

PANELS ANNOUNCED FOR 2019 SCAG REGIONAL CONFERENCE & GENERAL ASSEMBLY

A draft agenda is now [available online](#) for the 54th SCAG Regional Conference and General Assembly, coming up May 1-3 in Palm Desert, CA. This year's theme, "[Beyond Boundaries](#)," is about transcending the jurisdictional boundaries of individual cities and counties to plan for the whole region. The event's panel topics will lay the foundation for Connect SoCal, SCAG's 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy. Conference panels include:

- **"The New Mobility Revolution"** will investigate the constantly changing landscape of mobility technologies, and identify the biggest impending changes;
- **"Boom Goes the Green Economy"** will share an inside look at the rapidly growing green-business sector, and outline how the green economy can be harnessed to benefit communities of all sizes;
- **"Where Will our Children Live?"** will discuss the threat the housing crisis poses for the next generation, and zero in on the planning and policy strategies that will allow future generations to realize the dream of homeownership;
- **"Unleashing the Power of Data"** will dig into how advances in civic tech, and particularly the advent of widespread data-sharing, can change the face of the region for the better.
- **"Is Our Infrastructure Ready for the New Normal?"** will tackle the issues that climate stresses like sea level rise and extreme weather present for the systems we depend on, and look at what leaders can prioritize in order to address these challenges.

The conference is free for elected officials and city managers in the region. For all other attendees, a special early bird registration rate will be available until Friday, April 5. For more information and to register, please visit: scag.ca.gov/ga2019.

CONNECT SOCIAL UPDATE: WHERE WILL WE GROW?

On March 7, local elected officials on SCAG's policy committees continued conversations on emerging regional issues to inform [Connect SoCal](#). Focusing their attention on "Where will we grow?" the committees received presentations and engaged in discussions on how to accommodate 3.6 million more residents by 2045. Staff set the stage for the conversation by reviewing Southern California history and mapping the region's development patterns, sharing some early highlights of the Connect SoCal growth forecast. Following the presentation, a panel of experts discussed the challenges and opportunities for growing sustainably: Oliver Chi, Monrovia City Manager; Jay Eastman, City of Riverside Principal Planner; and Kate Meis, Executive Director of the Local Government Commission. SCAG will host its third and final Joint Policy Committee meeting on April 4, exploring another important question: "How will we connect?" Feedback from these meetings will inform the policies, strategies and investments included in Connect SoCal. For the latest details on the plan's development, visit ConnectSoCal.org.

On March 25, SCAG hosted a freight-focused workshop to gather industry perspectives for the goods movement element of Connect SoCal. The event brought together executive-level industry professionals from Amazon and Prologis, experts in economics and internationally-recognized academics to address key goods movement challenges to the region. Discussions covered supply chain strategies and the impacts on the SCAG region, frank conversations about the region's competitive position and domestic threats, future and existing industrial land use patterns, and planning for the future freight workforce. SCAG intends to hold future workshops to collect input from other stakeholders on subject-specific issues in the near future.

NEW SCAG REPORT IDENTIFIES “GO ZONES” AS POTENTIAL CONGESTION SOLUTION

SCAG's “Mobility Go Zone and Pricing Feasibility Study,” released on March 28, takes a close look at how cordon pricing and a “Go Zone” program, could be deployed to better manage traffic congestion and greenhouse gas emissions in Southern California. SCAG selected the Westside Los Angeles area for analysis as an initial proof-of-concept pilot location. This report shows that a decongestion fee can have sizable impact in transportation mode choices and overall travel times by incentivizing motorists to travel at different times throughout the day.

While congestion pricing is an important component of a Go Zone, it's not the only one. Things like enhanced pedestrian infrastructure, transit improvements, bike sharing and greater use of active transportation services are all important elements. The report shows that if you put all of these together, a “Go Zone” would reduce vehicle miles traveled by 21% and vehicle hours traveled by 24% during peak travel times. This translates into 19% less autos on the road during peak periods, meaning it would look like Sunday morning traffic rather than rush hour traffic. In addition, it is anticipated that the pilot Go Zones would save \$4 million per year in reduced greenhouse gas emissions (GHG) and generate a net average of \$69.2 million a year in revenues, which would go directly toward transportation improvements, pedestrian amenities and economic development. This is a feasibility study to help inform some of the broader discussions that have been ongoing about congestion pricing. We anticipate continued research on this other pricing concepts as we develop our long range transportation plan, Connect So Cal. [You can read the report online now.](#)

SCAG LAUNCHES ACTIVE TRANSPORTATION DATABASE

SCAG is excited to announce the launch of its new [Active Transportation Database](#)! This new tool helps streamline and simplify data collection, making it easier to count pedestrians and bicyclists and measure how frequently people in a certain area bike or walk. Having that information helps cities plan for future projects, identify how local streets can be improved and measure the impact of infrastructure projects like bike lanes, crosswalks or sidewalk enhancements. Developed in partnership with Metro and the San Bernardino County Transportation Authority, SCAG's new database will give local agencies, non-profits and researchers a one-stop-shop for active transportation data, and help them standardize their data sets. SCAG is hosting a [hands-on training](#) session on Tuesday, April 9! Participants will walk through the system together and conduct a test count in front of SCAG's Downtown Los Angeles office. [Register to attend here.](#) To learn more, visit the [Active Transportation Database website.](#)

REGIONAL AERIAL IMAGERY COLLABORATIVE SEEKS LOCAL PARTNERS

As a part of our Future Communities Initiative, SCAG is currently exploring how best to provide access to a library of geographic data and digital terrain imagery to local jurisdictions and other potential stakeholders. The effort aims to expand the Los Angeles Region Imagery Acquisition Consortium (LARIAC) to include high resolution aerial imagery for the entire six-county region. On March 20, SCAG staff co-hosted a meeting with the Los Angeles County GIS department to discuss the joint effort in obtaining regional imagery. This collaborative effort will ultimately leverage economies of scale to acquire more and better data for less expense.

2019 DEMOGRAPHIC WORKSHOP COMING SOON

On June 11, SCAG and the USC Price School of Public Policy will co-host the 30th annual Demographic Workshop, “Make it Count – The Impact of Census 2020 & Connect SoCal on Our Future,” at the University of Southern California in Los Angeles. With an eye toward the future, this year's program provides the most recent update on demographic trends and their implications as we undertake both Census 2020 and Connect SoCal, SCAG's 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy. Following a check-up on recent migration, fertility, and aging statistics, speakers will discuss the challenges and anticipated outcomes of Census 2020. Additional panels will focus on implications of demographic changes on housing and a reflection on the close linkage between demographics and long-range regional planning. Look for an announcement about registration opening, coming soon.

APPLICATIONS DUE APRIL 26 FOR 2019 SCAG SCHOLARSHIPS

Each year, SCAG offers financial support and professional development to a select number of the region's high school and community college students. This year, seven scholarships of \$4,000 will be awarded to eligible students across the six-county SCAG region. The program is designed to help students develop long-term career goals and winners will be provided a two-week internship with a local planning agency or council of governments, getting the opportunity to meet with elected officials and practicing planners to learn more about careers in public service. Community college students or high school juniors and seniors who live in the counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino or Ventura are eligible to apply. Application materials and additional details are available online here. If you have questions, please contact Houston Laney at laney@scag.ca.gov.

EXPERT PANEL CONVENED TO DISCUSS REGIONAL HOUSING NEEDS

On March 27, SCAG staff convened a panel of experts on estimating housing needs as part of the sixth cycle of the Regional Housing Needs Assessment process, also known as RHNA. A total of 15 experts participated in the panel including demographers, economists, housing researchers and practitioners. Staff first provided an overview of its proposed approach responding to recent state housing legislation particularly as related to estimating existing housing needs. The panel then provided valuable feedback with respect to the assumptions and issues associated with the staff approach. In addition, the Panel also suggested alternative approaches to estimate housing needs. A summary of the session will be provided at the next meeting of the RHNA subcommittee, scheduled for May 6.

SCAG HELD STORY MAP TRAINING

As part of an initiative to advance sustainability planning and data analysis, SCAG hosted a free training on ArcGIS and StoryMaps for interested students, introducing participants to SCAG's open data sources and how to put them to use using the Esri StoryMaps platform. Students were encouraged to apply for SCAG's Student Showcase, to be held on May 2, at the annual [Regional Conference & General Assembly](#). Students whose projects are chosen will receive complimentary event registration, hotel accommodation and admission, and access to local elected officials and planning experts on Southern California. Projects will also compete for four cash prizes totaling \$6,000.

SCAG CONTINUES INTERNATIONAL COLLABORATION

In late March, SCAG hosted a 20-member Chinese delegation from the Inner Mongolia Autonomous Region. The group consisted of municipal officials and academic professors seeking to learn more about data-driven policymaking in regional transportation and land use planning. SCAG staff shared presentations on the structures of governance and planning in Southern California, as well as details on SCAG's Future Communities Initiative. The delegation shared their experiences of integrated transportation planning and regional collaboration through big data, and expressed interest in further collaboration with SCAG on sustainable economic development and data-sharing initiatives.