



SOCIAL GOODS MOVEMENT COMMUNITIES OPPORTUNITIES ASSESSMENT



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Senior Regional Planner
Project Manager

1/18/2022

www.scag.ca.gov

Project Kick-Off Workshop



How often do you shop online?

- Once a month
- Once a week
- More than once a week
- Once a day
- Never



Project Team



- SCAG
 - Alison Linder, PhD – Project Manager
 - Prithvi Deore – Deputy Project Manager
- Consultant Team Leads
 - Seth Contreras, Fehr & Peers – Project Manager
 - Susan DeSantis, Arellano Associates – Outreach Lead
 - Tyler Reeb & Tom O'Brien, CITT – Education & Workforce Development Leads



SoCal Goods Movement Communities Opportunities Assessment Goals and Objectives



- Engage the populations of identified communities to understand their views related to goods movement challenges and opportunities.
 - Identify burdens related to air quality, traffic, and lack of employment
 - Identify goods movement opportunities and how to connect to them
- Build relationships with disadvantaged, freight impacted and frequently underrepresented communities
 - Prepare, execute, and evaluate an innovative communication approach
- Prepare an Opportunities Toolkit of strategies for the region

Agenda

- Project Overview
- Workshop Goal + Outcomes
- Listening Breakout Session #1
 - Share-Back
- Listening Breakout Session #2
 - Share-Back
- Next Steps
- Zoom protocol



Workshop Goal and Outcomes

Primary Goal

- Present initial analysis of goods movements throughout the region and discuss the opportunities, challenges, and community types associated with goods movement.

Key Outcomes

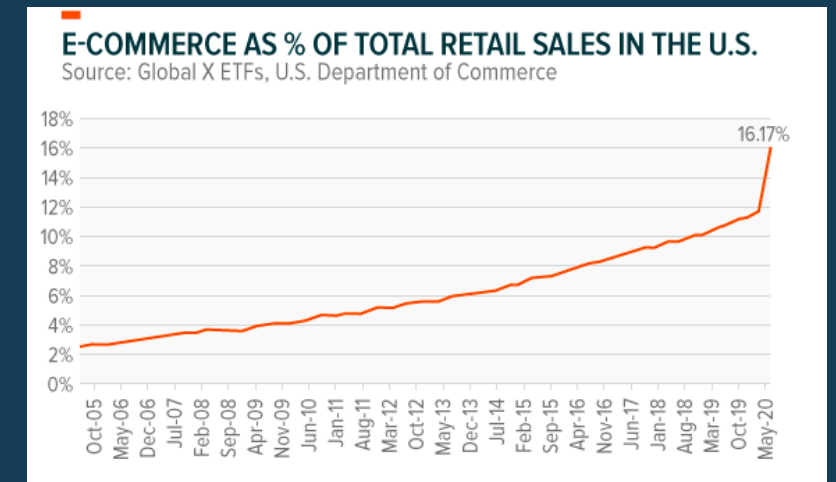
1. Strategic partnerships with community leaders who are willing to share project updates and opportunities to engage.
2. Insight to advance the community types and study process.
3. Insight to further define the contents of the opportunities toolkit



GOODS MOVEMENT ORIGINS

Supply Chain Evolution

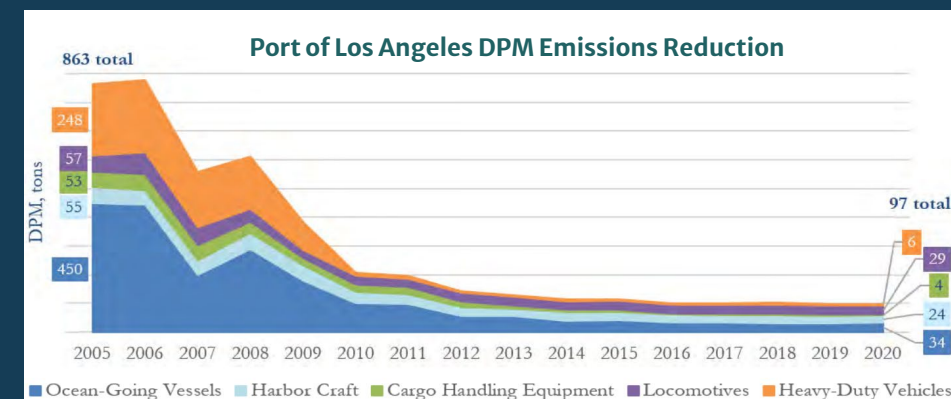
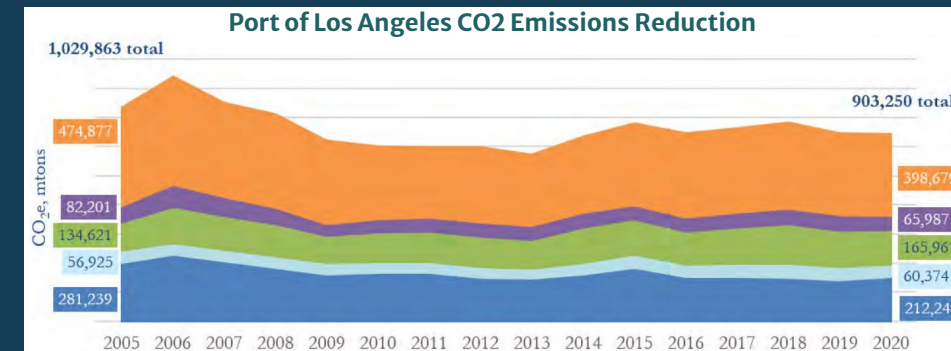
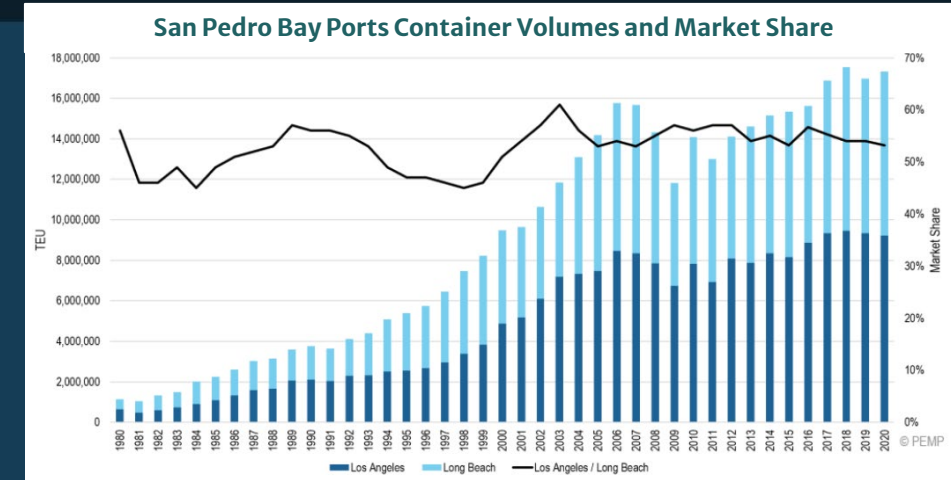
- Equity & History: How did we get here?
 - Land use and zoning
 - Access to education, jobs and healthcare
- Shift from production, manufacturing, bricks and mortar sale to final assembly, tech developers, and service oriented economy
- In 2020, 16% of total retail sale was e-commerce. Long-term trend shows at least 13% share
- Labour retention: trucking companies are heavily recruiting drivers but they remain short staff



Global Trends and Disruptions



- Importance of Resiliency: Covid-19 spike in demand (less \$ spent on services and leisure & more on goods) and bottlenecks in global freight flows
- Global Warming: Despite significant investment in zero emission freight technologies and adopting air quality measures, still long way to go.
- Infrastructure deficiency: ports have been pushed to operate 24/7, containers sit too long on docks and terminals due to lack of warehouses, and delayed maintenance of critical facilities



Opportunities

- Economic benefits of goods movement sector: Workforce & career development ensures that local communities have access to the benefits of the freight system, including expanding the ease and speed of obtaining necessary certifications, training programs, and fostering communities of practice where apprenticeships are encouraged in line with community, governmental and industry need
- Pros/Cons when choices/policies are considered
 - Mitigation Strategies
 - Truck Electrification / Plug-in
 - Off-Hour Deliveries / Re-Routing
 - Goods movement infrastructure
 - First/Last Mile Solutions
- Funding resources: AB617, SCAQMD, CARB



West Fresno Advanced Transportation Technology Training Program

OPEN HOUSE & RECRUITMENT

START A NEW CAREER

- ✓ LEARN ON END-COMMERCIAL TRUCKS
- ✓ MEET EMPLOYERS
- ✓ OPEN TO THE PUBLIC
- ✓ LEARN ABOUT SCHOLARSHIPS TO PAY FOR THE PROGRAM

**FRIDAY, OCT. 29TH
9 A.M.-11 A.M.**

UNITED TRUCK DRIVING SCHOOL
4525 E. Commerce Fresno, CA 93725

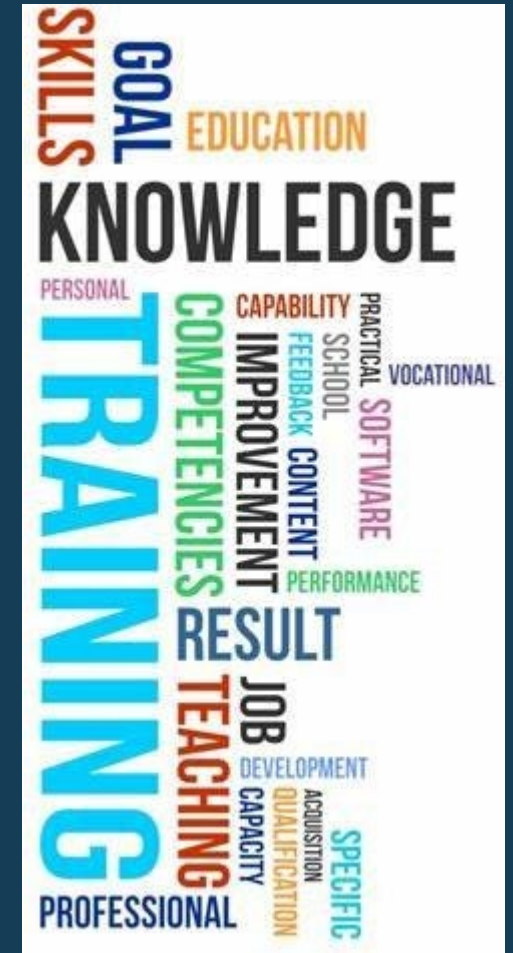
Call Now!
(559) 704-1369

Logos for West Fresno Economic Development Center, Fresno County Office of Economic Development, and other partners are visible at the bottom.

More Opportunities

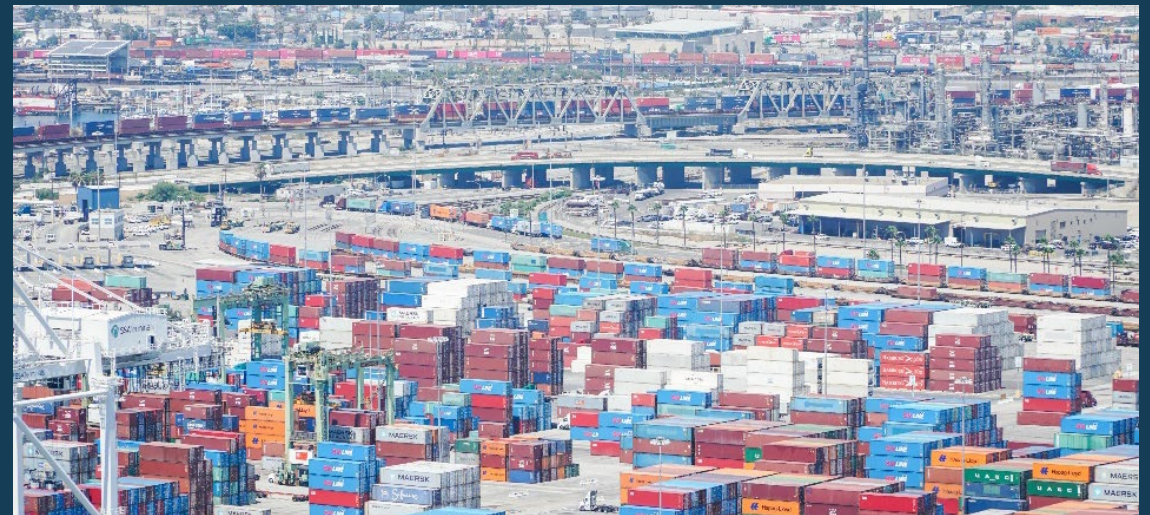
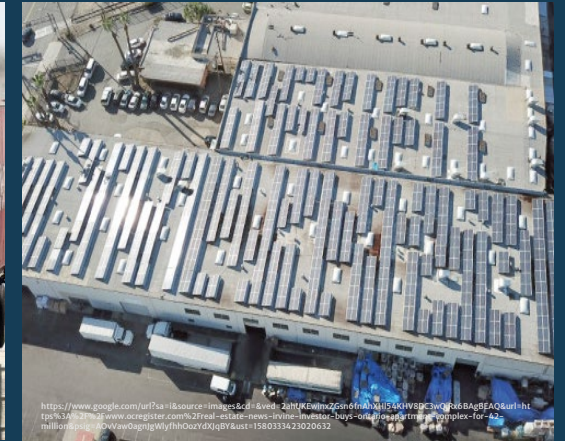
- Workforce & Career Development:

- From High School & Community College to Higher Education: Educate the students on available career pathway opportunities in goods movement
- Workforce training on truck electrification technology & maintenance
- Inform communities the skillset prospective logistics employers are looking for when they consider a new development location
- Here's what the independent/owner operators are also looking for



Regional Challenges

- Air Quality
- Public Health
- Quality of Life
- Lack of Access to Economic Opportunities
- Disproportionate Impacts on disadvantaged communities
- Potential lack of representation in traditional outreach methods



Local Challenges

- Parking
 - Speed, school routes
- Noise
- Safety
- Pollution
- Congestion
- Aesthetics / Sense of Community
- Community engagement/participation



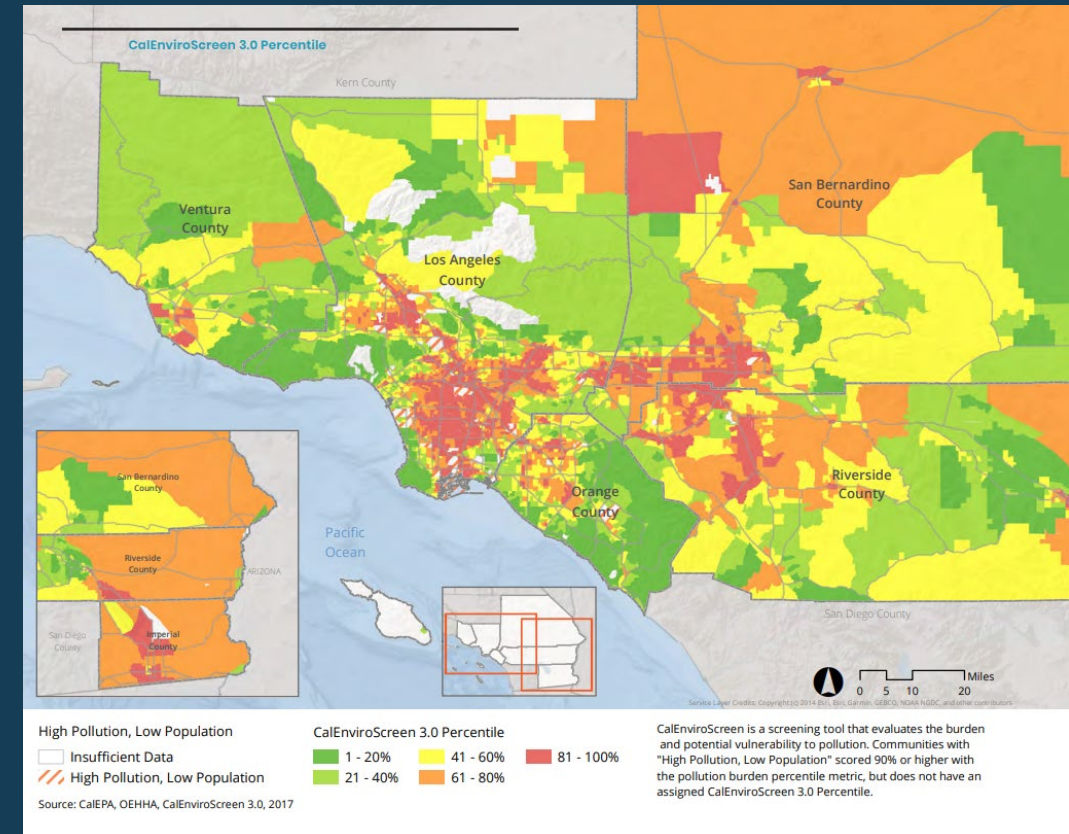
Public Engagement Challenges

Non-English Speaking		BARRIERS	<ul style="list-style-type: none"> • Limited understanding of project/policy issues • Translation services
			<ul style="list-style-type: none"> • Limited access to internet • Access to information • Websites, Surveys, StoryMaps to be mobile-compatible
Older Adults			<ul style="list-style-type: none"> • Limited access to internet/understanding how to use new technology • Access to information • Limited understanding of project/policy issues
Persons with Disabilities			<ul style="list-style-type: none"> • ADA needs – venue access, graphics, additional assistance, accessible materials
Immigrants			<ul style="list-style-type: none"> • Lack of trust or difference in expectations of government • Limited/different understanding of project/policy issues
Low-income			<ul style="list-style-type: none"> • Access to childcare • Limited time • Lack of trust in government

GOODS MOVEMENT AND EQUITY

Study Approach and Deliverables: Community Identification

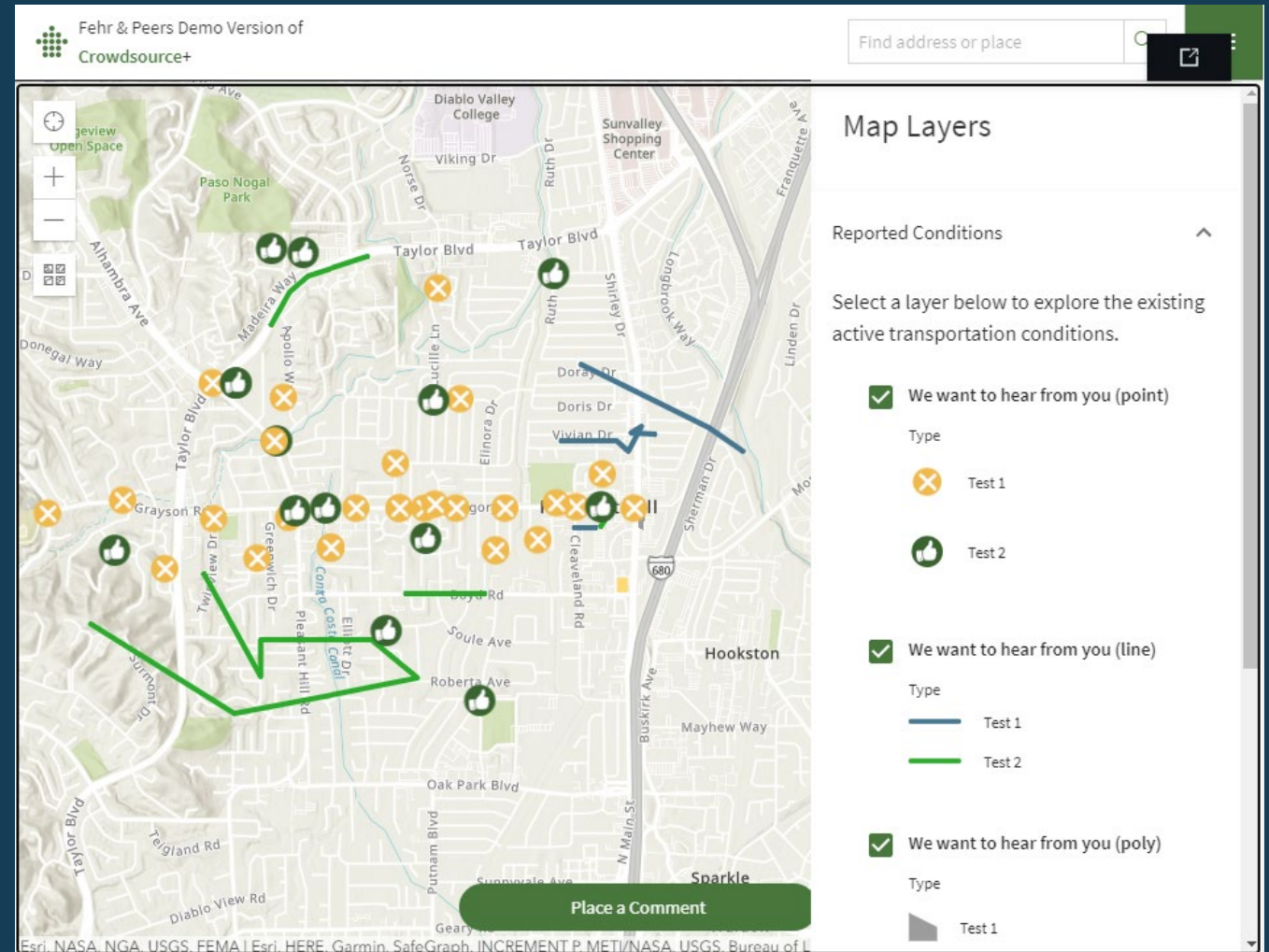
- Identify 6–8 communities that:
 - Are disproportionately affected by goods movement supply chain
 - Represent various geographic areas and issues
 - Need support to implement and improve equity measures of community health & well-being
- Key Indicators include:
 - Public Health Indicators (tonnage of pollution)
 - Population & Jobs Density
 - Freight intensive Job's Density
 - Median Household Income
 - Access to Transit
 - Proximity to heavy truck corridors
 - Truck-involved collision history
 - CalEnviroScreen



OPPORTUNITIES TOOLKIT

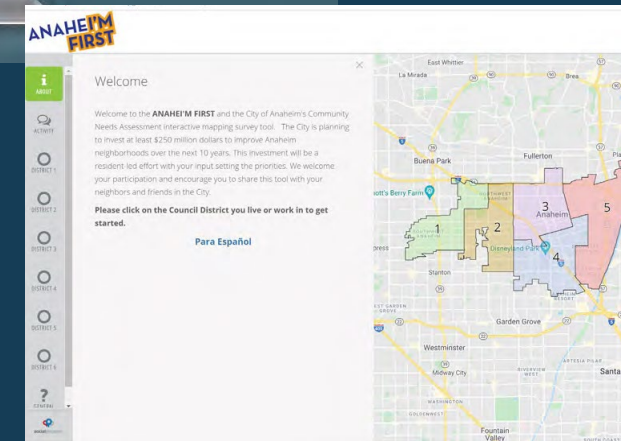
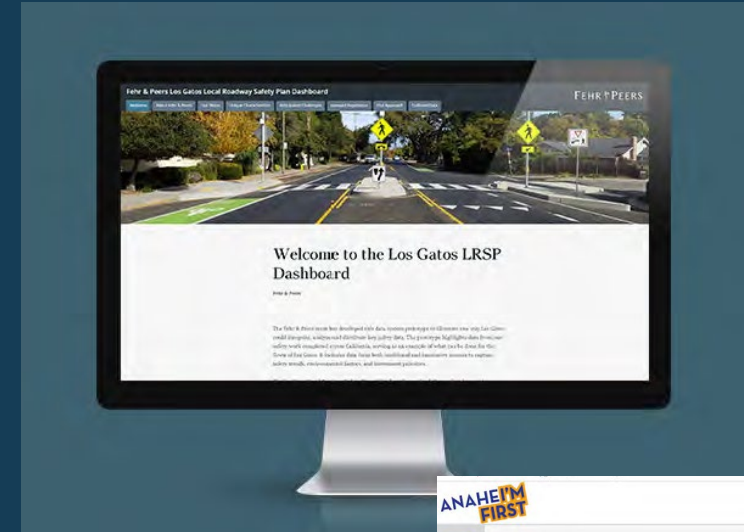
Engagement Approach

- Discussions with community leaders and elected officials to identify communities of interest
- Public workshops in participating communities
- Online survey using Fehr & Peers Crowdsource+ Tool
- Community Advisory Committee (CAC)
- Partnerships with community-based organizations to amplify grassroots outreach and opportunities to engage



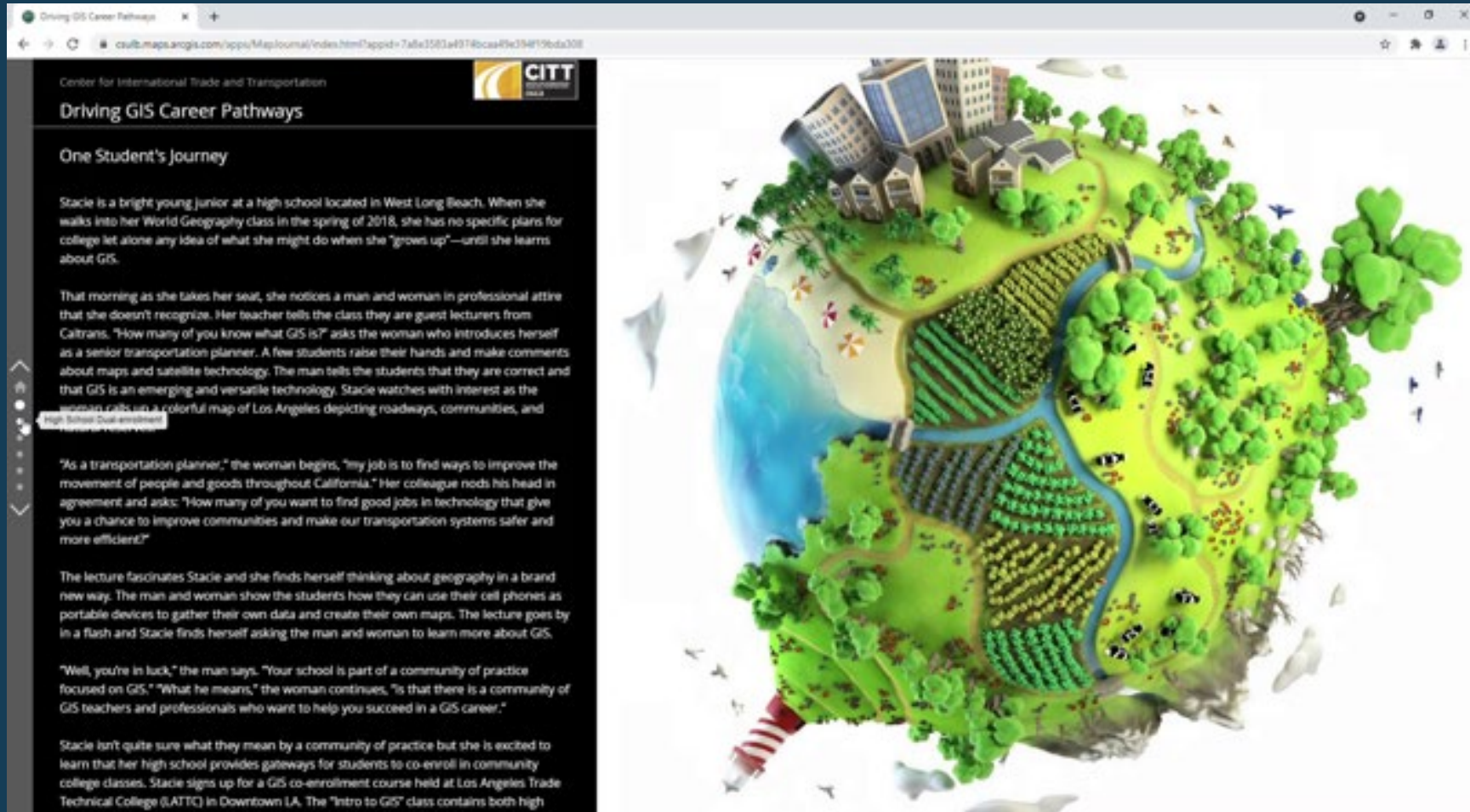
Study Approach and Deliverables: Toolkit Development

- Toolkit StoryMap development approach
 - CrowdSource+
 - Focus groups
 - ESRI
- Toolkit targeted to 3 different audiences
 - Community-based organizations & leaders
 - Public agencies
 - Elected officials
- Toolkit and strategies shall be focused around
 - Workforce & career development opportunities
 - Co-generated strategies & potential grants/funding
 - Communication & engagement best practices



Study Approach and Deliverables: Toolkit Examples

- Example of StoryMap & CrowdSource+ applications



Driving GIS Career Pathways

Center for International Trade and Transportation

CITT

One Student's Journey

Stacie is a bright young junior at a high school located in West Long Beach. When she walks into her World Geography class in the spring of 2018, she has no specific plans for college let alone any idea of what she might do when she "grows up"—until she learns about GIS.

That morning as she takes her seat, she notices a man and woman in professional attire that she doesn't recognize. Her teacher tells the class they are guest lecturers from Caltrans. "How many of you know what GIS is?" asks the woman who introduces herself as a senior transportation planner. A few students raise their hands and make comments about maps and satellite technology. The man tells the students that they are correct and that GIS is an emerging and versatile technology. Stacie watches with interest as the woman calls up a colorful map of Los Angeles depicting roadways, communities, and

High School Dual enrollment

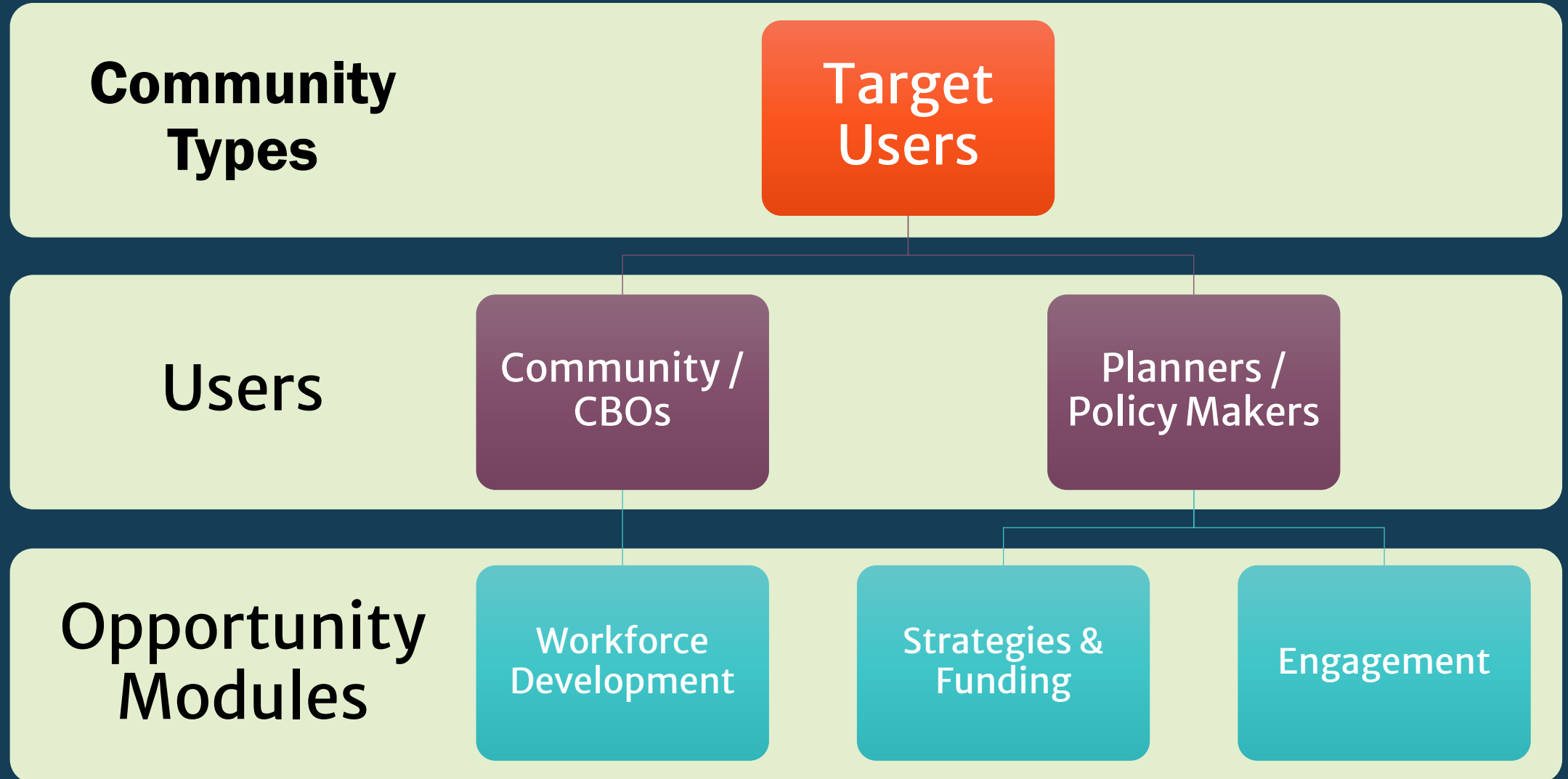
"As a transportation planner," the woman begins, "my job is to find ways to improve the movement of people and goods throughout California." Her colleague nods his head in agreement and asks: "How many of you want to find good jobs in technology that give you a chance to improve communities and make our transportation systems safer and more efficient?"

The lecture fascinates Stacie and she finds herself thinking about geography in a brand new way. The man and woman show the students how they can use their cell phones as portable devices to gather their own data and create their own maps. The lecture goes by in a flash and Stacie finds herself asking the man and woman to learn more about GIS.

"Well, you're in luck," the man says. "Your school is part of a community of practice focused on GIS." "What he means," the woman continues, "is that there is a community of GIS teachers and professionals who want to help you succeed in a GIS career."

Stacie isn't quite sure what they mean by a community of practice but she is excited to learn that her high school provides gateways for students to co-enroll in community college classes. Stacie signs up for a GIS co-enrollment course held at Los Angeles Trade Technical College (LATT) in Downtown LA. The "Intro to GIS" class contains both high

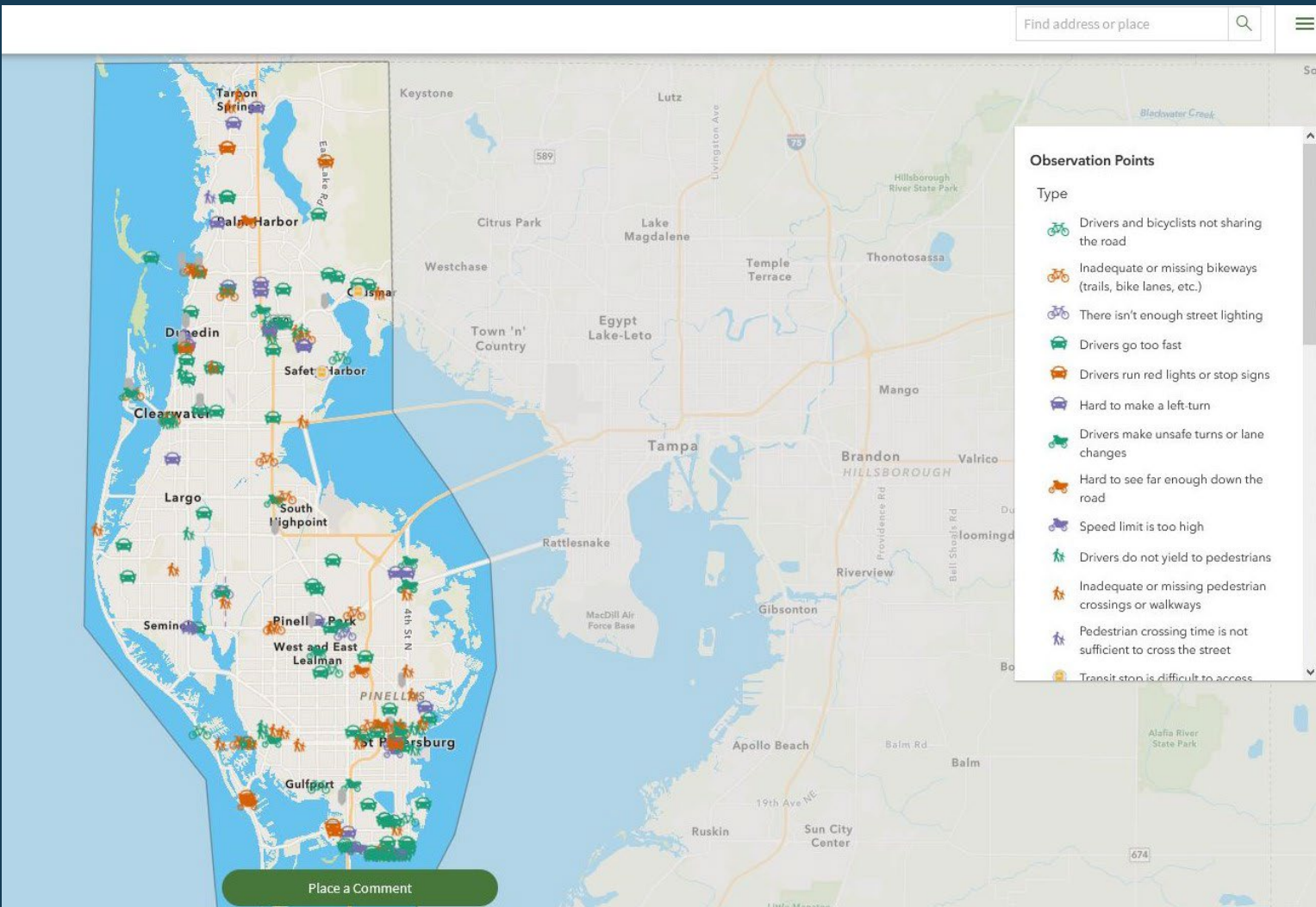
Study Approach and Deliverables: Toolkit Development



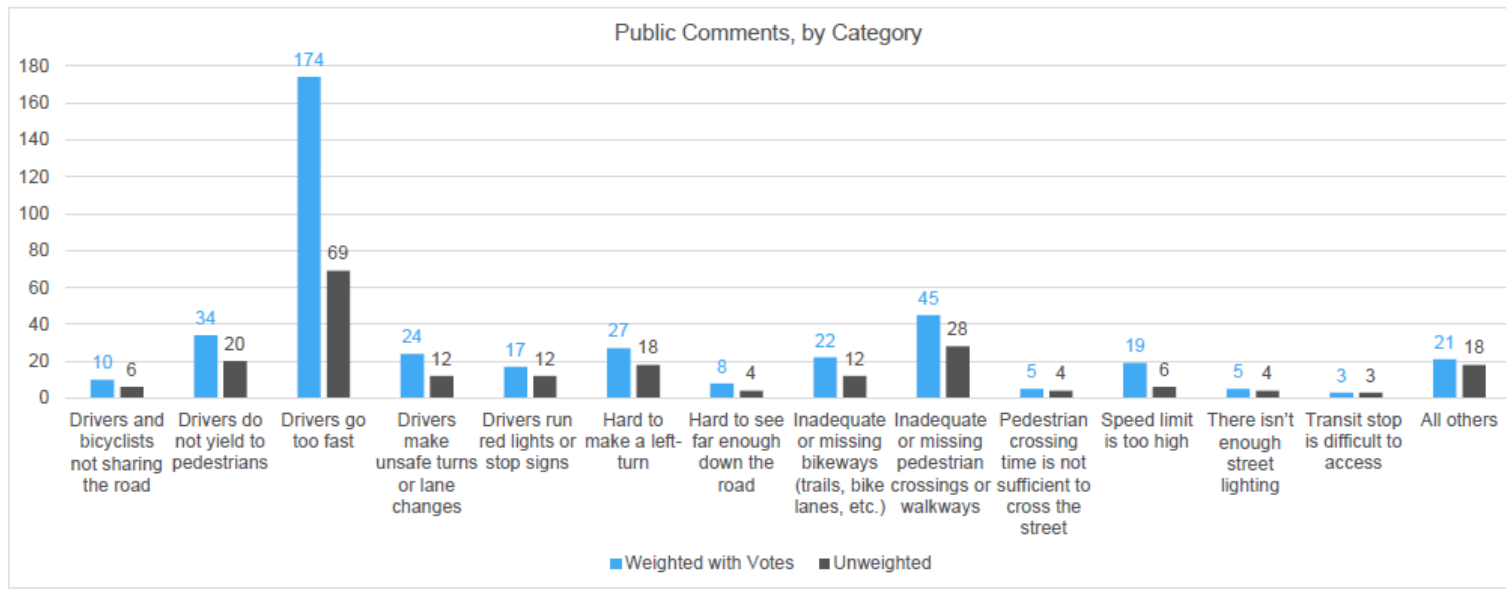
Study Approach and Toolkit Development

"The Crowdsense+ tool was a valuable resource for Safe Streets Pinellas. It provided the public with an easy way to let us know their concerns, upload a picture, and upvote what other people noted."

*Sarah Caper, AICP, Principal Planner
Forward Pinellas*



Study Approach and Toolkit Development



"We were then able to analyze the feedback using clear categories and see how it looked when compared to other data sources – confirming things we already knew and providing suggestions for other areas to look into."

Sarah Caper, AICP, Principal Planner Forward Pinellas

WEIGHTED	
Type	Total
Another issue	3
Another issue	18
Drivers and bicyclists not sharing the road	10
Drivers do not yield to pedestrians	34
Drivers go too fast	174
Drivers make unsafe turns or lane changes	24
Drivers run red lights or stop signs	17
Hard to make a left-turn	27
Hard to see far enough down the road	8
Inadequate or missing bikeways (trails, bike lanes, etc.)	22
Inadequate or missing pedestrian crossings or walkways	45
Pedestrian crossing time is not sufficient to cross the street	5
Speed limit is too high	19
There isn't enough street lighting	5
Transit stop is difficult to access	3
(blank)	
Grand Total	414

UNWEIGHTED	
Type	Total
Another issue	3
Another issue	15
Drivers and bicyclists not sharing the road	6
Drivers do not yield to pedestrians	20
Drivers go too fast	69
Drivers make unsafe turns or lane changes	12
Drivers run red lights or stop signs	12
Hard to make a left-turn	18
Hard to see far enough down the road	4
Inadequate or missing bikeways (trails, bike lanes, etc.)	12
Inadequate or missing pedestrian crossings or walkways	28
Pedestrian crossing time is not sufficient to cross the street	4
Speed limit is too high	6
There isn't enough street lighting	4
Transit stop is difficult to access	3
(blank)	
Grand Total	218

PROJECT OUTCOMES

Expected Project Outcomes

- Improved approach to outreach with goods movement impacted communities
- Identification and evaluation of innovative outreach tools
- Improved understanding of challenges faced by goods movement impacted communities and how they are perceived
- Locally generated solutions and best practices to address goods movement challenges

Ultimately, community empowerment to address goods movement challenges and benefit from economic opportunities



Tangible Products

- Develop a map of goods movement community types using data and stakeholder feedback
- Engage communities to generate solutions to local challenges *together*, and share them in a storymap, collection of videos and final report
- A toolkit for the region:
 - Directory of workforce opportunities including training programs and job boards
 - Best practices of equitable outreach strategies
 - Templates and facilitator guides for engagement plans, media toolkits, and other outreach tools
 - Best practices for mitigating freight impacts, plus grants/funding

LISTENING BREAKOUT SESSIONS

LISTENING BREAKOUT SESSION #1

**LISTENING
BREAKOUT SESSION
#1
Share Back**

Community Identification



COMMUNITY IDENTIFICATION

FEHR  PEERS

COMMUNITY TYPE VARIABLES



Population

- Total Population
- Working Population (ages 15 – 64).
Census Block Groups with more than 10 people



Employment

- Total Jobs
- Freight Intensive Jobs



CalEnviroScreen



Pollution Burden

- Truck Vehicle Hours Traveled (VHT)
- Truck Vehicle Miles Traveled (VMT)
- Pollution Tonnage



Income and Access

- Median Household Income
- Total Population using Public
Transportation to travel to/from work



Truck-Involved Collisions (2016-2020)

CALENVIROSCREEN



Exposure Indicators

- Air Quality, Diesel PM, Drinking Water Contaminants, Pesticides, Toxic Releases, Traffic Impacts



Sensitive Population Indicators

- Asthma, Cardiovascular Disease, Low Birth Weight Infants



Environmental Effects Indicators

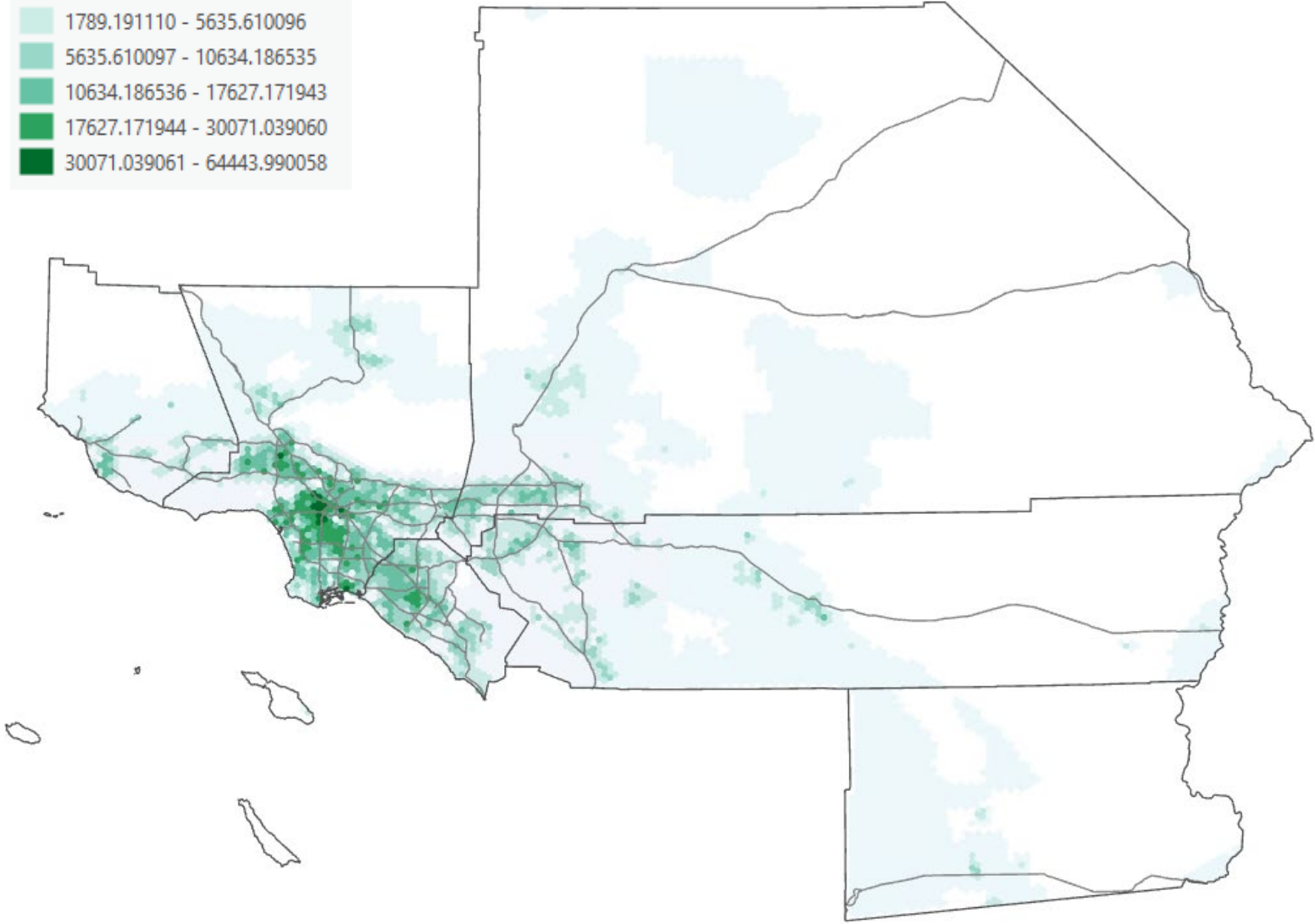
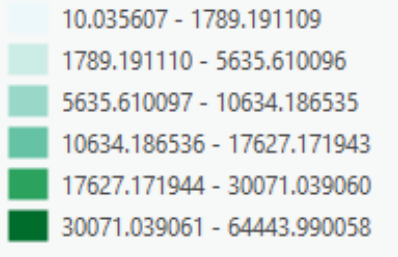
- Cleanup Sites, Groundwater Threats, Hazardous Waste Generators and Facilities, Impaired Water Bodies, Solid Waste Site and Facilities



Socioeconomic Factor Indicators

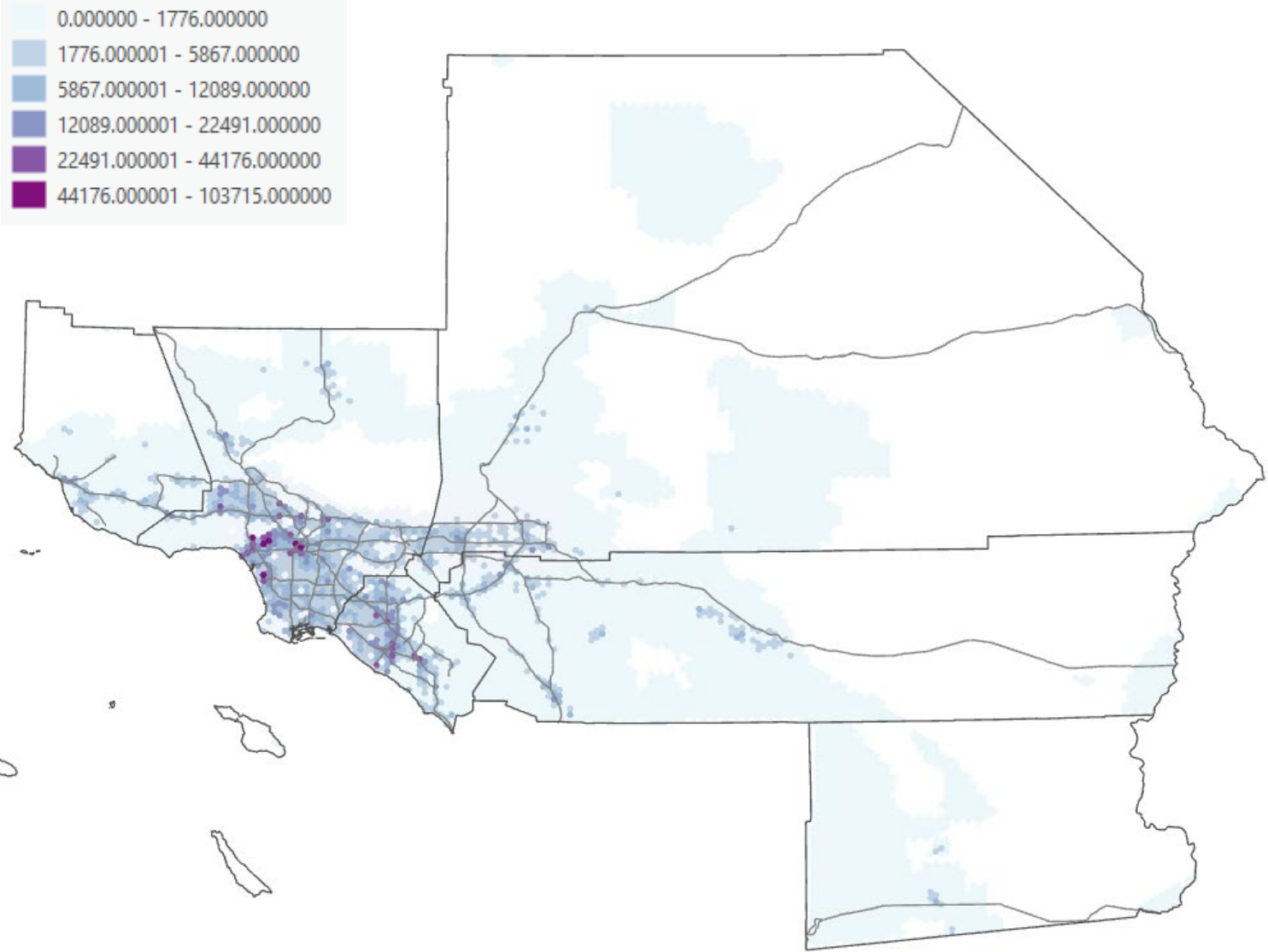
- Educational Attainment, Housing-Burden Low-Income Households, Linguistic Isolations, Poverty, Unemployment

WORKING POPULATION



Source: 2019 American Community Survey 5-Year Estimates

TOTAL JOBS

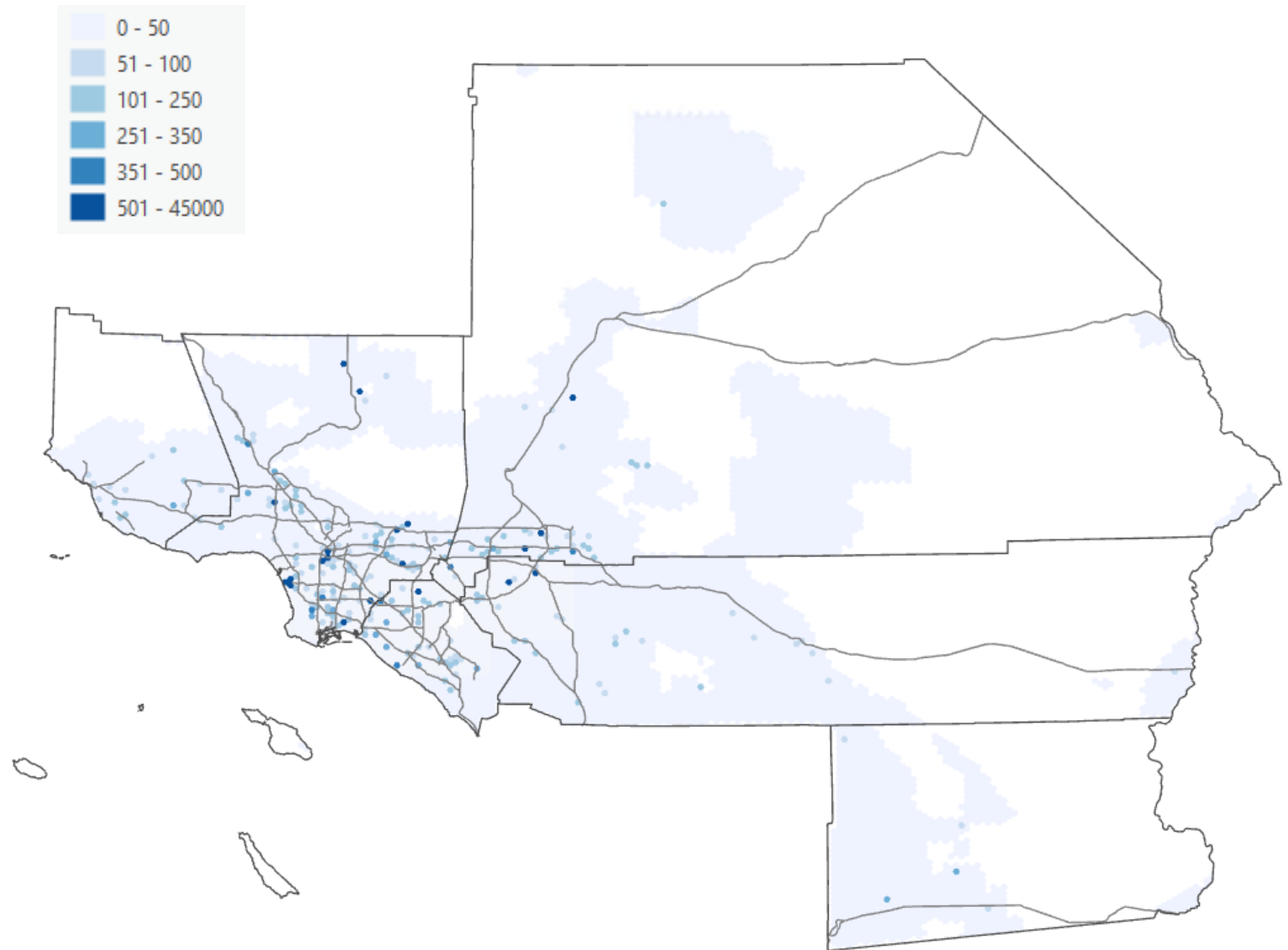


Source: Data Axle USA 2019 (formally known as InfoUSA)

FREIGHT INTENSIVE JOBS

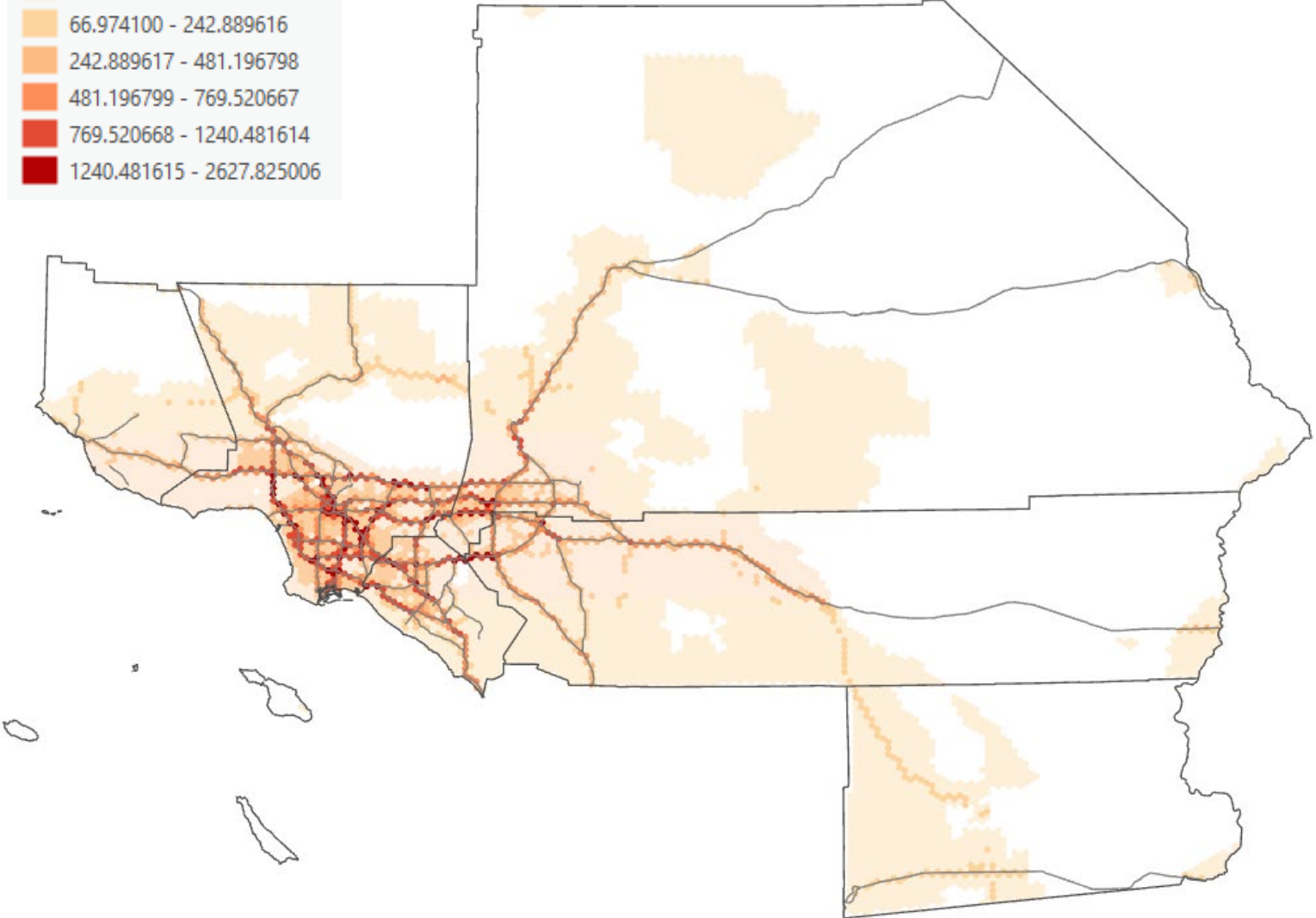
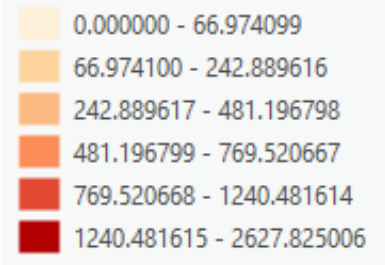
North American Industry Classification System (NAICS):

- Agriculture, Forestry, Fishing and Hunting
- Mining, Quarrying, and Oil and Gas Extraction
- Utilities
- Construction
- Manufacturing
- Wholesale Trade
- Transportation and Warehousing



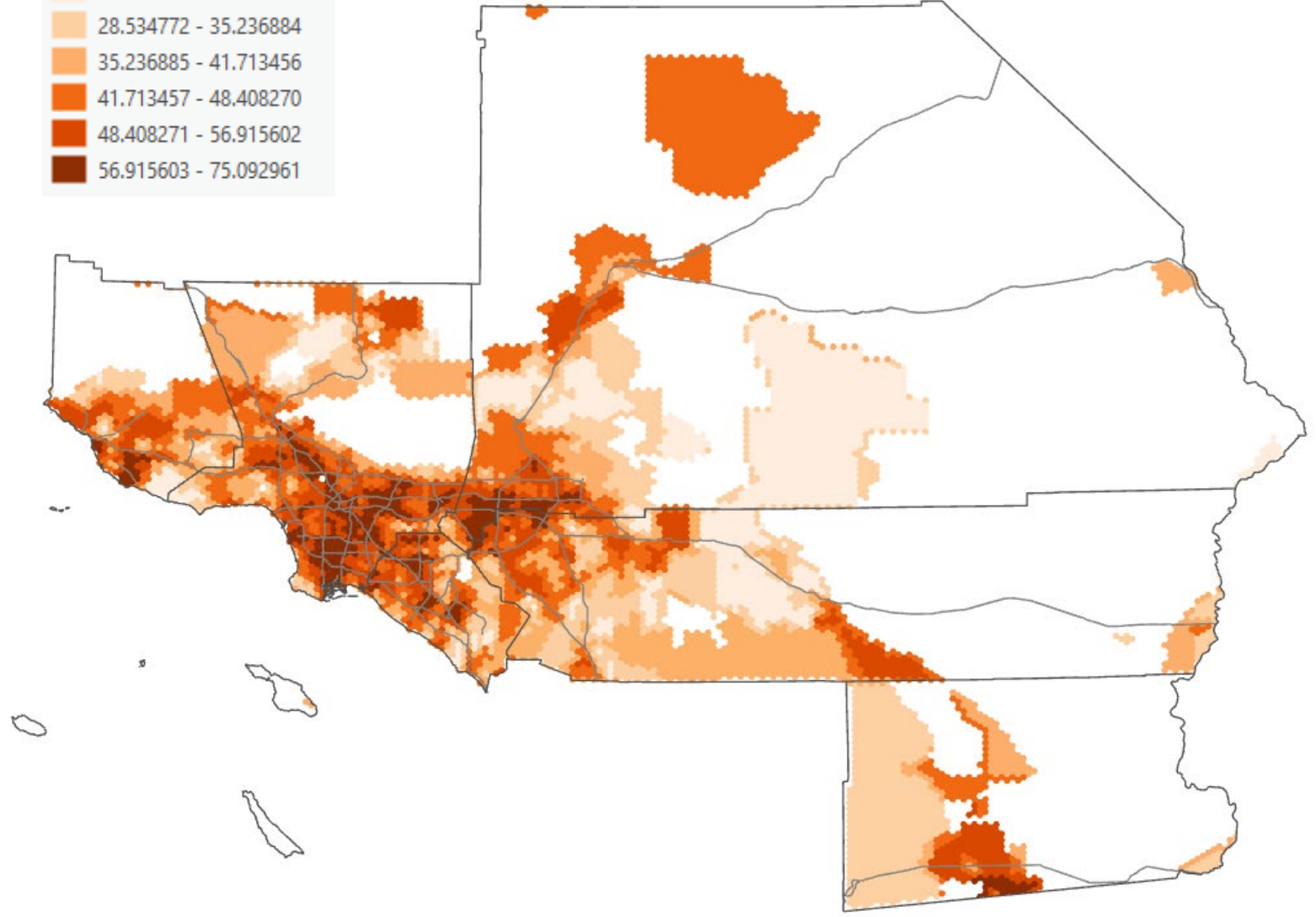
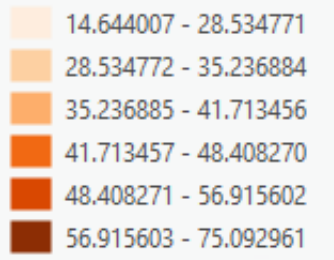
Source: Data Axle USA 2019 (formally known as InfoUSA)

TOTAL TRUCK VHT



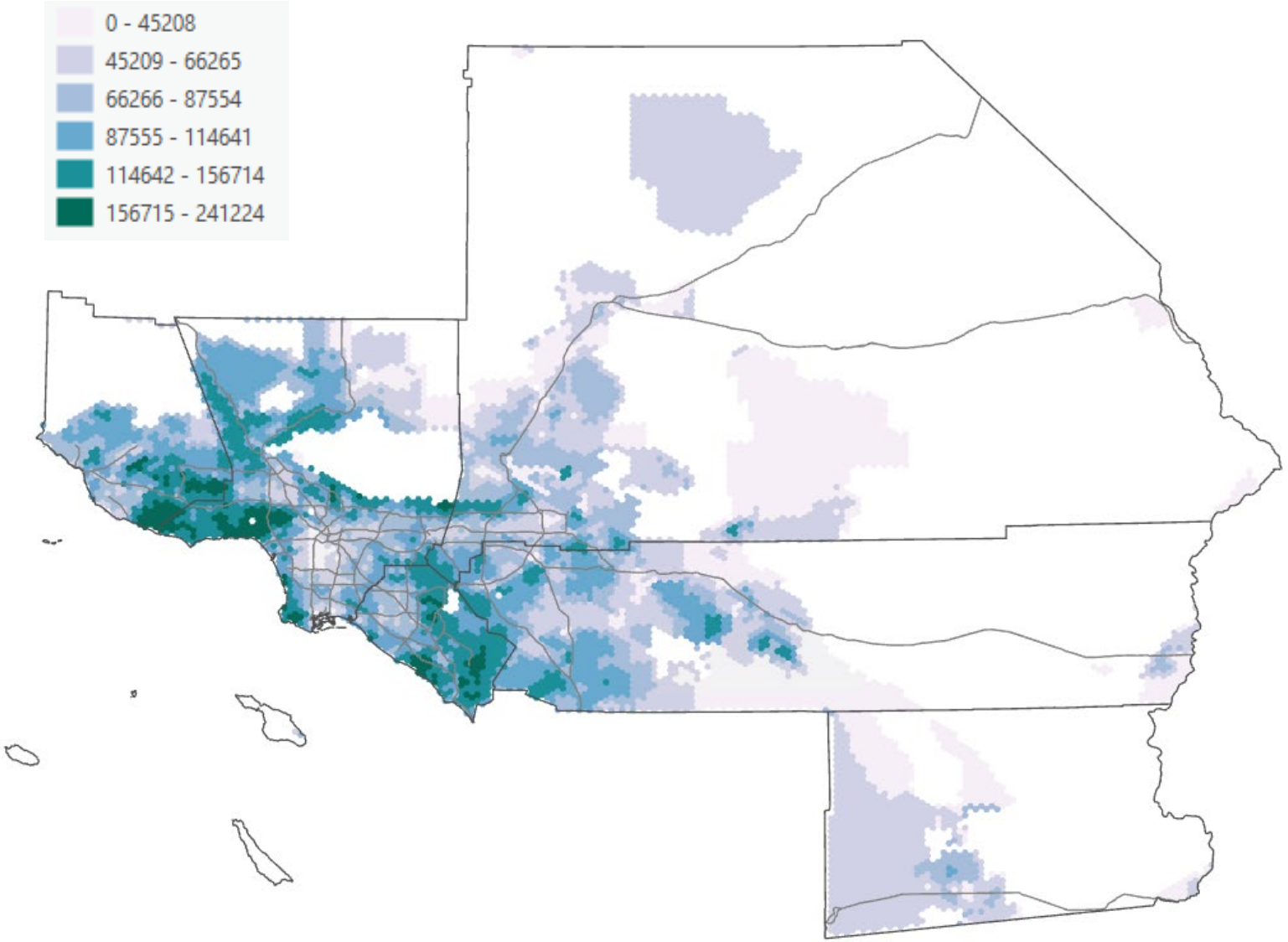
Source: SCAG Heavy Duty Model RTP 2020

POLLUTION TONNAGE



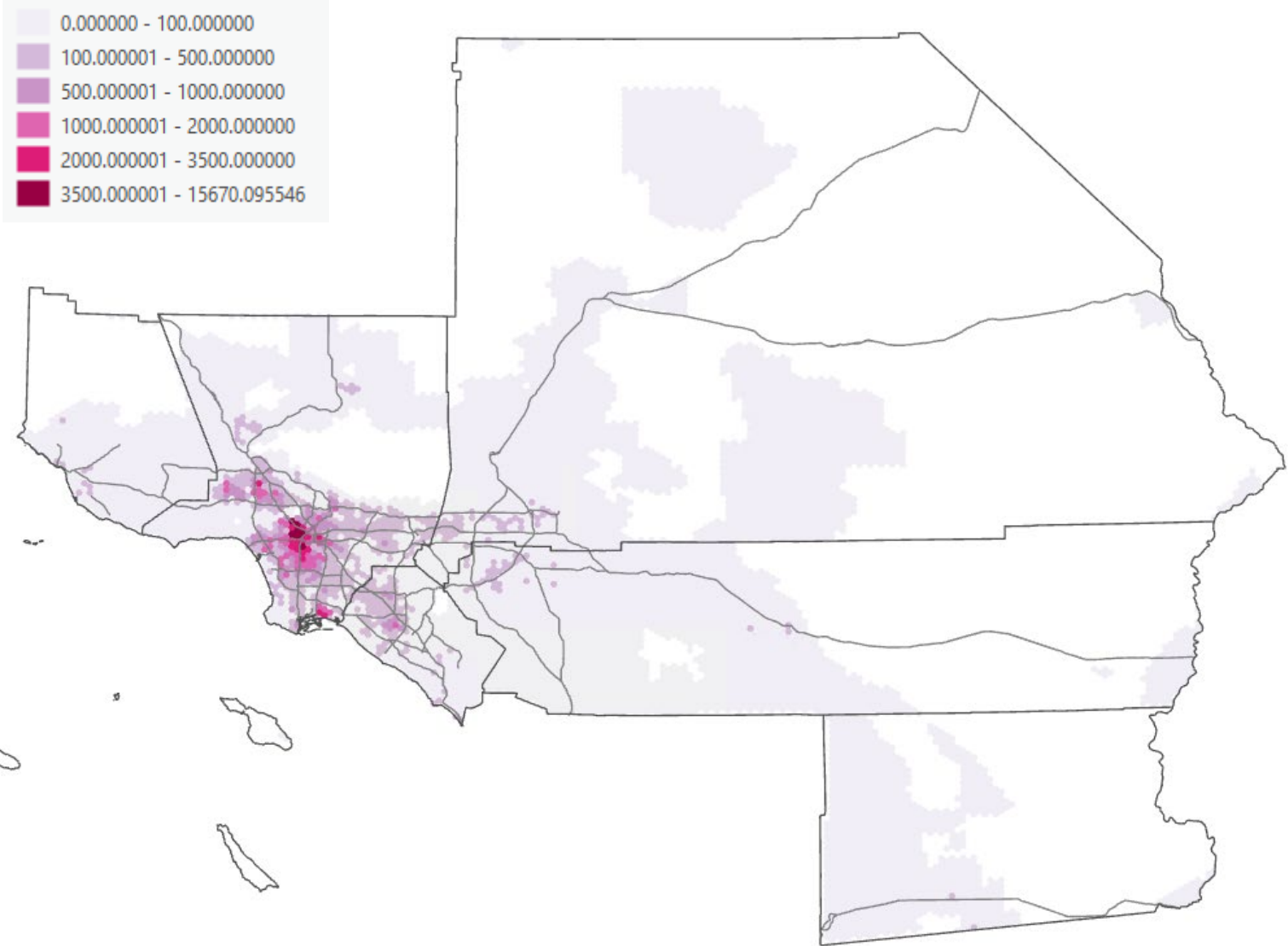
Source: CalEnviroScreen 4.0

MEDIAN HOUSEHOLD INCOME



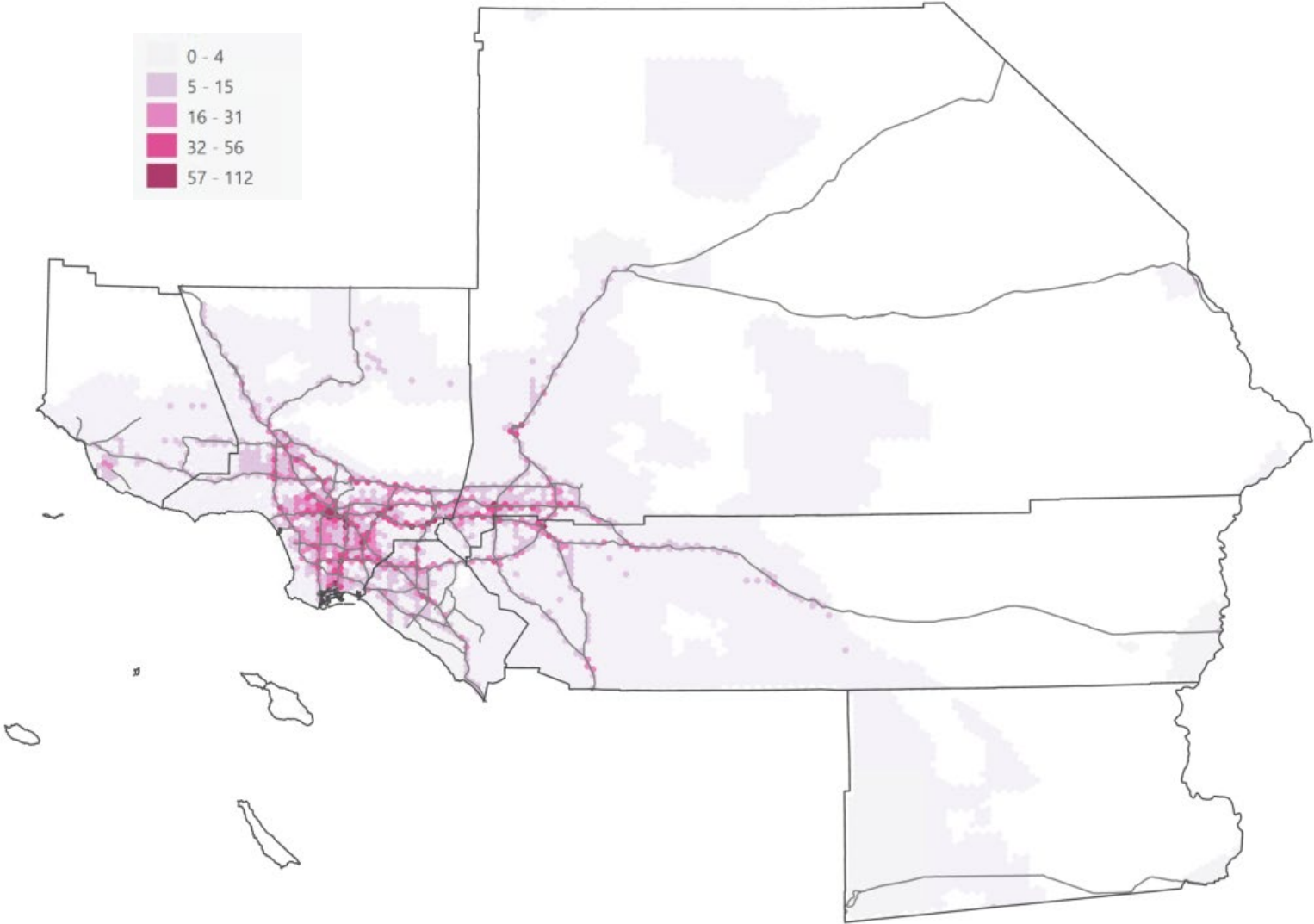
Source: 2019 American Community Survey 5-Year Estimates

PUBLIC TRANSPORT



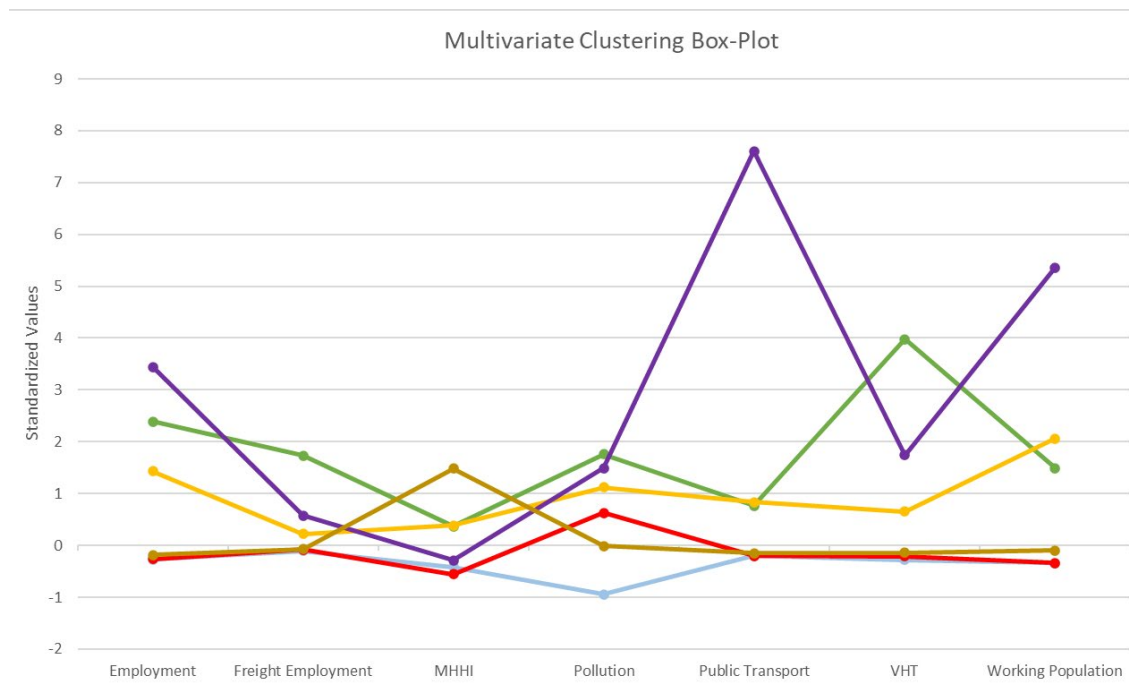
Source: 2019 American Community Survey 5-Year Estimates

TRUCK-INVOLVED COLLISIONS

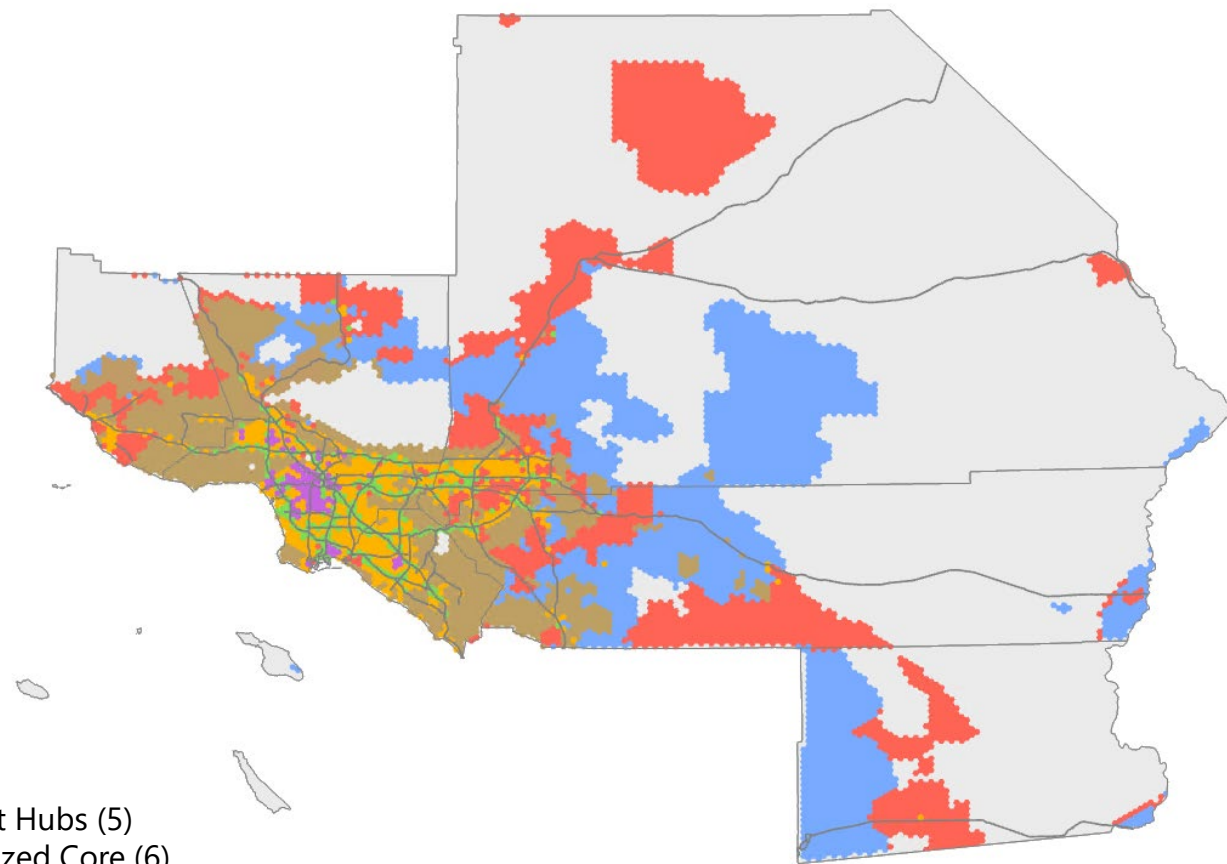


Source: Transportation Injury Mapping System (TIMS) - 2016-2020

SCENARIO OVERVIEW – 6 COMMUNITY TYPES



- Freight Passive (1)
- Freight Passive (2)
- Freight Active Edge (3)
- Near Freight (4)
- Freight Hubs (5)
- Urbanized Core (6)



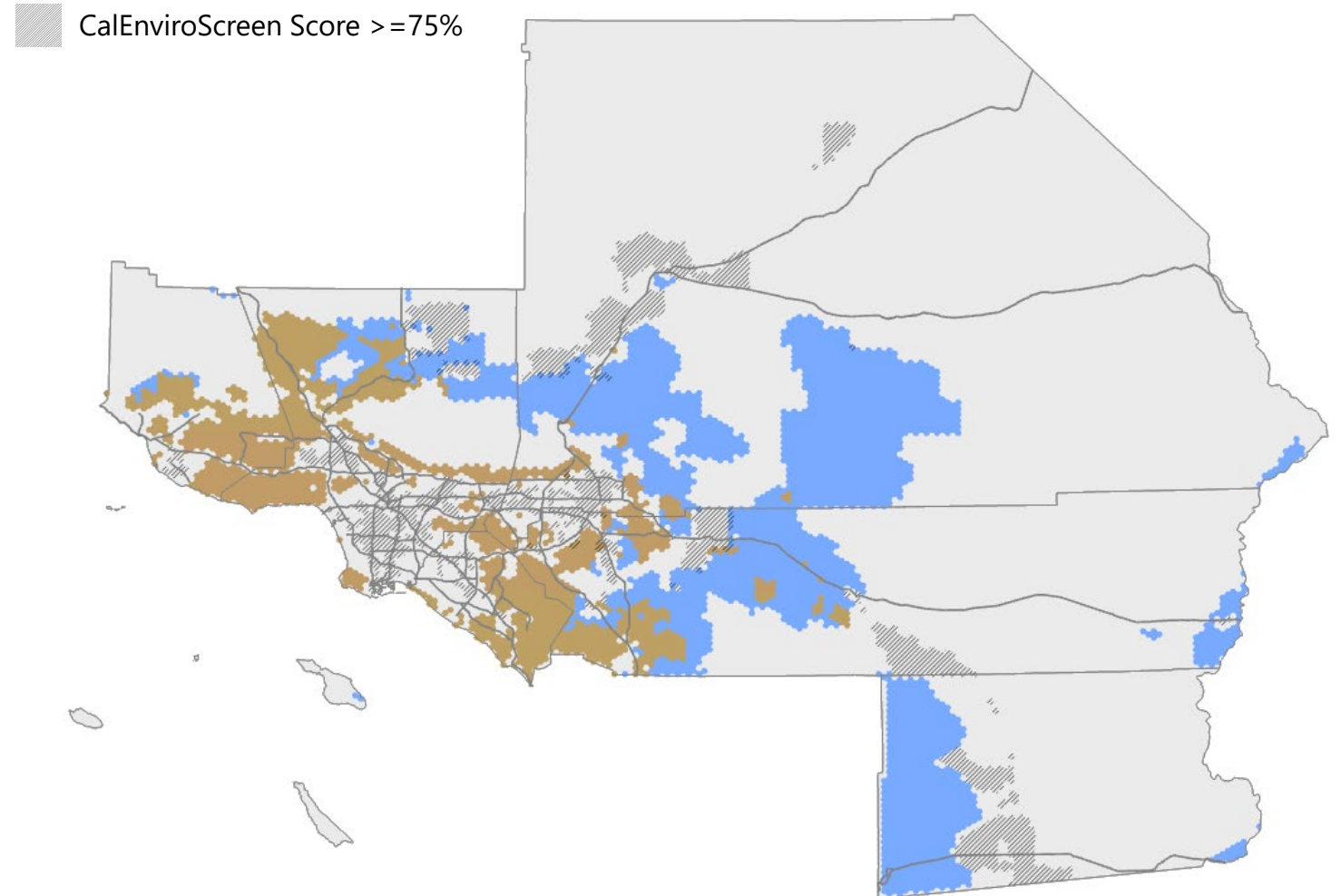
FREIGHT PASSIVE TYPE

Community Types 1 & 2 Breakdown

Variable	Type 1	Type 2
Total Employment	Low	Low
Freight Employment	Low	Low
MHHI	Low	High
Pollution	Low	Low
Public Transport	Low	Low
Truck Vehicle Hours Traveled (VHT)	Low	Low
Working Population (15 – 64)	Low	Low

Community Examples

- None




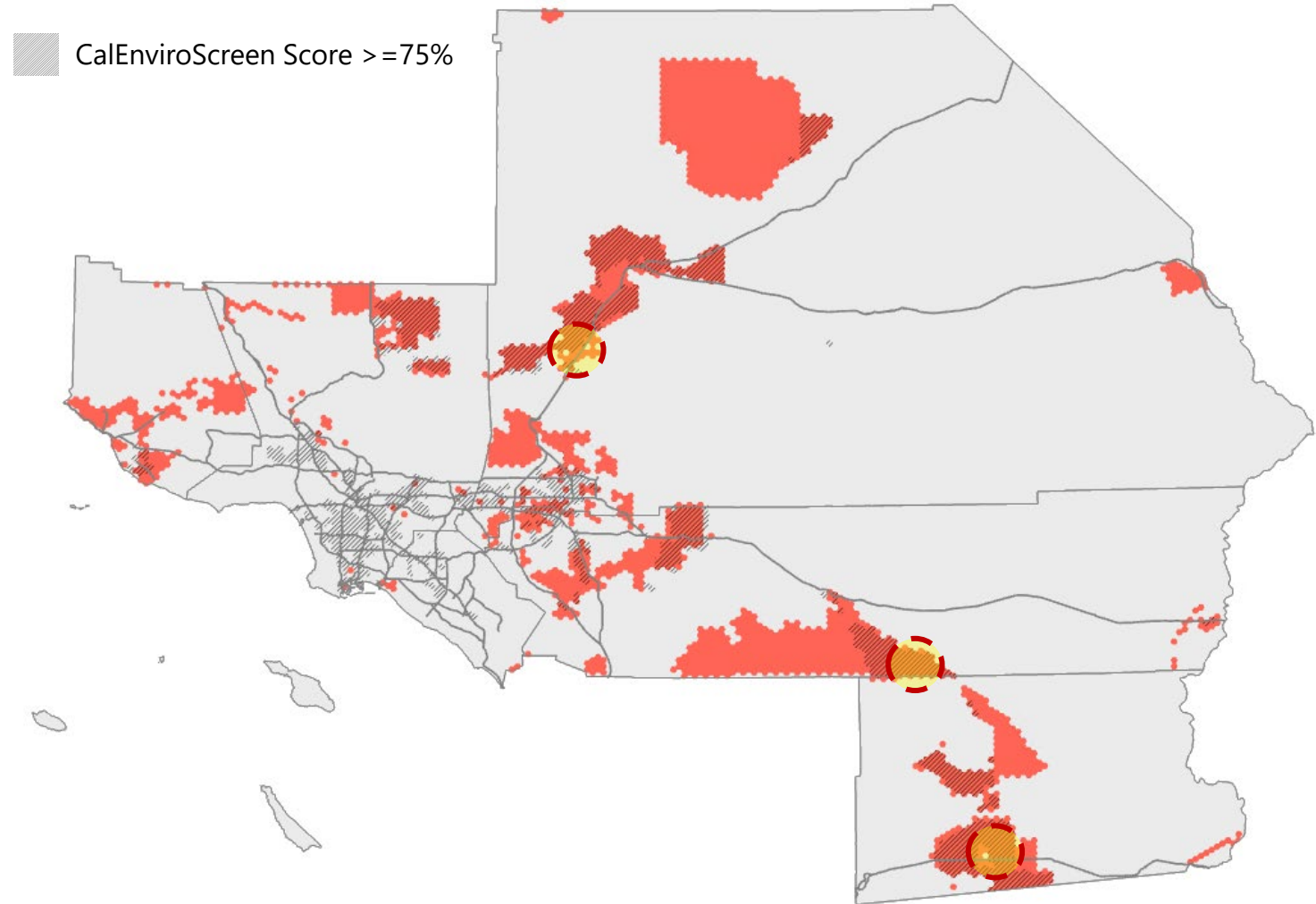
FREIGHT ACTIVE EDGE TYPE

Community Type Breakdown

Variable	Community Type 3
Total Employment	Low
Freight Employment	Low
MHHI	Low
Pollution	Medium
Public Transport	Low
Truck Vehicle Hours Traveled (VHT)	Low
Working Population (15 – 64)	Low

Community Examples

 Calexico/El Centro, North Salton Sea, Victorville




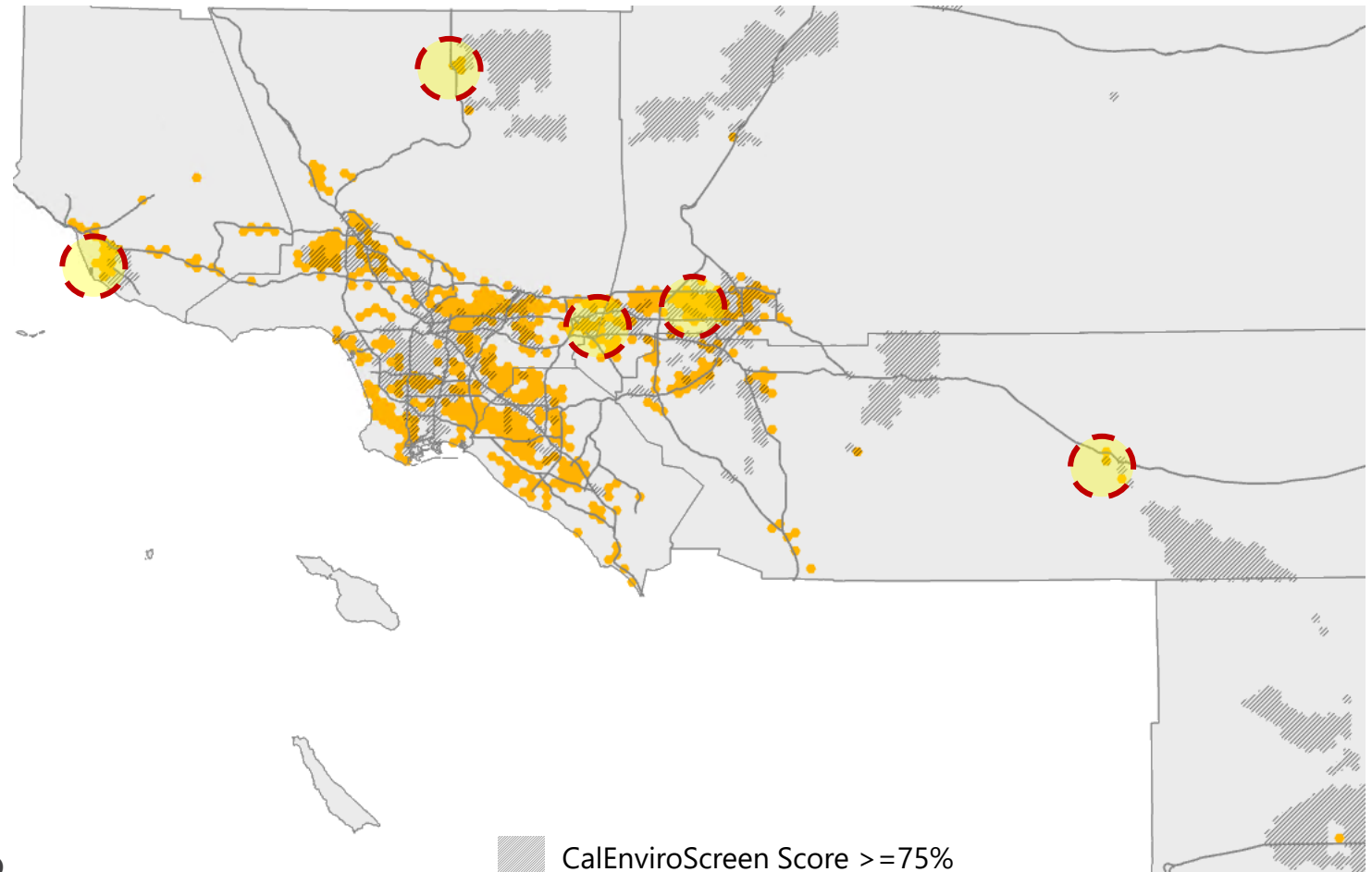
NEAR FREIGHT TYPE

Community Type Breakdown

Variable	Community Type 4
Total Employment	Medium
Freight Employment	Medium
MHHI	Medium-High
Pollution	Medium-High
Public Transport	Medium
Truck Vehicle Hours Traveled (VHT)	Medium
Working Population (15 – 64)	Medium-High

Community Examples

 Indio, Lancaster (e/o SR-14), El Rio/Nyland Acres (NE/o Port Hueneme), Pomona (w/o Ontario Airport), Colton (n/o 10 fwy), Rialto




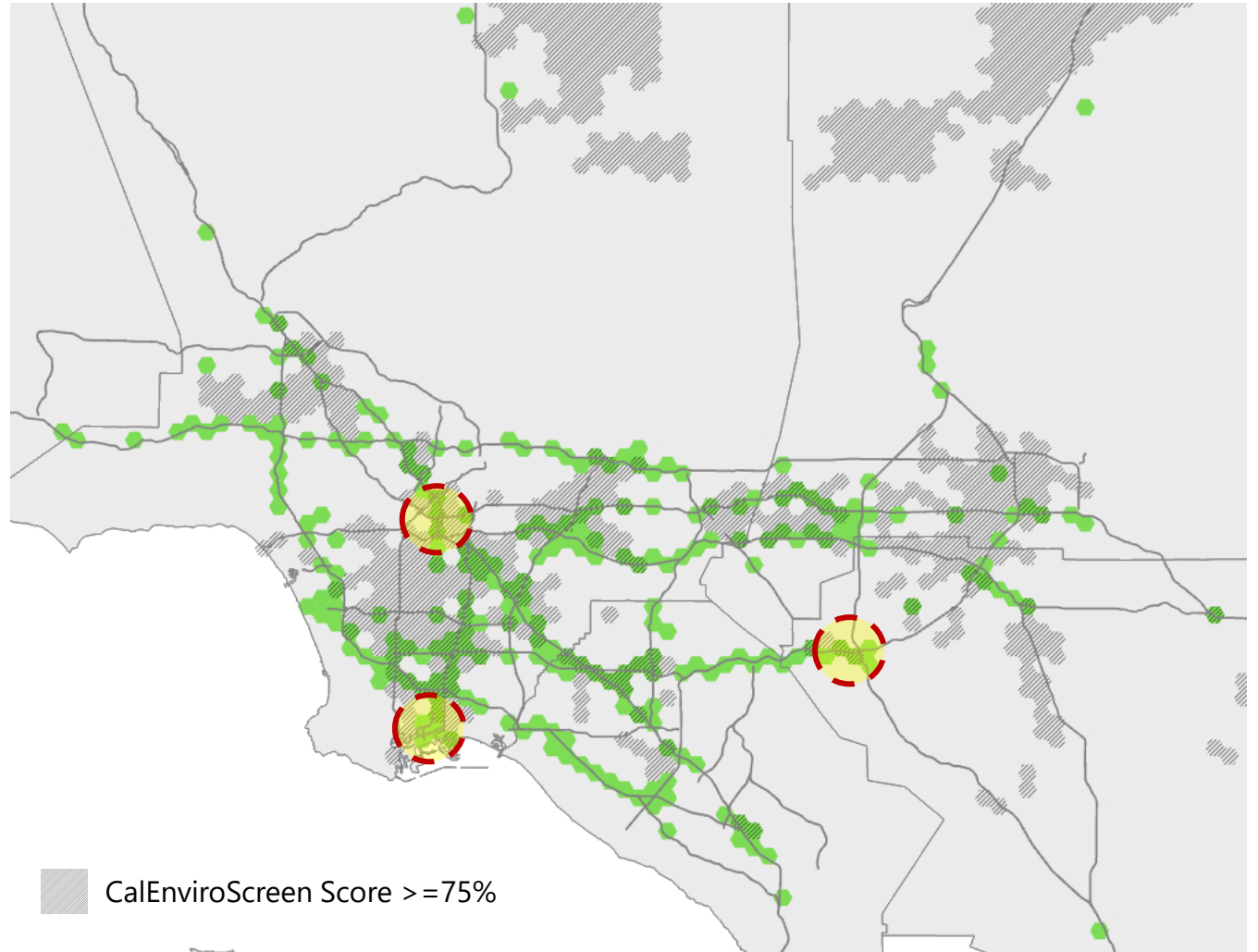
FREIGHT EMPLOYMENT HUBS & FREEWAY ADJACENT TYPE

Community Type Breakdown

Variable	Community Type 5
Total Employment	Medium
Freight Employment	High
MHHI	Medium
Pollution	High
Public Transport	Medium
Truck Vehicle Hours Traveled (VHT)	High
Working Population (15 – 64)	Medium-High

Community Examples

-  Long Beach (w/ol- 710) around ICTF area, Corona Airport (I-15 and CA-91 interchange), around LATC railyard (DT LA)




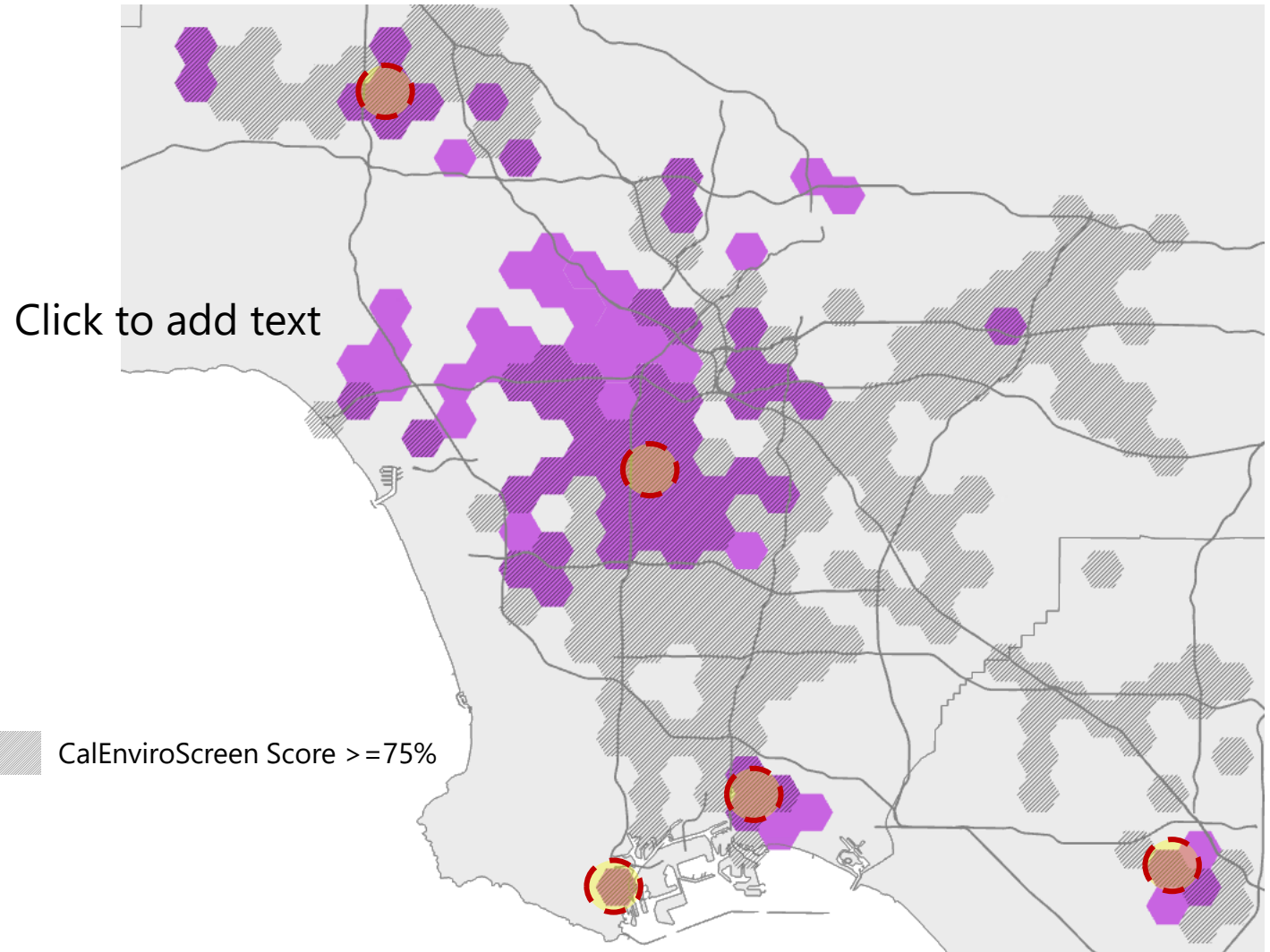
DENSE URBAN CENTERS TYPE

Community Type Breakdown

Variable	Community Type 6
Total Employment	High
Freight Employment	Medium
MHHI	Medium-Low
Pollution	High
Public Transport	High
Truck Vehicle Hours Traveled (VHT)	Medium
Working Population (15 – 64)	High

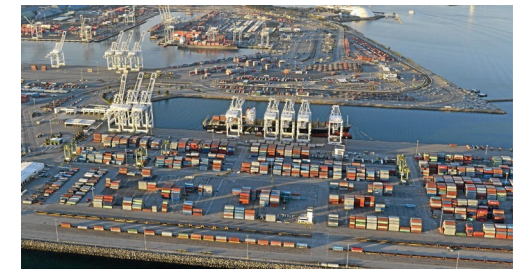
Community Examples

-  San Pedro, DT LB, Santa Ana, along 110 (n/o 105), Van Nuys/Panorama City



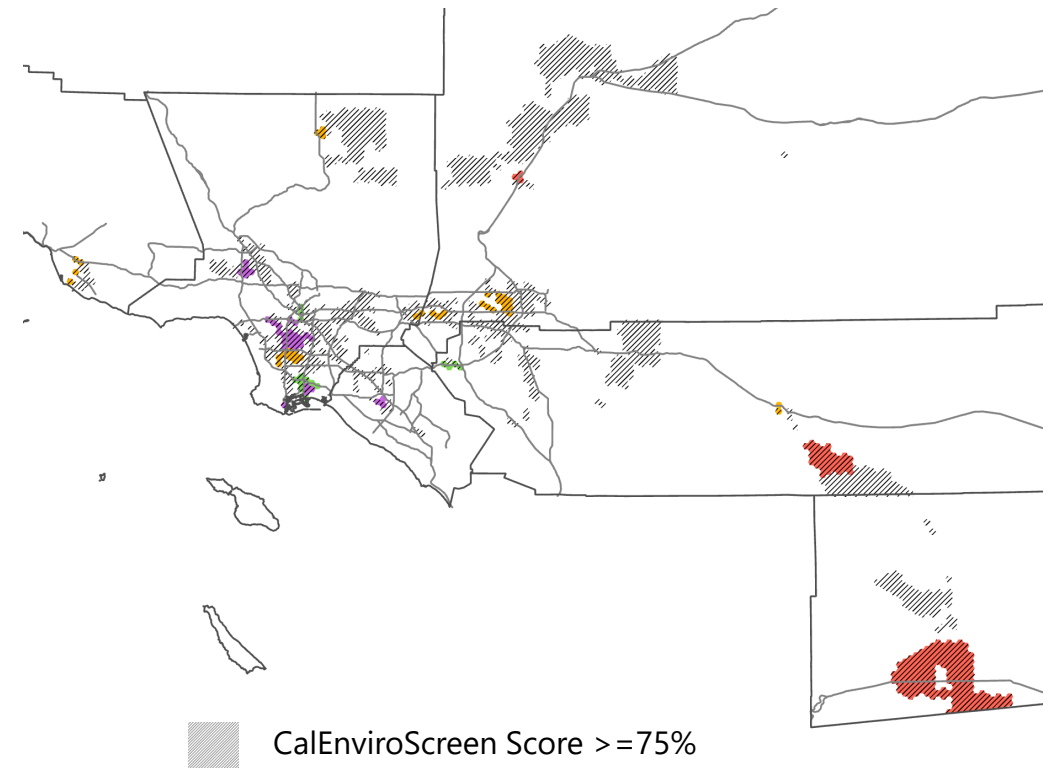
HIGHLIGHTS OF EACH COMMUNITY TYPE

Freight Active Edge	Near Freight	Dense Urban Centers	Freight Employment Hubs & Freeway Adjacent
<ul style="list-style-type: none">• Low freight employment/working pop. density• Moderate pollution• Low truck traffic	<ul style="list-style-type: none">• Moderate freight employment/working pop. density• Moderate pollution• Moderate truck traffic	<ul style="list-style-type: none">• High total employment/working pop. density• High access to transit• Moderate truck traffic	<ul style="list-style-type: none">• High freight employment/working pop. density• High pollution• High truck traffic



COMMUNITY EXAMPLES

Community Types	Community Examples	Sub Regions
Freight Active Edge Type	<ol style="list-style-type: none"> 1. Calexico/El Centro 2. North Salton Sea 3. Victorville 	<ul style="list-style-type: none"> • Imperial County • Coachella Valley AG • San Bernardino County
Near Freight Type	<ol style="list-style-type: none"> 4. Indio 5. Lancaster (e/o SR-14) 6. El Rio/Nyland Acres (NE/o Port Hueneme) 7. Pomona (w/o Ontario Airport) 8. Colton (N/o I-10) 9. Rialto 	<ul style="list-style-type: none"> • Coachella Valley AG • North L.A. County • Ventura County • San Gabriel Valley • San Bernardino County
Freight Employment Hubs & Freeway Adjacent Type	<ol style="list-style-type: none"> 10. Long Beach (W/o I-710) near Intermodal Container Transfer Facility (ICTF) 11. Corona Airport (I-15 & CA-91 interchange) 12. LATC railyard (Downtown Los Angeles) 	<ul style="list-style-type: none"> • South Bay Cities • West Riverside COG • Central Los Angeles
Dense Urban Centers Type	<ol style="list-style-type: none"> 13. San Pedro 14. Downtown Long Beach 15. Santa Ana 16. Near I-110 (n/o I-105 fwy) 17. Van Nuys/Panorama City 	<ul style="list-style-type: none"> • South Bay Cities • Gateway Cities • Orange County • Westside Cities • San Fernando Valley



LISTENING BREAKOUT SESSION #2

**LISTENING
BREAKOUT SESSION
#2
Share Back**

Next Steps

- Reconcile the feedback with the initial analysis & Identify the 6–8 Communities
 - Diverse geographic & issue representation
 - Community interest & engagement
- Opportunities to get involved:
 - We'd like to hear from the CBO & COG members
 - Early on – Other than funding opportunities, what information would be helpful for you to include in the toolkit?
 - What are some of your existing barriers to implementing strategies that reduce goods movement impacts on your communities?
 - Later on – Volunteers to review the beta version of the Toolkit and provide feedback



Everything you buy touches a truck at some point!

Thank you

Alison Linder, PhD

Senior Regional Planner

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**SOCAL GOODS MOVEMENT
COMMUNITIES OPPORTUNITIES ASSESSMENT**

Project Kick-Off Workshop



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