

CONNECT SOCAL 2024

The 2024–2050 Regional Transportation Plan/Sustainable Communities Strategy
of the Southern California Association of Governments

Public Participation & Consultation

TECHNICAL REPORT

ADOPTED APRIL 4, 2024



Public Participation & Consultation

TECHNICAL REPORT

EXECUTIVE SUMMARY	1
BACKGROUND: SCAG'S PUBLIC PARTICIPATION PLAN	1
CONNECT SOCIAL WEBSITE AND NEWSLETTER	2
WORKING GROUPS AND TECHNICAL ADVISORY COMMITTEES	2
REGIONAL PLANNING WORKING GROUPS	6
CONSULTATION FOR CONNECT SOCIAL 2024	9
AB 1246 CONSULTATION	11
PUBLIC OUTREACH SUMMARY	11
PUBLIC OUTREACH FINDINGS	14
DRAFT CONNECT SOCIAL 2024 CIRCULATION	25
ENDNOTES	40

1. EXECUTIVE SUMMARY

As part of the development of Connect SoCal 2024, the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS or the Plan), SCAG conducted robust outreach and stakeholder engagement. This report provides a summary of outreach activities and findings. Through the outreach efforts, SCAG gathered input from more than 3,600 residents across the region by conducting 20 in-person workshops and seven virtual workshops, hosting 20 pop-up and street team engagements, and partnering with 16 community-based organizations (CBOs). SCAG also employed digital and traditional advertising to direct residents and stakeholders to comment opportunities. Among the common themes in the feedback collected were concerns related to housing affordability, transportation safety, climate change and economic opportunities. SCAG released a draft of the Plan on Nov. 2, 2023, which included feedback collected through outreach into the Plan's vision, goals, policies, and strategies. During the public comment and review period, SCAG hosted three public hearings and 15 elected official briefings, and reached out to Federally Recognized Tribal Governments and Federal Land Management Agencies for consultation. Comments and feedback collected on the draft Connect SoCal 2024 Plan were reviewed and a high-level summary was presented to the Joint Policy Committee on Mar. 7, 2024.

2. BACKGROUND: SCAG'S PUBLIC PARTICIPATION PLAN

Consistent input and engagement from stakeholders and residents is critical to ensuring all voices are heard and included in successful regional transportation planning. As part of the development of Connect SoCal 2024, SCAG built on the outreach strategies in previous planning cycles to drive larger volumes and more diverse participation. By utilizing new methods of engagement and investing in modern communication tools, SCAG received a variety of public input from a diverse audience of stakeholders. The feedback, received from multiple CBOs, stakeholders, partnering agencies and residents, was then considered in multiple stages during the development of the Plan.

On April 7, 2022, SCAG's Regional Council updated and adopted the Public Participation Plan (PPP). The PPP provides a baseline of policies and standards for outreach and engagement activities to ensure that SCAG's approach is effective and inclusive. SCAG's established public participation process is guided by several key goals, as established in the PPP, and listed below:

- Ensure that a wide range of perspectives are heard, so that planning outcomes reflect the interests and values of the region's diverse communities. To that end, SCAG will engage and consider the needs of traditionally underrepresented and/or underserved populations, such as low-income, communities of color, people with disabilities and limited English proficiency populations.
- Provide opportunities for the public and stakeholders across the region to engage in meaningful dialogue during the decision-making process.
- Provide adequate public notice of public participation opportunities and time for public review and comment on the plan.
- Make public information clear, concise, and current, eliminating jargon and making it accessible and understandable to diverse audiences.
- Clearly define the purpose of each outreach method at each stage and how feedback will be used to shape the plan and/or program.
- Motivate more feedback from stakeholders, partners, and the public by making it easy, convenient, and accessible to comment on plans and programs.

- Reduce geographic barriers by providing public participation opportunities online and via teleconference.
- Use outreach methods that can adapt to evolving technologies and best practices.
- Demonstrate how public and stakeholder viewpoints and preferences were incorporated, communicate the final decisions made, and identify how the received input affected those decisions.
- Encourage stakeholders and residents to remain engaged through the decision-making process, the implementation phase and beyond.
- Guide SCAG’s work to reflect the relevant goals, strategies, and early actions of the Racial Equity Early Action Plan (EAP).

SCAG further developed specific outreach goals for the development of Connect SoCal 2024, which included:

- Move the region toward Equity and Resilience.
- Promote a planning vision that recognizes the region as a whole and respects the needs and priorities of our unique member communities.
- Provide context to educate the public about the challenges we face and strategies to overcome them.

3. CONNECT SOCIAL WEBSITE AND NEWSLETTER

During development of Connect SoCal 2024, SCAG hosted and maintained a landing page specific to Connect SoCal that included links to draft documents and materials, frequently asked questions, details on development processes and—during the public engagement process—links to the survey and public workshop dates. Throughout the Plan development process, interested parties could sign up for Connect SoCal 2024 email updates on this landing page or email SCAG staff directly about specific questions.

4. WORKING GROUPS AND TECHNICAL ADVISORY COMMITTEES

SCAG convenes several working groups and technical advisory committees on a monthly, quarterly, or ad hoc basis. These meetings serve to bring together subject matter experts and practitioners from various disciplines and agencies. These groups help to provide feedback on preliminary plan concepts, such as Priority Equity Communities, or have helped to guide and improve on data collection practices, such as with the Local Data Exchange. An umbrella of Regional Planning Working Groups is discussed in more detail in Section 5. In addition to the below SCAG hosted meetings, SCAG also presented updates on Connect SoCal 2024 or met directly with stakeholders as requested during the Plan development process, including but not limited to the Greater Los Angeles Realtors Association, the Valley Industry and Commerce Association (VICA) and the Los Angeles County Business Federation. Formal input processes to collect data such as with the County Transportation Commissions and local jurisdictions for the Plan Project List and Forecasted Regional Development Pattern, respectively, are discussed in Chapter 3 of the Plan.

4.1 AVIATION TECHNICAL ADVISORY COMMITTEE

The Aviation Technical Advisory Committee (ATAC) is a group of aviation professionals (e.g., airport planners, transportation agency officials, academics) who meet quarterly to provide SCAG with technical and professional expertise on regional aviation issues. Information and data provided by the ATAC to the SCAG Aviation Program is used for the aviation element of the Regional Transportation Plan, as well as other planning and research efforts.

4.2 MODELING TASK FORCE

The Modeling Task Force (MTF) coordinates the Region's various modeling programs and provides a forum to share model-related information, new ideas, and discuss data standards. Participation in the MTF is open to all interested parties including governmental staff, educational related individuals/groups, environmental organizations, business groups, and the general public.

4.3 REGIONAL TRANSIT TECHNICAL ADVISORY COMMITTEE

The Regional Transit Technical Advisory Committee (RTTAC), is made up of representatives from the Region's transit operators, provides a forum for coordination of input in the development of the Regional Transportation Plan and the Regional Transportation Improvement Program. Past discussion topics have included funding programs, intelligent transportation systems, transit-oriented development, and performance measures.

4.4 TRANSPORTATION CONFORMITY WORKING GROUP

The Transportation Conformity Working (TCWG) is a forum to support interagency coordination to maintain transportation conformity and help improve air quality in Southern California. The group meets on a monthly basis to facilitate an inclusive transportation/air quality planning process and to fulfill the interagency consultation requirements of the Federal Transportation Conformity Rule. The group helps resolve regional issues pertaining to transportation conformity and coordinates with and supports the Statewide Transportation Conformity Working Group. Membership of the SCAG's TCWG includes federal (US EPA, FHWA, FTA), state (CARB, Caltrans), regional (Air Quality Management Districts, SCAG), and sub-regional (County Transportation Commissions) agencies and other stakeholders.

4.5 GLOBAL LAND USE AND ECONOMIC COUNCIL

SCAG formed a business advisory group to advise stakeholders on the economic implications of the agency's planning activities, and to better engage key public and private stakeholders over ten years ago. At its formation, the business advisory group – the Global Land Use & Economic (GLUE) Council – was focused on the implementation of Senate Bill (SB 375) and how Southern California could reduce greenhouse gas emissions and establish economic co-benefits—through better land use, transportation, and housing planning. Membership of the GLUE Council consists of business and economic development leaders from both the private and public sectors to shape and create a beneficial program that integrates the Southern California economy, land use and transportation demands into an effective and efficient growth pattern. The GLUE Council has become a resource for SCAG and its policymakers, along with the

broader Southern California business community. Presentations at GLUE Council include key components of Connect SoCal 2024 with insight on the business, economic, and job creation impact of the plan. The presentation content included the overall Connect SoCal 2024 plan development and timeline, local data exchange process, economic impact analysis, financial plan, electric vehicle strategies and incentives, and work from home assumptions.

4.5 TECHNICAL WORKING GROUP

SCAG convened a Technical Working Group (TWG) to provide peer feedback on the technical elements of the Plan and to communicate better with statewide agencies and regional partners. The TWG was comprised of a diverse group of stakeholders representing varied interests, including six County Transportation Commissions (CTCs), 15 subregional agencies, local planning practitioners, environmental and public health organizations, and various advocacy groups. During this development cycle, the TWG met bi-monthly, with additional meetings on an ad hoc basis, to ensure proposed strategies, performance measures and analytic methods were reasonable and sound.

Table 1. Connect SoCal 2024 Updates to Working Groups and Technical Advisory Committees

Date	Group Event	Topic (as noted on agenda)
Jan. 31, 2022	SCAG Regional Transit Technical Advisory Committee	General Update
Mar. 30, 2022	SCAG Regional Transit Technical Advisory Committee	General Update
Jun. 29, 2022	SCAG Regional Transit Technical Advisory Committee	General Update
Aug. 31, 2022	SCAG Regional Transit Technical Advisory Committee	General Update
Oct. 31, 2022	SCAG Aviation Technical Advisory Committee	Aviation and Airport Ground Access Technical Report
Nov. 17, 2022	SCAG Technical Working Group	Draft Technical Methodology, Local Data Exchange, Policy Subcommittees
Nov. 30, 2022	SCAG Regional Transit Technical Advisory Committee	Transit/Rail Approach, Transit Operations and Maintenance Forecast, Draft Technical Methodology
Jan. 30, 2023	SCAG Regional Transit Technical Advisory Committee	General Update
Feb. 7, 2023	SCAG Aviation Technical Advisory Committee	General Update, Aviation and Airport Ground Access Technical Report
Apr. 3, 2023	GLUE Council	General Update
Apr. 20, 2023	SCAG Technical Working Group	Forecasted Regional Development Pattern, Draft Regional Planning Policies

Date	Group Event	Topic (as noted on agenda)
May 18, 2023	SCAG Technical Working Group	Local Data Exchange Survey Results
May 31, 2023	SCAG Regional Transit Technical Advisory Committee	General Update
Jun. 27, 2023	SCAG Transportation Conformity Working Group	General Update
Jul. 20, 2023	SCAG Technical Working Group	General Update, Performance Measures, Equity Analysis, Work-From-Home Assumptions
Jul. 25, 2023	SCAG Transportation Conformity Working Group	General Update
Aug. 1, 2023	SCAG Aviation Technical Advisory Committee	General Update
Aug. 22, 2023	SCAG Transportation Conformity Working Group	General Update
Aug. 30, 2023	SCAG Regional Transit Technical Advisory Committee	General Update, Mobility Hubs
Sep. 21, 2023	SCAG Technical Working Group	General Update
Sep. 26, 2023	SCAG Transportation Conformity Working Group	General Update
Nov. 16, 2023	SCAG Technical Working Group	General Update, Draft Connect SoCal 2024
Nov. 29, 2023	SCAG Regional Transit Technical Advisory Committee	General Update
Dec. 5, 2023	SCAG Transportation Conformity Working Group	General Update
Jan. 31, 2024	SCAG Regional Transit Technical Advisory Committee	General Update
Feb. 18, 2024	SCAG Technical Working Group	Major Comments and Responses, Final Growth Projection, Changes to Socioeconomic Data, Equity Analysis Technical Report Comments Summary

Note: This list is not exhaustive and may not include the full breadth of stakeholder presentations and meetings conducted for Connect SoCal 2024.

5. REGIONAL PLANNING WORKING GROUPS

Following the adoption of Connect SoCal 2020, SCAG relaunched five Regional Planning Working Groups (RPWG) to help guide the implementation of Connect SoCal 2024 and lay the foundation for its development. These groups function as a forum to engage local jurisdictions, transportation commissions, transit providers, resource agency experts, regulatory agencies, private, advocacy and community-based stakeholders to evaluate potential region-wide integrated land use and transportation planning strategies to advance the region's mobility, economy, and sustainability. The goal is to bring new voices to the table and promote cross-sectoral engagement on key policy issues—including the implications and benefits of coordinated land use and transportation planning for a wide range of sustainability issues (e.g., water, energy, public health, waste, and resilience).

These RPWGs – comprised of state and local elected officials, representatives from private sector and stakeholder groups listed above – meet at different intervals varying from monthly, bi-monthly, and quarterly. RPWGs focus on key policy areas: Equity, Housing, Natural and Farm Lands Conservation, Safe and Active Streets, and Sustainable and Resilient Communities.

Past agendas and presentations for these working groups can be accessed on the RPWG page on the SCAG website¹².

5.1 EQUITY WORKING GROUP

As a result of SCAG's commitment to advancing equity in the region, the Equity Working Group (EWG) started in June 2021 as a combination of the former Environmental Justice (EJ) and Public Health working groups. EWG aims to engage stakeholders on SCAG's regional and local planning activities as well as share efforts across the region to eliminate racial bias and barriers in land use and transportation planning. National best practices will also be highlighted. Discussions focus on equity-related plans, programs, projects, tools, resources, and best practices. Because equity is intersectional, the EWG addresses multiple planning areas, including EJ, Public Health, and others. The EWG includes EJ and public health stakeholders, CBOs, academic partners, and other government agencies and local jurisdictions. Input from the EWG shaped the priority populations and methodology for Priority Equity Communities, with particular focus on how SCAG defined vulnerable ages, single-parent households, housing cost-burdened households, and households with limited vehicle and transit access.

5.2 NATURAL AND FARM LANDS CONSERVATION WORKING GROUP

The purpose of the Natural and Farm Lands Conservation Working Group (NFLCWG) is to convene stakeholders to share strategies, funding opportunities and best practices as well as guide implementation of SCAG's natural and farm lands conservation policies and provide visioning for Connect SoCal 2024's conservation strategy. The working group was instrumental in the development of conservation policies and strategies for Connect SoCal 2024 and provided technical guidance for the Green Region Resource Areas growth strategies used in preliminary forecasted regional development pattern shared with local jurisdictions. The NFLCWG shall continue to meet after the adoption of Connect SoCal 2024 to provide guidance on implementation of regional conservation strategies.

5.3 SAFE AND ACTIVE STREETS WORKING GROUP

SCAG works closely with a wide variety of transportation safety and active transportation stakeholders on developing regional transportation safety and active transportation strategies for incorporation into Connect SoCal 2024. The strategies are intended to support reductions in travel-related serious injuries and fatalities and to motivate mode shift to walking, bicycling, and rolling. In advance of the release of Connect SoCal 2024, the Safe and Active Streets Working Group (SASWG) met on a quarterly basis and provided a forum for stakeholders and the public to discuss issues related to transportation safety and how regional safety performance may be improved, with a focus on vulnerable road users. The group discussed resources that could boost local safety efforts, such as funding opportunities and data platforms. The SASWG is also committed to ensuring that communities that have historically been subject to disproportionate transportation safety risks and burdens are included in the regional safety planning process.

5.4 SUSTAINABLE AND RESILIENT COMMUNITIES WORKING GROUP

The Sustainable and Resilient Communities Working Group (SRCWG) meetings help SCAG and regional stakeholders balance conservation and development strategies, reduce greenhouse gas (GHG) emissions, adapt to a changing climate, cultivate livable communities, and ease pressures on natural systems. The SCWG provides a candid and collaborative forum to develop and discuss policies that can yield new and valuable regional benefits with positive and sustained outcomes. The SRCWG also provides a candid and collaborative forum to develop and discuss policies that can yield new and valuable regional benefits with positive and sustained outcomes.

5.5 HOUSING WORKING GROUP

SCAG convened the Housing Working Group (HWG) to provide a forum to engage stakeholders on several housing goals, issues, and other housing-related priorities, as well as share housing program updates and new tools. Input and discussions from the HWG inform the development of SCAG’s housing program and resources provided to local jurisdictions, shape regional policies for consideration in Connect SoCal 2024, and inform legislative proposals that SCAG bring forward for consideration for the Legislative/Communications and Memberships Committee, other SCAG Policy Committees, and the Regional Council as appropriate. Topics of interest have included a showcase of REAP 1 and Subregional Partnership projects, updates on adopted housing elements in the region, and legislative updates, among others. The HWG meets quarterly.

Table 2. Connect SoCal 2024 Updates to the Regional Planning Working Groups

Date	Working Group Event	Topic (as noted on agenda)
Dec. 15, 2021	SCAG Housing Working Group	Regional Growth Projections, Local Data Exchange
Jan. 20, 2022	SCAG Joint Sustainable and Resilient Communities / Natural and Farm Lands Conservation Working Groups	Plan Goals
Feb. 20, 2022	SCAG Housing Working Group	Plan Goals

Date	Working Group Event	Topic (as noted on agenda)
Mar. 10, 2023	SCAG Safe and Active Streets Working Group	Plan Goals, Performance Measures
Mar. 24, 2022	SCAG Equity Working Group	Plan Goals, Performance Measures
Apr. 23, 2022	SCAG Housing Working Group	Performance Measures
May 19, 2022	SCAG Joint Sustainable and Resilient Communities / Natural and Farm Lands Conservation Working Groups	Performance Measures
Oct. 18, 2022	SCAG Housing Working Group	Local Data Exchange
Dec. 8, 2022	SCAG Equity Working Group	General Update
Dec. 14, 2022	SCAG Safe and Active Streets Working Group	General Update, Active Transportation Approach
Jan. 17, 2023	SCAG Housing Working Group	General Update
Feb 16, 2023	SCAG Joint Sustainable and Resilient Communities / Natural and Farm Lands Conservation Working Groups	General Update, Resilience and Conservation Subcommittee Update
Mar. 9, 2023	SCAG Equity Working Group	General Update
Mar. 22, 2023	SCAG Safe and Active Streets Working Group	General Update
Apr. 18, 2023	SCAG Housing Working Group	Policy Development Framework Update
Jun. 14, 2023	SCAG Safe and Active Streets Working Group	Active Transportation, Mobility Hubs
Jul. 18, 2023	SCAG Housing Working Group	General Update
Jul. 20, 2023	SCAG Equity Working Group	General Update, Equity Analysis
Aug. 24, 2023	SCAG Joint Sustainable and Resilient Communities / Natural and Farm Lands Conservation Working Groups	General Update
Sep. 12, 2023	SCAG Safe and Active Streets Working Group	General Update
Oct. 17, 2023	SCAG Housing Working Group	General Update, Housing Regional Planning Policies
Nov. 16, 2023	SCAG Equity Working Group	General Update, Equity Overview, Economic Impact Analysis Technical Report, Housing Technical Report, Equity Analysis Technical Report
Dec. 13, 2023	SCAG Joint Sustainable and Resilient Communities / Natural and Farm Lands Conservation Working Groups	General Update, Land Use and Communities Technical Report
Dec. 14, 2023	SCAG Safe and Active Streets Working Group	General Update
Feb. 8, 2024	SCAG Equity Working Group	General Update

Note: This list is not exhaustive and may not include the full breadth of stakeholder presentations and meetings conducted for Connect SoCal 2024.

6. CONSULTATION FOR CONNECT SOCIAL 2024

SCAG’s goal is to maximize opportunities for federally recognized Tribal Governments and federal land management agencies to engage in SCAG’s planning, programming and policy making processes, especially in relation to the development of Connect SoCal 2024. SCAG views such government-to-government consultation to be a proactive, meaningful, and timely process of seeking, discussing, and carefully considering the views of others, in a manner that is cognizant of all parties’ cultural values, and where feasible, seeking agreement. On Feb. 7, 2019, SCAG adopted an official policy for consultation with Tribal Governments and the federal resource agencies—which provides information on past consultation efforts by SCAG and how the agency is currently engaged in consultation with respect to the development of Connect SoCal 2024. View the SCAG Tribal Policy for Consultation document³.

6.1 CONSULTATION WITH NATIVE AMERICAN TRIBAL GOVERNMENTS

SCAG has ensured that the Native American perspective is represented at the decision-making level by providing seven voting seats to Tribal Government representatives on the Regional Council and Policy Committees. SCAG has also dedicated resources to support ongoing Regional Early Action Planning (REAP) engagement through the “REAP 2.0” Program. The California State Housing and Community Development Department (HCD) dedicated funds to engage Tribal Governments as part of the REAP 2.0 program. SCAG’s early outreach objectives included creating awareness, building relationships, identifying key staff, and understanding the housing needs of each respective tribe.

REAP 2.0 Tribal Engagement was also used as an opportunity to facilitate a survey amongst Tribal members’ capacity to administer housing programs and related grants. This process allowed SCAG to further understand and document the various capacities of our Tribal partners. SCAG held approximately 15 to 20 meetings in the past year to support the Tribal Governments during this process.

In addition, SCAG initiated tribal consultation with respect to the Plan pursuant to Assembly Bill 52 (Public Resources Code Sections 21080.3.1 and 21080.3.2) in the environmental review process under the California Environmental Quality Act (CEQA). SCAG initiated consultation by letter with Tribal parties with respect to the Programmatic Environmental Impact Report (PEIR) for Connect SoCal 2024 to solicit input on how the Plan may affect Tribal cultural resources, and to explore opportunities to avoid or mitigate significant adverse effects. SCAG engaged the following 16 California Native American Tribes that were identified by the Native American Heritage Commission as being traditionally and culturally affiliated with the geographic area of the Plan:

- Augustine Band of Cahuilla Indians
- Agua Caliente Band of Cahuilla Indians
- Cabazon Band of Cahuilla Indians
- Cahuilla Band of Indians
- Chemehuevi Indian Tribe
- Colorado River Indian Tribes
- Fort Mojave Indian Tribe
- Morongo Band of Mission Indians
- Pechanga Band of Luiseño Mission Indians
- Quechan Indian Tribe

- Ramona Band of Cahuilla Indians
- San Manuel Band of Mission Indians
- Santa Rosa Band of Mission Indians
- Soboba Band of Luiseño Indians
- Torres-Martinez Desert Cahuilla Indians
- Twenty-Nine Palms Band of Mission Indians

SCAG's consultation efforts with Tribal Governments included workshops, stakeholder outreach and information exchange (pursuant to AB 52). During the months of January, March, and June in 2023, SCAG leadership met with the Tribal Alliance of Sovereign Nations (TASIN).

Further engagement with Tribal Governments was conducted during the draft Plan release and public comment period to ensure ongoing and timely consideration of the views of leaders of federally recognized Tribal Governments. On Nov. 30, 2023, a formal letter from SCAG's President was mailed to the above mentioned federally recognized Tribal Governments, requesting a consultation meeting and an opportunity to ask questions and comment on the draft Plan. Of the Tribes contacted, consultation meetings and open discussions were held with the following Tribes:

- Cahuilla Band of Indians
- Twenty-Nine Palms Band of Mission Indians

The meetings included a short presentation on the draft Connect SoCal 2024 followed by an open discussion, during which SCAG staff and Tribal representatives discussed how the draft Plan as well as SCAG's planning work can support the Tribe's priorities.

6.2 CONSULTATION WITH FEDERAL LAND MANAGEMENT AGENCIES

SCAG meets Federal Land Management Agency consultation and coordination requirements per the 2022 Federal Certification Review. In addition to Tribal engagement, SCAG is similarly required to consult and coordinate with Federal Land Management Agencies (FLMA). To continue ongoing collaboration with FLMA partners, in March of 2023, SCAG met with the Central Federal Lands and Highway Division (CFLHD), supported by the Federal Highways Administration (FHWA) California Division Planning and Air Quality Team and Caltrans Division of Transportation Planning. SCAG met with those stakeholders to discuss partnership opportunities on projects of mutual interest. Further, SCAG has developed and maintains an extensive contact list of Local and Federal Land Management Agency Transportation Stakeholder contacts. This list is managed in cooperation with stakeholders such as Caltrans and FHWA.

On November 17, 2023, SCAG sent letters to the following FLMAs, requesting a consultation meeting and an opportunity to ask questions and comment on the draft Connect SoCal 2024:

- U.S. National Park Service
- U.S. Fish and Wildlife Service
- U.S. Forest Service
- U.S. Bureau of Land Management
- U.S. Army Corp of Engineers

7. AB 1246 CONSULTATION

SCAG is required under state law (Cal. Public Utilities Code Sections 130058 and 130059, commonly referred to as “AB 1246”) to convene at least two meetings annually of representatives from each of the six county transportation commissions, SCAG, and Caltrans for the following purposes:

- To review and discuss the near-term transportation improvement programs prior to adoption by the commissions
- To review and discuss the regional transportation plan prior to adoption
- To consider progress in the development of a region-wide and unified public transit system
- To review and discuss any other matter of mutual concern

The first meeting was held on March 15, 2024. Additionally, the region-wide Transportation Agencies CEOs Group and staff meet on a monthly basis to discuss and collaborate on issues of mutual interest and SCAG’s Connect SoCal 2024.

8. PUBLIC OUTREACH SUMMARY

SCAG performed comprehensive outreach for Connect SoCal 2024 during Spring 2023. Through these outreach activities, participants engaged with issues related to the Connect SoCal 2024 goal areas (Mobility, Economy, Community, and Environment) with additional focus on the special topics of Equity and Resilience. Outreach complied with Americans with Disabilities Act (ADA) Accessibility Guidelines. SCAG used a variety of engagement methods and varied the dates, locations, and times of these activities to enable convenient and accessible participation by many people across the region. SCAG gathered input from residents and stakeholders primarily via a survey which provided contextual and educational information. Residents and stakeholders were directed to the Connect SoCal 2024 survey through four primary engagement methods:

- Public Workshops (in-person and remote)
- Pop-Up and Street Team Engagements
- Digital and traditional advertising
- The Connect SoCal 2024 Community Partnership Program

8.1 SURVEY AND MATERIALS

The survey focused on nine questions asking participants for their thoughts on regional challenges, their vision for the future of the region, travel mode perceptions and preferences, transportation and land use improvements, community resilience, and regional equity issues. Demographic questions were also included to further understand the diversity of respondents. The survey was available online in English, Spanish, Chinese, Korean, and Vietnamese and paper versions of the survey were also collected through Pop-Ups and Community Partner activities. SCAG ensured survey language and Connect SoCal 2024 messaging to the public was clear, concise, and easily digestible for all participants. The full survey results can be found in the Public Outreach Findings section of this report.

8.2 PUBLIC WORKSHOPS

Public workshops included informal presentations on issues related to the Connect SoCal 2024 goal areas and additional special topics. At each in-person workshop, seven automated slideshow presentations appeared on large format screens, placed throughout the meeting space. Presentations were paired with interactive activities to allow participants to answer questions, write comments or indicate preferences. The virtual meetings comprised of the same presentations and interactive exercises as the in-person meetings adapted for the virtual environment.

8.3 POP-UP AND STREET TEAM ENGAGEMENTS

Through pop-up and street team engagements, SCAG went into the community to educate members of the public about issues related to Connect SoCal 2024 and the plan process, while gathering meaningful input from a diverse range of audiences and locations. Locations included farmers markets, transit stations, community events, festivals/fairs, and other public spaces. Pop-up and Street Team locations were specifically chosen to fill in geographic gaps where workshops were not being offered. The purpose of these engagements was to reach a broader audience by connecting with community members that may not attend the conventional public workshops.

The pop ups involved eye-catching, colorful displays to attract members of the community to the table. To gather input from the public, people passing by were encouraged to take the survey on available hand-held devices or their personal mobile device. Paper surveys were also made available in English, Spanish, Chinese, Korean, and Vietnamese. Cards with a QR code to the survey were distributed for those who did not have time to stop to take it so that they could take the survey at their convenience. Pop-Up participants could also provide comments verbally or by writing them down. Street teams used a similar approach during less formal events without tabling materials.

8.4 DIGITAL MEDIA AND TRADITIONAL ADVERTISING

SCAG also used paid advertising to provide information about the Plan via an animated explainer video and SCAG's website, directing residents to the website, which included information about workshops and pop-up events, and a link to take the survey online. A separate set of ads retargeted audiences who had watched the video, driving traffic directly to the survey. This media activity met people where they are with access to engagement tools at a level requiring less time commitment because it did not require attending an in-person or scheduled event.

Digital ads ran in English, Spanish, Vietnamese, Chinese and Korean with the video, website, and survey link. Most of the advertising budget was spent on targeting residents in zip codes across the SCAG region within CalEnviroScreen designated Disadvantaged Communities⁴. The remaining budget was used later in the outreach phase to target residents in zip codes where there were fewer survey respondents. Overall, the online ads were seen over 7.5 million times.

Finally, an extensive traditional media campaign across the region encouraged input in person or online; these ads were seen or heard nearly 42 million times:

- More than 100 transit shelter ads in Los Angeles, Orange, and Riverside Counties.
- 15 billboards in Riverside, San Bernardino, Ventura, and Imperial Counties.

- Ads in 10 print newspaper outlets for Black audiences and in-language preferred speakers of Spanish, Chinese, Korean and Vietnamese.
- Radio ads during local traffic/weather reports in all counties except Imperial and Ventura.

In addition, SCAG used its own social media platforms to organically promote public input via the survey, workshops, and pop-up events. In total, organic social media posts earned nearly 11,400 impressions. Email communications promoting input opportunities to more than 19,000 contacts included a broad range of SCAG region stakeholders. Email outreach included a series of emails specific to Connect SoCal milestones, as well as mentions in other SCAG newsletters published weekly, monthly, and quarterly. In total 73,225 emails were sent across 14 emails which generated approximately 28,613 opens (39 percent) and 1,898 clicks (2.6 percent).

Additional information on media and advertising for the circulation of the draft Plan can be found in Table 7 and Section 10 of this report.

8.5 COMMUNITY PARTNERSHIP PROGRAM

In alignment with SCAG's EAP, the Connect SoCal Community Partnership Program is a continuation of SCAG's commitment to fostering partnerships with CBOs, receiving direct feedback from historically underrepresented populations, and moving toward meaningful community participation in planning processes. SCAG worked with 16 Community Partners with a demonstrated history of engaging target populations and geographies across the six-county region.

- Bike Ventura County (BikeVC)
- California Walks
- Center for Community Action and Environmental Justice (CCA EJ)
- Central City Neighborhood Partners (CCNP)
- Day One
- Friends of Harbors, Beaches, and Parks (FHBP)
- Latino Health Access (LHA)
- Long Beach Gray Panthers (LBGP)
- Los Amigos de la Comunidad
- Los Angeles Ecovillage Institute
- Orange County Environmental Justice Education Fund (OCEJEF)
- Santa Ana Active Streets (SAAS)
- Save Our Seniors Network (SOSN)
- Southern California Resource Services for Independent Living (SCRS)
- Strategic Action for a Just Economy (SAJE)
- Uplift San Bernardino/Making Hope Happen Foundation

Target populations included: (1) children and youth, (2) individuals with access and functional needs, (3) low-income communities of color, (4) older adults or retired persons, (5) populations with limited English proficiency, and (6) women and female-headed households. In spring 2023, Community Partners conducted a variety of engagement activities to increase participation and solicit feedback from residents on Connect SoCal 2024 topics. More information about the outreach conducted through the Community Partnership Program can be found in Appendix 1.

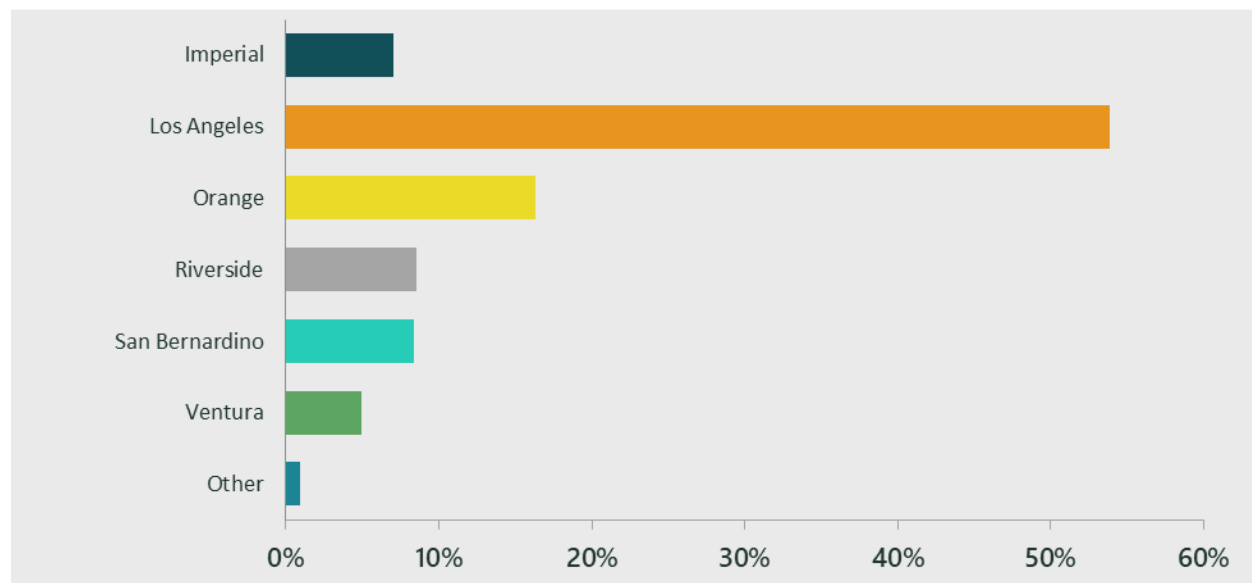
9. PUBLIC OUTREACH FINDINGS

The feedback and comments received during the public engagement activities was used by staff in the preparation of the draft Plan to identify areas of high interest or need for additional analysis. This was in addition to the input received through the working groups and technical advisory committees throughout Plan development. With the results from this survey, SCAG considered if the draft vision and goals reflected the priorities and interest of survey respondents. Based on these results and the input received via comments during the public workshops, SCAG amended the draft vision to include “prosperous” as that was a top theme among stakeholders.

9.1 SURVEY FINDINGS

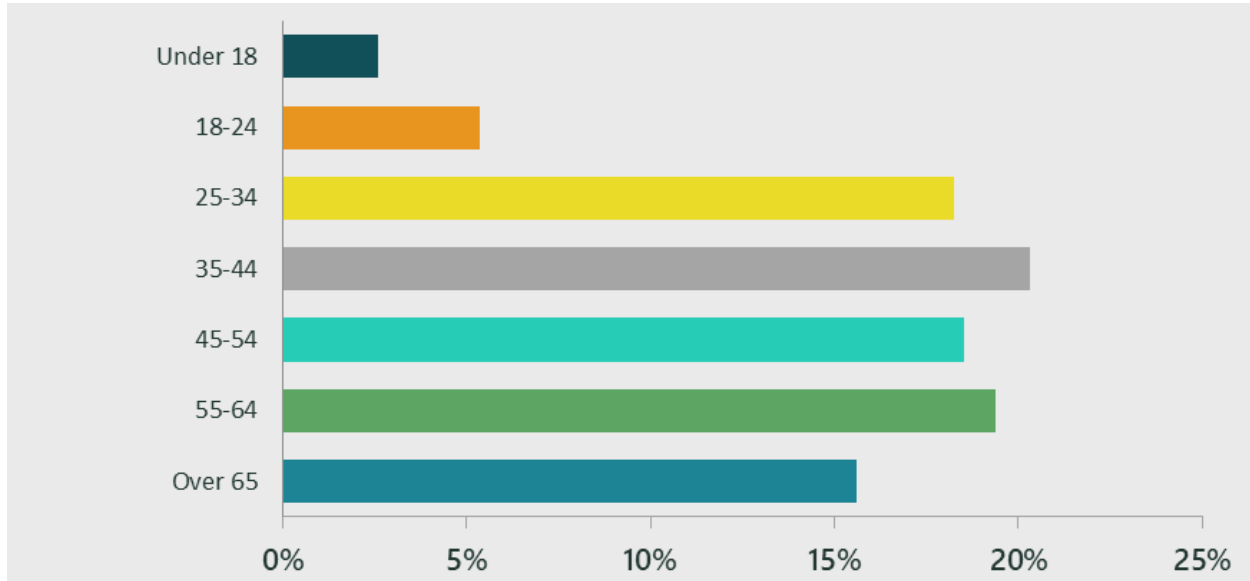
SCAG received a total of 3,683 completed surveys from across the region. About 9 out of 10 survey respondents answered the optional demographic questions. The following charts summarize respondent demographics by county, age, race/origin, and income.

Figure 1. Survey Responses by County



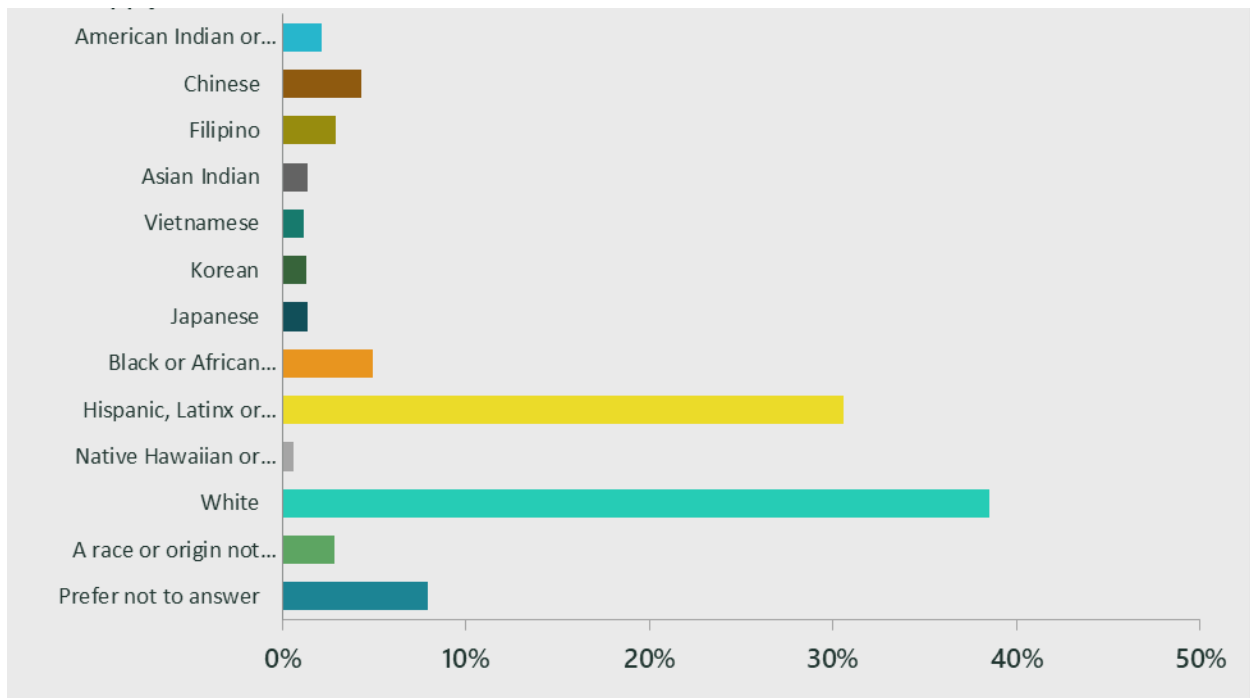
Source: SCAG 2023

Figure 2. Survey Responses by Age



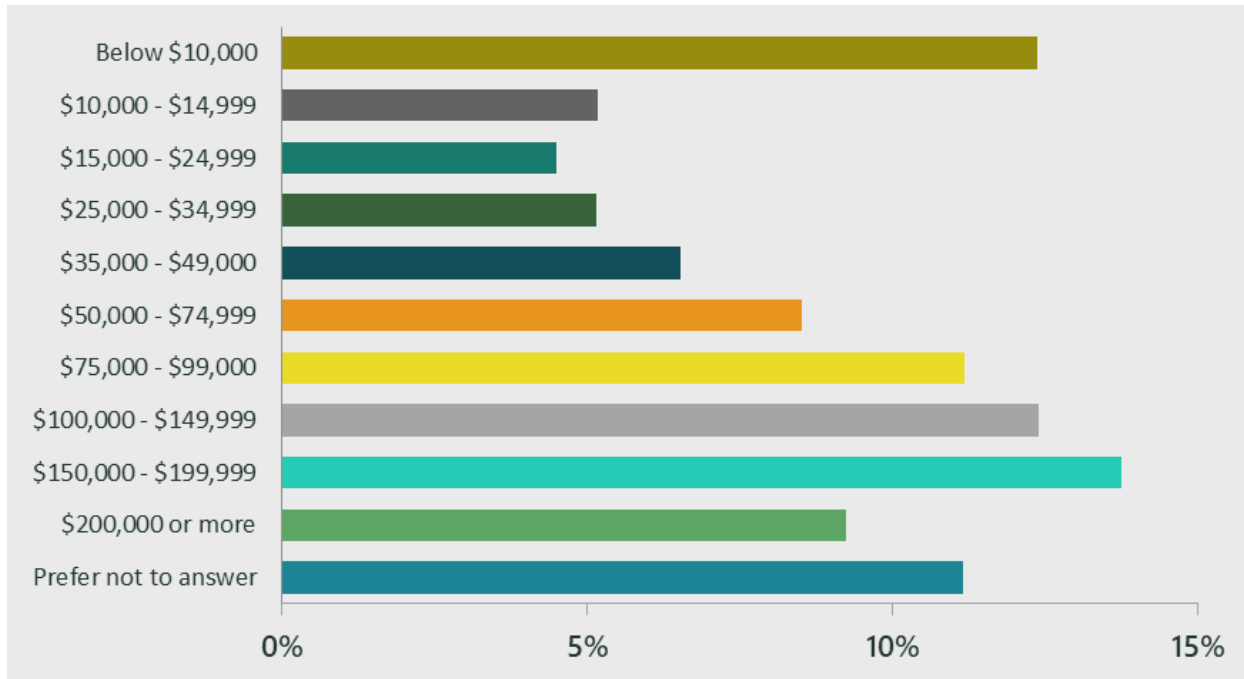
Source: SCAG 2023

Figure 3. Survey Responses by Race or Origin



Source: SCAG 2023

Figure 4. Survey Responses by Income



Source: SCAG 2023

9.2 SURVEY RESULTS SUMMARY

Below are highlights from a selection of the survey results. It is important to note that over 50 percent of those who indicated their county selected Los Angeles which may affect the interpretation of the results summary.

- Of the choices provided for the question regarding **REGIONAL CHALLENGES**, the top three chosen by those who responded were:
 - Shortage of affordable and diverse housing options (51 percent)
 - Limited reliable travel options besides driving to everyday destinations (e.g., work, school/childcare, grocery stores, etc.) (37 percent)
 - Climate change impacts (e.g., extreme heat, drought, heavy storms, etc.) (33 percent)
- For the question regarding the **VISION FOR OUR REGION IN 2050**, the top three chosen answers were:
 - Healthy for all people to live in (53 percent)
 - Prosperous, with economic opportunity for all residents (46 percent)
 - Safe for all modes of travel (39 percent)
- The top three **TRANSIT IMPROVEMENTS** chosen by respondents were:
 - More comfortable routes for walking, biking, or rolling (55 percent)
 - More access to reliable, frequent, and fast transit options (52 percent)
 - Improved street safety (49 percent).
- The top three **LAND USE & DEVELOPMENT** priorities chosen by respondents were:
 - Housing that is affordable to people of all income levels (70 percent)
 - More parks and open space (60 percent)
 - More sustainable designs to conserve water and energy in residential and public spaces (49 percent).
- In regard to **RESILIENCE**, the majority of respondents indicated each shock and stressor listed to be very important, followed by important, in order for communities to be resilient. This speaks to the concern of many major events that have impacted or will impact communities (e.g., pandemic, utility disruptions, extreme weather events, natural disasters, etc.)
- The top three **TRANSPORTATION-RELATED EQUITY PRIORITIES** were:
 - Fast, frequent, and reliable transit and transportation options (63 percent)
 - Safe streets for bicyclists and pedestrians (60 percent)
 - Access to everyday destinations (56 percent).
- The top **REGIONAL EQUITY PRIORITIES** identified by survey respondents were:
 - Housing affordability (67 percent)
 - Air quality (40 percent)
 - Economic opportunities (33.3 percent) and clean water (33.1 percent) were close.

9.3 WORKSHOPS FINDINGS

To ensure that SB 375 requirements were met, four in-person workshops were held in Los Angeles and Orange Counties, with three held in each of the SCAG Region's counties - Imperial, Riverside, San Bernardino, and Ventura. In all, SCAG hosted 20 in-person and seven virtual workshops with a combined attendance of 227 people and nearly 2,500 comments collected.

9.3.1 WORKSHOP RESULTS SUMMARY

The following lists summarize the most comment responses that SCAG received on the interactive poster boards that were presented alongside related content and background material. The workshop comments parallel many similar concerns identified through the survey such as housing affordability, transit reliability and frequency, and safety on streets.

- **What challenges do you face today?**
 - Housing affordability
 - Climate change impacts like sea level rise and wildfires
 - Traffic congestion and long commutes
 - Not safe to walk or bike
 - Homelessness

- **How might we make the future better?**
 - More affordable housing
 - More community involvement and leadership in decision making
 - Better transit with additional routes and more frequent, reliable service
 - Make it safer to walk and bike, both through infrastructure and education
 - Improved land use such as more mixed use, jobs/housing balance and integration with transportation

- **How can we make the region more equitable?**
 - More affordable housing, especially for very low income
 - Access to education and job training
 - More inclusive public meetings, at accessible locations and times
 - More community spaces like parks and indoor playgrounds
 - Reduce car dependence by providing alternatives like free, reliable transit

- **Additional Criteria that SCAG should consider for equity analysis:**

(This is in addition to the current equity analysis criteria: low-income households, people of color, vulnerable ages, people with disabilities, people with limited English proficiency, limited vehicle and transit access, people without a high school diploma, single parent households and housing cost burdened households.)

- Environmentally burdened, like disadvantaged communities
- Farm Workers

- LGBTQ+ community
 - Low and middle income
 - Indigenous and Native people
 - Youth coming out of foster care
 - Homeless
 - Veterans
-
- **How can we make our region more resilient?**
 - Better emergency preparedness including floods, fires, earthquakes but also pandemics and climate change
 - Stronger economy, with support for small businesses and high paying jobs
 - More educational opportunities, including higher education and vocational training
 - More housing, especially near jobs
 - More options for travelling without a car, such as walking, biking, transit
-
- **What Economic Challenges do you see in the future?**
 - High housing costs and lack of affordable housing
 - Persistent income inequality and lack of high paying jobs
 - Artificial intelligence, robotics and automation displacing workers
 - High education costs and lack of training as barrier to a skilled work force
-
- **How can we ensure that benefits of the growing economy are accessible to all?**
 - Quality education for children and adults
 - Improve community leadership in problem solving
 - Housing for all and ability to live close to work

9.3.2 WORKSHOP DETAILS

A detailed breakdown of in-person and virtual SCAG Connect SoCal 2024 workshops is included below.

Table 3. In-Person Workshop Details

Date	Time	County	Location
Apr. 11, 2023	11:00 am -1:00 p.m.	Los Angeles	Billy Jean King Library 200 W. Broadway Long Beach, CA 90802
Apr. 11, 2023	4:00 p.m. -6:00 p.m.	Los Angeles	Billy Jean King Library 200 W. Broadway Long Beach, CA 90802
Apr. 13, 2023	9:00 am - 12:00 p.m.	San Bernardino	Billy Jean King Library 200 W. Broadway Long Beach, CA 90802
Apr. 13, 2023	1:00 p.m. -3:00 p.m.	San Bernardino	Depot Tile Room, 1170 W. Third St. San Bernardino, CA 92410
Apr. 18, 2023	12:00 p.m. -3:00 p.m.	Imperial	El Centro Library 1198 N Imperial Ave. El Centro, CA 92243
Apr. 18, 2023	4:00 p.m. -6:00 p.m.	Imperial	El Centro Library 1198 N Imperial Ave. El Centro, CA 92243
Apr. 19, 2023	10:00 am - 12:00 p.m.	Imperial	El Centro Library 1198 N Imperial Ave. El Centro, CA 92243
Apr. 20, 2023	12:00 p.m. -3:00 p.m.	Orange	Buena Park Community Center Ballroom 6688 Beach Blvd. Buena Park, CA
Apr. 20, 2023	4:00 p.m. -6:00 p.m.	Orange	Buena Park Community Center Ballroom 6688 Beach Blvd. Buena Park, CA
Apr. 26, 2023	12:00 p.m. -3:00 p.m.	Orange	Laguna Hills Recreation Center 25555 Alicia Pkwy Laguna Hills, CA 92653
Apr. 26, 2023	4:00 p.m. -6:00 p.m.	Orange	Laguna Hills Recreation Center 25555 Alicia Pkwy Laguna Hills, CA 92653
May 2, 2023	12:00 p.m. -3:00 p.m.	Riverside	UC Riverside, Palm Desert 75080 Frank Sinatra Dr Palm Desert, CA 92211

Date	Time	County	Location
May 2, 2023	4:00 p.m. -6:00 p.m.	Riverside	UC Riverside, Palm Desert 75080 Frank Sinatra Dr Palm Desert, CA 92211
May 3, 2023	9:00 am -11:30 am	Riverside	UC Riverside, Palm Desert 75080 Frank Sinatra Dr Palm Desert, CA 92211
May 8, 2023	12:00 p.m. -3:00 p.m.	San Bernardino	Anthony Munoz Community Center 1240 W. Fourth St Ontario, CA 91762
May 11, 2023	12:00 p.m. -3:00 p.m.	Los Angeles	Stanley Kleiner Activity Building Sgt. Steve Owen Memorial Park 43063 10th St Lancaster, CA 93534
May 15, 2023	1:00 p.m. -3:00 p.m.	Ventura	Ventura County Office of Education Conference & Education Services Center 5100 Adolfo Rd Camarillo, CA 93012
May 15, 2023	4:00 p.m. -6:00 p.m.	Ventura	Ventura County Office of Education Conference & Education Services Center 5100 Adolfo Rd Camarillo, CA 93012
May 16, 2023	9:00 a.m. -11:00 a.m.	Ventura	Ventura County Office of Education Conference & Education Services Center 5100 Adolfo Rd Camarillo, CA 93012
May 25, 2023	12:00 p.m. -3:00 p.m.	Los Angeles	SCAG Main Office ⁵

Table 4. Virtual Workshop Details

Date	Time	Location
May 9, 2023	10:00 a.m. -12:00 p.m.	Zoom
May 10, 2023	12:00 p.m. -2:00 p.m.	Zoom
May 17, 2023	12:00 p.m. -2:00 p.m.	Zoom
May 18, 2023	4:00 p.m. -6:00 p.m.	Zoom
May 22, 2023	6:00 p.m. -8:00 p.m.	Zoom
May 23, 2023	10:00 a.m. -12:00 p.m.	Zoom
May 24, 2023	6:00 p.m. -8:00 p.m.	Zoom

9.4 POP-UP AND STREET TEAM FINDINGS

There were a total of 20 pop-up and street team engagements with more than 2,000 interactions with members of the public. While these engagements were primarily focused on directing people to the survey, SCAG collected over 100 comments through the impromptu interactions. The most frequent comments received were related to, 1) more open space/community gardens, 2) street cleanliness and 3) water management/cleanliness.

A Summary of SCAG Connect SoCal 2024 Street Team Activities is listed below:

Table 4. Pop-Up and Street Team Event Details

Date	Time	County	Location
Apr. 22, 2023	9:00 a.m. – 3:00 p.m.	Ventura	RescueCON Oxnard Performing Arts Center 800 Hobson Way Oxnard, CA 93030
Apr. 23, 2023	9:00 a.m. - 4:00 p.m.	Los Angeles	Golden Streets Heart of the Foothills, Streets: Bonita, Fulton, Arrow, 1st, College
Apr. 29, 2023	8:30 a.m. -11:00 a.m.	Los Angeles	Burbank Farmer’s Market 100 S Glenoaks Blvd Burbank, CA 91502
Apr. 29, 2023	11:00 a.m. -4:00 p.m.	Orange	Family Fest Jim Johnson Memorial Sports Park 450 W. Avenida Vista Hermosa San Clemente, CA 92672

Date	Time	County	Location
Apr. 29, 2023	12:00 p.m. -1:30 p.m.	Los Angeles	North Hollywood Metro Station, 5357 Lankershim Blvd North Hollywood, CA
Apr. 29, 2023	12:00p.m.-1:30 p.m.	Los Angeles	North Hollywood Farmers Market 5000 Colfax Ave North Hollywood, CA
Apr. 30, 2023	9:00 a.m. -12:00 p.m.	Los Angeles	Encino Farmer's Market 17400 Victory Blvd Van Nuys, CA 91406
Apr. 30, 2023	1:00 p.m. -3:00 p.m.	Los Angeles	Frogtown Brewery 2931 Gilroy St Los Angeles, CA 90039
Apr. 30, 2023	1:00 p.m. -3:00 p.m.	Los Angeles	Los Angeles River Path Los Angeles, CA 90039
Apr. 30, 2023	1:00 p.m. -4:00 p.m.	Orange	San Juan Capistrano Depot and Los Rios Street 26701 Verdugo St San Juan Capistrano, CA 92675
Apr. 30, 2023	10:00 a.m. -12:00 p.m.	Orange	Great Park Farmer's Market and Playground 8000 Great Park Blvd Irvine, CA 92618
May 6, 2023	9:00 a.m. - 4:00 p.m.	Riverside	Temecula Rod Run Main Street Y, near 28690 Mercedes St Temecula, CA 92590
May 7, 2023	11:00 a.m. -5:00 p.m.	Los Angeles	LA County Fair, Fairplex 1101 W McKinley Ave Pomona, CA 91768
May 13, 2023	10:00 a.m. -5:00 p.m.	Los Angeles	LA County Fair, Fairplex 1101 W McKinley Ave Pomona, CA 91768
May 13, 2023	11:00 a.m. -3:00 p.m.	Riverside	Corona Public Library 650 S Main St Corona, CA 92882
May 13, 2023	11:00 a.m. -3:00 p.m.	Riverside	Corona Farmers Market E 6th and Main St Corona, CA 92882
May 13, 2023	11:00 a.m. -3:00 p.m.	Riverside	Corona Shopping Area S Main St Corona, CA 92882

Date	Time	County	Location
May 19, 2023	1:00 p.m. - 4:00 p.m.	Ventura	Simi Valley Farmer’s Market 2757 Tapo Canyon Rd Simi Valley, CA 93063
May 20, 2023	8:00 a.m. - 12:00 p.m.	San Bernardino	Terra Vista Farmer’s Market 10570 Foothill Blvd Rancho Cucamonga, CA 91730
May 21, 2023	9:00 a.m. - 4:00 p.m.	Los Angeles	CicLAmini, Central Ave and 103rd St Los Angeles, CA 90002

9.5 COMMUNITY PARTNERSHIP FINDINGS

From mid-April to late May 2023, Community Partners held 22 Connect SoCal 2024 presentations at existing meetings or events and organized 11 stand-alone Connect SoCal 2024 convenings using multilingual presentation materials and feedback collection templates. Community Partners also conducted in-person outreach and used their own mailing lists, website, and social media accounts to drive attendance to SCAG’s existing workshops and encourage survey participation. In addition, Community Partners from across the region collected more than 500 paper survey responses.

Overall, community members who provided feedback through partner organizations agreed with the general direction and intent proposed in each Connect SoCal 2024 topic but offered nuanced viewpoints, priorities, and concerns based on their experiences. Many communities raised transportation safety and accessibility, housing quality and affordability, environmental health, and high-quality job creation and small business retention as key priorities for Connect SoCal 2024.

Below are the key takeaways that emerged from the Community Partnership Program:

- Limited transportation options and the housing affordability crisis are affecting quality of life issues across the region, particularly in historically disinvested areas.
- Improvements in infrastructure and amenities should be coupled with direct benefits and protections for residents and small businesses at risk of displacement.
- While community members appreciated the opportunity to provide feedback on Connect SoCal 2024, many desired continued engagement with community partners on Plan implementation including updates on strategies and performance metrics.

For more information on the feedback received from the Community Partner Program, see Appendix 1.

10. DRAFT CONNECT SOCAL 2024 CIRCULATION

On Nov. 2, 2023, the SCAG Regional Council approved the release of the draft Connect SoCal 2024 for public comment and review up through Jan. 12, 2024.

During the comment period, SCAG hosted three public hearings and held 15 elected official briefings within each county for the representatives of the county board of supervisors and city council members. In all, a total of 229 local elected officials, city and county staff, and other stakeholders participated in these briefings. SCAG also convened a meeting of the representatives from each of the county transportation commissions and Caltrans to review the proposed final RTP/SCS pursuant to AB 1246 requirements. Tables 5 and 6 below includes the details of the public hearings and briefings conducted during the public comment and review period.

Table 5. Public Hearing Details

Date	Time	County	Location
Dec. 4, 2023	4:00 p.m. – 6 p.m.	All	<ul style="list-style-type: none"> • Zoom • SCAG Main Office⁵ • SCAG Regional Offices⁵
Dec. 5, 2023	2:00 p.m. – 4:00 p.m.	All	<ul style="list-style-type: none"> • Zoom • SCAG Main Office • SCAG Regional Offices
Dec. 8, 2023	10:00 a.m. – 12:00 p.m.	All	<ul style="list-style-type: none"> • Zoom • SCAG Main Office • SCAG Regional Offices

Table 6. Elected Official Briefing Details

Date	Time	County	Location
Nov. 3, 2023	12:00 p.m.	Ventura	<i>Ventura County Transportation Commission</i> 601 Carmen Dr #6034, Camarillo, CA 93010
Nov. 6, 2023	11:00 a.m.	Riverside	Coachella Valley 73-710 Fred Waring Drive, Ste. 104 Palm Desert, CA 92260
Nov. 8, 2023	11:00 a.m.	Riverside	<i>Riverside County Transportation Commission</i> SCAG Riverside County Regional Office 3403 10th Street, Ste. 805 Riverside, CA 92501

Date	Time	County	Location
Nov. 8, 2023	5:00 p.m.	Imperial	<i>Imperial County Transportation Commission</i> 1503 N. Imperial Ave., Ste. 104 El Centro, CA 92243
Nov. 14, 2023	4:30 p.m.	San Bernardino	<i>Town of Apple Valley</i> Conference Room North 14975 Dale Evans Pkwy. Apple Valley, CA 92307
Nov. 15, 2023	1:00 p.m.	Los Angeles	<i>LA Metro Planning & Programming Committee</i> Metro Board Room, Third Fl. One Gateway Plaza Los Angeles, CA 90012
Nov. 16, 2023	3:00 p.m.	Los Angeles	<i>San Gabriel Valley Council of Governments</i> 1333 Mayflower Ave., Ste. #360 Monrovia, CA 91016
Nov. 16, 2023	5:00 p.m.	Los Angeles	<i>South Bay Cities Council of Governments</i> 2355 Crenshaw Blvd. Torrance, CA 90501
Nov. 27, 2023	11:30 a.m.	Orange	<i>Orange County Transportation Authority</i> 550 S. Main St. Orange, CA 92868
Nov. 28, 2023	6:00 p.m.	Los Angeles	<i>City of Santa Clarita</i> Council Chambers Santa Clarita City Hall23920 Valencia Blvd., First Fl. Santa Clarita, CA 91355
Nov. 30, 2023	10:30 a.m.	Orange	<i>Orange County Council of Governments</i> Community Room Newport Beach Civic Center 100 Civic Center Dr. Newport Beach, CA 92660
Dec. 6, 2023	11:30 a.m.	San Bernardino	<i>San Bernardino County Transportation Authority</i> Lobby Boardroom, First Fl. 1170 W. Third St. San Bernardino, CA 92410
Dec. 6, 2023	6:00 p.m.	Los Angeles	<i>Gateway Council of Governments</i> 16401 Paramount Blvd. Paramount, CA 90723

Date	Time	County	Location
Dec. 14, 2023	11:00 a.m.	Imperial	<i>Imperial County Transportation Commission</i> 1503 N. Imperial Ave., Ste. 104 El Centro, CA 92243
Dec. 14, 2023	12:00 p.m.	Los Angeles	<i>Westside Cities Council of Governments</i> City Council Chambers West Hollywood Library Building 625 N San Vicente Blvd. West Hollywood, CA 90069

SCAG purchased space for notification of the release of the draft Connect SoCal 2024 and draft Federal Transportation Improvement Program Amendment #23-26 to 13 publications, including in language media, with a combined 1,117,574 impressions. These notices included information about where to find the draft Plan online and the noticing of the public hearings and were published in the below list of outlets on varying dates (based on publication schedules) ahead of the public hearings. Additionally, SCAG purchased print advertising space to notify about the comment period for the associated PEIR. This set of ads ran in 13 publications, including in-language newspapers, with a combined 1,117,574 impressions. These ads included information about the comment period dates, where to access the PEIR document and how to provide comments. Table 7 lists out the media outlets contacted throughout Connect SoCal 2024 development and outreach.

Additionally, SCAG ran digital advertisements with a video summarizing the contents of the draft Plan, with a link to the online comment system. These advertisements were seen 307,322 times, resulting in 5,330 clicks to the SCAG website with information on how to comment. In addition to the paid social ads, information about the comment period for both the Connect SoCal 2024 draft and associated PEIR was posted organically on SCAG’s social media channels, resulting in 8,069 reaches.

SCAG distributed 15 emails featuring information about the comment period for the Connect SoCal 2024 draft and the associated PEIR, which went to 65,436 subscribers, and saw an average 42 percent open rate.

SCAG distributed a press release announcing the comment period, which was serviced to 618 regional and subregional media outlets. It resulted in 20 stories in print and online, with an estimated 27.8 million audience reach. Staff also distributed the same notices as those published in newspapers, described above, in five languages to 69 libraries across the region via traditional mail and email. In response to the mailing, we received one request for a printed copy which was sent.

Table 7. Media Outlets Contacted During Connect SoCal Outreach

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Acorn Online, The	Agoura Hills	CA	Online	English, consumer
Adelante Valle	El Centro	CA	Newspaper	English, consumer
AMTV	Los Angeles	CA	Television	Chinese, consumer
Air Cargo News	Kew Gardens	NY	Online	English, trade/industry
Air Transport World	Washington	DC	Magazine	English, trade/industry
Airport Business	Chicago	IL	Magazine	English, consumer
Airport Improvement	Brookfield	WI	Magazine	English, trade/industry
American Infrastructure	Newport Beach	CA	Magazine	English, trade/industry
American Journal of Transportation	Plymouth	MA	Magazine	English, consumer
Antelope Valley Press	Palmdale	CA	Newspaper	English, consumer
Arcadia Weekly	Arcadia	CA	Newspaper	English, consumer
Associated Press - Los Angeles Bureau	Los Angeles	CA	Newspaper	English, consumer
Associated Press Television News - Los Angeles Bureau	Los Angeles	CA	Television	English, consumer
Beverly Press/Park Labrea News	Beverly Hills	CA	Newspaper	English, consumer
Black Voice News, The	Riverside	CA	Newspaper	English, consumer
Bloomberg Businessweek	New York	NY	Magazine	English, consumer
Bloomberg News - Los Angeles Bureau	Los Angeles	CA	Newspaper	English, consumer
Bloomberg News - Sacramento Bureau	Sacramento	CA	Newspaper	English, consumer
Boston Globe, The	Boston	MA	Newspaper	English, consumer
Breitbart	Los Angeles	CA	Online	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Business Insider	New York	NY	Online	English, consumer
Busline Magazine	Arcola	IL	Magazine	English, trade/industry
BUSRide	Phoenix	AZ	Magazine	English, trade/industry
BuzzFeed - Los Angeles Bureau	Los Angeles	CA	Newspaper	English, consumer
California Planning & Development Report	Ventura	CA	Magazine	English, trade/industry
CalMatters	Sacramento	CA	Online	English, consumer
Capitol Morning Report	Sacramento	CA	Online	English, trade/industry
Cargo Business News	Renton	WA	Magazine	English, trade/industry
Chinese American Press Association / Huarenone	Los Angeles	CA	Online	Chinese, consumer
Chino Valley Champion	Chino	CA	Newspaper	English, consumer
Circuit Cellar	Chase City	VA	Magazine	English, trade/industry
City Journal	New York	NY	Magazine	English, trade/industry
City News Group	Los Angeles	CA	Online	English, consumer
CNBC	Englewood Cliffs	NJ	Television station	English, consumer
CNN - Los Angeles Bureau	Los Angeles	CA	Newspaper	English, consumer
Coachella Valley Independent	Cathedral City	CA	Online	English, consumer
Colton Courier	Colton	CA	Newspaper	English, consumer
Connect Media CRE	Los Angeles	CA	Online	English, consumer
CRN Digital Talk Radio	Chatsworth	CA	Radio station	English, consumer
Cycle World	Irvine	CA	Magazine	English, consumer
Daily Beast, The	New York	NY	Online	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Daily Breeze	Hermosa Beach	CA	Newspaper	English, consumer
Daily Pilot	Fountain Valley	CA	Newspaper	English, consumer
Daily Press	Victorville	CA	Newspaper	English, consumer
Deadline	Los Angeles	CA	Online	English, consumer
Desert Review, The	Brawley	CA	Newspaper	English, consumer
Desert Star Weekly	Desert Hot Springs	CA	Newspaper	English, consumer
Desert Sun, The	Palm Springs	CA	Newspaper	English, consumer
Desert Trail, The	Yucca Valley	CA	Newspaper	English, consumer
DG&A's Transportation Consulting Blog	Toronto	ON	Blog	English, consumer
Downey Patriot, The	Downey	CA	Newspaper	English, consumer
Edgerton Reporter	Edgerton	WI	Newspaper	English, consumer
El Aviso	Bell	CA	Magazine	Spanish, consumer
El Clasificado	Norwalk	CA	Newspaper	Spanish, consumer
El Sol Del Valle Imperial	Calexico	CA	Newspaper	Spanish, consumer
Financial Times - US, San Francisco Bureau	San Francisco	CA	Newspaper	English, consumer
Fontana Herald News	Fontana	CA	Newspaper	English, consumer
Forbes	Jersey City	NJ	Magazine	English, consumer
Fortune	New York	NY	Magazine	English, consumer
FOX News Channel	New York	NY	Television station	English, consumer
Freight Business Journal North America	Downingtown	PA	Magazine	English, trade/industry
FreightWaves	Chattanooga	TN	Online	English, trade/industry

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Frontpage Magazine	Sherman Oaks	CA	Online	English, consumer
Good Morning LA - KIRN-AM	Los Angeles	CA	Radio program	English, consumer
Government Technology	Folsom	CA	Magazine	English, consumer
HDT: Heavy Duty Trucking	Torrance	CA	Magazine	English, trade/industry
Hi-Desert Star	Yucca Valley	CA	Newspaper	English, consumer
Hollywood Reporter, The	Los Angeles	CA	Magazine	English, trade/industry
HuffPost	New York	NY	Online	English, consumer
IBD Weekly	Los Angeles	CA	Newspaper	English, consumer
Imperial Valley Weekly	Holtville	CA	Newspaper	English, consumer
Imperial Valley Press	El Centro	CA	Newspaper	English, consumer
Inbound Logistics	New York	NY	Magazine	English, trade/industry
Inland Empire Magazine	Riverside	CA	Magazine	English, consumer
Inland Empire Business Journal	Ontario	CA	Newspaper	English, trade/industry
Inland Valley Daily Bulletin	Ontario	CA	Newspaper	English, consumer
Institutional Investing in Infrastructure	San Ramon	CA	Online	English, trade/industry
Instrument Business Outlook	Arlington	VA	Magazine	English, trade/industry
Jewish Journal, The	Los Angeles	CA	Newspaper	English, consumer
Journal of Business Logistics	Tampa	FL	Magazine	English, trade/industry
Journal of Commerce, The	New York	NY	Magazine	English, consumer
Journal of Intelligent Transportation Systems: Technology, Planning, and Op	Knoxville	TN	Magazine	English, trade/industry
KABC-AM	Culver City	CA	Radio station	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
KABC-TV	Glendale	CA	Television station	English, consumer
KCAL-TV	Studio City	CA	Television station	English, consumer
KCBS-TV	Studio City	CA	Television station	English, consumer
KCET-TV Online	Costa Mesa	CA	Online	English, consumer
KCLU-AM	Thousand Oaks	CA	Radio station	English, consumer
KDES-FM	Palm Springs	CA	Radio station	English, consumer
KESQ-TV	Thousand Palms	CA	Television station	English, consumer
KFI-AM	Burbank	CA	Radio station	English, consumer
KFMB-TV	San Diego	CA	Television station	English, consumer
KHJ-AM	Lincolnshire	IL	Radio station	English, consumer
Kiplinger's Personal Finance	Washington	DC	Magazine, consumer	English, consumer
KLOS-FM	Burbank	CA	Radio station	English, consumer
KMEX-TV	Los Angeles	CA	Television station	Spanish, consumer
KNBC-TV	Universal City	CA	Television station	English, consumer
KNSD-TV	San Diego	CA	Television station	English, consumer
KNX-AM	Los Angeles	CA	Radio station	English, consumer
Korea Times Los Angeles Edition	Los Angeles	CA	Newspaper	Korean, consumer
KOXR-AM	Oxnard	CA	Radio station	English, consumer
KPCC-FM Online	Pasadena	CA	Online, consumer	English, consumer
KPSI-FM	Palm Springs	CA	Radio station	English, consumer
KPWR-FM	Burbank	CA	Radio station	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
KSMS-TV	Los Angeles	CA	Television station	English, consumer
KTLA-TV	Los Angeles	CA	Television station	English, consumer
KTTV-TV	Los Angeles	CA	Television station	English, consumer
KTXL-TV	Sacramento	CA	Television station	English, consumer
KVCR-FM	San Bernardino	CA	Radio station	English, consumer
KVCR-TV	San Bernardino	CA	Television station	English, consumer
KVEA-TV	Universal City	CA	Television station	Spanish consumer
KVTA-AM	Ventura	CA	Radio program	English, consumer
KWVE-FM	Santa Ana	CA	Radio station	English, consumer
KXLA-TV	Los Angeles	CA	Television station	English, consumer
La La Banda Elastica	Los Angeles	CA	Online	Spanish, consumer
LA Observed	Los Angeles	CA	Blog	English, consumer
La Opinión	Los Angeles	CA	Newspaper	Spanish, consumer
LAist 89.3	Pasadena	CA	Radio station	English, consumer
Land Line	Grain Valley	MO	Magazine	English, consumer
Latin American Perspectives	Riverside	CA	Magazine	English, trade/industry
Latin Heat	West Covina	CA	Magazine	Spanish, consumer
Logistics Management	Framingham	MA	Magazine	English, trade/industry
Logistics of Logistics	Howell	MI	Blog	English, trade/industry
Logistics Viewpoints - ARC Advisory Group	Dedham	MA	Blog,	English, trade/industry
Long Beach Press-Telegram	Long Beach	CA	Newspaper	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Los Angeles Blade	Los Angeles	CA	Blog	English, consumer
Los Angeles Business Journal	Los Angeles	CA	Magazine	English, trade/industry
Los Angeles Daily News	Monrovia	CA	Newspaper	English, consumer
Los Angeles Magazine	Culver City	CA	Magazine	English, consumer
Los Angeles Sentinel	Los Angeles	CA	Newspaper	English, consumer
Los Angeles Times	El Segundo	CA	Newspaper	English, consumer
Los Angeles Wave Newspapers	Los Angeles	CA	Newspaper	English, consumer
Mad Money with Jim Cramer - CNBC Cable Network	Englewood Cliffs	NJ	Television program	English, consumer
Marketplace - American Public Media	Los Angeles	CA	Radio program	English, consumer
Mass Transit	Chicago	IL	Magazine	English, consumer
Material Handling & Logistics	Independence	OH	Magazine	English, consumer
Mercury News, The	San Jose	CA	Newspaper	English, consumer
Metro Magazine	Torrance	CA	Magazine	English, trade/industry
Modern Materials Handling	Northbrook	IL	Magazine	English, trade/industry
My News LA	Glendale	CA	Online	English, consumer
Nation, The	New York	NY	Magazine	English, consumer
Neurotech Business Report	San Francisco	CA	Magazine	English, trade/industry
New York Magazine	New York	NY	Magazine	English, consumer
New York Times, The	New York	NY	Newspaper	English, consumer
Nguoi Viet	Westminster	CA	Online, Print	Vietnamese, consumer
Noticiero Telemundo - Telemundo	Hialeah	FL	Television program	Spanish, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
NPR/National Public Radio	Washington	DC	Radio station	English, consumer
Orange County Business Journal	Irvine	CA	Magazine,	English, trade/industry
Orange County Register, The	Irvine	CA	Newspaper	English, consumer
Orange County Tribune, The	Garden Grove	CA	Online	English, consumer
Packaging World	Chicago	IL	Magazine	English, trade/industry
Palm Springs Life Magazine	Palm Springs	CA	Magazine	English, consumer
Pasadena Now	Pasadena	CA	Online	English, consumer
Pasadena Star-News	Pasadena	CA	Newspaper	English, consumer
Patch	Los Angeles	CA	Online	English, consumer
Pavement Maintenance & Reconstruction	Fort Atkinson	WI	Magazine	English, trade/industry
POLITICO	Arlington	VA	Magazine	English, consumer
Precinct Reporter	San Bernardino	CA	Newspaper	English, consumer
KCRW-FM	Santa Monica	CA	Radio program	English, consumer
Press-Enterprise, The	Riverside	CA	Newspaper	English, consumer
Progressive Railroading	Milwaukee	WI	Magazine	English, trade/industry
ProPublica	New York	NY	Online,	English, consumer
Radio Ink	Boca Raton	FL	Magazine	English, trade/industry
Redlands Daily Facts	Redlands	CA	Newspaper	English, consumer
Retail Shipping News	Richardson	TX	Magazine	English, trade/industry
Reuters News	New York	NY	Wire Service	English, consumer
RideApart	Los Angeles	CA	Blog	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Riverside Business Journal	Riverside	CA	Magazine	English, trade/industry
Roll Call	Washington	DC	Magazine	English, trade/industry
Sacramento Bee, The	Sacramento	CA	Newspaper	English, consumer
Sacramento Business Journal	Sacramento	CA	Magazine	English, consumer
Salt Lake Tribune, The	Salt Lake City	UT	Newspaper	English, consumer
San Clemente Journal	San Clemente	CA	Magazine	English, consumer
San Fernando Sun, The	San Fernando	CA	Newspaper	English, consumer
San Fernando Valley Business Journal	Los Angeles	CA	Magazine	English, consumer
San Gabriel Valley Tribune	Monrovia	CA	Newspaper	English, consumer
Santa Monica Lookout	Santa Monica	CA	Online	English, consumer
Santa Monica Star, The	Santa Monica	CA	Newspaper	English, consumer
School Transportation News	Torrance	CA	Magazine	English, trade/industry
Seal Beach Sun	Seal Beach	CA	Newspaper	English, consumer
Signal, The	Valencia	CA	Newspaper	English, consumer
Spectrum News 1 SoCal	El Segundo	CA	Television station	English, consumer
Streetsblog CA	Sacramento	CA	Blog, consumer	English, consumer
Streetsblog LA	Los Angeles	CA	Blog, consumer	English, consumer
Structure & Infrastructure Engineering	Philadelphia	PA	Magazine	English, trade/industry
Sun, The	San Bernardino	CA	Newspaper	English, consumer
Tasting Panel, The	Encino	CA	Magazine	English, trade/industry
Texas Monthly	Austin	TX	Magazine	English, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
To The Point - KCRW-FM	Santa Monica	CA	Radio program	English, consumer
TradeWinds	Stamford	CT	Magazine	English, trade/industry
Transport Routier	Montreal	QC	Magazine	English, trade/industry
Transportation Communications Newsletter	Cranford	NJ	Online	English, trade/industry
Transportation Leader	Rockville	MD	Magazine	English, trade/industry
Trucker, The	Little Rock	AR	Newspaper	English, consumer
Truckin'	El Segundo	CA	Online	English, consumer
USA Today - San Francisco Bureau	San Francisco	CA	Newspaper	English, consumer
US Health Lifestyle	Los Angeles	CA	Newspaper	Chinese, consumer
US News Express	Los Angeles	CA	Newspaper	Chinese, consumer
Ventura County Star	Camarillo	CA	Newspaper	English, consumer
Wall Street Journal - Los Angeles Bureau, The	Los Angeles	CA	Newspaper	English, consumer
Wall Street Journal - San Francisco Bureau, The	San Francisco	CA	Newspaper	English, consumer
Washington Post, The	Washington	DC	Newspaper	English, consumer
WBEZ-FM	Chicago	IL	Radio station	English, consumer
WCBS-AM	New York	NY	Radio station	English, consumer
Week Online, The	New York	NY	Online	English, consumer
Westside Story Newspaper	San Bernardino	CA	Newspaper	English, consumer
Westways	Costa Mesa	CA	Magazine	English, consumer
Whittier Daily News	Monrovia	CA	Newspaper	English, consumer
World Journal	Los Angeles	CA	Newspaper	Chinese, consumer

Outlet Name	Outlet City	Outlet State	Outlet Type	Audience
Yahoo News Taiwan	Los Angeles	CA	Newspaper	Chinese, consumer

In the fall of 2023, SCAG concluded work on the Connect SoCal 2024 Community Partner Program with three virtual focus groups with staff from the community-based organizations to get feedback on aspects of the draft Connect SoCal 2024 and the Community Partnership Program itself. At the focus groups, SCAG presented about how the feedback they collected from their communities was incorporated into the draft. Regarding the draft, Community Partners advocated for increased urgency around the housing affordability crisis, more investments in active transportation and transit, as well as acknowledgement of the intersectionality between Mobility, Community, Environment, and Economy issues. Overall feedback about the Community Partnership Program was positive, and left Community Partners wanting more consistent and ongoing partnership opportunities with SCAG in the future. More information on the Community Partner Program focus groups can be found in Appendix 2.

In total, SCAG received letters or submissions from 53 agencies/organizations and 28 individuals which included over 1,800 distinct comments. On Mar. 7, 2024, staff presented a summary overview of the comments received along with significant Plan edits to the Joint Policy Committee.

APPENDICES

1. SCAG Connect SoCal 2024 Community Partner Program: Feedback Summary Memo
2. SCAG Connect SoCal Community Partner Program: Focus Group Memo
3. Comments and Responses
4. Comment Letters
5. Public Hearing Transcripts and Comment Cards

11. ENDNOTES

¹ Technical Working Group, Southern California Association of Governments (SCAG).

<https://scag.ca.gov/technical-working-group>

² Regional Planning Working Groups. SCAG. (n.d.). <https://scag.ca.gov/regional-planning-working-groups>

³ SCAG. (2019, January). Policy for Consultation with Federally Recognized Indian Tribal Governments and

Federal Land Management Agencies. [https://scag.ca.gov/sites/main/files/file-](https://scag.ca.gov/sites/main/files/file-attachments/consultationpolicy-tribalgovts-flmas.pdf)

[attachments/consultationpolicy-tribalgovts-flmas.pdf](https://scag.ca.gov/sites/main/files/file-attachments/consultationpolicy-tribalgovts-flmas.pdf)

⁴ <https://oehha.ca.gov/calenviroscreen/sb535>

⁵ SCAG Main Office and Regional Office locations can be found on the SCAG website.

<https://scag.ca.gov/scag-offices>





Main Office

900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
Tel: (213) 236-1800
www.scag.ca.gov

Regional Offices

Imperial County

1503 N. Imperial Ave., Ste. 104
El Centro, CA 92243
Tel: (213) 236-1967

Orange County

OCTA Building
600 S. Main St., Ste. 1143
Orange, CA 92868
Tel: (213) 236-1904

Riverside County

3403 10th St., Ste. 805
Riverside, CA 92501
Tel: (951) 784-1513

San Bernardino County

1170 W. Third St., Ste. 140
San Bernardino, CA 92410
Tel: (213) 630-1499

Ventura County

4001 Mission Oaks Blvd., Ste. L
Camarillo, CA 93012
Tel: (213) 236-1960