



# FRAMEWORK FOR RECOVERING & REIMAGINING A RESILIENT REGION

**PRESIDENT'S WORK PLAN  
2020-2021**

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Southern California Association of Governments



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## PRESIDENT'S WORK PLAN 2020-2021

### **About SCAG**

SCAG is the nation's largest metropolitan planning organization (MPO), representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to encourage a more sustainable Southern California now and in the future..

### **Mission Statement**

To foster innovative regional solutions that improve the lives of Southern Californians through inclusive collaboration, visionary planning, regional advocacy, information sharing, and promoting best practices.

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On behalf of the Southern California Association of Governments (SCAG) and the Regional Council, I would like to thank you for your partnership and interest in helping us build a better region for our six counties, 191 cities, and 19 million residents.

Building an inclusive and equitable recovery strategy that addresses the health, social and economic challenges created by the novel coronavirus (COVID-19) pandemic will be my top policy priority as president of SCAG. As we look to pick up the pieces as the pandemic subsides, the region's ability to rebuild and our economic outlook will largely depend on what we do when we shift towards recovery.

To get us going on the right track, I have developed a comprehensive work plan entitled, "Framework for Recovering & Reimagining a Resilient Region," which consists of a slate of "Opportunity Areas" focused on implementation of the Connect SoCal long-range regional transportation plan, promoting housing production, data and information services, and legislative efforts, as well as specific actions to carry out the objectives for each of the Opportunity Areas. I intend for this Framework to be a collaborative and inclusive process because the only way we are going to be able to rebuild is if we do it together, as one region and with one voice.

I fully plan on getting my hands dirty as president of this great agency and look forward to working with all corners of the region to help restore, reimagine, and revitalize our economy.

A handwritten signature in black ink, appearing to read "Rex Richardson", with a long horizontal flourish extending to the right.

**Rex Richardson**

President  
Southern California Association of Governments

# OPPORTUNITY AREAS

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## IMPLEMENT REGIONAL COUNCIL'S RESOLUTION ON EQUITY

Implement the resolution adopted by the Regional Council that affirms SCAG's commitment to addressing longstanding issues related to equity and social justice in the agency's planning efforts by incorporating equity awareness into every aspect of work guided policy.

### STRATEGIES

- » Special Committee on Equity & Social Justice – Recommend policies and any necessary changes to the Bylaws to the Regional Council and General Assembly.
- » Equity Framework and Definition – To contain quantitative and qualitative indicators of existing disparities in the region to inform regional planning and development of an inclusive Regional Economic Recovery Strategy.

## ACCELERATE IMPLEMENTATION OF CONNECT SOCIAL PLAN

Connect SoCal outlines more than \$638 billion in transportation system investments through 2045. Strategies target innovation in emerging sectors to stimulate job growth and housing production with a focus on economic inclusion, public health, and equity and social justice.

### STRATEGIES

- » Accelerated Electrification – Promote clean technologies.
- » Shared Mobility – Invest in the (shared) streets of the future.
- » Smart Cities – Virtual access, smart permitting, and tele-everything.
- » Core Vision – Partner with county transportation commissions to stabilize and accelerate funding through federal and state incentive packages.

## GUIDE REGIONAL RECOVERY EFFORTS WITH DATA & INFORMATION SERVICES

Member cities and counties, public and private sector leaders, labor leaders, staff, and a team of independent economic advisors will prepare reports, analysis, and decision-making tools to inform regional and local policymaking and catalyze formation of new partnerships and programs to recover from the pandemic.

### STRATEGIES

- » Regional Data Platform – Analysis tool for local planning.
- » Economic reports and analysis.
- » 11th Annual Southern California Economic Summit (Winter 2020)

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## SUPPORT HOUSING PRODUCTION, PRESERVATION & PROTECTION

SCAG's efforts in planning and housing policy development include providing a forum for policy dialogue, information sharing, and technical analysis. SCAG will focus on continued efforts to promote production while also addressing immediate need for shelter for the unemployed.

### STRATEGIES

- » Call for Collaboration – A new partnership fund created with the California Community Foundation (CCF) to support partnerships across sectors, including grants for initiatives led by community based organization (CBO) that support effective housing policy and programs.
- » Subregional Partnership Program Guidelines/Project Identification – Funding partnership with subregional councils of governments (COG) aligning investment in housing planning and production with the Regional Housing Needs Assessment (RHNA) allocation to provide support for housing element updates.
- » Housing Element Support – Provide essential data resources and outreach/education toolkits.
- » Leadership Development – Resources and training for elected officials to engage with residents and encourage housing development

## LEGISLATIVE PROGRAM

SCAG's State and Federal Legislative Program prioritizes the Regional Council's positions on policies and legislative initiatives related to core planning and policy areas such as transportation, housing, air quality, goods movement, sustainability, environmental justice, and economic recovery and job creation.

### STRATEGIES

- » Annual Sacramento Summit and Washington, DC Advocacy Trip
- » California Transportation Congressional Reception
- » Sacramento and Washington DC "Strike Teams" – Advocate during budget hearings and appropriations season for SCAG's budgetary and funding requests.
- » Strategic Partnerships – Develop an advocacy strategy with the LA/OC Building Trades Council and LA County Business Federation to advocate for federal and state economic stimulus that prioritizes infrastructure, housing, and broadband.
- » Active Engagement – Sponsor, support/oppose legislative proposals, and propose administrative changes to provide equitable distribution of funding sources to the SCAG region.
- » State legislative advocacy services procurement.

# WORK PLAN PHASES

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## PHASE 1: LISTEN

>>JUN–SEP

During this phase, meetings and small group discussions will be scheduled with key leaders, Regional Council and Policy Committee members, and stakeholders to discuss the President’s work plan and priorities. Input will be collected on opportunities and format for greater engagement to strengthen the foundation for regional plans/policy and champion the work of the agency. The President will solicit participation and make committee appointments including to the Special Committee on Equity & Social Justice, Global Land Use and Economic (GLUE) Council, and the planned Speakers Bureau.

**Key Considerations:** Expanded GLUE, Economic Recovery Taskforce, Speakers Bureau (for SCAG elected officials), Equity Taskforce/Other Format for Engagement, Committee Appointments (i.e. MSRC), Housing Call for Collaboration (Benefactors/Advisors)

**The President will lead conversations and participate in listening sessions to refine the following priorities:**

- » Listening Tour – Engage members and stakeholders in virtual tours and policy conversations in SCAG’s six-county region.
- » Connect SoCal 120-Day Work Plan and Implementation Strategy – Engage in forums to solicit input on the impacts of the pandemic and advance a plan implementation strategy that addresses local needs.
- » Housing Production & Preservation Roundtables – Engage housing experts and stakeholders to align and leverage resources to address the housing crisis.
- » Economic Recovery Monitoring and Assessment – Promote data and research on key economic indicators and participate in regional recovery forums that help identify gaps and opportunities for leadership through SCAG’s recovery efforts.

## PHASE 2: CONVENE

>>OCT–JAN

Guided by findings from the Listening phase, the President will initiate a series of activities to formalize engagement and assemble partnerships that are critical to advancing the President’s work plan. This will include encouraging applications for SCAG’s funding programs and championing collaboration as formal partnerships form in key priority areas.

- » **Special Committee on Equity & Social Justice**
  - » Launch and convene meetings.
- » **Economic Recovery Convenings**
  - » Facilitate GLUE Council meetings to inform the Regional Economic Recovery Strategy and engagement with business community.
  - » Southern California Economic Summit
    - » Economic reports and analysis – expanded analysis and visualizations.

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» **Partnership Development and Calls for Projects**

- » Supporting Housing Production, Preservation & Protection
  - » Call for Collaboration – Release call for projects in October/November in partnership with California Community Foundation.
  - » Housing & Sustainable Development Call for Projects – Technical assistance for jurisdictions to increase housing production, and encourage sustainable growth
  - » Subregional Partnership Program Guidelines/Proposals – Finalize \$23 million expenditure plan to support local agencies in updating housing element updates and developing programs to encourage housing production.
  - » Housing Element Support – Provide data, resources, and workshops for local jurisdictions.
- » Shared Mobility/Shared Streets
  - » Active Transportation & Safety Call for Projects – Technical assistance to increase walking and biking and improve safety.
  - » Curb Space Management Study – Provide strategies for improved management of curb space utilization and pilot project concepts for deployment.

» Accelerated Electrification/Clean Tech

- » Last Mile Delivery Call – Support zero- and near-zero emission medium and heavy-duty trucks and innovative technologies for last mile delivery.
  - » Zero-Emission Stations for Medium- and Heavy-Duty Trucks – Develop a regional network of zero-emission charging and fueling for heavy- and medium-duty trucks.
  - » Electric Vehicle Charging Study - Update SCAG resources and work with cities to identify locations and streamline electric vehicle (EV) charging stations.
- » Smart Cities
- » Broadband Study – Accelerate digital inclusion (broadband deployment) and analyze the potential for greenhouse gas emissions reduction in partnership with the California Emerging Technology Fund.
- » Data and Info Services
- » Regional Data Platform – Local pilot projects for ten cities.

# WORK PLAN PHASES

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## PHASE 3: CATALYZE

>>FEB–MAY

- » Work products will begin to roll-out during this phase, in which the President will play a critical role in championing key deliverables to provide a strong foundation for continued implementation of regional planning and policies. This will include launching a Speaker’s Bureau to place more elected officials out in the region to promote regional plans and collaboration.

- » **Equity & Social Justice Policy Recommendations**

- » o Review existing policies and recommend any necessary changes of the Bylaws to the Regional Council and General Assembly.

- » **Regional Economic Recovery Strategy**

- » Release Economic Recovery Strategy, creating a common platform for regional advocacy on the economy, housing, and a long-term vision for partnerships.
- » Promote federal and state legislative agenda.
- » Champion and help advance recommendations for program and partnership development.
- » Participate in release of ongoing communications, economic reports, and analysis to inform local decision-making.

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» **Launch Speaker's Bureau**

- » Proactively place SCAG's elected leadership in the field to promote the President's and agency's priorities:
  - » Equity & Social Justice
  - » Connect SoCal Implementation
  - » Housing production, preservation, and protection.
  - » Economic Recovery

» **Funding Awards & Pilots**

- » Promote and champion SCAG-funded projects to lift local innovation and encourage wider adoption of the strategies in Connect SoCal.
- » Housing
  - » Call for Collaboration Partnership Awards
- » Sustainable Communities Program Planning Grants
  - » Project list adoption for Active Transportation & Safety and Housing & Sustainable Development calls for projects.
  - » Calls for projects will be released in additional funding categories.

» **Deploy Data Services and Information Resources**

- » Promote new GIS tools to local jurisdictions region-wide to facilitate access to the Regional Data Platform.
- » Release preliminary recommendations from the Future Communities Pilot Projects, which will include best practices, case studies, and results from piloted technologies.
- » Deliver transportation demand management (TDM) training—from the introductory level to specific TDM policies and strategies—for local jurisdictions, employers, and other stakeholders.



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