



Public Outreach, Education and Engagement

BACKGROUND

The 2024 Blueprint plan, to be completed in early 2024, is SACOG's plan to build a connected region that includes transportation options for residents, affordable housing for the region's growing population, and equitable investments that give all community members access to a safe and healthy region. Once adopted, the Blueprint will be a foundation for regional planning in the Sacramento region. It will help define our annual work program, prioritize funding decisions across the region, advance our Racial Equity Action Plan, drive what grants SACOG seeks out, and what programs SACOG will run.

Understanding local and regional priorities around equity, environment, and economy regarding land use and transportation will be critical towards crafting a long-range plan that is owned by the region and empowers the region to grow efficiently and towards achieving the triple bottom line framework of Equity, Environment, and Economy.

The process for developing the Blueprint includes local agency review and input to understand adopted planning policies, land use plans and desired transportation investments; nomination of transportation investments for SACOG to consider in the plan update; and evaluation of multiple future community growth pathways, strategies, and transportation packages. The SACOG board will adopt a final pathway, or framework, based on the results of this process, which will be used to create the priorities, policies, and strategies of the Blueprint plan.

Community input and education is key to informing all these steps along the way. SACOG will work with community-based organizations and our partner agencies and use multiple tools for direct public engagement. To help SACOG and our member jurisdictions engage in meaningful community engagement, SACOG is creating a bench of community-based consultants that SACOG and partner agencies can contract with to provide support for community engagement on SACOG and partner agency projects.

For direct public engagement, SACOG will collect attitudinal polling on how the region should grow, values-based surveying on priorities, and conduct focus groups. Additional, state required, public outreach will occur in early 2023 via pop ups and virtual options. Those inputs are shared with our Board as they consider adoption of the final Framework for the plan.

SACOG is also working to support our member jurisdictions with community engagement on individual projects. The Blueprint development process includes input from agencies with land use authority (i.e. cities, counties, and some special districts) and transportation project sponsors (i.e. cities, counties, transit districts, Regional Transportation Planning Agencies, and some special districts). Those local

developments and projects go through outreach and engagement processes at several stages by the cities, counties, and project sponsors. SACOG is working to help support this by funding community driven planning through our Engage Empower Implement program, facilitating engagement through our bench of community-based consultants and emphasizing the importance of high-quality local engagement by including it as a criterion in our project screening process.

As a guiding document for SACOG's future work, it is vital that the 2024 Blueprint reflect the priorities of the region's communities. It is only with extensive community outreach, education, and engagement that we can develop a long-range plan that moves the region towards achieving the triple bottom line.

COMMUNITY BASED ORGANIZATIONS

SACOG is putting together a bench of community consultants to bring in community expertise, perspective, and voices to projects and programs. The bench of community experts will be made up of community-based organizations (CBOs), which can include established faith-based or community-based organizations, non-profits, educational institutions, public entities, foundations, or related entities that can provide expertise in community needs and challenges, insight to solutions, and strategic advice and direction. This bench will also be available to the SACOG member-jurisdictions in the six-county region.

This bench will be used extensively during the survey period with CBOs contracted to provide education through a "workshop in a box" concept and to encourage survey participants in their communities. We recognize that the 2024 Blueprint covers a wide array of topics so the "workshop in a box" will be split into categories such as land use, transportation, equity, economy, and environment so that participants can provide feedback on all or one of the topics that are most relevant to their community interests. The intent is to build relationships with CBOs and foster the relationships through the Blueprint planning process and beyond.

POLLING

To collect the attitudinal feedback, SACOG is exploring partnering with Valley Vision on both their current livability polling and their summer polling on the built environment.

Specific lines of inquiry include:

- Modes of transportation most relied on and commute patterns
- Satisfaction with transportation (overall), public transit, roads, and bike or pedestrian paths
- Concerns with respect to transportation system and most sought after improvements
- Proximity to school/work/other frequented locations
- Changes in transportation behavior/conditions post pandemic
- Preference for either improved public transit or building more roads/expanding existing roads
- Perceptions around shared mobility and low carbon transportation (electric buses and other vehicles)
- Housing mobility and satisfaction

- Perceptions and experiences around housing conditions and affordability
- Desire for (or reluctance towards) more dense developments in the region/neighborhood
- Amenities most relied on or desired in the neighborhood, such as access to food, health, and other resources, safety and built environment, green spaces, and other
- Attitudes and preferences towards cultural and civic amenities in the community and region
- Access to broadband/internet/technology resources

SURVEYING

To gather values-based priorities on how the region should be growing with a triple bottom line focus we will be implementing an online survey in the late summer/early fall time frame. The survey will gather feedback on concepts such as infill development, road pricing, Affirmatively Furthering Fair Housing, as well as the triple bottom line framework of Equity, Environment, and Economy. The survey will carry over many questions from the current plan in order to track changes over times in priorities. Additionally, the survey will be available in the most commonly used languages in our region such as English, Spanish, Mandarin, Russian and more.

FOCUS GROUPS

As a means of digging deeper into what we are hearing via the polling and surveying we will convene several focus groups. A portion of these will be led by staff bringing together stakeholders and others will be led by an outside consultant with general public participants.

LOCAL TOURS TO BOARDS AND COUNCILS

SACOG staff is planning to visit each city council and board of supervisors throughout the region to engage local officials on the regional initiatives like Green Means Go, the regional trails plan, the Mega Region Working Group, the Prosperity Partnership, Youth Leadership Academy, and 2024 Blueprint development. The meetings will provide an overview of regional initiatives and how they relate to the Blueprint plan, including a discussion around future pathways, the 2024 Blueprint Policy Framework, and regional investments. As staff begin the outreach efforts for the 2024 Blueprint, SACOG knows it is vital to coordinate our efforts with local agencies to ensure our message is valuable, strategic, and consistent.

POP UPS AND VIRTUAL

Staff and the SACOG Board will take the feedback from the polling, survey, and focus groups, plus input from agency partners and other elected officials to help hone the three pathway concepts into a single pathway which will eventually become the final 2024 Blueprint. After the data and analysis of those three pathways are presented to the SACOG Board in the Fall of 2022, staff will work to ensure that the public input has been reflected in the pathways discussion.

As required by state law, SACOG staff will host eight public workshops, one in each county and three in Sacramento County. These workshops will be hosted at local community events to meet residents where they are. By tabling at these local events SACOG staff will be able to receive feedback from

community members who may not attend formal workshops which will broaden the reach of the input staff will collect. We will also offer a virtual option with similar content, ideally three times, lunch on a weekday, evening on a weekday and a weekend option.

The content of those pop ups and virtual meetings will be developed once we can assess any holes in prior outreach, by needs defined by the technical staff, by Board input and stakeholder input.