



PRESENTATION TO:
Coachella Valley Association of Governments

COMMUNITY MEETING
**COACHELLA VALLEY REGIONAL
VEHICLE MILES TRAVELED (VMT) STUDY**



October 2, 2025



Today's Agenda

- Short Recap
- VMT Forecast Update
- Transportation Demand Management
- Community Outreach
- Next Steps



Project Purpose

- Evaluate best practices for evaluating vehicle miles traveled (VMT)
- Identify travel demand management (TDM) strategies
- Consider how VMT can be better integrated into CVAG plans

REAP Special Focus:

1. Reduction in fees for infill development
2. Infrastructure projects in disadvantaged communities
3. Reduction in VMT



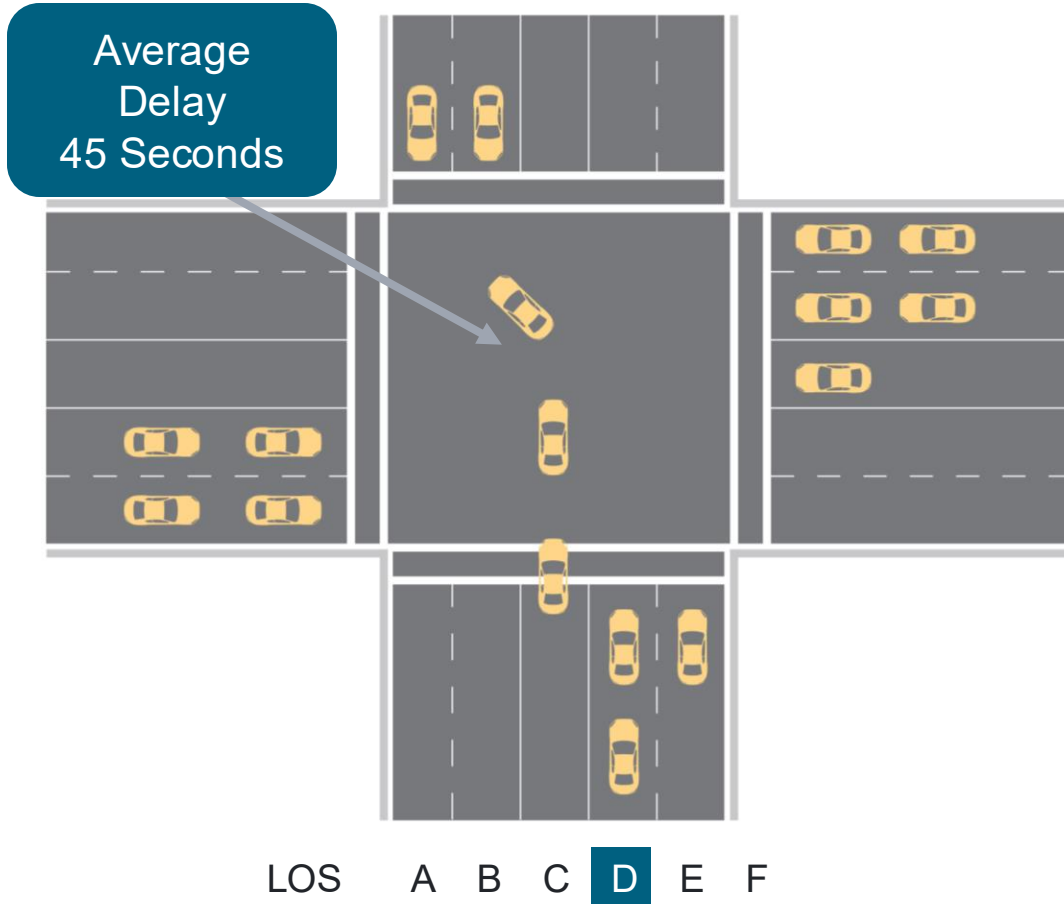


SB 743 Overview

- SB 743 is specific to the California Environmental Quality Act (CEQA)
- VMT is the principal metric for a “transportation significant impact”
- Sustainability and GHG reduction by
 - Denser infill development
 - Reducing single occupancy vehicles
 - Improved mass transit

Level of Service

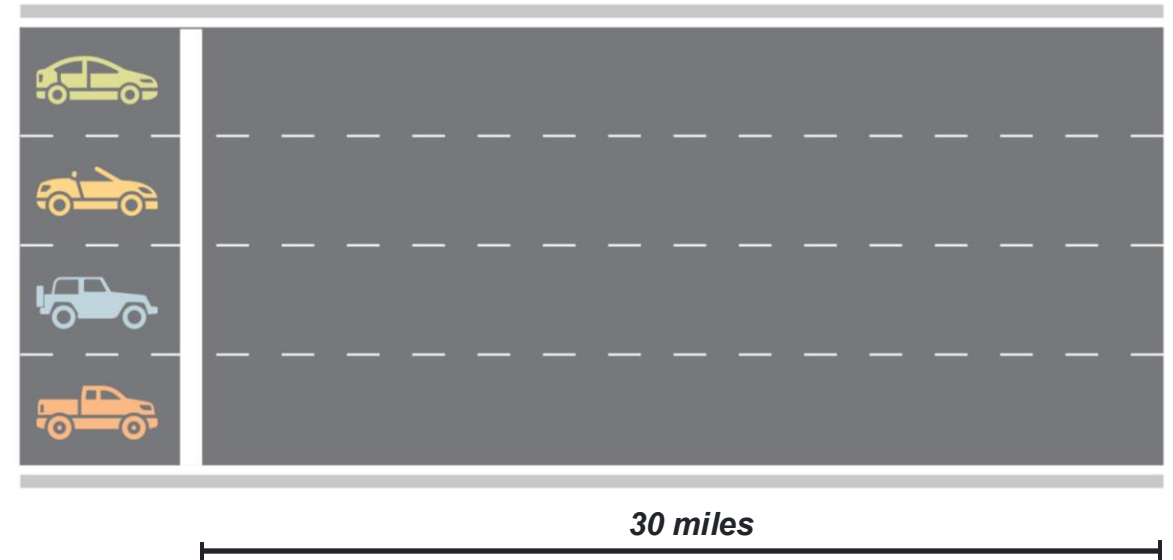
Impact to the Driver



Highway Capacity Manual

Vehicle Miles Traveled

Driver's Impact to Transportation System



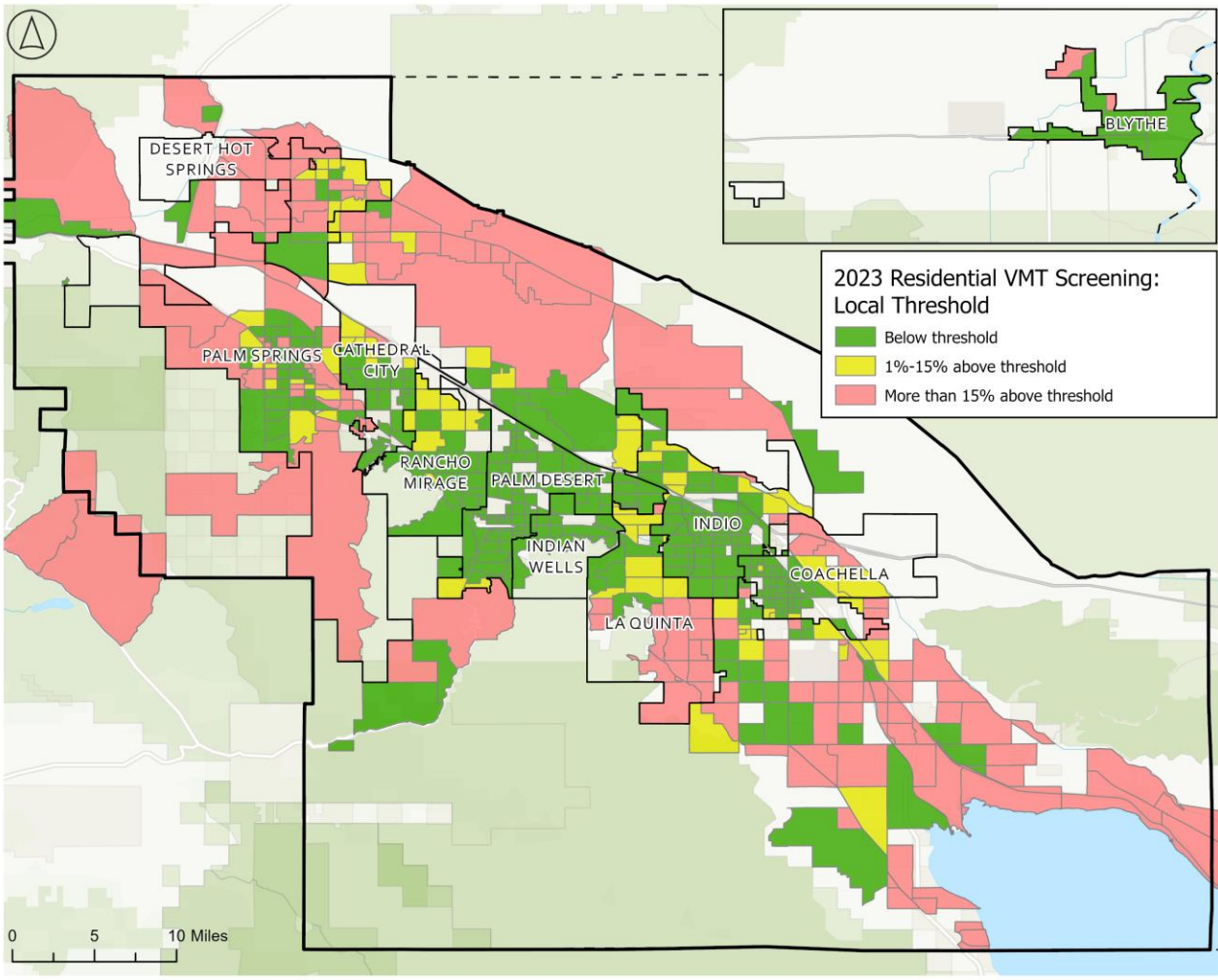
4 vehicles travel 30 miles
or simply
 $4 \times 30 = 120 \text{ VMT}$

120 VMT / 6
Drivers/Passengers =
20 VMT/Capita

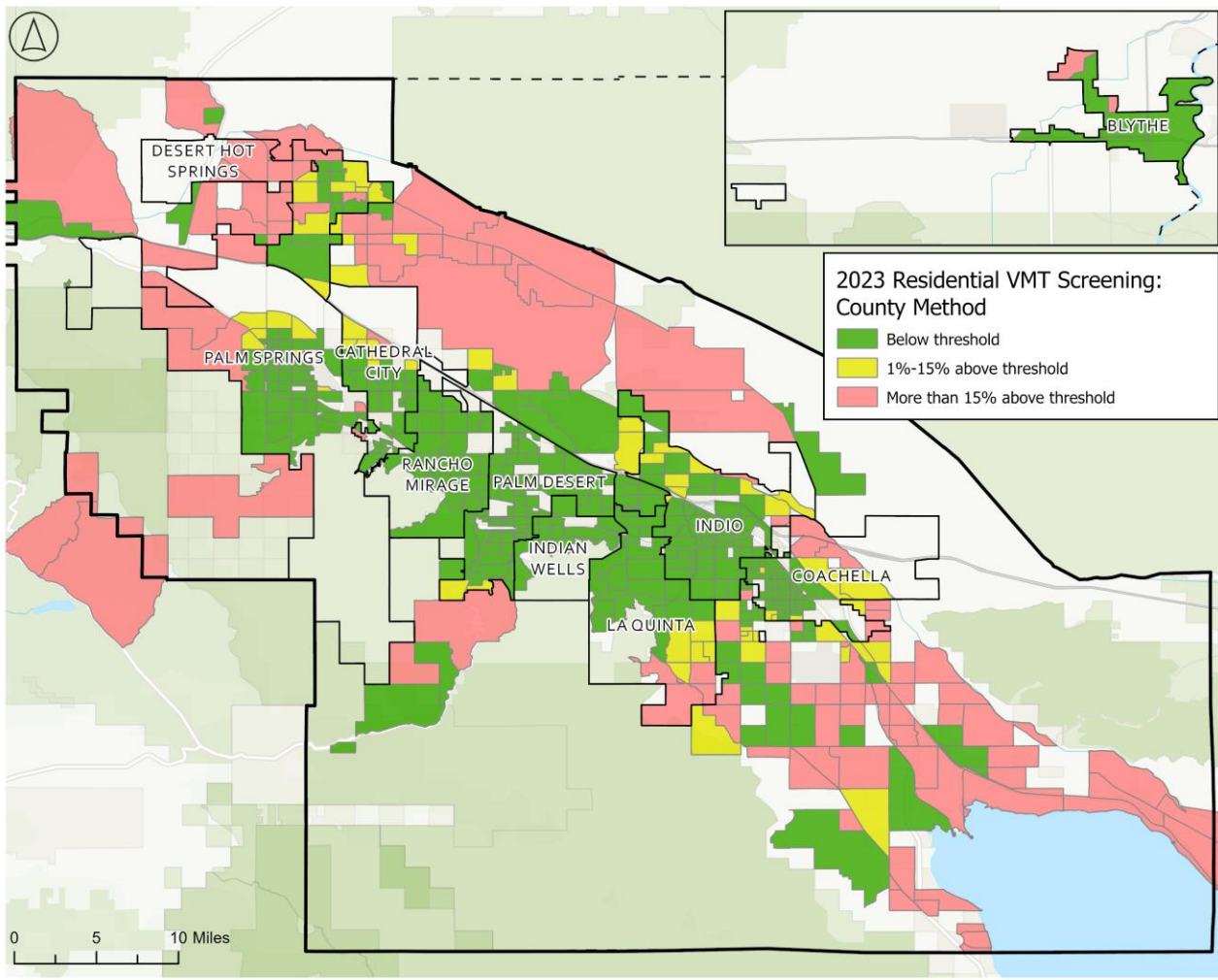
Travel Demand Model

Updated Residential Screening Maps

Local Methodology

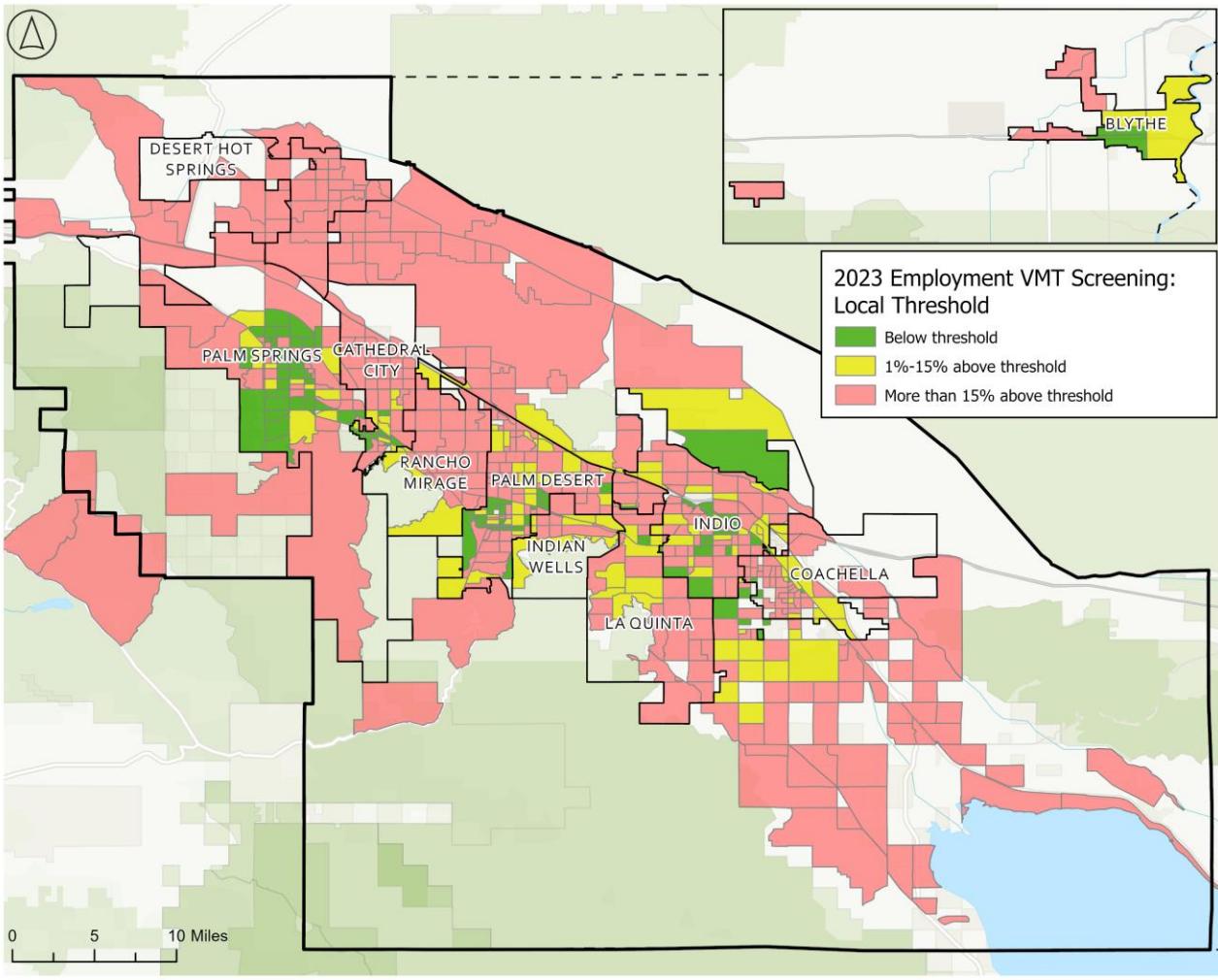


County Methodology

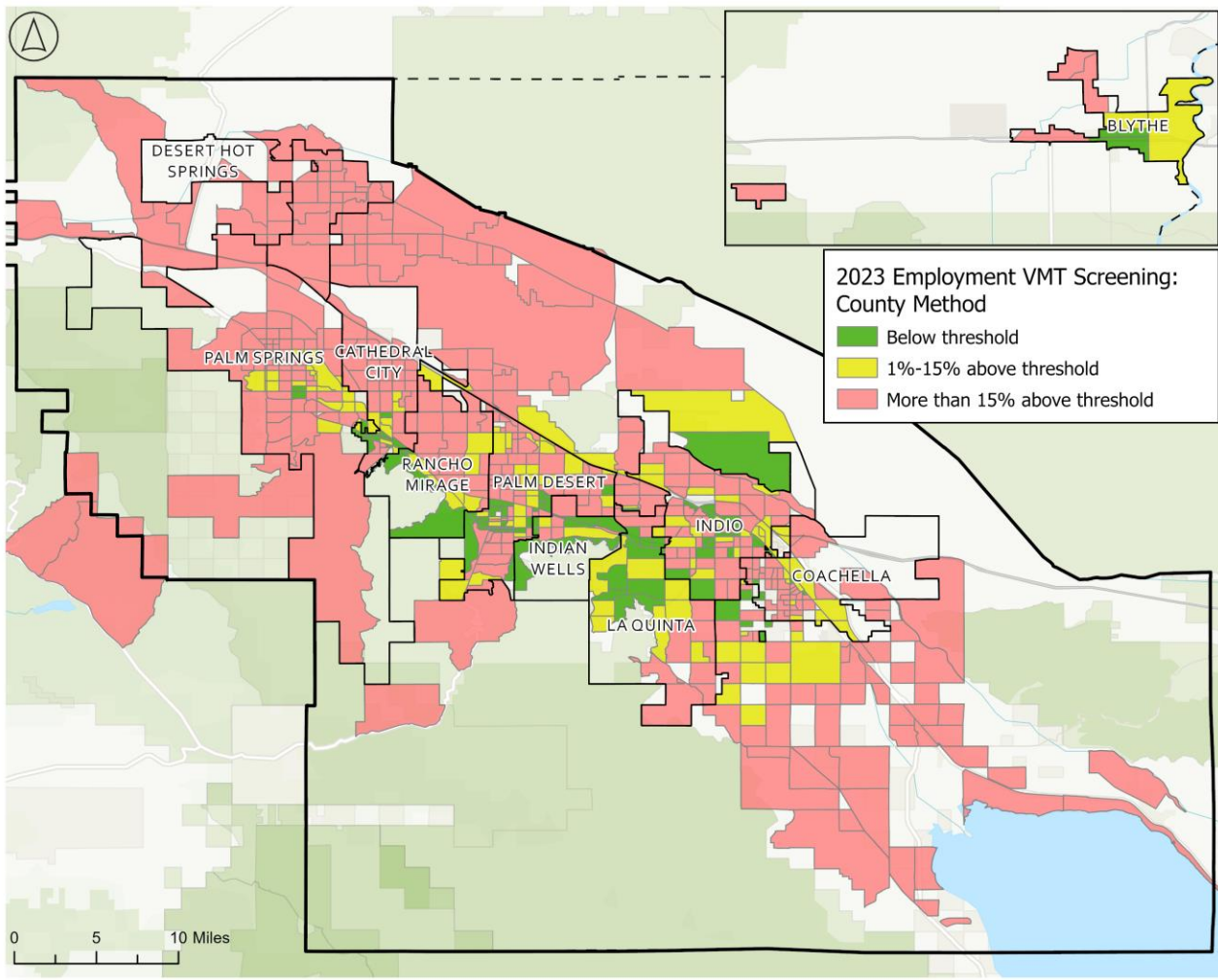


Updated Employment Screening Maps

Local Methodology



County Methodology



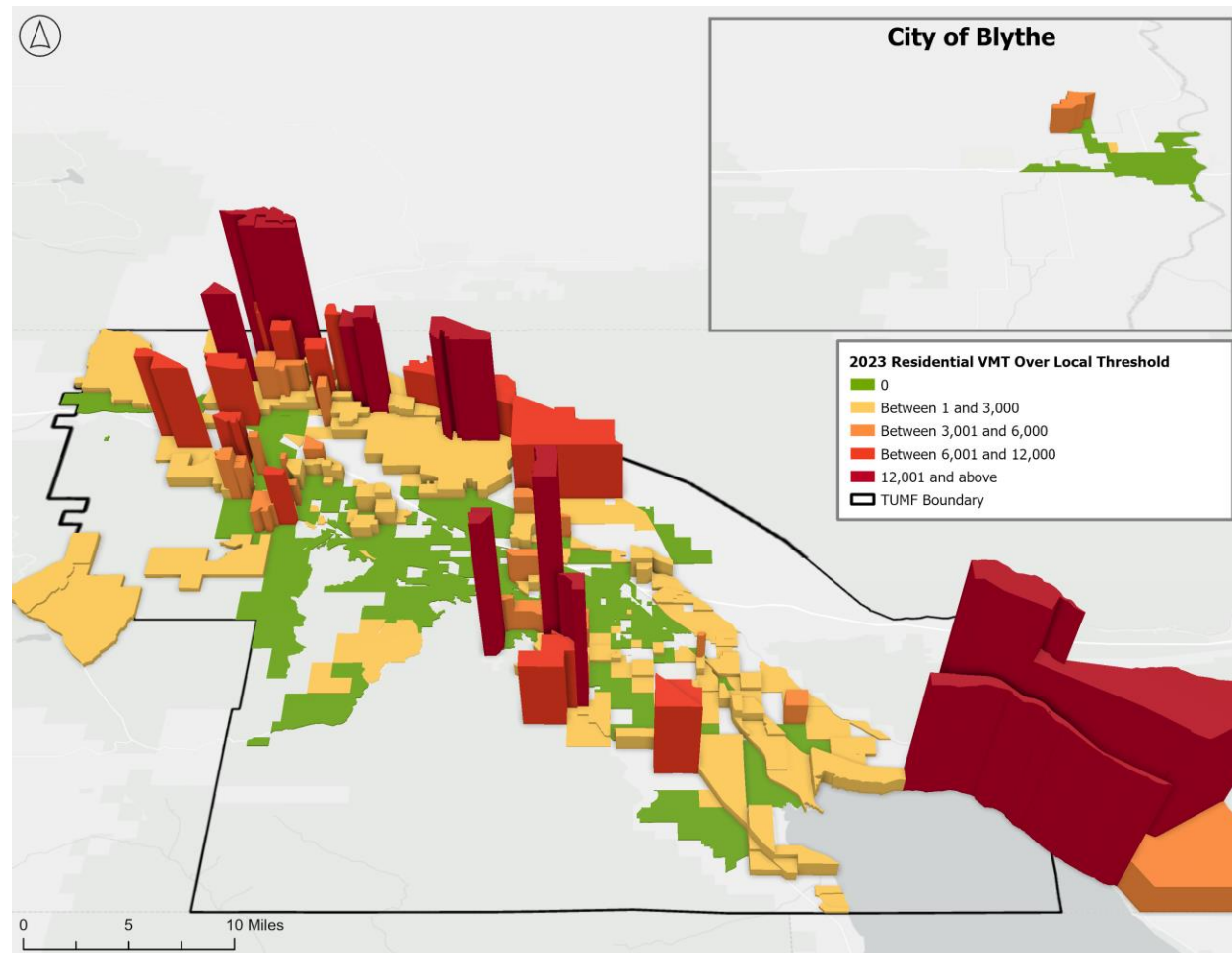
Existing VMT Mitigation Need by Agency

Agency	Residential VMT – Local Thresholds	Residential VMT – County Thresholds	Employment VMT – Local Thresholds	Employment VMT – County Thresholds
Blythe	3,429	3,429	12,954	12,954
Cathedral City	12,694	12,694	77,275	77,275
Coachella	2,268	2,268	34,471	34,471
Desert Hot Springs	89,759	48,462	78,627	78,627
Indian Wells	0	0	17,171	2,995
Indio	12,461	12,461	92,216	92,216
La Quinta	142,050	26,962	66,311	15,975
Palm Desert	67	67	92,952	92,952
Palm Springs	78,966	16,541	433,115	194,217
Rancho Mirage	10,872	0	133,323	60,347
Unincorporated	284,437	284,437	154,511	154,511
CVAG	637,003	407,321	1,192,926	816,540

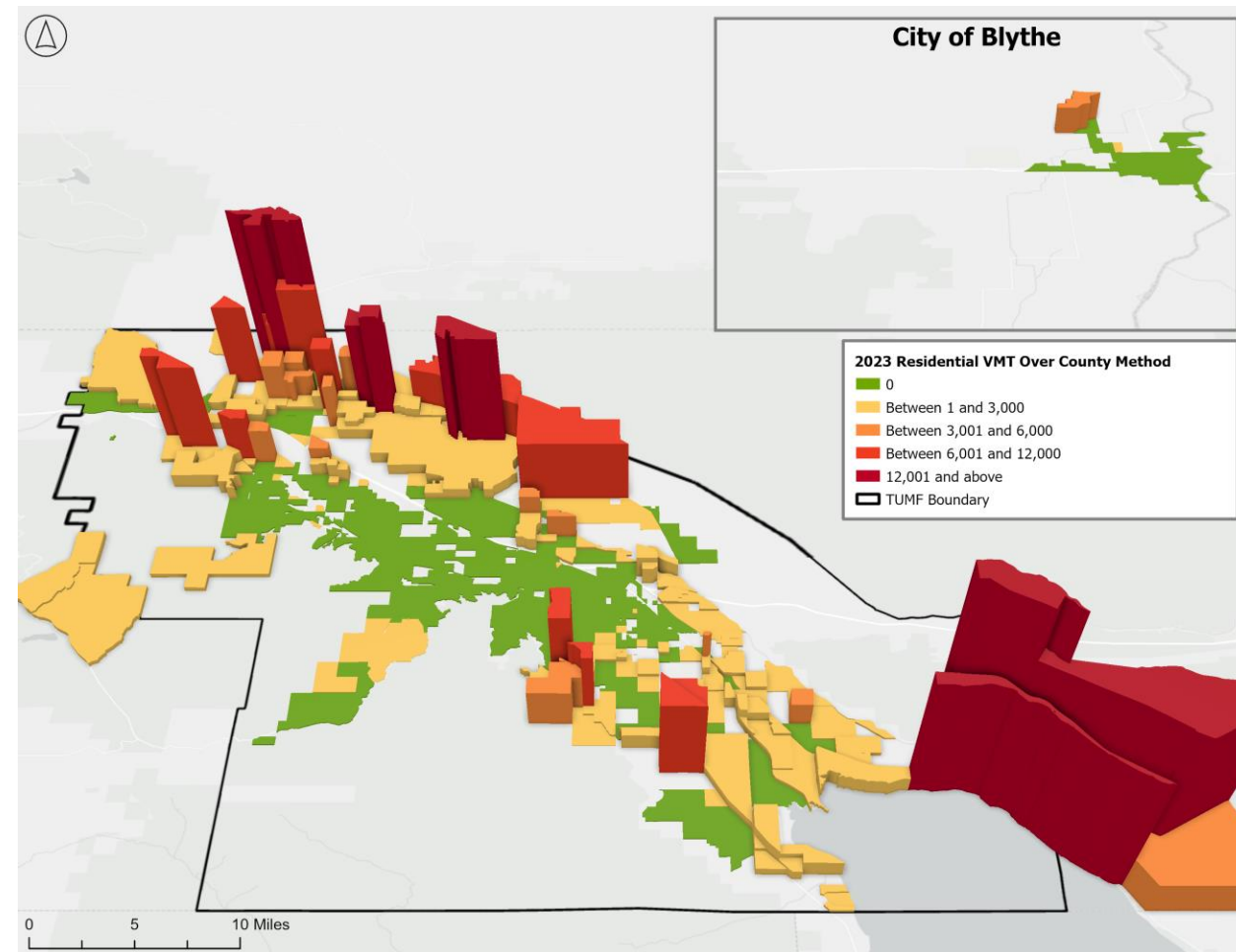


Existing VMT Mitigation Need by TAZ – Residential

Local Methodology



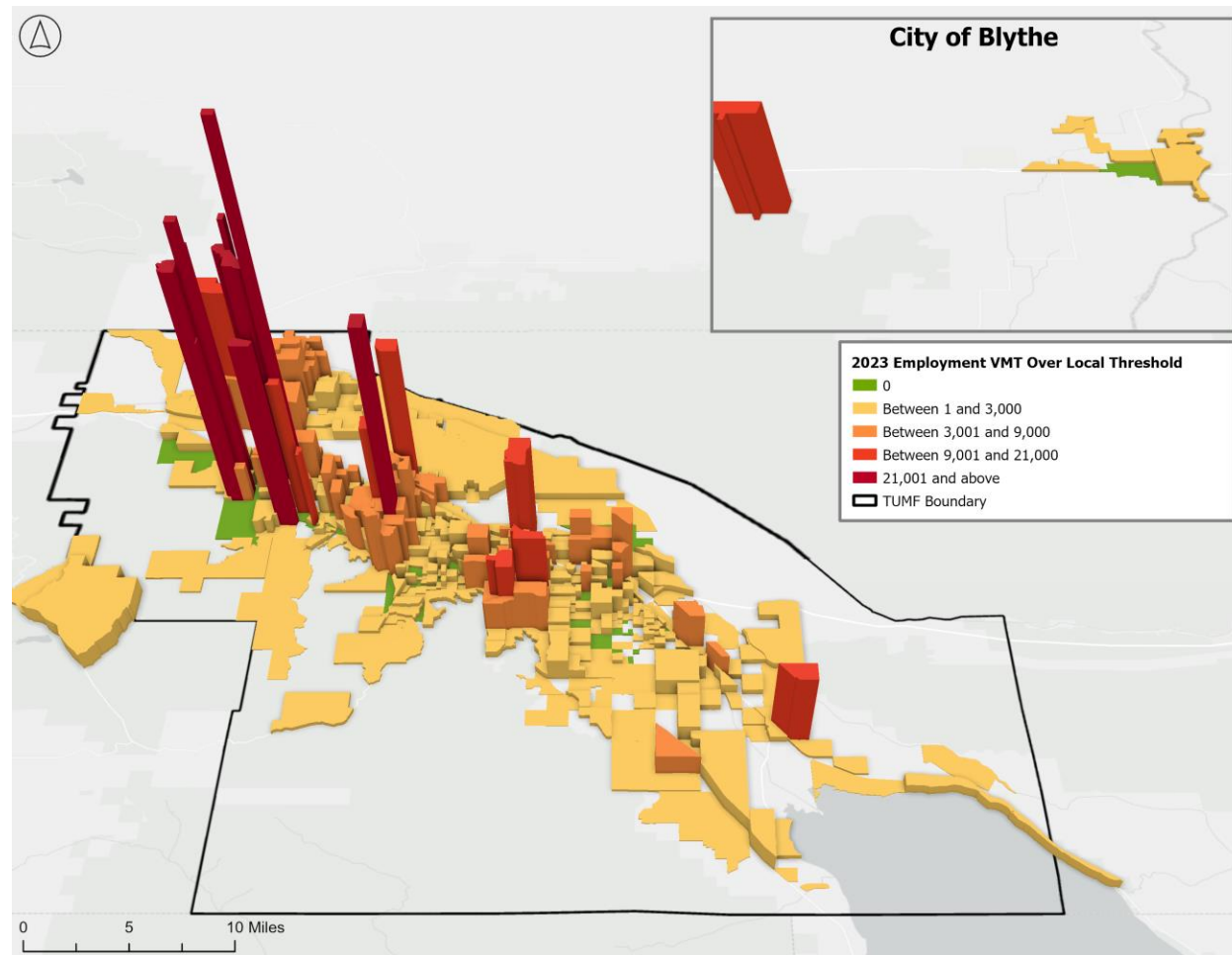
County Methodology



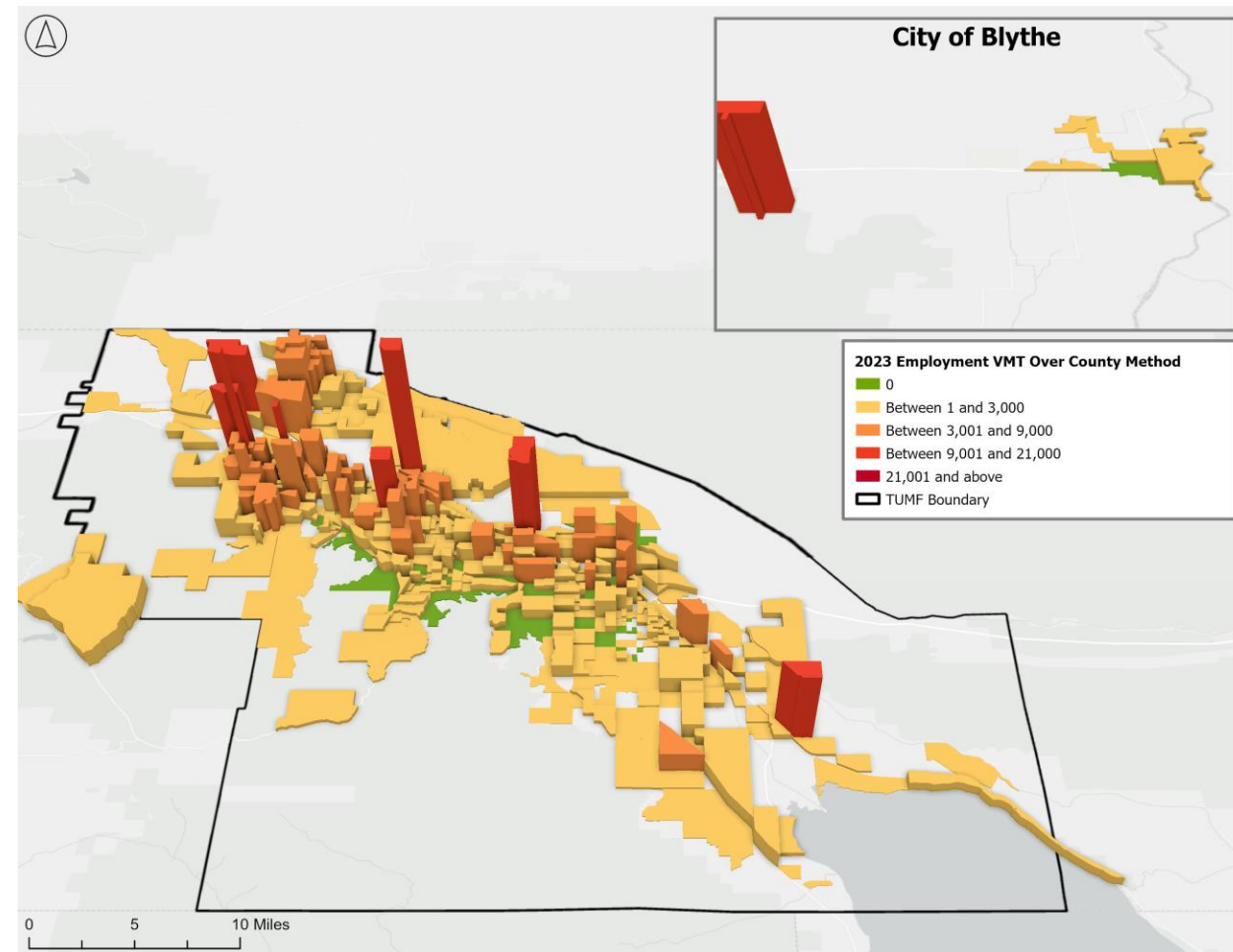


Existing VMT Mitigation Need by TAZ – Employment

Local Methodology



County Methodology





Benefits of Program

Promotes **economic development** goals by providing regulatory clarity

Provides needed evidence for **grant** applications

Promotes required **equity considerations** for transportation-land use planning

Promotes **jobs and housing balance**, a significant regional goal

Allows for **creative** land use solutions

Supports **climate action planning, regional goals, and SCS** elements

Provides needed **CEQA mitigation solutions** for land use and transportation

Mitigates **congestion** and provides transportation **choice**

Range of Solutions – Broad Categories



Complete Streets



Transit Oriented Development



Bike



Jobs/Housing Balance



ITS/TSM



Road Diet



Park-and-Ride



Vanpool/Carpool



Pedestrian

TDM
Transportation
Demand Measures



Affordable Housing



Toll Lanes, Cordon
Pricing, and Pricing per
Mile



Mobility Hub



Lane Restrictions and
Traffic Calming



Transit



Filter:

Reset

Apply

Search



VMT Reduction Potential

1

5

Cost

1

5

ROI

0

5

Land Use Content

☐ Urban 71☐ Suburban 69☐ Rural 31

— TDM Introduction

The Online TDM Toolbox was developed as part of CVAG's Regional VMT Study to give the Coachella Valley a practical, user-friendly resource for identifying strategies to reduce vehicle miles traveled (VMT). This interactive tool allows agencies, employers, and community partners to explore a wide range of Transportation Demand Management (TDM) measures—from parking management and mobility incentives to land use and active transportation programs—and filter them by cost, return on investment, ease of implementation, and other key factors.

By making strategies searchable and comparable, the Toolbox equips decision-makers across the region with clear, data-driven options tailored to local needs. Each strategy includes a concise description, supporting data, and examples of real-world application, helping communities prioritize high-impact measures. Through this effort, CVAG is advancing more sustainable, efficient, and equitable mobility solutions for the Coachella Valley. Learn more about the Regional VMT Study at cvagvmt.com

All

Land Use

Neighborhood Design

Parking or Road Pricing/Management

School Programs

Transit

Trip Reduction Programs



High Occupancy Toll Lanes



Alternative Roadway Pricing Strategies



Park-and-Ride Lots



Unbundled Parking



Right Sizing Parking Supply



Shared Parking



Daily Versus Monthly Parking



Residential Permits and Priced Parking

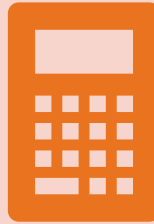


Demand Based Parking Pricing

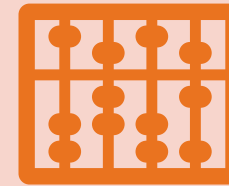
<https://cvagtdmtoolbox.com/>



Upcoming Features



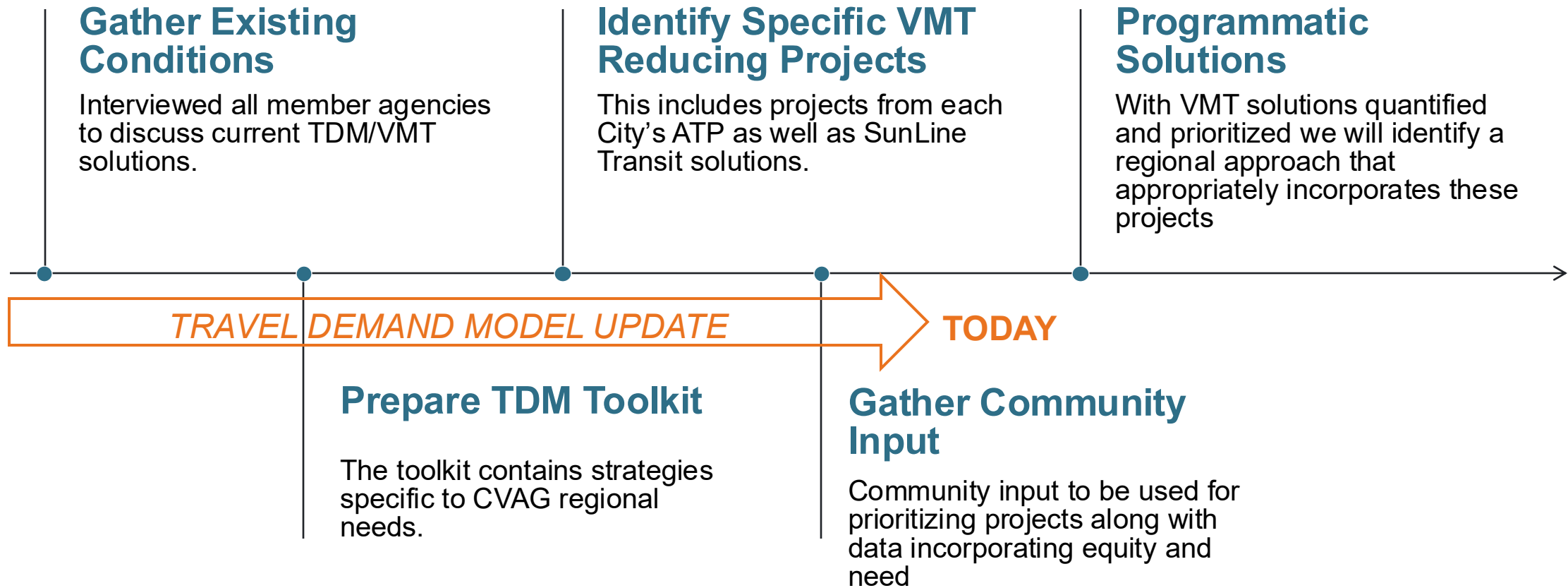
TDM CALCULATOR FUNCTIONALITY
– PLANNING LEVEL



MATRIX OF RELATED STRATEGIES



Identifying VMT Solutions





What We've Done

Pop-up events

- Coachella Independence Day Celebration - July 3
 - 31 stakeholders engaged
- Indio Independence Day Bash - July 4
 - 110 stakeholders engaged
- Desert Hot Springs Fireworks Spectacular - July 5
 - 30 stakeholders engaged
- Indio Hills Chilli Fest – September 27
 - 16 stakeholders engaged

Overall Comments

- Residents would like to see more public bus stops and routes in Coachella, Indio, Indio Hills, and near schools/colleges.
- Some residents live far from their nearest grocery store and retail centers and called for more access points around those areas for pedestrians.
- Many communities are aware of CVAG from the CV Link and view it as an effective active transportation option





What We've Done

Statistically-Valid Survey: Coachella Valley

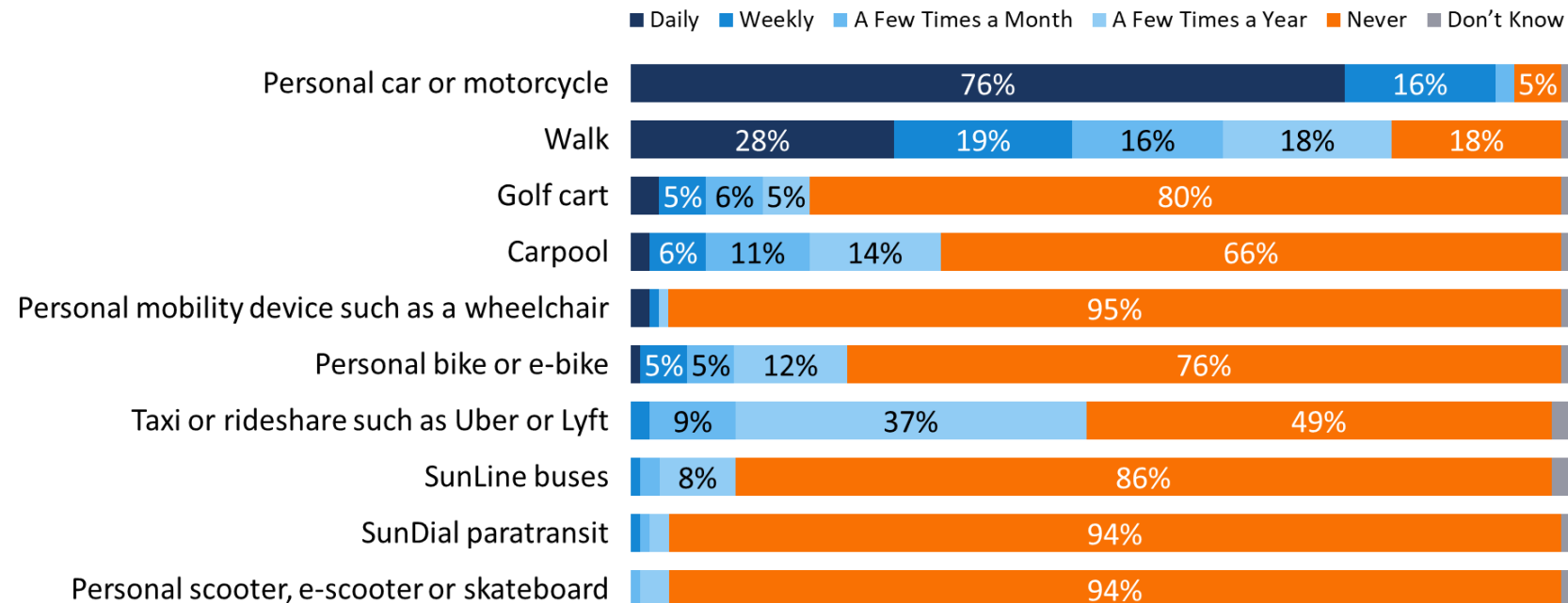
Dates	June 25-July 13, 2025
Research Population	Adult Residents of the Coachella Valley
Total Interviews	585
Contact Methods	Telephone calls, text/email invitations, postcard mailers
Data Collection Modes	Telephone interviews & online interviews
Languages	English and Spanish



Statistically-Valid Survey Findings

Car Dependency & Trip Characteristics

- 92% use a personal car or motorcycle daily or weekly and 87% say it's their primary mode
- Most commutes (58%) are under 30 minutes

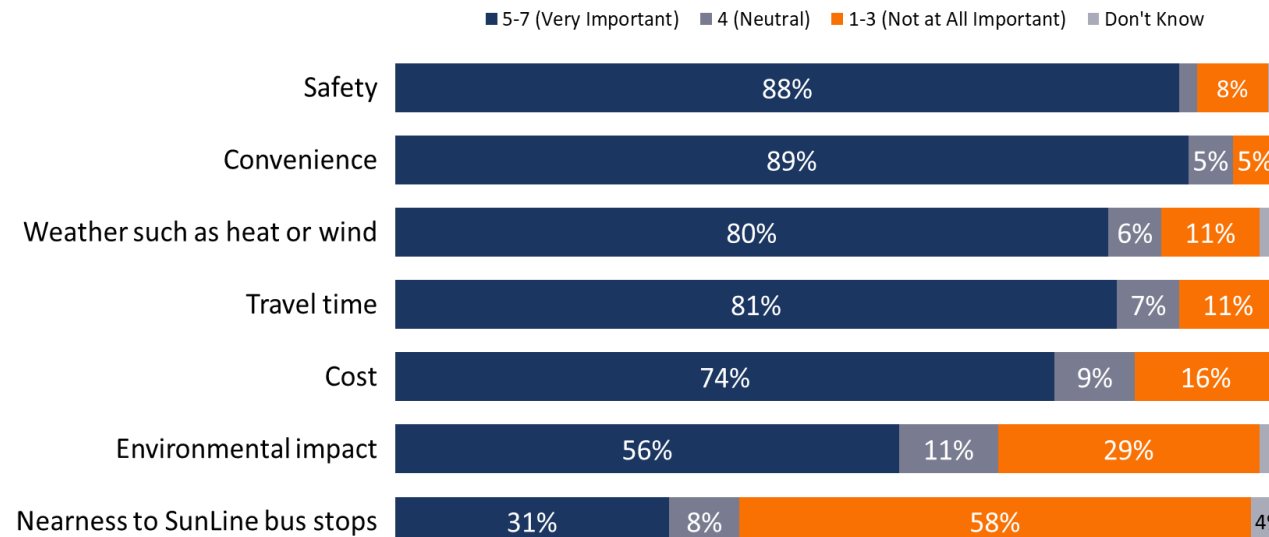




Statistically-Valid Survey Findings

Factors that Drive Mode Choice

- Top factors when choosing a mode of transportation: convenience (89%), safety (88%), travel time (81%), weather (80%)
- Younger residents (ages 18-39) rate cost (87%) and proximity to bus stops (40%) much higher than older residents (65+)
- Latinos emphasize cost (77%) and bus stop proximity (35%) more than Whites

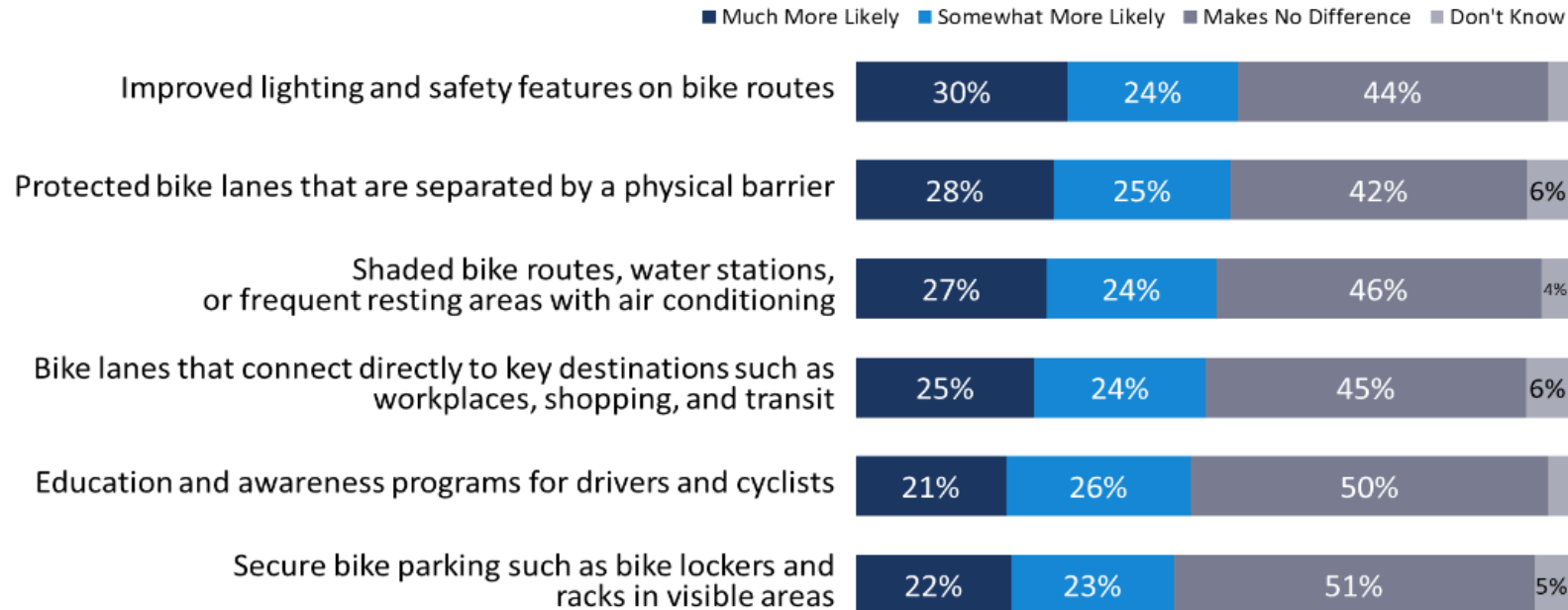




Statistically-Valid Survey Findings

Walking & Biking

- **Walking:** 28% walk daily; 45–55% walk weekly depending on age group. Older residents walk most, but Latino neighborhoods show equity gaps
- **Biking:** 50–53% would bike more with protected lanes, shaded routes, and lighting. Younger and Latino residents are most responsive, seniors less so

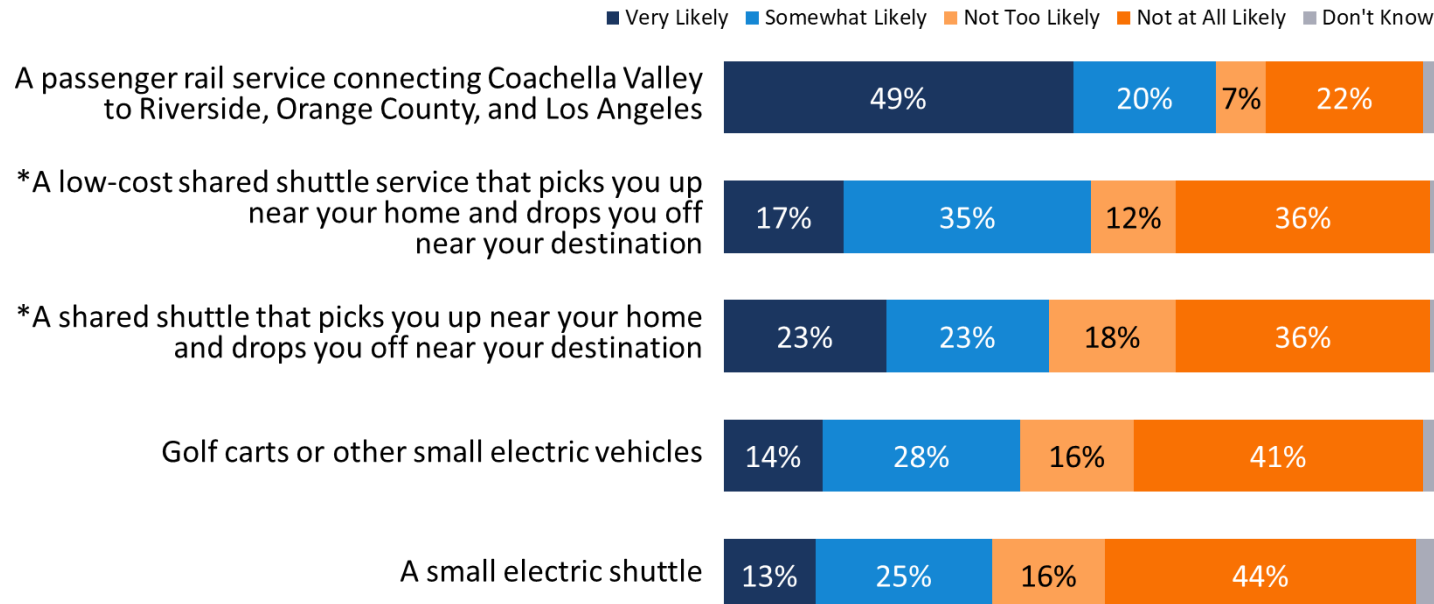




Statistically-Valid Survey Findings

Transit & Shuttle Options

- **Bus:** 50% want more routes, 49% want stops within 5 minutes, 47% want more safety, and 46% want real-time tracking. Younger residents (ages 18-39) show high interest for more bus routes (61%) while only 39% of those 65+ do.
- **Shuttles:** 52% support low-cost neighborhood shuttles, with higher interest among seniors (59%) and Latinos (53%)
- **Rail:** 69% support passenger rail connecting Southern California





What We've Done

Statistically-Valid Survey: Blythe

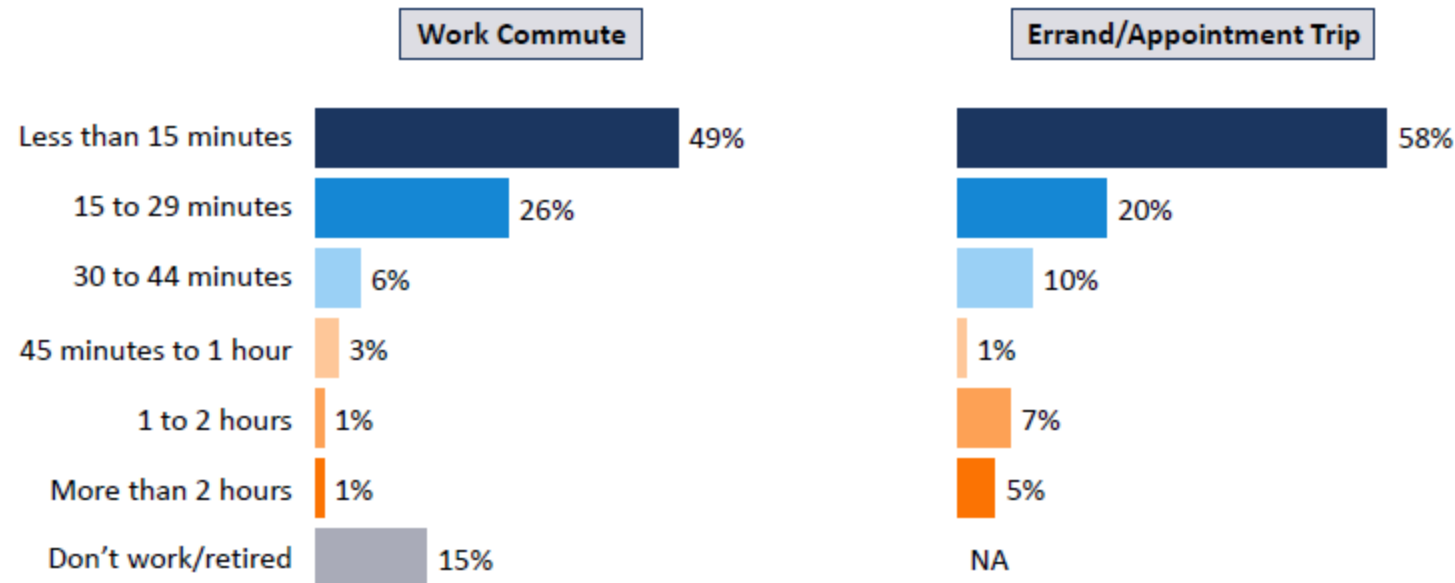
Dates	August 13-September 2, 2025
Research Population	Residents in or Near Blythe
Total Interviews	172
Margin of Sampling Error	(Full Sample) ±7.5% at the 95% Confidence Level (Half Sample) ±10.6% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish



Statistically-Valid Survey Findings

Car Dependency & Trip Characteristics

- 95% drive a personal car daily or weekly
- 75%+ commute or run errands in under 30 minutes

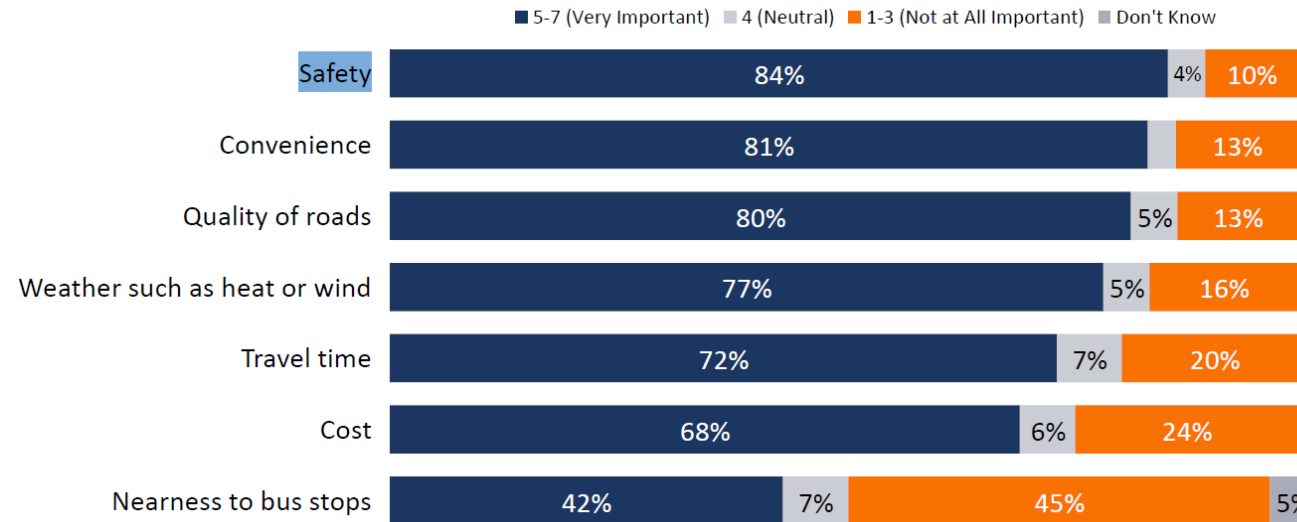




Statistically-Valid Survey Findings

Factors that Drive Mode Choice

- Top factors when choosing a mode of transportation: safety (84%), convenience (81%), quality of roads (80%), and weather (78%)
- Homeowners place higher priority on road quality (85%) versus renters who placed them as 74%

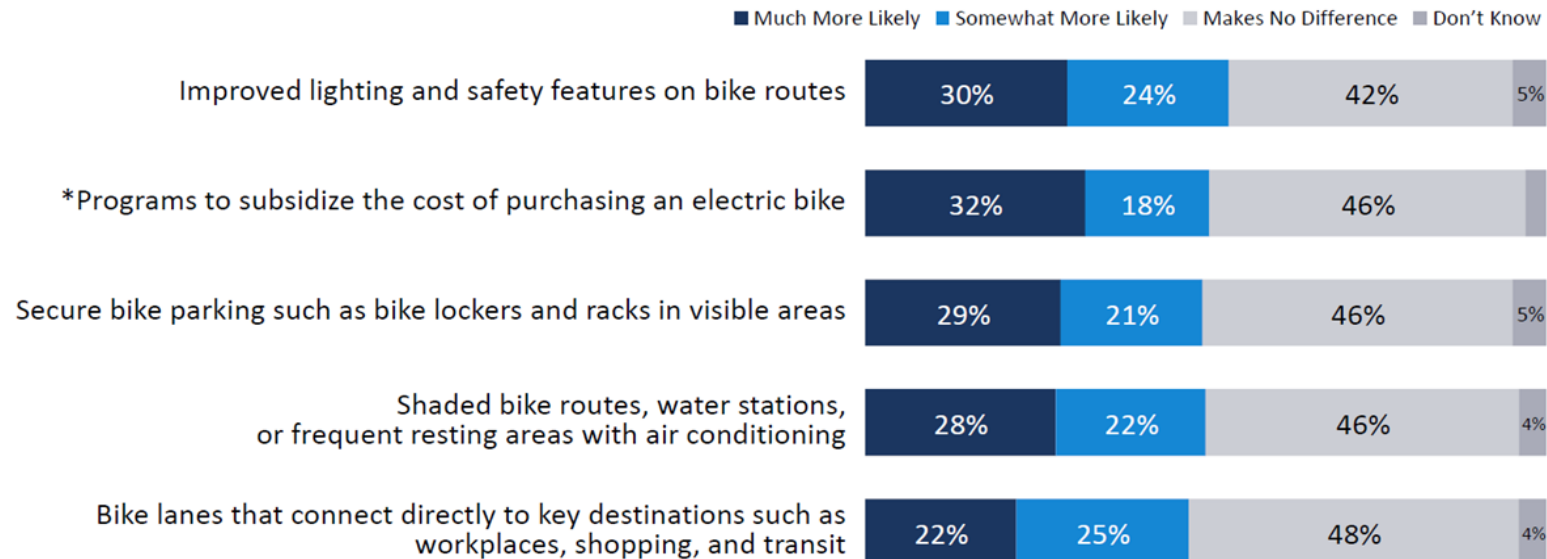




Statistically-Valid Survey Findings

Walking & Biking

- **Walking:** 49% walk daily or weekly. Walking is higher among long-term residents (30+ years, 59%) and older adults in households with seniors (58%). White men (64%) also report higher walking rates than other groups
- **Biking:** 49–54% would bike more with improved lighting, e-bike subsidies, shaded routes, and secure parking. Younger residents are more responsive, with support for e-bike subsidies reaching 60%, while those 50+ showed less interest with 47%

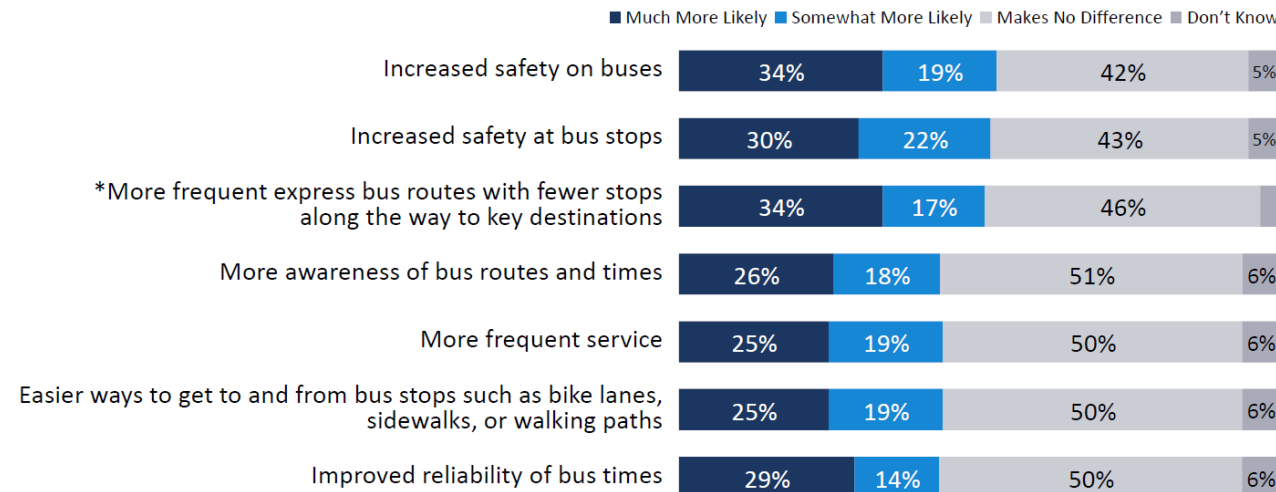




Statistically-Valid Survey Findings

Transit & Shuttle Options

- **Bus:** Residents are more likely to use **RidePV** if:
 - Bus and stop safety improved (53%, 52%). Interest is highest among younger residents (63% ages 18–49) and Latino respondents (59%) compared to Whites (43%).
 - More frequent express routes available (51%).
- **Shuttles:** 50% would use if pick-up/drop-off near home and destination. Support is stronger among younger adults (66% ages 18–49) and Latinos (59%) compared to older residents (41%) and Whites (32%)





Interactive Mapping Activity

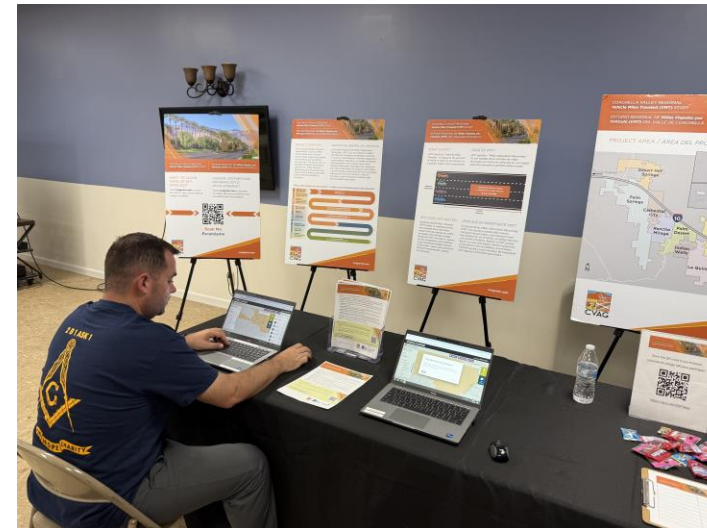
Goal: To identify community priorities on VMT-reducing improvements that are needed, such as better bike lanes, more frequent transit service, safer walking routes, or new carpool or vanpool options.

Duration: June 11, 2025 – September 1, 2025 (11 weeks)

Total Responses Received: 106 (102 ENG/4 SPA) & 57 Unique Participants

Responses Received by Pin Category:

- Bicycle: 27
- Pedestrian: 19
- Public Transit: 15
- Shared Mobility: 3
- Land Use: 8
- Mobility Hub: 8
- Other: 26

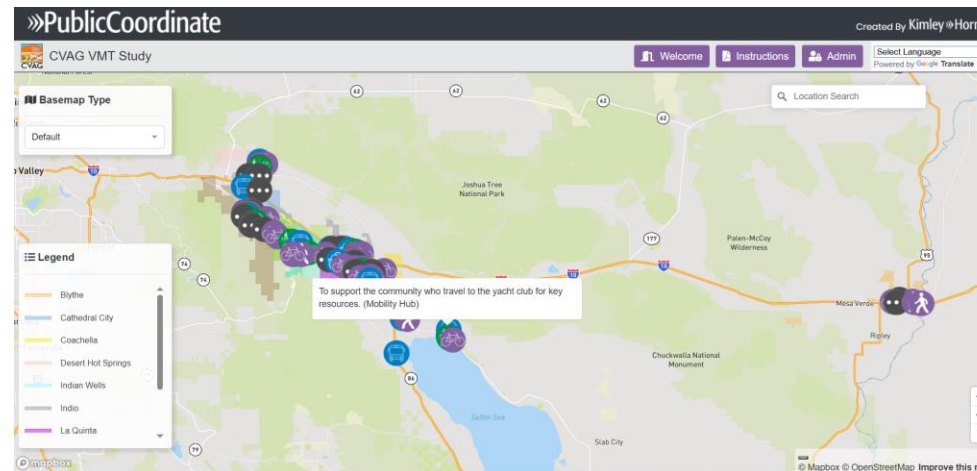




Interactive Mapping Activity

Key Highlights:

- **Safety** was a top concern - missing sidewalks, narrow bike lanes, and unsafe crossings.
- **Connectivity** remains limited, as bike, pedestrian, and transit networks are often fragmented or incomplete.
- **Equity** concerns - Indio, Coachella, Mecca, and Thermal repeatedly identified as underserved.
- There is strong demand for **expanded transit**, particularly light rail, improved bus routes, and regional connections.
- Growth and land use planning need to **align with mobility**, with support for infill housing, renovation of existing buildings, and mixed-use development.





Community Outreach: What's Coming

Round 3

Upcoming In-Person Pop-Ups:

- **National Night Out** at the Rancho Mirage Community Park
 - October 4, 2025 | 5:30 PM – 8:30 PM
- **Yum Food Festival** at the Shops in Palm Desert
 - October 11, 2025 | 3PM – 10PM



Next Steps

- Finalize Toolkit
- Discuss Program Options
- Relationship to TUMF and TPPS
- CEQA Streamlining



Overall Project Timeline

	2024	2025													2026				
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
TASK 1: PROJECT MANAGEMENT																			
Reoccurring Meetings																			
TASK 2: MEASURING VMT																			
Current Practices																			
Baseline Conditions																			
VMT Analysis Methodology																			
Impact Thresholds																			
TASK 3: TRANSPORTATION DEMAND MANAGEMENT																			
Current Practices + Tools																			
Efficacy Analysis																			
Unique TDM + Program Approaches																			
Affordable Housing and Equity																			
TASK 4: REGIONAL VMT CONSIDERATIONS																			
VMT Mitigation Strategies																			
TUMF Updates																			
TPPS Updates																			
TASK 5: OUTREACH AND ENGAGEMENT																			
Stakeholder Engagement Plan																			
Stakeholder Database																			
TAC Meetings																			
Community Outreach																			
Identify Grants																			
TASK 6: CEQA STREAMLINING																			
Template EIR Mitigation Approach																			
Mitigation Fee Cap																			

FINALIZING DELIVERABLES

Coachella Valley Regional Vehicle Miles Traveled (VMT)

Join us to make a lasting impact together.



The Coachella Valley Regional Vehicle Miles Traveled (VMT) Study is a project that rethinks how we get around while supporting vibrant communities and a healthier environment. This Study aims to develop strategies that reduce people's miles driven, traffic impacts, greenhouse gas emissions, and make walking, biking, and public transit more accessible for everyone. By offering practical solutions like better transit options, safer bike routes, and incentives for building near transit, this initiative will help local communities thrive. The Study will also focus on fair and equitable transportation improvements to connect disadvantaged neighborhoods to essential resources. Together, these efforts will give the Coachella Valley a greener and more connected future.

