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P-7
TRAVEL REDUCTION PROGRAM

SECTION 1 – GENERAL

A. PURPOSE: Pursuant to A.R.S. § 49-581, et seq., the purpose of this ordinance is to reduce traffic impacts on air pollution and emissions within the County by requiring major employers to develop, implement, and maintain a travel reduction program.

B. APPLICABILITY: This ordinance applies to the following:
   1. Any employer located in Area A within Maricopa County with 50 or more employees working at or reporting to a single work site.
   2. Any employer located outside of Area A within Maricopa County with 100 or more employees working at or reporting to a single work site.

SECTION 2 – DEFINITIONS

For the purpose of this ordinance, the following definitions shall apply:

A. ALTERNATIVE MODE: Any mode of commute transportation other than the single-occupancy vehicle.

B. ALTERNATIVE MODE USER: A commuter who uses an alternative mode of transportation to travel to work or school.

C. AREA A: The area in Maricopa County prescribed in A.R.S. § 49-541(1).

D. BOARD: The Maricopa County Board of Supervisors.

E. COMMUTE TRIP: A trip taken by an employee to or from a work site located within the County, or by a student to or from a school site located within the County.

F. COMMUTER MATCHING SERVICE: A system, whether it uses computer or manual methods, that assists in matching employees and/or students for the purpose of sharing rides to reduce commuter travel.

G. COUNTY: Maricopa County.

H. DEVICE: Any component or equipment that is designed to be installed in or on a motor vehicle as an addition to, as a replacement for, or through alteration or modification of, any original component or device. Any fuel conversion configuration, or conversion kit is a device.

I. DOCUMENTATION: Copies of promotions, receipts, registration forms/lists, reports or
other information an employer must supply to support the approval/implementation of a plan or annual survey.

J. **ELECTRIC VEHICLE (EV):** Any vehicle with an electric motor that is powered by a battery and can be recharged by connecting to a source of energy, such as a plug-in hybrid, battery electric, or hydrogen fuel cell vehicle. For the purposes of this ordinance, such a vehicle must be used to transport a person from their home to their work site in order to qualify for the EV Charging Station Credit detailed in Section 3(C)(4).

K. **ELECTRIC VEHICLE CHARGING STATION (EVCS):** A piece of infrastructure used exclusively for the purpose of charging electric vehicles.

L. **EMISSIONS:** The release of pollutants into the ambient air.

M. **EMPLOYEE:** A person who works at or reports to a single work site within the County during any time period of a 24-hour day, at least three days per week during any six months of the year.

N. **EQUIVALENT EMISSIONS REDUCTION (EER) CREDIT:** The credit applied to the rates of single-occupancy vehicle trips and/or miles traveled when an emissions reduction, other than a reduction in the number of single-occupancy vehicle trips or vehicle miles traveled, is achieved.

O. **EQUIVALENT EMISSIONS REDUCTION (EER) MEASURE:** A procedure or process implemented to reduce emissions other than those from commute trips and commute miles. Such measures are identified in Section 3(C)(5).

P. **FIELD WORKER (FW):** A field-based employee that regularly commutes/reports to other sites in and around Maricopa County instead of the main work site that the employee is primarily assigned to.

Q. **MAIN SITE:** A site designated by the Transportation Coordinator and Travel Reduction Program staff that has a combination of office and field workers, also referred to as the primary site.

R. **MAJOR EMPLOYER (EMPLOYER):** A sole proprietor, partnership, corporation, unincorporated association, cooperative, joint venture, agency, department, school, district, or other individual or entity, public or private, subject to the applicability provisions in Section 1(B).

S. **MARICOPA COUNTY TRAVEL REDUCTION PROGRAM (TRP):** The Travel Reduction Program mandated by A.R.S. §49-581, *et seq.* that is administered by Maricopa County staff.

T. **MODE:** A type of transportation used for commute trips, including single-occupancy motor vehicles, rideshare vehicles, transit, bicycles, and walking.

U. **MOTOR VEHICLE:** Any vehicle including a car, van, bus, motorcycle, golf carts, and all other motorized vehicles.
V. **NOTICE OF DISAPPROVAL**: Written communication made by TRP staff to the employer informing them of the Task Force’s decision on their annual survey or travel reduction plan.

W. **NOTICE OF VIOLATION (NOV)**: Written notification that outlines any deficiency in complying with the requirements of the TRP and provides a deadline to correct before the matter is sent to the Task Force for enforcement consideration.

X. **ORDER OF ABATEMENT BY CONSENT (OAC)**: Agreement between an employer, Maricopa County Air Quality Department and the Task Force that includes a settlement penalty (payment) to resolve an enforcement action.

Y. **PLAN YEAR**: The period of time from the date the original travel reduction plan was submitted until subsequent travel reduction plan submission.

Z. **PROGRAM YEAR**: The period of time from survey start date to the next scheduled survey start date.

AA. **PROMOTIONAL ITEM**: 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 and/or students, and intended as an incentive for the employees and/or students to participate in their employer’s or school’s travel reduction program.

BB. **RATE OF SINGLE-OCCUPANCY VEHICLE MILES TRAVELED**: The number of single-occupancy vehicle commute trip miles traveled divided by the total number of vehicle commute trip miles traveled by all modes for that work site or school site.

CC. **RATE OF SINGLE-OCCUPANCY VEHICLE TRIPS**: The number of single-occupancy vehicle commute trips taken by all modes for that work site or school site.

DD. **REQUEST FOR DOCUMENTATION (RFD)**: Written communication from TRP staff to an employer that outlines any documentation that is required to determine compliance with the requirements of the TRP.

EE. **RIDESHARE**: Transportation of more than one person for commute purposes, in a motor vehicle with or without the assistance of a commuter matching service.

FF. **SCHOOL**: For the purpose of this ordinance, any school district, community college, trade school, university, or other educational institution, subject to the applicability provisions in Section 1(B).

GG. **SINGLE-OCCUPANCY VEHICLE (SOV)**: A motor vehicle occupied by one employee or student for commute purposes, including motorcycles.

HH. **SINGLE-OCCUPANCY VEHICLE MILES TRAVELED (SOVMT)**: The number of miles traveled by an SOV from commute trips.

II. **SITE TRANSPORTATION COORDINATOR (SITE TC)**: A designated person
employed at a particular work site by the employer that is responsible for assisting the TC with site-specific information, including but not limited to, annual survey data and travel reduction plan implementation and documentation.

JJ. STAFF: County employees that are assigned to administer the travel reduction program and support the Task Force.

KK. STRATIFIED STATISTICALLY SIGNIFICANT RANDOM RESPONSE RATE: A response rate established by dividing employees into relatively similar groups, and a random sample is surveyed from each group.

LL. STUDENT: A driving-aged person commuting to a single school site within the County at least three days per week.

MM. SURVEY: A commuter questionnaire which is provided by the TRP and administered to employees and driving-age students by the employer. Conducted annually by the employer based on the employer’s program year.

NN. SURVEY DATA RESULTS: A summary provided by staff of the information from a major employer’s or school’s annual survey.

OO. TRANSIT: A public transportation system including bus and light rail.

PP. TRANSPORTATION COORDINATOR (TC): Person designated by a major employer to serve as the main person in developing and implementing a Travel Reduction Program.

QQ. TRAVEL REDUCTION MEASURE (MEASURE): An incentive or disincentive, intended to reduce the rate of SOV commute trips, or the rate of SOVMT.

RR. TRAVEL REDUCTION PLAN (PLAN): A written report describing travel reduction measures and/or EER measures that a major employer intends to implement.

SS TRAVEL REDUCTION PROGRAM: A program that develops, implements and maintains a travel reduction plan by an employer that includes returning the employer report for the annual survey; administering and returning the annual survey; developing, submitting, and implementing a travel reduction plan; and maintaining documentation/records.

TT. TRAVEL REDUCTION REGIONAL TASK FORCE (TASK FORCE): The Travel Reduction Program Regional Task Force, designated by the Board as the responsible agency to implement and enforce this ordinance, and established in Maricopa County by A.R.S. § 49-581, et seq.

UU. WORK-RELATED TRIP: Any non-commute trip that originates and ends at a work site.

VV. WORK SITE (SITE): A building and any group of buildings that are on physically contiguous parcels of land or on parcels separated solely by private or public roadways or rights-of-way and which are owned or occupied by the same major employer.

SECTION 3 – REQUIREMENTS
A. **POINT OF CONTACT FOR EMPLOYERS:** An employer must designate a Transportation Coordinator (TC). An employer with multiple sites may also designate a Site Transportation Coordinator (Site TC).

1. **Transportation Coordinator (TC)**
   a. TCs will be responsible for:
      
      (1) Gathering and maintaining all documentation necessary to determine compliance with A.R.S. § 49-581, *et seq.* and this ordinance. Records must be made available to TRP staff upon request and without delay during normal business hours.

      (2) Having the authority to make decisions on behalf of the employer regarding the travel reduction program.

      (3) Completing the “Intro to TRP” training within 90 days of designation.

      (4) Ensuring daily access to a computer, email, and a telephone.

   b. The TC must be a regular employee, or an external contractor of the employer hired specifically to manage the employer's travel reduction program, preferably from the Human Resources (HR), Facilities or Transportation department.

      (1) For the purposes of this ordinance, temporary employees, interns and/or general contract employees will not be considered a regular employee.

      (2) If the employer hires an external contractor to manage the employer's travel reduction program, they must also have a designated Site TC as described in Section 3(A)(2) (Site TC) of this ordinance. Documentation may be requested that verifies the external contractor's designation as a TC.

      (3) Teleworkers and field workers that do not report to the work site at least three days per week should not be considered for a TC position.

      (4) An out-of-state TC must designate a Site TC as described in Section 3(A)(2) (Site TC) of this ordinance.

2. **Site TC:**
   a. Shall represent and assist the TC at their respective work site to disseminate travel reduction program information, surveys, incentives and other travel reduction program related issues.

   b. During an audit, shall have access to all documentation regarding TRP and be able to assist the TC when the TC is unavailable.

   c. Shall complete the “Intro to TRP” training within 90 days of designation.

   d. Must have daily access to a computer, email, and a telephone.

B. **ANNUAL SURVEY**

1. **Survey Requirements:** Employers shall conduct and submit to the Task Force, on an annual basis, survey data for each work site as directed by the Task Force. An employer that is a high school, community college, or university shall include full-time students in determining the requirements of this ordinance. An employer's annual survey shall be reviewed by TRP staff to determine if the requirements set forth by the Task Force have been met. If any survey data is not approved by the Task Force, the employer shall
submit additional data as required by the Task Force within ten working days of receiving a notice of disapproval. An employer's rate of single-occupancy vehicle (SOV) trips and rate of single-occupancy vehicle miles traveled (SOVMT) will be determined from the survey for each work site. The results of the initial survey shall form a baseline against which attainment of future targets identified in Section 3(B)(3) (Survey Results) of this section, shall be measured.

a. The baseline for participation in alternative modes of transportation shall be based on the proportion of employees or students commuting by SOVs. This proportion shall be identified as the rate of SOV trips.

b. The baseline for vehicle miles traveled shall be the number of SOV commute miles traveled divided by the total number of commute miles traveled by all modes to a work site. This proportion shall be identified as the rate of SOVMT.

2. Survey Response Rate
   a. Employers must do one of the following:
      (1) Obtain a minimum 60% survey response rate; or
      (2) Obtain a minimum stratified statistically significant random response rate, which has been reviewed by TRP staff and documented in the employer’s Task Force-approved plan.
   b. All surveys, trainings and outreach materials must be provided to all employees and the employer will encourage 100% participation in the survey process.
   c. All non-respondents to the annual survey for a site below the minimum required response rate are recorded as an SOV commuter (up to the required response rate in the plan or 60% if there is no documented response rate in the employer's approved plan) when calculating the analysis.

3. Survey Results: Employers shall implement all travel reduction and/or EER measures approved by the Task Force to:
   a. Maintain a rate of SOV trips or rate of SOVMT for employees of not more than 60%, or
   b. Attain target reductions in SOV trips or SOVMT. The first-year target will be a 10% reduction from the baseline established for the rate of SOVMT. The second through fifth year target will be a 10% reduction from the target of the previous year; targets following the fifth year will be a five percent reduction from the target of the previous year.

4. Field Worker (FW)
   a. An employer that is requesting not to survey employees that are categorized as a FW will need to conduct their annual survey process as they normally would for all other employees at the primary work site and also provide detailed data on FWs.
   b. In order for an employer not to survey any FWs, the TC must provide documentation stating which position(s) they are claiming as FWs.
      (1) The documentation must include a completed application provided to the employer by TRP staff as well as a short description for each employee of why
the employer categorizes this employee as a FW, including what the FWs job title is, how often they report into the primary work site, and a short description of the FW's job duties.

(2) The TC will be required to provide documentation requesting an exemption to survey their field workers, along with their annual employer report at the beginning of their survey cycle. Additional data may be requested to assist the plan’s reviewer when conducting audits to ensure measures can be properly implemented.

C. TRAVEL REDUCTION PLAN

1. Documentation Criteria for Plan
   a. Employers must implement and begin documenting the travel reduction plan within 30 days from the submission date. Monitoring of plan implementation will be conducted by TRP staff within the plan year.
   b. Employers must keep three plan years of documentation that supports compliance with the requirements of the TRP.
   c. All travel reduction plan measures must be paid by the employer according to the frequency chosen on the travel reduction plan.
   d. Incentive disbursements must be provided to employees within 30 days.
   e. The TRP Supervisor has the discretion to determine the required documentation for special case issues.

2. Plan Development and Implementation
   Employers shall:
   a. Develop an approvable travel reduction plan designed to meet target reductions for all work sites and submit the plan to the Task Force within five weeks after receiving survey data results. An employer’s plan shall be reviewed by TRP staff to determine if the requirements of the Task Force have been met. Employers shall be notified of the approval or disapproval of the plan within 90 days. If any plan is not approved by the Task Force, the employer shall modify and resubmit the plan within ten working days of receiving a notice of disapproval. An approvable travel reduction plan shall include:
      (1) The name and signature of the designated TC.
      (2) The name, address, telephone number, and signature of the Chief Executive Officer or the highest ranking local official responsible for implementing the plan.
      (3) A description of program information, travel reduction measures, and/or EER measures that will be implemented in the current year.
      (4) A description of the stratified statistically significant random response rate for each site (if choosing this option instead of the default 60% requirement), including any documentation required by TRP staff to analyze each proposed rate.
5. A description of a mechanism for regular distribution of alternative mode transportation information.

6. A total plan budget, in which the median expense per person and SOV/MT rates calculated for each industry type will be the benchmark used during the plan review process. A.R.S. §49-583 references the ability of the Task Force to consider unique circumstances and costs when reviewing an organization’s proposed travel reduction plan.

7. For employers who do not meet a reduction goal in the second program year, the plan shall contain at least two measures and shall contain at least four measures if a reduction goal is not met in any program year thereafter. Employers must demonstrate to TRP staff that the proposed measures have the potential to reduce SOV/SOVMT rates in order to be recommended for approval into an employer’s travel reduction plan. TRP staff can advise employers on measures appropriate to their specific site(s). After any subsequent program year in which the reduction goal is not met, the Task Force shall review the travel reduction program of any employer and may recommend additional measures. Measures shall be consistent with the work site, location, and/or survey data results.

8. Such other information as may be required by the Task Force.

b. Implement a travel reduction plan approved by the Task Force.

c. Provide a minimum of two (2) continuous communication methods to each employee and student with information on alternative mode options, equivalent emissions reduction measures and travel reduction measures.

d. Provide to new employees at the time of hire and to new students at the time of enrollment information on alternative mode options, equivalent emissions reduction measures and travel reduction measures.

e. Designate a TC responsible for implementing the employer’s travel reduction program and serving as the liaison to the Task Force.

f. Provide updated information as required by the Task Force within 60 days of opening for business or hiring, relocating, or otherwise adding employees so as to become subject to this ordinance.

g. Notify their employees and students of the duty to comply with the requirements of A.R.S. § 49-542.

h. Keep all records necessary to prove compliance with and verify implementation of an approved travel reduction plan.

i. Contact the TRP staff if they become subject to the requirements of this ordinance as a result of a corporate merger or consolidation. Employers must update any information that will affect their travel reduction program, including but not limited to, contacts, program year, and plan. The previous predecessor’s program year and plan will remain in effect until TRP staff is notified of change in ownership.

3. Promotional Items

a. Special circumstances may arise for employers proposing promotional items every plan year. It will be up to the TRP auditor’s discretion whether to allow a
promotional item to be a measure on an employer’s plan. Issues that an auditor may consider in deciding whether to approve usage of particular promotional items include, but are not limited to:

1. If the first year of using a promotional item does not lower SOV/SOVMT rates, these may not be allowed in the following year.

2. Case-by-case: Items can/may vary for each industry.

4. Electric Vehicle Charging Station (EVCS) Credit

a. Requesting Credit for Electric Vehicle Charging Stations

1. An organization that requests credit on their travel reduction plan is required to track and log data and expenses for the EVCS’s located on the employer’s property. Credit will apply to the company’s plan, even if the EVCS is not at the main site. Stations for which organizations are requesting credit must be located in the Maricopa County area for any one of an employer’s sites that participate in the TRP.

2. Credit will only be given for EVCSs used to power non-fleet passenger vehicles.

3. Credit will be given in dollar amounts on an employer’s plan, as indicated on the travel reduction plan template.

4. Credit will not be given to employers for employee owned EVCSs that are not located on an employer’s premises.

5. Organizations that already have an EVCS on-site can have their costs ‘grandfathered’ into their current plan. As a one-time credit, past installation and set-up costs may be credited but at a reduced amount (i.e., if an EVCS was installed five years prior to the request for credit, the employer will be allowed one-fifth of the initial cost of the station and any associated costs). The EVCS must be in operating condition and currently in use to receive the ‘grandfathered’ credit.

6. Fill out the total amount of dollars spent for each EVCS and for any individual equipment that may have been bought at the initial purchase.

b. Authorized EVCS Credit

1. Some items may be a one-time/initial credit or may be taken each plan year. This must be indicated on the spreadsheet provided by TRP staff.

2. Items authorized for credit/cost are as follows, but are not limited to:

   a. Charging station
   
   b. Initial installation fee for charging station(s)
   
   c. Activation charge(s)
   
   d. Monthly electric charges incurred for charging employees’ vehicles
   
   e. Service warranty, also known as network service plan or extended warranty
   
   f. Service maintenance
   
   g. Signage cost(s) for parking spots for EVCS
c. Submitting for EVCS Credit

(1) The TC must submit the following information when the annual plan is submitted to the TRP office:

(a) Location of EVCS(s)
(b) Date when station was put into service
(c) Name/type of EVCS
(d) Model and serial number of charging stations
(e) Warranty information – duration, cost per year

(2) Fill out the total number of the dollars spent on each EVCS and associated equipment for the current plan year. This will be the monthly out-lay for each piece of equipment.

d. The TRP staff will process the plan request and the TC (employer) is responsible for documentation that will be checked during the audit conducted by TRP staff.

5. Equivalent Emissions Reduction (EER) Measures

a. Employers may receive equivalent emissions reduction (EER) credit toward their SOV and/or SOVMT rate(s) by implementing EER measures in conjunction with, or independent of, travel reduction measures. Credit will not be provided for measures that are otherwise required by law, regulation, or ordinance.

(1) To qualify for EER credit, the following criteria shall be demonstrated and submitted at the time of application:

(a) Emissions reductions are not related to commute trips.
(b) Emissions reductions can be substantiated.
(c) Implementation of EER measure(s) is enforceable as part of the employer’s plan.
(d) The credit life of the emissions reduction shall be reasonably established and commensurate with the proposed use of the credit. Credit life is the estimated amount of time over which the emissions reduction benefit is expected to be maintained. Earned credit, unless otherwise stated in this ordinance, is valid from the date of application approval with the limit that no more than one-third of the earned credit may be used within one year from the date of approval and not more than two-thirds of the earned credit used within two years from the date of approval. Earned credit is available to an employer for up to seven years.

(e) A completed application form that includes, but is not limited to:

(i) Documentation reflecting commute trips and miles
(ii) Purchase receipts for any devices, warranties or installation of devices
(iii) The name of a device and its manufacturer
(iv) Lease or warranty agreements

(2) An employer may choose whether the earned credit be applied to the rate of
SOV or the rate of SOVMT, unless otherwise stated in this ordinance. Credit shall not be transferable.

(3) Rates of SOV and SOVMT shall be converted to pounds of emissions in order to determine the credit amount given.

(4) Earned credit shall be applied to the SOV and/or SOVMT rate(s) after application approval.

(5) Written proposal must be submitted to TRP staff and evaluated by the Task Force prior to implementation. The proposal shall provide a methodology for credit calculation, a demonstration of emissions reduction, and any additional information as requested by the Task Force.

(6) Credit methodology, assumption, calculations, and earned credit shall be consistent with the established criteria of this ordinance.

SECTION 4 – ENFORCEMENT

A. REQUEST FOR INFORMATION AND DOCUMENTS

1. TRP staff will notify an employer of a delinquency (e.g., employer report, survey forms, plan, or documentation) and offer the employer an opportunity to promptly resolve the matter. This request for documentation (RFD) may be provided via email, U.S. Mail and/or a documented phone call.

2. Employer requests for additional time will be processed by TRP staff. The employer's history and current circumstances will be considered prior to granting an extension. Any extension request that exceeds the original deadline should be reviewed with the TRP Supervisor.

3. Employers that fail to promptly respond to TRP staff’s requests or miss an extended deadline will be issued a notice of violation (NOV) that will outline a one-week deadline to comply. While the RFD is an enforceable action, civil penalties will not incur until an NOV is issued.

B. TASK FORCE REVIEW

1. Employers that fail to comply by the NOV deadline will be scheduled on the next task force agenda for discussion/action and receive a written invitation to that meeting.

2. TRP staff will provide the Task Force a report that summarizes the NOV timeline and include a proposed corrective action and deadline. Recommended deadlines offered by staff should take into consideration the complexity and volume of information needed that may justify providing additional time to the employer.

3. The employer will be offered the opportunity to address the Task Force if they have a representative present at the public meeting.

4. The Task Force is expected to accept, amend or deny TRP staff’s recommendation during the public meeting or request that TRP staff obtain additional information before a decision is made during a future public meeting.

5. All Task Force decisions will be documented in the formal meeting minutes.
6. The Task Force Chairman or Assistant Chairman will provide a written notice to the employer to confirm the ruling made during the formal meeting. This notice will detail the actions necessary to correct the delinquency, identify a deadline, and state that the employer may be referred for further enforcement action if the deadline is not met.

7. If an employer has a multi-year history of compliance delinquencies, the Task Force may vote to pursue civil penalties regardless of how quickly the employer resolves the NOV.

C. ENFORCEMENT ACTIONS

1. If the Task Force notice deadline has expired and the employer has failed to comply with all parts of the Task Force notice, the Assistant Chairman will determine if the matter should be held until the Task Force can review during the next public meeting, should be forwarded to the Deputy County Attorney’s office, or if an order of abatement by consent (OAC) should be issued. The Task Force or the Assistant Chairman of the Task Force may delay further enforcement if the employer is actively resolving all deficiencies.

2. The County Attorney may seek authorization from the Board to take appropriate legal action (A.R.S. § 49-593) to obtain compliance and/or civil penalties.

D. CIVIL PENALTIES

1. The Task Force will consider the NOV issuance date as “violation day one” when calculating the total potential (maximum) fine.

2. The Assistant Chairman may issue an OAC to any employer that failed to fully comply with the deadline listed in the Task Force notification.

3. The Assistant Chairman will issue an OAC if the Task Force previously voted to pursue civil penalties based upon the employer’s compliance history.

4. The proposed penalty listed in the OAC will be either 10% of the maximum fine or the approved plan’s incentive budget, whichever is greater. This penalty would be in addition to any expenses incurred by the employer to fully execute the employer’s approved plan.

5. TRP staff and the Assistant Chairman will update members on settlement activity during the scheduled public meetings.

6. All settlement funds will be deposited in the County’s General Fund, as per A.R.S. § 49-593(D).

E. APPEALS

1. Any employer or resident of the county may appeal to the Board of Supervisors a decision of the Task Force to authorize or withhold variances, a decision to approve or disapprove a travel reduction plan, or a decision that an employer is subject to the requirements of this ordinance. Any petition by an employer or resident of the county appealing the decision of the Task Force must be filed with the Clerk of the Board within ten working days after the employer or resident of the county receives notice of the decision.