Clearing the air…
What are the potential solutions?

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Setting the stage…

- AQMD should be lauded for its accomplishments;
- Still, air quality in So. Cal. is among worst in U.S;
- Limited ability to regulate mobile sources;
- Region’s tremendous future growth presents significant challenges for continued air quality gains.

2 questions to review…

1. What is WRCOG doing to improve air quality?
2. What are the “Big Challenges?”
What’s WRCOG doing to improve air quality?
Jobs are here (Orange and Los Angeles Counties)

Homes are here (Riverside and San Bernardino Counties)

Jobs are here (San Diego County)
“Can’t we just build our way out of this problem by constructing more freeway and road capacity?

Southern California…

$531$ billion Regional Transportation Plan

Result: Increases in delay in many freeway areas

...treading water...
“But certainly, our driving habits will change, won’t they?”

<table>
<thead>
<tr>
<th>Work Trip Travel Choice</th>
<th>1995</th>
<th>2020</th>
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<tbody>
<tr>
<td>Drive alone</td>
<td>82%</td>
<td>76%</td>
</tr>
<tr>
<td>Carpool</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Transit</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Telecommute</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Bike/walk</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>
“Can’t we just zone for more jobs in WRCOG region to solve our jobs / housing balance problem?”

NBA Champions !!!
But the jobs are coming…

**600,000 MORE JOBS IN WESTERN RIVERSIDE BY 2035**

- Will improve subregion’s jobs/housing balance
- Will result in a significant commute shift in the region as thousands of freeway trips to coastal counties will be reduced in length or eliminated;
- **BUT**, those trips will be redistributed among the subregion’s local roads and arterials;
- If not planned for, could be a disaster for the subregion’s internal arterial system…
Fortunately, we’ve planned for it.

- Western Riverside Transportation Uniform Mitigation Fee (TUMF) Program
- Largest multi-jurisdictional transportation fee program in United States
- Will provide nearly $5 billion for improvements to WRCOG-area arterials
Build or widen 1,400 additional arterial lane miles
Improve 90 interchanges
Build or widen 50 bridges
Improve 200 intersections
Provide $130 million for transit
Provide $70 million for sensitive habitat acquisition
To date...

- 20 projects completed;
- 102 in process;
- $868 million in projects programmed to commence in next 5 years.
“Can transit-oriented developments (TODs) and/or higher densities in urban areas eliminate vehicle trips or reduce trip length, and thus improve air quality?”

Yes.
Desire for the “American Dream” remains strong…

Commute Time Tradeoff…

Single family home
45 minute commute

vs.

Attached home
15 minute commute

85% of surveyed western Riverside residents (in 2002) would opt for the detached home and longer commute…
“Why do we resist higher densities?”

“CRAPPY LOOKING…”

“The Projects…”

“The stigma of high density…”

“HIGH CRIME…”

“DON’T WANT “THOSE PEOPLE” LIVING NEAR ME…”
“Won’t you be my neighbor?”
We know where we will end up…

WRCOG subregion will grow by 1.1 million by 2035
40,000 new residents each year…
“Can Western Riverside get ahead of the urban evolutorial process and build TOD’s and higher densities NOW rather than waiting?”
We can’t ignore reality…

• Dramatic demographic changes indicate a need for new housing, employment and transportation choices

• The majority of future households will be comprised of:
  – Single-parent households
  – Baby boomers
  – Empty-nesters
  – Couples without children

Remember the 15% !!!
Support is rising...

- **42%** expressed interest in living in a transit village *in the next 2 years*
- **14%** said they were “very interested”
- **50%** expressed interest in living in a transit village in the next 10 yrs.
- **19%** said they were “very interested” in the next 10 years
TOD Demonstration Project Study

LEGEND
- Approved RTA Transit Centers
- Major Roads
- Railroads
- Freeways & Highways
- Lakes & Rivers
- City Boundaries
- TUMF Zone Boundary

WRCOG TUMF RTA TIP
Approved Transit Centers

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Map Checked: November 1, 2000
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Demonstration Projects

• Conducted to better understand the development potential around Metrolink Stations.

• Provided urban design guidance and policy recommendations

• Assisted the jurisdictions in developing a vision for these areas

• Work with those who live in these areas now
General Character and Identity:
The proposed Hemet station is a large section of land located in downtown Hemet. State Route 74 (at Florida), a major arterial, is at the southern end of the proposed station. The quarter mile surrounding the transit station is a varied mix of modern and older strip development, high density single family residential, low rise apartments and low rise office. This site is also within easy walking distance of a new public library and the police and fire stations.

Land Uses and Built Form:
The land that the transit station will occupy in the future is currently a large vacant parcel with the historic Hemet Train Depot marking the southern tip. Immediately surrounding the future station are relatively modern shopping centers with eating establishments and small businesses. Residential housing and low rise apartments are also located nearby.

Transportation and Circulation:
Downtown Hemet is fairly isolated from the freeway system. However, it can be accessed through a number of major regional arterials such as State Route 74. Like many cities, downtown Hemet has an established grid system and small city blocks which will allow for pedestrians and automobiles to easily access the transit station.

- General plan uses
- Existing land uses
- Zoning
- Parcel ownership
Design Charrettes

- Allow for resident participation;
- Develop “big ideas”
Our emerging suburbs are a palette for new designs...
That can offer live, work, and mobility options...
Videos…

“Open for Invention” DVD
*Outstanding Creative Media Award 2007*
American Planning Association Inland Empire

“Another Step Forward” DVD
*Outstanding Creative Media Award 2006*
American Planning Association Inland Empire

*View the dvd’s at www.wrcog.cog.ca.us*
Western Riverside County Clean Cities Coalition

- 10 members (Banning, Corona, Hemet, Moreno Valley, Norco, Perris, Riverside, County of Riverside, Temecula, and Calimesa)
- Recognized by Department of Energy as one of nation’s top five performers;
  - Has helped local jurisdictions purchase 4,500+ alternative fuel vehicles and hybrids;
  - Have displaced nearly 40,000,000 gallons of gasoline
Commitment to educating our youth...

- Middle school outreach
- Annual Environmental Youth Conference
Educating adults…

“Car Care for Clean Air” events
Educating policy-makers
Annual “Advancing the Choice” Expos

- 25 event sponsors;
- 30 AFV / Low Emission vehicles on display;
- Sessions included AB 32, alternative fuels, advanced technologies, and regulatory updates.

Keynote Speaker
Ed Begley, Jr.
The Big Challenges...

- **Big Challenge No. 1:** Environmental change changes too much
- **Big Challenge No. 2:** Have cake and eat it, too?
- **Big Challenge No. 3:** The slow kill lacks urgency
- **Big Challenge No. 4:** Symptoms of “regionalitis”
- **Big Challenge No. 5:** The elephant in the room
**Big Challenge No. 1:**

Environmental change changes too much

*American perceptions of environment over time…*

1600s: Fear
1600s – 1700s: Conquest
1750s – 1850s: Exploration and Romanticism
1850s: Conservation and Transcendentalism
Today, environmental attitudes often align along partisan lines…

*Policies / approaches change with administrations and send mixed messages to environmental and economic communities*

- Penalties / remedies for EPA administrative actions during first 14 months of Bush Administration fell 80% from amount during the last 14 months of Clinton Administration

*Source: US Representative Edward Markey*
… and swing with the status of the economy

Are environment and economy mutually exclusive?

- Does a **strong economy** = **concern** for environment?
- Does a **weak economy** = **less concern** for environment?
**Big Challenge No. 2:**

Have cake and eat it, too?

- Environment and economy still largely viewed as being mutually exclusive;

- “Fiscalization of Land Use” permeates local land use decision-making, can impede “best use” practices;

- “Buy-in” remains strong to arguments that “environmental regulations costs jobs”

  - Eban Goodstein, “Jobs and the Environment: The Myth of a National Trade-Off”  "Any policy that creates spending will create jobs."

  - Environmental regulations induce spending on pollution control, and the “balance sheet” for jobs created v. jobs lost is about even.
**Big Challenge No. 3:**
The slow kill lacks urgency

3 deaths, 160 hospitalizations

6,500 premature deaths, 9,000 hospitalizations
Big Challenge No. 4: The symptoms of “regionalitis”

- The future’s too far away
- What have you done for me lately?
- Where are the planners?
- The layering effect.
Big Challenge No. 5:
The elephant in the room
Some observations for consideration…

1. Growth will continue to occur
2. The future is not too far away
3. “What have you done for me lately” syndrome dominates
4. Avoid the environment vs. economy trap – It’s all about accommodating growth
5. Most jobs follow housing
   - Discretionary employers look for quality of life, inc. a clean, proximate “environment.” Are your land use / fiscal decisions going to lure them? Are you serious about the environment, or not?
6. “Fiscalization of land use” must be addressed
7. So. Cal better get serious – quickly – about goods movement
8. It’s time for the federal government to step up
For more information …

www.wrcog.cog.ca.us