



- C 22.4 Give priority to TSM strategies to improve level of service, particularly in areas that are fully developed.
- C 22.5 Construct and improve traffic signals at appropriate intersections. Whenever possible, traffic signals should be spaced and operated as part of coordinated systems to optimize traffic operation. (AI 117)
- C 22.6 Consider roadway expansion at public expense to relieve congestion only after the determination has been made that TSM measures will not be effective. (AI 117)
- C 22.7 Install special turning lanes whenever necessary to relieve congestion and improve safety.
- C 22.8 Install one-way streets and exclusive or reversible lanes where applicable.
- C 22.9 Encourage development of bus-only lanes and signal synchronization so that transit can help to alleviate congestion.

## TRANSPORTATION DEMAND MANAGEMENT



**Transportation Demand Management (TDM)** - Low-cost ways to reduce demand by automobiles on transportation systems, such as programs to promote telecommuting, flextime, and ridesharing.

**Non-attainment pollutants** are pollutants that do not meet a desired or required level of performance as defined through federal and state standards.


Transportation demand management (TDM) strategies reduce dependence on the single-occupant vehicle, increase the ability of the existing transportation system to carry more people, and enhance mobility along congested corridors. A reduction in peak hour trips, overall roadway congestion, and a decrease in non-attainment pollutants can be achieved through the implementation of TDM strategies. Examples of these strategies include: telecommuting, flexible work hours, and electronic commerce that enables people to work and shop from home. According to the Southern California Association of Governments (SCAG), vanpools will become more prevalent for short-to-medium range commute trips, and will supplement the traditional long-distance usage. Park-n-ride facilities and carpooling will also continue to be a significant link between highway and transit modes.

In the last decade, the region's number of trips and amount of travel have grown at a much faster rate than the population growth. TDM strategies are designed to counter this trend. The region cannot build its way out of congestion; it has neither the financial resources nor the willingness to bear the environmental impacts of such a strategy. TDM is one of the many approaches that will be used to maintain mobility and access as the region continues to grow and prosper.

The County has established TDM Guidelines to reduce single occupant motor vehicle trips during peak hours and modify the vehicular demand for travel to increase the ability of the existing system to carry more people. TDM strategies should be consistent with South Coast Air Quality Management District (SCAQMD) and County TDM Guidelines.



### Policies:

 Look in the **Air Quality Element** for additional policies related to Transportation Demand Management.

- C 23.1 Continue implementation of the County’s TDM Design Guidelines. (AI 47)
- C 23.2 Coordinate with Caltrans, the Riverside County Transportation Commission, transit agencies and other responsible agencies to identify the need for additional park-n-ride facilities along major commuter travel corridors and at major activity centers. (AI 47)

## GOODS MOVEMENT/DESIGNATED TRUCK ROUTES

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*Goods movement in the region is anticipated to grow more than 30 percent, from 431 million tons to more than 564 million tons in the next 20 years, as a result of both population growth and the growth in international trade. This will approximately double present volumes through the ports and airports.*

The efficient movement of goods in and through Riverside County is vital to the Inland Empire’s economy and improves traveler safety. The ability of the County to compete domestically and internationally on an economic basis requires an efficient and cost-effective method for distributing and receiving products. This can be accomplished through planning, design, construction, and maintenance of the regional and local street and highway system. The County’s industrial and agricultural economies depend on safe and efficient goods movement. The County is responsible for maintaining an extensive network of low-volume rural roads in sparsely settled areas to service goods movement and the agricultural industry. Large trucks are the primary means of transporting such goods and are essential to the intra-regional distribution of consumer products. In addition, freight rail is an important backbone of the goods movement industry in Riverside County.

The region is faced with a serious dilemma. Present and proposed levels of investments suggest a future in which the majority of transportation facilities will be severely congested for much of the day. Given the shortage of funds available for both operations and maintenance as well as for new capital projects, and the growing conflict between people and goods for the use of highways, airports, and rail lines, the region will be hard pressed to maintain existing levels of mobility for goods movement.

### Truck Industry

For the State of California, approximately 76 percent of all inbound and outbound freight is shipped by truck. In addition, trucks transport 98 percent of all finished goods to the final retail and wholesale destinations, according to the California Trucking Association. Current economies dictate that trucking will be used for the majority of surface traffic less than 800 miles, which encompasses most or all of California, Arizona, and Nevada. Although Riverside County generates a significant amount of truck traffic from agricultural and industrial uses, it also serves as a pass-through for truck traffic that ultimately serves other areas inside and outside of California.

Trucks comprise at least 15 percent of the daily traffic volume on some of the primary goods movement corridors in Riverside County, such as Interstate 15 from Temecula to Ontario, State Route 60 westward from Interstate 215, and Interstate 10 in the Coachella Valley and San Gorgonio Pass areas. As healthy