

SCAG 2014 DRAFT PUBLIC PARTICIPATION PLAN MATRIX OF COMMENTS AND RESPONSES

Walter Siembab, South Bay Cities Council of Governments, Member of Technical Working Group	SCAG RESPONSE
Use interactive kiosks in public places to enhance public engagement.	Comment noted. SCAG has added language to the Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, Regional Services, Videoconferencing and Virtual Participation, that it will develop additional pathways to enhance public engagement.
Michael A. Morris, FHWA Cal-South	SCAG RESPONSE
On p. 3 within SECTION III. PPP Goals, SCAG may perhaps consider establishing overall measure mechanisms for each of the three (3) major areas. While doing so is other than a requirement, it may provide SCAG and anyone interested in SCAG’s public participation process more data as to implementation evaluation results. If this option’s pursued, establishment of conservative measures are recommended for purposes of displaying information versus setting an aggressive and/or unattainable target.	Commented noted. SCAG has added language to the Proposed Final Public Participation Plan, Section III. Public Participation Plan Goals, that it will evaluate public participation activities by setting qualitative and quantitative goals and periodically (within a year of adoption of each RTP/SCS) and conduct polling and surveying of the public and stakeholders to assess the effectiveness of the procedures and strategies contained in the Plan.
On p. 5-6 – beginning with the last paragraph on p. 5 through ending of the paragraph above where the “Engagement” section starts on p. 6, is this content related to the “University Partnership Initiative” section? If unrelated, it may be beneficial to add a “Topic” that previews what this information is related to.	Comment noted. SCAG has added a new topic header, “Technology Initiative,” to the Proposed Final Public Participation Plan, in Section IV. Public Participation Plan Process for Achieving Goals.
On p. 10 – to further substantiate SCAG’s intention to meet Federal PPP requirements, please consider rewording the first sentence that begins the “Federal Planning Requirements” section to: SCAG’s Public Participation Plan procedures will follow and must comply with federal planning regulations set forth under 23 CFR Section 450.316.	Comment noted. SCAG has added language to the sentence referenced in the Proposed Final Public Participation Plan, Section VI. Public Participation Plan Requirements, Federal Planning Requirements. The sentence, as revised, reads: “SCAG’s Public Participation Plan procedures will follow and must comply with the following federal planning regulations set forth under 23 C.F.R. Section 450.316...”
It’s commendable that SCAG outlines, makes transparent, and includes the public participation strategy, procedure, and technique details in the PPP that will be followed for fulfillment of horizon transportation planning products in Appendix A.	Comment noted. Thank you.

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Pauline Chow, Esq., Safe Routes to School National Partnership	SCAG RESPONSE
<p>We encourage SCAG to adopt language in the 2014 Public Participation Plan that is inclusive and communicates cooperation and collaboration. On page 4 of the 2014 Public Participation Plan, replace “assimilate” with “integrate” or “incorporate” in the following sentence: “Evaluate and assimilate public viewpoints and preferences into final decisions...”</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, under How does SCAG measure, SCAG has replaced "assimilate" with "incorporate." The sentence reads: “SCAG will incorporate the use of scientific polling and similar means to obtain metrics regarding the effectiveness of its outreach.”</p>
<p>Then, on page 4 of the 2014 Public Participation Plan, we suggest replacing “allow” with “create opportunities” or “encourage” in the following sentence: “Goal: Allow any interested party to remain engaged through the decision-making process, the implementation phase and beyond.”</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section III. Public Participation Plan Goals, under Evaluation, SCAG has replaced "allow" with "encourage." Sentence reads: Encourage stakeholders and members of the public to remain engaged through the decision-making process, the implementation phase and beyond.</p>
<p>In Section IX under Development of Strategies, Procedures and Techniques for the 2016 RTP/SCS,” remove “significant” in the following sentence: “Acknowledge all significant comments received in a timely manner.” The word significant should be removed from this statement to encourage meaningful deliberation without comparing the value of public comment statements.</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section IX. Appendix A, Regional Transportation Plan (RTP), under B. Consider and Incorporate Comments Received ...” SCAG has removed the word "significant." The sentence reads: “Acknowledge all comments received in a timely manner.”</p>
<p>K-12 public, private and charter schools (“K-12 schools”) are integral to land use and transportation planning. Over 14 percent of all morning congestion is caused by private car drop off at schools (Traffic Injury Prevention, August 2011). Schools are embedded within each community and resource for engaging new stakeholders early and consistently. An effort should be made by SCAG to identify public school stakeholders and agency partners to be included in land use discussions that affect regional mobility, including school siting, joint use and travel to school policies.</p>	<p>Comment noted. SCAG already works with cities, advocacy groups and agency partners to develop land use policies on a regional level. SCAG will defer to local agencies such as cities and school districts on specific land use issues related to schools (i.e. school siting, zoning, etc.). However, SCAG will actively encourage participation by the educational community in the upcoming Regional Transportation Plan/Sustainable Communities Strategy development workshops. In the Proposed Final Public Participation Plan, Section V. Interested Parties, SCAG lists educational community and institutions, which is inclusive of K-12, private and charter schools.</p>
<p>In Section IV. Public Participation Plan Process for Achieving Goals (page 5-6), include schools in the public participation plan by either expanding the definition of “University Partnership Institute” to encompass or create a category for K-12 schools.</p>	<p>Comment noted. SCAG recognizes the merits of conducting outreach with K-12 stakeholders. In the Proposed Final Public Participation Plan, Section V. Interested Parties, SCAG lists “education community and institutions,” which are inclusive of K-12 stakeholders.</p>

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Pauline Chow, Esq., Safe Routes to School National Partnership-CONTINUED	SCAG RESPONSE
<p>As recognized in the 2014 Public Participation Plan, the traditionally underserved and underrepresented are the least likely to have the resources and capacity to participate in the public process. In order to reach and engage these populations early and consistently, the public participation plan must provide opportunities and materials that are context sensitive and supports the unique characteristics of communities' transportation and land use needs. Thus, SCAG should leverage resources and expertise from county agencies, community based organizations and residents to gain meaningful feedback and insights in a detailed work plan.</p>	<p>Comment noted. SCAG takes pride in a "bottom up" approach to regional planning and has tried to make its public participation work plan as transparent as possible in Section IX. Appendix A, "Strategies, Procedures and Techniques for Public Participation Related to the Regional Transportation Plan (RTP), Federal Transportation Improvement Program (FTIP) and Overall Work Program (OWP)." In these times of limited public funding, SCAG agrees with the comment on leveraging resources amongst CTCs, COGs and other local agencies, and hopes to work with these agency partners in developing relevant surveys for users of transit, rail and freeways to inform our planning process, as outlined in Section IV, "Public Participation Plan Process for Achieving Goals," under "Agency Partners."</p>
<p>Within the 2014 Public Participation Plan, SCAG should be providing technical assistance and coordinate with county transportation commissions (CTCs) and council of governments (COGs) to implement public participation in counties. The effectiveness of SCAG's public participation plan is highly dependent on county-level implementation. It is crucial that the public participates at county-level meetings, workshops and committees, since important transportation and land use decisions are made at CTCs and COGs.</p>	<p>Comment noted. SCAG provides technical assistance and coordinates with CTCs and COGs on planning initiatives. However, transportation projects are selected locally by the CTCs, and SCAG coordinates public participation activities for projects submitted for proposed inclusion in the FTIP, as described in the Proposed Final Public Participation Plan, Section IV, Appendix A, Strategies, Procedures and Techniques for Public Participation Related to the RTP, FTIP and OWP.</p>
<p>County implementation plans should be included as part of the 2014 Public Participation Plan under the Regional Transportation Plan (page 22) and Federal Transportation Improvement Program (page 29).</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section IX. Appendix A., under, Federal Transportation Improvement Program, Paragraph C., County TIP Development, and SCAG has added language that the FTIP is the implementing document of the RTP/SCS. The CTCs' submittal of their county TIP to SCAG is their county implementation plan which is incorporated in its entirety into the SCAG FTIP.</p>
<p>SCAG should develop communication and information about the FTIP and STIP processes that can be better understood by the public, who may have limited or no knowledge of land use and transportation policies. One way to enhance information about projects is to develop a system that tracks how each project meets the performance metrics in the 2012 RTP/SCS.</p>	<p>Comment noted. SCAG releases FTIP Guidelines prior to the CTCs submission of their respective county TIPs to SCAG. The FTIP Guidelines discusses the FTIP and STIP processes.</p>

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Pauline Chow Esq., Safe Routes to School National Partnership - CONTINUED	SCAG RESPONSE
<p>We suggest adding to Section III. Public Participation Plan Goals on page 3, under the subheading Engagement, "...ensure such events are fully accessible to ... including, low-income, rural unincorporated and farm worker communities..."</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section III. Public Participation Goals, under Engagement SCAG has added: "Develop support materials that are easily understood ... ensure such events are fully accessible to the general public, including low-income minority, rural and farm worker communities, disabled and Limited English Proficiency populations." SCAG has also added this community to the goal: "To seek out, engage and consider ... underserved populations, such as low-income, minority, rural and farm worker communities, disabled and Limited English Proficiency populations."</p>
<p>Then in Section IV Public Participation Plan Process for Achieving Goals (pages 5-6), include sub-heading for Rural Unincorporated Communities and Farm Workers, explicitly listing possible venues and methodology for engaging residents of low income rural and unincorporated and farm worker communities.</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, SCAG, has added the requested language. The referenced section reads: "Rural, Unincorporated Communities and Farm Workers Engage the assistance of community, legal, business and other groups to improve participation of rural, unincorporated communities and farm workers in SCAG's planning activities and processes in easily accessible locations and convenient locations."</p>
<p>In the 2014 Public Participation Plan, SCAG is scheduled to meet with an EJ advisory group between May 2013 and November 2015 (page 22). We advise SCAG to recruit and convene the EJ advisory group as soon as possible so that their recommendations can be incorporated into SCAG's planning processes early on.</p>	<p>Comment noted. SCAG intends to convene the Environmental Justice (EJ) Advisory Group in Summer 2014.</p>
<p>The EJ Advisory group should consider adopting the 2012 RTP/SCS subcommittee models, since the public health and active transportation subcommittees were successful in studying and developing solutions on a specific topic area ... The subcommittee model should prove some guidance on the next iteration of the EJ advisory group and how to successfully expand the EJ Advisory group role in public participation development and equity discussions across SCAG.</p>	<p>Comment noted. SCAG welcomes the suggestion for expanding the role of the EJ Advisory Group. The 2012-2035 RTP/SCS subcommittees were created for a singular purpose and convened in a limited time frame. The EJ Advisory Group would meet over a longer period of time. To substantiate this as an initiative, SCAG, as noted in the Proposed Final Public Participation Plan, has added "Environmental Justice" to the "Advocacy Initiative," under "Section IV. Public Participation Plan Process for Achieving Goals" and included the EJ Advisory Group as a key process in SCAG's outreach activities.</p>

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Pauline Chow, Esq., Safe Routes to School National Partnership-CONTINUED	SCAG RESPONSE
<p>Integrate Environmental Justice Recommendations with 2012 RTP/SCS Outcomes. Additionally, an extended EJ advisory group or subcommittee will bridge the 2014 Public Participation Plan with the recommendations from the 2012 SCAG RTP/SCS and EJ Appendix in the following ways:</p> <p>Incorporate definitions for disadvantaged and underserved communities into a more comprehensive view on environmental justice communities, including economic, demographic and environmental considerations. Bridging and expanding the EJ definition will ensure that outreach efforts encompass all communities. For example, new requirements on disadvantaged communities in the Active Transportation Program funding guidelines and application are important to incorporate into the 2014 Public Participation Plan</p> <ul style="list-style-type: none"> • Explicitly integrate the 2014 Public Participation Plan with SCAG’s Title VI Environmental Justice Policy and Program, which includes providing technical analysis and public outreach at a county level • Convene community based focus groups and workshops on EJ to update performance metrics, listed on 2012 RTP/SCS EJ Appendix Page 4, and study the impact of recommendations on a more frequent basis, including gentrification and displacement in transit oriented development areas and housing quality. The Jobs Housing Imbalance or Jobs-Housing Mismatch research “does not provide definitive results” and “raises additional questions.” • Develop plans for and to implement recommendations in the 2012 RTP/SCS EJ Appendix for Performance Area Analysis (starting on page 36). 	<p>Comment noted. SCAG will outline the role of the EJ Advisory Group at its first meeting. In its current form, it is a group for information gathering and exchange. The group may make recommendations on specific policies to SCAG committees, but it is not currently set up for proposing work plans or implementation at the local level.</p>

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Nancy Pfeffer, Gateway Cities Council of Governments	SCAG RESPONSE
<p>Overall, the document seems repetitive and the organization is not clear. As a result, topics are revisited several times in multiple places and the reader can become easily confused about the processes SCAG uses to ensure full and complete public participation. We would recommend beginning with a summary of the public participation requirements that apply to SCAG, followed by a discussion of goals, specific activities, and a clear description of evaluation procedures used by SCAG.</p>	<p>Comment noted. SCAG has prepared the Proposed Final Public Participation Plan to address redundancies, organization and to make it easier to understand.</p>
<p>The Public Participation Plan 2014 draft does not elucidate the unique role of subregions in the regional planning process. Subregional COG's are made up of elected officials, many of whom also serve on SCAG's committees and Regional Council. This unique relationship should be highlighted and explained. Subregional organizations are not equivalent to other "interested parties." Also, mention should be made of the Subregions of Southern California and the involvement of the subregional Executive Directors and Subregional Coordinators in the planning process.</p>	<p>Comment noted. The Proposed Final Public Participation Plan addresses the role of the subregions in the planning process, as well as SCAG's engagement and coordination with all subregions.</p>
<p>Specific comments are as follows: In Section III, Public Participation Plan Goals, consider reordering to state the goal first, then the activities.</p>	<p>Comment noted. In the Proposed Final Public Plan, Section III. Public Participation Goals, SCAG will maintain the existing order of listing activities before the goals.</p>
<p>In this section under Outreach, is phone a realistic channel of outreach by SCAG?</p>	<p>Comment noted. As noted in the Proposed Final Public Participation Plan, the telephone is one way of communication to encourage feedback, convey information about SCAG's programs, plans, policies and initiatives, and involve interested parties in the development of the Public Participation Plan's strategies and procedures.</p>
<p>Under Engagement (p. 3), accessibility to low-income, minority, disabled, and limited-English-proficiency populations is discussed before outreach methods to these populations. This order is confusing.</p>	<p>Comment noted. In the Proposed Final Public Participation Plan, Section III, under Engagement, SCAG will maintain the existing order of the discussion.</p>

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Nancy Pfeffer, Gateway Cities Council of Governments - CONTINUED	SCAG RESPONSE
Under Evaluation (p. 4), please explain how SCAG will assess the effectiveness of its Public Participation Plan. What metrics will be used, for example?	Comment noted. SCAG has added language to the Proposed Final Public Participation Plan, Section III. Public Participation Plan Goals, that it will evaluate public participation activities by setting qualitative and quantitative goals and periodically (within a year of adoption of each RTP/SCS) conduct polling and surveying of the public and stakeholders to assess the effectiveness of the procedures and strategies contained in the Plan.
On p. 5, under Agency Partners, surveys seem like a good idea, but the idea comes completely out of context. What is the goal of such surveys and how will they be coordinated with other outreach efforts?	Comment noted. In the Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, under Agency Partners, SCAG has deleted the reference to surveys and added broader language. The section reads: "Work with local, regional and state agencies including, but not limited to the Department of Motor Vehicles, the Southern California Regional Rail Authority (Metrolink) and local transit operators to develop outreach and relevant display advertising to engage transit riders using a variety of outreach/public participation tool, with the goal of ensuring their input in SCAG's planning process and activities."
On p. 5, is the Advocacy Initiative a new program?	Comment noted. The Advocacy Initiative is not a new program.
On p. 5, is the University Partnership Initiative a new program?	Comment noted. As noted in the Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, under University Partnership, the University Partnership is a broadening of the agency's existing internship program.
On p. 10, third paragraph under Section VI, Public Participation Plan Requirements, please clarify the way in which SCAG does land use planning (i.e., SCAG has no local land use authority).	Comment noted. In the Proposed Final Public Participation Plan, Section VI. Public Participation Plan Requirements, SCAG has revised the referenced sentence to clarify SCAG's planning role. The sentence reads: "While regional transportation planning is the core component of SCAG's activities, SCAG also develops the regional sustainable communities strategy as part of the regional transportation plan to address reductions of greenhouse gas emissions, as required under state law. SCAG is further responsible for development of population, employment and housing growth forecasts, and regional housing needs assessments."
On p. 13, last paragraph, thank you for clarifying that the Technical Working Group is among those groups whose recommendations will be forwarded to the Policy Committees.	Comment noted.

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Deborah S. Diep, Center for Demographic Research	SCAG RESPONSE
General comments: Include acronym list for any acronyms used in the document	Comment noted. SCAG has added a list of acronyms in the Proposed Final Public Participation Plan, Appendix B. List of Acronyms.
Include list of included members of all the groups listed below i.e. who/what agencies, individuals are members of these groups?	Comment noted. Group references have been streamlined in the Proposed Final Public Participation Plan.
Reduce number of different group references	Comment noted. Group references have been streamlined in the Proposed Final Public Participation Plan.
Be consistent in usage of group references	Comment noted. Group references have been streamlined in the Proposed Final Public Participation Plan.
Numbers reflect the number of times each group is references in the PPP, counts are unique. -stakeholders – 21; stakeholder organizations – 5 -stakeholder groups -2 ; public stakeholder agencies - 1 -stakeholder agencies -1; regional stakeholder -1 -local stakeholder-1; interested parties - 29 -other interested parties-6; advocacy groups-1 -communities of interest-1; affected parties-1 -citizen-3; subregional partner – 3 subregional coordinator -4; local government partner-1 -local government-2; local jurisdiction-4 -interest groups-3; general public-16	Comment noted. Group references have been streamlined in the Proposed Final Public Participation Plan.
Page 3, under Purpose of the Plan: delete “diverse”, change to “diversity in”	Comment noted. In the Proposed Final Public Participation Plan, Section II. Introduction, under Purpose of the Plan, SCAG has revised the language referenced. The paragraph reads: “The purpose of this Public Participation Plan is for SCAG to describe its responsibilities as well as its goals and strategies for engaging the broadest and most diverse audiences possible in planning and programming processes. The document will also outline opportunities for SCAG to increase public awareness and diversity in participation, while expanding the range of voices and views in developing regional plans.”
Page 3, under Section III. Public Participation Plan Goals: change insure to ensure	Comment noted. Correction made in Proposed Final Public Participation Plan, Section III. Public Participation Plan Goals.
Page 5, under Engagement with Private Partners, first paragraph: add close	Comment noted. Correction made in Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, under Engagement with Private Sector Partners.

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parenthesis after etc.	
Deborah S. Diep, Center for Demographic Research- CONTINUED	SCAG RESPONSE
Page 5, under University Partnership Initiative, second paragraph: This section doesn't flow well under University Partnership Initiative, needs separation or some sort of title break.	Comment noted. SCAG has added a new topic header, "Technology Initiative," to the Proposed Final Public Participation Plan, in Section IV. Public Participation Plan Process for Achieving Goals.
Page 6, first paragraph, reference to 'agency officials:' Who are the agency officials?	Comment noted. In Proposed Final Public Participation Plan, Section IV. Public Participation Plan Process for Achieving Goals, referenced sentence has been changed clarify that SCAG will provide resources and staff time dedicated to public participation activities. The sentence reads: "When developing initiatives where outreach is appropriate, SCAG will provide resources and staff time dedicated to public participation activities..."
Page 6, under Engagement, Citizen Review and Feedback: Why is this limited to citizens? Why not all residents of the region?	Comment noted. In the Proposed Final Public Participation Plan, Section IV. Public Participation Process for Achieving Goals, under Engagement, SCAG has revised the topic heading referenced. The heading reads: "Public and Stakeholder Review and Feedback."
Page 9, under Section V. Interested Parties, groups listed as "new:" educational institutions, elderly and retired persons, minority and low-income populations, other interested parties, special interest non-profit agencies, women's organizations.	Comment noted.
Page 9, under Section V. Interested Parties: What about public sector? Jurisdictions?	Comment noted. The first bullet in the referenced section of the Proposed Final Public Participation Plan is revised to more broadly capture "public agencies."
Page 9, under Section V. Interested Parties, in reference to subregional organizations: add COGs/Subregional Coordinators/Subregions of Southern California	Comment noted. In the Proposed Final Public Participation Plan, Section V. Interested Parties, the term "subregional organizations," is inclusive of COGs/Subregional Coordinators/Subregions of Southern California.
Page 10, under Section VI. Public Participation Plan Requirements, third paragraph: Please clarify what kind of land use planning SCAG is responsible for.	Comment noted. In the Proposed Final Public Participation Plan, Section VI. Public Participation Plan Requirements, SCAG has revised the referenced sentence to clarify SCAG's planning role. The sentence reads: "While regional transportation planning is the core component of SCAG's activities, SCAG also develops the regional sustainable communities strategy as part of the regional transportation plan to address reductions of greenhouse gas emissions, as required under state law. SCAG is further responsible for development of population, employment and housing growth forecasts, and regional housing needs assessments."

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Deborah S. Diep, Center for Demographic Research-CONTINUED	SCAG RESPONSE
Page 11, intended paragraphs under section (viii): These two paragraphs need font change and add bullets.	Comment noted. Font size corrected and roman numeral added in referenced section of the Proposed Final Public Participation Plan.
Page 14, second paragraph, referencing SCAG meetings: Why doesn't SCAG schedule meetings with non-member agencies?	Comment noted. As discussed in the Proposed Final Public Participation Plan, Section VI. Public Participation Plan Requirements, under State Planning requirements, SCAG does consult with non-member agencies, including several state and local agencies.
Page 14, under Bottom-Up and Interagency Consultation, reference to forums: What forums?	Comment noted. In Proposed Final Public Participation Plan, Section VI. Public Participation Plan Requirements, under Bottom-Up Planning and Interagency Consultation, SCAG has revised the section to clarify reference to forums. The section reads: "SCAG's three Policy Committees (Transportation Committee, Energy & Environment Committee, and Community, Economic & Human Development Committee) include members appointed to represent the 15 subregional organizations in the SCAG region. Further, the numerous subcommittees, technical advisory committees, working groups, and the AB 1246 process facilitate SCAG's ability to provide a framework for bottom-up planning and more frequent and ongoing participation by interested parties at all stages of the process..."
Page 14, under Bottom-Up and Interagency Consultation, reference to regular coordination with subregions: How often is regular? SCAG disbanded the SRC and the COGs reformed the group. Hasan comes sometimes, but requests from the group are not prioritized. There is great lacking in communicating information to COGs to assist in the RTP efforts.	Comment noted.
Page 20, under Regional Transportation Plan (RTP) referencing outreach and SB 375 coordination team: Who is the coordination team?	Comment noted. The coordination team is the principal staff in SCAG planning areas and consultants associated with each of the various outreach efforts referenced in the preceding paragraph.
Page 21, Paragraph I, reference to 'early' in planning process: This document will be used for several years and should be 'timeless.' Change 'early' to specific dates.	Comment noted. The Proposed Final Public Participation Plan maintains the term "early" to allow for flexibility and potential shifts in scheduling.
Page 21, Paragraph I, reference to December 2013: Change sentence to: Books were distributed to Local Jurisdictions in between November 2013 and January 2014, and comments were accepted through May 2014.	Comment noted.

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Deborah S. Diep, Center for Demographic Research-CONTINUED	SCAG RESPONSE
Page 21, reference to paragraph beginning with SCAG will engage ..." Indent sentence.	Comment noted. Paragraph indented in the Proposed Final Public Participation Plan.
Page 21, reference to 'major planning areas:' What are the major planning areas?	Comment noted. In the Proposed Final Public Participation Plan, Section IX. Appendix A, Regional Transportation Plan (RTP), Section D., first bullet, SCAG has added language to clarify that the major planning areas are integrated regional transportation, land use and environment planning.
Page 23, under "H. Continually Enhance Website Capabilities, paragraph I: Delete 'recently created', replace with "all"	Comment noted. In the Proposed Final Public Participation Plan, Section IX. Appendix A, Regional Transportation Plan (RTP), H. Continually Enhance Website Capabilities, Paragraph I., SCAG has deleted the words "recently created" from the referenced sentence.
Joyce Dillard	SCAG RESPONSE
The Public Participation Goals lacks a marketing plan.	Comment noted. As noted in Proposed Final Public Participation Plan, SCAG intends to improve its efforts to reach out to the general public and stakeholders.
Under OUTREACH you state: Activity: Using internal and external resources, identify affected stakeholders and other interested parties. Identify, allocate resources and utilize appropriate communication tools (i.e., phone, electronic, print or media) to best reach stakeholders and communities.	Comment noted.
Your current outreach is poor if almost non-existent. Placing information on a website is not sufficient for the mounting problems of traffic congestion and poor air quality as well as lack of affordable housing.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG intends to improve in its effort to reach out to the general public and stakeholders.
You plan to identify stakeholders, but how.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG intends to broaden its outreach to schools, churches, transit partners and others throughout the region.

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Joyce Dillard - CONTINUED	SCAG RESPONSE
You plan to utilize appropriate communication, but how.	Comment noted. As noted in the Proposed Final Public Participation Plan, the Public Participation Plan describes the ways in which SCAG communicates with various audiences.
In a world of cellphone and apps, you can plan one form of campaign outreach.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG plans to use new mobile technologies as a way to further engage the public in its regional transportation planning process.
In a world of news, you can release press releases that can be carried on newscasts. In fact, there are so many opportunities to outreach to news services designed for targeted audiences, usually divided by language.	Comment noted. As noted in the Proposed Final Public Participation Plan, the media, including media serving non-English speaking audiences, is included in SCAG's outreach efforts.
In a world of You-Tube, you can place videos for the public to view.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG video productions are available to view on the SCAG website.
In a world of flyers, you can place information door-to-door. You can place information in utility bills.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG produces a number of factsheets and flyers, and distributes them at public meetings and makes them available on the website. SCAG will consider distributing information in utility bills.
In a world of billboards, you can place advertising throughout the region.	Comment noted.
Entertainment and sporting celebrities can be utilized for Public Service Announcements.	Comment noted. SCAG will consider utilizing entertainers and celebrities to help publicize regional transportation planning messages, budget permitting.
You can print bumper stickers.	Comment noted.
When cities have an outreach medium, such as the City of Los Angeles Neighborhood Council system, you can attend and distribute information.	Comment noted. In the Proposed Final Public Participation Plan, Section, V. Interested Parties, SCAG has added Neighborhood Councils to the list of target audiences. SCAG intends to explore ways to enhance engagement with neighborhood councils. SCAG Regional Council members are elected officials who represent their jurisdictions (cities and counties) and distribute SCAG information to the cities and counties.
Through sports leagues or churches, you can distribute information.	Comment noted.
Public service announcements can be used on television, radio and at sporting or entertainment events.	Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG public service announcements are among the tools available to inform the public and stakeholders about SCAG policies, programs services and initiatives. SCAG will consider producing public service announcements for broadcast, sporting and

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	entertainment events, budget permitting.
Joyce Dillard - CONTINUED	SCAG RESPONSE
Missing is outreach to any of the thousands of truck and vehicle drivers yet, the region has the most traffic congestion.	Comment noted.
Low-cost affordable housing is not addressed in comparison to the needs of each local governmental division. In fact, transit-oriented districts TOD are creating low-income pockets of population.	Comment noted.
Nowhere is the match of the job market to transportation and housing issues.	Comment noted.
Your work should be used in Local Government planning, but instead the funding determines the planning.	Comment noted.
Population estimates are municipal distributed, yet cities, like Los Angeles, choose population density in Community Planning Areas with no justification to the overall population estimates or to existing housing and vacancies. This creates higher land value in areas that will receive federal or state funding.	Comment noted.
Approvals from this Metropolitan Planning Organization becomes tools for manipulation not for planning.	Comment noted.
This makes your conclusions, infeasible and not based in reality.	Comment noted.
You fail to address the General Plans adopted and coordinate your information into the existing state of the local government infrastructure including the Elements. Streets and sidewalks are in disrepair. Freeways are crowded.	Comment noted.
There needs to be a review of the region to the realities of state required planning.	Comment noted.
There needs to be metropolitan planning.	Comment noted.

SCAG 2014 DRAFT PUBLIC PARTICIPATION PLAN MATRIX OF COMMENTS AND RESPONSES

Steve Smith – San Bernardino Associated Governments (SANBAG)	SCAG RESPONSE
<p>In addition to the variety of ways to provide input (meetings, online, etc.), SCAG should strongly consider periodic, statistically valid public opinion polling. The range of opportunities cited in the PPP for providing public input are all very important, but virtually all require someone to take a certain level of initiative. This means that, to one degree or another, these are all self-selecting samples. To obtain a truly diverse and representative set of opinions on the range of topics we are concerned about, a scientifically conducted poll can be a valuable asset, and open our eyes to issues that may not have come to the forefront in other ways.</p>	<p>Comment noted. SCAG will consider conducting scientific polling as a way to obtain public input and more effectively communicate regarding regional transportation planning issues.</p>
<p>SCAG conducts travel surveys to support our modeling and analytical needs, but it may have been a while since we conducted one asking for general public input on transportation, land use, sustainability, and related issues, and I did not that option explicitly referenced. This could be an important resource as SCAG committees and the RC deliberate issues concerning the 2016 RTP/SCS, and such polling is not expensive when considering the billions of dollars in investments at stake. This option should be explicitly referenced as an option in the PPP, and serious consideration should be given to structuring a survey covering the range of issues of concern leading up to the 2016 RTP/SCS. Thank you for taking my comment. Regards, Steve</p>	<p>Comment noted. As noted in the Proposed Final Public Participation Plan, SCAG has added language in the plan specifically referencing using polling as a tool to obtain public input and more effectively communicate regional transportation planning issues.</p>

SCAG 2014 DRAFT PUBLIC PARTICIPATION PLAN MATRIX OF COMMENTS AND RESPONSES

SURVEY COMMENTS	SCAG RESPONSE
Improve language access.	Comment noted. SCAG is reviewing its procedures and practices regarding service to Limited English Proficiency (LEP) populations in the region to ensure it is offering appropriate and sufficient assistance. Currently, SCAG has access to language translation service vendors from whom the agency, with sufficient notice, may request services. Additionally, SCAG maintains a list of multi-lingual staff members who translate key SCAG documents and provide language assistance to LEP populations with sufficient notice. The <i>Google Translate</i> tool is available on the SCAG website, enabling the translation of SCAG’s HTML web content into more than a dozen languages. In fact, this tool was utilized in the web posting of SCAG’s Draft 2014 Public Participation Plan. Notices of availability of the Draft Plan were published in major ethnic/non-English newspapers serving the SCAG region.
SCAG should reach out and partner with local community based organizations that have direct contact with community members. These orgs can be ambassadors of distributing message among the community, and community members listen more when information comes from a source they know/trust. Many of the community members we serve do not know what SCAG is.	Comment noted. In the Proposed Final Public Participation Plan, Section V. Interested Parties, SCAG has added “Community-based organizations” to the list of target audiences. SCAG will continue to work with its staff, the public and stakeholders to obtain contact information for community-based organizations and organizations serving underrepresented groups through announcements and by routinely requesting that information at public workshops.
Ask your partner cities and partner organizations to send out information to their lists.	Comment noted. SCAG, when appropriate, requests assistance from partner agencies and key stakeholders in sending information to their lists, posting information on their websites, and otherwise promoting key agency programs, plans, services and initiatives. SCAG also includes links to social media sites Facebook and Twitter in email signature blocks and every page on its website to encourage the sharing of information.
Providing more notice time to stakeholders, residents and organizations and expanding the comment period.	Comment noted. SCAG will consider expanding the public comment period, if requested.
Continual emails are great. SCAG does a really good job with public outreach.	Comment noted. Thank you.

SCAG 2014 DRAFT PUBLIC PARTICIPATION PLAN MATRIX OF COMMENTS AND RESPONSES

SURVEY COMMENTS - CONTINUED	SCAG RESPONSE
Social media – Facebook, i.e.	Comment noted. SCAG regularly uses Facebook and Twitter to promote SCAG plans, programs, services and events, as well as key activities of its partner agencies. Social media icons linking to SCAG’s Facebook and Twitter pages are included in the signature block of SCAG external emails, and on the left navigation bar of the SCAG website.
Involve everyone in the public forum. Don’t have closed-door meetings.	Comment noted. SCAG’s governing board and standing committee meetings are open to the general public in accordance with and state open meeting laws.
I was not aware of any language assistance or Spanish translation of presentation or materials.	Comment noted. SCAG translated the Executive Summary of the 2012-2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) into Spanish, Korean, Chinese, Vietnamese and Armenian and posted the documents on the SCAG website. SCAG provided live, real time language assistance/translation of a public workshop conducted in Downtown Los Angeles for RTP/SCS and provided key presentation materials in Spanish. Additionally, SCAG is in the process of updating its Limited English Proficiency plan, and as part of this process, SCAG intends to take steps to raise awareness of the availability of language assistance including emails to groups serving LEP populations; and announcing the availability and process for accessing LEP assistance at public meetings, workshops, etc.
Did not attend workshop.	Comment noted.
Publish materials ahead of time.	Comment noted. SCAG complies with the state open meeting laws (Brown Act) regarding posting disseminating materials required for public meetings. For workshops and other types of meetings not subject to the Brown Act, SCAG makes every effort to have all pertinent materials needed for public meetings and workshops available in advance by posting them on the SCAG website and/or providing them via US mail or email upon request and making them available at each of SCAG’s county regional offices.
I think access and opportunities was adequate but if people did not know about the process how could they comment.	Comment noted. SCAG’s public participation activities are geared toward ensuring that the public is informed about the opportunity to provide input on its plans and programs. As the agency develops the 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy, SCAG will work to raise awareness of the opportunities to provide input/comment.

SCAG 2014 DRAFT PUBLIC PARTICIPATION PLAN MATRIX OF COMMENTS AND RESPONSES

SURVEY COMMENTS - CONTINUED	SCAG RESPONSE
More effective outreach to Community-based organizations.	Comment noted. In the Proposed Final Public Participation Plan, Section V. Interested Parties, SCAG has added "Community-based organizations" to the list of target audiences. SCAG will continue to work with its staff, agency partners and stakeholders to obtain contact information for community-based organizations and organizations serving underrepresented groups through announcements and by routinely requesting that information at public workshops.
SCAG did not reach out to us (Valley Industry & Commerce Association) to provide comments. We provided them upon request by members.	Comment noted. Contact information for the Valley Industry & Commerce Association has been added to SCAG's outreach database and the association will receive future notification of SCAG's outreach activities.
I thought SCAG staff was really good to work with and open to comments and suggestions.	Comment noted. Thank you.
Once involved, I thought the process went well.	Comment noted. Thank you.
Reach out to business organizations and more extensive outreach to COGs.	Comment noted. SCAG will continue to expand its outreach in the broadest and most cost-effective manner possible.