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

<table>
<thead>
<tr>
<th>Category</th>
<th>Policies</th>
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</thead>
<tbody>
<tr>
<td><strong>Land Use</strong></td>
<td>Residential Density</td>
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<td></td>
<td>Land Use Mix</td>
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<td></td>
<td>Street Connectivity</td>
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<td>Regional Access to Employment</td>
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<td>Jobs-Housing Balance</td>
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<tr>
<td><strong>Infrastructure</strong></td>
<td>Distance to Transit</td>
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<td>Transit Service</td>
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<td>Bicycle Infrastructure</td>
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<td><strong>Policies</strong></td>
<td>Telecommuting</td>
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<td>Employer-Based Trip Reduction</td>
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<tr>
<td><strong>Pricing</strong></td>
<td>Parking Pricing</td>
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<td>Road Pricing</td>
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<td><strong>Behavior Change</strong></td>
<td>Voluntary Travel Behavior Change</td>
</tr>
<tr>
<td><strong>Operational Efficiency</strong></td>
<td>Traffic Incident Clearance programs</td>
</tr>
</tbody>
</table>
Travel Variations
Household Vehicle Miles of Travel, SCAG region

Limited Access Highways
Household Vehicle Miles of Travel
- 5 - 38
- 39 - 48
- 49 - 55
- 56 - 63
- 64 - 366

20 Miles

www.compassblueprint.org
## VMT Impacts from Various Policies

<table>
<thead>
<tr>
<th>Policy</th>
<th>% Change in Policy</th>
<th>% Change in VMT</th>
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</thead>
<tbody>
<tr>
<td><strong>Land Use</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residential Density</td>
<td>1% increase</td>
<td>-0.05 to -0.12%</td>
</tr>
<tr>
<td>Land Use Mix</td>
<td>1% increase</td>
<td>-0.02 to -0.11%</td>
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<tr>
<td>Street Connectivity</td>
<td>1% increase</td>
<td>-0.06 to -0.185%</td>
</tr>
<tr>
<td>Regional Accessibility</td>
<td>1% increase</td>
<td>-0.13 to -0.25%</td>
</tr>
<tr>
<td>Jobs-Housing Balance</td>
<td>1% increase</td>
<td>-0.29 to -0.35%</td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distance to Transit</td>
<td>1 mile closer</td>
<td>-1.3 to -5.8%</td>
</tr>
<tr>
<td>Transit Service</td>
<td>1% improvement</td>
<td>-0.04 to -0.05%</td>
</tr>
<tr>
<td>Bicycle Infrastructure</td>
<td>1% increase</td>
<td>-0.01 to -0.02%</td>
</tr>
<tr>
<td><strong>Policies</strong></td>
<td></td>
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</tr>
<tr>
<td>Telecommuting</td>
<td>1.5% workers telecommute</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Employer-Based Trip Reduction</td>
<td>firms &gt; 100 employees</td>
<td>-1 to -1.6%</td>
</tr>
<tr>
<td>Traffic Incident Clearance</td>
<td>current program</td>
<td>-1.14%</td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Pricing</td>
<td>workplace pricing = $4.90/day</td>
<td>-1.9 to -2.6%</td>
</tr>
<tr>
<td>Road Pricing</td>
<td>1% increase</td>
<td>-0.1 to -0.15%</td>
</tr>
<tr>
<td><strong>Behavior Change</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voluntary Travel Behavior</td>
<td>for program participants</td>
<td>-0.05 to -0.08%</td>
</tr>
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</table>
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 = Saving money
Reduced Greenhouse Gas (GHG) Emissions = Improved mobility = Less time in traffic = Safe, healthy community

State
City
Resident
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.
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

Spatial Unit for Scenario Planning
Utilization of 5.5 acres Grid Cell
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.

- VMT per Household
  - Scenario 1: 2.53
  - Scenario 2: 2.48
  - Scenario 3: 2.39
  - Scenario 4: (not shown)
  - Scenario 5: (not shown)

- Housing Units and Mix
  - Scenario 1: Single Family: 24,800, Town Home: 22,000, Multi Family: 14,000
  - Scenario 2: Single Family: 21,000, Town Home: 18,000, Multi Family: 11,000
  - Scenario 3: Single Family: 19,000, Town Home: 15,000, Multi Family: 9,000

- GHG Emissions (Tons/day)
  - Scenario 1: 645.69
  - Scenario 2: 632.50
  - Scenario 3: 623.24
  - Scenario 4: (not shown)
  - Scenario 5: (not shown)

- Travel Mode Split
  - Scenario 1: Auto ( Alone): 90,000, Auto (Passenger): 70,000, Non-Motor: 30,000
  - Scenario 2: Auto (Alone): 80,000, Auto (Passenger): 60,000, Non-Motor: 20,000
  - Scenario 3: Auto (Alone): 70,000, Auto (Passenger): 50,000, Non-Motor: 10,000
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