



**Item #07-1-7
Consent**

SACOG Board of Directors

January 11, 2007

Contract for Environmental Justice Outreach

Issue: SACOG staff is targeting additional outreach efforts to the environmental justice communities to ensure public input for the Metropolitan Transportation Plan for 2035 (MTP 2035) reflects the demographic balance of the SACOG region with focused attention on both ethnic communities and low income communities.

Recommendation: The Strategic Planning Committee recommends that the Board authorize the Executive Director to negotiate and execute a contract for consulting services in support of focus groups with specific Environmental Justice populations.

Committee Action/Discussion: In addition to broad public outreach, 16 community workshops, and the TALL Order, SACOG staff is executing a scientific random sample survey using the firm of Davis, Hibbits & Midghall to design and administer the survey which include a sample size of 150 in each of the six counties and the city of Sacramento. Davis, Hibbits & Midghall will also conduct three focus groups of 8 to 10 randomly selected people each.

SACOG staff is recommending additional focus groups for specific environmental justice populations including ethnic populations and low income populations. By bringing in a research consultant familiar with environmental justice research to administer focus groups and train staff in facilitating focus groups specific to these populations, SACOG and Valley Vision could gather additional public input in a more open ended format. This contract would be independent of the work being done by Davis, Hibbits & Midghall.

The National Research Center (NRC) is uniquely qualified for this sole source contract. NRC has a reputation for reaching the very hard to reach and a pool of over 500 surveys and corollary data from which SACOG staff could draw questions and compare results with environmental justice communities nationally. Time is critical for this work given the fixed deadlines for the adoption of the MTP. The contract would include expenses related to consulting time, equipment, and direct costs not to exceed \$31,000, within the signing authority of the Executive Director.

Approved by:

Mike McKeever
Executive Director

MM:RS:ts

Key Staff: Kenneth Hough, Director of Community Planning & Operations, (916) 340-6229
Rebecca Sloan, Manager of Communications, (916) 340-6224