



Bay Area

Commuter Benefits Program Implementation

Executive Committee Meeting

October 20, 2014



METROPOLITAN
TRANSPORTATION
COMMISSION



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Background & Overview

- Bay Area Commuter Benefits Program now in effect
 - *Regulation 14, Rule 1 serves as foundation for Program*
 - *Adopted by Air District Board; ratified by MTC Commission in March 2014*
- Developed pursuant to Senate Bill 1339
- Modeled on local ordinances
 - *San Francisco, Berkeley, Richmond and SFO*
- Compliance required as of September 30, 2014
- Pilot program: 2014 - 2016
- Report to Legislature due by July 2016



Who Needs to Comply?

- Employers with **50+ full-time** employees in the Bay Area:
 - Private businesses
 - Public Agencies
 - Non-profit organizations
- Employee count based on all Bay Area worksites combined:
 - Including branch locations with less than 50 employees
- Exemptions:
 - **Seasonal/temporary employees:** employees who work 120 days per year or less are **exempt** from the employee definition
 - **Field employees:** employees who do not report to a permanent worksite are also **exempt** (per 6/12/14 Compliance Advisory)



Program Requirements

Key Requirements:

- Select one of the four commuter benefit options
- Designate a commuter benefits coordinator
- Register online: www.commuterbenefits.511.org
- Notify employees and make commuter benefit available to employees
- Provide information needed for Program evaluation



Four Commuter Benefit Options

- **Option 1:** Pre-tax payroll deduction for transit or vanpool
 - *Up to maximum allowed by IRS (currently \$130 per month)*
 - *Employers save \$ on payroll taxes*
 - *Employees save \$ on transit/vanpool fares*
- **Option 2:** Direct subsidy for transit or vanpool
 - *Maximum subsidy required is \$75 per month*
- **Option 3:** Employer-provided transportation
 - *Bus, shuttle, vanpool*
- **Option 4:** Alternative commuter benefit
 - *Must be as effective as Options 1-3*





Implementation Strategy

■ Outreach

- Program webpage
- Joint MTC/Air District Press Release
- Direct mailings
- Video, webinar and group presentations
- Other: op ed, BART platform signage; BART newsletter

■ Compliance Assistance

- Compliance Advisory/Guidance
- Response to FAQs
- Notice to Comply

■ Enforcement

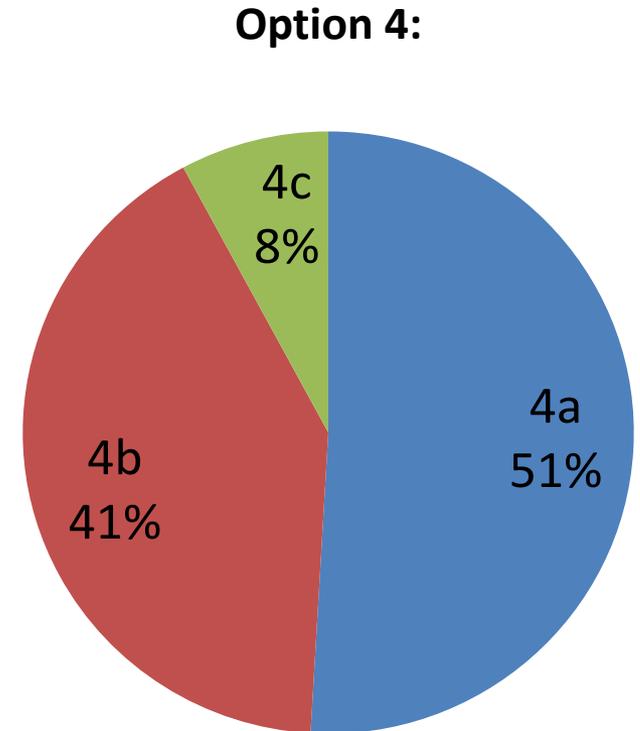
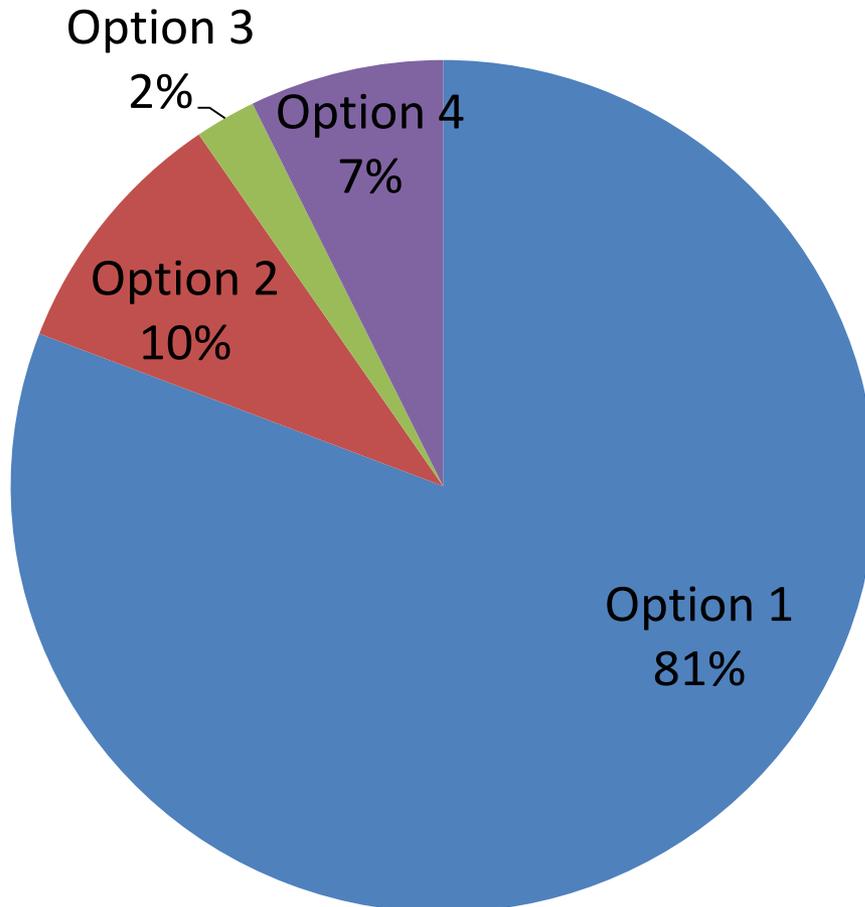
- Notice of Violation



Registration Results to Date (October 16)

- Number of Employers Registered (subject to Rule) : **3,166**

Commuter Benefit Option Selected:





Implementation Experience to Date

- Program is off to a good start
- Support from business community and other stakeholders
- Favorable media coverage
- 511 employer assistance staff provide positive feedback:
 - constructive response from employers
 - increase in # of payroll vendors offering commute benefits
 - smaller employers (< 50 employees) are also stepping up
- Laying groundwork for successful implementation
- Program will require on-going engagement



Compliance Issues

Employers:

- Requests for time extension to offer benefits
 - Staff works with employers to comply
- Complexity of Option 4
 - Option 4 allows employers to propose benefits that work for them
- Bay Area Commuter Benefits offered nationwide
 - Large multi-national firm to offer benefits nationwide, motivated by regulation

Employees:

- Concerned about benefits not being offered
 - Staff will follow-up with employers



Select Option 4 Proposals

Employer	County	Proposed Benefit
Dupont Pioneer	Alameda	Showers, Lockers and Employee Awards Program
Medplast	Alameda	Monthly Raffle
California Oils Corporation	Contra Costa	Amenities for Employees
WRA, Inc	Marin	Provides Two Vacation Hours per month
Saint Helena Hospital	Napa	Amenities for Employees



Select Option 4 Proposals – Cont.

Employer	County	Proposed Benefit
Brandenburg Staedler & Moore – Mobile Home Communities	Santa Clara	Provides Employee On-site Housing
City of Santa Rosa	Sonoma	Provides Transit and Gift Card Raffles
Evernote	San Mateo	Provides a Stipend for a Clean Air Vehicle
Oliver’s Market	Sonoma	Provides Employees with a Bicycle Share Program



Next Steps

- Goal is compliance with the regulation with minimal enforcement actions
- Staff will:
 - Continue providing compliance assistance to employers
 - Evaluate compliance date extension requests on a “case-by-case” basis
 - Develop mechanism to report to State Legislature in 2016

My Air Online Program Update

EXECUTIVE COMMITTEE

OCTOBER 20, 2014

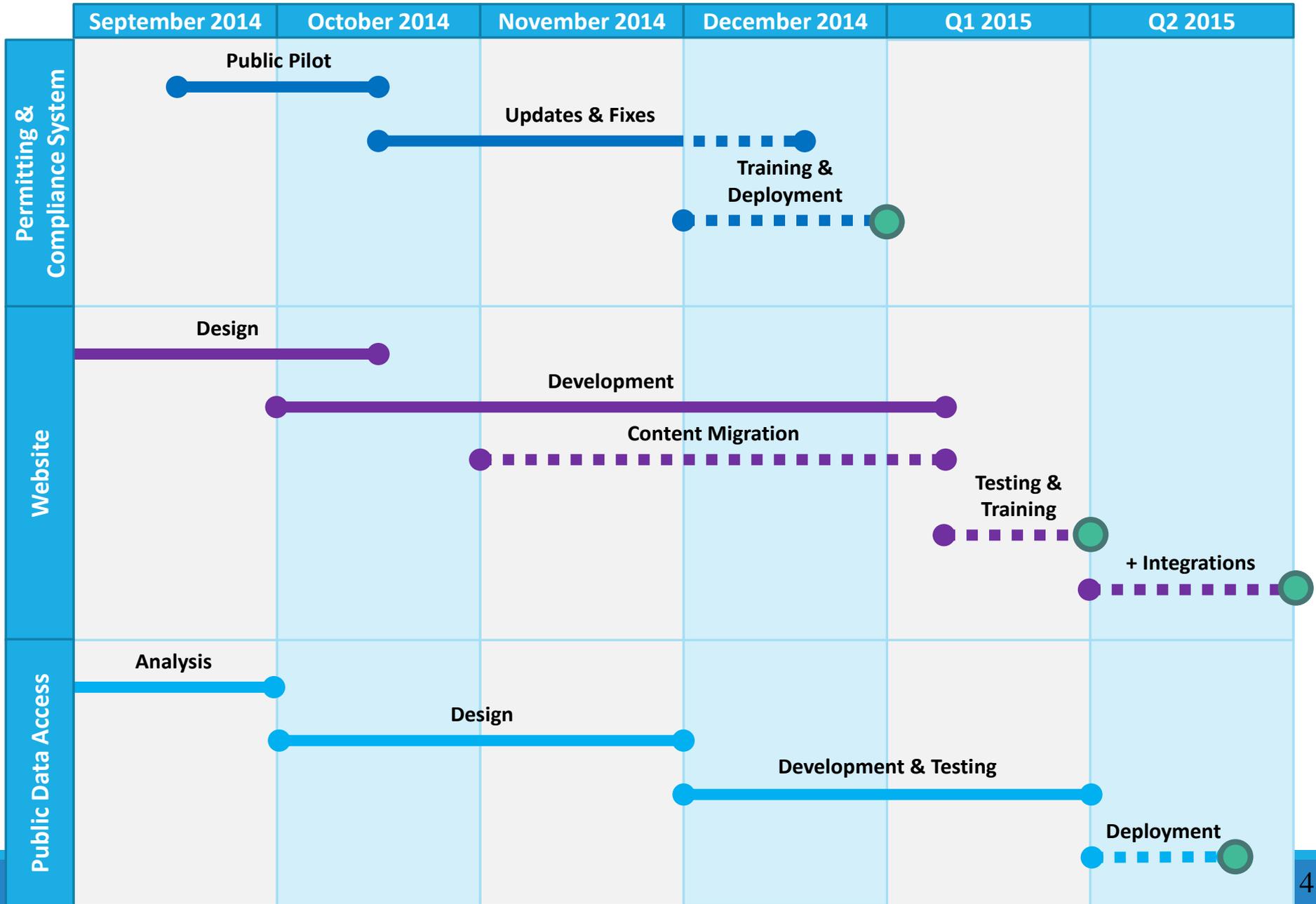
Program Goal

- To improve operational efficiency, accessibility of information, and quality of service that the Air District provides to the general public, scientific community and regulated businesses through the implementation of web and mobile technologies.

My Air Online Program Structure



My Air Online Roadmap

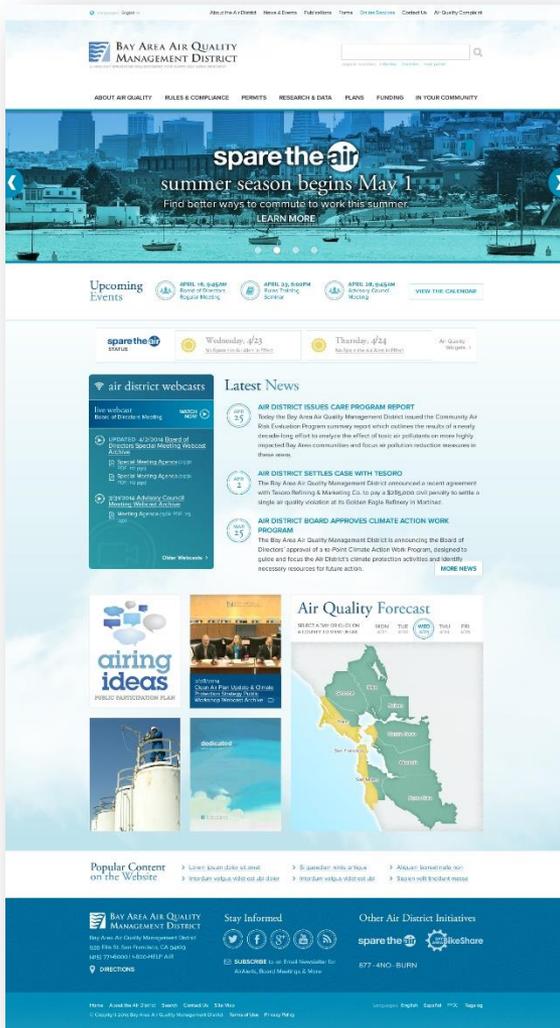


Public Website Status

- Visual design nearly complete
- Development under way

- **Next Steps:**
 - Gather public stakeholder input
 - Content re-write to condense length and make language more accessible to the public
 - Content Migration
 - Testing
 - Training
 - Deployment (End of Q1 2015 target)
 - Integration Enhancements (Q2 2015 target)

New Website Design Samples

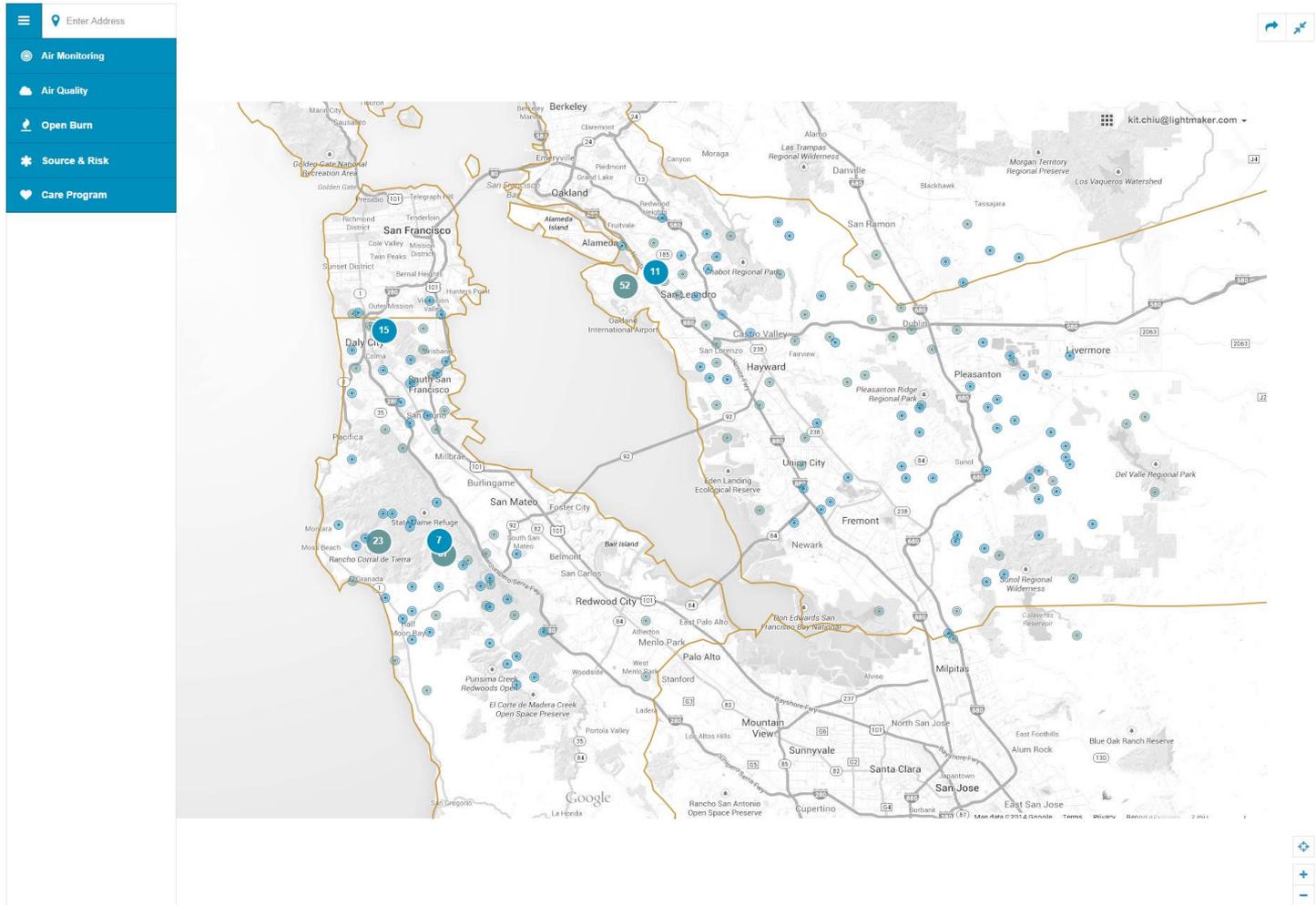


Public Data Access Status

- Requirements analysis for maps complete
- Conceptual design underway

- **Next Steps:**
 - Gather public stakeholder input
 - Complete visual and technical design
 - Development
 - Testing
 - Integration into new public website (Q2 2015 target)

Conceptual Demo



Permitting & Compliance Systems Status

- **Gas Station Permitting & Inspection (Released Mar 2012)**
 - 2443 Facilities
 - 416 Permit Applications Approved (~\$444K revenue)
 - 5674 Permits Renewed (~\$9.5MM revenue)
 - 1896 Inspection Tasks
- **Dry Cleaner Permitting & Inspection (Release Nov 2012)**
 - 490 Facilities
 - 38 Permit & Registration Applications Approved (~\$10K revenue)
 - 826 Permits & Registrations Renewed (~160K revenue)
 - 271 Inspection Tasks
- **Auto Body Coating Operations (2014)**
 - 1109 permitted facilities (will be cutover in coordination with Engineering/Enforcement)
- **Online Payment for Asbestos Renovation & Demolition (Released May 2013)**
- **Online Payment for Open Burn (Released September 2013)**
- **Querying and Reporting for all permitted and registered facilities**

Public Pilot

- Conducted pilot with 20 permitted/registered facilities including gas stations, dry cleaners and auto body coating operations
- System accessed over the internet (hybrid cloud environment)
- Participants had access to real data and conducted simulated permit activities:
 - Permit/registration applications
 - Permit/registration renewals
 - User account management
- Established help desk to test customer support process
- Online survey used to gather feedback from participants

 TEST FACILITY - 200092

Choose a Facility

 [GO](#)

I'd like to...



START A NEW
APPLICATION



TRANSFER
OWNERSHIP

ON THIS PAGE:



[PERMIT APPLICATIONS](#)



[DEVICES](#)



FACILITY INFORMATION [?](#)

[HIDE DETAILS](#)

[GENERAL INFORMATION](#)

[FACILITY CONTACTS](#)

[BAAQMD CONTACTS](#)

Facility Name: **Test Facility**

Facility No.: **200092**

Facility Location

100 S VAN NESS AVE
SAN FRANCISCO, CA 94103

 [EDIT LOCATION](#) ▶

NAICS Code: [?](#) 811121 Automotive Body, Paint, and Interior Repair and Maintenance

SIC Code: [?](#) 7532 Top, Body, and Upholstery Repair Shops and Paint Shops



MY ACTIVE APPLICATIONS [?](#)

[HIDE DETAILS](#)

 TEST FACILITY - 200092

Application No.	Application Name	Submittal Date	Status
409163	 Test Application	Wednesday, October 01, 2014	Evaluating Permit Application Completeness OPEN APPLICATION

◀◀ Page 1 of 1 ▶▶ 5 View 1 - 1 of 1

[+ NEW APPLICATION](#)

[APPLICATION INSTRUCTIONS](#)

Permitting & Compliance System Next Steps

- Release permitting & inspection features for auto body coating operations
- Incorporate pilot feedback
- Migrate additional infrastructure to the cloud
- Open to the public (December 2014 target)
 - Online permitting & inspections for gas stations, dry cleaners & auto body coating operations
 - Online public complaints



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Webcasting for Committee Meetings

Rex Sanders

Director of Executive & Administrative Resources Division

Monday, October 20, 2014



BACKGROUND

- Board Meetings webcasted since 2010

The screenshot displays a web browser window with two main content areas. On the left, a video player shows a live feed of a meeting in progress, with participants seated around a large conference table. The video player interface includes a play/pause button, a progress bar at 00:14:50 / 03:10:18, and a title 'Board of Directors Meeting'. Below the video is an 'Index' section with a list of items: 'CALL TO ORDER' and '1. Opening Comments Roll Call Pledge of Allegiance The Chair shall'. On the right, a document viewer displays the agenda for a 'BOARD OF DIRECTORS REGULAR MEETING' held on 'September 3, 2014'. The agenda includes the BAAQMD logo and the text: 'A meeting of the Bay Area Air Quality Management District Board of Directors will be held in the 7th Floor Board Room at the Air District Headquarters, 939 Ellis Street, San Francisco, California.' At the bottom of the agenda, there is a section titled 'Questions About an Agenda Item' with a corresponding text box containing the instruction: 'The name, telephone number and e-mail of the appropriate staff'.



BACKGROUND

- **2010 – Present:**
Public attendance increases for Climate Protection, Mobile Source and Stationary Source Committees
- When using an overflow room, staff webcasts





OPTIONS AND CONSIDERATIONS FOR WEBCASTING COMMITTEE MEETINGS

- Hold and Webcast some or all Committee Meetings in the 7th Floor Board Room with or without videoconference capability
 - **With Videoconference Capability**
 - Adding Videoconferencing capability would require capital of approximately \$30,000 and ongoing service at \$2000 per meeting
 - **Without Videoconference Capability**
 - ≈ Cost of \$1,000 per meeting using existing equipment





375 BEALE STREET

- Board Meetings will be webcast only
- Committee Meetings will have videoconferencing and webcast capability
 - Move in expected Winter, 2015/16





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Questions & Discussion

Rex Sanders

Director of Executive & Administrative Resources Division