



Company Saves \$111K with New Compliance Option

Applying credit for both peak and off-peak ridesharing, RideLinks helped one Southern Californian company save 68% off the full cost of AQIP, for a savings of \$111,408.

No longer able to support a full-scale rideshare program, the company originally had set its sights on the Air Quality Investment Program for Rule 2202 compliance. The South Coast Air Quality Management's so-called "buy-out" program guarantees compliance but can be extremely costly at \$60 per peak employee. For a company with 3,093 peak employees and 436 off-peak employees, the annual price tag to comply is \$164,500.

RideLinks convinced the company to try a new alternative that allows regulated companies to reduce the cost of AQIP by implementing a handful of core rideshare strategies. The better the Average Vehicle Ridership, the lower the cost of compliance.

After close analysis of its rideshare programs, the company identified the most cost-effective strategies with the greatest impact on Average Vehicle Ridership.

Using RideLinks' Web-based reporting software, the company implemented an employee commute survey to determine Average Vehicle Ridership and then applied credit for ridesharing toward the AQIP program. The company's employee commute survey resulted in a 1.22 Average Vehicle Ridership (AVR).

Here's an example of how the cost of compliance decreases as the Average Vehicle Ridership increases:

AVR	Annual Cost (AQIP/ECRP)
1.10	\$140,996
1.15	\$118,821
1.18	\$106,417
1.20	\$98,493
1.22	\$78,189

When credit for off peak employees is included, the cost of compliance drops an additional \$25,000 for a total of \$53,092.

