



Land Use & Natural Resources Committee

Meeting Date: May 4, 2023

Agenda Item No. 4

2025 Blueprint: Outreach and Engagement Update

Information

Prepared by: AJ Tendick

Attachments: No

Approved by: Clint Holtzen

Referring Committee: Not Applicable

1. Issue:

The 2025 Blueprint Outreach and Engagement program is in full swing. This month, staff will highlight some of the work already completed or underway and provide a few early themes from the engagement thus far.

2. Recommendation:

That the committee offer feedback and input to staff regarding our outreach activities thus far and any specific or general questions/topics the committee hopes to learn more about through the Blueprint outreach activities.

3. Background/Analysis:

SACOG is using several awareness building tactics throughout the 2025 Blueprint development process to increase engagement among low-income communities, communities of color, partner agencies, stakeholders that represent a broad variety of interests throughout the region, and all other interested community members. Staff is relying on a variety of opportunities and methods to gain input from partners and leverage relationships with community-based organizations to ensure that all interested parties can be meaningfully involved in shaping this regional plan. These efforts include pop up workshops in every city and county in the region, public opinion polling, focus groups, presentations with various partner and stakeholder agencies, multiple tours to boards and councils around the region, community-based organization partnership, and a half-day regional workshop in June targeting elected officials, professional staff, and interested community representatives. Members of the public and other interested stakeholders can stay up to date on the latest news regarding the 2025 Blueprint and opportunities to stay involved on SACOG's website at: <https://www.sacog.org/2025-blueprint-mtpscs>.

4. Discussion/Analysis:

SACOG is going beyond state and federal requirements for outreach with a robust engagement plan for the 2025 Blueprint.

Beginning at the end of 2022, and wrapping up in early 2023, SACOG staff gave presentations to every city council and county board of supervisors introducing the Blueprint and the many associated efforts SACOG is tackling, in partnership with local agencies and partners, to both update and implement the regional plan. We are currently in the early stages of planning additional county-level and jurisdiction specific visits for later this year and in 2024.

Staff has also begun the process of visiting each city and county in the region with ‘Pop Up’ public workshops. By meeting residents where they are at, such as local events or hot spots SACOG staff is looking for feedback from community members who may not attend formal workshops with the goal of broadening the reach of our public outreach. The pop-up workshops began in March and are expected to conclude in early July. The feedback received during these pop ups will inform key aspects of the plan that will help define the preferred pathway.

To date, SACOG staff have been to 12 jurisdictions to host pop up workshops and have collected more than 660 responses on a Blueprint survey. Staff have tabled at local farmer’s markets, transit hubs during commute hours, and local events like the Winters Youth Day and SactoMoFo’s Food Truck Mania in Elk Grove. This effort is being supported by regional community-based organizations who received grants ranging from \$1,000-\$5,000 to host their own Blueprint outreach activities. These outreach efforts are intended to be tailored to meet the needs of the communities they serve. The goal of including the community based organizations (CBOs) is to gather input from underrepresented communities. A list of the CBOs who received awards are listed 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

Focus Groups

This spring, SACOG contracted with C2 Research to host a series of focus groups to gain insights directly from our region’s residents to help inform policy discussions around creating the vision, setting priorities, and developing strategies for the 2025 Blueprint update. The purpose of the focus groups is to gauge residents’ priorities with respect to housing, road pricing, perceptions of safety, and public health through a nuanced, guided discussion that can supplement our other outreach efforts.

Using the four topic areas, our consultant C2 Research conducted eight focus groups. Four of the focus groups were held in English and four were held in Spanish. Participants were screened and recruited to represent a diverse mix of our region’s residents.

SACOG is working with C2 Research to summarize the focus group conversations and findings into a final report that we will share with the committee along with a chance to dive into the results and how they can be used to inform future discussions about priorities and strategies for the 2025 Blueprint. Staff anticipates

returning to the committee in June to review the results from these focus groups.

Built Environment Poll

SACOG partnered with Valley Vision to create a public attitude poll on the Built Environment to inform the 2025 Blueprint. The poll has now wrapped up with more than 1,500 respondents expressing their opinions on everything from housing needs to electric vehicles. SACOG staff and Valley Vision are wrapping up the final report and findings from the poll results and plan to present the results of this polling effort at the May board meeting.

2025 Blueprint Event

On June 16, SACOG will host a half day workshop on the 2025 Blueprint. The event will outline the 2025 Blueprint process, explain the Blueprint Pathways, and ask participants to weigh in on the critical housing, land use, mobility, and other issues facing the region in the coming decades. The audience at the workshop will consist of elected officials, senior staff from local agencies, residents, non-profits and CBOs. The goal of this summit is to educate and gain feedback from participants, while deepening participants' ownership in the plan.

5. Fiscal Impact/Grant Information:

SACOG's outreach and engagement activities are a primary component of the 2025 Blueprint Plan Update. The Blueprint is 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.