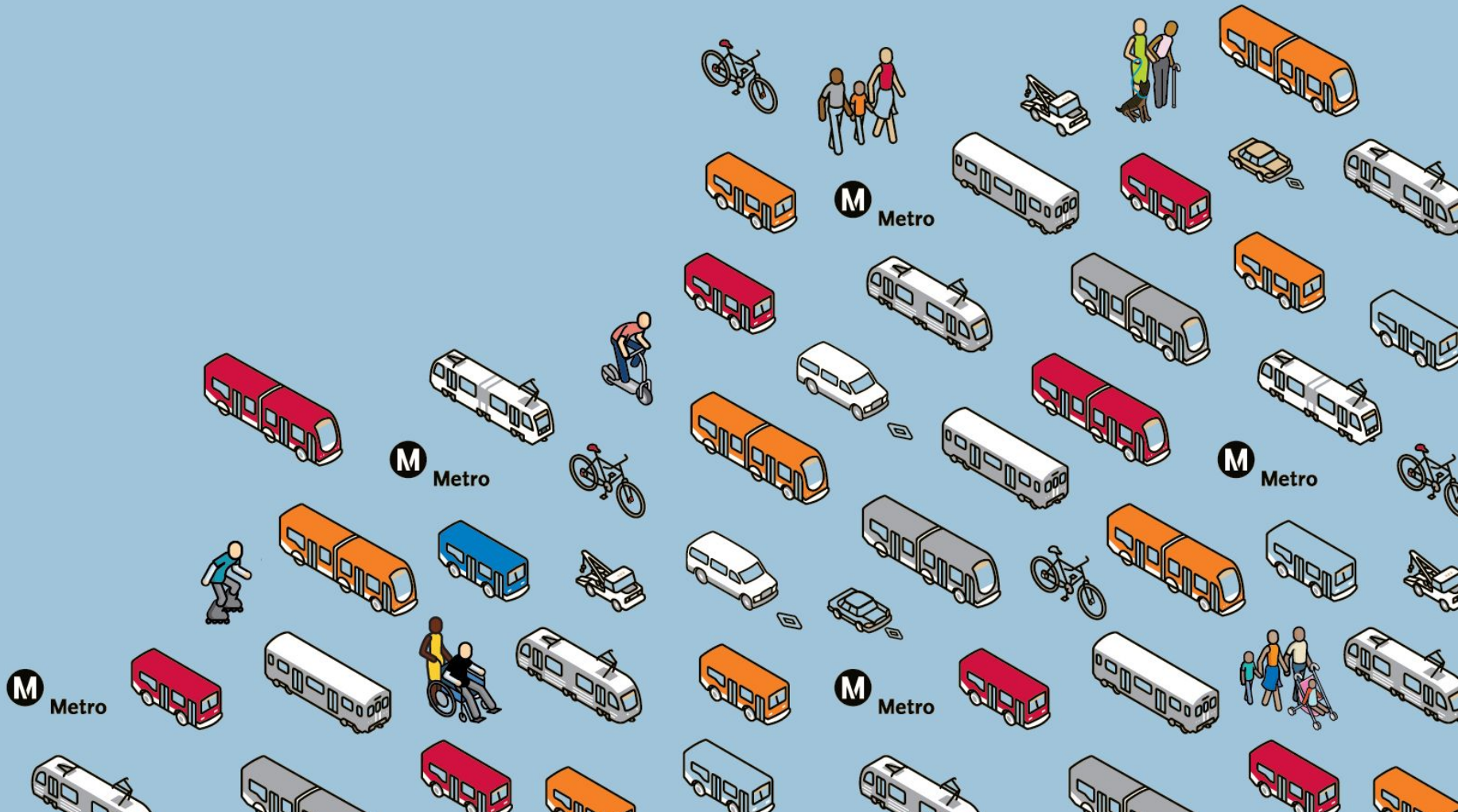


Metro's Regional Commuter Benefit

Ordinance

Regional Conference: California ACT Chapters

May 1, 2019



Commuter Benefit Ordinance Overview

- AB2548
 - Grants Metro the authority to write and implement an ordinance
- What is a Commuter Benefits Ordinance
 - Employers must offer their employees the option to set aside pre-tax dollars from their paychecks to pay for transit or vanpool costs
- Who is Regulated?
 - All employers in Los Angeles County with 50-249 employees
- Exemptions
 - Employers offering their employees a benefit equal to or greater than a Commuter Benefit incentive
 - Employers already complying with a local City TDM Ordinance



Start Date: June, 2020

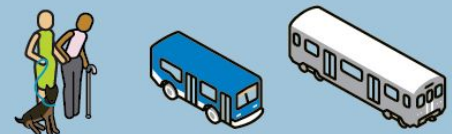


Goals: Reduce SOV trips increase transit/vanpool

Regulation alone will not reduce trips

What does?

OUTREACH



Outreach Plan for 65,000 Employers

- Identify Partners
 - Chambers of Commerce
 - Local Transit Agencies
 - Vanpool Providers
 - Cities
 - Employer Groups
 - TMAs/TMOs
- Marketing Materials
- Workshops and Events and Focus Groups

**PUBLIC
OUTREACH**



Support Plan for 65,000 Employers

User Friendly Website

Register, Comply, Report
FAQs
Templates
Vendor List



Marketing Materials for Employees

Transit lines near an employer
Vanpool information
Trip planning information
Ride Guide option



Evaluate and Set Goals Annually

- Before ordinance implementation set goals
 - Compliance rate
 - Increase participation
 - Decrease VMT/GHG
- Annual Evaluation
 - Did you meet your goals?
 - What worked well?
 - What challenges did you face?
 - What would you change/improve going forward?
 - Set goals for the next year

