



Item #14-10-6C Information

Transportation Committee

September 25, 2014

2016 Metropolitan Transportation Plan/Sustainable Communities Strategy Outreach

Issue: SACOG will be hosting eight public workshops in October and November.

Recommendation: None, this is for information only

Discussion: As required by state and federal guidelines, SACOG will host eight public workshops for the 2016 update of the Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS). The workshops are one component of public input for this plan update that will be considered with research and analysis by the Board in developing a framework for a draft preferred scenario. Attachment A includes workshop fliers by county and one flier with all workshops listed. As described in August, staff has engaged in regional outreach efforts for the workshops and appreciates the SACOG Board's support in reaching out to local constituencies.

On September 19, staff held a sounding board meeting to gather input on the current research for the Transportation Project Phasing Analysis, Economic Analysis, and the Land Use Forecast Methodology. Staff also provided MTP/SCS public workshop information and solicited the sounding board as outreach partners to the sectors they represent. Attachment B is the sounding board meeting summary and evaluation.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:gg

Attachment A: MTP/SCS Workshop Fliers
Attachment B: September Sounding Board Meeting Summary

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276
Sharon Sprowls, Senior Program Specialist, (916) 340-6235
Kacey Lizon, MTP/SCS Project Manager, (916) 340-6265
Monica Hernández, Public Information Officer, (916) 340-6237

These meetings are public workshops for the 2016 MTP/SCS Update



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region? Attend an open house and let your voice be heard:

- | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <p>October 1
5–8 p.m.
Elk Grove Food Truck Mania
Elk Grove Blvd & Railroad Ave
Old Elk Grove</p> | <p>October 4
9 a.m.–1 p.m.
Davis Farmers Market
Central Park
401 C Street, Davis</p> | <p>October 9
11 a.m.–7 p.m.
American River College
Community Rooms
4700 College Oak Drive
Sacramento</p> | <p>October 23
5–8 p.m.
Rocklin Food Truck Mania
Johnson Springview Park
5480 Fifth Street, Rocklin</p> |
| <p>October 2
4–8 p.m.
Teegarden House
Farmers Market & Vendor Faire
731 Plumas Street, Yuba City</p> | <p>October 6
3–7 p.m.
Yuba County Government
Services Building
915 8th Street, Marysville</p> | <p>October 11
10 a.m.–1 p.m.
4–8 p.m.
MARRS Building Midtown
Farmers Market & 2nd Saturday
20th & J Streets, Sacramento</p> | <p>November 5
4–8 p.m.
County Fair Grounds
Marshall Building
100 Placerville Drive
Placerville</p> |

For more information visit: sacog.org/mtpscs ? workshops@sacog.org [@sacog](https://twitter.com/sacog) #TravelChoice

For official rules, visit SACOG.org/mtpscs. No purchase or payment necessary to enter or win this prize drawing. Odds of winning each prize are 1:200. iPad® mini is a registered trademark of Apple® in the United States and other countries. Apple® is not a sponsor of or in any way affiliated with this prize drawing.



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

November 5

4–8 p.m.

County Fair Grounds

Marshall Building

100 Placerville Drive, Placerville



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

October 23

5–8 p.m.

Rocklin Food Truck Mania

Johnson Springview Park

5480 Fifth Street, Rocklin



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

October 1
5–8 p.m.

Elk Grove Food Truck Mania
Elk Grove Blvd & Railroad Ave
Old Elk Grove

October 9
11 a.m.–7 p.m.

**American River College
Community Rooms**
4700 College Oak Drive
Sacramento

October 11
10 a.m.–1 p.m.
4–8 p.m.

**MARRS Building Midtown
Farmers Market & 2nd Saturday**
20th & J Streets, Sacramento



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

October 2

4–8 p.m.

Teegarden House

Farmers Market & Vendor Faire

731 Plumas Street, Yuba City



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

October 4
9 a.m.–1 p.m.
Davis Farmers Market
Central Park
401 C Street, Davis

For more information visit: sacog.org/mtpscs ? workshops@sacog.org [@sacog](https://twitter.com/sacog) #TravelChoice



FREE EVENT | ACTIVITIES FOR KIDS | PARTICIPANTS WILL BE ENTERED INTO A DRAWING FOR A CHANCE TO WIN AN IPAD® MINI

How should we balance the transportation needs and wants of a growing region?
Attend an open house and let your voice be heard:

October 6
3–7 p.m.

**Yuba County Government
Services Building**
915 8th Street, Marysville

Sounding Board Meeting Summary

September 19, 2014

Meeting Attendees:

AIA Central Valley	Sacramento Housing Alliance
BREATHE CA	Sacramento Metro Chamber
Brookfield Land Co.	Safe Routes to School National Partnership
CA Rural Legal Assistance	SMUD
Economic & Planning Systems (EPS)	VCS Consulting
Environmental Council of Sacramento	Wade & Associates
Health Education Council	WALKSacramento
National Safe Routes to School Partnership	Yocha Dehe Wintun Nation
League of Women Voters	Yolo Housing Authority
Resources for Independent Living	

Meeting Agenda

Welcome & Introductions, Monica Hernández
Update on SACOG Board Actions since June, Kacey Lizon
Public Workshop Update, Monica Hernández
Phasing Analysis, Part II, Binu Abraham
Economic Analysis, Matt Carpenter
Land Use Forecast Methodology, Kacey Lizon

Public Workshop Update

Theme: Accessibility

- What are you doing for non-English speakers?
- Are all of your locations ADA accessible?

Theme: Outreach

- What are your strategies to engage non-English speakers and/or environmental justice communities?

Phasing Analysis

Theme: Application of Phasing Analysis

- To what extent does SACOG provide technical assistance to communities or groups on smarter growth for infill sites and new development? This type of assistance aligns with the Strategic Growth Council and other national efforts on planning for infill across different community types, (i.e. rural infill, suburban infill, and urban infill).
- What exactly does the Phasing Map show?
- Is the map simply reporting what agencies are telling you?
- Is the Phasing Map the adopted 2012 MTP?

- The Phasing Map should include clear information on why projects are included in as early, mid, or late year projects.
- What portions of these projects are “well planned”? How much do you assess the feasibility to get all the funding to complete a project?
- There is some danger in showing historical investment and where funding is planned.
- Is this showing decisions already made by the SACOG Board and staff, or representing an interpretation of when things will happen?
- This doesn’t show the trade-off or investment choice that goes along with all these projects. Investment trade-offs should be part of the conversation with the SACOG Board.

Theme: *Transit Phasing and Mapping*

- Rural transit appears to not improve service; there is a social justice issue there.
- There are unique transit needs in rural communities that are, or are developing into tourist destinations (Winters, Camino)
- You should map transit with the underlying land use. It is very important to see the relationship of land use and transit, you cannot separate them.

Theme: *Social Justice/Equity and Rural Community Needs*

- What is missing in this approach is that you don’t see what type of transit is there (frequency) and how affordable it is.
- SACOG is reactive, but we would like to see how the SACOG Board can address the gaps in Environmental Justice communities. There are lots of people who will ask about road maintenance, but do not ask about affordable transit. SACOG (and transit agencies) need to take an affirmative role in addressing transit access in low income areas, and ask the jurisdictions to be more proactive.
- The region has areas where residents don't know that they are transit dependent. Many areas have very poor residents who could depend on transit to improve their current conditions, but it isn’t available.
- SACOG needs to pay special attention to rural areas and their transit need, and ensuring that rural communities are not being left out of competitive funds from State and Federal resources that are intended for GHG reduction.

Theme: *Bike and Pedestrian Funding*

- How do you ascertain the benefits and timing of bike and pedestrian projects? How do you project the funding for bike and pedestrian projects?
- Can you portion out the amount of investment for Complete Streets that is retrofit compared to new development?
- Are Complete Street projects mapped?

Economic Analysis

Theme: Expanding Beyond Traditional Measures

- This is good, and you need to continue the research for better metrics, quantification, and analysis for public health and the environment. A first good step is to look at MTC, and apply their methodology to the Metropolitan Transportation Implementation Program (MTIP).
- You can measure the cost of poor health, affordable housing, and not getting to jobs/schools. With that information you can do some imperfect analysis to start the important work of affirmatively addressing low income community needs and the economic benefit of doing so.
- It is important for everyone to understand that you are trying to get in “all the issues” with reliable information and then make decisions about what is "most" important.
- Your approach here is good. Nationally, MTC is currently the best in action. Addressing internal rate of return is challenging.
- Is there anything about private investment as drivers for additional investments?
- When looking at investment the key is that you look at net new investment for an analytic measure.

Theme: Social Equity, Public Health, and Human Impacts

- Traditional economic analysis misses the needs and/or analysis of the underserved populations.
- You need to look at the benefits in terms of better schools, health, increased access to employment, and affecting the ability to provide more decent affordable housing?
- You should take an approach that considers the economic benefit to improve a community by putting in transit.
- The needs of low income communities have to expressly be addressed and on the table of this economic analysis.
- Commit to spending time and money on getting smarter on the equity analysis for SACOG’s Benefits Cost Analysis. There is a lot happening around equity investment (e.g. Social Impact Calculator, Social Impact Bonds, etc.), work to stay up on current trends.
- It is understood that there are really distinct differences on health outcomes by income and race. How do you measure for things like that?

Theme: Cross-sector Input

- As you develop this approach, it will evolve overtime, be diligent about allowing all interested parties in the community to have their say on what should be included and considered, and then the SACOG board has the policy discussion about the methodology.
- Are you looking at the UC Davis Center for Regional Change's Regional Opportunity Index?

Land Use Forecast Methodology

Theme: Data Limitations

- The VMT assessment could be problematic. How do you evaluate for a single project? Do you use more generic categories in SACSIM? Depending on the characteristics included, you can really affect the VMT.
- Fuel switching is going to make a difference in air quality in the future, and it will play out in the infrastructure being built. The years 2020-2025 are the breaking point for electrification of vehicles.
- The future of electrification will change analyses from VMT to investment to support fuel switching. The demand in future housing will see growth in electrical vehicle charging.

Theme: Air Quality and Vehicle Miles Travelled Analysis

- In the assessment, proximity to services should be explicit, the proximity impacts the per capita GHG and larger climate change issues.

Theme: Land Use Assumptions & Market Demand

- When you look at market area saturation, you have to consider the areas that are about 1/3 built out since mid-2000. Policies and visions for those projects have likely changed. Are you considering how approved, partially built-out, and pending projects change in the future due to market shift?
- How do the needs of low income communities fit into market saturation?
- When assessing for market saturation, looking at market demand and response, you likely have something else going on, it can be zoning entitlements, approvals, there may be a missing piece.
- When looking at segmentation be certain to consider affordability and demographic change.

Meeting Evaluation

RANKING:

5. Strongly Agree

4. Agree

3. Neutral

2. Disagree

1. Strongly Disagree

This meeting was well organized. **4.5**

The length of the meeting was appropriate to get through the material: **4.1**

I was able to express issues and/or concerns about the Phasing Analysis: **4.5**

I was able to express issues and/or concerns about the initial findings of the Economic Analysis: **4.5**

I was able to express issues and/or concerns about the Land Use Forecast: **4.5**

I was able to express issues and/or concerns about the draft approaches for conducting public workshops: **4**

The meeting was beneficial to me: **4.5**

I have a good understanding of the 2016 MTP/SCS process, and how my input is being considered: **4.1**

Were there any parts of the meeting that should be avoided in the future?

- Need to keep discussions on point. Some parts should be taken offline.
- Need a paper agenda, give out evaluations at the beginning.

What should be done next time to make the presentations more effective?

- Presenters should try to speak slowly.
- Even with this group, a little more contextualization of the role of SACOG's analysis is needed— regional strategy vs. local implementation
- Limit questions spiraling out of control.