



REGULAR MEETING

COMMUNITY, ECONOMIC & HUMAN DEVELOPMENT COMMITTEE

Main Office

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Los Angeles, California
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www.scag.ca.gov

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

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

Officers

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Cheryl Viegas-Walker, El Centro

First Vice President
Michele Martinez, Santa Ana

Second Vice President
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Human Development
Bill Jahn, Big Bear Lake

Energy & Environment
Deborah Robertson, Rialto

Transportation
Alan Wapner, San Bernardino
Associated Governments

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 and Minutes for the CEHD Committee are also available at: <http://www.scag.ca.gov/committees/Pages/default.aspx>

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**Community, Economic, and Human Development Committee
Members – April 2016**

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Chair* 1. Hon. Bill Jahn	<i>Big Bear Lake</i> District 11
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4. Hon. Al Austin	<i>Long Beach</i> GCCOG
5. Hon. Stacy Berry	<i>Cypress</i> OCCOG
6. Hon. Wendy Bucknum	<i>Mission Viejo</i> OCCOG
7. Hon. Carol Chen	<i>Cerritos</i> GCCOG
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10. Hon. Rose Espinoza	<i>La Habra</i> OCCOG
11. Hon. Kerry Ferguson	<i>San Juan Capistrano</i> OCCOG
* 12. Hon. Margaret E. Finlay	<i>Duarte</i> District 35
13. Hon. Debbie Franklin	<i>Banning</i> WRCOG
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15. Hon. Tom Hansen	<i>Paramount</i> GCCOG
16. Hon. Robert “Bob” Joe	<i>South Pasadena</i> Arroyo Verdugo Cities
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19. Hon. Joe Lyons	<i>Claremont</i> SGVCOG
* 20. Hon. Victor Manalo	<i>Artesia</i> District 23
21. Hon. Charles Martin	Morongo Band of Mission Indians
22. Hon. Joseph McKee	<i>Desert Hot Springs</i> CVAG
23. Hon. Susan McSweeney	<i>Westlake Village</i> LVMCOG
* 24. Hon. Carl E. Morehouse	<i>San Buenaventura</i> District 47
25. Hon. Ray Musser	<i>Upland</i> SANBAG
* 26. Hon. Steve Nagel	<i>Fountain Valley</i> District 15
* 27. Hon. John Nielsen	<i>Tustin</i> District 17
28. Hon. Edward Paget	<i>Needles</i> SANBAG
* 29. Hon. Erik Peterson	<i>Huntington Beach</i> District 64
30. Hon. Jim Predmore	<i>Holtville</i> ICTC
31. Hon. John Procter	<i>Santa Paula</i> VCOG



Community, Economic, and Human Development Committee
Members – April 2016

Members

Representing

* 32. Hon. Mary “Maxine” Resvaloso		<i>Torres-Martinez Desert Cahuilla Indians</i>
* 33. Hon. Rex Richardson	<i>Long Beach</i>	District 29
34. Hon. Sonny R. Santa Ines	<i>Bellflower</i>	GCCOG
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36. Hon. Becky Shevlin	<i>Monrovia</i>	SGVCOG
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38. Hon. Mark Waronek	<i>Lomita</i>	SBCCOG
39. Hon. Frank Zerunyan	<i>Rolling Hills Estates</i>	SBCCOG

**Regional Council Member*

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE AGENDA APRIL 7, 2016

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

CALL TO ORDER & PLEDGE OF ALLEGIANCE

(Hon. Bill Jahn, Chair)

PUBLIC COMMENT PERIOD – Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, must fill out and present a 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 CEHD Chair and Vice Chair [Ballot Voting]
(Joseph Silvey, General Counsel)

INFORMATION ITEMS

2. SCAG Housing Summit, October 11, 2016 Attachment 5 mins. 1
(Ma'Ayn Johnson, SCAG Staff)
3. California State Housing Omnibus Bill Attachment 5 mins. 3
(Ma'Ayn Johnson, SCAG Staff)
4. Cap-and Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Concept Application Review Attachment 10 mins. 7
(Ma'Ayn Johnson, SCAG Staff)
5. Go Human – Update Attachment 5 mins. 10
(Rye Baerg, SCAG Staff)

CONSENT CALENDAR

Approval Item

6. Minutes of the February 4, 2016 Meeting Attachment 21

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE AGENDA APRIL 7, 2016

Receive and File

Time Page No.

- | | | |
|----------------------------------------------------------------------------------------|------------|----|
| 7. <u>Save the Date: The 27th Annual SCAG/USC Demographic Workshop - June 13, 2016</u> | Attachment | 26 |
| 8. <u>2016 Regional Council and Policy Committees Meeting Schedule</u> | Attachment | 28 |

CHAIR'S REPORT

(Hon. Bill Jahn, Chair)

STAFF REPORT

(Frank Wen, SCAG Staff)

FUTURE AGENDA ITEM/S

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 CEHD Committee will be held on Thursday, June 2, 2016 at the SCAG Los Angeles Office.

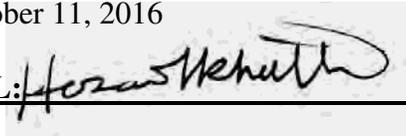
DATE: April 7, 2016

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

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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: Community, Economic and Human Development (CEHD) Committee

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

SUBJECT: California State Housing Omnibus Bill

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

EXECUTIVE SUMMARY:
The California Department of Housing and Community Development (HCD) is proposing a technical amendment to Government Code Section 65584.01(b) through a legislative 2016 Housing Omnibus Bill. The section of Code concerns the existing State Regional Housing Needs Assessment (RHNA) law with respect to regional population growth during the consultation process between HCD and a Council of Governments (COG). HCD is recommending this technical correction be included in the 2016 Housing Omnibus Bill State legislature consideration in mid-summer 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:
Under State housing law, HCD provides a COG such as SCAG the regional housing need determination for the RHNA projection period. The process involves consultation between HCD and the COG using population projections from the State Department of Finance (DOF) and the COG's long-range transportation plan population projections. Per Government Code Section 65584.01(b), if the total regional population forecast developed by the COG is within a range of 3% of the total regional population forecast developed by DOF for the same planning period, then the COG's population forecast will be the basis from which HCD determines the existing and projected need for housing in the region.

Confusion arose during the 5th cycle determination process as to whether the 3% difference applied to the total population figure or to the growth in population due to conflicting terms and redundancy between the two criteria in the applicable Government Code Section. After discussion and consultation, HCD applied the 3% difference to the total population figure rather than the growth for the 5th cycle regional determination.

This issue was included in the RHNA and Housing Element Reform Subcommittee's discussions and recommendations, which were reviewed and approved by the CEHD Committee and Regional Council

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in April and May 2015, respectively. Based on a proposal by HCD Staff at the RHNA and Housing Element Reform Subcommittee meetings, the Subcommittee recommended that SCAG staff work with HCD staff to submit a technical correction for a future Omnibus Bill for State Legislature approval to address the issue. An Omnibus bill is intended to remedy technical corrections in existing State law that are minor and are usually to clarify noncontroversial issues. To date, SCAG staff has not observed any objections to this recommendation.

The recommendation of the RHNA and Housing Element Reform Subcommittee was discussed at HCD's Housing Advisory Committee, a group of Statewide housing policy stakeholders whose goal is to review and make recommendations for RHNA and housing element reform. The proposed change did not result in any objections and HCD is submitting legislative language on this issue as part of a legislative 2016 Housing Omnibus Bill. HCD staff has recently shared its proposed changes to SCAG staff. SCAG staff has submitted a minor correction to HCD's proposed language to differentiate the growth projection year from the planning period, and will request to incorporate this minor clarification during the next draft of the legislative Omnibus Bill, per HCD's suggestion to submit further edits after the initial submission to the State Legislature. HCD's proposed Omnibus Bill language along with SCAG's edit can be found in Attachment 1.

SCAG staff has also provided an update at the March 17, 2016 Technical Working Group meeting and will verbally provide any comments received at the CEHD Policy Committee meeting, if needed.

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:

Proposed 2016 Housing Omnibus Bill on the Regional Determination Issue

2016 Housing Omnibus Bill - First Round of Amendments

February 29, 2016

Additional Proposed Amendment

Eliminate conflicting and redundant methodology for HCD determination of regional housing need [Gov Code 65584.01(b)]. HCD, Housing Policy Division.

Second and third sentences of below section 65584.01(b) reference two different criteria that can result in conflictual calculations whether HCD must accept the population forecast of a council of government (COG) in place of the population forecast of Department of Finance (DOF). Both criteria apply whether the COG forecast is within a range of 3 percent of DOF's determination. The 1st criterion compares COG and DOF "total" population. The 2nd criterion compares change and difference in population "growth" between COG and DOF total population.

SCAG, for the current 5th 2013-2021 housing cycle only met the 1st criterion which the Department allowed and prefers. The Department, late 2015, discussed criteria conflict and redundancy with local government and housing advocate members of the Housing Element Advisory Group that agreed 2nd criterion is redundant. Strikethrough of term "growth" used twice in 3rd sentence would resolve issue.

65584.01

(b) The department's determination shall be based upon population projections produced by the Department of Finance and regional population forecasts used in preparing regional transportation plans, in consultation with each council of governments. If the total regional population forecast for the planning period, developed by the council of governments and used for the preparation of the regional transportation plan, is within a range of 3 percent of the total regional population forecast for the planning period over the same time period by the Department of Finance, then the population forecast developed by the council of governments shall be the basis from which the department determines the existing and projected need for housing in the region. If the difference between the total population ~~growth~~ projected by the council of governments and the total population ~~growth~~ projected for the region by the Department of Finance is greater than 3 percent, then the department and the council of governments shall meet to discuss variances in methodology used for population projections and seek agreement on a population projection for the region to be used as a basis for determining the existing and projected housing need for the region. If no agreement is reached, then the population projection for the region shall be the population projection for the region prepared by the Department of Finance as may be modified by the department as a result of discussions with the council of governments.

Proposed revised language by SCAG
65584.01

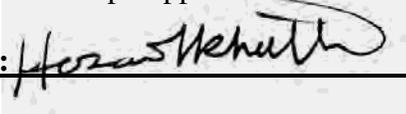
(b) The department's determination shall be based upon population projections produced by the Department of Finance and regional population forecasts used in preparing regional transportation plans, in consultation with each council of governments. If the total regional population forecast for the ~~planning period~~ ~~projection year~~, developed by the council of governments and used for the preparation of the regional transportation plan, is within a range of 3 percent of the total regional population forecast for ~~the planning period over the same time period~~ ~~projection year~~ by the Department of Finance, then the population forecast developed by the council of governments shall be the basis from which the department determines the existing and projected need for housing in the region. If the difference between the total population ~~growth~~ projected by the council of governments and the total population ~~growth~~ projected for the region by the Department of Finance is greater than 3 percent, then the department and the council of governments shall meet to discuss variances in methodology used for population projections and seek agreement on a population projection for the region to be used as a basis for determining the existing and projected housing need for the region. If no agreement is reached, then the population projection for the region shall be the population projection for the region prepared by the Department of Finance as may be modified by the department as a result of discussions with the council of governments.

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.

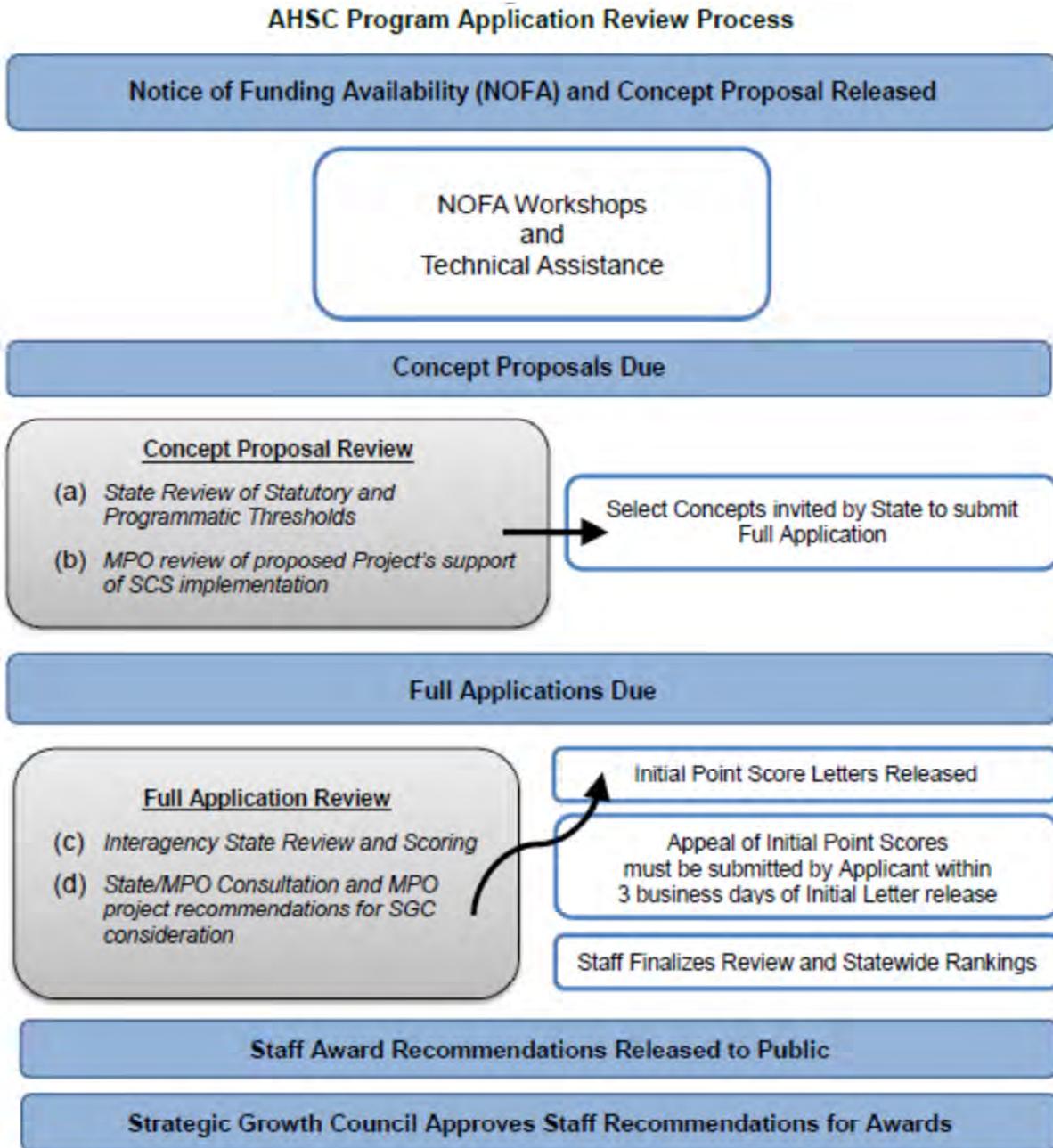
STRATEGIC PLAN:
This item supports SCAG's Strategic Plan; Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; Objective a: Create and facilitate a collaborative and cooperative environment to produce forward thinking regional plans.

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

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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: 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



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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



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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.



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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

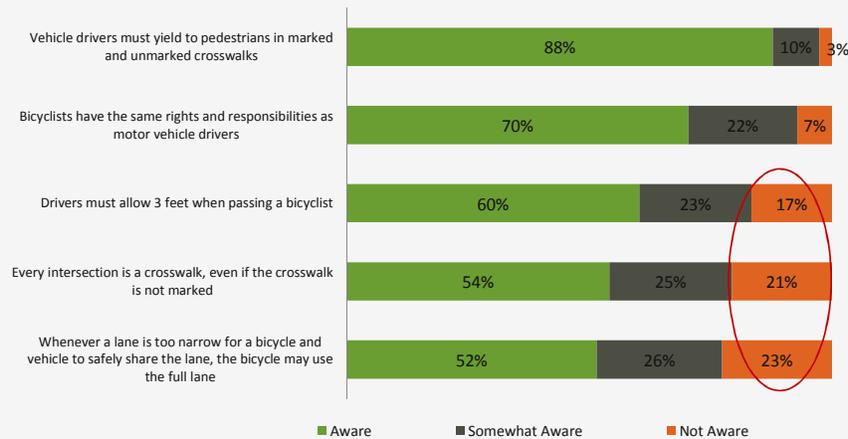


Evaluation Results



- 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



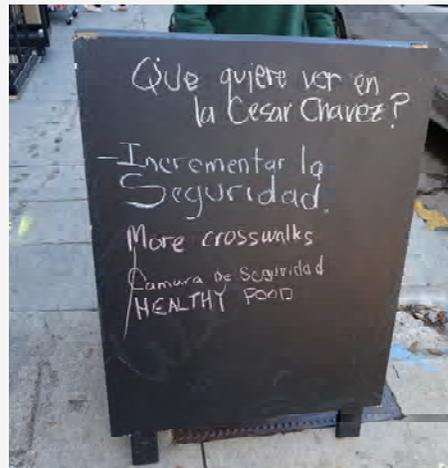
Target Audience	Example Reps
Elected Officials	County officials City officials
Transportation and Public Health Professionals	Regional agencies Cities/Counties Transit agencies
Community Groups	Local interest groups Environmental/Health groups Neighborhood Councils
Employers	Chambers/BIDs TMAs/TDM programs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



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

February 4, 2016
Minutes

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

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

Members Present

Hon. Dante Acosta, Santa Clarita	SFVCOG
Hon. Stacy Berry, Cypress	OCCOG
Hon. Wendy Bucknum, Mission Viejo	OCCOG
Hon. Carol Chen, Cerritos	GCCOG
Hon. Steven Choi, City of Irvine	District 14
Hon. Margaret Finlay, Duarte	District 35
Hon. Kerry Ferguson, San Juan Capistrano	OCCOG
Hon. Debbie Franklin, Banning	WRCOG
Hon. Tom Hansen, City of Paramount	GCCOG
Hon. Bill Jahn, Big Bear Lake (Chair)	District 11
Hon. Robert Joe, South Pasadena	Arroyo Verdugo Cities
Hon. Barbara Kogerman, Laguna Hills	District 13
Hon. Paula Lantz, Pomona	District 38
Hon. Joe Lyons, City of Claremont	SGVCOG
Hon. Victor Manalo, Artesia	District 23
Hon. Larry McCallon, Highland (Vice-Chair)	District 7
Hon. Joe McKee, City of Desert Hot Springs	CVAG
Hon. Carl Morehouse, San Buenaventura	District 47
Hon. Ray Musser, Upland	SANBAG
Hon. Steve Nagel, City of Fountain Valley	OCCOG
Hon. Ed Paget , Needles	SANBAG
Hon. Erik Peterson, Huntington Beach	District 64
Hon. Jim Predmore, Holtville	ICTC
Hon. John Procter, Santa Paula	VCOG
Hon. Rex Richardson, Long Beach	District 29
Hon. Andrew Sarega, City of LaMirada	District 31
Hon. Becky Shevlin, Monrovia	SGVCOG
Hon. Tri Ta, Westminster	District 20
Hon. Mark Waronek, Lomita	SBCCOG
Hon. Frank Zerunyan, Rolling Hills Estates	SBCCOG

Members Not Present

Hon. Al Austin, Long Beach	GCCOG
Hon. Jeffrey Cooper, Culver City	WSCCOG
Hon. Rose Espinoza, City of La Habra	OCCOG
Hon. Charles Martin	Morongo Band of Mission Indians
Hon. Julie Hackbarth-McIntyre, Barstow	SANBAG
Hon. Susan McSweeney, Westlake Village	LVMCOG
Hon. John Nielsen, Tustin	District 17
Hon. Mary Resvaloso, Torres-Martinez Indians	Torres-Martinez Indians
Hon. Sonny Santa Ines, Bellflower	GCCOG

CALL TO ORDER & PLEDGE OF ALLEGIANCE

Hon. Bill Jahn, Chair, called the meeting to order at 10:00 AM. Hon. Joe Lyons led the Committee in the Pledge of Allegiance.

PUBLIC COMMENT PERIOD

There were no public comments presented.

REVIEW AND PRIORITIZE AGENDA ITEMS

There was no reprioritization of the agenda.

CONSENT CALENDAR

Approval Item

1. Minutes of the October 8, 2015 Meeting

Receive and File

2. Cap-and-Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Update
3. 2016 Regional Council and Policy Committees Meeting Schedule

A MOTION was made (Finlay) to approve the Consent Calendar. The MOTION was SECONDED (Chen) and APPROVED by the following vote:

AYES: Acosta, Berry, Chen, Choi, Ferguson, Finlay, Franklin, Hansen, Jahn, Joe, Manalo, McCallon, McKee, Morehouse, Musser, Nagel, Paget, Predmore, Procter, Richardson, Shevlin, Ta, Waronek, Zerunyan

NOES: None

ABSTAIN: None

INFORMATION ITEMS

4. Local Establishment of Community Revitalization and Investment Authorities Under Assembly Bill 2

Ma'Ayn Johnson, Senior Regional Planner, stated that AB 2 was signed by Governor Brown in September 2015, and the purpose of the bill is to allow jurisdictions to establish a Community Revitalization and Investment Authority (CRIA) to fund infrastructure improvements, commercial development, and affordable housing in disadvantaged communities. Ms. Johnson introduced Cecilia Estolano, co-founder and member of Estolano LeSar Perez Advisors, LLC. Ms. Estolano provided an overview of Governor Brown's efforts to get AB 2 signed. The bill was meant to provide some retribution to communities after dissolution of the California Redevelopment Law. Ms. Estolano explained that a city, county, or any combination of the two, may adopt a resolution to create a CRIA. The governing body of this authority would consist of three (3) members of the city council or board of supervisors and two (2) members who live or work in the community. Ms. Estolano further explained that once a CRIA is established, it is required to adopt a Community Revitalization and Investment Plan for the community revitalization and investment area that includes elements describing and governing revitalization activities. Ms. Estolano outlined the key differences between a CRIA and Enhanced Infrastructure Financing Districts (EIFD).

5. Short-Term and Long-Term Demographic and Economic Trends in the SCAG Region

Dr. John Cho, Associate Planner, introduced key statistics and assessments, providing short and long term demographic economic trends for the SCAG region. Dr. Cho noted that monthly economic reports are available on SCAG's website, providing timely data for regional policy analysis and plan development. Dr. Cho also noted that SCAG maintains the economic and demographic data library, which provides various socio-economic data including population, employment, income, housing, trade, sales, and projection data for counties and the region. Dr. Cho demonstrated how the information can be found on the website. Dr. Cho reported that the annual Demographic Workshop will be held on June 13, 2016 at the California Science Center.

Huasha Liu, Director of Land Use and Environmental Planning, reported that her staff is planning to hold a Regional Housing Summit in the fall of 2016, which will address the challenges of housing affordability and inventory, explore the opportunities that are available and how SCAG can take advantage of those opportunities.

6. California Environmental Quality Act (CEQA) Exemptions of Qualified Projects and Areas Under SB 743

Huasha Liu, Director of Land Use and Environmental Planning, stated that SB 743 creates a new exemption from CEQA for certain projects located in transit priority areas that are consistent with a Specific Plan containing a certified EIR. A Specific Plan is a local plan that contains specific policies and development zoning regulations for a defined area, such as a downtown core or along a transit corridor. Ms. Liu further stated that under the SB 743 provision, the exemptions apply to all residential projects, and non-residential with a floor area ratio of 0.75. Ms. Liu reported that her staff has developed a GIS web application to provide support to local jurisdictions in identifying qualified projects and areas. Jung Seo, Regional Planner Specialist, provided a demonstration of the web application.

7. 2016-2040 Regional Transportation Plan/Sustainable Communities (RTP/SCS) Strategy Update

Bill Jahn, Chair of CEHD, stated that following the release of the draft 2016 RTP/SCS for public review and comment on December 3, 2015, SCAG has conducted a large scale outreach campaign throughout the six-county region to educate and solicit feedback. Throughout the month of January, SCAG held 14 elected official briefings, four public hearings, and two PEIR workshops. The 60-day comment period ended February 1, 2016 and approximately 1,000 official comments were received. SCAG staff will review and respond to each of the public comments and the Regional Council will hear a detailed report summarizing the comments and staff recommendations on how to address them within the context of the final 2016 RTP/SCS and the PEIR. Throughout the public comment period, SCAG staff has continued to coordinate with each of the six-county transportation commissions and other key stakeholders, validating key elements of the plan. Chair Jahn reminded the members that on March 24, 2016, a special joint meeting of the three policy committees will be held to consider recommending to the Regional Council approval of the 2016 RTP/SCS and the associated PEIR. On April 7, 2016, both documents will be brought to the Regional Council for adoption. Chair Jahn thanked the CEHD committee for its participation in the RTP/SCS.

CHAIR'S REPORT

There was no Chair's report presented.

STAFF REPORT

There was no staff report presented.

FUTURE AGENDA ITEMS

There were no future agenda items presented.

ANNOUNCEMENTS

Hon. Joe Lyons reported that the National Monument Collaborative is moving forward with assessing impacts on the region.

ADJOURNMENT

The Chair adjourned the meeting at 11:50 AM.

Minutes Reviewed By:

Frank Wen, Manager
Research & Analysis

Community, Economic & Human Development Committee Attendance Report

2016

Member (including Ex-Officio) LastName, FirstName	Representing	X = County Represented						X = Attended = No Meeting NM = New Member EA = Excused Absence											
		IC	LA	OC	RC	SB	VC	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Acosta, Dante	SFVCOG		X						X										
Austin, Al	GCCOG		X																
Berry, Stacy	OCCOG			X					X										
Bucknum, Wendy	OCCOG			X					X										
Chen, Carol	Gateway Cities		X						X										
Choi, Steven	City of Irvine (District 14)			X					X										
Cooper, Jeffrey	WSCCOG		X																
Espinoza, Rose	OCCOG			X															
Ferguson, Kerry	OCCOG			X					X										
Finlay, Margaret*	Duarte (District 35)		X						X										
Franklin, Debbie	WRCOG				X				X										
Hansen, Tom	Gateway Cities								X										
Jahn, Bill* (Chair)	SANBAG (District 11)						X		X										
Joe, Robert	Arroyo Verdugo		X						X										
Kogerman, Barbara	District 13			X					X										
Lantz, Paula	Pomona (District 38)		X						X										
Lyons, Joe	SGVCOG		X						X										
Manalo, Victor	District 23		X						X										
Martin, Charles	Morongo Indians				X														
McCallon, Larry* (Vice-Chair)	Highland (District 7)						X		X										
Hackbarth-McIntyre, Julie	SANBAG																		
McKee, Joe	CVAG				X				X										
McSweeney, Susan	Las Virgenes/Malibu COG		X																
Morehouse, Carl*	VCOG (District 47)							X	X										
Musser, Ray	SANBAG						X		X										
Nagel, Steve	OCCOG			X					X										
Nielsen, John*	Tustin (District 17)			X															
Paget, Ed	SANBAG						X		X										
Peterson, Erick	District 64			X					X										
Predmore, Jim	ICTC	X							X										
Procter, John	VCOG							X	X										
Resvaloso, Mary	Torres-Martinez Indians				X														
Richardson, Rex	District 29		X						X										
Santa Ines, Sonny	GCCOG		X																
Sarega, Andrew	District 31		X						X										
Shevlin, Becky	SGVCOG		X						X										
Ta, Tri*	District 20			X					X										
Waronek, Mark	SBCCOG		X						X										
Zerunyan, Frank	SBCCOG		X						X										
Regional Council Member*																			

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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

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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



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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.