SOCAL GOODS MOVEMENT COMMUNITIES OPPORTUNITIES ASSESSMENT

SCAG
INNOVATING FOR A BETTER TOMORROW

Final Workshop

Alison Linder, PhD
Senior Regional Planner
Project Manager

WWW.SCAG.CA.GOV

PROJECT TEAM

SCAG

- Alison Linder, PhD – Project Manager

- Prithvi Deore – Deputy Project Manager

- Scott Strelecki – Goods Movement Program Manager

CONSULTANT TEAM

- Fehr & Peers

  - Amanda Chapman, Project Manager

  - Jeremy Klop, Principal-in-Charge

  - Fatemeh Ranaiefar, Goods Movement

  - Sean Reseigh, Data Specialist

- Arellano Associates

  - Jessica Harleaux, Outreach Lead

  - Susan DeSantis, Senior Project Manager

  - Jennifer Velazquez, Project Coordinator
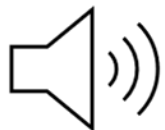
HOUSEKEEPING/MEETING LOGISTICS

SCAG

To join the discussion, please raise your hand and/or leave your comments/ questions in the chat. We can stop at any point for discussion or questions.
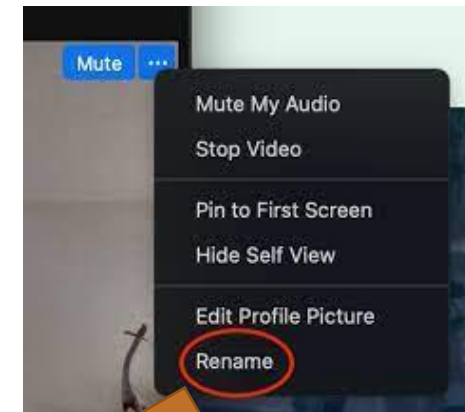
How to participate:

Zoom App:
- Click Raise Hand in your meeting control
- To lower your hand, click Raise Hand in your meeting controls

Call-in:
- Press*9 on the phone line to "raise hand"
- Press *6 to unmute your mic

- **Please change your name to include your organization or jurisdiction**

Mute ...

Mute My Audio
Stop Video

Pin to First Screen
Hide Self View

Edit Profile Picture

Rename

SAY HELLO!

Zoom Poll to introduce yourself

PROJECT CONTEXT

Goals and Objectives

- **Assess the opportunities and challenges** of the goods movement industry in communities that are disproportionately affected by industry activities and/or facilities

- **Collaborate with community leaders and members** to identify and develop co-generated solutions to goods movement challenges

- Prepare, execute and evaluate **innovative engagement tools**

- **Provide community leaders with a toolkit** of strategies for mitigating environmental impacts, pursuing economic benefits, and engaging local stakeholders

- **Help communities connect to workforce development** opportunities in the goods movement industry

PROJECT PROCESS

Community Identification

- Define goods movement community types
- Analyze and map metrics related to socioeconomic, freight, and environmental factors
- Share information and gauge interest at Workshop
- Develop community interest form
- Accept nominations from SCAG Transportation Commission
- Finalize list of selected communities

Community Outreach & Data Collection

- Develop Engagement Plan for study
- Hold Kick-Off and Closing Workshops with public
- Form Community Advisory Council (CAC) from selected communities
- Onboard CBOs for engagement involvement
- Develop educational videos
- Engage public with social media video challenge

- Develop webmapping tool (Crowdsource+) for input gathering
- Create literature review of engagement and mitigation best practices
- Held Focus Group for each community
- Hold three CAC meetings and focus groups to:
  - *Share and develop outreach tools*
  - *Engage in local community outreach*
  - *Identify challenges, opportunities and actionable next steps*

Co-Generated Solutions & Toolkit

- Collect all information develop and gathered throughout project process
- Develop online Toolkit for sharing of resources and best practices
- Evaluate outreach strategies employed
- Develop communications and outreach plan
- Disseminate Toolkit

AGENDA

Introductions

Community Identification

- Overview of methodology and key indicators

- Final identified communities

Engagement Process

- Public Engagement Plan Overview

- CAC member reflections

  - *Jose Jimenez, City of Commerce*

  - *Mark Herwick, LA County Planning*

- Lessons learned

Toolkit of Resources

- Walkthrough of the Toolkit

- Discussion

Challenges and Solutions Identified

- Highlights from engagement

- Co-generated solutions and actionable next steps

- Example challenges and related solutions

- Discussion

Connect SoCal Next Steps and Closing

COMMUNITY IDENTIFICATION PROCESS

COMMUNITY IDENTIFICATION

Key Indicators included:

- Public Health Indicators (tonnage of pollution)
- Population & Jobs Density
- Freight intensive Job's Density
- Median Household Income
- Access to Transit
- Proximity to heavy truck corridors
- Truck-involved collision history
- CalEnviroScreen

Process included:

- Outlining community examples for each typology
- Holding Workshop with listening session to gather input on process
- Sending survey to communities identified to demonstrate interest
- Finalizing list with input from TC

Process of Identification

- Analyzed key indicators
- Defined goods movement community typologies based on these indicators:

Freight Passive (1)
Freight Passive (2)
Freight Active Edge (3)
Near Freight (4)
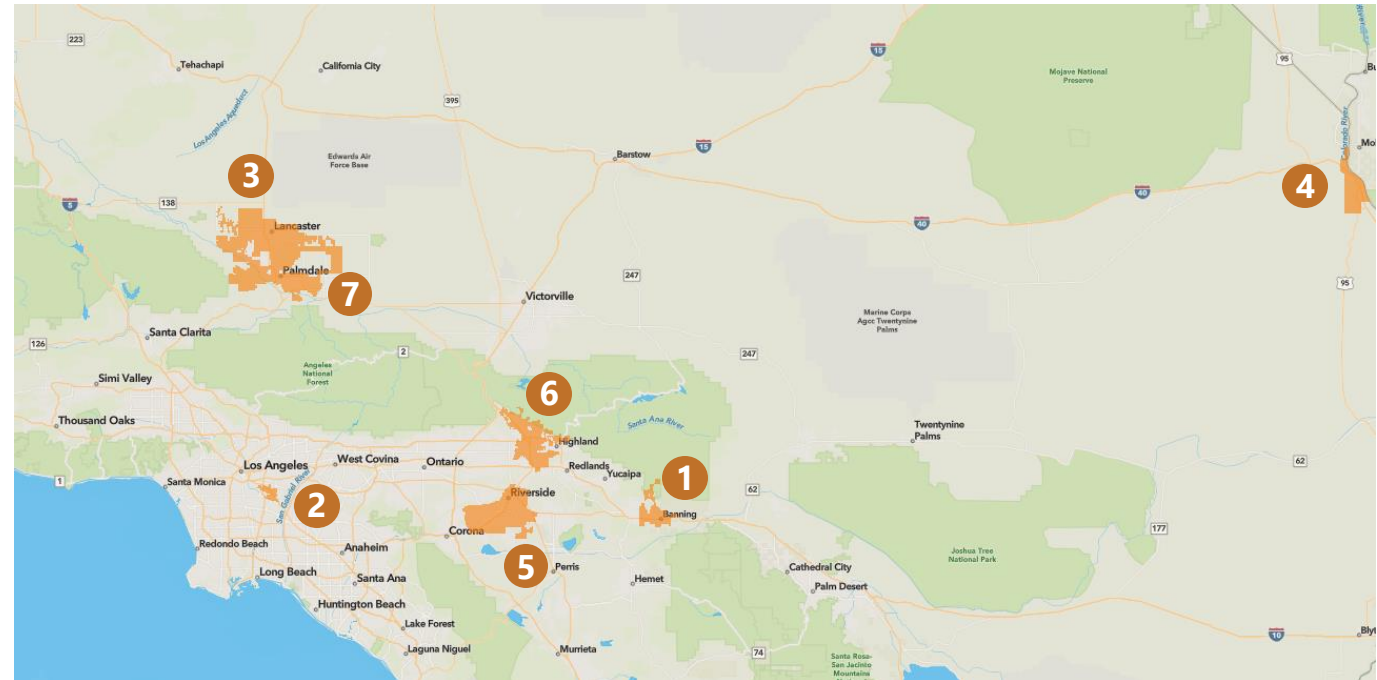Freight Hubs (5)
Urbanized Core (6)
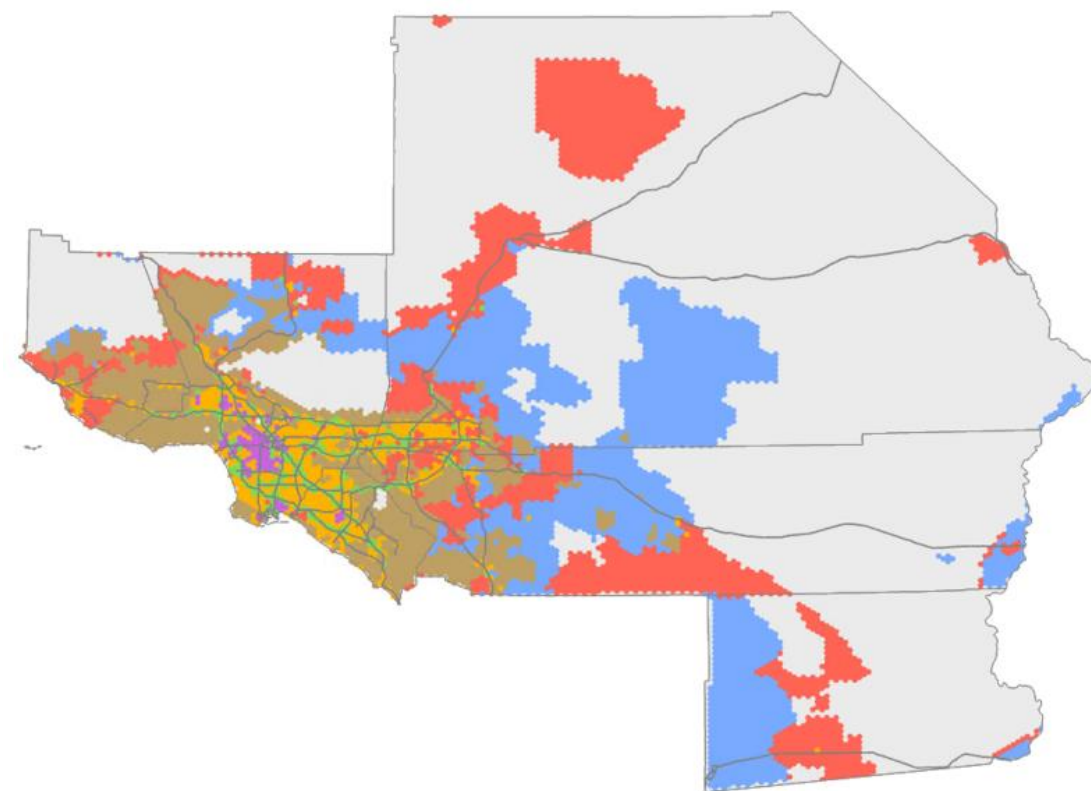
COMMUNITY IDENTIFICATION

Final Identified Communities

1. **City of Banning**

2. **City of Commerce**

3. **City of Lancaster**

4. **City of Needles**

5. **City of Riverside**

6. **City of San Bernardino**

7. **Unincorporated LA County**
   (Littlerock, Pearblossom, Sun Village, Lake Los Angeles)

These communities were:
- Disproportionately affected by goods movement supply chain
- Represent various geographic areas
- Need support to implement and improve equity measures of community health & well-being

COMMUNITY OUTREACH

Public Engagement Plan

- **Connect with interest groups and develop stakeholder database, including:**
  - Community-Based Organizations (CBOs)
  - Public agencies
  - Business community
  - Educational institutions

- **Create Engagement Tools including:**
  - Project fact sheet
  - Crowdsource+ / webmapping
  - Social media video challenge
  - Educational videos
  - Guide on developing CBO partnerships
  - Guide on using social media & incorporating tech tools
  - Hosting virtual meetings guide
  - Holding office hours
  - Focus groups
  - Community Advisory Committee (CAC)

Community Advisory Committee

7

Communities represented

10

Members on CAC

7 jurisdictions
3 CBOs

3

Meetings held

3

Office hours held

Community Advisory Committee

- Discuss and identify co-generated solutions for addressing challenges related to goods movement

- Inform the development of the toolkit (which you'll learn more about in a bit)

- Lead community engagement efforts in the 7 communities to drive participation at Focus Groups, encourage feedback on the interactive map, and participation in the social media video challenge

COMMUNITY OUTREACH & DATA COLLECTION

Focus Groups

5 Focus Group Discussions

115 Focus Group Participants

185 Comments Collected

Participants included:
- Environmental justice advocates
- Labor representatives
- Business owners
- Residents
- Faith communities
- Educators
- Community-based organizations
- Representatives from several agencies
- City staff

Community Advisory Committee Member Reflection

- **Jose Jimenez,** *City of Commerce*
  - **Community type:**
    Freight Employment Hubs & Freeway Adjacent

Community Advisory Committee Member Reflection

- **Mark Herwick** *LA County Planning*
  - ***Community type:***
    Freight Active Edge

Outreach Lessons Learned

CBO Partnerships

- Helps connect with the general public

- Compensation supports efforts

Office Hours for Committees and the Public

- Provides clarification and closer working relationships

- CBO-hosted office hours assist the general public when discussing technical subject-matters

Social Media Video Challenge

- Can create awareness around chosen subject-matter

- Utilize a platform that is user-friendly and provides question prompts on the screen

- Offer raffle prizes or incentives to emphasize the *challenge* element

- Older generations may not be as willing to participate so partnerships with schools and youth organizations are essential

Outreach Lessons Learned

Crowdsource+ Digital Mapping Tool

- CBO-hosted office hours can help the general public learn to use the mapping tool

- Ensure users can easily drop a pin without a specific address

Educational Videos

- Videos that are no more than 1-2 minutes can be easily shared and digested by viewers

- Consider partnering with CBOs to help produce relatable content

Community Advisory Committees

- Can help inform the development of resources and approaches to engaging stakeholders

- Flexibility is necessary to accommodate busy schedules and competing demands

Focus Groups/Public Workshops

- Utilize a variety of notification methods: social media; pop-up events; collaboration with Neighborhood/City Councils

- Keep it simple

TOOLKIT OF RESOURCES

CO-GENERATED SOLUTIONS & TOOLKIT

Toolkit Home

This section gives an overview of the contents of the toolkit, its objectives and audiences, and contact and resource information.

Community Screening and Identification

A two-pronged approach, both quantitative and qualitative in nature, was applied as a means to dynamically identify clusters of communities within the SCAG region that are uniquely impacted by the goods movement industry. This section outlines the community screening and identification methodology by giving an overview of the variables used, the statistical method applied, and a broad snapshot of the characteristics of each community typology.

Freight Impact Identified Communities

Following the completion of the quantitative community screening analysis, seven communities were identified as the most uniquely impacted by the goods movement industry. Each community is thematically classified, giving an overview of their socioeconomic and demographic makeup, and the health and environmental impacts they experience.

Communication & Engagement Best Practices

Inclusive engagement practices that are accessible across multiple forms of interaction are key to ensuring a wide and representative audience is reach for a given initiative. This section houses multiple best practices and templated materials that communities can use for their own engagement related to goods movement projects.

Health and Air Quality Improvement

While the benefits of the Southern California Freight System are felt at a national and regional level, often the costs are felt locally and disproportionately by vulnerable communities. This section outlines the impacts and challenges that disadvantaged communities face, and provides a repository of resources to help mitigate the adverse impacts of the goods movement industry.

Workforce Development and Economic Opportunities

Providing equal access and opportunity to a career in the goods movement industry is critical in ensuring that communities can experience the benefits and economic opportunities of the industry. This section provides training and funding resources, a career mapping pathway, and a repository of resources guided toward workforce development and economic opportunities.

Regional / Additional Strategies

This section contains a repository of additional policies, grants, and statewide initiatives that communities should be aware of outside of air quality and workforce development resources.

Discussion

- What components of the toolkit are most valuable to you?

- How will you use the toolkit going forward?

- What do you suggest for sharing the toolkit?

CHALLENGES & SOLUTIONS IDENTIFIED

Top Challenges Heard in Engagement

- High truck volume on local arterials (cut through traffic)

- Warehouse & distribution centers are growing too fast near sensitive uses

- Trucks travel at high speed on surface streets and concerns about safety

- Pedestrians, particularly eldery and youth, feel unsafe with truck speeds and frequencies

- Lack of education for organizing and how to obtain resources.

- Pollution and particulate matter impacting air quality, environmental concerns and public health

- Proximity of truck routes or parking to schools/sensitive uses increase health and safety risk

- Due to shortage of truck parking/ staging area, trucks park over night or idle at neighborhood streets. Some cities have truck bans so the issue spill over to the neighboring cities.

- Community members feeling uninformed about regional improvements to highways

- Community members feeling uninformed about truck designated routes and street safety standards

CO-GENERATED SOLUTIONS & TOOLKIT

Stakeholder Comments

Research Best Practices

Selected Co-Generated Solutions

- **Economic**

  - Develop workforce & career development opportunities that ensure local communities have access to the benefits of the freight system

  - Accelerate programs and engagement to offer goods movement jobs to local people before looking further afield

  - Expand the ease and speed of obtaining necessary certifications and training programs, or provide more upksilling opportunities

  - Foster communities of practice where apprenticeships are encouraged in line with community, governmental and industry need

  - Leverage local high school or community college to research and organize data for community needs and provide engagement for community

  - Work with schools to include more classes related to workforce development

CO-GENERATED SOLUTIONS & TOOLKIT

Stakeholder Comments

Research Best Practices

Selected Co-Generated Solutions

- **Infrastructure**

  - Expand truck electrification / plug-in capacity

  - Prioritize roadway resurfacing and improvements on routes trucks are using, regardless of designation

  - Build First/Last Mile infrastructure that emphasizes pedestrian and vulnerable user safety

- **Policy**

  - Test off-hour deliveries to reduce traffic

  - Re-route trucks to avoid sensitive uses and pedestrian hubs

  - Enforce speed and safety policies for trucks

  - Incentivize trucks to be off local roads when at all possible

  - Collaborate on zoning practices and warehouse locating across jurisdictional boundaries

- **Environmental**

  - Push for use of alternative fuels and electrification

  - Reduce traffic and GHGs with cargo bikes and smaller local delivery trucks

  - Leverage grants and other funding resources such as AB617, SCAQMD, CARB, Port of Long Beach Community Grants Program (CGP)

  - Limit warehouses near residential, school, and other sensitive uses due to the truck traffic they generate

Example Challenge & Solution Generated

- **Challenge**: Trucks parking/idling on local streets
  - Participants in all focus groups brought this up, both at specific locations and throughout their communities

- **Solution**: Consider incentives, enforcement or alternative facilities for reducing this behavior
  - Create zones within jurisdiction that do not allow truck parking, have clear reporting guidelines for citizens, and issue regular citations
  - Specialized truck parking: The Utah Inland Port Authority was recently awarded CMAQ funding for a new (publicly owned and operated) plug-in, truck parking facility in the inland port. The facility will include charging infrastructure for trucks to plug-in, provide power, and help avoid overnight idling on neighboring streets. When parking overnight, trucks need to keep their engines idling to maintain power in the cabin.
  - Regional support: MTC in the Bay Area awarded Parking Management Grants to Reduce Greenhouse Gas, which could be replicated in SCAG region to help pay for truck parking management programs

CO-GENERATED SOLUTIONS & TOOLKIT

Example Challenge & Solution Generated

- **Challenge**: New warehouse and logistic spaces are developed near sensitive uses
  - Several communities were concerned about fast pace of building new warehouses near residential areas or even school zones.

- **Solution**: Collaborate on zoning practices, update zoning codes to limit
  - Cross jurisdictional collaboration on zoning updates: cities may update their zoning or approve a new use without considering neighboring jurisdictions' uses across their city boundary and that can result in high truck generating uses adjacent to sensitive uses.
  - Temporal/permanent ban on warehouse developments on certain areas: Cities may adopt criteria to limit uses where new warehouses can be developed.
  - Revising codes and ordinances: Identify areas, policies, regulations where warehouses and other uses can co-exist together in sustainable way.

Discussion

- Who can you partner with to develop or advance co-generated solutions in your community?

- What ideas do you have for continued engagement related to goods movement?

- How do you want to engage with SCAG related to goods movement going forward?

NEXT STEPS

SCAG GOODS MOVEMENT PLANNING

What is Connect SoCal?

A 20+ Year Plan with 6,000+ Transportation Projects, Regional Development Pattern, and Goal-Oriented Programs and Strategies

- Mobility, Environmental, Community, and Economic Goals

- Reduce Congestion and Travel Times

- Increase Opportunities to Walk, Bike, or Take Transit

- Reduce Greenhouse Gas Emissions and Other Pollutants

- Conserve Open Space and Farmland

- Improve Access to Transit and Jobs and Meet Regional Housing Needs

- Support New Jobs, Improved Competitiveness

- Facilitate Efficient and Resilient Goods Movement

Connect SoCal 2020

CORE VISION

- **COMPLETE STREETS INVESTMENT**
- **DEMAND & SYSTEM MANAGEMENT**
- **GOODS MOVEMENT**
- **SUSTAINABLE DEVELOPMENT**
- **SYSTEM PRESERVATION & RESILIENCE**
- **TRANSIT BACKBONE**

KEY CONNECTIONS

- **SHARED MOBILITY & MOBILITY AS A SERVICE**
- **SMART CITIES & JOB CENTERS**
- **ACCELERATED ELECTRIFICATION**
- **GO ZONES**
- **HOUSING SUPPORTIVE INFRASTRUCTURE**

Connect SoCal 2020 - Goods Movement

Goals and Themes

- Economic Competitiveness of the Region
- Promoting local and regional job creation and retention
- Increasing freight and passenger mobility
- Improving the safety of goods movement activities
- Mitigating environmental impacts of goods movement operations
- Goods movement and supply chain trends
- Regional Trade Flows Trends
- Goods Movement and Environmental Strategy
- Goods Movement and Technology Advancement

Connect SoCal 2024 – Goods Movement

Themes or Topics

- Resilience: Pandemic (supply chain, work force), Efficiency/costs, Economy, Manufacturing

- E-commerce, Last mile delivery, and Curb Space

- Quality of Life: Environment, Communities, Workforce

- Future trends/innovations: Technologies, Supply chain, Ports, Rail, Air cargo, Trucking

Goods Movement Communities and Connect SoCal

- Significant dialogue and input from the communities – participation and engagement
- Study gives us opportunity to better understand the context as we develop the themes of Connect SoCal 2024
  - Workforce opportunities from goods movement
  - Community priorities and interest of workforce development
  - Goods movement impacts on the communities
  - Community driven solutions to goods movement challenges

CO-GENERATED SOLUTIONS & TOOLKIT

SCAG Goods Movement Planning

- Stay involved!

- Submit questions or comments on toolkit

- Visit Freightworks page for updates https://scag.ca.gov/freightworks

- Sign up for RTP and Goods Movement planning updates https://scag.ca.gov/outreach-engagement

- Review agendas and attend our public meetings https://scag.ca.gov/meetings

- Email us

Southern California Delivers The Goods

FREIGHTWORKS
SOUTHERN CALIFORNIA DELIVERS THE GOODS

THANK YOU!

Alison Linder, PhD

Senior Regional Planner

linder@scag.ca.gov | +1 (213) 236-1934

Everything you buy touches a truck at some point!

WWW.SCAG.CA.GOV