



## 2024 Blueprint Early Outreach Efforts

Receive and File

**Prepared by:** AJ Tendick

**Attachments:** Yes

**Approved by:** James Corless

**Referring Committee:** Policy & Innovation

### **1. Issue:**

2024 Blueprint outreach planning update

### **2. Recommendation:**

None, this is for information only.

### **3. Background/Analysis:**

The 2024 Blueprint, 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.

### **4. Discussion/Analysis:**

SACOG is committed to having a transparent, accessible, and clear process for outreach and communications for the 2024 Blueprint. SACOG will strive to do more than the state and federal statutory requirements that are described in statute and in the Public Participation Plan (PPP). Staff will implement best practices to engage a diverse group of stakeholders including local agencies, transit agencies, state and federal agencies, advocacy groups, tribal governments, and community members early on and throughout the planning process. SACOG intends to educate participants about each step of the plan to gather informed input frequently during the development of the 2024 Blueprint so that public opinion is considered by the SACOG Board and reflected in the plan.

The 2024 Blueprint outreach and communication strategy will begin by educating all interested parties on key concepts such as infill development, road pricing, Affirmatively Furthering Fair Housing, as well as projects that are consistent with the triple bottom line framework of Equity, Environment, and Economy and projects that will be competitive for federal and state funding. SACOG, partners, and stakeholders will use curated content for a multipronged approach for building support for the plan, including targeted communication at

the local level with stakeholders and partners, and providing information to the general public about the efforts of this project. Long range plans are typically very high level and do not always feel relevant to people's day-to-day lives, however we strive to inform the public how long-range plans and especially Blueprint, guides and shapes our future. Attachment A includes a breakdown of the different strategies that will be used to accomplish this goal.

**5. Fiscal Impact/Grant Information:**

The activities planned for outreach are included in the existing and adopted budget.

**6. This staff report aligns with the following SACOG Work Plan Objectives:**

**Goal 1 : Advance Economic Prosperity**

**Goal 2 : Connected Communities**

**Goal 3 : Vibrant Places**