

CHAPTER 5
EMPLOYEE TRANSPORTATION COORDINATOR
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CHAPTER 5

EMPLOYEE TRANSPORTATION COORDINATOR

1. INTRODUCTION.

- a. An Employee Transportation Coordinator (ETC) is a person who has training and knowledge pertaining to commute options and is the resource for developing and managing transportation programs in each Division or Area.
- b. Headquarters and field Divisions should appoint ETCs to implement and coordinate transportation programs within each Division. Field Divisions shall have the discretion to assign ETCs in Area offices that would benefit from having a transportation coordinator onsite. The ETCs should be afforded sufficient time to coordinate and implement employee incentive programs.
- c. For program consistency, continuity, and stability, commanders should consider appointing a nonuniformed employee to assume the ETC responsibilities.

2. RESPONSIBILITIES.

- a. General. Responsibilities for all departmental ETCs include:
 - (1) Creating an awareness of the importance of employee commitment to reducing traffic congestion and improving air quality.
 - (2) Implementing, coordinating, and facilitating a transit program which provides employees with commute benefits pursuant to collective bargaining agreements.
 - (3) Promoting commuter incentive programs to employees in order to create awareness and interest in participating in these programs and alternative commute modes.
 - (4) Acquiring, developing, posting, and/or distributing information promoting commute and rideshare alternatives (e.g., transit, carpool, vanpool, bicycle, and walking). This can include brochures, posters, newsletters, and flyers describing the benefits of commute alternatives.
 - (5) Assisting employees in joining carpools and vanpools.
 - (6) Representing the Department on pertinent ETC advisory committees and task forces and attending local ETC networking meetings, training, conferences, and promotional events.

(7) Maintaining contact with other agencies' ETCs, local rideshare agencies, and marketing representatives.

(8) Tracking program results, evaluating employee incentives, and reporting progress to management.

b. Departmental. The Department's ETC is assigned to Special Projects Section, Transportation Planning Unit. The Department's ETC responsibilities include:

(1) Providing expertise in transportation control measures and philosophy, including conducting research and preparing staff assignments on commute reduction and air quality issues which impact the Department.

(2) Implementing, coordinating, and facilitating a transit program which provides headquarters employees with commute benefits pursuant to collective bargaining agreements.

(3) Providing assistance to field ETCs with the development, implementation, and coordination of Division transit programs.

(4) Coordinating meetings and training for headquarters and field ETCs, and participating in field ETC workshops and meetings when requested.

c. Field Division. Each field Division may appoint an ETC to coordinate Division and Area transit programs.

d. Area/Section. Each Division will have the discretion to designate an ETC in Area or section offices that would benefit from an onsite transportation coordinator.

3. TRAINING.

a. Informal training, seminars, and ETC networking groups are sponsored, at little or no charge, by local rideshare agencies, state agencies, Air Quality Management Districts (AQMD), city/county transportation planning agencies, the American Cancer Society, the American Lung Association, and transportation management associations.

b. The active participation of ETCs in training and networking events is encouraged.

4. RESOURCES.

a. Networking. Participation in ETC meetings, task forces, and promotional activities, as well as attending formal and informal training, provides ETCs

opportunities to develop a network of valuable resources and contacts. Sharing ideas and problem-solving with other ETCs is an effective networking activity.

b. Rideshare Agencies. Local and regional transportation agencies are responsible for rideshare programs and for assisting ETCs with the promotion of rideshare activities. Services range from providing rideshare brochures and flyers to conducting rideshare matching for employees.

c. Air Districts. A map and directory of California's local air districts can be found online through the California Air Resources Board Web site at [California Air Districts | California Air Resources Board](#). These regulatory agencies can provide valuable information regarding regulation status and pending amendments. The AQMD staff can also provide assistance with transportation plan development and filing requirements.

d. Transportation Management Associations. A Transportation Management Association (TMA) is an organization formed by local employers, developers, building owners, government representatives, and others to address common transportation problems, needs, and requirements. A TMA allows members to pool resources to support employee rideshare education and incentive programs. Local rideshare agencies and air districts can provide contact information for active TMAs.

e. Local Planning Agencies. Local Metropolitan Planning Organizations and Regional Transportation Planning Agencies are valuable contacts for information on local transportation planning activities and developments.

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