



## Outreach and Engagement

*Pop Up Workshops  
CBO Grant Program  
Public Survey*

### Overview

The Triple Bottom Line Policy Framework adopted by the SACOG Board, commits to take a proactive and genuine approach to engage representatives of Black, Indigenous, Asian, Pacific Islander, Hispanic/Latino, and communities of color along with rural, urban, and under-resourced communities to help shape the strategies and policy priorities in the 2025 Blueprint. To do this, SACOG visited 27 of 28 local cities and counties to host 'Pop Up' public workshops. By meeting residents at local events or hot spots, SACOG staff were able to receive valuable feedback from community members who may not typically attend formal workshops; thus, broadening the reach of the Blueprint engagement efforts and increasing the feedback that staff was able to collect. The pop-up workshops spanned six months, beginning in March and concluding in August of 2023. SACOG staff hosted 30 pop-up workshops, from which 2,790 survey responses were collected. Pop ups were held at local farmer's markets, transit hubs during commute hours, libraries, and local events like the Winters Youth Day and SacToMoFo's Food Truck Mania in Elk Grove.

To broaden the survey effort and maximize



the number of responses collected, SACOG introduced the Public Outreach and Engagement Grant Program to partner with community-based organizations (CBOs). The program was included in SACOG's Racial Equity Action Plan as a tactic to encourage survey participation from a population more representative of the diversity within the region, and to provide methods of engagement tailored to communities that have been historically underrepresented in planning and associated outreach efforts. The program solicited applications from interested community partners to conduct outreach between February and June of 2023 which overlapped with the timeframe for which the pop ups were completed. The program offered grant awards ranging from \$1,000 to \$5,000, depending on the level of effort proposed by the applicant. Just over \$50,000 in total was awarded to 12 CBOs selected from throughout the region who then used this grant funding to support outreach and engagement activities for the 2025 Blueprint. The 12 CBO grant recipients accounted for over half of all the survey responses that were collected.

- Breathe California Sacramento Region
- Gardenland Northgate Neighborhood Association
- Harris Mathews Consulting/ St. Paul Church of Sacramento
- Health Education Council
- Placer People of Faith Together
- Sacramento Area Bicycle Advocates (with Bicycling Advocates for Rancho Cordova)
- Sacramento LGBT Community Center
- Sanctuary of Sacred Crowns
- University Enterprises, Inc. dba Sacramento State Sponsored Research
- Wopumnes Nisenan and Mewuk Heritage Society
- Women of Color on the Move

The 12 Public Outreach and Engagement Grant Program recipients are listed below.

- Arab Community Center for Integration Services

## Survey Results

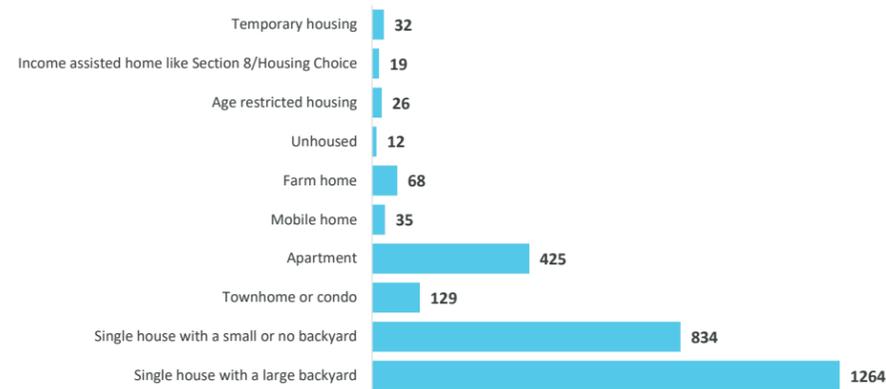
This comprehensive summary provides insights into residents' perspectives on housing, transportation, and community development, paving the way for more informed regional planning. To review the full breakdown of survey results, see the graphs below.

### Question 1: What kind of home do you live in?

(Select all that apply)

10 options (as seen on graph)

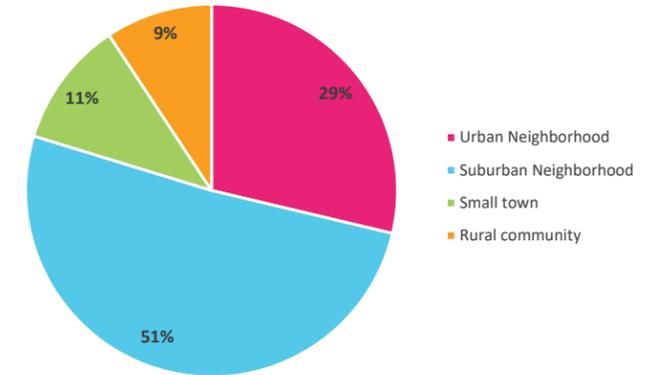
Respondents were able to select multiple options



### Question 2: How would you describe the community you live in?

4 options (as seen on graph)

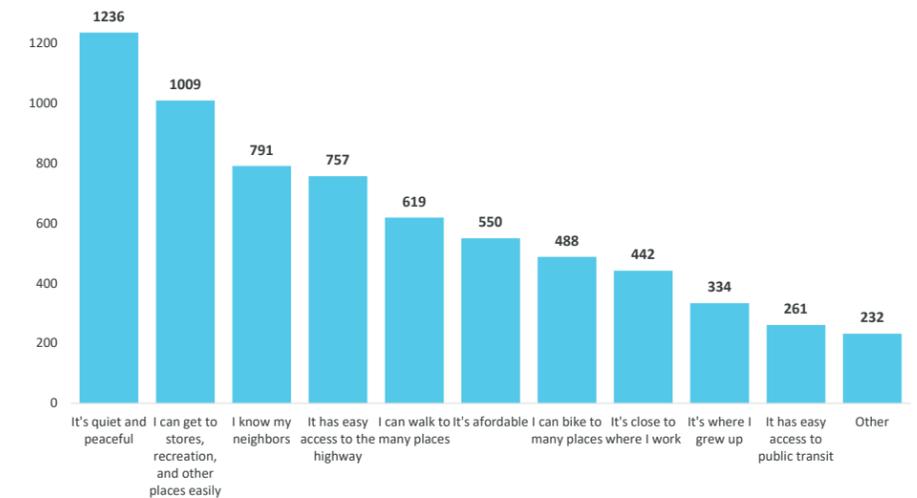
2,742 total responses to this question



### Question 3: What two things do you like best about the community you live in?

11 options (as seen on graph)

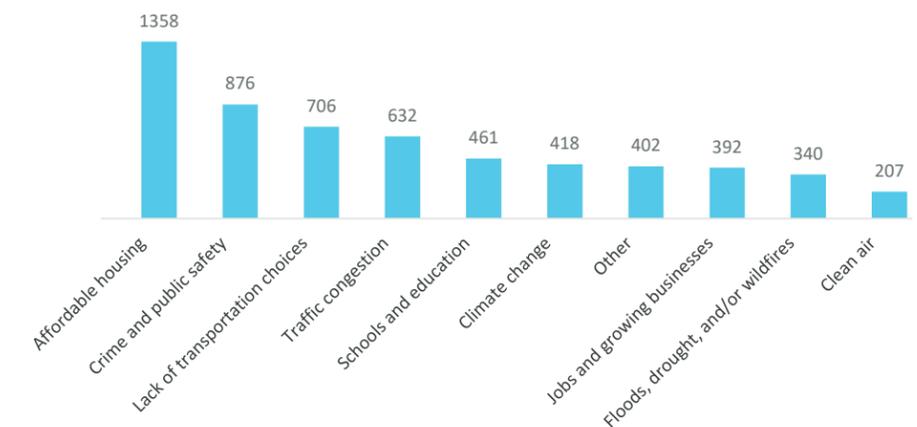
Each respondent selected two options



### Question 4: What are the two biggest challenges your community is facing?

10 response options (as seen on graph)

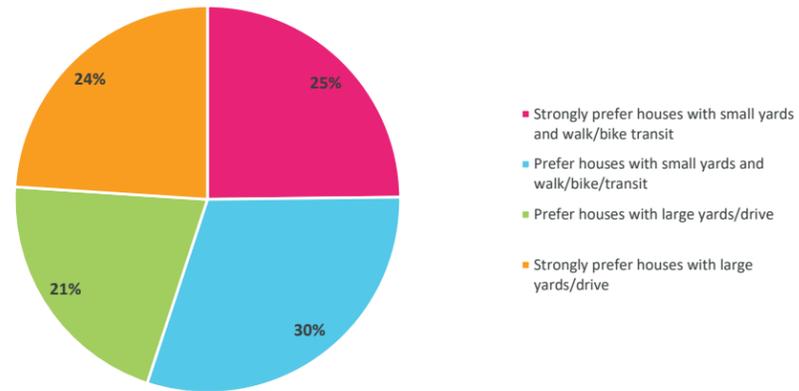
Each respondent selected two options



### Question 5: Please mark a mark on the sliding scale to select the type of community you would prefer to live in.

-4 options decoded by Sac State (as seen on graph)

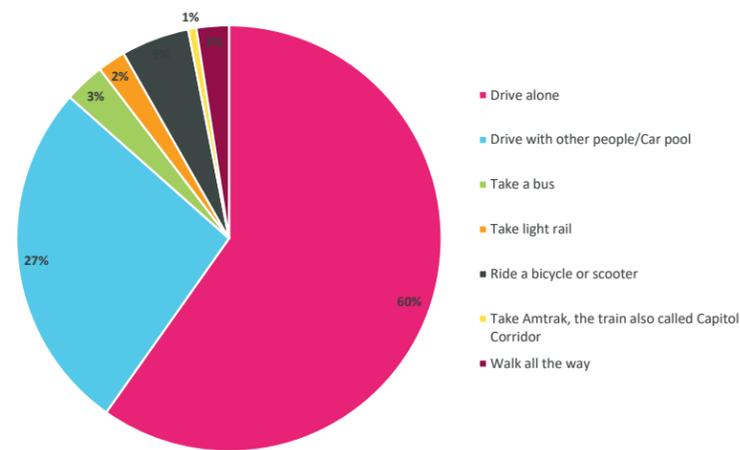
-2,232 total responses to this question



### Question 6: Thinking about the trip within the six-county Sacramento region you make most often, which of the following do you do?

7 response options (as seen on graph)

2,724 total responses to this question



### Question 7: The region's long-range plan should help reduce racial disparities in both transportation and housing by...

Rate each option from strongly agree to strongly disagree

3 sub-questions

Respondents had 5 rating options for each sub-question

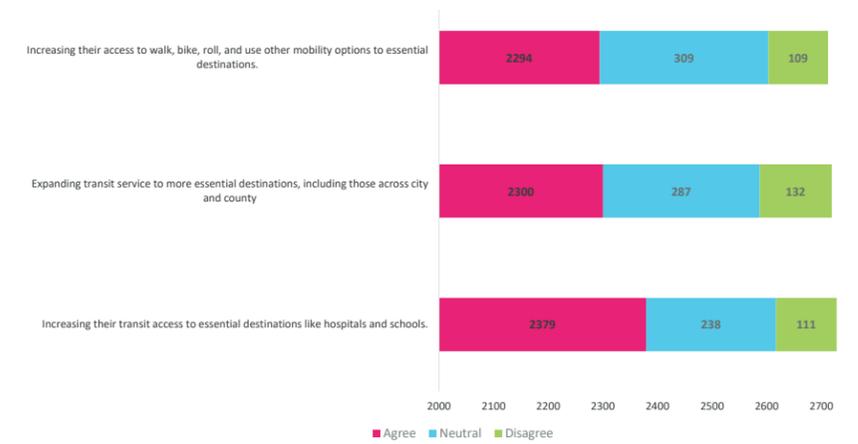


### Question 8: The 2025 Blueprint should help reduce overall mobility disparities experienced by low-income communities by...

Rate each option from strongly agree to strongly disagree

3 sub-questions

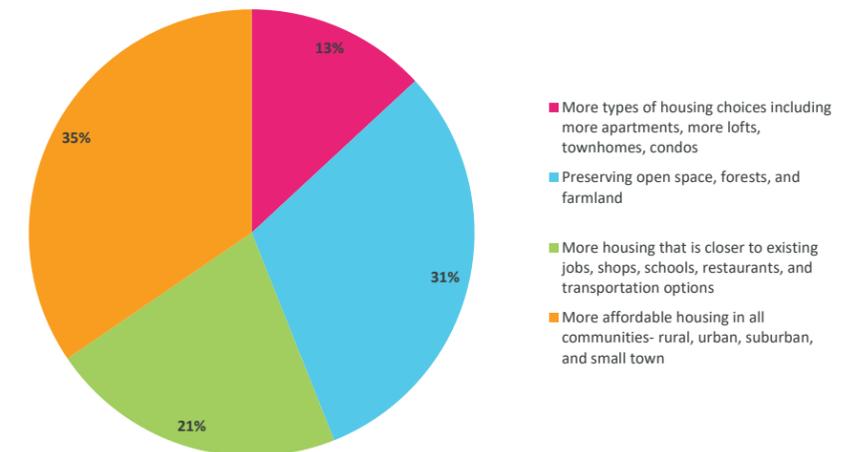
Respondents had 5 rating options for each sub-question



### Question 9: As the region grows, which of the following is the most important to you?

4 response options

2,691 total responses to this question



### Question 10: How much do you agree or disagree with the following statements.

#### We need to invest more in transportation because...

Rate each option from strongly agree to strongly disagree

7 sub-questions

Respondents had 5 rating options for each sub-question (3 represented on graph)

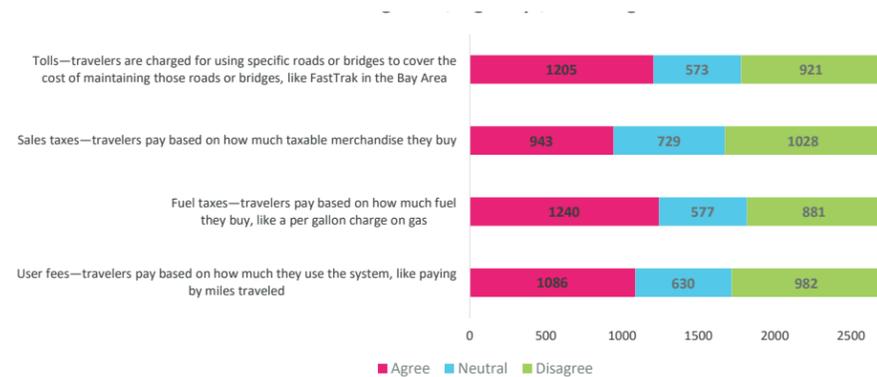


### Question 11: How strongly do you agree that the following are good ways to pay for maintenance of existing roads, highways, and bridges?

Rate each option from strongly agree to strongly disagree

4 sub-questions

Respondents had 5 rating options for each sub-question (3 represented on graph)

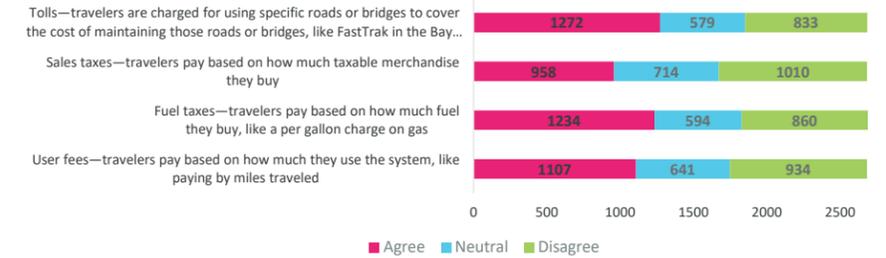


### Question 12: How strongly do you agree that the following are good ways to pay to build new roads, highways, and bridges?

Rate each option from strongly agree to strongly disagree

4 sub-questions

Respondents had 5 rating options for each sub-question (3 represented on graph)



### Question 13: We want to know how you feel about charging drivers a fee based on the miles they drive a personal vehicle. This does not include taking public transportation, biking, or walking.

Rate each option from strongly agree to strongly disagree

5 sub-questions

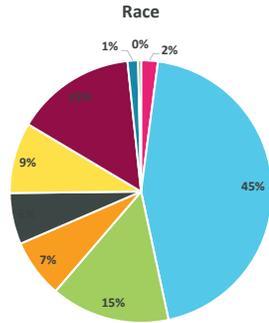
Respondents had 5 rating options for each sub-question (3 represented on graph)



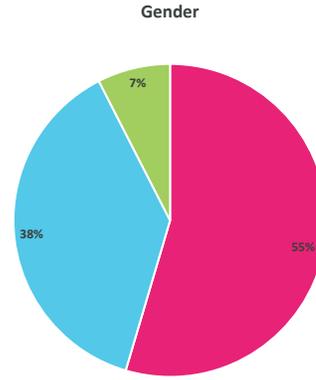


# BLUEPRINT

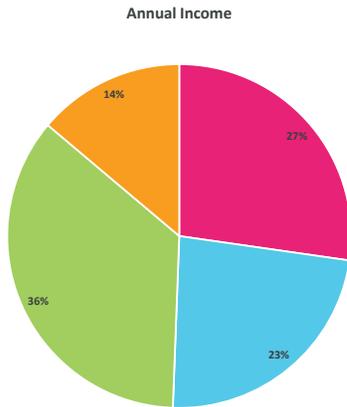
## Demographics:



- Other
- Prefer not to say/ no response
- Two or more races
- Hispanic/ Latino
- Native Hawaiian, Other Pacific Islander
- Caucasian/ White
- Asian
- African American/ Black
- American Indian/ Alaska Native

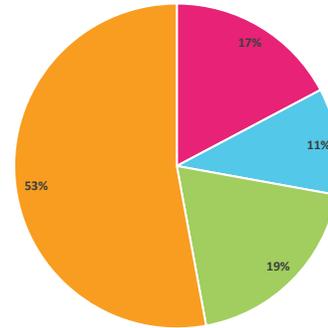


- Female
- Male
- Other/ Decline to state



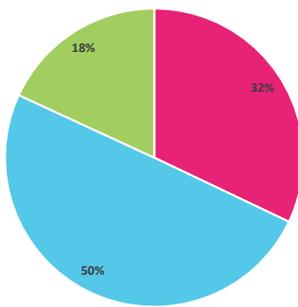
- <\$50K
- \$50K-\$100K
- \$100K+
- Decline to state

### How many years have you lived in the greater Sacramento region?



- 5 or less
- 6 to 10
- 11 to 20
- 20+

### Age



- <35
- 35-64
- 65+