



Bay Area
Commuter Benefits Program

EMPLOYER GUIDE
May 7, 2014

The Bay Area Commuter Benefits Program is a partnership led by the Metropolitan Transportation Commission and the Bay Area Air Quality Management District. (May 2014)



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For online information about the
Bay Area Commuter Benefits Program, visit 511.org.





INTRODUCTION AND BACKGROUND

This guide describes the [Bay Area Commuter Benefits Program](#), a program to promote the use of alternative commute modes such as transit, ridesharing, bicycling, and walking. The Program will decrease motor vehicle travel and traffic congestion, and reduce emissions of greenhouse gases and other air pollutants, thus protecting public health and the climate. Commuter benefits also provide potential tax savings for both employers and their employees.

[Senate Bill 1339](#), codified in [California Government Code section 65081](#), authorizes the Bay Area Air Quality Management District (Air District) and the Metropolitan Transportation Commission (MTC) to adopt and implement a [regional commuter benefits ordinance](#) on a pilot basis effective through December 2016.

Pursuant to SB 1339, the Air District and MTC worked together to develop a new rule: [Regulation 14: Mobile Source Emission Control Measures, Rule 1: Bay Area Commuter Benefits Program](#). The rule was approved by the governing boards of both agencies and became effective on March 26, 2014. The rule establishes the basic framework of the Bay Area Commuter Benefits Program (Program).

The Program requires employers with 50 or more full-time employees within the [jurisdiction of the Air District](#) to choose one (or more) of the following commuter benefit options to offer to their employees by September 30, 2014:

Option 1: Pre-Tax Benefit: The employer allows employees to exclude their transit or vanpool costs from taxable income, to the maximum extent permitted by federal law (currently a maximum of \$130 per month).

This option can reduce payroll and/or income taxes for both employers and employees.

Option 2: Employer-provided Subsidy: The employer provides a transit or vanpool subsidy to cover or reduce the employee's monthly transit or vanpool costs, to a maximum of \$75 per month.

Option 3: Employer-provided Transit: The employer provides a free or low-cost bus, shuttle, or vanpool service for employees.

Option 4: Alternative Commuter Benefit: The employer provides an alternative commuter benefit that is as effective as the other options in reducing single-occupant vehicle trips (and/or vehicle emissions).

The Program is modeled on local ordinances that have been established in recent years in several Bay Area cities, including the City of San Francisco, the City of Richmond, the City of Berkeley, and the San Francisco International Airport. The Air District and MTC are working with these entities to coordinate implementation of this regional Program with these local ordinances, as described in the section entitled "[Coordination with Local Commuter Benefit Ordinances](#)".

The Program has been designed to provide flexibility for employers and to minimize administrative and reporting requirements. The Program simply requires employers to make commuter benefits available. Employers are not required to achieve any performance standard or target, nor are any employees required to change commute mode.

This employer guide is provided to assist Bay Area employers in implementing an effective commuter benefit program for their employees. The steps laid out

in this guide are intended to help employers comply with the Program, and to select an option that best fits with the company's budget and employee needs.

For more detailed information on the Program, federal commuter tax benefits, potential tax savings to Bay Area employers and employees, and more, see the [Bay Area Commuter Benefits Program Staff Report](#) and the [Frequently Asked Questions](#) guide.

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PURPOSE OF THE COMMUTER BENEFITS PROGRAM

Transportation is the largest source of air pollution in the Bay Area, and commute travel accounts for nearly half of total motor vehicle travel on an average weekday. The Program will decrease motor vehicle travel and traffic congestion, and reduce emissions of greenhouse gases and other air pollutants, thus protecting public health and the climate by

encouraging the use of alternative commute modes such as transit, vanpool, carpool, bicycling, and walking. In addition, when employers offer commuter benefits, they may take advantage of tax savings that exist for commuter benefits in the federal tax code.

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WHAT ARE THE ADVANTAGES?

- **Reduced Costs and Tax Savings to Employers and Employees**
 - Employers can save money on payroll (FICA) taxes and/or their corporate taxes (see summary of "Potential Tax Savings for the Four Commuter Benefit Options").
 - Employees will save money on their transit, vanpool, or bicycling costs.
- **Enhanced Employee Recruitment and Retention**
 - Employer-provided commuter benefits have proven to be a cost-effective tool for increasing job satisfaction and helping recruit and retain valuable employees.
- **Enhanced Employee Productivity**
 - Employees who use alternative commute modes arrive at work more relaxed, less stressed from traffic congestion, and ready to be productive.
 - Employees who bike or walk to work are healthier, potentially reducing health insurance claims and sick leave.
- **Better air quality reduces health care costs**
 - By decreasing motor vehicle emissions, commuter benefit programs can improve air quality, helping



- to protect public health for all Bay Area residents.
- **Decreased emissions of greenhouse gases can help achieve climate protection targets and reduce the impacts of climate change.**
 - Reduced traffic congestion decreases goods movement costs for business
- **Save money on parking**
 - Reduced demand for parking can save employers money or free up land that can be put to better use.

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BAY AREA COMMUTER BENEFIT PROGRAM: PROVISIONS AND REQUIREMENTS

Effective **March 26, 2014**, the [Bay Area Commuter Benefits Program](#) requires employers with 50 or more full-time employees to offer a commuter benefit to their employees by **September 30, 2014**¹.

In addition to offering a commuter benefit, employers must:

- Designate a commuter benefits coordinator (typically an employee already handling payroll/benefits)
- Submit an [online registration form](#) to the Air District/MTC and update their registration information on an annual basis
- Notify employees of the commuter benefit option and make that option available
- Maintain records to document implementation of the commuter benefit

Employers may also be asked to provide information requested by the Air District/MTC for program evaluation purposes.

Applicability

The Program applies to employers with 50 or more full-time employees² within [the jurisdiction of the Air District](#). The Program is mandatory for all employers as described.

Key Definitions

Employer: For the purpose of this Program, the term “employer” is defined as any private, public or non-profit entity with 50 or more full-time employees in the nine-county San Francisco Bay Area. The employee count is based on all Bay Area worksites combined. For example, if an employer has ten employees at one worksite and 45 at another worksite for a combined total of 55 employees, the employer would be required to participate. Likewise, an employer with 20 employees at each of three Bay Area worksites, for a total of 60 full-time employees, would also be subject to the Program.

Employee: Employee is defined as anyone who receives a federal W-2 form for income tax purposes.

Full-time employee: A “full-time employee” is defined as an employee who normally works at least 30 hours per week. The employee count is based on the average number of full-time employees on the payroll over the course of the most recent three-month period. (Seasonal or temporary employees who work 120 days or less per year are not included).

Covered Employee: A covered employee is anyone who works at least 20 hours per week. Employers subject to the Program (i.e., with at least 50 full-time employees in the San Francisco Bay Area) must provide a commuter benefit to all covered employees. (Note: An employer may choose to offer its commuter benefit to all employees, including those who work less than 20 hours per week.)

Seasonal/temporary employee: An employee who works 120 or fewer days per year. (Seasonal/ temporary employees who work 120 or fewer days per year are not covered by the Program, unless the employer voluntarily chooses to include them.)

Multi-Site Employers

The Program applies to any employer with 50 or more full-time employees in the Bay Area at all Bay Area worksites combined (even if the employer does not have 50 or more employees at any single site). Many employers will have multiple offices, branches, or sites that are subject to the Program. Multi-site employers with 50 or more full-time employees in the Bay Area must provide commuter benefits at all their Bay Area worksites. Multi-site employers have flexibility in terms of how to administer their commuter benefits. In most cases a multi-site employer will probably choose to offer the same commuter benefit to employees at all its Bay Area worksites. However, the employer can

¹ In the event that an employer reaches the 50 or more full-time employee threshold after the Program goes into effect, the employer will have six months from the date that it becomes subject to the Program, to register, select a commuter benefit option and comply with the Program.

² Employers with fewer than 50 full-time employees in the Bay Area are not required to comply with the Bay Area Program. However, employers with worksites in Berkeley, Richmond, San Francisco, or San Francisco International Airport must comply with the local ordinance if they exceed the applicable threshold in the local ordinance, as described in the appendix entitled “Coordination with Local Commuter Benefit Ordinances”.

choose to provide different benefits at different sites in order to provide benefits that are most appropriate to the context at each site (depending on workforce demographics, business needs, etc.)

Employers Already Offering Commuter Benefits

Many employers already offer commuter benefits that are consistent with one (or more) of the four commuter benefit options for the Program. These employers will simply need to register in order to comply. Some employers may need to modify or enhance their existing commuter benefits in order to achieve consistency with one (or more) of the four commuter benefit options. If your company already offers some type of commuter benefits, compare your benefit to the four options to see if you will need to make any changes to your company's current commuter benefits.

Select a Commuter Benefit Option

The first step in complying with the Program is to evaluate and choose a commuter benefit option to offer to your employees. Detailed information on the four options is available below, including potential savings to employers. A brief [transportation survey](#) of employees to determine what type of commuter benefit employees are most interested

in may be helpful. Factors to consider in deciding which commuter benefit to offer include:

- [potential tax savings](#)
- budget and available resources
- business needs
- worksite location(s)
- employee home locations
- available transportation options
- employee preferences

A summary of [potential tax savings](#) to employers and employees for the various commuter benefit options is available; **however, employers should consult with their tax advisor.**

If you have additional questions on choosing a commuter benefit option, you may find the [frequently asked questions](#) document helpful. The [511 Regional Rideshare Program staff](#) or [local county employer outreach staff](#) are also available to help employers set up a commuter benefits program.

Click the Get Started tab under the commuter benefit of your choice for a step-by-step guide in complying with the Program.

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³Employers that do not pay Social Security taxes, such as some public agencies in California, would still save by not paying Medicare taxes, but these employers would not experience the full payroll tax savings described above. Click here for more information in the IRS's "*Federal, State and Local Government Fringe Benefit Guide*."

OPTION 1: PRE-TAX BENEFIT

The employer allows employees to exclude their transit or vanpooling expenses from their taxable income, to the maximum amount allowed by federal law.

The maximum amount that employees can set aside for transit or vanpool costs is currently \$130 per month. The Pre-Tax Benefit is similar to the Flexible Spending Account (FSA) which allows employees to set aside dollars on a pre-tax basis to pay for qualified medical expenses. For most employers, Option 1 should be the most economical of the four options, as explained below.

Potential tax savings for Option 1: Employers save approximately 8% on payroll taxes, because they do not pay FICA taxes (Social Security and Medicare) on the money that employees use for transit or vanpooling.³ Depending on their tax bracket, employees can save as much as 40% on their transit or vanpool.

For example, as shown below, if an employee elects to set aside the current maximum allowed by the IRS of \$130 per month on a pre-tax basis to cover transit or vanpool costs, the employee will save \$50 per month or \$600 per year (assuming 25% federal income tax bracket, 7.35% state/local income tax, and 7.65% of employee share of FICA), as shown in this chart. The employer will realize approximately \$11.70 per month or \$140 per year in payroll tax savings for this employee (assuming 7.65% FICA).

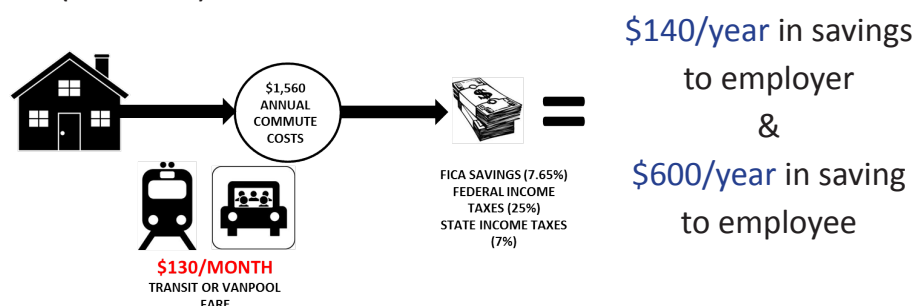
[Frequently asked questions: Option 1](#)

[Click here to Get started with Option 1.](#)

SAVINGS TO EMPLOYERS & EMPLOYEES

Option 1: By allowing use of pre-tax \$\$ for transit & vanpool

- Employers: can save ~8% (or more) in payroll tax savings
- Employees: can save on average 40% (or more) on their (after-tax) commute costs



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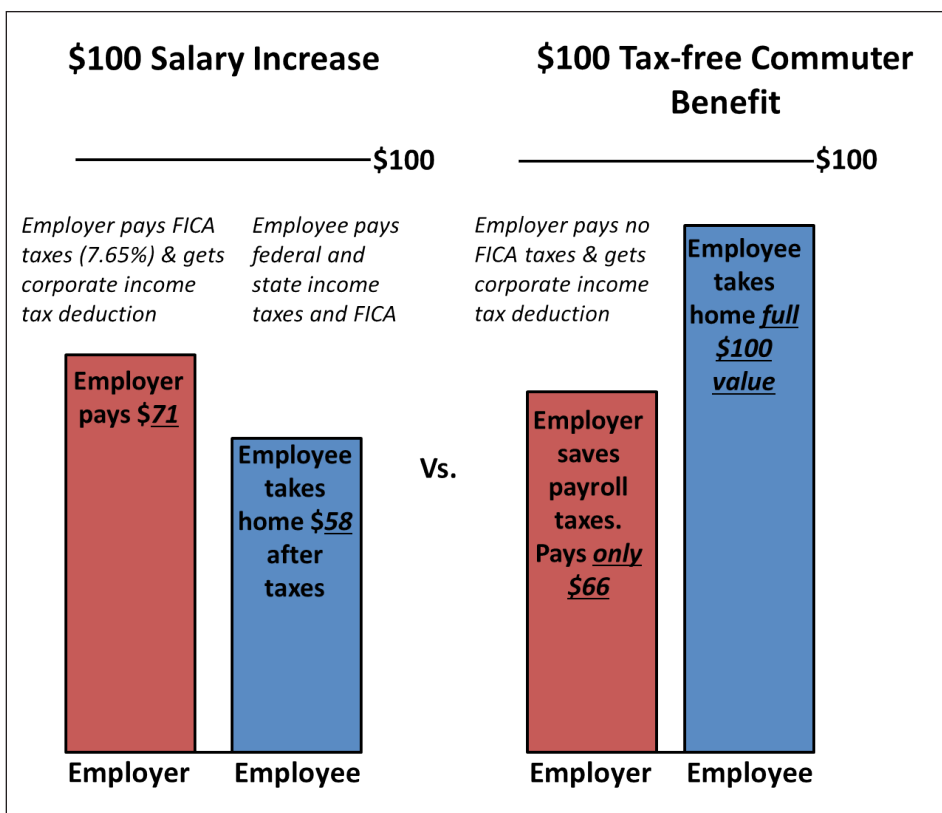
OPTION 2: EMPLOYER-PROVIDED SUBSIDY

The employer provides a transit or vanpool subsidy to cover or reduce the employee's monthly transit or vanpool costs to a maximum of \$75 per month.

The required amount of the subsidy is up to \$75 per month for purposes of complying with the Program. However, an employer may choose to offer a higher subsidy amount on a voluntary basis.

Potential tax savings for Option 2: Employers do not pay payroll taxes, and employees do not pay income taxes or payroll taxes, on the amount of the subsidy, up to the IRS limit (currently \$130 per month). If an employer provides a subsidy that exceeds this limit, the portion of the subsidy amount above the pre-tax limit (\$130 per month) is subject to taxation. Note: the federal tax code {IRS Section 132(f)} also allows the employer to provide a subsidy of up to

\$20 per month for eligible bicycle commuting expenses on a tax-free basis. For purposes of complying with the Program, an employer may choose to provide a subsidy for employees who commute by bicycle as an enhancement to Option 2, in addition to providing a subsidy for transit and vanpooling. (Note: According to IRS guidelines, an employee can receive either a tax-free subsidy for transit or vanpool, or a tax-free bicycle subsidy, but not both). The employer may also elect to offer a subsidy or incentive for employees who use other types of alternative commute modes, such as carpooling or walking. However, the federal commuter tax benefits only apply to transit, vanpooling, and bicycling.



The cost to implement Option 2 will be higher than Option 1, since the subsidy represents an out-of-pocket cost to the employer. However, Option 2 provides a very tax-efficient way, from the standpoint of both the employer and the employee, to improve an employee compensation package. Providing a transit/vanpool subsidy is more cost-effective than providing a salary increase of the same amount. As shown in the figure, comparing the after-tax value of a \$100 per month transit subsidy versus a \$100 per month pay increase, the employer and the employee both come out well ahead with the transit subsidy.

It should be noted that Option 2 provides a very tax efficient way, from the standpoint of both the employer and the employee, to improve an employee compensation package. As shown in the figure below, comparing the after tax value of \$100 per month transit subsidy versus a \$100 per month pay increase, the employer and the employee both come out well ahead with a transit subsidy.

[Frequently asked questions: Option 2](#)

[Click here to Get started with Option 2 \(page 12\).](#)

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OPTION 3: EMPLOYER-PROVIDED TRANSIT

The employer provides free or low- cost transportation for its employees (via service operated by or for the employer).



Employers who select Option 3 can choose to provide transportation from the employee's home community to the worksite in buses or vans, or a shuttle service from one or more transit stations to the worksite. Providing transportation for employees can be an expensive proposition. However, for employers who are willing to make the financial commitment, Option 3 can be a highly effective means to attract and retain employees, and to reduce vehicle trips to the worksite.

Potential tax savings for Option 3: For tax purposes, employers may be able to deduct the costs of employer-provided transportation as a business expense. Employers should consult with their tax adviser to determine potential tax savings. Per IRS Code Section 132(f), employer- provided transportation in a "commuter highway vehicle" (such as a bus, shuttle vehicle, or vanpool) is treated as a "qualified transportation fringe benefit." This means that the employee does not pay taxes on the value of the employer-provided transportation, nor does the employer have to pay payroll taxes on the value of this benefit.

Employers may be able to reduce their costs by providing a shared bus or shuttle service in collaboration with other nearby businesses, or by purchasing seats for their employees on an existing transportation service. In addition, employers that select Option 3 could recoup a

portion of their costs by charging employees a modest user fee to employees who use the bus or shuttle, provided that the fee does not exceed the "low-cost" threshold defined below.

Definition of "low cost": Employers may charge a fare to their employees, provided that the fare is "low cost". The Air District and MTC define "low cost" as follows:

Short-distance transportation: For short-distance transportation, such as a shuttle from a nearby transit station to the worksite, the employer may charge a maximum of \$2.00 per employee for a one-way trip.

Long-distance transportation: For long-distance transportation, such as buses or van service from the employee's home community to the worksite, the employer may charge a one-way fare of no more than \$0.20 per mile times the one-way trip distance. For example, in the case of an employer providing a bus service for a 30-mile trip from the employee's home to the worksite, the "low-cost" threshold for the purpose of the Program means that the employer could charge the employee a maximum of \$6.00 per one-way trip.

Note: Available information indicates that among employers who currently provide bus or shuttle service for their employees, very few currently charge a fee to users. If an employer wants to charge a user fare that exceeds "low cost" as defined here, then the employer could not use Option 3 to comply with the Program. The employer would need to comply with the Program by means of one of the other options.

[Frequently asked questions: Option 3](#)

[Click here to Get started with Option 3 \(page 14\).](#)

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OPTION 4: ALTERNATIVE COMMUTER BENEFIT

The employer may propose an alternative commuter benefit that would be as effective in reducing single-occupancy commute trips (or vehicle emissions) as any of the three options outlined above.



The Air District must evaluate and approve any alternative commuter benefit proposed by the employer. Option 4 may be most appropriate for employers located in areas that are not well served by transit. Option 4 provides a means to promote the use of alternative commute modes that are not directly addressed in Options 1, 2 or 3, such as carpooling, walking, telecommuting, compressed work week schedules, or promoting the use of electric vehicles by employees.

To help employers develop alternative benefits for purposes of Option 4, the Air District and MTC have defined a menu of possible measures that employers can choose from to submit a “pre-approved” alternative. The measures are categorized as “Primary Measures” and “Secondary Measures.”

Two menu-style options are described below: Option 4A and Option 4B.

Option 4A: Employer selects one Primary Measure plus at least two Secondary Measures from the list of measures in Table 1.

Option 4B: Employer selects at least four Secondary Measures from the list of measures in Table 1.

Option 4C: In addition to this menu approach, employers may propose their own alternative commuter benefit. For Option 4C, the Air District must evaluate the proposed alternative benefit to determine that it would be as effective as Options 1, 2 or 3 in reducing single-occupant vehicle trips (and/or vehicle emissions) to the work site. During the registration process, an employer

Table 1 - Option 4 Measures

Primary Measures	Secondary Measures
☐ Carpool Subsidy (\$3/day that employee carpools) ☐ Bicycle Subsidy (\$20/month) ☐ Telecommute Schedule ☐ Compressed Workweek ☐ Parking Cash-Out ☐ Electric Vehicle Implementation (fleet changeover, EV car share for employees, etc.)	☐ Preferred parking for carpools ☐ Provide employer-specific carpool match service ☐ Employer-provided membership in a car-sharing program ☐ Participation in an emergency/guaranteed ride home program ☐ Secure, on-site bicycle parking ☐ Showers and bicycle lockers for employees ☐ Employer-sponsored Bike Share Program ☐ Employee commuting awards program (ex: bonus vacation day; free lunch; gift card; etc.) ☐ On-site amenity (ATM; café; catered lunch; on-site child-care, dry cleaning, etc.) ☐ Provision of a shared mechanism for viewing real time commuting info (ex: flat screen monitor in lobby) ☐ Lunchtime shuttle

selecting Option 4C must describe its proposed benefit and explain why the proposed alternative benefit would be appropriate and effective at its worksite(s).

Examples of potential alternative commuter benefit programs that are available:

- [Option 4A: Carpool Subsidy](#)
- [Option 4B: Carpool Promotion](#)
- [Option 4A: Bicycle Subsidy](#)

Potential tax savings for Option 4: The potential tax savings for Option 4 would depend upon which measures an employer chooses to implement. Employer-provided

subsidies for carpooling or walking are not included in the federal commuter tax benefits; therefore, the value of subsidies for these modes would be treated as taxable to both the employer and the employee. However, an employer may be able to deduct as a business expense the costs associated with implementation of measures included in Table 1. Employers should consult with their tax advisor regarding potential tax saving for implementation of measures pursuant to Option 4.

[Option 4 Guide](#)

[Click here to Get started with Option 4 \(page 16\).](#)

GETTING STARTED: OPTION 1: PRE-TAX BENEFIT

The basic steps to comply with the Program can be summarized as follows:

Step 1. Choose an option:

Evaluate the four commuter benefit options and select one to offer to your employees. If you are here, you are selecting Option 1.

Step 2. Designate a Commuter Benefits Coordinator.

For purposes of the Program, this is simply the person who will complete the registration form and report to the 511 Regional Rideshare Program (511 RRP).

Most employers are expected to assign this role to an existing employee in their Human Resources department. However, this role can be assigned to anyone within the organization that the employer deems appropriate. An employer may also contract with a third party to serve as the Commuter Benefits Coordinator.⁴ In the case of employers who belong to a [Transportation Management Association \(TMA\)](#), the TMA may serve as the Commuter Benefits Coordinator.

Step 3. Go to the Program webpage and register.

Through 511.org, employers will be provided with easy access to a secure, online automated registration process. In order to complete the registration process, an employer will need the following information:

- Name and contact information for Reporting Commuter Benefits Coordinator
- Contact information for an alternative contact person
- Number of full-time employees and covered employees at each Bay Area worksite. ([Please refer to Page 3](#)).
- The commuter benefit option that the employer will provide
- Means used to notify employees about the commuter benefit and how to apply for the benefit

Employers will also be required to provide updates to their registration information on an annual basis. Employers will receive an annual follow-up notice requesting that the employer confirm (or update, as needed) the data provided in the original registration submittal.



Step 4. Notify employees about the commuter benefit that your company will provide and how to take advantage of the benefit, and make the benefit available.

Employee notification is one of the key requirements of the Program. Since the goal of the Program is to encourage employees to use alternative commute modes, it is essential that employers inform employees about the commuter benefit they offer, and how employees can take advantage of the benefit. Employee notification is required at the following times:

- When the commuter benefit is first made available
- At least once per year thereafter, in conjunction with the employer's annual registration update
- On an on-going basis, for newly-hired employees; as part of the explanation of employee benefits provided during new employee orientation

Employers must indicate the method(s) used to notify employees as part of the registration process. See the [Informational Materials for Employees](#) section below for examples of employee notification documents, including email, hard copy posters and notices, and more.

Step 4a. Making Option 1 available to employees:

Employers may choose to administer the pre-tax benefit in-house, or to use a payroll service or third-party vendor to administer the benefit. Employers who elect to administer the pre-tax benefit in-house should consult IRS guidelines to ensure that they are complying with IRS guidelines and record-keeping requirements. For employers administering Option 1 in-house, typical tasks include:

⁴ Because some large, multi-site employers may have more than one employee who serves as a Commuter Benefits Coordinator (another term often used is "Employee Transportation Coordinator"), the registration process uses the term "Reporting Commuter Benefits Coordinator" to refer to the Commuter Benefits Coordinator who will serve as the primary contact for purposes of registering the various worksites.

- Taking employee orders, making payroll deductions, purchasing the benefit from the vendor, distributing the benefit to employees, answering employee questions about the benefit.

For employers using a vendor to administer Option 1, typical tasks include:

- Selecting a vendor, coordinating with the vendor, and making payroll deductions.
- The vendor will take responsibility for the bulk of the tasks involved in offering a pre-tax commuter benefit
- Vendors generally charge fees to administer the benefit; the fees may vary based upon the number of employees who elect to participate, and the scope of services that the vendor provides.
- In most cases, the cost to administer Option 1 should be fully offset by the employer's payroll tax savings, and in many cases an employer should experience an overall net savings by offering Option 1 to their employees (even when using a vendor).

Step 4b. Set-up pre-tax deductions:

Work with your company's payroll administrator to set up a pre-tax deduction code. Consider how will you conduct the payroll deduction (e.g., do you need a new deductions code?); and when will the money for transit/vanpool be deducted from the employee's paycheck.

Step 4c. Enroll employees in the Program:

Distribute an [enrollment form](#) to collect orders. If working with a vendor, compile employee order information into the format specified by the vendor.

Step 4d. Distribute the benefit:

Distribute the benefit (e.g., Clipper Card, transit vouchers, etc.) to employees using the process you (and/or the vendor) have decided on.

Step 5. Keep records to document implementation of your commuter benefits program and make these records available in response to any request from the Air District.

The employer must retain the records for a period of three years, and must make records available to the Air District upon request. Employers should maintain documentation to demonstrate that:

- The commuter benefit selected by the employer has been implemented and made available to employees,
- Employees have been notified about the commuter benefit and how to request the benefit (1) at the time the benefit was initially made available and (2) as part of the "new employee orientation" process for newly hired employees.
- The employer participated in a pre-tax option as per Section 132(f) of the Internal Revenue Code. Note: If the employer is using ClipperDirect or a vendor, such as a payroll service or commuter benefits specialist, to administer Option 1, then the vendor should be able to maintain and provide the required documentation. [Click here](#) for a sample checklist of the steps to complete the registration process.

GETTING STARTED: OPTION 2: EMPLOYER-PROVIDED SUBSIDY

The basic steps to comply with the Program can be summarized as follows:

Step 1. Choose an option:

Evaluate the four commuter benefit options and select one to offer to your employees. If you are here, you are selecting Option 2.

Step 2. Designate a Commuter Benefits Coordinator.

For purposes of the Program, this is simply the person who will complete the registration form and report to the 511 Regional Rideshare Program (511 RRP).

Most employers are expected to assign this role to an existing employee in their Human Resources department. However, this role can be assigned to anyone within the organization that the employer deems appropriate. An employer may also contract with a third party to serve as the Commuter Benefits Coordinator.⁵ In the case of employers who belong to a [Transportation Management Association \(TMA\)](#), the TMA may serve as the Commuter Benefits Coordinator.

Step 3. Go to the Program webpage and register.

Through 511.org, employers will be provided with easy access to a secure, online automated registration process. In order to complete the registration process, an employer will need the following information:

- Name and contact information for Reporting Commuter Benefits Coordinator
- Contact information for an alternative contact person
- Number of full-time employees and covered employees at each Bay Area worksite
- The commuter benefit option that the employer will provide
- Means used to notify employees about the commuter benefit and how to apply for the benefit

Employers will also be required to provide updates to their registration information on an annual basis. Employers will receive an annual follow-up notice requesting that the employer confirm (or update, as needed) the data provided in the original registration submittal.

**Step 4. Notify employees about the commuter benefit that your company will provide and how to take advantage of the benefit, and make the benefit available.**

Employee notification is one of the key requirements of the Program. Since the goal of the Program is to encourage employees to use alternative commute modes, it is essential that employers inform employees about the commuter benefit they offer, and how employees can take advantage of the benefit. Employee notification is required at the following times:

- When the commuter benefit is first made available
- At least once per year thereafter, in conjunction with the employer's annual registration update
- On an on-going basis, for newly-hired employees, as part of the explanation of employee benefits provided during new employee orientation

Employers must indicate the method(s) used to notify employees as part of the registration process. See the [Informational Materials for Employees](#) section below for examples of employee notification documents, including email, hard copy posters and notices, and more.

Step 4a. Making Option 2 available to employees:

An employer-paid subsidy can be provided through vouchers, debit/credit cards linked to a commuter account, or directly loaded on to a Clipper® card. The employer can administer a transit or vanpool subsidy much the same as the pre-tax benefit in Option 1, by either directly purchasing and providing the voucher or passes to employees, or by using a third-party vendor

⁵ Because some large, multi-site employers may have more than one employee who serves as a Commuter Benefits Coordinator (another term often used is "Employee Transportation Coordinator"), the registration process uses the term "Reporting Commuter Benefits Coordinator" to refer to the Commuter Benefits Coordinator who will serve as the primary contact for purposes of registering the various worksites.

to administer this program. Employers who elect to administer the subsidy on their own should consult IRS guidelines to ensure that they are complying with IRS guidelines and record-keeping requirements. For employers administering Option 2 in-house, typical tasks include:

- Taking employee orders, making payroll deductions, distributing the subsidy to employees, answering employee questions about the subsidy

For employers using a vendor to administer Option 2, typical tasks include:

- Selecting a vendor, coordinating with the vendor, and providing the subsidy.
- With this option, the vendor will take responsibility for the bulk of the tasks involved in offering a (pre-tax) subsidy.
- Vendors generally charge fees to administer the benefit, which may vary based upon the number of employees who elect to participate, and the scope of services that the vendor provides.

Step 4b. Set up the subsidy distribution:

Work with your company's payroll administrator to set up the subsidy. Things to think about include: how will the subsidy be offered to employees; and who will administer the subsidy and/or coordinate with the vendor.

Step 4c. Enroll employees in the Program:

Distribute an [enrollment form](#) to collect orders. If working with a vendor, compile employee order information into the format specific by the vendor.

Step 5. Keep records to document implementation of your commuter benefits program and make these records available in response to any request from the Air District.

The employer must retain the records for a period of three years, and must make records available to the Air District upon request. Employers should maintain documentation to demonstrate that:

- The commuter benefit selected by the employer has been implemented and made available to employees,
- Employees have been notified about the commuter benefit and how to request the benefit (1) at the time the benefit was initially made available and (2) as part of the "new employee orientation" process for newly hired employees.
- The employer offered a subsidy to employees to offset the monthly cost of commuting via transit or by vanpool. For example, a company can maintain receipts for transit purchases for transit such as BART, Santa Clara VTA's EcoPass, or AC Transit's EasyPass. Note: If the employer is using ClipperDirect or a vendor, such as a payroll service or commuter benefits specialist, to administer Option 2, the vendor should be able to maintain and provide the required documentation. [Click here](#) for a sample checklist of the steps to complete the registration process.

GETTING STARTED: OPTION 3: EMPLOYER-PROVIDED TRANSIT

The basic steps to comply with the Program can be summarized as follows:

Step 1. Choose an option:

Evaluate the four commuter benefit options and select one to offer to your employees. If you are here, you are selecting Option 3.

Step 2. Designate a Commuter Benefits Coordinator.

For purposes of the Program, this is simply the person who will complete the registration form and report to the 511 Regional Rideshare Program (511 RRP).

Most employers are expected to assign this role to an existing employee in their Human Resources department. However, this role can be assigned to anyone within the organization that the employer deems appropriate. An employer may also contract with a third party to serve as the Commuter Benefits Coordinator.⁶ In the case of employers who belong to a [Transportation Management Association \(TMA\)](#), the TMA may serve as the Commuter Benefits Coordinator.

Step 3. Go to the Program [webpage](#) and register.

Through 511.org, employers will be provided with easy access to a secure, online automated registration process. In order to complete the registration process, an employer will need the following information:

- Name and contact information for Reporting Commuter Benefits Coordinator
- Contact information for an alternative contact person
- Number of full-time employees and covered employees at each Bay Area worksite
- The commuter benefit option that the employer will provide
- Means used to notify employees about the commuter benefit and how to apply for the benefit

Employers will also be required to provide updates to their registration information on an annual basis. Employers will receive an annual follow-up notice requesting that the employer confirm (or update, as needed) the data provided in the original registration submittal.

**Step 4. Notify employees about the commuter benefit that your company will provide and how to take advantage of the benefit, and make the benefit available.**

Employee notification is one of the key requirements of the Program. Since the goal of the Program is to encourage employees to use alternative commute modes, it is essential that employers inform employees about the commuter benefit they offer, and how employees can take advantage of the benefit. Employee notification is required at the following times:

- When the commuter benefit is first made available
- At least once per year thereafter, in conjunction with the employer's annual registration update
- On an on-going basis, for newly-hired employees, as part of the explanation of employee benefits provided during new employee orientation

Employers must indicate the method(s) used to notify employees as part of the registration process. See the [Informational Materials for Employees](#) section below for examples of employee notification documents, including email, hard copy posters and notices, and more.

Step 4a. Determine what transportation providers are available for bus, shuttle, or vanpool service:

Go to [Transit Providers List](#) for more information or consult your local county employer outreach staff for free assistance and support, as shown in [Table 2](#).

⁶ Because some large, multi-site employers may have more than one employee who serves as a Commuter Benefits Coordinator (another term often used is "Employee Transportation Coordinator"), the registration process uses the term "Reporting Commuter Benefits Coordinator" to refer to the Commuter Benefits Coordinator who will serve as the primary contact for purposes of registering the various worksites.

Step 4b. Map employee residential locations by utilizing the 511 Regional Rideshare Program GIS mapping service.

This free mapping service provides a transportation survey tool that can be administered to your employees to determine employee home zip codes, work schedules, and commute times.

Step 4c. Based on where your employees live and their work schedules, analyze which transportation option(s) would be most viable, which employee home location areas would be best-suited as the point of origin (for bus or vanpool service), and the morning and evening commute times that would serve the greatest number of employees.

Step 4d. Employers who are interested in Option 3 may want to join forces with neighboring employers to share the costs of an employer-provided transportation program.

For an example of employer participation in “last mile” shuttle programs with neighboring employers go to: samtrans.com/schedulesandmaps/shuttles.html

Step 5. Keep records to document implementation of your commuter benefits program and make these records available in response to any request from the Air District.

The employer must retain the records for a period of three years, and must make records available to the Air District upon request. Employers should maintain documentation to demonstrate that:

- The commuter benefit selected by the employer has been implemented and made available to employees,
- Employees have been notified about the commuter benefit and how to request the benefit (1) at the time the benefit was initially made available and (2) as part of the “new employee orientation” process for newly hired employees.
- The employer is providing commuter transportation to employees by means of bus, shuttle, vanpool, or ferry service. Records should demonstrate that the employer either directly provided transit service to employees, contracted with a transportation company to provide such service, or contributed to the funding of such service through payments to a property manager or Transportation Management Association that provides such service. [Click here](#) for a sample checklist of the steps to complete the registration process.

GETTING STARTED: OPTION 4: ALTERNATIVE COMMUTER BENEFIT

The basic steps to comply with the Program can be summarized as follows:

Step 1. Choose an option:

Evaluate the four commuter benefit options and select one to offer to your employees. If you are here, you are selecting Option 4.

Step 2. Designate a Commuter Benefits Coordinator.

For purposes of the Program, this is simply the person who will complete the registration form and report to the 511 Regional Rideshare Program (511 RRP).

Most employers are expected to assign this role to an existing employee in their Human Resources department. However, this role can be assigned to anyone within the organization that the employer deems appropriate. An employer may also contract with a third party to serve as the Commuter Benefits Coordinator.⁷ In the case of employers who belong to a [Transportation Management Association \(TMA\)](#), the TMA may serve as the Commuter Benefits Coordinator.

Step 3. Go to the Program webpage and register.

Through 511.org, employers will be provided with easy access to a secure, online automated registration process. In order to complete the registration process, an employer will need the following information:

- Name and contact information for Reporting Commuter Benefits Coordinator
- Contact information for an alternative contact person
- Number of full-time employees and covered employees at each Bay Area worksite
- The commuter benefit option that the employer will provide
- Means used to notify employees about the commuter benefit and how to apply for the benefit

Employers will also be required to provide updates to their registration information on an annual basis. Employers will receive an annual follow-up notice requesting that the employer confirm (or update, as needed) the data provided in the original registration submittal.

**Step 4. Notify employees about the commuter benefit that your company will provide and how to take advantage of the benefit, and make the benefit available.**

Employee notification is one of the key requirements of the Program. Since the goal of the Program is to encourage employees to use alternative commute modes, it is essential that employers inform employees about the commuter benefit they offer, and how employees can take advantage of the benefit. Employee notification is required at the following times:

- When the commuter benefit is first made available
- At least once per year thereafter, in conjunction with the employer's annual registration update
- On an on-going basis, for newly-hired employees, as part of the explanation of employee benefits provided during new employee orientation

Employers must indicate the method(s) used to notify employees as part of the registration process. See the [Informational Materials for Employees](#) section below for examples of employee notification documents, including email, hard copy posters and notices, and more.

Step 4a. Making Option 4 available to employees:

Employers can find out more information on carpools, biking, telework programs, and examples of employee award programs by reviewing [Option 4 Guide](#) and by reviewing [case studies](#), [frequently asked questions](#), and [informational materials for employees](#) provided later in this Employer Guide.

⁷ Because some large, multi-site employers may have more than one employee who serves as a Commuter Benefits Coordinator (another term often used is "Employee Transportation Coordinator"), the registration process uses the term "Reporting Commuter Benefits Coordinator" to refer to the Commuter Benefits Coordinator who will serve as the primary contact for purposes of registering the various worksites.

There may be services, such as an Emergency (or Guaranteed) Ride Home Program, that employers can tap into as a component of a broader alternative commuter benefit program. To learn more about the Emergency Ride Home Program in your county, go to: rideshare.511.org/rewards/guaranteed_home.aspx or contact your 511 RRP or local employer outreach staff as show in Table 2.



Step 5. Keep records to document implementation of your commuter benefits program and make these records available in response to any request from the Air District.

The employer must retain the records for a period of three years, and must make records available to the Air District upon request. Employers should maintain documentation to demonstrate that:

- The commuter benefit selected by the employer has been implemented and made available to employees,
- Employees have been notified about the commuter benefit and how to request the benefit (1) at the time the benefit was initially made available and (2) as part of the “new employee orientation” process for newly hired employees.
- The employer provided each of the Option 4 measures described in its registration form submittal. Record-keeping requirements for Option 4 will depend upon the specific commuter benefit(s) provided to employees. Please contact us for assistance regarding compliance with the record-keeping requirements under Option 4. [Click here](#) for a sample checklist of the steps to complete the registration process.

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EXAMPLES: OPTION 4

Carpool Subsidy Option: Pursuant to Option 4A, an employer could offer one Primary Measure and two Secondary Measures, with a focus on carpooling:

- ☐ Carpool Subsidy (\$3/day that employee carpools)
 - ☐ Preferred parking for carpools
- Plus one additional Secondary Measure of the employer's choice.*

Carpool Promotion Option: Pursuant to Option 4B, an employer could offer four Secondary Measures, with a focus on carpooling:

- ☐ Preferred parking for carpools
 - ☐ Participation in an emergency/guaranteed ride home program
- Plus 2 additional Secondary Measures of the employer's choice.*

Bicycle Option: Pursuant to Option 4A, an employer could offer one Primary Measure and two Secondary Measures, with a focus on bicycling:

- ☐ Bicycle Subsidy (\$20/month)
 - ☐ Secure, on-site bicycle parking
- Plus at least one additional Secondary Measure of the employer's choice.*

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EMPLOYER ASSISTANCE

Assistance to help employers comply with the Program is provided by MTC through the 511 Regional Rideshare Program (511 RRP). The 511 RRP offers free information and services to help employers develop commuter benefits programs to encourage the use of transit, carpooling, vanpooling, biking, walking, and telecommuting, ranging from basic information to help in developing customized worksite transportation programs.

The 511 RRP offers in-person and online employer assistance in four counties: Alameda, Marin, Sonoma, and Santa Clara. In the other five counties (Contra Costa, Napa, San Francisco, San Mateo, and Solano), staff of local employer outreach programs offer free in-person and online employer outreach assistance. For more information on the 511 RRP and the employer assistance services available in each county, see the table below.

Table 2 - Employer Assistance Services by County

County	Employer Assistance Program	Contact
Alameda	511 RRP	LaShawn Martin: 510-273-3610 martin@rideshare.511.org
Contra Costa	511 Contra Costa	<u>Central/East Contra Costa</u> Leona Gee: 925-969-1084 LGee@511contracosta.org <u>West Contra Costa</u> Danelle Carey: 510-215-3227 DanelleC@sanpabloca.gov <u>Southwest Contra Costa</u> Darlene Amaral: 925-973-2655 damaral@sanramon.ca.gov
Marin	511 RRP	Christy Garland: 510-273-3628 garland@rideshare.511.org
Napa	Solano/Napa Commuter Information	Solano Napa Commuter Information Sorel Klein: 707-427-5101 sklein@sta-snci.com
San Francisco	San Francisco Department of the Environment	San Francisco Department of the Environment Commute Smart Team: 415-355-3727 commutesmart@sfgov.org
San Mateo	Commute.org	Peninsula Traffic Congestion Relief Alliance Karen Sumner: 650-588-8170, ext. 104 karen@commute.org
Santa Clara	511 RRP	<u>Northwest (Mountain View, Palo Alto, Sunnyvale)</u> LaShawn Martin: 510-273-3610 martin@rideshare.511.org <u>Central, Northeast and Moffett Park</u> Linda Furnas: 408-321-5948 furnas@rideshare.511.org
Solano	Solano/Napa Commuter Information	Solano Napa Commuter Information Sorel Klein: (707) 427-5101 sklein@sta-snci.com
Sonoma	511 RRP	Christy Garland: 510-273-3628 garland@rideshare.511.org

Free services available to employers through the 511 RRP include:

- **Consultations** – Employer outreach staff can consult with the organization regarding programs that save money, make employees happier and more productive, and make business “greener”.
- **Worksite Events** – Employer outreach staff can arrange for employees to speak directly with a 511 RRP transportation expert at health and benefits, environmental, or transportation fairs about commute options.
- **Employee Surveys** – Using survey data, employer outreach staff can help the organization design an effective transportation program and greener worksite.
- **Density Maps** – Employer outreach staff can provide large-scale, color maps that display where clusters of employees live. Density maps can help to determine which measures would be most effective in promoting the use of alternative commutes modes.
- **Relocation Assistance** – Moving or considering a site change? Employer outreach staff can facilitate a smooth transition for businesses and employees.
- **Ridematching** – The 511 RideMatch Service is an interactive, on-demand system that helps people find carpools, vanpools, or bicycle partners. The 511 RideMatch Service can be customized, free of charge, to match the look and feel of a company’s website. This allows employees to access the RideMatch Service with the added confidence of knowing that their employer supports ridesharing. Registrants have the option to limit their match results to company-only employees, or to expand their search to all regional commuters.
- **Vanpool Formation and Support** – Employer outreach staff can help employers form and maintain vanpools. Employees who join vanpools can save money and reduce their commute stress. Employers who promote vanpooling can save on payroll taxes (see Option 1), reduce the space needed for employee parking, and attract and retain productive employees. Visit rideshare.511.org/vanpool/ for more information.
- **Rewards** – Employees using alternatives to driving alone can qualify for local and regional rewards. Visit rideshare.511.org/rewards/ for the latest information.
- **Employer Referrals** – What are other companies doing about transportation issues? Employer outreach staff can connect employers with other companies that share program advice.

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ENFORCEMENT

Employers subject to the Commuter Benefits Program must comply with its requirements. The Air District and MTC will focus on providing information and assistance to help employers understand the Program and comply with its requirements. However, the Air District does have authority to enforce its regulations, including the Commuter Benefits Program (Regulation 14, Rule 1) pursuant to the California

Health & Safety Code. The Air District enforcement program typically utilizes a cooperative working relationship with the regulated entities, in conjunction with graduated levels of enforcement actions, in order to maintain compliance with air quality regulations. In most cases, an enforcement action can be settled by taking prompt corrective actions and paying a monetary penalty.

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PROGRAM EVALUATION

The Air District and MTC must submit a report to the California State Legislature by July 1, 2016 to describe the effectiveness of the Bay Area Commuter Benefits Program in reducing motor vehicle trips and emissions. Much of the necessary information should be available through the

employer registration process. However, employers and/or their employees may be required to participate in a survey to determine the number of employees who changed their commute mode in response to the Program.

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COORDINATION WITH LOCAL COMMUTER BENEFIT ORDINANCES

The Bay Area Commuter Benefits Program is modeled on local ordinances that have been established in recent years in several Bay Area cities, including the city of San Francisco, the city of Richmond, the city of Berkeley, and the San Francisco International Airport, as shown below. The substantive provisions of these local ordinances are

very similar to the requirements of the regional Program. However, the local ordinances have a more stringent applicability threshold. These local ordinances apply to employers with either 10 or more or 20 or more employees nationwide that have a worksite in the relevant city.

Commuter Benefits Ordinances Adopted by Bay Area Cities		
Jurisdiction	Applicability Threshold	Effective Date of Ordinance
City & County of San Francisco	20 or more employees nationwide	January 19, 2009
San Francisco International Airport	20 or more employees nationwide	July 7, 2009
City of Berkeley	10 or more employees nationwide	December 2009
City of Richmond	10 or more employees nationwide	December 8, 2009

To avoid duplication of effort, the four local jurisdictions shown above have agreed that all employers that are subject to the Bay Area Program (i.e., employers with 50 or more full-time employees in the Bay Area) should report to the Bay Area Program. To avoid the need for employers in these

cities to report to multiple entities, the Bay Area Program will verify employer compliance and provide information to the local jurisdictions on how the employers in their area are complying with the Bay Area Program.

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ROLE OF TRANSPORTATION MANAGEMENT ASSOCIATIONS

Pursuant to SB 1339, the Program provides that, if an employer participates in a Transportation Management Association (TMA) which provides a commuter benefit consistent with Program requirements, the TMA may represent the employer for purposes of the Program. The Air District and MTC have been working with TMAs to

define their role. Employers who are served by a TMA are encouraged to contact their TMA to determine what role, if any, the TMA will play in helping its member employers comply with the Program. The following is a list of Bay Area TMAs as of March 2014.

Bishop Ranch Transportation Management Association One Annabel Lane, Suite 201 San Ramon, CA 94583 bishopranch.com/about-br/transportation brtc@bishopranch.com	Emeryville TMA 1300 67th Street Emeryville, CA 94608 emerygoround.com info@emerygoround.com	Mission Bay TMA 255 Channel Street San Francisco, CA 94107 missionbaytma.org transit@missionbaytma.org	San Mateo Rail Corridor Association TMA commute.org john@commute.org
Contra Costa Centre Transit Village 1350 Treat Boulevard, Suite 180 Walnut Creek, CA 94597 contracostacentre.com/transit.html ccca@contracostacentre.com	Hacienda Business Park 4473 Willow Road, Suite 105 Pleasanton, CA 94588 hacienda.org/amenities-employees-residents/commute-solutions info@hacienda.org	Moffett Business Park TMA P.O. Box 60995 Sunnyvale, CA 94088 mpbta.org kerryh@mpbta.org	TMA of San Francisco 180 Montgomery Street, Suite 2360 San Francisco, CA 94104 tmasfconnects.org kmartinson@tmasfconnects.org

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POTENTIAL TAX SAVINGS FOR THE FOUR COMMUTER BENEFIT OPTIONS

Potential tax savings to employer and employees for the various commuter benefit options are summarized in the table below. Employers should consult with their tax advisor regarding potential tax savings related to their commuter benefit program.

OPTION	Employer Tax Benefit	Employee Tax Benefit
OPTION 1: Pre-Tax: Employer allows employee to exclude transit or vanpool fare from taxable income (up to \$130 per month)	Employer saves on payroll taxes: 7.65% on employee's transit/vanpool costs ⁸ . Employer saves up to \$119 per employee per year.	Employee saves on federal and State income taxes, and the Social Security and Medicare taxes (7.65%), yielding average savings of 40% or more on transit/vanpool costs per year. Depending on tax bracket, employee can save up to \$800 per year.
OPTION 2: Employer Provides Subsidy: to cover or reduce the employee's transit or vanpool fare, to max of \$75 per month	Employer does not pay payroll taxes on subsidy for transit or vanpool (up to \$130 per month). Employers may also deduct the subsidy as a business expense.	Employer-provided subsidy is tax-free to employee (up to \$130 per month). Employee takes home the entire value of the subsidy (saving on federal and State income taxes, and FICA taxes).
OPTION 3: Employer provides transportation for employees in bus, shuttle or van	Employer may be able to deduct cost of transportation such as a bus, shuttle or vanpool service as a business expense.	The value of the employer-provided transportation is treated as a tax-free fringe benefit by the IRS. In addition, if employee pays part of the cost, the employee share can be excluded from taxable wages , per Option 1, thus saving on federal and State income taxes, and FICA taxes.
OPTION 4: Alternative Commuter Benefit	Bicycle Subsidy- Employers can provide up to \$20 per month for qualified bicycle expenses. The subsidy is not subject to payroll taxes. Employers may also deduct the subsidy as a business expense. Employer may be able to deduct as a business expense costs associated with implementation of various measures outlined in Option 4a and Option 4b. Note: If employer provides a subsidy for carpooling or walking, the value of this subsidy is taxable to both the employer and the employee.	Bicycle Subsidy- Employee receives up to \$20 per month for qualified bicycling expenses tax-free, saving on federal and State income taxes, and FICA taxes. Note: If employer provides a subsidy for carpooling or walking, the value of this subsidy is taxable to both the employer and the employee.

Besides the free, in-person assistance available to employers, written materials are available online to assist employers in selecting one of the four options to comply with the Bay Area Commuter Benefits Program: commuterbenefits.511.org

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⁸ The FICA tax consists of the Social Security (6.2 percent) and Medicare (1.45 percent) taxes. Social Security: Employers and employees each pay 6.2 percent of employee's income up to \$117,000 in 2014. Medicare: Employers and employees each pay 1.45 percent of employee's income, with no limit in 2014.

CHECKLIST FOR EMPLOYERS

(This checklist is intended as a tool to help employers document their compliance with the Program. Employers are not required to fill out this form.)

The Bay Area Air Quality Management District Board of Directors adopted Regulation 14, Rule 1: Bay Area Commuter Benefits Program, in collaboration with the Metropolitan Transportation Commission, in March 2014. The Program requires employers with 50 or more full-time employees within the Air District's jurisdiction to select one (or more) of four commuter benefit options to offer their employees. Employers that are subject to the Program must register and comply with Program requirements by September 30, 2014 (or within six months of becoming subject to the Program). If you have questions regarding this Program, please go to 511.org, click on Bay Area Commuter Benefits Program then "Needs Assistance" to find the local contact in your county or call 511 and ask for "Commuter Benefits".

Program Checklist

1. **Designate a commuter benefits coordinator**2. **Select a commuter benefit:** Choose one (or more) of the commuter benefit options to offer to employees:

- ☐ Option 1: Allow employees to exclude their transit or vanpool costs from taxable income, to the maximum amount, as allowed by federal law.
- ☐ Option 2: Employer-provided transit or vanpool subsidy up to \$75 per month.
- ☐ Option 3: Employer-provided free or low cost bus, shuttle or vanpool service operated by or for the employer.
- ☐ Option 4: An alternative employer-provided commuter benefit that is as effective as in reducing single occupant vehicles as Options 1-3.

- Enter the date the selected commuter benefit option was made available to employees: / /
- Maintain records to document that the commuter benefit(s) has been provided. See the Commuter Benefit Program Employer Guide for additional information on record-keeping requirements.
- Keep track of the number of employees participating in or receiving the commuter benefit.

3. **Employee Notification:**

- Notify employees of the commuter benefit(s) and how to take advantage of it.
- Maintain records to document how and when employees were notified about the commuter benefit(s).

4. **Employer Registration:** Register by going to 511.org and clicking on "Commuter Benefits Program". Complete the on-line registration process by providing the following information:

- contact information for the commuter benefits coordinator
- an alternate contact person
- all Bay Area worksites and the number of employees per worksite; the commuter benefit(s) offered to employees
- If the commuter benefit was offered prior to Program adoption (March 26, 2014) provide the date and number of employees who are already using this commuter benefit.
- the means used to notify employees about the benefit

Note: At the time of registration, we recommend that employers print a copy of the summary page (screen 4) and print the message acknowledging their registration.

5. **Annual registration update:** Employers who complete the initial registration will be notified when it is time to submit an annual registration update.

- Notice will be provided by means of an email addressed to the commuter benefits coordinator.

6. **Record-keeping:** Maintain records to document compliance for a period of three years, as described above. Provide records to the Air District upon request.

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FREQUENTLY ASKED QUESTIONS

Frequently Asked Questions (FAQs) and answers have been compiled based on those received during the public outreach process. [Click here for Frequently Asked Questions.](#)

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LIST OF COMMUTER BENEFIT PROVIDERS

A comprehensive list of vendors providing commuter benefit services for employers to contact directly. [Click here for a list of Commuter Benefit Providers.](#)

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CASE STUDIES

Examples of various sized employers successfully launching commuter benefit programs for their employees are provided. [Click here for examples of employer commuter benefit programs.](#)

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PROGRAM OVERVIEW

A summary outline of this Employer Guide to use as a reference tool and to utilize internally at an employer worksite is available. [Click here for the Program Overview.](#)

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INFORMATIONAL MATERIALS FOR EMPLOYEES

The success of the Bay Area Commuter Benefits Program ultimately depends upon employees changing their commute mode in response to the commuter benefits your company provides. Therefore, outreach to employees is critical. Materials to inform employees about the Program and to help them understand how they can benefit are provided on the Program website. Materials directed at employees include the following:

Fact Sheet for Employees: The fact sheet provides a brief overview of the Program, the reasons to consider using an alternative commute mode, and the amount of money that

the employee can potentially save. Click [here](#).

Program Poster: In order to promote the Commuter Benefit Option the employer has chosen for its employees, informational program posters are available to post at employer worksites. Click [here](#) for the program posters.

Company Intranet Email: To assist employers in promoting the Commuter Benefit Option the employer has chosen for its employees, an example email to promote the program has been created and is available by clicking [here](#).

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