



## **Transportation Committee**

October 23, 2014

### **2016 Metropolitan Transportation Plan/Sustainable Communities (MTP/SCS) Strategy Outreach Update**

**Issue:** SACOG is conducting outreach and public workshops throughout the six-county region for the MTP/SCS.

**Recommendation:** None, this is for information only.

**Discussion:** In early 2014, the SACOG Board endorsed multiple approaches for gathering public input for the development of the 2016 MTP/SCS update. The three main components include: eight statutorily-required regional public workshops, regional phone polling, and the development of the cross-sectoral Sounding Board.

With the implementation focus of this update, the Board directed staff to develop workshop content and an active participation format that would engage informed stakeholders and also expand outreach to new stakeholders. With that direction, staff developed open-house format workshops and made efforts to conduct workshops at known existing community events. Additionally, staff developed online modules of the workshop material and survey, in Spanish and English, to increase opportunity for residents not able to attend a workshop in person.

As of the writing of this staff report, six of the eight required workshops have been completed. Attachment A is a brief overview of some of the demographics of in-person and online workshop participants. A full report of workshop, phone poll, and online poll results will be presented at the November Board meeting.

On November 14, staff will meet with the Sounding Board to get feedback on the framework for the draft preferred scenario and staff work related to health metrics for the MTP/SCS, including the development of a public health module for UrbanFootprint. Feedback from the Sounding Board will be presented to all committees in December.

Approved by:

Mike McKeever  
Chief Executive Officer

MM:MH:gg  
Attachment

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## Metropolitan Transportation Plan/Sustainable Communities Strategy

### Public Workshop Participation Preliminary Comparison

To comply with state requirements and federal guidance SACOG must host eight public workshops on the Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS). Below are preliminary comparisons of participation from 2010 and 2014 and summary of demographics information of the workshop participants and online respondents as of October 16, 2014. A full presentation on the summary of public input will be presented at the November SACOG Board Meeting.

### 2014 Workshop Preliminary Comparison Demographics

| County                      | 2014 Walk Ins<br>(participated but did not complete survey)                        | 2014 Surveys Completed* | 2010 Surveys Completed |
|-----------------------------|--|-------------------------|------------------------|
| Yolo County                 | 100  | 87                      | 98                     |
| Sutter County               | 34   | 26                      | 40                     |
| Yuba County                 | 32   | 24                      | 37                     |
| Sacramento County (south)   | 36   | 25                      | 43                     |
| Sacramento County (north)   | 120  | 100                     | 60                     |
| Sacramento County (central) | 207  | 156                     | 203                    |
| Placer County               | To be updated: Workshops had not taken place at time of preparation of the summary |                         | 37                     |
| El Dorado County            |  |                         | 65                     |

\* Number of paper surveys completed at workshops, does not include the number of online survey responses.

The following demographic information includes in-person and online workshop survey respondents as of October 16, 2014.

| Gender           | 2014 Workshop Participants | 2013 Regional Census ACS |
|------------------|----------------------------|--------------------------|
| Female           | 42%                        | 51%                      |
| Male             | 47%                        | 49%                      |
| Other            | .2%                        | <i>Not available</i>     |
| Decline to state | 1.5%                       | <i>Not applicable</i>    |
| No response      | 9.3%                       | <i>Not applicable</i>    |

| Age Distribution | 2014 Workshop Participants | 2013 Regional Census ACS |
|------------------|----------------------------|--------------------------|
| 14-24            | 15%                        | 14% (15-24 yrs)          |
| 25-34            | 15%                        | 14%                      |
| 35-54            | 31%                        | 26%                      |
| 55-64            | 14%                        | 12%                      |
| 65+              | 9%                         | 13%                      |
| No response      | 17%                        | <i>Not applicable</i>    |

| <b>Race/Ethnicity Distribution</b> | <b>2014 Workshop Participants</b> | <b>2013 Regional Census ACS</b> |
|------------------------------------|-----------------------------------|---------------------------------|
| African American                   | 5%                                | 7%                              |
| Asian                              | 6%                                | 13%                             |
| Hispanic/Latino                    | 8%                                | 21%                             |
| Caucasian                          | 56%                               | 54%                             |
| Multiple                           | 5%                                | <i>Not available</i>            |
| Other                              | 5%                                | <i>Not available</i>            |
| No Response                        | 15%                               | <i>Not applicable</i>           |

| <b>Household Income Distribution</b> | <b>2014 Workshop Participants</b> | <b>2013 Regional Census ACS</b> |
|--------------------------------------|-----------------------------------|---------------------------------|
| Less than \$15,000                   | 12%                               | 12%                             |
| \$15,000 - \$24,999                  | 7%                                | 10%                             |
| \$25,000 - \$34,999                  | 6%                                | 10%                             |
| \$35,000 - \$49,999                  | 6%                                | 13%                             |
| \$50,000 - \$74,999                  | 14%                               | 18%                             |
| \$75,000 - \$99,999                  | 12%                               | 12%                             |
| \$100,000 - \$149,999                | 17%                               | 14%                             |
| \$150,000 - \$199,999                | 6%                                | 6%                              |
| More than \$200,000                  | 5%                                | 5%                              |
| No response                          | 15%                               | <i>Not applicable</i>           |