

Reducing Car Dependency in North Indio, CA



| College of Environmental Design
|Department of Urban and Regional Planning

Sherlin Orozco | Spring 2026 | Advisor: Alvaro Huerta, Ph.D.

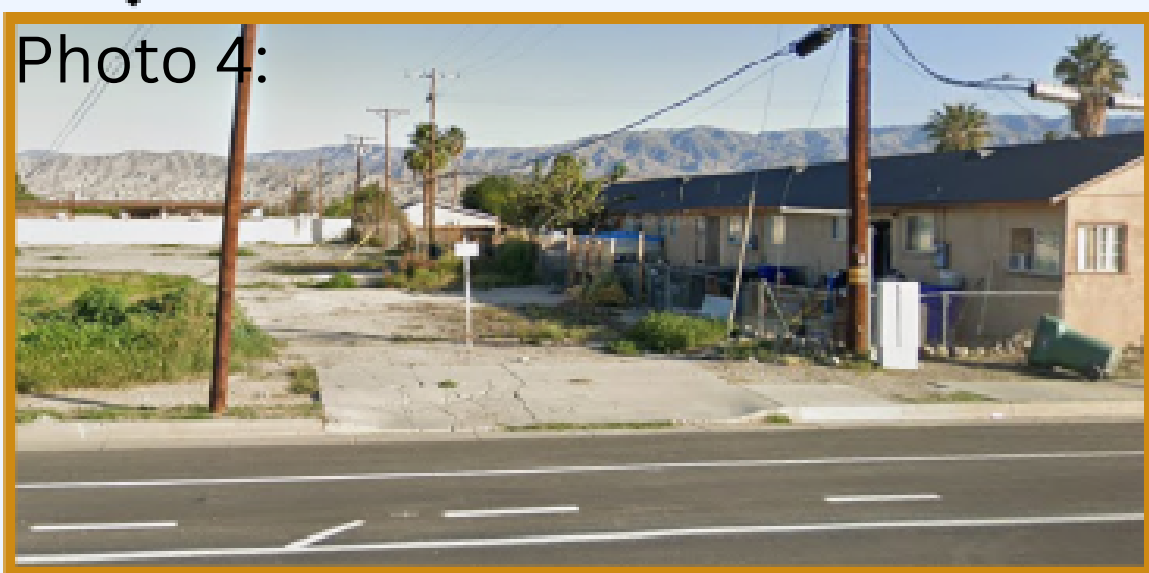
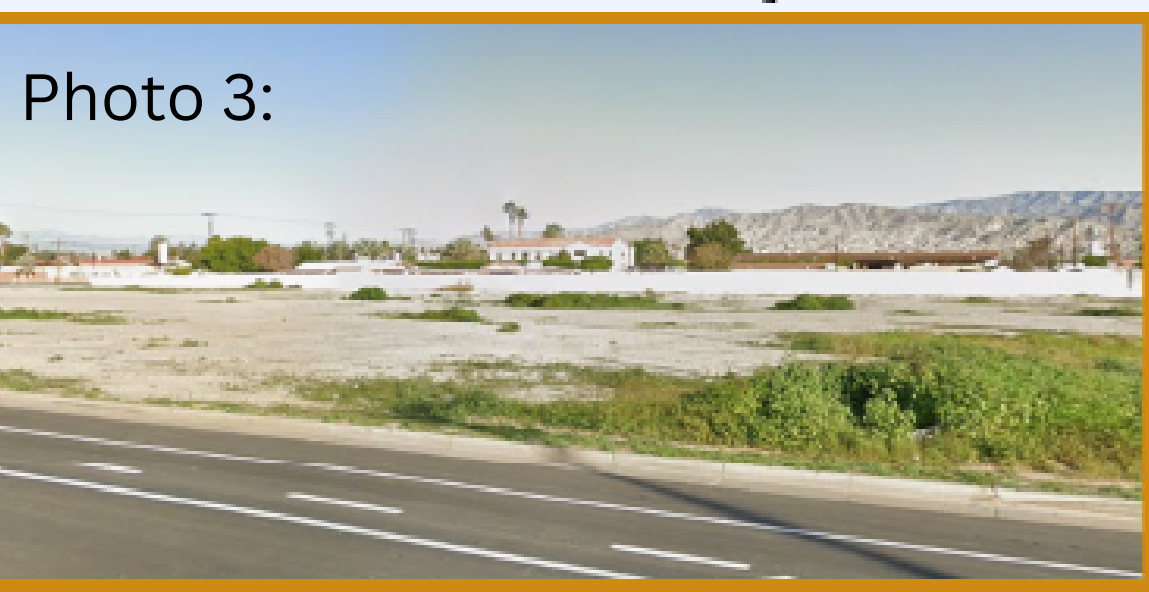
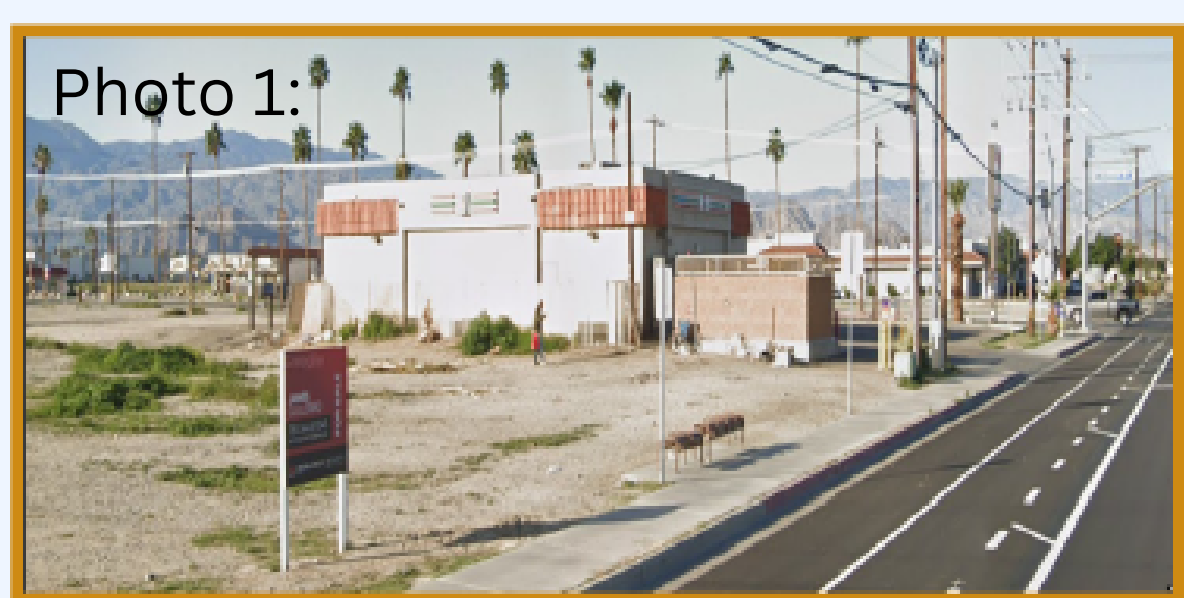
Introduction

The purpose of this study is to analyze the City of Indio (more specifically the North Side) on how to reduce their car dependency by researching other cities and comparing them. This paper will be going over mixed methods of quantitative and qualitative. For the quantitative methods I will be going over such as street connectivity, land-use analysis, walking indices (walk score, pedestrian level of services. As for the qualitative methods, I will be going over census data. The main idea behind using Census Data is that I will be discovering data of number per vehicles per household to help figure out the recommendation for North Indio.

The City of Indio has tried to incorporate different methods of transporting around the city but has avoided to look into the North side of the city. North Indio is divided into two parts, the part that the city is avoiding is where there is more low-income residents. Which is why I want to answer the following question within this paper **What strategies are most effective at reducing private car usage among residents of the City of Indio?**

Study Area

Site: Avenues 44, North Indio, CA 92202



Currently Avenues 44 has no lighting, has one crosswalk through the avenues, parts of it has no sidewalk, and there is two school bus stops, none of them are for public transportation. This avenue is a major corridor that has access to I-10 which creates a lot of traffic flow. The images above show Avenues 44 current state.

Methodology

Quantitative Research

Occupied Housing Units	22,997
No Vehicles Available	1,218
1 Vehicle	7,815
2 Vehicles Available	9,730
3 Vehicles Available	4,234

Data Census 2010

As shown in the table above it is common to have two vehicles available per household. Both vehicles are more likely to being used daily. Whether they are used to going to work, school, the gym, or just running errands. There could always be a different method of transportation, or they can just use one vehicle per household. To answer the question or create recommendation we need to analysis the area bit more.

Key Finding

Qualitative Research

Case Study: Downtown Santa Monica

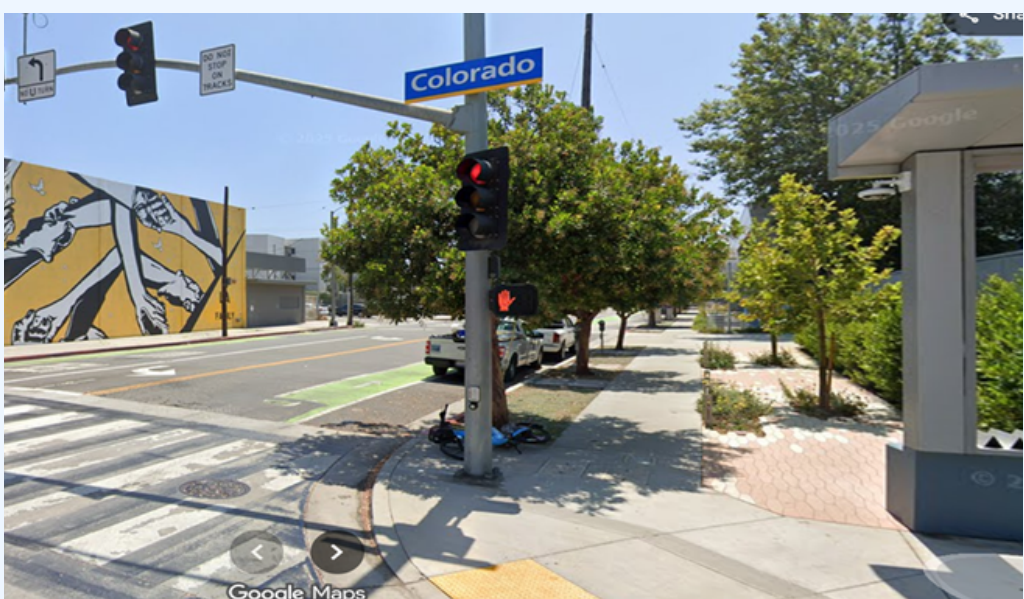
The main focus was to compare the City of Indio to something that has the same population size and that is walkable. As well as having access to public transportation, which is why the City of Santa Monica was chosen to be a case study for this research paper, especially their downtown corridor. Santa Monica is known for their well maintained, clean and safe corridor.

To obtain and to get their downtown to what it is today they created six guiding principles to make it happen.

- 1) Maintain the “our town” character of downtown Santa Monica.
- 2) Create a new model for mobility.
- 3) Promoting New Housing Opportunities
- 4) Focus Public/Private Investment to serve residents, visitors, and employers
- 5) Honor Downtown and its growing community preservation and context sensitive urban design.
- 6) Cultural and Economic Vitality

Recommendations

1. **Complete Streets:** Wide, continuous sidewalks, pedestrian-friendly crossings, and strong connectivity between destinations have transformed its downtown into a highly walkable environment. Walkability is defined as the accessibility of amenities within a reasonable walking distance and is a key factor in reducing car dependency
2. **Traffic Calming:** Measures such as narrowed travel lanes, raised crosswalks, and clearly marked pedestrian zones reduce vehicle speeds and create a safer environment for non-motorized users. Traffic calming strategies are essential in balancing the needs of vehicles and pedestrians while reducing the likelihood of accidents:



Google Image: DT Santa Monica



Kittelson & Association Inc:

3. **Increase Public Transportaion:** If the City of Indio implements this just like the City of Santa Monca did with their downtown corridor it will allow residents to move efficiently without relying solely on private vehicles. Studies have shown that improving public transportation infrastructure and user experience can significantly increase ridership and reduce car dependency
4. **Art Installations:** The incorporation of art, landscaping, and community-oriented design encourages people to spend time outdoors and interact with their environment. Community engagement plays a critical role in successful urban planning, as it ensures that development reflects the needs and preferences of residents.



Ford Pro: Public Transportation the present, future, and the potential



Jennwanders