

To SACOG  
Cc Civic Thread  
From Steer  
Date August 19, 2024  
Project **Mobility Zones**

## Memo

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## Goals Memo

This memorandum presents a *Goals Framework* for SACOG's Mobility Zones program. It consists of the following sections:

1. **Guiding Principles** – guidelines to follow in developing the program
2. **Goals** – four overarching program goals to guide decision-making
3. **Sources** – a list of source documents informing this framework

### Guiding Principles

The Mobility Zones program envisions a new model for equity-centered, community co-created infrastructure project development that reinvents how regional transportation projects are prioritized for state and federal investment in the SACOG region. Through the Mobility Zones program, historically marginalized and underserved community members in the SACOG region will be instrumental in designing the clean, shared, and active mobility infrastructure they need. These improvements will respond to the lived experience of residents, enabling thriving public spaces that reduce regional mobility disparities along race and ethnicity, income, and urban and rural divides. Mobility Zone investments will demonstrate measurable progress toward advancing regional access, safety, economic opportunity, environmental sustainability, and quality of life.

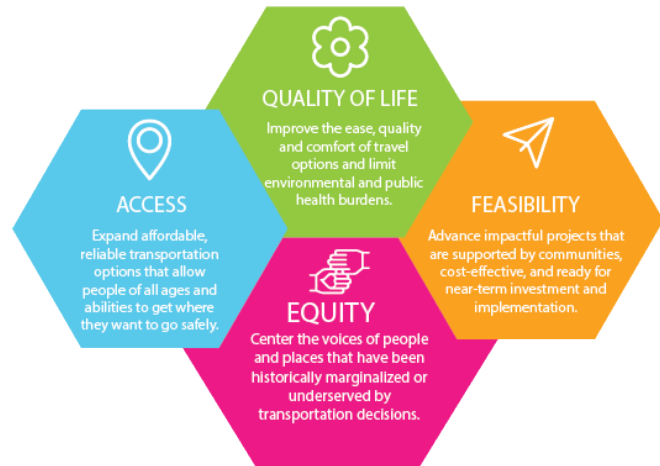
The development of Mobility Zones will be guided by the following principles:

- **Embed transportation inclusivity and equity in transparent decision-making**, fostering solutions that accurately reflect and serve the diverse communities of the SACOG region.
- **Use diverse processes to elevate diverse voices**, including public agencies, community-based organizations, and community members.
- **Value both quantitative data and lived experience** as expressed by community members.
- **Advance the 2024 Blueprint Triple Bottom Line policy framework**, which seeks to enable a thriving, inclusive future with a strong economy and healthy environment, built for and with historically marginalized communities.
- **Prioritize clean, shared, and active transportation improvements** to promote emissions reduction and increase accessibility.
- **Facilitate rapid implementation** of early action solutions in equity priority communities.

## Goals

There are four overarching goals that will identify criteria for Mobility Zones designation, define needs and opportunities within each zone, and prioritize proposed improvements.

Pursuant to the Guiding Principles, the Mobility Zones program will employ a range of qualitative (community and stakeholder input) and quantitative (data) evaluation criteria to support decision-making at each stage. We have included a preliminary list of potential criteria for assessing progress toward achieving each goal, for future refinement.



### **EQUITY – Center the voices of people and places that have been historically marginalized or underserved by transportation decisions.**

Mobility Zones provide improved outcomes and access for historically marginalized communities including low-income residents; Black, Indigenous, Latino/a/x, Asian, Pacific Islander, Middle Eastern or North African, and other people of color; households with low car ownership; people of all ages and abilities; and those with other risk factors by co-creating mobility solutions that respond to their unique needs. Potential criteria for evaluating equity may include:

- Race and Ethnicity (concentrations of Black, Indigenous, Latino/a/x, Asian, and other people of color; Historically Disadvantaged Communities)
- Income (household income, Areas of Persistent Poverty)
- Age (concentrations of youth and elderly)
- Share of household income spent on housing & transportation
- Environmental risk factors (CalEnviroScreen)
- Car ownership/access
- Primary language / English proficiency / foreign born households

### **ACCESS – Expand affordable, reliable transportation options that allow people of all ages and abilities to get where they want to go safely.**

Mobility Zones provide people of all ages and abilities improved neighborhood transportation choices that allow them to get to where they want to go, including critical services, jobs, and recreation destinations more safely, easily, and reliably. Potential criteria for evaluating access may include:

- Access to community resources, including schools, parks, healthy food, recreation, and jobs
- Existing and planned transit, sidewalks, bikeways, trails, shared mobility options, and charging stations
- Crashes (severe and fatal, pedestrian/bicyclist-involved)
- Availability & quality of protective infrastructure (e.g., crosswalks, Safe Routes to School, type of sidewalk or bikeway)
- Travel time to critical services and jobs by mode
- Land use and housing
- ADA accessible infrastructure

- Transportation cost burden

**QUALITY OF LIFE: Improve the ease, quality and comfort of travel options and limit environmental and public health burdens.**

Mobility Zones enhance the local built environment, providing easier, more comfortable and higher quality travel experiences that improve long-term public health and environmental outcomes for residents. Potential criteria for evaluating quality of life may include:

- Truck and auto traffic & speeds
- Amenities (benches, bus shelters, shade)
- Air pollution / air quality
- Urban heat island effect / shade
- Stormwater runoff
- Health risk factors
- Infrastructure state of good repair
- Community connectivity

**FEASIBILITY: Advance impactful projects that are supported by communities, cost-effective, and ready for near-term investment and implementation.**

Mobility Zones identify and advance cost-effective projects with broad community support that can be implemented rapidly, resulting in immediate, quantifiable benefits to residents. Long-term impacts and ongoing maintenance are accounted for. Potential criteria for evaluating deliverability may include:

- Community support
- Alignment with local and regional plans
- Cost effectiveness / cost benefit (including both capital & operation/maintenance costs)
- Funding availability
- Implementation risk (e.g., environmental, political)
- Implementation timeline

## Sources

This framework was co-created with the Mobility Zones Municipal, Technical, and Community Committees representing the six SACOG counties and informed by the following source documents:

- SACOG Mobility Zones RAISE Grant Application (2022)
- SACOG Blueprint (2024)
- SACOG MTP/SCS (2020)
- SACOG Racial Equity Action Plan (2022)
- SACOG Engage, Empower, Implement Program Framework (2023)
- SACOG Green Means Go program