



MORENO VALLEY, CA

TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN

DECEMBER 2025



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This chapter introduces the TDM Plan and what is contained within it, and the purpose and intent (the “why”) of the TDM Plan.

II. NEEDS ASSESSMENT P.6

This chapter summarizes the findings and takeaways of the existing conditions report, policy and planning context (including goals and policies from the 2006 and pending draft Moreno Valley 2040 General Plans, SCAG’s Connect SoCal, and WRCOG priorities that guide Moreno Valley’s TDM strategy), a review of peer city programs, and outreach and stakeholder input. This chapter also summarizes the key takeaways for the City of Moreno Valley and includes a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and comparison table.

III. VISION AND GOALS P.19

This chapter introduces the TDM Plan’s mission statement and defines eight overarching goals that guide the city’s TDM efforts, including improving multimodal connectivity, reducing VMT, and supporting commuters and employers.

IV. STRATEGIES AND MEASURES P.25

This chapter outlines 22 actionable strategies Moreno Valley will implement to support TDM goals, including web tools, incentive programs, infrastructure toolkits, employer support, and mobility services.

V. PERFORMANCE MONITORING & EVALUATION P.50

This chapter defines how Moreno Valley will track progress toward its TDM goals through measures related to participation, funding, VMT reduction, outreach, and supporting facilities. These metrics support accountability, performance evaluation, and ongoing program refinement as funding and reporting needs evolve.

VI. IMPLEMENTATION FRAMEWORK P.55

This chapter describes how the City and its partners will move from planning to action through clearly defined roles and responsibilities for City departments, regional agencies, employers, and community stakeholders. The framework organizes strategies into near-, mid-, and long-term phases to align program delivery with staffing capacity, partnerships, and funding availability. Early actions focus on establishing program foundations and quick wins, while later phases expand services, strengthen employer-led initiatives, and integrate TDM more fully into long-range planning and policy.



OVERVIEW



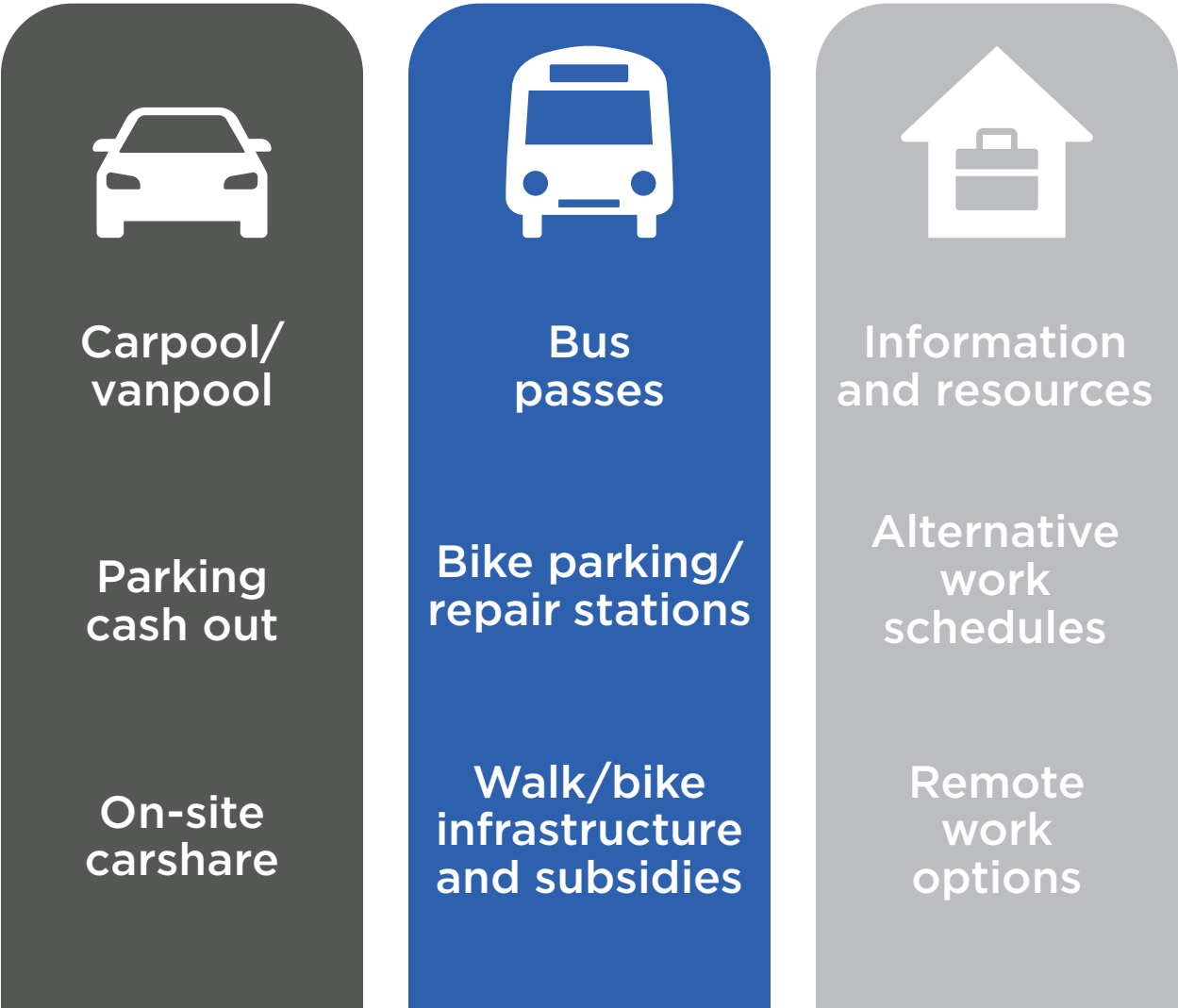
I. OVERVIEW

INTRODUCTION

As Moreno Valley becomes an increasingly desirable place for people to live, work, and play, it is important that the City balances growth and economic opportunity with demand on roadway and parking infrastructure and a responsibility to achieve environmental targets. At the same time, innovation across the mobility landscape is accelerating at a rapid pace, adding new and emerging approaches and technologies, such as microtransit, shared mobility, remote work, and advances in autonomous vehicles.

What is TDM?

Transportation Demand Management refers to strategies that encourage people to shift away from driving alone by increasing the convenience of multiple travel options.



The Transportation Demand Management Plan (TDM Plan) provides a strategic approach for reducing single occupancy vehicle (SOV) trips, improving mobility, and supporting sustainability goals. It aligns with city, regional, and state policies, integrates with development review, and defines Moreno Valley's partnerships with the Riverside County Transportation Commission (RCTC), the Riverside Transit Agency (RTA), the Western Riverside Council of Governments (WRCOG), and the Southern California Association of Governments (SCAG). The purpose of the Plan is to:

Provide a framework to implement a program to guide decisions and investments to deliver TDM strategies to City residents, workers and visitors.

Establish roles, responsibilities and coordination between City departments.

Identify opportunities to deliver strategies and infrastructure that provides travel options and support mode shift away from single occupancy vehicle.

Identify opportunities to collaborate with regional partners and employers.

Establish metrics for tracking success and refining strategies over time.

Regional Partners





NEEDS ASSESSMENT



II. NEEDS ASSESSMENT

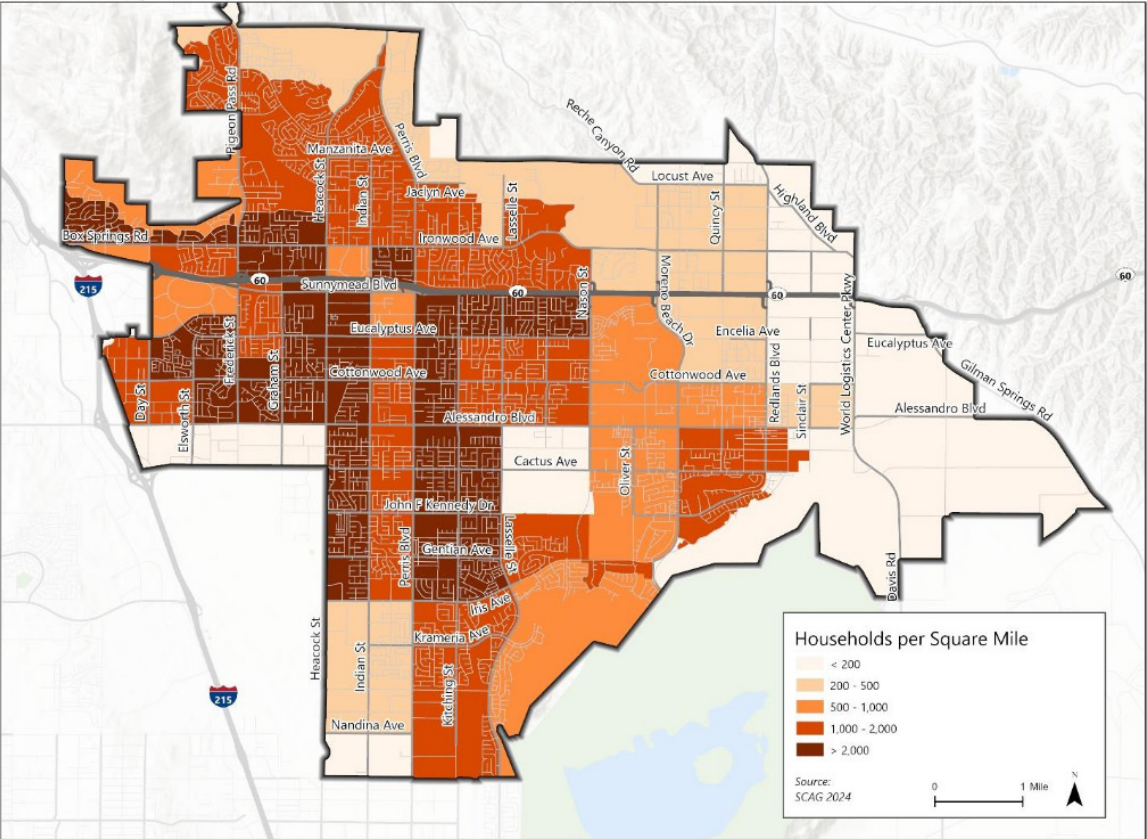
An assessment of existing conditions and a literature review was conducted to understand the transportation context and agencies that provide TDM within and around Moreno Valley. The analysis included key legislation, existing and future TDM strategies to influence travel behavior, and a review of TDM programs in peer cities.

EXISTING CONDITIONS

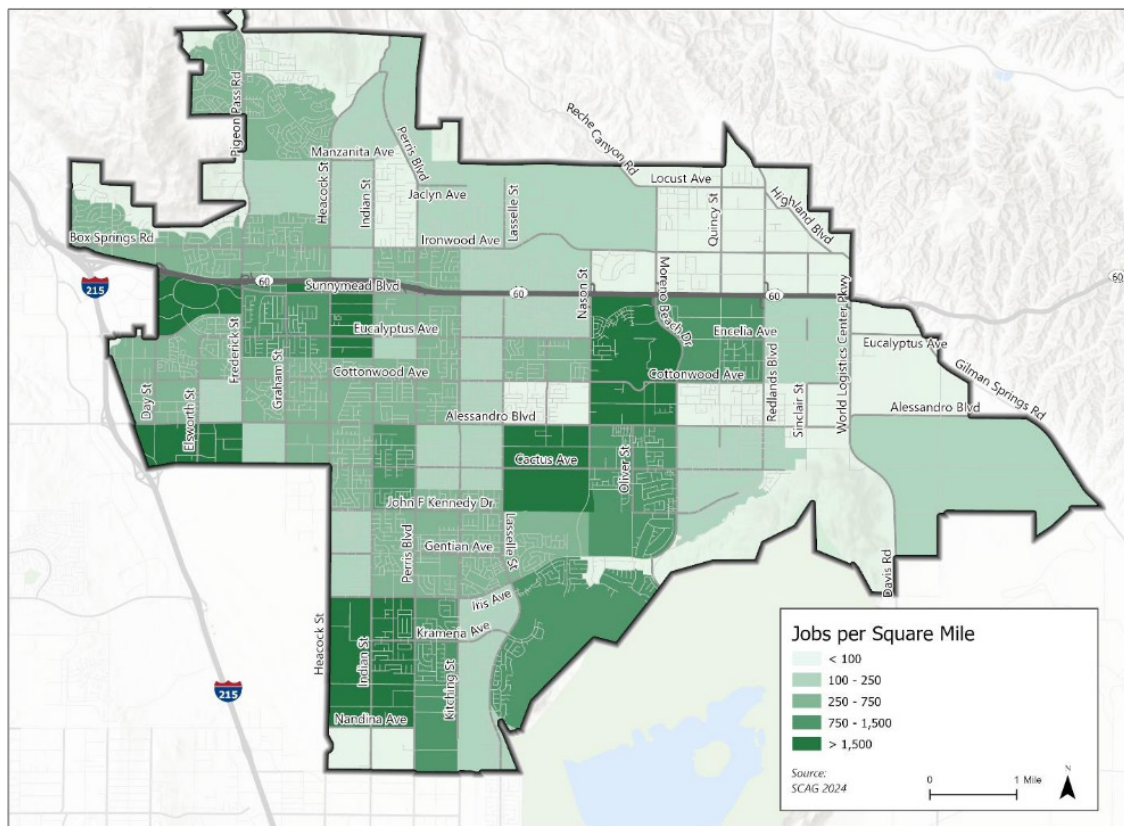
Overview of Moreno Valley’s Transportation Context

Moreno Valley is a rapidly growing community in Riverside County, California, strategically located along major transportation corridors and serving as a hub for regional commerce, education, and residential development. The city’s transportation system supports a diverse population of over 210,000 residents and numerous regional employers, including logistics centers, educational institutions, retail hubs, and healthcare facilities.

While the city benefits from existing transit and roadway infrastructure, its travel patterns are heavily dependent on SOVs, contributing to roadway congestion, greenhouse gas (GHG) emissions, and a lack of travel choice for residents without access to a car. The baseline conditions assessment identified both strengths to build upon and critical gaps that the TDM Plan aims to address.



SOURCE: SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS



SOURCE: SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

Travel Behavior & Mode Share

The review of available travel survey data, regional mode share statistics, and US Census American Community Survey (ACS) results shows:



HIGH SOV DEPENDENCY:

More than 80% of commuters travel to work in a single-occupant vehicle.



ACTIVE TRANSPORTATION USAGE:

Less than 1% of trips are made by bicycle, with pedestrian trips primarily occurring for short distances within residential neighborhoods or to local retail centers.



LOW TRANSIT UTILIZATION:

Fewer than 3% of commuters use public transit for work trips, despite the presence of regional bus services.



CARPPOOL AND VANPOOL PARTICIPATION:

Roughly 10% of commuters use shared ride options, with vanpool participation supported by the Inland Empire Commuter program and employer incentives.

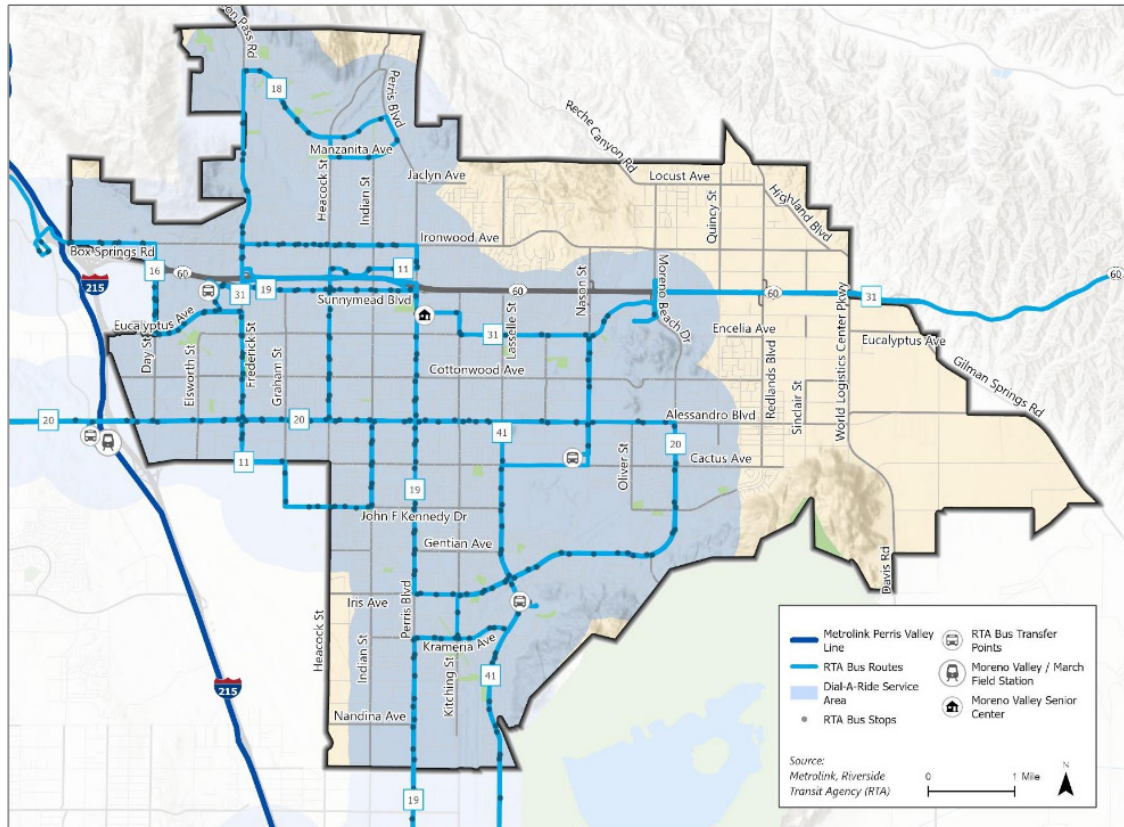
Transportation Network & Services

ROADWAY INFRASTRUCTURE:

- The city’s roadway network is dominated by arterials and freeways, with State Route 60 (SR-60) and Interstate 215 (I-215) providing regional connectivity.
- Congestion hotspots occur along key arterials during peak commuting periods, particularly near employment centers and retail corridors.

TRANSIT SERVICES:

- RTA operates fixed-route bus service, express commuter routes, and regional connections to Metrolink stations.
- IE Commuter provides vanpool matching and subsidy programs, but awareness and participation in these services remain low.



SOURCES: RIVERSIDE TRANSIT AGENCY; METROLINK.

BICYCLE & PEDESTRIAN INFRASTRUCTURE:

- The city has a network of multi-use trails and bike lanes; however, connections between residential areas, transit stops, and major destinations are often incomplete or lack adequate crossings.
- Pedestrian facilities vary in quality, with some areas lacking continuous sidewalks, Americans with Disabilities Act (ADA)-compliant curb ramps, and adequate street lighting.

MICROMOBILITY & SHARED MOBILITY:

- Currently, there are no large-scale micromobility programs (e.g., bike share or scooter share) operating in Moreno Valley.
- Demand for micromobility services is growing, especially in connecting residential neighborhoods to transit stops, shopping centers, and schools.

Demographics & Employment

POPULATION

CHARACTERISTICS:

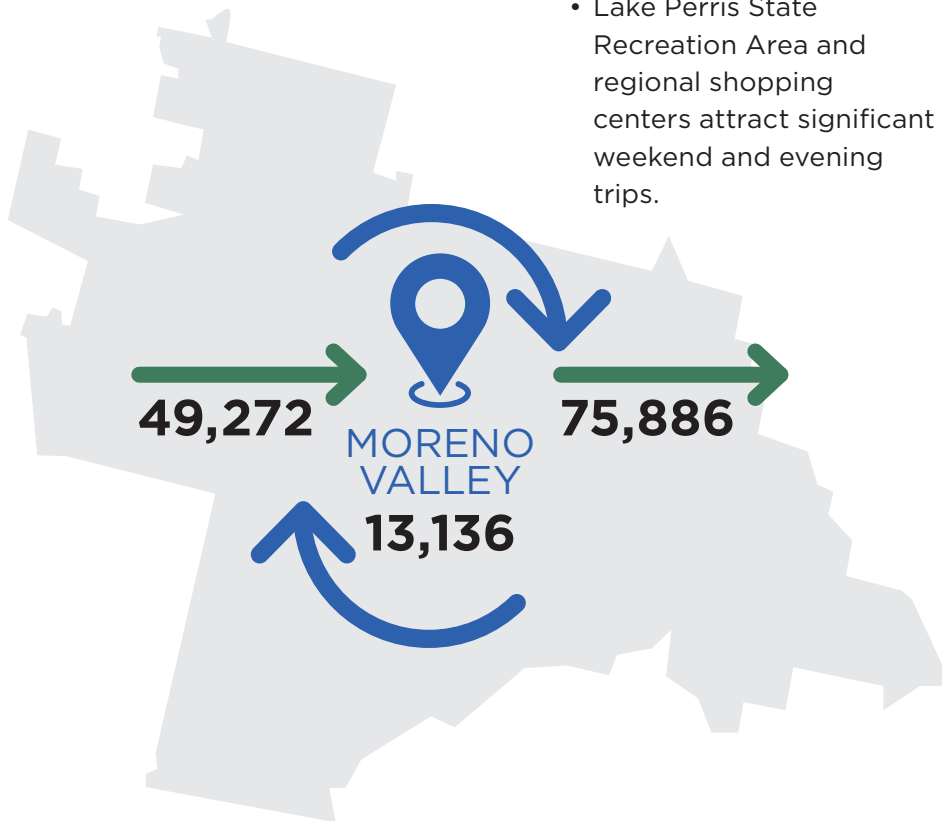
- Moreno Valley has a diverse and young population, with a median age of 32 years old.
- The city has a significant share of households with children and a large proportion of working-age residents commuting to regional job centers.

EMPLOYMENT HUBS:

- Major employment centers include March Air Reserve Base, Moreno Valley Mall, Kaiser Permanente Medical Center, Riverside University Health System, Moreno Valley College, and large logistics/distribution hubs along SR-60.
- Employment is clustered in areas accessible by arterials and freeways, but many sites have limited direct transit access.

TRIP GENERATORS:

- Lake Perris State Recreation Area and regional shopping centers attract significant weekend and evening trips.



Gaps and Barriers to Sustainable Transportation

1. **First/Last Mile Connectivity:** Many transit stops lack direct, safe pedestrian or bicycle connections from nearby neighborhoods.
2. **Employer Engagement:** Limited employer participation in TDM programs beyond large institutions.
3. **Infrastructure Gaps:** Missing sidewalks, incomplete bike networks, and inconsistent trail connections limit active transportation uptake.
4. **Awareness & Outreach:** Many residents and employers are unaware of existing commuter resources, subsidies, or incentive programs.
5. **Parking Policy:** Abundant free parking at employment sites encourages SOV commuting and reduces incentive for alternative modes.
6. **Limited Micromobility Options:** Absence of shared bikes or scooters reduces flexibility for short trips.

Current TDM Programs and Partnerships

Existing programs and partnerships in Moreno Valley provide a foundation for expanding TDM efforts. IE Commuter incentives offer free Metrolink passes, \$5/day incentives, and vanpool subsidies to support employer-based TDM programs. While these benefits exist, the absence of a Guaranteed Ride Home program remains a barrier to wider adoption of transit and rideshare modes. Enterprise Vanpool serves as a successful vanpool model, particularly effective for military installations. The World Logistics Center has contributed to transit infrastructure by funding bus stops, expressed interest in formalizing contributions within the City's TDM Plan, and secured a grant for e-bikes to support micromobility initiatives.

experience
METROLINK
to work and play

CREATE METROLINK ACCOUNT JOIN IE COMMUTER REQUEST FREE TICKETS

Riverside & San Bernardino County residents
RIDE FREE

Opportunities for TDM Program Development

- **Regional Coordination:** Leverage partnerships with RCTC, RTA, WRCOG, and SCAG for funding, outreach, and technical assistance.
- **Employer Programs:** Expand participation in commuter benefits, vanpool subsidies, and telework policies.
- **Infrastructure Investments:** Target investments in mobility hubs, complete streets projects, and secure bike parking at key destinations.
- **Equity-Focused Services:** Ensure TDM strategies address the needs of low-income residents, seniors, students, and people with disabilities.
- **Marketing & Education:** Develop a branded TDM program and website to consolidate resources and promote available services.

POLICY & PLANNING CONTEXT

- A. The Moreno Valley 2006 General Plan, in Section 5.3 of the Circulation Element, states that the implementation of TDM strategies can be used to reduce peak hour trips, decrease non-attainment pollutants, and maintain mobility and access as the region continues to grow and prosper.
- B. Policy 5-13 of the Moreno Valley 2006 General Plan recommends the implementation of TDM strategies that reduce congestion in the peak travel hours. Examples include carpooling, telecommuting, and flexible work hours.
- C. Goal C-4 of the pending draft Moreno Valley 2040 General Plan is about providing convenient and safe connections within Moreno Valley. Policy C.4-1 recommends supporting the development of high-speed transit linkages and first/last mile solutions, connecting major destinations with the city and beyond, and including expanded Metrolink access. Policy C.4-2 recommends collaborating with employers and institutions to improve connectivity to major destinations (Downtown Center, the Moreno Valley Mall, the hospital complexes, Moreno Valley College, and the Lake Perris State Recreation Area). Policy C.4-3 recommends pursuing the establishment of a Transit Center/Mobility Hub “Downtown Center.” Policies C.4-4 and C.4-5 recommend requiring sidewalk infrastructure in new developments and improving pedestrian comfort and safety.



- D. Goal C-5 of the pending draft Moreno Valley 2040 General Plan is about enhancing transportation operations and reducing vehicle miles travelled (VMT). Policy C.5-1 recommends reducing VMT through land use planning, enhanced transit access, and promoting non-automotive modes. Policy C.5-5 recommends encouraging employers to implement TDM strategies such as shared ride programs, parking cash-out, transit benefits, telecommuting, and alternative work schedules. Action C.5-D recommends working with RTA and Metrolink to improve transit frequency, reliability, and access. Action 5-C recommends studying the feasibility of car-sharing programs and innovative transportation solutions.
- E. SCAG's Connect SoCal (2020–2045) allocates \$7.3 billion for TDM strategies, emphasizing the reduction of SOV trips through ridesharing and first/last mile services, promoting telecommuting and alternative work schedules, and increasing the use of public transit, rail, bicycling, walking, and micromobility modes. WRCOG TDM priorities include diversifying land use, improving pedestrian and bicycle networks, implementing traffic calming measures, encouraging telecommuting and alternative work schedules, and providing ride-share programs.
- F. The Moreno Valley TDM Plan intends to reduce single-occupant vehicle trips by making it easier for people to choose transit, carpooling, biking, walking, or teleworking, supporting a more efficient, equitable, and sustainable transportation system. The program will expand affordable and reliable travel options to help residents and workers get where they need to go, while reducing congestion and Improving air quality. Moreno Valley will work with regional partners and employers to provide flexible, connected travel options that save time, reduce costs, and strengthen our economy.



PEER CITY REVIEW

A review of peer cities and regional agencies of similar size and density to Moreno Valley that have implemented TDM programs provides insight into strategies relevant to Moreno Valley. The case studies include small cities using ordinance-based compliance, large metropolitan planning organizations (MPOs) managing regional programs, and nonprofit Transportation Management Associations (TMAs) delivering employer-focused services. This review highlights variations in governance, funding, employer engagement, and evaluation methods, identifying scalable and effective strategies for reducing single-occupancy vehicle travel, improving mobility options, and fostering employer participation.



The advertisement for Go Glendale features the slogan 'every trip counts' with social media icons for Twitter and Facebook. Below the slogan is a photograph of a train arriving at a station platform with passengers waiting. At the bottom, there is a navigation menu with four items: 'About Go Glendale', 'Our Services', 'Commute Options', and 'News & Resources'.

Peer City Review Key Findings

- 1. **Mandates & Codes** – Ordinances and zoning requirements create a consistent baseline but require compliance infrastructure.
- 2. **Small Team Impact** – Focused, well-supported teams can deliver strong results even with limited staff capacity.
- 3. **Regional Collaboration** – Partnerships with MPOs, transit agencies, and TMAs can leverage additional funding, tools, and outreach networks.
- 4. **Performance Tracking** – Mode shift, VMT reduction, and participation metrics should be embedded in program design from the outset.
- 5. **Funding Flexibility** – A combination of local revenue, regional funding, and grants enables both foundational programs and pilot innovations.

OUTREACH AND STAKEHOLDER INPUT

Outreach activities were conducted with stakeholders and the general public to obtain input throughout the TDM Plan development process. Outreach activities primarily consisted of virtual meetings and online polls to identify needs, priorities, and challenges related to implementing TDM strategies, as well as how the City’s proposed TDM Plan can address these issues.

Stakeholders such as large employers and transportation professionals expressed enthusiasm for TDM strategies that can support their existing work and promote greater awareness and collaboration for supporting non-SOV travel. They noted that a barrier to carpool and vanpool usage can include a lack of marketing or awareness, which can be improved through increased employer-targeted information. Transit use was also seen as a prime beneficiary of improved information sharing, specifically about local transit stops and schedules.



Community input identified several areas and populations in Moreno Valley that lack convenient access to transportation options. Residents highlighted that the Senior Center lacks adequate parking for both cars and bicycles, limiting accessibility for older adults. Students at Moreno Valley College noted that existing bike racks are damaged and insecure, and the entrance to the campus is difficult to navigate safely. School zones citywide were described as unsafe for active transportation, with parents often blocking unprotected bike lanes during pickup and drop-off times, deterring students from biking or walking. In neighborhoods such as Cottonwood Avenue, Perris Boulevard, and Redlands Boulevard, residents pointed out the absence of sidewalks and protected bike lanes, forcing pedestrians to walk near traffic and discouraging non-vehicle travel. Those living in the northern part of the city reported limited access to nearby services, noting that basic errands require driving across town due to the lack of a centralized, walkable commercial area. Public transit was described as inconsistent and inaccessible in parts of Hidden Springs and Ironwood Avenue near Welby Place, where bus stops have been removed or are missing entirely. Community members also expressed a desire for clearer transit information, such as a mobile app and long-term investments in infrastructure to support walking, biking, and public transit use.



TAKEAWAYS FOR MORENO VALLEY

Barriers to TDM Participation

Several barriers limit TDM participation in Moreno Valley. Land use and demographics result in travel patterns that are heavily dependent on vehicular travel, and prevailing commutes take place in SOVs. Many employers and employees are unaware of existing programs and incentives, while carpool and vanpool services often fail to accommodate flexible work schedules. Concerns about being stranded without a guaranteed ride home discourage employees from trying alternative modes. Security restrictions at March Air Force Base further limit shared transportation options. Additionally, the prevalence of free and abundant parking reduces motivation for mode shift, and the City's challenging topography poses safety and comfort issues for bicycling.

Opportunities for Increasing TDM Uptake

Opportunities exist to significantly increase TDM participation through targeted strategies. TDM strategies, such as promotion of carpools, vanpools, and e-bike adoption can deliver practical and cost-effective solutions to reduce use of SOVs. Programs should be simplified, easy to access, and promoted through marketing that emphasizes flexibility and convenience. Free pilot programs can encourage trial and early adoption of new services. Tailored marketing strategies using the City's magazine, mailers, and social media platforms can reach diverse demographic groups. Support for e-bike adoption, leveraging both growing popularity and available grant funding, can strengthen micromobility options. Finally, improving bicycle facilities and amenities, such as bike share programs and partnerships with gyms to provide commuter showers, can make active transportation a more viable choice.



SWOT ANALYSIS

The following provides a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for implementing TDM strategies in Moreno Valley, which served to inform development of the TDM Plan.



STRENGTHS

What helps us?

- The City has a strong employment base, including concentrations of large employers.
- Strong employment growth is expected, especially in the World Logistics Center area.
- The climate is suitable for active modes.
- Freeways include HOV lanes that encourage carpooling.
- Regional congestion (esp. peak, freeway) deters SOV driving.



WEAKNESSES

What holds us back?

- Limited TDM and commuter benefits are being offered and promoted by employers.
- Mode share is predominantly auto; most commute trips are drive-alone.
- Barriers to transit/active modes: lower densities, poor first/last miles connections.
- Free and abundant parking does not discourage automobile use.
- Long commutes with dispersed origins & destinations.
- Transit service headways and coverage are limited.



OPPORTUNITIES

Where is there Opportunity?

- Local ballot measures yield sales-tax revenue that could fund TDM.
- State/regional TDM policies are expanding.
- Planned transit centers and amenity upgrades.
- RTA First/Last Mile Mobility Plan & RCTC TOC Plan recommendations.
- Existing mobility providers: IE Commuter, Enterprise Vanpool, Zipcar.
- Large employers willing to pilot strategies (e.g., March AFB, World Logistics).
- Build on Metrolink, RTA, RCTC & IE Commuter incentive programs.
- Use big data to understand behavior and monitor success.



THREATS

What risks exist?

- Relatively low costs of driving and parking.
- Low-density land use patterns that don't support transit/walking/biking.
- Post-pandemic flexible schedules challenge carpool/vanpool formation.
- Potential changes to IRS commuter tax benefits.
- Limited staff capacity to promote, track, and enforce TDM measures.



VISION AND GOALS



III. VISION AND GOALS

VISION STATEMENT

Moreno Valley will reduce single-occupant vehicle trips by making it easier for people to choose transit, carpooling, biking, walking, or telework—supporting a more efficient, equitable, and sustainable transportation system.



Source: <https://www.rctc.org/rctcs-vanclub-monthly-subsidy-increases-to-600/>

GOALS OF THE TDM PLAN



1. Improve Mobility Options

Enhance connectivity between transportation services to provide seamless, multimodal travel experiences for residents, workers, and visitors.

- a. Promote first/last mile connections between major transit nodes and employment or residential centers through infrastructure improvements, wayfinding, and service coordination.
- b. Partner with regional agencies (e.g., IE Commuter and Riverside Transit Agency) and employers to expand shuttle, vanpool, bike share, and microtransit solutions.
- c. Work with regional agencies to improve real-time information systems, integrated fare payment, and multimodal trip-planning tools to reduce transfer times and improve the customer experience.
- d. Explore a vanpool program tailored to March Air Force Base in partnership with IE Commuter, leveraging stakeholder interest and employer buy-in.





2. Promote Safe, Efficient, and Equitable Travel

Ensure all residents and workers can travel safely and efficiently, regardless of mode, age, ability, or income.

- a. Prioritize accessible infrastructure and services for seniors, youth, individuals with disabilities, and transit-dependent populations, including ADA-compliant facilities and pedestrian safety enhancements.
- b. Partner with regional agencies to expand affordable travel options, such as subsidized transit passes, discounted vanpool programs, and shared-ride services.
- c. Identify and address barriers to access for military base users and other populations with restricted mobility choices.

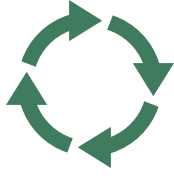


3. Enhance Transportation Choices

Increase access to a diverse range of travel options beyond single-occupant vehicles to improve mobility, health, and sustainability.

- a. Launch and promote incentive programs for non-SOV modes, including carpooling, vanpooling, and employer-led TDM programs.
- b. Implement a Guaranteed Ride Home program to provide security for commuters shifting to non-SOV travel.
- c. Collaborate with major employers, hospital complexes, and Moreno Valley College to evaluate alternatives to conventional bus systems—such as smaller shuttle buses, on-demand transit, or transportation network companies—that connect neighborhood and activity centers.
- d. Expand infrastructure that supports walking, biking, e-bikes, transit, and carpooling, including protected bike lanes, micro-mobility hubs, and secure parking facilities.





4. Maximize the Efficiency of the Transportation System

Leverage existing infrastructure and services to meet travel demand more sustainably and cost-effectively.

- a. Partner with major employers to promote off-peak commuting, compressed work weeks, and telecommuting policies.
- b. Integrate land use and transportation planning to reduce trip distances and support mixed-use, transit-oriented development.
- c. Work with employers to implement parking management strategies, such as parking cash-out programs, reduced parking incentives, and shared parking agreements.



5. Reduce Traffic and Vehicle Miles Traveled (VMT)

Alleviate roadway congestion by shifting trips to more efficient and shared modes.

- a. Reduce VMT through coordinated land use planning, improved transit access, and promotion of walking, biking, and shared mobility.
- b. Expand carpool and vanpool initiatives and strengthen outreach to large employment centers.
- c. Collaborate with regional agencies to establish performance measures and reporting processes for VMT reduction programs, allowing for data-driven adjustments.





6. Improve the Environment

Reduce transportation-related emissions and support climate action through cleaner travel modes.

- a. Promote active transportation, transit, and zero-emission vehicle adoption through incentives, infrastructure, and education.
 - b. Encourage business participation in regional climate action goals through TDM compliance and sustainability programs.
 - c. Integrate TDM strategies into broader sustainability, air quality, and public health initiatives to maximize co-benefits.
-



7. Benefit Workers and Residents

Make commuting more affordable, flexible, and accessible for all of Moreno Valley's workforce and communities.

- a. Work with employers to offer commuter benefit programs that reduce transportation costs and provide flexible travel options.
 - b. Improve multimodal access to job centers, educational institutions, and training facilities across the city and region.
 - c. Design travel programs that align with workers' schedules and family needs, including late-shift transportation and childcare-friendly routes.
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8. Enhance the Business Environment

Foster sustainable economic growth and competitiveness through improved transportation access and mobility solutions.

- a. Support economic development by strengthening multimodal connections to employment centers, logistics hubs, and retail districts.
- b. Assist businesses in attracting and retaining employees through mobility benefits, flexible commute options, and transportation partnerships.
- c. Work with developers and property managers to integrate TDM programs and multimodal access into new and existing developments.
- d. Promote site design standards that encourage walking, biking, and transit use to create vibrant commercial areas.



STRATEGIES AND MEASURES



IV. STRATEGIES AND MEASURES

The following section presents a comprehensive set of TDM strategies developed for Moreno Valley. These strategies are designed to support the City's adopted goals for improving mobility, enhancing transportation choices, promoting safe and equitable travel, reducing VMT, and fostering sustainable economic growth.

Each strategy in the Toolbox is tailored to address specific transportation challenges and opportunities identified through stakeholder input, policy review, and local context analysis. The strategies align with one or more of the City's overarching mobility goals, ensuring that implementation efforts are both targeted and measurable.

HOW TO USE THESE CUTSHEETS:

- **Strategy** – A concise title for each TDM initiative or program.
- **Full Description** – Detailed explanation of how the strategy would be implemented in Moreno Valley, including key partners, target users, and operational approach.
- **Related Issue in Moreno Valley** – The local challenge or barrier the strategy aims to address.
- **Example(s) of Successful Application** – Real-world examples from other cities or agencies that have implemented similar programs.
- **Regional Organizations Most Likely to Implement** – Primary agencies, employers, or regional partners responsible for leading or supporting the strategy.
- **Level of Effort (5 = Most)** – An estimate of the relative implementation effort required, considering complexity, coordination, and resources needed.
- **Relative Effectiveness (5 = Most)** – An estimate of the potential impact on travel behavior change and mobility outcomes.
- **Applicable Goals** – The numbered mobility goals, in priority order, that the strategy supports (e.g., “2. Promote Safe, Efficient, and Equitable Travel”).

By linking each strategy to the City's mobility goals, this table provides a clear roadmap for action. It serves as both a planning tool for prioritizing initiatives and a reference for tracking progress toward measurable outcomes. Strategies can be implemented individually or in combination, allowing for flexibility in program roll-out based on funding, partnerships, and community needs.

CATEGORIES OF STRATEGIES



EDUCATION & MARKETING

- Launch a Regional Marketing Campaign
- Provide Workplace Travel Resources & Planning
- Offer Personalized Travel Planning
- Employer Sustainability Pledge Program
- Host/Co-Host Organizational Recognition



REGIONAL PARTNERSHIPS & COORDINATION

- Support First & Last Mile Shuttles
- Promote Vanpool Matching
- Promote Micromobility
- Promote Institutional and Major Employer Shuttles
- Promote Mobility Hubs
- Support the Development of Employer Partnerships
- Support Safe Routes to School/Commute to School
- Develop Local Land Use Policy Guidance



INCENTIVES & FACILITATION

- Support E-Bike Subsidy/Voucher
- Parking Strategies (Unbundling, Cash-Out, etc.)
- Support Reimbursement for Guarantee Ride Home (GRH) Employer-Led TDM Partnerships
- Promote Carpool Matching and Incentives
- Offer Clean Commute Incentives
- Promote Commuter Tax Benefits



TECHNICAL ASSISTANCE

- Develop Employer Policy Toolkit
- Develop a Travel Options/TDM Program Website
- Develop Facility Amenities Toolkit



EDUCATION & MARKETING

A. LAUNCH A REGIONAL MARKETING CAMPAIGN

Promote non-SOV travel regionally

FULL DESCRIPTION

Coordinate with RCTC for regional messaging and integrate RTA branding. Position as part of city's economic development strategy to brand Moreno Valley as a sustainable employer destination.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter and WRCOG
- Caltrans, SCAG, CARB, and SCAQMD grants
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Low visibility of options. Reinforces outreach through City's existing media channels.

ACTIONS NEEDED

- Develop a unified brand and key messages (cost savings, time savings, reliability, safety).
- Create a media mix plan (social, radio, bus ads, employer channels); co-brand with RTA/IE Commuter.
- Run seasonal campaigns (e.g., Back to School Transit, Winter Vanpool Savings).
- Provide toolkits to employers and community groups for local amplification.
- Measure reach and engagement; A/B test messages and refine quarterly.
- Showcase commuter testimonials and local success metrics (VMT reduced).

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, RCTC, WRCOG, SCAG

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Lake County IL; NFRMPO



EDUCATION & MARKETING

B. PROVIDE WORKPLACE TRAVEL RESOURCES & PLANNING

Tailored employer TDM engagement

FULL DESCRIPTION

Partner with RCTC (IE Commuter) and RTA to assess employer needs, develop resources, and educate on benefits, cost savings, retention, and recruitment advantages. Supports economic development goals of retaining and attracting sustainability-minded employers, particularly around Moreno Valley Mall, College Park, and Lake Perris. Linked to VMT reduction metrics.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter and WRCOG
- Caltrans, SCAG, CARB and SCAQMD grants
- City of Moreno Valley funds

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Employers need simple resources and tools to start TDM efforts.

ACTIONS NEEDED

- Survey employers (by size/sector) to identify commute barriers and benefits policies; segment by quick wins vs. deeper support.
- Create a plug-and-play employer toolkit (telework, flex schedules, transit/vanpool benefits, parking cash-out templates).
- Offer 1:1 technical assistance and brown-bag trainings; schedule quarterly workshops by employment district.
- Collect mode-share data semiannually; adjust assistance based on outcomes and employer feedback.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, Employers, RCTC, RTA

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Go Glendale; Grand Rapids



EDUCATION & MARKETING

C. OFFER PERSONALIZED TRAVEL PLANNING

Tailored commute planning

FULL DESCRIPTION

Partner with RCTC (IE Commuter) and RTA to provide personalized trip plans. Focus outreach to major employment hubs.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter and WRCOG
- Caltrans, SCAG, CARB, and SCAQMD grants
- City of Moreno Valley funds

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Lack of information for commuter travel. Helps address long commutes by offering flexible route options.

ACTIONS NEEDED

- Create a simple intake (origin, destination, schedule, constraints) online and at pop-up events.
- Train transportation coordinators to deliver 1:1 plans (transit, vanpool, bike, microtransit) including time/cost comparisons.
- Focus outreach at major employers, malls, campuses, and community centers; offer on-site 'Commuter Clinics.'
- Follow up after 30/90 days to troubleshoot barriers.
- Track adoption and persistence; iterate recommendations by user segment.
- Bundle with starter incentives (free week pass or vanpool trial) for first-time participants.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, Employers, RCTC, RTA

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Go Glendale; SANDAG



EDUCATION & MARKETING

D. EMPLOYER SUSTAINABILITY PLEDGE PROGRAM

Voluntary employer commitments to TDM

FULL DESCRIPTION

Launch a pledge program to encourage and support employers committing to mode shift, VMT reduction, and sustainable commute practices. Employers would make a formal commitment to integrate TDM practices into its operations and culture.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter and WRCOG
- Caltrans, SCAG, CARB, and SCAQMD grants
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Need for employer buy-in.

ACTIONS NEEDED

- Design pledge tiers (Bronze/Silver/Gold) with specific TDM actions and targets.
- Launch with founding signatories; provide toolkits and technical assistance.
- Create a public dashboard of pledges and progress; update quarterly.
- Offer recognition (badges, window decals, press mentions) and link to awards program.
- Renew pledges annually; escalate commitments over time.

**REGIONAL ORGANIZATIONS
MOST LIKELY TO IMPLEMENT:**
City, WRCOG, SCAQMD, SCAG

EXAMPLE(S) OF SUCCESSFUL APPLICATION
Go Glendale; Brisbane



EDUCATION & MARKETING

E. HOST/CO-HOST ORGANIZATIONAL RECOGNITION

Awards for TDM participation

FULL DESCRIPTION

Partner with regional agencies to sponsor awards. Recognize sustainability leaders as part of economic development messaging.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter and WRCOG
- Caltrans, SCAG, CARB, and SCAQMD grants
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Need for positive visibility. Reinforces business community involvement and visibility.

ACTIONS NEEDED

- Define award categories (e.g., Most Improved Non-SOV Rate, Vanpool Champion, Small Business Leader).
- Set transparent criteria and application process; recruit a review panel (City/RCTC/WRCOG).
- Promote nominations through Chamber and employer networks; provide application templates
- Host an awards event (or integrate into an existing City/business event); provide certificates and media coverage.
- Publish winners' case studies; encourage peer learning among employers.
- Repeat annually and align with Rideshare Week or Earth Month.

**REGIONAL ORGANIZATIONS
MOST LIKELY TO IMPLEMENT:**
Employers, City, RCTC WRCOG

EXAMPLE(S) OF SUCCESSFUL APPLICATION
NFRMPO; Go Glendale



INCENTIVES & FACILITATION

F. SUPPORT E-BIKE SUBSIDY / VOUCHER

Income-based subsidies for e-bike purchases

FULL DESCRIPTION

Provide targeted subsidies for the purchase or lease of e-bikes. Target employers as a benefit to attract talent and enhance sustainability image.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC
- SCAG, CARB, and SCAQMD grants
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Builds on e-bike grant funding and rising interest in micromobility.

ACTIONS NEEDED

- Secure funding (RCTC, WRCOG, Caltrans and CABR/SCAQMD grants) and select participating retailers; include online purchase verification.
- Coordinate with employers to offer optional employer match or payroll purchase plans for staff.
- Require basic safety education (online module) prior to voucher redemption; promote helmet and lock add-ons.
- Prioritize e-bikes for commute trips; include incentives for secure bike parking at workplaces.
- Monitor redemptions, trip purposes, and self-reported mode shift; adjust rebate levels accordingly.
- Design an income-based rebate structure (e.g., higher rebates for lower-income residents; equity set-asides).

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

SCAG, WRCOG, CARB, SCAQMD

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Denver; Alameda; Carlsbad



INCENTIVES & FACILITATION

G. PARKING STRATEGIES (UNBUNDLING, CASH-OUT, ETC.)

Monetary incentives to encourage lower vehicle ownership and use

FULL DESCRIPTION

Many leases bundle parking into the cost of housing or employment, which removes incentives to use other modes. Parking unbundling, or charging separately for parking, lets people only pay for the spaces they need, saving money and encouraging alternatives like carpooling or transit.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- Caltrans, SCAG, and WRCOG grants and/or technical assistance
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Reduces VMT and traffic congestion, better use of land.

ACTIONS NEEDED

- Set up a parking cash-out option to be implemented to allow employers to provide commuters with a financial incentive instead of free parking, helping reduce congestion around job centers and retail areas.
- Identify and evaluate parking resources and policies in currently land development code.

**REGIONAL ORGANIZATIONS
MOST LIKELY TO IMPLEMENT:**
City, WRCOG

EXAMPLE(S) OF SUCCESSFUL APPLICATION
SANDAG; Go Glendale



INCENTIVES & FACILITATION

H. SUPPORT REIMBURSEMENT FOR GUARANTEED RIDE HOME (GRH) EMPLOYER-LED TDM PARTNERSHIPS

Income-based subsidies for e-bike purchases

FULL DESCRIPTION

Guaranteed Ride Home provides commuters who regularly carpool, vanpool, bike, walk or take transit to work with a free ride home when emergencies arise. This is a supporting strategy for participants enrolled in other TDM programs such as vanpool, carpool, transit commuter programs.

LEVEL OF EFFORT



RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter
- CARB and SCAQMD grants
- Employers

RELATED GOALS

1	2	3	4	5	6	7	8
Improve Mobility Options	Safe, Efficient, Equitable Travel	Enhance Transportation Choices	Efficiency in Transportation System	Reduce Traffic and VMT	Improve the Environment	Benefit Workers and Residents	Enhance Business Environment

RELATED ISSUE IN MORENO VALLEY

Lack of after-hours transit, carpool and vanpool travel. Helps mitigate concerns about being stranded, especially for shift or off-peak workers without fixed-route access.

ACTIONS NEEDED

- Define GRH ride-hail reimbursement rules (eligible events, caps, approved providers).
- Integrate TNC reimbursement into the GRH enrollment workflow; publish how-to guides for commuters and HR.
- Set up reimbursement processing (receipts, audit checks) with fast turnaround.
- Market to shift workers and transit riders as a safety net for non-SOV travel.
- Monitor usage patterns and costs; adjust caps or eligibility to maintain program integrity.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

Employers, RCTC, RTA

EXAMPLE(S) OF SUCCESSFUL APPLICATION

OCTA; Go Glendale



INCENTIVES & FACILITATION

I. PROMOTE CARPOOL MATCHING AND INCENTIVES

Provide incentives and tools for employees to share rides

FULL DESCRIPTION

Provides free carpool and vanpool matching services to commuters, facilitating the formation of shared rides. Federal code (Section 132(f) of the Internal Revenue Code) allows employers to provide tax-exempt funds to commuters for parking, transit, and vanpool.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter
- CARB and SCAQMD grants
- Employers

RELATED GOALS

1 	2 	3 	4 	5 	6 	7 	8 
Improve Mobility Options	Safe, Efficient, Equitable Travel	Enhance Transportation Choices	Efficiency in Transportation System	Reduce Traffic and VMT	Improve the Environment	Benefit Workers and Residents	Enhance Business Environment

RELATED ISSUE IN MORENO VALLEY

Stakeholders noted that large employers need flexibility in their commuting modes. Need for a tailored program for the March Air Reserve Base.

ACTIONS NEEDED

- Survey employers (by size/sector) to identify commute barriers and benefits policies; segment by quick wins vs. deeper support.
- Create a plug-and-play employer toolkit (telework, flex schedules, transit/vanpool benefits, parking cash-out templates).
- Pilot with 5-10 anchor employers; set measurable targets (e.g., +10% non-SOV mode share in 12 months).
- Provide outreach collateral for HR/ Recruiting highlighting retention and cost benefits of TDM programs.
- Collect mode-share data semiannually; adjust assistance based on outcomes and employer feedback.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

IE Commuter, Employers

EXAMPLE(S) OF SUCCESSFUL APPLICATION

IE Commuter's \$5/day rideshare incentive; VanClub subsidies; employer-based programs in Riverside County and San Bernardino County.



INCENTIVES & FACILITATION

J. OFFER CLEAN COMMUTE INCENTIVES

Incentives for tracked clean commutes

FULL DESCRIPTION

Partner with IE Commuter, RTA, Metrolink and employers to offer rewards. Market to employers as a retention perk and measurable VMT reduction strategy.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC/IE Commuter
- CARB and SCAQMD grants
- Employers

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Need for tangible commuter rewards. Supports use of incentives like Metrolink passes (\$5/day).

ACTIONS NEEDED

- Select a tracking platform (IE Commuter) and define eligible modes and verification methods.
- Establish incentive rules (e.g., points per clean trip; monthly reward tiers); include equity-focused bonuses.
- Fund rewards (transit passes, gift cards) and anti-fraud checks; align with GRH for confidence.
- Recruit employers; provide enrollment kits and monthly reporting dashboards.
- Promote via citywide challenge months; highlight leaderboards by employer/site.
- Evaluate participation, mode shift, and VMT reduced; refine incentives annually.

**REGIONAL ORGANIZATIONS
MOST LIKELY TO IMPLEMENT:**

Employers, IE Commuter

EXAMPLE(S) OF SUCCESSFUL APPLICATION

IE Commuter; Go Glendale



INCENTIVES & FACILITATION

K. PROMOTE COMMUTER TAX BENEFITS

Education on pre-tax commuter programs

FULL DESCRIPTION

Partner with employers to promote and assist in implementing commuter tax benefits. Position as a cost-saving workforce benefit and sustainability tool for attracting employers.

LEVEL OF EFFORT











POTENTIAL FUNDING SOURCES

- CARB and SCAQMD grants
- Employers

RELATIVE EFFECTIVENESS



RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Aligns with interest in providing low-cost benefits to workers.

ACTIONS NEEDED

- Provide employers a step-by-step guide to set up IRS Section 132(f) pre-tax benefits for transit/vanpool.
- Offer HR trainings and template payroll forms; highlight tax savings for both employer and employee.
- Track enrollments and estimated tax savings; publicize employer success stories.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, employers

EXAMPLE(S) OF SUCCESSFUL APPLICATION SANDAG; OCTA



REGIONAL PARTNERSHIPS & COORDINATION

L. SUPPORT FIRST & LAST MILE SHUTTLES

Shuttles bridging transit centers, commuter rail and job centers

FULL DESCRIPTION

Partner with RTA for service integration and agencies for funding. Target key employment hubs like Moreno Valley Mall and College Park. Promote as a competitive advantage for employers and a VMT reduction strategy.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- Caltrans, SCAG, CARB, and SCAQMD grants
- RCTC
- Employers
- City

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Bridges gaps between Metrolink and employment centers. Addresses connectivity issues, especially for those commuting to/from transit stations and job centers.

ACTIONS NEEDED

- Map last-mile gaps from Metrolink and key transit stops to major employment clusters; define service zones and stop locations.
- Co-design route alignments and schedules with RTA to meet trains/buses; plan for shift-change surges.
- Pursue funding (RCTC, grants) and employer cost-sharing; select vehicles (accessible shuttles).
- Pilot shuttle operations for 6-12 months; integrate fare/payment with RTA where possible.
- Market to employers and workers; provide real-time arrival info and rider alerts.
- Evaluate ridership, on-time performance, and VMT reduction; modify routes/hours based on data.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

Employers, City, RTA, RCTC

EXAMPLE(S) OF SUCCESSFUL APPLICATION

SANDAG; OCTA



REGIONAL PARTNERSHIPS & COORDINATION

M. PROMOTE VANPOOL MATCHING

Promote vanpool options across employment clusters

FULL DESCRIPTION

Leverage IE Commuter and Enterprise Vanpool programs with large employers such as March AFB, industrial centers, Moreno Valley Mall, College Park, and Lake Perris employers. Emphasize employer retention and attraction benefits.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC
- Employers
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Stakeholders noted that Large employers need flexibility in their commuting modes. Need for a tailored program for the March Air Reserve Base.

ACTIONS NEEDED

- Coordinate with IE Commuter and Enterprise to identify high-potential origins/destinations (e.g., March AFB, industrial clusters).
- Host on-site 'Start a Vanpool' events at major employers; pre-screen interested riders and form cohorts by ZIP and shift time.
- Provide a city 'vanpool starter' incentive (e.g., first-month subsidy) layered on RCTC's monthly subsidy; promote HOV/express lane benefits.
- Work with employers to offer preferred parking and payroll deduction for vanpool payments; add vanpool info to onboarding materials.
- Create a March AFB-tailored vanpool program addressing base access rules and shift schedules in coordination with base leadership.
- Track active vanpools, seats filled, and VMT reduced; publish quarterly metrics and success stories.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

RCTC (IE Commuter), Enterprise, Employers

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Enterprise Vanpool; IE Commuter



REGIONAL PARTNERSHIPS & COORDINATION

N. PROMOTE MICROMOBILITY

Promoting e-bike/scooter and micromobility options

FULL DESCRIPTION

Work with regional agencies to integrate micromobility into first/last mile planning. Include employer outreach on workforce benefits and sustainability metrics.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC, WRCOG
- Caltrans, SCAG, CARB and SCAQMD grants

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Supports safe, flexible active transportation, promotes employer outreach.

ACTIONS NEEDED

- Adopt a micromobility ordinance (parking/operating rules, geofencing, speed limits, data sharing).
- Designate bike and scooter parking corrals near transit stops, activity centers, and mobility hubs; sign and mark them.
- Coordinate with operators for equitable service zones and discounted access programs.
- Offer safety education and rider etiquette campaigns; collaborate with schools and employers.
- Launch a phased pilot; require performance reporting (rides/vehicle/day, parking compliance).
- Integrate wayfinding and trip-planning links across City/RTA channels; evaluate expansion by demand.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, CARB, RCTC

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Alameda; Lake County IL



REGIONAL PARTNERSHIPS & COORDINATION

O. PROMOTE INSTITUTIONAL AND MAJOR EMPLOYER SHUTTLES

Promote and facilitate shuttle programs

FULL DESCRIPTION

Promote and facilitate funding for shuttles at hospitals, college campuses, and other institutional or major employer campuses.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- Employers
- RCTC
- CARB and SCAQMD grants

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Limited campus transit access. Targets hospital complexes and Moreno Valley College for expanded TDM service and institutional support.

ACTIONS NEEDED

- Convene hospitals and Moreno Valley College to assess demand by shift/class schedules.
- Co-design shuttle routes/timetables with RTA; plan direct links to transit hubs and parking lots.
- Identify funding (institutional contributions, RCTC grants) and operating partners.
- Pilot during peak semesters/shift periods; ensure ADA vehicles and real-time info.
- Promote to students/staff/patients; coordinate with campus ID systems for fare-free boarding.
- Evaluate ridership and parking pressure relief; refine service each term.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

Employers, RCTC

EXAMPLE(S) OF SUCCESSFUL APPLICATION

OCTA; Go Glendale



REGIONAL PARTNERSHIPS & COORDINATION

P. PROMOTE MOBILITY HUBS

Promote the implementation of nodes that offer transportation options and connect various modes

FULL DESCRIPTION

Collaborate with regional agencies to fund and site mobility hubs.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC
- SCAG, WRCOG, and Caltrans grants
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Gaps in multimodal integration. Aligns with vision for mobility hub at Downtown Center.

ACTIONS NEEDED

- Select hub sites based on demand and network connectivity (Mall, College Park, Downtown Center).
- Identify concepts and needs: transit bays, micromobility parking/charging, bike storage, wayfinding, and ride-hail zones.
- Coordinate with RTA for service patterns and with agencies for funding.
- Integrate hubs into land use plans and development approvals.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

WRCOG, RTA, RCTC, City

EXAMPLE(S) OF SUCCESSFUL APPLICATION

SANDAG; Alameda



REGIONAL PARTNERSHIPS & COORDINATION

Q. SUPPORT THE DEVELOPMENT OF EMPLOYER PARTNERSHIPS

Promote and support employer-led TDM partnerships for the delivery of commuter programs, shuttles, and other TDM services

FULL DESCRIPTION

Promote and expand employer partnerships to serve industrial clusters, hospitals, campuses, and other major employment centers. These partnerships provide a structure for employers to collaboratively fund and coordinate commuter programs, shuttles, and other TDM services. Position employer partnerships as tools for workforce attraction and retention, supporting both economic development and sustainability goals.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC and WRCOG
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Key to formalizing employer-led initiatives.

ACTIONS NEEDED

- Develop a unified brand and key messages (cost savings, time savings, reliability, safety).
- Create a media mix plan (social, radio, bus ads, employer channels); co-brand with RTA/IE Commuter.
- Run seasonal campaigns (e.g., Bike Month, Winter Vanpool Savings).
- Provide toolkits to employers and community groups for local amplification.
- Measure reach and engagement; A/B test messages and refine quarterly.
- Showcase commuter testimonials and local success metrics.
- RCTC funds and RTA coordinates services in TMAs for industrial clusters, hospitals, and campuses.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

WRCOG, City, RCTC

EXAMPLE(S) OF SUCCESSFUL APPLICATION

Brisbane; Carlsbad



REGIONAL PARTNERSHIPS & COORDINATION

R. SUPPORT SAFE ROUTES TO SCHOOL / COMMUTE TO SCHOOL

Creating Safe Routes to School in coordination with the School District and connect various modes

FULL DESCRIPTION

Provide toolkits and resources, such as an active transportation network maps, to educate the teachers, students, and families on how they can travel more safely. Moreno Valley can partner with the school district to develop and hold educational and fun campaigns, programs, and activities to encourage students to bike and walk to school.

LEVEL OF EFFORT



RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- Caltrans, SCAG, WRCOG
- City of Moreno Valley

RELATED GOALS

1	2	3	4	5	6	7	8
Improve Mobility Options	Safe, Efficient, Equitable Travel	Enhance Transportation Choices	Efficiency in Transportation System	Reduce Traffic and VMT	Improve the Environment	Benefit Workers and Residents	Enhance Business Environment

RELATED ISSUE IN MORENO VALLEY

Supports safe, flexible active transportation into schools.

ACTIONS NEEDED

- Work with School District Leaders to create routes.
- Run seasonal campaigns (e.g., Walk to school day, bike buses).
- Measure reach and engagement; A/B test messages and refine quarterly.
- Identify stakeholders and champions to facilitate walk to school programs.
- Record Student participation through surveys and create state of the program reports to monitor.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City, School District

EXAMPLE(S) OF SUCCESSFUL APPLICATION

OCTA; SANDAG



REGIONAL PARTNERSHIPS & COORDINATION

S. DEVELOP LOCAL LAND USE POLICY GUIDANCE

Support compact, mixed-use growth near major transit hubs

FULL DESCRIPTION

Collaborate with RCTC on TOD near Metrolink/RTA stops; integrate TDM into zoning reforms to reduce VMT.

LEVEL OF EFFORT



RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- Caltrans, SCAG, WRCOG.
- City of Moreno Valley.

RELATED GOALS

1	2	3	4	5	6	7	8
Improve Mobility Options	Safe, Efficient, Equitable Travel	Enhance Transportation Choices	Efficiency in Transportation System	Reduce Traffic and VMT	Improve the Environment	Benefit Workers and Residents	Enhance Business Environment

RELATED ISSUE IN MORENO VALLEY

Addresses land use-related VMT and helps integrate TDM with long-range planning and climate goals.

ACTIONS NEEDED

- Draft TOD overlays and street standards near transit; reduce parking minimums and add TDM requirements.
- Publish developer guidance for on-site TDM (subsidized transit, bike rooms, unbundled parking).
- Align with General Plan updates; incorporate TDM in CEQA mitigation/conditions of approval.
- Coordinate with RCTC/RTA on station-area plans and first/last mile improvements.
- Train staff and developers on compliance and reporting.
- Monitor VMT outcomes from entitled projects; iterate guidance annually.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

City

EXAMPLE(S) OF SUCCESSFUL APPLICATION

OCTA; Go Glendale



TECHNICAL ASSISTANCE

T. DEVELOP EMPLOYER POLICY TOOLKIT

Assistance to employers to shift commute behavior

FULL DESCRIPTION

Work with regional agencies to develop ready-to-use templates for telework, alternative schedules, and transit benefits. Tie to economic development outcomes and VMT reduction.

LEVEL OF EFFORT











POTENTIAL FUNDING SOURCES

- RCTC, WRCOG.
- City of Moreno Valley.

RELATIVE EFFECTIVENESS



RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Supports employer-driven strategies to shift commute behaviors.

ACTIONS NEEDED

- Draft template policies (telework, compressed weeks, flexible shifts, transit/vanpool benefits, parking cash-out).
- Legal review and HR formatting; publish as downloadable, fillable documents.
- Host webinars and office hours for HR/managers to implement policies quickly.
- Include measurement guidance (pre/post surveys, mode-share tracking).
- Create a recognition program for early adopters; share case studies.
- Update templates annually based on employer feedback and best practices.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

WRCOG, City

EXAMPLE(S) OF SUCCESSFUL APPLICATION

OCTA; Carlsbad



TECHNICAL ASSISTANCE

U. DEVELOP A TRAVEL OPTIONS / TDM PROGRAM WEBSITE

Centralized hub of information about non-SOV travel options

FULL DESCRIPTION

Moreno Valley will work with RCTC (IE Commuter), RTA, Metrolink, and others to develop a website aggregating all travel options. The website should highlight travel options available, promotions and incentives and sustainability messaging.

LEVEL OF EFFORT



RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC, SCAG, and WRCOG
- Caltrans grants

RELATED GOALS



1
Improve
Mobility
Options



2
Safe, Efficient,
Equitable
Travel



3
Enhance
Transportation
Choices



4
Efficiency in
Transportation
System



5
Reduce
Traffic and
VMT



6
Improve the
Environment



7
Benefit
Workers and
Residents



8
Enhance
Business
Environment

RELATED ISSUE IN MORENO VALLEY

Addresses widespread lack of awareness of TDM programs and incentives. Ease of access to multimodal info was a recurring request.

ACTIONS NEEDED

- Convene City, RCTC (IE Commuter), RTA, Metrolink, and WRCOG to define scope, content owners, and update cadence.
- Inventory existing resources (IE Commuter, RTA routes, Metrolink schedules, vanpool sign-up, micromobility, park-and-ride, GRH) and identify gaps.
- Design sitemap and page templates; include sections for employer benefits, commuter tools, and sustainability/VMT metrics dashboards.
- Integrate real-time transit info and trip-planning links; embed vanpool/carpool matching and GRH enrollment.
- Stand up hosting, analytics, and accessibility compliance (ADA, WCAG); assign maintenance roles and quarterly refresh schedule.
- Launch with a coordinated marketing push via City channels, employers, and regional partners; offer a 'Find Your Best Commute' campaign.
- Track analytics (sessions, tool clicks, employer resource downloads) and iterate content quarterly.

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:

IE Commuter (Inland Empire);
RCTC, RTA

EXAMPLE(S) OF SUCCESSFUL APPLICATION

RCTC (IE Commuter), RTA



TECHNICAL ASSISTANCE

V. DEVELOP FACILITY AMENITIES TOOLKIT

Toolkit for bike/transit amenities

FULL DESCRIPTION

Develop toolkits to provide tools and resources to help organizations implement TDM strategies and promote non SOV transportation choices.

LEVEL OF EFFORT











RELATIVE EFFECTIVENESS



POTENTIAL FUNDING SOURCES

- RCTC, WRCOG
- City of Moreno Valley

RELATED GOALS

1  Improve Mobility Options	2  Safe, Efficient, Equitable Travel	3  Enhance Transportation Choices	4  Efficiency in Transportation System	5  Reduce Traffic and VMT	6  Improve the Environment	7  Benefit Workers and Residents	8  Enhance Business Environment
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RELATED ISSUE IN MORENO VALLEY

Supports implementation of bike amenities in partnership with gyms and other businesses.

ACTIONS NEEDED

- Create standard specs and placement guides for bike racks/lockers, showers, wayfinding, and lighting.
- Map priority sites for amenities (transit stops, employment centers, civic facilities).
- Package funding resources (grants, WRCOG/RCTC programs) and sample bid documents.
- Deploy quick-build pilots (temporary racks, pop-up wayfinding) to test demand.
- Train plan check/inspection staff on amenity standards; add requirements to development review.
- Share case studies with ROI (reduced parking demand, higher employee satisfaction).

REGIONAL ORGANIZATIONS MOST LIKELY TO IMPLEMENT:
WRCOG, RCTC

EXAMPLE(S) OF SUCCESSFUL APPLICATION
Grand Rapids; Carlsbad



PERFORMANCE MONITORING & EVALUATION



V. PERFORMANCE MONITORING & EVALUATION

This chapter outlines how Moreno Valley will monitor, measure, and evaluate progress toward its TDM goals. Performance tracking covers multiple dimensions of program success, including stakeholder roles and responsibilities for data management, participation and employer engagement, program funding, travel behavior outcomes, marketing reach, and delivery of supporting facilities. Together, these measurements establish a consistent framework for understanding program activity, documenting outcomes, evaluating investment decisions, and guiding ongoing refinement of TDM strategies.

Clear expectations for monitoring and reporting will support transparency, improve accountability, and help the City and its partners continuously enhance TDM program performance. As discussed in the review of peer cities TDM programs, strong employer partnerships with compliance reporting are critical to obtain data to monitor and evaluate programs. Performance metrics enable staff to evaluate how program activities are advancing broader TDM goals and demonstrate the value of TDM strategies to potential partners and funders.

It should be recognized that additional tracking or reporting requirements may be necessary to satisfy future grant agreements or specific funding programs. The metrics recommended in this plan are not intended to meet all potential funding criteria, and program staff may need to augment these measures as new opportunities and reporting obligations arise.



TYPES OF MEASURES

This section identifies the primary types of measures recommended for tracking TDM implementation in Moreno Valley. Each measurement type reflects a different dimension of TDM success, from employer enrollment and commuter incentives to multimodal trips, outreach performance, and the construction of supporting facilities.

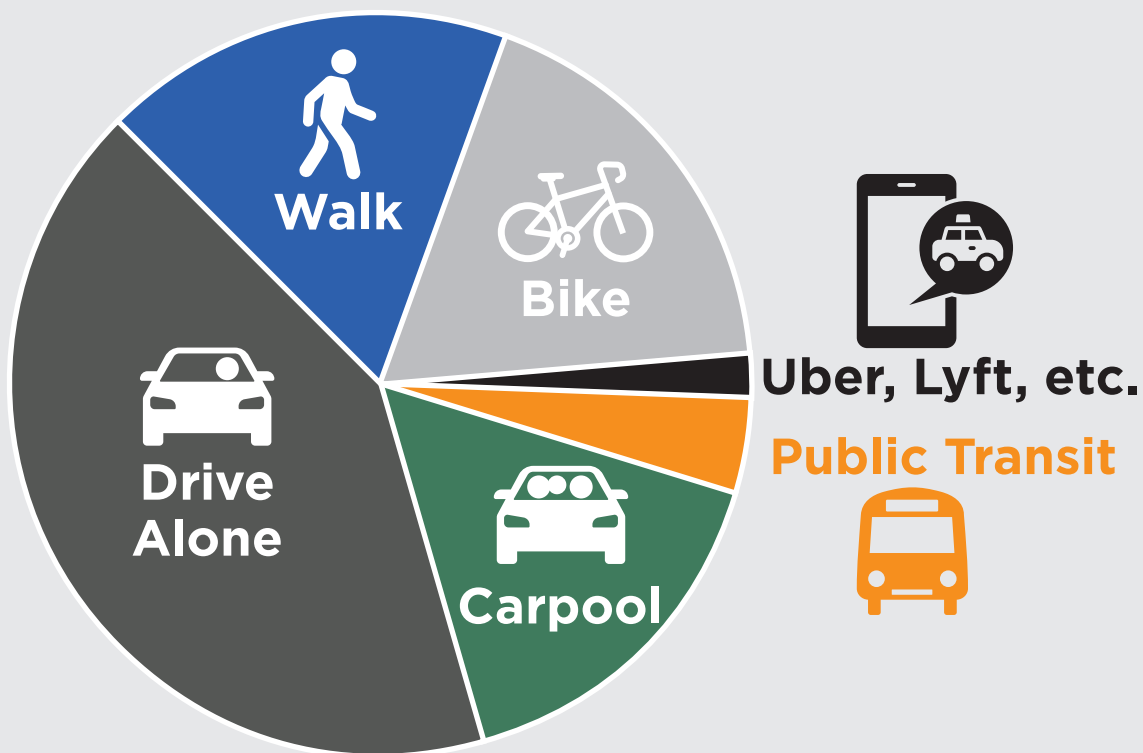
Participation Reporting

Participation measures evaluate how employers, residents, and commuters are actively involved in TDM programs and services across Moreno Valley. These measures help illustrate program reach, enrollment, demand, and show how successfully TDM strategies are being adopted in practice.

Additionally tracking participation over time also can highlight growth, retention, and behavior shifts supported by the program's goals and outcomes.

METRICS FOR EVALUATIONS:

- Employers enrolled or participating individuals registered or enrolled in programs
- Carpool and vanpool matches created
- Counts of employees receiving tax benefits
- Total participants in subsidies or incentive programs
- Participant/User Survey Results





Funding

Funding measures capture the amount of financial and organizational resources obtained to support TDM implementation, incentives, and staffing capacity. Tracking funding helps assess program sustainability, competitiveness for grants, and the ability to build long-term TDM infrastructure. These measures also illustrate the capacity to invest into the program to deliver strategies to residents, employees and visitors.

METRICS FOR EVALUATIONS:

- Program funding secured (local, state, federal)
- Grants awarded or approved
- Program staffing levels dedicated to TDM delivery
- Incentives, vouchers or cash-outs distributed or redeemed



VMT Reduction

VMT reduction measures quantify the effect of TDM participation on travel behavior, including shifts away from single-occupant vehicle trips. These measures demonstrate how carpools, vanpools, transit use, and other sustainable modes reduce total vehicle miles traveled in the community. Tracking VMT outcomes supports performance reporting, emissions reduction analysis, and long-term mode shift monitoring.

METRICS FOR EVALUATIONS:

- VMT reductions from carpools and vanpools
- SOV trips shifted or reduced
- Total VMT reduced through TDM participation

IMPACTS OF TDM



5 million vehicle trips avoided



50,000 alternative transportation users supported



It would take almost **300 tanker trucks** to hold that much gas



That reduction would require **4,000 homes** not using electricity for a year



2 million gallons of gas saved



50 million pounds of Carbon dioxide (CO₂) release prevented



That's roughly **22,000 trips** from San Francisco to New York



60 million commute miles reduced



That's over **80,000 days** not spent driving a car



If all those users drove single-file, the traffic jam would stretch **140 miles**

A SCORECARD IS A GREAT TOOL TO ILLUSTRATE THE IMPACT OF THE TDM PROGRAM.

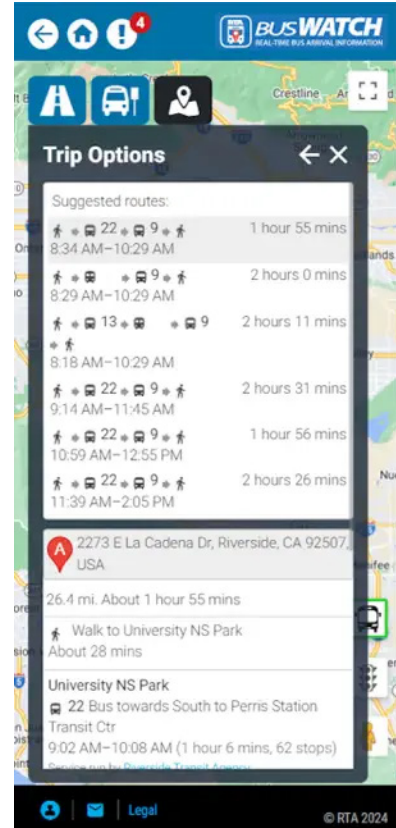


Marketing & Travel Resources

Marketing and resource measures track how TDM information and tools are accessed, distributed, and used by local employers, commuters, and residents. These measures show program visibility, awareness, and the effectiveness of digital resources such as websites and travel planning tools. Monitoring outreach participation also helps identify new partners and gaps in communication or education.

METRICS FOR EVALUATIONS:

- Website visits or trip-planning tool usage
- Employers and individuals reached through outreach
- Number of pledge program enrollments, recognition awards
- Toolkits, guides, or resource packets delivered or downloaded

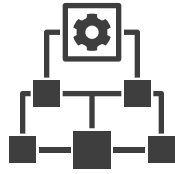


Facilities & Infrastructure

Facility measures reflect the multimodal improvements delivered through TDM planning and design, including amenities, service access, and active transportation facilities. These measures help demonstrate tangible outcomes such as new bike lanes, mobility hubs, shelters, or shuttle service expansions. Tracking facility investments over time confirms whether programs are translating into real-world infrastructure that supports sustainable travel.

- New or upgraded facilities (bike parking, shelters, end-of-trip amenities)
- Miles of new bicycle lanes or separated facilities
- Shuttle routes or service miles operated





IMPLEMENTATION FRAMEWORK



VI. IMPLEMENTATION FRAMEWORK

INTRODUCTION

This Implementation Framework outlines how Moreno Valley and its partners can move from planning to action. It defines the roles and responsibilities of City departments, regional agencies, employers, and community stakeholders in advancing the TDM strategies identified in this plan. This framework also highlights key partnerships and funding opportunities that can accelerate program delivery and maximize the return on investment.

The framework organizes recommended actions into near-term, mid-term, and long-term priorities, providing a practical roadmap for phased implementation. Near-term actions focus on foundational programs and quick wins that build momentum. Mid-term actions expand and refine services based on early successes and performance data. Long-term actions position the City for sustained improvements, incorporating emerging technologies and adapting to changing travel patterns.

By clearly linking actions to responsible parties, potential funding sources, and an achievable timeline, this framework ensures that Moreno Valley's TDM vision can be implemented effectively, with measurable progress toward the City's mobility, equity, and sustainability goals.

This chapter provides guidance for the successful implementation of TDM strategies in Moreno Valley. While the TDM Toolbox recommends a list of strategies, this section outlines additional recommendations and timeline guidance to support the implementation of the TDM strategies into future planning studies and program development.



ROLES AND RESPONSIBILITIES IN ADVANCING TDM GOALS

Advancing TDM goals in Moreno Valley depends on the contributions of several stakeholder groups with distinct roles in planning, implementation, and program support. This section outlines the primary responsibilities of each group including City departments, employers, developers, regional partners and transportation providers to clarify how they participate in delivering TDM strategies and supporting multimodal access.

City Departments

- **Leadership & Coordination** – Serve as the central coordinator for TDM program delivery, ensuring strategies align with City mobility, equity, and sustainability goals.
- **Infrastructure & Operations** – Plan, design, and implement local improvements that support non-SOV travel (e.g., mobility hubs, bike and pedestrian facilities, shuttle stops, micromobility zones).
- **Policy & Regulation** – Integrate TDM requirements into zoning, development review, and land use policies; support parking management reforms; ensure accessibility standards (ADA compliance) are met.
- **Marketing & Outreach** – Use City communication channels to promote programs such as Emergency Ride Home, e-bike incentives, and vanpool matching; recognize employers and community partners for participation.
- **Data & Evaluation** – Collect performance metrics for VMT reduction, mode shift, and equity outcomes; adjust programs based on results.

Regional Agencies and TDM Providers

RCTC, RTA, IE Commuter, WRCOG, SCAG, Caltrans, SCAQMD, CARB

- **Program Delivery** – Lead or co-lead regionwide programs such as vanpool services, mobility hub development, Emergency Ride Home, micromobility integration, and marketing campaigns.
- **Funding & Grants** – Identify, secure, and manage funding for TDM projects, including federal/state grants, regional sales tax programs, and public-private partnerships.
- **Technical Assistance** – Provide employers and local jurisdictions with tools, policy templates, and expertise for implementing TDM programs.
- **Data Sharing and Monitoring** – Deliver TDM strategies, share data, coordinate monitoring activities, review performance, and providing analytical insights that help evaluate effectiveness of programs.
- **Service Integration** – Coordinate transit, first/last mile, park and ride lots, parking, and micromobility services across jurisdictional boundaries.

Employers

- **Workplace Programs** – Offer commuter benefits such as transit subsidies, vanpool participation, bike amenities, and flexible schedules.
- **Policy Adoption** – Implement internal policies for telecommuting, parking cash-out, and alternative work hours to reduce peak travel demand.
- **Employee Engagement** – Promote TDM options to staff through onboarding, HR communications, and incentives; participate in recognition programs and sustainability pledges.
- **Data Sharing** – Track and share employee commute data to help evaluate program effectiveness.

Community Stakeholders

(e.g., neighborhood associations, advocacy groups, educational institutions, non-profits)

- **Advocacy & Awareness** – Promote safe, accessible, and affordable transportation options within the community.
- **Partnerships** – Collaborate with the City, regional agencies, and employers to support first/last mile solutions, educational campaigns, and safety initiatives.
- **Local Expertise** – Provide feedback on program design to ensure strategies meet the needs of underserved or transit-dependent populations.
- **Participation** – Engage in pilot projects, attend public workshops, and help recruit participants for TDM programs.



IMPLEMENTATION TIMELINE

The following selection outline a suggested timeline’s phased approach to launching, expanding, and institutionalizing Moreno Valley’s TDM Program. While each strategy has been assigned an expected delivery window, the timing may be adjusted as partnerships strengthen, staff capacity evolves, or new funding opportunities emerge. The City’s TDM Program Manager and staff will be responsible for annually reviewing program performance, monitoring participation trends, and determining whether the strategies underway are advancing the Plan’s goals. Continuous monitoring, reporting, and evaluation should guide the refinement of priorities, the sequencing of activities, and the allocation of resources throughout all phases of implementation.





Program Launch and Near-Term Strategies (0-2 Years)

Focus: Leverage existing resources and staff to launch the program and secure additional funding.

In the first two years, the City should focus on establishing the TDM team, clarifying roles and responsibilities, and building the operational foundation needed to launch early program activities. This period emphasizes quick-impact strategies that require minimal funding, limited policy changes, and short development timelines. Early efforts will focus on public-facing resources, workplace travel planning, basic marketing, introductory incentives, and initial employer engagement. During this phase, staff will actively cultivate partnerships with major employers, institutions, transit providers, and regional agencies. By the end of Year 2, employer relationships, partner roles, and internal processes should be formalized, providing a stable platform for delivery of the initial near-term strategies.

NEAR-TERM STRATEGIES (0-2 YEARS)

- Develop Employer Policy Toolkit
- Develop Facility Amenities Toolkit
- Support the Development of Employer Partnerships
- Develop a Travel Options / TDM Program Website
- Launch a Regional Marketing Campaign
- Provide Workplace Travel Resources & Planning
- Offer Personalized Travel Planning
- Promote Carpool Matching and Incentives
- Promote Vanpool Matching
- Support Reimbursement for GRH / Employer-Led Partnerships





Program Growth Mid-term strategies (3-6 Years)

Focus: Expanding Programs, Establishing Presence, and broaden external partnerships/participants.

Between Years 3 and 6, the City should evaluate the performance of early TDM activities, refine them based on user feedback, and expand programming through employer-driven initiatives and targeted incentives. With partnerships established and early adoption outcomes documented, the program can begin to introduce higher-value offerings into their programs such as increasing e-bike subsidies, parking management tools, growing employer policy toolkits, and facility planning guidance support. This phase prioritizes supporting employers and institutions as direct program partners, enabling them to implement tailored incentives and internal transportation policies that reinforce mode shift and improve access for their employees. During this period, the City should continue to monitor outcomes, adjust program elements, and scale strategies that demonstrate the strongest performance.

MID-TERM STRATEGIES (3-6 YEARS)

- Promote Commuter Tax Benefits
- Support E-Bike Subsidy / Voucher
- Host / Co-Host Organizational Recognition
- Offer Clean Commute Incentives
- Employer Sustainability Pledge Program
- Support Safe Routes to School / Commute to School



Program Maturity - Long-Term Strategies (6+ Years)

Focus: Scaling Programs from pilots to permanent citywide programs supported by strong partnerships

As the TDM program matures, staff resources, funding capacity, and demonstrated performance will enable more ambitious, infrastructure-supported TDM strategies. At this stage, Moreno Valley should focus on scaling partnerships, investing in successful programs, and aligning TDM outcomes with long-range transportation planning and land use decisions.

Long-term strategies should focus on supporting sustained behavioral change with long-term service and program offerings. The long-term strategies would strengthen multimodal access, district-level demand management, and more permanent mobility investments. This period should also advance long-range policy and regulatory actions, support a full program refresh to evaluate emerging needs, new travel trends, and promote regional performance data management.

LONG-TERM STRATEGIES (6+ YEARS)

- Support First & Last Mile Shuttles
- Promote Institutional and Major Employer Shuttles
- Promote Micromobility
- Promote Mobility Hubs
- Develop Local Land Use Policy Guidance
- Parking Strategies (Unbundling, Cash-Out, etc.)



EXECUTIVE SUMMARY



SUMMARY

The Moreno Valley Transportation Demand Management Plan provides a comprehensive and coordinated framework to guide the City's multimodal vision, shape travel behavior, and support more efficient, sustainable, and accessible transportation choices for residents and workers. The Plan begins with a clear purpose statement and a description of why TDM is essential for meeting community mobility needs, economic development goals, and long-term sustainability objectives (Chapter I). The Needs Assessment (Chapter II) evaluates existing conditions, planning context, peer practices, public input, and Moreno Valley's multimodal opportunities and constraints. These findings establish a data-driven foundation for the Plan and identify the strengths, challenges, and opportunities that shape the City's TDM direction.

Building on this understanding, the Vision and Goals chapter (Chapter III) defines a unified mission statement and eight core program goals that frame Moreno Valley's approach to commuter support, multimodal access, vehicle miles traveled reduction, and partnership development. These goals provide clear direction and performance expectations for program delivery. The Strategies and Measures chapter (Chapter IV) translates the vision into 22 actionable program strategies supported by web tools, employer partnerships, marketing and outreach, mobility services, and infrastructure improvements. These strategies represent a balanced mix of near-term actions, pilot programs, and long-term system enhancements that can be scaled over time.

As implementation begins, the City can prioritize early strategies, build internal and external partnerships, and apply for federal, state, and regional funding to launch TDM initiatives. The Plan provides clear mechanisms for performance tracking, enabling Moreno Valley to evaluate participation, measure multimodal outcomes, and refine programs based on demonstrated results. By following the roadmap established in this Plan, Moreno Valley can systematically build organizational capacity, expand program offerings, and improve multimodal access throughout the community. Over time, the City is positioned to strengthen mobility choices, reduce congestion, enhance employer support, and advance broader sustainability and economic development goals.



