



Subject: Approve Amendment #1 to the 2018 High Resolution Imagery Collection Project

<input type="checkbox"/> Action	<input checked="" type="checkbox"/> Consent	<input type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Pete Atwood			Approved by: Erik Johnson		
Attachments: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N					

- 1. Issue:** Should Amendment #1 be made to the 2018 High Resolution Imagery Collection Project?
- 2. Recommendation:** That the Government Relations & Public Affairs Committee recommend that the Board of Directors authorize the Chief Executive Officer to amend the existing contract for high-resolution imagery to include an additional 300 square miles of coverage to the current collection area.
- 3. Background:** In February 2017, the Regional GIS Cooperative requested SACOG staff to coordinate a high-resolution aerial imagery collection. SACOG completed a formal procurement process and selected Sanborn, Inc. as the vendor to complete the project. The contract with Sanborn, Inc. was finalized and signed in January 2018.
- 4. Discussion/Analysis:** The Regional Water Authority (RWA) has approached SACOG upon learning about its current project to collect high-resolution imagery and is requesting to participate as a member. RWA shares coverage with the current collection area and is requesting an additional 300 square miles of coverage that includes portions of Yuba City, Marysville, Roseville, Loomis, and El Dorado Hills not to exceed \$100,000. Data collection is scheduled for late-February to mid-April 2018.
- 5. Fiscal Impact/Grant Information:** This amendment will add up to \$100,000 additional funds to the contract which covers SACOG administrative and legal fees.



Government Relations & Public Affairs Committee

Meeting Date: 02/05/2018

Agenda Item No: 2018-February-**2**

Subject: Minutes of the November 6, 2017, Meeting

<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Consent	<input type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Anne Abad			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** Should the Government Relations & Public Affairs Committee approve the November 6, 2017, meeting minutes?
- 2. Recommendation:** Approve the minutes of the meeting as submitted.
- 3. Background:** The Government Relations & Public Affairs Committee met on November 6, 2017.
- 4. Discussion/Analysis:** Attached are the minutes of the November 6, 2017, Government Relations & Public Affairs Committee meeting for approval.
- 5. Fiscal Impact/Grant Information:** There is no fiscal impact.

ATTACHMENTS:

Attachment – November Minutes

**SACRAMENTO AREA COUNCIL OF GOVERNMENTS
GOVERNMENT RELATIONS & PUBLIC AFFAIRS COMMITTEE**

DRAFT ACTION MINUTES

The SACOG Government Relations & Public Affairs Committee met on November 6, 2017 in the Sacramento & American Rivers rooms on the Third Floor of the Meridian Plaza Building located at 1415 L Street, Sacramento, CA at 10:00 a.m.

CALL TO ORDER: Chair Miklos called the meeting to order at 10:03 a.m.

ROLL CALL: Present: Directors Onderko, Stallard, Vice-Chair Buckland, Vice-Chair Kennedy, and Chair Miklos

Absent: Directors Janda, Rohan, Samayoa and Schenirer

Public Communication: None.

Upon motion by Director Stallard, seconded by Vice-Chair Buckland, the Government Relations and Public Affairs Committee unanimously approved the following consent items submitted:

- 1. Minutes of the October 2, 2017, Meeting**
- 2. SACOG Room Reservation Policy & Fee Schedule**
- 3. Authorization to Negotiate a Contract for the Open Data Portal**
- 4. Approve Funding for Memorandum of Agreement with CALCOG**
- 5. State Transit Assistance Allocation for Fiscal Year 2017/18**
- 6. Appointment of SACOG's Representative to the Paratransit, Inc., Board of Directors**

- 7. Update on SB 375 Greenhouse Gas Reduction Target Resetting**

The Committee received and reviewed this report, presented by Mr. Griesenbeck, SACOG staff.

- 8. 2018 SACOG Work Plan**

The Committee received and reviewed this report, presented by Mr. Corless, SACOG Chief Executive Officer.

- 9. 2020 Metropolitan Transportation Plan (MTP)/ Sustainable Communities Strategy (SCS) Update: Policy Framework and Regional Growth Projections**

The Committee received and reviewed this report, presented by Mr. Holtzen, SACOG staff.

10. Transportation Demand Management Mini-Grant Program

The Committee received and reviewed this report, presented by Ms. Bradbury, SACOG staff.

11. State Advocacy Update

The Committee received and reviewed this report, presented by Ms. Lokke, SACOG staff.

12. Federal Advocacy Update

The Committee received and reviewed this report, presented by Ms. Lokke, SACOG staff.

13. Report on Contracts

Other Matters

Adjournment

Chair Miklos adjourned the meeting at 11:10 a.m.



Government Relations & Public Affairs Committee

Meeting Date: 02/05/2018

Agenda Item No: 2018-February-**3**

Subject: Government Relations & Public Affairs Committee Charge

<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Consent	<input type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Erik Johnson			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** What is the charge of the Government Relations and Public Affairs Committee?
- 2. Recommendation:** That the Government Relations and Public Affairs Committee recommend an update to the committee's charge.
- 3. Background:** SACOG's bylaws require each committee of the board to have a charge. The Government Relations and Public Affairs Committee's charge was last updated in 2013.
- 4. Discussion/Analysis:** The attached committee charge reflects minor changes to specifically call out the local government services work as part of the scope of the committee. It also further spells out all the administrative functions of SACOG that fall under the scope of the committee.
- 5. Fiscal Impact/Grant Information:** There is no fiscal impact.

ATTACHMENTS:

Attachment - GRPA Committee Charge

**SACRAMENTO AREA COUNCIL OF GOVERNMENTS
GOVERNMENT RELATIONS & PUBLIC AFFAIRS COMMITTEE CHARGE**

Purpose: The Government Relations & Public Affairs Committee shall develop recommendations for the full SACOG Board of Directors relative to issues regarding advocacy, intergovernmental affairs, communication, Overall Work Program, budget and audits, human resources, legal, purchasing, information technology, real estate, and local government services.

Activities: Activities of the Committee may include, but are not limited to:

- Recommending State and Federal Advocacy Principles and positions on legislation and other advocacy activities.
- Overseeing the financial operations of SACOG, including:
 - recommending the Overall Work Program and Budget, which reflects not only the requirements of state and federal laws and regulations, but also the allocation of overall resources for the agency, including program priorities, funding, and staffing.
 - Receiving audit reports and overseeing compliance.
 - Receiving regular financial updates.
 - Recommending financial policies
- Overseeing the communications functions of SACOG, including providing guidance on outreach regarding key decisions to member jurisdictions, other local agencies, stakeholder groups, and the general public.
- Overseeing the human resources functions of the organization, by providing direction to the Chief Executive Officer (CEO) regarding negotiations with the SACOG Employees Association, changes to the Personnel Rules, changes to the Employee Handbook, changes to the Classification Plan and salary schedule, and evaluation of the CEO.
- Overseeing the information technology of SACOG.
- Providing input and recommendations relating to legal issues.
- Recommending contract awards and receiving regular reports on contracts.
- Overseeing the facilities and real estate of SACOG, including serving as the Board of Directors of the SACOG Financing Corporation, which was created to own real property when SACOG participated in the purchase of 1415 L Street in Sacramento

- Overseeing SACOG's local government services, including Civic Lab, shared services contracts, convening, education and training, and other services to members and other public agencies.

Membership: The current chair of the SACOG Board of Directors shall appoint the members of the Government Relations & Public Affairs Committee.

Term of Committee Members: Members of the Government Relations & Public Affairs Committee shall serve for a term of one year.

Officers: The current chair of the SACOG Board of Directors shall designate one of the Committee members to serve as Committee chair, and members to serve as vice chairs.



Subject: Transit Representation in Metropolitan Planning Organization Structure

<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Consent	<input type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Erik Johnson			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** SACOG has a policy to adopt a resolution annually to designate any Board member who also serves on a transit board as a transit representative for purposes of complying with federal guidance.
- 2. Recommendation:** That the Government Relations and Public Affairs Committee recommend adoption of the attached resolution.
- 3. Background:** In 2016, the SACOG Board adopted a policy to designate any Board member who also serves on a transit board as a transit representative for purposes of complying with federal guidance.

Federal transportation law requires representation by providers of public transportation on the governing board for each metropolitan planning organization (MPO) that serves a transportation management area (TMA). The law allows the requirement for transit representation to be satisfied by a member of the MPO governing board who also serves as a board member for a public transit agency

Under SACOG’s Board structure, a minimum of five Board members also serve on the governing boards of transit providers in the region. This is due to the fact that of the 14 transit agencies in the region, five are governed by a city council or board of supervisors. Many SACOG Board members also typically serve on the boards of other transit operators.

- 4. Discussion/Analysis:** Staff recommends that the Board adopt a resolution annually designating those Board members who serve on public transit boards as transit representations for the purposes of complying with federal law.
- 5. Fiscal Impact/Grant Information:** There is no fiscal impact.

ATTACHMENTS:

Attachment – Transit Representation Resolution



SACRAMENTO AREA COUNCIL OF GOVERNMENTS

RESOLUTION NO. XX– 2018

**TRANSIT REPRESENTATION IN METROPOLITAN PLANNING ORGANIZATION
STRUCTURE**

WHEREAS, SACOG is the Metropolitan Planning Organization for the six-county Sacramento region; and

WHEREAS, the Moving Ahead for Progress in the 21st Century Act (MAP-21) requires representation by providers of public transportation on the governing board for each metropolitan planning organization (MPO) that serves a transportation management area (TMA); and

WHEREAS, in 2015, the successor to MAP-21, Fixing America’s Surface Transportation System (FAST Act), clarified that the requirement for transit representation could be satisfied by a member of the MPO governing board who also serves as a board member for a public transit agency; and

WHEREAS, members of the SACOG Board of Directors, as city councilmembers, mayors, and county supervisors may also serve on the governing boards of transit providers in the six-county Sacramento region; and

WHEREAS, the SACOG Board of Directors adopted a policy in December 2016, to designate any Board Member who also serves on a transit board as a transit representative for purposes of complying with federal guidance;

NOW, THEREFORE, BE IT RESOLVED, that the elected officials who serve on the transit agency governing boards listed below who concurrently serve on the SACOG Board of Directors for any period between January 1, 2018, and December 31, 2018, are hereby designated as transit representatives on the SACOG Board of Directors for purposes of complying with federal guidance:

1. El Dorado County Transit
2. Auburn Transit
3. Lincoln Transit
4. Placer County Transit
5. Roseville Transit
6. Sacramento Regional Transit
7. South-County Transit Link
8. e-Tran
9. Yuba-Sutter Transit Authority
10. Davis Community Transit
11. Unitrans

12. Yolo County Transportation District

PASSED AND ADOPTED, this 15th day of February 2018, by the following vote of the Board of Directors:

AYES:

NOES:

ABSTAIN:

ABSENT:

Jay Schenirer
Chair

James Corless
Chief Executive Officer



Subject: SACOG Office Space

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Erik Johnson			Approved by: Erik Johnson		
Attachments: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N					

- 1. Issue:** SACOG's lease at 1415 L Street expires in 2019, as such staff is conducting a formal analysis of office space options before deciding whether to renew. Staff is in the process of selecting a real estate broker to assist with the analysis and to represent SACOG in any future negotiations.
- 2. Recommendation:** None. This item is for information only. Staff will bring back recommendations for board input after selecting a broker.
- 3. Background:** In March 2002, SACOG entered into a 126-month lease agreement for its current office space. In December 2009, SACOG extended its lease through September 2019. This past September, the Government Relations and Public Affairs Committee encouraged staff to explore all options for SACOG's office space.
- 4. Discussion/Analysis:** In January, staff reached out to five real estate brokerage firms and asked for proposals to represent SACOG. All five firms have submitted proposals and met with staff. Due to the timing of the interviews, staff is not able to name the selected broker at the time of this writing, but will provide that information at the committee meeting.
- 5. Fiscal Impact/Grant Information:** There is no cost to SACOG for brokerage services. However, any final transaction will require outside legal counsel at SACOG's expense, and costs for tenant improvements or building acquisition may fall to SACOG depending on the particular path selected.



Subject: Input on Council of Governments Functions

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Erik Johnson			Approved by: Erik Johnson		
Attachments: <input type="checkbox"/> Y <input checked="" type="checkbox"/> N					

- 1. Issue:** SACOG's 2018 Strategic Goals and Priorities includes a goal to build out our council of governments functions. Staff is looking for committee input on what functions to build out.
- 2. Recommendation:** None. This item is for information and discussion only.
- 3. Background:** At the October 2017, Board retreat, board members expressed strong interest in continuing to build out SACOG's council of governments functions. Over time, SACOG has added some council of governments functions that go beyond the scope of the planning and policy work typically associated with SACOG. As part of the 2018 Work Plan, we recommended that one of the 10 goals focus on building out the council of governments functions. Related to this, another goal is to better connect and communicate with members and regional elected officials.
- 4. Discussion/Analysis:** Staff will have a presentation with some additional background for the committee's input at the meeting.
- 5. Fiscal Impact/Grant Information:** This is no fiscal impact at this time. Council of governments functions are currently funded through a combination of federal planning funds and administrative fees generated from shared services contracts. Going forward, we recommend revisiting how council of governments functions are funded.



Subject: 2018 Sacramento County Investment Policy for the Pooled Investment Fund

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Roberta Raper			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** Sacramento County Calendar Year 2018 Investment Policy for the Pooled Investment Fund.
- 2. Recommendation:** Staff Recommends that the Government Relations & Public Affairs Committee recommend that the Board receive and file the *Calendar Year 2018 Investment Policy for the Pooled Investment Fund*.
- 3. Background:** The SACOG Joint Powers Agreement (section 8.2) specifies that the Treasurer of the County of Sacramento shall be the depository of SACOG's funds. As such funds are maintained and invested by the County in accordance with the attached investment policy. The Board's action to receive and file the policy constitutes consideration at a public meeting as required by Government Code section 53646(a)(2).
- 4. Discussion/Analysis:** None.
- 5. Fiscal Impact/Grant Information:** There is no fiscal impact.

ATTACHMENTS:

Attachment – 2018 Annual Investment Policy of the Pooled Investment Fund



Subject: Report on Contracts

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Kirk Trost			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** Report on contracts.
- 2. Recommendation:** None, this is for information only.
- 3. Background:** Staff provides a report to the committee and board on agency contracts each quarter.
- 4. Discussion/Analysis:** The attachment contains the contracts granted between October 1, 2017, and December 31, 2017; and the contracts that staff expects to enter into between January 1, 2018, and March 31, 2018.
- 5. Fiscal Impact/Grant Information:** There is no fiscal impact, this is a report only.

ATTACHMENTS:

Attachment – Contracts

OCTOBER 1, 2017 - DECEMBER 31, 2017 CONTRACTS

Attachment

Description	Vendor	Amount
OFFICE FURNITURE	ALLSTELL, INC.	\$25,222.00
COMMUNITY REVITALIZATION WORKSHOPS	CIVILIS CONSULTANTS	\$42,000.00
SERVICE AGREEMENT FOR WEBSITE	DIGITAL DEPLOYMENT	\$2,200.00
IT SERVERS	DIRECT TECHNOLOGY	\$190,721.00
PROJECT MANAGEMENT TRAINING	KOFF AND ASSOCIATES	\$1,917.00
ELECTRONIC AGENDA PACKET SOFTWARE	NOVUSOLUTIONS	\$25,800.00
SERVICES FOR PHASE 2 OF SB 743 CASE STUDY	PORTLAND STATE UNIVERSITY	\$120,000.00
BALANCE DUE FROM OCT. 2017 BOARD RETREAT	THE WESTIN HOTEL	\$3,476.00
TEMPORARY STAFFING	ULTIMATE STAFFING	\$29,990.00

ANTICIPATED CONTRACTS - BETWEEN JANUARY 1, 2018 - MARCH 31, 2018

Description	Vendor	Amount
MANAGERIAL WORKSHOP	CPS EXECUTIVE SEARCH	\$2,800.00
ON CALL IT TECHNICAL SUPPORT	DIRECT TECHNOLOGY	\$10,200
TWO YEAR SOFTWARE LICENSE	REMIX	\$113,400
SACRAMENTO DAVIS RAIL FEASIBILITY STUDY	AECOM	\$120,000
FINANCE DIRECTOR RECRUITMENT	CPS EXECUTIVE SEARCH	\$22,500



Subject: 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy: Update and Look Ahead

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Clint Holtzen			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** Staff will provide a status update and look at what is coming up for the development of the 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy (2020 MTP/SCS).
- 2. Recommendation:** None. This item is for information and discussion only.
- 3. Background:** The Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) is the long-range transportation planning document for the six-county SACOG region. SACOG is required under federal and state law to maintain the plan and update it at least every four years. The MTP/SCS must cover a minimum 20-year planning period and guide transportation investments based on a reasonable forecast of population, housing, employment, and transportation revenue.

In late 2017, the Board explored a range of policy issues that could be central to this plan update including a changing economy, new technologies, housing and jobs to support a growing population, an increasing focus on performance-based planning, and strategies for meeting greenhouse gas reduction targets. In November, the Board adopted the Policy Framework in Attachment A that focuses on three main policy areas including: (1) future uncertainties; (2) economic development and opportunity; and (3) a performance-based investment strategy. As part of the Policy Framework, the board also adopted regional growth projections for population, housing, and employment for a horizon year of 2040.

- 4. Discussion/Analysis:** In 2018, we will begin more focused technical analysis, research, policy discussions, and public outreach to build a plan that responds to the issues and questions identified in the Policy Framework. In addition to the adoption of the Policy Framework at the final board meeting of 2017, members of the Board requested that staff bring early discussion and analysis on challenges related to financial constraint, growth forecast, and greenhouse gas targets to allow for sufficient board discussion and time to deliberate on potential solutions. The Board also requested more detail on the Regional Housing Needs Allocation (RHNA), specifically detail on how the region is doing toward meeting current housing targets.

At the committee meeting, staff will provide a brief update on current work and upcoming discussions and milestones that respond to the policy framework and board direction. Upcoming work includes a February Board discussion on housing, a January through March call for transportation project updates from sponsor agencies, a March discussion of the housing and employment growth forecast and implications for the land use forecast in the plan, and an April or May discussion of revenues to support the transportation investments considered in the plan.

5. Fiscal Impact/Grant Information: This item has no fiscal impact.

ATTACHMENTS:

Attachment - Policy Framework for the 2020 MTP/SCS

Policy Framework for the 2020 MTP/SCS

This policy-level framework is a statement of major policy issues, challenges, and questions the SACOG Board has identified as priorities to be addressed in the region's long-range transportation plan.

These priorities:

- inform the overall work plan for the update
- guide the specific analyses and research conducted for the plan
- provide guiding principles for how the plan should address federal and state requirements for regional transportation plans

This framework guides the development of the 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy (2020 MTP/SCS) in a manner that will best inform the transportation policy and investment decisions that are the responsibility of the SACOG Board and SACOG's member jurisdictions.

What is the Metropolitan Transportation Plan/Sustainable Communities Strategy?

The Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) is a federally and state required policy document for long-range transportation planning.

The purpose of the MTP/SCS is to encourage and facilitate efficient development, operation, and management of the regional transportation system. Federal and state requirements dictate that the plan must cover a minimum of 20 years, identify transportation related programs and projects, be financially constrained, integrate with local land use planning, and conform to specific air quality standards, among other requirements. In addition to regulatory requirements, the SACOG Board of Directors provides guidance on the major policy initiatives and focus areas that are of local and regional importance and should be examined by the MTP/SCS.

[Focus of the 2020 update](#)

The 2020 update to the MTP/SCS (2020 MTP/SCS) will focus on economic prosperity in the region's diverse collection of rural, suburban, and urban communities: a plan that moves the region towards positive transportation, air quality, and quality of life outcomes for all residents, workers, and businesses. These economic prosperity opportunities, challenges, and questions are defined in Policy Framework Table below with examples of the research and analysis that will be used to explore these questions.

Foundational Assumptions for the 2020 MTP/SCS

The 2020 MTP/SCS will be based on the following foundational assumptions:

Plan will meet federal and state requirements

The MTP/SCS has a comprehensive and detailed set of federal and state requirements for process, modeling and analysis, outreach, and content that it must follow. The attached Regional Transportation Plan Requirements Checklist describes the full set of federal and state requirements for the 2020 MTP/SCS.

Plan will be based on new regional growth projections and have a horizon year of 2040

The MTP/SCS must plan for a single regional population, employment, and housing projection that is at least 20 years out. These assumptions must be based on the best and latest reasonably available information and data accessible to SACOG. The 2020 MTP/SCS will plan for the following six-county growth:

SACOG 2040 Regional Projections*

	2016	2040	Change, 2016-2040
Population	2.45 million	3.08 million	+628,000
Jobs	1.08 million	1.35 million	+260,000
Households	0.86 million	1.09 million	+233,000

*As an administrative step to be completed later in the 2020 MTP/SCS update, SACOG will remove the Tahoe Basin (which is not part of the SACOG region) from these projections. A detailed summary of the regional growth projections is included in Appendix B.

Policy Framework

Through the plan update and the plan itself, SACOG will attempt to answer the question: How do we support an economically prosperous region?

The Policy Framework breaks this question into three component questions. Under each of the three questions are examples of research and analysis that will help answer each question and guide the development of the 2020 MTP/SCS.

Economic Prosperity: How do we support an economically prosperous region for all?		
1) Future Uncertainty: In a time of change, how do we support near-term implementation and plan for an uncertain future?	2) Economic Development and Opportunity: What growth and development pattern is needed to support and sustain regional economic development and opportunity?	3) Performance-Based Investment Strategy: What transportation infrastructure investments are needed to support an economically prosperous region?

<ul style="list-style-type: none"> • Examine challenges, opportunities, and management strategies related to emerging transportation technologies and services, such as autonomous vehicles and Transportation Network Companies. • Identify regional transportation needs, challenges, and strategies for both the short and long-range planning horizons. • Identify strategies to offset the projected long-term decline in driving costs and loss of fuel revenues that create challenges for maintaining infrastructure, managing congestion, and meeting greenhouse gas reduction targets. • Explore incentivizing infill and transit-oriented development, modernizing transit services, initiating transportation pricing strategies, and pursuing innovative programs that reduce reliance on single occupancy vehicle travel. • Consider climate resiliency with attention to planning for natural disasters such as flooding and wildfires. • Examine the effect of e-commerce on transportation, land use, and revenues. • Explore strategies that accelerate innovation by connecting the region's educational and research institutes. 	<ul style="list-style-type: none"> • Analyze recent market performance for greenfield and infill, residential and non-residential development. • Identify infill capacity and ways to support infill development. • Examine the fiscal and regulatory challenges to building affordable housing and identify potential solutions to barriers. • Identify potential solutions to the market and regulatory challenges to attached housing. • Develop community types that consider the unique qualities of different types of communities to better understand and support place-based economic opportunities. • Consider the challenges and opportunities faced by our diverse population, e.g. young adults entering the workforce, older adults transitioning into retirement, low-income and minority communities. • Examine strategies to protect and enhance the region's agricultural assets and natural resources. • Explore strategies for fostering a business and investment friendly climate. 	<ul style="list-style-type: none"> • Examine strategies and challenges for maintaining a state-of-good repair. • Examine the unique transportation and economic challenges and opportunities in urban, suburban and rural communities. • Examine how the region can support the flow of business and commerce within the larger megaregion. • Identify strategies for supporting workforce development and access to opportunity for current and future residents and workers. • Analyze performance of projects to determine the best package of transportation projects to serve residents and businesses. • Analyze how equitable the planned transportation investments are and how disadvantaged communities and other low-income and/or minority communities are affected. • Examine the potential for enhancing transportation system performance through innovative management practices (e.g., managed lanes, congestion pricing) • Research the importance of transit accessibility, road conditions, and housing type and affordability on business siting decisions. • Consider strategies to attract more federal and state transportation dollars
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		<p>for the region, including better integration of goods movement.</p> <ul style="list-style-type: none"> • Address the human and economic cost of accidents by targeting cost-effective investments on the worst-performing locations. • Consider the value of trails, recreation, and tourism in the selection of transportation investments.
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Regional Transportation Plan Requirements Checklist	
General	
1	Does the RTP address no less than a 20-year planning horizon? (23 CFR 450.324(a))
2	Does the RTP include both long-range and short-range strategies/actions? (23 CFR 450.324(b))
3	Does the RTP address issues specified in the policy, action and financial elements identified in California Government Code Section 65080?
4	Does the RTP address the 10 issues specified in the Sustainable Communities Strategy (SCS) component as identified in Government Code Sections 65080(b)(2)(B) and 65584.04(i)(1)?
	<i>a. Identify the general location of uses, residential densities, and building intensities within the region?</i>
	<i>b. Identify areas within the region sufficient to house all the population of the region, including all economic segments of the population over the course of the planning period of the regional transportation plan taking into account net migration into the region, population growth, household formation and employment growth?</i>
	<i>c. Identify areas within the region sufficient to house an eight-year projection of the regional housing need for the region pursuant to Government Code Section 65584?</i>
	<i>d. Identify a transportation network to service the transportation needs of the region?</i>
	<i>e. Gather and consider the best practically available scientific information regarding resource areas and farmland in the region as defined in subdivisions (a) and (b) of Government Code Section 65080.01?</i>
	<i>f. Consider the state housing goals specified in Sections 65580 and 65581?</i>
	<i>g. Utilize the most recent planning assumptions, considering local general plans and other factors?</i>

	<i>h. Set forth a forecasted development pattern for the region, which, when integrated with the transportation network, and other transportation measures and policies, will reduce the greenhouse gas emissions from automobiles and light trucks to achieve, if there is a feasible way to do so, the greenhouse gas emission reduction targets approved by the ARB?</i>
	<i>i. Provide consistency between the development pattern and allocation of housing units within the region (Government Code 65584.04(i)(1))?</i>
	<i>j. Allow the regional transportation plan to comply with Section 176 of the federal Clean Air Act (42 U.S.C. Section 7506)?</i>
5	Does the RTP include Project Intent i.e. Plan Level Purpose and Need Statements?
6	Does the RTP specify how travel demand modeling methodology, results and key assumptions were developed as part of the RTP process? (Government Code 14522.2)
Consultation/Cooperation	
1	Does the RTP contain a public involvement program that meets the requirements of Title 23, CFR 450.316(a)?
	<i>(i) Providing adequate public notice of public participation activities and time for public review and comment at key decision points, including a reasonable opportunity to comment on the proposed metropolitan transportation plan and the TIP;</i>
	<i>(ii) Providing timely notice and reasonable access to information about transportation issues and processes;</i>
	<i>(iii) Employing visualization techniques to describe metropolitan transportation plans and TIPs;</i>
	<i>(iv) Making public information (technical information and meeting notices) available in electronically accessible formats and means, such as the World Wide Web;</i>
	<i>(v) Holding any public meetings at convenient and accessible locations and times;</i>
	<i>(vi) Demonstrating explicit consideration and response to public input received during the development of the metropolitan transportation plan and the TIP;</i>
	<i>(vii) Seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services;</i>
	<i>(viii) Providing an additional opportunity for public comment, if the final metropolitan transportation plan or TIP differs significantly from the version that was made available for public comment by the MPO and raises new material issues that interested parties could not reasonably have foreseen from the public involvement efforts;</i>
	<i>(ix) Coordinating with the statewide transportation planning public involvement and consultation processes under subpart B of this part; and</i>
	<i>(x) Periodically reviewing the effectiveness of the procedures and strategies contained in the participation plan to ensure a full and open participation process.</i>

2	Does the RTP contain a summary, analysis, and report on the disposition of significant written and oral comments received on the draft metropolitan transportation plan as part of the final metropolitan transportation plan and TIP that meets the requirements of 23 CFR 450.316(a)(2), as applicable?
3	Did the MPO/RTPA consult with the appropriate State and local representatives including representatives from environmental and economic communities; airport; transit; freight during the preparation of the RTP? (23 CFR 450.316(b))
4	Did the MPO/RTPA who has federal lands within its jurisdictional boundary involve the federal land management agencies during the preparation of the RTP? (23 CFR 450.316(d))
5	Where does the RTP specify that the appropriate State and local agencies responsible for land use, natural resources, environmental protection, conservation and historic preservation consulted? (23 CFR 450.324(g))
6	Did the RTP include a comparison with the California State Wildlife Action Plan and (if available) inventories of natural and historic resources? (23 CFR 450.324(g)(1&2))
7	Did the MPO/RTPA who has a federally recognized Native American Tribal Government(s) and/or historical and sacred sites or subsistence resources of these Tribal Governments within its jurisdictional boundary address tribal concerns in the RTP and develop the RTP in consultation with the Tribal Government(s)? (23 CFR 450.316(c))
8	Does the RTP address how the public and various specified groups were given a reasonable opportunity to comment on the plan using the participation plan developed under 23 CFR part 450.316(a)? (23 CFR 450.316(a)(i))
9	Does the RTP contain a discussion describing the private sector involvement efforts that were used during the development of the plan? (23 CFR 450.316(a))
10	Does the RTP contain a discussion describing the coordination efforts with regional air quality planning authorities? (23 CFR 450.316(a)(2)) (MPO nonattainment and maintenance areas only)
11	Is the RTP coordinated and consistent with the Public Transit-Human Services Transportation Plan? (23 CFR 450.306(h))
12	Were the draft and adopted RTP posted on the Internet? (23 CFR 450.324(k))
13	Did the RTP explain how consultation occurred with locally elected officials? (Government Code 65080(D))
14	Did the RTP outline the public participation process for the sustainable communities strategy? (Government Code 65080(E))
15	Was the RTP adopted on the estimated date provided in writing to State Department of Housing and Community Development to determine the Regional Housing Need Allocation and planning period (start and end date) and align the local government housing element planning period (start and end date) and housing element adoption due date 18 months from RTP adoption date? (Government Code 65588(e)(5))

Title VI and Environmental Justice	
1	Does the public participation plan describe how the MPO will seek out and consider the needs of those traditionally underserved by existing transportation system, such as low-income and minority households, who may face challenges accessing employment and other services? (23 CFR 450.316 (a)(1)(vii))
2	Has the MPO conducted a Title VI analysis that meets the legal requirements described in Section 4.2?
3	Has the MPO conducted an Environmental Justice analysis that meets the legal requirements described in Section 4.2?
Modal Discussion	
1	Does the RTP discuss intermodal and connectivity issues?
2	Does the RTP include a discussion of highways?
3	Does the RTP include a discussion of mass transportation?
4	Does the RTP include a discussion of the regional airport system?
5	Does the RTP include a discussion of regional pedestrian needs?
6	Does the RTP include a discussion of regional bicycle needs?
7	Does the RTP address the California Coastal Trail? (Government Code 65080.1) (For MPOs and RTPAs located along the coast only)
8	Does the RTP include a discussion of rail transportation?
9	Does the RTP include a discussion of maritime transportation (if appropriate)?
10	Does the RTP include a discussion of goods movement?
Programming/Operations	
1	Is the RTP consistent (to the maximum extent practicable) with the development of the regional ITS architecture? (23 CFR 450.306(g))
2	Does the RTP identify the objective criteria used for measuring the performance of the transportation system?
3	Does the RTP contain a list of un-constrained projects?
Financial	
1	Does the RTP include a financial plan that meets the requirements identified in 23 CFR part 450.324(f)(11)?
2	Does the RTP contain a consistency statement between the first 4 years of the fund estimate and the 4-year STIP fund estimate? (65080(b)(4)(A))
3	Do the projected revenues in the RTP reflect Fiscal Constraint? (23 CFR part 450.324(f)(11)(ii))

4	Does the RTP contain a list of financially constrained projects? Any regionally significant projects should be identified. (Government Code 65080(4)(A))
5	Do the cost estimates for implementing the projects identified in the RTP reflect "year of expenditure dollars" to reflect inflation rates? (23 CFR part 450.324(f)(11)(iv))
6	After 12/11/07, does the RTP contain estimates of costs and revenue sources that are reasonably expected to be available to operate and maintain the freeways, highway and transit within the region? (23 CFR 450.324(f)(11)(i))
7	Does the RTP contain a statement regarding consistency between the projects in the RTP and the ITIP? (2016 STIP Guidelines Section 33)
8	Does the RTP contain a statement regarding consistency between the projects in the RTP and the RTIP? (2016 STIP Guidelines Section 19)
9	Does the RTP address the specific financial strategies required to ensure the identified TCMs from the SIP can be implemented? (23 CFR part 450.324(f)(11)(vi) (nonattainment and maintenance MPOs only))
Environmental	
1	Did the MPO/RTPA prepare an EIR or a program EIR for the RTP in accordance with CEQA guidelines?
2	Does the RTP contain a list of projects specifically identified as TCMs, if applicable?
3	Does the RTP contain a discussion of SIP conformity, if applicable?
4	Does the RTP specify mitigation activities? (23 CFR part 450.324(f)(10))
5	Where does the EIR address mitigation activities?
6	Did the MPO/RTPA prepare a Negative Declaration or a Mitigated Negative Declaration for the RTP in accordance with CEQA guidelines?
7	Does the RTP specify the TCMs to be implemented in the region? (federal nonattainment and maintenance areas only)



Subject: Civic Lab Update

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Raef Porter			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** SACOG has conducted three Civic Lab workshops, and is finalizing the calendar for the remaining sessions.
- 2. Recommendation:** None. This item is for information only.
- 3. Background:** SACOG selected and began working with the nine Civic Lab teams in September. The attached document provides an overview of the teams and the mobility problems they have identified.
- 4. Discussion/Analysis:** The full-day Civic Lab workshop sessions with all teams began in October, with additional workshops held in December and January. Workshops included:

October: Speakers from UC Davis Institute for Transportation Studies talking about autonomous, shared, and electric modes of transportation. The workshop also included a team-based work session on goal-setting.

December: A facilitated day of discussion and exercises focused on a deeper understanding of the problem, and creating a project charter to address that problem.

January: A panel on formulating a pilot, innovative methods for procurement, involving vendors in the scoping process, and joint development of projects. The second half of the day focused on moving from the team charter to an early call for proposals.

The next Civic Lab workshop is scheduled for February 14th. The workshop will include a session on how to evaluate a pilot project, and a half-day vendor showcase where teams will have the opportunity to talk with various vendors working on mobility solutions. This will be where teams begin to change the focus from a mobility challenge to solutions. Subsequent workshops will move more toward solutions, and begin to lay out the plan to launch a pilot.

- 5. Fiscal Impact/Grant Information:** There is no fiscal impact at this time.

ATTACHMENTS:

Attachment - Final Projects 2017

	Lead Agency	Identified Partners	Issue
Final Projects	Sacramento State University	City of Sacramento, Sacramento RT	How do you move students from 65th LRT station to campus, is there an opportunity for an AV shuttle pilot project?
	El Dorado County	El Dorado County Transit, Apple Hill Growers	How can you solve congestion at Apple Hill?
	Yuba Sutter Transit	LGC Civic Spark	Is there a residential TDM solution for suburban and rural areas?
	Sacramento AQMD, and SMUD	Historic Monterey Trail District	How to provide ZEV solutions in disadvantaged communities
	Yolo County Transportation District	City of Woodland, Yolo County, UC Davis Planning	How do you site mobility hubs that take advantage of disruptive technologies, and fit within the fabric of a city?
	Citrus Heights, City of Folsom, City of Rancho Cordova, and Sacramento County	Sacramento RT, TMAs, Greater Folsom Partnership, Los Rios CCD	Are there new and better solutions to providing transit access in suburban areas?
	Elk Grove Unified School District, Paratransit	North State BIA	How can you move youth to jobs?
	City of Davis	UC Davis, Capitol Corridor JPA, Unitrans	Are there new mobility solutions that can reduce parking impacts at the Amtrak station?
	Yolo County Transportation District	Yolo County, Knights Landing CSD, Dunnigan CSD	Are there new mobility solutions that can help provide better transit service in rural areas?



Subject: Next Generation Transportation Demand Management

<input type="checkbox"/> Action	<input type="checkbox"/> Consent	<input checked="" type="checkbox"/> Information	<input type="checkbox"/> R&F	<input type="checkbox"/> Report	<input type="checkbox"/> Workshop
Prepared by: Sabrina Bradbury			Approved by: Erik Johnson		
Attachments: <input checked="" type="checkbox"/> Y <input type="checkbox"/> N					

- 1. Issue:** What approach should SACOG take to a Next Generation Transportation Demand Management (TDM) Program?
- 2. Recommendation:** This is an information and discussion item to provide SACOG staff direction and feedback on the direction of a future TDM program.
- 3. Background:** Transportation Demand Management (TDM) focuses on moving people by more efficiently utilizing existing transportation infrastructure through projects and programs. Examples of programs are the promotion of carpooling, vanpooling, transit, bicycling, walking, telecommuting, and flexible work schedules as well as the implementation of policies, incentives and disincentives to get people to drive less. Among SACOG's most well-known programs are May is Bike Month, the Ready, Set, Ride Commute Challenge, and Try Transit Campaign that coincided with the opening of the Golden 1 Center. In 2016, the SACOG Board of Directors adopted a TDM Strategic Plan that set the course for the region's TDM programs and projects to be more performance-based and innovative, and produce more measurable reductions in vehicle miles traveled (VMT).
- 4. Discussion/Analysis:** For the past 10 years, SACOG's TDM Program was included as a Transportation Control Measure (TCM) in the State Implementation Program (SIP) for air quality. Because of this TCM requirement, SACOG funded a regional TDM program with a \$1.2 million annual carve-out of federal Congestion Mitigation and Air Quality funds available to SACOG over the 10-year period. The SIP has been updated and now does not include TDM as a required TCM. Therefore, SACOG is not required to continue to fund the program beyond June 30, 2018. However, the TDM program is ripe with opportunities to innovate. TDM is responsible for a small but increasingly important percentage of the off-model Vehicle Miles Traveled (VMT) reductions that SACOG claims to help meet our regional greenhouse gas target set by the California Air Resources Board. TDM programs and pilot projects can also play an important role in supporting and integrating smart mobility and next generation transit efforts.

The board has expressed interest in the following areas: establishing the region as an innovator and new mobility testbed, advancing next generation transit efforts, and meeting

challenging greenhouse gas (GHG) targets. Staff recommends continuing a TDM program for two fiscal years beginning July 1, 2018 through June 30, 2020. Attachment A outlines potential program design options for a Next Generation TDM Program. Attachment B provides a highlights summary of TDM Strategic Plan implementation efforts that have occurred in the last 16 months. Additional detail will be provided as part of a proposal for extending the TDM program.

Staff requests committee member feedback and input on the redesign of the TDM program. This will help inform a more detailed proposal for future consideration by the Committee and Board.

- 5. Fiscal Impact/Grant Information:** There is no fiscal impact for this information item. Staff will provide a subsequent item to include funding recommendations.

ATTACHMENTS:

Attachment A - Future of SACOG's TDM Program

Attachment B - TDM Strategic Plan Implementation Update

Future of SACOG's Transportation Demand Management Program

The mobility landscape is changing and SACOG's Transportation Demand Management (TDM) program is a part of that change. The SACOG Board of Directors adopted a Transportation Demand Management (TDM) Strategic Plan in October of 2016 that put the TDM program on a path to become a more performance based and innovative program that produces measurable results. Since the TDM program will no longer be a Transportation Control Measure (TCM) in the State Implementation Plan after June 30, 2018, there is an opportunity to shift the program even further to one that is more creative, nimble, performance-based, ambitious, and emphasizes pilot testing. Given board member interest in establishing the region as a testbed for innovation, advancing next generation transit efforts, and needing to meet challenging greenhouse gas (GHG) targets, staff recommends continuing the TDM program. The TDM program is ripe with opportunities to innovate and it is responsible for a small but increasingly important percentage of the off-model Vehicle Miles Traveled (VMT) reductions that we claim to help meet our regional GHG target. It can also play an important role in supporting and integrating smart mobility and next generation transit efforts.

Strategic Plan Update:

The TDM Strategic Plan identified three major goals to guide the program through a 20-month period that will end June 30, 2018 with the sunset of the TCM. In the last 16-months staff completed the following actions to make the program more innovative, performance-based and cost-effective:

- Launched a TDM Innovations Grant program
- Launched a TDM Mini Grant program
- Created a partnership with University California Davis Institute for Transportation Studies (UC Davis ITS) to develop a performance measurement plan and conduct some performance measurement of pilots and campaigns
- Worked with Transportation Management Organizations to identify clear deliverables in contracts
- Scaled back investment in regional behavior change campaigns while maintaining participation levels
- Contacted MPOs, cities, counties, and other entities to learn more about which TDM programs and activities are most cost effective in order to inform our current and future programs
- Monitored national TDM initiatives and current research for innovative ideas to bring to our region
- Delivered regional quarterly workshops that encourage a wide range of stakeholder participation on topics including: first/last mile solutions, marketing/outreach, and behavior change through placemaking and pop-ups, also known as tactical urbanism

The mission of the TDM program is to reduce vehicle trips and miles traveled by implementing cost-effective and innovative programs, services, projects, strategies, and policies that encourage and enable people to change their travel behavior. This mission, and the goals below, were developed through the TDM strategic planning process in 2016. Attachment B provides greater detail about the implementation of the TDM Strategic Plan organized by the three major goals.

1. Leverage existing and new partnerships to maximize technological opportunities, raise awareness of programs/services, and offer improved and new cost-effective programs/services that support alternative mode use and behavior change.

2. Better integrate TDM with planning and project delivery both to improve the land use/transportation planning process and promote new multimodal infrastructure when it is completed.
3. Collect and analyze data to make smart investments that focus on long term behavior change.

Next Generation TDM – Opportunity for Redesign & Transformation

While SACOG is no longer required to fund TDM as a TCM, we have an opportunity to completely redesign the TDM program to double its focus on innovative, performance-based programs that could create lasting behavior change. Below are draft options for three different TDM programs that staff has developed to frame the policy discussion around what a TDM program might look like beyond June 30, 2018. In each of the proposals below, there an increased focus on innovation and performance measurement. The program activities listed under each proposal are designed to give board members a framework for discussing possible TDM investments. The activities are meant to serve as examples and are not an exhaustive list.

With all of the options, the Board will need to decide what level of funding it would like to allocate to the program. Historically the program has been funded with a carve out of Congestion Mitigation and Air Quality (CMAQ) funds that flow to the region and can be used for many different programs and infrastructure projects. Staff recommends continuing this practice while continuing to look for additional-and potentially more flexible-revenues for the TDM program to ensure that we are able to continue to innovate, test new technologies and strategies for changing travel behavior, and claim the off-model adjustments that help us achieve our GHG reduction goals. Cap & Trade, Capitol Valley Regional Service Authority for Freeways and Expressways, Caltrans planning grants, Office of Traffic and Safety grants, and Senate Bill 1 are potential funding sources that could replace or supplement CMAQ contributions to the program.

Option 1 – Nimble TDM Program

Overview: This proposal would provide grants for tried and tested traditional programs that we know to be effective TDM activities, while also providing funding for Innovations Grants, Mini Grants, and an ongoing Civic Lab curriculum focused on how to innovate, develop pilots, measure their success, and iterate. Guidelines for traditional program grants would prioritize employer and residential programs that offer direct incentives or disincentives such as employer parking pricing initiatives, fare free transit, employer shuttles, subsidies for alternative modes of transportation, residential packages that include free transit passes, and leasing/rental company programs that offer a suite of TDM benefits to residents. The Nimble TDM option includes funding to host one regional campaign, TDM workshops, and a trip planning/ridematching website, but scales back these investments to focus most of the funding on competitive grant programs and prize competitions (Innovations Grants, Mini Grants, Civic Lab, and grants for traditional TDM programs).

Performance Measurement: Performance measurement would be the responsibility of the grant awardees with limited support from SACOG staff.

Activities not included: Option 1 discontinues the fall behavior change campaign, vanpool subsidy program, and external performance measurement contract (grant recipients would still be required to measure their performance). Option 1 does not assume an innovative role aside from Civic Lab and the grant programs.

Risk: Grant applicants may need more assistance with performance measurement, research, and development of pilots than resources available.

Option 2 – Innovative TDM

Overview: Option 2 embraces new mobility by emphasizing innovation, testing and iteration. In this option, SACOG would provide funding some funding to residential programs because they are relatively untested in our region, and would direct most of the resources toward innovative grant programs and launching new initiatives in TDM. This option would prioritize funding for projects like Rancho Cordova’s Connections to Transit pilot, West Sacramento’s On Demand Micro Transit pilot and Sacramento Metropolitan Air Quality Management District’s On Demand Schoolpool and Carpool pilot. We would fund a New Mobility Incubator Challenge to encourage private sector start-ups to compete in mobility-related categories for funding to pilot projects within our region. Additionally, we would create suburban employer campus hubs that take several employers and develops an internal hub of shared mobility services, and we would hire an Innovator in Residence focused on tracking new transportation innovations to spur ideas for our region. This option would also continue the Civic Lab curriculum. We would host or curate events that encourage private sector participation in creating more robust innovation in the field, similar to existing Hacker Lab or Transportation Camp events. Strategic partnerships would be developed to execute these activities.

Performance Measurement: Pilot projects and programs would be measured through contracts managed by SACOG.

Activities not included: This option does not include regional campaigns, grants for traditional employer TDM programs, or a trip planning/ridematching database.

Risk: There would not be any regional programs that local TDM partners could leverage and no grant funding for some traditional programs known to reduce VMT. This could result in local city, county, and transportation management organization programs not having sufficient funds to continue operating.

Option 3 – Hybrid TDM

Overview: In the Hybrid TDM option we would take aspects of the Nimble and Innovative proposals and invest heavily in TDM as a whole. This combination of robust innovation efforts, tried and tested traditional programs, and enhanced research and development work would offer a strong regional program for partners to leverage and utilize while continuing to move the program into uncharted territory. We would launch many of the innovation activities, including a TDM consultant service for new businesses in the region and the New Mobility Incubator Challenge where we would offer prizes for private sector to propose solutions to transportation related problems. We would convene and coordinate partner efforts including those related to smart mobility technology, next generation transit, and pilot testing. We would provide startup funding for an ongoing vanpool subsidy program in which we would report vanpool miles to the National Transit Database (NTD) to claim available funding in future years. It takes approximately two years for NTD funds to flow to the region. NTD funding would create an ongoing revenue stream for a program that would sustain itself in future years. We would also provide a carpool subsidy program in a potential partnership with Transportation Networking companies to offer an incentive to start private-sector carpooling services in the region. We would put out a solicitation for a contractor to offer a regional emergency ride home program to all employees in the region, not just those that are members of TMOs, which is the existing practice.

Performance Measurement: Option 3 would include an external performance measurement contract as well additional research and development activities to ensure we are collecting solid data to inform future iterations of activities.

Activities not included: Option 3 does not include smaller-scale activities in the Innovation and Traditional categories like the Innovator in Residence, regional campaigns, or employer-focused grant programs.

Risk: Identifying sufficient funding to do to all of the activities will be challenging, but it would come with the largest VMT reductions.

Summary

These options could be mixed and matched in a variety of different ways to form a truly unique and innovative TDM program. These examples are not meant to constrain board members to selecting one option over another but to instead encourage dialogue around the possible paths this program could take. Regardless of the direction the board chooses to take the program, there will be a need to adapt to the new mobility landscape around us, which continues to change rapidly with new technologies and mobility options.

Next Generation TDM Program Options

CATEGORIES	Current TDM Program	Option 1	Option 2	Option 3
	Fiscal Year 17/18	Nimble TDM	Innovative TDM	Hybrid TDM
Innovation				
Innovations Grants	x	x	x	X
Mini Grants	x	x	x	
New Mobility Incubator Challenge			x	x
Suburban Employer Campus Hubs			x	x
Transportation Camp/Hacker Lab Event (s)			x	x
Innovator in Residence Internship Program			x	
Transportation Ordinance Pilots			x	
Regional New Business Transportation Consultants			x	x
Ongoing Civic Lab Program		x	x	x
Tested Traditional Programs				
Traditional TDM Program Grants	x	x		x
-Employer Programs Grants	x	x		
-Residential Programs Grants		x	x	x
-Schools Programs Grants				x
May is Bike Month (spring campaign)	x	x		
Ready Set Ride (fall campaign)	x			
Trip Planning & Ride Matching Website	x	x		x
Vanpool Subsidy	x			x
Carpool Subsidy				x
Regional Emergency Ride Home				x
Program Marketing	x			x
Research & Development				
Performance measurement	x		x	x
Tracking State of Practice	x		x	x
Hosted Workshops & Partner Coordination	x	x		x

Transportation Demand Management Strategic Plan Implementation Update

Goal 1. Leverage existing and new partnerships to maximize technological opportunities, raise awareness of programs/services, and offer improved and new cost-effective programs/services that support alternative mode use and behavior change. (Actions 1-3)

Objective 1A. Sharpen the focus and efficiencies of SACOG's Traditional TDM Programs.

Objective 1B. Enhance user experience and increase mobility options through technology-based solutions.

The actions under this goal include working with Transportation Management Organizations (TMOs) to strengthen performance measurement, forming new partnerships, launching new grant programs, making low-cost updates to SacRegion511.org and SacRegionCommuterClub.org, and running commute change awareness campaigns on smaller budgets to maximize existing resources. Staff examined the benefits of offering 1-2 Emergency Ride Home (ERH) to all employees in the region, not just those that are members of TMOs, but TMOs could offer additional ERH vouchers to members, and assessed the cost versus financial returns of reporting vanpool mileage to the National Transit Database. Both of these programs would be very cost-effective investments should the board be interested in funding them. Based on national research, the most cost-effective tool to change single-occupancy car commuting continues to be parking pricing.

Through conversations with regional partners and other MPOs, we have found that residents are very interested in a one-stop website or application where they can plan trips and potentially pay for mobility services all in one place. Currently there is not a free application or website (such as Google Maps or Transit App) that has fully integrated ride matching with transit, ride hailing, bike share and all the various modes of travel, but this is the direction the market is heading. There are a variety of private sector firms that are partnering with public sector organizations and/or offering services that are much closer to a one-stop solution than what we currently have in the region. Until such a website/app is purchased or developed for free, there is limited value in creating a regional marketing and advertising strategy and therefore this action has not been completed. Currently, other regions all have some form of ride-matching database and trip planning tool that they promote and use as at least part of their methodology to measure vehicle miles traveled (VMT) reductions resulting from their programs. Most MPOs agree that it won't be long before there is a free or low-cost one-stop solution and that it's best not to spend resources developing something unique to any single region.

Staff is continuing to rethink investments in campaigns and direct incentives while examining the TDM field for innovations and new ideas. We have been testing various targeted marketing and communications strategies in our campaigns and we continue to track the influence they are having on behavior change. Through the TDM Innovation Grants and Civic Lab efforts we have been reaching out to private partners to encourage them to test new ideas in our region in order to leverage and maximize public funds.

Goal 2. Better integrate TDM with planning and project delivery both to improve the land use/transportation planning process and promote new multimodal infrastructure when it is completed. (Action 4)

Objective 2A. Support Blueprint and MTP/SCS Implementation Efforts that Increase Travel Choices, Connectivity, and Accessibility.

TDM activities typically focus on encouraging the use of transportation options that exist today, but TMOs report feedback about additional options people would like to have today and in the future. Therefore, staff has been working with members and partners to better inform planning efforts to ensure that multi-modal projects are being planned and delivered in order to maximize TDM efforts. Internally, TDM staff have worked with the Project Delivery Team at SACOG to send emails to Commuter Club registrants in specific geographies when a new bike or pedestrian project is completed or where people live and work near transit stops. We continue to identify opportunities to promote alternative modes in areas where a variety of transportation options exist and not just blanket promotions to people who may or may not have options beyond driving.

We have expanded the TDM Task Force contact list to include different sectors and have tripled attendance at meetings by securing speakers on topics that align with TDM implementation, pilot projects, and, marketing/communication efforts. We have worked with the Intelligent Transportation Systems (ITS) Partnership to identify opportunities where TDM can leverage the work of the ITS Master Plan and Architecture updates to provide residents travel information to help them plan trips and drive less often or take routes that have less traffic.

Goal 3. Collect & analyze data to make smart investments that focus on long term behavior change. (Actions 5-7)

Objective 3A. Evolve to Become a Truly Performance-Based Regional Program

Objective 3B. Diversify TDM Funding Sources and Leverage External Funds to Implement Creative, Innovative and Long-Term Efforts

Data collection and performance measurement in TDM programs continues to be challenging for all programs across the country, in large part because there are so many different factors that influence behavior and it is difficult to tease out exactly which programs are having the greatest impact. As such, SACOG has continued to fund May is Bike Month and Commuter Club websites while exploring other technologies that may serve as better data collection and analysis tools. There are websites and applications on the market that come with reporting and customer relations management features that can be very useful in measuring program effectiveness.

One low-cost way we collected data is via electronic surveys to campaign participants to assess the effectiveness of May is Bike Month, Try Transit and Ready Set Ride campaigns. We found that at least 25% of survey respondents say our TDM campaigns have an impact on getting campaign participants to change from driving alone to other modes of transportation. It should be noted that these are not scientific polls of all residents in the region and therefore do not give us a full picture of the broader awareness and impact of our campaigns, informational web pages, and employer programs. Collecting robust data like that will require more survey work, which is very expensive. The Household Travel Survey that will be completed later this year will provide some excellent benchmark data against which we can compare our TDM surveys and further assess the effectiveness of our programs. The work with UC Davis ITS includes identifying methods and technologies that are more affordable than scientific polling that will allow us to collect this information via big data and existing sources, and then analyze it as efficiently as possible.