



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
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www.scag.ca.gov

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REGULAR MEETING

ENERGY & ENVIRONMENT COMMITTEE

Thursday, April 5, 2018
10:00 a.m. – 12:00 p.m.

Please Note **NEW** Address

SCAG MAIN OFFICE

900 Wilshire Blvd., Ste. 1700

Policy Room A

Los Angeles, CA 90017

(213) 236-1800

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Tess Rey-Chaput at (213) 236-1908 or via email at REY@scag.ca.gov. Agendas & Minutes for the Energy & Environment Committee are also available at: www.scag.ca.gov/committees

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

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**Energy and Environment Committee
Members – April 2018**

Members

Representing

	Chair*	1. Hon. Carmen Ramirez	<i>Oxnard</i>	District 45
	Vice-Chair*	2. Sup. Linda Parks		Ventura County
		3. Hon. Ana Beltran	<i>Westmorland</i>	ICTC
	*	4. Hon. Margaret Clark	<i>Rosemead</i>	District 32
		5. Hon. Ned Davis	<i>Westlake Village</i>	LVMCOG
	*	6. Hon. Peggy Delach	<i>Covina</i>	SGVCOG
		7. Hon. Paula Devine	<i>Glendale</i>	AVCJPA
		8. Hon. Jordan Ehrenkranz	<i>Canyon Lake</i>	WRCOG
	*	9. Hon. Mitchell Englander	<i>Los Angeles</i>	District 59
		10. Hon. Larry Forester	<i>Signal Hill</i>	GCCOG
		11. Hon. Mike Gardner	<i>Riverside</i>	WRCOG
		12. Hon. Sandra Genis	<i>Costa Mesa</i>	OCCOG
		13. Hon. Jon Harrison	<i>Redlands</i>	SANBAG
		14. Hon. Shari Horne	<i>Laguna Woods</i>	OCCOG
		15. Hon. Diana Mahmud	<i>South Pasadena</i>	SGVCOG
	*	16. Hon. Judy Mitchell	<i>Rolling Hills Estates</i>	District 40
		17. Hon. Cynthia Moran	<i>Chino Hills</i>	SBCTA
		18. Hon. Judy Nelson	<i>Glendora</i>	SGVCOG
		19. Hon. Jim Osborne	<i>Lawndale</i>	SBCCOG
	*	20. Sup. Luis Plancarte		Imperial County
		21. Hon. David Pollock	<i>Moorpark</i>	VCOG
	*	22. Hon. Deborah Robertson	<i>Rialto</i>	District 8
	*	23. Hon. Laura Rosenthal	<i>Malibu</i>	District 44
		24. Hon. Meghan Sahli-Wells	<i>Culver City</i>	WCCOG
		25. Hon. Betty Sanchez	<i>Coachella</i>	CVAG
		26. Hon. Emma Sharif	<i>Compton</i>	GCCOG
		27. Hon. Diane Williams	<i>Rancho Cucamonga</i>	SANBAG
		28. Hon. Edward H.J. Wilson	<i>Signal Hill</i>	GCCOG
		29. Hon. Bonnie Wright	<i>Hemet</i>	WRCOG
		30. VACANT	<i>Building Industry Association of Southern California (BIASC)</i>	Ex-Officio Member

* Regional Council Member

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ENERGY AND ENVIRONMENT COMMITTEE AGENDA

Southern California Association of Governments
Wilshire Grand Center, 900 Wilshire Boulevard, Suite 1700
Los Angeles, California 90017
Thursday, April 5, 2018
10:00 a.m. to 12:00 p.m.

The Energy and Environment Committee (EEC) may consider and act upon any of the items listed on the agenda regardless of whether they are listed as Information or Action Items.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

(The Honorable Carmen Ramirez, Chair)

PUBLIC COMMENT PERIOD

Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, must fill out and present a Public Comment Card to the committee staff prior to speaking. Comments will be limited to three (3) minutes per speaker. The Chair has the discretion to reduce the time limit based upon the number of speakers and may limit the total time for all public comments to twenty (20) minutes.

REVIEW AND PRIORITIZE AGENDA ITEMS

ACTION ITEM

Time

Page No.

1. Election of 2018-19 Energy and Environment Committee Chair and Vice Chair
(Justin Block, Deputy Legal Counsel) [Ballot Voting]

CONSENT CALENDAR

Approval Item

2. Minutes of the March 1, 2018 Meeting **1**

Receive and File

3. 29th Annual Demographic Workshop, June 11, 2018 **6**
 4. Regional Planning Working Groups Series **10**
 5. 2019 Active Transportation Program Guidelines and Call for Projects **14**
-

<u>INFORMATION ITEMS</u>	<u>Time</u>	<u>Page No.</u>
6. Health Equity and Climate Change <i>(Meredith Milet, Climate Change and Health Equity Program)</i>	25 mins.	17
7. Ventura County Raptor Pilot Study <i>(Karl Novak, Deputy Director, Ventura County Public Works Department)</i>	25 mins.	35
8. ARB SB 375 Regional GHG Target Update for the 2020 Regional Transportation Plan/Sustainable Communities Strategy (2020 RTP/SCS) <i>(Ping Chang, SCAG Staff)</i>	15 mins.	46
9. Environmental Justice Working Group <i>(Anita Au, SCAG Staff)</i>	5 mins.	49
10. Southern California Edison Charge Ready Pilot Project <i>(Erica Bowman, Director, Environmental Strategy and Analytics)</i>	15 mins.	52
11. Go Human Active Transportation Safety and Encouragement Campaign Update <i>(Julia Lippe-Klein, SCAG Staff)</i>	10 mins.	56

CHAIR'S REPORT

(The Honorable Carmen Ramirez)

STAFF REPORT

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

The next regular meeting of the EEC is scheduled for Thursday, June 7, 2018 at the Wilshire Grand Center, 900 Wilshire Boulevard, Suite 1700, Los Angeles, CA 90017.

ADJOURNMENT



Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017
EEC Agenda Item No. 2
April 5, 2018

ENERGY AND ENVIRONMENT COMMITTEE
MINUTES OF THE MEETING
THURSDAY, MARCH 1, 2018

THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE ENERGY AND ENVIRONMENT COMMITTEE. A DIGITAL RECORDING OF THE ACTUAL MEETING IS AVAILABLE IN SCAG'S LOS ANGELES OFFICE.

Members Present

1. **Hon. Carmen Ramirez, Oxnard (Chair)**
2. **Sup. Linda Parks (Vice Chair)**
3. Hon. Ana Beltran, Westmoreland
4. Hon. Betty Sanchez, Coachella Valley
5. Hon. Cynthia Moran, Chino Hills
6. Hon. David Pollock, Moorpark
7. Hon. Diana Mahmud, South Pasadena
8. Hon. Diane Williams, Rancho Cucamonga
9. Hon. Edward HJ Wilson, Signal Hill
10. Hon. Emma Sharif, Compton
11. Hon. Jordan Ehrenkranz, Canyon Lake
12. Hon. Judy Mitchell, Rolling Hills Estates
13. Hon. Larry Forester, Signal Hill
14. Hon. Laura Rosenthal, Malibu
15. Hon. Margaret Clark, Rosemead
16. Hon. Meghan Sahli Wells, Culver City
17. Hon. Ned Davis, Westlake Village
18. Hon. Shari Horne, Laguna Woods
19. Sup. Luis Plancarte, Imperial County

District 45

Ventura County

- ICTC
- CVAG
- SBCTA
- VCOG
- SGVCOG
- SBCTA
- Gateway Cities COG
- GCCOG
- WRCOG
- District 40
- GCCOG
- District 44
- District 32
- WCCOG
- LVMCOG
- OCCOG
- ICTC

Members Not Present

20. Hon. Bonnie Wright, Hemet
 21. Hon. Deborah Robertson, Rialto
 22. Hon. Jim Osborne, Lawndale
 23. Hon. Jon Harrison, Redlands
 24. Hon. Judy Nelson, Glendora
 25. Hon. Mike Gardner, Riverside
 26. Hon. Mitchell Englander, Los Angeles
 27. Hon. Paula Devine, Glendale
 28. Hon. Peggy Delach, Covina
 29. Hon. Sandra Genis, Costa Mesa
- WRCOG
 - District 8
 - SBCCOG
 - SBCTA
 - SGVCOG
 - WRCOG
 - District 59
 - AVCJPA
 - District 33
 - OCCOG

The Energy and Environment Committee (EEC) held its meeting at 900 Wilshire Boulevard, Suite 1700, Los Angeles, CA 90017. A quorum was present.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

The Honorable Carmen Ramirez, Chair, called the meeting to order at 10:05 a.m. and asked Councilmember Judy Mitchell, City of Rolling Hills Estates, District 40, to lead the Pledge of Allegiance.

PUBLIC COMMENT PERIOD

Chair Ramirez opened the Public Comment period.

Leeor Alpern, South Coast Air Quality Management District (SCAQMD), announced that MSRC extended the deadline for Local Government Partnership Program to August 2, 2018. He also announced that SCAQMD will host a series of community meetings on new measures aimed at reducing pollution exposure in environmental justice (EJ) communities with its focus on AB 617 that creates opportunities with EJ communities to improve air quality in the region; and AB 134 that provides immediate funding to replace vehicles with cleaner technologies.

Chair Ramirez closed the Public Comment period.

REVIEW AND PRIORITIZE AGENDA ITEMS

There was no reprioritization of the agenda.

CONSENT CALENDAR

Approval Item

1. Minutes of the February 1, 2018 Meeting

A MOTION was made (Forester) to approve Item No. 1. Motion was SECONDED (Sanchez) and passed by the following votes:

AYE/S: Clark, Ehrenkranz, Forester, Horne, Mahmud, Mitchell, Moran, Pollock, Ramirez, Sahli-Wells, Sanchez, Plancarte, Rosenthal, Parks and Williams (15).

NOE/S: None (0).

ABSTAIN: None (0).

INFORMATION ITEMS

2. Sea-Level Rise Guidance Update

Chair Ramirez welcomed and introduced Jenn Phillips, Ocean Protection Council, California Natural Resources Agency.

Jenn Phillips provided background information regarding the Ocean Protection Council's (OPC) mission, priorities and role in the state, cabinet level and other departments and commissions. She also reported regarding EO B-30-15, SB 379 and SB 264 as it relates to climate change, resiliency strategies and coordination of local and state climate adaptation strategies. Jenn Phillips discussed the drivers of sea-level rise projections at three (3) coastal locations. She explained the scenarios of extreme sea-level rise from the West Antarctic Ice Sheet. In closing, she discussed the guidance framework; the steps in risk analysis decision framework and next steps.

On behalf of the EEC, Chair Ramirez thanked Jenn Phillips for her presentation.

3. Salton Sea Update

Chair Ramirez announced that Bruce Wilcox, Assistant Secretary, California Natural Resources Agency, will not be able to present today. She directed staff to reschedule this item at a future EEC meeting. SCAG staff noted and acknowledged the request.

4. Governor's Office of Planning and Research (OPR) Proposed Updates to the CEQA Guidelines

Chair Ramirez introduced the item and asked Roland Ok, SCAG staff, to provide background information. Roland Ok provided an update regarding the final proposed amendments to the state guidelines implementing the CEQA to the California Natural Resources Agency. He announced the public comment period will end on March 15, 2018 while SCAG is currently drafting a comment letter in response to the proposed updates. Roland Ok discussed the preliminary staff comments and SCAG's preliminary response. In closing, he discussed the next steps including a Public Hearing scheduled for March 14, 2018 which will be conducted by the California Natural Resources Agency.

On behalf of the EEC, Chair Ramirez thanked Roland Ok for his presentation.

5. Office of Planning and Research Proposed SB 743 Implementation Guidelines

Chair Ramirez introduced the item and asked Ping Chang, SCAG staff, to provide background information.

Ping Chang, SCAG staff, provided an update regarding the Proposed SB 743 Implementation Guidelines, including several key revisions to the CEQA guidelines such as: Transportation Impact Analysis and VMT Implementation Changes. He also provided a status of staff review and next steps. In closing, Ping Chang reported SCAG will be drafting a comment letter which will incorporate comments from SCAG staff and input received at the SB 743 Workshop, as appropriate. He encouraged the members to attend the California Natural Resources Agency public hearing scheduled for March 14, 2018 in Los Angeles.

On Chair Ramirez thanked Ping Chang for his presentation.

CHAIR'S REPORT

STAFF REPORT

FUTURE AGENDA ITEMS

Chair Ramirez directed staff to add to a future agenda a discussion relative to energy sources as requested by Supervisor Linda Parks. She also asked to explore water education, including issues on availability, accessibility, quality and safety, acceptability and affordability as it relates to the formal recognition of 'Human Right to Water' after Governor Brown signed AB 685.

ANNOUNCEMENTS

Chair Ramirez encouraged members to support SCAG's Paperless Initiative with regards to accessing agenda packets online instead of paper packets that are still being mailed. Paper copies will continue to be provided at the meetings.

She invited members to stay for lunch and hear a presentation from Randall Winston, Executive Director, Strategic Growth Council to hear updates regarding SGC programs and projects.

Lastly, Chair Ramirez reminded the committee to file their Annual Statement of Economic Interest FPPC Form 700 online or mail a hard-copy to staff no later than Monday, April 2, 2018.

ADJOURNMENT

There being no further business, Chair Ramirez adjourned the EEC meeting at 11:48 a.m. The next regular meeting is scheduled for Thursday, April 5, 2018.

Energy and Environment Committee Attendance Report

2018

	MEMBERS	Date Appointed if after 1/1/18	Representing	COUNTY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total Mtgs Attended To Date
1	Beltran, Ana		ICTC	Imperial		1	1										2
2	Clark, Margaret		Rosemead	Los Angeles		1	1										2
3	Davis, Ned		LVMCOG	Los Angeles		0	1										1
4	Delach, Peggy		Covina	Los Angeles		0	0										0
5	Devine, Paula		Arroyo Verdugo Cities	Los Angeles		1	0										1
6	Ehrenkranz, Jordan		WRCOG	Riverside		1	1										2
7	Englander, Mitchell		Los Angeles	Los Angeles		0	0										0
8	Forester, Larry		Gateway Cities	Los Angeles		1	1										2
9	Gardner, Mike		WRCOG	Riverside		1	0										1
10	Genis, Sandra		OCCOG	Orange		1	0										1
11	Harrison, John		SBCTA	San Bernardino		0	0										0
12	Horne, Shari		OCCOG	Orange		1	1										2
13	Mahmud, Diana		SGVCOG	Los Angeles		0	1										1
14	Mitchell, Judy		SBCCOG	Los Angeles		1	1										2
15	Moran, Cynthia	2/1/2018	SBCTA	San Bernardino		1	1										2
16	Nelson, Judy		SGVCOG	Los Angeles		0	0										0
17	Osborne, Jim		SBCCOG	Los Angeles		0	0										0
18	Parks, Linda (VICE CHAIR)		Ventura	Ventura		1	1										2
19	Plancarte, Luis		ICTC	Imperial		1	1										2
20	Pollock, David		VCOG	Ventura		1	1										2
21	Ramirez, Carmen (CHAIR)		Oxnard	Ventura		1	1										2
22	Robertson, Deborah		Rialto	San Bernardino		0	0										0
23	Rosenthal, Laura		Malibu	Los Angeles		0	1										1
24	Sahli-Wells, Meghan		WCCOG	Los Angeles		1	1										2
25	Sanchez, Betty		CVAG	Riverside		1	1										2
26	Sharif, Emma		GCCOG	Los Angeles		1	1										2
27	Williams, Diane		SBCTA	San Bernardino		1	1										2
28	Wilson, Edward		GCCOG	Los Angeles		1	1										2
29	Wright, Bonnie		WRCOG	Riverside		1	0										1
30	VACANT		BIASC	Orange		0	0										0

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Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 3
April 5, 2018

To: Community, Economic and Human Development (CEHD) Committee
Energy and Environment Committee (EEC)
Transportation Committee (TC)
Regional Council (RC)

EXECUTIVE DIRECTOR'S
APPROVAL



From: John Cho, Senior Regional Planner; 213-236-1847;
choj@scag.ca.gov

Subject: 29th Annual Demographic Workshop - June 11, 2018

RECOMMENDED ACTION:

For Information Only - No Action Required

EXECUTIVE SUMMARY:

SCAG staff will provide an overview of the program and key topics that will be presented and discussed for the 29th Annual Demographic Workshop, which will be jointly held with the USC Sol Price School of Public Policy, on June 11, 2018 at the USC Trojan Grand Ballroom.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan; Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration; Objective A: Promote information-sharing and local cost savings with enhanced services to member agencies through networking events, educational and training opportunities, technical assistance, and funding opportunities.

BACKGROUND:

SCAG and USC Sol Price School of Public Policy will jointly host the 29th Annual Demographic workshop at the USC Trojan Grand Ballroom on June 11, 2018. This year's workshop program is developed under the main theme, "Demographic Impact After the Recovery: How Much and What Changes?" The workshop will provide new insights and research on what has been happening in the long recovery since the great recession and what lingering effects ought to be considered for the future.

The first panel will feature new trends and assumptions in various demographic statistics including fertility rates, migration, and aging. The second panel will hold a discussion on whether the recovery in the region is overheated – and whether there may be winners and losers despite aggregate growth.

The third panel will discuss about housing needs in time of transition as Millennials seek more life stability and Baby Boomers look for their next move. The last panel will discuss about the impacts of these demographic shifts on transportation.

Following a lunch keynote address, the workshop will break into a series of applied roundtables including 2020 Census status update, trends of School enrollment, population estimate and projection, Regional Housing Needs Assessment (RHNA), and homelessness.

FISCAL IMPACT:

Work associated with this item is included in the current FY 2017-18 Budget under 800-0160.04 (General Fund: Other)

ATTACHMENT/S:

Save the date card for the 29th Annual Demographic Workshop, June 11, 2018

29TH ANNUAL DEMOGRAPHIC WORKSHOP

LASTING DEMOGRAPHIC IMPACTS AFTER THE RECOVERY



MONDAY, JUNE 11, 2018

8:30 a.m. - 3:30 p.m.

University of Southern California
Trojan Grand Ballroom
Ronald Tutor Campus Center
3607 Trousdale Parkway

Los Angeles, CA 90089



USC
Price

Sol Price School
of Public Policy

JOIN US

29TH ANNUAL DEMOGRAPHIC WORKSHOP

June 11, 2018 // 8:30 a.m. - 3:30 p.m.

The USC Sol Price School of Public Policy and the Southern California Association of Governments are pleased to invite you to the 29th Annual Demographic Workshop at the University of Southern California's Trojan Grand Ballroom on Monday, June 11, 2018.

This year's program, "Lasting Demographic Impacts After the Recovery" provides new insights from research on what has changed during the long recovery since the Great Recession and what lingering effects ought to be considered for the future. Following a check-up on recent migration, fertility, and aging statistics, we will examine whether the recovery in the region may be overheated – and whether to expect winners and losers despite aggregate growth. Next, we will take a look at housing choices and shortages as Millennials seek greater life stability and Baby Boomers look for their next move. Our last panel will consist of discussions of the impacts of these demographic shifts on transportation. Following the luncheon keynote address, the workshop will break into a series of applied roundtables.

REGISTER ONLINE: www.scag.ca.gov/demographics

EARLY BIRD REGISTRATION

(ends May 29): \$85/person

Registration (after May 29): \$125/person

Student registration: \$25/person

Continental breakfast and lunch included

7 hours of CM credit is available for this event

FOR MORE INFORMATION

Contact: John Cho

(213) 236-1847 | choj@scag.ca.gov



SUPPORTING PARTNERS

U.S. Census Bureau, California State Census Data Center, California Department of Finance, California Department of Housing and Community Development, USC Population Dynamics Research Group

Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 4
April 5, 2018

To: Community, Economic & Human Development Committee (CEHD)
Energy and Environment Committee (EEC)
Transportation Committee
Regional Council (RC)

EXECUTIVE DIRECTOR'S
APPROVAL



From: Kome Ajise, Director of Planning (213) 236-1835,
Ajise@scag.ca.gov

Subject: Regional Planning Working Groups Series

RECOMMENDED ACTION:

Receive and File.

EXECUTIVE SUMMARY:

SCAG Staff seeks to improve inter-disciplinary outreach and stakeholder engagement through the coordination of Regional Planning Working Groups (RPWG) hosted monthly. The working group series complements the Technical Working Group and existing working groups such as Active Transportation, Public Health, and Natural Lands Conservation by allowing for deeper discussion on a wider range of issues related to the development and implementation of regional plans and policies. Enhanced engagement with stakeholders strengthens SCAG's role as a regional convener and is critical to finding new solutions to achieving more aggressive greenhouse gas reduction targets. The RPWG seeks to augment, not replace, the many existing committees and venues for engaging stakeholders in the regional planning process.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan, Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians; and Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

BACKGROUND:

The Regional Planning Working Groups (RPWG) serve as a forum for SCAG staff to engage regional stakeholders in the development and implementation of regional plans and policies to advance SCAG's goal of creating a brighter future for Southern Californians. Over the course of 2018 and 2019, the RPWG will receive in-depth presentations on core transportation and land-use policy areas. The goals of the RPWG include:

1. Providing staff with input on the development of the 2020 RTP/SCS and opportunities to increase its effectiveness as a tool for local planning and advocacy.
2. Ensuring regional policy development is informed by local context, diverse interests, and multi-disciplinary expertise.
3. Building a strong foundation to advance policy solutions through early engagement of agencies and partners who will either lead or champion implementation.
4. Surfacing innovative solutions or new approaches to address challenging problems.
5. Promoting alignment of initiatives with federal, state, regional, and local efforts.
6. Increasing awareness of programs and the ease of participating in the policy development process.
7. Fostering information sharing among stakeholders to facilitate regional consensus building and local action.

The RPWG provides greater structure for several existing ad hoc working groups in an effort to increase participation, promote openness and transparency, foster cross-pollination among stakeholders, and reduce the administrative burden for planning and administrative staff.

Participation

RPWG meetings will be structured as open forums for information sharing only. The RPWG will not vote or take positions on any policy issues. The meetings will be organized and managed by SCAG staff with no formal chair or assigned roles for participants. SCAG Staff will document the meetings and provide summaries on the SCAG website. The meetings are open to the public and will be targeted toward peer stakeholders and staff from state, regional, and local agencies, non-profit organizations, local universities, and the business community.

Meetings

RPWG meetings will take place monthly through 2020 at SCAG's Los Angeles Office (video-conferencing/teleconferencing will be available) through the development of the 2020 RTP/SCS and are anticipated to be held for 2-3 hours following the meetings of the Technical Working Group (which is generally held on the third Thursday of each month), for the convenience of stakeholders. Agendas within each topical area are anticipated to build upon each other, and therefore, participants will be encouraged to attend on an on-going basis.

Preliminary Working Groups

Staff has prepared an outlook, for the next six months of the Regional Planning Working Groups series. More topical areas may be added over the course of the year through the addition of stand-alone workshops or additional topical working groups. A description of the initial set of working groups and associated goals are below:

Active Transportation Working Group

The purposes of the Active Transportation meetings are to:

- Explore methods to increase the value of the 2020 RTP/SCS active transportation component for local jurisdictions and implementing agencies through enhancement of policies, analysis and presentation of the regional active transportation plan
- Share information on SCAG initiatives and funding programs, such as ATP and the Go Human Safety & Encouragement Campaign
- Discuss emerging issues and share innovations and best practices for increasing safe walking and biking across the region.

Environmental Justice (EJ) Working Group

The purposes of the Environmental Justice meetings are to share information regarding SCAGs EJ Program, and to discuss EJ topics and issues that were expressed during RTP/SCS outreach efforts and current EJ concerns raised by SCAG stakeholders. Some EJ topic discussions include, but are not limited to:

- Introduction and implementation of SB 1000;
- Public health impacts: air quality, access to parks and open space, mortality rates in EJ communities, noise impacts on EJ communities, etc.;
- Impacts of gentrification on low income communities and local businesses;
- Lack of transit access and impacts on EJ communities

Mobility Innovations Working Group

The Mobility Innovations meetings will discuss the deployment of a broad range of new mobility related services in the SCAG region including but not limited to ride-hailing, carsharing, microtransit, electric vehicles, and vehicle automation. The meetings will allow feedback on SCAG's efforts to model the effects of these nascent modes, and to assist in developing policies to mitigate counterproductive effects such as increased VMT and GHG emissions.

Natural Lands Conservation Working Group

The purpose of the Natural Lands Conservation meetings is to gather a breadth of additional stakeholder input into the development and ongoing success of SCAG's conservation planning efforts. Meeting since 2014, the Natural Lands Conservation Working Group is comprised of a diverse group of stakeholders representing federal and state conservation agencies, nonprofits such as land trusts, academic institutions, as well as CTCs, Counties and Cities. The working group was instrumental in refining the conservation strategies and policies in the 2016 RTP/SCS Natural Lands Appendix, and will continue to be engaged for the 2020 RTP/SCS.

Public Health Working Group

The Public Health related meetings provide a forum for stakeholders throughout the region to convene and provide comments and recommendations for the promotion of public health in transportation and land use planning. The working group will serve as a platform for SCAG

to receive feedback related to implementation of the 2016-2040 RTP/SCS, and preparation for the 2020 RTP/SCS

Safety Working Group

SCAG is interested in working more closely with transportation safety stakeholders on developing a Regional Transportation Safety Strategy that can be incorporated into the region’s next long-range plan, the 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy (2020 RTP/SCS). The purposes of the Safety meetings are to:

- Assist SCAG staff in developing transportation safety analyses and policies (e.g., existing conditions analysis; high injury corridor methodology and identification; safety target(s) and performance measures; strategies and actions).
- Provide SCAG staff with guidance on the development of the Regional Safety Strategy to be incorporated into the 2020 RTP/SCS.
- Motivate information sharing and the identification of best practices related to transportation safety, planning, and programming at the local level.

Sustainable Communities Working Group (SCWG)

The Sustainable Communities meetings will help SCAG and regional stakeholders balance conservation and development strategies, reduce greenhouse gas (GHG) emissions, adapt to a changing climate, cultivate livable communities, and ease pressures on natural systems. The SCWG will provide a candid and collaborative forum to develop and discuss policies that can yield new and valuable regional benefits with positive and sustained outcomes.

SCHEDULE:

Meetings will be held monthly and agendas posted on SCAG’s website:

<http://www.scag.ca.gov/committees/Pages/CommitteeL2/SingleCommittee.aspx?CID=42>

Preliminary Outlook, Regional Planning Working Groups		
19-Apr-18	Natural Lands Conservation	Safety
17-May-18	Sustainable Communities	Environmental Justice
21-Jun-18	Active Transportation	Mobility Innovations
19-Jul-18	Public Health	Safety
18-Aug-18	No Meeting	
20-Sep-18	Active Transportation	Sustainable Communities

FISCAL IMPACT:

SCAG working groups are already funded as part of each SCAG program.

ATTACHMENT/S:

None

Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 10
April 5, 2018

To: Regional Council (RC)
Executive Administration Committee (EAC)
Community, Economic and Human Committee (CEHD)
Energy and Environment Committee (EEC)
Transportation Committee (TC)

EXECUTIVE DIRECTOR'S
APPROVAL



From: Kome Ajise, Director of Planning, 213-236-1835,
Ajise@scag.ca.gov

Subject: 2019 Active Transportation Program Guidelines and Call for
Projects

RECOMMENDED ACTION FOR TC:

For Information Only - No Action Required

RECOMMENDED ACTION RC, EAC, CEHD and EEC:

Receive and File.

EXECUTIVE SUMMARY:

The California Transportation Commission (CTC) has released the Draft 2019 Active Transportation Program (ATP) Guidelines for public comment. The CTC is expected to adopt the Guidelines on May 16, 2018 and host a call for projects from May 16, 2018 to July 31, 2018. The 2019 ATP will award approximately \$400 million through fiscal years 2019/20 to 2022/23. The total amount is approximately double the amount of the previous cycle due to the addition of SB 1 funding. Following the adoption of the statewide 2019 ATP Guidelines, SCAG staff will prepare the Draft 2019 Regional ATP Guidelines for consideration and approval by the Regional Council in June 2018.

SCAG staff will provide background on the ATP and its impact on the SCAG region. Robert Nelson, Deputy Director of the California Transportation Commission, will give a presentation on the 2019 ATP Guidelines and the upcoming statewide competitive call for projects.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 2: Obtain Regional Transportation Infrastructure Funding and Promote Legislative Solutions for Regional Planning Priorities; Objective 1: Identify new infrastructure funding opportunities with State, Federal and private partners

BACKGROUND:

The ATP was created in 2013 by Senate Bill 99 (Chapter 359, Statutes 2013) and Assembly Bill 101 (Chapter 354, Statutes 2013), to encourage increased use of active modes of transportation, such as biking and walking, as well as to ensure compliance with the federal transportation authorization Moving Ahead for Progress in the 21st Century (MAP-21). The 2019 ATP is the fourth cycle of the program.

Funds awarded through the ATP program are selected by the State (60% of total funds) as well as regional MPOs (40% of total funds). The CTC prepares statewide funding guidelines for each cycle of ATP to provide direction on the programming of the State and regional MPO programs. Subsequently, SCAG prepares the regional ATP guidelines in collaboration with the county transportation commissions to guide the selection and programming of resources allocated to the SCAG region. Through the first three funding cycles, the SCAG region has received funding for 290 projects totaling \$494 million. The ATP awards funds for both infrastructure and non-infrastructure projects, with the majority of the funds awarded to infrastructure improvements.

To ensure ongoing competitiveness for ATP infrastructure funds and support the implementation 2016 Regional Transportation Plan/Sustainable Communities Strategy, SCAG has prioritized five percent of the funding from each ATP cycle for non-infrastructure and planning projects to build local capacity and create a pipeline of competitive projects. In addition, SCAG has hosted a dedicated call for projects for ATP planning projects for the last two years through the Sustainability Planning Grant program. This approach has resulted in \$8 million in Regional ATP funding awards since 2014 to fill local planning gaps and has helped SCAG secure an additional \$9.2 million through a combination of grants and local resources to fund local plans and programs. While many of these planning efforts are still underway, SCAG staff anticipates that by addressing planning gaps there will be a pipeline of highly competitive proposals from the SCAG region for the 2019 ATP and subsequent funding cycles.

2019 ATP

The CTC has released the Draft 2019 Active Transportation Program (ATP) Guidelines for public comment and will adopt the Guidelines on May 16, 2018. In conjunction, the CTC will commence the call for projects window spanning May 16, 2018 to July 31, 2018. The 2019 ATP will introduce applications specific to project type and will include:

- Infrastructure –Large,
- Infrastructure –Medium,
- Infrastructure –Small,
- Non-infrastructure, and
- Plans.

The 2019 ATP will award approximately \$400 million through fiscal years 2019/20 to 2022/23. As a result of SB 1 funding, the 2019 ATP will almost double the amount of the previous cycle.

As in past cycles, the 2019 ATP will award 50% (\$200 million) of funding to the highest scoring projects statewide. 10% of funding will be awarded to Small Urban and Rural Areas (no SCAG communities qualify under this component). 40% (~\$180 million) of the remaining funding will be programmed through MPOs. The SCAG region receives about 50% (~\$90 million) of the MPO funding and will develop the SCAG regional program in collaboration with the six county transportation commissions. Final funding estimates will be confirmed by CTC on May 16, 2018.

In order to develop SCAG's Regional Program, SCAG develops the ATP Regional Guidelines in partnership with the six county transportation commission. The draft Regional Guidelines will be submitted for approval to Regional Council and the CTC in July 2018.

SCAG Staff will host a 2019 ATP applicant's workshop in June 2018 and continue to work with county transportation staff and local staff to provide technical guidance on projects and applications. For more information on the 2019 ATP, visit <http://www.catc.ca.gov/programs/atp/>. If you have any questions, please contact SCAG staff, Stephen Patchan, patchan@scag.ca.gov, 213-236-1923.

FISCAL IMPACT:

Funding is included in SCAG's FY 2017-18 Overall Work Program (OWP) Budget. Staff's work budget for the current fiscal year is included in the FY 2017-18 OWP (50-SCG00169.06: Active Transportation Program).

ATTACHMENT/S:

[PowerPoint Presentation – will be provided at the meeting]

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Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 6
April 5, 2018

To: Energy and Environment Committee

EXECUTIVE DIRECTOR'S
APPROVAL

From: Rye Baerg

Subject: Health Equity and Climate Change



RECOMMENDED ACTION:

For Information Only - No Action Required

EXECUTIVE SUMMARY:

Metropolitan Planning Organizations (MPOs) across the country now routinely incorporate public health into the regional transportation planning process due to the prevalence of chronic diseases and the impacts on health stemming from the built environment. SCAG has identified two areas of expanded public health policy for consideration in the 2020 RTP/SCS: Health Equity and the Health Impacts of Climate Change. This report and presentation highlight work done by the California Department of Public Health (CDPH) on Health Equity and the health impacts of Climate Change and will provide SCAG's policy makers with background information on these important topics to be considered during the 2020 RTP/SCS development process.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan, Goal 2.A: Cultivate dynamic knowledge of the major challenges and opportunities relevant to sustainability and quality of life in the region.

BACKGROUND:

Metropolitan Planning Organizations (MPOs) and Departments of Transportation (DOTs) across the country have expanded their analysis of public health in recent years due to the prevalence of chronic diseases such as obesity, hypertension, asthma and heart disease. Despite being mostly preventable, chronic diseases increase mortality rates and are responsible for increasing health care costs. Evidence shows that built environment factors and related conditions can play a role in supporting healthy behavior and reducing rates of chronic diseases.

Public Health Analysis at SCAG

Following the adoption of the 2012 RTP/SCS, SCAG convened six subcommittees, one of which focused on public health. The Public Health Subcommittee outlined a number of strategies for SCAG to pursue in order to improve monitoring of public health as part of the implementation of the 2012 RTP/SCS and planning for future RTP/SCS cycles. To address these recommendations, SCAG included a detailed public health analysis in the 2016 RTP/SCS which used existing performance measures to evaluate the plan's performance related to seven health focus areas:

- Access to Essential Destinations
- Affordable Housing
- Air Quality
- Climate Adaptation
- Economic Opportunity
- Physical Activity
- Transportation Safety

Since the adoption of the 2016 RTP/SCS, SCAG has continued to engage stakeholders on strategies to implement the plan and to ensure our analysis approach addresses emerging issues and methods for assessing health impacts in regional planning. SCAG has identified two areas of expanded policy consideration and analysis for the 2020 RTP/SCS: Health Equity and the Health Impacts of Climate Change. These topics have been raised as important analysis areas for the 2020 RTP/SCS by SCAG's Public Health Working Group during preliminary outreach meetings held between March 2017 and February 2018. While SCAG did initial analysis of Climate Adaptation in the 2016 RTP/SCS, stakeholders have asked for a more in depth analysis of this topic and specifically how changes in climate would impact public health across the region. SCAG staff will continue to conduct outreach over the coming year and will return to the board for approval of a Public Health Framework in fall 2018. The Public Health Framework will outline the types of analysis, performance metrics, and data that will be used in the 2020 RTP/SCS.

Health Equity and the Social Determinants of Health

Health equity refers to efforts to reduce health disparities and ensure that all people have full and equal access to opportunities that enable them to lead healthy lives. Health disparities are the differences in health outcomes among different groups of people, which are often systematic and avoidable and, therefore, considered unfair or unjust. These inequities are often due to underlying social, economic, and environmental factors.

As stated, inequities can be due to systematic influences, also commonly referred to as the Social Determinants of Health (SDOH). The Social Determinants of Health is a concept defined as the circumstances in which people are born, grow up, live, work, play and age. Economic opportunities, government policies and the built environment all play a role in shaping these circumstances and influencing public health outcomes. Health inequities in some communities are often associated with the disadvantages observed in those communities and result from limited access to parks, healthy food, clean air, safe streets, health care, and social services.

Health Equity and Climate Change

Climate change-related health impacts can include increased numbers of heat-related illness and death, more air pollution-related exacerbations of cardiovascular and respiratory diseases, increased injury and loss of life due to severe storms and flooding, increased occurrences of vector-borne and water-borne diseases, and stress and mental trauma from loss of livelihoods, property loss, and displacement.

Climate change threatens the health and well-being of California's diverse population of nearly 38 million people and poses immense challenges for achieving health equity. While all Californians are impacted by climate change, the populations most vulnerable to the health impacts of climate change are the same communities that experience health inequities. Low-income families, some communities of color, people with existing health conditions such as chronic diseases and mental health problems, children and seniors, people experiencing homelessness, outdoor workers and farmers, immigrants, especially those with undocumented status, tribal nations, and isolated people are most vulnerable to the impacts of climate change.

Climate change and health inequities share similar root causes. As a result, we see communities with inequitable living conditions, such as low-income communities of color living in more polluted areas, facing climate change impacts that compound and exacerbate existing sensitivities and vulnerabilities. Fair and healthy climate action requires addressing the inequities that create and intensify community vulnerabilities.

Statewide Health Equity and Climate Change Programs

Office of Health Equity

The [Office of Health Equity](#) (OHE) was established within CDPH to provide a key leadership role to reduce health and mental health disparities to vulnerable communities. A priority of this groundbreaking office is building of cross-sectoral partnerships. The work of OHE is informed in part, by their advisory committee (of which SCAG is a member) and stakeholder meetings. The office consults with community-based organizations and local governmental agencies to ensure that community perspectives and input are included in policies and any strategic plans, recommendations, and implementation activities. In 2015 OHE published the [Portrait of Promise](#) which presents background and evidence on the root causes and consequences of health inequities in California. This report explores a broad range of socioeconomic forces that shape the health of entire communities, especially the vulnerable and underserved communities.

Climate Change and Health Equity Program

The [Climate Change and Health Equity Program](#) (CCHPEP) embeds health and equity in California climate change planning, and embeds climate change and equity in public health planning. CCHPEP works with local, state, and national partners to assure that climate change mitigation and adaptation activities have beneficial effects on health while not exacerbating already existing unfair and preventable differences in health status of some groups (health inequities).

[California Building Resilience Against Climate Change](#) (CalBRACE) is a project of CCHPEP, with the goal of enhancing the California Department of Public Health's (CDPH) capability to plan for and reduce health risks associated with climate change. The program provides resources and technical assistance for the state and local public health departments to build climate adaptation capacity and enhance resilience at the local and regional levels. CalBRACE is funded by the Center for Disease Control (CDC) and joins 15 other states and two cities across the United States that are also conducting climate adaptation planning efforts from a public health perspective through the CDC Climate Ready States

and Cities Initiative. CalBRACE has published county level [Climate Change and Health Profile Reports](#) that outline the expected health outcomes for each county related to climate change.

[Health in All Policies \(HiAP\)](#)

Health in All Policies (HiAP) is a collaborative approach to improving the health of all people by incorporating health, equity, and sustainability considerations into decision-making across sectors and policy areas. The approach recognizes that our greatest health challenges—like chronic illness, climate change, health inequities between populations, and increasing health care costs—are highly complex and influenced by policies, programs, and investments across sectors. The California Department of Public Health, in partnership with the Public Health Institute and the Strategic Growth Council, staff the California [Health in All Policies Task Force](#). The Health in All Policies Task Force was established through Executive Order S-04-10 in 2010 and brings together 22 departments, agencies, and offices from across State Government. Task Force members organize their work in Action Plans on various topics including active transportation, violence prevention, parks and community greening, healthy housing, healthy food, and health public policy including equity in government practices.

[California Environmental Health Tracking Program](#)

The California Environmental Health Tracking Program (CEHTP) is a program of the [Public Health Institute](#), in partnership with the California Department of Public Health. CEHTP is primarily funded by the Centers for Disease Control (CDC) [National Environmental Public Health Tracking Program](#). CEHTP works to make environmental health data and information publically-available through the development of a web-based data query system, state-of-the-art data displays, and innovative web tools and services. CEHTP aims to make these data and information accessible and useful to a variety of stakeholders including communities, governments, academia, and private partners. Climate change is one of the topics areas covered by CEHTP, including data on heat-related illnesses and deaths in California.

FISCAL IMPACT:

None.

ATTACHMENT/S:

1. Health Equity and Climate Change PowerPoint
2. Access link here: [Climate Change and Health Equity Issue Brief](#)

Climate Change and Health Equity

Opportunities for Local Planning



Meredith Milet, MPH | Epidemiologist
Climate Change and Health Equity Program
Office of Health Equity
California Department of Public Health

*Southern California Association of Governments
Energy and Environment Committee Meeting*

April 5, 2018

CDPH Climate Change & Health Equity Program



Equality

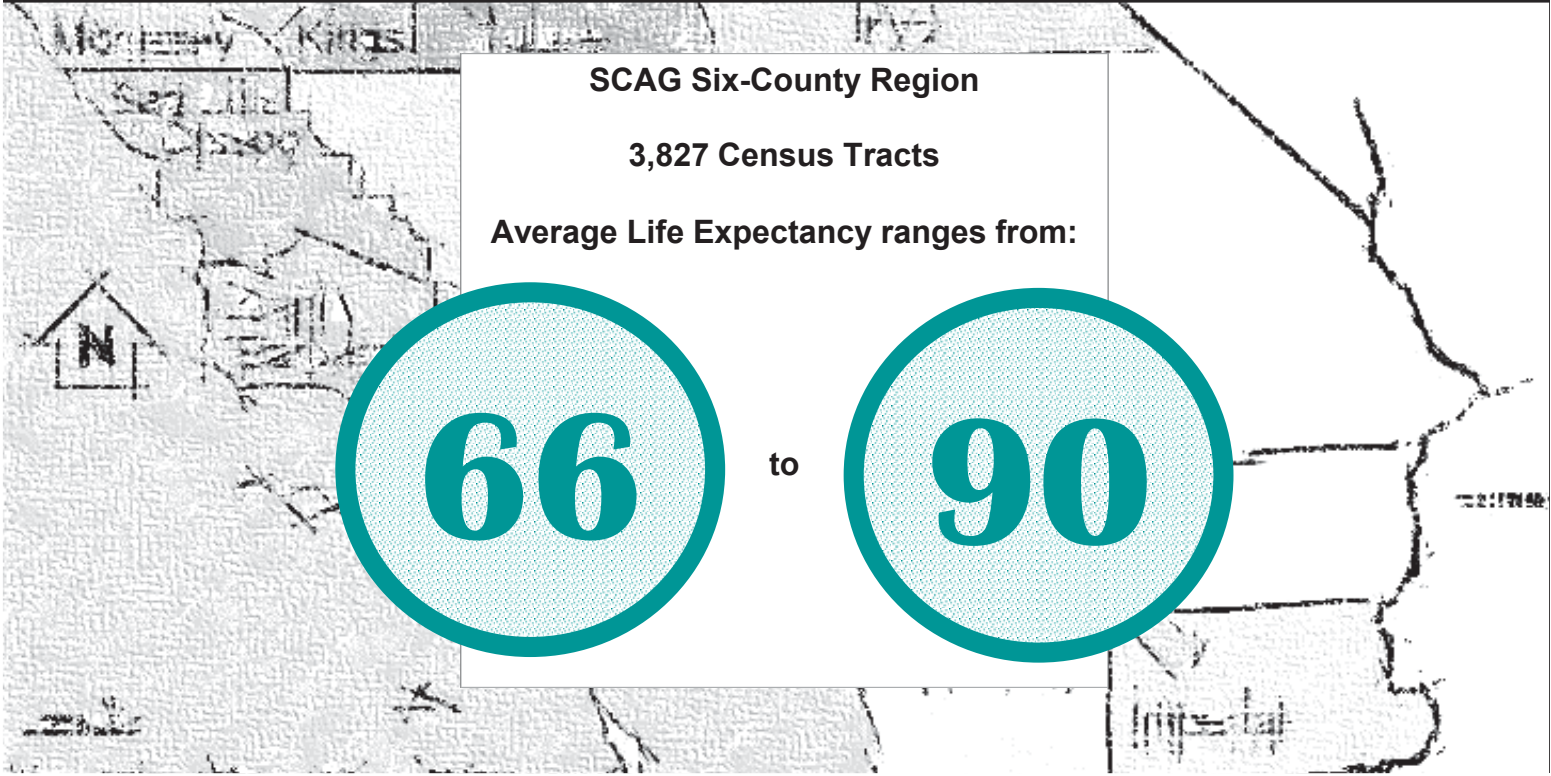
Everyone has the same



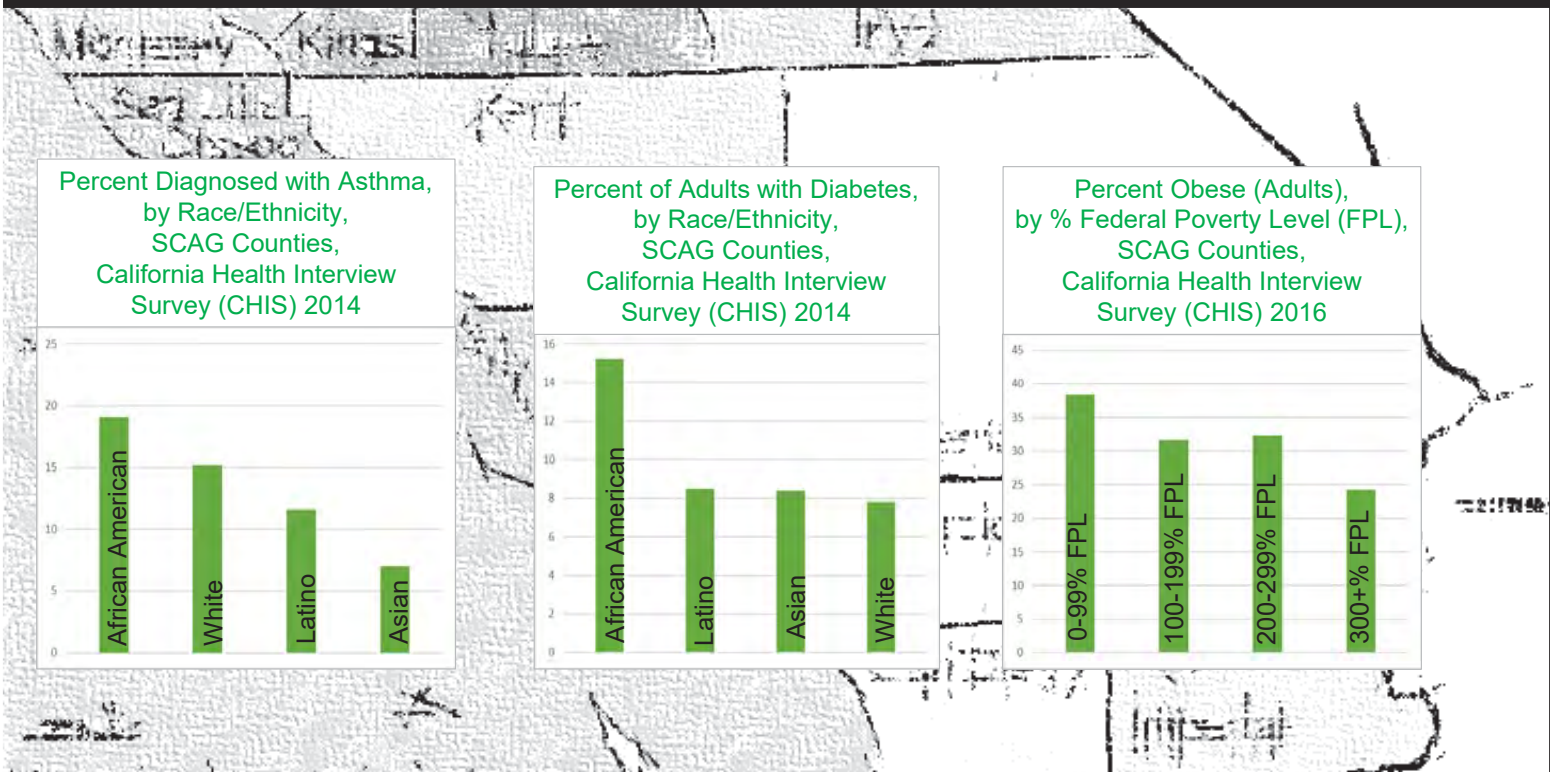
Equity

Everyone has what they need

Life Expectancy Varies By Where You Live

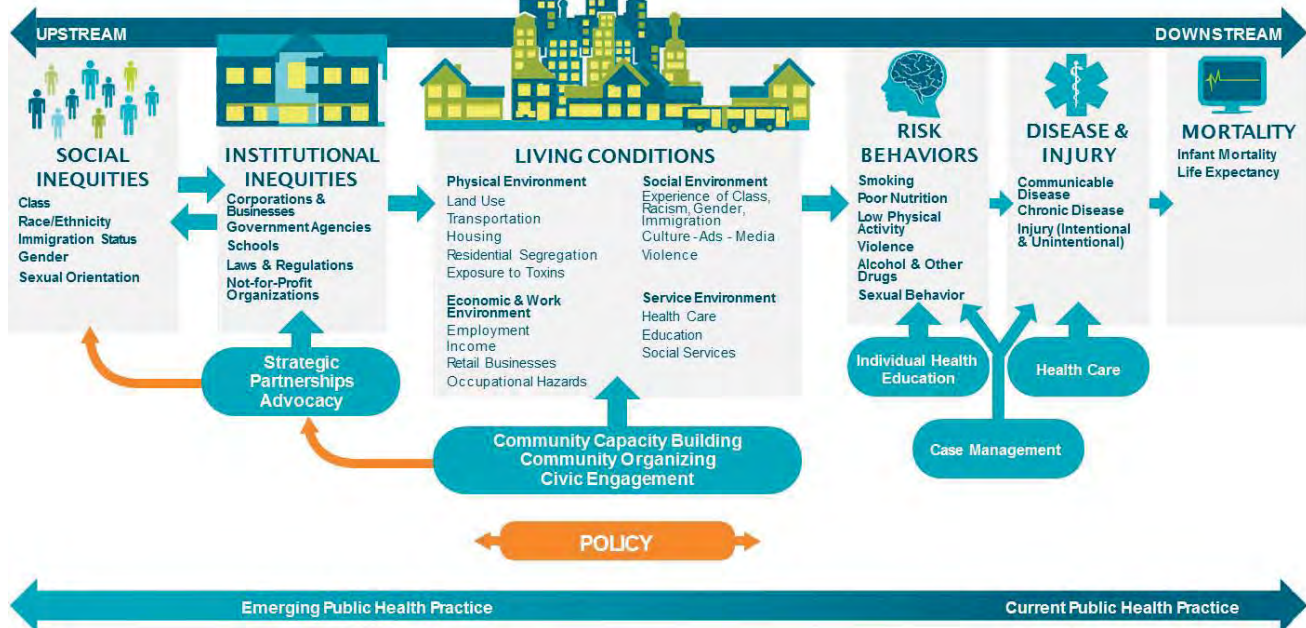


Other Examples of Health Inequities



ADDRESSING THE CAUSES OF THE CAUSES

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE



Source: Bay Area Regional Health Inequities Initiative (BARHI) Conceptual Framework, 2006.

Social Determinants of Health in the SCAG Region Among Census Tracts in the Region:

Percent of Census Tract Area Without Tree Canopy ranges from:
0% - 38%

Percent of 15-17 Year Olds in High School ranges from:
30% - 100%

Mean Annual Household Income ranges from:
\$12,000 - \$248,000

Population Living Within 1/2 Mile of Open Space ranges from:
0% - 100%

Percent of Adults with Health Insurance ranges from:
24% - 100%

Adult Employment ranges from:
12% - 88%

Low-Income Renters Paying >50% Income on Housing ranges from:
0% - 80%

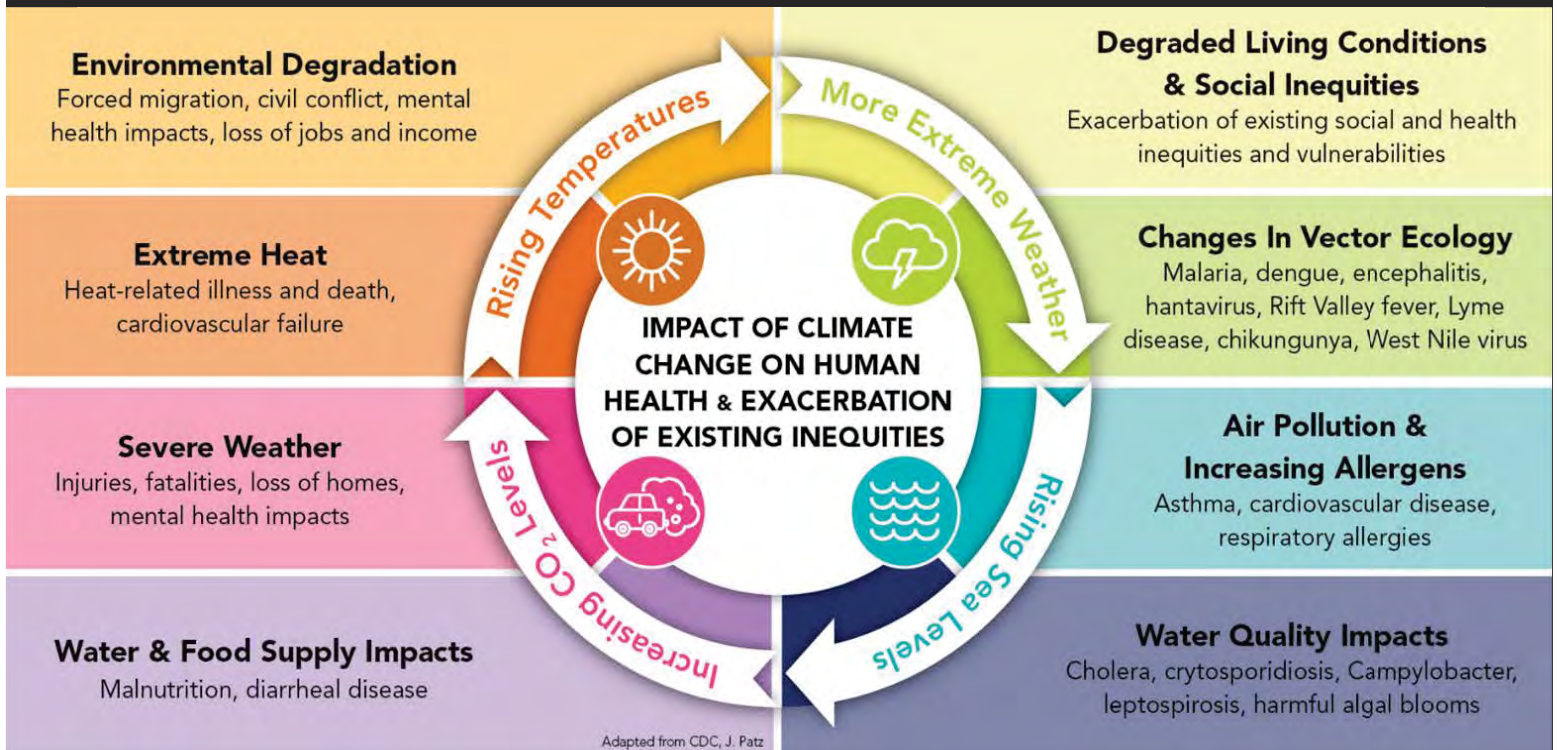
Source: Healthy Places Index
<http://phasocal.org/ca-hpi/>

U.S. 2017 Billion-Dollar Weather and Climate Disasters



This map denotes the approximate location for each of the 16 billion-dollar weather and climate disasters that impacted the United States during 2017.

Human Health Impacts of Climate Change



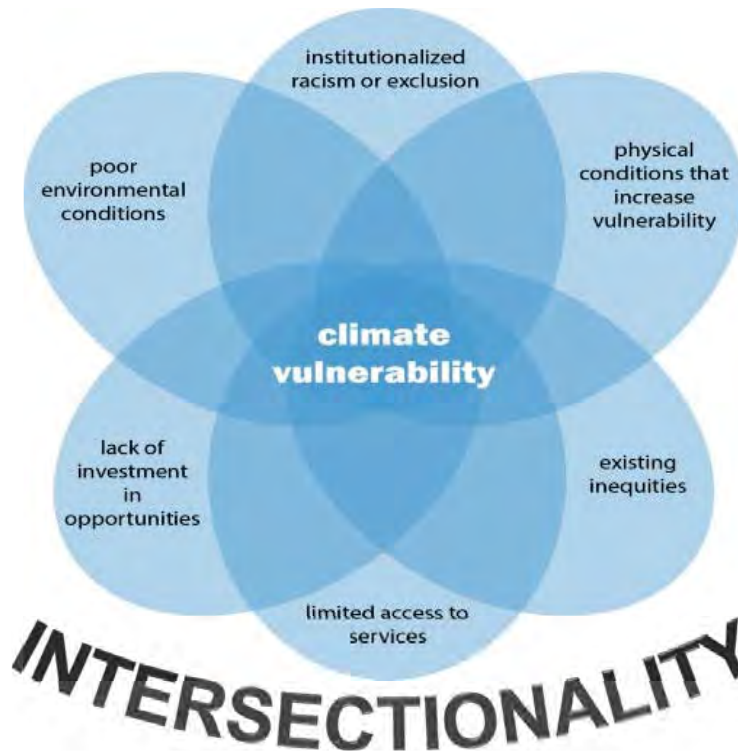
Adapted from CDC, J. Patz

**CLIMATE CHANGE IS
ALREADY HARMING
HUMAN HEALTH.**

**PEOPLE FACING INEQUITIES
ARE HURT FIRST AND WORST.**



VULNERABILITY TO CLIMATE CHANGE



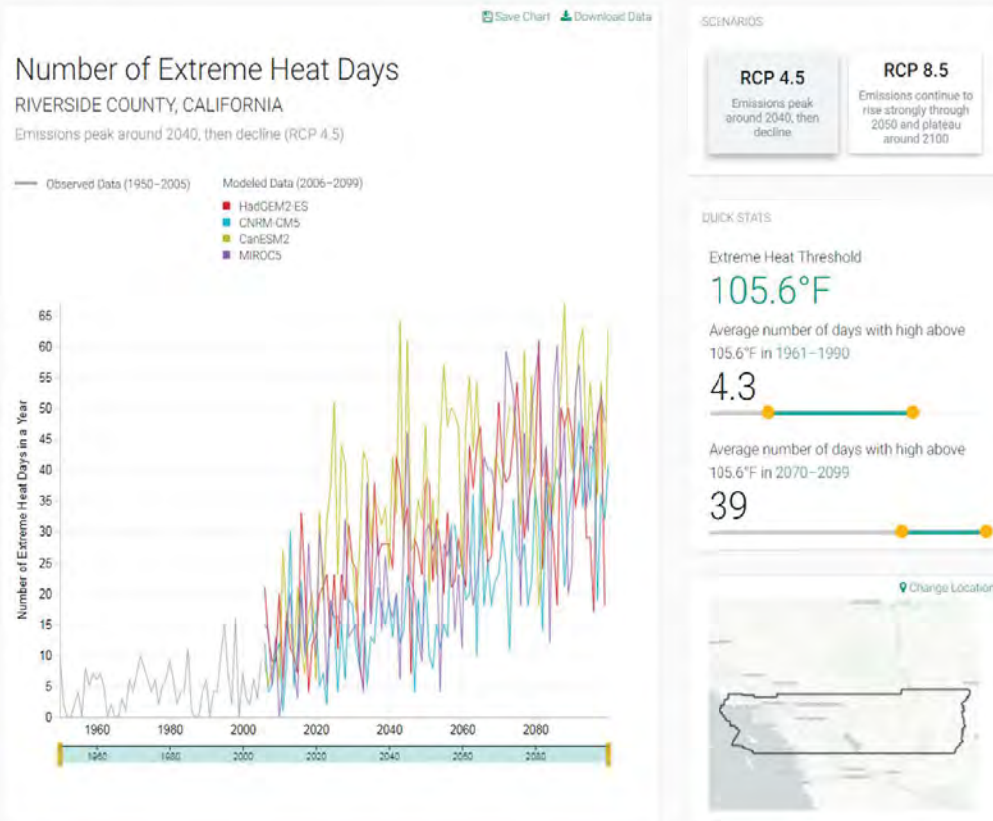
EXTREME HEAT

Higher heat, increased humidity, longer and more frequent heat waves can lead to:

dehydration and heatstroke

More Vulnerable: Outdoor workers, student athletes, people in cities, people without air conditioning, people with chronic diseases, pregnant women, older adults, and young children

Slide: Centers for Disease Control and Prevention (CDC) / National Center for Environmental Health, Division of Environmental Hazards and Health Effects

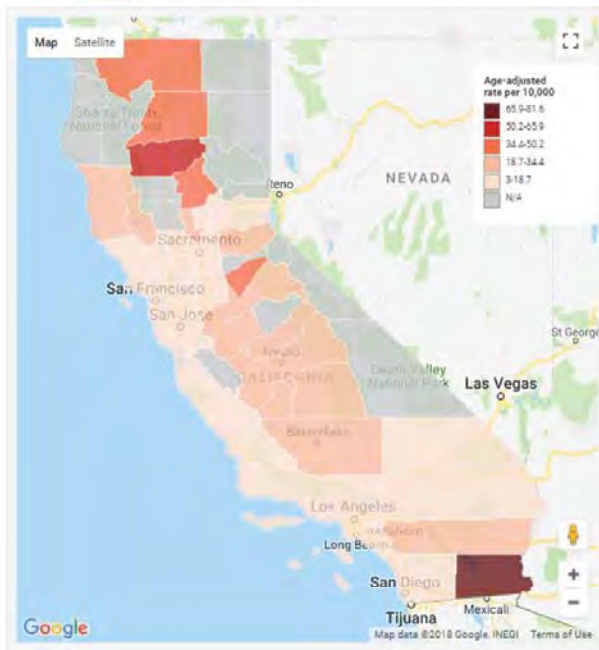


Source: <http://cal-adapt.org/>

Heat-Related Illness Data Query Results

Emergency Department Visits Due To Heat, Both Sexes, All Ages, All Races/Ethnicities, Age-adjusted Rate Per 10,000, 2015, Counties

Table **Map** Chart Info Sources



Current Selection

heat-related illness indicator
Emergency department visits due to heat

method of calculation
Age-adjusted rate per 10,000

race/ethnicity
All Races/Ethnicities

age sub-group
All Ages

gender/sex
Both sexes

year
2015

type of geography
Counties

Start Over

Source: <http://cehtp.org/page/main>

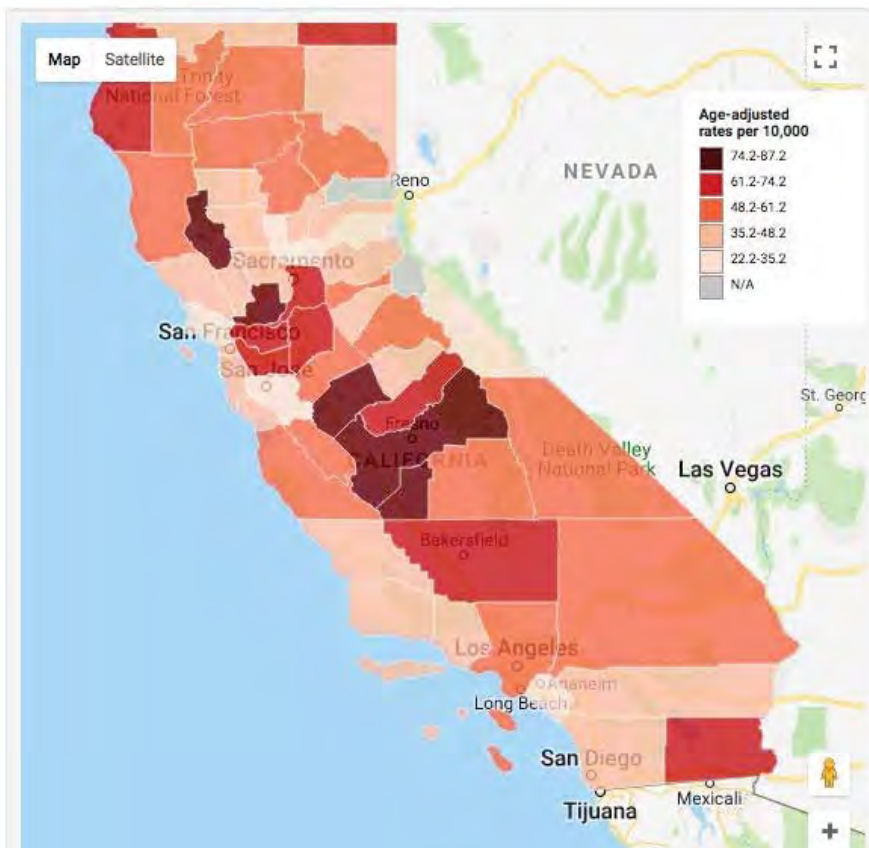
AIR POLLUTION

Increased wildfires, smog, pollen, and mold can lead to:

asthma and allergy attacks

More Vulnerable: People with heart and respiratory conditions such as heart disease, asthma, or chronic lung disease

Slide: Centers for Disease Control and Prevention (CDC) / National Center for Environmental Health, Division of Environmental Hazards and Health Effects



asthma indicator	Emergency department visits due to asthma
measure calculation	Age-adjusted rates per 10,000
race/ethnicity	All Races/Ethnicities
age sub-group	All Ages
gender/sex	Both sexes
conventional versus spatially modeled	Conventional
Year	2015
geographic unit	Counties

EXTREME WEATHER

Increased frequency and severity of heavy downpours, floods, droughts, and major storms can lead to:

injury, illness, displacement, and death

More Vulnerable: People who lack access to evacuation routes and people who can't use stairs when elevators are out of service, people in wheelchairs, older adults, the poor, and people with disabilities, particularly if they are unable to access elevators and evacuation routes



Slide: Centers for Disease Control and Prevention (CDC) / National Center for Environmental Health, Division of Environmental Hazards and Health Effects



United States Drought Monitor

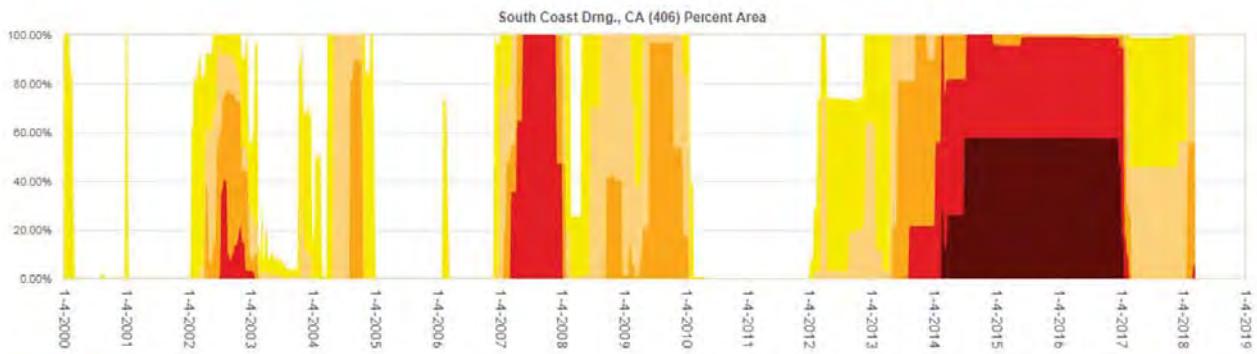
[Current Map](#)
[Maps](#)
[Data](#)
[Drought Summary](#)
[About USDM](#)
[Current Conditions and Outlooks](#)
[Tutorials](#)
[En Español](#)

Time Series

[Data](#) / [Time Series](#)

To zoom in, click and drag the cursor. To return to the full time series, double-click anywhere in the chart.

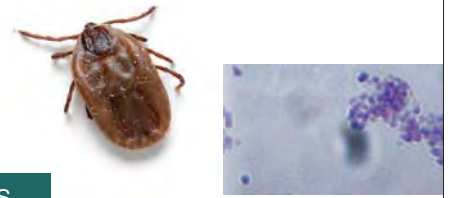
Area type: Climate Division Area: South Coast Drg., CA (406) Index: USDM
 Fill area: Show: D0: D1: D2: D3: D4:



Export Graph

SPREADING DISEASE

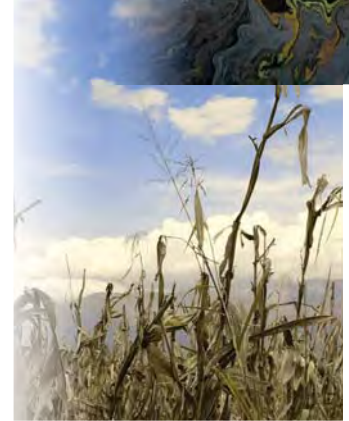
Higher temperatures, changes in rain patterns, and disrupted ecosystems help spread: **DISEASES CARRIED BY INSECTS, TICKS, AND RODENTS.**



Higher water temperatures, heavier downpours, rising sea levels, and more flooding help spread: **GASTROINTESTINAL ILLNESS, DISEASES FROM TOXINS IN CONTAMINATED SWIMMING AREAS AND DRINKING WATER.**



Increasing temperatures, humidity and extreme weather events can lead to: **ILLNESSES FROM BACTERIA AND TOXINS IN CONTAMINATED FOOD; AND HUNGER, UNDERNUTRITION, AND VITAMIN DEFICIENCIES**



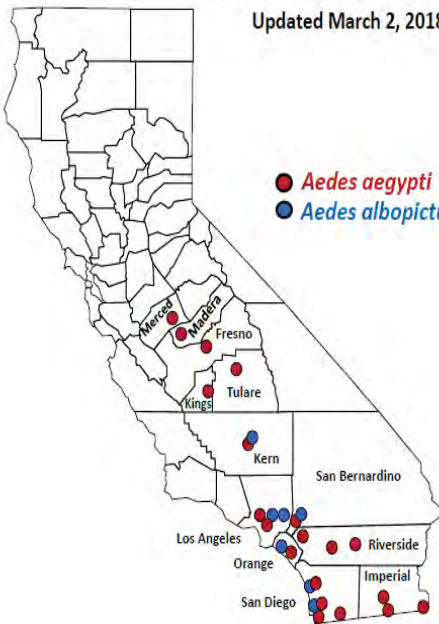
More Vulnerable: Outdoor workers, people without air conditioning, people with respiratory conditions and other chronic diseases, infants, young children, pregnant women, older adults, and poor communities

Slide: Centers for Disease Control and Prevention (CDC) / National Center for Environmental Health, Division of Environmental Hazards and Health Effects

Aedes aegypti and *Aedes albopictus* Mosquitoes in California

Detection Sites by County/City

Updated March 2, 2018



- *Aedes aegypti*
- *Aedes albopictus*

Counties with *Aedes aegypti* only:
Fresno, Imperial, Kings, Madera, Riverside, Merced, Tulare

Both *Aedes aegypti* and *Aedes albopictus*:
Kern, Los Angeles, Orange, San Bernardino, San Diego

See pages 2 and 3 for *Aedes* detections by city or census-designated place in each county.

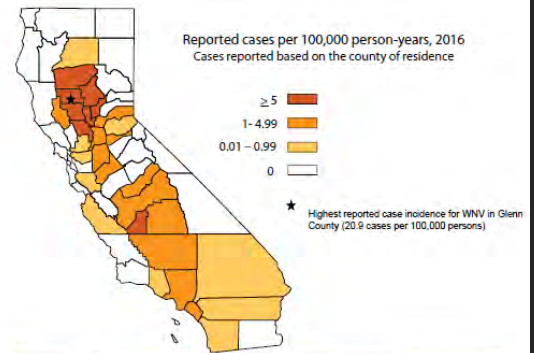


Figure 4.1. Incidence of reported human cases of West Nile virus, by county, California 2016

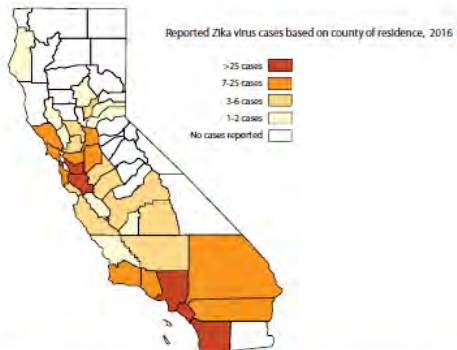


Figure 4.2. Counties with travel-associated Zika virus cases, California, 2016

Source: CDPH Vector-Borne Disease Section Reports

DISRUPTING WELL-BEING

MENTAL HEALTH PROBLEMS

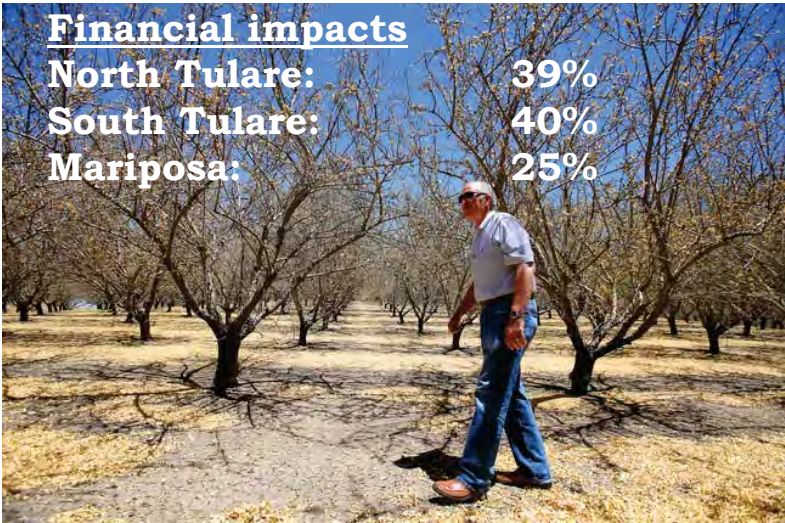
Increased frequency and severity of extreme weather events can lead to:

stress, depression, anxiety, PTSD, and suicidal thoughts

More Vulnerable: Children, older adults, pregnant and postpartum women, people with mental illnesses, the poor, homeless people, first responders, and people who rely on the environment for their livelihood



Slide: Centers for Disease Control and Prevention (CDC) / National Center for Environmental Health, Division of Environmental Hazards and Health Effects



Financial impacts

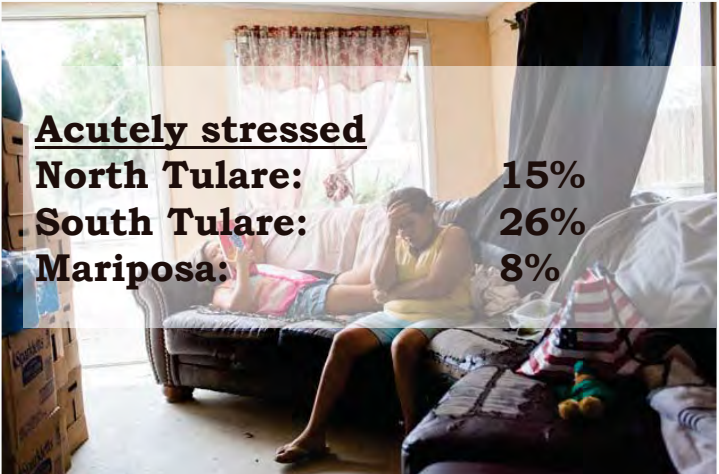
North Tulare:	39%
South Tulare:	40%
Mariposa:	25%

Health concerns about increased dust

North Tulare:	68%
South Tulare:	61%

Health condition has gotten worse since drought started

North Tulare:	26%
South Tulare:	46%
Mariposa:	36%



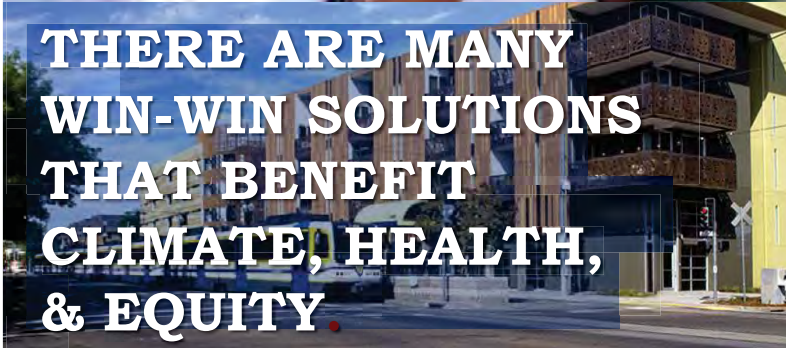
Acutely stressed

North Tulare:	15%
South Tulare:	26%
Mariposa:	8%

Photo attribution: Mother Jones



Source: <https://www.cdph.ca.gov/Programs/CCDPHP/DEODC/CDPH%20Document%20Library/Tulare%20Mariposa%20CASP>



THERE ARE MANY WIN-WIN SOLUTIONS THAT BENEFIT CLIMATE, HEALTH, & EQUITY.



Photos: Getty, CDC, NHTSA, GRID Alternatives, Huduser.gov (Dave Adams)

Win-Win Solutions for Climate Action, Health, and Equity

- Promote **active transportation**
- Prioritize **infill and transit-oriented development** and *include necessary anti-displacement measures*
- Encourage **local food systems** and **healthy diets**
- Green the built environment – provide access to **trees, parks, and green spaces**



Win-Win Solutions for Climate Action, Health, and Equity

- Create **healthy, energy-efficient, and sustainable homes, schools, and buildings**
- Prioritize **living-wage job creation and employment training for local residents**
- Engage **local health departments and community stakeholders in planning**



Promoting health and equity while preventing climate change.

Climate change mitigation measures can improve overall population health, as well as the living conditions and access to opportunity that drive health outcomes in communities facing the greatest health inequities, and protect people from the impacts of climate change.



Thank you! Questions?

Meredith.Milet@cdph.ca.gov

CCHEP TOOLS:

- [California County-Level Climate Change and Health Profile Reports](#)
- [CDPH Climate Change and Health Vulnerability Indicators for California](#)
- Use of ITHIM (e.g. [Technical Report: Increasing Walk, Cycling, and Transit \(PDF\)](#))

CDPH/CCHEP Resources and Guides:

- [California Climate Action Team - Public Health Workgroup Meetings](#)
- [CDPH Climate Change and Health Equity Issue Brief \(PDF\)](#)
- [CDPH Climate Action for Health Guide \(PDF\)](#)
- [CDPH / CalEPA - Preparing California for Extreme Heat: Guidance and Recommendations \(PDF\)](#)

Other Tools / Resources with CDPH Support:

- [California Healthy Places Index \(HPI\)](#)



Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 7
April 5, 2018

To: Energy & Environment Committee

EXECUTIVE DIRECTOR'S
APPROVAL

From: Grieg Asher, Green Region Program Manager, (213) 236-1869, asher@scag.ca.gov



Subject: Ventura County Raptor Pilot Study

RECOMMENDED ACTION:

For Information Only - No Action Required

EXECUTIVE SUMMARY:

The Ventura County Public Works Department has recently completed a Raptor Pilot Study for their Watershed Protection District. The 17-month study looked at how raptors (i.e. birds of prey) can be used to protect levees. The presentation by Karl Novak, Deputy Director, Ventura County Public Works Department, will present the results of the Raptor Pilot Study.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians; and Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

BACKGROUND:

Karl Novak, Deputy Director, Ventura County Public Works Department, will brief the Committee on the Raptor Pilot Study. The presentation by Mr. Novak will provide a background on the Ventura County Watershed Protection District (District) and their strategies for levee protection. The District was formed, in part, to provide for the control and conservation of flood and storm waters, and for the protection of watercourses, watersheds, public highways, and life and property in the District from damage or destruction from these waters through the use of an integrated watershed management approach.

FISCAL IMPACT:

No Fiscal Impact. This is not a SCAG funded project.

ATTACHMENT/S:

PowerPoint Presentation



Raptor Pilot Study for Levee Protection



What is a Raptor?



Velociraptor

or



Hawks & Owls

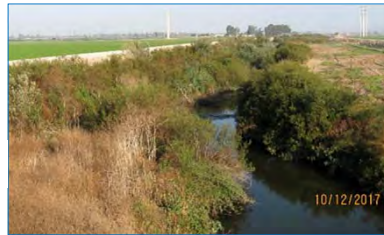
- ▶ Sharp beaks & talons
- ▶ Carnivorous Hunters
- ▶ Great hearing or eyesight



VC Watershed Protection District



Revolon Slough



Why do we need Rodent Control?

Earthen dams and levees are highly susceptible to rodent burrow damage.

- ▶ Ground squirrel burrows may be up to 35 feet long
- ▶ A single gopher can excavate 1 ton of soil per year



California Ground Squirrel



Environmental Concerns

Secondary poisoning with anticoagulant pesticides had resulted in the death or illness of local bobcats and mountain lions. Because of this in 2005, the Ventura BoS directed agencies to avoid its use.

Integrated Pest Management Program

- ▶ Restricted anticoagulant use to 20% of facilities
- ▶ Reduced application volume and toxicity
- ▶ Updated the IPMP to include herbicides

Evaluated Santa Barbara County's Raptor Program.



P-22 eventually died from 5 toxins found in his blood



5

Development of a Raptor Pilot Study

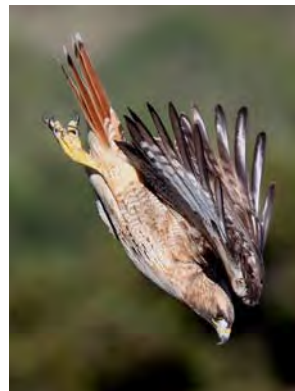
Inspected Santa Barbara County levees

Created Raptor Study Advisory Committee

- ▶ California Department of Fish and Wildlife
- ▶ Santa Barbara Museum of Natural History
- ▶ Environmental Science Department CSUCI
- ▶ Ojai Raptor Center

Consulted with Sacramento Levee District

Peer Review with other public works agencies



Raptor Pilot Study Goals



Goal 1

Compare the extent of ground squirrel damage along a levee reach with raptor perches with a similar reach using bait stations.

Goal 2

Determine if anticoagulant bait can be reduced or eliminated.

Goal 3

Calculate the financial impact.

Goal 4

Determine criteria for expansion to additional channels, levees, or dams.

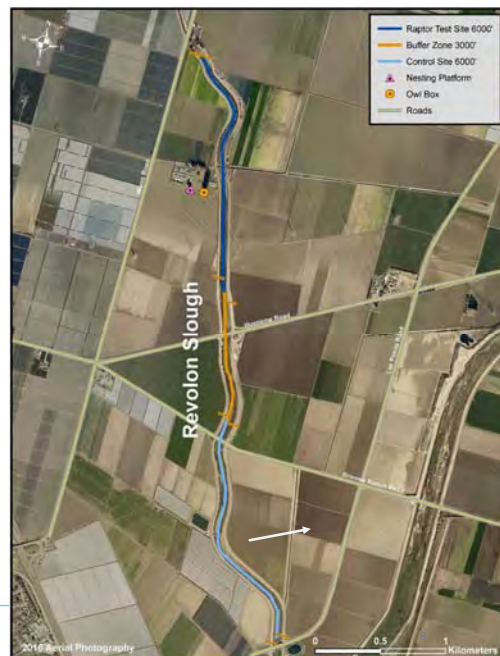


7

Site Selection

Two similar 6,000 foot reaches of the Revolon Slough in Oxnard were selected as Control and Test Sites.

- ▶ Ground squirrel control at the Raptor Test Site was exclusively by raptors
- ▶ The Control Site was maintained with anticoagulant bait stations



Raptor Study Features

- 14 twenty-foot raptor perches
- 1 Barn Owl nest box
- 1 Red-tailed Hawk nesting platform



Raptor Pilot Study Monitoring

Test and control sites were monitored on alternate weeks for:

- ▶ Raptors and wildlife
- ▶ Neighboring agricultural use
- ▶ New burrows
- ▶ Raptor pellets



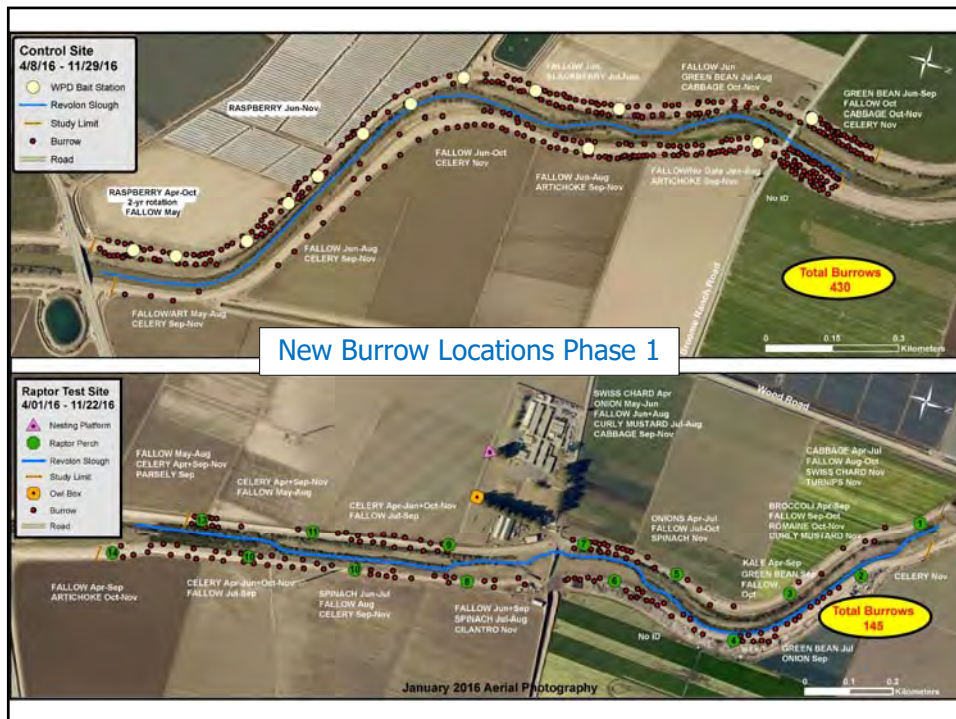
Pellet Analysis

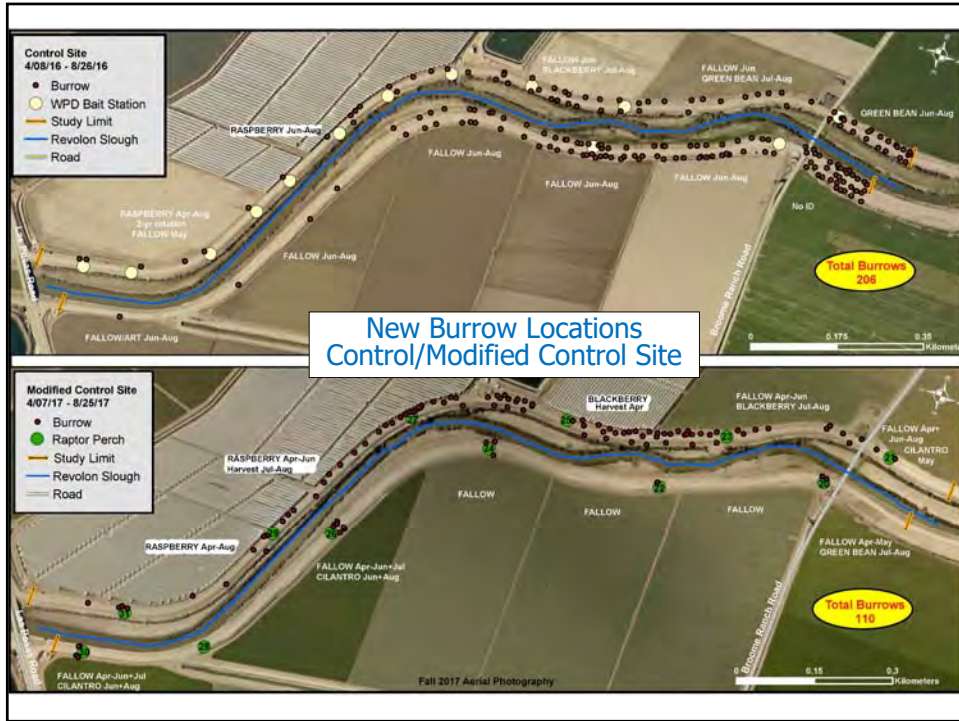
107 regurgitated clumps of indigestible bones & fur



Paul Collins, Santa Barbara Museum of Natural History

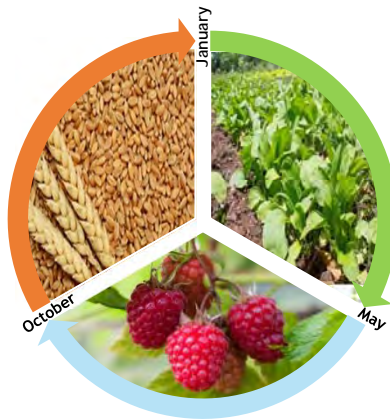
Target Species Found in Raptor Pellets	Pellets	Pellets with G. Squirrels & Gophers
Owls	52	56 percent
Hawks	55	44 percent





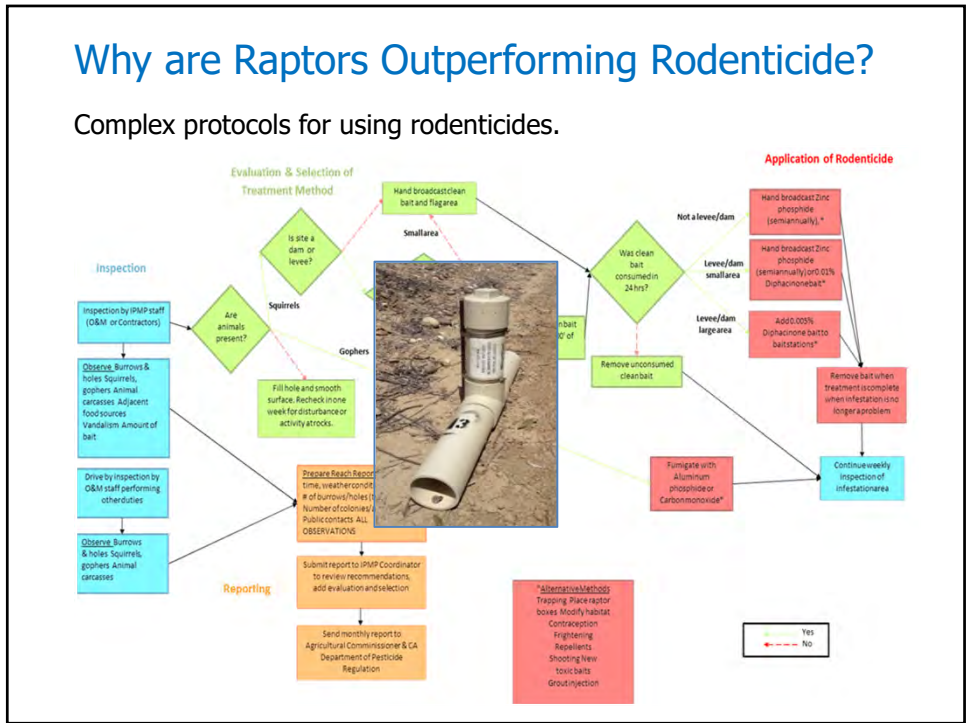
Why are Raptors Outperforming Rodenticide?

Rodents seasonally prefer berries and greens.



Why are Raptors Outperforming Rodenticide?

Complex protocols for using rodenticides.



Why are Raptors Outperforming Rodenticide?

Raptors are present and hunting 24/7!



Raptor Pilot Study Conclusions

- ▶ 50% less ground squirrel burrows in areas where perches were installed.
- ▶ Bait is ineffective when adjacent to more attractive crops.
- ▶ Raptor perches can replace anticoagulant bait.
- ▶ Estimated annual savings of more than \$7,400 per levee mile.
- ▶ Facilities that are adjacent to natural areas will make good candidates for the Raptor Program.



Raptor Program Expansion to Date

4.4 miles of channels and levees, and 5 dams are currently protected by 57 perches and 6 owl nesting boxes.



Study Recognition



2017 Environmental Project of the Year

Ventura County Chapter



The last thing a gopher sees!

Any questions?

Raptor Program Contacts

Karl Novak 805 410.2600

David Torfeh 805 794.5334

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Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 8
April, 5, 2018

To: Energy and Environment Committee (EEC)
Community, Economic and Human Development
Committee (CEHD)
Transportation Committee (TC)
Regional Council (RC)

**EXECUTIVE DIRECTOR'S
APPROVAL**



From: Ping Chang, Acting Manager, Compliance & Performance
Monitoring, 213-236-1839, chang@scag.ca.gov

Subject: ARB SB 375 Regional GHG Target Update for the 2020
Regional Transportation Plan/Sustainable Communities
Strategy (2020 RTP/SCS)

RECOMMENDED ACTION FOR EEC:

For Information Only - No Action Required

RECOMMENDED ACTION FOR CEHD, TC and RC:

Receive and File.

EXECUTIVE SUMMARY:

SB 375 authorized ARB to establish regional Greenhouse Gas (GHG) targets beginning in 2010 for the regional SCS to achieve. ARB is required to update the targets at least once every eight years, so the first update is due 2018. From the beginning, SCAG has committed to an ambitious and achievable per capita GHG reduction achievement, significantly exceeding the ARB targets in both the 2012 and 2016 RTP/SCS respectively.

At its March 22, 2018 meeting, the California Air Resources Board (ARB) approved its staff recommendation of SB 375 Regional GHG Target Update for MPOs in the state. Specifically, the updated targets include a 19% per capita GHG reduction target for 2035 for SCAG which is consistent with the Regional Council Action at its November 2, 2017 meeting and also exceeds the 2016 RTP/SCS target achievement. This updated 19% target will apply to SCAG's upcoming 2020 RTP/SCS.

In addition, ARB staff proposed a broader target-update framework, with specifics to be further developed. The broader framework includes focus on land use and transportation policy and investments contained in the RTP/SCS and incremental progress between RTPs/SCSs. It incorporates added reporting and tracking of investments, project performance analysis and implementation efforts. ARB staff is expected to convene working group meetings in spring and summer 2018 with MPOs to identify tools/incentives & tracking methodology, and revise the SB 375 Program Guideline

to include more details in late summer 2018. For further information, please see www.arb.ca.gov/cc/sb375/sb375.htm.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan; Goal 2: Advance Southern California's policy interests and planning priorities through regional, statewide, and national engagement and advocacy.

BACKGROUND:

Codified in 2009, California's Sustainable Communities and Climate Protection Act, Senate Bill 375 (referred to as "SB 375"), calls for the integration of transportation, land use, and housing planning, and also establishes the reduction of greenhouse gas (GHG) emissions as part of the regional planning process. The last time that CARB established GHG emissions reduction targets per SB 375 was in 2010. ARB just finalized the regional GHG reduction target updates for each MPO to form the basis of the next round of RTP/SCS plans, which for SCAG will be the 2020 RTP/SCS. The SB 375 Target Setting Process has been informed by a suite of concurrent planning activities and technical exercises, including: ARB SB 32 Scoping Plan Update, the ARB Mobile Source Strategy; and the MPO Stress Test.

On October 13, 2017, ARB released its final staff report and recommendations with the 21% per capita GHG reduction target for 2035 for the SCAG region, which was significantly higher than the 18% target achievement of the 2016 RTP/SCS. At its November 2, 2017 meeting, the Regional Council authorized the Executive Director to continue working with California Air Resources Board (ARB) to establish a 2035 per capita greenhouse gas (GHG) reduction target at the ambitious 19% for the 2020 Regional Transportation Plan/Sustainable Communities Strategy. Since then, SCAG Executive Director and staff have worked closely with ARB staff to address the Regional Council directive. On February 20, 2018, ARB issued its updated final staff report including a 19% per capita GHG reduction target by 2035 for SCAG.

At its March 22, 2018 meeting, the California Air Resources Board (ARB) approved its staff recommendation of Updated SB 375 Regional GHG Target for the Regional Transportation Plans/Sustainable Communities Strategies (RTPs/SCSs) for MPOs in the state. Specifically, the updated targets include a 19% per capita GHG reduction target for 2035 for SCAG which is consistent with the Regional Council Action at its November 2, 2017 meeting. This updated 19% target will apply to SCAG's upcoming 2020 RTP/SCS.

In addition, ARB Board approved its staff-recommended broader target-update framework, with specifics to be further developed. The broader framework includes focus on land use and transportation policy and investments contained in the RTP/SCS and incremental progress between RTPs/SCSs. This reflects the recognition that target achievement is dependent not only on things MPOs can control (policies and investment), but also factors that MPOs do not control (such as changes to forecasted demographics, fuel price, fleet mix, etc.). Accordingly, programmatic changes to accounting are needed that focus more directly on what actions MPOs are taking relative to SB 375 strategies.

The broader target-update framework also incorporates added reporting and tracking of investments and progress. The purpose is to increase public's understanding and confidence that strategies in the SCSs will achieve the GHG outcomes identified. Examples of the additional reporting and tracking information being explored include information on how transportation projects lists promote accessibility and reduce per capita VMT, criteria pollutant emissions, and GHG emissions. ARB staff are currently working with the MPOs and other stakeholders to develop these new reporting and tracking elements that will incorporate specific guidance for MPOs in its forthcoming ARB SB 375 Program Guideline for SCS review by late summer 2018.

It should be noted that Senate Bill (SB) 150 (Allen) passed in 2017, requires ARB to prepare a report that assess progress made by each MPOs in meeting the GHG reduction targets. The report shall include changes to GHG in each region and data-supported metrics for the strategies used to meet the targets. The report shall also include discussion of best practices and the challenges faced by MPOs in meeting the targets, including the effects of state policies and funding. The first SB 150 report is due September 1, 2018 and every four years thereafter.

Finally, ARB's updated targets for MPOs would result in an overall 19% per capita GHG reduction by 2035, leaving a 6% gap from the 25% per capita needed per Scoping Plan. ARB staff is expected to convene working group meetings in spring and summer 2018 with MPOs to begin identifying tools/incentives needed to close the gap, further specify tracking methodology, and revise the SB 375 Program Guideline to include more details in late summer 2018. For further information, please see www.arb.ca.gov/cc/sb375/sb375.htm.

FISCAL IMPACT: Work associated with this item is included in the Fiscal Year 17/18 Overall Work Program (17- 080.SCG00153.04: Regional Assessment).

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Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 9
April 5, 2018

To: Energy and Environment Committee (EEC)
Community, Economic and Human Development (CEHD)
Committee
Transportation Committee (TC)
Regional Council (RC)

EXECUTIVE DIRECTOR'S
APPROVAL



From: Anita Au, Associate Regional Planner, (213) 236-1874,
au@scag.ca.gov

Subject: Environmental Justice Working Group

RECOMMENDED ACTION FOR EEC:

For Information Only - No Action Required

RECOMMENDED ACTION FOR CEHD, TC, and RC:

Receive and File.

EXECUTIVE SUMMARY:

SCAG staff is proposing to develop a working group to facilitate discussion on EJ topics during the development of RTP/SCS as well as before and after the preparation and adoption of the RTPs/SCSs to create an ongoing EJ Program. This enables SCAG to develop continuous conversations on EJ issues requested by many stakeholders during previous RTP/SCS EJ outreach efforts. The first EJ Working Group meeting is scheduled for May 17, 2018 after the Technical Working Group meeting at SCAG's main office in Downtown Los Angeles.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan; Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration; Objective C: Expand SCAG's ability to address local and regional planning and information needs by prioritizing regular engagement with members to develop innovative, insight-driven, and interactive tools.

BACKGROUND:

SCAG's Environmental Justice (EJ) Program has historically been driven by regulatory compliance for the RTP/SCS process that occurs every four years. SCAG staff is proposing to develop a working group to facilitate discussion on EJ topics during the development of RTPs/SCSs as well as before and after the preparation and adoption of the RTPs/SCSs to create an ongoing EJ Program. This enables SCAG to develop continuous conversations on EJ issues that has been requested by many stakeholders

during 2012-2035 RTP/SCS and 2016-2040 RTP/SCS outreach efforts. Developing an EJ Working Group will be the start of many efforts in creating an ongoing EJ Program.

The purpose of the EJ Working Group is to kick-start SCAG's ongoing EJ Program and facilitate continuous discussions on EJ related areas. The objective of the EJ Working Group is to discuss EJ topics and issues that were expressed during RTP/SCS outreach efforts and current EJ concerns raised by SCAG stakeholders. Some EJ topic discussions include, but are not limited to:

- Introduction and implementation of relevant and recently passed legislation (i.e. SB 1000, AB 617);
- Public health impacts: air quality, access to parks and open space, mortality rates in EJ communities, noise impacts on EJ communities, etc.;
- Impacts of gentrification on low income communities and local businesses;
- Lack of transit access and impacts on EJ communities

Membership of the EJ Working Group should represent a cross-section of stakeholders in the advocacy community. To ensure that enough members are represented, it is suggested that fifty (50) candidates be invited to join the Working Group. Potential candidates can include, but are not limited to:

- Advocacy Groups: Affordable housing, public health, transit riders, environmental conservation, etc.
- Regional/Sub-regional: County Transportation Commissions, AQMDs
- Local Jurisdictions: City and county staff throughout the SCAG region who are interested or are taking steps to address EJ topics in their local jurisdiction
- Tribal Governments
- Other Stakeholders: non-governmental organizations (NGOs), community based organizations (CBOs), goods movement related groups (i.e. rail, airports, seaports, logistic centers, etc.), and academia (from local universities/colleges who've done research on EJ topics)

The EJ Working Group should meet three to four times each fiscal year, and more often during the preparation and adoption process of the RTP/SCS. Videoconferencing will be available at each SCAG satellite office and SCAG stakeholders suggested to hold some meetings at different locations around the region, like SCAG's Ventura and Inland Empire offices, to maximize stakeholder participation. To maximize public participation, SCAG staff will be committed to posting the meeting agenda at least 72 hours in advance of the meetings online and at all meeting locations. EJ Working Group meetings will typically consist of presentations on special EJ topics by SCAG staff or outside presenters followed by a Q&A session at the end of the meeting. The meetings will also be led by staff or a facilitator to help keep the discussion on track and maintain meeting flow.

The first EJ Working Group meeting will be held on May 17, 2018 (as part of the Regional Planning Working Groups) to help guide the outreach and analysis approaches for the 2020 RTP/SCS. At the

meeting, SCAG staff will present EJ Program efforts that have been done since 2016 RTP/SCS outreach and objectives for the working group. There will be a discussion of what value this working group can add to SCAG's EJ Program and to the agency as a whole.

Content for future meetings will focus on progress of the RTP/SCS EJ Appendix, implementation of SB 1000, and other EJ related discussion areas. SCAG staff also intends to coordinate with other SCAG departments that are conducting work/studies relevant to EJ to present interesting and valuable content at the meetings.

FISCAL IMPACT:

Work associated with this item is included in the Fiscal Year 2017-2018 Overall Work Program (080.SCG00153.04: Regional Assessment).

ATTACHMENT/S:

None

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Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 10
April 5, 2018

To: Energy & Environment Committee

EXECUTIVE DIRECTOR'S
APPROVAL

From: Grieg Asher, Green Region Initiative Program Manager,
(213) 236-1869, asher@scag.ca.gov



Subject: Southern California Edison Charge Ready Pilot Project

RECOMMENDED ACTION:

For Information Only - No Action Required

EXECUTIVE SUMMARY:

Southern California Edison (SCE) has developed an electric vehicle Charge Ready pilot project for their service district in Southern California. Erica Bowman, Director, Environmental Strategy and Analytics, SCE, will present the results of the SCE Charge Ready Pilot Project.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians; and Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

BACKGROUND:

Erica Bowman, Director, Environmental Strategy and Analytics, SCE, will give a presentation on the background of the SCE Charge Ready pilot project to deploy infrastructure to serve qualified electric vehicle charging stations throughout the service territory. The Charge Ready Project has demonstrated to the investor-owned utility how it can help facilitate the expansion of vehicle electrification. As the next step in accelerating the adoption of light-duty electric vehicles, SCE is proposing a more expansive charging infrastructure program with the CPUC in the second quarter 2018. SCE hopes to build on the experience and results from the Charge Ready pilot project by focusing a significant multi-year program on installing make-ready charging station infrastructure. Additionally, SCE is planning to test new technologies and business models that can help integrate electric vehicles into the grid.

FISCAL IMPACT:

No Fiscal Impact. This is not a SCAG funded project.

ATTACHMENT/S:

PowerPoint Presentation

Transportation Electrification

SCAG

April 5, 2018

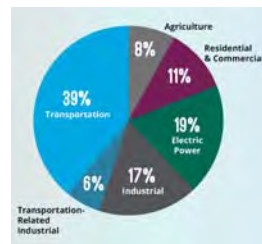
Erica Bowman

Director – Environmental Strategy & Analytics



To get to **zero emissions**, eventually we must **replace** many of the things we rely on today that require combustion

- California set a goal to **reduce emissions 40%** below 1990 levels by 2030, and 80% by 2050.



- The largest contributor is **transportation**, followed by the electric sector. Industrial, and commercial and residential sectors trail not too far behind.
- The most **practical and economical** way to create real change is for sectors to **work together** to find an affordable alternative to fossil fuels.

SCE's Integrated Solution



By 2030, create an electric generation mix powered by at least **80% carbon-free resources**.



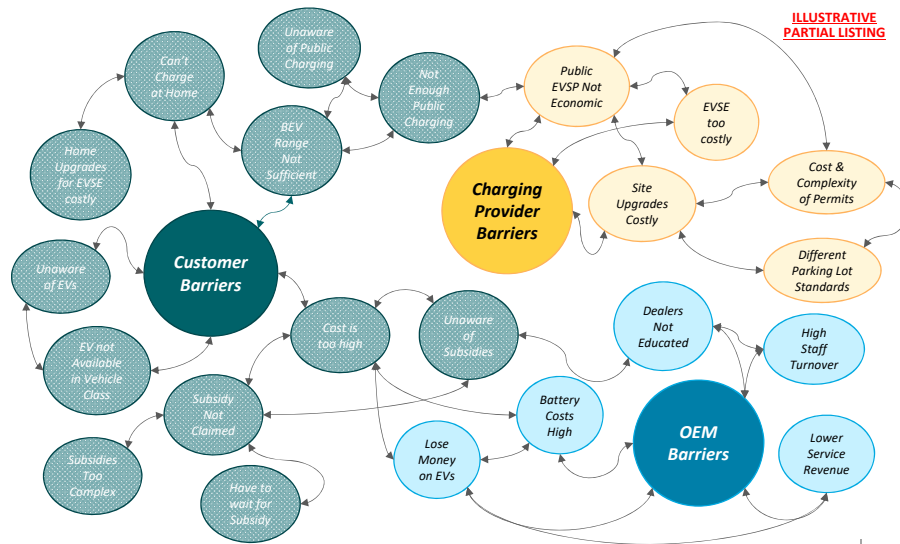
By 2030, **electrify 25% of cars and trucks** – about 7 million in total.



By 2030, electrify **one-third** of space and water heating in buildings.

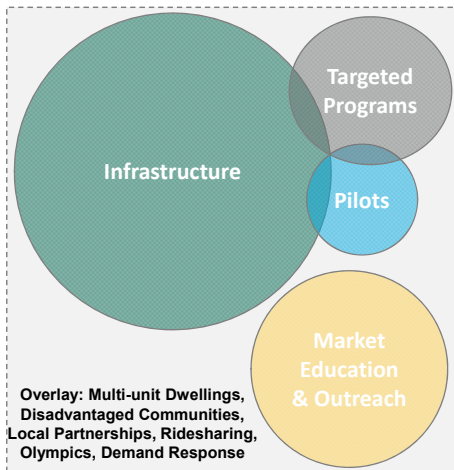
Clean the power grid. And electrify.

Range anxiety, awareness and cost continue to persist as the primary barriers to adoption; thus, creating a complex web of issues for key stakeholders



We need a diverse set of programs to overcome these barriers

CR2 Portfolio Components



An infrastructure program continues the “make ready” model established through and supported by Charge Ready Pilot at workplace, fleet, destination and MUD

ME&O activities will be essential to CR2 portfolio (key adoption barrier).

“Targeted” Programs focus on specific customer segments, technologies or locations at scale. (e.g., rebates, State Parks, Schools)

“Pilot” programs used to test functionality of technologies and/or hypotheses around business models. Pilots should not presuppose expansion and therefore require “gap funding”.

Southern California Association of Governments
900 Wilshire Blvd., Suite 1700, Los Angeles, CA 90017

Agenda Item No. 11
April, 5, 2018

To: Transportation Committee (TC)
Energy and Environment Committee (EEC)
Community, Economic and Human Development (CEHD)

EXECUTIVE DIRECTOR'S
APPROVAL

From: Julia Lippe-Klein, Associate Planner, 213-236-1856



Subject: Go Human Active Transportation Safety and Encouragement
Campaign Update

RECOMMENDED ACTION:

For Information Only - No Action Required

EXECUTIVE SUMMARY:

SCAG, in coordination with its local and regional partners, will re-run the Go Human advertising campaign in May 2018 to coincide with National Bike Month. Staff will present an update on the status of the active transportation safety and encouragement campaign and highlight opportunities for participation.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies; Objective: c) Provide practical solutions for moving new ideas forward.

BACKGROUND:

People walking and bicycling are over-represented among traffic deaths compared to their total mode share in the Southern California region. Non-motorized trips comprise 12% of all daily trips, however, bicyclists and pedestrians comprise 32% of all fatalities and 20% of all serious injuries. Bicycle fatalities represented 4.5% of all traffic fatalities in 2015, whereas its mode share is 1.6% for all trips. Pedestrian fatalities represented 27.8% of all traffic fatalities in 2015, whereas its mode share is 10.7% for all trips. Moreover, in 2015 there were over 13,000 bicycle and pedestrian injuries accounting for 10% of the region's roadway injuries.

To address the number of collisions occurring, the SCAG 2014 General Assembly passed a resolution to support a regional safety initiative aimed at improving roadway safety for bicyclists and pedestrians. To implement the resolution, SCAG secured \$2.3 million in Caltrans grant funding from the statewide 2014 Active Transportation Program to coordinate a Southern California Active Transportation Safety and Encouragement Campaign.

Using these grant resources, SCAG successfully initiated the Go Human Campaign with the launch of a first round of advertising in September of 2015 as well as two additional rounds of advertising funded through the Office of Traffic Safety. The advertising campaign has secured over 555 million impressions to date (each time an ad is seen) region-wide through a combination of SCAG's initial investment, added value media secured through op-eds and press outlets, and donated media from local and county partners. Additionally, evaluation has shown that one in five respondents had recalled seeing any of the ads with an overall campaign awareness of 20%. Evaluation has shown that ads have been extremely relevant and motivating.

To continue the Go Human Campaign's momentum, through funding from the Office of Traffic Safety, SCAG will re-run its advertising campaign, during the month of May to coincide with National Bike Month, and again in July to coincide with the typical rise in collisions involving pedestrians. Advertising includes billboards, transit shelters, digital, social and radio. To participate in the campaign, please use the Materials Request Form which can be found at <http://gohumansocal.org/Pages/MoreToCome.aspx>. All materials will be resized, co-branded, printed and delivered to city partners.

In addition to advertising efforts, SCAG will conduct local engagement strategies with community based organizations in each of the six SCAG counties to improve awareness around traffic safety through targeted outreach strategies during the summer of 2018.

More information on the advertising campaign, as well as, other components of Go Human can be found at www.gohumansocal.org.

FISCAL IMPACT:

Funding is included in SCAG's FY 2017-18 Overall Work Program (OWP) Budget. Staff's work budget for the current fiscal year is included in the FY 2017-18 OWP (225-3564J3.12: Pedestrian and Bicycle Safety Program)

ATTACHMENT/S:

PowerPoint Presentation



Southern California Active Transportation Safety and Encouragement Campaign Update

Julia Lippe-Klein
Associate Regional Planner



What is *Go Human?* 4 piece set.



Advertising Campaign



Open Streets & Demo Projects



Partnerships & Co-Branding



Material Distribution

Why *Go Human*? Safety Context

27% OF ALL DEATHS INVOLVE PEOPLE WALKING OR BICYCLING

136,000 PEOPLE SUSTAIN INJURIES EVERY YEAR FROM COLLISIONS

26% OF ALL PEDESTRIAN-RELATED FATALITY VICTIMS ARE 65 OLDER

270 COLLISIONS OCCUR PER DAY ON THE STREETS
 THAT IS ROUGHLY **99,000** PER YEAR



It's not just a sign.

Watch for people at intersections.



36 tactical urbanism projects and open streets events

6 counties

191 cities

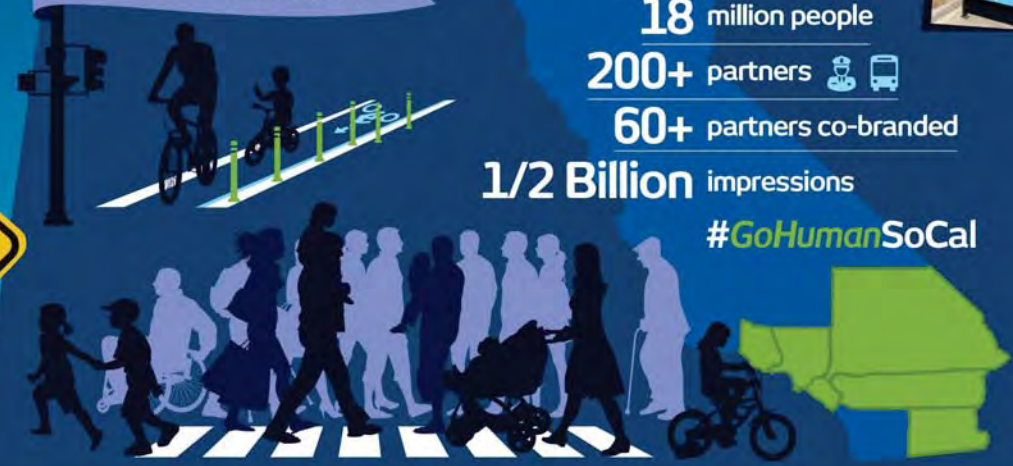
18 million people

200+ partners

60+ partners co-branded

1/2 Billion impressions

#GoHumanSoCal



Spring and Summer Advertising Campaign

- 2 flights of paid advertising across 6 counties
 - May 2018 (National Bike Month)
 - July & August (Back to School)
- Goal: Achieve 250 million new impressions (1/2 billion to date!)
- Seeking partners interested in participating



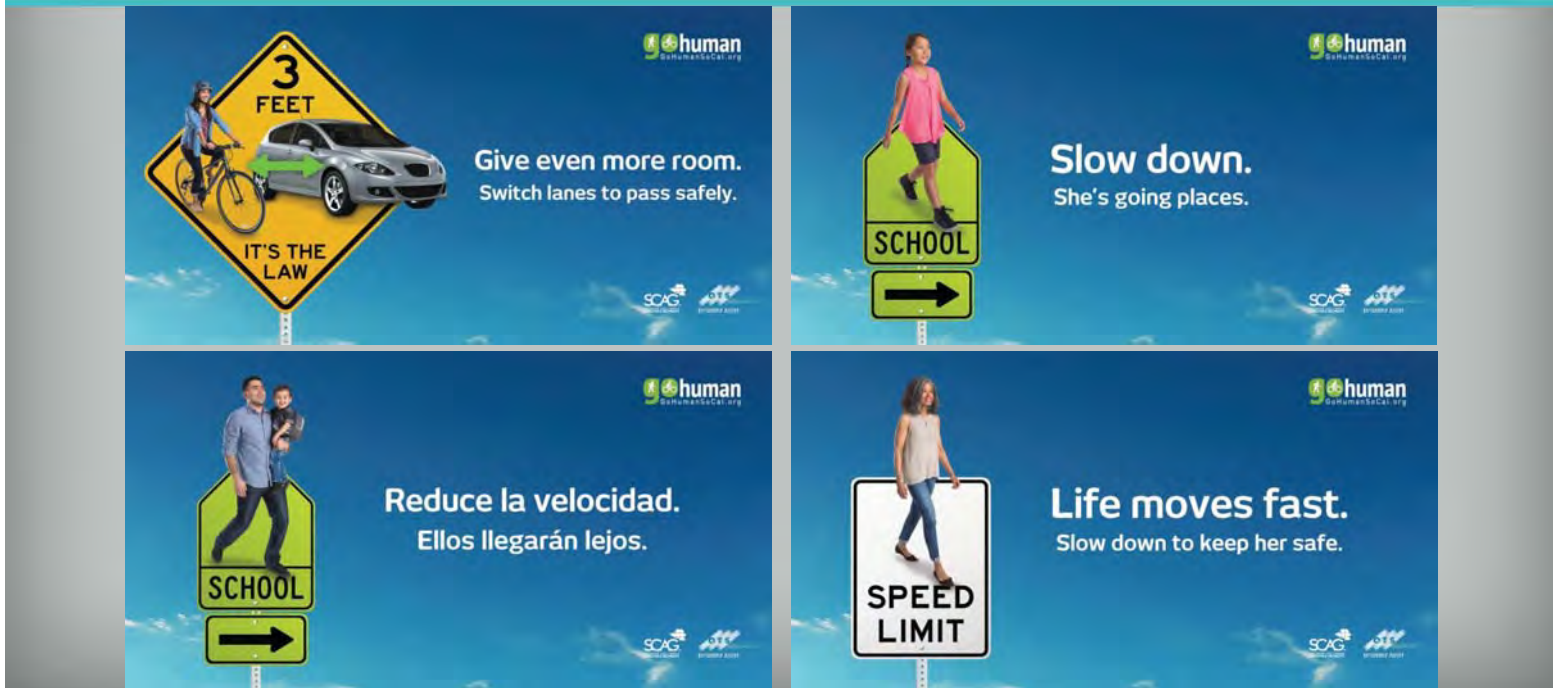
Advertisements

An advertisement with a dark blue background. In the top left corner is the GoHuman logo (a green circle with a white figure) and the text "GoHumanSoCal.org". The main text reads "It's not just a sign. Watch for people walking." Below the text is a yellow diamond-shaped pedestrian crossing sign. Inside the sign, a young boy and a young girl are walking hand-in-hand. In the bottom right corner is the University of California 50th Anniversary logo.

An advertisement with a dark blue background. In the top left corner is the GoHuman logo and the text "GoHumanSoCal.org". The main text reads "It's not just a sign. Give people room to ride." Below the text is a white rectangular sign with a black border. The sign features a photograph of a person riding a bicycle and the text "MAY USE FULL LANE". In the bottom right corner is the University of California 50th Anniversary logo.

An advertisement with a dark blue background. In the top left corner is the GoHuman logo and the text "GoHumanSoCal.org". The main text reads "It's not just a sign. Look for her before you turn." Below the text is a yellow diamond-shaped pedestrian crossing sign. Inside the sign, a young girl is walking. In the bottom right corner is the University of California 50th Anniversary logo.

Advertisements

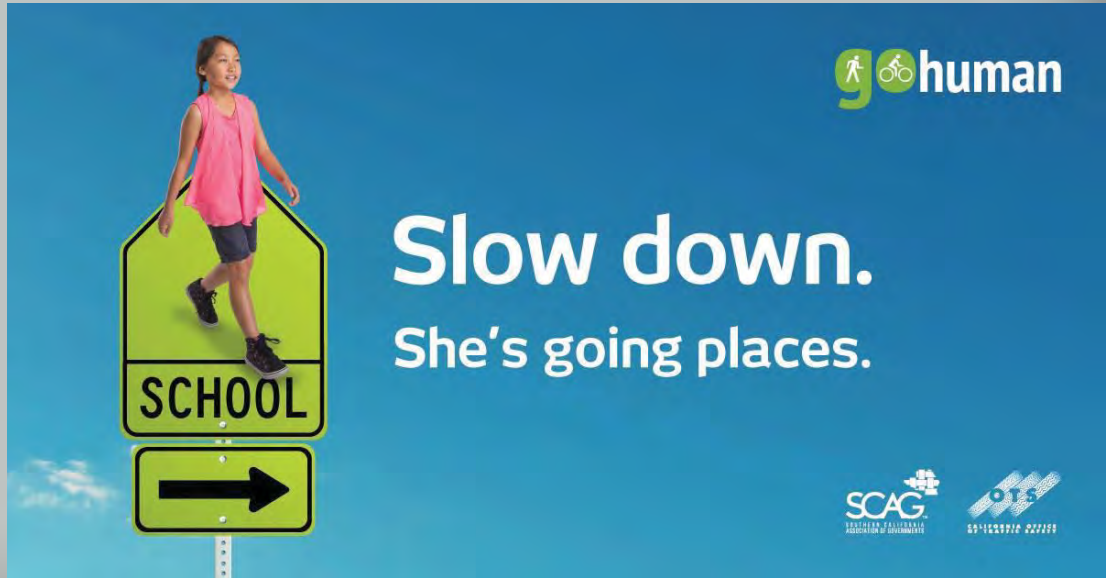


Opportunities for Co-Branding



Why Participate?

- 1 in 5 residents in the SCAG region recognize ads
- 85%+ found ads to be extremely or very motivating



Request Materials From SCAG

- Submit a materials request form for:
 - Banners
 - Lawn Signs
 - Bus Shelters
 - Billboards
- SCAG will resize, co-brand, print & deliver materials to your City



PRINTED MATERIALS REQUEST FORM 

Partner City or Agency: _____
 Primary Contact Name: _____
 Phone Number: _____
 Email: _____

MATERIALS REQUEST - Please reference the materials and creative options below to complete the necessary request detail fields below.

EX REQUEST	Materials/Type (Number 1-5)	Creative (Letter A-H)	Quantity (e.g., 50)	Language (English/Spanish)
REQUEST 1:	Materials	Creative	Quantity	Language
REQUEST 2:	Materials	Creative	Quantity	Language
REQUEST 3:	Materials	Creative	Quantity	Language
REQUEST 4:	Materials	Creative	Quantity	Language
REQUEST 5:	Materials	Creative	Quantity	Language

- Co-Branding Logo - name the partner logo to be included [if desired] and provide a white high-resolution vector file with this request submission
- Materials Due Date (minimum 7-week turnaround)
- Delivery Address
- Estimated Impressions - if possible, provide the estimated number of impressions from the materials
- Miscellaneous - provide any pertinent logistical information not stated above

Go Human Open Streets Events & Demonstration Projects

Upcoming Projects:

- Costa Mesa 4/21
- Walnut Park 6/9
- Culver City 6/15
- West Covina 7/18
- Ontario 8/8
- Chino 9/22
- San Jacinto 9/29
- La Canada Flintridge 10/6
- Arrow Highway 10/19-10/21
- Lake Elsinore 10/27
- Riverside TBD






#GoHumanSoCal

Lippe-Klein@scag.ca.gov

