

Table 5-2. Transportation Control Measures

| Number | Name | Pollutant | Description |
|--------|---|----------------|--|
| TR1 | Clean Air Teleworking Initiative | All Pollutants | Develop teleworking best practices for employers and develop additional strategies to promote telecommuting. Promote teleworking on Spare the Air Days. |
| TR2 | Trip Reduction Programs | All Pollutants | Implement the regional Commuter Benefits Program (Rule 14-1) that requires employers with 50 or more Bay Area employees to provide commuter benefits. Encourage trip reduction policies and programs in local plans, e.g., general and specific plans while providing grants to support trip reduction efforts. Encourage local governments to require mitigation of vehicle travel as part of new development approval, to adopt transit benefits ordinances in order to reduce transit costs to employees, and to develop innovative ways to encourage rideshare, transit, cycling, and walking for work trips. Fund various employer-based trip reduction programs. |
| TR3 | Local and Regional Bus Service | All Pollutants | Fund local and regional bus projects, including operations and maintenance. |
| TR4 | Local and Regional Rail Service | All Pollutants | Fund local and regional rail service projects, including operations and maintenance. |
| TR5 | Transit Efficiency and Use | All Pollutants | Improve transit efficiency and make transit more convenient for riders through continued operation of 511 Transit, full implementation of Clipper® fare payment system and the Transit Hub Signage Program. |
| TR6 | Freeway and Arterial Operations | All Pollutants | Improve the performance and efficiency of freeway and arterial systems through operational improvements, such as implementing the Freeway Performance Initiative, the Freeway Service Patrol and the Arterial Management Program. |
| TR7 | Safe Routes to Schools and Safe Routes to Transit | All Pollutants | Provide funds for the regional Safe Routes to School and Safe Routes to Transit Programs. |
| TR8 | Ridesharing, Last-Mile Connection | All Pollutants | Promote carpooling and vanpooling by providing funding to continue regional and local ridesharing programs, and support the expansion of carsharing programs. Provide incentive funding for pilot projects to evaluate the feasibility and cost-effectiveness of innovative ridesharing and other last-mile solution trip reduction strategies. Encourage employers to promote ridesharing and carsharing to their employees. |

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Table 5-2. Transportation Control Measures *(continued)*

| Number | Name | Pollutant | Description |
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| TR9 | Bicycle and Pedestrian Access and Facilities | All Pollutants | Encourage planning for bicycle and pedestrian facilities in local plans, e.g., general and specific plans, fund bike lanes, routes, paths and bicycle parking facilities. |
| TR10 | Land Use Strategies | All Pollutants | Support implementation of <i>Plan Bay Area</i> , maintain and disseminate information on current climate action plans and other local best practices, and collaborate with regional partners to identify innovative funding mechanisms to help local governments address air quality and climate change in their general plans. |
| TR11 | Value Pricing | All Pollutants | Implement and/or consider various value pricing strategies. |
| TR12 | Smart Driving | All Pollutants | Implement smart driving programs with businesses, public agencies and possibly schools and fund smart driving projects. |
| TR13 | Parking Policies | All Pollutants | Encourage parking policies and programs in local plans, e.g., reduce minimum parking requirements; limit the supply of off-street parking in transit-oriented areas; unbundle the price of parking spaces; support implementation of demand-based pricing (such as “SF Park”) in high-traffic areas. |
| TR14 | Cars and Light Trucks | All Pollutants | Commit regional clean air funds toward qualifying vehicle purchases and infrastructure development. Partner with private, local, state and federal programs to promote the purchase and lease of battery-electric and plug-in hybrid electric vehicles. |
| TR15 | Public Outreach and Education | All Pollutants | Implement the Spare the Air Every Day Campaign including Spare the Air alerts, employer program, and community resource teams, a PEV Outreach campaign and the Spare the Air Youth Program. |
| TR16 | Indirect Source Review | All Pollutants | Consider a rule that sets air quality performance standards for new and modified development projects. |

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Table 5-2. Transportation Control Measures *(continued)*

| Number | Name | Pollutant | Description |
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| TR17 | Planes | NO _x | Work with the appropriate partners to increase the use of cleaner burning jet fuel and low-NO _x engines in commercial jets arriving and departing the Bay Area. |
| TR18 | Goods Movement | All Pollutants | Continue participation in the preparation and implementation of the Regional Goods Movement Plan. Participate in the Goods Movement Collaborative, led by the Alameda County Transportation Commission, and assist MTC in development of the Freight Emissions Action Plan. |
| TR19 | Medium and Heavy Duty Trucks | All Pollutants | Directly provide, and encourage other organizations to provide, incentives for the purchase of 1) new trucks with engines that exceed ARB's 2010 NO _x emission standards for heavy-duty engines, 2) new hybrid trucks, and 3) new zero-emission trucks. The Air District will work with truck owners, industry, ARB, the California Energy Commission, and others to demonstrate additional battery-electric and hydrogen fuel cell zero-emission trucks. |
| TR20 | Ocean Going Vessels | All Pollutants | Replicate the Green Ship Program that has been implemented at the ports of Los Angeles and Long Beach. Financial incentives for cleaner Tier 2 and Tier 3 ocean-going vessels to call at the ports serve as the basis of the Program. The Program was initiated as part of the San Pedro Bay Ports Clean Air Action Plan. This measure also recognizes the need to monitor progress under such programs and augment them as necessary to ensure sufficient results. |
| TR21 | Commercial Harbor Craft | All Pollutants | Focus on assisting fleets to achieve early compliance with the CARB harbor craft air toxic control measure and supporting research efforts to develop and deploy more efficient engines and cleaner, renewable fuels for harbor craft. |
| TR22 | Construction, Freight and Farming Equipment | All Pollutants | Provide incentives for the early deployment of electric, Tier 3 and 4 off-road engines used in construction, freight and farming equipment. Support field demonstrations of advanced technology for off-road engines and hybrid drive trains. |
| TR23 | Lawn and Garden Equipment | All Pollutants | Seek additional funding to expand the Commercial Lawn and Garden Equipment Replacement Program into all nine Bay Area counties. Explore options to expand Lawn and Garden Equipment Program to cover shredders, stump grinders and commercial turf equipment. |