



## 2025 Blueprint (Metropolitan Transportation Plan/Sustainable Communities Strategy) Outreach Update

Receive and File

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**Attachments:** Yes

**Approved by:** James Corless

**Referring Committee:** Land Use & Natural Resources

### 1. Issue:

The first phase of the 2025 Blueprint Outreach and Engagement is nearly complete. This month staff will be completing the Pop-Up Workshops and will continue to analyze the data that has been collected through the Community Based Organizations (SBO) Grant Program, SACOG led Survey, and Focus Groups.

### 2. Recommendation:

None; this item is for information only.

### 3. Background/Analysis:

SACOG is implementing 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 has identified a number of opportunities and is utilizing a variety of methods to gain input from partners and leverage relationships with community-based organizations to ensure that all interested parties will be meaningfully involved in shaping this regional plan. These engagement efforts include pop up workshops in every city and county in the region, public opinion polling, convening 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 that was conducted 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: [sacog.org/2025-blueprint-mtpscs](https://sacog.org/2025-blueprint-mtpscs). This report provides an overview of the first phase of outreach activities including the Blueprint Workshop, Pop Up Workshops, SACOG led Survey, CBO Grant Program, and Focus Groups.

### 4. Discussion/Analysis:

SACOG is going beyond state and federal requirements for outreach with a robust engagement plan for the 2025 Blueprint. Focus Groups: This spring, SACOG contracted with C2 Research to host a series of focus groups to gauge residents' priorities with respect to housing, road pricing, perceptions of safety, and public health through a nuanced, guided discussion that supplements our other outreach efforts. Using the four topic areas, our consultant C2 Research conducted eight focus groups with participants representing a diverse mix of our region's residents. Four of the focus groups were held in English and four were held in Spanish. 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. Additionally, the committee will be provided the opportunity to dive into the results and see how they can be used to inform future discussions about priorities and strategies for the 2025 Blueprint.

Pop Up Workshops and Surveys: SACOG is going above and beyond the eight public workshops required by the state by visiting each city and county to host a 'Pop Up' public workshop. By meeting residents at local events or hot spots, SACOG staff will be able to receive valuable feedback from community members who may not typically attend formal workshops; thus, broadening the reach of the engagement efforts and increasing the input staff will collect. The pop-up workshops began in March and will conclude in early August. The feedback received during these pop ups will inform key aspects of the plan that will help define the preferred pathway. Thus far, SACOG staff have hosted 29 pop up workshops in 27 jurisdictions and have collected more than 5,000 responses to the survey. Staff have tabled 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. In comparison, for the 2020 MTP/SCS staff conducted 8 pop-ups and received about 1,200 survey responses. This effort is being supported by 12 regional community-based organizations (CBOs) who received grants ranging from \$1,000-\$5,000 to host their own Blueprint-related outreach activities. These outreach efforts are intended to be tailored to meet the needs of the communities they serve. The goal of including the CBOs is to gather input from underrepresented communities. Staff will share a report from the grant program with this committee in October when the survey analysis is completed and shared.

Blueprint Workshop: On June 16, SACOG hosted a Blueprint workshop in Folsom, California, which brought together nearly 300 elected officials, public agency staff, and community leaders from across the six-county Sacramento region. The goal of the workshop was to deepen participant understanding of how land use, housing, and transportation policies affect economic, environmental, and equity outcomes in the region; highlight how decisions made within jurisdictions impact in the region; and to give participants another avenue to meaningfully participate and contribute to the 2025 Blueprint. The workshop included two interactive activities that were undertaken at each table and that were guided by a facilitator. First, participants shared their future visions for the region. In the second activity, participants explored strategies for achieving their visions, working with a set of constrained planning choices. The Blueprint Workshop Report can be found in Attachment A.

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

Pathways are one 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.