

# CV/ LINK

CONNECTING THE COACHELLA VALLEY

Improves Our Air Quality • Relieves Traffic Congestion

## Project Benefits

CV Link will provide an exciting alternative to Highway 111 by connecting our valley with a safer 40-mile alternative transportation and recreational corridor along the Whitewater River for bicyclists, pedestrians and low-speed electric vehicles.

### CV Link will...

#### Provide a Safe Route to Schools and Valley Attractions

54% of all public school students in the Coachella Valley live within 1 mile of CV Link, which will provide a safer route to walk and bike to school as well as facilitate athletic uses. CV Link will also provide a safer, alternative route for tourists and residents to travel throughout the valley to attractions, resorts, employment centers, shopping, friends, and recreational opportunities.



#### Improve Air Quality

CV Link will improve the air quality of the entire Coachella Valley by relieving congestion, taking cars off the road (particularly Highway 111), and by facilitating more than 3 million bicycle and pedestrian trips per year by 2035.



#### Enable Healthier Lifestyles & Communities

Obesity is a major epidemic facing the Coachella Valley that can be greatly reduced by providing a free opportunity to bicycle, walk and exercise. The Desert Healthcare District and medical community throughout the valley strongly support and have endorsed CV Link for its ability to enable and encourage healthy living and foster healthy communities.



#### Spur Economic Innovation

CV Link will raise property values, encourage development, and drive entrepreneurial business opportunities along the route. An economic impact report shows it will create \$1.47 billion in health, tourism, and other economic benefits for the region.

#### Create Jobs

CV Link will create hundreds of jobs during the design and construction phase, it also is projected to create 690 permanent jobs once completed.

#### Increase Tourism

A frequent question guests ask their concierges at their resorts is, "Where can I go for a run or bike ride?" CV Link answers this question by providing a safer and efficient pathway for visitors to exercise and travel throughout the valley. As one of the longest pathways in the country, it is anticipated that CV Link will become a major tourism draw and also serve as great venue for events like the Tour de Palm Springs and other marathons and walks.

#### Attract National Recognition & Grant Funding

The financial backing CV Link has received is an indication of its widespread support. To date, the Coachella Valley Association of Governments has raised \$100 million. That includes the California Transportation Commission awarding the project \$10.9 million, the largest grant award given throughout the state for active transportation projects.



# HOW TO GET INVOLVED IN CV LINK

## Speak at a Public Meeting

The Coachella Valley Association of Governments (CVAG) has a committee structure for considering issues of regional importance. CV Link and related topics are regularly on CVAG committee meeting agendas, especially Transportation Committee and the Executive Committee. These agendas are listed on the CVAG website: [www.cvag.org](http://www.cvag.org). City Councils throughout the valley also consider active transportation topics from time to time.

## Submit a CV Link Letter to The Desert Sun Newspaper

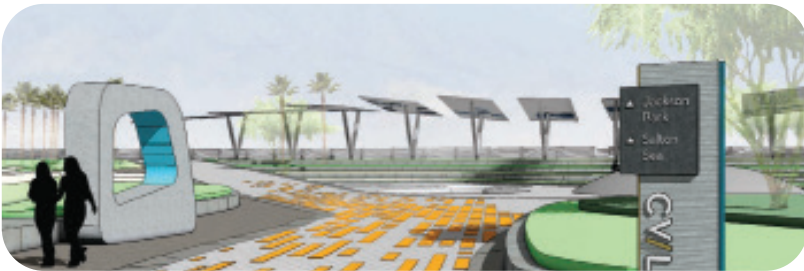
To submit a letter to the editor for publication in The Desert Sun and on DesertSun.com, please send them directly to [letters@thedesertsun.com](mailto:letters@thedesertsun.com) and make sure your letter is 200 or fewer words, in the writer's own words, free from libel and in good taste. To submit a Valley Voice column, it should be 500 to 550 words and must include the author's photo and contact info (typically an e-mail address). Valley Voice columns should be submitted directly to Engagement Editor Al Franco at [al.franco@desertsun.com](mailto:al.franco@desertsun.com).

## Volunteer with Friends of CV Link

The non-profit organization, Friends of CV Link, is a group of like-minded citizens who support the vision of CV Link and take actions to advance the project that include staffing community events, trail cleanups, bicycle rides and much more. Their website is [www.FriendsofCVLink.org](http://www.FriendsofCVLink.org) and they can also be reached on Facebook. This group is completely independent of CVAG, conducting all efforts with the help of volunteers and donations from private citizens.

## Show Your Support




Contact us or visit our booth at an event to get a CV Link decal to display at your place of work or on your vehicle or golf cart.

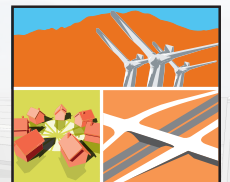


Allows for Efficient Travel Throughout the Valley • Improves Our Air Quality • Relieves Traffic

## Staying Connected with CV Link

For more information about CV Link and ongoing public input opportunities, go to [www.CoachellaValleyLink.com](http://www.CoachellaValleyLink.com)

-  CoachellaValleyLink
-  @CV\_Link / #CVLink
-  @CV\_Link #CVLink



**Funded by:** California Strategic Growth Council, Riverside County Park and Open-Space District, Desert Healthcare District, South Coast Air Quality Management District, California Active Transportation Program and Caltrans.

**CVAG**