



SPECIAL MEETING AGENDA

Traffic Relief Strategy Committee

Time: 11:30 a.m.
Date: November 13, 2019
Location: BOARD ROOM
County of Riverside Administration Center
4080 Lemon St, First Floor, Riverside CA 92501

COMMITTEE MEMBERS

Jan Harnik, Chair / Kathleen Kelly, City of Palm Desert	Brian Berkson / Chris Barajas, City of Jurupa Valley
Michael Naggar, Vice Chair / Maryann Edwards, City of Temecula	Victoria Baca / Carla Thornton, City of Moreno Valley
Larry Smith / Linda Molina, City of Calimesa	Scott Vinton / To Be Appointed, City of Murrieta
Wes Speake / Jim Steiner, City of Corona	V. Manuel Perez, County of Riverside, District IV
Scott Matas / Russell Betts, City of Desert Hot Springs	
Linda Krupa / Russ Brown, City of Hemet	

STAFF

Anne Mayer, Executive Director
Aaron Hake, External Affairs Director

AREAS OF RESPONSIBILITY

Countywide Transportation Improvement and Traffic Relief Plan and implementation ordinance

**RIVERSIDE COUNTY TRANSPORTATION COMMISSION
TRAFFIC RELIEF STRATEGY COMMITTEE**

www.rctc.org

SPECIAL MEETING AGENDA*

*Actions may be taken on any item listed on the agenda

11:30 a.m.

Wednesday, November 13, 2019

BOARD ROOM

**County of Riverside Administrative Center
4080 Lemon Street, First Floor
Riverside, California**

In compliance with the Brown Act and Government Code Section 54957.5, agenda materials distributed 72 hours prior to the meeting, which are public records relating to open session agenda items, will be available for inspection by members of the public prior to the meeting at the Commission office, 4080 Lemon Street, Third Floor, Riverside, CA, and on the Commission's website, www.rctc.org.

In compliance with the Americans with Disabilities Act, Government Code Section 54954.2, and the Federal Transit Administration Title VI, please contact the Clerk of the Board at (951) 787-7141 if special assistance is needed to participate in a Commission meeting, including accessibility and translation services. Assistance is provided free of charge. Notification of at least 48 hours prior to the meeting time will assist staff in assuring reasonable arrangements can be made to provide assistance at the meeting.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. PUBLIC COMMENTS** – *Each individual speaker is limited to speak three (3) continuous minutes or less. The Committee may, either at the direction of the Chair or by majority vote of the Committee, waive this three minute time limitation. Depending on the number of items on the Agenda and the number of speakers, the Chair may, at his/her discretion, reduce the time of each speaker to two (2) continuous minutes. Also, the Committee may terminate public comments if such comments become repetitious. In addition, the maximum time for public comment for any individual item or topic is thirty (30) minutes. Speakers may not yield their time to others without the consent of the Chair. Any written documents to be distributed or presented to the Committee shall be submitted to the Clerk of the Board. This policy applies to Public Comments and comments on Agenda Items.*

Under the Brown Act, the Board should not take action on or discuss matters raised during public comment portion of the agenda which are not listed on the agenda. Board members may refer such matters to staff for factual information or to be placed on the subsequent agenda for consideration.

5. **ADDITIONS/REVISIONS** *(The Committee may add an item to the Agenda after making a finding that there is a need to take immediate action on the item and that the item came to the attention of the Committee subsequent to the posting of the agenda. An action adding an item to the agenda requires 2/3 vote of the Committee. If there are less than 2/3 of the Committee members present, adding an item to the agenda requires a unanimous vote. Added items will be placed for discussion at the end of the agenda.)*

6. **APPROVAL OF THE MINUTES – SEPTEMBER 23 AND OCTOBER 28, 2019**

7. **CONSENT CALENDAR** - *All matters on the Consent Calendar will be approved in a single motion unless a Commissioner(s) requests separate action on specific item(s). Items pulled from the Consent Calendar will be placed for discussion at the end of the agenda.*

7A. **PUBLIC OUTREACH APPROACH FOR COUNTYWIDE TRAFFIC RELIEF PLAN**

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Overview

This item is for the Committee to:

- 1) Approve the proposed Public Outreach Approach for the countywide Traffic Relief Plan (Plan); and
- 2) Forward to the Commission for final action.

8. **PUBLIC OPINION RESEARCH ON PRIORITIES FOR THE TRAFFIC RELIEF PLAN**

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Overview

This item is for the Committee to receive and file information on public opinion research on priorities for the Traffic Relief Plan.

9. **APPROACH FOR COACHELLA VALLEY COMPONENT OF THE TRAFFIC RELIEF PLAN**

Page 11

Overview

This item is for the Committee to receive, discuss, and provide input on the approach to developing the Coachella Valley component of the draft Traffic Relief Plan.

10. **WESTERN RIVERSIDE COUNTY TRAFFIC RELIEF PLAN INVESTMENTS**

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Overview

This item is for the Committee to receive, discuss, provide input on, and consider approval of investments in projects and services to be included in a draft Western Riverside County component of the Traffic Relief Plan.

11. COMMISSIONERS / STAFF REPORT

Overview

This item provides the opportunity for the Commissioners and staff to report on attended and upcoming meeting/conferences and issues related to Commission activities.

12. ADJOURNMENT

The next Traffic Relief Strategy Committee meeting is scheduled to be held at **11:30 a.m., Monday, November 25, 2019**, Board Chambers, First Floor, County Administrative Center, 4080 Lemon Street, Riverside.

AGENDA ITEM 6

MINUTES

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

TRAFFIC RELIEF STRATEGY COMMITTEE

Monday, September 23, 2019

MINUTES

1. CALL TO ORDER/ ROLL CALL

The meeting of the Traffic Relief Strategy Committee was called to order by Commissioner Jan Harnik at 11:32 p.m., in the Board Room at the County of Riverside Administrative Center, 4080 Lemon Street, First Floor, Riverside, California, 92501.

2. ROLL CALL

Members/Alternates Present

Brian Berkson
Jan Harnik
Larry Smith
Linda Krupa
Michael Naggar
Scott Matas
Scott Vinton
V. Manuel Perez
Wes Speake*

Members Absent

Victoria Baca

**Arrived after the meeting was called to order*

3. PLEDGE OF ALLEGIANCE

At this time, Commissioner Perez led the Traffic Relief Strategy Committee in a flag salute.

4. PUBLIC COMMENTS

There were no requests to speak from the public.

5. ADDITIONS/REVISIONS

There were no additions or revisions at this time.

6. COUNTYWIDE TRANSPORTATION IMPROVEMENT & TRAFFIC RELIEF PLAN: VISION, GOALS, AND OBJECTIVES

Aaron Hake, External Affairs Director, provided background information on the Traffic Relief Strategy Committee and invited Commissioners to provide their comments on their goals, vision, and objectives for the committee.

Commissioner Michael Naggar stated it is essential the Committee look at future funding and infrastructure from a countywide perspective and not get mired in politics. He expressed his disappointment that the public is not there to participate in the future funding discussion and as such, is hoping for good public outreach.

Commissioner V. Manuel Perez stated the Commissioners just need to do the work and the public will come. He believes the purpose of the committee is to work through the struggles and challenges to get to a tax measure that can be pushed forward to a vote.

Commissioner Linda Krupa stated the Commissioners need to work together on this and look at it as a Countywide issue even though they each represent their own constituents; noting that constituents from every city impact each other's communities when they get into their cars for travel. She agreed with her fellow Commissioners in removing the politics and just getting the job done.

Commissioner Larry Smith stated he comes from a tax adverse community and his community expects him to represent them in a way that reflects what is important to them, however, he does not see another solution. He does not want to always have to go to the taxpayers to fund projects that are absolutely important to move traffic through the County, however if something is not done through the pass area at Interstate 10 there is going to be another area like the traffic situation going through Corona. He stated he sits on the committee with some reluctance, but understands and recognizes the absolute importance of the Commissioners responsibility to mitigate traffic in Riverside County. He commits to doing everything in his power to improve the traffic situation. He is not a big tax person and wishes there was another solution, but until another solution is brought forward he needs to be supportive of the things that the Commission has a responsibility to do.

At this time, Commissioner Wes Speake arrived.

Commissioner Scott Matas stated he has served on the Commission for more than 10 years, and the staff has done a fantastic job of trying to move the County into the future without money, which has been the toughest part. He noted he tries not to take things personally, however there were some harsh comments made by the public at the last meeting, which stuck with him. The Commission should not be ashamed for anything they have done, and thinks the group of individuals who addressed the Commission could be a strong advocate for their needs in their community but the Commissioners have to serve the whole County. The Coachella Valley is fortunate as they are able to take a

portion of the money that comes through and program it the way they want to, however he feels it is important to sit on the Committee and help the rest of the County get through some of the major issues that are going on the freeway and highway systems. He referenced a congestion map that was shown to Commissioners at a prior meeting and stated it is difficult to think how long solutions will take to build even if they were programmed today. He noted the plans have always been there, and the question is whether plans for the future can be found that can take the areas of congestion and make them better for people to live. He does not know the answer but he is going to try and that is why he is a part of this committee.

Commissioner Brian Berkson stated the Commissioners need to be cognizant of the perspectives of their residents, meaning all County residents. When Commissioners are sitting on the Committee, they are responsible for regional programming for countywide transportation needs and need to look at it from the regional perspective. He stated the residents of the region are looking for more lanes or better scenarios to get them from A-Z without stealing what they have already paid for, which is what the perception is. He stated this has to be dealt with regionally in a way that is fair for everyone so they do not feel they are being ripped off by anyone. He stated he is also not a tax person, however if the tax initiative is moved forward, he looks at it as giving the residents the opportunity to weigh in and make the decision on a new tax. The State and Federal government have not provided enough funding for the improvement deficit so there is no other choice other than to pursue all perspective avenues and let the voters decide. He noted he is not promoting a new tax, he is promoting options.

Commissioner Wes Speake stated when residents come in to speak it is indicative of a problem, and the Commissioners are there to help solve those problems. He noted there has been very little investment from the State and Federal government and the County is left to fight for themselves, which the Commission has done a good job at. If the Commission continues to make improvements, the way they have done and finish the things they have been started there will be a lessening of the public complaining. It is not a Corona problem or project, the western part of the County is fed by the 91 and the southern part of the County is fed by the 15 and the projects need to be wrapped up.

Commissioner Jan Harnik expressed her appreciation to the other Commissioners for their comments. She stated this has to be looked at holistically, and the ink lines on a map mean little to community members as they travel throughout the region so this has to be looked at as a regional plan. She noted 40 percent of the goods that come in through the port go onto the 10 freeway. She looks at this as both as an opportunity to educate the community members and give them an opportunity to vote, and also as an opportunity to be proactive and get in front of some of the quality of life issues for the community members. She stated there is work to do, let us keep the politics out of it and do the work for our community members and for our County.

M/S/C (Matas/Perez) to:

- 1) Receive background information on the Traffic Relief Strategy Committee;**
- 2) Discuss the vision, goals, and objectives of the Countywide Transportation Improvement & Traffic Relief Plan; and**
- 3) Forward to the Commission for final action.**

7. ECONOMIC IMPACT STUDY

John Standiford, Deputy Executive Director, provided an overview of the proposed agreement with the University of California, Riverside School of Business to perform an economic impacts analysis related to the investment of an additional sales tax for transportation improvements in Riverside County. The study will analyze the benefits and costs of implementing a transportation plan.

M/S/C (Perez/Matas) to:

- 1) Approve Agreement No. 20-19-012-00 to University of California, Riverside (UCR) School of Business, Center for Economic Forecasting & Development (UCR Center) to perform an economic impacts analysis related to the investment of an additional sales tax for transportation improvements in Riverside County in an amount not to exceed \$199,500;**
- 2) Authorize the Chair or Executive Director, pursuant to legal counsel review, to execute the agreement on behalf of the Commission; and**
- 3) Forward to the Commission for final action.**

8. PROPOSED COMMITTEE MEETING SCHEDULE

M/S/C (Vinton/Speake) to approve its meeting schedule as proposed.

9. ELECTION OF OFFICERS

Lisa Mobley, Clerk of the Board, stated this item is for the Committee to select a Chair and Vice Chair.

Commissioner Naggar nominated Commissioner Harnik as Chair, and Commissioner Speake seconded. Commissioner Perez nominated Commissioner Naggar as the Vice Chair, noting the entire county would be represented.

M/S/C (Perez/Smith) to appoint Commissioner Jan Harnik as Chair and Commissioner Michael Naggar as Vice Chair.

10. COMMISSIONERS / STAFF REPORT

Commissioner Perez invited everyone to the McCallum Theater on Saturday, October 19 for the first annual Mariachi Gala, noting he dressed for the occasion. He noted he is trying to establish bi-national and bilateral relationships with the County of Riverside and the nation states of Mexico, particularly Jalisco and Oaxaca. He has been working over the course of two years on these relationships and as a result of that work the Mayor and Governor are coming with some of the best mariachi in the world for this free event.

Commissioner Smith stated after listening to the comments from the other Commissioners that this Committee is the right place to be. There is sensitivity to the potential impacts on people but he is serving with a strong group that recognizes and understands that this is not just a government bureaucracy as they actually deliver projects. He stated for the amount of money that is accumulated they deliver something as a Commission that positively impacts people's lives. They don't always do it right or get it perfect and sometimes it is difficult to keep up with demand, but he pledges his support to do everything he can to improve traffic in the region even though he may face some local resistance. Historically he has been a resistor in having anything to do with imposing taxes upon people, but in reality, they are not imposing but telling people here is your opportunity. He is going to be supportive of what the Committee can do together as a group to improve the traffic situation in Riverside County. He thanked his fellow Commissioners for their comments, as it is meaningful to know early on where everyone is in order to move forward as a group.

Anne Mayer, Executive Director, thanked the Commissioners for volunteering to serve on this very important Committee. She noted there is a lot of work ahead and it is important that staff understands what the Commissioners think as they represent their communities and the County as a whole. She encouraged Commissioners to reach out to her directly with any questions, comments or concerns as the goal is to provide the Commissioners with the data and information so they can make the policy decisions.

11. ADJOURNMENT

There being no further business for consideration by the Traffic Relief Strategy Committee, the meeting was adjourned at 12:05 p.m.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Lisa', with a long horizontal flourish extending to the right.

Lisa Mobley
Clerk of the Board

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

TRAFFIC RELIEF STRATEGY COMMITTEE

Monday, October 28, 2019

MINUTES

1. CALL TO ORDER/ ROLL CALL

The meeting of the Traffic Relief Strategy Committee was called to order by Vice Chair Michael Naggar at 11:31 p.m., in the Board Room at the County of Riverside Administrative Center, 4080 Lemon Street, First Floor, Riverside, California, 92501.

2. ROLL CALL

Members/Alternates Present

Victoria Baca
Linda Krupa
Michael Naggar
Larry Smith
Jim Steiner

Members Absent

Brian Berkson
Jan Harnik
Scott Matas
V. Manuel Perez
Scott Vinton

Clerk of the Board Lisa Mobley announced there was five members present, short of the required six for a quorum. She noted the Committee could meet as a Committee of the Whole wherein the Committee can discuss and forward items to the Commission for final action, emphasizing no final action could be taken without a quorum. The Chair concurred that they would meet as a Committee of the Whole.

3. PLEDGE OF ALLEGIANCE

At this time, Commissioner Larry Smith led the Traffic Relief Strategy Committee in a flag salute.

4. PUBLIC COMMENTS

There were no requests to speak from the public.

5. ADDITIONS/REVISIONS

There were no additions or revisions at this time.

6. APPROVAL OF MINUTES – SEPTEMBER 23, 2019

As the committee was meeting as a Committee of the Whole since there was not an established quorum, no action was taken on the minutes.

7. REVENUE ESTIMATE FOR COUNTYWIDE TRANSPORTATION IMPROVEMENT AND TRAFFIC RELIEF PLAN

Theresia Trevino, Chief Financial Officer, provided an overview of the purpose of a revenue estimate, a historic perspective of Measure A revenue, and regional forecast model trend factors. The sales tax revenue estimate recommended by staff is \$8.6 billion over a 30-year period.

Commissioner Linda Krupa requested clarification on the reason for revenue trends based on age group. Ms. Trevino provided clarification on the reasoning behind the revenue estimates provided.

M/S/C (Baca/Krupa) as a Committee of the Whole to:

- 1) Approve a revenue estimate to guide development of the Countywide Transportation Improvement and Traffic Relief Plan (Plan); and**
- 2) Forward to the Commission for final action.**

8. TRAFFIC RELIEF PLAN STRUCTURE: GEOGRAPHY AND EXPENDITURE CATEGORIES

Aaron Hake, External Affairs Director, provided geographic divisions and expenditure categories recommendations for the countywide Traffic Relief Plan. The three geographic subregions in the 1989 and 2009 Measure A expenditure plans were Western County, Coachella Valley, and Palo Verde Valley. The basis for the proposed geographic areas are consistency with regional governance, sense of identity among residents, and the residents' desire to see revenues remain within their area and not sent to other parts of the county as expressed in public opinion surveys. Proposed expenditure categories include reducing congestion and connecting communities; improving safety and keeping infrastructure in good condition; and supporting seniors, veterans, students, and individuals with disabilities. Mr. Hake also requested feedback regarding the funding of local streets and roads.

Commissioner Larry Smith discussed varying opinions on what a "good condition" road is. He expressed the local needs basis being extremely diverse especially when it is dependent on population base. For example, Calimesa is one of the smallest jurisdictions in the region, however they have a large impact on infrastructure in comparison to the size of their community due to Interstate 10 running through their community. Those who cut through the community to bypass the I-10 will never buy enough coffee or gas to

match the impact they have. He noted the same things happen in Banning and Beaumont and there is some discussion of an I-10 bypass. To drill down locally in Calimesa, the concern is there is nowhere to get off and nowhere to go so locally they are focusing on how the traffic can be moved through the community. When it comes to local needs based funds, he would like to see if they can broaden the scope of how local communities can use money coming forward as they see best, as they may be able to get additional buy in.

Commissioner Linda Krupa stated bringing money back into the community is paramount. She noted obstacles in city versus county roads, that there are not enough Measure A funds to improve the city streets. Perhaps if there was an option to tie a larger pot of money through the county or RCTC that the City can contribute to that will improve the street in its entirety regardless if it is a city street or county road. This would impact those driving through the community as well as those living in the community.

Commissioner Victoria Baca concurred with both of her colleagues regarding the deterioration local streets and roads, and expressed additional concern with the 60 freeway. She stated she has to sit for 20 minutes to get out of Moreno Valley, which in addition to the delay also causes concerning pollution from all of the cars idling at the bottleneck of the 60/215. She noted it is both a local and regional problem.

Anne Mayer, Executive Director, noted the Commissioners have pointed out the challenges faced in trying to balance the varying needs throughout the County. She discussed roadway pavement conditions and the Measure A allocations to the local communities. She added SB1 is a fix-it first program and every community now receives double the gas tax return that they received prior to SB1, and as such local road maintenance is fairly well funded. The challenge are the transformational projects in local cities that they would like to accumulate money for as most jurisdictions cant fund projects on their own. She discussed the proposed expenditure categories capturing most of the local needs. Additionally, she discussed the possibility of a competitive program within the categories.

Commissioner Michael Naggar stressed the importance of inter-city collaboration and encouraged the other commissioners to begin those conversations now.

Commissioner Krupa stated one of the basics of the conversation needs to be that this is looking to the future and how it is going to impact future generations based on projected growth within the County, noting the impacts of the housing needs.

Commissioner Smith expressed support for a call-for projects program that would allow collaboration with other communities, which builds continuity within the region. He noted Hemet and San Jacinto have worked together in the past on projects that impact both communities. He stated the Commissioners are elected to serve locally but have to think regionally.

M/S/C (Baca/Smith) as a Committee of the Whole to:

- 1) Approve a revenue estimate to guide development of the Countywide Transportation Improvement and Traffic Relief Plan (Plan); and Authorize the Chair or Executive Director, pursuant to legal counsel review, to execute the agreement on behalf of the Commission; and**
- 2) Forward to the Commission for final action.**

9. USE OF TECHNOLOGY FOR TRAFFIC RELIEF STRATEGIES

Marlin Feenstra, Capital Projects Delivery Director, provided a presentation on managing congestion through technology. He showed examples of active traffic management strategies such as dynamic lane use, speed control, dynamic junction control, motorist information, part-time shoulder use, bus on shoulder transit signal priority, and adaptive signal control or ramp meter control. The goals of active traffic management are to increase throughput, increase safety, provide reliable travel times, reduce congestion, provide information to motorists, improve work zone safety, reduce congestion related pollution, and maximize the use of existing infrastructure.

Commissioner Larry Smith stated Commissioners who attended the League of California Cities conference realize they are designing cities for future generations, noting an example of a question asked regarding the addition of pickup/drop off pockets at main thoroughfares for rideshare services such as Uber and Lyft. Secondly, he noted the importance of never opening or closing streets without making provisions for future technologies, providing an example of fiber-optic lines being pulled under Ocean Boulevard without disrupting traffic as years ago someone had the foresight to add extra sleeves under the street while it was open. Commissioner Smith stated this will continue to happen as we work towards connecting our communities and make them smart communities. He referenced his earlier point of local jurisdictions having the ability with additional Measure A funds to be able to expand themselves and this type of technology is vital. A category is needed to think into the future especially if cooperation can be found to connect modern technology of District 8 to what the local communities see as their own important modern technology. This is an important discussion that needs to happen with the entire Commission and ask where modern technology is taking us in alleviating traffic situation and circumstances.

Commissioner Victoria Baca discussed an example in Los Angeles where technology is used in the center lane to add an additional lane based upon the traffic needs depending on the time of day. She would like to see if this can be used on the 60 freeway as in the morning and afternoons most of the traffic is heading in one direction while the other side of the freeway is clear. She expressed her support of the use of technology to alleviate traffic.

Commissioner Michael Naggar noted there are strategies we might not be aware of yet therefore it is important to maintain openness. He stated these meetings are the time

and place to have the dialogue and make good recommendations to the entire board. He stated it might behoove Commissioners to contact some of the big tech companies involved in transportation such as Google, Tesla, or the auto manufactures to see what is coming in the future and what their ideas are in an effort to plan for the future.

M/S/C (Steiner/Smith) as a Committee of the Whole to:

- 1) Receive and discuss information on the use of technology for Traffic Relief Strategies; and**
- 2) Forward to the Commission for final action.**

10. COMMISSIONERS / STAFF REPORT

10A. DISCUSSION OF NEXT TRAFFIC RELIEF STRATEGY COMMITTEE AGENDA

Anne Mayer, Executive Director, stressed the importance of the next Traffic Relief Strategy Committee meeting on November 25th, stating a draft plan will be brought forward at the meeting where Commissioners can begin discussions on the projects and programs to be included in the plan.

Commissioner Victoria Baca stated she will be unable to attend the meeting on the 25th, however she would like to reschedule the meeting as it is important she participate.

Commissioner Michael Naggar stated this might require two meetings, as this is a lengthy, important discussion.

Anne Mayer stated staff will conduct a quorum check to assess availability of Commissioners in an effort to have as many Committee members in attendance as possible.

11. ADJOURNMENT

There being no further business for consideration by the Traffic Relief Strategy Committee, the meeting was adjourned at 12:30 p.m.

Respectfully submitted,



Lisa Mobley
Clerk of the Board

AGENDA ITEM 7A

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	November 13, 2019
TO:	Traffic Relief Strategy Committee
FROM:	Cheryl Donahue, Public Affairs Manager
THROUGH:	Aaron Hake, External Affairs Director
SUBJECT:	Public Outreach Approach for Countywide Traffic Relief Plan

STAFF RECOMMENDATION:

This item is for the Committee to:

- 1) Approve the proposed Public Outreach Approach for the countywide Traffic Relief Plan (Plan); and
- 2) Forward to the Commission for final action.

BACKGROUND INFORMATION:

RCTC is drafting a Plan to help guide future transportation expenditures in Riverside County. The schedule adopted by the Commission calls for the draft Plan to be presented to the public in January 2020 for feedback through April 2020. RCTC will obtain this feedback using a variety of tools, as outlined in the following proposed Public Outreach Approach. In the spring, staff will present to the Commission the public feedback and other data to inform its decisions on the final Plan and whether to place the Plan on the November 2020 general election ballot along with an implementing sales tax ordinance. This decision is anticipated in June 2020. The Public Outreach Approach is intended to have benefit to the public and the Commission regardless of whether the final Plan is submitted to the voters or whether the voters approve the Plan.

Proposed Public Outreach Approach

In July, the Commission approved an enhanced public engagement program contract with AlphaVu, a communications consultant. Budget and contract authority for all activities proposed in the Public Outreach Approach has been approved by the Commission as part of this contract. The purpose of this agenda item is to receive guidance on the specific strategies and tactics to reach the public.

With the assistance of AlphaVu, staff recommends a multi-layered approach for gathering public feedback between January and April 2020. All outreach efforts will be informational with the intent of educating the public and encouraging public engagement about the Plan. Tentatively, staff is planning to initiate public outreach activities following the January 8, 2020 Commission meeting, when the draft Plan is likely to be placed on the agenda for public comment and

Commissioner discussion. Staff also recommends placing the draft Plan on the April 8, 2020 Commission meeting agenda to provide another opportunity for public comment and Commissioner direction. The public will be able to submit comments through the spring and leading up to the Commission's decisions on a final Plan and whether to submit it to the voters. The goal of the Public Outreach Approach is to reach as many residents as possible in Riverside County and to gather data that will help Commissioners understand the projects and services that are most important to residents. A broad spectrum of methods will be used to gather information from the community, with several touch-points planned with seniors, veterans, and individuals with disabilities. At the heart of the Public Outreach Approach is clear messaging and a feedback tool. As much as possible, activities will be conducted in English and Spanish. Outreach strategies include, but are not limited to, the following:

- 1) **Comment tool:** A tool will be created in both English and Spanish to gather feedback about the projects and services that are included in the draft Plan. Residents will be asked to identify the projects and services that are important to them from the draft list proposed for the Plan. The listing of projects and services will include brief descriptions for reference. Space will be provided for optional written comments. Some demographic information, including the zip code of residence, will be collected to track the origin of feedback from within the county.
- 2) **Specialized Website:** A website, trafficreliefplan.org, will include a description of each of the Plan's proposed projects and services with key areas also available in Spanish. A link to the comment tool will be featured prominently, and website visitors will be encouraged to provide their comments via the website.
- 3) **RCTC.org Website:** The Commission's website will provide a link to the specialized website described above, as well as a direct link to the comment tool. Visitors may choose instead to use the rctc.org "Contact Us" button to submit comments. If so, these comments will be captured and added to other feedback that is collected.
- 4) **Emails and Blog Posts:** The Commission will send emails to the subscribers of "The Point" and prepare three blog posts related to the feedback effort. The blog posts will include graphics and links to the specialized website, comment tool, and videos.
- 5) **Social Media:** Digital advertising and organic posts on Facebook, Twitter, and Instagram will explain the Commission's efforts to secure feedback and provide links to the website. The posts will feature eye-catching graphics and videos to urge viewers to visit the website, submit their comments, and promote the tool among their social media networks. The Commission will produce approximately six social media posts to help launch the specialized website and comment tool, followed by two to three posts per week. During the final weeks of the public comment period, digital advertising and organic posts will increase to approximately four per week to remind viewers to register their comments and of the upcoming deadline. If residents submit questions in Spanish, staff will respond in Spanish. Commission staff will monitor comments and questions on its social media pages and respond and/or collect the information for reporting purposes.

- 6) **Videos:** As noted above, videos will be used to urge public feedback and direct viewers to the website for feedback. Three videos of varying lengths (15 seconds, 30 seconds and 60 seconds) will be used for television, social media, posted to the website, posted to YouTube, and included in presentations. Closed captioning will be provided in English and Spanish.
- 7) **News Media:** Commission staff will issue news releases, radio spots, and opinion-editorial pieces to news contacts across the Riverside County media market. Staff also will pursue and respond to requests for television, radio, cable, and podcast interviews and is mindful of the strong television market in the Coachella Valley. Whenever possible, staff will provide opportunities to feature individual Commissioners. The focus of the news media outreach is to build awareness of the Commission's need for feedback and to promote completion of the survey. The goal is to have 15 news stories run as a result of the outreach effort.
- 8) **Printed Piece/Direct Mail:** Postcards printed in English and Spanish will be distributed to specific neighborhoods and sent to community locations, such as city halls, libraries, community centers, and senior centers. The postcards will direct readers to the specialized website and comment tool, as well as the telephone feedback line (described below).
- 9) **Telephone Feedback Line:** A call answering center will be used to capture calls from residents, who wish to provide their feedback verbally. The call center representatives will log comments from callers of multiple languages and refer callers to the website for more information and to submit additional comments.
- 10) **Tele-Townhall Meetings:** Similar to the tele-townhall meetings conducted last spring, the Commission will host four tele-townhall meetings to target geographical areas in Riverside County. Commissioners and staff will field calls from residents and offer polling options during the call to gather opinions from participants. An English/Spanish interpreter will be available for each of the tele-townhall meetings.
- 11) **Text Messaging:** A text opt-in feature will allow residents to text a code and receive a response text with a link to the specialized website and comment tool. Users can opt out of receiving future text messages at any time.
- 12) **Billboards:** Roadside billboard advertising will be used to steer motorists to the website. Messaging will be concise to be mindful of motorists.
- 13) **Community Events:** The Commission will host booths at approximately 20 community events during the first quarter of 2020. Representatives will provide information about the feedback effort and help booth visitors use the comment tool. Comment cards also will be provided for those who prefer to comment in writing. Booth representatives will be bilingual in English and Spanish.
- 14) **Partner Toolkits:** The Commission will compile a "toolkit" with a short news article (available in English and Spanish), graphic images, and website links for cities, elected officials, transit agencies and other key transportation partners to include in their

publications, websites, and email networks. Staff also will provide “talking points” to each Commissioner to announce during their council meetings to encourage participation.

- 15) **Presentations:** Commission staff will make 25 presentations to stakeholder groups, such as chambers of commerce, service clubs, transportation agencies, environmental organizations, and others upon request. Commissioners may request staff to present to key groups in their communities or may request staff assistance for Commissioners to make their own presentations within their community. Staff is also available to present to city councils at the request of Commissioners.

Staff will compile all feedback and provide in a staff report in spring 2020 so that Commissioners can provide direction on any changes to the draft Plan for finalization by June 2020.

AGENDA ITEM 8

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	November 13, 2019
TO:	Traffic Relief Strategy Committee
FROM:	Aaron Hake, External Affairs Director
THROUGH:	Anne Mayer, Executive Director
SUBJECT:	Public Opinion Research on Priorities for the Traffic Relief Plan

STAFF RECOMMENDATION:

This item is for the Committee to receive and file information on public opinion research on priorities for the Traffic Relief Plan.

BACKGROUND INFORMATION:

RCTC commissioned two statistically valid public opinion surveys in 2019 to understand the priorities and attitudes of Riverside County residents towards transportation issues. Data from these surveys provide useful context to the Committee's decisions regarding what projects, services, and other features should be included in the Traffic Relief Plan (Plan). The surveys also provide a basis to determine whether the electorate in November 2020 might approve the Plan and funding it through a sales tax ordinance. This item briefly summarizes the results of these surveys.

Surveys

Fairbank, Maslin, Maullin, Metz and Associates (FM3) conducted the surveys as a subconsultant to AlphaVu, the prime contractor for the Public Engagement Program approved by the Commission in July 2018 and enhanced in July 2019. FM3 conducted a similar survey for RCTC in 2017 and has completed research on public policy issues for municipalities and school districts throughout Riverside County in recent years. FM3 also has extensive experience conducting public opinion research on transportation issues throughout the state of California.

Survey respondents received the surveys by email and by telephone. FM3 selected respondents randomly and weighted the results to be representative of a likely electorate in November 2020 when the Plan may be placed on the ballot by the Commission. FM3 used industry best-practices for public opinion research.

The first survey occurred in May and June of 2019 and was countywide in scope. In September 2019, FM3 conducted a second survey in four subregions of western Riverside County to achieve a clearer picture of the priorities in those areas. Sub-regional research is discussed further, below.

Sub-regionalization

Survey results can be analyzed on a countywide basis as well as on a sub-regional basis to understand more localized concerns. Given the size and diversity of Riverside County, staff and consultants have invested a significant effort to ensure that the voices of each unique sub-region of Riverside County can be heard in the results. Therefore, the information presented in this item will provide both countywide statistics and sub-regional statistics.

In western Riverside County, the surveys were conducted according to six subregions, which included cities and nearby unincorporated communities:

- Northwest County
 - Cities of Corona, Eastvale, Jurupa Valley, Norco
- City of Riverside
- Moreno Valley/Perris
- Mid County
 - Cities of Hemet, San Jacinto
- Southwest County
 - Cities of Canyon Lake, Lake Elsinore, Menifee, Murrieta, Temecula, Wildomar
- San Geronio Pass
 - Cities of Banning, Beaumont, Calimesa

The Coachella Valley and Palo Verde Valley were combined into one subregion.

Subregions were created on a somewhat subjective basis according to geography and a general sense of identity. Subregions also needed to consist of a large enough population to generate a statistically meaningful sample size. Each set of sub-regional survey results has a different sample size and a different margin of error (the larger the sample size, the lower the margin of error). This does not mean that the results of each subregion are not valid; rather, it means that results of each subregion are intended to convey priorities within the context of that subregion only and not the entire county.

Priority Projects

The following are the top five projects according to voters countywide and within each subregion. In some cases, the list of “top” priorities is greater than five.

Countywide

Most Important Projects		% More Likely to Support the Plan
1	Adding at least one lane in each direction on the 10, 15, 215, 60, 71, and 91 freeways	76
2	Improving on and off-ramps and bridges on the 10, 15, 60, 86, 91 and 215 freeways and highways	70

3	Adding new exits and on-ramps to the 15 and 215 freeways	57
4	Connecting Temecula with other regions with rapid commuter services	53
5	Improving safety and traffic flow of the area where the 10, 60, and 79 meet near Beaumont	50

The table above demonstrates the challenge of identifying a singular – or even two or three – countywide priorities in a county as large and diverse as Riverside County. In general, the county’s residents are most supportive of adding capacity of the major highways in Riverside County, and improving the interchanges at these highways; however, the question posed to residents bundles several routes together and it is possible that, individually, each of the routes would score lower on a countywide basis given that many residents may only rely on one or two of the routes in that list. Sub-regional results demonstrate that there are clear priorities specific to each set of communities that may not appear on the “top” projects list on a countywide basis.

Coachella Valley

Most Important Projects		% More Likely to Support the Plan
1	Providing daily train service between the Coachella Valley and Los Angeles with stops in the city of Riverside and Orange County	78
2	Reducing bottlenecks and safety concerns on the 10 freeway and Highways 111 and 86	75
3	Improving safety and traffic flow of the area where the 10, 60, and 79 meet near Beaumont	67
4	Reducing holiday and festival-related traffic with shuttles and public transit or rail options	64
5	Adding at least one lane in each direction on the 10, 15, 215, 60, 71, and 91 freeways	60

City of Riverside

Most Important Projects		% More Likely to Support the Plan
1	Adding at least one lane in each direction on the 10, 15, 215, 60, 71, and 91 freeways	69
2	Improving on and off-ramps and bridges on the 10, 15, 60, 86, 91, and 215 freeways and highways	58
3	Upgrading and improving safety of Cajalco Road	52
4	Improving safety and traffic flow of the area where the 10, 60, and 79 meet near Beaumont	45
5	Constructing a new east-west highway connecting the 215 in Perris with Hemet and San Jacinto	43

Moreno Valley/Perris

Most Important Projects		% More Likely to Support the Plan
1	Improving on and off-ramps and bridges on the 10, 15, 60, 86, 91, and 215 freeways and highways	87
2	Adding at least one lane in each direction on the 10, 15, 215, 60, 71, and 91 freeways	79
3	Adding new exits and on-ramps to the 15 and 215 freeways	70
4	Improving safety and traffic flow of the area where the 10, 60, and 79 meet near Beaumont	69
5	Constructing a new four-lane Highway 79 to improve traffic flow in San Jacinto, Hemet, and Winchester	66

Northwest County

Most Important Projects		% More Likely to Support the Plan
1	Improving traffic flow and safety on local roads such as Magnolia Ave, Hamner Ave, Limonite Ave, and Temescal Canyon Rd.	66
2	Eliminating traffic bottlenecks on the 15 southbound at Ontario Ave and El Cerrito Road	64
3	Adding at least one lane in each direction to the 15 between Cajalco Road in Corona all the way past Temecula to the San Diego County Line	60
4	Adding at least one lane in each direction on the 91 from the 15 in Corona all the way to Pierce Street in Riverside	60
5	Offering rapid commuter service from your community to LA, Orange County, Riverside, Temecula, San Bernardino and the Ontario Airport	55

Mid County

Most Important Projects		% More Likely to Support the Plan
1	Improving traffic flow and safety on local roads such as Ramona Expressway, Florida Ave, Sanderson Ave, Warren Road, State St, and Gillman Springs Road	78
2	Constructing a new four-lane Highway 79 to improve traffic flow in San Jacinto, Hemet, and Winchester	73
3	Adding a new east-west highway connecting the 215 in Perris with Hemet and San Jacinto	69

4	Adding at least one lane in each direction on the 15, 215, 60, and 91 freeways	67
5	Reconstructing the 10 and 79 interchange in Beaumont to improve safety and traffic flow	65

Southwest County

Most Important Projects		% More Likely to Support the Plan
1	Adding at least one lane in each direction on the 15 freeway	74
2	Improving traffic flow and safety on local roads such as Railroad Canyon, Bundy Canyon, Scott Road, Keller Road, Clinton Keith Road, Murrieta Hot Springs Road, Pechanga Parkway, and Jefferson Ave	72
3	Improving on and off-ramps on bridges on the 15 and 215 Adding a new east-west highway connecting the 215 in Perris with Hemet and San Jacinto	69
4		65
5	Adding at least one express lane in each direction on the 15 freeway	60

San Geronio Pass

Most Important Projects		% More Likely to Support the Plan
1	Improving all on and off-ramps and bridges on the 10 through Calimesa, Beaumont and Banning	72
2	Improving traffic flow and safety on roads connecting to I-10	67
3	Improving traffic flow and safety on Oak Valley Parkway, Gillman Springs Road, and San Timoteo Canyon Road	65
4	Easing local traffic congestion and relieving traffic on the 10 by adding another road from Banning to Palm Springs	61
5	Adding at least one lane in each direction on the 15, 215, 60, and 91 freeways	60

Frequency of Highway Use

The September 2019 survey added a question regarding how often respondents use each of the major highways in Riverside County. FM3 and staff felt that this question may illuminate how important each individual route was to residents of each subregion. Such data can inform investments in roadway projects as well as multi-modal projects that facilitate improved mobility along these corridors. Below is a table of the percent of survey respondents in each subregion who use each route “frequently” or “occasionally,” combined:

Area	Route							
	10	15	60	71	74	79	91	215
Northwest	58%	89%	65%	59%	19%	12%	87%	46%
Mid	67%	67%	65%	23%	80%	82%	55%	79%
Southwest	37%	95%	42%	34%	48%	59%	68%	83%
Pass	94%	60%	78%	22%	37%	53%	65%	65%

Additional detail on these survey results will be presented as part of staff's oral presentation to the Committee.

AGENDA ITEM 9

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	November 13, 2019
TO:	Traffic Relief Strategy Committee
FROM	Aaron Hake, External Affairs Director
THROUGH:	Anne Mayer, Executive Director
SUBJECT:	Approach for Coachella Valley component of the Traffic Relief Plan

STAFF RECOMMENDATION:

This item is for the Committee to receive, discuss, and provide input on the approach to developing the Coachella Valley component of the draft Traffic Relief Plan.

BACKGROUND INFORMATION:

Transportation Governance Structure in the Coachella Valley

Long-standing transportation policy in Riverside County empowers the Coachella Valley Association of Governments (CVAG) to establish many of the transportation funding priorities and transportation policy decisions for that subregion. CVAG is specified in the 1989 and 2009 Measure A expenditure plan as the implementing agency for state highway and major regional road projects. Interagency memoranda of understanding between RCTC and CVAG provide for CVAG to be the responsible agency for implementing and administering the Transportation Uniform Mitigation Fee (TUMF) program, advising RCTC on administration of other funding sources and nominating projects to RCTC for inclusion in Riverside County's share of the State Transportation Improvement Program (STIP). It is the observation of RCTC staff that these governance policies have led to numerous positive outcomes including completion of many significant transportation projects in the Coachella Valley. An important factor in this success is the professional and collaborative relationship between RCTC and CVAG staff and their respective governing boards.

CVAG is governed by an Executive Committee consisting of the mayor or an elected official representing every city council in the Coachella Valley and the city of Blythe, all five County Supervisors, and the Tribal Chairman from the Agua Caliente Band of Cahuilla Indians and Cabazon Band of Mission Indians. Once a year, the CVAG General Assembly – comprised of all 65 elected officials from the member jurisdictions – meets to approve the CVAG budget.

Transportation Project Prioritization Study

Every five years CVAG adopts a new Transportation Project Prioritization Study (TPPS). The latest update, which was finalized in 2016, incorporated an Active Transportation Plan for the region.

The TPPS is the guiding document for allocation of funding and regional transportation planning as it evaluates and ranks projects. The TPPS has incorporated the same core criteria since 2005, including roadway surface conditions, system continuity, level of service and accident rates. The criteria for the TPPS are revisited every cycle by the CVAG Executive Committee with input from technical experts representing member jurisdictions of the agency. After all the segments have been analyzed, they can then be merged or divided into logical and feasible constructible buildable projects. This is to provide the member jurisdictions flexibility towards how projects are planned and how they will compete for funding.

CVAG committees do not vote to add or remove individual projects to the TPPS. It has been CVAG's longstanding policy that all major projects are included in the TPPS. After vetting each project through the established criteria, projects are assigned a total score and then are ranked. Projects ranked at the top of the TPPS are generally given priority for funding. However, there have been instances where projects ranked lower in the TPPS have been advanced for funding due to extenuating circumstances, primarily to take advantage of one-time outside funds.

With needs exceeding available dollars, the TPPS provides an objective tool to judge where resources should be focused in the Coachella Valley. As a whole, the TPPS reflects the values of communities in the Coachella Valley.

Public Opinion

In a statistically valid public opinion survey of Coachella Valley voters conducted in May and June of 2019, 85 percent of respondents said that "ensuring that the Coachella Valley gets its fair share of County transportation funding" was "very important." Additionally, 77% of respondents said it is "very important" that the Traffic Relief Plan includes a requirement that "decisions on how funding for the Coachella Valley be used be made by local leaders instead of people in other parts of the County." These results are consistent with previous public opinion research that demonstrates that Coachella Valley residents have a strong sense of identity and are concerned that their tax dollars be spent locally by the leaders closest to them.

Recommendation for Traffic Relief Plan

Consistent with the success that has been demonstrated, RCTC and CVAG are recommending to the Committee that the new Plan be continue to follow the same model and that all funds generated in the Coachella Valley be expended through CVAG according to a continued TPPS process. According to CVAG staff, the next TPPS update could incorporate the expenditure categories that are identified in the countywide Traffic Relief Plan.

Public opinion demonstrates strong support for funding decisions to be made by local leaders in the Coachella Valley. Thus, RCTC is not the most ideal venue for funding decisions impacting the Coachella Valley. CVAG is the agency best suited to administer the Traffic Relief Plan, given that it represents all municipalities and unincorporated areas of the Coachella Valley, is multi-modal in responsibility, and has a professional staff equipped to carry out the Plan.

The TPPS process and criteria can be adjusted to account for the expenditure categories and any other policies written to the Plan to ensure that funds are put to use according to the will of voters.

Consistent with the Committee's direction at its October 28, 2019 meeting, RCTC and CVAG staff do not recommend a set-aside within the Coachella Valley for a direct allocation of funds to cities and the County or Riverside for local streets and roads. Instead, it is recommended that the TPPS continue to function as the mechanism to prioritize projects.

Understanding that the public may want to see specific projects that will be funded in the Coachella Valley, using the TPPS as the decision-making mechanism does not preclude the Plan from illustrating examples of priority projects that could or would be funded. For example, the 2009 Measure A expenditure plan states the following:

The Transportation Improvement Plan is designed to give flexibility to adjust to changing circumstances and to:

- *Improve Traffic Flow and Reduce Congestion on Highway 111*
- *Add/Improve Interchanges on Highway 86 and I-10*
- *Provide funding for Local Streets and Roads Improvements*
- *Improve Safety and Visibility at Major Intersections and Arterial Roads*
- *Reduce Congestion by Improving Major Roadways Identified as Important by Local Governments in the Coachella Valley*
- *Provide Express East-West Transit Routes in the Coachella Valley*
- *Improve and Expand Public and Specialty Transit Service*

Although the valley has changed in many ways since Measure A was written, the above language still applies today. Durability through time is one of the tenets of the Plan structure adopted by this Committee on October 28, 2019. Priorities that have emerged within the last few years that could also be captured by the above approach could include:

- Improved mass transit such as daily rail service to and from the Coachella Valley;
- New technologies to reduce congestion and improve travel times;
- Projects that reinforce infrastructure from natural disasters; and
- Projects that address fundamental infrastructure gaps in disadvantaged communities.

CVAG Executive Director Tom Kirk will provide a verbal presentation to the Committee to discuss these policy issues with Committee members.

Commission staff seeks the Committee's direction on how the Plan should be implemented in the Coachella Valley.

AGENDA ITEM 10

<i>RIVERSIDE COUNTY TRANSPORTATION COMMISSION</i>	
DATE:	November 13, 2019
TO:	Traffic Relief Strategy Committee
FROM:	Michael Blomquist, Toll Program Director
THROUGH:	Anne Mayer, Executive Director
SUBJECT:	Western Riverside County Traffic Relief Plan Investments

STAFF RECOMMENDATION:

This item is for the Committee to receive, discuss, provide input on, and consider approval of investments in projects and services to be included in a draft Western Riverside County component of the Traffic Relief Plan.

BACKGROUND INFORMATION:

The following actions by the Commission have guided staff in the preparation of the draft Western Riverside County component of the Traffic Relief Plan:

- January 31, 2019: Commission authorized exploration of a new local funding measure for transportation in Riverside County and discussed myriad specific investments needed throughout the county.
- July 10, 2019: Commission authorized staff to develop a Countywide Transportation Improvement & Traffic Relief Plan (Plan) and implementation ordinance (Ordinance) for potential presentation to Riverside County voters in November 2020.
- September 11, 2019: Commission adopted the schedule and development process for the Plan that included Traffic Relief Strategy Committee review and recommendation of the Plan in November 2019 followed by the Commission in December 2019.
- November 13, 2019 (anticipated): Commission approved a revenue estimate, geographic divisions (Western County, Coachella Valley, and Palo Verde Valley), and expenditure categories to guide development of the Plan.

DISCUSSION:

Western Riverside County Traffic Relief Plan Investments

This staff report proposes potential investments in Western Riverside County projects and services for Commission discussion and direction. The intent of this investment list is to help the

Commission identify priorities in Western Riverside County that will form the assumptions and scope of the Western Riverside County component of the Traffic Relief Plan (attachment 1). This investment list is not intended to name every conceivable project or service. While the Western Riverside County projects are but one component of the overall Plan, which also includes the Coachella and Palo Verde Valleys, according to statute, the Plan must include some mention of specific highway projects if the Plan and Ordinance are submitted to voters.

The Coachella Valley component of the Plan is being addressed concurrently as a separate item. The Palo Verde Valley component will likely focus primarily on return-to-source funds or local street and road improvements consistent with the existing Measure A sales tax program and will be discussed at upcoming meetings with Palo Verde Valley representatives.

Stakeholder Input

Recent stakeholder input was used to help identify needs and priorities. Qualitative stakeholder input was received via the #RebootMyCommute effort completed in early 2019 and the comprehensive 2017 stakeholder outreach effort presented at the 2018 annual workshop.

More recent quantitative stakeholder data was received through the Spring and Fall 2019 public opinion surveys presented concurrently with and separate from this item. Additionally, over the last several months, instrumental input was also received from:

- The Future Funding Initiatives Ad Hoc Committee,
- The Traffic Relief Strategy Committee,
- The Commission,
- City staff,
- County of Riverside staff, and
- Business and civic leadership groups.

Nature of the Plan

Based on feedback from Commissioners, this Western Riverside County component of the Traffic Relief Plan (attachment 1) was created to identify a desired state of transportation in Western Riverside County in the decades ahead. The plan is aspirational in nature, putting forth a future vision and challenging goals to meet the long-term needs and desired transportation improvements in Western Riverside County. The plan is comprehensive by addressing a wide range of transportation needs: roads, passenger rail, bus service, trails, operations, maintenance, services, technology, and incentives.

While a 30-year horizon was used for planning, revenue projection, and cost estimation purposes, this Western Riverside County component of the Traffic Relief Plan is not currently intended to be constrained by a specific timeframe. Similarly, the listed investments totaling \$8.84 billion contained in attachment 1 exceed the projected \$6.71 billion in Western Riverside County revenues over 30 years from a new sales tax measure that could fund the Plan. **Staff is**

seeking direction on the appropriate planning horizon and level of fiscal constraint for investments.

Plan of Projects and Services

New Sales Tax and Existing Measure A Sales Tax Working Together

Some project investments shown in the Western Riverside County component of the Traffic Relief Plan (attachment 1) are also planned projects from the existing Measure A sales tax program. The intent of including these investments is to fully fund and/or accelerate those projects which otherwise may take many years, if not decades, to complete. Similarly, some existing services currently provided are also included in the Western Riverside County component of the Traffic Relief Plan to ensure sustainable, long-term funding of these services which may otherwise require reductions or elimination if new funding does not materialize. On July 10, 2019 the Commission approved the 2019-2029 Western Riverside County Highway Delivery Plan (attachment 2 map) that includes these planned projects from the existing Measure A sales tax program and other current Measure A priorities.

Leveraging Other Fund Sources

Dollars shown in the Western Riverside County component of the Traffic Relief Plan (attachment 1) are the estimated investments needed from a new sales tax as part of a total investment need for the project or service. For example, the total estimated cost of a local interchange investment may be \$50 million while the estimated investment portion from a new sales tax may be 80 percent of the total cost, or \$40 million. The balance of funds needed to fully fund the local interchange is expected to come from other fund sources.

Based on both historical funding and estimates of future funding, staff has roughly estimated the potential availability of other fund sources to fully fund projects and services. Other fund sources include existing Measure A sales tax, tolls, state and federal formula funds, state and federal grants, Transportation Uniform Mitigation Fee (TUMF), other local funds, etc.

General Categories and Call-for-Projects

Most entries in the Western Riverside County component of the Traffic Relief Plan reflect a specific project or service based on input received identifying distinct needs. A number of entries, such as street repairs, safety improvements, safe routes to school, and emerging technology, are general in nature. These projects and services reflect general categories needing funding and lend themselves to direct allocation to Riverside County cities based on their specific needs.

During its October 28, 2019 meeting, several members of the Traffic Relief Strategy Committee cited the benefits of designating some new sales tax funds to be directly allocated to cities through a competitive call-for-projects. Therefore, funding allocations for these general

categories of projects and services are expected to be implemented through competitive call-for-project or competitive grant processes administered by the Commission.

Funding Operations and Maintaining Facilities

New passenger rail track and station improvements are included in the Western Riverside County component of the Traffic Relief Plan. This initial capital investment is significant. One-time state and federal grant and formula funding is often available to pay a portion of capital costs for new projects – particularly passenger rail. However, state and federal funding for ongoing operations and facility maintenance is usually much harder to obtain, if available at all.

It is financially responsible to adequately fund ongoing operations and maintain these facilities that received the initial investments. Therefore, a substantial investment is currently reflected in the Western Riverside County component of the Traffic Relief Plan to provide sustainable funding for various operations and facility maintenance. In addition to new passenger rail track and stations, investments are included for SR-79 and Mid-County Parkway highway maintenance, subsidizing Metrolink passenger rail operations, maintenance of Metrolink stations, replacement of Metrolink trains, and subsidizing bus operations.

Mitigating for Increasing Road Capacity

A recent California law change (SB 743) and implementing regulations now require using Vehicles Miles Traveled (VMT) as the primary metric to determine the significance of transportation impacts for land use projects during their environmental study phase of project development. SB 743 triggered changes to the California Environmental Quality Act (CEQA) and its statewide implementation as well as California's approach to meeting federal air quality conformity standards.

Caltrans, as the lead agency for all highway projects, has opted in to also utilize VMT as the primary metric to determine the significance of transportation impacts for highway projects that add capacity. It is our understanding that Caltrans implementation of this new requirement will be effective July 1, 2020, and will impact all projects starting the CEQA process after that date. In addition, projects currently in the CEQA process but not yet approved could be impacted.

The impact of SB 743, new CEQA implementation guidelines, and the California State Transportation Agency (CalSTA) policy objective to reduce VMT and greenhouse gas emission will have a significant yet still unknown impact on how highway projects can be delivered in the future.

For projects that add capacity and increase VMT, particularly general-purpose lanes, it will be very challenging for RCTC to obtain state and federal project approvals. Mitigation for projects that increase VMT may be possible to allow these projects to be developed while still complying with CEQA and federal air quality conformity standards. Concepts such as VMT banking, transit credits, pricing, and possibly other mechanisms could provide mitigation in the future. Therefore,

the Western Riverside County component of the Traffic Relief Plan includes a significant investment for mitigation for increasing road capacity to allow needed projects to move forward in a timely manner.

Investing in the SR-60, SR-91, and I-215 Corridors

This draft does not include any new mainline highway investments for the SR-60, SR-91, and I-215 corridors in the Western Riverside County component of the Traffic Relief Plan. Further, except for the improvements on SR-91 (I-15 to Pierce Street) and I-215 (Van Buren Boulevard to SR-60), the existing Measure A sales tax program does not include further improvements to the SR-60, SR-91, and I-215 corridors. **Staff is seeking direction from the Commission as to whether SR-60, SR-91, and/or I-215 corridors should receive additional investment as part of a new sales tax. If so, which corridors should receive the investment and for what type of improvement.**

As additional background, three capacity-increasing projects on these corridors began development earlier this year at the direction of the Commission after receiving the results of a feasibility study on potential new express lane facilities. Subsequently, after hearing concerns regarding the potential express lanes project on SR-91 through downtown Riverside, on September 11, 2019, the Commission deferred approval of a funding agreement with Caltrans, effectively putting all three express lane projects on SR-60, SR-91, and I-215 on hold indefinitely.

Emerging Technologies and Innovation

The multi-decade planning horizon for the Western Riverside County component of the Traffic Relief Plan suggests that emerging technologies and innovation will have a positive and possibly even a transformative impact to our transportation system. Whether better managing highway congestion through more efficient lane usage and traveler information, or transforming 1st/last mile transit connections, or even autonomous and connected vehicles, emerging technologies and innovation will continue to shape our transportation future.

What is uncertain is when these impacts will occur and what specific technologies and innovations will lead the way. It is important to embrace and plan for these inevitable changes. A number of investments are included that allocate investment funds to emerging technologies, upgrading existing technologies, fostering innovation pilot programs, and incenting new services and development.

Investment Categories Going Forward

The Western Riverside County component of the Traffic Relief Plan investment list is grouped by similar projects and services for ease of discussion. The future Countywide Transportation Improvement & Traffic Relief Plan will be represented in the following three categories recently approved by the Commission:

- Reducing Congestion and Connecting Communities

- Improving Safety and Keeping Infrastructure in Good Condition
- Supporting Seniors, Veterans, Students, and Individuals with Disabilities

Should both the Traffic Relief Strategy Committee and the Commission ultimately approve the Western Riverside County component of the Traffic Relief Plan investment list, staff would combine this effort with the other parts of the overall Countywide Transportation Improvement & Traffic Relief Plan and present to the Commission for approval at the January 2020 Commission meeting.

Attachments:

- 1) Draft Western Riverside County Traffic Relief Plan Investments
- 2) 2019-2029 Western Riverside County Highway Delivery Plan Map

DRAFT Western Riverside County Traffic Relief Plan Investments

Dollars represent the estimated investment needed from a new sales tax as part of a total investment.

	Investment (\$2020)
Local Streets and Roads	\$1,535,000,000
1 Cajalco Road widening and safety enhancements (Temescal Canyon Road to I-215)	
2 Ethanac Expressway (new east-west inter-regional highway)	
3 I-10 Bypass (new east-west road connecting Banning to Cabazon)	
4 Temescal Canyon Road widening (Tom Barnes Street to State Street)	
5 Gilman Springs Road safety enhancements (SR-60 to SR-79)	
6 Van Buren Boulevard (King Avenue to Bountiful Street)	
7 Grand Avenue (Corydon Road to SR-74)	
8 Clinton Keith Road (Leon Road to SR-79)	
9 Sun Lakes Boulevard (Highland Home to Lincoln Street / Sunset Avenue)	
10 Street repairs	
11 Safety improvements	
12 Traffic signal synchronization	
13 Safe routes to schools	
Local Interchanges, Bridges, On and Off Ramps	\$535,000,000
14 I-10 / Highland Springs Avenue	
15 I-10 / Pennsylvania Avenue	
16 I-10 / Morongo Parkway	
17 I-10 / County Line Road	
18 I-10 / Cherry Valley Boulevard	
19 I-15 / Bundy Canyon Road	
20 I-15 / Baxter Road	
21 I-15 / Central Avenue (SR-74)	
22 SR-60 / Potrero Boulevard	
23 SR-91 / Adams Street	
24 SR-91 / Tyler Street	
25 I-215 / Keller Road	
26 I-215 / Harley Knox Boulevard	
27 Rancho California Road roundabouts	
Highways	\$3,650,000,000
28 I-15 / French Valley Parkway phase 3	
29 SR-79 Realignment	
30 Mid-County Parkway	
31 I-10 / SR-79 interchange	
32 I-15 lane addition (San Diego County line to SR-74)	
33 SR-91 lane addition (I-15 to Pierce Street)	
34 I-215 lane addition (Van Buren Boulevard to SR-60)	
35 Mitigation for increasing road capacity	
36 Managing highway congestion through technology (active traffic management, smart freeways)	

Note: Sequential numbers and investment order are provided for ease of reference only and do not imply priority.

Passenger Rail Transit Expansion**\$580,000,000**

- 37 Railroad crossing safety improvements
- Metrolink passenger rail service:
 - 38 New 2nd main track from Moreno Valley to Perris
 - 39 New 3rd main track from Highgrove to Colton
 - 40 New 3rd main track from Riverside to Fullerton
 - 41 New 4th main track and West Corona / Corona / La Sierra station improvements
 - 42 Parking expansion at existing stations
 - 43 New Perris-South station track and layover facility
 - 44 Moreno Valley / March Field station ADA and access improvements
 - 45 New train station, Ramona Expressway
 - 46 New new low / zero-emission technology trains
- 47 Coachella Valley - San Gorgonio rail service: new San Gorgonio Pass station
- 48 Perris - San Jacinto rail service: full development and implementation of track and facilities

Separating Local Streets from Railroad Tracks**\$190,000,000**

- 49 San Gorgonio Avenue
- 50 Hargrave Street
- 51 Pennsylvania Avenue
- 52 Bellegrave Avenue
- 53 Jackson Street
- 54 Mary Street
- 55 Spruce Street
- 56 Tyler Street

Bus Transit**\$285,000,000**

- 57 New operations and maintenance facility for zero emission buses
- 58 New multimodal transit centers
- 59 Bus fleet electrification: replacement and expansion program
- 60 High quality transit corridor improvements to bus stops, transit signal prioritization, amenities
- 61 Expanded RapidLink service in Riverside, Moreno Valley, and Perris
- 62 Technology infrastructure modernization, intelligent transportation and traveler information systems

Regional Trails**\$170,000,000**

- 63 Butterfield Ranch Trail / Southern Emigrant Trail (66.8 miles)
- 64 Santa Ana River Trail (25.7 miles)
- 65 California Riding and Hiking Trail (89 miles)
- 66 Juan Bautista de Anza Historical Trail (84.9 miles)
- 67 Salt Creek Trail (16 miles)
- 68 Public lands trail access

Operations and Maintenance**\$1,090,000,000**

Metrolink passenger rail service:

- 69 Existing station routine maintenance
- 70 Existing station capital reinvestment
- 71 New station routine maintenance
- 72 New station capital reinvestment
- 73 Annual capital subsidy (30 years)
- 74 Annual operating subsidy (30 years)
- 75 Maintenance of existing and new RCTC rail property
- 76 Maintenance and replacement of new low / zero-emission technology trains for the 91 / Perris Valley Line
- 77 Additional operations and maintenance due to Metrolink expansion (SCORE)
- 78 SR-79 Realignment roadway maintenance
- 79 Mid-County Parkway roadway maintenance
- 80 Freeway active traffic management technology operations and maintenance
- 81 Bus Service: annual operating subsidy (30 years)

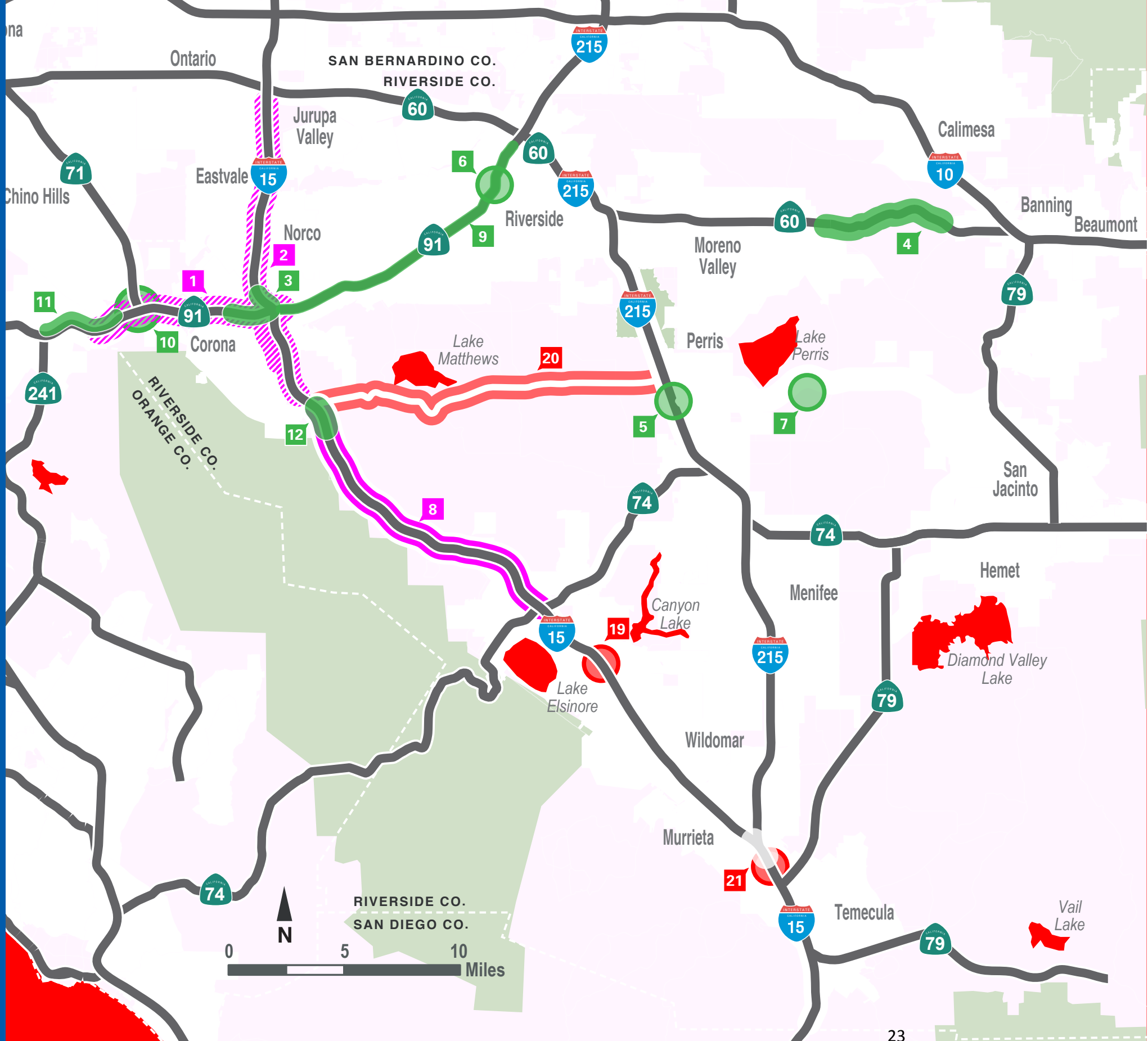
Services**\$575,000,000**

- 82 Motorist assistance: maintain existing and expand Freeway Service Patrol service
- 83 Commuter assistance: maintain existing rideshare, vanpool, and park and ride services
- 84 Commuter assistance: expand rideshare, vanpool, and park and ride services, pilot projects, incentives
- 85 Commuter assistance: park-and-ride lot development
- 86 Specialized transit: further subsidize fares for seniors, veterans, students, and individuals with disabilities
- 87 Bus/rail transit: further subsidize fares for seniors, veterans, students, and individuals with disabilities
- 88 Express bus: subsidize new service and increase frequency of existing service

Investments, Incentives, and Technologies**\$230,000,000**

- 89 Metrolink passenger rail service: Station development incentives to encourage new amenities and services
- 90 Transportation investments supporting local and regional economic development
- 91 Emerging technology and other innovative programs
- 92 1st / last mile transit connections: incentives, subsidize existing / new services, innovation pilot programs

Total Investment \$8,840,000,000



4	60 Truck Lanes	Construction	RCTC
5	Mid-County Parkway: Placentia Interchange at 215	Construction	RCTC
6	91 Pachappa UP Project: Railroad Realignment	Construction	RCTC
7	Mid County Parkway: Sweeney Grading	Construction	RCTC
8	15 Express Lanes Project Southern Extension	Environmental/ Design-Build Phase 1	RCTC
9	91 Downtown Riverside Express Lanes	Environmental	RCTC
10	71/91 Interchange	Construction	RCTC
11	91 Corridor Operations Project	Construction	RCTC
12	15 Express Lanes Project Southern Extension - Advanced Operations	Environmental to Construction	RCTC
	Mid County Parkway: Right of Way and Environmental Mitigation	ROW/Environmental	RCTC
	Mid County Parkway: Package 2	Design/Construction	RCTC
	15 Express Lanes Project Southern Extension	Design-Build Phase 2 Construction	RCTC
	60/215 Riverside-Moreno Valley Express Lanes	Environmental/ Design/ Construction	RCTC
	215 Gap Project	Environmental to Construction	RCTC
	Mid County Parkway: 215 Project, Nuevo to Alessandro	Design/Construction	RCTC
	91 Downtown Riverside Express Lanes	Design/Construction	RCTC
ASSIST WITH FUNDING - PARTNERS		Phase	Sponsor
19	Lake Elsinore: 15/Railroad Canyon Interchange (Fully Funded)	Construction	Lake Elsinore
20	RCTLMA: Cajalco Road Corridor	Environmental to Construction	County
21	Temecula: French Valley Parkway Phase 2	Environmental to Construction	Temecula
	Mid County Parkway: Packages 3 and thereafter	Environmental to Construction	RCTC
	79 Realignment	Design/Right of Way to Construction	RCTC
	15 Corridor (SR-74/Central to I-215)	Project Study to Environmental	RCTC
	91 Corridor Ultimate Project: 71 to 241	Environmental	RCTC
	91 Corridor Ultimate Project: 15 to Pierce Street	Project Study	RCTC
	10 Truck Climbing Lane	Environmental to Construction	RCTC
	15 Corridor (I-215 to County Line)	Project Study to Environmental	RCTC
	71 Widening	Environmental to Construction	RCTC
	10/60 Interchange	Environmental to Construction	RCTC
	215 Ultimate Widening	Environmental to Construction	RCTC
	60 Jurupa Valley-Riverside Express Lanes	Environmental	RCTC
	SBCTA: 15 Express Lanes	Environmental to Construction	SBCTA
	RCTLMA: Ethanac Corridor	Environmental to Construction	County
	Temecula: French Valley Parkway Phase 3	Environmental to Construction	Temecula