



10 Myths about Travel, Commuting, and Employment in the WRCOG Subregion

City of Corona

Myths about Travel, Commuting, and Employment

This study looks at the following :

- Daily trips and travel patterns to see where residents are traveling to
- What Counties residents commute to for work
- Congestion patterns
- The ratio of employed residents to jobs in each Jurisdiction



Data Sources

Census Data

- Longitudinal Employer-Household Dynamics (LEHD)
- Uses data from unemployment insurance data, Census of Employment and Wages, other census data

Replica/Streetlight

- Aggregates data from cell phones, vehicle location data, and dozens of other sources

Compass IOT

- Uses locational data from Vehicle manufacturers which is then resold to 3rd parties



Does This Information Violate My Privacy?

- All is obtained from either public sources or third-parties which purchase their data from other sources
- In many cases, private users have either “opted into sharing their data” or not “opted out” if given the chance
- Many express concerns about government stealing their data or spying on them but private agencies are doing it continually and profiting off your data
- Here are some things regularly monitoring you
 - Phone
 - TV
 - Car navigation systems
 - Computer
 - Smart Home Devices
 - Websites
 - Services like Uber, Yelp, social media, etc.

Key Definitions

- **Employed Residents:** Residents who are employed
- **Live and Work in Jurisdiction:** Residents who work in the Jurisdiction they live in
- **Work and Live in Jurisdiction:** Jobs held by Residents of the Jurisdiction
- **Home Based Work Trips:** Trips from a resident's home to their work
- **Home Based Other Trips:** Trips from a resident's home to a non-work related location (shopping, eating, school, medical, etc)
- **Non Home-Based Other Trips:** Trips that do not have the driver's residence as either the origin or destination. Includes travel people make from other destinations and also deliveries.





Key Definitions

Live and Work in Jurisdiction: Residents who work in the Jurisdiction they live in

$$\begin{aligned} & \text{Number of People who Live and Work in the Same City} \\ = & \frac{\hspace{10em}}{\text{Total Number of Residents}} \end{aligned}$$

Work and Live in Jurisdiction: Jobs held by Residents of the Jurisdiction

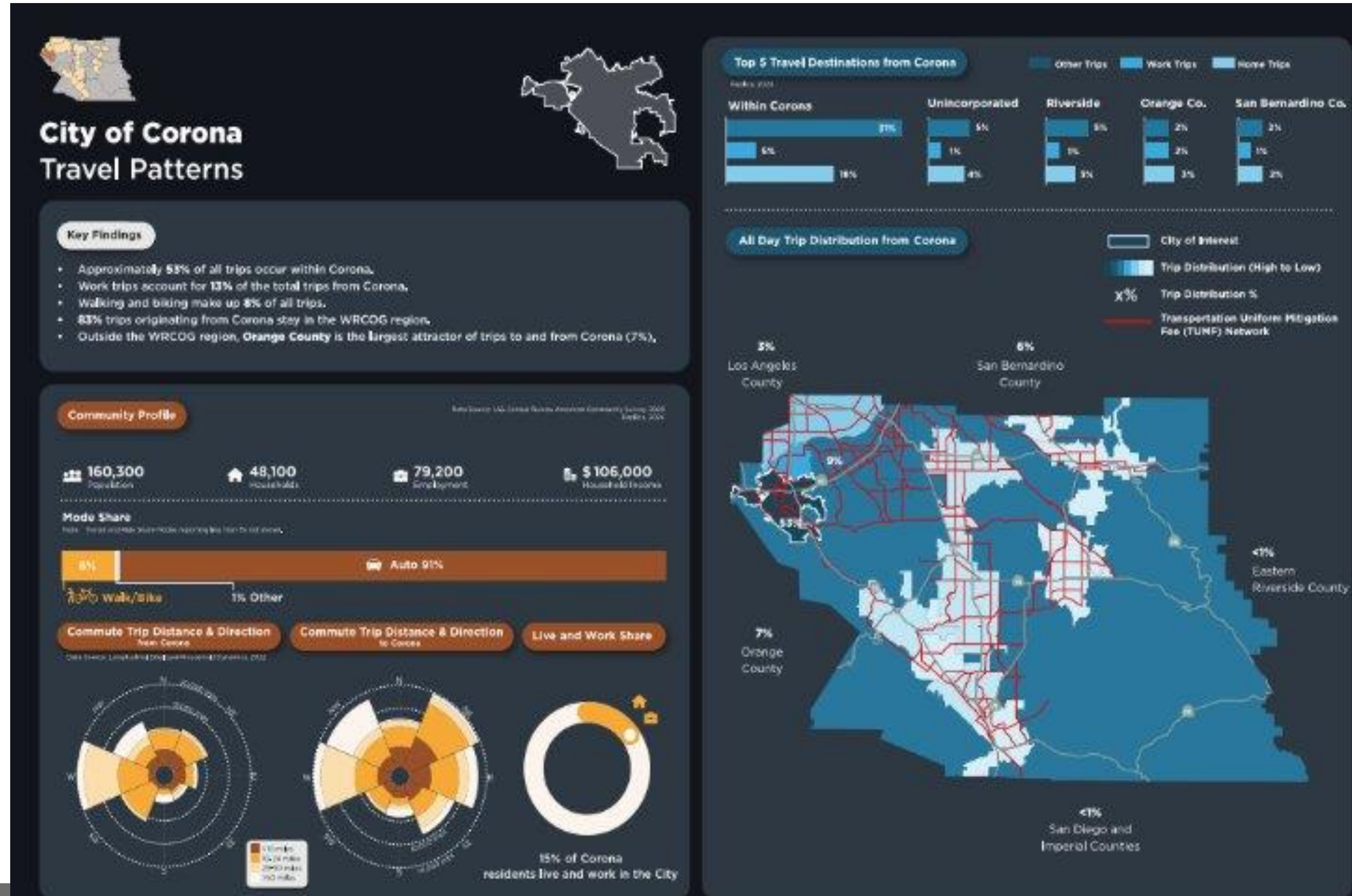
$$\begin{aligned} & \text{Number of People who Work and Live in the Same City} \\ = & \frac{\hspace{10em}}{\text{Total Number of Workers}} \end{aligned}$$

Gray Family Typical Day (Chris, Lori, Sarah)

Person	Start	End	Purpose
Sarah	Home	Starbucks	Home Based Other
Sarah	Starbucks	Santiago High School	Non-Home Based
Chris	Home	WRCOG Office- Riverside	Home Based Work
Chris	WRCOG Office- Riverside	Taco Bell- University Avenue	Non-Home Based
Delivery Person	Amazon Warehouse	Gray Family Home	Non-Home Based
Chris	Taco Bell	WRCOG Office	Non-Home Based
Lori	Home	CVS	Home Based Other
Gardener	Other client's home	Gray Family Home	Non-Home Based
Sarah	Santiago High School	Corona Library	Non-Home Based
Chris	WRCOG Office	EOS Fitness (Corona)	Non-Home Based
Chris	EOS Fitness (Corona)	Home	Home Based Other
Sarah	Corona Library	Home	Home Based Other

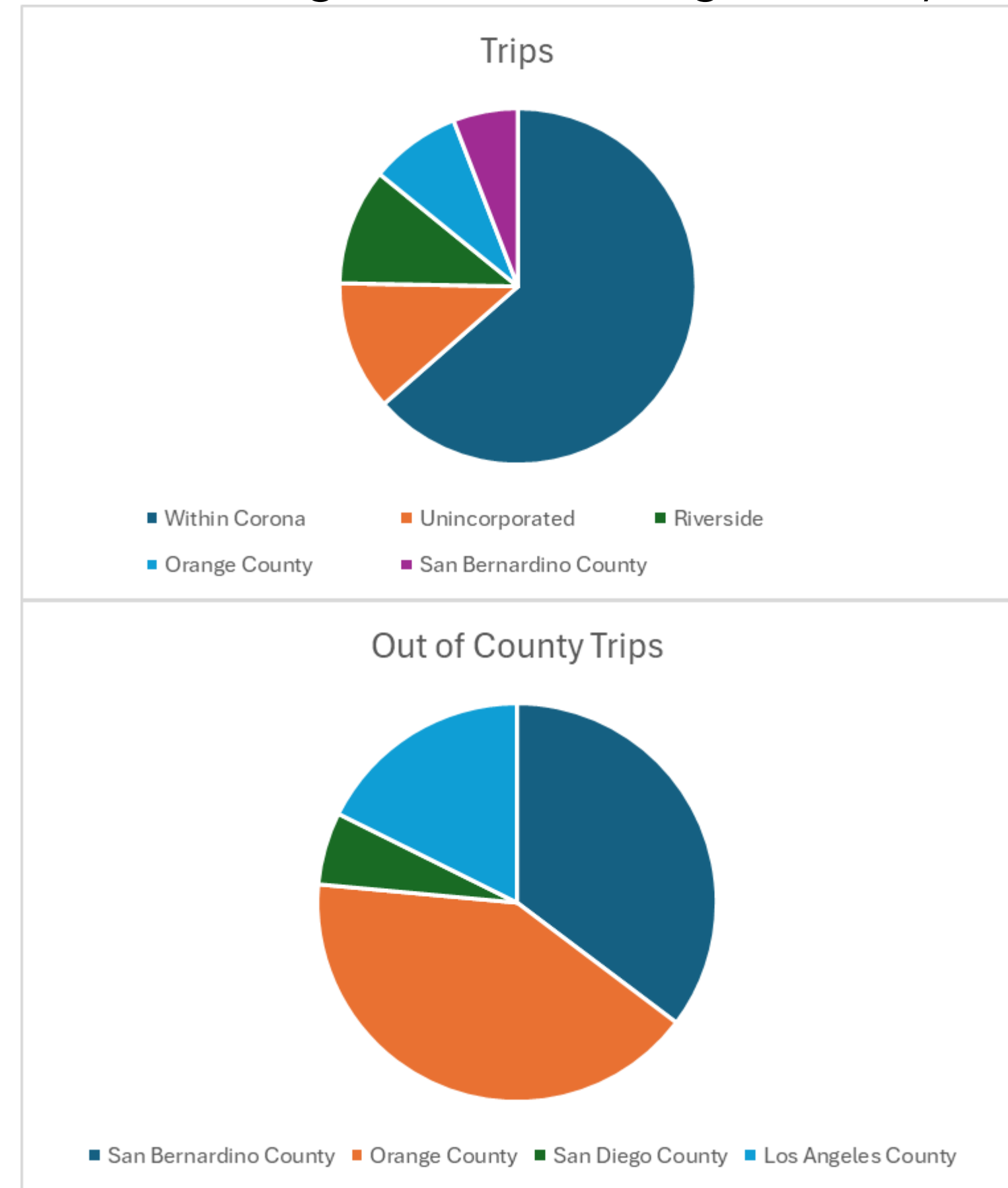
Myth #1: All of our congestion is caused by people who live in the region traveling to other counties

- Only 10% of all total trips leave the WRCOG region
- 53% of all trips in the City of Corona stay within the City



Myth #2: Many of our residents travel to LA, Orange, and San Diego County daily

- More daily trips travel to Orange County over Los Angeles, Can Bernardino, and San Diego
- Less than 17% of trips from Corona are going to Orange, Los Angeles, and San Diego Counties daily



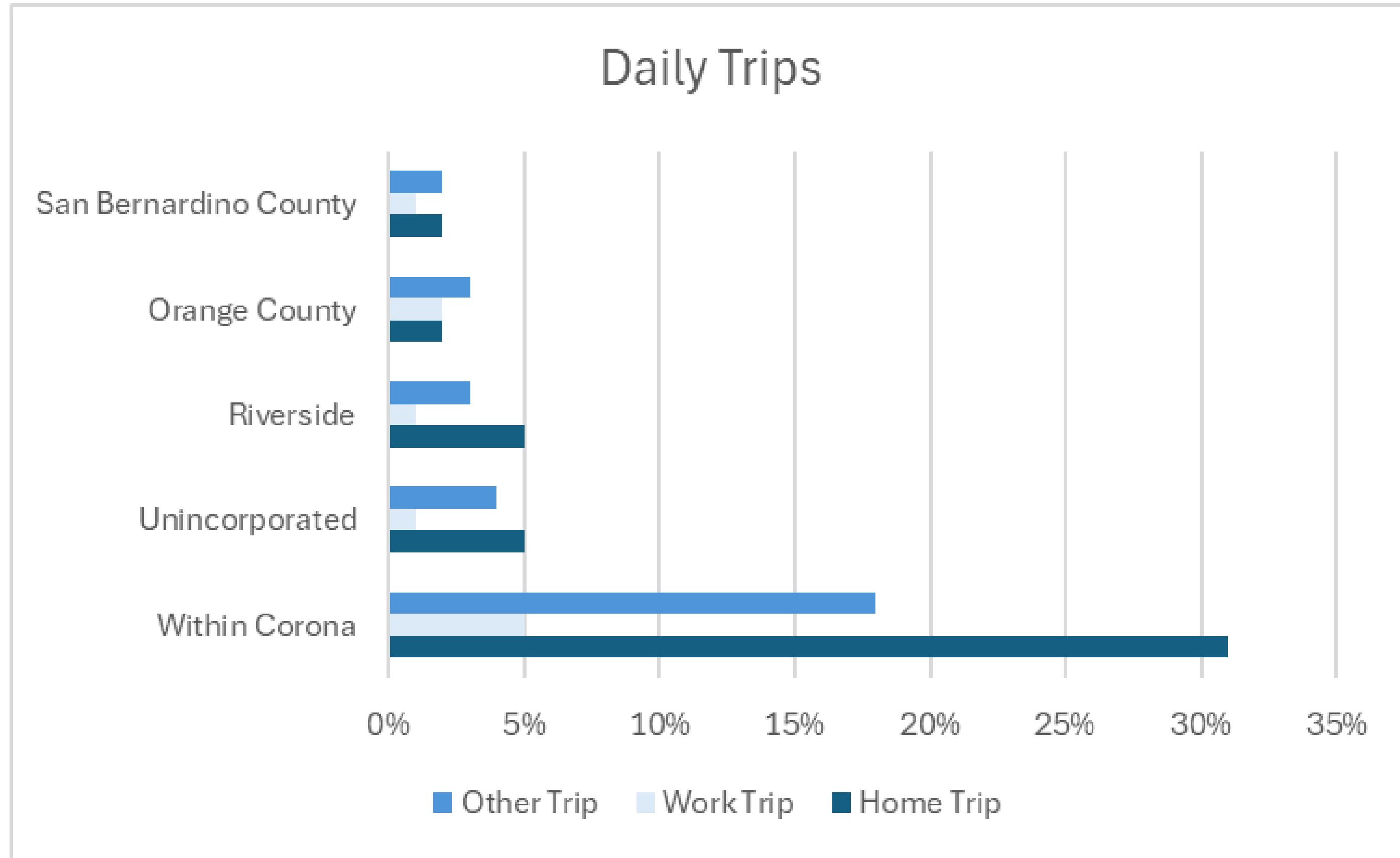
Myth #3: Most of our residents are working and driving to/from work

- Only 42% of Corona residents are actively employed
- 30%-40% of residents are either too old to work or too young to work
- Remaining residents are either unable to work or choose not to work



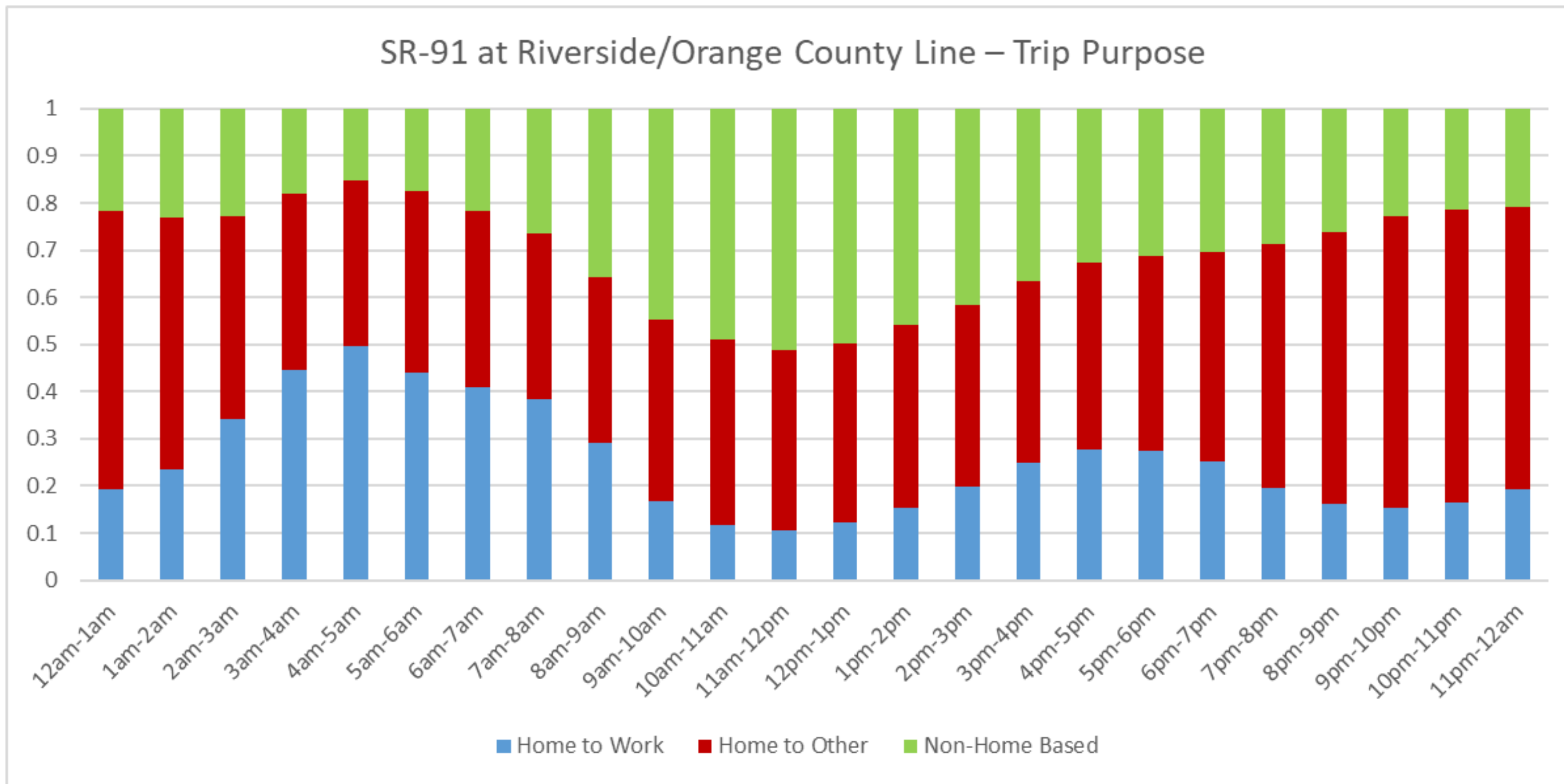
City	% of Residents who Work
Banning	34%
Beaumont	35%
Calimesa	36%
Canyon Lake	43%
Corona	42%
Eastvale	40%
Hemet	34%
Jurupa Valley	44%
Lake Elsinore	40%
Menifee	32%
Moreno Valley	38%
Murrieta	37%
Norco	45%
Perris	42%
Riverside	40%
San Jacinto	35%
Temecula	36%
Wildomar	39%

Myth #4: All our congestion is related to work travel



- 31% of all trips are home based trips that are going to places other than work (school, shopping, eating)
- Work trips are about 75%
- Remaining trips are commercial trips (deliveries, work related, travel, etc)

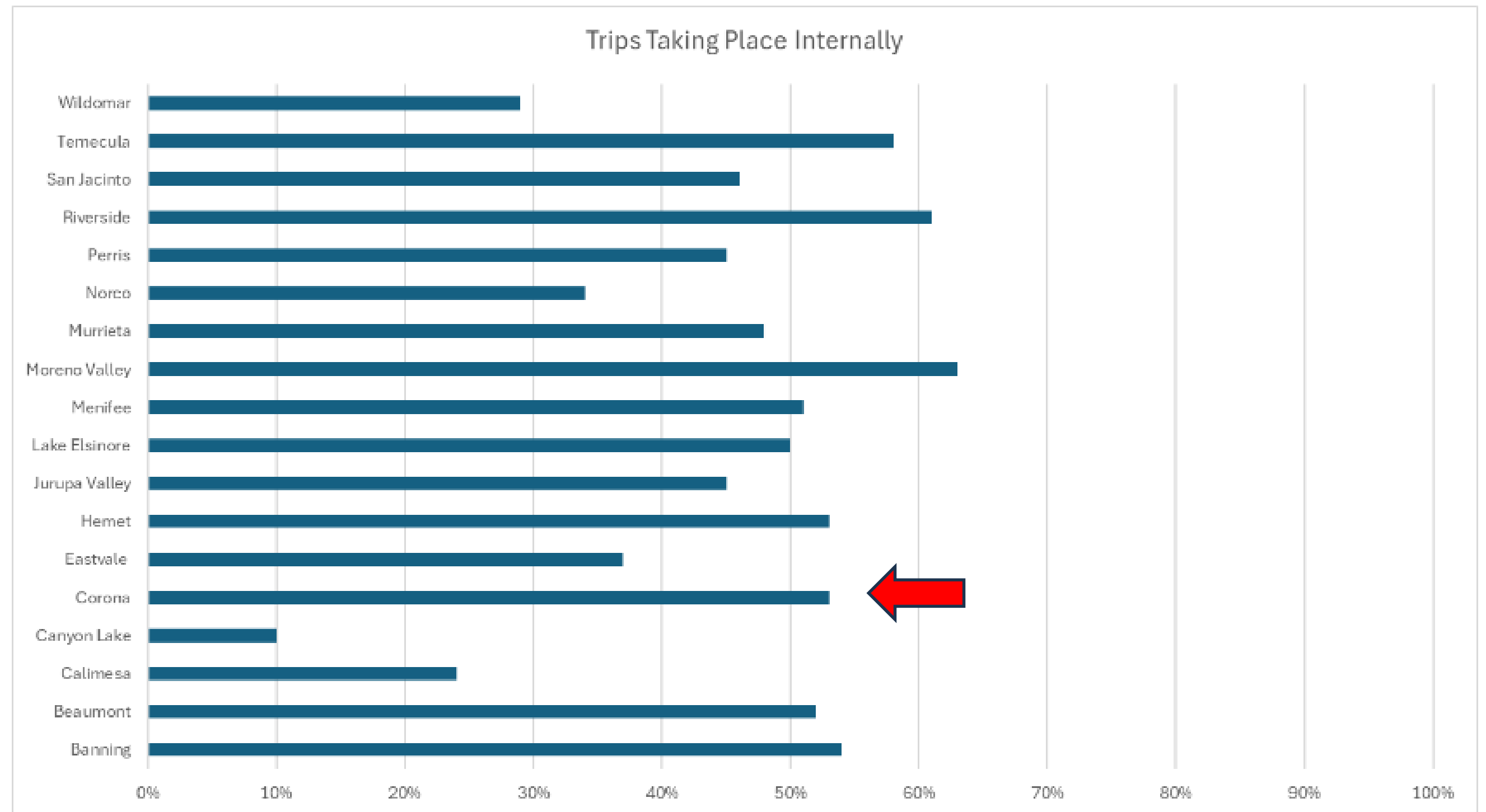
Myth #5: Our freeways leaving the County are congested because of work trips



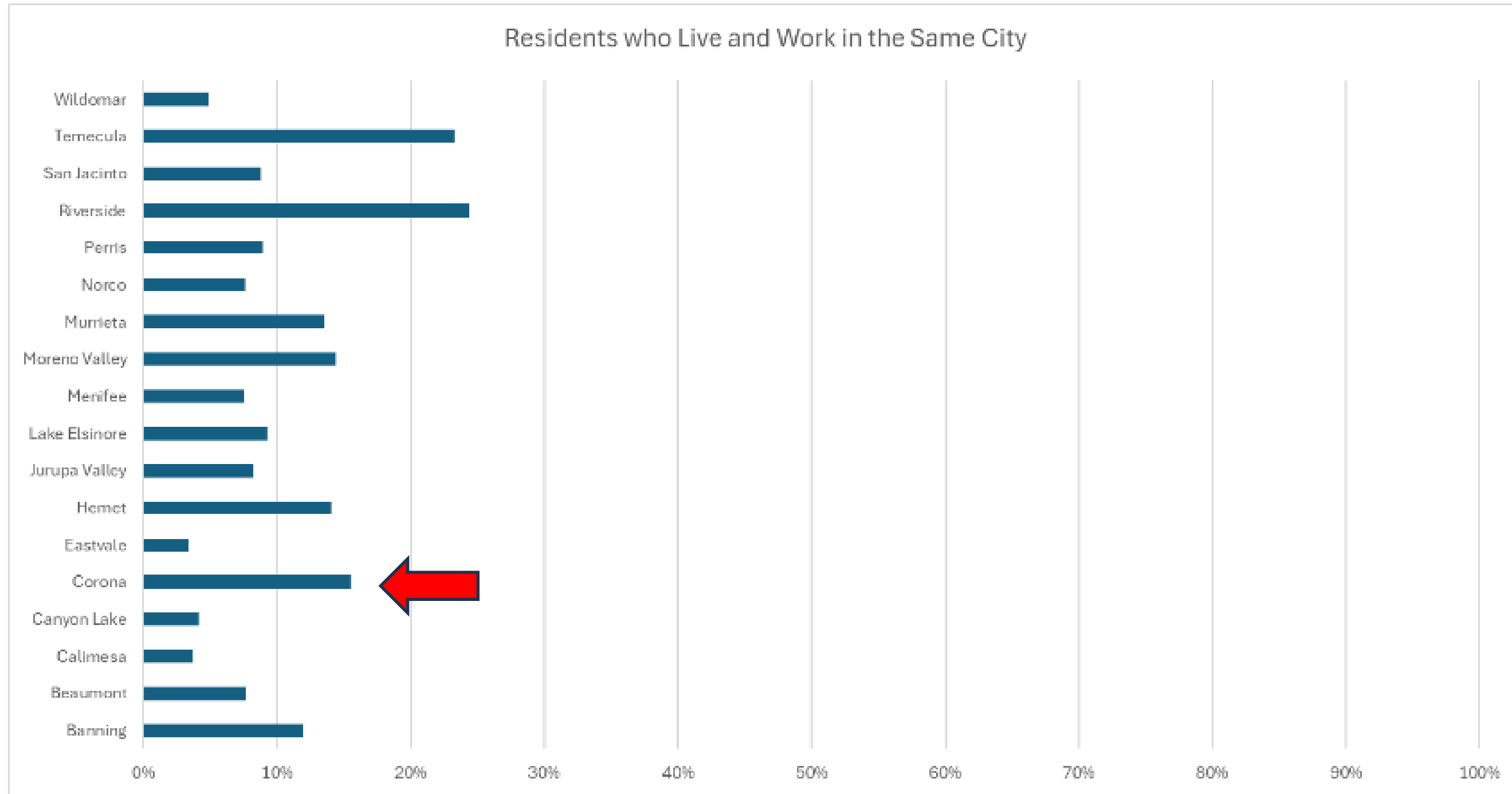


Myth #6: Congestion in my area is from my neighbor's trips and not my residents

- 40-50% of all trips start and end in the same City
- Corona is over 50%
- While your neighbors might be shopping/eating in your City, your residents are also shopping/eating in their City



Myth #7: Most people live and work in the same city



- 10-15% of people in the WRCOG region live and work in the same City
- The highest number of people living and working in the same City is 25%
- Corona is 16%
- This number is consistent through WRCOG and neighboring Counties



Average % of People who Live and Work in the Same City by Region

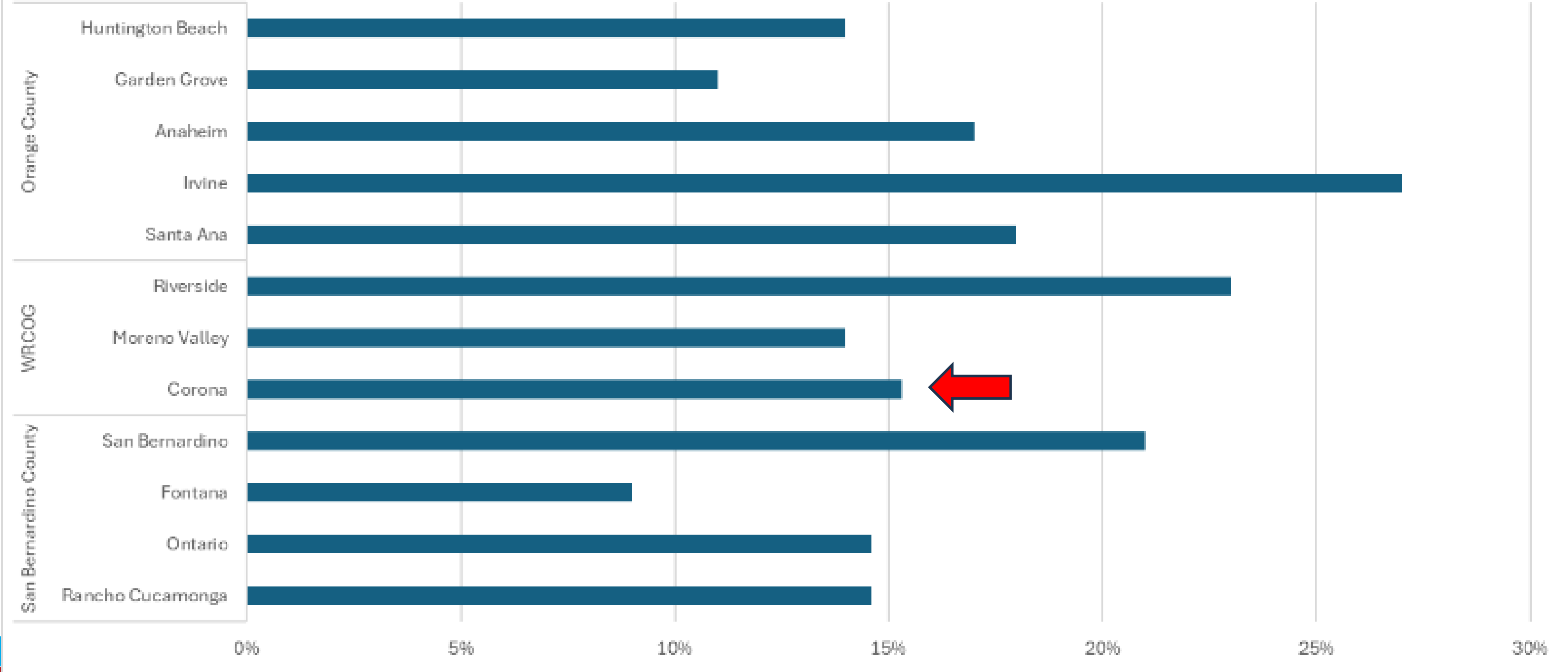
	2002	2022
Corona	18%	15%
WRCOG	13%	10%
San Bernardino County	19%	13%
Orange County	10%	9%
San Diego County	17%	15%

% of People who Live and Work in the Same County

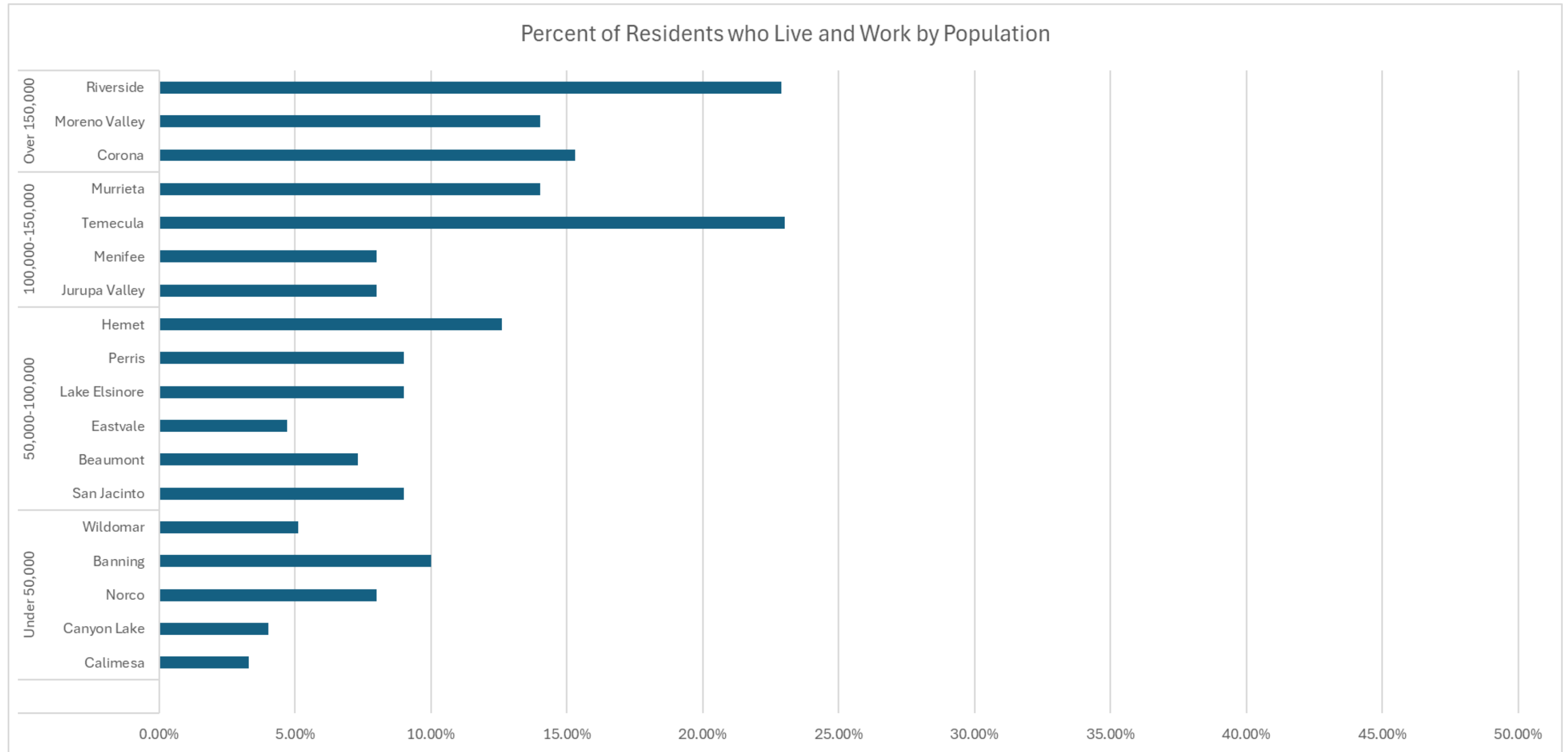
	2002	2022
Riverside County	53%	46%
San Bernardino County	51%	47%
Orange County	68%	64%
San Diego County	85%	79%

% of People who Live and Work by Population

Over 150,000- % who Live & Work



% of People who Live and Work by Region



Myth #8: Our region has too many people working in retail and service jobs and not enough people working in higher paying jobs

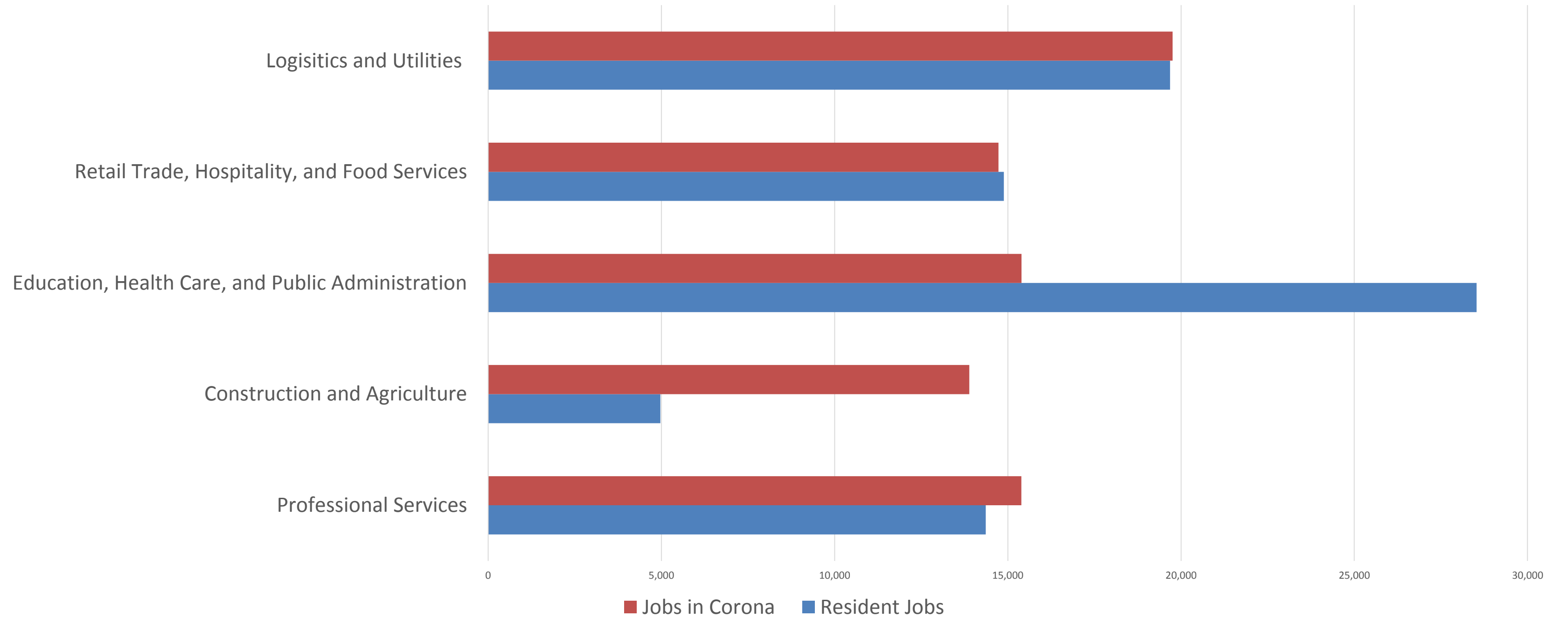
	Professional Services	Construction & Agriculture	Education, Health Care, & Public Administration	Retail Trade, Hospitality, & Food Services	Logistics & Utilities	Total
WRCOG Weighted Average	2.77	3.04	1.78	1.50	2.30	1.58
Corona	0.93	0.36	1.85	1.01	1.00	1.04

- The WRCOG region has a job deficit meaning that we have more employed residents as compared to jobs in each of our cities
- There are 3 employed residents for every 2 jobs
- Even with the deficit, Riverside County imports worker to fill some of these jobs

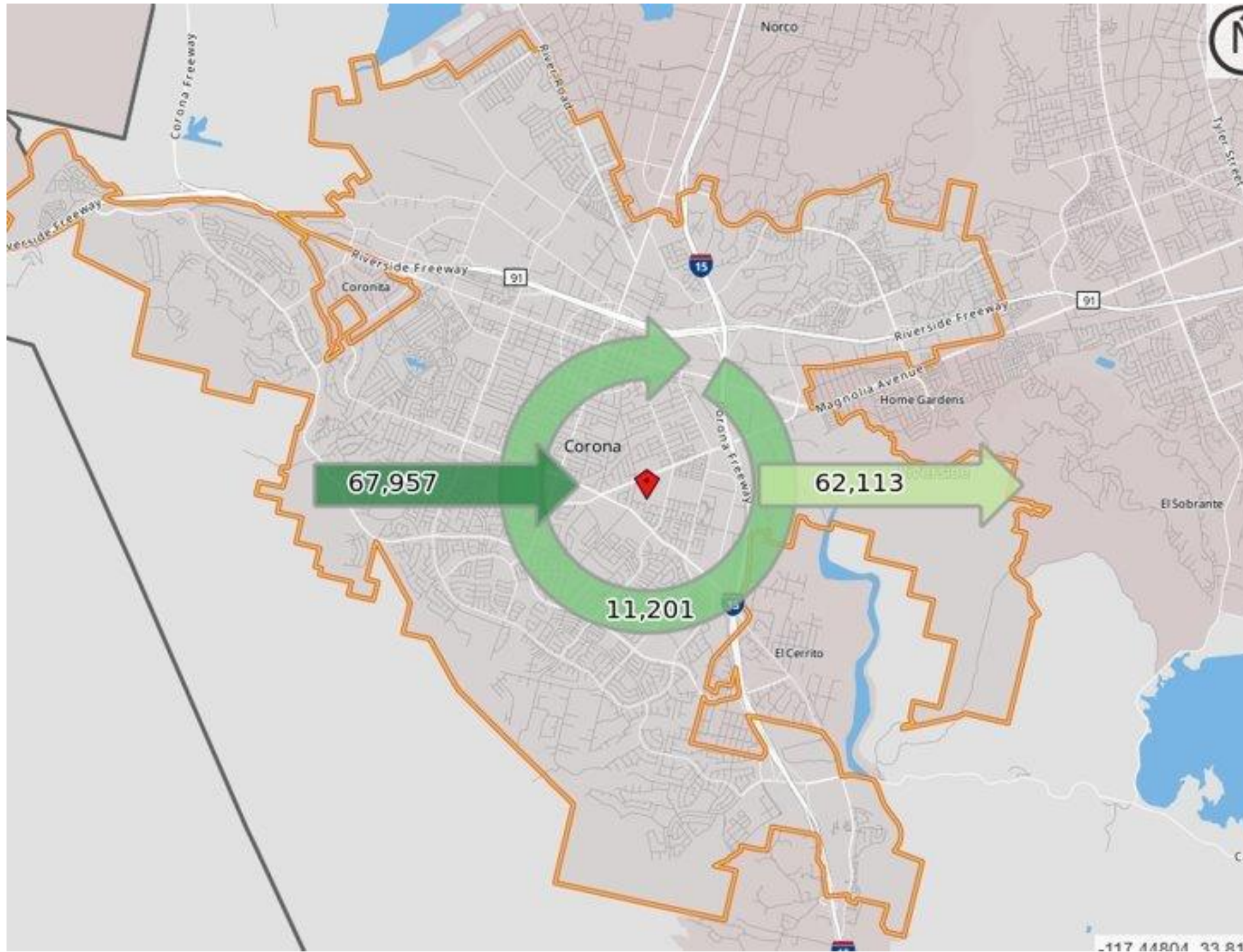


City of Corona Jobs vs. Employed Residents

Aggregated Industries - Jobs Held by Residents of Corona vs. Jobs in Corona



Myth #9: Bringing more jobs to my City will reduce congestion

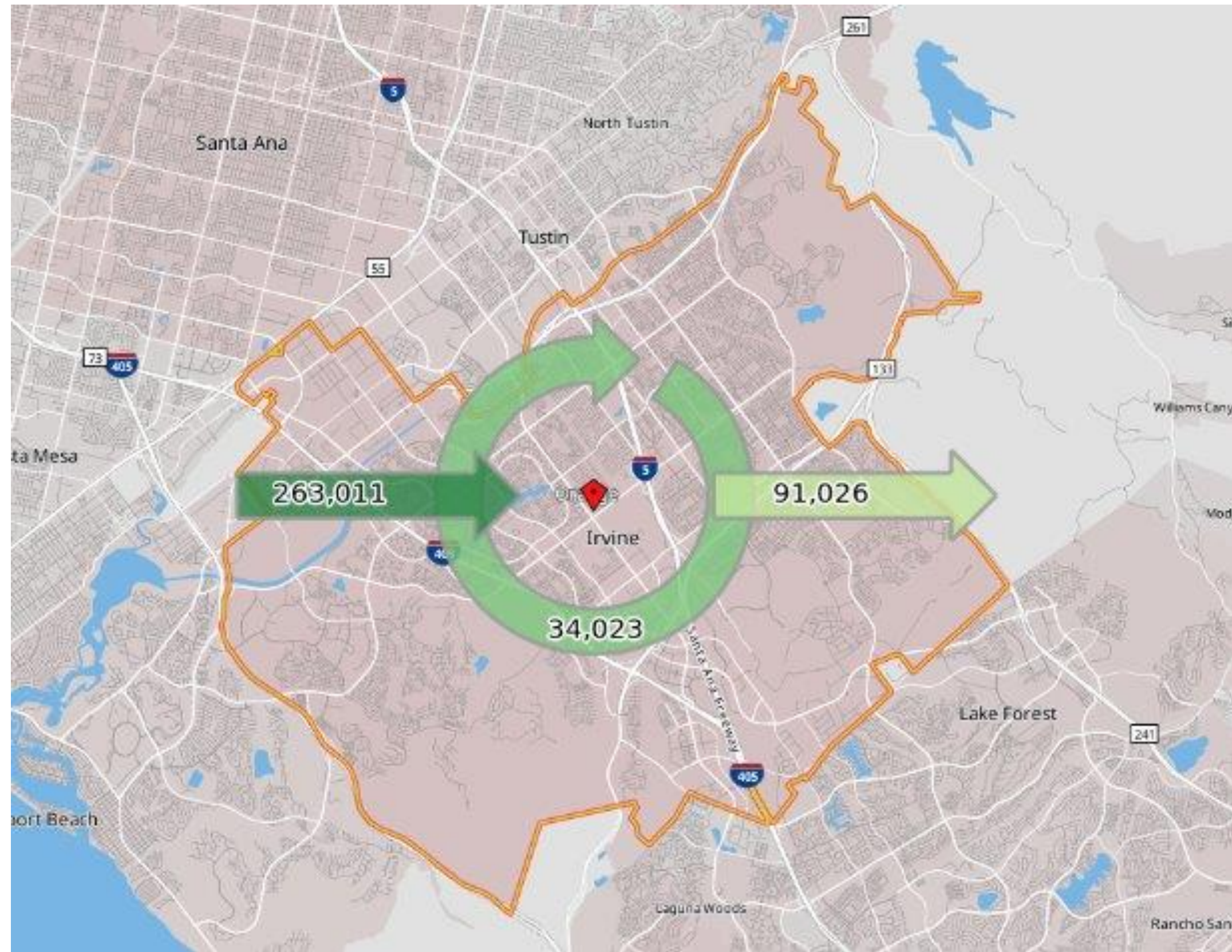


- Agencies have very little control over where residents work
- Providing jobs does not mean those jobs will be filled by your residents
- At best, 1 out of 4 new jobs will be filled by your residents



City of Irvine Example

- Irvine has 314,000 residents
- 125,000 residents are employed
- 297,000 people work in Irvine
- Yet Irvine imports 263,000 workers daily and exports 91,000 residents who work elsewhere
- 27% of Irvine residents work in Irvine
- 11% of Irvine jobs are held by Irvine residents



Myth #10: We should survey our residents to find out where they work and bring those businesses to the City



Cal State San Marcos



Residential Community- Chula Vista

WRCOG extracted data from Compass IOT for a sample of trips traveling to/leaving the City of Corona for a 2-month period

We were able to track many of these drivers close to their final destination

Key Takeaways

- Much less travel outside the region than expected
- Much of our travel is not work related but for other purposes
- Congestion results from a combination of all types of trips using our roadways concurrently, not work trips
- Majority of residents work outside of the cities they live in
- Cities have very little control over where their residents work or where employees in the City live



What Can a City Do About It?

- Attracting companies from other regions is expensive and would produce limited benefit
- Subsidizing housing for workers is also expensive and would produce limited benefit

	Office Building	Affordable Housing
Unit Cost (SF or DU)	\$250/SF	\$600,000/DU
Size (Total SF or Total DU's)	50,000 SF	20 DU
Total Cost	\$12,500,000	\$12,000,000
City Subsidy	\$5,000,000	\$5,000,000
Total Number of Workers/Residents	200 workers	40 residents
Workers/Residents Helped	50 workers (25%)	10 residents (25%)
Cost Per Resident/Worker	\$100,000	\$500,000

What Can Work

- Grow local businesses
- Encourage local entrepreneurs
- Help existing businesses expand
- Retain existing businesses as much as possible
- Invest in parks, public safety, and other amenities to make your community as attractive as possible to new and future businesses (economic gardening)





Thank you.





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