



REGULAR MEETING

TRANSPORTATION COMMITTEE

Main Office

818 West 7th Street
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Los Angeles, California
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Officers

President
Cheryl Viegas-Walker, El Centro
First Vice President
Michele Martinez, Santa Ana
Second Vice President
Margaret Finlay, Duarte
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Policy Committee Chairs

Community, Economic and
Human Development
Bill Jahn, Big Bear Lake
Energy & Environment
Deborah Robertson, Rialto
Transportation
Alan Wapner, San Bernardino
Associated Governments

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

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

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

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

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Transportation Committee

Members – April 2016

<u>Members</u>	<u>Representing</u>
Chair* 1. Hon. Alan Wapner	<i>Ontario</i> SANBAG
Vice-Chair* 2. Hon. Barbara Messina	<i>Alhambra</i> District 34
* 3. Hon. Michael D. Antonovich	Los Angeles County
* 4. Hon. Sean Ashton	<i>Downey</i> District 25
* 5. Hon. Rusty Bailey	<i>Riverside</i> District 68
* 6. Hon. Glen Becerra	<i>Simi Valley</i> District 46
7. Hon. Ben Benoit	<i>Wildomar</i> WRCOG
8. Hon. Russell Betts	<i>Desert Hot Springs</i> CVAG
* 9. Hon. Art Brown	<i>Buena Park</i> District 21
* 10. Hon. Joe Buscaino	<i>Los Angeles</i> District 62
11. Hon. Diana Lee Carey	<i>Westminster</i> OCCOG
* 12. Hon. Jonathan Curtis	<i>La Cañada Flintridge</i> District 36
* 13. Hon. Gene Daniels	<i>Paramount</i> District 24
* 14. Hon. Paul Eaton	<i>Montclair</i> District 9
* 15. Hon. Felipe Fuentes	<i>Los Angeles</i> District 54
* 16. Hon. James Gazeley	<i>Lomita</i> District 39
* 17. Hon. Jeffrey Giba	<i>Moreno Valley</i> District 69
* 18. Hon. Lena Gonzalez	<i>Long Beach</i> District 30
19. Hon. Bert Hack	<i>Laguna Woods</i> OCCOG
* 20. Hon. Curt Hagman	San Bernardino County
* 21. Hon. Jan Harnik	<i>Palm Desert</i> RCTC
22. Hon. Dave Harrington	<i>Aliso Viejo</i> OCCOG
* 23. Hon. Carol Herrera	<i>Diamond Bar</i> District 37
* 24. Hon. Steve Hofbauer	<i>Palmdale</i> District 43
* 25. Hon. Jose Huizar	<i>Los Angeles</i> District 61
* 26. Hon. Jim Hyatt	<i>Calimesa</i> District 3
* 27. Hon. Jim Katapodis	<i>Huntington Beach</i> OCTA
28. Hon. Linda Krupa	<i>Hemet</i> WRCOG
* 29. Hon. Randon Lane	<i>Murrieta</i> District 5
30. Hon. Severo Lara	<i>Ojai</i> VCOG
31. Hon. James C. Ledford	<i>Palmdale</i> North L. A. County
* 32. Hon. Antonio Lopez	<i>San Fernando</i> District 64
* 33. Hon. Clint Lorimore	<i>Eastvale</i> District 4



Transportation Committee

Members – April 2016

<u>Members</u>		<u>Representing</u>
* 34. Hon. Ray Marquez	<i>Chino Hills</i>	District 10
* 35. Hon. Michele Martinez	<i>Santa Ana</i>	District 16
* 36. Hon. Ryan McEachron	<i>Victorville</i>	SANBAG
37. Hon. Marsha McLean	<i>Santa Clarita</i>	North L. A. County
* 38. Hon. Dan Medina	<i>Gardena</i>	District 28
* 39. Hon. Keith Millhouse	<i>Moorpark</i>	VCTC
40. Hon. Carol Moore	<i>Laguna Woods</i>	OCCOG
* 41. Hon. Gene Murabito	<i>Glendora</i>	District 33
* 42. Hon. Kris Murray	<i>Anaheim</i>	District 19
* 43. Hon. Frank Navarro	<i>Colton</i>	District 6
* 44. Hon. Pam O'Connor	<i>Santa Monica</i>	District 41
45. Hon. Micheál O'Leary	<i>Culver City</i>	WSCCOG
* 46. Hon. Sam Pedroza	<i>Claremont</i>	District 38
47. Hon. Teresa Real Sebastian	<i>Monterey Park</i>	SGVCOG
48. Hon. Dwight Robinson	<i>Lake Forest</i>	OCCOG
* 49. Hon. Ali Saleh	<i>Bell</i>	District 27
50. Hon. Damon Sandoval		Morongo Band of Mission Indians
* 51. Hon. Marty Simonoff	<i>Brea</i>	District 22
52. Hon. Zareh Sinanyan	<i>Glendale</i>	SFVCOG
* 53. Hon. Jose Luis Solache	<i>Lynwood</i>	District 26
54. Hon. David Spence	<i>La Cañada/Flintridge</i>	Arroyo Verdugo Cities
* 55. Hon. Karen Spiegel	<i>Corona</i>	District 63
56. Hon. Barb Stanton	<i>Town of Apple Valley</i>	SANBAG
* 57. Hon. Michelle Steel		Orange County
58. Hon. Cynthia Sternquist	<i>Temple City</i>	SGVCOG
* 59. Hon. Jess Talamantes	<i>Burbank</i>	District 42
60. Hon. Brent Tercero	<i>Pico Rivera</i>	GCCOG
* 61. Hon. Cheryl Viegas-Walker	<i>El Centro</i>	District 1
* 62. Hon. Chuck Washington		Riverside County
* 63. Hon. Michael Wilson	<i>Indio</i>	District 66
64. Mr. Gary T. Slater	<i>Caltrans, District 7</i>	Ex-Officio Member

* Regional Council Member

TRANSPORTATION COMMITTEE

AGENDA

APRIL 7, 2016

The Transportation 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. Alan Wapner, Chair)

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

REVIEW AND PRIORITIZE AGENDA ITEMS

ACTION ITEM

Time **Page No.**

1. Election of 2016-17 TC Chair and Vice Chair [Ballot Voting]
(Joann Africa, Chief Counsel)

CONSENT CALENDAR

Approval Item

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

Receive and File

3. Save the Date: The 27th Annual SCAG/USC Demographic Workshop - June 13, 2016 Attachment 7
4. SCAG Housing Summit, October 11, 2016 Attachment 9
5. Cap-and Trade Greenhouse Gas Reduction Fund: Affordable Housing & Sustainable Communities (AHSC) Program Concept Application Review Attachment 11
6. 2016 Regional Council and Policy Committees Meeting Schedule Attachment 14

TRANSPORTATION COMMITTEE

AGENDA

APRIL 7, 2016

INFORMATION ITEMS

	<u>Time</u>	<u>Page No.</u>
7. <u>2017 Active Transportation Program (ATP) Regional Guidelines</u> <i>(Stephen Patchan, SCAG Staff)</i>	Attachment 10 mins.	15
8. <u>Go Human – Update</u> <i>(Rye Baerg, SCAG Staff)</i>	Attachment 10 mins.	23

CHAIR'S REPORT

(Hon. Alan Wapner, Chair)

STAFF REPORT

(Courtney Aguirre, SCAG Staff)

FUTURE AGENDA ITEM/S

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 Transportation Committee (TC) will be held on Thursday, June 2, 2016 at the SCAG Los Angeles Office.

Transportation Committee Meeting
of the
Southern California Association of Governments
February 4, 2016
Minutes

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

The Transportation Committee (TC) met at SCAG's office in downtown Los Angeles. The meeting was called to order by Chair Hon. Alan Wapner, Ontario. A quorum was present.

Members Present:

Hon. Mike Antonovich	Los Angeles County
Hon. Sean Ashton, Downey	District 25
Hon. Rusty Bailey, Riverside	District 68
Hon. Russell Betts, Desert Hot Springs	CVAG
Hon. Art Brown, Buena Park	District 21
Hon. Joe Buscaino, Los Angeles	District 62
Hon. Diana Lee Carey, Westminster	OCCOG
Hon. Jonathan Curtis, La Cañada-Flintridge	District 36
Hon. Gene Daniels, Paramount	District 24
Hon. Paul Eaton, Montclair	District 9
Hon. James Gazeley, Lomita	District 39
Hon. Jeffrey, Giba, Moreno Valley	District 69
Hon. Bert Hack, Laguna Woods	OCCOG
Hon. Curt Hagman	San Bernardino County
Hon. Jan Harnik, Palm Desert	RCTC
Hon. Dave Harrington, Aliso Viejo	OCCOG
Hon. Carol Herrera, Diamond Bar	District 37
Hon. Steven Hofbauer, Palmdale	District 43
Hon. Jim Hyatt, Calimesa	District 3
Hon. Randon Lane, Murrieta	Murrieta
Hon. Severo Lara, Ojai	VCOG
Hon. Antonio Lopez, San Fernando	District 67
Hon. Clint Lorimore, Eastvale	District 4
Hon. Ray Marquez, Chino Hills	District 10
Hon. Michele Martinez, Santa Ana	District 16
Hon. Ryan McEachron, Victorville	District 65
Hon. Marsha McLean, Santa Clarita	District 67
Hon. Dan Medina, Gardena	District 28
Hon. Barbara Messina, Alhambra (Vice-Chair)	District 34
Hon. Keith Millhouse, Moorpark	VCTC
Hon. Carol Moore, Laguna Woods	OCCOG
Hon. Gene Murabito, Glendora	District 33
Hon. Kris Murray, Anaheim	District 19
Hon. Frank Navarro, Colton	District 6
Hon. Micheál O'Leary, Culver City	WCCOG

Hon. Sam Pedroza, Claremont	District 38
Hon. Teresa Real Sebastian, Monterey Park	SGVCOG
Hon. Marty Simonoff, Brea	District 22
Hon. Zareh Sinanyan	Glendale
Hon. David Spence, La Canada-Flintridge	Arroyo Verdugo Cities
Hon. Karen Spiegel, Corona	District 63
Hon. Michelle Steel	County of Orange
Hon. Cynthia Sternquist, Temple City	SGVCOG
Hon. Jess Talamantes, Burbank	District 42
Hon. Cheryl Viegas-Walker, El Centro	District 1
Hon. Alan Wapner, Ontario (<i>Chair</i>)	SANBAG
Hon. Chuck Washington, Temecula	Riverside County
Hon. Michael Wilson, Indio	District 66
Mr. Gary Slater	Caltrans District 7

Members Not Present:

Hon. Glen Becerra, Simi Valley	District 46
Hon. Ben Benoit, Wildomar	WRCOG
Hon. Felipe Fuentes, Los Angeles	District 54
Hon. Gonzalez, Lena, Long Beach	District 30
Hon. Jose Huizar, Los Angeles	District 61
Hon. Jim Katapodis, Huntington Beach	District 64
Hon. Linda Krupa, Hemet	WRCOG
Hon. James C. Ledford	Palmdale
Hon. Pam O'Connor, Santa Monica	District 41
Hon. Dwight Robinson, Lake Forest	OCCOG
Hon. Ali Saleh, Bell	GCCOG
Hon. Damon Sandoval	Morongo Band of Mission Indians
Hon. José Luis Solache, Lynwood	District 26
Hon. Barb Stanton, Apple Valley	SANBAG
Hon. Brent Tercero, Pico Rivera	GCCOG

CALL TO ORDER & PLEDGE OF ALLEGIANCE

Hon. Alan Wapner, Ontario, called the meeting to order at 10:00 a.m. Hon. Barbara Messina, Alhambra, led the Pledge of Allegiance. Hon. Alan Wapner, Ontario, welcomed new committee members; Hon. Jim Gazeley, Lomita and Hon. Cynthia Sternquist, Temple City.

PUBLIC COMMENT

Hon. Joseph Lyons, Claremont, spoke on behalf of the San Gabriel Mountains Community Collaborative and encouraged the committee's oversight as a transportation plan is developed to address future traffic impacts generated by visitors to the recently designated San Gabriel Mountains National Monument.

ACTION ITEMS

CONSENT CALENDAR

1. Minutes of the October 8, 2015 Meeting

A MOTION was made (Lorimore) and SECONDED (Navarro) to approve the Minutes. The Motion passed by the following votes:

AYES: Ashton, Bailey, Betts, Brown, Buscaino, Carey, Curtis, Daniels, Eaton, Giba, Hack, Hagman, Harrington, Herrera, Hyatt, Lara, Lorimore, Marquez, Martinez, McLean, Medina, Messina, Millhouse, Moore, Murabito, Murray, Navarro, Pedroza, Simonoff, Spence, Talamantes, Viegas-Walker, Wapner, Washington, Wilson

NOES: None

ABSTAIN: Harnik, Gazeley

Receive and File

2. Short-Term and Long-Term Demographic and Economic Statistics and Trends in the SCAG Region
3. California Environmental Quality Act (CEQA) Exemptions of Qualified Projects and Areas Under SB 743
4. 2016 Regional Council and Policy Committees Meeting Schedule

A MOTION was made (Wilson) and SECONDED (Simonoff) to approve items 2-4 of the Consent Calendar. The Motion passed by the following votes:

AYES: Ashton, Bailey, Betts, Brown, Buscaino, Carey, Curtis, Daniels, Eaton, Gazeley, Giba, Hack, Hagman, Harnik, Harrington, Herrera, Hyatt, Lara, Lorimore, Marquez, Martinez, McLean, Medina, Messina, Millhouse, Moore, Murabito, Murray, Navarro, Pedroza, Simonoff, Spence, Spiegel, Talamantes, Viegas-Walker, Wapner, Washington, Wilson

NOES: None

ABSTAIN: None

5. California Road Charge Pilot Design Recommendations

Jim Madaffer, Commissioner, California Transportation Commission and Chair, Road Charge Technical Advisory Committee, reported on the upcoming Road Charge Pilot Program. Mr. Madaffer stated that although vehicle miles travelled is increasing the proliferation of fuel efficient vehicles has resulted in a trend of declining gas tax revenue for the state's transportation infrastructure. It was noted California has \$59 billion in deferred transportation maintenance needs; it ranks 45th in overall highway performance; 25% of local streets and roads will be in "failed" condition by 2022; and, it is home to 6 of the nation's worst urban pavement conditions.

Mr. Madaffer noted due to the increasing number of fuel efficient vehicles the gas tax has become unsustainable as a funding mechanism. The CTC's Road Charge Advisory Committee has developed recommendations for the parameters of a Road Charge Pilot Program which begins July 2016 to explore a user based funding system. Mr. Madaffer stated the Pilot Program is currently enrolling California drivers to test the different methods and encouraged all committee members to sign-up for the Pilot Program to get a first-hand look at the options being explored.

Mr. Madaffer noted the Road Charge TAC is composed of members of the state Legislature, social equity advocates, telecommunications industry and other relevant stakeholders to evaluate the different issues and challenges with the goal of developing a

system as convenient to drivers as the current gas tax collection system. The “user pays” collection method charges drivers based on the number of miles driven similar to other utilities such as electricity, water and telephone. The pilot program seeks 5,000 drivers statewide with a diversity of vehicle types using multiple mileage reporting methods. It will include a range of ages, genders, races, incomes and locations. The committee will be updated as the process continues.

Hon. Randon Lane, Murrieta, stated there is no guarantee the gas tax would be eliminated and he is concerned a road charge system would be used in addition to the gas tax and not replace it. Additionally, a road charge system would penalize drivers who purchased fuel efficient vehicles to lower driving cost.

Mr. Madaffer responded that the concern is understandable but there is increasing realization that the gas tax is unsustainable in the long term as a funding mechanism for the State’s transportation needs. This is due to the increasing trend toward fuel efficient vehicles which has created a declining revenue trend. Mr. Madaffer suggested that a constitutional amendment could be enacted that would require the elimination of the gas tax while locking in transportation revenues so they could not be used for other activities. Additionally, current measures by Senator Beall and Governor Brown include this provision.

Hon. Keith Millhouse, Moorpark, stated he signed up for the pilot program during the meeting and found it easy to do. Mr. Millhouse also noted to make better use of the existing system that a reduced vehicle license fee can be offered for drivers who volunteer to not drive, for example, one day per week.

Hon. Kris Murray, Anaheim, stated the system is at a critical juncture as in the near future most vehicles will be fuel efficient making the gas tax obsolete as a funding source and lack of proper road maintenance could jeopardize driver safety. Additionally, she is not supportive of providing tax incentives to those who purchase fuel efficient vehicles as they also contribute to road wear and ought to contribute to the cost of maintenance.

Mr. Madaffer concluded by noting the gas tax collection method was enacted in 1922 but due to the development of technology and other issues, it has become unsustainable and unreliable. There is a need to explore programs that could replace it such as those being tested in the upcoming pilot program.

6. Los Angeles and San Bernardino Inter-County Transit and Rail Connectivity Study

Stephen Fox, SCAG staff, provided an update on the Los Angeles and San Bernardino Inter-County Transit and Rail Connectivity Study. Mr. Fox noted the study is conducted in partnership with Metro and San Bernardino Associated Governments (SANBAG) and focusses on the transportation corridor that connects the eastern San Gabriel Valley in Los Angeles County with the western San Bernardino Valley in San Bernardino County. It was noted there are several transportation projects in the planning and construction phases in the corridor including the Metro Gold Line Foothill Extension Phases 2B (Azusa to Montclair) and 2C (Montclair to Ontario International Airport as well as planned speed and service improvements on Metrolink’s San Bernardino Line. This is the busiest Metrolink corridor with 19 round trips daily and the most passengers. Additionally, new

HOV/Express Lanes are planned for the I-10 San Bernardino Freeway. The HOV/Express Lanes offer opportunities for additional express bus services that may be faster and offer a lower fare than Metrolink.

Mr. Fox noted the study goal is to determine the optimum mix and service levels of commuter rail, light rail, Bus Rapid Transit and express bus in the corridor. Additional goals include assessing the market for intra- and inter-county transit and rail travel in the corridor including the geographic distribution of origins for employee and passenger trips to Ontario International Airport. Also, to recommend a path forward for cost-effective transit and rail service to best serve communities along the corridor. There will be extensive stakeholder outreach and the study will conclude in the summer 2017.

Hon. Sam Pedroza, Claremont, stated Metro is undergoing an effort to evaluate projects in the area and some of those could be included in a November ballot measure. Should the November ballot measure be approved then this study is duplicating ongoing efforts.

Mr. Fox responded that the evaluation of alternatives is scheduled for winter 2016 so the election results would be represented in that process.

7. 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy - Update

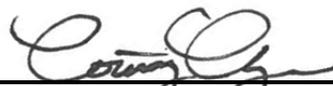
Naresh Amatya, Acting Director, Transportation Planning, provided an update on the 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy. Mr. Amatya stated that the plan was available for public review and comment starting on December 4, 2015 and ending on February 1, 2016. Further, staff conducted 14 elected official workshops, 4 public hearings and 2 Program Environment Impact Reports Workshops. During this time, comments were received from approximately 160 different entities. Additionally, on March 3, 2016 and March 24, 2016 the committee will have an opportunity to review comments and discuss the plan. Mr. Amatya thanked the members for their participation in the outreach workshops.

STAFF REPORT

No staff report given.

ADJOURNMENT

Chair Hon. Alan Wapner, Ontario, adjourned the meeting at 11:22 a.m. The next meeting of the Transportation Committee will be a Joint Policy Committee meeting held Thursday, March 3, 2016 at the SCAG Los Angeles office.



Courtney Aguirre, Senior Regional Planner
Transportation Planning

Transportation Committee Attendance Report

2016

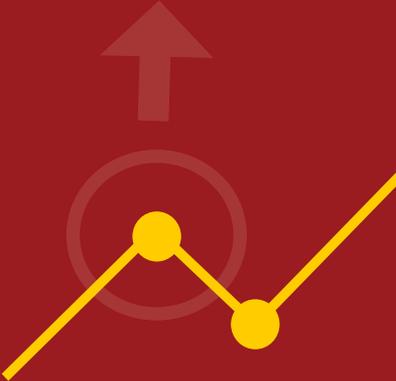
Member (including Ex-Officio) Last Name, First Name	Representing	X = County Represented						X = Attended				= No Meeting		NM = New Member					
		IC	LA	OC	RC	SB	VC	Jan	Feb	Mar	April	GA May	June	July	Aug	Sep 1	Sep 29	Nov	Dec
Antonovich, Michael*	Los Angeles County		X						X										
Ashton, Sean*	Downey								X										
Bailey, Rusty*	Riverside, WRCOG				X				X										
Becerra, Glen*	Simi Valley		X																
Benoit, Ben	Wildomar, WRCOG				X														
Betts, Russell	Desert Hot Springs, CVAG				X				X										
Brown, Art*	Buena Park			X					X										
Buscaino, Joe*	Los Angeles		X						X										
Carey, Diana Lee	Westminster, OCCOG			X					X										
Curtis, Jonathan*	La Cañada Flintridge		X						X										
Daniels, Gene*	Paramount		X						X										
Eaton, Paul*	Montclair					X			X										
Fuentes, Felipe*	Los Angeles		X																
Gazeley, James*	Lomita		X						NM										
Giba, Jeffrey*	Moreno Valley				X				X										
Gonzalez, Lena	Long Beach		X																
Hack, Bert	Laguna Woods			X					X										
Hagman, Curt*	San Bernardino County					X			X										
Hamik, Jan*	Palm Desert, RCTC				X				X										
Harrington, Dave	Aliso Viejo, OCCOG			X					X										
Herrera, Carol	Diamond Bar		X						X										
Hofbauer, Steven*	Palmdale/No. LA County		X						X										
Huizar, Jose*	Los Angeles		X																
Hyatt, Jim*	Calimesa				X				X										
Katapodis, Jim*	Huntington Beach			X															
Krupa, Linda	Hemet, WRCOG				X														
Lane, Randon*	Murrieta				X				X										
Lara, Severo	Ojai, VCTC						X		X										
Ledford, James C.	Palmdale/No. LA County		X																
Lopez, Antonio*	San Fernando		X						X										
Lorimore, Clint*	Eastvale				X				X										
Marquez, Ray*	Chino Hills					X			X										
Martinez, Michele*	Santa Ana			X					X										
McEachron, Ryan*	Victorville					X			X										
McLean, Marsha	Santa Clarita		X						X										
Medina, Dan*	Gardena		X						X										
Messina, Barbara* (Vice-Chair)	Alhambra		X						X										
Millhouse, Keith*	Moorpark							X	X										
Moore, Carol	Laguna Woods, OCCOG			X					X										
Murabito, Gene*	Glendora		X						X										
Murray, Kris*	Anaheim			X					X										
Navarro, Frank*	Colton					X			X										
O'Connor, Pam*	Santa Monica		X																
O'Leary, Micheál	Culver City/WCCOG		X						X										
Pedroza, Sam*	Claremont		X						X										
Real Sebastian, Teresa	Monterey Park/SGVCOG		X						X										
Robinson, Dwight	Lake Forest, OCCOG			X															
Saleh, Ali*	City of Bell, GCCOG		X																
Sandoval, Damon	Morongo Band of Mission Indians																		
Simonoff, Marty*	Brea			X					X										
Sinanyan, Zareh	Glendale		X						X										
Slater, Gary	Caltrans District 7								X										
Solache, José Luis*	Lynwood		X																
Spence, David	Flintridge/Arroyo Verdugo Cities		X						X										
Spiegel, Karen*	Corona/WRCOG				X				X										
Stanton, Barb	Apple Valley					X													
Steel, Michelle*	Orange County			X					X										
Stemquist, Cynthia	Temple City		X						X										
Talamantes, Jess*	Burbank/SFVCOG		X						X										
Tercero, Brent	Pico Rivera		X																
Viegas-Walker, Cheryl*	El Centro	X							X										
Wapner, Alan* (Chair)	Ontario, SANBAG					X			X										
Washington, Chuck*	Riverside County				X				X										
Wilson, Michael*	Indio, CVAG				X				X										
Totals		1	28	11	12	7	2												

* Regional Council Member

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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Sol Price School
of Public Policy

SUPPORTING PARTNERS:

US Census Bureau, California State Census Data Center,
California Department of Finance, California Department
of Housing and Community Development, USC
Population Dynamics Research Group

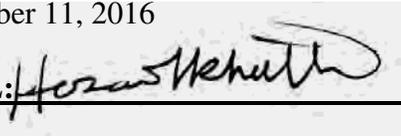


DATE: April 7, 2016

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:

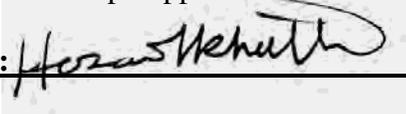
None.

DATE: April 7, 2016

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

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

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

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
For Information Only – No Action Required.

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

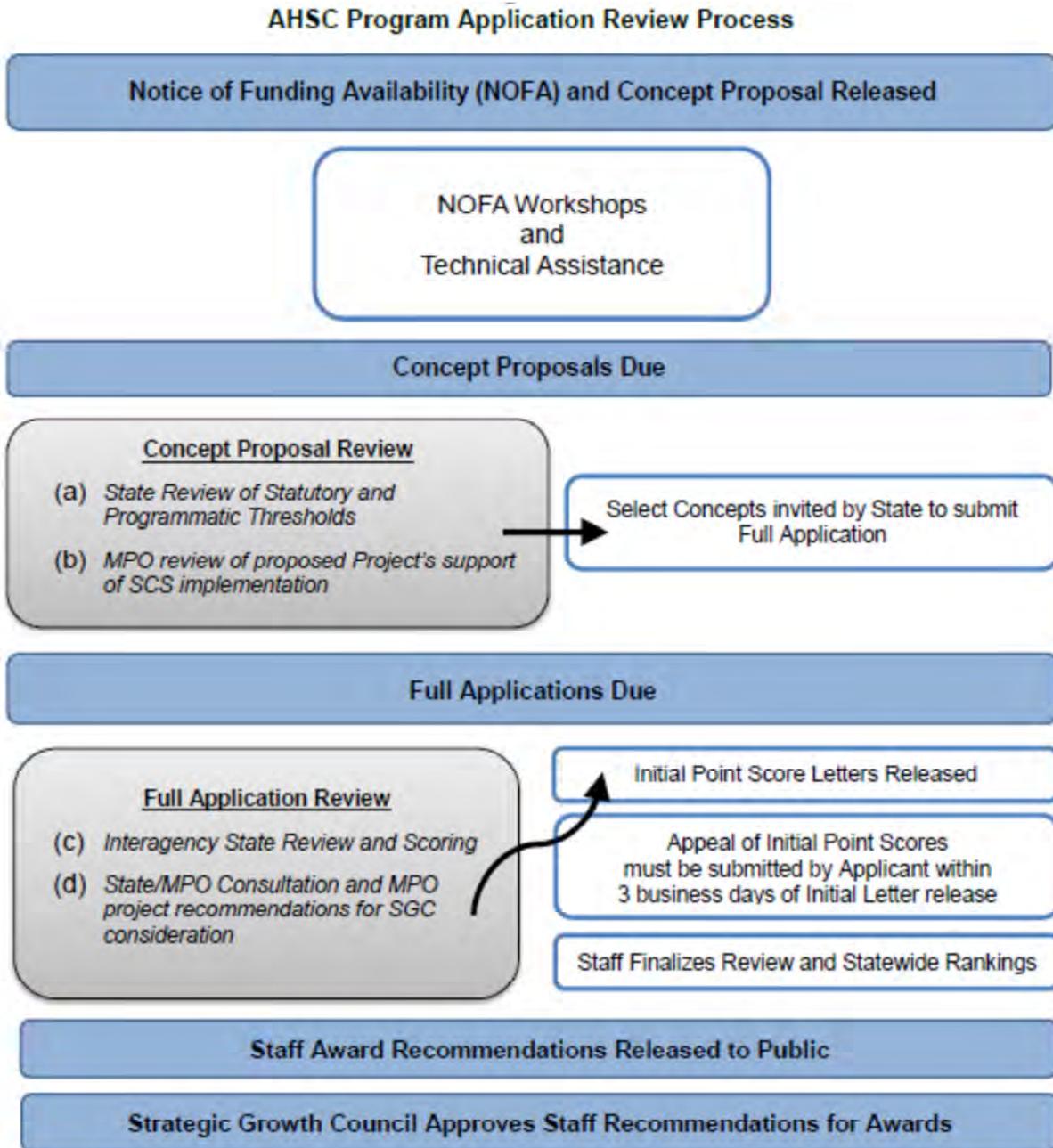
STRATEGIC PLAN:
This item supports SCAG's Strategic Plan; Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; Objective a: Create and facilitate a collaborative and cooperative environment to produce forward thinking regional plans.

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

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

REPORT

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



Applications

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

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

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

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

FISCAL IMPACT:

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

ATTACHMENT:

None.

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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

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Cheryl Viegas-Walker, El Centro
- First Vice President
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Policy Committee Chairs

- Community, Economic and Human Development
Bill Jahn, Big Bear Lake
- Energy & Environment
Deborah Robertson, Rialto
- Transportation
Alan Wapner, San Bernardino Associated Governments

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

February 4, 2016

March 3, 2016

April 7, 2016

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

June 2, 2016

July 7, 2016

August 4, 2016 (DARK)

September 1, 2016

September 29, 2016*

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

November 3, 2016

December 1, 2016

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

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DATE: April 7, 2016
TO: Transportation Committee (TC)
FROM: Stephen Patchan, Senior Planner, patchan@scag.ca.gov,
213-236-1923
SUBJECT: 2017 Active Transportation Program (ATP) Regional Guidelines

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:
Information Only.

EXECUTIVE SUMMARY:

On March 17, 2016, the California Transportation Commission (CTC) adopted the 2017 Active Transportation Program (ATP) Guidelines, which includes the policy, standards, criteria, and procedures for the development, adoption and management of Cycle 3 of the ATP. Similar to previous cycles, the ATP will include statewide and regional competitions. Approximately \$230 million will be available across all areas of the program, of which, approximately \$46 million will be awarded through SCAG's regional program. SCAG is required to submit guidelines for the selection of projects in the Regional Program on June 2, 2016. Staff will provide an update on the process and schedule for developing the regional guidelines and seek input on strategies to enhance the program.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 2: Obtain Regional Transportation Infrastructure Funding and Promote Legislative Solutions for Regional Planning Priorities; Objective 1: Identify new infrastructure funding opportunities with State, Federal and private partners

BACKGROUND:

The California Active Transportation Program (ATP) was created by Senate Bill 99 (Chapter 359, Statutes 2013) and Assembly Bill 101 (Chapter 354, Statutes 2013), to encourage increased use of active modes of transportation, such as biking and walking, as well as to ensure compliance with the federal transportation authorization in Moving Ahead for Progress in the 21st Century Act (MAP-21). The goals of the Active Transportation Program are to:

- Increase the proportion of trips accomplished by biking and walking.
- Increase the safety and mobility of non-motorized users.
- Advance the active transportation efforts of regional agencies to achieve greenhouse gas reduction goals as established pursuant to Senate Bill 375 (Chapter 728, Statutes of 2008) and Senate Bill 391 (Chapter 585, Statutes of 2009).
- Enhance public health, including reduction of childhood obesity through the use of programs including, but not limited to, projects eligible for Safe Routes to School Program funding.
- Ensure that disadvantaged communities fully share in the benefits of the program.
- Provide a broad spectrum of projects to benefit many types of active transportation users.

Funds awarded through the ATP program are selected by the State (60% of total funds) as well as regional MPOs (40% of total funds).

Regional Guidelines

Per state law, SCAG is collaborating with the county transportation commissions to develop the Draft 2017 Regional ATP Guidelines. The Regional ATP Guidelines will inform the process for selecting projects for the Regional Program. They must also be consistent with the California Transportation Commission (CTC)'s adopted ATP Guidelines and be approved by the CTC. In prior ATP cycles, the Regional Program projects were selected from the pool of projects remaining once the statewide selections were approved. SCAG did not host a supplemental call for projects. A set aside was provided for planning projects of 5% in 2014 and 3% in 2015, the maximum allowed by the ATP guidelines for each cycle. The remaining funds were dedicated to the highest scoring implementation projects in each county using population-based funding targets to meet legislative requirements for geographic equity.

Staff has been working with the CTC, Caltrans, the Statewide ATP Technical Advisory Committee, county transportation commissions, local agencies, and active transportation stakeholders to identify opportunities to improve the regional guidelines and project selection process, building off of the successes and lessons learned from previous cycles. A key consideration is whether to develop a Supplemental Application to better align the project selection process with needs and priorities identified in the 2016 RTP/SCS and county transportation plans. To fully explore this option, staff has developed a conceptual approach for a Supplemental Application with input from the county transportation commissions. The staff presentation will review key elements of the conceptual approach, including:

- Issuing a Supplemental Call for Projects in September 2016,
- Development of simplified, stand-alone applications for planning and non-infrastructure projects to reduce the administrative burden of applying for smaller projects,
- Incorporating population-based funding targets that balance geographic equity with federal and state requirements for competitive project selection,
- Preserving funding for Planning at the maximum level allowed by the state to ensure the region's continued competitiveness for the statewide competition,
- Exploring opportunities to supplement planning funds to expand eligibility to all communities,
- Establishing a funding set-aside for Non-Infrastructure to support education, encouragement and enforcement efforts that are strategically aligned with countywide and regional efforts,
- Fulfilling ATP requirements by using the statewide scoring criteria, considering projects submitted for funding in statewide competition, establishing a multi-disciplinary review committee, and ensuring 25% of the program funds are awarded to disadvantaged communities.

Alternatively, SCAG could defer to the State's project selection process, as in previous cycles, and decline the opportunity to issue a supplemental call for projects.

Next Steps

SCAG staff will continue to work with the county transportation commissions, CTC, Caltrans and other partners on the Regional ATP Guidelines and provide the final Regional Guidelines to the Regional Council for approval in June. Staff will also conduct outreach to ensure eligible applicants are aware of the ATP funding opportunity and provide resources and support as requested to facilitate regional competitiveness.

FISCAL IMPACT:

Funding is included in SCAG's FY 2015-16 Overall Work Program (OWP) Budget. Staff's work budget for the current fiscal year is included in FY 2015-16 OWP 050-SCG00169.01.

ATTACHMENT:

PowerPoint Presentation: "2017 Active Transportation Program (ATP) Regional Guidelines"

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2017 Active Transportation Program Regional Guidelines

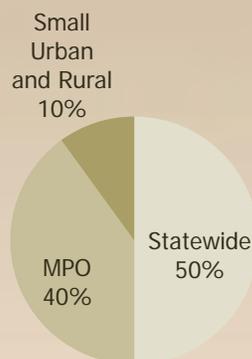
April 7, 2016

Stephen Patchan
Active Transportation & Special
Programs



Active Transportation Program

- 3 Funding Programs
- Cycle 3 total funds= ~\$240 M
- Funding Breakdown:



SCAG Regional Program

- \$50 million
- Fiscal Years 2019-2020, 2020-2021

Active Transportation Program Goals

- Increase trips by biking and walking.
- Increase the safety
- Achieve greenhouse gas reduction goals
- Enhance public health
- Ensure disadvantaged communities fully share in benefits
- Provide a broad spectrum of projects

3

Eligible Projects



Planning

Community-wide plans that benefit disadvantaged communities



Non-Infrastructure

Education
Encouragement
Enforcement



Infrastructure

Bike Lanes
Cycle Tracks
Crosswalks
Etc...

4

Cycle 1, 2 Approach



- SCAG deferred to state application and evaluation process
 - 1 application for all categories
- No Supplemental Call
- Population-based funding targets
- County Transportation Commissions supplemented state scores
- 3-5% Set Aside for Planning Projects

Cycle 3: Key Issues

- Alignment of process with regional and countywide plans
- Application complexity
- “One-size-fits all” application
- 50%+ SCAG jurisdictions don’t have plans
- Significant Delay in Funding Availability (July 2019)

Alternative Approach

- Use CTC application/project selection for Capital Projects (No change from Cycle 1,2)
- Issue Supplemental Call for Projects for “Planning” and “Non-infrastructure” projects
- Make supplemental applications simple to encourage greater participation
- Incorporate population-based funding targets
- < 10% funds Planning and Non-Infrastructure
- Explore opportunities to supplement Planning funds to expand eligibility to all communities

7

Complementary Activities

Legislative Proposal

- Project sponsors may initiate project in advance of programming year
- Seek reimbursement after allocation

Sustainability Call for Projects

- Exploring synergies between programs

8

Guideline Development Process

- Statewide Guidelines Approved – March 17
- Outreach – April
 - County Transportation Committee Working Group
 - TC update
 - Active Transportation Working Group
 - Technical Working Group
- Staff Recommendation to RC – May 5
- County Transportation Commission CEO approval—May
- RC Approval – June 2
- California Transp Commission adoption – June

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Contact Information

Stephen Patchan
Patchan@scag.ca.gov
213-236-1923

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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.



REPORT

FISCAL IMPACT:

SCAG will receive \$2,333,700 in Caltrans funds that will be utilized for the Southern California Active Transportation Safety and Encouragement Campaign. SCAG will receive \$872,500 in [insert source] funds that will be utilized to supplement the budget for the *Go Human* events. Approval to receive the Caltrans funds was passed on August 7, 2014 by Board Resolution 14-561-2.

ATTACHMENT:

PowerPoint Presentation: “Campaign Update”

Southern California Active Transportation Safety & Encouragement Campaign



Project Update

April 7, 2016



Campaign Goals



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



Campaign Phases



Phase 1

Campaign Planning

Advertising Campaign

Phase 2

Open Streets & Temp Events

Phase 3

Bicycle Safety Trainings

Toolkits/Trainings

Paid and Donated Media



Campaign Reach



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

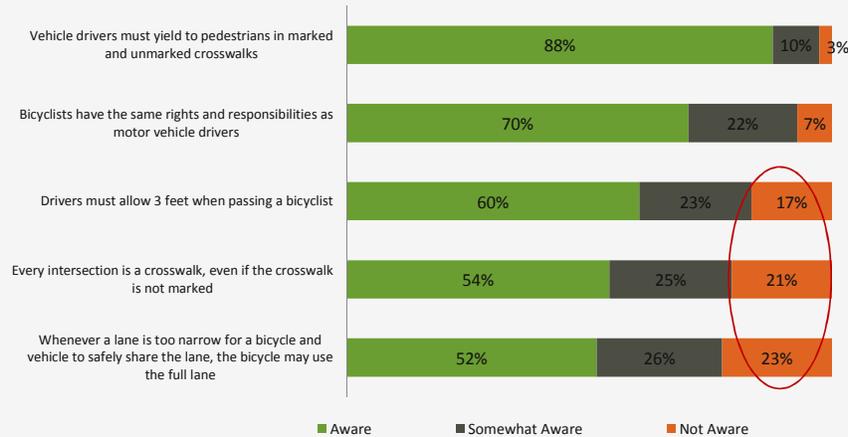


Evaluation Results



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

Specific Law Awareness



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

Open Streets & Demonstration Projects



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

Open Streets & Demonstration Projects



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

- +9 events Fall 2016, Spring 2017



Open Streets & Demonstration Projects



Toolkits and Trainings



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



Toolkits and Trainings



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



January 21, 2016

Leadership Symposium



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



More information:



Rye Baerg
Baerg@scag.ca.gov

