



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)



- AQ 10.2 Use incentives, regulations and Transportation Demand Management in cooperation with surrounding jurisdictions to eliminate vehicle trips which would otherwise be made. (AI 47)
- AQ 10.3 Assist merchants in encouraging their customers to shift from single occupancy vehicles to transit, carpools, bicycles, or foot. (AI 48)
- AQ 10.4 Continue to enforce the County’s Transportation Demand Management Ordinance and update as necessary.

Special Events

Temporary special events provide recreational and retail opportunities for residents. However, these events may also result in traffic congestion on roadways adjacent to the event. The following policies are designed to alleviate traffic congestion and the accompanying pollution caused by excess vehicle travel times.

Policies:

- AQ 11.1 Establish requirements for special event centers to provide off-site parking and park-n-ride facilities at remote locations. Remote parking should be as close to practicable to the event site and the operator should supply shuttle services. (AI 116)
- AQ 11.2 Promote the use of peripheral parking by increasing on-site parking rates and offering reduced rates to peripheral parking with tickets sold for non-ridesharing patrons. (AI 116)
- AQ 11.3 Encourage special event center operators to advertise and offer discounted transit passes with event tickets (AI 116)
- AQ 11.4 Encourage special event center operators to advertise and offer discount parking incentives to carpooling patrons, with two or more persons per vehicle, for on-site parking facilities. (AI 116)

TRANSPORTATION SYSTEMS MANAGEMENT

Transportation systems management improves traffic flow through modification in the operation of existing transit facilities and fleets. This increases mobility and thereby improves air quality. Commerce, industry and public welfare require adequate mobility. Poor transportation systems management, on the other hand, creates congested highways, perpetuates poorly maintained and polluting fleets, weakens the County’s economy and diminishes its citizens’ health and well-being.



*An **at-grade railroad crossing** is one where the street and the rail line form an intersection, and physically cross one-another.*

The County’s rapidly growing population combined with unsynchronized traffic signals, delays at grade-level rail crossings, non-uniform street widths, inadequate roadway maintenance and poor emergency response, has resulted in increased congestion. Increased congestion means stop-and-go traffic and longer