



March 24, 1998

Metropolitan
Transportation
Authority

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TO: BOARD OF DIRECTORS

**FROM: JAMES L. DE LA LOZA, EXECUTIVE OFFICER
REGIONAL TRANSPORTATION PLANNING AND
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**SUBJECT: SB 836 VOLUNTARY RIDESHARE INCENTIVE
PROGRAMS**

ISSUE

SB 836 (Lewis) provided funding to county transportation agencies and regional rideshare agencies in the SCAG region to implement voluntary rideshare programs. MTA received an \$860,000 SB 836 grant to develop a voluntary rideshare program in Los Angeles County. This report is to advise the MTA Board that this program will begin implementation at the end of March 1998.

BACKGROUND

In 1996, Senator Lewis authored legislation (SB 836) which phases out the South Coast Air Quality Management District's Rule 2202 (previously Regulation 15) over several years. Rule 2202 requires employers with 100 or more employees to reduce mobile source emissions at their worksites through implementing either an employee rideshare program or other emission reduction strategies such as car scrapping. The new law assumes that the South Coast region will meet the Rule's air quality goals through voluntary measures rather than regulation. The first phase of the legislation raises the employer compliance threshold from 100 to 249 employees. Employers with 250 employees or more must continue to comply with the Rule 2202 mandate.

SB 836 also made funds available to implement voluntary rideshare programs that would assist employers with less than 250 employees reduce air emissions. These funds are being administered by the Regional Transportation Agencies Coalition (RTAC). MTA applied for funding and was awarded a \$860,000 grant to implement two voluntary rideshare programs. The grant funds are used to support two as-needed staff persons to administer the program in addition to all program expenses.

already featured stories on the program including the Los Angeles Times, the Outlook, the Daily Breeze and the Antelope Valley Press.

Both the *Rideshare 2000* and *Club Metro* programs have been modeled after successful incentive programs being implemented in Riverside and San Bernardino Counties. The programs in these counties have been in operation for several years and have experienced very positive results. MTA's voluntary rideshare programs are scheduled to begin implementation in late March. Staff will provide a program status report to the MTA Board of Directors in six months.

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