

2017 REGIONAL CONFERENCE ADDRESSED BIG DATA, INNOVATION AND THE REGION'S FUTURE

On May 4-5 in Palm Desert, SCAG held its 52nd Annual Regional Conference and General Assembly, which was attended by more than 850 civic, business and community leaders from throughout Southern California. At the General Assembly meeting, the slate of new board officers were sworn in – Margaret Finlay, Mayor of Duarte, as President; Alan Wapner, an Ontario City Council member, as First Vice President; and William “Bill” Jahn, Mayor of Big Bear Lake, as Second Vice President.

The conference, themed “Innovating for a Better Tomorrow,” highlighted the use of open data and smart analytics, and featured keynote speakers Ben Wellington, author of the blog I Quant NY and visiting assistant professor at the Pratt Institute in New York, and Jack Dangermond, founder and President of Esri. Panel sessions on smart city infrastructure, technological adaptation in industries and impacts of automation on the workforce gave attendees the opportunity to share ideas and learn how to prepare themselves (and their cities) for a promising but challenging future. SCAG also honored the region’s most innovative projects as part of the annual Sustainability Awards Luncheon.

On Friday, May 5, SCAG’s conference provided a showcase for outstanding student work from across the region, featuring digital Story Map projects using SCAG’s open data and sustainability planning posters at a special exhibit. SCAG promoted the use of open data in a Story Maps challenge and provided prizes to two outstanding projects. For highlights of the conference, you can follow this [Storify roundup](#) or check up on the [event website](#) to view a photo gallery and our Year-in-Review video for 2016-2017. Videos of full conference sessions are available on [SCAG-TV](#).

REGISTRATION IS NOW OPEN FOR THE 28TH ANNUAL DEMOGRAPHIC WORKSHOP

On June 26, SCAG and the USC Price School of Public Policy will co-host the 28th annual Demographic Workshop at the University of Southern California in Los Angeles. The Demographic Workshop has for decades been a significant resource for policymakers and business leaders to better understand the populations they serve. This year’s conference, “Volatile Demographics: How High & How Low?” will address the extraordinary volatility and uncertainty of the post-recession demographic and economic trends, accentuated by new policies of the Trump Administration. The workshop will be held on Monday, June 26, from 8:30 a.m. to 3:30 p.m. in the Trojan Grand Ballroom on the University of Southern California campus. Please join SCAG and the USC Price School for Public Policy at the workshop for this vital conversation about the forces shaping the region’s future. Early registration is \$75 until June 12 and \$50 for students. The event is free for elected officials. AICP CM credits also are available. To reserve your seat and for more information, visit: www.scag.ca.gov/demographics.

SCAG LAUNCHES ‘100 HOURS’ CAMPAIGN TO DISCUSS SOLUTIONS FOR TRAFFIC CONGESTION

This month, SCAG is launching “100 Hours,” a public engagement campaign to start a conversation about solving our region’s infamous traffic congestion. The name “100 Hours” is derived from the findings of an INRIX traffic study, which show that Los Angeles-area drivers now waste over 100 hours every year stuck in traffic. The campaign will run through summer 2017, offering the public an opportunity to weigh in on the ways they would otherwise like to spend the 100 hours they lose to traffic congestion, and discuss what alternatives might get traffic flowing again. The campaign includes billboards and social media tools to engage the public in a dialogue about potential solutions. The

campaign's ultimate goal is to establish a set of strategies ranging from ridesharing, first mile/last mile solutions, enhanced transit, active transportation or a decongestion fee system that could be packaged together and tested in a pilot program. This effort is consistent with the goals and policies in the adopted 2016 RTP/SCS, and will help to position SCAG for the 2020 RTP/SCS development and SB 375 targets.

SCAG SEEKS INPUT ON LOS ANGELES—SAN BERNARDINO TRANSIT AND RAIL STUDY

On June 7 and 8, SCAG will host two open house-style community meetings as part of the next phase of the Los Angeles-San Bernardino Inter-County Transit and Rail Study. As I have previously reported, SCAG is working in coordination with Metro and SANBAG to evaluate current and future travel needs in eastern Los Angeles County and western San Bernardino County, with a focus on the Metro Gold Line Foothill Extension, Metrolink service and access to/from Ontario International Airport. The Inter-County Study will identify recommendations for the optimal mix of transit services including light rail transit, commuter rail, bus rapid transit and express bus services. SCAG has engaged with two advisory committees, a Technical Working Group and a Stakeholder Review Committee, to ensure that the local jurisdictions, subregional councils of governments, transit operators and other transportation agencies have the opportunity to provide input. During the June 7 and 8 open house meetings, participants can view exhibits regarding proposed alternatives for detailed evaluation, discuss the transit and rail options with planners, and complete a survey to help shape the future of transportation for the area. More information, including time and location details for the two community meetings, is available at www.scag.ca.gov/programs/Pages/InterCountyTransitRail.aspx.

SACRAMENTO CAP-AND-TRADE BRIEFING

On May 17, SCAG's Chief Operating Officer Darin Chidsey and I travelled to Sacramento to meet with the Southern California Legislative Caucus, chaired by Assemblymember Sebastian Ridley-Thomas, to address funding deficiencies to the Southern California region from the implementation of cap-and-trade. Through the end of 2016, the Greenhouse Gas Reduction Fund expended \$1.2 billion of its cap-and-trade auction revenues, but only \$336 million, or 29.5 percent, was allotted to projects and purposes located in the SCAG region. This funding distribution is strikingly disproportional, considering that the region is home to more than 48 percent of the state's population, and two-thirds of its disadvantaged communities. The Governor has made the extension of cap-and-trade (currently set to expire in 2021) a priority to pass this year. That extension will require a two-thirds majority vote by the legislature, and SCAG urges the caucus to insist on a baseline regional equity threshold as a condition of support from its members.

SCAG LEADERS VISIT WASHINGTON, D.C. TO PUSH FOR FREIGHT INFRASTRUCTURE INVESTMENT

On May 15, transportation and policy leaders from Southern California and across the United States traveled to Washington, D.C. for national infrastructure week to encourage greater federal funding for freight infrastructure and much-needed improvements to the country's goods movement network. Representatives from SCAG, including Pam O'Connor, council member from Santa Monica, and Greg Pettis, councilmember from Cathedral City, joined members of the Coalition for America's Gateways and Trade Corridors in urging members of Congress and the U.S. Department of Transportation to make freight investment an urgent national priority. Directly or indirectly, trade and goods movement represents one-third of all jobs and economic activity in the region. Home to America's largest seaports, major international airports and vital ports of entry along the Mexican border, Southern California processes nearly half of all containerized freight entering and leaving the U.S. This includes more than \$131 billion in exports to other countries each year.

LOCAL PROFILES FOR MEMBER JURISDICTIONS NOW AVAILABLE

On May 4, SCAG released the 2017 Local Profiles to delegates attending the General Assembly. SCAG prepares the Local Profiles reports every two years as a service to our member jurisdictions, providing them with a wide variety of data and analysis related to demographics, housing, economics, education and transportation. A total of 201 reports were created this year - including one for each of the 189 SCAG

member cities, the region's 6 counties and 6 unincorporated county areas. The 2017 reports also introduced two new sections on active transportation and public health, which will be expanded in future editions as better and more reliable data becomes available. Data and analysis in the Local Profiles are used to identify emerging trends, support community planning, economic development decision-making, grant proposals and community outreach efforts. The reports are also useful resources for the local business community, academia and residents of Southern California who are interested in learning more about their community. The 2017 Local Profiles are now available on the SCAG website at: <http://www.scag.ca.gov/DataAndTools/Pages/LocalProfiles.aspx>.

TARGET UPDATE FOR GREENHOUSE GAS EMISSION REDUCTION

The California Air Resources Board (CARB) is updating targets for reducing per-capita greenhouse gas (GHG) emissions for the state's metropolitan planning organization (MPO) regions. These new targets will be set consistently with the Sustainable Communities and Climate Protection Act of 2008, or SB 375. SCAG, both individually and jointly with the state's three other large MPOs, submitted to CARB a recommended target of reducing GHG emissions per capita by 18 percent by the year 2035. This ambitious recommendation can only be achieved with commitments of additional state resources and the development of innovative strategies. CARB has estimated that statewide per capita GHG emission reductions of 25 percent by 2035 will be necessary to satisfy broader state climate goals. Based on a preliminary assessment, CARB has indicated that new state-level policies and measures will help support updated SB 375 targets that achieve up to 20 percent of the needed statewide reduction, as well as bridge the remaining gap. Discussions about target setting are ongoing, and CARB is expected to adopt the final SB 375 GHG targets in October 2017. SCAG will continue working with our MPO partners and CARB and provide updates to the Regional Council.

ADDITIONAL ACTIVE TRANSPORTATION PROGRAM FUNDING AVAILABLE VIA SENATE BILL 1

California's passage of Senate Bill 1 (SB 1) on April 6 will provide an increase of \$100 million annually for the Active Transportation Program (ATP). This increase is significant, and will help fund even more local projects that will improve safety for pedestrians at intersections and make it safer for bicyclists to ride in our communities. The ATP funding provided through SB 1 will be available starting in fiscal years 2018 and 2019. As such, a special 2017 ATP Augmentation will make funding available to all projects submitted during the 2017 ATP call for projects. Projects that were awarded funding in the 2017 ATP will be eligible to receive advanced funding awards, and projects that did not receive funding will also be considered for funding. The California Transportation Commission is hosting guidelines workshops on June 8 and 9, and project applications will be due in August 2017. For more information, visit <http://www.catc.ca.gov/programs/ATP>. If you have any questions about ATP funding, contact Stephen Patchan at patchan@scag.ca.gov.

SCAG COLLABORATES WITH ANTELOPE VALLEY AND MOJAVE DESERT AIR DISTRICTS ON NEW AIR PLAN

On May 25, the California Air Resources Board (ARB) approved the Western Mojave Desert Federal 75 ppb Ozone Attainment Plan. The adoption and ultimate approval of this plan by the U.S. Environmental Protection Agency will help the region comply with health-based national air quality standards set out by the Clean Air Act. This new air plan was prepared and previously adopted by the Antelope Valley Air Quality Management District (AQMD) and the Mojave Desert AQMD. It lays out a blueprint and control measures for achieving the health-based air quality standard in the Western Mojave Desert nonattainment area by 2026. The air plan includes motor vehicle emissions budgets, which set limits on ozone emissions for on-road transportation and will impact regional transportation planning. SCAG staff worked closely with the AQMD and ARB staff to set the air plan's new transportation conformity budgets. For more information about the Western Mojave Desert air plan, visit <https://www.arb.ca.gov/planning/sip/planarea/mojavesedsip.htm#2016>.

SCAG'S GO HUMAN CAMPAIGN LAUNCHES NEW ADS, RECEIVES FEDERAL AWARD FOR EXCELLENCE IN PLANNING

I'm proud to share with you that SCAG's Go Human Campaign was the recipient of the Federal Highway Administration's 2017 Transportation Planning Excellence Award. Co-sponsored by the American Planning Association, this awards program recognizes and celebrates exemplary planning practices in communities across the country. Go Human is one of SCAG's signature programs, promoting traffic safety, encouraging walking and biking as well as working with local cities to showcase potential street improvements to residents at community events. The campaign recently re-launched its advertising campaign in May (which is National Bike Month) across the region on billboards, bus shelters and digital ads as well. We will also be hosting upcoming demonstration events in Riverside and Orange County. For more information visit www.gohumansocal.org.

HOUSING DISPLACEMENT KEY FOCUS AT ULI L.A. URBAN MARKETPLACE

On April 12, I participated as keynote panel member at the ULI Los Angeles Urban Marketplace event in downtown Los Angeles, along with Los Angeles County Supervisor Hilda Solis and Dr. Raphael Bostic of the University of Southern California. This was a great event that addressed the critical issue of housing with the theme "Development Without Displacement- Can L.A. Grow Up Without Pushing People Out?" Each year, this event convenes senior city staff, elected officials and developers for a series of roundtable discussions of development strategies and real estate investment opportunities for L.A. County's low-income and high-poverty neighborhoods. For more information on the event, visit <http://la.uli.org/event/urban-marketplace-2017/>.

SHARING THE FUTURE OF MOBILITY AT UC TRANSPORTATION STUDIES POLICY FORUM

In late March and April, the Institutes of Transportation Studies at UC Berkeley, Davis, Irvine and Los Angeles presented a series of policy forums at the UC Center Sacramento, sharing the latest thinking and scientific insights on a range of transportation challenges facing our state and nation. I joined the forum on April 25 as a speaker, addressing "The 3 Revolutions in Transportation: Sharing, Electrification and Automation." My remarks covered the implications of changing transportation technology, and how regional-level transportation and land use planning will be crucial to balancing environmental goals with improving mobility. For more information on the event, visit <http://its.berkeley.edu/node/13341>.

SCAG SHARES KNOWLEDGE AT 2017 AMERICAN COMMUNITY SURVEY DATA USER CONFERENCE

In mid-May, SCAG's staff presented and participated at the 2017 American Community Survey (ACS) Data User Conference in Alexandria, Virginia. The conference included more than 50 contributed presentations by ACS data users, roundtable discussions and opportunities for networking. The numerous session topics ranged from model estimates to data visualization and applications. SCAG plays a large role in Southern California as the Regional Data Center for the U.S. Census Bureau and our staff was invited to the conference to share best practices on applying ACS data to regional transportation and land use planning.

SCAG GIS SERVICES PROGRAM UPDATE

This month, SCAG helped several local jurisdictions with geographic information system (GIS) projects that improved service delivery to their constituents. SCAG staff assisted the City of South Gate in complying with Senate Bill 1069, the Accessory Dwelling Unit legislation which will allow secondary dwelling units (or "granny flats") in single family or multi-family lots. SCAG staff trained South Gate planners to use GIS and their zoning and parcels data to identify the impacted parcel residential lots. In Yucca Valley, SCAG is assisting local staff to code their maintained and un-maintained streets in GIS, as well as their five-year cycle sewer Capital Improvement Projects. At La Quinta, SCAG staff coded in GIS the city's specific plan areas to assist its city planners more easily serve its constituents. For more information about SCAG's GIS and Data Services, visit our website: <http://gisdata.scag.ca.gov/Pages/Home.aspx>.