



REGULAR MEETING

ENERGY AND ENVIRONMENT COMMITTEE

Main Office

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Officers

President
Cheryl Viegas-Walker, El Centro

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Second Vice President
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Cheryl Viegas-Walker, El Centro

Policy Committee Chairs

Community, Economic and
Human Development
Bill Jahn, Big Bear Lake

Energy & Environment
Deborah Robertson, Rialto

Transportation
Alan Wapner, San Bernardino
Associated Governments

Thursday, April 7, 2016
10:00 a.m. – 11:00 a.m.

SCAG Main Office
818 W. 7th Street, 12th Floor
Policy Committee Room A
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 EEC are also available at: <http://www.scag.ca.gov/committees/Pages/default.aspx>

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Energy and Environment Committee Members – April 2016

Members

Representing

Chair*	1. Hon. Deborah Robertson	<i>Rialto</i>	District 8
Vice-Chair*	2. Hon. Carmen Ramirez	<i>Oxnard</i>	District 45
	3. Hon. Denis Bertone	<i>San Dimas</i>	SGVCOG
*	4. Hon. Ross Chun	<i>Aliso Viejo</i>	TCA
*	5. Hon. Margaret Clark	<i>Rosemead</i>	District 32
	6. Hon. Jordan Ehrenkranz	<i>Canyon Lake</i>	WRCOG
*	7. Hon. Mitchell Englander	<i>Los Angeles</i>	District 59
	8. Hon. Larry Forester	<i>Signal Hill</i>	GCCOG
	9. Hon. Laura Friedman	<i>Glendale</i>	Arroyo Verdugo Cities
	10. Hon. Mike Gardner	<i>Riverside</i>	WRCOG
	11. Hon. Vartan Gharpetian	<i>Glendale</i>	SFVCOG
	12. Hon. Sandra Genis	<i>Costa Mesa</i>	OCCOG
	13. Hon. Ed Graham	<i>Chino Hills</i>	SANBAG
	14. Hon. Shari Horne	<i>Laguna Woods</i>	OCCOG
*	15. Hon. Steve Hwangbo	<i>La Palma</i>	District 18
	16. Hon. Diana Mahmud	<i>South Pasadena</i>	SGVCOG
	17. Hon. Thomas Martin	<i>Maywood</i>	GCCOG
*	18. Hon. Judy Mitchell	<i>Rolling Hills Estates</i>	District 40
*	19. Hon. Mike Munzing	<i>Aliso Viejo</i>	District 12
	20. Hon. Jim Osborne	<i>Lawndale</i>	SBCCOG
*	21. Hon. Linda Parks		Ventura County
*	22. Hon. Greg Pettis	<i>Cathedral City</i>	District 2
	23. Hon. David Pollock	<i>Moorpark</i>	VCOG
	24. Hon. Meghan Sahli-Wells	<i>Culver City</i>	WCCOG
	25. Hon. Betty Sanchez	<i>Coachella</i>	CVAG
	26. Mr. Steve Schuyler	<i>Building Industry Association of Southern California (BIASC)</i>	Ex-Officio
*	27. Hon. John Sibert	<i>Malibu</i>	District 44
*	28. Hon. Jack Terrazas		Imperial County
	29. Hon. Diane Williams	<i>Rancho Cucamonga</i>	SANBAG
	30. Hon. Edward Wilson	<i>Signal Hill</i>	GCCOG
	31. Hon. Bonnie Wright	<i>Hemet</i>	WRCOG

* Regional Council Member

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ENERGY & ENVIRONMENT COMMITTEE

AGENDA

APRIL 7, 2016

The Energy & Environment 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. Deborah Robertson, 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 Public Comment 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 ITEM

Time **Page No.**

1. Election of 2016-17 EEC Chair and Vice Chair [Ballot Voting]
(Justine Block, Deputy Legal Counsel)

CONSENT CALENDAR

Approval Item

2. Minutes of the February 4, 2016 Meeting Attachment 1

Receive and File

3. 2016 Regional Council and Policy Committees Meeting Schedule Attachment 3
4. Status Update on Transportation Control Measure (TCM) Substitutions by Los Angeles County Metropolitan Transportation Authority (Metro), Riverside County Transportation Commission (RCTC), and San Bernardino Associated Governments (SANBAG) Attachment 8
5. Resolution No. 16-578-3 for the United States Department of Energy (DOE) Office of Energy Efficiency & Renewable Energy (EERE) Clean Cities Outreach, Education, and Performance Tracking Grant Attachment 10

ENERGY & ENVIRONMENT COMMITTEE

AGENDA

APRIL 7, 2016

<u>Receive and File - continued</u>	<u>Time</u>	<u>Page No.</u>
6. <u>Save the Date: The 27th Annual SCAG/USC Demographic Workshop - June 13, 2016</u>	Attachment	14
7. <u>SCAG Housing Summit, October 11, 2016</u>	Attachment	16
8. <u>Cap-and Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Concept Application Review</u>	Attachment	18

INFORMATION ITEMS

9. <u>Southern California Superfund Sites and Groundwater Contamination in the Los Angeles (LA) Central Basin</u> <i>(Steven Leonido-John, Director, Los Angeles Field Office, Environmental Protection Agency – EPA)</i>	Attachment 30 mins.	21
10. <u>Go Human Campaign – Update</u> <i>(Rye Baerg, SCAG Staff)</i>	Attachment 10 mins.	22

CHAIR'S REPORT

(Hon. Deborah Robertson, Chair)

STAFF REPORT

(Grieg Asher, SCAG Staff)

FUTURE AGENDA ITEMS

ANNOUNCEMENTS

ADJOURNMENT

The 2016 Regional Conference and General Assembly is scheduled for Thursday, May 5 – 6, 2016 at the La Quinta Resort & Club, 49-499 Eisenhower Drive, La Quinta, CA 92253.

The next regular meeting of the Energy and Environment Committee (EEC) will be held on Thursday, June 2, 2016 at the SCAG Los Angeles Office.

Energy and Environment Committee
of the
Southern California Association of Governments
February 4, 2016

Minutes

THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE ENERGY AND ENVIRONMENT COMMITTEE. A DIGITAL RECORDING OF THE ACTUAL MEETING IS AVAILABLE FOR LISTENING IN SCAG'S OFFICE.

The Energy and Environment Committee (EEC) held its meeting at the SCAG Los Angeles Office. The meeting was called to order by the Hon. Deborah Robertson, Chair. There was a quorum.

Members Present

Hon. Denis Bertone, San Dimas	SGVCOG
Hon. Ross Chun, Aliso Viejo	TCA
Hon. Margaret Clark, Rosemead	District 32
Hon. Jordan Ehrenkranz, Canyon Lake	WRCOG
Hon. Larry Forester, Signal Hill	GCCOG
Hon. Laura Friedman, Glendale	Arroyo Verdugo Cities
Hon. Mike Gardner, Riverside	WRCOG
Hon. Sandra Genis, Costa Mesa	OCCOG
Hon. Ed Graham, Chino Hills	District 10
Hon. Shari Horne, Laguna Woods	OCCOG
Hon. Steve Hwangbo, La Palma	District 18
Hon. Diana Mahmud, South Pasadena	SGVCOG
Hon. Judy Mitchell, Rolling Hills Estates	District 40
Hon. Mike Munzing, Aliso Viejo	District 12
Hon. Jim Osborne, Lawndale	SBCCOG
Hon. Linda Parks	Ventura County
Hon. Greg Pettis, Cathedral City	District 2
Hon. David Pollock, Moorpark	VCOG
Hon. Carmen Ramirez, Oxnard (Vice-Chair)	District 45
Hon. Deborah Robertson, Rialto (Chair)	District 8
Hon. Meghan Sahli-Wells, Culver City	WCCOG
Hon. Betty Sanchez, Coachella Valley	CVAG
Mr. Steve Schuyler, Ex Officio	Building Industry Association
Hon. Jack Terrazas	Imperial County
Hon. Diane Williams, Rancho Cucamonga	SANBAG
Hon. Edward Wilson, Signal Hill	Gateway Cities

Members Not Present

Hon. Mitchell Englander, Los Angeles	District 59
Hon. Thomas Martin, Maywood	GCCOG
Hon. Eric Schmidt, Hesperia	SANBAG
Hon. John Sibert, Malibu	District 44
Hon. Bonnie Wright, Hemet	WRCOG

CALL TO ORDER & PLEDGE OF ALLEGIANCE

Hon. Deborah Robertson, Chair, Rialto, called the meeting to order at 10:02 a.m. Hon. Diane Williams, Rancho Cucamonga, led the Committee in the Pledge of Allegiance.

PUBLIC COMMENT PERIOD

REVIEW AND PRIORITIZE AGENDA ITEMS

Action Item 7 was brought forward as the first item to be presented.

CONSENT CALENDAR

Approval Items

1. Minutes of the October 8, 2015 Meeting
2. Minutes of the October 26, 2015 Special Meeting

Receive and File

3. Short-Term and Long-Term Demographic and Economic Statistics and Trends in the SCAG Region
4. CEQA Exemptions of Qualified Projects and Areas Under SB 743

A MOTION was made (Forester) to move the Consent Calendar. The MOTION was SECONDED (Osborne) and APPROVED by the following votes:

AYES: Bertone, Chun, Clark, Forester, Gardner, Horne, Mahmud, Osborne, Pettis,
Ramirez, Robertson, Sahli-Wells, Sanchez, Terrazas, Wilson, Williams
NOES: None
ABSTAIN: None

INFORMATION ITEMS

5. 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (2016 RTP/SCS) - Program Environmental Impact Report (PEIR): Status and Progress

Lijin Sun, SCAG Staff, stated that the 60-day public review and comment period for the Draft Program Environmental Impact Report (PEIR) for the 2016 RTP/SCS, ended on February 1, 2016. At the time of this meeting, SCAG received over 70 comment letters on the PEIR. On January 19, 2016, SCAG held two public workshops, each providing the same information, at its downtown office. The purpose of the workshops was to introduce to the public information about the 2016 RTP/SCS and PEIR, and how to continue to participate in the public review and commenting process while the 60-day comment period was open. A total of five people participated in the workshops, and SCAG received two public comments at the workshops.

SCAG's PEIR team is in the process of reviewing and evaluating comments that were received during this period. A joint policy committee meeting will be held on March 3, 2016 at which time, this item will be brought back to provide a more detailed discussion of the public comments and proposed approaches to responses to comments.

6. 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy - Update

Hon. Deborah Robertson, Chair, stated that following the release of the Draft 2016 RTP/SCS for public review and comment, SCAG conducted outreach throughout the region to solicit feedback on the Plan. Throughout the month of January, SCAG conducted 13 Draft 2016 RTP/SCS elected official briefings (at least one in each county) and four public hearings (three were video-conferenced throughout the region, with the exception of one in Orange County). Additional outreach meetings were held when requested (e.g., a Rialto community workshop). Two Draft 2016 RTP/SCS PEIR workshops were also held. SCAG's outreach concluded on January 27th in Imperial County. Outreach has gone well and SCAG has received comments that are helpful and supportive of the Plan.

The public comment period concluded earlier this week on Monday, February 1. SCAG staff are continuing to review and respond to public comments and plan to provide the Regional Council with a summary of comments received along with recommendations on how to address them within the Plan at the March 3 Regional Council meeting. SCAG staff plans to seek Regional Council adoption of the Plan in April so that the region can secure FTA/FHWA transportation conformity certifications by June 2016.

ACTION ITEM

7. Support of the City of Claremont in Georgetown University Energy Competition

Alan Thompson, SCAG Staff, stated that Claremont is one of 50 cities nationwide chosen to compete, the only city in the SCAG region, for a \$5 million prize from Georgetown University Energy Prize (GUEP). In support of the Claremont Energy Challenge, SCAG has been asked to adopt a Resolution and provide a letter of recommendation from relevant County and State officials and agencies, i.e. the Governor's Office, the California Public Utilities Commission (CPUC), and the California Energy Commission (CEC), and local elected officials.

Mr. Thompson introduced the Hon. Joe Lyons, Mayor of Claremont, who requested that the EEC support and approve the Action Item to recommend that the Regional Council adopt a resolution supporting the City of Claremont and its efforts to win the \$5 million GUEP. Hon. Joe Lyons then introduced Mr. Devon Hartman, Board Member, Sustainable Claremont, who briefed the Committee on GUEP's goal to reduce energy use in homes, municipal buildings and K-12 schools, and, at the same time, create the most innovative and replicable initiatives that will provide leadership in energy-efficiency to other cities throughout the country.

Hon. Deborah Robertson informed the Committee of a correction in the Staff Report that the accompanying Resolution will be considered for approval at today's Regional Council meeting, rather than at their March meeting. The recommendation is for the Regional Council to adopt the Resolution supporting the City of Claremont and its efforts to win the \$5 million Georgetown GUEP, and direct staff to prepare a letter of support.

A MOTION was made (Sahli-Wells) to approve the recommended action. The MOTION was SECONDED (Bertone) and APPROVED by the following votes:

AYES: Bertone, Clark, Ehrenkranz, Forester, Gennis, Horne, Mahmud, Mitchell, Osborne, Pettis, Ramirez, Robertson, Sahli-Wells, Sanchez, Terrazas, Williams, Wilson, Wright
NOES: Munzing
ABSTAIN: None

8. Conformity Re-determination for 2012-2035 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) and 2015 Federal Transportation Improvement Program (FTIP) for 2012 Annual PM_{2.5} National Ambient Air Quality Standard (NAAQS)

Rongsheng Luo, SCAG staff, stated that the U.S. Environmental Protection Agency (EPA) finalized the area designations for the new annual PM_{2.5} standard effective April 16, 2015. As a result, transportation conformity needs to be re-determined for the Regional Transportation Plan and Federal Transportation Improvement Program (RTP/FTIP) by April 16, 2016.

In the SCAG region, two areas have been designated as new nonattainment areas for the new PM_{2.5} standard with the same classification (Moderate) and the same attainment year (2021), the urbanized area of the Imperial County and the South Coast Air Basin.

SCAG staff has performed the required conformity re-determination analysis for the 2012 RTP/SCS and 2015 FTIP including modeling and emissions analysis for the new attainment year. The RTP/SCS and FTIP Conformity Re-determination Draft Report was released for a 15-day public review which concluded on January 13, 2016. No comments were received by the close of the public comment period.

The final conformity analysis demonstrates that the 2012 RTP/SCS and 2015 FTIP meet all the federal conformity requirements. The RTP/SCS and FTIP pass the additional required emissions tests for the two new nonattainment areas in the SCAG region under the new annual PM_{2.5} standard. The conformity analysis also reaffirms all other applicable conformity findings for the 2012 RTP/SCS and 2015 FTIP which include consistency with the adopted 2012 RTP/SCS, regional emissions analyses, financial constraints, timely implementation of TCMs, and interagency consultation and public participation.

Staff recommends that EEC approve the RTP/SCS and FTIP conformity re-determination for the new PM_{2.5} standard and recommend that the Regional Council adopt the conformity re-determination and direct staff to submit it to Federal Highway Administration and Federal Transit Administration (FHWA/FTA) for approval.

A MOTION was made (Osborne) to recommend that the Regional Council adopt 2012-2035 RTP/SCS and 2015 FTIP conformity re-determination for 2012 annual PM_{2.5} standard and direct staff to submit it to Federal Highway Administration and Federal Transit Administration (FHWA/FTA) for approval. The MOTION was SECONDED (Pollock) and APPROVED by the following votes:

AYES: Bertone, Chun, Clark, Ehrenkranz, Forester, Friedman, Gardner, Genis, Graham, Horne, Hwangbo, Mitchell, Munzing, Osborne, Parks, Pettis, Pollock, Ramirez, Robertson, Sahli-Wells, Sanchez, Terrazas, Williams, Wilson
NOES: None
ABSTAIN: Mahmud

CHAIR'S REPORT - None

STAFF REPORT - None

FUTURE AGENDA ITEMS

- Oil and Gas Extraction in the SCAG region and the cost – Hon. Meghan Sahli-Wells, Culver City
- Water – Hon. Deborah Robertson, Rialto
- Environment Justice/Environmental Protection Agency (EPA) as it relates to Porter Ranch – Hon. Carmen Ramirez, Oxnard
- Storm Water – Hon. Diana Mahmud, South Pasadena
- EPA Superfund (24 sites in the SCAG region) – Hon. David Pollock, Moorpark
- Ken Farsing and Richard Watson regarding Los Angeles County Sanitation District Dry Weather Diversion Toolbox - Hon. Larry Forester, Signal Hill

ANNOUNCEMENTS

Hon. Judy Mitchell, Rolling Hills Estates, offered to arrange a tour of the Long Beach Container Terminal at the Port of Long Beach for any interested Committee members.

ADJOURNMENT

Hon. Deborah Robertson adjourned the meeting at 11:36 a.m.

The next regular meeting of the Energy & Environment Committee (EEC) will be held on Thursday, April 7, 2016 at the SCAG Los Angeles office.

Energy and Environment Committee Attendance Report

2016

Member (including Ex-Officio) LastName, FirstName	Date Appointed if after 1/1/16	Representing	X = County Represented					X = Attended Black Shading = Dark												Total Mtgs Attended			
			Imperial	Los Angeles	Orange	Riverside	SB	Ventura	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov		Dec		
Bertone, Denis		SGVCOG		X					J	X			G										1
Chun, Ross		TCA							O	X			E										1
Clark, Margaret		Rosemead		X					I	X			N										1
Ehrenkranz, Jordan		WRCOG				X			N	X			E										1
Englander, Mitchell		Los Angeles		X					T				R										
Forester, Larry		Gateway Cities		X						X			A										1
Friedman, Laura		AVCOG		X					M	X			L										1
Gardner, Mike		WRCOG				X			E	X													1
Genis, Sandra		OCCOG			X				E	X													1
Graham, Ed		SANBAG		X					T	X			A										1
Horne, Shari		OCCOG			X				I	X			S										1
Hwangbo, Steve		La Palma			X				N	X			S										1
Mahmud, Diana		SGVCOG		X					G	X			E										1
Martin, Thomas		GCCOG		X									M										
Mitchell, Judy		SBCCOG		X						X			B										1
Mojado, Geneva		Tribal COG								X			L										1
Munzing, Mike		District 12			X					X			Y										1
Osborne, Jim		SBCCOG		X						X													1
Parks, Linda		Ventura						X		X													1
Pettis, Greg		Cathedral City				X				X													1
Pollock, David		VCOG						X		X													1
Ramirez, Carmen		Oxnard						X		X													1
Robertson, Deborah		District 8		X						X													1
Sahli-Wells, Meghan		WCCOG		X						X													1
Sanchez, Betty						X				X													1
Schmidt, Eric		SANBAG		X																			
Schuyler, Steve		BIASC			X					X													1
Sibert, John		District 44	X																				
Terrazas, Jack		Imperial County	X							X													1
Williams, Diane		SANBAG		X						X													1
Wilson, Edward		Signal Hill				X				X													1
Wright, Bonnie		WRCOG					X																
		TOTALS	2	14	5	5	1	3															



SOUTHERN CALIFORNIA
ASSOCIATION OF
GOVERNMENTS

Main Office

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2016 MEETING SCHEDULE REGIONAL COUNCIL AND POLICY COMMITTEES

All Regular Meetings are scheduled on the 1st Thursday of each month; except for the month of October which is on the 5th Thursday of September* (Approved by the Regional Council 9-3-15)	
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 Lake

Energy & Environment
Deborah Robertson, Rialto

Transportation
Alan Wapner, San Bernardino Associated Governments

January 7, 2016
(SCAG Sixth Annual Economic Summit --- in lieu of the regularly scheduled Regional Council and Policy Committees' Meetings)

February 4, 2016

March 3, 2016

April 7, 2016

May 5 – 6, 2016
(2016 SCAG Regional Conference and General Assembly, La Quinta)

June 2, 2016

July 7, 2016

August 4, 2016 (DARK)

September 1, 2016

September 29, 2016*

(Note: League of California Cities Annual Conference, Long Beach, CA, Oct. 5 - 7)

November 3, 2016

December 1, 2016

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.

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DATE: April 7, 2016

TO: Energy and Environment Committee (EEC)
Regional Council (RC)

FROM: Rongsheng Luo, Program Manager, (213) 236-1994, luo@scag.ca.gov

SUBJECT: Status Update on Transportation Control Measure (TCM) Substitutions by Los Angeles County Metropolitan Transportation Authority (Metro), Riverside County Transportation Commission (RCTC), and San Bernardino Associated Governments (SANBAG)

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
Receive & File

EXECUTIVE SUMMARY:
The Metro, RCTC, and SANBAG TCM substitutions were adopted by the Regional Council on June 4, 2015. The three TCM substitutions have been submitted to and subsequently received concurrence from the U.S. Environmental Protection Agency (EPA) and the California Air Resources Board (ARB) respectively. With these approvals, the committed TCM status of the original TCM projects has been rescinded and the new TCM projects are effective. The three TCM substitutions have been or are being reflected through an amendment to the 2015 Federal Transportation Improvement Program.

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

BACKGROUND:
TCMs are defined as transportation projects or programs that adjust trip patterns or otherwise modify vehicle use in ways that reduce air pollutant emissions, and which are specifically identified and committed to in the most recently approved Air Quality Management Plan/State Implementation Plan (AQMP/SIP). TCMs are included in an AQMP/SIP as part of the overall control strategy to demonstrate a region's ability to attain the National Ambient Air Quality Standards.

In the SCAG region, TCM-type projects are considered committed once they have funds programmed for right-of-way or construction in an approved SCAG Federal Transportation Improvement Program (FTIP). When a committed TCM cannot be delivered or will be significantly delayed, the substitution of the TCM follows the process specified under the Clean Air Act §176(c).

In Spring 2015, SCAG received three TCM substitution requests from Metro, RCTC, and SANBAG respectively: Metro proposed to replace a park and ride lot TCM project with two park and ride lot projects and two bike lane projects in Los Angeles County; RCTC proposed to replace two bus transit facility TCM projects with an express bus expansion project in Riverside County; and SANBAG



REPORT

proposed a revision applying more realistic assumptions to its previously adopted TCM substitution to replace two park and ride lot expansion projects with one vanpool program in San Bernardino County.

Working with Metro, RCTC, and SANBAG staff, SCAG staff prepared the final analysis on the three TCM substitutions demonstrating that each of the three proposed TCM substitutions meets all federal requirements. As part of the substitution process, each of the three TCM substitution requests was brought before the SCAG's Transportation Conformity Working Group, the Clean Air Act required interagency consultation group for the SCAG region, for interagency consultation; and each was also released for a formal 15-day public review period. No comments were received during the public comment period.

As recommended by the EEC, the Regional Council adopted the three TCM substitutions at its meeting on June 4, 2015. Subsequently, the three TCM substitutions were submitted to EPA and ARB for their respective review. As part of the EPA and ARB's review process, additional technical clarification information has been provided to ARB and EPA. Upon conclusion of their respective review, ARB issued its concurrences on the Metro, RCTC, and SANBAG TCM substitutions on August 28, 2015; February 2, 2016; and August 26, 2015 respectively; EPA issued its concurrences on the three TCM substitutions on March 11, 2016; February 23, 2016; and August 27, 2015 respectively. In accordance with the Clean Air Act, SCAG's approval of the TCM substitutions with concurrence of EPA and ARB rescind the committed TCM status of the original TCM projects and the new TCM projects become effective. The three TCM substitutions have been or are being reflected through an amendment to the 2015 Federal Transportation Improvement Program

The conclusion of the three TCM substitutions fulfills the applicable transportation conformity requirements and allows unimpeded implementation of critical transportation projects throughout the region.

FISCAL IMPACT:

Work associated with this item is included in the current FY15-16 Overall Work Program (16-025. SCG0164.01: Air Quality Planning and Conformity).

ATTACHMENT:

None



DATE: April 7, 2016

TO: Executive/Administration Committee (EAC)
Energy and Environment Committee (EEC)
Regional Council (RC)

FROM: Basil Panas, Chief Financial Officer, (213) 236-1817, panas@scag.ca.gov

SUBJECT: Resolution No. 16-578-3 for the United States Department of Energy (DOE) Office of Energy Efficiency & Renewable Energy (EERE) Clean Cities Outreach, Education, and Performance Tracking Grant

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION FOR EEC:
Receive and File.

RECOMMENDED ACTION FOR EAC:

Recommend that the Regional Council approve Resolution No. 16-578-3 authorizing SCAG to accept United States Department of Energy (DOE) Office of Energy Efficiency & Renewable Energy (EERE) funds to support Clean Cities Outreach, Education, and Performance Tracking, and authorize the Executive Director or his designee to execute all related agreements and other documents on behalf of the Regional Council.

RECOMMENDED ACTION FOR RC:

Approve the attached Resolution No. 16-578-3, authorizing SCAG to accept United States Department of Energy (DOE) Office of Energy Efficiency & Renewable Energy (EERE) funds to support Clean Cities Outreach, Education, and Performance Tracking, and authorize the Executive Director or his designee to execute all related agreements and other documents on behalf of the Regional Council.

EXECUTIVE SUMMARY:

SCAG has received a grant award from the United States Department of Energy (DOE), in Office of Energy Efficiency & Renewable Energy (EERE) Program Funds ("Grant Funds"), to support Clean Cities Outreach, Education, and Performance Tracking. The grant will be used for the Clean Cities Program, to support locally-based and government partnership efforts to expand the use of vehicles operating on alternative fuels in the SCAG region. SCAG staff will provide an annual update to the Energy and Environment Committee in regard to the Coalition's recent efforts.

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; Goal 2: Obtain Regional Transportation Infrastructure Funding and Promote Legislative Solutions for Regional Planning Priorities and Goal 4: Develop, Maintain and Promote the Utilization of State of the Art Models, Information Systems and Communication Technologies.

BACKGROUND:

SCAG has received Grant Funds in the amount of \$45,000 to support Clean Cities Outreach, Education, and Performance Tracking. The Clean Cities Program was established by the DOE and designated to support locally based government/industry partnerships in the expanded use of vehicles operating on alternative fuels. The mission of the Clean Cities Program is to advance the nation's economic, environmental and energy security by supporting local decisions to adopt practices that contribute to the reductions of petroleum consumption. Clean Cities carries out this mission through a network of coalitions, which develop public/private partnerships to promote alternative fuels and vehicles, fuel blends, fuel economy, hybrid vehicles, and idle reduction.

In 2010, the Regional Council directed SCAG staff to assume the lead administrative role of the Southern California Clean Cities Program. The SCAG (or Southern California) Clean Cities Coalition (CCC) coordinates the activities of both private and public sector proponents of alternative fuel vehicles (AFVs) by providing a forum to discover commonalities, collaborate on public policy, investigate opportunities for joint projects, leverage scarce resources and cooperate on promoting the benefits of AFVs throughout the region.

FISCAL IMPACT:

The grant program will authorize SCAG to receive \$45,000 in Grant Funds from the DOE Office of Energy Efficiency & Renewable Energy (EERE) to support the SCAG Clean Cities Coalition program.

ATTACHMENT:

Resolution No. 16-578-3





SOUTHERN CALIFORNIA
ASSOCIATION OF
GOVERNMENTS

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Bill Jahn, Big Bear Lake

Energy & Environment
Deborah Robertson, Rialto

Transportation
Alan Wapner, San Bernardino
Associated Governments

RESOLUTION NO. 16-578-3

**A RESOLUTION OF THE SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS APPROVING THE
ACCEPTANCE OF CALIFORNIA ENERGY COMMISSION (CEC)
GRANT FUNDS TO SUPPORT MULTI-UNIT DWELLING
PLUG-IN ELECTRIC VEHICLE READINESS STRATEGIES**

WHEREAS, the Southern California Association of Governments (SCAG) is the designated Metropolitan Planning Organization (MPO), pursuant to 23 U.S.C. Section 134 et seq. and 49 U.S.C. Section 5303 et seq., serving the nation's largest metropolitan planning area comprised of Los Angeles, Orange, San Bernardino, Riverside, Ventura and Imperial Counties;

WHEREAS, SCAG has received notice of a grant award (Grant Funds) from the United States Department of Energy (DOE) Office of Energy Efficiency & Renewable Energy (EERE) to support Clean Cities Outreach, Education, and Performance Tracking;

WHEREAS, the National Energy Technology Laboratory (NETL) will award the funds directly to SCAG on behalf of the US DOE;

WHEREAS, the Clean Cities Coalition Program, established by the U.S. Department of Energy, is designated to support locally-based and government partnership efforts to expand the use of vehicles operating on alternative fuels; and

WHEREAS, the Grant Funds will be used to develop public/private partnerships to promote alternative fuels and vehicles, fuel blends, fuel economy, hybrid vehicles, and idle reduction; and work will involve Clean Cities stakeholder outreach, conducting special topic webinar, and reporting on the use of alternative fuels by public and private fleet operators in the SCAG region.

NOW, THEREFORE, BE IT RESOLVED by the Regional Council of Southern California Association of Governments to authorize SCAG to accept and administer the Grant Funds to support the SCAG Clean Cities Coalition Program.

BE IT FURTHER RESOLVED by the SCAG Regional Council as follows:

1. That the Regional Council hereby authorizes SCAG to accept the Grant Funds from the National Energy Technology Laboratory (NETL) on behalf of the U.S. DOE.
2. That SCAG's Executive Director or his designee is hereby designated and authorized by the Regional Council to execute all necessary agreements and other documents on behalf of the Regional Council as they relate to receipt of the Grant Funds supporting the SCAG Clean Cities Coalition Program.

PASSED, APPROVED AND ADOPTED by the Regional Council of the Southern California Association of Governments at a regular meeting this 7th day of April, 2016.

Cheryl Viegas- Walker
President, SCAG
Councilmember, El Centro

Attested by:

Hasan Ikhata
Executive Director

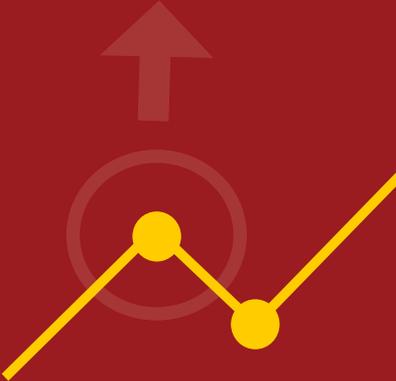
Approved as to Form:

Joann Africa
Chief Counsel

SAVE THE DATE

27TH ANNUAL
DEMOGRAPHIC WORKSHOP

THE CONTINUED RISE OF THE **MILLENNIALS?**



MONDAY, JUNE 13, 2016

8:00a.m. - 3:00p.m.

California Science Center

Loker Conference Center
700 Exposition Park Drive
Los Angeles, CA 90037

www.scag.ca.gov/demographics

Page 14 of 25

Presented by

**USC
Price**
Sol Price School
of Public Policy



JOIN US FOR THE 27TH ANNUAL DEMOGRAPHIC WORKSHOP

The Southern California Association of Governments and the University of Southern California Sol Price School of Public Policy are pleased to invite you to the 27th Annual Demographic Workshop at the California Science Center on Monday, June 13, 2016. This year's program, "The Continued Rise of the Millennials?" provides new insights and research on this important demographic group and what that means for the region's future, including housing, employment and services. The program will include guest speakers and panels related to this topic and will be attended by over 150 thought leaders, business representatives and city officials.

MONDAY, JUNE 13, 2016 // 8a.m. – 3p.m.

Continental breakfast served at 7:30am.

Register online at www.scag.ca.gov/demographics

Early bird registration (ends May 31): \$75/person

Registration (after May 31): \$100/person

Student registration: \$50/person

Continental breakfast and lunch included

For more information, contact John Cho
(213) 236-1847 or choj@scag.ca.gov

7 hours of CM credit is available for this event

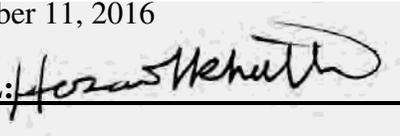
www.scag.ca.gov/demographics

DATE: April 7, 2016

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

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

SUBJECT: SCAG Housing Summit, October 11, 2016

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

EXECUTIVE SUMMARY:
SCAG Staff is planning to hold a Housing Summit on October 11, 2016 to connect attendees with resources and opportunities created by State legislation and local policies to build more affordable housing as aligned with the goals of SCAG's Regional Transportation Plan/ Sustainable Communities Strategy (RTP/SCS). In addition to conveying the tools and programs of using state policies to leverage resources and opportunities, the agenda will also include speakers on demographic and housing demand and construction trends, funding infrastructure to support housing and how to convey the health, economic, and accessibility benefits to communities. In addition local jurisdictions are encouraged to update its planning and zoning authorities to create opportunities for affordable housing. As part of the Summit development, SCAG staff is pursuing a partnership approach and will include key stakeholders active in regional housing issues. Anticipated Summit participants include elected officials, planning directors/staff, city managers, developers, housing advocates, public health department directors, and transit planners.

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:
SCAG Staff is planning to hold a Housing Summit on October 11, 2016 in downtown Los Angeles to connect attendees with resources and opportunities created by State legislation and local policies to build more affordable housing as aligned with the goals of SCAG's Regional Transportation Plan/ Sustainable Communities Strategy (RTP/SCS). An example is the Affordable Housing and Sustainable Communities (AHSC) Grant program, which is created from funds raised by California's Cap and Trade Program. Other examples include opportunities for jurisdictions to establish Enhanced Infrastructure Financing Districts and Community Revitalization Authorities, both of which were created by recent legislative bills, SB 628 (Beall) and AB 2 (Alejo), respectively. In addition, local jurisdictions are encouraged to

REPORT

update its planning and zoning authorities to create opportunities for affordable housing. The Summit will challenge the traditional thinking that a jurisdiction needs a vast amount of funding and resources to build affordable housing in the community. Rather, participants will learn about ways to create a community environment that fosters affordable housing, such as establishing developer incentives or using local zoning policies to encourage building.

In addition to conveying the tools and programs of using State policies to leverage resources and opportunities, the Summit will also include speakers on demographic and housing demand and construction trends, funding infrastructure to support housing and how to convey the health, economic, and accessibility benefits to communities. In addition to the morning panel that will convey the message of using state policies to leverage resources and opportunities, the agenda will also include speakers on funding infrastructure to support housing and how to convey the health, economic, and accessibility benefits to communities.

Anticipated participants include elected officials, planning directors/planning staff, city managers, developers, housing advocates, public health department directors, and transit planners. To ensure sufficient geographical representation for different challenges and solutions, SCAG is proposing to partner with several agencies and stakeholders, such as the City of Los Angeles and the Inland Empire Economic Partnership. A partnership with these agencies can help secure keynote speakers and enhance marketing efforts to promote the event. SCAG will begin its marketing campaign for the conference in early Summer 2016 and reach out to potential sponsors and partners concurrently.

FISCAL IMPACT:

Work associated with this item is included in the Fiscal Year 2016-2017 Overall Work Program (WBS Number 16-080.SCG00153.04: Regional Assessment).

ATTACHMENT:

None.

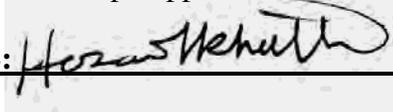
DATE: April 7, 2016

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

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

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

EXECUTIVE DIRECTOR'S APPROVAL:



RECOMMENDED ACTION:

For Information Only – No Action Required.

EXECUTIVE SUMMARY:

In the second round of Cap and Trade Affordable Housing Sustainable Communities (AHSC) statewide grant program, there are thirty-six (36) concept applications. SCAG staff Evaluation Team will review whether the proposed project supports the implementation of the 2012 RTP/SCS. The deadline to complete concept application review and submit SCAG's recommendations to Strategic Growth Council (SGC) is April 13, 2016. Applicants invited to submit a full application will be notified the week of April 25, 2016 and will have six (6) weeks for full application preparation. Full applications will be due to SGC by June 2016.

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.

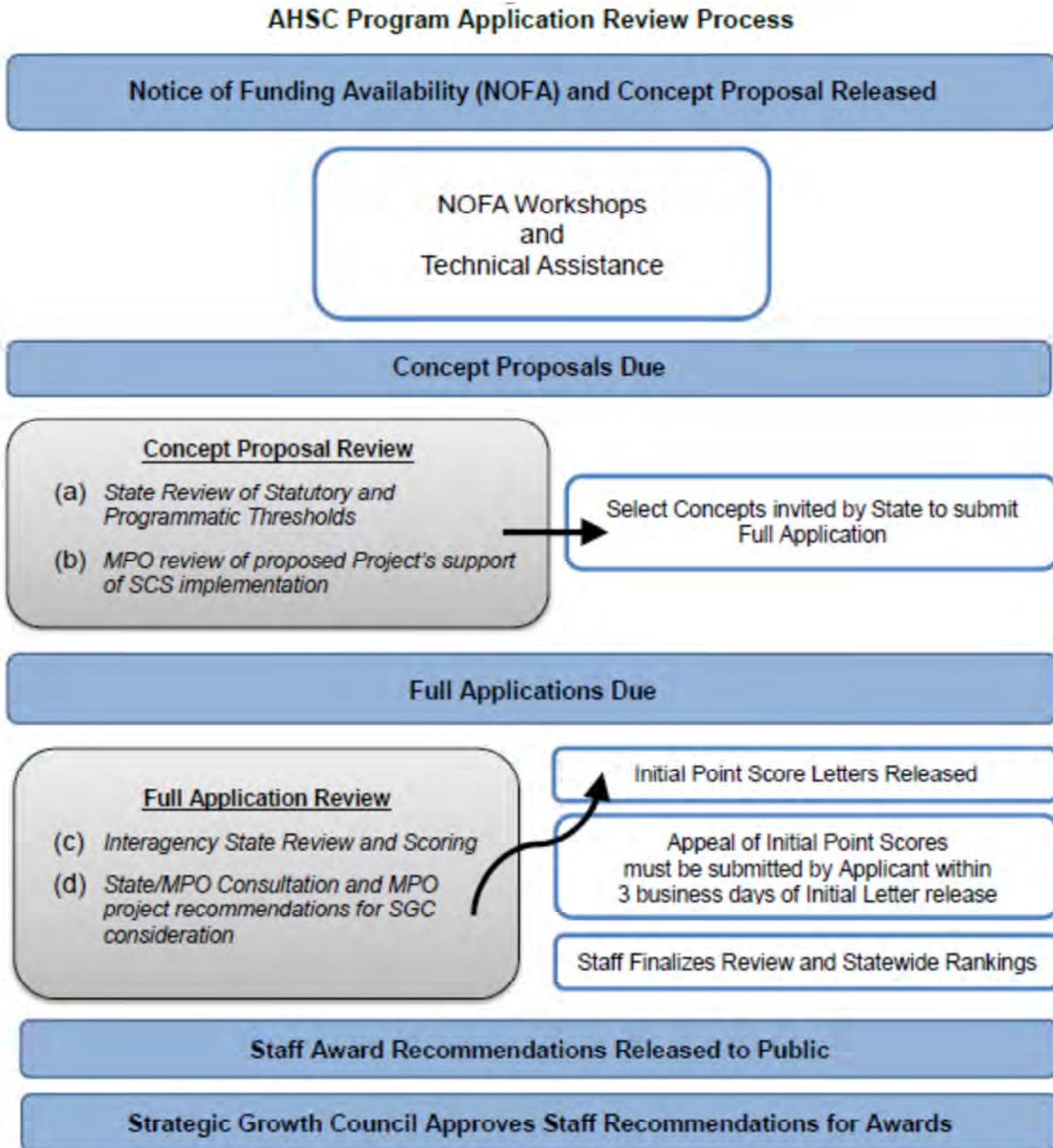
BACKGROUND:

Through the State budget process, Cap-and-Trade auction proceeds are appropriated from the Greenhouse Gas Reduction Fund (GGRF) to State agencies and programs. The SGC is administering the AHSC program, which is intended to further regulatory purposes of AB 32 and SB 375 by investing GGRF monies in projects that reduce greenhouse gas emissions through more compact, infill development patterns, integrating affordable housing, encouraging active transportation and mass transit usage, and protecting agricultural land from sprawl development. For the 2015-2016 fiscal year, SGC and the California Department of Housing and Community Development (HCD) announced that \$320 million of funding would be available for the AHSC program.

SB 862 provides that SGC "shall coordinate with the metropolitan planning organizations (MPO) and other regional agencies to identify and recommend projects within their respective jurisdictions that best

REPORT

reflect the goals and objectives of this division.” Table 1 illustrates the overall AHSC application review process, including where in the process MPO coordination takes place.



Applications

Concept applications were due to SGC on March 16, 2016. On March 24, SGC forwarded SCAG staff thirty-six (36) concept applications to review whether the proposed project supports the implementation of the SCS. By county, Los Angeles County was represented by twenty-four (24) submittals, followed by Ventura County with five (5), Imperial County, Orange County, and San Bernardino County with two (2) each, and Riverside County with one (1). The total amount requested by all applications is \$310.5 million. At the time of the staff report writing, SCAG staff is still reviewing concept applications, which must be submitted to SGC by April 13, and will provide a verbal update on the review findings at the April 7 meetings.

SCAG will have an Evaluation Team to evaluate concept and full applications and recommend projects based on support of SCS implementation. The Evaluation Team will be comprised of two SCAG land use staff and one SCAG transportation staff.

At its March 3, 2016 meeting, the Regional Council approved a set of evaluation criteria to review and rank proposed AHSC projects in Transit Oriented Development (TOD) project areas and Integrated Connectivity Project (ICP) project areas. The criteria are based on the 2012 RTP/SCS strategies, which reflects the most recently adopted RTP/SCS, and the SCAG Sustainability Grant Program Call for Projects. The approved criteria will help staff identify competitiveness of the applications as to supporting the SCS implementation.

SGC will invite selected participants to apply for the full AHSC program application the week of April 25, 2016. Full applications will be due to SGC by June 20, 2016 and full application review by SCAG will occur between late-June and August 2016. Awards will be announced by SGC in September 2016.

FISCAL IMPACT:

Work associated with this item is included in the Fiscal Year 2015-2016 Overall Work Program (WBS Number 16-080.SCG00153.04: Regional Assessment).

ATTACHMENT:

None.

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DATE: April 7, 2016

TO: Energy and Environment Committee (EEC)

FROM: Sarah Jepson, Manager, Active Transportation and Special Programs (213) 236-1955
jepson@scag.ca.gov

SUBJECT: Southern California Superfund Sites and Groundwater Contamination in the Los Angeles (LA) Central Basin

EXECUTIVE DIRECTOR'S APPROVAL:**RECOMMENDED ACTION:**

Information Only—No Action Required.

EXECUTIVE SUMMARY:

Faced with a drying climate, groundwater is an increasingly important resource for communities in Southern California. Steven Leonido-John, Director, LA Field Office, U.S. Environmental Protection Agency (EPA) will provide information on the EPA's efforts to collaborate with other agencies to investigate groundwater contamination in the LA Central Basin, as well as provide a status update on the clean-up efforts underway on EPA designated Superfund sites in the region, some of which include groundwater contamination.

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 EPA is responsible for providing clean and safe surface water, ground water, and drinking water and protecting and restoring aquatic ecosystems. This work is carried out by ten regional offices, each of which is responsible for the execution of core programs within several states and territories. Steven Leonido-John, Director, LA Field Office, EPA Region 9, will provide an overview of the EPA's role and efforts to investigate groundwater contamination in the LA Central Basin. He will also provide an overview of EPA's Superfund program, which is responsible for cleaning up some of the nation's most contaminated land and responding to environmental emergencies, oil spills and natural disasters.

FISCAL IMPACT:

No Fiscal Impact. This is not a SCAG funded project

ATTACHMENT:

(PowerPoint Presentation will be distributed at the meeting)

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DATE: April 7, 2016

TO: Transportation Committee (TC)
Energy and Environment Committee (EEC)
Community, Economic, and Human Development Committee (CEHD)

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

SUBJECT: *Go Human* Update

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

EXECUTIVE SUMMARY:
In September 2015, SCAG launched “Go Human,” a region-wide active transportation safety and encouragement campaign funded by a grant from the statewide competitive portion of the 2014 Active Transportation Program. This report and presentation provide an update on the campaign activities to date, including opportunities for local jurisdictions to participate in the advertising campaign, pop-up events, demonstration projects and trainings, and the latest on the toolkit development. Staff will also provide information on the Active Transportation Leadership Symposium to be held May 4th prior to SCAG’s annual General Assembly conference.

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 September 2015, SCAG launched *Go Human*, a region-wide active transportation safety and encouragement campaign (Campaign) funded by a grant from the statewide competitive portion of 2014 Active Transportation Program. The primary goals of the *Go Human* campaign are to reduce collisions involving pedestrians and bicyclists, while increasing the levels of walking and biking in Southern California. To achieve these goals, SCAG and its partners are implementing a regional advertising campaign focused on promoting roadway safety, as well as, supporting the implementation of events and demonstration projects 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. In addition, SCAG staff and consultants have hosted Active Transportation



REPORT

Working Group meetings, conducted focus groups, and developed community advisory committees and user group panels to gain input and generate interest in the various components of the Campaign.

Leadership Symposium

As part of the *Go Human* Campaign, SCAG will host a Leadership Symposium to promote safety and encourage walking and biking in the region. The primary goal of the Symposium will be to provide resources to elected officials to participate in, and extend the reach of, the *Go Human* Campaign by way of a tailored toolkit training for elected officials and a site visit to a demonstration project that SCAG is funding in Palm Desert. SCAG staff encourages members of SCAG Policy Committees to attend the Leadership Symposium as well as elected officials from cities that have signed on the U.S. Department of Transportation's Mayor's Challenge, are partnering with SCAG on the *Go Human* events, are hosting Randal Lewis Public Health fellows, and/or have received ATP funding.

The Symposium will be held on Wednesday, May 4, 2016 from 11:30 am to 3:30 pm at the La Quinta resort, before SCAG's annual General Assembly. For more information and to RSVP please contact Alek Bartrosouf (bartrosouf@scag.ca.gov), 213-236-1884.

Advertising Campaign

SCAG launched the paid media component of *Go Human* from September to December of 2015, which is the time of year with the highest rate of collisions due to reduced daylight hours. The media purchases targeted drivers, bicyclists and pedestrians with a "point of engagement" strategy, to reach them when they are on the move. For example, drivers were reached through bus tails and radio advertisements and pedestrians were reached through messaging inside busses and bus stops. The print and radio advertisements were produced in English and Spanish and were supported by broader public relations effort in Chinese, Korean and Vietnamese. To support further dissemination of advertising materials and messages, a press kit was developed for any local or regional agency interested in including the Campaign advertisements on their websites or disseminating information through other channels.

The media campaign was successful in achieving approximately 143.8 million impressions (each time someone views the advertisement) with SCAG's media purchasing. In addition, SCAG worked with partners across the region to achieve an additional 212.6 million impressions from donated media (valuing approximately \$435,216) more than doubling the campaign reach. Twelve local and county agencies provided additional advertising space and dozens more included *Go Human* social media posts, web banners and information into their communications. SCAG conducted an evaluation of the media campaign's effectiveness and found that one in five drivers reported seeing one of the ads and that 80 percent of drivers found the ads motivating enough to change their behavior. Successful awareness campaigns require repeated exposure to campaign messaging. In order to ensure this, SCAG in partnership with the County Transportation Commissions and County Departments of Public Health has applied for an Office of Traffic Safety grant to continue the campaign activities in 2016 and 2017.

Local jurisdictions are encouraged to co-brand and take advantage of campaign materials to promote *Go Human* in their communities. Materials are available for viewing on the [Go Human website](#). The website



REPORT

also hosts the *Go Human* blog and links to the Campaign Facebook and Twitter account which are available to promote local projects and information from across the region. Please contact Julia Lippe-Klein (lippe-klein@scag.ca.gov), 213-236-1856, for more information.

Go Human Events

The Open Streets & Temporary Events portion of the Campaign involves 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, SCAG will support local communities in transforming streets through temporary improvements (or pop-ups), open streets events and other fun activities that increase awareness of active transportation and complete street concepts. Local partners were selected through a Call for Projects process that SCAG issued in Spring 2015. Through the ATP grant, SCAG has resources to fund six events, but due to the significant interest in the program, SCAG in partnership with the county transportation commissions (CTCs) and local agencies was able to secure an additional \$872,500 to provide funding awards to support all 16 eligible projects that were submitted as part of the Call for Projects. The majority of the new funding comes from grants awarded by the Mobile Source Air Pollution Reduction Review Committee to partnering agencies.

The events will occur between March 2016 and June 2017. The details of the event schedule can be found in the attached PowerPoint presentation. Planning for the first seven events is underway, including regular meetings of the community advisory committees, route planning and programming. Resources developed for the program, including design templates, will be available to local agencies interested in pursuing similar events in their communities. For more information regarding the events and demonstration phase of the Campaign, please contact Stephen Patchan (patchan@scag.ca.gov), 213-236-1923.

Toolkits and Trainings

SCAG is creating four toolkits to assist in encouragement efforts of active transportation. The four audiences include: 1) elected officials, 2) employers, 3) transportation and public health professionals, and 4) community members. For each of these audiences, SCAG has convened a user group panel to identify needs and review deliverables. In addition, SCAG hosted an advocacy workshop for local bicycle and pedestrian community based organizations to capture their expertise around engagement with disadvantaged communities. As of April 12, 2016, all four of the user group panels will have met, providing SCAG with initial input on the issues, needs and opportunities regarding the key audiences.

SCAG is currently working with the consultant to develop the draft toolkits which will be shared with the user group panels prior to finalization. Trainings are scheduled to commence in May 2016. SCAG will collaborate with the CTCs, county health departments and other interested agencies to schedule the trainings in venues across the region. As part of the Office of Traffic Safety application, SCAG has applied to create an additional toolkit for law enforcement agencies. For more information, please contact Alan Thompson (thompson@scag.ca.gov), 213-236-1940.



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. SCAG will receive \$872,500 in [insert source] funds that will be utilized to supplement the budget for the *Go Human* events. Approval to receive the Caltrans funds was passed on August 7, 2014 by Board Resolution 14-561-2.

ATTACHMENT:

PowerPoint Presentation: “Campaign Update”

Southern California Active Transportation Safety & Encouragement Campaign



Project Update

April 7, 2016



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 Phases



Phase 1

Campaign Planning

Advertising Campaign

Phase 2

Open Streets &
Temp Events

Phase 3

Bicycle Safety Trainings

Toolkits/Trainings

Paid and Donated Media



Campaign Reach



- **350 million** total estimated impressions
- **\$450,000** in added-value benefits
- **\$435,000** in donated media (212.6 million impressions)
- **\$1.3 million** total value (paid media, donated media + added value benefits)
- **38** earned media pieces (13 million media impressions)
- **15** agency partners

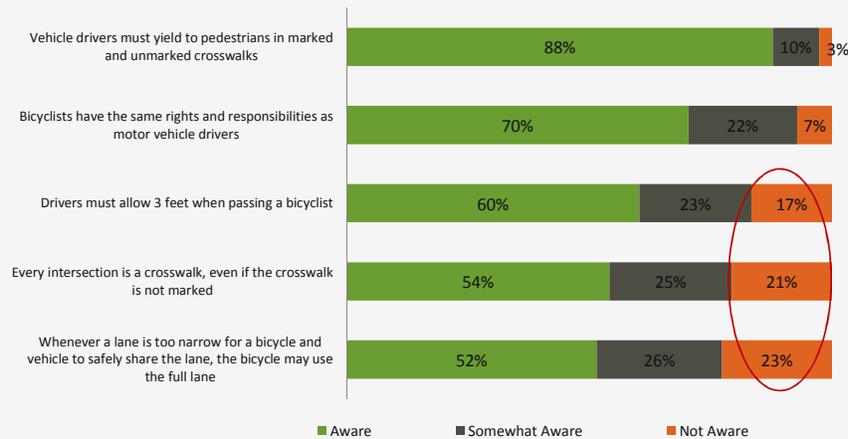


Evaluation Results



- Quantitative survey of 615 drivers
 - Safety is a key concern when walking and bicycling
 - Knowledge of traffic safety laws can be improved
 - Over 20% had seen and recognized the ads
 - Over 80% found the ads to be motivating

Specific Law Awareness



- Base: Total Respondents (n=615)
- Q20) How aware are you of the following laws?
- Source: Statistical Tables 76-80

Open Streets & Demonstration Projects



- Re-imagine streets for walking and biking
- SCAG Call for Partners issued in May 2015
- Six cities selected for events in May 2016
- SCAG + Partners granted \$598,011 to fund events in all cities that applied

Open Streets & Demonstration Projects



- City of Los Angeles - March 12, 2016
- City of El Centro - March 26, 2016
- City of Palm Desert - May 7, 2016
- Southeast (LA) Cities – May 15
- City of Westminster - May 21, 2016
- City of South El Monte – Summer 2016
- City of Fontana – July 2016

- +9 events Fall 2016, Spring 2017



Open Streets & Demonstration Projects



Toolkits and Trainings



Target Audience	Example Reps
Elected Officials	County officials City officials
Transportation and Public Health Professionals	Regional agencies Cities/Counties Transit agencies
Community Groups	Local interest groups Environmental/Health groups Neighborhood Councils
Employers	Chambers/BIDs TMAs/TDM programs Individual employers



Toolkits and Trainings



Nov-Dec 2015	Planning & Stakeholder Identification
Jan-Apr 2016	Targeted Training Strategy & Toolkits Planning
May-Jun 2016	Release of Targeted Toolkits & Training Activities
Jul-Aug 2016	Monitoring, Effectiveness & Final Reporting



January 21, 2016

Leadership Symposium



- Active Transportation Leadership Symposium
 - For elected officials interested in promoting active transportation
 - May 4, 2016 (11:30 AM - 3:30 PM)
 - La Quinta/Palm Desert



More information:



Rye Baerg
Baerg@scag.ca.gov

