



COLORADO

Department of Public Health & Environment

Employee Traffic Reduction Program (ETRP)

OVERVIEW

The Air Pollution Control Division (APCD) is proposing an Employee Traffic Reduction Program (ETRP) rule to address climate change and improve air quality in Colorado. This rule will be considered, as part of a Transportation Greenhouse Gas (GHG) Reduction rule package by the [Air Quality Control Commission](#) in August 2021 to help meet statewide GHG reduction goals.

PURPOSE

Transportation is now the largest source of GHG emissions, and the state Greenhouse Gas Pollution Reduction Roadmap calls for reducing traffic and moving to cleaner cars and trucks. Along the Front Range, transportation is also the largest source of chemicals that contribute to ground-level ozone formation, which can cause chest pain and coughing and worsen asthma symptoms.

The Denver Metropolitan/Northern Front Range area is currently designated as a *serious nonattainment area* for ozone by the U.S. Environmental Protection Agency (EPA), which requires consideration of Transportation Demand Management (TDM) efforts like ETRP. This rule would help reduce both GHG emissions and ozone through implementation of alternatives to single-occupancy vehicle (SOV) commuting to and from work.

- ETRP would apply to employers with 100 or more employees at a single worksite within the [Ozone Nonattainment Area \(NAA\)](#).
- Affected employers would be required to develop and implement a plan to reduce SOV employee commuting to and from a worksite, and measure progress against that plan.
- The rule builds on work by the Regional Air Quality Council and many stakeholders to develop an ETRP framework over the past year.

Employer plans would be tailored to each business' unique needs and opportunities and could include options for employees such as:

- telecommuting/working from home
- flexible work schedules (4 10-hour days, for example)
- public transit
- ridesharing (carpool, vanpool)
- employee shuttles
- micromobility (bikes, e-bikes, scooters, walking)
- Installing electric vehicle charging infrastructure

REQUIREMENTS

Requirements of ETRP-affected Employers in the Ozone Nonattainment Area:

- Identify an Employee Transportation Coordinator (point person) and complete initial employee survey to assess commuting modes/practices (by early-mid 2022)
- Develop and implement an ETRP plan to achieve employee SOV commute rate reduction goal (by mid-2022)
- Submit annual reporting (by mid-2022)

Note: ETRP Guidance and an Employer Toolkit will be provided for ease of plan development and implementation.

What ETRP is *Not*:

- A ban on commuting
- A way to penalize employers for their employees' commuting habits
- A one-size-fits-all approach
- A way to force commuters into carpooling, transit or bikes
- A limit on driving for things like shopping, taking kids to school, entertainment

BENEFITS

ETRP can provide a variety of potential benefits beyond protecting the environment and air quality:

- Reduced traffic congestion
- Cutting business overhead costs and enhanced public image
- Enhanced employee recruitment and retention
- Expanded employee benefits at low/no cost and commute cost-savings
- Lower employee absenteeism and tardiness
- Reduced employee stress and enhanced productivity
- Increased employment opportunities for the disabled and others who may be unable to meet traditional work hours

GET INVOLVED

The Division has been providing stakeholder engagement opportunities since January, 2021 and input opportunities are ongoing. For details, visit [our webpage](#).

Written comments may be submitted here: [GHG Transportation Comment Form](#)
(please select "Employee Traffic Reduction Program" for your comment topic)

Or mail written comments to:

% Lauren McDonell
Colorado Department of Public Health and Environment
Air Pollution Control Division
4300 Cherry Creek Drive South
Denver, CO 80246

Success Stories:

There are at least 27 transportation demand management programs like these already working successfully throughout the United States, and a few Transportation Management

Associations within the Front Range ozone nonattainment area already offer voluntary programs in which employers participate.

- Charter Communications - reduced SOV commute rate 11% its first year in Way to Go program (NAA - Colorado) and saw 200% increase in transit riders
- Davita - 86% of employees get to work by some other means than a SOV (Way to Go program)
- City of Lakewood - 145% increase in alternate forms of commuting its first year in Way to Go program
- [Nike reduced SOV commuter traffic by 26%](#)
- [Seattle Children's Hospital reduced SOV commuter traffic by 40%](#)