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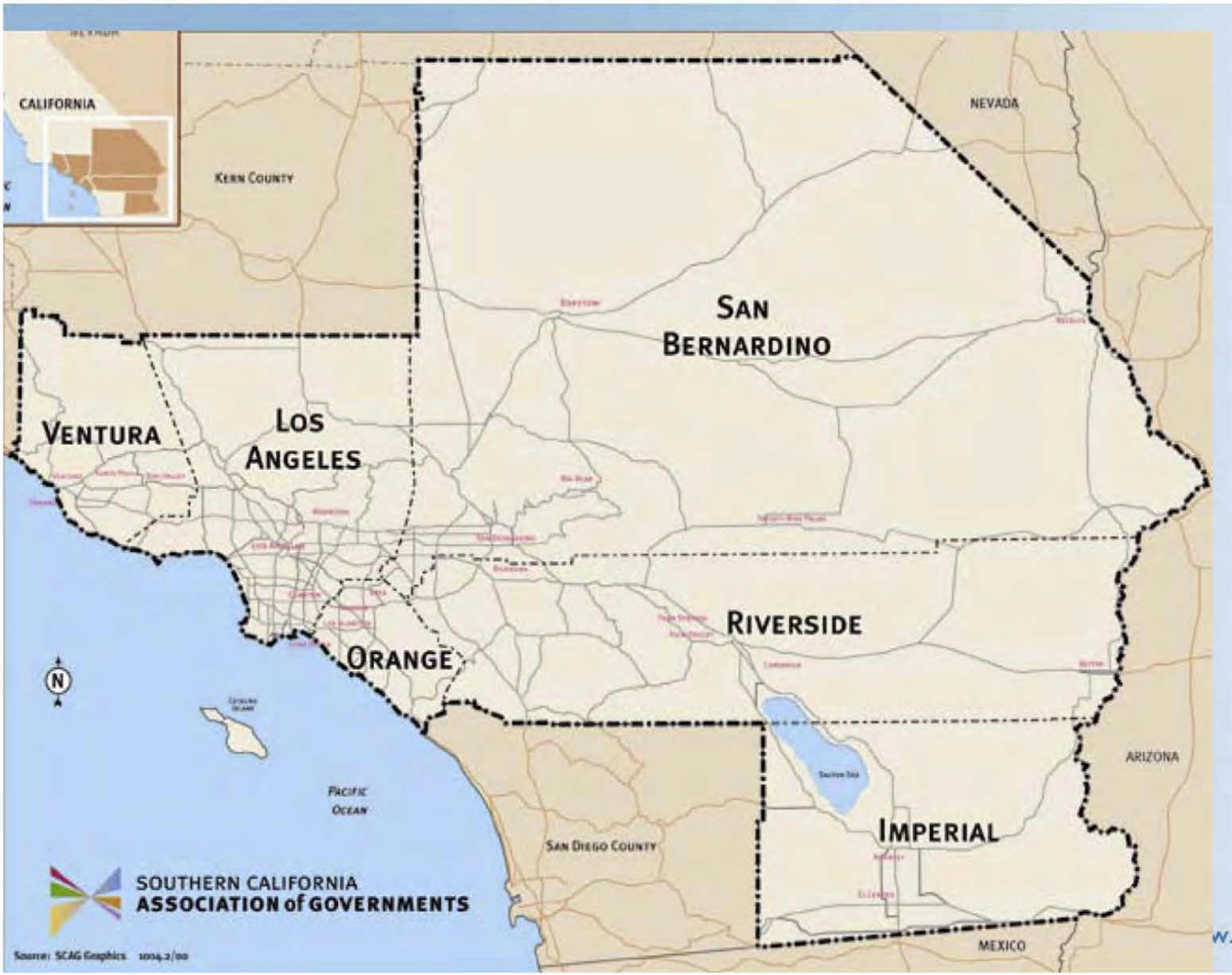
# Engaging the Public Successfully in Regional Planning

Mark Butala
Manager, Comprehensive Planning
Southern California Association of Governments

New Partners for Smart Growth
February 3, 2011

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

# SCAG Region




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

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

*Challenges:*

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

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

# Forum for Regional Dialogue

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

# Regional Transportation Plan

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

Metrolink: Image courtesy of Metro © 2010 LACMTA

Port: Image courtesy of Port of Long Beach

Metro Gold Line: Image courtesy of Metro © 2010 LACMTA

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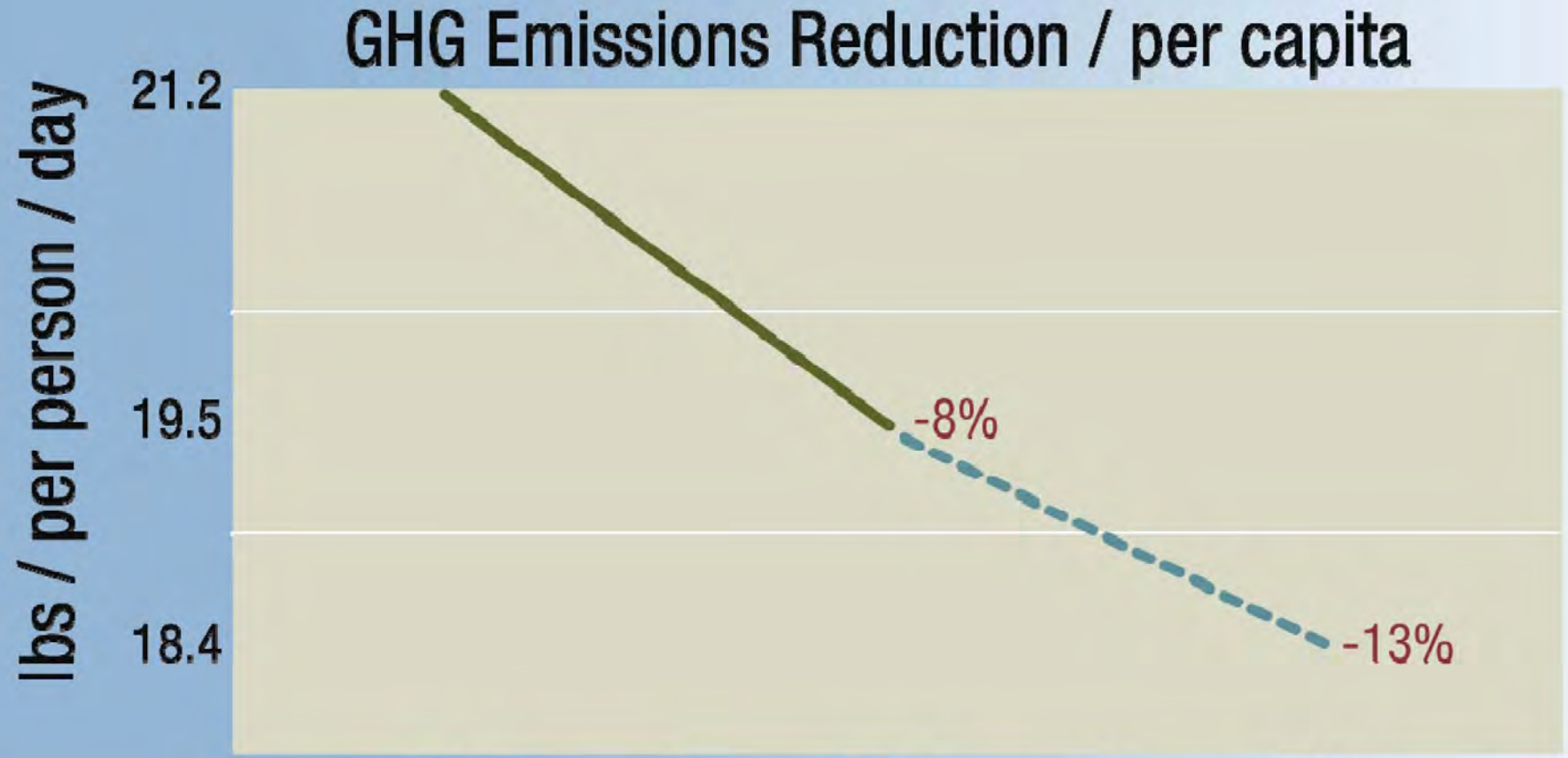
# SB 375 → Sustainable Communities Strategy (SCS)

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

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# Sustainable Communities Strategy (SCS)

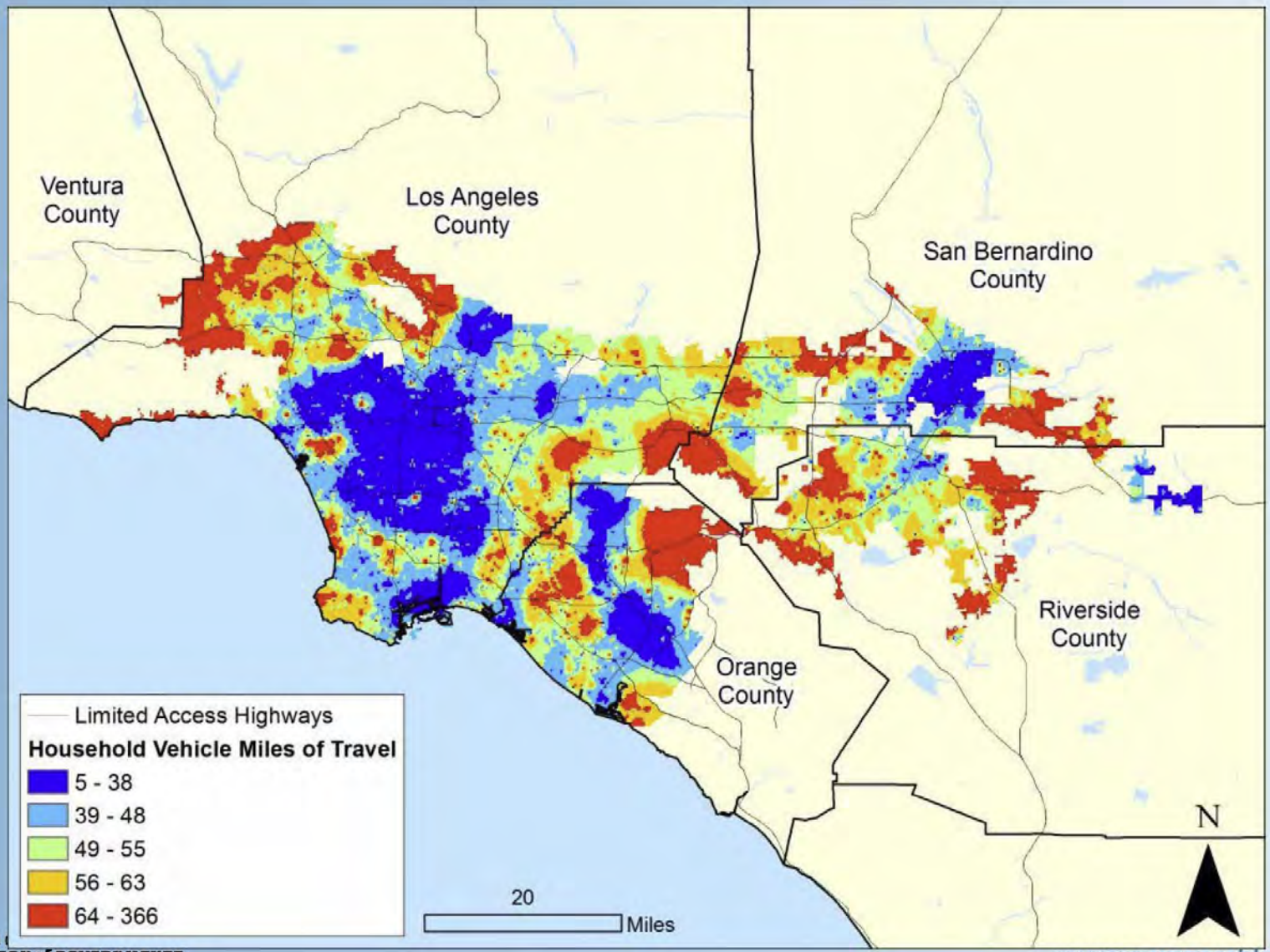
- The SCS includes eight required elements aiming to better integrate regional and local land use & housing strategies with transportation investments and transportation policies to achieve the state's Greenhouse Gas Emissions (GHG) reduction targets.

# Menu of Policies

| | |
|---|---|
| **Land Use** | Residential Density<br>Land Use Mix<br>Street Connectivity<br>Regional Access to Employment<br>Jobs-Housing Balance |
| **Infrastructure** | Distance to Transit<br>Transit Service<br>Bicycle Infrastructure |
| **Policies** | Telecommuting<br>Employer-Based Trip Reduction |
| **Pricing** | Parking Pricing<br>Road Pricing |
| **Behavior Change** | Voluntary Travel Behavior Change |
| **Operational Efficiency** | Traffic Incident Clearance programs |

# Travel Variations

## Household Vehicle Miles of Travel, SCAG region



# VMT Impacts from Various Policies

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

We know things

# Use the SCS Process to Match Policy Context

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

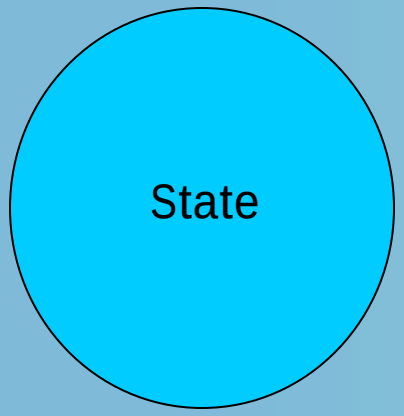
# Public Engagement

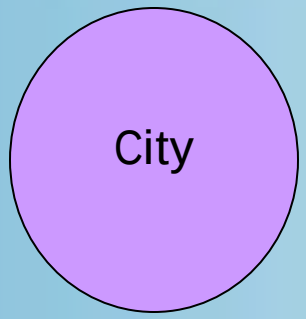
Our work plan includes:

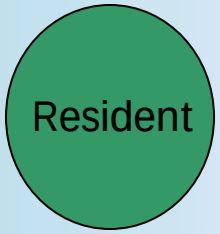
- 196 one-on-one data gathering meetings
- 15 Subregional planning sessions
- 18 Stakeholder workshops
- 12 Workshops with elected officials
- 3 Public hearings
- Dozens of Policy Committee/Regional Council meetings

# Different Words = Common Goals

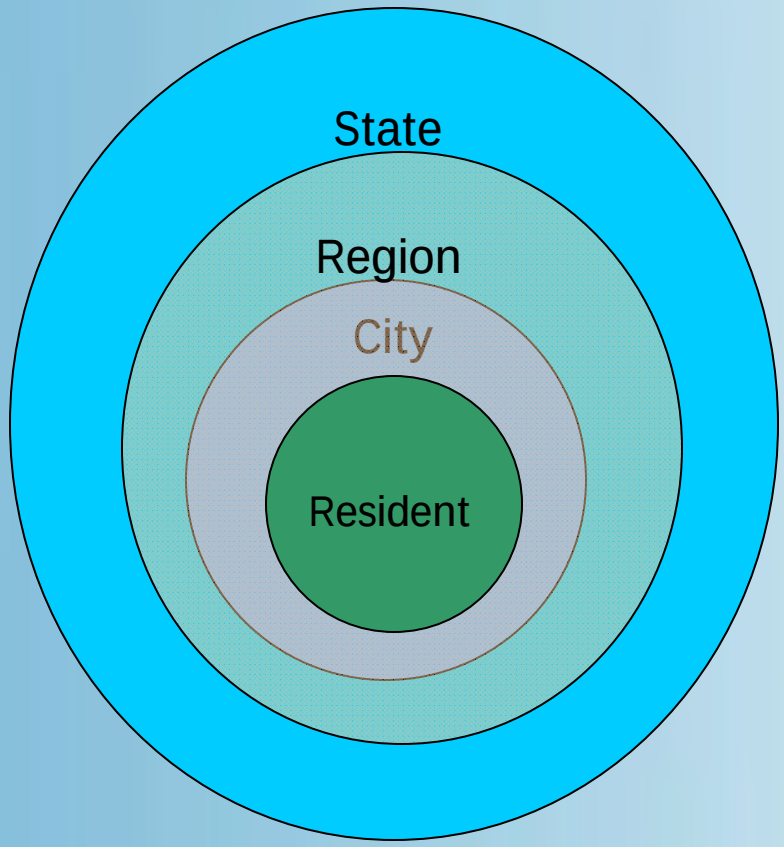
| | | | | |
|---|---|---|---|---|
| Reduced Vehicle Miles Traveled (VMT) | = | Increased tax base<br>Improved mobility | = | Saving money<br>Less time in traffic |
| Reduced Greenhouse Gas (GHG) Emissions | = | Livable and sustainable neighborhoods<br>Healthy vibrant places | = | Safe, healthy community |



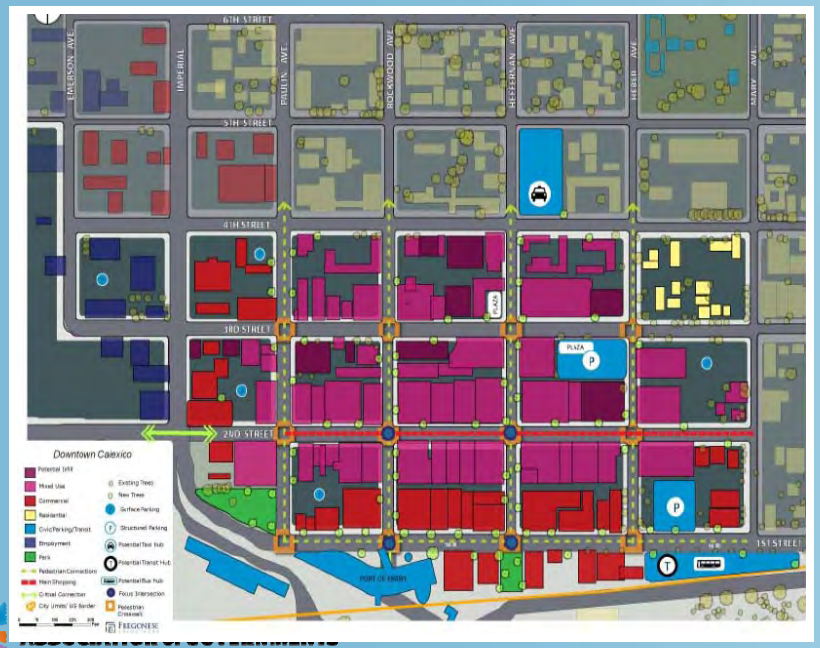



# Different Words = Common Goals



# Local Sustainability Planning Tool (LSPT)

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



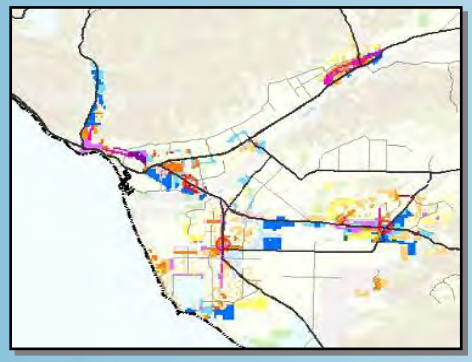
# Local Sustainability Planning Tool (LSPT)

## What can the LSPT do?

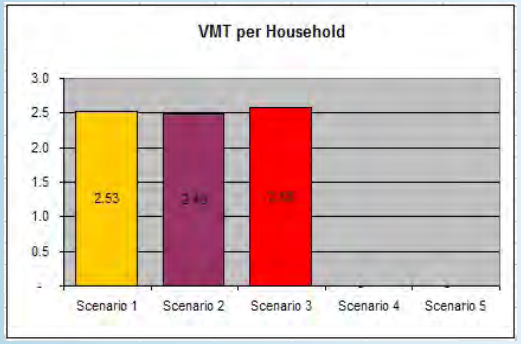
- ArcGIS based scenario development and visualization
- “Instant feedback” on results of scenarios
- Sensitive to key land use strategies
- Geographically scalable
- Easy to customize
- Understandable to non-technical audiences

# 3 Step Process

**Development Types**



**Scenario Development**




**Evaluation**

1 — 2 — 3

# STEP 1: Select a Development Type

## 24 default types

Variety of buildings, streets, and amenities create a "Place"

## "Development Type"

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

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

# Spatial Unit for Scenario Planning

## Utilization of 5.5 acres Grid Cell

### Preparation of growth forecast at the Grid cell level:

**SCAG Growth Forecast**

Household and Employment estimates and forecasts approved by local jurisdictions

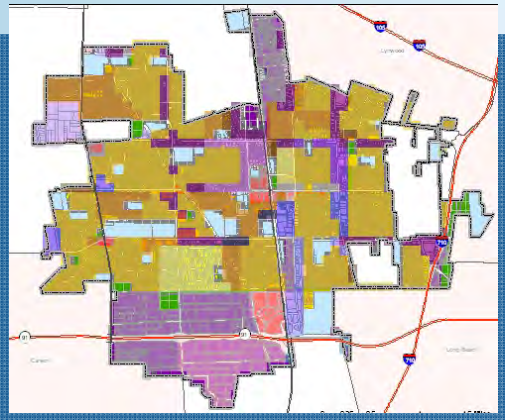
+

**Local Land Use Data**

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

→

**Grid Cell Data**

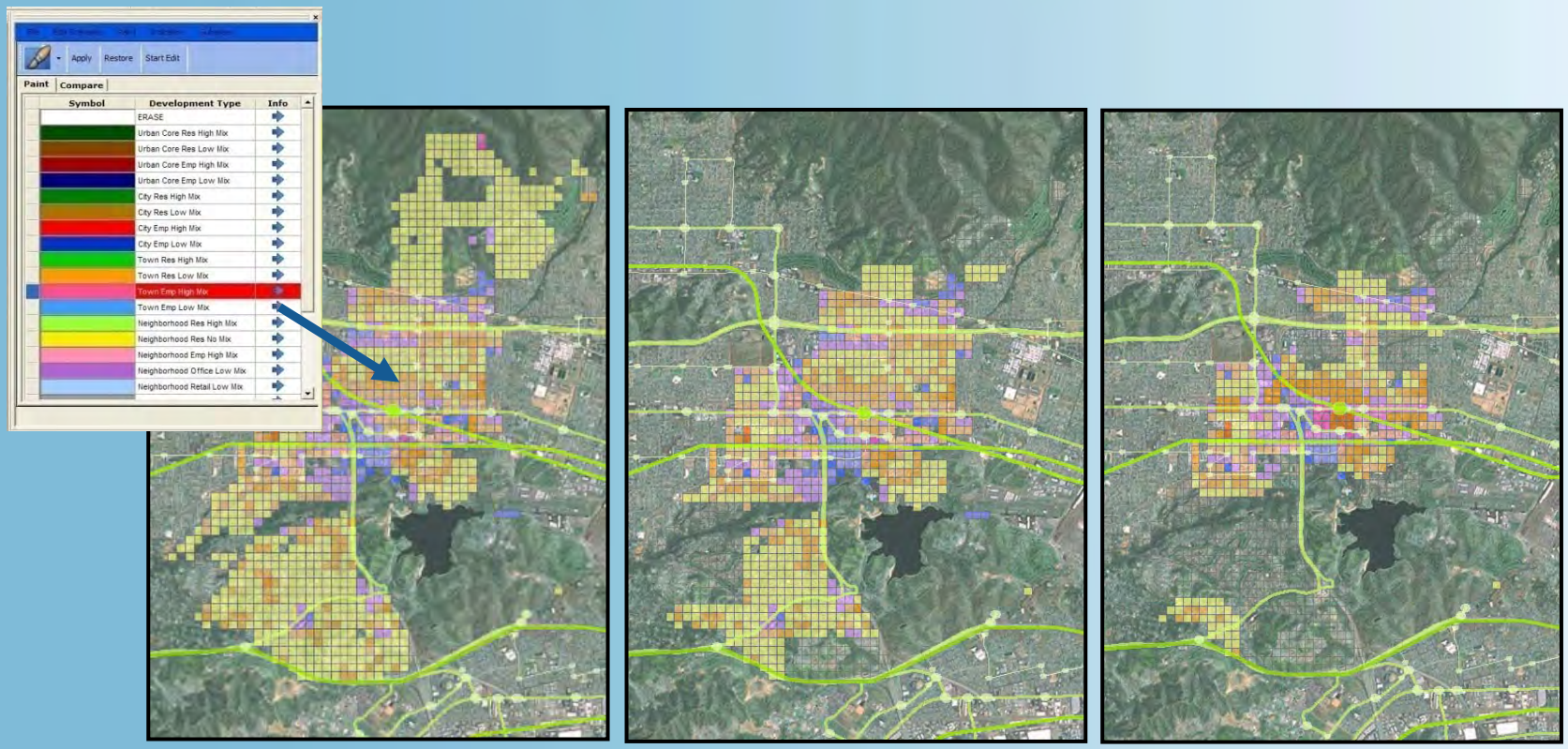


Household and Employment estimates and forecasts represented as Development Types

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

# STEP 2: Paint a Scenario

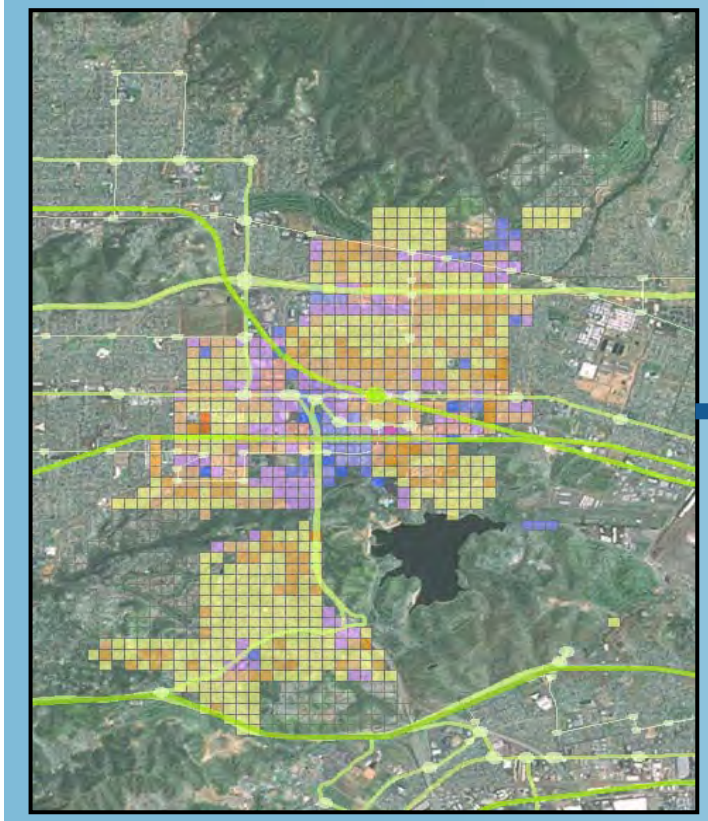
Design scenarios by painting Development Types on to the landscape

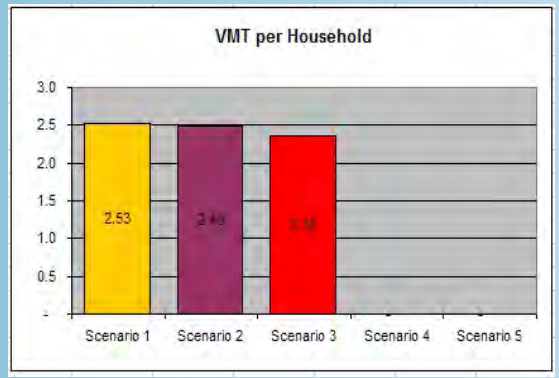


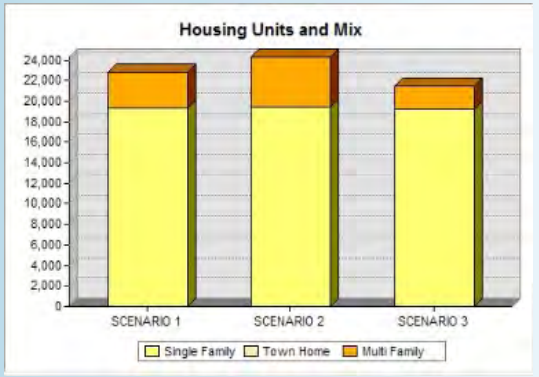

**Base Year** | **Compact Design** | **Transit Oriented**

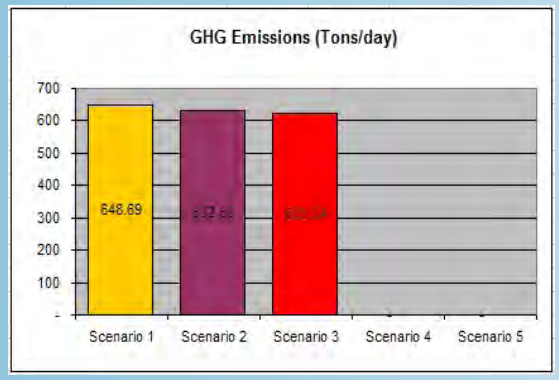
# STEP 3: Monitor Indicators on-the-fly

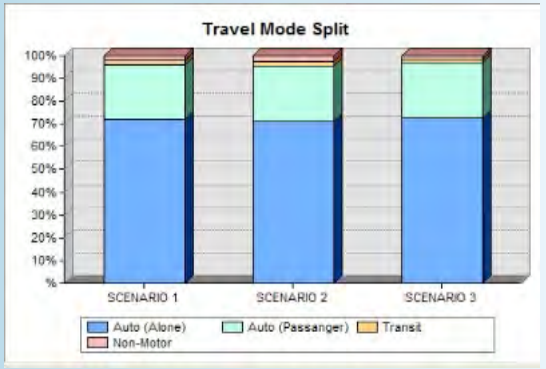
Compare the scenarios and monitor the impact of land use decisions in real time





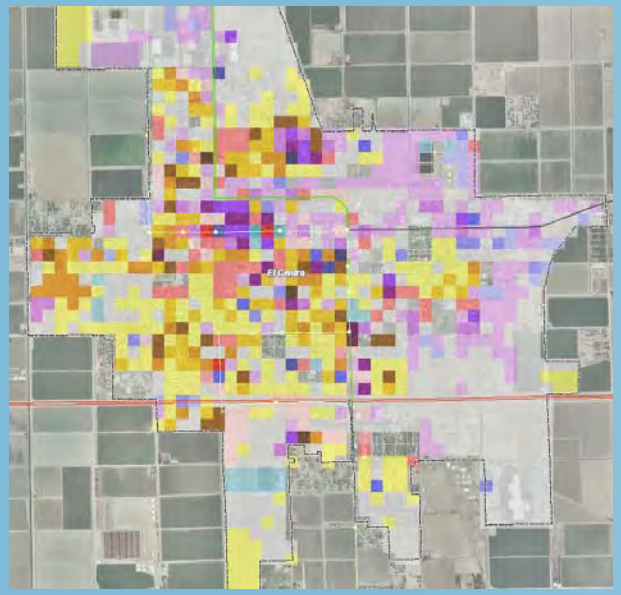



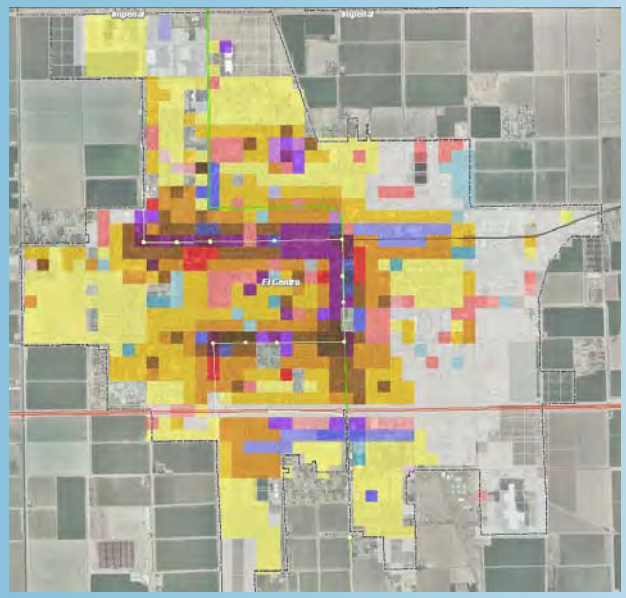
# Local Example: City of El Centro
## 2035 Land Use Scenarios

**SCENARIO 1**



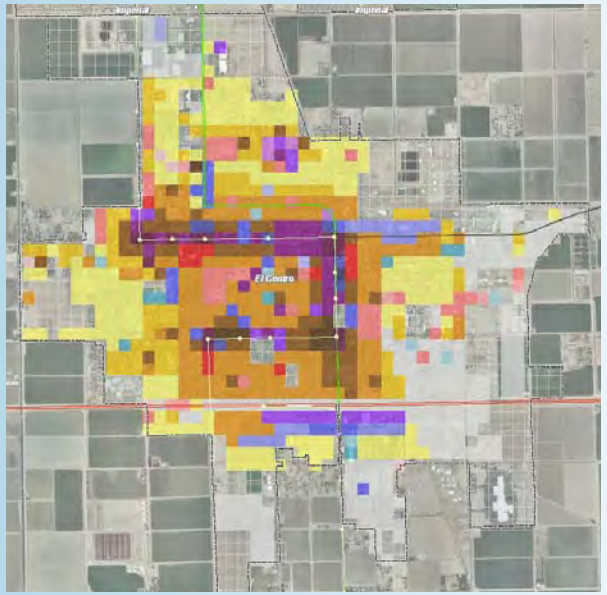
**Preliminary:**
**General Plan based**

**SCENARIO 2**



**Alternative 1:**
**Transit Oriented Development**

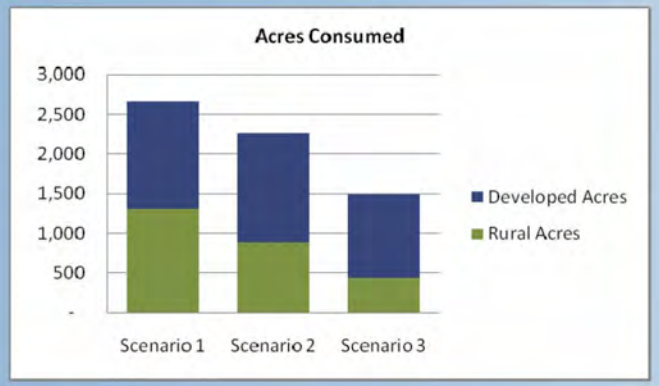
**SCENARIO 3**

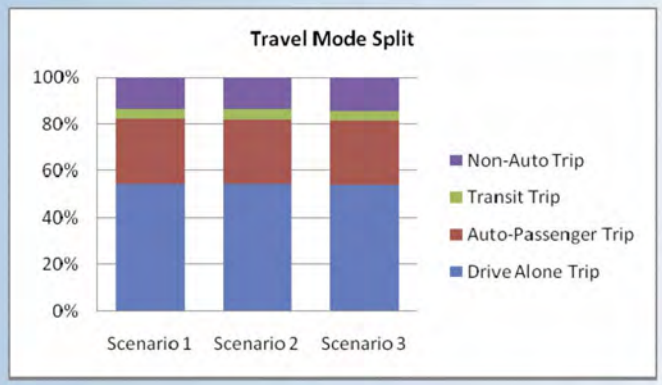


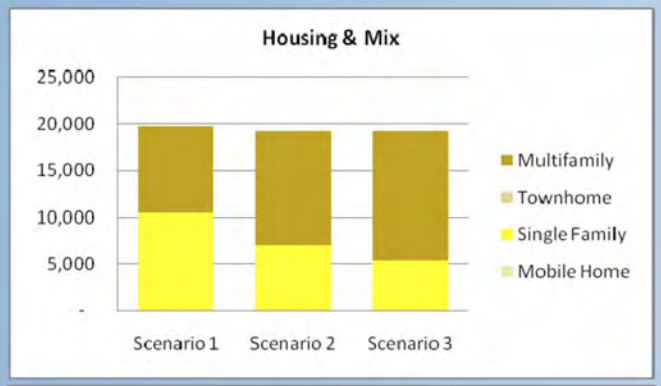
**Alternative 2:**
**Compact Development**

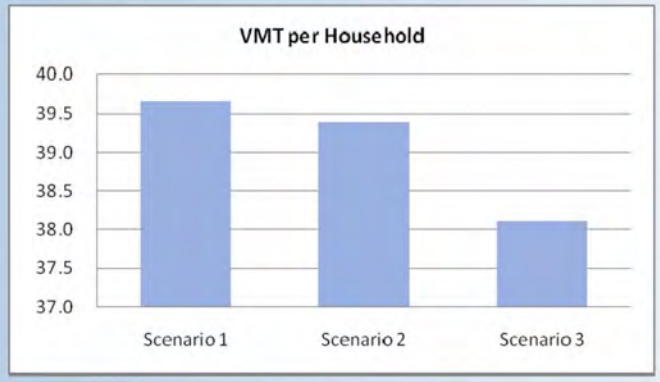
# Local Example: City of El Centro

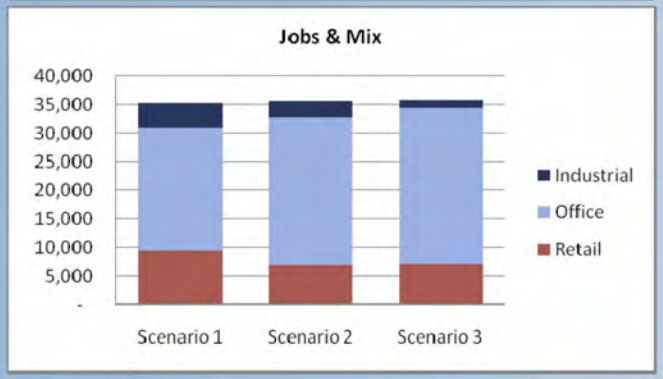
## Scenario Results

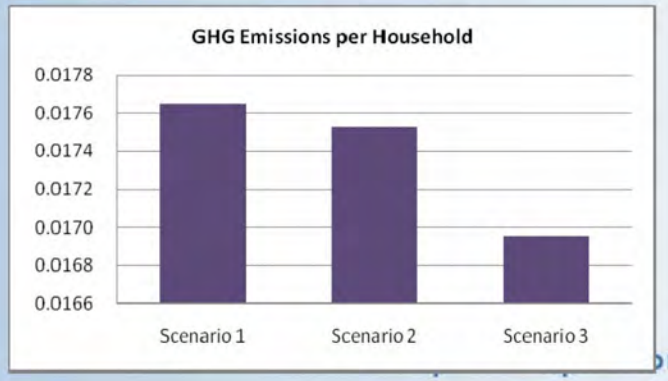


# Strategies for Success

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

# SB 375 Timeline

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## 2009

Research & Analysis

Regional Discussion & Collaboration

## 2010

*SCAG Receives Target from CARB

Regional/Subregional Development of Draft SCS or APS

## 2011

Draft RHNA

Regional Review of Draft SCS

Draft RTP

## 2012

Submit SCS to the State

CARB Decision on SCS

RC Adopts RTP

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