



MEETING OF THE

COMMUNITY, ECONOMIC & HUMAN DEVELOPMENT COMMITTEE

Main Office

818 West Seventh Street

12th Floor

Los Angeles, California

90017-3435

t (213) 236-1800

f (213) 236-1825

www.scag.ca.gov

Officers

President

Cheryl Viegas-Walker, El Centro

First Vice President

Michele Martinez, Santa Ana

Second Vice President

Margaret Finlay, Duarte

Immediate Past President

Carl Morehouse, San Buenaventura

Executive/Administration Committee Chair

Cheryl Viegas-Walker, El Centro

Policy Committee Chairs

Community, Economic and
Human Development
Bill Jahn, Big Bear

Energy & Environment
Deborah Robertson, Rialto

Transportation
Alan Wapner, San Bernardino
Associated Governments

Thursday, September 3, 2015
10:00 a.m. – 12:00 p.m.

SCAG Main Office
818 W. 7th Street, 12th Floor
Policy Committee Room B
Los Angeles, CA 90017
(213) 236-1800

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Tess Rey-Chaput at (213) 236-1908 or via email at REY@scag.ca.gov. Agendas & Minutes for the CEHD Committee are also available at: <http://www.scag.ca.gov/committees/Pages/default.aspx>

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

This Page Intentionally Left Blank



Community, Economic, and Human Development Committee
Members – September 2015

Members

Representing

Chair*	1. Hon. Bill Jahn	<i>Big Bear Lake</i>	District 11
Vice Chair*	2. Hon. Larry McCallon	<i>Highland</i>	District 7
	3. Hon. Dante Acosta	<i>Santa Clarita</i>	SFVCOG
	4. Hon. Stacy Berry	<i>Cypress</i>	OCCOG
	5. Hon. Wendy Bucknum	<i>Mission Viejo</i>	OCCOG
	6. Hon. Carol Chen	<i>Cerritos</i>	GCCOG
*	7. Hon. Steven Choi	<i>Irvine</i>	District 14
	8. Hon. Jeffrey Cooper	<i>Culver City</i>	WSCCOG
*	9. Hon. Barbara Delgleize	<i>Huntington Beach</i>	District 64
	10. Hon. Rose Espinoza	<i>La Habra</i>	OCCOG
	11. Hon. Kerry Ferguson	<i>San Juan Capistrano</i>	OCCOG
*	12. Hon. Margaret Finlay	<i>Duarte</i>	District 35
	13. Hon. Debbie Franklin	<i>Banning</i>	WRCOG
*	14. Hon. James Gazeley	<i>Lomita</i>	District 39
	15. Hon. Julie Hackbarth-McIntyre	<i>Barstow</i>	SANBAG
	16. Hon. Tom Hansen	<i>Paramount</i>	GCCOG
	17. Hon. Robert Joe	<i>South Pasadena</i>	Arroyo Verdugo Cities
*	18. Hon. Barbara Kogerman	<i>Laguna Hills</i>	District 13
	19. Hon. Paula Lantz	<i>Pomona</i>	SGVCOG
	20. Hon. Joe Lyons	<i>Claremont</i>	SGVCOG
*	21. Hon. Victor Manalo	<i>Artesia</i>	District 23
	22. Hon. Charles Martin		Morongo Band of Mission Indians
	23. Hon. Joseph McKee	<i>Desert Hot Springs</i>	CVAG
	24. Hon. Susan McSweeney	<i>Westlake Village</i>	LVMCOG
*	25. Hon. Carl Morehouse	<i>Ventura</i>	District 47
	26. Hon. Ray Musser	<i>Upland</i>	SANBAG
*	27. Hon. Steve Nagel	<i>Fountain Valley</i>	District 15
*	28. Hon. John Nielsen	<i>Tustin</i>	District 17
	29. Hon. Edward Paget	<i>Needles</i>	SANBAG
	30. Hon. Jim Predmore	<i>Holtville</i>	ICTC
	31. Hon. John Procter	<i>Santa Paula</i>	VCOG
*	32. Hon. Rex Richardson	<i>Long Beach</i>	District 29
	33. Hon. Sonny R. Santa Ines	<i>Bellflower</i>	GCCOG
*	34. Hon. Andrew Sarega	<i>La Mirada</i>	District 31
	35. Hon. Becky Shevlin	<i>Monrovia</i>	SGVCOG
*	36. Hon. Tri Ta	<i>Westminster</i>	District 20
	37. Hon. Frank Zerunyan	<i>Rolling Hills Estates</i>	SBCCOG

*Regional Council Member

This Page Intentionally Left Blank

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE AGENDA SEPTEMBER 3, 2015

The Community, Economic and Human Development (CEHD) Committee may consider and act upon any of the items listed on the agenda regardless of whether they are listed as Information or Action Items.

CALL TO ORDER & PLEDGE OF ALLEGIANCE

(Hon. Bill Jahn, Chair)

PUBLIC COMMENT PERIOD – Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, must fill out and present a speaker’s card to the Assistant prior to speaking. Comments will be limited to three (3) minutes. The Chair may limit the total time for all comments to twenty (20) minutes.

REVIEW AND PRIORITIZE AGENDA ITEMS

ACTION ITEMS

Time Page No.

- | | | |
|---|-------------------|----------|
| 1. <u>Minutes of the July 2, 2015 Meeting</u> | Attachment | 1 |
|---|-------------------|----------|

CONSENT CALENDAR

Receive and File

- | | | |
|--|-------------------|-----------|
| 2. <u>2015 Regional Council and Policy Committees Meeting Schedule</u> | Attachment | 6 |
| 3. <u>SCAG Sustainability Planning Grants Program – Monthly Update</u> | Attachment | 7 |
| 4. <u>Southern California Active Transportation Safety and Encouragement Campaign Update</u> | Attachment | 15 |

INFORMATION ITEMS

- | | | | |
|---|-------------------|-----------------|-----------|
| 5. <u>2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (2016 RTP/SCS) – Results of Local Review of SCAG’s Policy Growth Forecast</u>
<i>(Huasha Liu, Director, Land Use and Environmental Planning)</i> | Attachment | 25 mins. | 25 |
| 6. <u>Cap-and-Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Update</u>
<i>(Huasha Liu, Director, Land Use and Environmental Planning)</i> | Attachment | | 28 |

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE AGENDA SEPTEMBER 3, 2015

INFORMATION ITEMS

Time Page No.

7. Housing Tenure and Affordability for Millennials and Others:
Trend 2000 Attachment 45 mins. 35
*(Dowell Myers, Ph.D., Professor, USC Sol Price School of
Public Policy)*

CHAIR'S REPORT

(Hon. Bill Jahn, Chair)

STAFF REPORT

(Frank Wen, SCAG Staff)

FUTURE AGENDA ITEM/S

ANNOUNCEMENTS

ADJOURNMENT

The next regular CEHD meeting will be held on Thursday, October 8, 2015 at the SCAG Los Angeles Office.

**COMMUNITY, ECONOMIC & HUMAN DEVELOPMENT COMMITTEE
of the
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS**

**July 2, 2015
Minutes**

THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE COMMUNITY, ECONOMIC & HUMAN DEVELOPMENT COMMITTEE. AN AUDIO RECORDING OF THE ACTUAL MEETING IS AVAILABLE FOR LISTENING.

The Community, Economic & Human Development Committee held its meeting at SCAG’s downtown Los Angeles office.

Members Present

- Hon. Dante Acosta, Santa Clarita SFVCOG
- Hon. Carol Chen, Cerritos GCCOG
- Hon. Steven Choi, City of Irvine District 14
- Hon. Barbara Delgleize, Huntington Beach District 64
- Hon. Rose Espinoza, City of La Habra OCCOG
- Hon. Margaret Finlay, Duarte District 35
- Hon. James Gazeley, Lomita District 39
- Hon. Tom Hansen, City of Paramount GCCOG
- Hon. Bill Jahn, Big Bear Lake (Chair) District 11
- Hon. Robert Joe, South Pasadena Arroyo Verdugo Cities
- Hon. Barbara Kogerman, Laguna Hills District 13
- Hon. Paula Lantz, Pomona District 38
- Hon. Joe Lyons, City of Claremont SGVCOG
- Hon. Victor Manalo, Artesia District 23
- Hon. Joe McKee, City of Desert Hot Springs CVAG
- Hon. Carl Morehouse, San Buenaventura District 47
- Hon. Ray Musser, Upland SANBAG
- Hon. John Nielsen, Tustin District 17
- Hon. Ed Paget , Needles SANBAG
- Hon. Jim Predmore, Holtville ICTC
- Hon. John Procter, Santa Paula VCOG
- Hon. Sonny Santa Ines, Bellflower GCCOG
- Hon. Andrew Sarega, City of LaMirada District 31
- Hon. Becky Shevlin, Monrovia SGVCOG
- Hon. Frank Zerunyan, Rolling Hills Estates SBCCOG

Members Not Present

- Hon. Wendy Bucknum, Mission Viejo OCCOG
- Hon. Jeffrey Cooper, Culver City WSCCOG
- Hon. Debbie Franklin, Banning WRCOG
- Hon. Kerry Ferguson, San Juan Capistrano OCCOG

Members Not Present (Cont'd)

Hon. Charles Martin	Morongo Band of Mission Indians
Hon. Larry McCallon, Highland (Vice-Chair)	District 7
Hon. Julie Hackbarth-McIntyre, Barstow	SANBAG
Hon. Susan McSweeney, Westlake Village	LVMCOG
Hon. Gene Murabito, Glendora	SGVCOG
Hon. Steve Nagel, City of Fountain Valley	OCCOG
Hon. Rex Richardson, Long Beach	District 29
Hon. Tri Ta, Westminster	District 20
Hon. Ray Torres	Torres-Martinez Desert Cahuilla Indians

CALL TO ORDER & PLEDGE OF ALLEGIANCE

Hon. Bill Jahn, Chair, called the meeting to order at 10:05 AM. Hon. Ed Paget led the Committee in the Pledge of Allegiance.

The Chair introduced Andrew Sarega from the City of La Mirada, representing District 31, as a new member of the CEHD Committee.

PUBLIC COMMENT PERIOD

Wally Seimbab, Research Director of South Bay Cities Council of Governments, spoke on behalf of Gwen Norton Perry, Executive Director of OCCOG. Mr. Seimbab addressed concerns regarding the three (3) scenarios presented in the letter sent to the Planning Directors on June 24, 2015 regarding SCAG’s Integrated Growth Forecast. Mr. Seimbab requested further discussion and consideration on the matter when the item is presented by Dr. Frank Wen.

REVIEW AND PRIORITIZE AGENDA ITEMS

There was no reprioritization of the agenda.

ACTION ITEMS

1. Minutes of the June 4, 2015 Meeting

A MOTION was made (Finlay) to approve the Minutes of the June 4, 2015 meeting. The MOTION was SECONDED (Chen) and APPROVED by the following vote:

AYES: Acosta, Chen, Choi, Finlay, Gazeley, Jahn, Joe, Lantz, Lyons, Manalo, McKee, Morehouse, Nielsen, Predmore, Procter, Shevlin, Santa Ines, Zerunyan

NOES: None

ABSTAIN: Espinoza, Hansen, Sarega

2. Cap-and-Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program and State Expenditure Plan Update

Huasha Liu, Director of Land Use and Environmental Planning, stated that SCAG has developed an Affordable Housing & Sustainable Communities (AHSC) Action Plan as part of an overarching strategy to secure the region's fair share of Cap and Trade Funding. The Action Plan outlines specific goals and strategies such as collaboration and partnership, technical assistance, and outreach to bolster the performance of the SCAG region in this competitive grant program for Round Two and future rounds.

A MOTION was made (Lyons) to approve the Affordable Housing & Sustainable Communities (AHSC) Action Plan. The MOTION was SECONDED (Morehouse) and APPROVED by the following vote:

AYES: Acosta, Chen, Choi, Delgleize, Espinoza, Finlay, Gazeley, Hansen, Jahn, Joe, Kogerman, Lantz, Lyons, Manalo, McKee, Morehouse, Musser, Nielsen, Paget, Predmore, Procter, Santa Ines, Sarega, Shevlin, Zerunyan

NOES: None

ABSTAIN: None

CONSENT CALENDAR

Receive and File

3. 2015 Regional Council and Policy Committees Meeting Schedule

A MOTION was made (Lantz) to Receive and File Item 3. The MOTION was SECONDED (Morehouse) and APPROVED by the following vote:

AYES: Acosta, Chen, Choi, Delgleize, Espinoza, Finlay, Gazeley, Hansen, Jahn, Joe, Kogerman, Lantz, Lyons, Manalo, McKee, Morehouse, Musser, Nielsen, Paget, Predmore, Procter, Santa Ines, Sarega, Shevlin, Zerunyan

NOES: None

ABSTAIN: None

4. SCAG Sustainability Planning Grants Program – Monthly Update

A MOTION was made (Lantz) to Receive and File Item 4. The MOTION was SECONDED (Morehouse) and APPROVED by the following vote:

AYES: Acosta, Chen, Choi, Delgleize, Espinoza, Finlay, Gazeley, Hansen, Jahn, Joe, Kogerman, Lantz, Lyons, Manalo, McKee, Morehouse, Musser, Nielsen, Paget, Predmore, Procter, Santa Ines, Sarega, Shevlin, Zerunyan

NOES: None

ABSTAIN: None

INFORMATION ITEMS

5. **SCAG Planning Studio – Environmental Justice and Geographic Information System (GIS) Application**

Dr. Do Kim, Associate Professor and Graduate Coordinator of the Department of Urban and Regional Planning, and students from Cal Poly Pomona Department of Urban and Regional Planning, presented research results on SCAG planning studio – environmental justice and GIS application.

CHAIR'S REPORT

There was no Chair's Report presented.

STAFF REPORT

Dr. Frank Wen provided an overview and purpose of the letter that was sent to all of the planning directors in the SCAG region regarding the Integrated Growth Forecast – Draft Growth Figures. The letter requested that cities provide their input on the 2040 Policy Growth Forecast by July 17, 2015. Staff will incorporate all input/comments received from local jurisdictions and develop the draft plan.

Several members expressed concern that the timeline was insufficient for providing this information and requested an extension. Dr. Wen stated that an extension would be granted and the exact date of that extension would be provided at a later date. Members also expressed concern that an “advisory” dataset could potentially be used by other agencies and have significant policy implications or become “mandatory.” Dr. Wen stated that staff will work with CEHD members, stakeholders, and other agencies to ensure that the SCAG small area dataset below jurisdictional level will remain “advisory” when used by other agencies.

FUTURE AGENDA ITEMS

There were no future agenda items presented.

ANNOUNCEMENTS

There were no announcements presented.

ADJOURNMENT

The Chair adjourned the meeting at approximately 12:00 PM.

This Page Intentionally Left Blank



2015 MEETING SCHEDULE

REGIONAL COUNCIL AND POLICY COMMITTEES

Main Office

818 West Seventh Street
 12th Floor
 Los Angeles, California
 90017-3435
 t (213) 236-1800
 f (213) 236-1825
 www.scag.ca.gov

All Regular Meetings are scheduled on the 1st Thursday of each month; except for the month of October*	
Executive/Administration Committee (EAC)	9:00 AM – 10:00 AM
Community, Economic and Human Development Committee (CEHD)	10:00 AM – 12:00 PM
Energy and Environment Committee (EEC)	10:00 AM – 12:00 PM
Transportation Committee (TC)	10:00 AM – 12:00 PM
Regional Council (RC)	12:15 PM – 2:00 PM

Officers

President
 Cheryl Viegas-Walker, El Centro

First Vice President
 Michele Martinez, Santa Ana

Second Vice President
 Margaret Finlay, Duarte

Immediate Past President
 Carl Morehouse, San Buenaventura

Executive/Administration Committee Chair

Cheryl Viegas-Walker, El Centro

Policy Committee Chairs

Community, Economic and Human Development
 Bill Jahn, Big Bear

Energy & Environment
 Deborah Robertson, Rialto

Transportation
 Alan Wapner, San Bernardino Associated Governments

January 1, 2015 (DARK)

February 5, 2015

March 5, 2015

April 2, 2015

**May 7 – 8, 2015
 (2015 SCAG Regional Conference & General Assembly)**

June 4, 2015

July 2, 2015

August 6, 2015 (DARK)

September 3, 2015

October 8, 2015*

(Note: League of California Cities Annual Conference, San Jose, CA, on Sept. 30 – Oct. 2)

November 5, 2015

December 3, 2015

The Regional Council consists of 86 elected officials representing 191 cities, six counties, six County Transportation Commissions, one representative from the Transportation Corridor Agencies, one Tribal Government representative and one representative for the Air Districts within Southern California.

This Page Intentionally Left Blank

DATE: September 2, 2015

TO: Regional Council (RC)
Executive/Administration Committee (EAC)
Community, Economic, and Human Development (CEHD) Committee
Energy and Environment Committee (EEC)
Transportation Committee (TC)

FROM: Huasha Liu, Director of Land Use and Environmental Planning, liu@scag.ca.gov, 213-236-1838

SUBJECT: SCAG Sustainability Planning Grants Program – Monthly Update

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
Receive and File.

EXECUTIVE SUMMARY:

SCAG is providing a monthly update (attached) regarding successful implementation of (75) Sustainability Grants to member agencies. Forty-four (44) of the seventy-five (75) approved SCAG Sustainability Planning Grants were funded in the fall of 2013. An additional fifteen (15) projects were funded in the summer of 2014. Six of these projects will be funded by an award to SCAG from the California Strategic Growth Council. The remaining projects were funded in the fall of 2014. At the time this report was distributed, seventy (70) grant projects have had Scopes of Work developed and finalized, sixty-nine (69) grant projects have had Request for Proposals (RFPs) released, sixty-eight (68) grant projects have selected consultants, and sixty (60) grant projects have had contracts executed (this includes contracts resulting from Memoranda of Understanding between SCAG and the following Cities and funding contributions: West Covina - \$200,000; Indio - \$175,000; Westminster - \$200,000; and Fountain Valley - \$200,000. These funding contributions are consistent with the Sustainability Grant amount the Regional Council previously authorized).

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; and Goal 4: Develop, Maintain and Promote the Utilization of State of the Art Models, Information Systems and Communication Technologies.

BACKGROUND:

On September 12, 2013, the Regional Council approved seventy-three (73) Sustainability Planning Grant projects and directed staff to proceed with funding projects with available funds for Phases I and Phase II projects (total of 44 projects). The remaining projects comprised Phase III and are proceeding as additional funds have become available in FY 2014/2015. An additional fifteen (15) projects were funded in the summer of 2014. On August 7, 2014 the Regional Council approved adding two (2)

REPORT

Sustainability Planning Grant projects to the approved list for a new total of seventy-five (75) projects. On October 2, 2014 the Regional Council approved funding for the remaining projects on the list.

SCAG staff is providing monthly updates to the Board regarding implementation of the seventy-five (75) grants. At the time this report was distributed, seventy (70) grant projects have had Scopes of Work developed and finalized, sixty-nine (69) grant projects have had Request for Proposals (RFPs) released, sixty-eight (68) grant projects have selected consultants, and sixty (60) grant projects have had contracts executed (this includes contracts resulting from Memoranda of Understanding between SCAG and the following Cities and funding contributions: West Covina - \$200,000; Indio - \$175,000; Westminster - \$200,000; and Fountain Valley - \$200,000. These funding contributions are consistent with the Sustainability Grant amount the Regional Council previously authorized).

FISCAL IMPACT:

Funding is included in SCAG's FY 2014-15 Overall Work Program (OWP) Budget. Staff's work budget for the current fiscal year are included in FY 2014-15 OWP 065.SCG02663.02.

ATTACHMENT:

Summary Progress Chart

SCAG Sustainability Planning Grants

August 6, 2015

Regional Council Progress Update

Rank	Applicant	Project	Working /				
			Last Contact	Scope	RFP	Selection	Contract
Phase 1 (Available funds FY 13-14)							
1	San Bernardino County	Bloomington Area Valley Blvd. Specific Plan Health and Wellness Element - Public health; Active transportation; Livability; Open space	x	x	x	x	x
2	Los Angeles - Department of City Planning	Van Nuys & Boyle Heights Modified Parking Requirements - Economic development; TOD; Livability	x	x	x	x	x
3	Los Angeles - Department of City Planning	Bicycle Plan Performance Evaluation - Active transportation; performance measures	x	x	x	x	x
4	Western Riverside Council of Governments	Public Health: Implementing the Sustainability Framework - Public health; Multi-jurisdiction coordination; Sustainability	x	x	x	x	x
5	Santa Ana	Complete Streets Plan - Complete streets; Active transportation; Livability	x	x	x	x	x
6	San Bernardino Associated Governments	Climate Action Plan Implementation Tools - GHG reduction; Multi-jurisdiction coordination; Implementation	x	x	x	x	x
7	Riverside	Restorative Growthprint Riverside - GHG reduction; Infrastructure investment; Economic development	x	x	x	x	x
8	Orange County Parks	Orange County Bicycle Loop - Active transportation; Multi-jurisdictional; Public health	x	x	x	x	x
9	Ventura County	Connecting Newbury Park - Multi-Use Pathway Plan - Active transportation; Public health; Adaptive re-use	x	x	x	x	x
10	Imperial County Transportation Commission	Safe Routes to School Plan - Multi-modal; Active transportation	x	x	x	x	x
11	Yucaipa	College Village/Greater Dunlap Neighborhood Sustainable Community - Complete Streets; TOD	x	x	x	x	x

Rank	Applicant	Project	Working /				
			Last Contact	Scope	RFP	Selection	Contract
12	Las Virgenes-Malibu Council of Governments	Multi-Jurisdictional Regional Bicycle Master Plan - Active transportation; Public health; Adaptive re-use	x	x	x	x	x
13	Eastvale	Bicycle & Pedestrian Master Plan - Active Transportation	x	x	x	x	x
14	West Covina	Downtown Central Business District - Multi-modal; Active transportation	x	x	x	x	x
15	Placentia	General Plan/Sustainability Element & Development Code Assistance - General Plan Update; Sustainability Plan	x	x	x	x	x
16	Paramount/Bellflower	Regional Bicycle Connectivity - West Santa Ana Branch Corridor - Active transportation; multi-jurisdiction	x	x	x	x	x
17	Costa Mesa	Implementation Plan for Multi-Purpose Trails - Active Transportation	x	x	x	x	x
Phase 2 (Available funds)							
18	Fullerton	East Wilshire Avenue Bicycle Boulevard - Active transportation; Livability; Demonstration project	x	x	x	x	x
19	Beaumont	Climate Action Plan - GHG reduction	x	x	x	x	x
20	Palm Springs	Sustainability Master Plan Update - Leverages larger effort; commitment to implement	x	x	x	x	x
21	Big Bear Lake	Rathbun Corridor Sustainability Plan - Multi-modal; Economic development; Open space	x	x	x	x	x
22	Western Riverside Council of Governments	Land Use, Transportation, and Water Quality Planning Framework - Integrated planning, Sustainability	x	x	x	x	x
23	Anaheim	Bicycle Master Plan Update - Active transportation	x	x	x	x	x
24	Ontario	Ontario Airport Metro Center - Multi-modal; Visualization; Integrated planning	N/A				
25	Coachella Valley Association of Governments	CV Link Health Impact Assessment - Active transportation; Public health; Multi-jurisdiction	x	x	x	x	x

Rank	Applicant	Project	Working /				
			Last Contact	Scope	RFP	Selection	Contract
26	San Bernardino Associated Governments	San Bernardino Countywide Complete Streets Strategy - Multi-modal; Livability; Multi-jurisdiction	x	x	x	x	x
27	Chino Hills	Climate Action Plan and Implementation Strategy - GHG reduction; Implementation; Sustainability	x	x	x	x	x
28	Coachella	La Plaza East Urban Development Plan - Mixed-use, TOD, Infill	x	x	x	x	x
29	South Bay Bicycle Coalition/Hermosa, Manhattan, Redondo	Bicycle Mini-Corral Plan - Active transportation; implementable; good value	x	x	x	x	x
30	Hawthorne	Crenshaw Station Area Active Transportation Plan and Overlay Zone - Multi-modal; Active transportation; GHG reduction	x	x	x	x	x
31	Chino	Bicycle & Pedestrian Master Plan - Multi-modal; Active transportation	x	x	x	x	x
32	Stanton	Green Planning Academy - Innovative; Sustainability; Education & outreach	x	x	x	x	x
33	Hermosa Beach	Carbon Neutral Plan - GHG reduction; Sustainability	x	x	x	x	x
34	Palm Springs	Urban Forestry Initiative - Sustainability; Unique; Resource protection	x	x	x	x	x
35	Orange County	"From Orange to Green" - County of Orange Zoning Code Update - Sustainability; implementation	x	x	x	x	x
36	Calimesa	Wildwood and Calimesa Creek Trail Master Plan Study - Active transportation; Resource protection	x	x	x	x	x
37	Western Riverside Council of Governments	Climate Action Plan Implementation - GHG Reduction; Multi-jurisdiction; implementation	x	x	x	x	x
38	Lynwood	Safe and Healthy Community Element - Public health & safety, General Plan update	x	x	x	x	x

Rank	Applicant	Project	Working /				
			Last Contact	Scope	RFP	Selection	Contract
39	Palmdale	Avenue Q Feasibility Study - Mixed-use; Integrated planning	x	x	x	x	x
40	Long Beach	Willow Springs Wetland Habitat Creation Plan - Open Space; Resource protection	x	x	x	x	x
41	Indio	General Plan Sustainability and Mobility Elements - Sustainability; Multi-modal, General Plan update	x	x	x	x	x
42	Glendale	Space 134 - Open space/Freeway cap; Multi-modal	x	x	x	x	x
43	Rancho Palos Verdes/City of Los Angeles	Western Avenue Corridor Design Implementation Guidelines - Urban Infill; Mixed-use; Multi-modal	x	x	x	x	x
44	Moreno Valley	Nason Street Corridor Plan - Multi-modal; Economic development	x	x	x	x	x
Phase 3 (Pending additional funds)							
45	Park 101/City of Los Angeles	Park 101 District - Open space/Freeway cap; Multi-modal	x	x	x	x	
46	Los Angeles/San Fernando	Northeast San Fernando Valley Sustainability & Prosperity Strategy - Multi-jurisdiction; Economic development; Sustainability	x	x	x	x	x
47	San Dimas	Downtown Specific Plan - Mixed use; Infill	x	x	x	x	x
48	Los Angeles - Department of City Planning	CEQA Streamlining: Implementing the SCS Through New Incentives - CEQA streamlining	x	x	x	x	x
49	Pico Rivera	Kruse Road Open Space Study - Open space; Active transportation	x	x	x	x	x
50	South Bay Cities Council of Governments	Neighborhood-Oriented Development Graphics - public outreach	x	x	x	x	x
51	San Bernardino Associated Governments	Safe Routes to School Inventory - Active transportation; Public health	x	x	x	x	x
52	Burbank	Mixed-Use Development Standards - Mixed use; Urban infill	x	x	x	x	

Rank	Applicant	Project	Working /				
			Last Contact	Scope	RFP	Selection	Contract
53	San Bernardino Associated Governments	Countywide Habitat Preservation/Conservation Framework - Open Space; Active Transportation	N/A				
54	Rancho Cucamonga	Healthy RC Sustainability Action Plan - Public health; implementation	x	x	x	x	
55	Pasadena	Form-Based Street Design Guidelines - Complete Streets; Multi-modal; Livability	x	x	x	x	x
56	South Gate	Gateway District/Eco Rapid Transit Station Specific Plan - Land Use Design; Mixed Use; Active Transportation	x	x	x		
57	Lancaster	Complete Streets Master Plan - Complete Streets Plan	x	x	x	x	
58	Rancho Cucamonga	Feasibility Study for Relocation of Metrolink Station - Transit Access	x	x	x	x	x
59	Santa Clarita	Soledad Canyon Road Corridor Plan - Land Use Design; Mixed Use Plan	N/A				
60	Seal Beach	Climate Action Plan - Climate Action Plan	x	x	x	x	x
61	La Mirada	Industrial Area Specific Plan - Land Use Design	N/A				
62	Hemet	Downtown Hemet Specific Plan - Land Use Design; Mixed Use Plan	x	x	x	x	x
63	Hollywood Central Park/City of Los Angeles	Hollywood Central Park EIR - Open Space/Freeway Cap; Multi-modal	x	x	x	x	
64	Desert Hot Springs	Bicycle/Pedestrian Beltway Planning Project - Active Transportation	N/A				
65	Cathedral City	General Plan Update - Sustainability - General Plan Update; Sustainability Plan	x	x	x	x	x
66	Westminster	General Plan Update - Circulation Element - General Plan Update; Complete Streets	x	x	x	x	x
67	La Canada Flintridge	Climate Action Plan - Climate Action Plan	x	x	x	x	
68	Huntington Beach	Neighborhood Electric Vehicle Plan - Electric Vehicle	x	x	x	x	
69	Pasadena	Green House Gas (GHG) Emission Reduction Evaluation Protocol - Climate Action Plan	x	x	x	x	x

Rank	Applicant	Project	Working /					
			Last Contact	Scope	RFP	Selection	Contract	
70	San Bernardino Associated Governments	Countywide Bicycle Route Mobile Application - Active Transportation	x	x	x	x		
71	Dana Point	General Plan Update - General Plan Update	x					
72	Garden Grove	RE:IMAGINE Downtown - Pedals & Feet - Active Transportation; Infill	x	x	x	x	x	
73	Barstow	Housing Element and Specific Plan Update - Housing; Land Use Design	x	x	x	x	x	
74	Bell	General Plan Update - General Plan Update	x	x	x	x	x	
75	Fountain Valley	Euclid/I-405 Overlay Zone - Mixed use; Urban infill	x	x	x	x	x	

DATE: September 3, 2015

TO: Regional Council (RC)
Community, Economic and Human Development Committee (CEHD)
Energy and Environment Committee (EEC)
Executive/Administration Committee (EAC)
Transportation Committee (TC)

FROM: Huasha Liu; Director, Land Use and Environmental Planning; 213-236-1838;
liu@scag.ca.gov

SUBJECT: Southern California Active Transportation Safety and Encouragement Campaign Update

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

EXECUTIVE SUMMARY:
On August 20, 2014, SCAG was awarded a grant from the statewide competitive portion of 2014 Active Transportation Program to initiate the Southern California Active Transportation Safety and Encouragement Campaign (Campaign). This report and presentation provide an update on the advertising and community events components of the campaign, including examples from the advertising campaign, which will be launched at the end of September. A presentation will be provided at the Regional Council meeting.

STRATEGIC PLAN:
This item supports SCAG's Strategic Plan, Goal 1 (Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies), Objective C (Provide practical solutions for moving new ideas forward).

BACKGROUND:
In coordination with regional partners, SCAG successfully applied to the statewide 2014 Active Transportation Program (ATP) call for projects for \$2,333,000 in Caltrans grant funding to coordinate the Southern California Active Transportation Safety and Encouragement Campaign (Campaign). The primary goals of the Campaign are to reduce collisions involving pedestrians and cyclists, while increasing the levels of walking and biking in Southern California. To achieve these goals, the SCAG and its partners are implementing a regional advertising campaign focused on promoting roadway safety, as well as, supporting the implementation of Open Streets & Temporary Events and active transportation trainings focused on encouraging more walking and biking.

SCAG staff has assembled a Campaign Steering Committee, comprised of members of each of the county health departments and county transportation commissions in the region to provide oversight and



direction for the Campaign. Over the last several months, the Steering Committee has been working with SCAG staff and consultants to better define and understand the needs of the target audience through research and focus groups; develop campaign messages for people walking, biking and driving; establish a campaign brand to serve as an umbrella for safety and encouragement activities, prepare a traditional and social media strategy, and conduct a Call for Proposals to identify local agencies interested in partnering with SCAG on the open streets events and demonstration projects. In addition, SCAG staff and consultants have hosted Active Transportation Working Group meetings to gain input and generate interest in the various components of the Campaign. The staff presentation (attached) provides an overview of the campaign development process and includes examples from the “Signs of Life” advertisements and “Go Human” branding that will be utilized by the Campaign. More details and next steps related to the Advertising Campaign and Open Streets & Temporary Events are outlined below.

Advertising Campaign

The “Signs of Life” advertising campaign will run from September 28 through the end of November, 2015 which is the time of year with the highest rate of collisions due to reduced daylight hours. It will also provide safety messages during October which is when “Walk to School” takes place. It is expected to achieve over 130 million impressions. The Campaign targets drivers, bicyclists and pedestrians with a “point of engagement” strategy, to reach them when they are on the move. For example, drivers will be reached through bus tails and radio advertisements and pedestrians will be reached through messaging inside busses and bus stops. The print and radio advertisements will be produced in English and Spanish; the broader public relations effort will include messaging to target Chinese, Korean and Vietnamese. To support further dissemination of advertising materials and messages, a press kit is being developed for any local or regional agency that is interested in including the Campaign advertisements on their websites or disseminating information through other channels. Please contact Rye Baerg (baerg@scag.ca.gov), 213-236-1866, for more information.

Open Streets & Temporary Events

The Open Streets & Temporary Events portion of the Campaign will involve partnering with local jurisdictions to host events that inspire more people to walk and bike through education, encouragement and a “sneakers-on” experience. For one day or up to one month during May (Bike Month) 2016, SCAG will support local communities in transforming streets through temporary improvements (or pop-ups), street “festivals” and other fun activities that increase awareness of active transportation and complete street concepts. SCAG hosted a call for projects that closed on June 30 to identify local agencies interested in partnering on these community event. Seventeen (17) applications were received from across the region. SCAG currently has resources through the Campaign to fund six (6) events in six (6) cities, however, due to the number and quality of applications received, the Campaign Steering Committee is exploring opportunities to raise additional funds and phase the event roll-out in order to support all of the proposal sponsors in implementing an event. SCAG staff will return to the Board with a phased schedule and funding plan later this fall. For more information regarding the events and demonstration phase of the campaign, please contact Stephen Patchan (patchan@scag.ca.gov), 213-236-1923.



REPORT

FISCAL IMPACT:

SCAG will receive \$2,333,700 in Caltrans funds that will be utilized for the Southern California Active Transportation Safety and Encouragement Campaign. Approval to receive this funding was passed on August 7, 2014 by Board Resolution 14-561-2.

ATTACHMENT:

PowerPoint Presentation: “Campaign Update”



Southern California Safety and Encouragement Campaign

Project Update

September 3, 2015



Background

- 2014 General Assembly Motion to conduct a public safety campaign
- Successfully submitted a grant in Cycle 1 of the Active Transportation Program
- Scope of Work:

Phase 1

Campaign Planning

Advertising Campaign

Phase 2

Open Streets & Temp
Events

Phase 3

Bicycle Safety
Trainings

Toolkits/Trainings

Campaign Goals

- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region

Campaign Coordination & Engagement

- Steering Committee
 - 6 county transportation commissions
 - 6 county health departments
 - Local cities w/ similar efforts underway (Los Angeles, Santa Ana, Glendale)
- Active Transportation Working Group
- 4 Focus Groups (English, Spanish)

Campaign Brand

- Provide umbrella for safety and encouragement components of Campaign
- Serve as “explanation point” on all messaging
- Cut through clutter, be different, memorable
- Nonspecific is OK, compels people to learn more
- Resonate in Southern California (Focus-group tested)



Go Human is a program that encourages us to use human-powered transportation and change how we think about others on the road.

Go Human asks all road users to be considerate, follow the rules of the road, and find ways to get out of their cars to experience their community and everything in it on a human scale. To walk, bike, get outside, meet neighbors, live healthier lives, be safe, and be kind. Go Human reminds us that people on the road are not just objects blocking us from where we are going: They are human beings, just like us.

Advertising Campaign

Target Audience*

Primary: Adult Drivers
ages 25-54
Secondary: Pedestrians &
Bicyclists
English & Spanish

Message*

Key Actions:

- Slow Down
- Ride with Traffic
- Be cautious (particularly at intersections)

Strategy

Focus on "hotspots" in each county
"Point of Engagement" strategy

- Radio
- Bus Ads, Billboards
- Social Media

Be provocative, not frightening
"Humanize" fellow roadway users; promote compassion, courtesy

* Informed by analysis of crash data in "hot-spots."

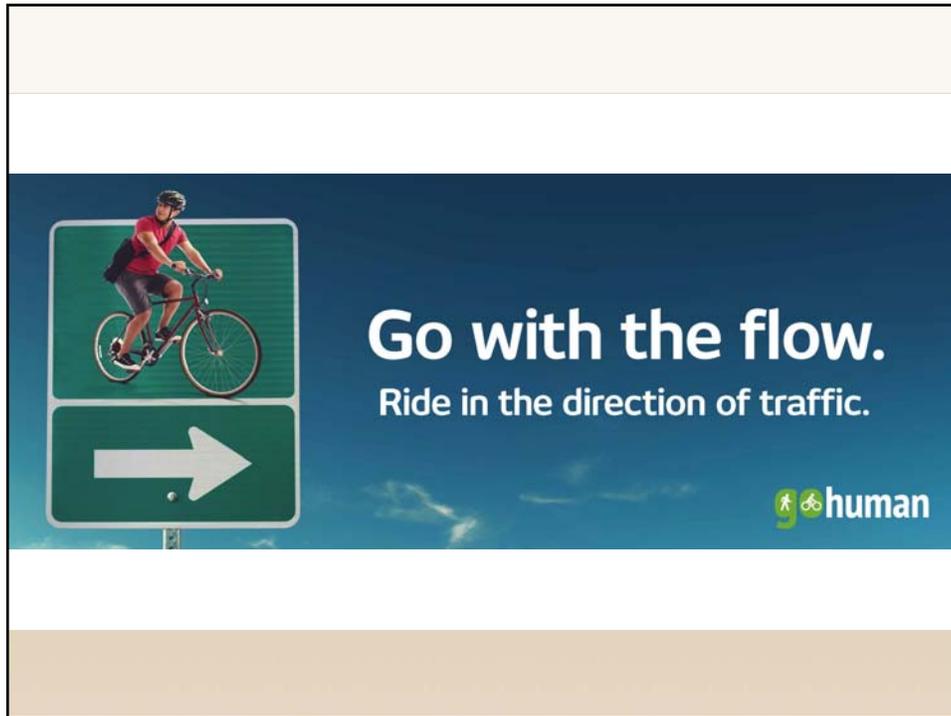


It's not just a sign.
Watch for people walking.



It's not just a sign.
Give people room to ride.





Open Streets & Temporary Events

- City/County partners solicited through Call for Proposals
- 17 applications received
- Pursuing grants/partnerships to expand capacity
- Next Steps
 - Phasing & Funding Plan (Oct/Nov)
 - Event Roll-Out: Starting May 2016



Toolkits and Trainings

- Audiences:
 - Elected Officials
 - Businesses
 - Transportation and Public Health Professionals
 - Community Groups/Residents
- 10 Trainings
- 20 Bicycle Safety Classes

More Information:

Advertising Campaign
Rye Baerg, baerg@scag.ca.gov

Open Streets & Temporary Events
Stephen Patchan, patchan@scag.ca.gov



DATE: September 3, 2015

TO: Community, Economic and Human Development (CEHD) Committee

FROM: Huasha Liu, Director of Land Use and Environmental Planning, 213-236-1838, liu@scag.ca.gov

SUBJECT: 2016 – 2040 Regional Transportation Plan and Sustainable Communities Strategy (2016 RTP/SCS) - Results of Local Review on SCAG's Policy Growth Forecast

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:

For Information Only – No Action Required.

EXECUTIVE SUMMARY:

As part of the regional planning process for the 2016 RTP/SCS, SCAG developed the Policy Growth Forecast, which is a locally-informed growth scenario that maximizes the efficiency of transportation investments and other sustainability factors. Starting in late June and during the month of July 2015, SCAG sought input from local jurisdictions on the distribution of growth under this scenario at the neighborhood, or traffic analysis zone (TAZ) level. The review by jurisdictions of this data is a supplement to the initial round of feedback provided during SCAG's Bottom-Up Local Input Process, which was conducted in 2013 and 2014. The Policy Growth Forecast builds on input received during that period, as jurisdictional level totals on population, household, and employment growth are carried over from the Local Input Process. Overall, 80 jurisdictions provided input (41% of the cities and counties in the region), and staff will be working with our local partners to incorporate all of the technical feedback provided by jurisdictions, specifically information on planned development projects and entitlements.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan; Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; Objective a: Create and facilitate a collaborative and cooperative environment to produce forward thinking regional plans.

BACKGROUND:

Over the past three years, SCAG has been working diligently with cities and counties to develop locally informed figures on future population, households and employment. This information is instrumental in building a shared vision for regional growth, and is a key part of the technical framework for the 2016-2040 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS). Consistent with the scenario development exercise provided under applicable federal and state planning laws, SCAG developed a Policy Growth Forecast that features local-input-based jurisdictional growth totals, along with targeted growth in opportunity areas that are well served by transit and are probable locales for mixed use and high density housing in the future (based on future transit investments and recent construction trends for similar developments). As part of this scenario planning effort, projected growth figures for population, households, and employment incurred from 2012 to 2040 were distributed according to specific guidelines:

- Future residential and employment are emphasized in High-Quality Transit Areas (HQTAs), and growth is targeted along “livable corridors” (arterial roadways with high-quality bus frequency, higher density residential/employment at key intersections, and increased active transportation infrastructure);
- A number of transportation assumptions are incorporated as part of the overall scenario, including (1) additional constrained regional investments in “First/Last Mile” strategies to increase transit ridership, and (2) increased utilization of bikesharing and carsharing opportunities in urban areas;
- Lastly, new growth is diverted from undeveloped high-quality habitat areas to promote resource conservation, and there is an overall shift in new home construction from single-family residential toward multifamily residential to reflect current and anticipated market trends.

Based on modeling performed through SCAG’s Scenario Planning Model, the Policy Growth Forecast would improve the reduction of greenhouse gas emissions in the region, and increase public health and other co-benefits from large transportation investments and improvements in technology - particularly those that focus on transit and first/last mile strategies.

On June 24 and June 25, 2015, SCAG distributed population, household, and employment figures at the neighborhood (or, TAZ) level from the draft Policy Growth Forecast for local review. Jurisdictions were requested to provide input on the dataset, with the guidance that:

- The draft Policy Growth Forecast is very similar to the land use patterns that the Regional Council adopted as part of the 2012-2035 RTP/SCS;
- Although information on planned development projects and/or entitlements should have already been provided to SCAG in the last three years as part of local input process, staff welcomed any additional or new information to verify the technical data;
- A jurisdiction has no obligation to change its land use policies or regulations to be consistent with the SCS, but over the last 4 years, many jurisdictions actually have voluntarily used the 2012-2035 RTP/SCS as guidance in their General Plan updates;
- SCAG’s sub-jurisdictional forecasts are not adopted as part of the RTP/SCS, and are to be used in local planning for advisory purposes only. Staff plan to monitor the use of this data after the adoption of the RTP/SCS to encourage appropriate use;
- Determination of an individual development project’s consistency with the RTP/SCS for purposes of CEQA streamlining is at the discretion of local jurisdictions, not SCAG;
- When these growth opportunities were identified, SCAG maintained the jurisdictional totals, meaning the growth was not moved from one city to another;
- The policy question of what forecasted land use pattern for the region will be included in the draft RTP/SCS will be up to SCAG’s Regional Council to determine.

REPORT

Input on the Policy Growth Forecast was accepted through July 31, 2015 and results are shown in the table below:

County	Number of Jurisdictions	Input Provided	Agree w/ data provided	Update w/ additional info	Suggest to use local input
Imperial	8	3	2	1	0
Los Angeles	89	28	9	17	2
Orange*	35	27	1	0	26
Riverside	29	8	5	3	0
San Bernardino	25	9	5	3	1
Ventura	11	5	3	2	0
Total	197	80	25	26	29
Percent of Total Jurisdictions	100%	41%	13%	13%	15%
Percent of Jurisdictions Providing Input	--	100%	31%	33%	36%

* One jurisdiction from Orange County provided input after the July 31, 2015 deadline and is not included in this tabulation

The results are that in total, 41% of jurisdictions provided input on the Policy Growth Forecast, 80 in total. Of that group, 64% either agreed with the figures or provided revisions to the dataset. 36% of jurisdictions requested that SCAG replace the Policy Growth Forecast with neighborhood-level growth figures developed through local input. Through this process, local jurisdictions also provided information on specific planned development projects with entitlements that were not identified or specifically called out through the previous stage of local input or through SCAG’s on-going Intergovernmental Review (IGR) program.

In the coming weeks, SCAG will continue working with jurisdictions to incorporate input on the draft Policy Growth Forecast so that the figures can be finalized and technical modeling can be completed for the upcoming 2016 RTP/SCS. For Orange County and San Bernardino County in particular, SCAG will be partnering with the Center for Demographic Research (CDR) and SANBAG to incorporate revisions to the figures. The dataset will also be updated with a technical correction to improve the ratio of population to households for a subset of jurisdictions, as the relative household size in the current version of the Policy Growth Forecast is inaccurate in certain locales.

For questions on this process, please contact Guoxiong Huang or Frank Wen at RTPLocalInput@scag.ca.gov.

FISCAL IMPACT:

Activities related to the 2016-2040 Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS) development are included in the Fiscal Year 2015-2016 Overall Work Program (WBS Numbers 16-010.SCG0170.01, 16-055.SCG0133.05, and 16-070.SCG0130.10).

ATTACHMENT:

None.

This Page Intentionally Left Blank

DATE: September 3, 2015

TO: Regional Council (RC)
Community, Economic and Human Development Committee (CEHD)
Energy and Environment Committee (EEC)
Executive Administration Committee (EAC)
Transportation Committee (TC)

FROM: Huasha Liu, Land Use & Environmental Planning Director, (213) 236-1838,
liu@scag.ca.gov

SUBJECT: Cap-and-Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Update

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:

For Information Only – No Action Required.

EXECUTIVE SUMMARY:

On June 30, 2015, the Strategic Growth Council (SGC) formally awarded over \$27 million from the Greenhouse Gas Reduction Fund (GGRF) to support construction of more than 800 affordable housing units and associated transportation infrastructure in the SCAG region as part of the statewide 2014-2015 Affordable Housing & Sustainable Communities (AHSC) Program. SCAG has decisively followed through on several aspects of the AHSC Action Plan, which was approved by the Regional Council soon after the SGC's decision, in order to strategically position the region's stakeholders to compete for 2015-16 AHSC funds.

On August 6, 2015, SCAG and its regional partners hosted the first of three (3) workshops entitled, "California Gold: Bringing Cap and Trade Dollars to Southern California." The workshop was attended by more than 180 participants. It featured two (2) distinguished panels that provided information and insight into the California Climate Investment grant programs relevant for local governments and other Southern California stakeholders (otherwise known as GGRF Programs). The workshop provided an overview of more than ten (10) Climate Investment grant programs, funded by GGRF, which will reach \$2.2 billion for Fiscal Year 2015-2016. In addition, the workshop outlined details on opportunities in the AHSC program.

Prior to the "California Gold" workshop, the SGC hosted a "Lessons Learned: Round One" Workshop on July 20, 2015 on the AHSC program in Los Angeles. Many stakeholders called for a more enhanced role for Metropolitan Planning Organizations. SCAG submitted comments both in person and in writing that addressed five (5) key topics to support a better process and outcomes for the SCAG region during the next round of funding. Specific recommendations for AHSC guidelines and application reforms are currently being refined by SCAG's Cap and Trade Assistance Team (CTAT) and through targeted consultant assistance to influence the SGC in a timely fashion.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan, Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; Objective a) Create and facilitate a collaborative and cooperative environment to produce forward thinking regional plans.

BACKGROUND:

The 2014-2015 statewide AHSC program, which provided funds for nine (9) important housing and transportation improvements in the SCAG region related to lowering vehicles miles traveled, has concluded (see Attachment 1). SGC initiated the process for the 2015-2016 (Round Two) program. In July 2015, SGC held public workshops in Sacramento and Los Angeles, to collect "lessons learned" from Round One. Second Vice President Margaret Finlay provided public comments on behalf of SCAG at the Los Angeles workshop. In addition, President Cheryl Viegas-Walker submitted SCAG's expanded comments during the public comment period which ended July 31 (see Attachment 2). Comments addressed five key topics: equity, integrating transportation and housing, jurisdictional cap, rural communities, and capital leverage. At the Lessons Learned Workshop, the SGC provided a rough timeline for next steps. During the month of August, SGC staff continued to develop changes to the Guidelines. This fall, SGC plans to release Draft Revised Guidelines and hold three or four Regional Workshops on the Draft Revised Guidelines. In the winter, SGC plans to release the Revised Guidelines and hold a Council meeting to vote on approval of the Guidelines.

At its July 2015 meeting, the RC approved the Affordable Housing & Sustainable Communities Action Plan. The Action Plan outlines specific goals and strategies such as collaboration, technical assistance, and outreach to bolster the performance of the SCAG region in the competitive AHSC grant program for Round Two and future rounds. Specifically, the Action Plan called for outside expertise to help develop recommended changes to the AHSC Guidelines. A consultant has been procured and has commenced work in collaboration with SCAG's CTAT to develop concrete and pragmatic recommendations by engaging stakeholders across the region. In the second phase, SCAG will secure a second consultant team to work with potential AHSC applicants as they apply for AHSC funding in Round Two.

The Action Plan proposes hosting regional workshops and ongoing dialogue to support the region's applications. The first workshop of several workshops, entitled "California Gold: Bringing Cap and Trade Dollars to Southern California," was hosted by SCAG and its regional partners on August 6, 2015. The agenda for the first workshop was developed with the guidance of a regional Advisory Committee. Over 180 people attended this regional forum, aimed at helping stakeholders better understand funding opportunities from the state's GGRF, as well as strategizing ways to collaborate on upcoming opportunities. The first panel, consisting of representatives from state agencies, discussed the components of the proposed \$2 billion FY 2015-2016 expenditure plan, which includes funding for various programs related to transportation, energy efficiency and natural resources. A second panel focused on lessons learned from the first year of the AHSC grant program. Presentations from the workshop are available at SCAG's Greenhouse Gas Reduction Fund webpage (<http://www.scag.ca.gov/programs/Pages/Programs/GreenhouseGasReductionFund.aspx>). Future dates for California Gold workshop #2 and workshop #3 will be announced and coordinated with the schedule of the SGC's guideline revision process. The regional Advisory Committee will remain active and steer the development of those two workshops.

REPORT

FISCAL IMPACT:

Work associated with this item is included in the current FY2015/16 Overall Work Program (16-065.03654: Greenhouse Gas Reduction Fund Support)

ATTACHMENTS:

1. Affordable Housing Sustainable Communities (AHSC) Program Summary of 2014-15 Grant Awards in SCAG Region
2. SCAG Lessons Learned Workshop Comments

This Page Intentionally Left Blank



July 31, 2015

Mr. Ken Alex
 Chair, Strategic Growth Council
 State of California
 1400 10th Street
 Sacramento, California 95814

Main Office

818 West Seventh Street
 12th Floor
 Los Angeles, California
 90017-3435
 t (213) 236-1800
 f (213) 236-1825
 www.scag.ca.gov

Officers

President
 Cheryl Viegas-Walker, El Centro

First Vice President
 Michele Martinez, Santa Ana

Second Vice President
 Margaret Finlay, Duarte

Immediate Past President
 Carl Morehouse, San Buenaventura

**Executive/Administration
 Committee Chair**

Cheryl Viegas-Walker, El Centro

Policy Committee Chairs

Community, Economic and
 Human Development
 Bill Jahn, Big Bear

Energy & Environment
 Deborah Robertson, Rialto

Transportation
 Alan Wapner, San Bernardino
 Associated Governments

Dear Strategic Growth Council Chair Alex:

Thank you for the opportunity to provide written comments during the “Lessons Learned: Round One” Affordable Housing and Sustainable Communities (AHSC) Workshop period. These comments summarize and expand upon comments provided by the Hon. Margaret Finlay, Second Vice President for the Southern California Association of Governments (SCAG) at the workshop held in Los Angeles on July 20. We will share five key topics as the framework for our suggestions for an improved AHSC program: equity, integrating transportation, jurisdictional cap, rural communities, and capital leveraging. We plan to provide further detailed comments with solutions-oriented suggestions as the process continues.

Equity: The SCAG region is home to two-thirds of the State’s Disadvantaged Communities. We have always supported an approach to using Cap and Trade funds in a way that will help address the poverty and environmental justice issues here in the SCAG region. One in four children grows up in poverty in the SCAG region and we are committed to ameliorating that unacceptable situation. SCAG encourages additional program modifications to ensure resources are distributed in a more equitable fashion to support quality transportation and housing projects benefitting concentrations of Disadvantaged Communities. Moreover, this is in line with the implementation of SB 375 whereby the Regional Targets Advisory Committee recognized that when setting per-capita GHG reduction targets, the unique nature of each MPO and the funding mechanism should also take an equity based approach.

Integrating Transportation: We share the Council’s goal to reduce vehicles miles traveled by *integrating* transportation projects with housing projects. It is a central piece of SCAG’s regional Sustainable Communities Strategy (SCS). Affordable housing is inseparable from transportation when it comes to implementing our SCS. This first round, the AHSC program did not fully live up to the goal of encouraging integrated transportation and housing projects. Maximizing VMT reductions will require a better defined role for transportation as part of project packages. As it stands, the AHSC program is primarily geared towards housing, evidenced by the diminished share of funding that went to transit and/or active transportation – only \$32 million (27%). We encourage SGC to make a greater effort to deepen VMT reductions by ensuring transportation projects are an essential component of housing projects.

Jurisdictional Cap: As we heard during the last SGC Board meeting and during the workshops, there is a general consensus on the need for a reasoned approach that achieves the goals of maximizing GHG reductions and addressing the severe need for affordable housing in our largest cities. In Southern California, we have two local governments with populations over one million, more populous than any other local governments in the State. Imposing the same limit on these very large cities as the rest of the State appears to run counter with achieving these goals and we therefore, encourage SGC to reconsider the current rigid jurisdictional cap.

Rural Communities: At the same time, SCAG region has many small jurisdictions and rural communities that will have difficulty competing against the big or medium sized cities in terms of GHG reductions. Out of 191 cities, 131 cities have less than 80,000 population. We encourage the Council to creatively consider structuring the guidelines and GHG methodology to create incentive for these communities to participate in reducing VMT. We must avoid a “haves” and “have nots” dichotomy of cities who have the resources to implement the principles in our sustainable communities strategy and those that do not.

Capital Leverage: In the first round, SGC prioritized capital leverage as essentially a threshold requirement in the AHSC program. In SCAG’s case, leveraging mostly put more of our urban areas ahead of other parts of the region. The SCAG region averaged 300% leverage on eligible projects while the average from all eligible projects was 650%. Transformative projects with high greenhouse gas reduction potential in communities most in need may not be those with ready access to capital, which cause these projects to not score as well as communities with highly leveraged projects. We encourage the Council to creatively consider other options for defining leverage with other types of community investments, such as nearby transportation investments, instead of strictly capital leveraging.

Finally, SCAG would like to suggest that the AHSC application process include a letter of intent from potential applicants in advance of a formal application process. On behalf of the SCAG Regional Council and staff, we appreciate your continued collaboration and consideration of these suggestions as SGC works towards an improved second round of the AHSC program.

Sincerely,



Cheryl Viegas-Walker
President, SCAG
Councilmember, City of El Centro

AFFORDABLE HOUSING SUSTAINABLE COMMUNITIES (AHSC) PROGRAM: SUMMARY OF FY 2014-15 GRANT AWARDS IN SCAG REGION

<p><u>127TH STREET APARTMENTS</u> City of Los Angeles 536 w. 127TH St. PROJECT SPONSOR: Meta Housing Corporation TOTAL AWARD: \$1,500,000</p>	<p>The 127th Street Apartments is a Leadership in Energy & Environmental Design (LEED)-Gold rated affordable housing development consisting of the new construction of 85 units for residents with special needs earning between 25% to 35% of area median income. The project also includes construction of 85 secure covered bike stalls and installation of new pedestrian infrastructure. The affordable housing development is in close proximity to a wide variety of amenities including transit, retail, and vital services.</p>
<p><u>ANCHOR PLACE</u> City of Long Beach Near River Ave. and W. 20th St. PROJECT SPONSOR: Century Housing Corp. TOTAL AWARD: \$2,441,616</p>	<p>Anchor Place features 120 affordable, permanent supportive apartment homes, including 75 units for veterans and 18 units for the homeless and mentally ill. The affordable development will contain community rooms, supportive service space, counseling offices, property management space, and exercise rooms. AHSC will fund off-site improvements including upgrades to an existing bus stop and creation of a new bus stop/transit hub on River Avenue with complete streets improvements to improve access for all users including pedestrians and bicyclists. An existing social hall will be converted into a transit depot providing transit operators with a layover facility and a place for transit users to buy passes.</p>
<p><u>CRENSHAW VILLAS</u> City of Los Angeles 2645 Crenshaw Blvd. PROJECT SPONSOR: American Communities, LLC TOTAL AWARD: \$2,200,000</p>	<p>This development will consist of the new construction of a five story, mixed-use affordable housing building at 2645 Crenshaw Boulevard. This development consists of 50 residential dwelling units and 4,999 square feet of neighborhood-serving commercial/office uses. The 50 units consist of 49 affordable senior units for low-income households and one manager's unit. The project will also provide secured bicycle parking.</p>
<p><u>DEPOT AT SANTIAGO</u> City of Santa Ana 957 E Santa Ana Blvd. PROJECT SPONSOR: C&C Development, LLC TOTAL AWARD: \$3,925,000</p>	<p>The Depot at Santiago consists of a 70-unit development that will be affordable to families earning between 30%-60% of area median income. Located directly across the street from the Santa Ana Regional Transit Center (SARTC), the location provides opportunity to develop high quality, affordable housing directly adjacent to public transportation. This project will add crossing treatments at proximate intersections to increase the visibility of pedestrians at the intersection, decrease the crossing distance for pedestrians, and notify motorists of the presence of pedestrians crossing. The City will also install curb extensions, high-visibility crosswalks, rectangular rapid flashing beacons, and signage.</p>
<p><u>EL SEGUNDO FAMILY APARTMENTS</u> City of Los Angeles 535 W El Segundo Blvd. PROJECT SPONSOR: Meta Housing Corporation TOTAL AWARD: \$1,900,000</p>	<p>El Segundo Family Apartments consists of the 75 new affordable rental units for working families and people with special needs earning between 15%-50% of Area Median Income. In addition to the construction of the affordable housing, this project also includes construction of 75 secure covered bike stalls and water-conserving landscaping. The affordable housing development is in close proximity to a wide variety of amenities including transit, retail, and vital services. The Figueroa Street and 127th Street bus stop, less than 1/2 mile away, is used to travel to the various job centers across Los Angeles.</p>

AFFORDABLE HOUSING SUSTAINABLE COMMUNITIES (AHSC) PROGRAM: SUMMARY OF FY 2014-15 GRANT AWARDS IN SCAG REGION

<p><u>MACARTHUR PARK APARTMENTS PHASE B</u> City of Los Angeles 678 South Alvarado Street PROJECT SPONSOR: McCormack Baron Salazar TOTAL AWARD: \$5,000,000</p>	<p>MacArthur Park Apartments Phase B is an 82-unit mixed use affordable housing development with approximately 7,000 square feet of retail. In addition to the affordable housing development, the project includes improved access to the Westlake/MacArthur Park Station serving the Metro Red and Purple lines.</p>
<p><u>MARCH VETERANS VILLAGE</u> Riverside County March Air Reserve Base PROJECT SPONSOR: Coachella Val. Housing Coal. TOTAL AWARD: \$6,109,114</p>	<p>The Coachella Valley Housing Coalition, in partnership with the U.S. Veterans Initiative, will develop March Veterans Village, a 138 unit multi-family, 100% affordable, apartment community on the old March Air Force Base to house veterans. The 160 units are distributed between two four story buildings and one three story building on approximately 4 acres. U.S. VETS has served veterans on the March Air Force Base since 2003, and currently serves 119 veterans a day with much needed case management, transitional housing, and permanent housing. U.S. VETS and CVHC are expanding the existing facility to accommodate more permanent housing units, and the development of an additional 50 transitional housing beds. This is the first phase of a multi-phase project. Upon completion of all phases of the project, more than 400 veterans will be served at this facility.</p>
<p><u>MOSAIC GARDENS AT WESTLAKE</u> City of Los Angeles 1416 Beverly Blvd. PROJECT SPONSOR: LINC Housing TOTAL AWARD: \$1,900,000</p>	<p>Mosaic Gardens at Westlake is an infill site which will be repositioned as a vibrant 125-unit housing community. The development includes the acquisition of six contiguous parcels, totaling 1.19 acres. The new development replaces a site currently blighted with dilapidated structures and vacant land covered with broken cars, trash and grossly unmaintained overgrowth. This development is an intergenerational community which will serve families and seniors. More than half, or 63, of units will be reserved for homeless individuals or families, with 32 of those units reserved for chronically homeless individuals or families.</p>
<p><u>SYLMAR COURT APARTMENTS</u> City of Los Angeles 12415 San Fernando Rd. PROJECT SPONSOR: Meta Housing Corporation TOTAL AWARD: \$2,500,000</p>	<p>This infill development is a Leadership in Energy & Environmental Design (LEED)-Gold rated affordable housing development less than a ½ mile away from the MetroLink Sylmar station and consists of 101 affordable units for families earning between 25% to 60% of area median income, along with a neighborhood retail store. Twenty-five of the units will be reserved for residents with special needs. Additionally, the development will improve pedestrian amenities around the site and better connect to a nearby bike path. The development's location, in close proximity to transit, jobs, retail, and services, is beneficial for working families. The Sylmar Metrolink station is a major commuter hub. In addition to commuter rail, the station is heavily used for bus service with a Commuter Express bus line, seven local bus lines, and two Rapid Bus lines.</p>

DATE: September 3, 2015
TO: Community, Economic and Human Development Committee (CEHD)
FROM: Huasha Liu, Director of Land Use and Environmental Planning; 213-236-1838;
liu@scag.ca.gov
SUBJECT: Housing Tenure and Affordability for Millennials and Others: Trends Since 2000

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

EXECUTIVE SUMMARY:

Dr. Dowell Myers, Professor and Director of Population Dynamics Research Group at the Sol Price School of Public Policy, the University of Southern California (USC), is a well-known specialist in demographic trends and its relation to all areas of policy and planning. Dr. Myers has recently focused on the newfound importance of the Millennial generation and younger children as critical resources for rebuilding the ranks of California's workforce, taxpayers and home buyers. Dr. Myers will provide a presentation on Housing Tenure and Affordability for Millennials and Others: Trends Since 2000.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan, Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies, and Objective (a): Create and facilitate a collaborative and cooperative environment to produce forward thinking regional plans

BACKGROUND:

According to the preliminary growth forecast for the 2016-2040 RTP/SCS, the SCAG region is projected to add 3.3 million new residents by 2040. While the underlying characteristics of the projected population growth will differ from those experienced in the last several decades, the most significant demographic characteristics of the projected population will be the aging of the population and shifts in ethnic composition. Both trends will bring profound impacts on every aspect of regional planning, including retirement, health care, government finance, residential location/type of housing, transportation, the economy, education/labor force training, and equity. As Baby Boomers (born between 1946 and 1964) move into retirement ages, the Millennials will move into the front stage to show their impacts on the nation.

The Millennial Generation (also known as Generation Y) numbers at about 85 million (born between 1981 and 2000) in 2010, which is greater than the Baby Boomer generation (which has a population of about 81 million in 2010). The Pew Research Center (The Millennials in Adulthood, 2014) reported that the Millennial Generation is forging a distinctive path. Millennials have already shown their unique traits and characteristics, particularly their connection to new technology and social media. These traits have facilitated the emergence of the 'sharing economy'; and show different attitudes toward transportation, car ownership, living arrangements, and location preferences, etc., which all have significant impacts to industry, economy, housing, and transportation. And, in many aspects, they are

REPORT

also different from older adults back when they were the age Millennials are now.

Dr. Dowell Myers, Professor and Director of Population Dynamics Research Group at the Sol Price School of Public Policy, University of Southern California (USC), is a well-known specialist in demographic trends and its relation to all areas of policy and planning. Dr. Myers has recently focused on the newfound importance of the Millennial generation and younger children as critical resources for rebuilding the ranks of California's workforce, taxpayers and home buyers. Dr. Myers will present trends of housing tenure and affordability during the boom years of 2000 to 2007, recession years of 2007 to 2010, and the recovery years through 2013. Age groups are compared for changes in their homeownership rates and housing structure (single-family or multifamily units). Housing affordability trends are tracked by tenure and education level of households. His presentation on "Millennials Form the Critical Foundation for Housing" for the 2015 Annual Demographic Workshop may be accessed at: <http://www.scag.ca.gov/calendar/Documents/demo26/Panel3-DowellMyers.pdf>

FISCAL IMPACT:

None

ATTACHMENT:

PowerPoint Presentation: "Housing Tenure and Affordability for Millennials and Others: Trends Since 2000"

SCAG CEHD Committee
September 3, 2015

Housing Tenure and Affordability for Millennials and Others: Trends Since 2000

Dowell Myers
USC Price
Sol Price School of Public Policy

Four Major Background Indicators of Change

Total Growth Slowdown
Immigration In-Flows Reduced
Aging of Population
Downturn in Homeownership

What Year Does LA County Reach 12 Million Population?

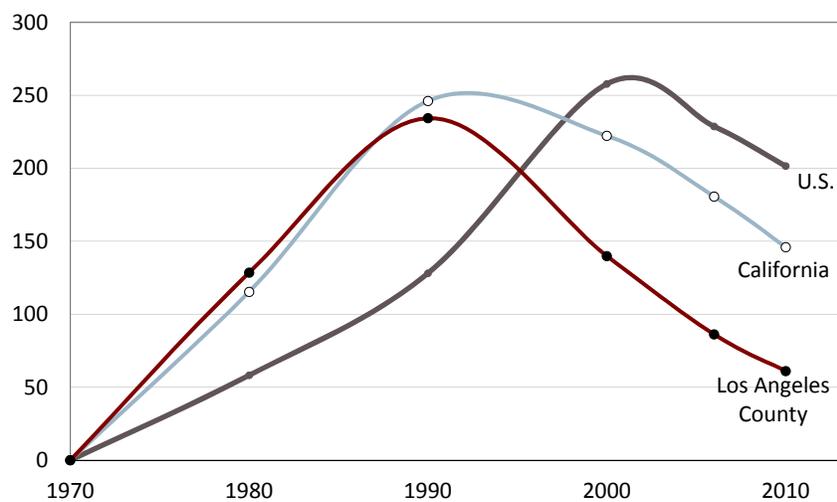
- Old Expectation = 2030
- New Outlook = after 2060

Source:
California Department of Finance, 2007 and 2013

Dowell Myers, USCPrice

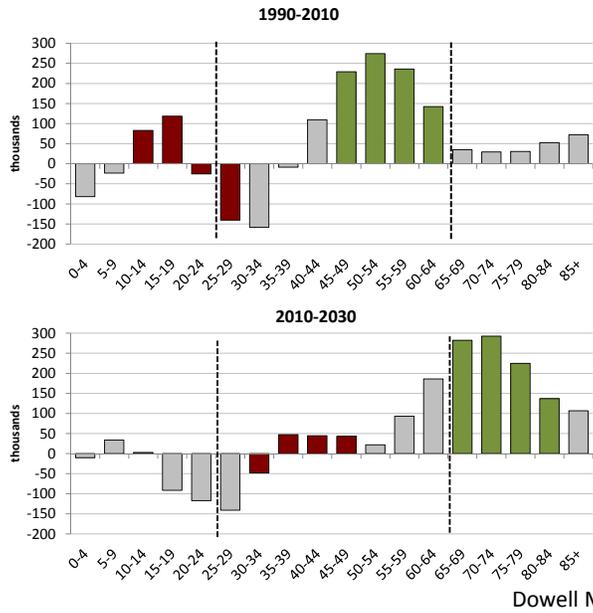
Annual Immigrant Arrivals

Percentage Change in Net Flow Since 1970



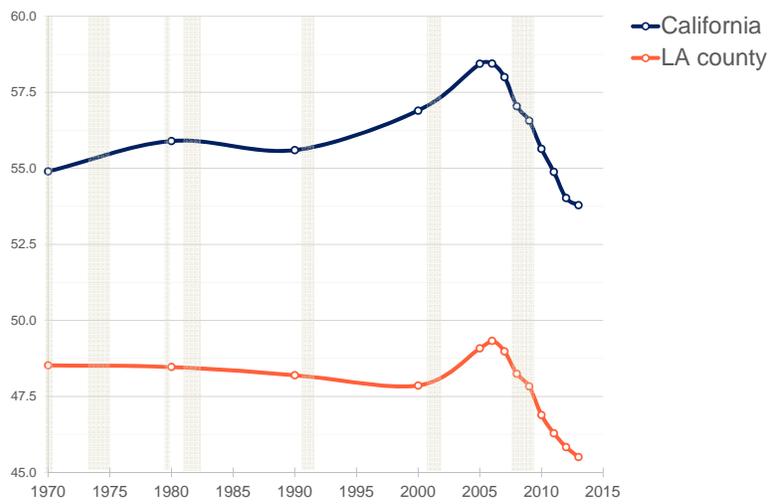
Source: U.S. Census 1970, 1980, 1990, 2000; American Community Survey 2006, 2008 Dowell Myers, USCPrice

Growth in Age Groups in LA County, Then and Now



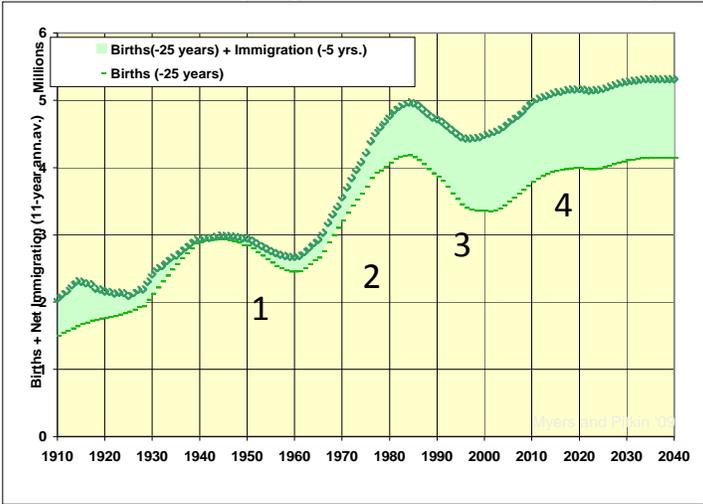
A Half Century of Homeownership Rates

Homeownership per 100 people (%), 1970-2013



Millennials and Other Young Adults are the Foundation

The Foundation of the U.S. Housing Market: Native-Born Turning Age 25, Plus New Immigrants



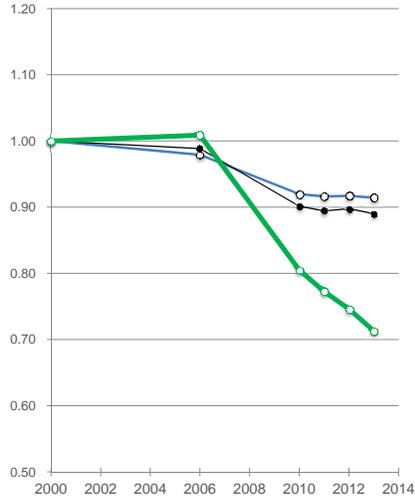
Myers and Pitkin, "Demographic Forces and Turning Points"

Dowell Myers, USC Price

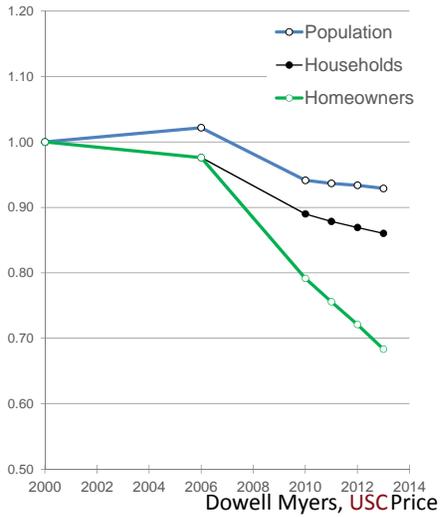
Ages 35-44

Aggregate Trend Ratio based on 2000

California



LA county

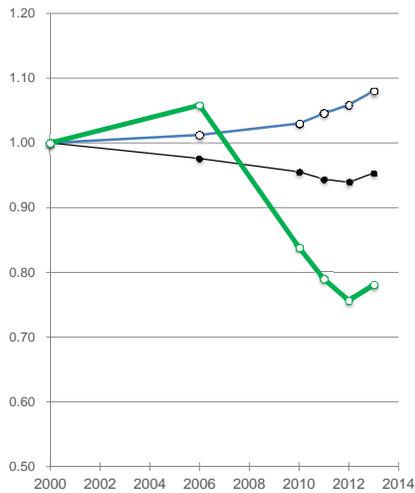


Dowell Myers, USCPrice

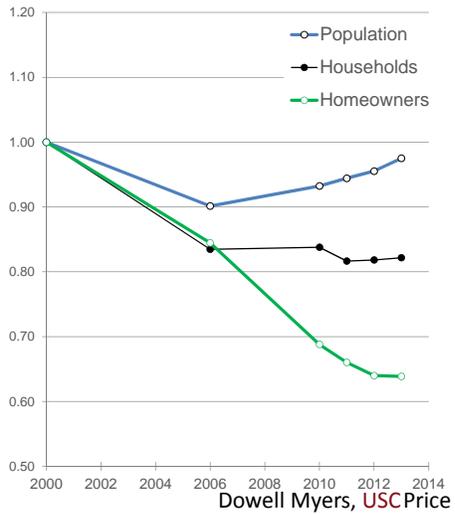
Ages 25-34

Aggregate Trend Ratio based on 2000

California



LA county

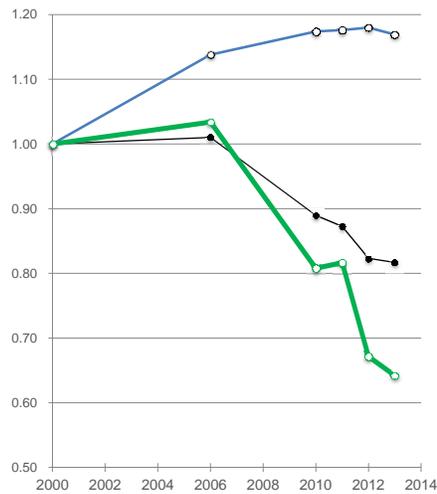


Dowell Myers, USCPrice

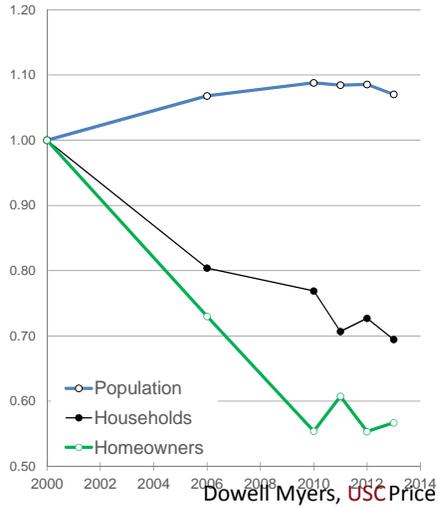
Ages 15-24

Aggregate Trend Ratio based on 2000

California



LA county



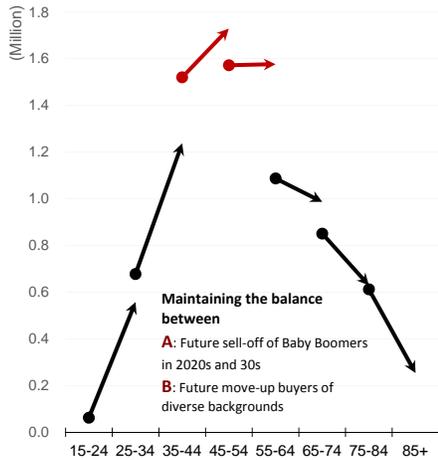
Dowell Myers, USC Price

Cohort Momentum Under Way

Number of Homeowners by Age, 2000 to 2010

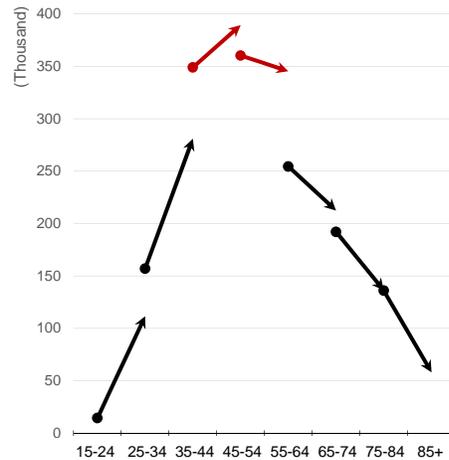
Cohort Trajectories of Absolute Numbers (Baby Boomers in red)

California



Source: Decennial Census; see Myers and Ryu, "Aging Baby Boomers and the Generational Housing Bubble"

LA county

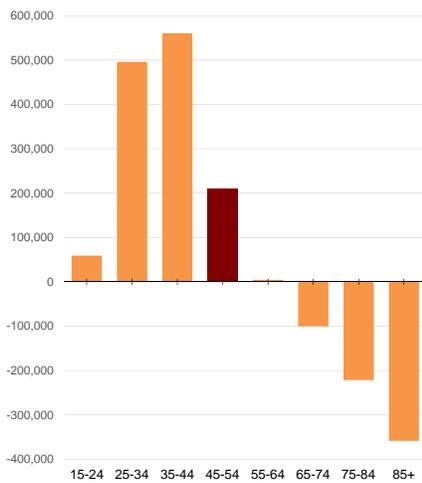


Dowell Myers, USCPrice

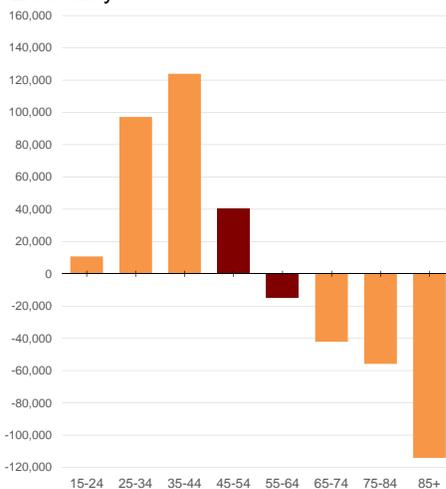
Cohort Changes in Homeowners 2000 to 2010

by Cohort Age at the End of Decade

California



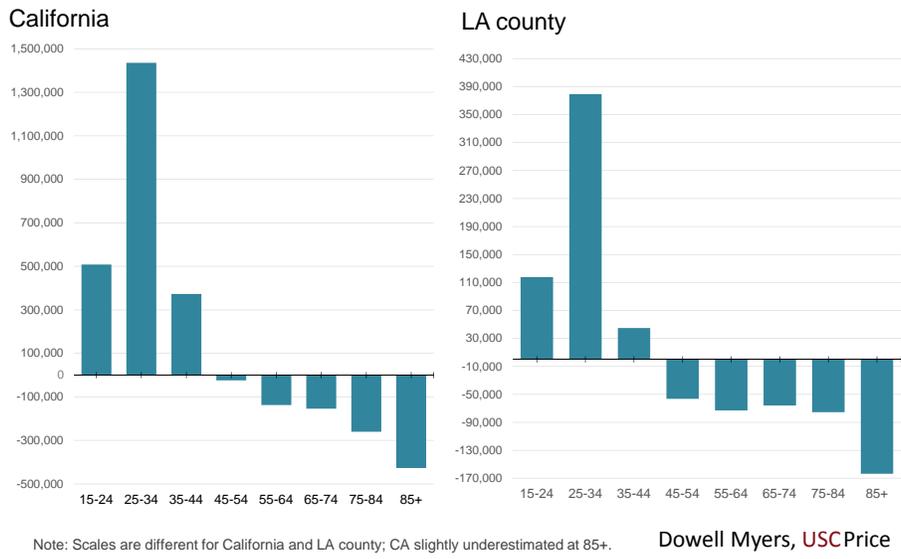
LA county



Note: Scales are different for California and LA county; CA slightly underestimated at 85+.

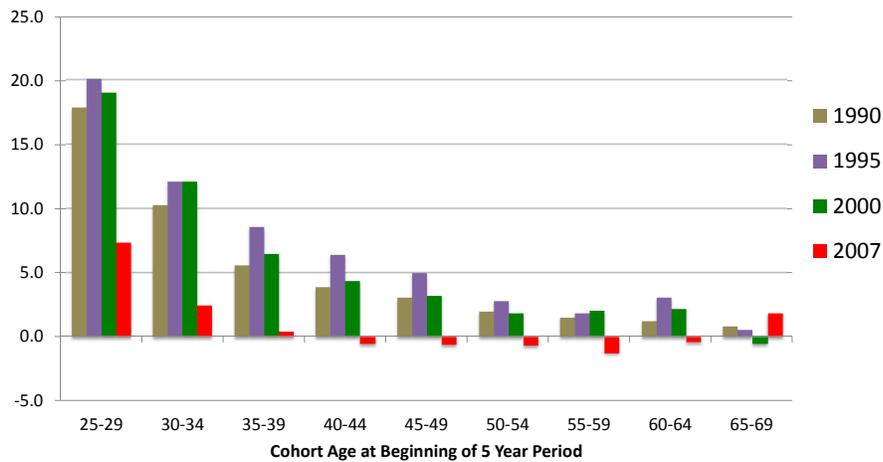
Dowell Myers, USCPrice

Cohort Changes in Households 2000 to 2010 by Cohort Age at the End of Decade



Comparison of Progress into U.S. Homeownership by Four Cohorts Observed in Same Age Intervals

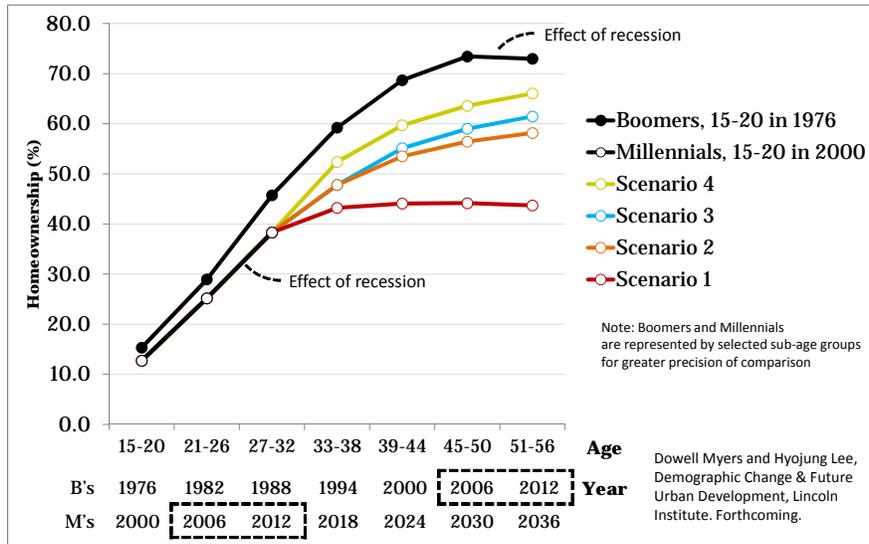
**Increment in Homeownership Rate by Cohorts
in 5 Years After Beginning Date**



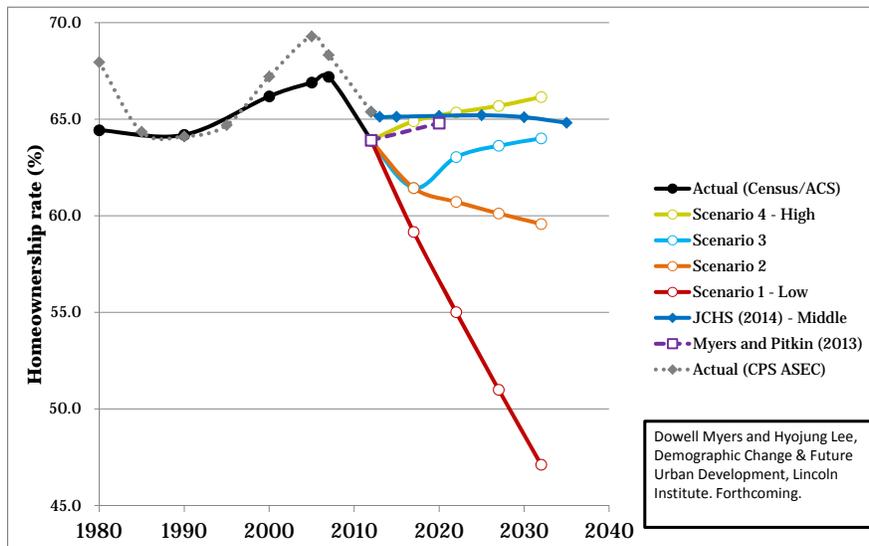
Source: Dowell Myers analysis of Housing Vacancy Survey data

Dowell Myers, USCPrice

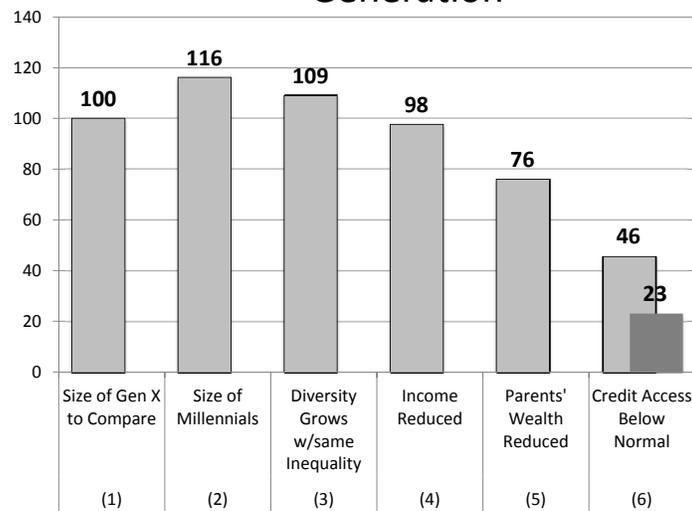
Comparison of Homeownership Rate Between the Boomers and the Millennials in the U.S.



Alternative Projections of Homeownership Rate 1980-2012 (actual), and 2012-2036 (projected)



The Eroded Market Power of the Millennial Generation



See Appendix for explanation of factors and calculation of cumulative eroded market power

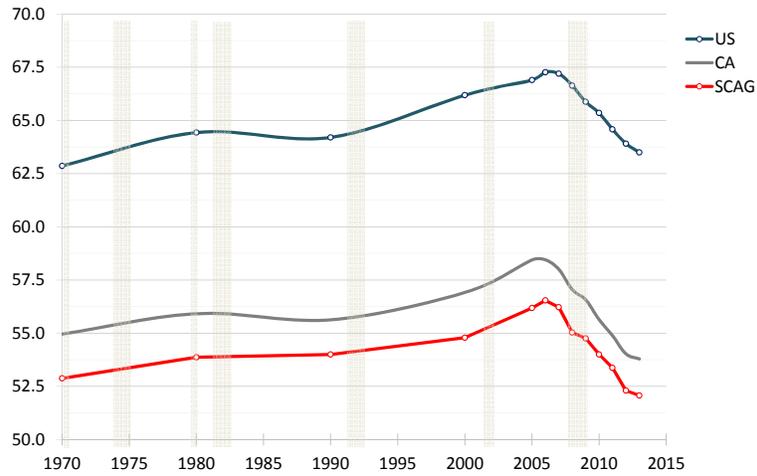
Dowell Myers, USCPrice

Selected Highlights

Myers, Hwang and Lee

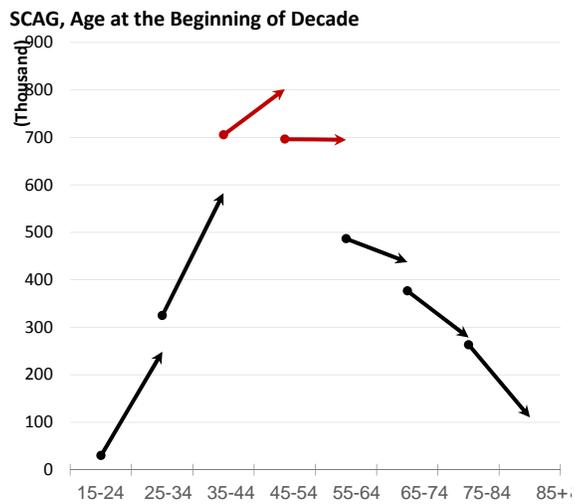
*Research on Demographic Change
and Housing Choices*

Trend in Homeownership Rate



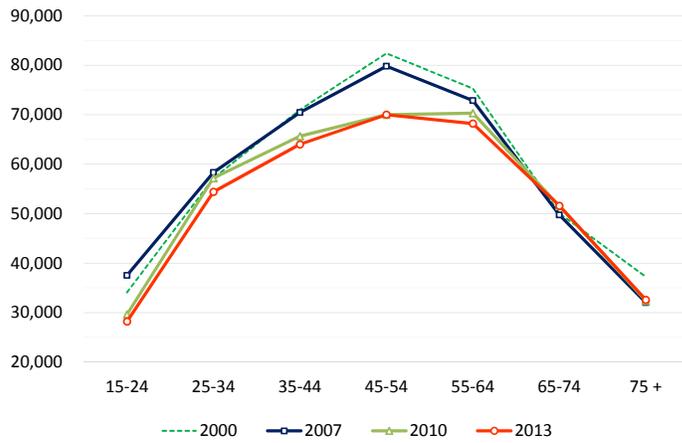
M/L/H VI-1

Trend in Cohort Homeowners, 2000-10



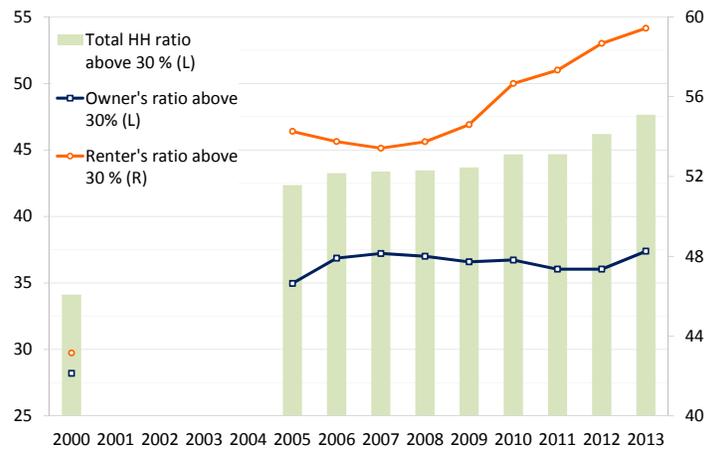
M/L/H VI-5

Change in Median Household Income by Age



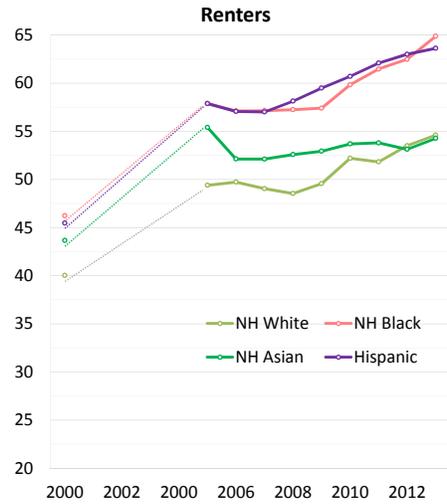
M/L/H V-25

Change in Housing Cost Burden, 2000-2013



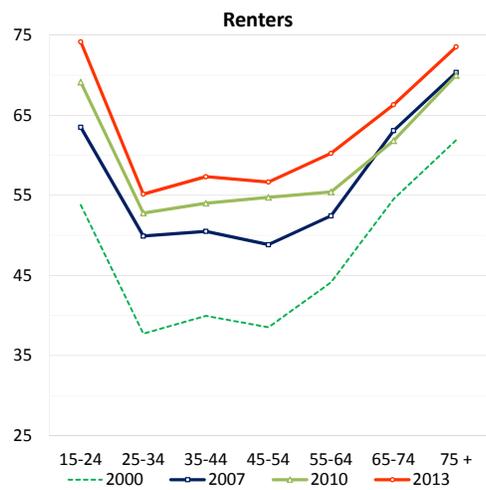
M/L/H V-10

Change in Renter Cost Burden, by Race/Hispanic



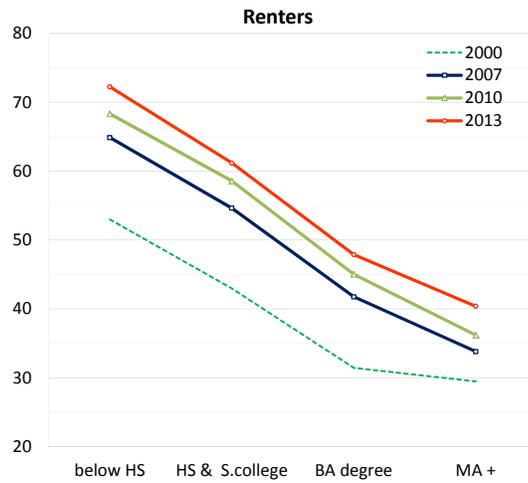
M/L/H V-13

Change in Renter Cost Burden, by Age



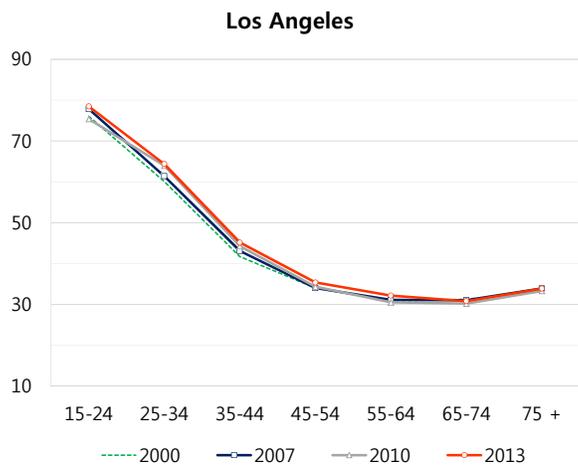
M/L/H V-13

Change in Renter Cost Burden, by Education



M/L/H V-14

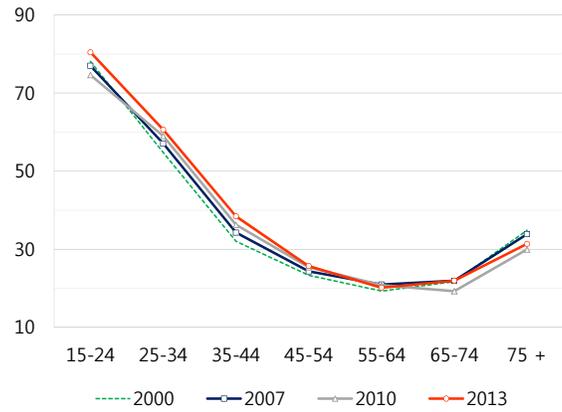
Share of Multi-family Occupancy in Age Groups, Owners and Renters Combined



M/L/H V-25

Share of Multi-family Occupancy in Age Groups, Owners and Renters Combined

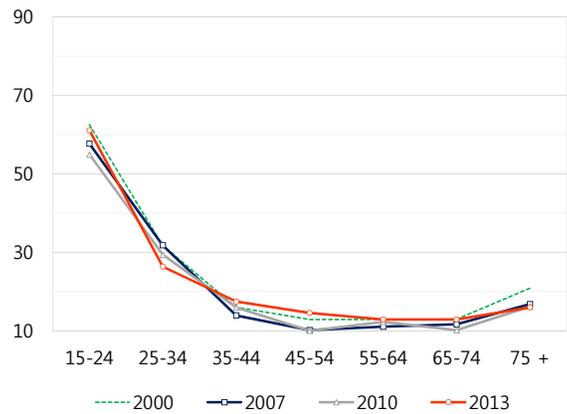
Orange



M/L/H V-25

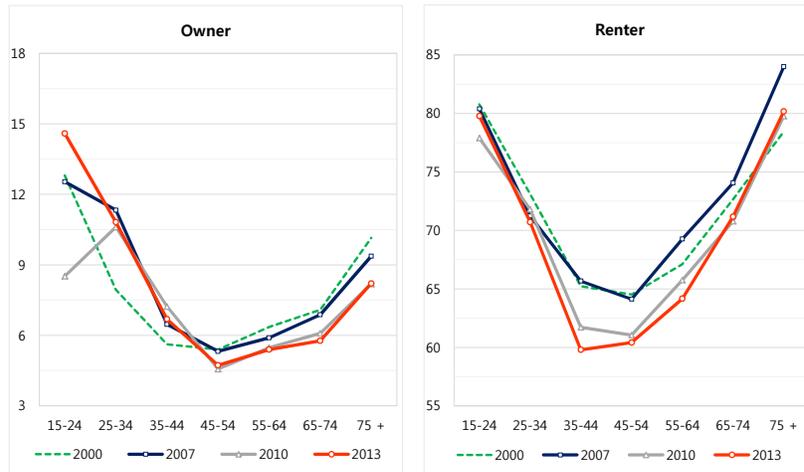
Share of Multi-family Occupancy in Age Groups, Owners and Renters Combined

Riverside



M/L/H V-25

Multi-family Occupancy by Age Groups Among Owners and Renters



M/L/H V-24

Questions

So how fast are we getting back to normal now?

Or more hopefully.....

Will there be a period of "super normal" while we make up for deferred housing advances?

And in policy terms....

What can we do to get the Millennials on track to fill the big shoes of aging Baby Boomers?

**So
What is the
New Normal?**

**How Can We Make it
a Relatively Good
New Normal?**

Thank you