

Environmental Justice: Context-Sensitive Planning Grants

Tribal Transportation Demand Management (TDM) Outreach Program

- **Grant Amount:** \$198,000
- **Grant Recipient:** San Diego Association of Governments (SANDAG) and Reservation Transportation Authority (RTA)
- **County:** Imperial, Riverside, San Diego, Santa Barbara, and San Bernardino.

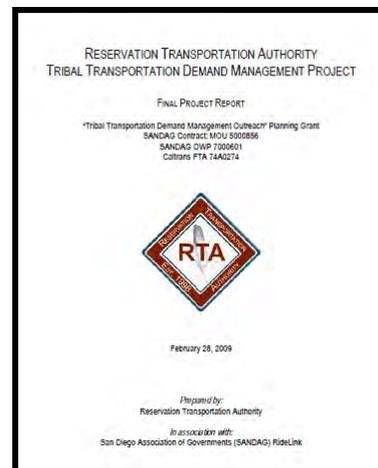
Project Area – This project is focused on Tribal reservations across Southern California. Especially those located in Imperial, Riverside, San Diego, Santa Barbara, and San Bernardino Counties.

Project Focus – The focus of the project was to implement a tribal focused Travel Demand Management (TDM) program that would reduce traffic congestion on the roadway system in the rural unincorporated portions of the counties. In addition, to bringing institutional strength to the Reservation Transportation Authority (RTA) by utilizing TDM as a policy tool to influence travel behavior. Finally, with the development of a TDM program and the establishment of a Tribal Transportation Management Association (TTMA) that would bring increased attention to the specific needs of tribal employees and serve the needs of tribal enterprises.

Project Goals – The goal of the project is for the TTMA to motivate a minimum of 10 percent of the employees of San Diego Tribal Enterprise members to participate in the program within the first year. Raising participation to 15% by the end of the second year and increasing participation to 20% by Year 3.

Community Outreach – Project outreach was performed by contacting tribal offices and conducting assessments to further seek collaboration with the local casino administrators. RTA staff with the assistance of Inland Transportation Systems, provided project presentations and provided enterprise management with marketing materials to encourage participation in the survey process. Outreach activities were ongoing with tribe administration and tribal enterprises. The RTA website was enhanced to reach more constituents and to increase enterprise-level visibility. Marketing materials were produced in English, Spanish, and Tagalog

Project Outcome– The TTMA will provide an institutional framework for the recommended TDM programs and services that were developed as a result of this study. The TTMA will be managed by the members. The TTMA will leverage funds to increase the use of ridesharing and other commuting options that reduce traffic congestion and improve air quality. In short, the Tribal TMA will provide an institutional structure to deliver the various TDM strategies specifically for tribes and their tribal enterprises, creating a self-supporting, sustainable entity that would serve its members' needs.



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Challenges

- Reservations are located in rural areas, and as tribal gaming enterprises continue to flourish, access to these facilities is limited, and has put a significant strain on the transportation infrastructure.
- Reservations in the San Diego region are generally located in remote areas of the unincorporated area of the County. Inadequate access to and from the reservations has historically resulted in a lack of employment opportunities, as well as insufficient health, social and cultural services.

Successes

- Based on the participation projections, a total of 2,721,600 one-way vehicle trips will be reduced, 66,613,518 vehicle miles traveled will be reduced, and 1,233,766 pounds of pollutants will be reduced.