

SCAG CONTINUES WITH IMPLEMENTATION OF EARLY ACTION PLAN AND IDEA INITIATIVES

The cross-functional Inclusion, Diversity, Equity, and Awareness (IDEA) internal staff team led by Human Resources was formed in June and is committed to fostering organizational change. They have been meeting regularly, and with the assistance of Human Resources and a consultant, provided several diversity, equity, and inclusion (DEI) training opportunities for staff to assist in providing foundational knowledge and shaping their workplan and structure to guide the agency's work.

IDEA's role is two-fold:

1. To serve in a consulting capacity for strategies outlined in the Early Action Plan (EAP) and owned by various divisions, as well as new strategies that may be developed.
2. To be responsible for DEI-related community engagement and internal communications in service of EAP goals (i.e., culture shift).

To assist with the agency's efforts and provide more targeted guidance and input, three IDEA sub-committees (Communication and Engagement; Education and Training; and Strategy, Policies, and Procedures) were formed and are currently in the process of refining their work plans.

On Sept. 23, staff hosted the quarterly meeting of the Regional Equity Working Group to engage stakeholders on SCAG's regional and local planning activities as well as share efforts across the region to advance equity in land use and transportation planning. The September meeting included presentations on the [Orange County Equity Map and Social Index](#), the [City of Los Angeles Equity Index](#), and examples of Equity in Action from the City of Long Beach, as well as an update on SCAG's [Sustainable Communities Program Call for Projects](#). Please contact Courtney Aguirre at aguirre@scag.ca.gov or Anita Au at au@scag.ca.gov for more information.

To learn more about the EAP, please visit the IDEA webpage at scag.ca.gov/IDEA.

REGISTRATION OPENS FOR THE 12TH ANNUAL SOUTHERN CALIFORNIA ECONOMIC SUMMIT

On Thursday, Dec. 2, SCAG will host the 12th Annual Southern California Economic Summit virtually, focusing on the theme "From Inclusive Recovery to Inclusive Growth." While we had hoped to be able to convene in person, out of an abundance of caution we are pivoting to a virtual event model.

This summit will come at a time when the regional economy is still recovering from a time of unprecedented crisis. The program will feature the debut of new research and analysis on the state of the region's economy, expert commentary on the issue of how to keep Southern California competitive, and a laundry list of funding programs and innovative approaches to kickstarting inclusive economic growth.

[Register today](#) to join civic and business leaders from across Southern California for this vital conversation on how we can further our economic recovery and build strength and resilience in a post-COVID world. Elected officials and city managers of SCAG's member jurisdictions may attend for free. Learn more and register to attend at scag.ca.gov/economicssummit.

SCAG TO HOST HOUSING POLICY FORUM SERIES

On Nov. 1, from noon – 2 p.m., SCAG will host a Housing Policy Forum, which will be the first in series that will continue into Fall 2022. The first virtual forum, “A Rundown on Federal and State Legislation and Funding,” will provide an overview of the challenges, opportunities, and trends in current federal and state housing legislation in Southern California. There will also be discussion on the impacts of legislation on local housing policy, as well as an opportunity for participants to share local housing policy priorities. While the forum is free of charge, [registration is required to attend](#). Please visit the [Fall 2021 Housing Policy Forum webpage](#) for more information.

BOARD OFFICERS MEET WITH REPRESENTATIVES FROM GOVERNOR'S OFFICE

SCAG President Clint Lorimore, First Vice President Jan Harnik, Second Vice President Carmen Ramirez, and Immediate Past President Rex Richardson, as well as leadership and members of the Legislative/Communications and Membership Committee (LCMC), met with representatives from Governor Gavin Newsom's office to request a veto of SB 9 (Atkins). President Lorimore highlighted SCAG's leadership by supporting legislation to tackle the state's housing crisis. SCAG provided support for SB 7 (Atkins), which provides expedited judicial review for some housing projects, SB 10 (Wiener), which would allow local jurisdictions to provide California Environmental Quality Act (CEQA) exemptions for some residential up-zoning near transit-rich and urban infill sites. The group also shared SCAG's experience administering the Regional Housing Needs Assessment (RHNA) on behalf of the region and the innovative programs funded by the state's Regional Early Action Program (REAP) that are paving the way for new housing development. At the meeting, the Governor's representatives did not indicate whether the Governor would sign or veto SB 9, but promised to communicate SCAG's concerns concerning SB 9. In addition to SCAG's board officers, LCMC Chair Alan Wapner, LCMC Vice-Chair Peggy Huang, and committee members David Shapiro, Jose Luis Solache, and Ray Marquez attended the meeting.

BROADBAND INITIATIVE UPDATE

On Sept. 1, I participated in a joint meeting with leadership from the San Diego Association of Governments (SANDAG) and representatives from numerous internet service providers. At the meeting, participants discussed legislative updates related to broadband. In addition, SCAG and SANDAG provided an overview of the work they have done and are planning to do regarding their respective broadband programs.

GO HUMAN UPDATES

COMMUNITY SAFETY AMBASSADOR PROGRAM EVENTS AND ACTIVITIES

Over 48 [Community Safety Ambassadors](#) from Imperial, San Bernardino, and Ventura Counties completed over 30 hours of workshops and trainings, culminating in September. The Ambassador Program is a community engagement and leadership development opportunity to complete a paid, virtual training program to build capacity and bridge relationships with local governments to improve walking and biking safety. Upon completion of trainings, Ambassadors are implementing over 40 activations to support traffic safety and community engagement in their local communities. Highlights of activities and events completed in September or coming soon include community garden activities in Ontario, bicycle safety education in Ventura, and temporary demonstration planning in El Centro and Calexico. Find more about the program and activations on the [Go Human Community Ambassador Program webpage](#).

COMMUNITY STREETS MINI-GRANT AWARDEES COMPLETE PROJECTS

In September, SCAG's *Go Human* campaign completed its Community Streets Mini-Grant Program, which aims to build street-level community resiliency and increase the safety of people most harmed by traffic injuries and fatalities, including Black, Indigenous, and People of Color; people with disabilities; and frontline workers, particularly those walking and biking. The *Go Human* campaign awarded more than \$275,000 in funding to 31 projects across the region. Awarded

projects spanned a range of creative engagement activities, including pedestrian safety campaigns, storytelling video projects, and community workshops. Additionally, seven projects incorporated demonstrations utilizing the *Go Human* Kit of Parts. Please visit the [Go Human blog](#) to read about the awardees.

CALIFORNIA PEDESTRIAN SAFETY MONTH

To celebrate California Pedestrian Safety Month, SCAG's *Go Human* campaign revamped and relaunched the *Go Human* Safety Pledge to extend its reach and encourage signatories to take meaningful action in their communities. Signatories join a large cohort of safety champions and practitioners across the region and have access to a robust toolbox of resources to support safety strategy implementation. Signatories can pledge to sponsor a safety messaging campaign, deploy a temporary demonstration with the *Go Human* Kit of Parts, advocate for safety improvements using the High Injury Network, and much more. Make a commitment to safety by signing the pledge and securing access to SCAG safety resources. [Sign the Safety Pledge here](#) and view your commitment on the [Safety Pledge Map](#).

GO HUMAN'S CO-BRANDING STRATEGIES: A SNAPSHOT

In September, SCAG's *Go Human* campaign wrapped up its co-branded advertisement distribution program, which resulted in the development of 23 strategic partnerships and the distribution of over 1,100 material items including lawn signs, banners, and digital advertisements that were utilized in local safety campaigns. Other strategies leveraged the advertisement campaign to advance safety. In addition, over \$100,000 of funding from the Affordable Housing Sustainable Communities (AHSC) program was leveraged to support AHSC Awardees in the counties of Los Angeles, Orange, and Riverside to implement *Go Human* campaigns around new affordable housing developments. A *Go Human* Twitter Chat engaged 19 local partners in a virtual conversation on safety, reaching over 122,000 unique viewers and building more than 570,000 impressions.

GO HUMAN CAMPAIGN RECEIVES AWARD

At the Governors Highway Safety Association Annual Meeting on Sept. 14, SCAG's *Go Human* campaign was recognized with the [Peter K. O'Rourke Special Achievement Award](#), which recognizes notable achievements in the field of highway safety by individuals, coalitions, organizations, nonprofit groups, businesses, media, government agencies, universities or programs. The award commended the *Go Human*'s campaign's bicycle and pedestrian safety program, which brings together partners across Southern California to reduce collisions involving people who walk and bike through a traffic safety advertising campaign. With the support of the California Office of Traffic Safety, the *Go Human* campaign engaged 50 partners with its first round of grant funding, printed and distributed more than 16,000 materials, and implemented a co-branded campaign that generated approximately one million impressions, adding to the nearly one billion impressions already generated throughout the six-county SCAG region. Since its inception, the *Go Human* campaign has continued to build partnerships and improve safety throughout Southern California.

FROM DEMONSTRATION TO IMPLEMENTATION: GO HUMAN PROJECTS MOVE FORWARD

In September, two *Go Human* implementation projects were implemented. After a temporary demonstration was showcased during *Go Human*'s Explore Merrimac in April 2018, construction and improvements along Merrimac Way in Costa Mesa between Harbor Boulevard and Fairview Road have been completed. The Merrimac Way Bicycle Facility Improvement Project involves the installation of new bicycle lanes, a multi-use path, and a pedestrian crossing, among other improvements and features. [Click here](#) to view the video.

Additionally, Culver City has nearly completed construction on a [new two-way protected bikeway along Elenda Street](#). The bikeway is part of [Culver City's La Ballona Safe Routes To School Project](#). The safety upgrades are designed to facilitate students safely walking and bicycling to and from La Ballona Elementary School, which is located on the west side of Washington Boulevard at Elenda. These efforts were initially supported by *Go Human*'s safety demonstrations at the "[Experience Elenda](#)" event in September 2018.

SCAG COLLABORATES WITH USC SPATIAL SCIENCES INSTITUTE

In September, SCAG staff presented at the University of Southern California (USC) Spatial Sciences Institute (SSI) for their first episode of the “Brown Bag Series.” The presentation was about the Internship Program between SCAG and USC SSI, which was initiated in Summer 2020 and is intended to provide students with the opportunity to contribute to SCAG’s long-range transportation plan, [Connect SoCal](#). Specifically, the students were exposed to regionally significant projects such as the Building Footprint Characteristics Development, Regional Land Use Data Development, and SCAG Data/Map Book Application Development. For additional information, the meeting recording is available [here](#).

I-710 SOUTH CORRIDOR TASK FORCE MEETING

After an initial meeting in July, the I-710 South Task Force held a meeting on Sept. 13 to officially kick off the task force and discussed a number of logistical items such as next steps, the decision-making process, and what transparency and accountability will look like for the group. Several task force members and past supporters like Supervisor Hilda Solis, Supervisor Janice Hahn, and more joined or sent staff to participate in the meeting. The next step will be to solidify the work to be done and who will be participating. Groups such as Caltrans, Metro, councils of governments, elected officials, and the San Pedro Bay ports all plan on participating going forward.