



# Engaging the Public Successfully in Regional Planning

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New Partners for Smart Growth  
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# SCAG Region



- 6 Counties
- 190 Cities
- 38,000 square miles
- 19 million people
- 16th largest economy in the world

**Regional Population is forecast  
to increase by 5,500,000  
people to 24,000,000 between  
2008 & 2035**

***Challenges:***

- **Traffic Congestion**
- **Goods Movement**
- **Air Quality**
- **Income**
- **Housing Affordability**
- **Shrinking Financial Resources**



**Like adding two  
cities the size of  
Chicago**



# Forum for Regional Dialogue

- Regional Council of elected officials (83 members)
- Three policy committees (transportation, housing, environment)
- Over 15 subcommittees, task forces and working groups
- 6 County Transportation Commissions (CTCs)
- 14 Subregions
- Dozens of other partner & stakeholder organizations



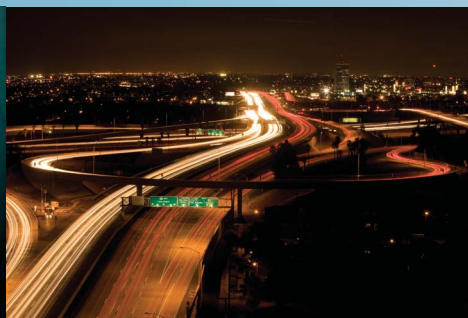


# Regional Transportation Plan

- Required by federal government to develop and update Regional Transportation Plan (RTP) every four years
- Must be long-range (~20 years)
- Must be financially constrained
- Must meet air quality conformity
- Transportation projects must be included to receive federal & state funds, & federal environmental clearance
- And...



ASSOCIATION OF GOVERNMENTS  
Metrolink: Image courtesy of Metro © 2010  
LACMTA



Port: Image courtesy of Port of Long Beach



www.compassblueprint.org  
Metro Gold Line: Image courtesy of Metro ©  
2010 LACMTA



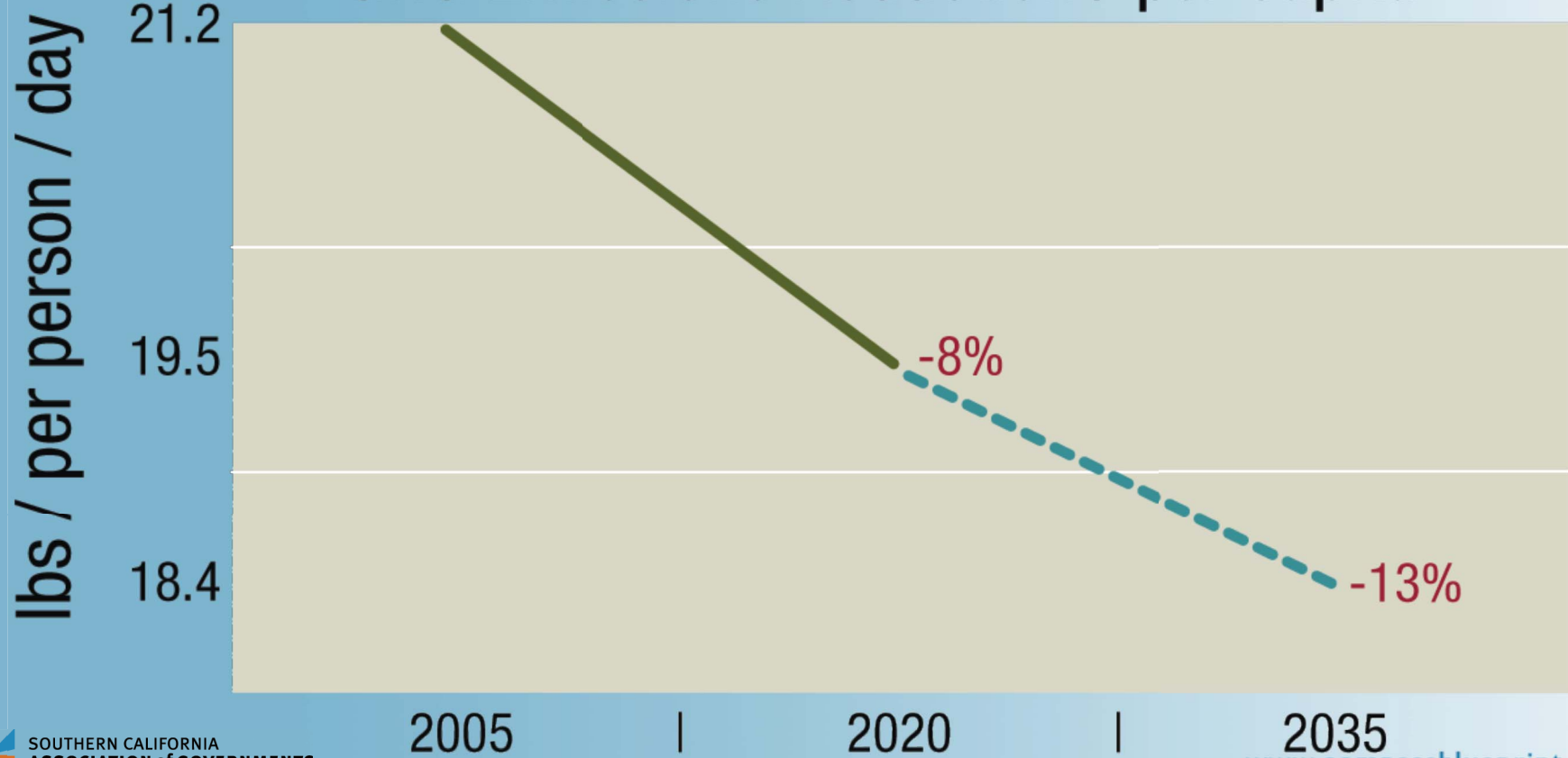
SB 375



Sustainable Communities Strategy (SCS)

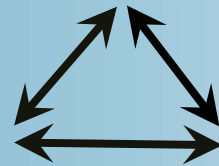
RTP must now incorporate a SCS that will meet the regional Greenhouse Gas emission target.

### GHG Emissions Reduction / per capita



# Sustainable Communities Strategy (SCS)

- The SCS includes eight required elements aiming to better integrate regional and local land use & housing strategies with transportation investments and transportation policies to achieve the state's Greenhouse Gas Emissions (GHG) reduction targets.



# Menu of Policies

**Land Use** Residential Density  
Land Use Mix  
Street Connectivity  
Regional Access to Employment  
Jobs-Housing Balance

**Infrastructure** Distance to Transit  
Transit Service  
Bicycle Infrastructure

**Policies** Telecommuting  
Employer-Based Trip Reduction

**Pricing** Parking Pricing  
Road Pricing

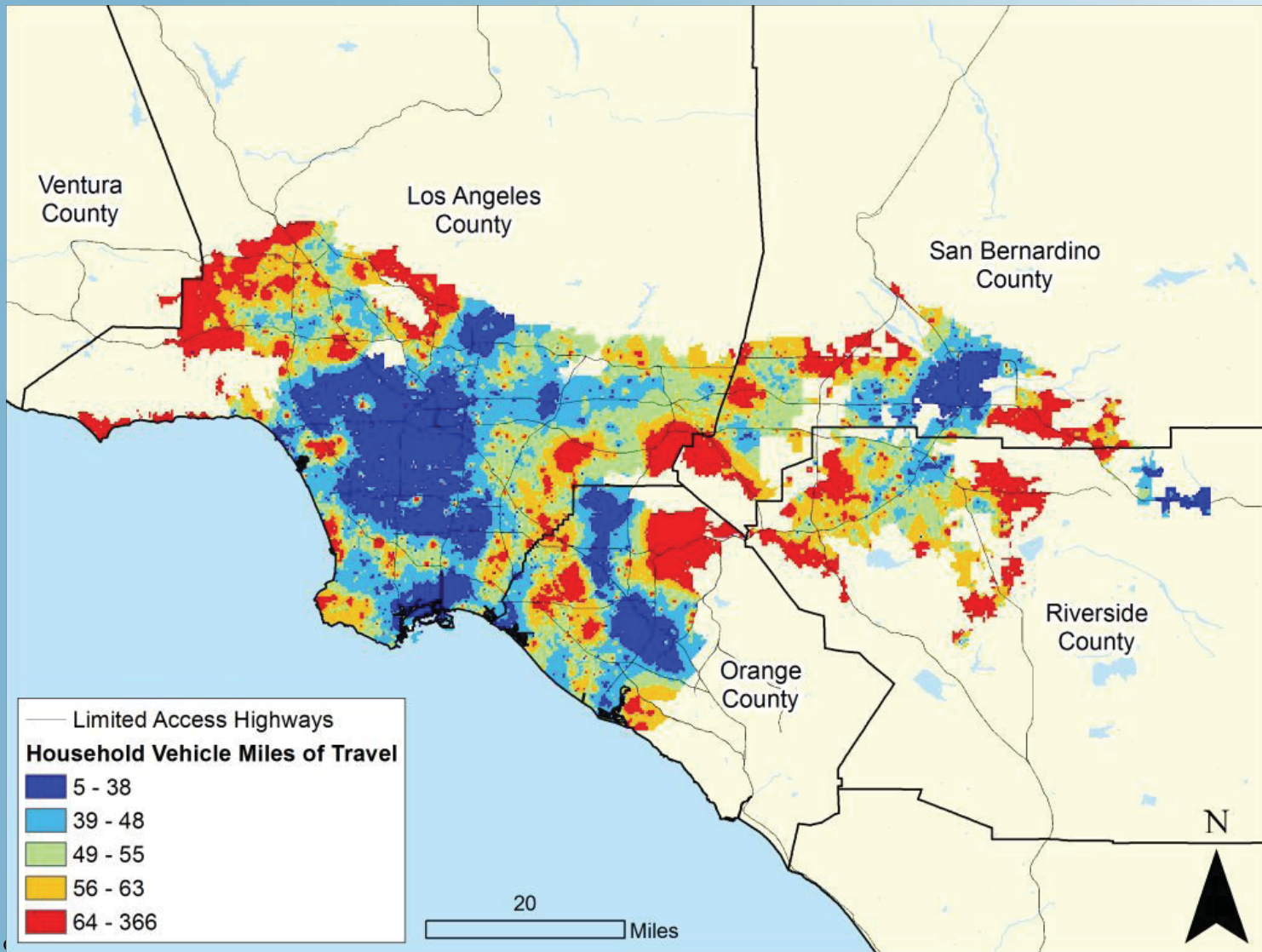
**Behavior Change** Voluntary Travel Behavior Change

**Operational Efficiency** Traffic Incident Clearance programs



# Travel Variations

## Household Vehicle Miles of Travel, SCAG region



# VMT Impacts from Various Policies

Policy	% Change in Policy	% Change in VMT
<b>Land Use</b>		
Residential Density	1% increase	-0.05 to -0.12%
Land Use Mix	1% increase	-0.02 to -0.11%
Street Connectivity	1% increase	-0.06 to -0.185%
Regional Accessibility	1% increase	-0.13 to -0.25%
Jobs-Housing Balance	1% increase	-0.29 to -0.35%
<b>Infrastructure</b>		
Distance to Transit	1 mile closer	-1.3 to -5.8%
Transit Service	1% improvement	-0.04 to -0.05%
Bicycle Infrastructure	1% increase	-0.01 to -0.02%
<b>Policies</b>		
Telecommuting	1.5% workers telecommute	-1.1%
Employer-Based Trip Reduction	firms > 100 employees	-1 to -1.6%
Traffic Incident Clearance	current program	-1.14%
<b>Pricing</b>		
Parking Pricing	workplace pricing - \$4.90/day	-1.9 to -2.6%
Road Pricing	1% increase	-0.1 to -0.15%
<b>Behavior Change</b>		
Voluntary Travel Behavior Change	for program participants	-0.05 to -0.08%



# Use the SCS Process to Match Policy Context

- A menu of policies
- With differing effects in different places
- The next step: Using the SCS to allow an amalgamation of plans,
  - fit to local needs
  - and local travel realities
  - and encourage innovation



## Public Engagement

Our work plan includes:

- 196 one-on-one data gathering meetings
- 15 Subregional planning sessions
- 18 Stakeholder workshops
- 12 Workshops with elected officials
- 3 Public hearings
- Dozens of Policy Committee/Regional Council meetings

# Different Words = Common Goals

Reduced Vehicle  
Miles Traveled  
(VMT)

=

Increased tax base

Improved mobility

=

Saving money

Less time in traffic

Reduced  
Greenhouse Gas  
(GHG) Emissions

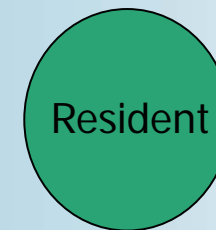
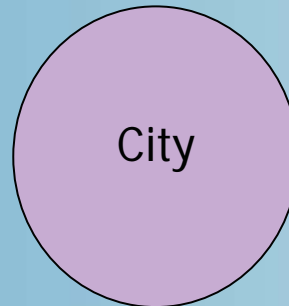
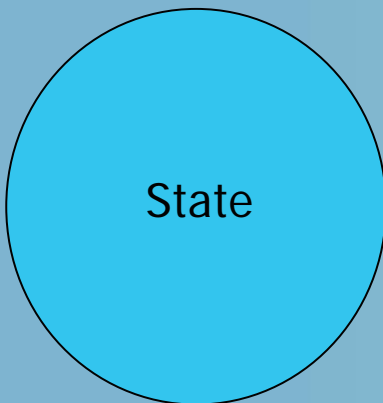
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Livable and sustainable  
neighborhoods

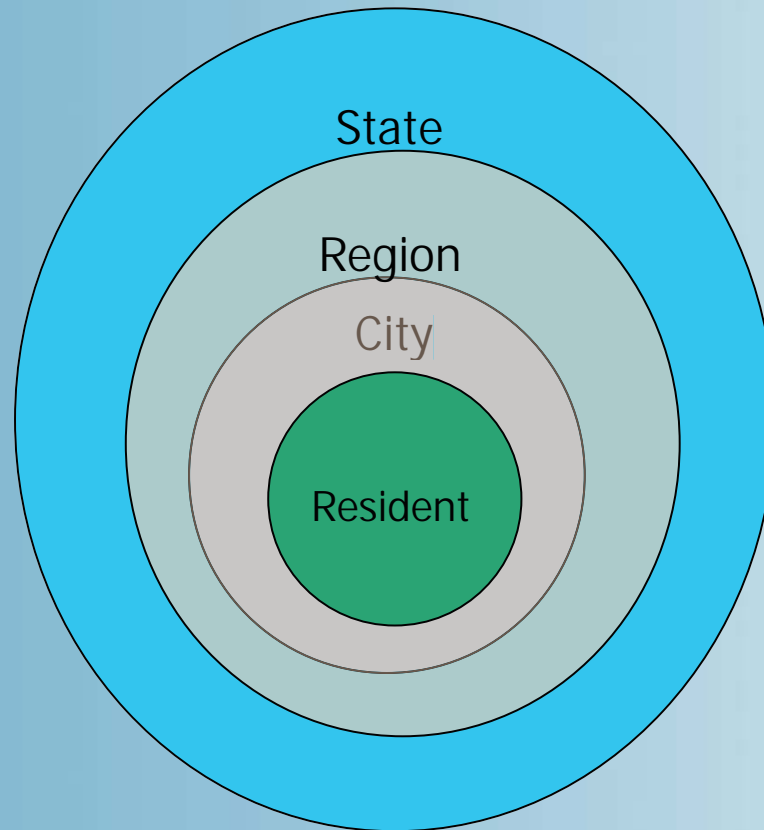
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Healthy vibrant places

Safe, healthy community



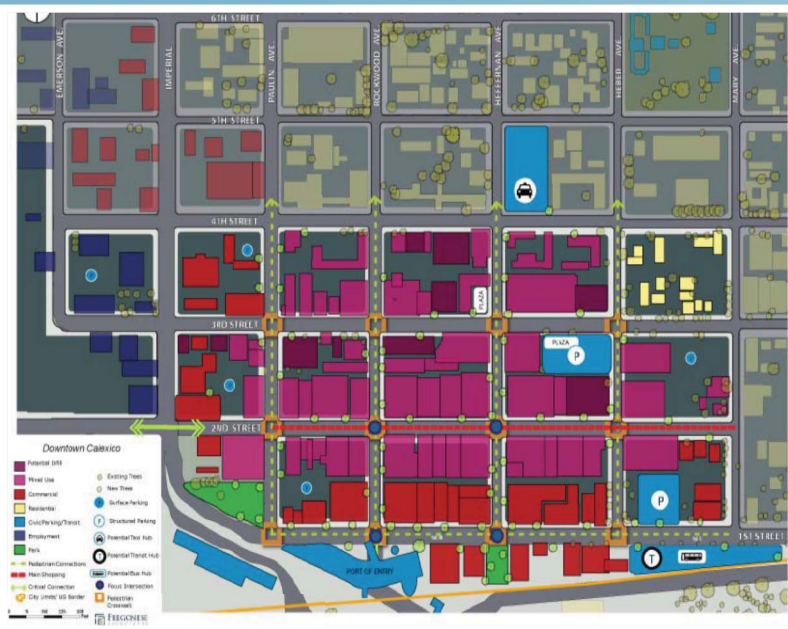
# Different Words = Common Goals





# Local Sustainability Planning Tool (LSPT)

A GIS-based sketch planning tool that local jurisdictions can use to analyze the impact of different land use scenarios on vehicle ownership, vehicle miles traveled (VMT), mode use, and their associated effects on GHG emissions.





# Local Sustainability Planning Tool (LSPT)

## What can the LSPT do?

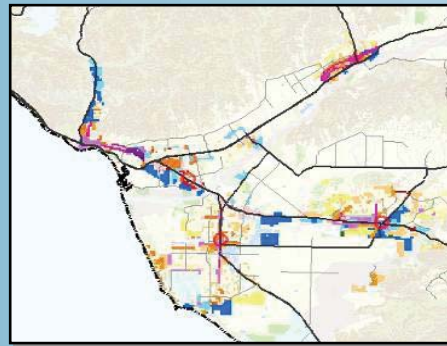
- ArcGIS based scenario development and visualization
- “Instant feedback” on results of scenarios
- Sensitive to key land use strategies
- Geographically scalable
- Easy to customize
- Understandable to non-technical audiences



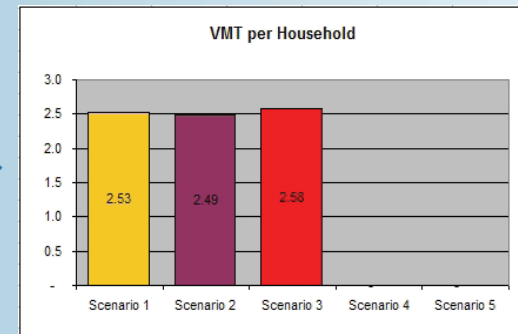
# 3 Step Process



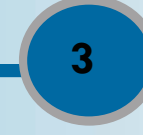
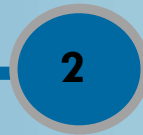
**Development Types**



**Scenario Development**



**Evaluation**



# STEP 1: Select a Development Type

24 default types

Variety of buildings, streets,  
and amenities create a “Place”



## “Development Type”

Generic place types for the region that group and categorize land uses for 196 local jurisdictions that have distinct land use designations.

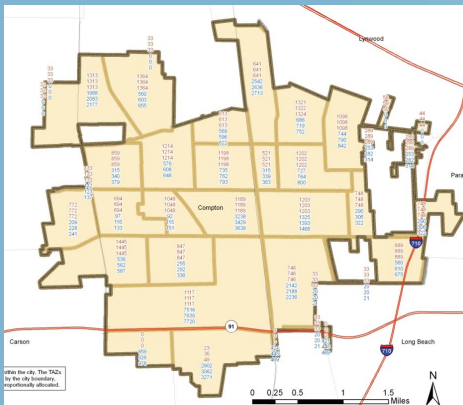
Each development type has a specific land area, housing and employment mix, density (housing and employment) and land mix.

# Spatial Unit for Scenario Planning

## Utilization of 5.5 acres Grid Cell

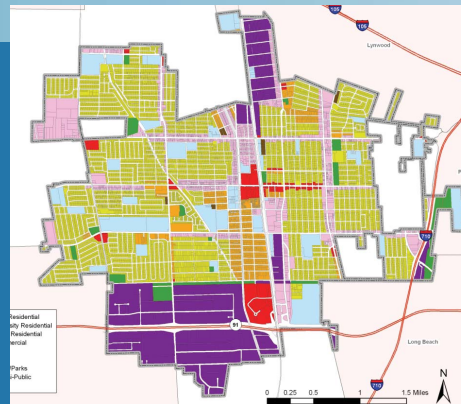
Preparation of growth forecast at the Grid cell level:

### SCAG Growth Forecast



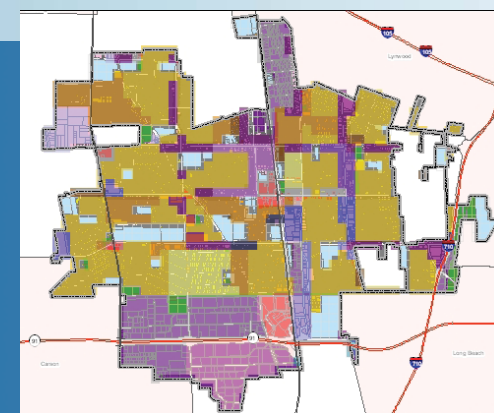
Household and Employment estimates and forecasts approved by local jurisdictions

### Local Land Use Data



2008 Existing and General Plan land use datasets updated with local input

### Grid Cell Data

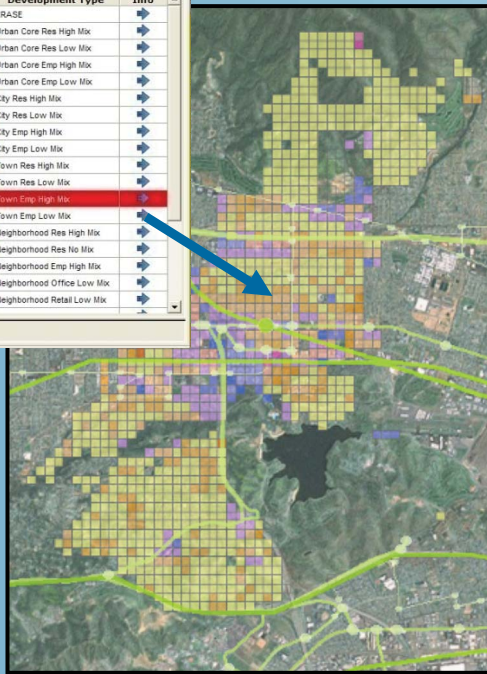
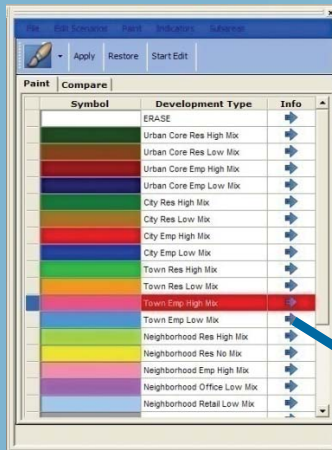


Household and Employment estimates and forecasts represented as Development Types

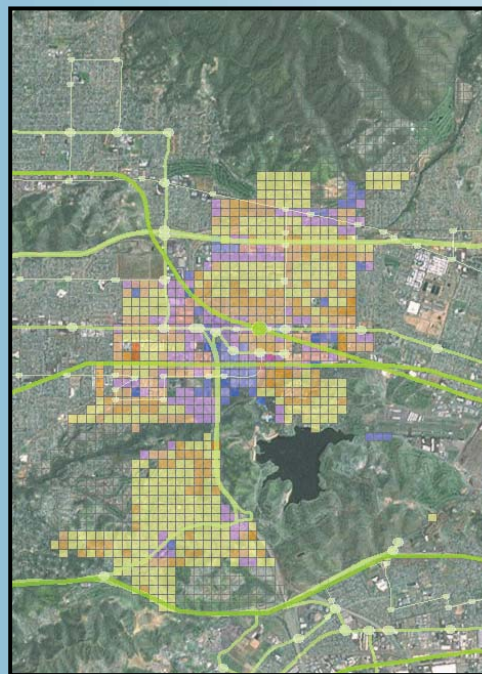
Manageable size for capturing local land use benefits on transportation while maintaining instant feedback capability

# STEP 2: Paint a Scenario

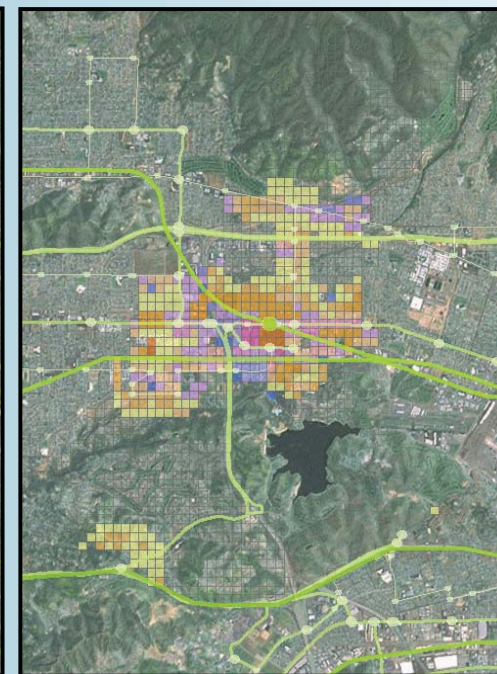
Design scenarios by painting Development Types on to the landscape



Base Year



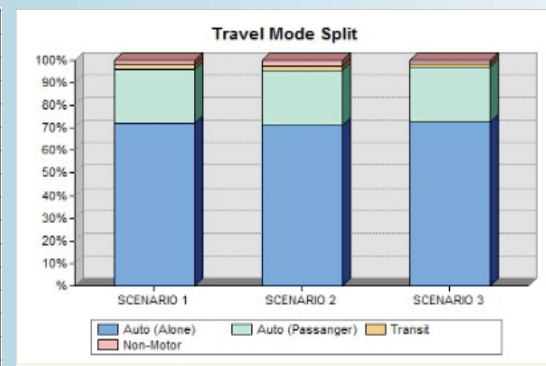
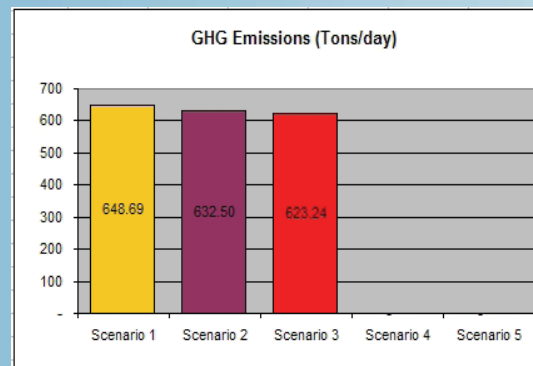
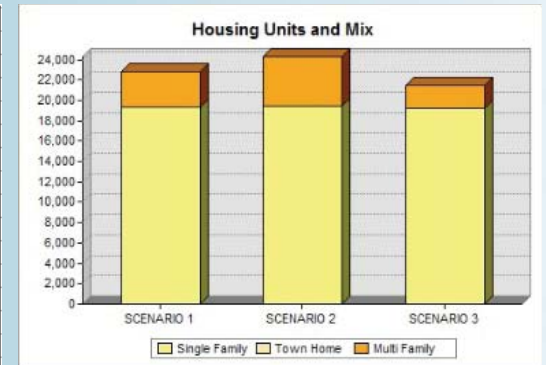
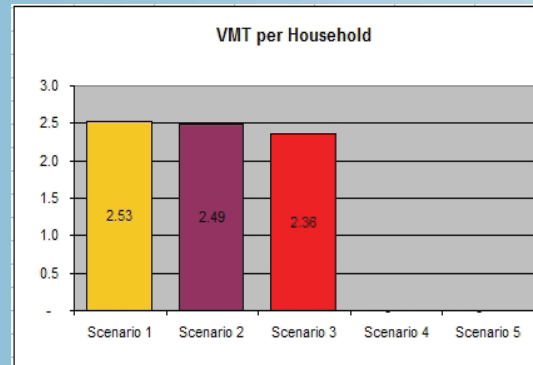
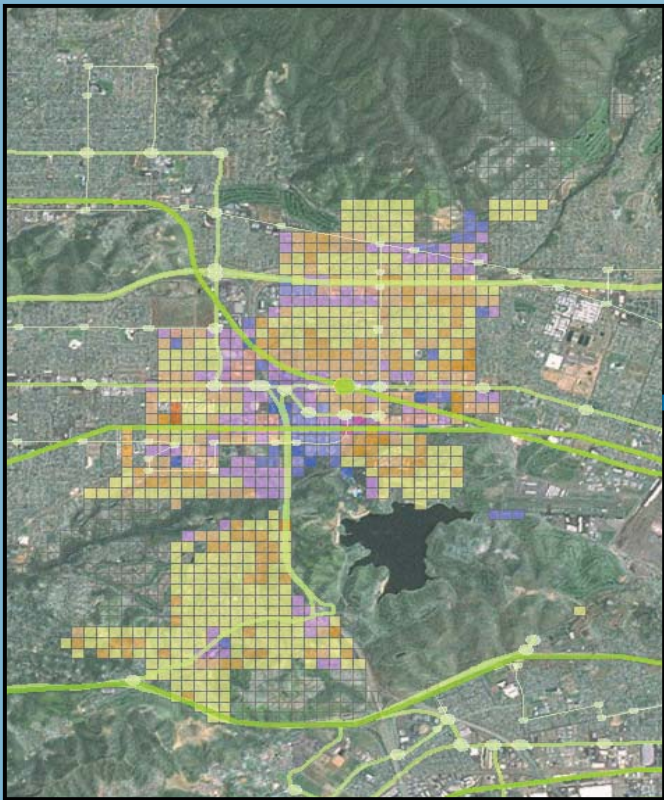
Compact Design



Transit Oriented

# STEP 3: Monitor Indicators on-the-fly

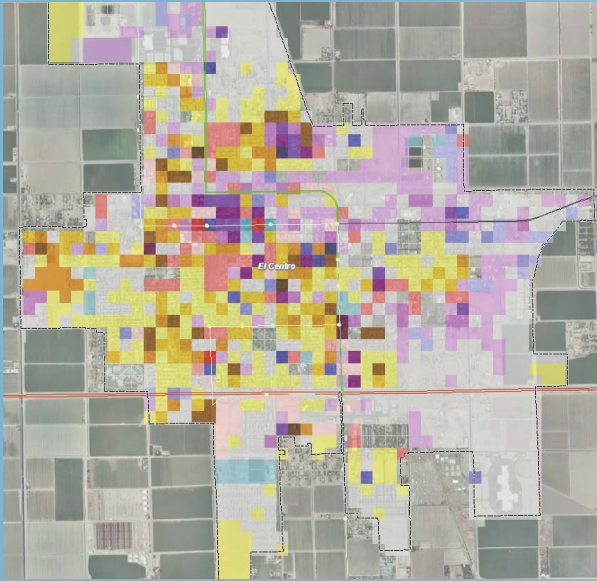
Compare the scenarios and monitor the impact of land use decisions in real time



# Local Example: City of El Centro

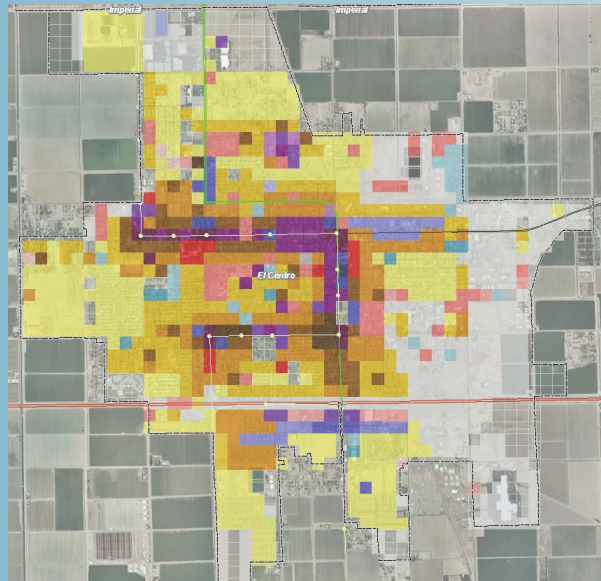
## 2035 Land Use Scenarios

**SCENARIO 1**



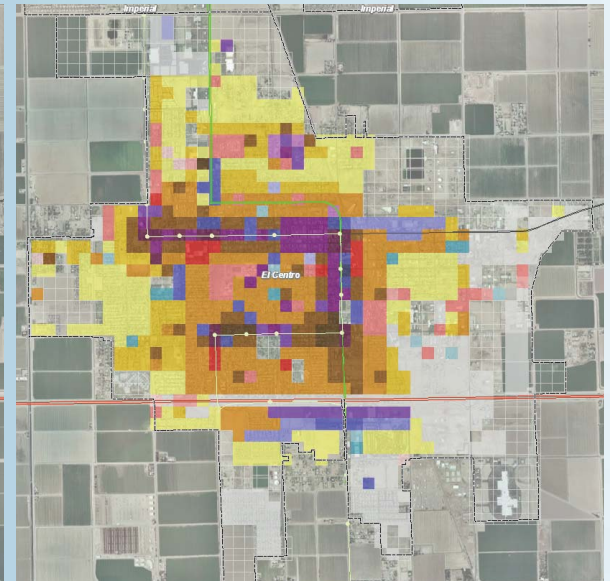
**Preliminary:  
General Plan based**

**SCENARIO 2**



**Alternative 1:  
Transit Oriented Development**

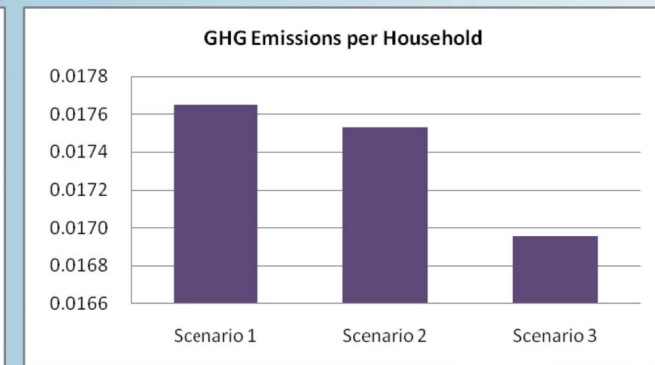
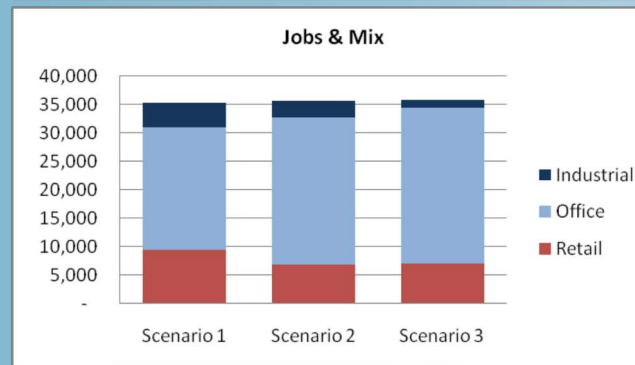
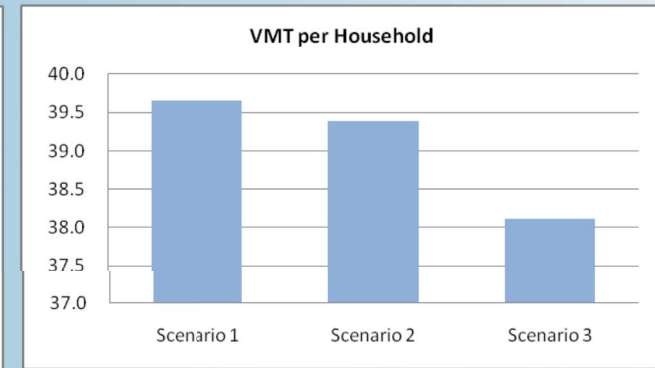
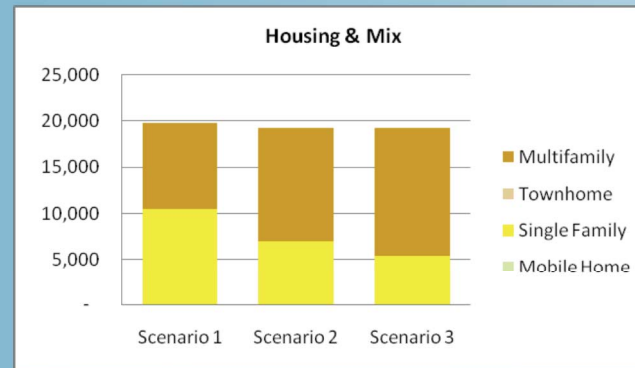
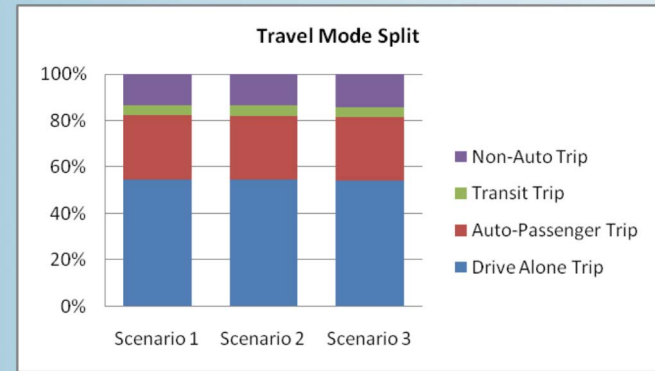
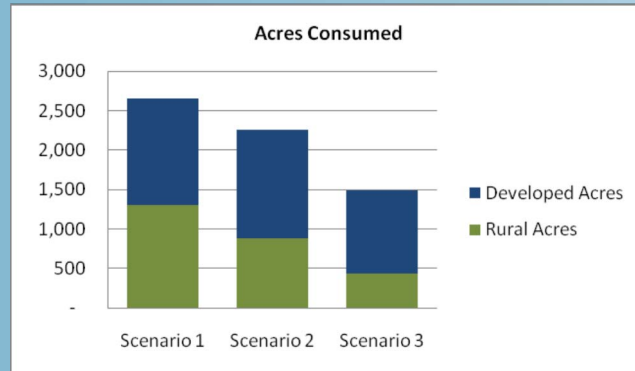
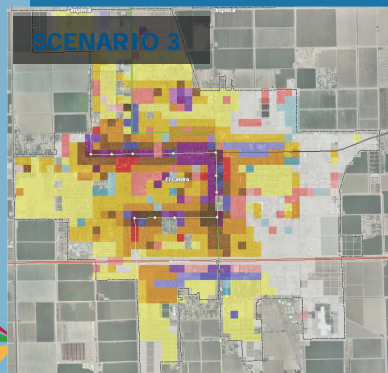
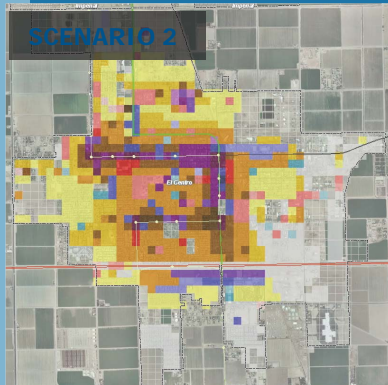
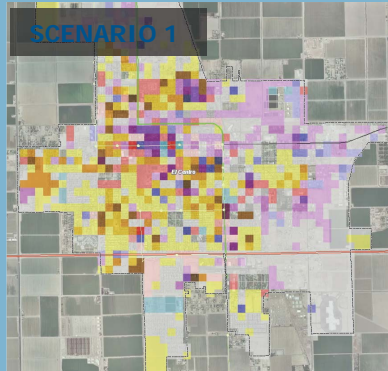
**SCENARIO 3**



**Alternative 2:  
Compact Development**

# Local Example: City of El Centro

## Scenario Results



# Strategies for Success

- Customize
- Partner
- Set expectations
- Engage
- Listen
- Follow up





# SB 375 Timeline

**2009**



Research & Analysis



Regional Discussion  
& Collaboration

**2010**



\*SCAG Receives  
Target from CARB



Regional/Subregional  
Development of Draft  
SCS or APS

**2011**



Draft RHNA



Regional Review  
of Draft SCS



Draft RTP

**2012**



Submit SCS  
to the State



CARB Decision  
on SCS



RC Adopts RTP