



PRESENTATION TO:  
**Coachella Valley Association of Governments**

*COMMUNITY MEETING #2*  
**COACHELLA VALLEY REGIONAL  
VEHICLE MILES TRAVELED (VMT) STUDY**



June 25, 2025

**Kimley»Horn**  
Expect More. Experience Better.



# 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 chat

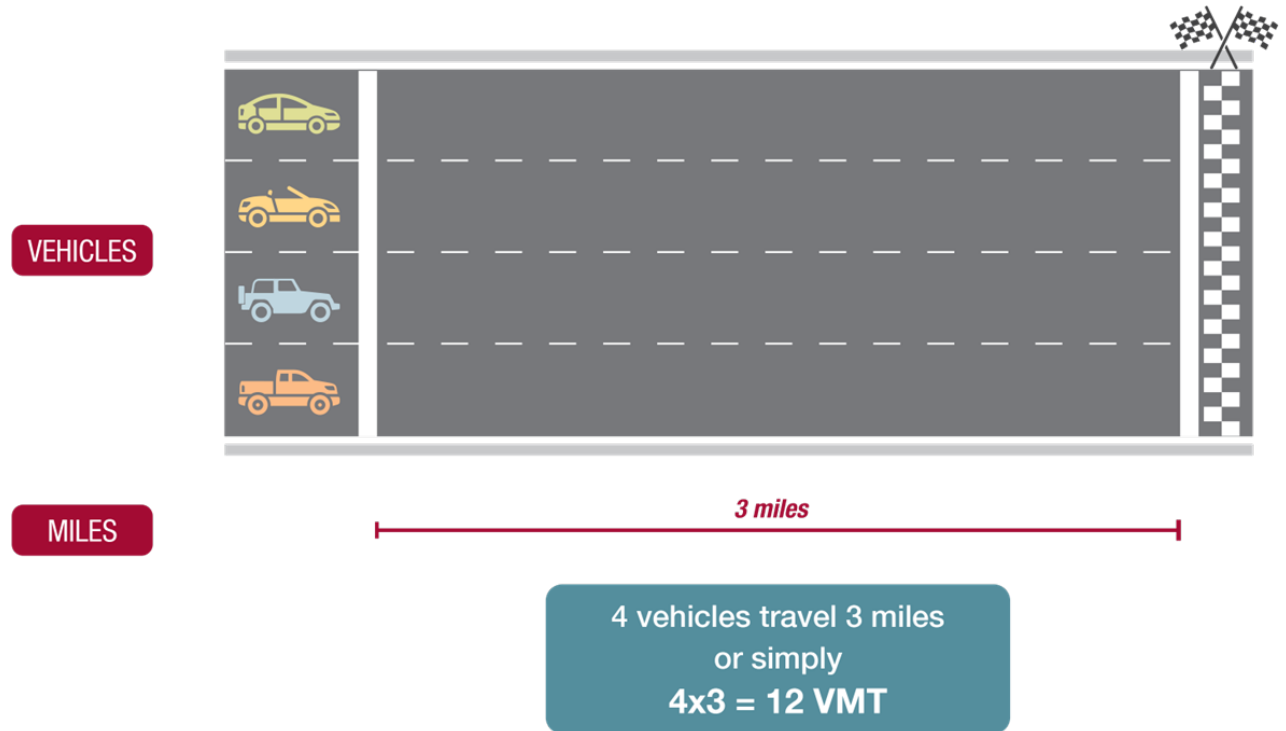


This meeting is being recorded and will be posted on the project website



## Today's Agenda

- Project Purpose
- VMT in the Coachella Valley
- VMT Reducing Ideas
- Disadvantaged Communities
- Community Outreach







# Project Purpose

- Evaluate best practices for vehicle miles traveled (VMT)
- Identify projects that reduce VMT
- Consider how VMT can be better integrated into CVAG regional planning



## ***Special Focus:***

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



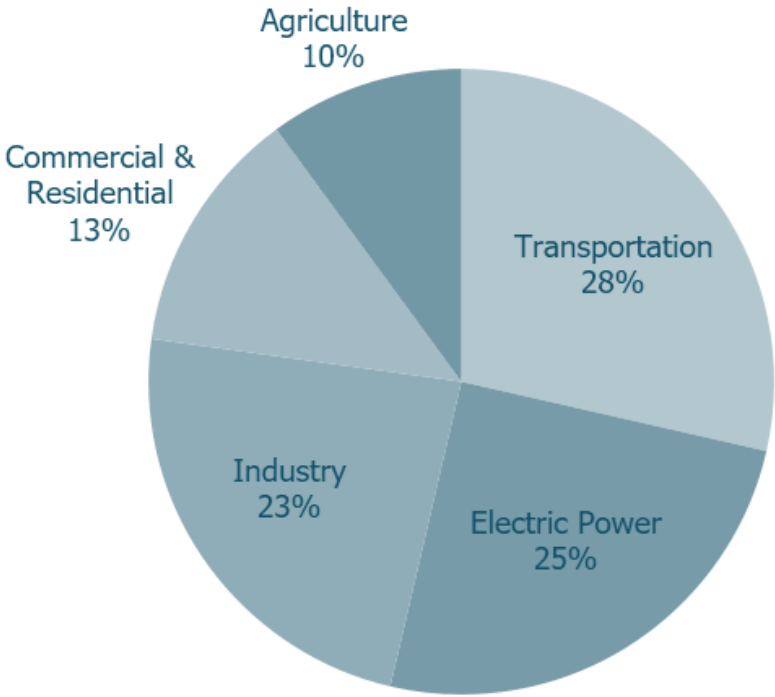


## SB 743 Overview

- 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

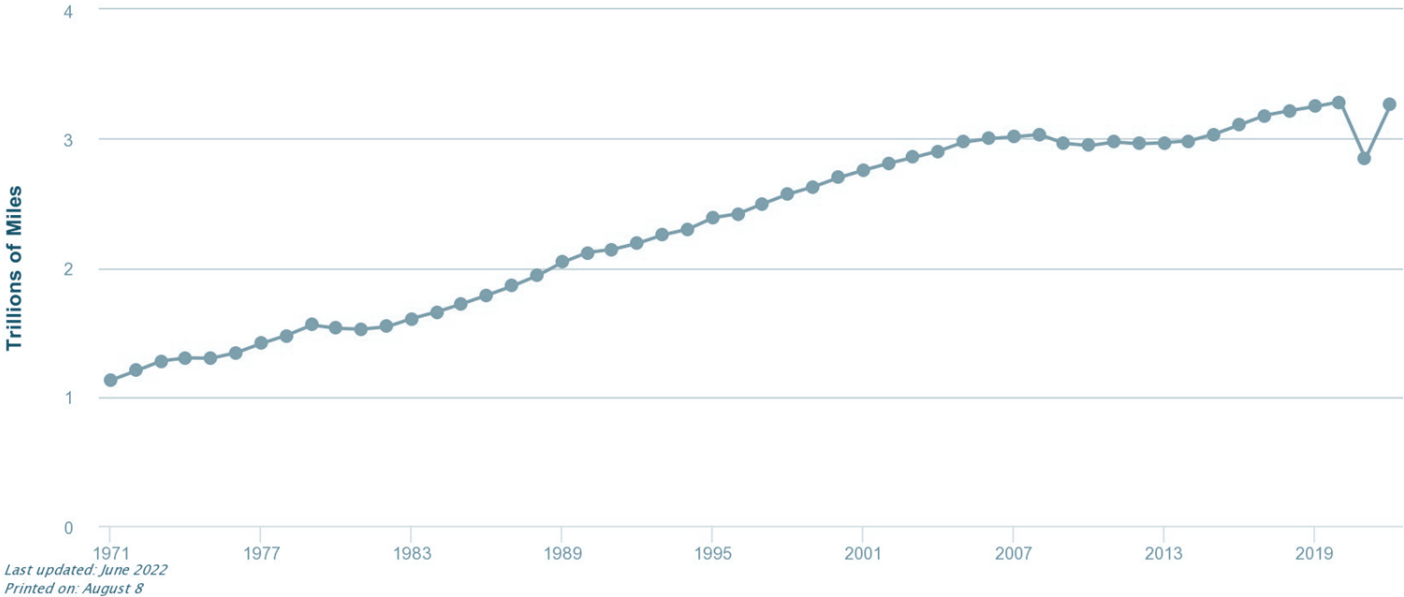
# VMT Trends

Greenhouse Gas Emissions by Sector



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

Annual Vehicle Miles Traveled in the United States

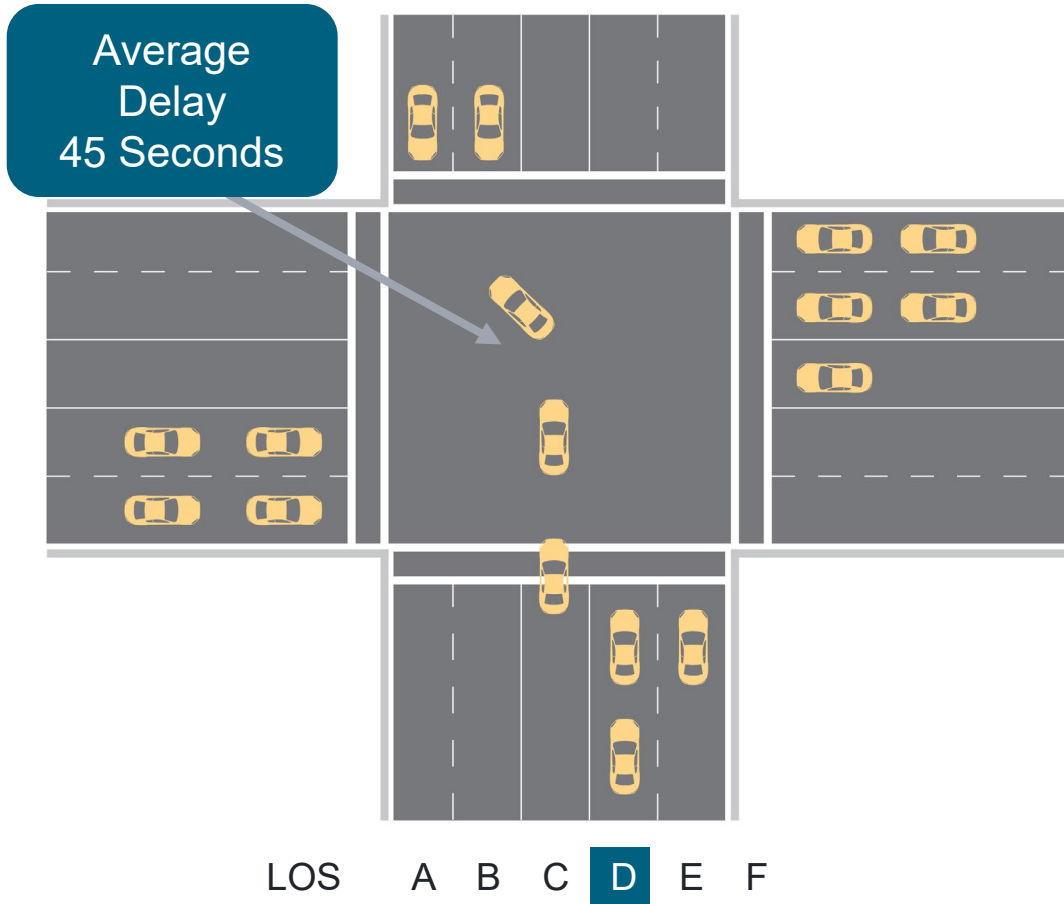


<https://afdc.energy.gov/data/10351>



# Level of Service

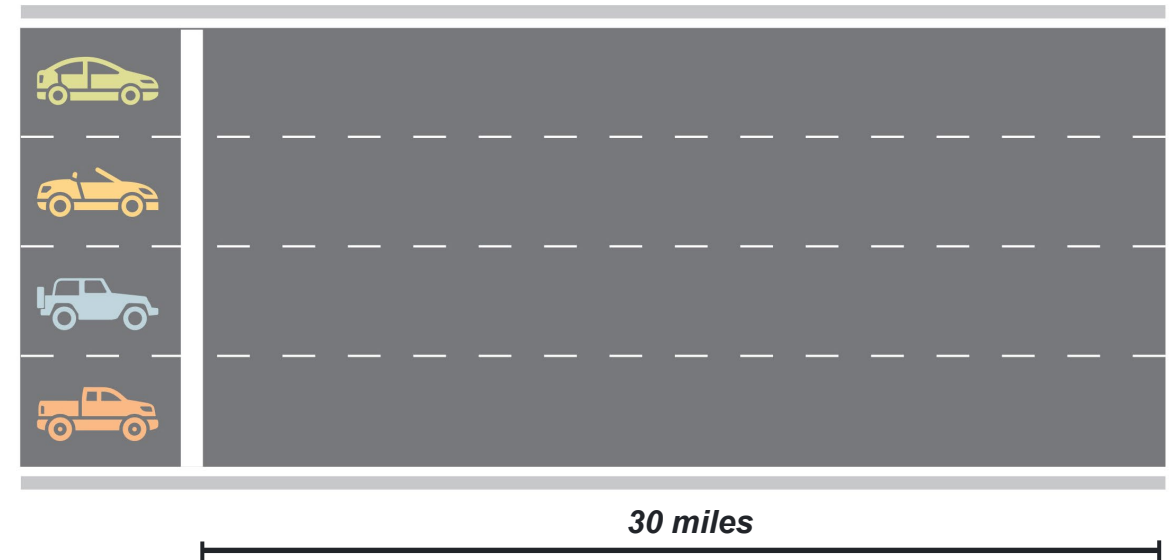
## Impact to the Driver



Highway Capacity Manual

# Vehicle Miles Traveled

## Driver's Impact to Transportation System

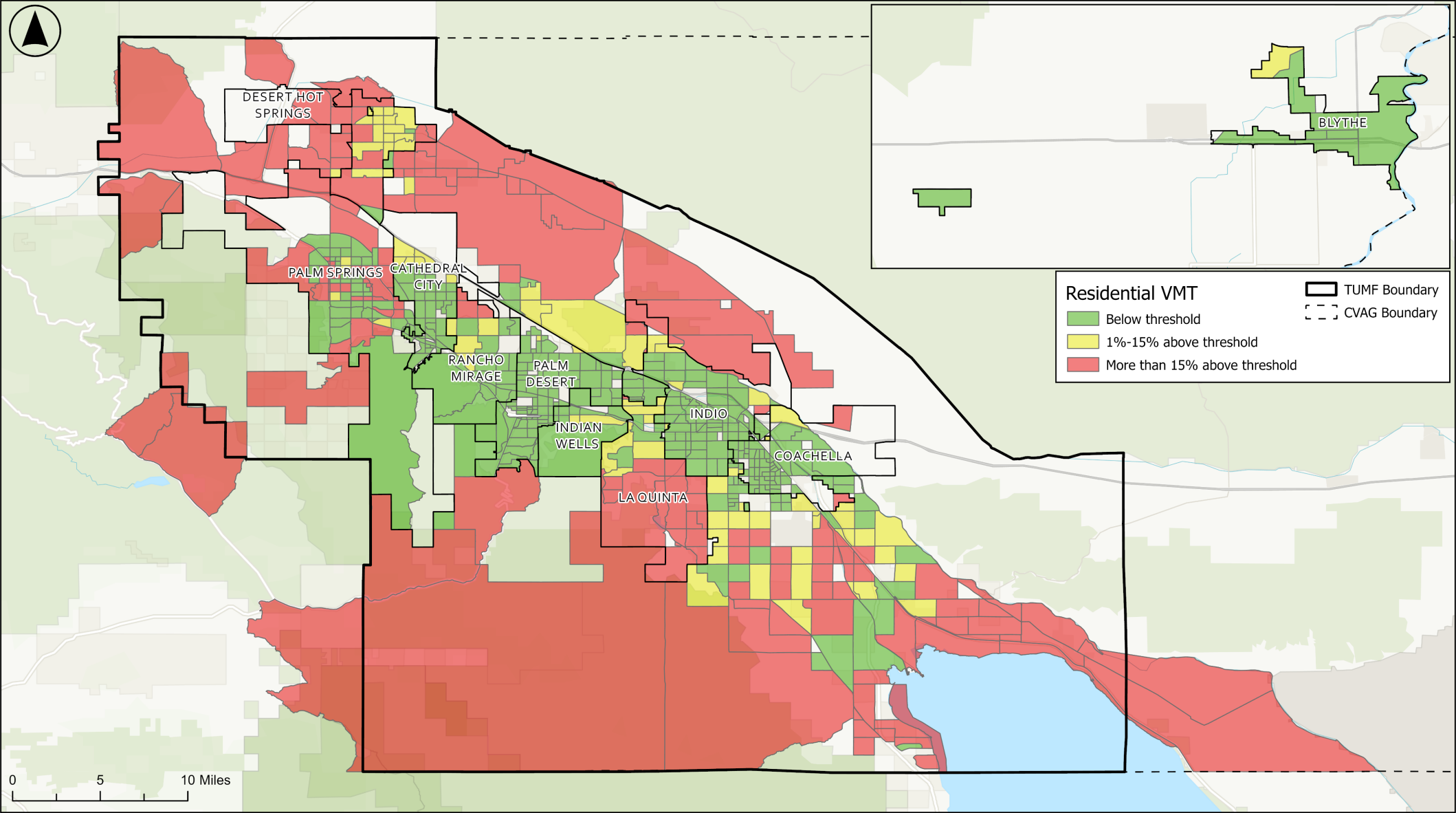


4 vehicles travel 30 miles  
or simply  
 $4 \times 30 = 120 \text{ VMT}$

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

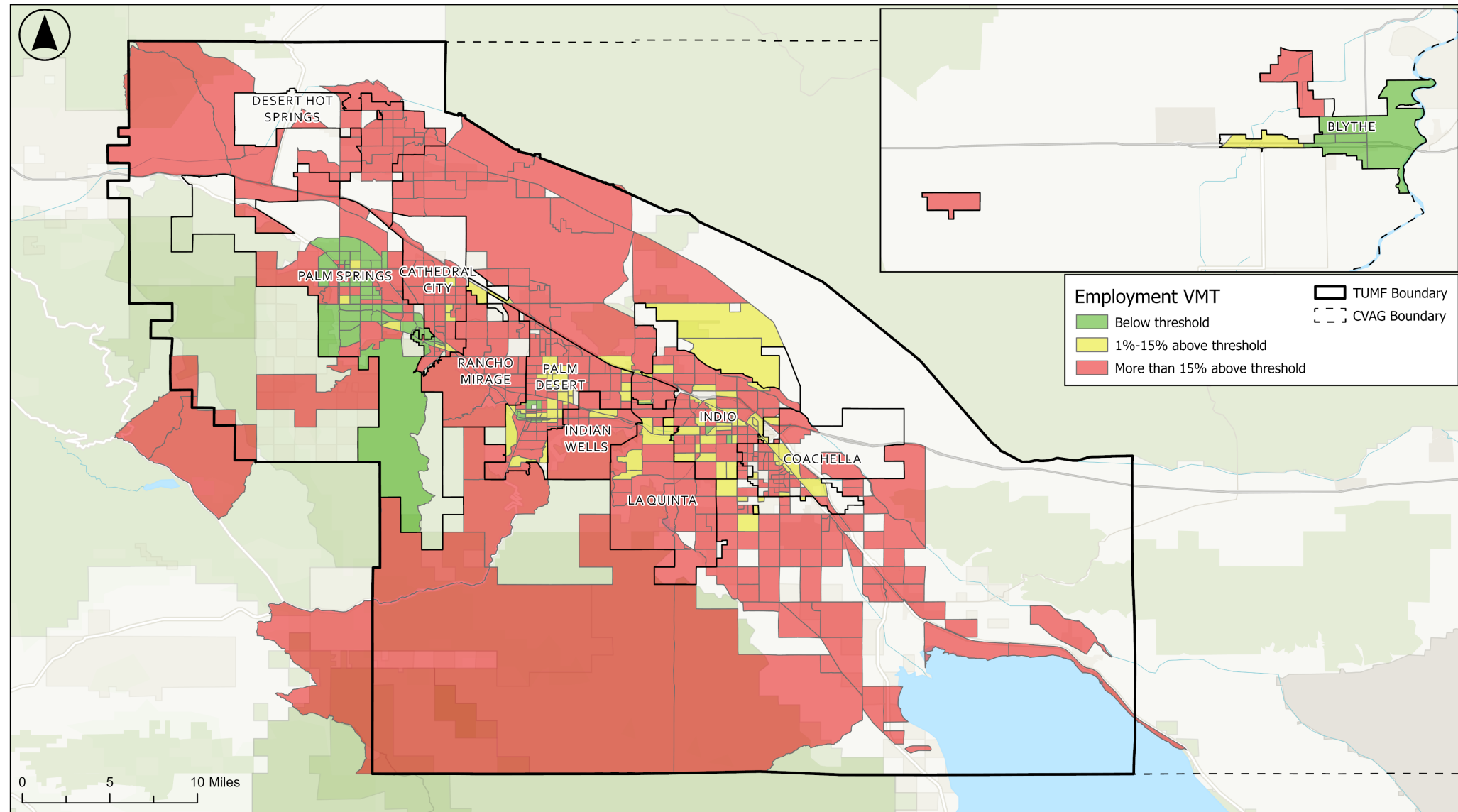
Travel Demand Model

# Existing Residential Vehicle Miles Traveled





# Existing Employment Vehicle Miles Traveled



# Range of Solutions – Broad Categories



Complete Streets



Transit Oriented Development



Bike



Jobs/Housing Balance



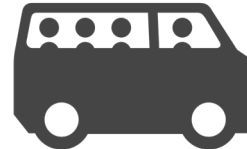
ITS/TSM



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





## ***VMT Impact***

- Mode shift from driving to transit
- Commute trips are typically longer than other trip types

## ***Program Elements***

- Increase bus frequency
- Subsidize transit fare
- Implement micro-transit and shuttles
- Provide gap fundings for mobility hubs – facilities where multiple modes converge
- Provide gap funding for transit oriented development (TOD)

# Transit Enhancements





# Vanpools and Shuttles



## ***VMT Impact***

- Mode shift from vehicles to shared rides
- Vanpool targets commuter trips
- Shuttle targets hospitality / tourism

## ***Program Elements***

- Partner with provider, eg Enterprise
- Coordinated with employers and hotels





## ***VMT Impact***

- Mode shift from driving to walking/cycling

## ***Program Elements***

- Provide bicycle and pedestrian infrastructure (regional and local)
- Close infrastructure gaps between communities and to transit
- Does not include exercise trips

# **Active Transportation Projects**





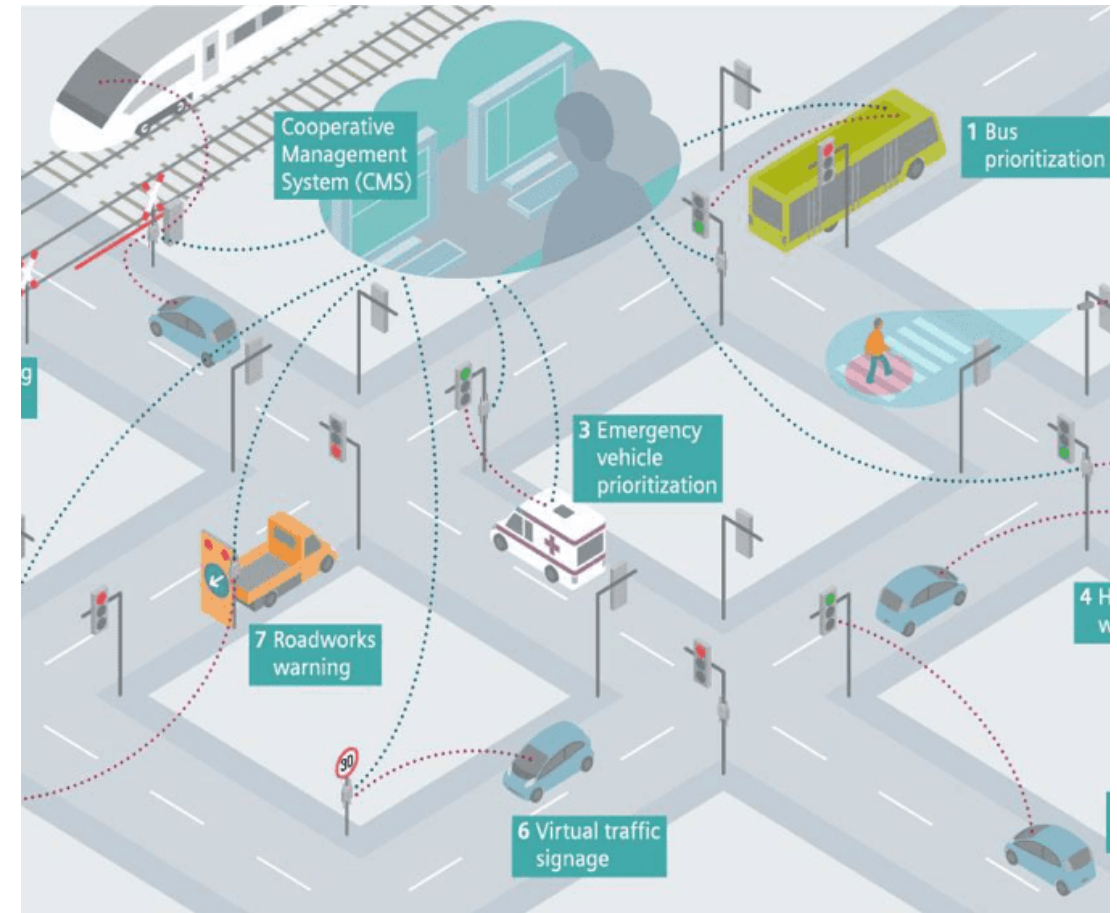
# Transportation System Management (TSM)/ Intelligent Transportation Systems (ITS)

## ***VMT Impact***

- Improves convenience for transit and other modes

## ***Program Elements***

- Provides travel information to help plan trips
- Links different modes
- Provide optimal route based on time of day
- Provide parking availability in advance of arrival
- Ramp metering
- Adaptive signal timing
- Incident management







# South Coast AQMD Rule

## 2202

### ***VMT Impact***

- Shifts commute trips by requiring large (250+) employers to participate in providing resources for employees

### ***Program Elements***

- 3 options for participation:
  - Develop an Employee Commute Reduction Program (ECRP); or
  - Pay fees to the AQMD in accordance with the Air Quality Investment Program (AQIP); or
  - Purchase mobile source (emissions) credits through California's open marketplace
- First option provides opportunity for CVAG coordination and investment in resources





# Compact, Infill Housing & Affordable Housing

- ***VMT Impact***
- Reduce trip lengths by locating housing closer to destinations (new/existing)
- Reduce vehicle trips by providing complimentary land uses within walking distances (housing/shopping/employment)
- ***Program Elements***
- Provide funding to facilitate affordable housing
- Partner incentives/application streamlining with additional investments in transportation improvements
- Support the development of model ordinances and land use resources for local agencies

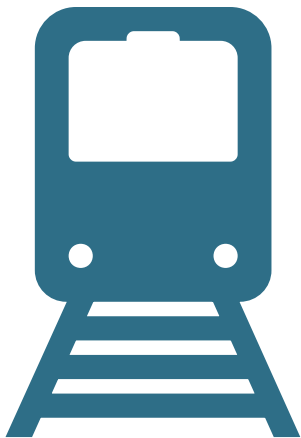


# Q&A



# What are Disadvantaged Communities?

- Areas where people face greater social or economic challenges
- Lower household incomes
- Lack of access to good jobs, schools, or healthcare
- More likely to experience pollution or environmental risks
- Often underserved by transportation and public services







# Data Sources Referenced

## REAP Map Data Sources

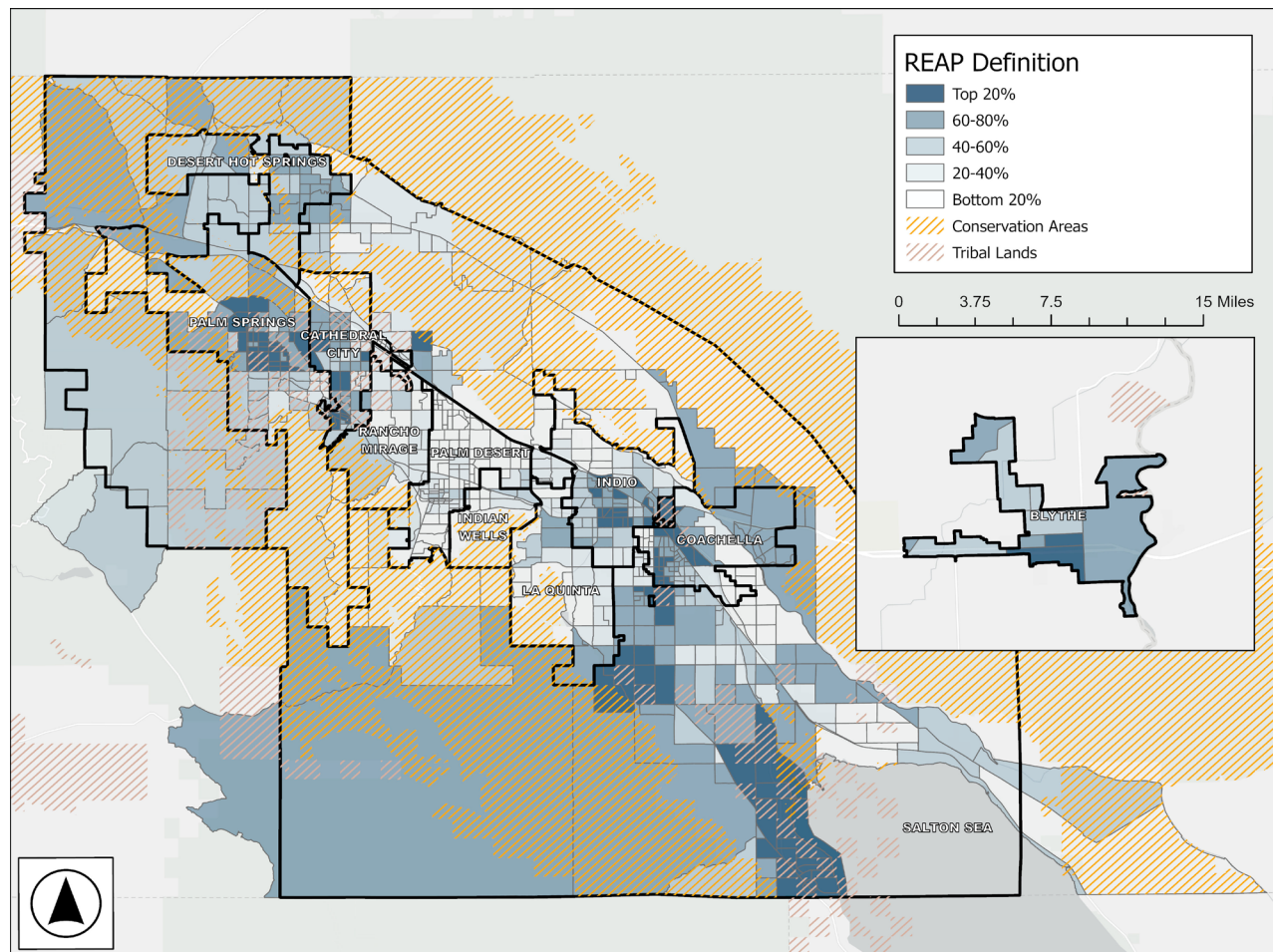
- ACS 5-Year Household Income Estimates (2023)
- TCAC/HCD Opportunity Maps (2025)
- ACS 5-Year Housing Burden Estimates (2023)
- Tribal Lands Recognized in US Census (2021)
- CalEnviroScreen 4.0 Pollution, Asthma, and Cardiovascular Disease Indicators (2021)

## Localized Map Data Sources

- ACS 5-Year Household Income Estimates (2023)
- ACS 5-Year Housing Burden Estimates (2023)
- Tribal Lands Recognized in US Census (2021)
- CalEnviroScreen 4.0 Housing and Pollution Indicators (2021)
- ACS 5-Year SNAP Household Estimates (2023)
- ACS 5-Year Zero-Car Household Estimates (2023)
- ACS 5-Year Population with Disability Estimates (2023)
- US HUD LIHTC Reporting (2023), Lifttorise.org (2024), and data from each member agency Housing Element

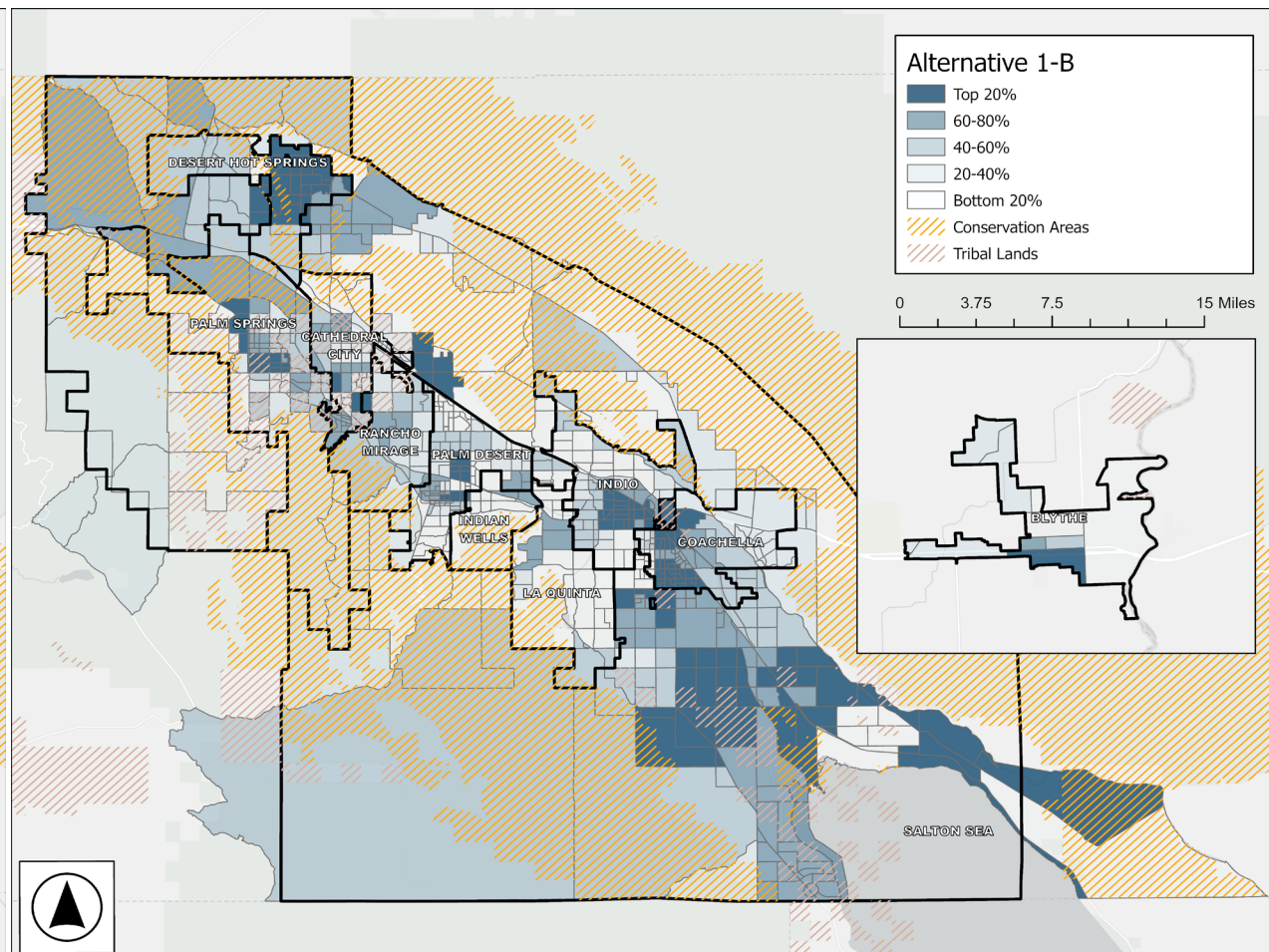


# REAP Definition



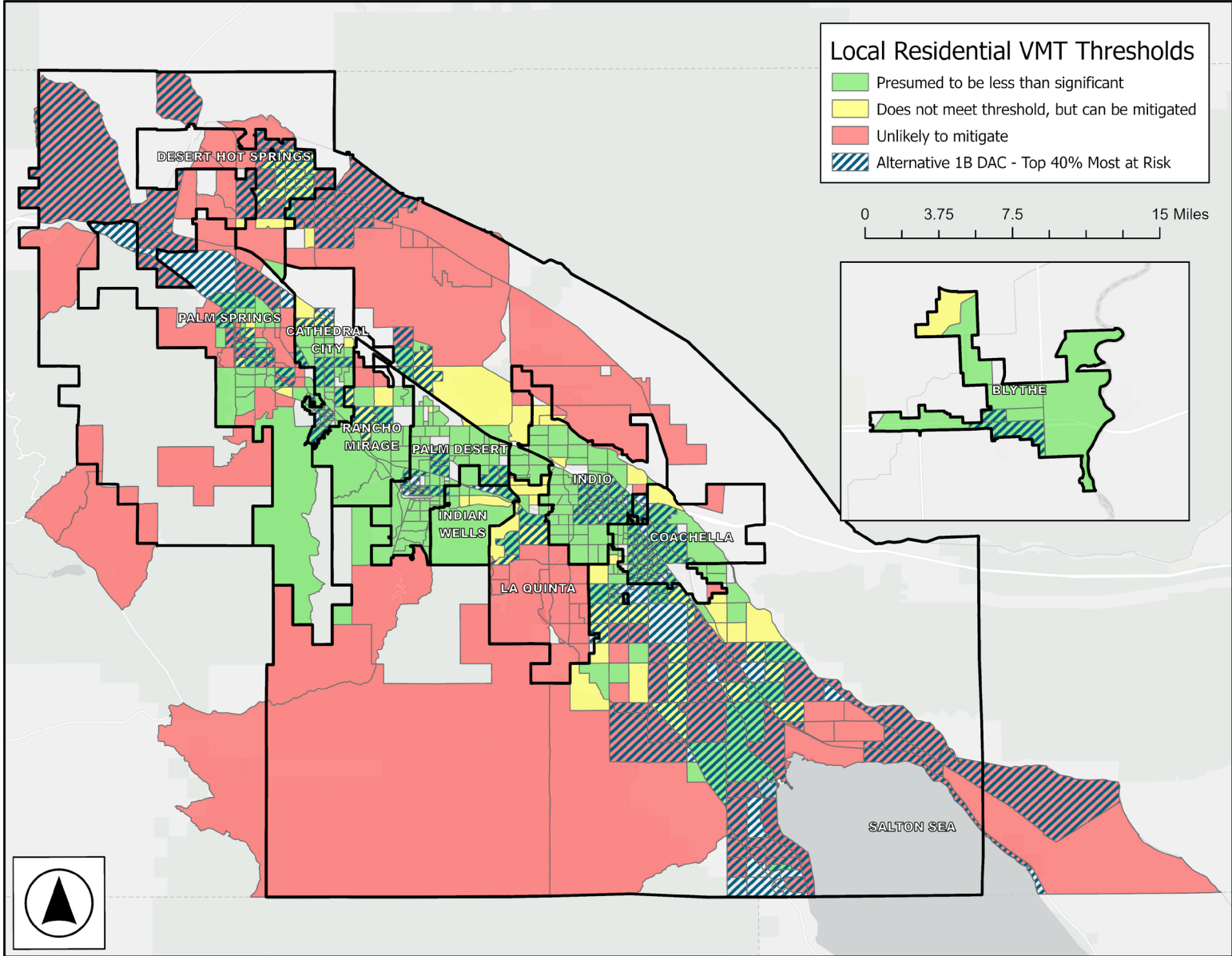
*Equal weights: Concentration of Poverty, Low/Medium Opportunity Areas, High Housing Cost Burden Areas, Areas with High Vulnerability of Displacement, Tribal Areas, and areas experiencing the disproportionate impacts of California's Housing and Climate Crisis*

# Localized Definition



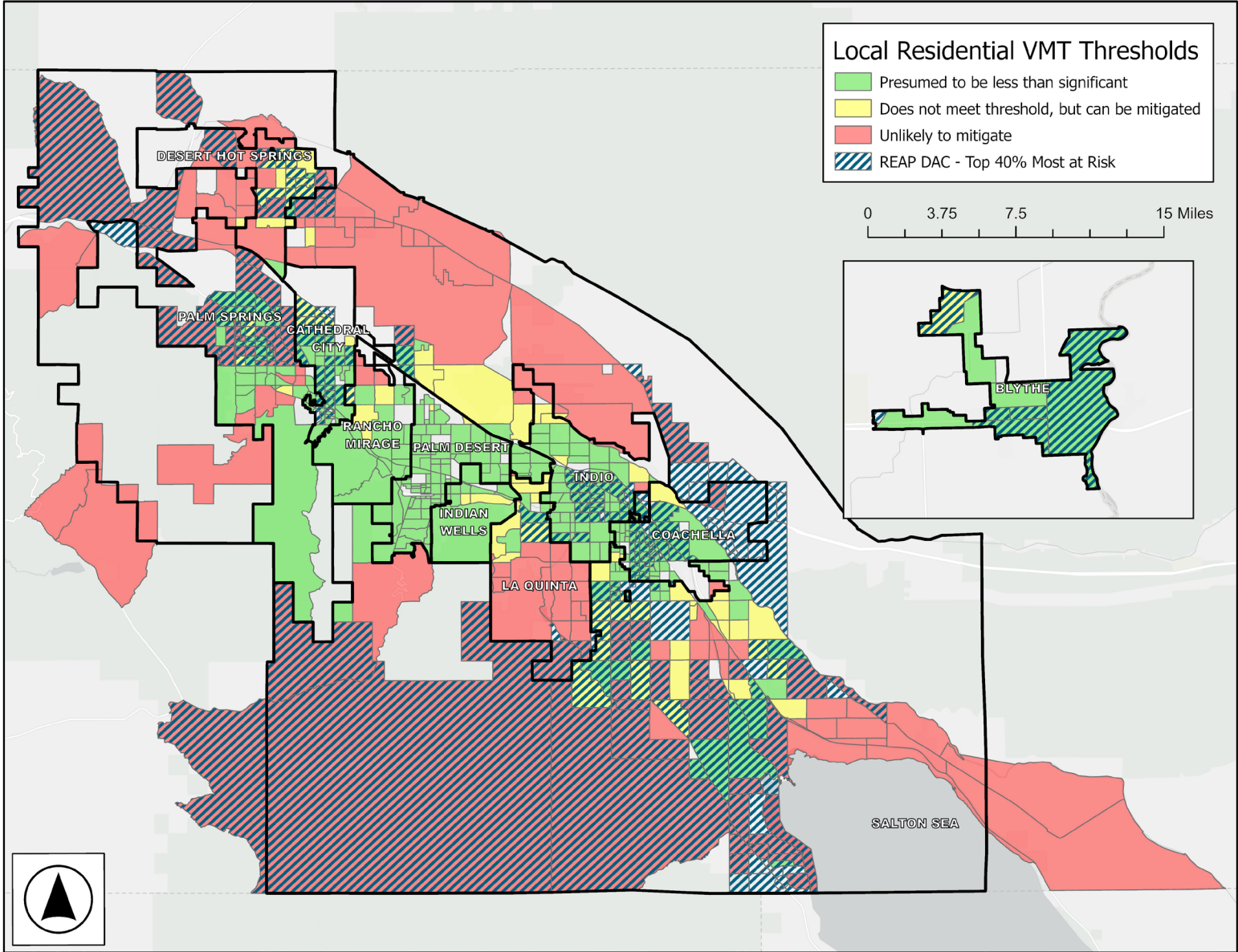
*Weighted at 40% Poverty, 30% Housing, 15% SNAP, 2.5% Pollution, 5% 0-Car, 2.5% Disability, 5% Tribal Lands*

# Existing Residential VMT and Highest Concentrations of Disadvantaged Community Households – Localized Data





# Existing Residential VMT and Highest Concentrations of Disadvantaged Community Households – REAP Data





# Improvements in Disadvantaged Communities



Opportunity to invest in projects within disadvantaged communities

Encouraging participation from a broad spectrum of community members





# Community Outreach: What We've Done

## Outreach Notification

- 3 bilingual eblasts
- 10,080 bilingual postcards
- Door-to-door canvassing at 2,293 affordable housing units
- Spanish radio ads on Fuego FM and Spotify
- Spanish TV ad on Telemundo
- Paid TV streaming platform ads
- Outreach Toolkit to key stakeholders





# Community Outreach: What We've Done

## Past Events

- **Ride of Silence Pop-Up:** May 21st, 2025
  - 50 engagements
- **Blythe-Needles Lodge Summer Ice Cream Social Pop-Up:** June 14th, 2025
  - 18 engagements
- **Overall Comments**
  - Residents expressed safety concerns for cyclists and the need for improved bicycle infrastructure
  - Received recommendations for mobility hubs
  - Received suggestions for improved pedestrian infrastructure





# Community Outreach: What We've Done

## Community Survey (*January 13, 2025, to April 28, 2025*)

- Focused on how people get around and how we can reduce driving while meeting community needs
- 216 responses received
- Highlights:
  - **88% drive alone, 36% walk and 27% bike.**
  - **67% never use** public transportation; **7% use it daily.**
  - **Top priorities:** convenience, travel time, and safety.
  - **Top barriers** to active transportation: long distances, unsafe infrastructure, and weather.
  - **What would help:** bike lanes/sidewalks, better transit routes/schedules, and enhanced safety (lighting, security, etc.).



# Community Outreach: What Is Coming

## Round 2 (Now-July)

- Upcoming in-person pop-up events
  - **Independence Day Celebration** at Bagdouma Park: July 3rd, 2025 | 6:30 PM
  - **Independence Day Bash** at Empire Polo Grounds: July 4th, 2025 | 6 PM
  - **Fireworks Spectacular** at Mission Springs Park: July 5th, 2025 | 6 PM
- Interactive mapping activity: [www.qrco.de/VMTMap](http://www.qrco.de/VMTMap)
  - Prioritize projects that reduce VMT—bike lanes, transit, safer walkways.
- Two (2) Statistically-Valid Surveys
  - Coachella Valley and City of Blythe
  - Goal: understand VMT-related strategy/project preferences

## Round 3 (Sept)

- One (1) virtual meeting (bilingual)



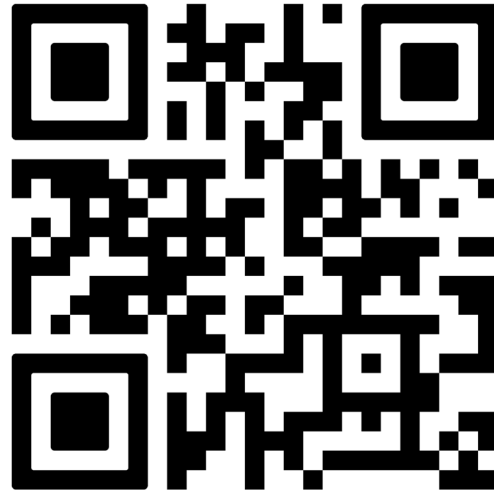
Scan Me to Participate!





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

Scan QR to Share Project Ideas!



# Q&A





# THANK YOU!

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