



## **PRESS RELEASE**

**Date:** September 1, 2015  
**Contact:** Aaron Hake  
RCTC Government Relations Manager  
[ahake@rctc.org](mailto:ahake@rctc.org)  
(951) 787-7141

### **FOR IMMEDIATE RELEASE**

## **UNIQUE OPPORTUNITY TO HELP DETERMINE THE FUTURE OF TRANSPORTATION IN THE COACHELLA VALLEY**

The Riverside County Transportation Commission (RCTC) is seeking public input to guide the County's transportation planning process. A strategic review is underway and the public is invited to attend a Transportation Summit on Thursday, September 3 in Palm Desert at 6:30 p.m.

RCTC is comprised of elected officials representing every city and the unincorporated areas of the county. They set policy, establish priorities, and coordinate transportation activities among the various public agencies. Another major responsibility includes overseeing funding and implementing the voter-approved half-cent sales tax called Measure A. These funds are dedicated to Riverside County transportation needs and have paid welcome dividends, funding projects throughout Riverside County.

Public input is critical to successful planning and assists RCTC in identifying the public's desire for current and future transportation needs. Identifying needs, however, is only one part of the process. Developing an effective transportation system requires on-going investment in long-

term solutions. Finding a way to pay for what the community wants means setting priorities and making choices – tasks that require input from stakeholders.

Now is the time to plan for the future, to develop effective solutions and to shape the transportation landscape for the first half of the 21<sup>st</sup> Century. Be part of the discussion! Two summits have already been held in Perris and Riverside; this Thursday is a great opportunity for Coachella Valley residents to participate.

Attend RCTC's Transportation Summit in Palm Desert and share your vision of a future that will make Riverside County an even better place to live, work, and play.

Save the Date and join us for this important dialogue.

#### **PALM DESERT TRANSPORTATION SUMMIT DATE AND LOCATION**

**Thursday, September 3, 2015, 6:30-8:30 p.m.**  
**UC Riverside Palm Desert Center**  
**75080 Frank Sinatra Drive, Building B**  
**Palm Desert, CA 92211**

For more information, contact Aaron Hake, RCTC Government Relations Manager, at [ahake@rctc.org](mailto:ahake@rctc.org) or by telephone at (951) 787-7141.

###