



Policies:

- AQ 7.1 Provide incentives to encourage new firms to locate within the County and existing firms to expand operations. (AI 18)
- AQ 7.2 Work with SCAQMD and MDAQMD to develop a means to encourage the location of new commercial and industrial development in those localities where jobs are most needed. (AI 18)
- AQ 7.3 Create a loan program to encourage small businesses to locate within the County. (AI 18)
- AQ 7.4 Offer incentives to businesses to control emissions and implement the AQMP. (AI 18)
- AQ 7.5 Reduce regulations on small businesses wherever possible and thereby encourage small business development and job creation. The County shall set performance standards as well as design standards, thus giving small business owners as many options as possible to comply with County regulations. (AI 18)
- AQ 7.6 Adopt policies freeing small businesses from unnecessary and duplicative paperwork. (AI 18)
- AQ 7.7 Assemble information collected from County agencies and departments concerning the business community to develop programs that better serve their needs. (AI 18)

Jobs-to-Housing Ratio

One of the challenges facing the County is to provide the appropriate quantity of residential and employment-generating uses within close proximity to each other in order to reduce the amount of vehicle miles traveled and minimize impacts on air quality. In addition to providing incentives for businesses to locate within Riverside County, it is important to consider the jobs-to-housing ratio when approving the construction of new developments, including the use of mixed-use land patterns and the placement of new public facilities.

Policies:

- AQ 8.1 Locate new public facilities in job-poor areas of the County. (AI 18)
- AQ 8.2 Emphasize job creation and reductions in vehicle miles traveled in job-poor areas to improve air quality over other less efficient methods. (AI 18)
- AQ 8.3 Time and locate public facilities and services so that they further enhance job creation opportunities. (AI 18)
- AQ 8.4 Support new mixed-use land use patterns and community centers which encourage community self-sufficiency and containment, and discourage automobile dependency. (AI 14)



Please see the **General Plan Land Use Element** Land Use Designation Policies section and Appendix J, Community Center Guidelines for additional information.

- AQ 8.5 Develop community centers in conformance with policies contained in the Land Use Element. (AI 14)
- AQ 8.6 Encourage employment centers in close proximity to residential uses. (AI 14)
- AQ 8.7 Implement zoning code provisions which encourage community centers, telecommuting and home-based businesses. (AI 1)
- AQ 8.8 Promote land use patterns which reduce the number and length of motor vehicle trips. (AI 26)
- AQ 8.9 Promote land use patterns that promote alternative modes of travel. (AI 26)



Please see the **General Plan Circulation Element Planned Circulation Systems** section for further policies regarding alternative modes of travel.

Multi-jurisdictional Coordination

The County of Riverside recognizes the regional context of the policies it creates. Because air pollutants do not recognize political boundaries, often the policies of one community may adversely impact residents of another. This is particularly true with respect to pollutants emitted by motor vehicles, which underscores the importance of regional and subregional cooperation.

Policies:

- AQ 9.1 Cooperate with local, regional, state and federal jurisdictions to reduce vehicle miles traveled and motor vehicle emissions through job creation. (AI 18)
- AQ 9.2 Attain performance goals and/or VMT reductions which are consistent with SCAG's Growth Management Plan. (AI 26)

TRANSPORTATION DEMAND MANAGEMENT



Please see the **General Plan Circulation Element Transportation Demand Management** section for additional information.

Vehicles are an essential part of life in California. People use them to go to work, run errands and transport goods all across the state and nation. However, while they serve a valuable function, many streets and freeways are increasingly overburdened with traffic. Everyday, cars and trucks jam onto the freeway at the beginning and end of each workday. Inching along the average twenty-two mile commute for Riverside County residents, automobiles spew pollutants into the air, while long sunny days change these pollutants into other noxious compounds. Most cars carry a single occupant, adding to the congestion and smog. When traffic does move, accidents often involving large trucks bring traffic to a grinding halt.

The good news is that our commute times and distance traveled to and from work have been stable over the last decade. The bad news is that Riverside County residents drive the furthest distance and have some of the longest commute times in all of southern California (Tables AQ-4, AQ-5 and AQ-6).