



Land Use & Natural Resources Committee

Meeting Date: March 2, 2023

Agenda Item No. 5

2025 Blueprint Update on Upcoming Outreach and Engagement Activities

Information

Prepared by: A.J. Tendick

Attachments: No

Approved by: Clint Holtzen

Referring Committee: Not Applicable

1. Issue:

SACOG is gearing up for a robust and far-reaching set of outreach and engagement activities to support the development of the 2025 Blueprint.

2. Recommendation:

None; this item is for information and discussion.

3. Background/Analysis:

SACOG will use several awareness building tactics throughout the 2025 Blueprint development process to increase engagement among the general public, low-income communities, communities of color, partner agencies, elected officials, and other stakeholders that represent a broad variety of interests throughout the region. Staff will use best practices to gain input from partners and will leverage relationships with community-based organizations to build upon these engagement activities to ensure that all interested parties can be meaningfully involved in shaping this regional plan.

4. Discussion/Analysis:

Below is a summary of the activities SACOG has conducted to date, is just getting underway, or that are planned for future phases of the Blueprint update process:

Local Tour to Boards and Councils

In July 2022, SACOG leadership kicked off an effort to visit every city/town council and board of supervisors meeting in the region to engage local officials on regional initiatives like Green Means Go, SACOG's regional funding programs, Regional Trails Plan, and the 2025 Blueprint. The meetings provided an overview of regional initiatives and how they relate to the Blueprint plan, including a discussion around future pathways, local transportation priorities, and regional investments. This effort was successfully completed in January 2023.

Community-Based Organization Outreach Grant Program

SACOG has awarded grants ranging from \$1,000-\$5,000 to community-based organizations to help increase underrepresented community engagement on the Blueprint. In addition to helping share SACOG's Blueprint survey, CBOs can tailor activities specifically to the communities they serve. A list of the

community-based organizations who received awards is below:

- Arab Community Center for Integration Services
- 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

Built Environment Poll

SACOG recently partnered with Valley Vision to create a public attitude poll on the Built Environment to inform the 2025 Blueprint. The purpose of the poll is to provide our region and its leaders with a way to gauge residents' priorities with respect to their built environment, particularly transportation, housing, telework, perceptions of safety, and public health. Valley Vision and SACOG staff are currently processing results from the poll and will present the results at a future board meeting

Focus Groups

SACOG is planning to deploy a set of focus groups to gain insights directly from our region's residents. The focus groups are expected to launch in March 2023, and conclude by May 2023. The purpose of the focus groups is to provide our region and its leaders with a way to gauge residents' priorities with respect to housing, road pricing, perceptions of safety, and public health.

Using the four topic areas of housing, road pricing, perceptions of safety and public health, the focus group vendor will conduct eight focus groups. Four of the focus groups will be held in English and four will be held in Spanish. The focus group participants will be a diverse mix of age, gender, ethnicity, and urban/suburban/rural geographical area.

Pop Up Workshops

SACOG is planning to go above and beyond the state required eight public workshops, by visiting community events to host 'Pop Up' public workshops in as many of the region's 28 jurisdictions as possible. By meeting residents where they are already gathered, SACOG aims to receive feedback from community members who may not attend formal workshops, which will broaden the reach of the input staff will collect. The pop-up workshops will begin in March 2023, and are expected to conclude in June 2023. The feedback received during these pop ups will inform board discussion on various aspects of Blueprint policies and priorities.

Regional Blueprint Event

On June 16, 2023, SACOG will host a half day regional workshop on the 2025 Blueprint. The event will outline the 2025 Blueprint process, explain the three pathways, and offer participants a unique chance to weigh in on the critical decisions facing the region as we plan for the future. The target audiences

for the workshop include elected officials, senior staff from local agencies, residents, non-profits and community-based organizations. The goal of the workshop is to educate and gain feedback from participants, while deepening participants' feeling of ownership over the plan.

5. Fiscal Impact/Grant Information:

The Blueprint, including all of the above-described engagement activities, are funded by a combination of sources including Federal Metropolitan Planning funds, state Sustainable Communities Formula Program Funds, and Transportation Development Act-Local Transportation Funds. The Placer County Transportation Planning Agency and El Dorado County Transportation Commission also provide some funding to SACOG to support development of the Blueprint to assist with the planning activities, data development, and analysis that is necessary to ensure coordination and consistency between the regional plan and the county-level Regional Transportation Plans.