



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).



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Air Quality Element

Table AQ-4
Commute Distance by Home County

Home County	1992	1993	1994	1996	1998	1999
Los Angeles	15.8 miles	13.3 miles	15.3 miles	14.6 miles	15.3 miles	14.9 miles
Orange	14.9	14	15.8	15.7	14.2	16.1
Riverside	20.9	22.8	22.2	24.1	21	21.6
San Bernardino	20.4	20	21.3	25	22.4	21.3
Ventura	17.7	15.4	16.2	17.8	15.9	16.3
Imperial*	NA	NA	NA	11.8	12.1	14.5

* Imperial County was included for the first time in the 1996 study.

Source: 1999 SCAG State of the Commute Report

Table AQ-5
Commuting Time for Trip to Work by Home County

Home County	1992	1993	1994	1996	1998	1999
Los Angeles	37 minutes	33 minutes	30 minutes	33 minutes	31 minutes	34 minutes
Orange	32	29	30	30	31	33
Riverside	38	37	36	38	36	37
San Bernardino	35	36	36	38	37	35
Ventura	28	26	28	28	26	27
Imperial	NA	NA	NA	20	23	24

* Imperial County was included for the first time in the 1996 study.

Source: 1999 SCAG State of the Commute Report

Table AQ-6
Commuting Time for Return Trip Home by Home County

Home County	1992	1993	1994	1996	1998	1999
Los Angeles	42 minutes	36 minutes	34 minutes	36 minutes	38 minutes	41 minutes
Orange	35	34	38	37	34	41
Riverside	41	43	43	46	40	38
San Bernardino	42	39	42	47	39	41
Ventura	32	30	31	32	30	33
Imperial	NA	NA	NA	21	24	23

* Imperial County was included for the first time in the 1996 study.

Source: 1999 SCAG State of the Commute Report



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

Transportation Demand Management (TDM) can help unclog freeways and reduce commute times, thereby improving air quality. However, it means planning driving patterns to reduce the number of cars and trucks using the roads at any one time. This in the essence of TDM.



As stated in the Circulation Element, TDM strategies help reduce work-related trips by encouraging individuals who now drive alone to form carpools and vanpools, and to take the bus or light rail. Alternatively, workers may work longer hours and so eliminate a trip to the office once or twice a week. Two other TDM strategies that eliminate work trips are telecommuting and work-at-home programs. When individuals must drive, TDM calls for changes in their work schedules to avoid peak traffic periods. A similar TDM strategy encourages large trucks to operate at night. Because traffic at night is lighter, accidents are less likely, and when they do occur, they may not tie up the freeway for hours as they would during the day.

TDM strategies for reducing trips that are not work related are also important. Among these are merchant transportation incentives, such as discounts to customers who use public transit and free bus passes. Some measures reduce both work and non-work related trips. For example, by pricing parking spaces and providing convenient parking for people who rideshare, parking management encourages the use of carpools, vanpools and public transit. It also eliminates on-street parking which adds to congestion.

TDM alone, however, is not the answer. Transit improvements and facility development must accompany these changes. Efforts to encouraging a shift to transit will fail unless transit operators make convenient, safe and reliable transit service available. Similarly, a lack of work centers now blocks the development of telecommuting. The County can take steps to foster the development of such work centers. Changing transportation demand will also require facility development, such as park-n-ride lots, bus turnouts, off-site parking, and facilities for bicycles and pedestrians.

The County's Transportation Demand Management Ordinance for new developments, designed to meet the requirements of the Riverside County Congestion Management Program and the Air Quality Management Plan, promotes the development of TDM strategies early in the development review process. The ordinance sets goals for reducing vehicle trips generated by new developments, a minimum road level-of-service for all new development projects and a reduction in overall vehicle trips emanating from the County. This ordinance also establishes potential TDM measures to be used where appropriate including off-site telecommunications facilities, carpooling, alternative work schedules, transit ridership incentives, and an enhanced pedestrian and bikeway circulation system.

Trip Reduction

As the automobile is the major source of air pollution in the region, the County recognizes the importance of reducing the number of vehicle trips and miles traveled. Policies in this section are not intended to create additional regulation, but to create incentives to reduce vehicle trips, encourage alternative schedules and conform to policies created by regional governments.

Policies:

- AQ 10.1 Encourage trip reduction plans to promote alternative work schedules, ridesharing, telecommuting and work-at-home programs, employee education and preferential parking. (AI 47)