SCAG
INNOVATING FOR A BETTER TOMORROW

SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
T: (213) 236-1800
www.scag.ca.gov

REGIONAL COUNCIL OFFICERS

President
Rex Richardson, Long Beach

First Vice President
Clint Lorimore, Eastvale

Second Vice President
Jan C. Harnik, Riverside County Transportation Commission

Immediate Past President
Bill Jahn, Big Bear Lake

COMMITTEE CHAIRS

Executive/Administration
Rex Richardson, Long Beach

Community, Economic & Human Development
Jorge Marquez, Covina

Energy & Environment
David Pollock, Moorpark

Transportation
Cheryl Viegas-Walker, El Centro

REMOTE PARTICIPATION ONLY

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE

Thursday, November 5, 2020
9:30 a.m. – 11:30 a.m.

To Participate on Your Computer:
https://scag.zoom.us/j/116153109

To Participate by Phone:
Call-in Number: 1-669-900-6833
Meeting ID: 116 153 109

Please see next page for detailed instructions on how to participate in the meeting.

PUBLIC ADVISORY

Given recent public health directives limiting public gatherings due to the threat of COVID-19 and in compliance with the Governor's recent Executive Order N-29-20, the meeting will be held telephonically and electronically.

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Peter Waggonner at (213) 630-1402 or via email at waggonner@scag.ca.gov. Agendas & Minutes 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) 630-1402. 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.

Instructions for Public Comments

You may submit public comments in two (2) ways:

1. **Submit written comments via email to: CEHDPublicComment@scag.ca.gov by 5pm on Wednesday, November 4, 2020.**

   All written comments received after 5pm on Wednesday, November 4, 2020 will be announced and included as part of the official record of the meeting.

2. **If participating via Zoom or phone, during the Public Comment Period, use the "raise hand" function on your computer or *9 by phone and wait for SCAG staff to announce your name/phone number. SCAG staff will unmute your line when it is your turn to speak. Limit oral comments to 3 minutes, or as otherwise directed by the presiding officer.**

   If unable to connect by Zoom or phone and you wish to make a comment, you may submit written comments via email to: CEHDPublicComment@scag.ca.gov.

In accordance with SCAG's Regional Council Policy, Article VI, Section H and California Government Code Section 54957.9, if a SCAG meeting is "willfully interrupted" and the "orderly conduct of the meeting" becomes unfeasible, the presiding officer or the Chair of the legislative body may order the removal of the individuals who are disrupting the meeting.

Instructions for Participating in the Meeting

SCAG is providing multiple options to view or participate in the meeting:

To Participate and Provide Verbal Comments on Your Computer

1. Click the following link: https://scag.zoom.us/j/116153109
2. If Zoom is not already installed on your computer, click "Download & Run Zoom" on the launch page and press "Run" when prompted by your browser. If Zoom has previously been installed on your computer, please allow a few moments for the application to launch automatically.
3. Select "Join Audio via Computer."
4. The virtual conference room will open. If you receive a message reading, "Please wait for the host to start this meeting," simply remain in the room until the meeting begins.
5. During the Public Comment Period, use the "raise hand" function located in the participants' window and wait for SCAG staff to announce your name. SCAG staff will unmute your line when it is your turn to speak. Limit oral comments to 3 minutes, or as otherwise directed by the presiding officer.

To Listen and Provide Verbal Comments by Phone

1. Call **(669) 900-6833** to access the conference room. Given high call volumes recently experienced by Zoom, please continue dialing until you connect successfully.
2. Enter the **Meeting ID: 116 153 109**, followed by **#**.
3. Indicate that you are a participant by pressing **#** to continue.
4. You will hear audio of the meeting in progress. Remain on the line if the meeting has not yet started.
6. During the Public Comment Period, press *9 to add yourself to the queue and wait for SCAG staff to announce your name/phone number. SCAG staff will unmute your line when it is your turn to speak. Limit oral comments to 3 minutes, or as otherwise directed by the presiding officer.

CEHD - Community, Economic and Human Development Committee
Members – November 2020

1. **Hon. Jorge Marquez**
   CEHD Chair, Covina, RC District 33
2. **Hon. Frank Yokoyama**
   CEHD Vice Chair, Cerritos, RC District 23
3. **Hon. Al Austin**
   Long Beach, GCCOG
4. **Hon. David Avila**
   Yucaipa, SBCTA
5. **Hon. Megan Beaman-Jacinto**
   Coachella, RC District 66
6. **Hon. Drew Boyles**
   El Segundo, RC District 40
7. **Hon. Wendy Bucknum**
   Mission Viejo, RC District 13
8. **Hon. Juan Carrillo**
   Palmdale, North LA County
9. **Hon. Michael Carroll**
   Irvine, RC District 14
10. **Hon. Paula Devine**
    Glendale, RC District 42
11. **Hon. Steve DeRuse**
    La Mirada, RC District 31
12. **Hon. Rose Espinoza**
    La Habra, OCCOG
13. **Hon. Margaret Finlay**
    Duarte, RC District 35
14. **Hon. Micheal Goodland**
    Jurupa Valley, WRCOG
15. **Hon. Mark Henderson**
    Gardena, RC District 28

16. **Hon. Bill Hodge**
    Calexico, ICTC

17. **Hon. Tim Holmgren**
    Fillmore, RC District 47

18. **Hon. Peggy Huang**
    TCA Representative

19. **Hon. Cecilia Hupp**
    Brea, OCCOG

20. **Hon. Bill Jahn**
    Big Bear Lake, RC District 11

21. **Hon. Bob Joe**
    So.Pasadena, AVCJPA

22. **Hon. Kathleen Kelly**
    Palm Desert, RC District 2

23. **Hon. Jed Leano**
    Claremont, SGVCOG

24. **Hon. Marisela Magana**
    Perris, RC District 69

25. **Hon. Anni Marshall**
    Avalon, GCCOG

26. **Hon. Andrew Masiel**
    Tribal Govt Regl Planning Board Representative

27. **Hon. Lauren Meister**
    West Hollywood, WSCCOG

28. **Hon. Bill Miranda**
    Santa Clarita, SFVCOG

29. **Hon. John Mirisch**
    Beverly Hills, Pres. Appt. (Member at Large)

30. **Hon. James Mulvihill**
    San Bernardino, Pres. Appt. (Member at Large)

31. **Hon. Steve Nagel**
    Fountain Valley, RC District 15

32. **Hon. Kim Nguyen**
    Garden Grove, RC District 18

33. **Hon. Trevor O'Neil**
    Anaheim, RC District 19

34. **Hon. Ed Paget**
    Needles, SBCTA

35. **Hon. Sunny Park**
    Buena Park, OCCOG

36. **Hon. Michael Posey**
    Huntington Beach, OCCOG

37. **Hon. Jim Predmore**
    ICTC

38. **Hon. Jan Pye**
    Desert Hot Springs, CVAG

39. **Hon. Rita Ramirez**
    Victorville, RC District 65

40. **Hon. Rex Richardson**
    Long Beach, RC District 29

41. **Hon. Paul Rodriguez**
    Chino, Pres. Appt. (Member at Large)

42. **Hon. Sonny Santa Ines**
    Bellflower, GCCOG

43. **Hon. Lyn Semeta**
    Huntington Beach, RC District 64

44. **Hon. David Shapiro**
    Calabasas, RC District 44

45. **Hon. Becky Shevlin**
    Monrovia, SGVCOG

46. **Hon. Mark Waronek**
    Lomita, SBCCOG

47. **Hon. Acquanetta Warren**
    Fontana, SBCTA

48. **Hon. Tony Wu**
    West Covina, SGVCOG

49. **Hon. Frank Zerunyan**
    Rolling Hills Estates, SBCCOG

COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE AGENDA

Southern California Association of Governments
Remote Participation Only
Thursday, November 5, 2020
9:30 AM

The Community, Economic and Human Development Committee may consider and act upon any of the items on the agenda regardless of whether they are listed as Information or Action items.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE
(The Honorable Jorge Marquez, Chair)

PUBLIC COMMENT PERIOD
Members of the public are encouraged to submit written comments by sending an email to: CEHDPublicComment@scag.ca.gov by 5pm on Wednesday, November 4, 2020. Such comments will be transmitted to members of the legislative body and posted on SCAG's website prior to the meeting. Written comments received after 5pm on Wednesday, November 4, 2020 will be announced and included as part of the official record of the meeting. Members of the public wishing to verbally address the Community, Economic and Human Development Committee will be allowed up to 3 minutes to speak, with the presiding officer retaining discretion to adjust time limits as necessary to ensure efficient and orderly conduct of the meeting. The presiding officer has the discretion to reduce the time limit based upon the number of comments received and may limit the total time for all public comments to twenty (20) minutes.

REVIEW AND PRIORITIZE AGENDA ITEMS

CONSENT CALENDAR

Approval Item

1. Minutes of the October 1, 2020 Meeting

Receive and File

2. Overview of 2022 South Coast Air Quality Management Plan and Near-term Air Quality Planning Challenges

ACTION/DISCUSSION ITEM

3. Sustainable Communities Program - Housing & Sustainable Development Call for Applications

(Lyle Janicek, Associate Regional Planner)

RECOMMENDED ACTION FOR CEHD:
Recommend that the Regional Council approve the Housing and Sustainable Development Guidelines and authorize staff to release the Call for Applications.

RECOMMENDED ACTION FOR RC:
Approve the Housing and Sustainable Development Guidelines and authorize staff to release the Call for Applications.

INFORMATION ITEMS

4. Highlights and Outcomes of the 2020 Go Human Safety and Engagement Campaign — 15 Mins.

(Dorothy Le Suchkova, Senior Regional Planner)

5. Personal Shelter Community for Homelessness — 30 Mins.

(Patrick Diller, Business Development Director, Pallet)

CHAIR'S REPORT
(The Honorable Jorge Marquez, Chair)

STAFF REPORT
(Ma'Ayn Johnson, SCAG Staff)

FUTURE AGENDA ITEMS

ANNOUNCEMENTS

ADJOURNMENT

Southern California Association of Governments
Remote Participation Only
November 5, 2020

MINUTES OF THE REGULAR MEETING
COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE (CEHD)
THURSDAY, October 1, 2020

THE FOLLOWING MINUTES IS A SUMMARY OF ACTIONS TAKEN BY THE COMMUNITY, ECONOMIC AND HUMAN DEVELOPMENT COMMITTEE (CEHD). A VIDEO AND AUDIO RECORDING OF THE ACTUAL MEETING IS AVAILABLE AT: http://scag.iqm2.com/Citizens/

The Community, Economic and Human Development (CEHD) of the Southern California Association of Governments (SCAG) held its regular meeting telephonically and electronically given public health directives limiting public gatherings due to the threat of COVID-19 and in compliance with the Governor's recent Executive Order N-29-20. A quorum was present.

Members Present:

Hon. Jorge Marquez, Chair	***Covina***	**RC District 33**
Hon. Frank Yokoyama, Vice Chair	***Cerritos***	**RC District 23**
Hon. Megan Beaman Jacinto	*Coachella*	District 66
Hon. Drew Boyles	*El Segundo*	District 40
Hon. Wendy Bucknum	*Mission Viejo*	District 13
Hon. Juan Carrillo	*Palmdale*	North L.A. County
Hon. Steve De Ruse	*La Mirada*	GCCOG
Hon. Margaret E. Finlay	*Duarte*	District 35
Hon. Micheal Goodland	*Jurupa Valley*	WRCOG
Hon. Mark Henderson	*Gardena*	District 28
Hon. Bill Hodge	*Calexico*	ICTC
Hon. Tim Holmgren	*Fillmore*	District 47
Hon. Peggy Huang		TCA
Hon. Cecilia Hupp	*Brea*	OCCOG
Hon. Bill Jahn	*Big Bear Lake*	District 11
Hon. Robert "Bob" Joe	*South Pasadena*	AVCJPA
Hon. Kathleen Kelly	*Palm Desert*	District 2
Hon. Jed Leano	*Claremont*	SGVCOG
Hon. Marisela Magana	*Perris*	District 69
Hon. Anni Marshall	*Avalon*	GCCOG
Hon. Lauren Meister	*West Hollywood*	WSCCOG
Hon. Bill Miranda	*Santa Clarita*	SFVCOG

Hon. John Mirisch	*Beverly Hills*	*Pres. Appt., Member-at-Large*
Hon. James Mulvihill	*San Bernardino*	*Pres. Appt., Member at Large*
Hon. Kim Nguyen	*Garden Grove*	District 18
Hon. Trevor O'Neil	*Anaheim*	District 19
Hon. Edward Paget	*Needles*	SBCTA
Hon. Jim Predmore		ICTC
Hon. Jan Pye	*Desert Hot Springs*	CVAG
Hon. Rex Richardson	*Long Beach*	District 29
Hon. Paul Rodriguez	*Chino*	*Pres. Appt., Member-at-Large*
Hon. Sonny Santa Ines	*Bellflower*	GCCOG
Hon. David Shapiro	*Calabasas*	District 44
Hon. Becky Shevlin	*Monrovia*	SGVCOG
Hon. Mark Waronek	*Lomita*	SBCCOG
Hon. Acquanetta Warren	*Fontana*	SBCTA
Hon. Tony Wu	*West Covina*	SGVCOG
Hon. Frank Zerunyan	*Rolling Hills Estates*	SBCCOG

Members Not Present

Hon. Al Austin, II	*Long Beach*	GCCOG
Hon. David Avila	*Yucaipa*	SBCTA
Hon. Michael C. Carroll	*Irvine*	District 14
Hon. Paula Devine	*Glendale*	District 42
Hon. Rose Espinoza	*La Habra*	OCCOG
Hon. Andrew Masiel, Sr.	*Tribal Gov't Regl Planning*	
Hon. Steve Nagel	*Fountain Valley*	*District 15*
Hon. Sunny Park	*Buena Park*	OCCOG
Hon. Michael Posey	*Huntington Beach*	OCCOG
Hon. Rita Ramirez	*Victorville*	District 65
Hon. Lyn Semeta	*Huntington Beach*	District 64

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

The Honorable Jorge Marquez, called the meeting to order at 10:02 a.m. and asked Councilmember James Mulvihill, San Bernardino, to lead in the Pledge of Allegiance.

PUBLIC COMMENT PERIOD

Chair Marquez opened the public comment period and reminded the public to submit comments via email to CEHDPublicComment@scag.ca.gov.

There were no public comments made. Chair Marquez closed the public comment period.

REVIEW AND PRIORITIZE AGENDA ITEMS

There were no reprioritizations made.

CONSENT CALENDAR

Approval Item

1. Minutes of the September 3, 2020 Meeting

Receive and File

2. Selections from Broadband Opportunity Review Project

A MOTION was made (Finlay) to approve the Consent Calendar. Motion was SECONDED (Jahn) and passed by the following roll call votes:

AYES: BEAMAN JACINTO, BOYLES, BUCKNUM, DE RUSE, FINLAY, GOODLAND, HENDERSON, HODGE, HOLMGREN, HUANG, HUPP, JAHN, JOE, KELLY, LEANO, MARQUEZ, MARSHALL, MEISTER, MIRISCH, MULVIHILL, NGUYEN, O'NEIL, PAGET, PREDMORE, PYE, RICHARDSON, RODRIGUEZ, SANTA INES, SHAPIRO, SHEVLIN, WARONEK, WARREN, WU, YOKOYAMA AND ZERUNYAN (35).

NOES: (0).

ABSTAIN: (0).

INFORMATION ITEMS

3. Future of the Office After COVID-19

Chair, Jorge Marquez, introduced Amber Schiada, Sr. Director, Research & Insight, JLL, who provided a PowerPoint presentation highlighting the future of the office, including a discussion of the drivers of demand for office space, and the potential long-term impacts from the COVID-19 pandemic.

Ms. Schiada's presentation focused on expert insights including the following trends:

- Economic overview, labor market and homebuying trajectory
- Mobility and talent movement trends
- US office re-entry timelines, the future of remote work and path forward
- Structural and cyclical shifts, its impacts on future office demand and space re-design
- Employee sentiment on remote work and its potential risk to company culture and collaboration
- E-commerce sales in response to COVID-19

Ms. Schiada responded on the comments and questions from the Committee, including questions pertaining to the current trends and potential for opportunity growth in slower growth economies in order to revitalize economic equality; the data on the demand for single family homes; and confirmation of the data on the regional telecommunication trend pre- and post-COVID-19.

Chair Marquez thanked Ms. Schiada for her excellent presentation and noted that he would request staff to follow up with Ms. Schiada for a presentation specific to the data for Southern California.

The complete report with the PowerPoint presentation was included in the agenda packet.

4. Updates on Regional Data Platform (RDP)

Tom Vo, SCAG staff, provided a brief overview and update of the RDP. Mr. Vo's presentation focused on the goals of the RDP to facilitate better planning among all local jurisdictions and other partner agencies. The RDP also provides long range planning tools and best practices aimed at supporting General Plan updates while streamlining the process for bi-directional data sharing with SCAG. Mr. Vo highlighted RDP's benefits, key deliverables, and agency onboarding timelines.

The complete report with the PowerPoint presentation was included in the agenda packet.

CHAIR'S REPORT

There was no Chair's report given.

STAFF REPORT

There was no staff report given.

FUTURE AGENDA ITEMS

There were no future agenda items requested.

ADJOURNMENT

There being no further business, Chair Marquez adjourned the CEHD Committee meeting at 11:15 a.m.

Respectfully submitted by:

Carmen Summers
Community, Economic and Human Development Committee Clerk

[MINUTES ARE UNOFFICIAL UNTIL APPROVED BY THE CEHD COMMITTEE]
//

CEHD Members

2020-2021															Total Mtgs Attended To Date
MEMBERS	CITY	Representing	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	
Austin, Al	Long Beach	GCCOG													0
Avila, David	Yucaipa	SBCTA													0
Beaman Jacinto, Megan	Coachella	District 66		1		1									2
Boyles, Drew	El Segundo	District 40													0
Bucknum, Wendy	Mission Viejo	District 13		1		1	1								3
Carrillo, Juan	Palmdale	North LA County					1								1
Carroll, Michael, C.	Irvine	District 14				1									1
DeRuse, Steve	La Mirada	District 31		1		1	1								3
Devine, Paula	Glendale	District 42		1		1									2
Espinoza, Rose	La Habra	OCCOG		1											1
Finlay, Margaret	Duarte	District 35		1		1	1								3
Goodland, Micheal	Jurupa Valley	WRCOG		1		1	1								3
Henderson, Mark	Gardena	District 28		1		1	1								3
Hodge, Bill	Calexico	ICTC				1	1								2
Holmgren, Tim	Fillmore	District 47		1		1	1								3
Huang, Peggy	Yorba Linda	TCA		1		1	1								3
Hupp, Cecilia	Brea	OCCOG		1		1	1								3
Jahn, Bill	Big Bear Lake	District 11		1		1	1								3
Joe, Robert	So. Pasadena	AVCJPA		1		1	1								3
Kelly, Kathleen	Palm Desert	District 2		1		1	1								3
Leano, Jed	Claremont	SGVCOG		1		1	1								3
Magana, Marisela	Perris	District 69					1								1
Marquez, Jorge, Chair	Covina	District 33		1		1	1								3
Marshall, Anni	Avalon	GCCOG				1	1								2
Masiel, Andrew		Tribal Govt Regl Planning Rep.		1											1
Meister, Lauren	West Hollywood	WSCCOG		1		1	1								3
Miranda, Bill	Santa Clarita	SFVCOG		1		1	1								3
Mirisch, John	Beverly Hills	President's Appointment		1		1	1								3
Mulvihill, James	San Bernardino	President's Appointment		1		1	1								3
Nagel, Steve	Fountain Valley	District 15				1									1
Nguyen, Kim	Garden Grove	District 18		1		1	1								3
O'Neil, Trevor	Anaheim	District 19		1		1	1								3
Paget, Ed	Needles	SBCTA					1								1
Park, Sunny	Buena Park	OCCOG		1		1									2
Posey, Michael	Huntington Beach	OCCOG													0
Predmore, Jim		ICTC				1	1								2
Pye, Jan	Desert Hot Springs	CVAG		1		1	1								3
Ramirez, Rita	Victorville	District 65		1											1
Richardson, Rex	Long Beach	District 29		1		1	1								3
Rodriguez, Paul	Chino	President's Appointment		1		1	1								3
Santa Ines, Sonny	Bellflower	District 24				1	1								2
Semeta, Lyn	Huntington Beach	District 64		1											1
Shapiro, David	Calabasas	LVMCOG		1		1	1								3
Shevlin, Becky	Monrovia	SGVCOG				1	1								2
Waronek, Mark	Lomita	SBCCOG		1		1	1								3
Warren, Acquanetta	Fontana	SBCTA		1		1	1								3
Wu, Tony	West Covina	SGVCOG		1		1	1								3
Yokoyama, Frank, Vice Chair	Cerritos	District 23		1		1	1								3
Zerunyan, Frank	Rolling Hills Estates	SBCCOG		1		1	1								3

Attachment: CEHD Attendance Sheet (Minutes of the October 1, 2020 Meeting)

Southern California Association of Governments
Remote Participation Only
November 5, 2020

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

EXECUTIVE DIRECTOR'S APPROVAL

Kome Ajise

From: Rongsheng Luo, Program Manager II,
(213) 236-1994, LUO@scag.ca.gov

Subject: Overview of 2022 South Coast Air Quality Management Plan and Near-term Air Quality Planning Challenges

RECOMMENDED ACTION FOR EEC AND TC:
Information Only – No Action Required

RECOMMENDED ACTION FOR CEHD AND RC:
Receive and File

STRATEGIC PLAN:
This item supports the following Strategic Plan Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians.

EXECUTIVE SUMMARY:
Despite much progress over the past decades, our region still faces significant air quality challenges with serious implications for funding and implementation of important transportation projects. Dr. Philip Fine, Deputy Executive Officer at the South Coast Air Quality Management District (SCAQMD), will provide a presentation on the recent and upcoming air quality planning efforts for the South Coast Air Basin (Basin) and Coachella Valley. Two draft air quality plans have been prepared to address the 2006 24-hour PM2.5 standard in the Basin and the 1997 8-hour ozone standard in the Coachella Valley. Both plans show attainment of these standards by 2023 based on continued implementation of existing regulations. The 2022 Air Quality Management Plan (AQMP) is also being prepared to address the attainment of the 2015 8-hour ozone standard in the Basin and the Coachella Valley by attainment deadlines of 2038 and 2033, respectively. Attainment of the 1997 8-hour ozone standard in the Basin by June 2024 attainment deadline continues to be very challenging because of the lack of federal actions to regulate federal sources and lack of adequate incentive funding.

BACKGROUND:
Pursuant to federal and state laws, the South Coast Air Quality Management District (SCAQMD) is

developing several air quality plans for the South Coast Air Basin (Basin) and Coachella Valley including the 2022 Air Quality Management Plan (AQMP).

As required by California Health and Safety Code, SCAG is responsible for providing socio-economic growth forecast and travel activity projection data to SCAQMD for the development of the 2022 AQMP. SCAG is also required to prepare a portion of the AQMP, commonly known as the Appendix IV-C Regional Transportation Plan/Sustainable Communities Strategy and Transportation Control Measures.

The 2022 AQMP will include an important component relative to regional transportation planning and federal transportation conformity requirements, the motor vehicle emissions budgets, which set an upper limit which on-road transportation activities are permitted to emit. The new emission budgets established as part of the 2022 AQMP process and approved in the final plan will become the functioning emission budgets for transportation conformity for future Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) and Federal Improvement Program (FTIP) and their amendments post the effectiveness date of the new emission budgets.

SCAG staff has been providing SCAQMD with the socio-economic growth forecast and travel activity projection data from the adopted Connect SoCal. Staff will also prepare our portion of the 2022 AQMP based on the Connect SoCal.

As presented in the Connect SoCal, it is a significant challenge to meet various federal health-based air quality standards in the SCAG region with potentially serious consequences. A particularly pressing challenge is for the South Coast Air Basin to meet the 2024 statutory deadline of attaining the 1997 ozone standard. An air quality plan has been prepared and recently submitted to U.S. Environmental Protection Agency (EPA) to specifically address the attainment challenge. However, if the U.S. EPA disapproves the air plan, a federal sanctions clock will be triggered which will lead to federal highway sanctions if the underlying deficiency cannot be resolved within 24 months. Highway sanctions restrict federal funding to transportation projects that expand highway capacity, nonexempt project development activities and any other projects that do not explicitly meet exemption criteria. If imposed, highway sanctions have the potential to impact billions of dollars of federal funding and tens of billions of dollars of important transportation projects in the SCAG region.

It is important to note that additional air quality plans are also being developed by the other four local air districts within the SCAG region in collaboration with the California Air Resources Board (ARB). Staff has been closely participating in and monitoring the various air quality planning efforts throughout the SCAG region and will report on any significant issues to EEC as appropriate.

FISCAL IMPACT:
Work associated with this item is included in the current FY20-21 Overall Work Program (21-025.0164.01: Air Quality Planning and Conformity).

ATTACHMENT(S):
1. PowerPoint Presentation – Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

SCAG Energy and Environment Committee & Transportation Committee
November 5, 2020

Dr. Philip Fine
Deputy Executive Officer
Planning, Rule Development and Area Sources
South Coast AQMD

Cleaning The Air That We Breathe...

Presentation Outline

1. Recent Air Quality Planning Efforts
2. 2022 Air Quality Management Plan
3. 2023 Attainment Challenge

Attachment: PowerPoint Presentation – Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

Recent Air Quality Planning Efforts

- 2006 24-hr PM2.5 standard – South Coast Air Basin
- 1997 8-hr Ozone standard – Coachella Valley

PM2.5 National Ambient Air Quality Standards – South Coast Air Basin

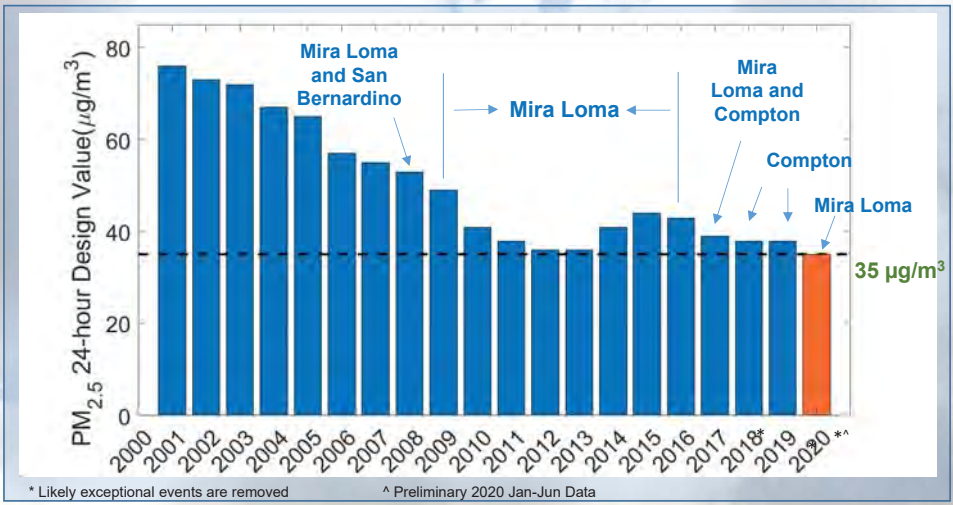
South Coast Air Basin Attainment Status

Standard	Level	Attainment Deadline	Attainment Status
1997 Annual PM2.5	15 µg/m^3	2015	Attained in 2013
1997 24-hour PM2.5	65 µg/m^3	2015	Attained in 2013
2006 24-hour PM2.5	**35 µg/m^3**	**2019**	**Serious Nonattainment**
2012 Annual PM2.5	12 µg/m^3	2025	Serious Nonattainment

- Missed deadline due to two sites still exceeding the standard
  - Mira Loma very close to the standard – 50/50 chance of attaining this year
  - Compton design value high due to 3 unexplained high days in 2017 – very likely will attain this year
  - Exceptional event demonstrations (wildfires) will be critical
- New Plan due to EPA this year

4

Overall Progress Towards Attainment



Attainment Demonstration

- Compton – Supplemental weight of evidence and air quality trend analysis based on monitoring data
  - Traditional attainment demonstration using chemical transport modeling is not appropriate
    - High PM episodes observed in 2017 were likely driven by anomalous human activities which are not reflected in the emissions inventory
    - If local emissions causing non-attainment are unknown, difficult to develop an effective control strategy
    - Traditional control strategy for Compton would require unrealistic levels of emissions regional reductions and may not be effective
  - Compton will very likely be in attainment before U.S. EPA considers plan
- Mira Loma – Traditional Approach - Updated emissions inventory/regional air quality modeling
  - Modeling analysis indicates attainment by 2023 with baseline emissions (existing regulations) with recently adopted regulations providing further assurances

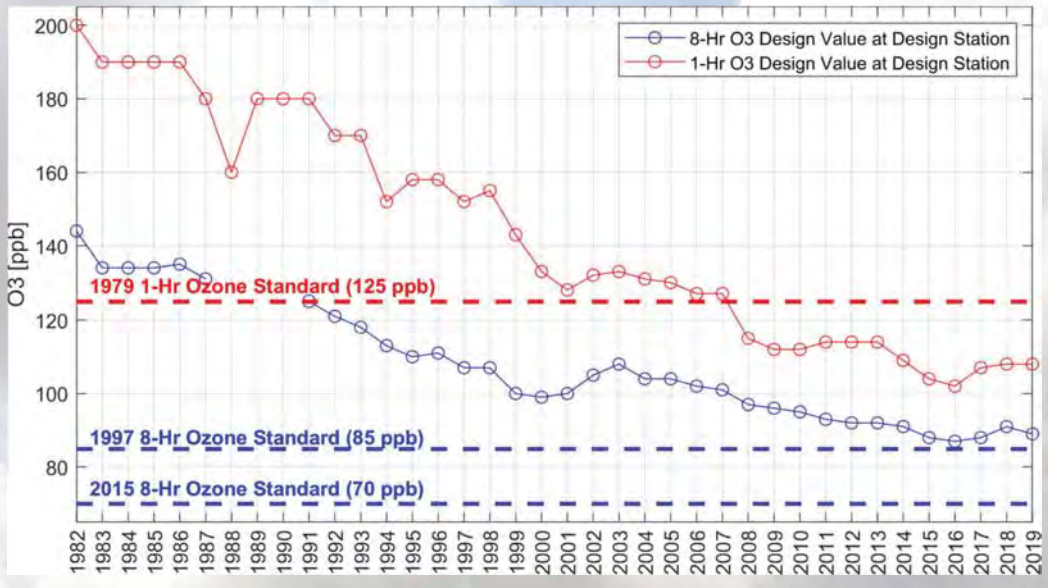
Ozone National Ambient Air Quality Standards – Coachella Valley

Coachella Valley Attainment Status

Criteria Pollutant	Averaging Time	Designation	Attainment Date
Ozone (O_3)	(1979) 1-Hour (0.12 ppm)	Attainment	11/15/2007 (attained 12/31/2013)
	(1997) 8-Hour (0.08 ppm)	Nonattainment (Extreme)	6/15/2024
	(2008) 8-Hour (0.075 ppm)	Nonattainment (Severe)	7/20/2027
	(2015) 8-Hour (0.070 ppm)	Nonattainment (Severe)	8/3/2033

7

Ozone Trend in Coachella Valley (design value)

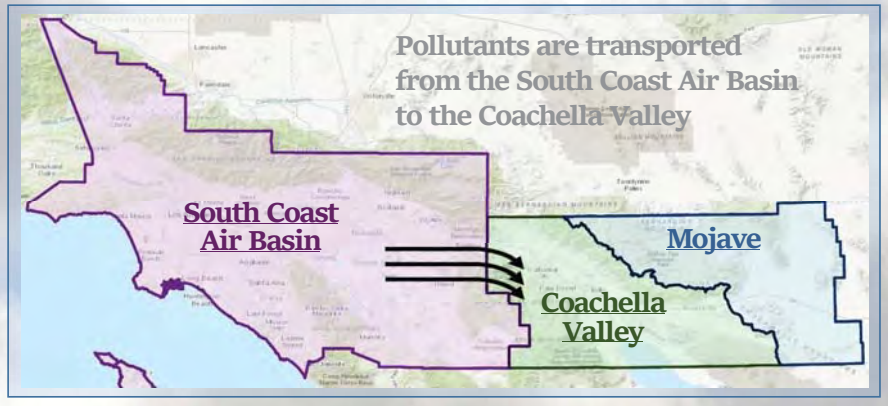


8

Attachment: PowerPoint Presentation – Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

Air Quality Setting

- Ozone exceedances in Coachella Valley are primarily due to the direct transport of ozone and its precursors from the South Coast Air Basin



Pathway to Attainment

- Attainment by 2023 is expected to be achieved based on baseline emissions
  - Adopted rules and regulations provide continued emission reductions in future years
- Recently adopted rules and regulations since 2016 AQMP as well as continued implementation of 2016 AQMP measures provide further assurance for 2023 attainment
- Based on preliminary modeling, attainment may be earlier (2022), but 2023 is retained as attainment year given uncertainties in meteorology, emissions inventory and modeling approach

2022 Air Quality Management Plan

Ozone National Ambient Air Quality Standards

Attainment Status

Standard	Level	South Coast Classification	Coachella Valley Classification	Attainment Date
2015 8-hour Ozone	70 ppb	Extreme	Severe	August 3, 2038 (South Coast) August 3, 2033 (Coachella Valley)
2008 8-hour Ozone	75 ppb	Extreme	Severe	July 20, 2032 (South Coast) July 20, 2027 (Coachella Valley)
1997 8-hour Ozone	80 ppb	Extreme	Extreme*	June 15, 2024 (both South Coast and Coachella Valley)
1979 1-hour Ozone	120 ppb	Extreme	Attainment	February 6, 2023 (South Coast)

**Voluntary reclassification from severe to extreme in July 2019*

Key SIP Elements for 2015 8-hour Ozone Standard

	8/3/2020	8/3/2021	8/3/2022	8/3/2028
Severe and Extreme Areas	Baseline Year Emissions Inventory	Nonattainment New Source Review	Attainment Demonstration	Section 185 Fee Program (Failure to Attain)
	Emissions Statement		Reasonably Available Control Measures	
	Reasonably Available Control Technology Demonstration		Reasonable Further Progress	
			Conformity	
			Contingency Measures	
	Vehicle Miles Traveled Offset		Enhanced Inspection and Maintenance Program	
Extreme Area Only		Clean Fuels for Boilers		

2022 AQMP

Overall Control Strategy for Attaining 2015 8-hour Ozone Standard

- Extensive transition to near-zero (NZE) and zero-emissions (ZE) technologies in mobile and stationary sources, where feasible
- Transition to cleanest available technologies if NZE/ZE not feasible
- Regulatory measures; Incentive programs
- Eliminate/minimize reliance on 182(e)(5) measures
- Seek legislative authority where applicable
- Seek new sources of funding for new/existing incentive programs
- Work closely with state and local governments to maximize reductions from residential and commercial buildings

2022 AQMP Control Measure Development

- Initiating three working Groups

Mobile Source – On Road

Mobile Source – Off Road

Residential and Commercial Buildings

- Bimonthly meetings (more frequent meetings as needed)
- November 2020 to October 2021 (expected)
- Open to all

2022 AQMP Overall Schedule

2020 Spring
Initiate emissions inventory and modeling preparation

2020-2021
Control Strategy Development/Working Groups

2021 Fall
Release Draft AQMP / Regional Workshops

2022 Spring
Release Draft Final AQMP

Due to EPA August 3 2022

Initiate Advisory Group Meetings
- AQMP
- STMPR

2020

Control Strategy Symposium

2021 Spring

Release Revised Draft AQMP / Regional Hearings

2021 Winter

South Coast AQMD and CARB Public Hearings (June/July)

2022 Summer

Attachment: PowerPoint Presentation – Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

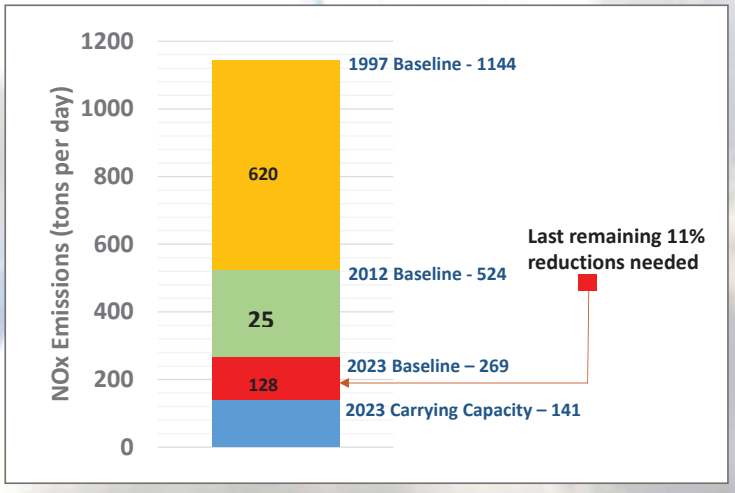
2023 Ozone Attainment Challenge

Ozone National Ambient Air Quality Standards – South Coast Air Basin

Attainment Status

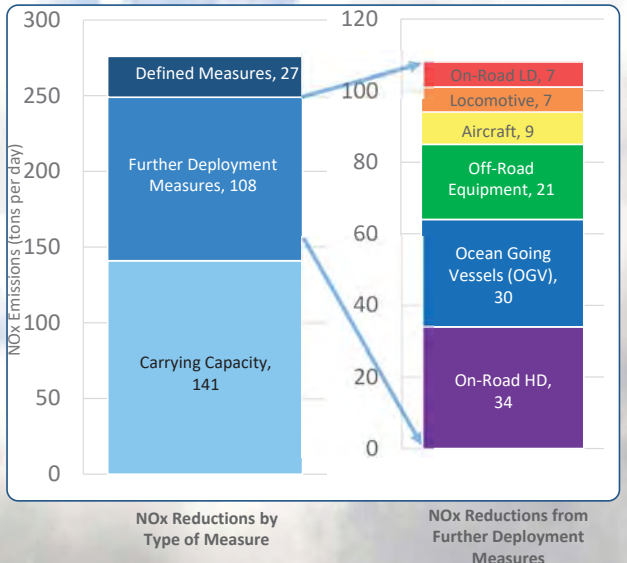
Standard	Level	South Coast Classification	Attainment Date
2015 8-hour Ozone	70 ppb	Extreme	August 3, 2038
2008 8-hour Ozone	75 ppb	Extreme	July 20, 2032
1997 8-hour Ozone	80 ppb	Extreme	June 15, 2024
1979 1-hour Ozone	120 ppb	Extreme	February 6, 2023

Progress in Overall NOx Reductions Since 1997

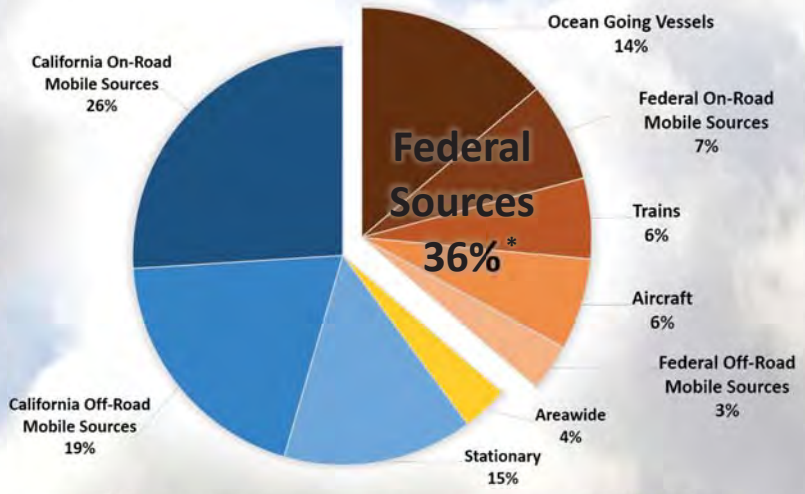


CAA Section 182(e)(5) for Extreme Non-Attainment Areas

- Allows for reliance on emission reductions from anticipated new technologies or improvement of existing technologies
- EPA approved Further Deployment measures in the 2016 AQMP under section 182(e)(5) – 108 tpd
- Contingency measures required 3 years prior to implementation of plan provisions (i.e., 2023 attainment date)
  - Provide full reductions assigned to 182(e)(5) measures



Contribution of Federal Sources (2023 NOx emissions)



** Includes international sources under the responsibility of federal government*

Contingency Measure Plan for Further Deployment Measures Reductions*

Strategy	2023 Reductions (tpd)
Identified Emissions Reduction Strategies	24 – 26
Additional Incentive Funding	15
Federal Measures and / or Funding	67 – 69
All Strategies	**108**

* Submitted to the U.S. EPA in December 2019

Attachment: PowerPoint Presentation – Overview of Recent and Upcoming Air Quality Planning Efforts and Near-term Air Quality Challenges

Additional Incentive Funding

- 2016 AQMP
  - Estimated need over $1 billion per year over 14 years
  - Current effort will update this estimate based on latest information
- Expected Future Funding (approximately $800 M over 4 years)
  - AB 617-Related Incentives – $80-90 M/yr.
  - Carl Moyer - $40-50 M/yr.
  - Prop 1B - $30 M
  - VW Settlement - $67 M
  - AB2766 Subvention Fund - $22 M/yr.
  - Mobile Source Air Pollution Reduction Review Committee - $17 M/yr.
- Additional Funding Needed
  - Voting District Authorization Legislation - $1.4 B/yr.
  - Other Mechanisms - TBD
  - Expected 2023 NOx Reductions: 15 tons per day

Potential Federal Measures

Measures	Measure Description	2023 NOx Reductions (tpd)
Low-NOx Heavy-Duty Vehicles	Heavy-duty vehicles (above 14,000 lbs. GVWR) powered by low-NOx engines in 2023	Up to 35
Low-NOx Ocean-Going Vessels	Ocean-going vessels coming to California powered by Tier 3 engines in 2023	Up to 28
Low-NOx Locomotives	Locomotives coming to California powered by Tier 4 engines in 2023	Up to 11
Low-NOx Aircraft	Aircraft NOx reductions assumption of 20% if emissions are held at 2012 levels.	Up to 4
Total Possible Reductions Towards Further Deployment Commitment		Up to 78

2023 Attainment Challenge

- Attainment of the 1997 8-hour ozone standard continues to represent a major challenge for the region
  - Regulations/programs adopted since 2016 AQMP fall significantly short of needed reductions
- South Coast AQMD is doing all we can to reduce emissions with current funding and authority
- Significantly more incentive funding is needed to accelerate turnover of existing fleet to cleaner technologies
- Without federal action and/or funding to address federal sources, attainment is not likely

25

Additional Challenge

- 2020 has experienced some of the highest ozone levels in decades
- Extreme, unusual, early and late season heat waves, wildfire emissions, and COVID impacts are all important factors
- Emissions continue to decline
- Very complicated to assess, but ongoing research:
  - Research contract with UC Riverside to evaluate "Air Quality Modeling and Big Data analysis of Meteorological and Emissions Impact on Air Quality"
  - Changing climate scenarios, "Representative Concentration Pathway (RCP) ", as adopted in IPCC reports being evaluated
  - Evaluating biogenic VOC emissions from urbanized areas and year-to-year changes due to meteorological variations
  - On-going, in-house research in collaboration with academic institutes and research laboratories on the impact of COVID19 shelter-in-place order on Basin air quality

26

Southern California Association of Governments
Remote Participation Only
November 5, 2020

To: Community
Economic & Human Development Committee (CEHD)
Regional Council (RC)

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

Subject: Sustainable Communities Program - Housing & Sustainable Development Call for Applications

EXECUTIVE DIRECTOR'S APPROVAL

Kome Ajise

RECOMMENDED ACTION FOR CEHD:
Recommend that the Regional Council approve the Housing and Sustainable Development Guidelines and authorize staff to release the Call for Applications.

RECOMMENDED ACTION FOR RC:
Approve the Housing and Sustainable Development Guidelines and authorize staff to release the Call for Applications.

STRATEGIC PLAN:
This item supports the following Strategic Plan Goal 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

EXECUTIVE SUMMARY:
On September 3, 2020, the Regional Council approved the 2020/2021 Sustainable Communities Program (SCP) Guidelines, which will consist of multiple Calls for Applications. Staff requests the CEHD recommend that the Regional Council approve the Housing and Sustainable Development (HSD) Guidelines and authorize staff to release the second Fiscal Year (FY) 20/21 Call for Applications for HSD Project types. HSD project types prioritize planning efforts to increase housing production and advance Connect SoCal's growth vision and policies.

Staff will promptly issue a Call for Applications for the HSD project types, subject to authorization by the Regional Council. HSD applications will be due to SCAG by 5 p.m. on January 15, 2021, and staff will conduct a workshop at least one month before this due date in order to answer questions and foster SCP program understanding. Approval of application rankings will be sought from the Regional Council in March 2021, and individual project initiation schedules will be developed promptly thereafter.

BACKGROUND:

For many years, SCAG has provided technical assistance and resources to local jurisdictions that support local planning, as well as implementation of the RTP/SCS. Innovative approaches to addressing and solving regional issues have been tested and implemented at local, sub-regional and regional levels. The Sustainable Communities Program (SCP), previously known as the Compass Blueprint and the Sustainability Planning Grant (SPG) program, supports the implementation of the region's Sustainable Communities Strategy (SCS). In total since its inception, the program has awarded 319 projects and more than $43 million across the region. The 2016 SPG and 2018 SCP projects are still underway. All of these projects demonstrate progress in advancing regional priorities and provide examples of integrated transportation, land use, and active transportation planning tailored to local needs that other cities can emulate.

The SCP is a multi-year funding program supported by federal, state, and local resources. The 2020/2021 SCP program has been updated from previous funding cycles to align with the recently adopted Connect SoCal and its associated implementation plan, Connect SoCal - Aligning Implementation with Pandemic Response Report (Agenda Item 21), which includes a series of pandemic recovery priorities to be considered in local technical assistance programs. In addition, the program aims to align with SCAG's goal and commitment to meaningfully advance justice and equity per the July 2, 2020 resolution. These priorities are reflected in the following SCP program goals:

- Provide needed planning resources to local jurisdictions for active transportation and multimodal planning efforts, transportation safety, sustainability, land use, and planning for affordable housing;
- Promote, address and ensure health and equity in regional land use and transportation planning and to close the gap of racial injustice and better serve our communities of color;
- Encourage regional planning strategies to reduce motorized Vehicle Miles Traveled (VMT) and greenhouse gas (GHG) emissions, particularly in environmental justice communities with the highest need for air quality improvements;
- Develop local plans that support the implementation of key strategies and goals outlined in Connect SoCal and the Sustainable Communities Strategy;
- Develop resources that support the Key Connections as outlined in Connect SoCal, including Shared Mobility and Mobility as a Service, Smart Cities and Job Centers, Accelerated Electrification, Go Zones, and Housing Supportive Infrastructure;
- Support a resilient region that looks to climate adaptation and public health preparedness as key strategies to address community prosperity, safety and economic recovery and sustainability; and
- Increase the region's competitiveness for federal and state funds, including, but not limited to the California Active Transportation Program and Greenhouse Gas Reduction Funds.

The SCP also seeks to advance Connect SoCal's "Core Vision," which centers maintaining and better managing Southern California's transportation network for moving people and goods, while expanding mobility choices by locating housing, jobs and transit closer together and increasing investment in transit and complete streets. The Core Vision includes policies and investments that support sustainable development; system preservation and resilience; demand management strategies and intelligent transportation systems; a regional transit backbone; complete streets; and goods movement.

The Program supports projects in multiple funding categories, including: Active Transportation & Safety; Housing and Sustainable Development; Smart Cities, Mobility Innovation, and Transportation Demand Management, and Green Region. Each project category is to include additional goals.

The HSD Call for Applications has the following specific goals:

- To encourage development and preservation of diverse housing types in areas that are supported by multiple transportation options;
- To create dynamic, connected, built environments that support multimodal mobility, reduce reliance on single-occupant vehicles, and reduce VMT;
- To reduce greenhouse gas emissions and improve air quality;
- To support healthy and equitable communities;
- To complement and increase competitiveness for state funding programs, including by increasing the number of cities with "pro-housing local policies" focusing on location efficient development and access to opportunity to receive preference in designated state programs;
- To employ strategies to mitigate negative community impacts associated with gentrification and displacement and achieve equitable outcomes.

Staff has sharpened the program focus to include in three (3) specific HSD project types, each to have a unique application. These program modifications aim to maximize resources toward meeting GHG reduction targets and expedite the procurement process. HSD project types are outlined below and are designed to complement the resources available through the Regional Early Action Program (REAP)/Local Early Action Program (LEAP).

Housing and Sustainable Development Project Types:

1. *Advancing Accessory Dwelling Unit (ADU) Implementation*: The intent of this project type is to provide planning assistance to help jurisdictions develop implementation policies and programs, including affordable rental ADU programs and ordinances, required for housing elements updated for consistency with State law.

2. *Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts:* The intent of this project type is to provide planning assistance to help jurisdictions implement and adopt Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts that support housing production.
3. *Objective Development Standards for Streamlined Housing, Prohousing Designation Program and Parking Innovation:* The intent of this project type is to provide planning assistance to help jurisdictions revise and adopt Objective Development Standards, implement prohousing policies and programs, revise and adopt housing supportive parking policies and programs.

Incorporated cities and unincorporated counties within the SCAG region are eligible to apply for HSD resources.

Next Steps:
Staff will present the HSD guidelines to the Community, Economic, and Human Development (CEHD) Committee at their November 5, 2020, meeting. The CEHD will be asked to recommend that the Regional Council approve the HSD Guidelines and authorize staff to release the second FY 20/21 Call for Applications for HSD Project types. Any significant comments from the CEHD will be reported to the Regional Council. Pending Regional Council approval, the anticipated schedule can be found below:

SCP-Housing and Sustainable Development Milestone	**Date**
Call for Applications Opens	November 9, 2020
Application Workshops	December 2, 2020
SCAG SCP Call for Applications Deadline	January 15, 2021
Proposal Review and Scoring	January 2021 – February 2021
SCAG Regional Council Approval of the 2020 SCP – HSD Application Rankings	March 4, 2021
Projects Begin	Fiscal Year 2021-2022

FISCAL IMPACT:
Staff's work budget for the SCP is included in the FY 2020-2021 Overall Work Program (OWP) under projects: 275-4881.01 Sustainable Communities Program (SCP) Call for Applications (FY20 SB1 Formula); and 300.4872.04 Regional Early Action Planning (REAP) Grants Program (SCS Integration).

ATTACHMENT(S):

1. Program Guidelines - Housing and Sustainable Development
2. PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for Applications

2020/21 Sustainable Communities Program (SCP)
Program Guidelines: Housing and Sustainable Development
Call for Applications

SCP Overview

The Southern California Association of Governments (SCAG) announces the Call for Applications for the 2020 Sustainable Communities Program (SCP) – Housing and Sustainable Development (HSD). Since 2005, SCAG's various sustainability planning grant programs (Compass Blueprint, Sustainability Planning Grants, Sustainable Communities Program) have provided resources and direct technical assistance to jurisdictions to complete important local planning efforts and enable implementation of the Regional Transportation Plan and Sustainable Communities Strategy (RTP/SCS), which today is called Connect SoCal.

The SCP allows SCAG to strengthen partnerships with local agencies who are responsible for land use and transportation decisions. Projects selected will allow local agencies to facilitate coordination and integration of transportation planning with active transportation, housing production, safety, smart cities, mobility innovation, transportation demand management, green region initiatives and sustainability. The SCP also serves as the primary funding vehicle where SCAG partners with local agencies to implement the goals, objectives and strategies of Connect SoCal and achieve an integrated regional development pattern that reduces greenhouse gas (GHG) emissions. Applicants are encouraged to review strategies promoted in Connect SoCal to align project applications with regional planning priorities and concepts.

The SCP provides local jurisdictions with multiple opportunities to seek funding and resources to meet the needs of their communities, address recovery and resiliency strategies considering COVID-19, and support regional goals. SCAG will release Calls for Applications throughout Fiscal Year '21 to select projects within different program areas and funding categories. SCAG may bundle similar projects together in a common contract.

SCP Goals

The SCP aims to:

- Provide needed planning resources to local jurisdictions for active transportation and multimodal planning efforts, sustainability, land use, and planning for affordable housing;
- Promote, address and ensure health and equity in regional land use and transportation planning and to close the gap of racial injustice and better serve our communities of color;
- Encourage regional planning strategies to reduce motorized Vehicle Miles Traveled (VMT) and greenhouse gas (GHG) emissions, particularly in environmental justice communities where there is the highest need for air quality improvements;
- Develop local plans that support the implementation of key strategies and goals outlined in Connect SoCal and the Sustainable Communities Strategy;
- Develop resources that support the Key Connections as outlined in Connect SoCal, including Shared Mobility and Mobility as a Service, Smart Cities and Job Centers, Accelerated Electrification, Go Zones, and Housing Supportive Infrastructure;
- Support a resilient region that looks to climate adaptation and public health preparedness as key strategies to address community prosperity, safety and economic recovery and sustainability;

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

- Increase the region's competitiveness for federal and state funds, including, but not limited to the California Active Transportation Program and Greenhouse Gas Reduction Funds.

Moreover, the SCP seeks to advance Connect SoCal's "Core Vision," which prioritizes maintaining and better managing Southern California's transportation network for moving people and goods, while expanding mobility choices by locating housing, jobs and transit closer together and increasing investment in transit and complete streets. The Core Vision includes policies and investments that support sustainable development; system preservation and resilience; demand management strategies and intelligent transportation systems; a regional transit backbone; complete streets; and goods movement.

On July 2, 2020, the SCAG Regional Council adopted a resolution reaffirming the agency's commitment to working toward a fair and just society and toward systemic change to eliminate all barriers that reduce opportunity and undermine Southern California's shared values and ability to thrive. SCAG affirmed its commitment to meaningfully advance justice and equity; and SCAG declared its intent to strengthen the way it engages and convenes to protect and expand community voice and power, and work in partnership with others to close the gap of racial injustice and better serve our communities of color, and in so doing, serve all the people of the region. The SCP aims to prioritize resources where there is a demonstrated need, guided by the Connect SoCal Goal, "to support healthy and equitable communities." SCAG is committed to advancing equity through addressing systemic disparities in the SCAG region, and to center communities most impacted by economic, social, and environmental injustices towards the goal of creating healthy and equitable communities.

Housing and Sustainable Development (HSD) Guidelines

Housing and Sustainable Development (Overview)

The Sustainable Communities Program HSD Program will provide beneficial resources to cities and counties for housing production planning implementing the Regional Housing Need Allocation (RHNA) and to further implementation of the Sustainable Communities Strategy (SCS).

Housing Goals and Purpose

The Connect SoCal HSD Program aspires to increase and accelerate housing production for all household types at all income levels in Southern California. In addition, the program aims to integrate and align housing goals with the region's adopted SCS.

Connect SoCal's "***Core Vision,***" which is wholly integrated within the SCS, prioritizes maintaining and better managing the transportation network, while expanding mobility choices by locating housing, jobs and transit closer together.

All applicants are encouraged to review and align proposals with the recommended strategies, which can be found in the Sustainable Communities Strategy (SCS) Technical Report.

By directing resources toward projects that implement Connect SoCal, SCAG aims to achieve the following goals:

- To encourage development and preservation of diverse housing types in areas that are supported by multiple transportation options;

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

- To create dynamic, connected, built environments that support multimodal mobility, reduce reliance on single-occupant vehicles, and reduce VMT;
- To reduce greenhouse gas emissions and improve air quality;
- To support healthy and equitable communities;
- To complement and increase competitiveness for state funding programs, including by increasing the number of cities with "pro-housing local policies" focusing on location efficient development and access to opportunity to receive preference in designated state programs;
- To employ strategies to mitigate negative community impacts associated with gentrification and displacement and achieve equitable outcomes.

Housing and Sustainable Development Project Types

The HSD Call for Applications will prioritize planning projects which aspire to integrate and align Southern California's housing production, preservation and protection opportunities with Connect SoCal - the region's adopted SCS. Applicants are encouraged to review strategies included within Connect SoCal – specifically, the SCS Technical Report, to align project applications with regional planning priorities and concepts. The most competitive applications will advance multiple planning goals, prioritize practical context-based need, utilize innovative or creative planning practices, and result in planning products or programs that are clearly tied to accelerating housing production, community need and implementation, and can serve as "best practices" for jurisdictions in the region. Conducting collaborative public participation efforts to involve communities or entities representing diverse lower-income households is required.

Applications for planning resources may be submitted for one of three project types:

1. Advancing Accessory Dwelling Unit (ADU) Implementation
2. Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts
3. Objective Development Standards for Streamlined Housing, Prohousing Designation Program and Parking Innovation

These project types are discussed in depth below. Required project components include (but are not limited to) how a planning project will result in the production of more housing, affordable housing, and streamlined entitlements; reduce GHG emissions and/or VMT; and benefit low-income and/or disadvantaged communities. Projects must have a strong nexus with the primary goals of increasing housing production, as well as advance one or more previously described program goals. Please quantify desired results and outcomes where possible.

Note: SCAG encourages applicants to assess jurisdictional priorities and apply for only one project type, however jurisdictions are allowed to submit more than one application. SCAG staff is available to support applicants in determining the most appropriate category for their project(s).

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

Scoring Rubric & Criteria

The overall application scoring rubric for each project type will be the same. Each application includes 3 main scoring criteria – 1) Project Need, 2) Scope of Work and Project Outcomes and 3) Partnerships and Community Engagement. Application questions vary by category within each topic area depending on the types of projects eligible. The potential points to be awarded for responses to each question also vary by category and project type and are noted in each application. Further clarification regarding how points are awarded are provided in the project application forms.

Scoring Criteria		
Topic 1	Project Need	55 Points
Topic 2	Scope of Work and Project Outcomes	30 Points
Topic 3	Partnerships and Community Engagement	15 Points

Funding

The HSD program will draw resources primarily from AB101 (2019) funding, specifically the Regional Early Action Planning (REAP) grant funds, per guidelines established by SCAG (September 2020) and the Notice of Funding Availability (NOFA) established by the California Department of Housing and Community Development (HCD) published on February 27, 2020. It is estimated that $15 million will be available for projects funded through SCAG's multiple SCP funding opportunities, with selected HSD Program projects to receive a portion of this funding. Additional state and federal resources may be used to supplement specific projects depending on availability.

The Sustainable Communities Program will not provide direct grant funding to applicants for HSD assistance, but will instead provide a combination of consultant services, SCAG staff resources, and direct technical assistance to complete planning projects in close collaboration with cities and counties. SCAG will work with the awarded agency to complete necessary procurement and contracting. SCAG staff will serve as the administrative project manager, manage the contract and pay for all costs incurred. SCAG may bundle similar projects together in a common contract.

Period of Performance and Time Extensions

A project initiation schedule and expectations regarding period of performance will be determined within sixty days of project award announcements, and will be based on project complexity, funding source, and agency capacity. Once the project schedule has been established, extensions will be considered only under extraordinary circumstances, on a case-by-case basis. Extensions and scope changes must be requested in letter format. All requests must include an explanation of the issues and actions the agency or local jurisdiction has taken to correct the issues. All extensions will be contingent on funding availability and the program requirements of the funding source assigned. Program completion is based on statutory provisions and SCAG intends all selected projects to be completed in a timely manner and requires that applicants coordinate internal resources to ensure timely completion of the projects.

Schedule

The following schedule outlines important dates for the HSD Call for Applications.

SCP-Housing and Sustainable Development Milestones	Date

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

Call for Applications Opens	November 9, 2020
Application Workshop	December 2, 2020
Call for Applications Submission Deadline	January 15, 2021 (5:00 p.m.)
Regional Council Recommendation	March 4, 2021
Final Work and Invoices Submitted	June 30, 2023

Contact Information

Questions regarding the SCP application or application process should be directed to:

Hannah Brunelle
Associate Regional Planner
Telephone: 213-236-1907
Email: brunelle@scag.ca.gov

Submittal Information

Applications are due Friday, January 15, 2021 by 5:00 p.m. using the instructions provided in the application. Questions regarding submitting applications for each category should be emailed to the contact person listed above. Applications should include all supporting documents in a single PDF file. Applications should include all supporting documents in the online application. Applicants are not required to demonstrate that a governing body has taken official action in order to apply, but a supporting resolution from the governing body or a letter of intent in support of the project from the appropriate executive officer will be required prior to project initiation. Files should be labeled in the following format:

Phase Category_City Name_Application Category_Project Name

For example:

Housing_Plannersville_ ADUPoliciesandOrdinances_CitywideADUOrdinance

Regional Distribution

Efforts will be made so that HSD projects are awarded in each county within the SCAG region.

Eligible Applicants

Incorporated cities and unincorporated counties within the SCAG region are eligible to apply for HSD resources

Prioritizing Community Engagement Across Project Types

Community engagement is essential in developing any HSD project. SCAG encourages each applicant to engage local communities and community-based organizations during the project, to help achieve equitable outcomes and affirmatively further fair housing (AFFH). Pursuant to State law, AFFH means "taking meaningful actions, in addition to combatting discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics."

Project Type: Advancing Affordable Accessory Dwelling Units (ADU) Implementation

The intent of this project type is to provide planning assistance to help jurisdictions develop implementation policies and programs, focused on affordable rental ADU programs and ordinances, required for housing element programs updated for consistency with State law. The most competitive applications will advance multiple planning goals; prioritize practical context-based need; utilize innovative or creative planning practices; result in planning products or programs that are clearly tied to accelerating housing production, community need and implementation; and can serve as "best practices" for cities in the region.

ADUs have the potential to be an innovative, affordable, effective option for adding much-needed housing in California. HCD is the state's recognized expert on local ADU ordinances, which have grown exponentially in number as more cities, counties, and homeowners become interested in ADUs as one solution to increasing the supply of affordable housing.

ADUs can be designed and supported as more affordable housing because they do not require paying for land, major new infrastructure, parking, or elevators. ADUs can provide a source of income for homeowners and can allow extended families to be near one another. ADUs can provide as much living space as many newly-built apartments and condominiums, and they are well suited for a variety of living situations. ADUs offer homeowners the flexibility to share independent living areas with household members and others and are an option to allow seniors to age in place.

Moreover, as jurisdictions prepare site inventories for the 6th Housing Element Update Cycle, site capacity must be designated for residential development, including ADUs, to meet Regional Housing Needs Allocations (RHNA) for each designated income level. Many local governments have updated their ADU ordinances for consistency with recent amendments to State law, but still need programs to incentivize development of affordable ADUs.

SCAG has already conducted an analysis in order to provide local governments in the region with assumptions for ADU affordability that can be used to assign ADUs to income categories for the purpose of 6th Housing Element Update Cycle. Since HCD has determined SCAG's Regional ADU Affordability Analysis meets statutory requirements, SCAG's ADU project type may therefore be used to address additional housing element requirements such as ADU development trends, resources and incentives, and policies and programs. There is need for development of financing programs to support ADUs affordable to lower income households, described, for example in this University of California – Berkeley report.Applicants who wish to apply for this program are strongly encouraged to attend an application workshop and/or reach out to SCAG staff for more information.

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

Advancing Affordable ADUs Implementation - Scoring Criteria	
Focus Area 1: Project Need	55 Points
Nexus to increased ADU production through updated policies, ordinances and programs	30
SCS Implementation	15
Disadvantaged Community Need	10
Focus Area 2: Scope of Work and Project Outcomes	30 Points
Estimated housing production potential	15
SCS Implementation	10
Supporting AFFH policies	5
Focus Area 3: Partnerships and Engagement	15 Points
Partnerships	5
Inclusive Diverse and Equitable Community Engagement	10

Project Type: Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts

The intent of this project type is to provide planning assistance to help jurisdictions implement and adopt Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts that support housing production. The most competitive applications will advance multiple planning goals; prioritize practical context-based need; utilize innovative or creative planning practices; planning products or districts that are clearly tied to accelerating housing production, community need and implementation; and can serve as "best practices" for cities in the region.

The 2017 Legislative Housing Package provided a renewed focus on California's housing crisis. The housing package offered an injection of new regulatory and financial resources, and with it, an opportunity to innovate in the way housing is delivered throughout the state of California. Examples of eligible plans include but are not limited to the following:

Housing Sustainability Districts (AB 73): Planning assistance to help jurisdictions implement AB 73, through the use of incentives to local governments to create housing on infill sites near public transportation, including fair housing analysis, identifying potential areas for affordable housing, and developing equity-based housing policies and programs. Certain CEQA streamlining and ministerial approval options may also become available in a Housing Sustainability District.

Workforce Housing Opportunity Zones (SB 540): Planning assistance to help jurisdictions implement SB 540, through the use of streamlining the housing approval process by having cities identify Workforce Housing Opportunity Zones and completing up-front planning focused on employment and affordable housing in areas close to jobs, transit, and result in reduced VMT.

Housing Supportive Tax Increment Financing Districts: Planning assistance to help jurisdictions implement tax increment financing districts that will result in accelerating housing production, through the development of infrastructure improvements to support infill housing and transit-oriented mixed-use development, such as:

Enhanced Infrastructure Financing Districts (EIFDs) (SB 628). EIFDs are authorized to utilize tax increment financing to fund infrastructure improvements, maintenance, and related projects. EIFDs do not increase property taxes. Jurisdictions designate a district for investment through a public financing authority. There is no mandatory affordable housing set-aside for this type of tax increment financing district.

Community Revitalization and Investment Authorities (CRIAs) (AB 2). CRIAs are funded through tax increment financing and increase funding for and production of affordable housing in disadvantaged communities. To qualify, a city/county must meet the criteria for disadvantaged communities or meet other socioeconomic conditions. CRIAs have an affordable housing set aside of 25%.

Neighborhood Infill Finance and Transit Improvements (NIFTIs) (AB 1568). The NIFTI Act permits cities/counties to allow EIFDs to funnel sales and use tax revenues toward affordable housing and supportive transit infrastructure projects. The law outlines the requirements for the ordinance that must be established to create a NIFTI. NIFTIs have a 20% affordable housing requirement.

Affordable Housing Authorities (AHAs) (AB 1598). As public financing entities, AHAs use property or sales tax increment to provide bonds for affordable housing and workforce housing production. AHAs are funded by an affordable housing fund that is financed by property tax increment revenues. AHAs have a 95% affordable housing requirement.

Infrastructure and Financing Revitalization Districts (IFRDs) (AB 229). IFRDs finance housing development and other development projects of communitywide significance in current and former redevelopment project areas using funds from the Redevelopment Property Tax Trust Fund. Districts that develop housing are required to set aside a minimum of 20% affordable housing.

Applicants who wish to apply for this program are strongly encouraged to attend an Application Workshop and/or reach out to SCAG staff for more information.

Housing Sustainability Districts (AB73), Workforce Housing Opportunity Zones (SB540) and Housing Supportive Tax Increment Financing Districts - Scoring Criteria	
Focus Area 1: Project Need	55 Points
Nexus with increased housing production	30
VMT reduction	15
Disadvantaged community need	10
Focus Area 2: Scope of Work and Project Outcomes	30 Points
Estimate housing production potential	15
VMT reduction	10
Supporting AFFH policies	5

Focus Area 3: Partnerships and Engagement	15 Points
Partnerships	5
Inclusive Diverse and Equitable Community Engagement	10

Project Type: Objective Development Standards for Streamlined Housing, Prohousing Designation Program and Parking Innovation

The intent of this project type is to provide planning assistance to help jurisdictions revise and adopt Objective Development Standards, implement prohousing policies and programs, revise and adopt housing supportive parking policies and programs. The most competitive applications will advance multiple planning goals; prioritize practical context-based need; utilize innovative or creative planning practices; result in planning products, policies or programs that are clearly tied to accelerating housing production, community need and implementation; and can serve as "best practices" for cities in the region.

Speeding up approvals and permit processing, including instituting programs that streamline or consolidate the review process, can expedite the production of housing in a community, and can incentivize infill development and affordable housing. Moreover, reducing parking, implementing parking pricing programs, and other parking innovations can also significantly reduce the cost of producing new housing.

Developing Objective Development Standards or pre-approved site and architectural plans can facilitate non-discretionary permitting and streamline the housing approval process. In 2017, SB 35 provided for a streamlined, ministerial approval process for multi-unit residential development in localities that have not met their RHNA targets for any given year. These standards involve "no personal or subjective judgement by any local official and are uniformly verifiable by reference to an external and uniform benchmark, or criterion available and knowable by both the development applicant or proponent and the public official." Objective development standards can facilitate compliance with the Housing Accountability Act; see HCD Memorandum: Housing Accountability Act Technical Assistance Advisory (PDF) (AB 678, AB 1515, AB 3194, SB 330).

To facilitate process streamlining, HCD is implementing a new Prohousing Program to incentivize cities to reduce housing costs by speeding up the process of housing entitlements. HCD has a living document that provides insight on best practices that support Prohousing communities [HCD's pending Prohousing Guidelines should be available prior to the deadline for completing applications].

Eligible proposals include but are not limited to the following:

> **Streamlining permit processing.** Planning assistance to help jurisdictions implement streamlining the housing approval process by having cities revise and adopt ordinances, policies, fee reductions and programs that focus on accelerating housing production.
>
> **Prohousing Designation.** Planning assistance to help jurisdictions attain an HCD Prohousing designation, by implementing streamlined & objective development standards, and/or reducing

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

development impact fees, to reduce housing costs for infill development and by encouraging by-right housing.

Parking Innovation. Planning assistance to help jurisdictions implement innovative parking strategies such as reducing or eliminating parking minimums, implementing parking pricing programs, and other parking policies that significantly reduce the cost of producing new housing.

Applicants who wish to apply for this program are strongly encouraged to attend an Application Workshop and/or reach out to SCAG staff for more information.

Objective Development Standards for Streamlined Housing, Prohousing Designation Program and Parking Innovation - Scoring Criteria	
Focus Area 1: Project Need	55 Points
Nexus to increased housing production through objective development standards for streamlined housing, achieving a Prohousing designation, or parking innovation	30
SCS Implementation	15
Disadvantaged Community Need	10
Focus Area 2: Scope of Work and Project Outcomes	30 Points
Estimate housing production potential	15
SCS Implementation	10
Supporting AFFH policies	5
Focus Area 3: Partnerships and Engagement	15 Points
Partnerships	5
Inclusive Diverse and Equitable Community Engagement	10

Match Requirements

There are no local match requirements for HSD planning projects.

Application Process

Eligible applicants are encouraged to apply to the SCP by completing an application specific to one of the three Project Types described above that prioritizes jurisdictional goals. While one application is recommended, jurisdictions may submit multiple project applications. Please contact SCAG staff if support is needed in identifying the proper application category. An application workshop will be scheduled on December 2, 2020 to address any questions related to the application process. For more information and details on the workshop, please see the SCAG SCP website. **Applicants must complete and submit their application by 5:00 p.m. on January 15, 2021.**

Evaluation Process

An evaluation team specific towards each project type will review the applications. Each evaluation team will be made up of internal and external representatives, related to the specific categories.

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

Recommendations will be made to the Regional Council in March 2021. Following project award announcements, unsuccessful applicants are encouraged to talk with SCAG staff to obtain feedback on opportunities to improve their applications for future program cycles.

Attachment: Program Guidelines - Housing and Sustainable Development (Sustainable Communities Program - Housing & Sustainable

2020 Sustainable Communities Program

Housing and Sustainable Development Guidelines & Call for Applications

Julia Lippe-Klein
Program Manager
Planning Strategy

Lyle Janicek
Associate Regional Planner
Sustainability

November 5, 2020

SCAG™
INNOVATING FOR A BETTER TOMORROW
WWW.SCAG.CA.GOV

Regional Early Action Planning (REAP) Program

Partnerships and Outreach

- Sub-Regional Partnership Program
- Call for Collaboration
- Education
  - Local leadership academy
  - Other outreach
- Stakeholder engagement

Regional Policy Solutions

- Regional Action Plan with SCS Integration
- Policy Analyses and white papers
- Data-based tools and resources for local housing programs

SCS Integration

- Sustainable Communities Program
- TOD analysis with transportation agencies
- Priority growth area capacity analysis

Attachment: PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for

Sustainable Communities Program (SCP)

2020 Sustainable Communities Program (SCP): Program Goals

- Provide Needed Planning Resources
- Support Connect SoCal's Key Connections
- Promote & Address Health & Equity
- Support a Resilient Region
- Reduce VMT & GHG Emissions
- Support the Region's Competitiveness for Federal & State Funds
- Support the Implementation of Key Strategies and Goals of Connect SoCal's SCS

Attachment: PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for

2020 Sustainable Communities Program (SCP)

- Supports implementation of 2020 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS), *Connect SoCal*
- Provides **multiple opportunities** to seek funding and resources to meet the needs of communities, address recovery and resiliency strategies considering COVID-19, and support regional goals

2020 Sustainable Communities Program (SCP): Housing and Sustainable Development Project Types

Project Type 1:
Advancing Accessory Dwelling Unit (ADU) Implementation

Project Type 2:
Housing Sustainability Districts, Workforce Housing Opportunity Zones, and Housing Supportive Tax Increment Financing Districts

Project Type 3:
Objective Development Standards for Streamlined Housing, Prohousing Designation Program and Parking Innovation

Attachment: PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for

Housing and Sustainable Development

Housing and Sustainable Development: Schedule	
Call for Applications Opens	November 9, 2020
Application Workshop	December 2, 2020
Application Deadline	**January 15, 2021**
Regional Council Approval of 2020 SCP Projects	March 4, 2021
Projects Begin	2021-2022
Final Work and Invoices Submitted	June 30, 2023

CEHD/RC Recommended Action

Staff requests the CEHD recommend that the Regional Council approve the Housing and Sustainable Development (HSD) Guidelines and authorize staff to release the second FY 20/21 Call for Applications for HSD Project types.

Attachment: PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for

Questions?

Julia Lippe-Klein
Lippe-klein@scag.ca.gov
(213) 236-1856

Lyle Janicek
janicek@scag.ca.gov
(213) 236-1966

Attachment: PowerPoint Presentation - 2020 Sustainable Communities Program Housing and Sustainable Development Guidelines & Call for

Southern California Association of Governments
Remote Participation Only
November 5, 2020

To: Community, Economic and Human Development Committee (CEHD)

From: Dorothy Suchkova, Senior Regional Planner, (213) 236-1932, suchkova@scag.ca.gov

Subject: Highlights and Outcomes of the 2020 Go Human Safety and Engagement Campaign

EXECUTIVE DIRECTOR'S APPROVAL

Kome Ajise

RECOMMENDED ACTION FOR CEHD:
Information Only - No Action Required

STRATEGIC PLAN:
This item supports the following Strategic Plan Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians. 2: Advance Southern California's policy interests and planning priorities through regional, statewide, and national engagement and advocacy. 4: Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration. 6: Deploy strategic communications to further agency priorities and foster public understanding of long-range regional planning.

EXECUTIVE SUMMARY:
On May 1, 2014, the General Assembly adopted a resolution in support of endorsing a regional effort to promote a pedestrian and bicycle safety initiative. To pursue this effort, SCAG launched Go Human, a Regional Active Transportation Safety and Encouragement Campaign, with funding from the Active Transportation Program. To extend campaign efforts, SCAG has secured Pedestrian/Bicycle Safety funds from the Office of Traffic Safety annually since 2016. On October 1, 2020, SCAG secured a grant in the amount of $1,000,000 to conduct a fourth round of Go Human safety programming and outreach across the region. With this funding, Go Human launched a regional safety advertising campaign, achieving 328 million impressions, and provided resources to jurisdictions across the region through co-branding and technical assistance, as well as mini grant opportunities to community-based organizations to implement street level safety strategies for people walking and biking.

BACKGROUND:
The SCAG region, like California and the nation, experienced a period of annual declines in traffic-related fatalities and serious injuries until 2012 when they began to steadily rise. Although the region has made some progress on safety, on average between 2012 and 2016, 1,500 people are killed, 5,200 are seriously injured, and 136,000 are injured in traffic collisions each year. About 73

percent of those killed between 2001 and 2016 were in vehicles or on motorcycles, while the remaining 27 percent were walking or bicycling (disproportionate to their mode share, 12 percent of all daily trips are walking or biking trips). The numbers of both pedestrians and motorcyclists killed are the highest they have been for more than a decade. These collisions are happening in every city across the region.

To heighten awareness of the region's transportation safety challenges and opportunities, and to reduce collisions resulting in serious injuries or fatalities, SCAG launched the *Go Human* campaign in 2015. *Go Human* is an award-winning community outreach and advertising campaign with the goals of reducing traffic collisions and encouraging people to walk and bike more in the SCAG region. *Go Human* is a collaboration between SCAG and the County Transportation Commissions and Public Health Departments in the region. The campaign provides advertising and educational resources to partners and implements temporary safety demonstration projects to showcase innovative transportation designs and help cities re-envision their streets as safer, more accessible places for walking and biking.

The *Go Human* program has been funded annually through the California Office of Traffic Safety for the past four years. During the past grant period, ending September 30, 2020, with $1,000,000 in funding, *Go Human* implemented a variety of strategies to improve the safety of residents walking and biking across the region.

This item is being presented to inform SCAG Policy Committee Members of the highlights and outcomes of *Go Human's* recent grant activities, including the regional advertising campaign, message co-branding with jurisdictions, the Resilient Streets program, and the *Go Human*'s Safety Mini Grant Program. This item also identifies the *Go Human* program's role with pandemic recovery and resiliency, in support of economic development, through its adapted strategies with technical assistance and local funding opportunities.

Advertising Campaign

SCAG launched *Go Human*'s paid regional advertising campaign during the month of August 2020 with updated, stakeholder-tested messaging, in anticipation of the time of year with the highest rate of collisions due to reduced daylight hours. The media purchases targeted drivers with a "point of engagement" strategy, utilizing billboards, gas pump toppers, convenience store sheets, bus shelters, digital and social media ads, among others, with messaging reminding drivers to slow down and watch for pedestrians. The campaign flight achieved over 328 million impressions (each time someone views the advertisement). To date, *Go Human* has achieved over 1.3 billion impressions related to traffic safety messaging across the region. Additionally, SCAG completed an evaluation of the campaign effectiveness and found that over 80 percent of drivers found the ads motivating.

Co-Branding & Leveraging Strategies

To extend the reach of the paid advertising campaign, *Go Human* implemented a local co-branding strategy with partners. *Go Human* developed 17 partnerships, distributing over 2,900 materials. Campaign creative was utilized outside of the SCAG region, including in Placer County in support of their Active Transportation Program funded project, complementing infrastructure strategies with safety messaging. Other strategies leveraged the advertisement campaign to advance a message of safety. The SCAG Safety Pledge called on local governments to commit to improving safety by adopting a Vision Zero plan, hosting a pop-up safety demonstration, implementing a safety outreach campaign, among other actions. The Pledge was signed by 44 signatories representing 32 jurisdictions. The *Go Human* Safe Driver Pledge encouraged drivers to keep everyone on the road safe and was signed by 122 residents of the SCAG region. SCAG's highly successful *Go Human* Twitter Chat further engaged stakeholders in virtual safety conversations, reaching over 80,00 unique viewers and building over 430,000 impressions.

Local Community Engagement and Safety Mini-Grant Program

In conjunction with the advertising campaign, *Go Human* launched the Local Community Engagement and Safety Mini-Grants (Mini-Grants) program. Developed as funding program to improve safety for people walking and biking, the program expanded the concept of traffic safety in response to the pandemic and efforts to reduce the transmission. *Go Human* awarded more than $210,000 in funding to 28 projects across the region. Awarded projects spanned a wide range of creative engagement activities that prioritized the mobility and transportation needs of those most impacted by COVID-19. Projects included storytelling radio series focusing on transit, virtual workshops for youth, free bike match and repair for essential workers and families, and co-creation of community resilience and safety resources, among many other creative and impactful projects. Mini-Grant awardee efforts reached an additional 76,500 people to support safety and street level resiliency planning.

Kit of Parts and Resilient Streets

Go Human's Kit of Parts is an engagement tool for jurisdictions to temporarily demonstrate safety infrastructure. Designed with modular elements, the Kit, through a no-cost loaner program, supports planning efforts by showcasing potential and planned street design treatments that support public space, improve equity, and enhance community resiliency. Inclusive of five different design treatments (protected bike lanes, parklets, crosswalks, pedestrian refuge islands and bulb-outs), as well as signage and evaluation tools, the Kit was deployed 16 times throughout the past 12 months (prior to the onset of the pandemic). As a result of the growing demand, *Go Human*

designed and developed two additional Kits, to be housed in four different Counties in the following grant year, managed by community-based partners.

As a response to the impacts of the pandemic, SCAG launched its Resilient Streets Technical Assistance program in recognition of emerging needs and practices. Across the country, jurisdictions and community stakeholders have repurposed street space for aid distribution, resource delivery, and temporary infrastructure for bus rapid transit (BRT), among other purposes. Resilient Streets utilize street space for community resiliency, recovery, and resource delivery that prioritizes disadvantaged and vulnerable communities.

To provide technical assistance to jurisdictions, SCAG hosted a Resilient Streets webinar series that reached a total of 129 practitioners and community members. SCAG has also developed a robust Resilient Streets Toolkit that functions as an integrated programmatic component of the Kit of Parts. The Toolkit demonstrates ways of adapting components of the Kit of Parts to support resilient street projects and identifies case studies, funding sources, and other practical considerations for planning and implementation.

FISCAL IMPACT:
All costs associated with this item are included in the FY 2020-21 Overall Work Program (OWP) under project number 225-3564.13 and funded by a Pedestrian and Bicycle Safety Program Grant from the California Office of Traffic Safety.

ATTACHMENT(S):
1. PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign

SCAG *Go Human*
2020 Regional Advertisement Campaign
Update

Dorothy Le Suchkova
Planning Strategy
November 5, 2020

www.scag.ca.gov

SCAG
INNOVATING FOR A BETTER TOMORROW

Agenda

- *Go Human* Overview
- Regional Safety Advertising Campaign Overview
- Co-Branding and Leveraging Strategies
- Local Community Engagement and Safety Mini-Grant Program
- Kit of Parts
- Resilient Streets Technical Assistance & Toolkit

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Go Human: Active Transportation Safety & Encouragement Campaign

Regional Advertising Campaign & Co-Branding

Temporary Safety Demonstrations & Programming

Safety Workshops, Webinars & Technical Assistance

Background & Framing

- SCAG launched *Go Human* in 2015 to reduce traffic collisions and encourage people to walk and bike more.
- Yearly averages for traffic collisions in the SCAG region between 2012 and 2016:
  - 1,500 fatalities
  - 5,200 serious injuries
  - 136,000 injuries
- Walking and biking comprises 12% of daily trips in the region yet 27% of all fatalities are people walking and biking.
- *Go Human* strategies support pandemic recovery and resiliency in support of economic development.

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

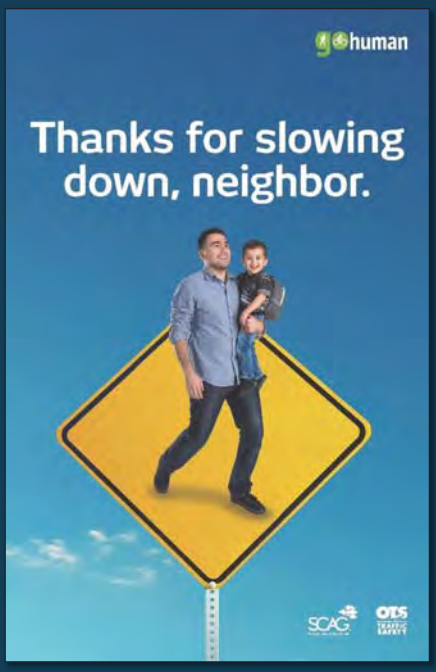
SCAG Resolution to Close the Gap of Racial Injustice

From Resolution No. 20-623-2:

"SCAG stands in solidarity with those working toward a fair and just society, and with those calling for systemic change to eliminate all barriers that reduce opportunity and undermine Southern California's shared values and ability to thrive."

Regional Advertising Campaign Overview

Core message	Slow down driving and watch for people walking.
Goals	• 4 week run • English and Spanish • Reach 1 in 5 residents across the region (280 million impressions)
Methodology	Targeted ads using High Injury Network (HIN), CalEnviroScreen 3.0 data on disadvantaged communities
Call-to-Action	Go Human Safe Driver Pledge



Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Audience-Tested Messages

Go Human Safe Driver Pledge

SCAG go human

Go Human Safe Driver Pledge / Compromiso del conductor seguro de *Go Human*

SCAG's *Go Human* campaign aims to reduce traffic collisions to improve safety in communities across Southern California. **Commit to driving practices that create safe streets for vulnerable users, particularly those who walk and bike.**

La campaña *Go Human* de la Asociación de Gobiernos del Sur de California (SCAG) tiene como objetivo reducir los accidentes de tránsito para mejorar la seguridad en las comunidades del sur de California. **Comprométase a prácticas de manejo que generen calles seguras para los usuarios vulnerables, particularmente para aquellos que caminan o andan en bicicleta.**

To help create a safer Southern California, I will:/Para ayudar a que el sur de California sea más seguro, me comprometo a realizar lo siguiente: *

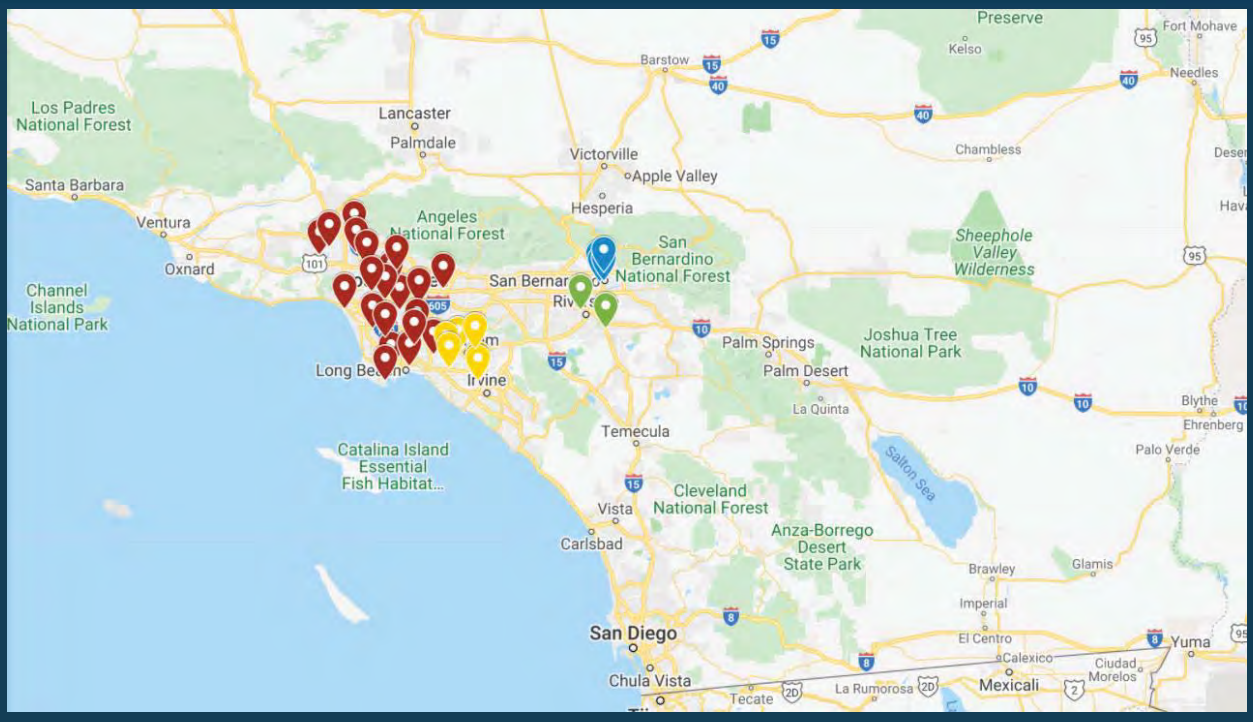
- ☐ Slow down and drive the speed limit or less./Bajar la velocidad y manejar a la velocidad máxima permitida o una velocidad menor.
- ☐ Look for people walking or biking before turning./Estar atento a las personas que caminan o andan en bicicleta antes de doblar.
- ☐ Remember, every intersection is a crosswalk, even if unmarked./Recordar que cada intersección es un cruce peatonal, incluso si no está señalizada.
- ☐ Give people biking at least 3 feet when passing./Dejar un espacio a las personas que andan en bicicleta de al menos 3 pies al pasar a su lado.
- ☐ Stay alert and put the cell phone away./Estar alerta y guardar el celular.
- ☐ When parallel parked, look for people biking before opening the door./Estar atento a los ciclistas antes de abrir la puerta al estacionar en paralelo.

Please share with your friends, family, and neighborhood organizations. Together, we can

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

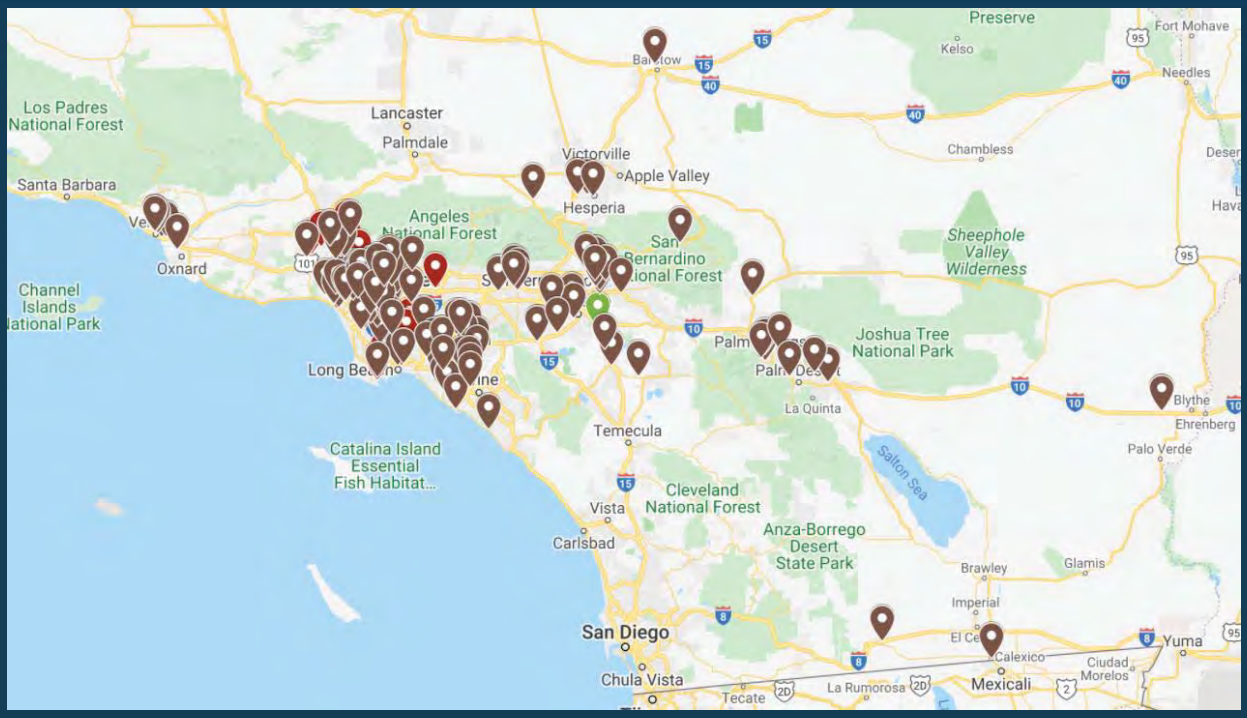
Virtual Stickers for those that Pledge!

Outdoor Ad Locations – Billboards



Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Outdoor Ad Locations – Billboards + Small Ads



Outdoor Advertisements

Regional Campaign Outcomes

- This campaign reached over 328 million impressions across six counties, far exceeding the 280 million target.
- Total impressions to date for *Go Human* exceeds 1.3 billion.
- Post campaign survey (600) shows 80% of respondents found the messaging motivating.

Co-Branding & Leveraging Strategies

	Co-Branded Safety Material	SCAG Safety Pledge	Go Human Safe Driver Pledge	Go Human Twitter Chat
Description	Neighborhood-level messaging that provides additional coverage.	Calls on local governments to commit to improving safety	Encourages drivers to keep everyone on the road safe	Engaged stakeholders in virtual safety conversations
Reach	2,861 materials distributed to 17 partners	44 signatories representing 32 jurisdictions	Signed by 122 residents of the region	Reached 80,000 unique viewers and built over 430,000 impressions

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Co-Branded Safety Material

Pasadena
Slow Streets Project

Anaheim
Postcard Mailer

Costa Mesa
Mini-Grant Project

Thank you to Jurisdictions & Agencies that Committed to the Safety Pledge!

Altadena
Banning
Beaumont
Buena Park
Calimesa
Calipatria
Cathedral City
Chino Hills
Costa Mesa
Culver City
El Centro
Glendora
Hemet
Imperial County Transportation Commission
La Cañada Flintridge
Long beach
Los Angeles
Lynwood
Maywood
Mission Viejo
Moreno Valley
OCTA
Orange
Palm Desert
Palm Springs
Palmdale
Pasadena
Placentia
Rosemead
San Jacinto
Thousand Oaks
West Hollywood
Wildomar

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Local Community Engagement and Safety Mini-Grants

- Expanded the concept of traffic safety in response to the pandemic and efforts to reduce transmission.
- SCAG provided over **$210,000** to **28 community-driven projects.**
- Small, targeted investments led to big, ambitious projects, through partnerships between SCAG, community-based organizations, and elected official champions.

THE ORANGE COUNTY REGISTER

LOCAL NEWS - News

Costa Mesa testing traffic barriers on West 19th Street to slow traffic, improve safety

Costa Mesa Public Services staff work to install a temporary roundabout at Wallace Ave. and Center St. during a demonstration of traffic speed mitigation options on Friday, September 11, 2020. (Photo By Jeff Anlenore, Contributing Photographer)

By ALICIA ROBINSON | arobinson@scng.com | The Orange County Register
PUBLISHED: September 11, 2020 at 12:09 p.m. | UPDATED: September 11, 2020 at 1:04 p.m.

Material Produced by Mini-Grant Awardees

Latino Health Access

City Fabrick

Central City Neighborhood Partners

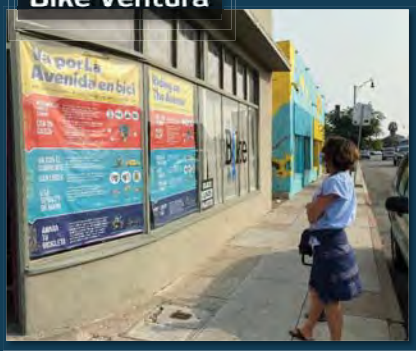
Day One

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Material Produced by Mini-Grant Awardees

Central City Neighborhood Partners

Bike Ventura



T.R.U.S.T South LA

Material Produced by Mini-Grant Awardees

Echo Park Film Center

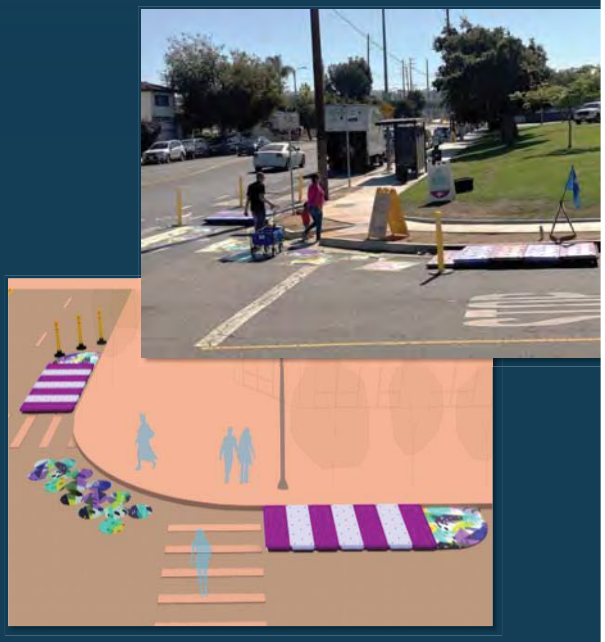
Los Angeles Walks

Community Intelligence

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Kit of Parts

- No-cost loaner program includes materials that allow for 5 different street treatments that, when combined, create a temporary Complete Street demonstration on an otherwise typical street:
  1. Parklet
  2. Curb Extension
  3. Artistic Crosswalk
  4. Separated Bike Lane
  5. Median Refuge Island
- Deployed 16 times throughout the past 12 months (prior to the pandemic)
- Expanding Fall 2020 with the addition of 2 new, CBO-managed kits (from 2).



Resilient Streets Technical Assistance

- Resilient Streets is the use of street space for community resiliency, recovery, and resource delivery that prioritizes disadvantaged and vulnerable communities, such as
  - Black, Indigenous and People of Color
  - Frontline workers
  - Street vendors
- Emphasis on community-driven co-creation, where community engagement is ongoing for a project.
- July webinar series reached 129 practitioners.

Resources Used for Framing

PolicyLink
"Center Racial Equity"

Untokening
"Mobility Justice Responses to COVID-19"

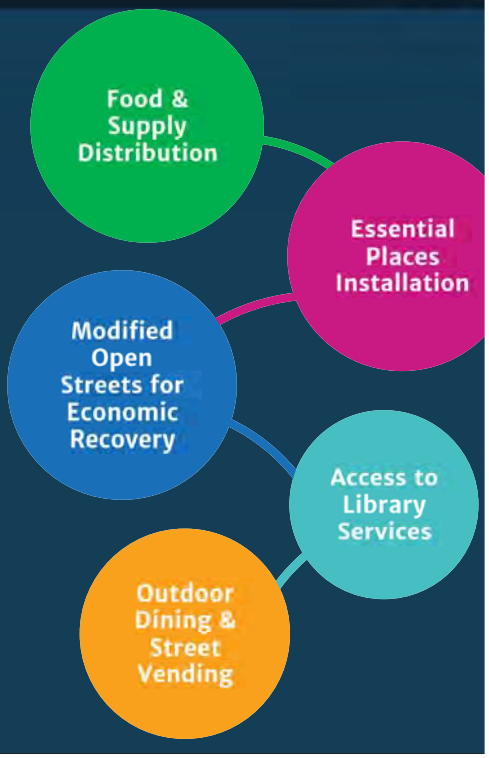
Safe Routes Partnership
"Open Streets, Shared Streets, Healthy Streets—Creating Mobility and Physical Activity Solutions Now and for the Future"

NACTO
"Streets for Pandemic Response & Recovery"

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Resilient Streets Toolkit

- Resilient Street Toolkit identifies how jurisdictions can use Kit of Parts towards pandemic response and resilient economic recovery.
- Identifies project examples, practical considerations for implementation, and potential funding sources.



Thank you for being champions for safety in your city and region!

More information on the advertising campaign visit gohumansocal.org
And follow @gohumansocal on Twitter, Instagram, and Facebook.

Andrés Carrasquillo
Community Engagement Specialist
carrasquillo@scag.ca.gov // (213) 630-1401

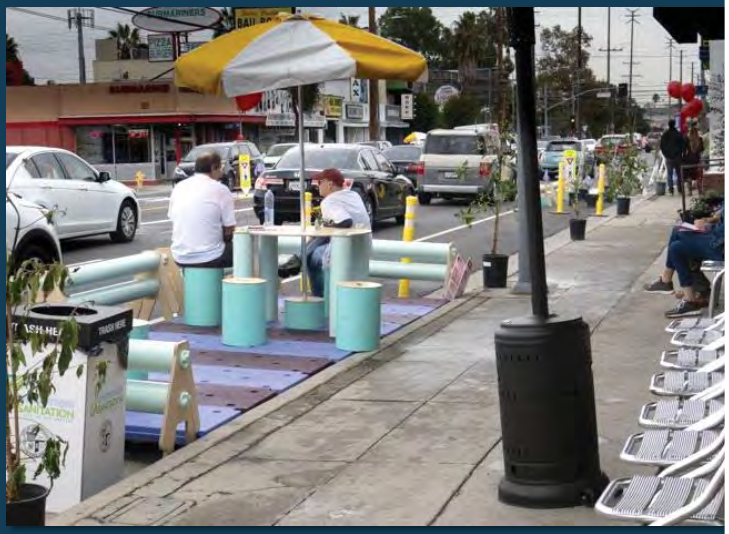
Materials developed with funding provided by the California Office of Traffic Safety.

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Additional Material

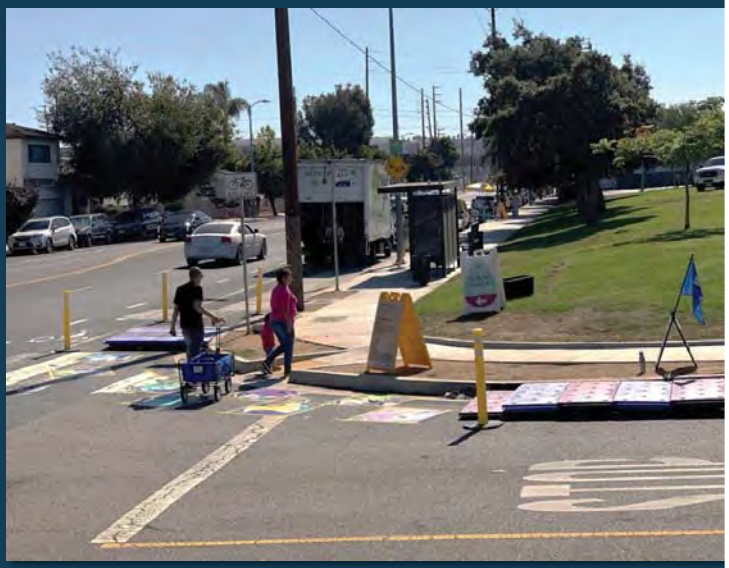
Kit of Parts: Parklet

- Prototypes outdoor engagement
- Allows physical distancing
- Provides shaded seating



Kit of Parts: Curb Extension

- Prototype outdoor engagement
- Demonstrate physical distancing
- Shortens the crossing distance



Kit of Parts: Artistic Crosswalk

- Support safer crossing
- Provide more room for physical distancing when crossing (stripes are spaced at 6 feet)

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Kit of Parts: Separated Bike Lane

- Provide more room for physical distancing

Kit of Parts: Median Refuge Island

- Support safer crossing
- Provide more room for physical distancing

Kit of Parts: Signage & Survey Tool

- Each treatment includes on educational sign that describes the treatment in Spanish and English.
- The Kit includes 5 signs in total.
- Go Human has a feedback/survey form available which can be used to assess support for designs, needs assessments and other feedback, if collection is feasible.
- Lending form for the Kit is located here.

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

IMPLEMENTATION & INSPIRATION – Food & Supply Distribution

East Side Riders – food distribution to vulnerable populations
https://www.esrbc.org/

IMPLEMENTATION & INSPIRATION – Essential Services

Accessing Library Services: Imperial County Library – Raise a Reader Initiative

- Family literacy packets delivered to participants of the program

Impact of lack of Broadband Access for student's homework: link here

- Creating way-finding routes to support families who need printed materials due to lack of broadband internet access

Essential Places Installation (City of Oakland) link here

- Temporary traffic safety improvements to enable safer access for residents to the essential services in their neighborhood – including grocery stores, food distribution sites in public facilities, and COVID-19 test sites

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

IMPLEMENTATION & INSPIRATION – Outdoor Dining & Street Vending

IMPLEMENTATION & INSPIRATION – Modified Open Streets

Modified Open Streets for local economic recovery

- Short commercial street closures, not events, for safe social-distancing and promoting local business.

Attachment: PowerPoint Presentation - SCAG Go Human 2020 Regional Advertisement Campaign (Highlights and Outcomes of the 2020 Go

Southern California Association of Governments
Remote Participation Only
November 5, 2020

To: Community, Economic and Human Development Committee (CEHD)

EXECUTIVE DIRECTOR'S APPROVAL

Kome Ajise

From: Ma'Ayn Johnson, Regional Planner Specialist,
(213) 236-1975, johnson@scag.ca.gov

Subject: Personal Shelter Community for Homelessness

RECOMMENDED ACTION:
Information Only – No Action Required

STRATEGIC PLAN:
This item supports the following Strategic Plan Goal 1: Produce innovative solutions that improve the quality of life for Southern Californians.

EXECUTIVE SUMMARY:
Patrick Diller, Business Development Director at Pallet, will present on the benefits of temporary personal shelters for people experiencing homelessness and how shelter communities can help local governments rapidly add capacity to existing shelter systems.

BACKGROUND:
Permanent solutions for increasing housing across California are often not developed quickly enough to keep up with demand, resulting in thousands of people sleeping on the streets in any given night across the state. In the midst of the COVID-19 pandemic, people experiencing homelessness are uniquely vulnerable to contract the virus and often experience harsher effects. The pandemic is expected to push even more people into poverty and out onto the streets in the coming months. This dual crisis has led many elected officials to seek accelerated emergency shelter solutions for unhoused residents in their communities.

The concept of personal shelters involves assembly of temporary shelters in empty lots around California in a matter of hours to immediately support people experiencing homelessness. The services provided in shelter communities act as a gateway by giving residents the resources they need to transition into permanent supportive or affordable housing. During the COVID-19 crisis, personal shelters such as these are crucial in providing residents the ability to practice social distancing. Patrick Diller, Business Development Director at Pallet, will present on the benefits of temporary personal shelters for people experiencing homelessness and how shelter communities can help local governments rapidly add capacity to existing shelter systems.

FISCAL IMPACT:
None.

ATTACHMENT(S):
1. PowerPoint Presentation - Pallet

Pallet

About Pallet

Pallet builds **safe, dignified, and personal shelter** for people experiencing homelessness, designed and built by people with lived experience in homelessness.

90%
of employees across our companies are system-impacted.

Weld Seattle

Weld equips system-impacted individuals with housing, employment, and resources conducive to recovery and successful reintegration back into society.

Square Peg Construction

Seattle's only social enterprise builder, Square Peg Construction transforms communities through the building of quality spaces and productive people.

Attachment: PowerPoint Presentation - Pallet (Personal Shelter Community for Homelessness)

Employee Programs

Life Skills Training

A life of stability requires more than a career and a paycheck. That's why Pallet brings experts to its manufacturing headquarters each month to advise its employees on life skills, such as how to open a bank account or obtain an identification card.

Manufacturing Training

We're builders at heart – whether we're building a shelter or someone's future – and train our employees with the skills they need to be successful. These skills apply not only to building shelters at Pallet, but any building in the construction industry.

Personal Support Services

Sometimes life happens and we all hit a speed bump – that's why the team at Pallet is here to provide support, and help its employees through their personal challenges.

Rapid and dignified shelter.

For more than half a million people facing homelessness across the America, Pallet's durable, portable, and dignified shelters are a stepping stone out of personal crisis and into a life of stability.

For communities, Pallet's personal shelters are a rapid and cost-effective strategy to move people off the streets and into a stable living environment.

Attachment: PowerPoint Presentation - Pallet (Personal Shelter Community for Homelessness)

Benefits:

- Quick and easy to deploy
- Assembled in an hour by a team of three
- 10 year product lifespan
- Climate control with heat, air conditioning
- Mold, mildew, and rot resistant

Features:

- Fold-up bunk system
- Lockable door and windows
- Secure ventilation system
- Structural floor with aluminum framing
- 110mph wind rating
- 25lb per square foot snow load rating
- CO monitor
- Fire extinguisher
- Smoke detector

Factors for Success

Individuals

- The privacy, security, and dignity of personal space
- Comfort in leaving personal items, pets, and other owned items for periods of time to engage in services, participate in employment opportunities, and/or engage with treatment programs

Service Providers

- Ability to organize by shared experience or other service specific target to ensure effective resource distribution and community collaboration
- Known nightly location of shelter residents for continuity of care and services

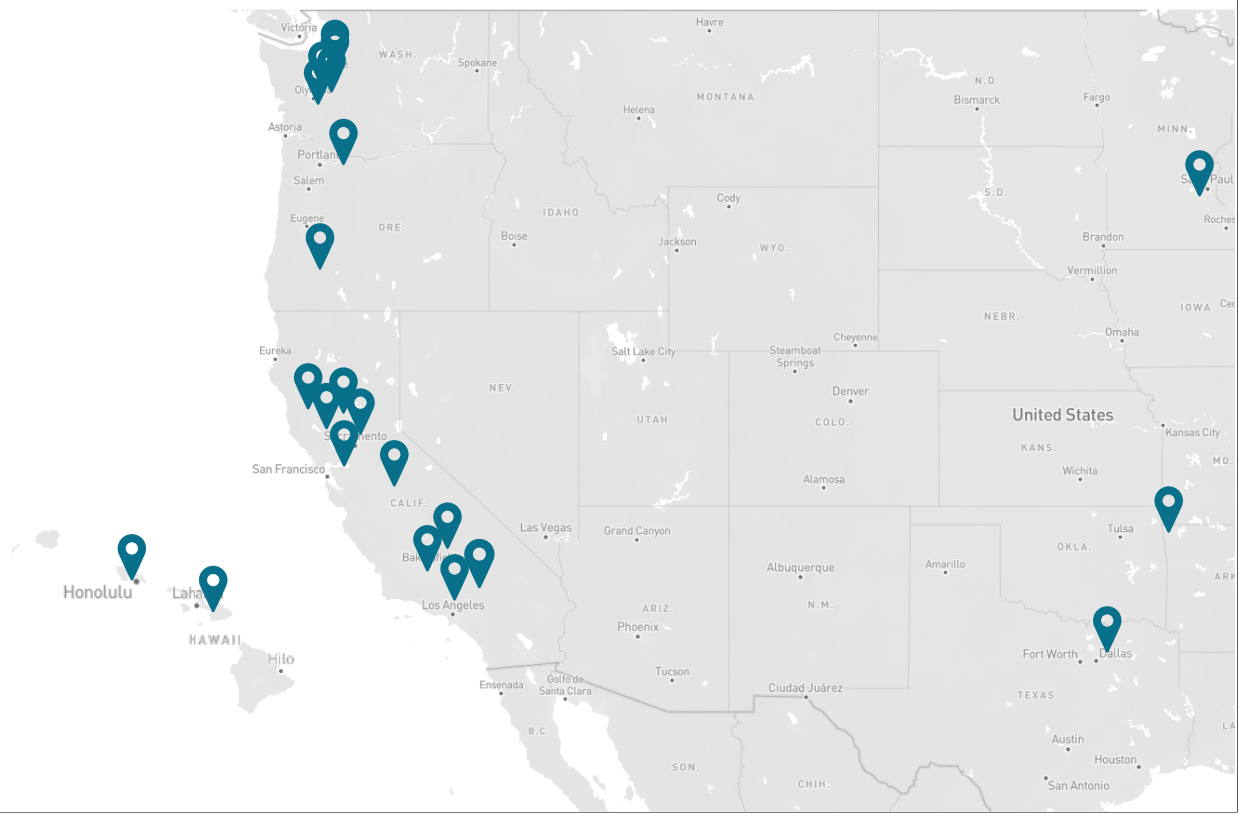
Communities

- More cost effective than traditional shelter models, allowing funding to be used elsewhere
- Immediate sheltering, cleaning up streets the same day the shelters are built

Pallet

Attachment: PowerPoint Presentation - Pallet (Personal Shelter Community for Homelessness)

Shelter Locations



Attachment: PowerPoint Presentation - Pallet (Personal Shelter Community for Homelessness)