Update:

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

Step 1
Data Collection

Step 2
Verification w/ Stakeholders

Step 3
Roles & Responsibilities

Step 4
Framework for Integrated Climate Program
Data Collection

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

We Have Much to Build & Learn From

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

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

Based on what we know:

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

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

Step 1
Data Collection
Jan - June 2016

Step 2
Verification w/ Stakeholders
Feb - July 2016

Step 3
Roles & Responsibilities

Step 4
Framework for Integrated Climate Program
Sept. 2016
BARC Representation
Next BARC Meeting: February 19, 2016

THANK YOU!
Executive Committee – December 14, 2015
David Burch, Principal Environmental Planner
Background & Purpose

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

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

Key requirements:

- Select one of the four commuter benefit options
- Designate a commuter benefits coordinator
- Register online: www.commuterbenefits.511.org
- Notify employees

Rule does not impose any performance targets or standards
Four Commuter Benefit Options

• Option 1: Pre-tax payroll deduction for transit or vanpool
  - Up to maximum allowed by IRS (currently $130 per month)
  - Employer can save $ on payroll taxes
  - Employees save $ on transit/vanpool fares

• Option 2: Employer-provided subsidy for transit or vanpool
  - Maximum subsidy required is capped at $75 per month

• Option 3: Employer-provided transportation
  - Bus, shuttle, vanpool

• Option 4: Alternative commuter benefit
  - Employer can select from pre-approved menu, or submit its own proposal
Compliance Assistance

• Program webpage: commuterbenefits.511.org

• Employer assistance materials

• Webinars & web-based tutorials

• Video: Program overview with testimonials from employers

• 511 Regional Rideshare Program staff provide personalized information & assistance
  - help employers select & implement benefits appropriate to worksite setting & employee needs
Program Evaluation

SB 1339 requires report to Legislature by July 2016

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

Staff has prepared a draft report based upon:

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

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

Most employers are choosing Option 1

Commuter Benefits Offered (All Registered Employers)

- Option 1: Pre-tax $$ 82%
- Option 2: Employer subsidy 10%
- Option 3: Employer-provided transportation 2%
- Option 4: Alternative Benefit 7%
Region-Wide Impact

Program has been effective in expanding commuter benefits across the region

% of Registered Employers Offering New Benefit
Program has increased participation by smaller & mid-sized employers

New Benefit by Employer Size (# employees)
Employee Response

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

- Program reduces ~ 18,000 motor vehicle trips per day
- Over first 12 months, Program reduced ~ 85 million miles of vehicle travel
- Reduction of ~ 149 tons of CO₂ per day
- Per SB 375, ARB set Bay Area target to reduce per capita GHG emissions from motor vehicles by 7% by year 2020 - SB 375 target equates to reduction of 5,500 tons per day
- CO₂ reductions from initial phase of Program represent ~ 3% of total emission reduction needed to achieve the SB 375 regional GHG reduction target for 2020
Overall Impact

- Modest, but significant, reductions in:
  - motor vehicle travel
  - greenhouse gases & other air pollutants
  - traffic congestion

- Tax savings to employers who choose Option 1
  ~ $140 per year per participating employee

- Tax savings to employees of $450 to $785 per year
  - aggregate savings of $73 million to $128 million per year

- Increases ridership & revenue for transit agencies

- Helps in maintaining transit & vanpool ridership
Next Steps

• Air District & MTC to consider sponsoring legislation to extend Program

• Submit evaluation report to Legislature

• Continue outreach & compliance assistance to employers

• Build on experience gained in pilot phase to enhance Program results if our implementation authority is extended
Who Needs to Comply?

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

- Private business
- Public Agency
- Non-profit organizations

Employee count based on all Bay Area worksites combined:

- Including branch locations with less than 50 employees

Exemptions:

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

<table>
<thead>
<tr>
<th>County</th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
<th>Option 4</th>
<th>Total</th>
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<tbody>
<tr>
<td>Alameda</td>
<td>83%</td>
<td>10%</td>
<td>2%</td>
<td>5%</td>
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<td>Contra Costa</td>
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<td>7%</td>
<td>1%</td>
<td>5%</td>
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<td>7%</td>
<td>2%</td>
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<td>Napa</td>
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<td>0%</td>
<td>15%</td>
<td>178</td>
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<tr>
<td>Other</td>
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<td>3%</td>
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<td>San Francisco</td>
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<tr>
<td>Sonoma</td>
<td>78%</td>
<td>11%</td>
<td>1%</td>
<td>11%</td>
<td>345</td>
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Option 4: Alternative Commuter Benefit

- One of the four options specified in SB 1339
- Provides flexibility for employers
- Good option in areas with limited transit service
- Promote alternative commute modes such as carpooling, bicycling, walking, telework
- Employer can propose an alternative benefit
- Or employer can select from a menu of measures
Option 4: Menu of Measures

• Menu includes a wide range of low-cost, feasible, and effective measures

• Employers can mix & match measures to develop a program appropriate to their needs

• Menu of measures is integrated into online registration form - easy to submit a “pre-approved” Option 4 proposal

• Approach provides both flexibility & clarity
Option 4: Menu of Measures

Option 4A: Choose one primary & two secondary measures
Option 4B: Choose four secondary measures

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<tr>
<th>PRIMARY MEASURES</th>
<th>SECONDARY MEASURES</th>
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<tbody>
<tr>
<td>Carpool Subsidy ($3/day)</td>
<td>Employer-specific carpool match service (free)</td>
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<tr>
<td>Bicycle Subsidy ($20/month)</td>
<td>Guaranteed Ride Home program (free)</td>
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<tr>
<td>Telework Program</td>
<td>Preferred parking for carpools</td>
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<tr>
<td>Compressed Work-Week</td>
<td>Secure, on-site bicycle parking</td>
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<td>Parking Cash-Out</td>
<td>Showers/lockers for bicyclists/walkers</td>
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<tr>
<td>Electric Vehicle Implementation</td>
<td>Employer-sponsored Bike Share Program</td>
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<tr>
<td></td>
<td>Employee commuting “awards” program</td>
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<tr>
<td></td>
<td>On-site amenity (cafe, ATM, childcare, etc.)</td>
</tr>
<tr>
<td></td>
<td>Provide real-time commuting info</td>
</tr>
<tr>
<td></td>
<td>Lunchtime shuttle</td>
</tr>
</tbody>
</table>
Outreach to Employers

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

Bay Area Climate Action Leadership Summit

Executive Committee Meeting
December 14, 2015

Lisa Fasano
Communications
Background

- 2006 Climate Protection Summit
- $3 Million climate grant fund
- Local actions were born
  - Marin County Community Choice Aggregation
  - Berkeley PACE
60th Anniversary Year

- Wildfires to El Niño
- COP21 Paris
- Time is right for a renewed climate conversation
• Scoping plan for a 2016 Climate Conference
• Possible 1-2 day conference
• Leadership, success, solutions
• Regional dialogue
  • Cities, Counties, Planning Offices, Locally Elected Leaders, Regional Industries, Non-Profits, Academia
2016 Summit

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

Jackie Winkel
Principal Environmental Planner

Executive Committee
December 14, 2015
Background

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

• Draft guidance document for local governments

• Encourage local governments to address and minimize potential local air pollution early in the planning process

• Provide tools and information, including:
  – Detailed maps of local sources of air pollution;
  – Feasible and effective “best practices” to minimize exposure; and
  – Strategies to reduce emissions
  – Examples of local governments addressing air quality

• Promote infill development while protecting public health
Maps

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

• **Purple areas:** Implement best practices to reduce exposure

• **Blue areas:** Conduct air quality modeling to assess air pollutant levels and identify measures to reduce potential health risks
Best Practices to Reduce Exposure

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

• Best Practices:
  ● Air filtration
  ● Dense tree plantings
  ● Alternative truck routes
  ● Building & site design
  ● Project phasing
  ● Health protective distances, as feasible
Best Practices to Reduce Emissions

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

- Best Practices:
  - Retrofit generator;
  - Promote EV plug-in stations
  - Electrify loading docks;
  - Limit idling times;
  - Transportation demand management strategies
  - Traffic management strategies
Feedback & Next Steps

• Concept reflects feedback from local planning directors and regional agency partners:
  - Simple & predictable
  - “Best Practices” approach
  - Regionally consistent

• Next Steps:
  - Targeted External Stakeholder Engagement
  - Bay Area Regional Collaborative Meeting
  - General Public Engagement

• Completion: Spring 2016