



PRESENTATION TO:
Coachella Valley Association of Governments

COMMUNITY MEETING #1
**COACHELLA VALLEY REGIONAL
VEHICLE MILES TRAVELED (VMT) STUDY**



March 20, 2025





Housekeeping



Interpretation is Available

- Click "interpretation" on your Zoom toolbar



Q&A

- Questions will be responded to at designated points throughout the presentation



How to Participate

- Click "Raise Hand" and the team will call you in the order they are raised
- Type your questions in the Q&A box

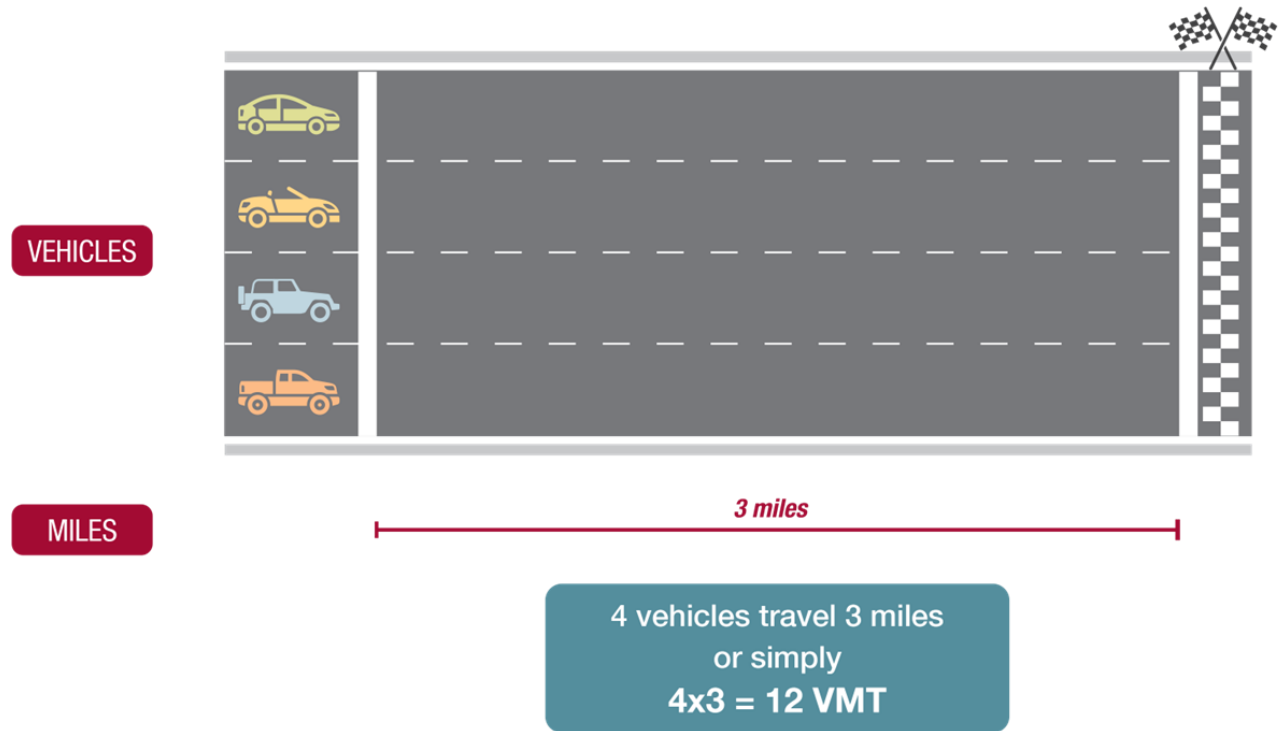


This meeting is being recorded and will be posted on the project website



Today's Agenda

- Background
- Project Purpose
- How is VMT Evaluated
- VMT in the Coachella Valley
- Options to Reduce VMT
- Getting Involved
- Next Steps



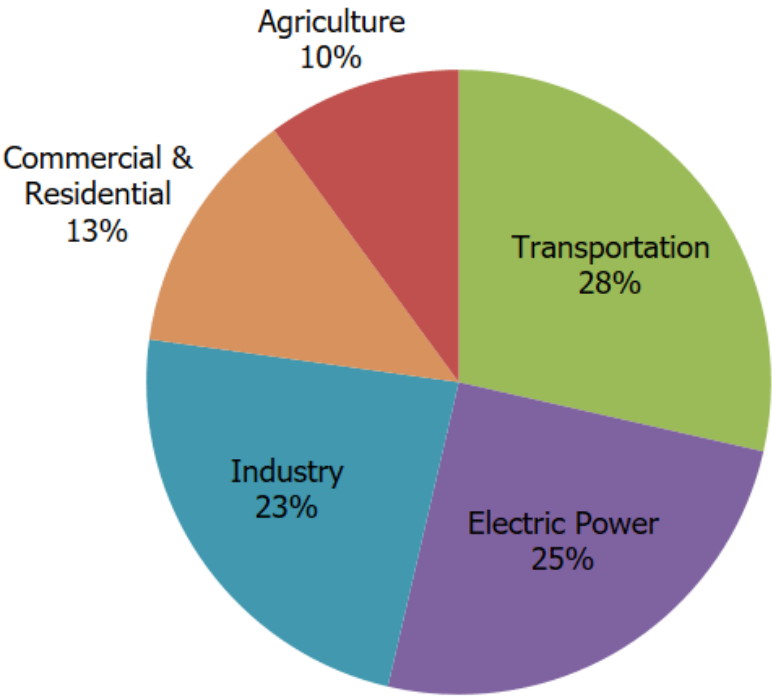


SB 743 Overview

- 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

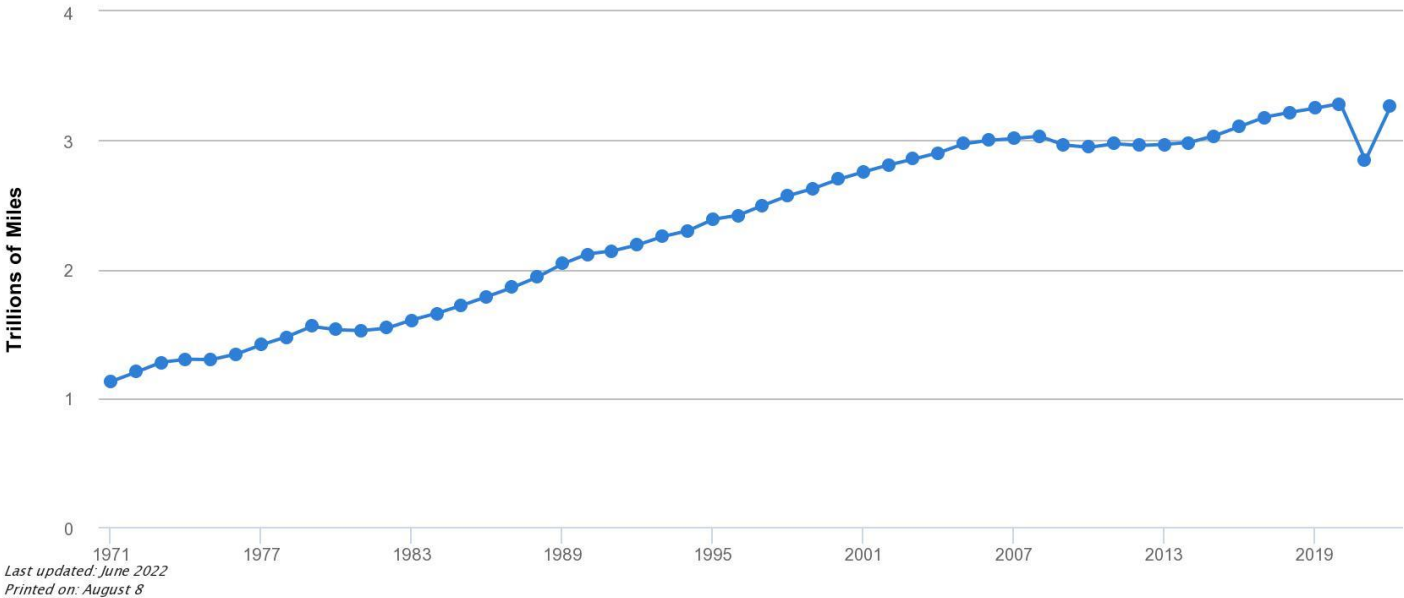
VMT Trends

Greenhouse Gas Emissions by Sector



<https://www.epa.gov/ghgemissions/sources-greenhouse-gas-emissions>

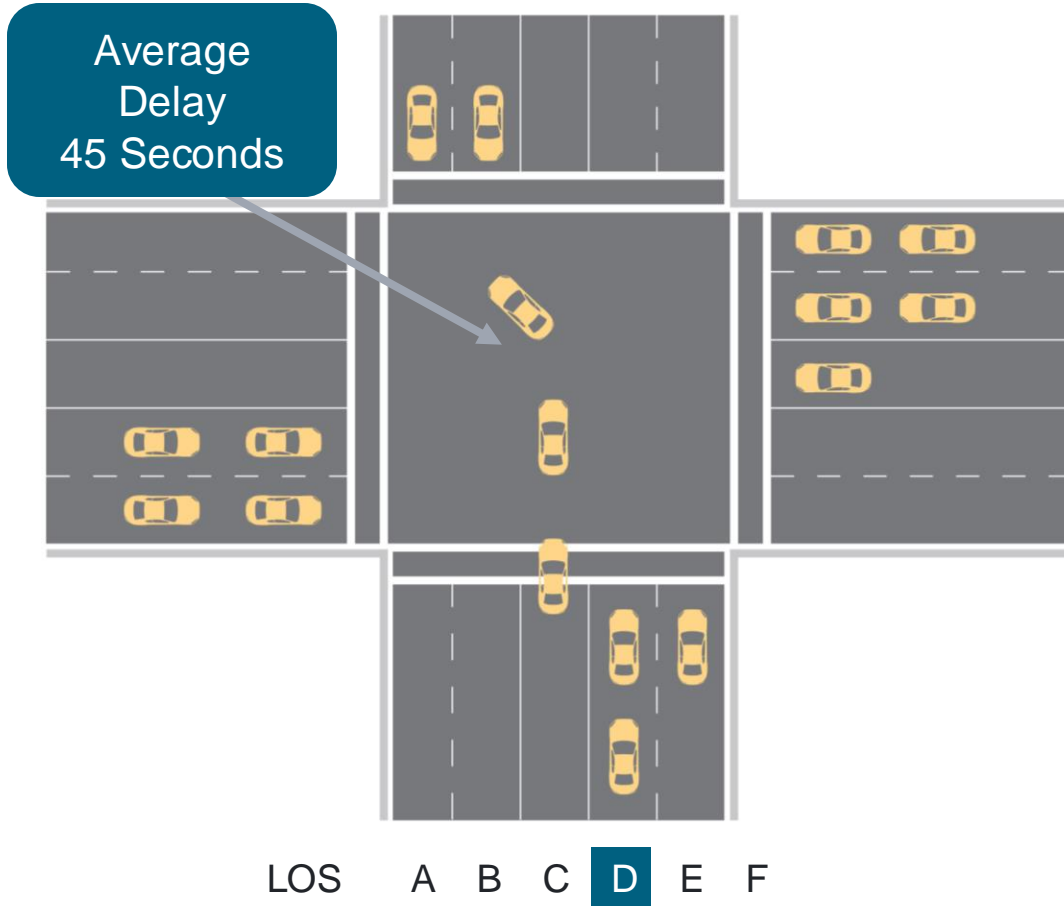
Annual Vehicle Miles Traveled in the United States



<https://afdc.energy.gov/data/10351>

Level of Service

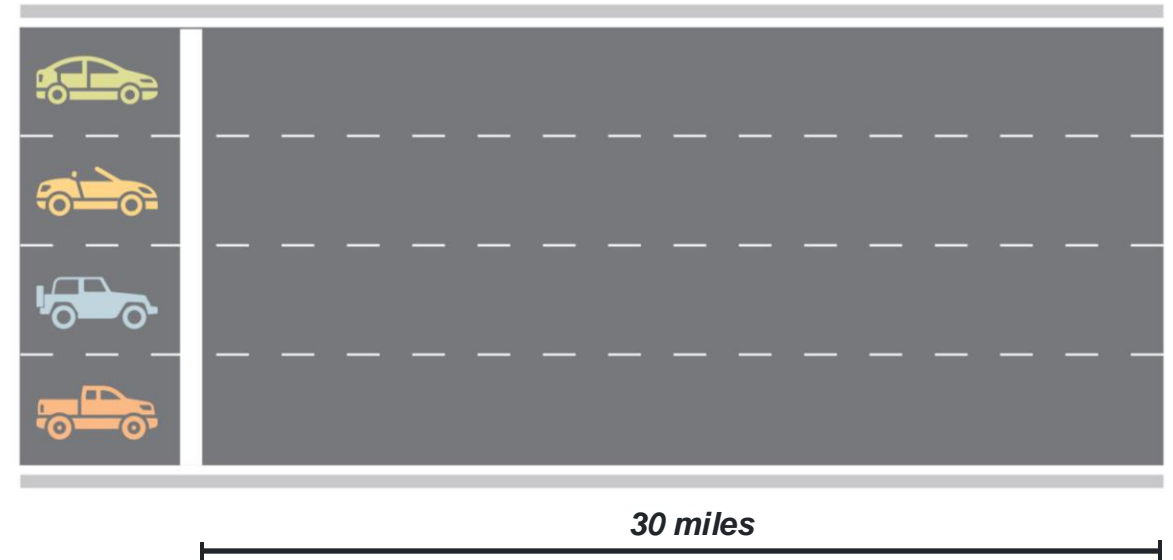
Impact to the Driver



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



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

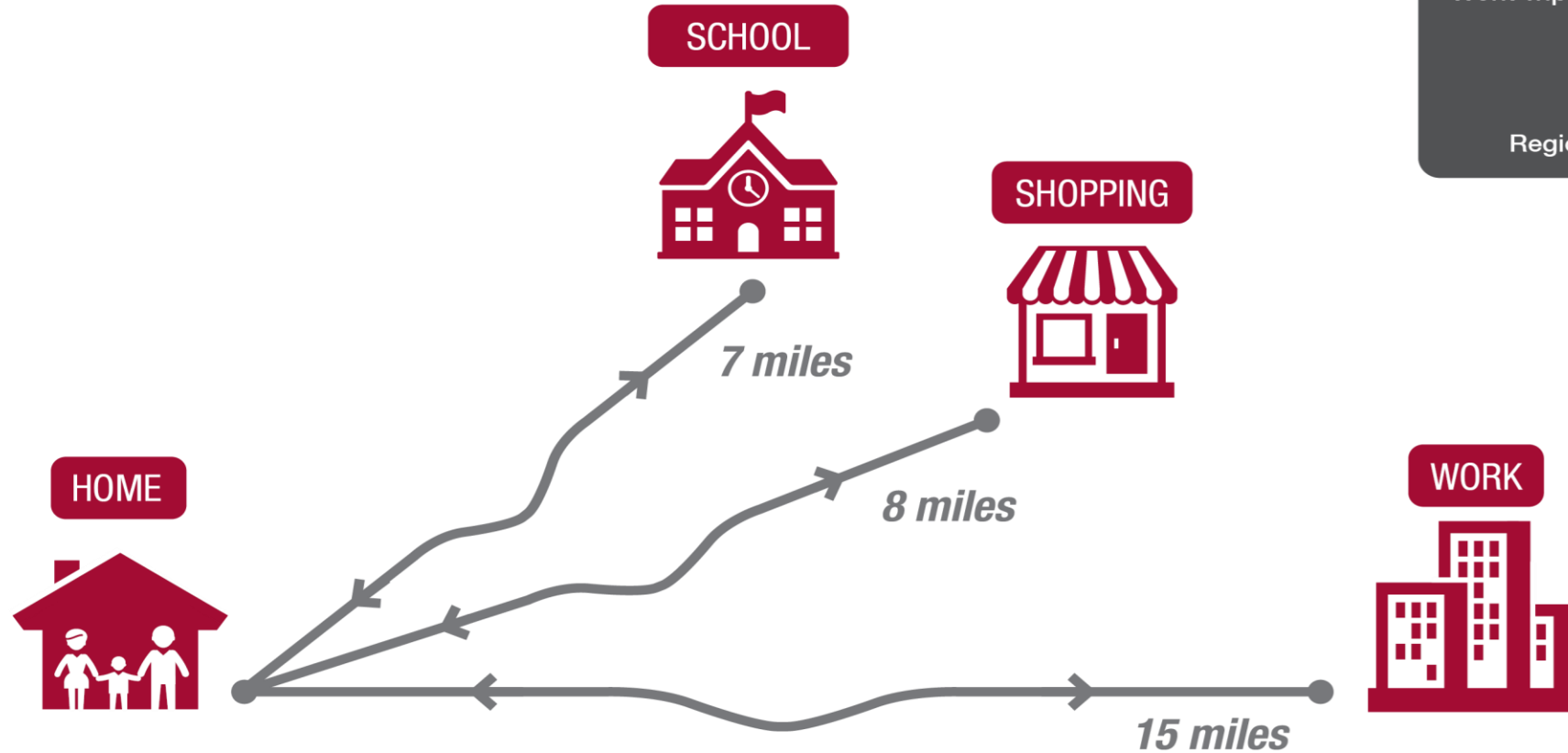
REAP Special Focus:

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



EFFICIENCY METRIC

RESIDENTIAL VEHICLE MILES TRAVELED (VMT)



School Trip	7 miles
Shopping Trip	8 miles
Work Trip	15 miles
<hr/>	
$30 \text{ VMT} / 3 \text{ people}$	
$= 10 \text{ miles/capita}$	
Regional per Capita Threshold = 9 VMT/capita	

FACTS:

- Parent 1 takes child to school
- Parent 1 goes shopping
- Parent 2 goes to work
- Family has 3 persons

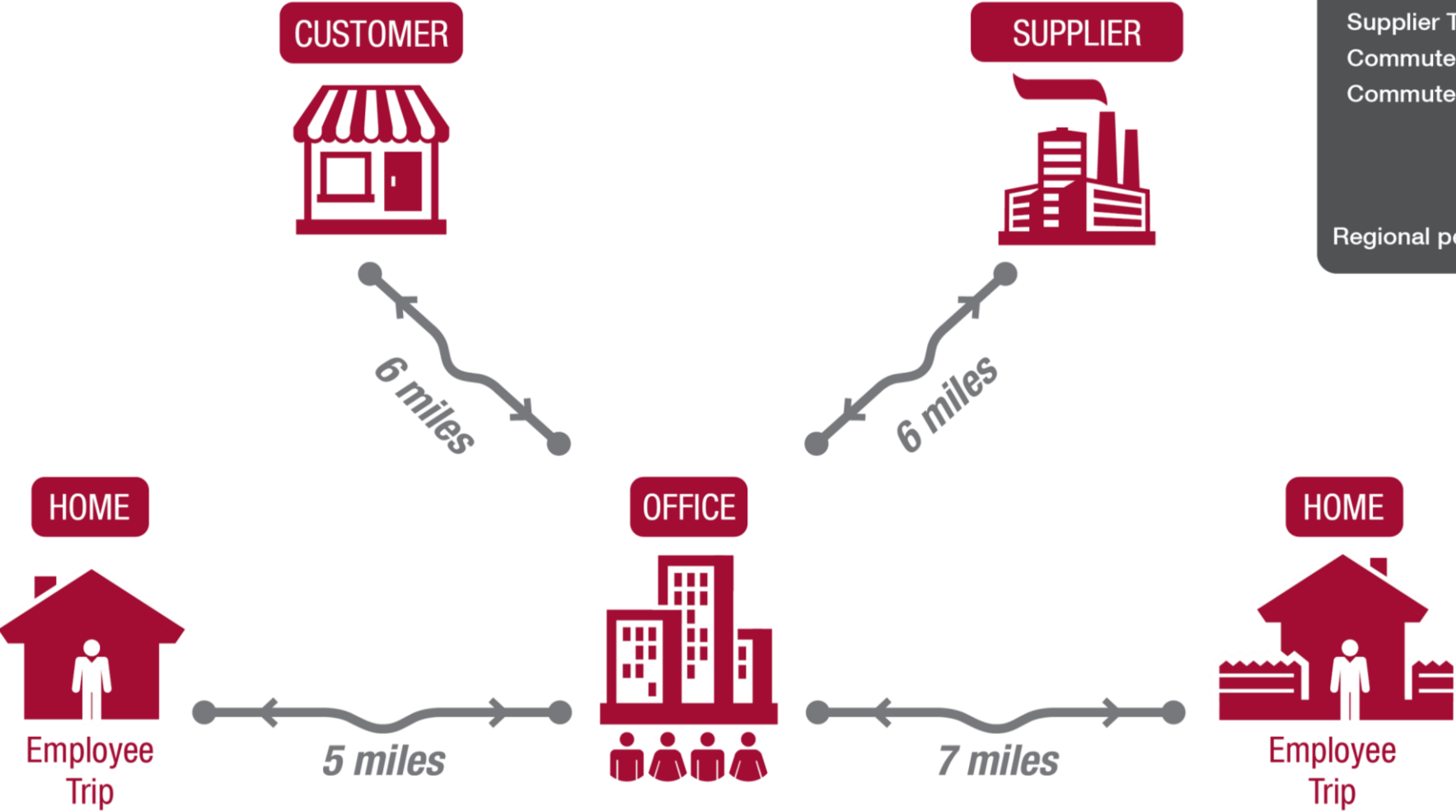
SIGNIFICANT IMPACT

Kimley»Horn

Expect More. Experience Better.

EFFICIENCY METRIC

OFFICE VEHICLE MILES TRAVELED (VMT)

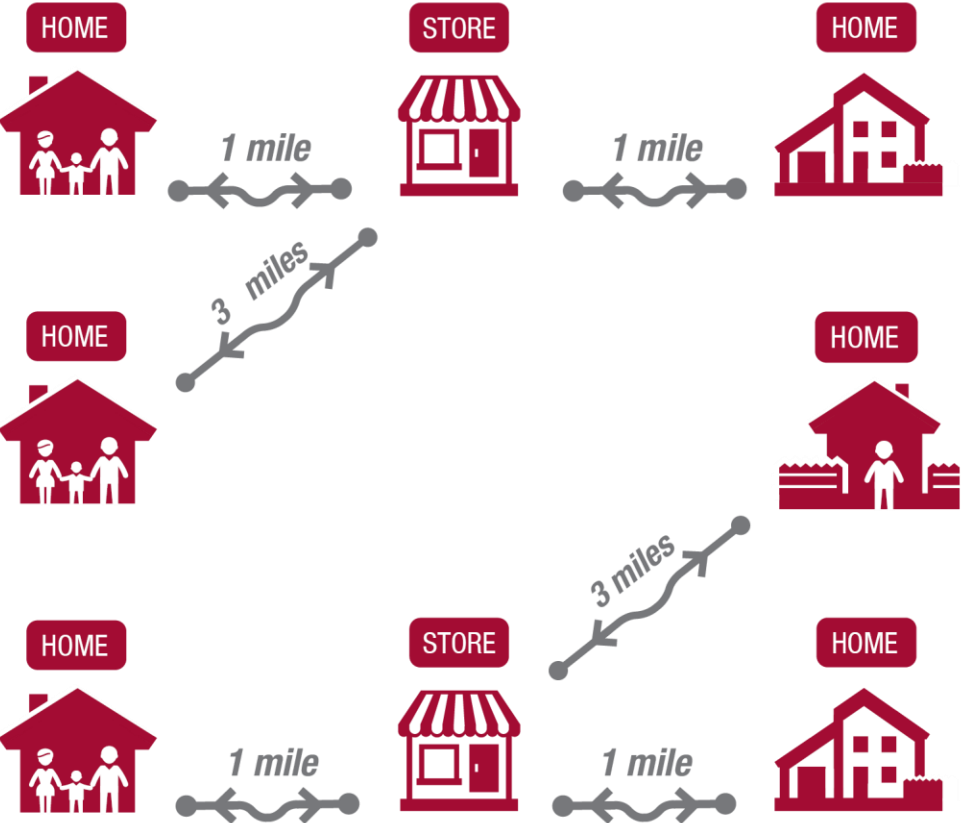


Customer Trip	6 miles
Supplier Trip	6 miles
Commute Trip	7 miles
Commute Trip	5 miles
<hr/>	
$24 \text{ VMT} / 2 \text{ employees}$	
$= 12 \text{ VMT/employee}$	
Regional per Employee Threshold = 10 VMT/employee	

NET CHANGE METRIC

RETAIL VEHICLE MILES TRAVELED (VMT)

- FACTS:**
- New store added
 - Existing shoppers pick the shortest trip



Before Project
REGIONAL VMT = 5.0



After Project
REGIONAL VMT = 2.0

NO SIGNIFICANT IMPACT

Kimley»Horn



0 5 10 Miles

DESERT HOT
SPRINGS

PALM SPRINGS

CATHEDRAL
CITY

RANCHO
MIRAGE

PALM
DESERT

INDIAN
WELLS

INDIO

COACHELLA

LA QUINTA

BLYTHE

Residential VMT

Below threshold

1%-15% above threshold

More than 15% above threshold

TUMF Boundary

CVAG Boundary



DESERT HOT
SPRINGS

PALM SPRINGS CATHEDRAL
CITY

RANCHO
MIRAGE

PALM
DESERT

INDIAN
WELLS

INDIO

LA QUINTA

COACHELLA

BLYTHE

Employment VMT

- Below threshold
- 1%-15% above threshold
- More than 15% above threshold

- TUMF Boundary
- CVAG Boundary

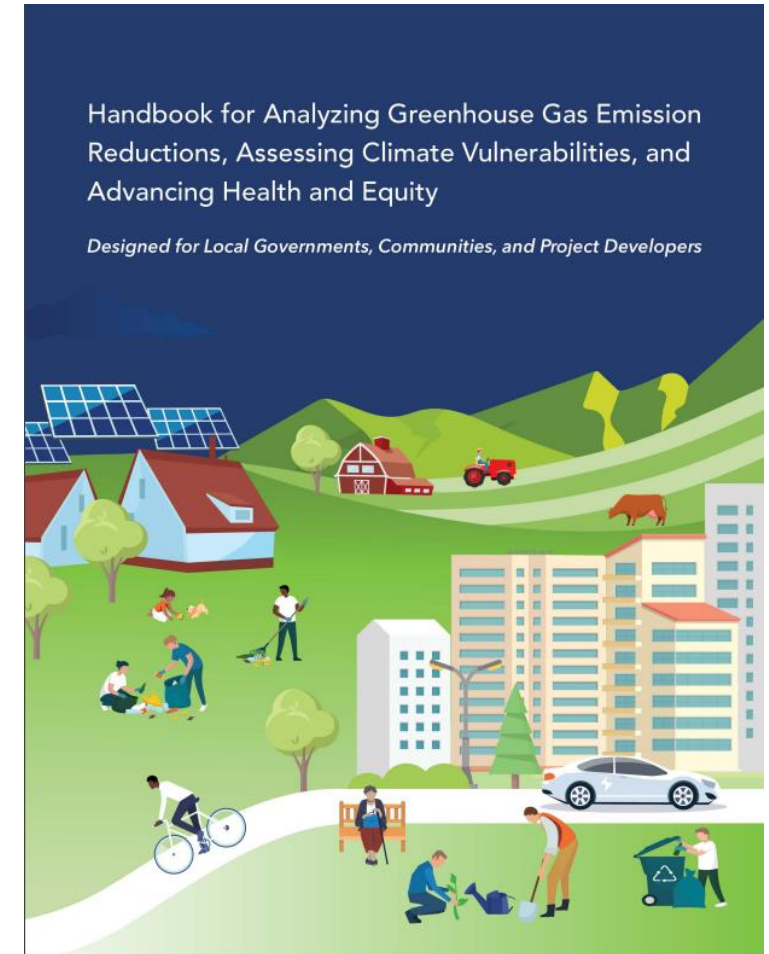
0 5 10 Miles

Q&A



VMT Mitigation/ TDMs

- Land Use
 - Jobs/Housing balance (mixed use and/or proximity)
 - Infill retail
- Transportation Demand Measures
 - Van pools/ guaranteed rides
 - Flexible work schedule
 - Transit passes and/or transit improvements
 - First mile – Last mile
 - Alternate modes incentives and improvements
- Monitoring improvements
- VMT Banking and Exchanges



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

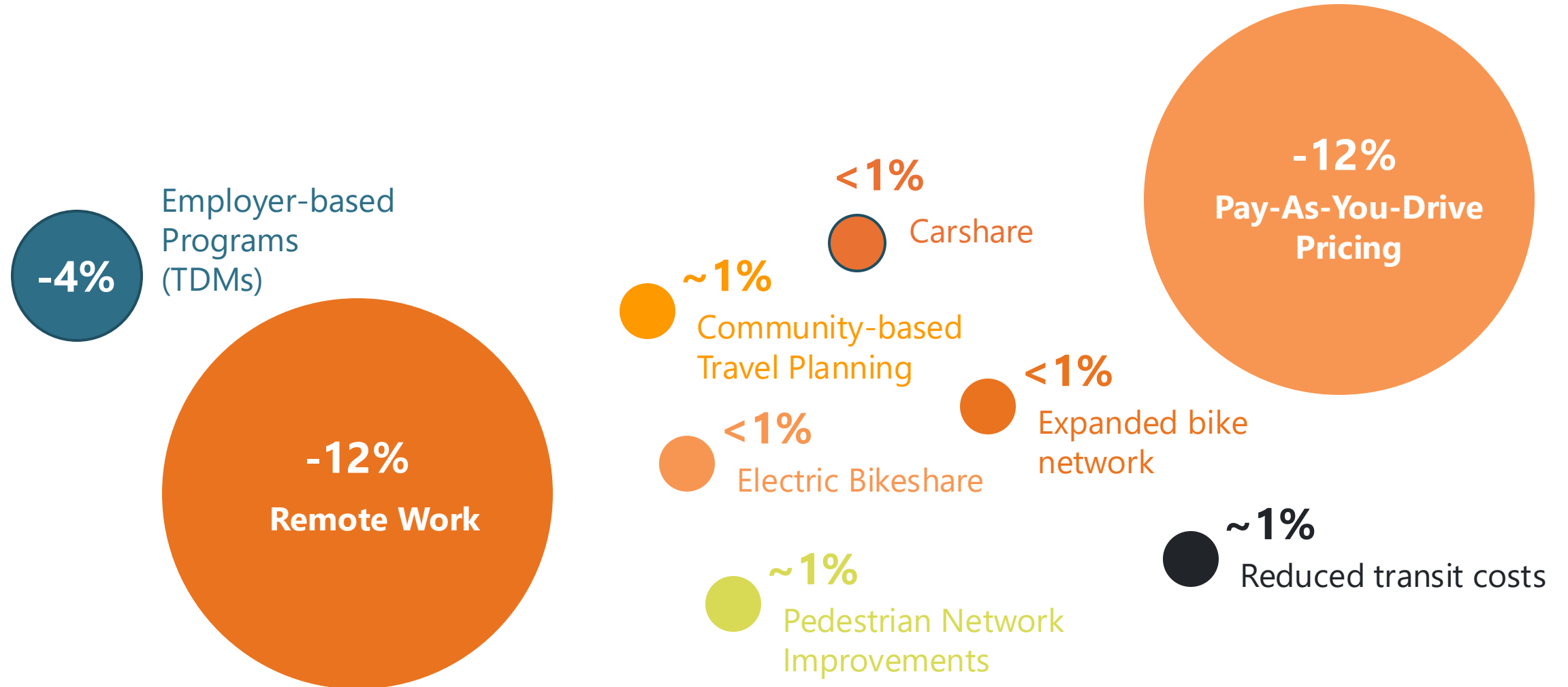


Lane Restrictions and
Traffic Calming

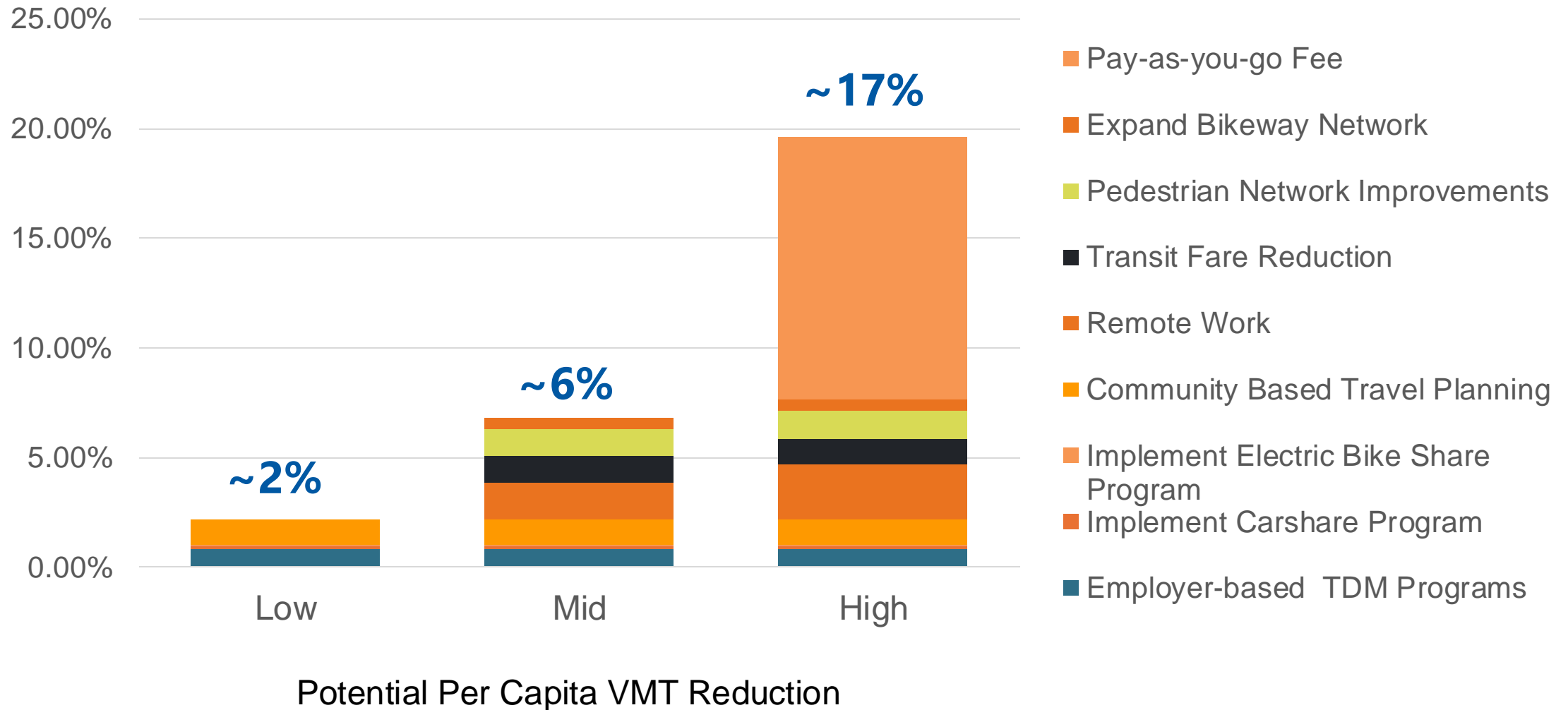


Transit

Effectiveness of Specific Examples



Stacking Solutions



MITIGATION

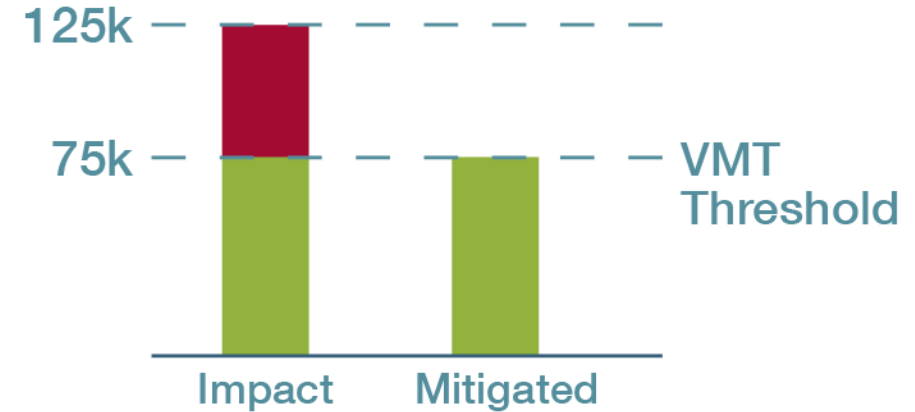
VMT BANK

Banking Projects



Mitigation = 250k VMT
Total Cost = \$1M
Unit Price = \$4/ 1 VMT

PROJECT



Requires 50k VMT Mitigation at
@ \$4/ 1 VMT for a cost of \$200k





Community Outreach: What We've Done

- Bilingual Educational Materials
 - Factsheet
 - Frequently Asked Questions (FAQ)
- Opt-in form to receive project updates
- Outreach Notification
 - Weekly eblasts to database
 - Outreach toolkit: project messaging and graphics
 - Phone outreach to key groups
 - Door hangers to affordable housing properties
- Convened the first Local Advisory Committee (LAC)
- Date Fest on 2/22
 - Engagements: 162
- Community Survey: qrco.de/VMTSurvey
 - Deadline: Early April



Scan to Take the Survey!



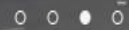


Community Outreach: What Is Coming

- Round 1 (In Progress)
 - Two (2) more in-person pop-up events
 - 3/21: Desert Hot Springs Friday Nights Food Truck
 - One (1) Spanish virtual workshop: 3/25 from 6-8pm
 - Tell your family and friends to register: cvagvmt.com/get-involved
- Round 2 (May-July)
 - Two (2) virtual workshops (1-ENG, 1-SPN)
 - Three (3) in-person pop-up events
 - Interactive mapping tool
 - Door-to-door outreach
- Round 3 (Aug-Sept)
 - One (1) virtual meeting (bilingual)

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.

[TAKE SURVEY](#)



PHASE 1	PHASE 2	PHASE 3
JAN-APR 2025 COLLECT FEEDBACK ON TRAVEL PATTERNS, INTEREST & BARRIERS	MAY-JUL 2025 IDENTIFY PRIORITIES	SEPTEMBER 2025 STUDY AND REPORT OUT

Scan QR to Take the Survey!



Q&A

An aerial photograph of a city, likely Los Angeles, featuring a large body of water in the center, surrounded by greenery and palm trees. In the background, a range of mountains is visible under a clear sky. The entire image is overlaid with a semi-transparent yellow filter. The text 'Q&A' is prominently displayed in the center in a bold, dark blue font.



THANK YOU!

Website: CVAGVMT.com

Email: info@cvagvmt.com