



**Maricopa County**  
Air Quality Department

**Substantive Policy Statement: SPS-2018-002**  
**Travel Reduction Program- Plan Review**  
**Acceptable Incentive Items**

Approved by:

**Jerry Geering, Chairman**  
**Travel Reduction Program Regional Task Force**

A substantive policy statement is advisory only. A substantive policy statement does not include internal procedural documents that only affect the internal procedures of the county and does not impose additional requirements or penalties on regulated parties or include confidential information or rules or ordinances adopted pursuant to Arizona Revised Statutes (A.R.S.) Title 49 (The Environment), Chapter 3 (Air Quality) [A.R.S. §§ 11-1601(8), 49-471(17)]

If you believe that this substantive policy statement does impose additional requirements or penalties on regulated parties, you may petition the agency under A.R.S. § 41-1033 for a review of the statement. [A.R.S. § 41-1033]

An applicant for a license subject to A.R.S. Title 11 (Counties), Chapter 11 (County Regulations), Article 1 (General Provisions) may request a county to clarify its interpretation or application of a statute, ordinance, regulation, delegation agreement or authorized substantive policy statement affecting the procurement of that license by providing the county with a written request that satisfies the requirements of A.R.S. § 11-1609(A) [A.R.S. § 11-1609]

**I. Purpose**

To provide guidance to employers and schools in the Travel Reduction Program (TRP) as to what items offered as incentives to their employees and students constitute acceptable incentives for the employees and students to participate in the TRP or become alternative mode users (AMUs).

**II. Applicability**

This substantive policy statement applies to employers and schools in the TRP when writing travel reduction plans.

**III. Definitions**

**A. Acceptable Incentive** - A suitable incentive that promotes change in employee's or student's behavior to participate in the employer's or school's travel reduction program.

**B. AMU** - An alternative mode user.

**C. Incentive** - An item that motivates or encourages employees/students to participate in their employer's or school's travel reduction program.

**D. Swag** - Any type of company paraphernalia or promotional items, including but not limited to, hats, shirts, coffee mugs, water bottles, pens, etc. with or without company logo on the

item, given by an employer to its employees or students, and intended as an incentive for the employees/students to participate in their employer's or school's travel reduction program.

- E. Unacceptable Incentive** - An item or incentive that does not promote a change in an employee's or student's behavior or encourage participation in the employer's or school's travel reduction program.

#### **IV. Discussion**

- A.** Special circumstances may arise for employers and schools proposing Incentives or "Swag" every plan year. It will be up to the Maricopa County TRP auditor's discretion whether to allow an Incentive or "Swag" to be a measure on an employer's plan. Issues that an auditor may consider in deciding whether to approve usage of particular Incentives or "Swag" include, but are not limited to:

1. Single occupant vehicle (SOV)/miles traveled (MT) rates – if first year of using Incentive or "Swag" does not lower single occupant vehicle rates, these will not be allowed in the following year.
2. Case-by-case – items can/may vary for each industry.

- B.** All Incentive and "Swag" items may be defined under the following Acceptable and Unacceptable Incentives:

1. Acceptable Incentive or "Swag" Items

- a. Compensated meals when the meal is not provided as a term of the employee's benefits of employment. The meal must be fully compensated, as modified by section B.1.f.
- b. Points to an online company store when a large variety of items are available for the employee's choosing.
- c. Alternative mode services that include maintenance to the method of usage.
- d. Uniform items that are not provided as a term of an employee's employment and which the employee would otherwise be required to purchase on their own. There must be a variety of items for the employee to choose from.
- e. Gift cards or certificates for the employer's goods or services should allow the employee to choose from all goods and services and not just a small selection of items.
- f. Gift cards or certificates for restaurants/retail/services other than the employer's should allow the employee to choose from all goods and services and not just a small selection of items.

2. Unacceptable Incentive or "Swag" Items

- a. Compensated or discounted meals when the meal is provided as a term of the employee's benefits of employment.
- b. Company promotional items or "Swag", with or without company logos, which are given to potential customers, which are also available to employees or used as giveaways. This includes, but is not limited to, hats, shirts, water bottles, computer bags, lunch boxes, coffee mugs, pens, lanyards, etc.
- c. Job related items with or without company logos that are provided to all employees. This includes, but is not limited to, spiral notebooks, pens, pencils, post-it style note pads, calendars, day planners, shirts, hats, pants, shoes, etc.
- d. Valley Metro (VM) promotional items or ShareTheRide prizes purchased by or donated to VM. Valley Metro sponsored prizes on ShareTheRide are intended to supplement employer-funded incentives. Since these items are prizes given away when AMUs register for a drawing on VM's web site, these items cannot be credited to the employer. These items should not be considered a measure item on the employer's TRP plan.

C. All Incentives and "Swag" must have itemized documentation to provide proof of value and date. The following documentation may include, but is not limited to:

- 1. Purchase orders.
- 2. Invoices.
- 3. Compensated meal receipts from employer used point of sale systems.
- 4. Allow TRP staff access to website for online company stores.

**V. Statutory Authority**

A. A.R.S. §§ 49-581 – 49-593 [Title 49-The Environment, Chapter 3-Air Quality, Article 8-Travel Reduction Programs]

**VI. Procedures**

Not applicable

**VII. Divisions Affected**

A. Travel Reduction Program

**VIII. References**

Not applicable

**IX. Revision History**

<b>Version</b>	<b>Revision Date</b>	<b>Description of Revision</b>
1	04-03-2018	Initial version
2	05-25-2018	Changed format
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