



Transportation Data Analysis Technical Assistance Program

On-Call Technical Assistance Guidelines

OVERVIEW

Southern California faces complex transportation challenges that require timely, data-driven solutions. To help local governments and regional stakeholders make informed decisions, SCAG launched the Transportation Data Analysis Technical Assistance Program. Through this program, SCAG retains a specialized consultant to provide free, on-call technical assistance that leverages big data analytics to answer local transportation and planning research questions.

This is a no-cost resource for cities, counties, and subregional partners to tap into cutting-edge data tools and expert analysis.

YOUR AGENCY'S ROLE

Transportation data can be overwhelming. SCAG's Transportation Data Analysis Technical Assistance Program transforms raw data into insights tailored to your agency's priorities—whether that's improving multimodal access, understanding travel behavior, or advancing climate and accessibility goals. SCAG is seeking public agency partners—specifically cities and subregional stakeholders—to submit their research questions for consideration and inclusion in this program. Research questions should be well-defined, actionable, and focused on multimodal transportation within the SCAG region, with clear alignment with regional goals.

To participate in this program, public agencies are asked to commit to the following:

- **Letter of Commitment:** Sign a brief statement confirming your agency's interest in participating and willingness to engage throughout the program timeline.
- **Engagement:** Approximately six to eight hours total, depending on question complexity
- **Willingness to share and co-create:** Agencies are encouraged to actively collaborate, sharing local context, refining research questions, and helping shape deliverables that reflect real-world needs and priorities.

WHAT YOU'LL RECEIVE

Participating agencies receive a custom whitepaper or memorandum that includes:

- **Core Question and Purpose:**
Clear framing of the challenge
- **Why It Matters:** Relevance to your jurisdiction's goals and SCAG priorities
- **Key Concepts and Data Sources:**
Explanations of definitions and datasets
- **Methods and Tools:**
Transparent techniques
- **Findings and Insights:** Data-driven results and key takeaways
- **Next Steps and Implementation:**
Practical guidance to act on findings

HOW TO GET INVOLVED

1. **StreetLight Access:** Ensure at least one staff member is registered through SCAG's StreetLight InSight request form.
2. **Submit a TA Request:** Email SCAG's Local Information Services Team at LIST@scag.ca.gov with a brief description of your transportation or travel-behavior challenge and one to two high-level research questions.
3. **SCAG Review and Matchmaking:**
SCAG will review your submission and pair you with the consultant team based on available hours and project scope.

CONTACT

For more information, visit the [SCAG Transportation Data Analysis Technical Assistance website](#) or email SCAG's LIST at LIST@scag.ca.gov.