

## Southern California

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*Shared Values, Shared Future*

## 2% Strategy Implementation Tools & Resources

SCAG-SDI Symposium  
November 16, 2005

Hasan Ikhata, Director, Planning & Policy  
Southern California Association of Governments



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## The Region



- 6 Counties
- 187 Cities
- 38,000 square miles
- 18 million people
- 10th largest economy in the world



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# Existing Challenges

- CONGESTION ► Worst in nation
- AIR QUALITY ► Bad and getting worse
- PERSONAL INCOME ► Ranked last out of 17 largest metros.  
(1 out of 6 living in poverty)
- HOUSING ► Severe crisis
- FINANCE ► Shrinking Federal & State Resources**

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# Growth Forecast

Over the  
Next 30  
Years

Regional Population is  
forecast to increase by  
**6,200,000** people to  
23,000,000

Like adding  
two cities  
the size of  
Chicago



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# It Became Very Clear

We needed a new strategy

We needed a vision for a  
brighter future

We needed a  
**COMPASS** to point us  
in the right direction



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# We Undertook a Major Initiative

- A "Growth Visioning" Exercise
- An exercise that had been undertaken successfully in Denver, Salt Lake City and Chicago to get in front of growth



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# Public Participation

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- Public Opinion Polling & Focus Groups
- Hands-on Workshops Throughout the Region
- Peer Review of Alternative Growth Scenarios



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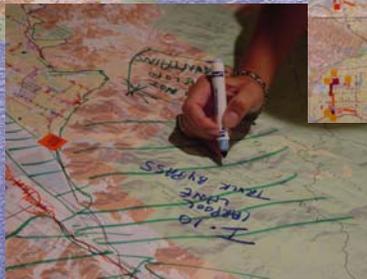
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# Public Workshops

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Participants build scenarios



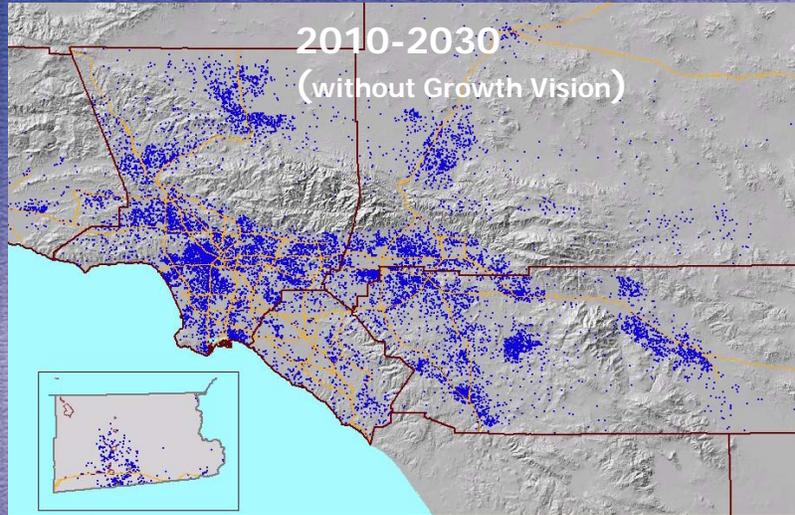
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# Household Growth



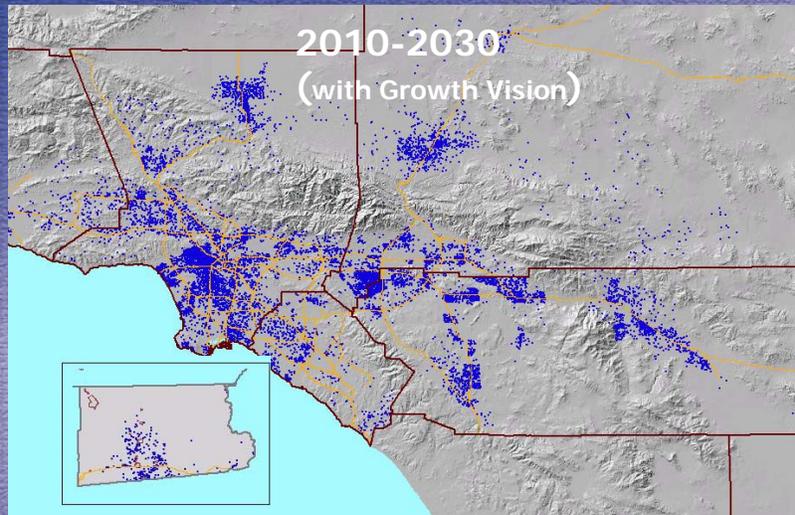
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# Household Growth



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## Key Benefits



Allows transit systems to become more productive



Improves capacity and efficiency of goods movement, supporting growth of the Logistics Industry

### Significant Reductions:

- 7 million Vehicle Miles Traveled (VMT)
- 340,000 Vehicle Hours Traveled (VHT)
- 180,000 hours in Delay due to Congestion

**PER DAY  
in 2030**

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## Defining Compass 2% Strategy Opportunity Areas

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# SCAG Region

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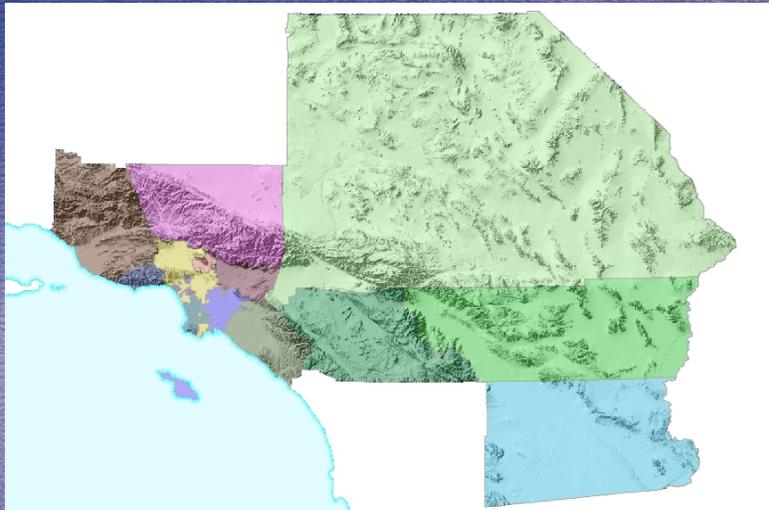
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# SCAG Subregions

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# San Gabriel Valley COG

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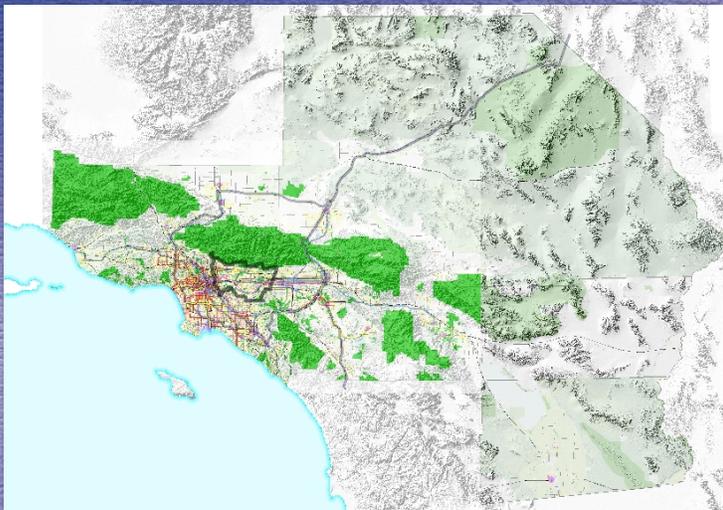
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# Growth Concept

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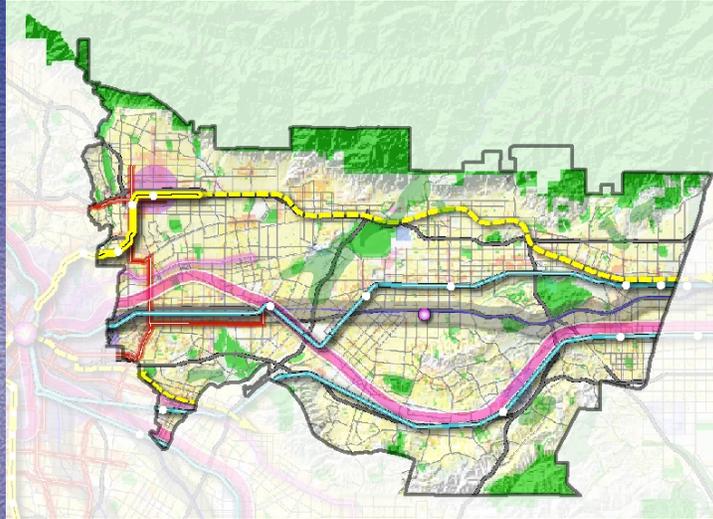
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# Growth Concept

*Shared Values, Shared Future*



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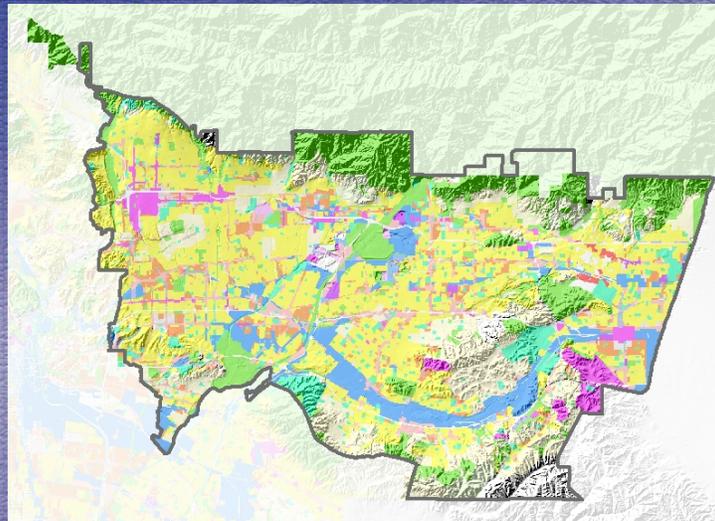
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# General Plan

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The Growth Concept is consistent with the General Plan



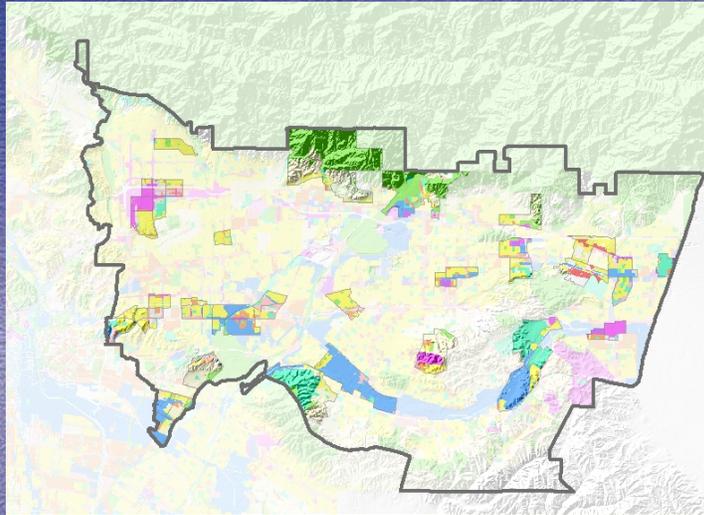
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# Areas of Change

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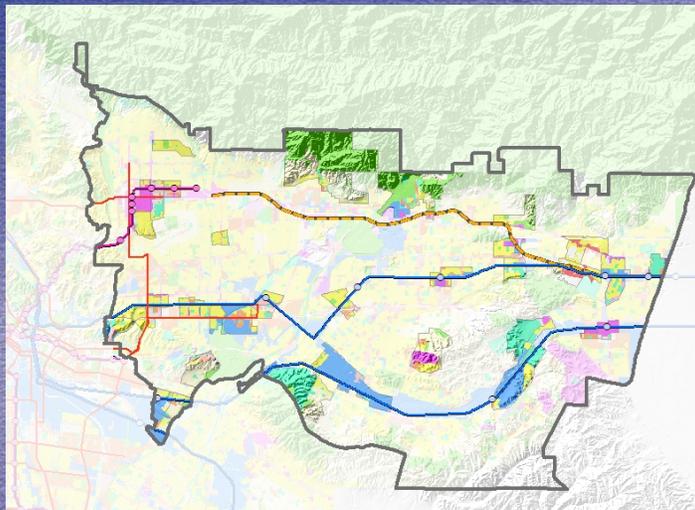
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# Existing and Planned Transit

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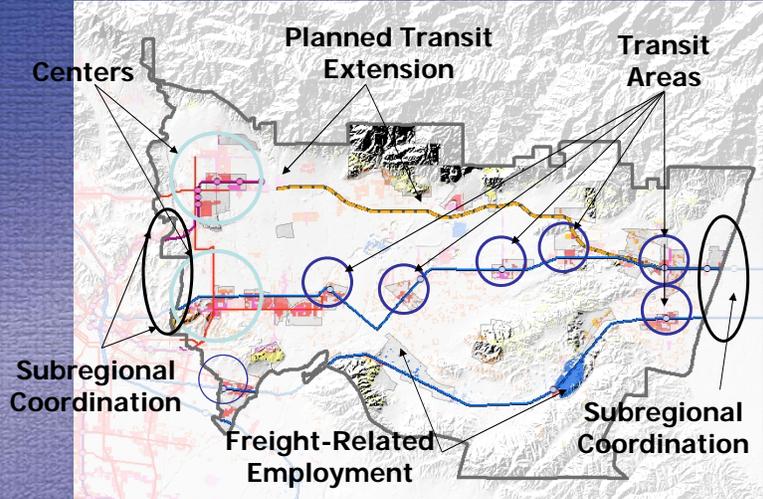
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# Significant Strategic Areas

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# Compass 2% Strategy

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## ***ACTION PLAN***

### ***Help Local Partners***

- Enable interested local governments within the Strategic 2% Opportunity Areas to plan consistently with the Compass principles through providing appropriate technical assistance
- Priority to member cities planning to accommodate growth in areas with existing and planned transportation infrastructure capacity

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## Suite of Services

# ***ACTION PLAN***

***Help Local  
Partners***

- Keyhole Satellite Imagery
- Redevelopment Photo-simulations
- Tipping Point Analysis - Return on Investment Financial Tool
- LA Lots

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## Suite of Services

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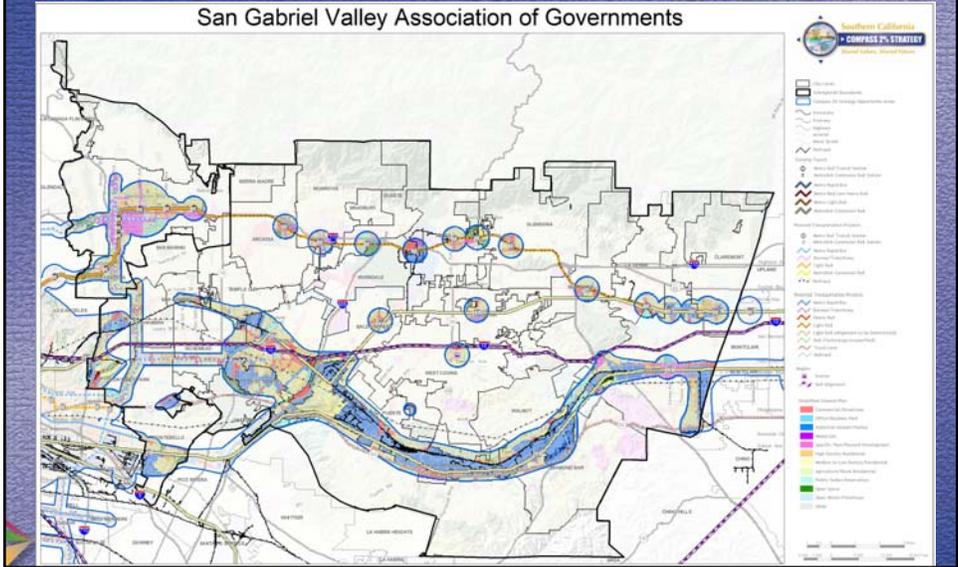
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2% Strategy Concept Map

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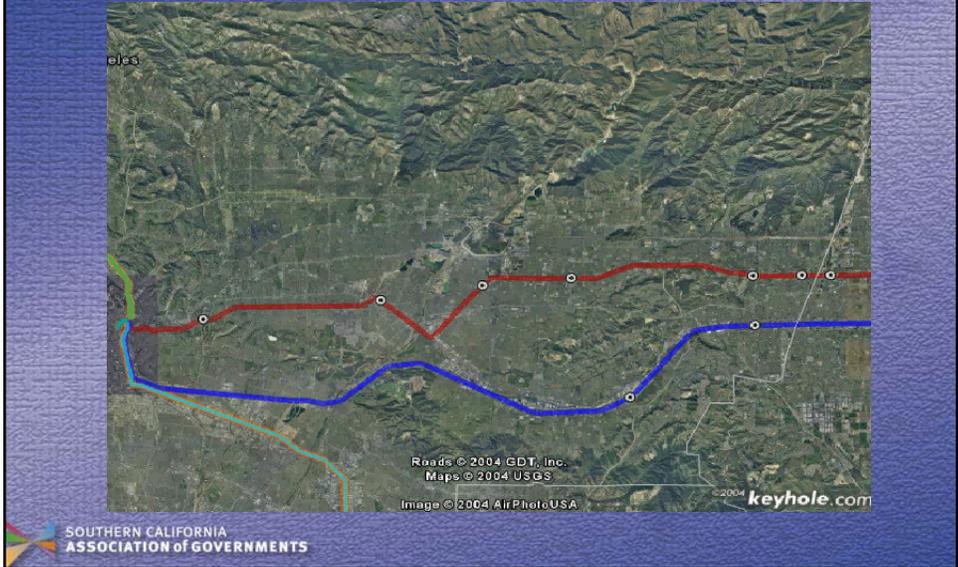


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Centers

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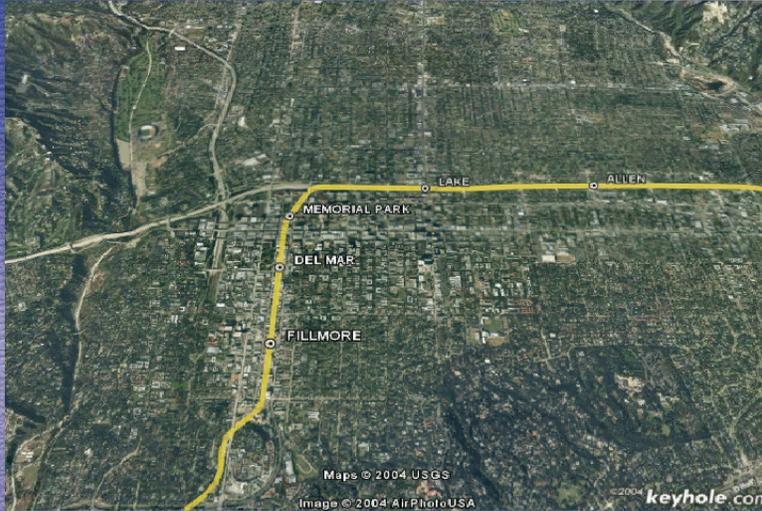


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# Station Areas



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# Employment Centers



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## Transit Extension



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## Suite of Services

***ACTION  
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Renovates existing communities...





**into walkable communities**

# Revitalizes aging centers...



into vibrant places



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## Suite of Services

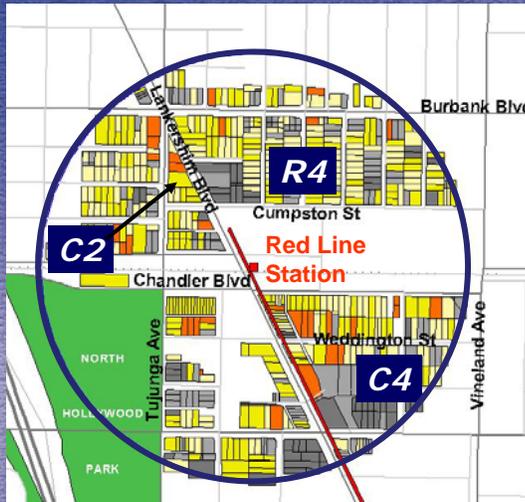
***ACTION  
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# Redevelopment Return on Investment



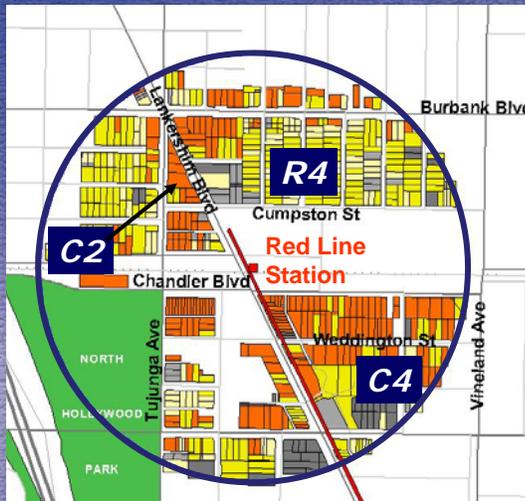
Existing Conditions  
and Zoning  
Requirements

ROI %



Potential Value  
\$100 M

# Redevelopment Return on Investment



Reduced Parking  
Requirements

Increased F.A.R.

ROI %



Potential Value  
\$465 M

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## Suite of Services

# ACTION PLAN

*Help Local Partners*

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- **LA Lots**

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## L. A. LOTS



- Maps eligible parcels:
  - at regional level
  - neighborhood level
  - parcel level
- A powerful screening tool that combines mapping features, satellite imagery, parcel data, and census data
- Caters to the needs of developers, planners, city officials and policy makers

<http://lots.ucla.edu>

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# Putting it all Together



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# Demonstration Projects

## ***ACTION PLAN***

### ***Help Local Partners***

- Ontario
- South Pasadena
- Upland
- Lake Elsinore
- ULI - Inland Empire



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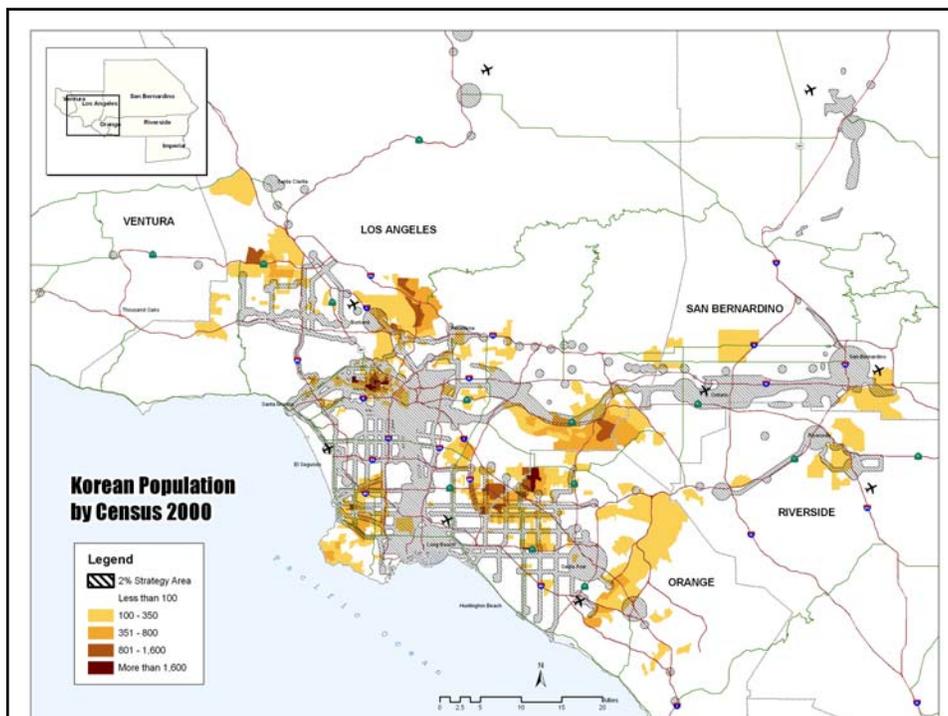
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# Next Steps

- Continue Vision refinement and consensus building activities
- Initiate additional 2% Strategy Demonstration Projects
- Convene Compass Partnership
- Further implementation action plan e.g., promote Suite of Services, 2007 RTP/EIR, legislative strategies

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**Thank You**



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