



NEWS RELEASE

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Riverside County Roads and Transit: Time to Prioritize, Innovate

Seeking solutions to life in the slow lane, the Riverside County Transportation Commission is putting residents behind the wheel to help address their most pressing mobility needs.

As population growth and funding shortages continue to overwhelm roads, transit, and traditional approaches to expanding both, Riverside County and its residents must grapple with trade-offs, make course corrections and fuel creative thinking.

“The best solutions come from the ground up,” said Chuck Washington, RCTC chair and Riverside County supervisor. “We need to hear from the people whose lives depend on our transportation system every day so we can create a vision and act, together.”

To start the change, the agency has created #RebootMyCommute, a public engagement campaign that urges feedback from every corner of 7,300-square-mile Riverside County.

The idea is to open dialogue – and use resident and business input to set priorities, spark innovation and chart a course for the future. As Riverside County faces a \$12.6 billion gap between transportation needs and expected funding over the next 20 years, RCTC is beginning a review of the long-term transportation plan Riverside County voters enacted in 2002 and preparing to act on a 10-year highway priority plan and new transit vision this summer. As part of the review and priority-setting effort, the commission will determine if an additional countywide sales tax to improve transportation would be appropriate.

-MORE-

RCTC Places Residents behind Wheel for Creative Transportation Solutions

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Updating the county's transportation roadmap is vital to encouraging local economic growth and reducing the need for long out-of-county commutes.

"We need to change the conversation about transportation," said Anne Mayer, executive director of RCTC. "The status quo is not sustainable. We will need to think outside the familiar white and yellow lines. All ideas are welcome," she said.

WHO: RCTC and Riverside County residents and businesses

WHAT: #RebootMyCommute – a campaign to steer the region's transportation future

WHEN: March through June, 2019

WHERE:

- Countywide, via rebootmycommute.org and by using #RebootMyCommute or engaging @TheRCTC on Facebook, Instagram, and Twitter
- Text "RCTC" to 55222
- 800-450-3650
- Telephone Town Hall meetings (email info@rctc.org to register):
 - Western Riverside County: March 19 at 6:30 p.m. Call (855) 756-7520 Ext. 46607#
 - Eastern Riverside County: March 20 at 6:30 p.m. Call (855) 756-7520 Ext. 46608#
- Community events countywide

WHY: To drive change and innovation in the approach to transportation improvements at a time when growth and demand far outpace available resources

HOW: A comprehensive dialogue – with feedback requested from every resident and stakeholder in Riverside County. Residents and businesses are encouraged to submit their photos, videos, and perspectives of how they experience today's transportation system in Riverside County and how their ideas would improve it going forward.

VIDEO: <https://youtu.be/7ZeEvseysxM>