalid survey at the site(s) in question.

Our goal is for each worksite to achieve a survey response rate between 90 and 93 percent to ensure the best possible AVR results. An increasing AVR is a fundamental element in getting annual Rideshare plans approved by the SCAQMD. Plan approvals keep the County in compliance with Rule 2202 and help departments avoid penalties and additional fees.

If you have any questions or need additional information, your staff may contact Eddie Washington, County Transportation Program Manager, Workplace and Community Programs, at (213) 974-1347 or [ewashington@hr.lacounty.gov](mailto:ewashington@hr.lacounty.gov).

Thank you for your cooperation and support of cleaner air through Ridesharing.

LMG:EP:PAM  
MLM:EW:KT

Attachment

c: Administrative Deputies  
Human Resources Managers  
Employee Transportation Managers and Coordinators

## 2018 COUNTY TRIP REDUCTION PROGRAM YEARLY TIMELINE OF EVENTS

TASK OR EVENT	TARGET DUE DATE
ETC Annual Workshop	January 10, 2018
Countywide AVR Survey Workshops for ETCs: <ul style="list-style-type: none"> <li>(DHS/DPH/DMH)</li> <li>Sheriff (LASD)</li> <li>Children and Family Services (DCFS)</li> <li>All other County sites</li> <li>Public Social Services (DPSS)</li> </ul>	June __, 2018 June __, 2018 June __, 2018 June __, 2018 July __, 2018
Activities for conducting the Survey Week: <ul style="list-style-type: none"> <li>Determine total number of employees at site. (Critical that this be done as accurately as possible)</li> <li>Determine total number of window employees at site (report between 6 a.m. to 10 a.m.).</li> <li><b>***Both the total number of employee and window employee counts must come from HR or payroll***</b></li> <li>Check for your Survey Week at right.</li> <li>Distribute AVR Surveys no earlier than Thursday of Survey Week, 4 p.m.</li> </ul> Note: <u>Survey will not be valid if survey week includes a "Holiday" or if held during California Rideshare Week.</u>	<u><b>Survey Weeks for Specific Departments and Facilities</b></u> <u><b>July XX, 2018</b></u> – Civic Center Multi-Site – 1 and 2 <u><b>July XX, 2018</b></u> – DHS, DPH <u><b>July XX, 2018</b></u> – Sheriff, ISD, Fire <u><b>August XX, 2018</b></u> - DCFS, Probation <u><b>August XX, 2018</b></u> – Vermont Complex Branch I & II, Department of Human Resources, Public Library, DA <u><b>August XX, 2018</b></u> – Child Support Services, LACERA, Public Works, RR/CC <u><b>August XX, 2018</b></u> – DPSS
ECRP Audits and Rule 2202 ECRP Plan Preparation Workshops	September/October 2018
Civic Center Clean Air Rideshare Fair	October 4, 2018
Celebrate Southern California Rideshare Week	October 1-5, 2018
Plans due for all regulated sites (completed signature page not required)	October 12, 2018
<b>Departments submit <u>Signed</u> Plans to DHR</b>	<b>October 26, 2018 – No Exceptions</b>
DHR reviews Submitted Plans	October 29 – November 29, 2018
DHR delivers all plans to SCAQMD	November 30, 2018
<b>All current approved plan strategies completed</b>	<b>December 1, 2018 - Final Date – no exceptions</b>
SCAQMD Plan approvals	December 2018 – March 2019

- Employee Transportation Coordinator FAQ .....Attachment III





Department of Human Resources  
Workplace and Community Programs  
222 S. Hill Street, #650  
Los Angeles, CA 90012

*Clean Air  
Enriches Lives*

---

## EMPLOYEE TRANSPORTATION COORDINATOR (ETC) FAQ SHEET

### Information and Questions

- Q. If I have a general question about Rideshare, ECRP or my duties as an ETC, what do I do?
- A. First, try to find the answer to your question in the ETC Manual. The Table of Contents has a list of topics included in the Manual. The ETC Manual is designed to provide general information about ETC duties and responsibilities.
- Q. Who do I contact if I have a question on ETC duties or anything related to Rideshare and can't find the answer in the ETC Manual?
- A. Contact Kelly Ty, Countywide ETC at (213) 974-1182 or [kty@hr.lacounty.gov](mailto:kty@hr.lacounty.gov), or Julio Aquino at (213) 974-2523 or [jaquino@hr.lacounty.gov](mailto:jaquino@hr.lacounty.gov).
- Q. How much time does it take per week to execute the strategies in my plan?
- A. Once you have completed all steps specified in your plan to date, it can take as little as an average of an hour to four hours per week to maintain a Rideshare program, but this is if you are organized.
- Q. If I receive correspondence from any outside agency, should I let Kelly or Julio know?
- A. Yes, as soon as possible. Please do not respond to correspondence or phone calls from outside agencies. Please refer all inquiries or contacts to Kelly or Julio.

### ***Vanpools***

- Q. If I want to get more information for an employee who wants to know more about Vanpooling, who can I contact?
- A. You can contact the Enterprise Vanpool Program at (800) 826-4367.

## ***ECRP Plan and Plan Information***

- Q. When is my Employee Commute Reduction Plan (ECRP) plan due to the DHR for review?
- A. Your plan, ETC certificate and Marketing Certificate, if applicable, are due to the DHR by October 15 for review. After documents are reviewed, they will be forwarded by DHR to the SCAQMD on or before December 1.
- Q. How do I outline what to do for the new ECRP plan to stay in compliance with the AQMD?
- A. Read and become familiar with the contents of your plan. List all the strategies you are to execute and create a calendar with due dates and requirements to complete these tasks. If you need a calendar, contact Juan Arredondo.
- Q. What do I do if the Administrator or ETC at my site changes?
- A. Contact CETC ***as soon as the change(s) occur***. Prepare a letter on department letterhead advising the AQMD of the change. Please add a line and the words "Noted and Approved" under that line after the body and signature of the letter (see Attachment X in the ETC Rideshare Manual). Please list the Assistant Director of Human Resources under "Noted and Approved". Send this letter to [ktv@hr.lacounty.gov](mailto:ktv@hr.lacounty.gov). ***Please do not send ANYTHING to the AQMD.*** All changes pertinent to your ECRP plan must be reported to DHR first. DHR will forward the information to the AQMD.

## ***Personalized Commute Assistance and Ridematching***

- Q. How do I help find a ride-match for my employees who request one?
- A. All site ETCs have access to the Ridematch.info website and can add or match employees who are interested in Carpooling or Vanpooling. If you need your login information, please contact Kelly Ty. You can also help employees by mapping out their commute using public transportation using Metro's Trip Planner. Metro's Trip Planner can be found at the following website: [http://socaltransport.org/tm\\_pub\\_start.php](http://socaltransport.org/tm_pub_start.php).

## ***Bulletin Boards and ETC Information***

- Q. What kinds of things can go on my bulletin board?
- A. Your bulletin board must be updated monthly and should have all the Direct Strategies detailed in your plan. After that, you may place additional Rideshare information as you see fit. If you need blank flyers for any of the Direct Strategies, contact Kelly Ty.

- Q. If I need to educate employees on who their ETC is, what is the best way to do that?
- A. All of the employees at your site should know who the ETC at their site is. If your employees have e-mail access, then sending an e-mail with an interesting subject line can do the trick. Flyers on bulletin boards also work. Some sites like to use the public address system to highlight Rideshare information and at regular staff meetings. Those are good starts, but you need to see what works best at your site and using a picture of you in all of these methods would help even more.

## ***Audits***

- Q. What if the SCAQMD comes out to conduct an audit?
- A. Provide the inspector with all requested information and answer only the questions they ask. Do not offer any additional information other than what is asked. Contact the CETC immediately after the audit.

Please note that DHR may conduct informal inspections from time to time to ensure the site is in compliance with Rule 2202. Please use your Audit Form to ensure your ECRP Binders are properly organized. All ECRP Strategies must be implemented and documented to pass an audit.

- Q. How long do I have to keep documentation of Rideshare activities?
- A. All documentation of Rideshare activities must be maintained for three years in addition to the current active plan year.
- Q. Do I have to keep records of the AVR survey information?
- A. Yes, AVR survey data must also be maintained for three years. Keep in mind that the survey is conducted prior to the plan that is submitted.
- Q. How do I pass an audit?
- A. Use the Audit Checklist form (Attachment V in the ETC Manual) as a guide to ensure you have all the required documentation in the ECRP Plan.

## ***Rideshare Events***

- Q. What are my responsibilities when conducting and wrapping up a Rideshare Event or Fair?
- A. A rideshare event or fair can be as simple as a table and transportation agency information such as bus schedules. You can also incentivize participation by holding opportunity drawings for people who show up. You need to have a sign-in sheet, the materials and literature you will be handing out and a camera to

take pictures of the event. You will need to either date stamp the pictures using the camera's features or take a picture of the flyer for the event with someone holding the flyer. Then you file all documents and pictures in your rideshare binder. If prize drawings are given away, be sure to document this and have winners sign a log sheet for proof.

Q. How do I conduct a Rideshare Luncheon?

A. First, you must hold a pledge event two (2) months before the Rideshare Luncheon. At this event, all the employees who want to pledge to rideshare will fill out a pledge form (available from Kelly) with the date of the pledge next their signature.

Next, employees fulfill their pledges by ridesharing in the month before the Rideshare Luncheon.

Once the commitment has been fulfilled, the employee returns to the ETC at a separate event or at the Rideshare Luncheon to sign the bottom portion of the pledge form confirming that they have fulfilled their commitment to rideshare. Then they are rewarded with a slice or two of pizza or Subway sandwich.

**The Rideshare Luncheon is separate from a Rideshare Event. The Rideshare Luncheon is considered a Direct Strategy and the Rideshare Event is considered a Marketing Strategy.**

### ***Prize Drawings***

Q. My ECRP Plan includes \$200 in prize drawings. Who pays for this?

A. The site or department funds the prize drawings.

Q. My ECRP Plan includes \$100 worth of prize drawings but we only provided \$75 in prizes. What happens?

A. Your site would be in violation of Rule 2202 and subject to fines and penalties which will raise the annual amount of required prize drawings in the future.

Q. What if the regulated site has more than one County department located in the building. Does the lead department pay for the prize drawings?

A. If there are multiple County departments at the site, the lead department responsible for implementing the Rideshare plan may request the other department's to pay an equal share of the prize drawings.

### ***Vanpool Marketing Campaign***

Q. What is the Vanpool Marketing Campaign?



- A. The Vanpool Marketing Campaign is aimed at increasing the overall Vanpool Ridership by educating and informing employees about vanpooling and also helping employees form vanpools. The goal is to form a new vanpool at the worksite. ETCs must work with Enterprise Rideshare to implement the campaign.
- Q. What are the different materials that will be distributed for the Vanpool Marketing Campaign?
- A. Brochures, flyers and web links will be created and distributed to ETCs required to conduct the campaign. ETCs can request these items by contacting the CETC, or by working with Enterprise Rideshare. The ETC is responsible for promoting the formation of a vanpool by targeting employees most likely to join.

### ***Clean Vehicle Purchase Program***

- Q. What is the Clean Vehicle Purchase Program
- A. The Vehicle Purchasing and Services Program or VPSP, is a countywide program that gives county employees a special fleet vehicle rate on the purchase of their next car. Rideshare is promoting Clean Vehicle purchases through this program as a part of the Rideshare message and Mission: To promote the reduction of mobile emissions through various methods within Ridesharing. One of those methods is driving an alternative fuel vehicle
- Q. How do I access the VPSP?
- A. Please go to the County website at <http://web.co.la.ca.us/lacounty/vpsp.htm>. There you can get more detailed information about the program.
- Q. If I want to market this, are there any materials available?
- A. Yes, please let your CETC know that you need marketing materials and you will be sent brochures and flyers.

If you have any other questions about the County's Rideshare program, please contact Eddie Washington, County Transportation Program Manager at (213) 974-1347 or [ewashington@hr.lacounty.gov](mailto:ewashington@hr.lacounty.gov). You may also contact Kelly Ty at (213) 974-1182 or [kty@hr.lacounty.gov](mailto:kty@hr.lacounty.gov) or Julio Aquino at (213) 974-2523 or [jaquino@hr.lacounty.gov](mailto:jaquino@hr.lacounty.gov).

- AVR Survey.....Attachment IV



# Ridematching and Average Vehicle Ridership (AVR) Survey Form

Employee Information (Please Print)

1. First Name/Last Name /Middle Initial <sup>*(Required)</sup>		Employee I.D. # <sup>*(Required)</sup>	
2. Street Address <sup>*(Required)</sup> (Address is confidential and will not appear on anyone else's RideGuide <sup>*)</sup>		City <sup>*(Required)</sup>	State    Zip <sup>*(Required)</sup>
3. Intersection Closest to Your Home		Email Address <sup>(Required if phone # is missing)</sup>	
4. Area Code, Phone Number and Extension		Cell <input type="checkbox"/> Home <input type="checkbox"/> Work <input type="checkbox"/>	Work Department
5. Signature <sup>*(Required)</sup>		Date <sup>*(Required)</sup>	
6. Typical Commute Mode <sup>*(Required)</sup> (Check one box)			
<input type="checkbox"/> Public Bus <input type="checkbox"/> Metrolink/Rail <input type="checkbox"/> Walk <input type="checkbox"/> Bicycle <input type="checkbox"/> Telecommute <input type="checkbox"/> Drive alone <input type="checkbox"/> Motorcycle <input type="checkbox"/> Carpool <input type="checkbox"/> Vanpool			
7. Typical Work Hours <sup>*(Required)</sup> (Circle AM or PM) Start Time ____ AM/PM and End Time ____ AM/PM			
a. If your work hours vary from day to day please check here <input type="checkbox"/> b. If you have up to one hour flexibility in your start and leave time, please check here <input type="checkbox"/>			

**Instructions:**

- You must enter the time you began work each day. For sick days, vacation, or regular day(s) off, enter normal start time.
- Please circle AM or PM for each day of the survey week.
- Fill in the correct letter from the Transportation Modes Legend, for each day indicating how you arrived to work.

**Transportation Modes Legend\***

A Zero Emission Vehicle	L 4 Persons in Vehicle	W 15 Persons in Vehicle
B Bus	M 5 Persons in Vehicle	Compressed Work Week Day(s) Off (RDO)
C Rail/Plane	N 6 Persons in Vehicle	X 3/36 work week days off (2 days)
D Walk	O 7 Persons in Vehicle	Y 4/40 work week days off (1 day)
E Bicycle	P 8 Persons in Vehicle	Z 9/80 work week day off (1 day)
F Telecommute	Q 9 Persons in Vehicle	All Other Days Off
G Noncommuting	R 10 Persons in Vehicle	AA Vacation
H Drive Alone	S 11 Persons in Vehicle	BB Sick
I Motorcycle	T 12 Persons in Vehicle	CC Regular Day Off, Jury Duty, LOA, etc.
J 2 Persons in Vehicle	U 13 Persons in Vehicle	
K 3 Persons in Vehicle	V 14 Persons in Vehicle	

\*Any rideshare mode must be used for at least 51% of the total trip distance in order to qualify.

8. Indicate Survey Week Dates>>>	Monday	Tuesday	Wednesday	Thursday	Friday
	/	/	/	/	/
Enter the time you began work for each day (Circle am or pm)	a.m. p.m.	a.m. p.m.	a.m. p.m.	a.m. p.m.	a.m. p.m.
Fill in code from Transportation Modes Legend here (Letters A to CC)					

9. ☐ Yes: Please send me a RideGuide which provides a list of commuters (including co-workers) who live near me and are interested in sharing a ride to work. The RideGuide also provides a list of Park and Ride lot locations and information on other ridesharing options such as Metrolink/rail, vanpools and public bus. By checking yes, I understand that my name, telephone number, and/or email address will be provided to other commuters who want to carpool to work.

☐ No: I do not want to receive a RideGuide at this time.

\*Per California Penal Code section 637.6 this information will be used for carpooling or ridesharing purposes. I understand that my signature allows the information provided to be used for ridesharing purposes in the regional ridematching database sponsored by Metro, OCTA, VCTC and through joint partnerships with local cities and Transportation Management Associations to promote ridesharing programs and reduce congestion. I understand these entities are strictly prohibited from disclosing this information to any other third parties. I acknowledge that my participation in ridematching is voluntary and that I am responsible for my participation in a rideshare arrangement. I understand that the sponsoring agencies shall have no responsibility or liability for any claims, expenses or damages resulting from any individual's participation.



**Metro**





For more information call 213.922.2811 or [rideshare@metro.net](mailto:rideshare@metro.net)

7.11.2016

- ECRP Plan Site Audit Form ..... Attachment V



## ECRP Plan Audit Form

	Site name	Audit Date		ETC name
	Site number	Audit Year		
Item #				ETC Phone
				<u>All strategies that are chosen for the indicated plan year must have present in the ECRP binder proof of implementation or a sheet with information on when and how the strategy will be implemented. No exceptions.</u>
	Audit Checklist	Yes	No	Comments
1	Stamped approved copy of current plan?			   
2	Centralized place for files?			
	<b>Marketing Strategies</b>			
3	Marketing Class			
4	Direct Communication			
5	Employer Newsletter, Flyer, Announcements, Memo or Letter at least Quarterly			
6	Employer Rideshare Events			
7	New Hire Orientation			
8	Rideshare Bulletin Boards/Commuter Information Kiosk/Display			
9	Rideshare Meetings/Focus Groups, At least Semi-annually			
10	Rideshare Website			
11	Other Marketing Strategies			
	<b>Basic Strategies</b>			
12	Commuter Choice Program			
13	Flex time schedules			
14	GRH			
15	Personalized Commute Assistance			
16	Preferential Parking			
17	Rideshare Matching			
18	Transit Information Center			
19	Other Basic Strategies (including Site Amenities)			
	<b>Direct Strategies</b>			
20	Auto Services			
21	Bicycle Program			
22	Compressed Workweek			
23	Direct Financial Rewards			
24	Discounted or Free Meals			
25	Employee Clean Vehicles Purchases			
26	Gift Certificates			
27	Off Peak Rideshare Program			
28	Parking Charge/subsidy			
29	Parking Cash-out			
30	Points program			
31	Prize Drawings			
32	Start-up Incentives			
33	Telecommuting			
34	Time off With Pay			
35	Transit Subsidy			
36	Vanpool Program			
37	Other Direct Strategies			Pass/Fail - <span style="float: right;">Date</span>

- Guaranteed Ride Home Policy.....Attachment VI







- 47 -

# County of Los Angeles

## Guaranteed Ride Home Program

---



**Tell me about the “County’s Guaranteed Ride Home Program”. This program helps employees who rideshare to work get to where they need to be in case of an emergency or illness. Use of the program is strictly reserved for employees that rideshare.**

Once the employee arrives at the worksite and it is not possible for the employee to use their regular commute method, the employee should contact their manager. The manager will contact the site’s Employee Transportation Coordinator (ETC) for a Guaranteed Ride Home (GRH).

The ETC will:

- Approve the best transportation method for the employee. For example, the method includes a coworker, bus, taxi or rental car. The ETC will document the reason for the use of the program by the employee in a memo or e-mail and submit it to the Rideshare Program or Countywide ETC.
- Have the employee fill out and sign the Waiver of Liability before the employee can use the GRH program.
- Fill out the Waiver of Liability, fill out a taxi voucher if using a taxi and give the employee a confirmation report form. The ETC will fill out the voucher and include:
  - The date;
  - The employee’s name, where the trip will start, and where the trip will end; and
  - ETC signature.
- Have the employee, upon reaching the destination, retain the pink copy and return it and the completed confirmation report form to the ETC. A copy of the confirmation report may be given to the employee’s manager if requested.
- Allow the department manager to determine the procedure used to acquire a rental car. The employee may rent the car and submit for reimbursement or the department or site may pay for the rental and submit for reimbursement. A letter to request reimbursement must be submitted to DHR Workplace and Community Programs and include the signed Waiver of Liability, completed Confirmation Report form, and rental agreement or any other documents verifying that a car was rented.
- Receive the original validated ticket if public transportation is used. The ETC will make a copy of the original validated ticket and send the ticket and a letter requesting reimbursement to the Department of Human Resources, Workplace and Community Programs. Monthly pass holders will not be reimbursed unless a method other than public transit is chosen or the transit schedule does not allow timely use of public transit.

The County’s Guaranteed Ride Home (GRH) Program was created to support employees who use public transportation, carpool, vanpool, ride a bicycle or walk instead of driving alone to and from work. For more information, contact your site’s Employee Transportation Coordinator.



# County of Los Angeles

## Guaranteed Ride Home Program

### Policies and Procedures

---



#### **POLICY**

County policy (Chapter 5.90 Vehicle Trip Reduction - Ridesharing) supports regional air quality enhancement and traffic mitigation by encouraging County employees to rideshare when commuting to and from work. Use of the Guaranteed Ride Home is encouraged as a commuting incentive supporting the South Coast Air Quality Management District's Rule 2202. Five Guaranteed Ride Home options are available to employees based upon approval, management priorities and commuting distance. Before any method is approved, the employee must first fill out and sign the Waiver of Liability form.

**The transportation mode selected for the GRH must be researched and attempted in the following order:**

**1. Coworker Assistance**

An attempt must first be made to match the employee with another employee traveling in the same direction. Before using the other options allowed within the program below, an attempt must be made to arrange a ride with co-workers.

**2. Public Transit**

A ticket or cash to purchase a ticket must be made available to employees who normally carpool or vanpool. This may meet the employee's needs if time is not critical and bus, rail, or train service is convenient. Reimbursement may be requested if purchased by employee.

**3. Taxi Service**

A taxi voucher can be provided to employees who:

- are unable to drive due to illness;
- work unplanned overtime; or
- do not possess a valid driver's license

**4. Short Term Auto Rental**

Auto rental is a good option for employees who live 25 or more miles from the worksite.

**5. County Vehicle**

If County vehicles are available per department policy, management may make a vehicle available on an emergency basis.

If the trip is required as a result of a personal or family emergency, the departmental cost of a trip may be paid out of petty cash and reimbursed through the Guaranteed Ride Home Fund, DHR. Proper authority is required for the authorization of payments.

## **ELIGIBILITY**

The Guaranteed Ride Home Program is open to all County employees who carpool, vanpool or take public transit on a day that they need transportation service on an emergency basis or for unplanned overtime. Use of the program is limited to emergency situations only. Emergency circumstances include: unplanned overtime; non-life threatening illness or injury; personal or family crisis; and situations when a carpool or vanpool driver has to leave and the rest of the vanpool participants need a ride home. Only one, one-way trip home or to the employees desired drop-off location must be provided per day per employee.

## **PROCEDURES**

The steps below must be followed to receive Guaranteed Ride Home service:

1. The employee must first contact their immediate supervisor. The supervisor determines the need for the service.
2. The supervisor notifies the authorized departmental Guaranteed Ride Home Program Coordinator (usually the ETC) for instruction on how to proceed with the use of the GRH.
3. The Guaranteed Ride Home Program Coordinator determines the eligibility under the Program policies and procedures.
4. If the employee qualifies and is authorized to use taxi service or car rental, the Guaranteed Ride Home Program Coordinator requests the employee to immediately sign the Waiver of Liability (copy attached).
5. The Guaranteed Ride Home Program Coordinator issues a transportation voucher and confirmation report for the employee to fill out. The employee returns the confirmation report to the GRH Program Coordinator upon return to work.
6. The supervisor completes the top half of the transportation voucher.
7. If a bus token or ticket is authorized, it will be issued to the employee through procedures authorized by the department. The employee must return the completed Confirmation Report form to the GRH Program Coordinator.
8. When the employee lives further than 25 miles, it may be cost effective to use a car rental service. Employees may make the arrangements and submit a claim for reimbursement, or the department may establish a vendor purchase order with a car rental agency and submit for departmental reimbursement through the Guaranteed Ride Home Program Fund. Receipts must be submitted to DHR Workplace and Community Programs, 222 S. Hill Street, Los Angeles, CA 90012 Attention: Countywide Rideshare Coordinator.
9. The employee will telephone contacts shown on the voucher for taxi services and initiate arrangements. Estimated pickup time for taxi service may vary, but is reasonably quick.

10. The employee must provide the partially completed transportation voucher to the taxi driver. The taxi driver must complete the middle portion of the form. Charges noted on the transportation voucher for taxi service **will not** include a tip. The employee is not required to provide a tip to the taxi driver.
11. The employee must obtain a receipt for either the taxi service or the car rental charges and provide it with the transportation voucher to the Guaranteed Ride Home Program Coordinator the day the employee returns to work or within 5 business days of using the GRH program.
12. Upon returning to work, the employee is also required to submit the completed Confirmation Report and receipt to the Guaranteed Ride Home Program Coordinator. Failure to submit these documents will limit the employee on further use of the program and fiscal responsibility for the taxi service or car rental. The report will document program activity and validate charges to the Guaranteed Ride Home Fund.

Occasionally, circumstances in specific work locations may make it impossible to follow the formal procedures. Every effort must be made to allow for some flexibility in the administration of the program. If vouchers are not available for any of the transportation options, departments may use other payment or employee reimbursement procedures authorized. Such direct expenses incurred by departments or employees may be billed to the County Guaranteed Ride Home Program Fund, through Workplace and Community Programs, Department of Human Resources.

#### **DEPARTMENTAL GUARANTEED RIDE HOME COORDINATOR**

The Departmental Guaranteed Ride Home Program Coordinator will keep a log of all requests that are processed under the Program and report the activity to Workplace and Community Programs, Department of Human Resources on a quarterly basis.

#### **MARKETING AND PROGRAM ADMINISTRATION**

Employee awareness of this commuter incentive is featured periodically in the County's Workplace Connection. Employee Transportation Coordinators are encouraged to promote the program through Department Newsletters, New Hire Orientations and Rideshare events.

Program Administration:  
Workplace and Community Programs  
Department of Human Resources  
222 S. Hill Street, Room 650  
Los Angeles, CA 90012

Kelly Ty  
Countywide ETC  
Workplace and Community Program  
[kty@hr.lacounty.gov](mailto:kty@hr.lacounty.gov)  
(213) 974-1182

# County of Los Angeles Guaranteed Ride Home Program Activity Report



## (ETC/GRH COORDINATOR USE ONLY)

Department \_\_\_\_\_

Date Program used \_\_\_\_\_

### Activity

Mode of Transportation

Voucher number (if applicable) or  
other relevant information.

Coworker Assistance

Public Transit

Taxi Cab

Car Rental

County Vehicle

Other

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Guaranteed Ride Home Program Coordinator

Name (Print or Type) \_\_\_\_\_ Date \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Checklist for forms submitted to Workplace and Community Programs:

- ☐ Waiver of Liability
- ☐ Memo or E-mail detailing the reason for the use of the GRH
- ☐ Copy of voucher issued
- ☐ Confirmation Report
- ☐ Activity Report
- ☐ Receipts or other proof of payment if reimbursement is requested along with:
  - Memo requesting reimbursement detailing:
    - Who is to be reimbursed
    - The amount of the fare/rental/public transit
    - The reason for the use of the Guaranteed Ride Home Program
    - The time the employee left the worksite
    - Please copy to Site Administrator on the memo

Send completed forms to:

**Rideshare Team**

**Department of Human Resources**

**Workplace and Community Programs**

**222 S. Hill Street, Room 650**

**Los Angeles, CA 90012**

# County of Los Angeles Guaranteed Ride Home Program Waiver of Liability

---



"I, \_\_\_\_\_, understand the guidelines of the Guaranteed Ride Home Program and qualify by traveling to and from work on this day by carpool, vanpool, bus or on foot. I hereby release and hold harmless the County of Los Angeles from any liability, claims and demands of any kind whatsoever, including, but not limited to, any liability for personal injury, loss, theft or damage to my person or loss, theft or damage to my personal property or loss of income. Furthermore, I understand that incorrect use of the taxi service may result in denial of my request for reimbursement of the transportation expenses incurred and restriction from further use of this service.

I, the undersigned, recognize that participation in the County of Los Angeles Guaranteed Ride Home (GRH) Program is strictly voluntary and hereby assume full responsibility for all risk of injury and loss, which may result from my participation in this program. I agree to hold harmless, release, waive, forever discharge and covenant not to sue or bring claim against the County of Los Angeles, it's officers, agents and/or employees from any and all claims resulting from any accident, illness, injury, death or damage, loss or destruction of any property arising or resulting directly or indirectly from my participation in the Guaranteed Ride Home Program.

The Undersigned acknowledges that they have read the forgoing two paragraphs and is fully aware of the legal consequences of signing this waiver.

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Department

\_\_\_\_\_  
Employee Name (print)

\_\_\_\_\_  
Employee Number

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Work Location

\_\_\_\_\_  
Date

\_\_\_\_\_  
Time

\_\_\_\_\_  
GRH Coordinator Signature

\_\_\_\_\_  
Date/Time

This is a transportation service provided to all employees that rideshare and is sponsored by the County of Los Angeles as part of the County's Trip Reduction Program.

1. Name \_\_\_\_\_ Employee # \_\_\_\_\_
2. County Department \_\_\_\_\_ Phone # \_\_\_\_\_
3. I Regularly (check one):
  - a. Carpool \_\_\_\_\_ List Fellow Carpooler(s) \_\_\_\_\_
  - b. Vanpool \_\_\_\_\_ Vanpool Driver and Phone number \_\_\_\_\_
  - c. Public transit (i.e., bus, Metrolink) \_\_\_\_\_
    - i. Please identify route \_\_\_\_\_
4. Date of Guaranteed Ride Home \_\_\_\_\_
5. Method of Ride      Taxi \_\_\_\_\_      Rental Car \_\_\_\_\_
6. Reason for Ride      My Illness \_\_\_\_\_      Dependent illness/emergency \_\_\_\_\_  
Unplanned Overtime \_\_\_\_\_
7. How important is the Guaranteed Ride Home Service to your decision to Carpool,  
Vanpool or use public transit to work?
  - a. \_\_\_\_\_ Very Important      \_\_\_\_\_ Important \_\_\_\_\_ Not Important
8. Comments      on      Service \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- Metro Rewards Incentives ..... Attachment VII





## **Metro Rewards now offering new incentive**

Earn a chance to win gift cards when you log your daily rideshare trip on [www.ridematch.info](http://www.ridematch.info).

For each day that you rideshare to work, you will be entered into a monthly drawing. The more you rideshare, the more chances you have to win!

Visit [www.ridematch.info](http://www.ridematch.info) and use the Commute Calendar to log your trips. The site is accessible from your computer or mobile device.

Contact Metro Rideshare at 213.922.2811 or [rideshare@metro.net](mailto:rideshare@metro.net) or visit [metro.net/rideshare](http://metro.net/rideshare) for more information.





- Sample Memo regarding change in ETC.....Attachment VIII





LISA M. GARRETT  
DIRECTOR OF PERSONNEL

**COUNTY OF LOS ANGELES  
DEPARTMENT OF HUMAN RESOURCES**

HEADQUARTERS  
579 KENNETH HAHN HALL OF ADMINISTRATION • LOS ANGELES, CALIFORNIA 90012  
(213) 974-2406 FAX (213) 621-0387

BRANCH OFFICE  
3333 WILSHIRE BOULEVARD • LOS ANGELES, CALIFORNIA 90010  
(213) 738-2211 FAX (213) 637-0821

[Date]

Ms. Carol Gomez  
South Coast Air Quality Management District  
21865 Copley Drive  
Diamond Bar, CA 91765

Dear Ms. Gomez:

This letter is to inform you that the Employee Transportation Coordinator (ETC) for the [Site Name] of the Los Angeles County [Department Name], site number [Site Number] has changed. [New ETC name] became the ETC on [ETC effective date], replacing [Previous ETC name].

[New ETC] [Attended or will attend] ETC training on [Date of ETC Training]. {If ETC already attended the training} Please find attached is the ETC's training certificate.

New ETC's full details are as follows:

[New ETC name]

[Payroll Title]

[Mailing address]

Tel: [Direct Telephone Number]

E-mail: [E-mail Address]

Sincerely,

[Highest Ranking Official signature]

{Highest Ranking Official, Title}

**Acknowledgement:**

\_\_\_\_\_  
Eddie Washington, Transportation Program Manager  
LA County ECRP/Rideshare Program

\_\_\_\_\_  
Date

*To Enrich Lives Through Effective and Caring Service*

- SSCAQMD Rule 2202.....Attachment IX
  - Please go to <http://www.aqmd.gov/home/programs/business/business-detail?title=rule-2202-on-road-motor-vehicle-mitigation-options> for a PDF of this document.
- SCAQMD Rule 2202 Implementation Guidelines.....Attachment X
  - Please go to <http://www.aqmd.gov/docs/default-source/rule-book/support-documents/rule-2202/rule-2202-implementation-guidelines.pdf>
- SCAQMD Rule 2202 E.C.R.P. Guidelines .....Attachment XI
  - Please go to [http://www.aqmd.gov/docs/default-source/rule-book/support-documents/rule-2202/rule-2202-employee-commute-reduction-program-guidelines-\(ecrp\).pdf](http://www.aqmd.gov/docs/default-source/rule-book/support-documents/rule-2202/rule-2202-employee-commute-reduction-program-guidelines-(ecrp).pdf) for a PDF of the document.
- Employee Transportation Coordinator Directory.....Attachment XII
  - Please go to <http://rideshare.lacounty.gov/wp-content/uploads/2013/04/ETC-Roster.pdf> for a listing of all regulated site ETCs.



# Notes

---