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BOARD OF DIRECTORS AGENDA

**Friday, January 11, 2013
10 a.m. to 12 noon
SANDAG Board Room
401 B Street, 7th Floor
San Diego**

AGENDA HIGHLIGHTS

- **THE REGIONAL PLAN: "WHAT ARE WE HEARING?"**

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MESSAGE FROM THE CLERK

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MISSION STATEMENT

The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transit, and provides information on a broad range of topics pertinent to the region's quality of life.

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Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form available on the Web site. E-mail comments should be received no later than 12 noon, two working days prior to the Board of Directors meeting. **Any handouts, presentations, or other materials from the public intended for distribution at the Board of Directors meeting should be received by the Clerk of the Committee no later than 12 noon, two working days prior to the meeting.**

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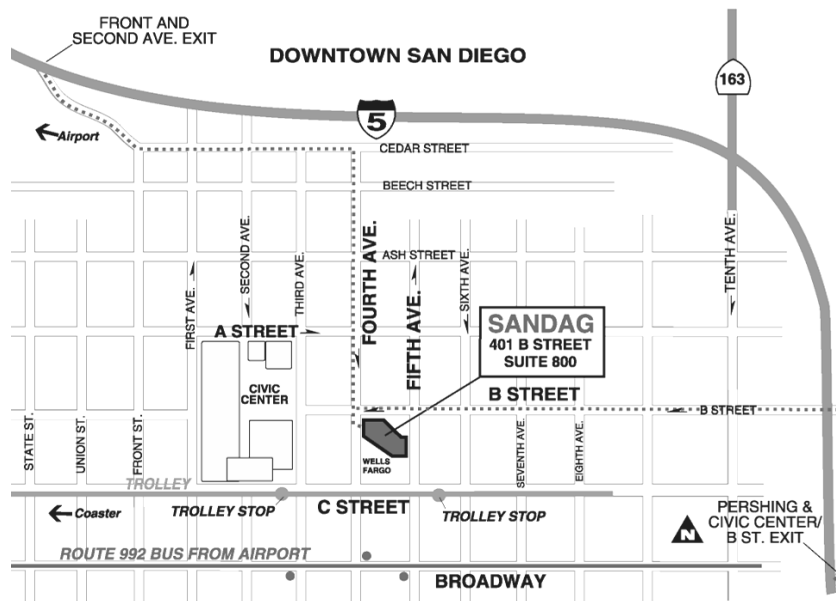
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BOARD OF DIRECTORS AGENDA

Friday, January 11, 2013

ITEM #		RECOMMENDATION
1.	PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS	
	<p>Public comments under this agenda item will be limited to five public speakers. Members of the public shall have the opportunity to address the Board on any issue within the jurisdiction of SANDAG that is not on this agenda. Other public comments will be heard during the items under the heading "Reports." Anyone desiring to speak shall reserve time by completing a "Request to Speak" form and giving it to the Clerk of the Board prior to speaking. Public speakers should notify the Clerk of the Board if they have a handout for distribution to Board members. Public speakers are limited to three minutes or less per person. Board members also may provide information and announcements under this agenda item.</p>	
	REPORTS (2)	
+2.	THE REGIONAL PLAN: "WHAT WE ARE HEARING?" * (Coleen Clementson and David Hicks)	INFORMATION
	<p>During the past year, initial public outreach for the Regional Plan has occurred. This item summarizes these efforts and highlights what we have heard from the public and local jurisdictions.</p>	
3.	CONTINUED PUBLIC COMMENTS	
	<p>If the five speaker limit for public comments was exceeded at the beginning of this agenda, other public comments will be taken at this time. Subjects of previous agenda items may not again be addressed under public comment.</p>	
+4.	CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION – PURSUANT TO GOVERNMENT CODE SECTION 54956.9(a) – CLEVELAND NATIONAL FOREST FOUNDATION ET AL. V. SANDAG (CASE NO. 37-2011-00101593-CU-TT-CTL), AND CREED-21 ET AL. V. SANDAG (CASE NO. 37-2011-00101660-CU-TT-CTL)	
5.	UPCOMING MEETINGS	INFORMATION
	<p>The next Board Business meeting is scheduled for Friday, January 25, 2013, at 9 a.m. The Board of Directors Annual Retreat is scheduled for February 6-8, 2013.</p>	
6.	ADJOURNMENT	

+ next to an agenda item indicates an attachment

* next to an agenda item indicates a San Diego County Regional Transportation Commission item



**BOARD OF DIRECTORS
JANUARY 11, 2013**

**AGENDA ITEM NO. 13-01-2
ACTION REQUESTED – INFORMATION**

THE REGIONAL PLAN: "WHAT ARE WE HEARING?"

File Numbers 3100000/3100400

Introduction

Last year, the Board of Directors approved merging the Regional Comprehensive Plan update with the next Regional Transportation Plan/Sustainable Communities Strategy (2050 RTP/SCS). Since then, staff has been reaching out to a variety of stakeholders to solicit feedback on the work program and on strategies for public engagement. This report highlights the main messages that we have been hearing from the public and local jurisdictions.

2012 Outreach – What We Heard

During 2012, staff undertook several major efforts to gather ideas on the regional plan.

- **SANDAG Committees and Working Groups:** We started by reaching out to the SANDAG working groups, Policy Advisory Committees, and the Board of Directors to obtain feedback on the proposed work program and gather ideas on public participation.
- **Focus Groups:** Then we conducted two focus groups to gauge residents' awareness and viewpoints regarding regional planning issues.
- **Community-Based Organizations:** Next, we reached out to the network of community-based organizations (CBOs) that participated in the development of the 2050 RTP/SCS to review ideas on how to continue to engage low income and minority populations in the regional planning process in a meaningful way.
- **Kick-Off Public Workshop:** Finally, building upon the initial feedback, we organized a public workshop to kick-off our outreach to stakeholders, residents, professionals, and others who are not part of the SANDAG institutional structure, but who are interested in the development of the plan.

To complement these outreach approaches, we are in the process of developing and conducting a statistically significant poll. The results of the poll will be available this spring as the Board deliberates on the vision, goals, and policy objectives to be included in the regional plan.

Feedback from SANDAG Working Groups, Policy Advisory Committees, and Board of Directors

Overall, we have received a very positive response to the idea of merging the two plans and covering them with a single environmental document. Commenters also urged staff to use an interactive and highly inclusive process in the plan's development. Continual support has been received starting from early discussions with the Regional Planning and Transportation Committees, and the Board on the possibility of combining the plans all the way through to later discussions

about key issues that should be included in the work program and ideas for public involvement techniques. Based on the Board's direction to merge the two plans, last May we prepared a work program for the regional plan, and last fall presented the draft work program to the Policy Advisory Committees and 15 SANDAG working groups. The membership of the working groups represents a broad variety of stakeholders, including planning and public work directors, traffic engineers, and residents/professionals/stakeholders with expertise in active transportation, public health, housing, habitat, economy, energy, air quality, and social services as well as partners from tribal governments and our international border with Mexico. While many comments were received during that timeframe, collectively there was a general sense that the plan should:

- Appeal to the average person and be kept simple
- Address the region within the context of its international border and its surrounding counties, and include input from our tribal governments, neighbors, and partners
- Identify issues for a potential future infrastructure funding initiative
- Address public health issues, particularly as related to the role of transportation
- Clearly delineate between local and regional responsibilities, so as to avoid duplication
- Address economic prosperity issues
- Clearly define smart growth and sustainability
- Make information available in several languages to reach a wide range of residents
- Develop a series of workshops and videos to educate the public and build awareness about regional issues
- Engage the public and stakeholders in small-scale settings through academic and other institutions, workplace luncheons, community organizations, and local gathering places
- Supplement traditional outreach efforts with a wide range of electronic media including television, radio, social networking, web-based tools, and surveys
- Tailor outreach efforts to a variety of audiences such as seniors, students, homeowners, etc.

Focus Groups

Last September, we held two focus groups with balanced representation from throughout the region to hear directly from people who live and work in our communities. We heard the following key messages from the focus groups:

- The main issues that San Diego residents are concerned about are population growth, transportation, budgetary issues, education, and quality of life in local neighborhoods.
- The public intuitively acknowledges the existence of some sort of a planning process for meeting the regional needs of San Diego, but there is very little specific understanding of the regional planning process and/or local planning processes.
- There is uncertainty about the public agencies involved in the regional planning process, the specific planning priorities and objectives, and scope of responsibility.
- Once made aware of the role SANDAG plays in the community, focus group participants urged the organization to work harder to make the public aware of regional planning activities. They also stated they would get involved in the process if they knew it was going on, and suggested that SANDAG put more energy into marketing itself and its programs.

Community-Based Organizations

As a follow-up to the current 2050 RTP/SCS and in anticipation of the regional plan, last summer and fall we reached out to the network of CBOs that participated in the development of the 2050 RTP/SCS to reflect on best practices for public participation with vulnerable communities, such as low-income, minority, and/or limited-English proficiency populations. The following are the key messages that we received from meetings and dialogues with our partners as well as from surveys completed by people served by CBOs.

- **Local Networks as Key Forums:** Despite the popularity of electronic networking, local institutions that have developed networks of trust provide the strongest mechanism for both outreach and involvement of populations who traditionally have not participated in the regional planning process. Community collaboratives, in particular, provide a culturally relevant structure for crossing language barriers and structuring meetings.
- **Local Processes and the Community's Voice:** Rigid, technical timelines often do not coincide with local cultural traditions for sharing information and formulating responses. The process of creating meaningful dialogue and involvement takes time and commitment.
- **Participation despite hardship:** The issues that community residents have to deal with on a daily basis, such as limited mobility options, lack of income, food, and other resources, all compete for stakeholders' time and energy. Despite these constraints, these communities have strong interest in participating in discussions.
- **Funding:** The budgets of CBOs are often spread thin. It is critical to provide the necessary resources to facilitate the involvement of vulnerable communities.
- **Other Techniques:** Other factors that result in meaningful participation include personalized meeting experiences; meeting at locations that are regularly used by residents; providing amenities such as food, childcare, and parking; and using their trusted networks, such as the CBOs, to publicize initiatives and events.

Kick-Off Public Workshop

In addition to our work with our SANDAG partners, the focus groups, and the CBOs, we held a public workshop in October to kick-off our outreach process with stakeholders, residents, professionals, and others who are not part of the SANDAG institutional structure, but who are interested in the development of the plan. More than 120 people participated in the workshop. The emphasis was on listening and gathering input on two main areas: topics to be included in the regional plan (reflected in the draft work program previously discussed with the Policy Advisory Committees and the working groups) and how participants would like to be involved in the development of the plan.

Because the emphasis was on listening, no formal SANDAG presentations were made. Rather, various examples of web-based public engagement platforms were showcased to highlight the potential role of newer technologies in the public participation process, and then the attendees participated in three sets of small-scale discussions, rotating between several tables with assigned topic areas (the topics included: Communities, Mobility Choices, Healthy Environment, Vibrant Economy, Reaching Out, and Partnerships). Staff members who had received facilitation training asked the groups a series of questions on the topics, promoting free-flow discussion between the participants. The discussions were transcribed and are available on the SANDAG Web site. The following major themes emerged from the workshop:

Communities:

- Focus on safe, complete streets, with a strong emphasis on pedestrians and bicyclists of all ages
- Create fast, frequent, clean, easy-to-use, and extensive transit systems that will make using the system a viable choice in the region
- Improve connections between housing, schools, jobs, and activity centers
- Foster vibrant communities that have a mix of commercial retail and services, employment opportunities, recreational activities, and community meeting places

Mobility Choices:

- Provide choices in addition to the freeway system, including carpool lanes and transit
- Bind transportation decisions with land-use decisions to create a more efficient transportation system
- Make transit more efficient, particularly the Trolley
- Aim for a more environmentally sustainable system
- Provide more extensive facilities for bikes and pedestrians
- Make better use of technology in our transportation systems

Healthy Environment:

- Maintain and increase access to parks and open space
- Protect water quality and sustainability
- Foster sustainable energy use choices and actions to combat climate change

Vibrant Economy:

- The region needs a more efficient transportation system in order to support a strong economy—this is true for the border, as well as for the transit and highway systems, along with local roads, bike lanes, and sidewalks
- Adding more flexibility in how and when employees do their work will improve the system
- Get better information to the users of the transportation system so they can travel more efficiently
- The high cost of housing remains an impediment to a healthy economy
- Promote and support partnerships in business, education, government, across borders, etc.

Reaching Out:

- After you receive feedback from the public, track that feedback and communicate how it affected the process and changed the ultimate work product
- Go out to meetings in the communities, rather than having them come to government
- Craft customized outreach approaches for different geographic and social areas of the region
- Take the time to brand and market the regional plan to make it more accessible
- Connect with the region's youth—use a simple message delivered via social media

Partnerships:

- Tap into CBOs that have local relationships
- Use the school system to reach out to young people and connect with their parents
- Go through employers to reach employees and get them involved
- Create partnerships and forums to bring different organizations together, including community groups, planning groups, churches, schools, nonprofits, social organizations, etc.

The discussions from each of the tables, as well as comments submitted in writing, are available on the SANDAG Web site at www.sandag.org/regionalplan.

Draft Public Involvement Plan

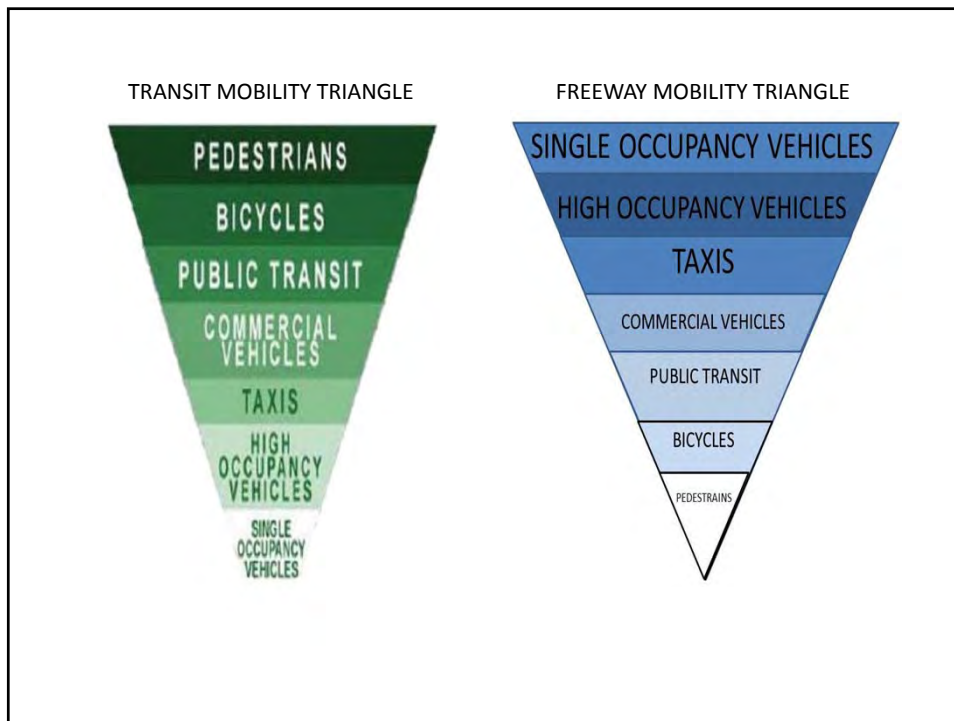
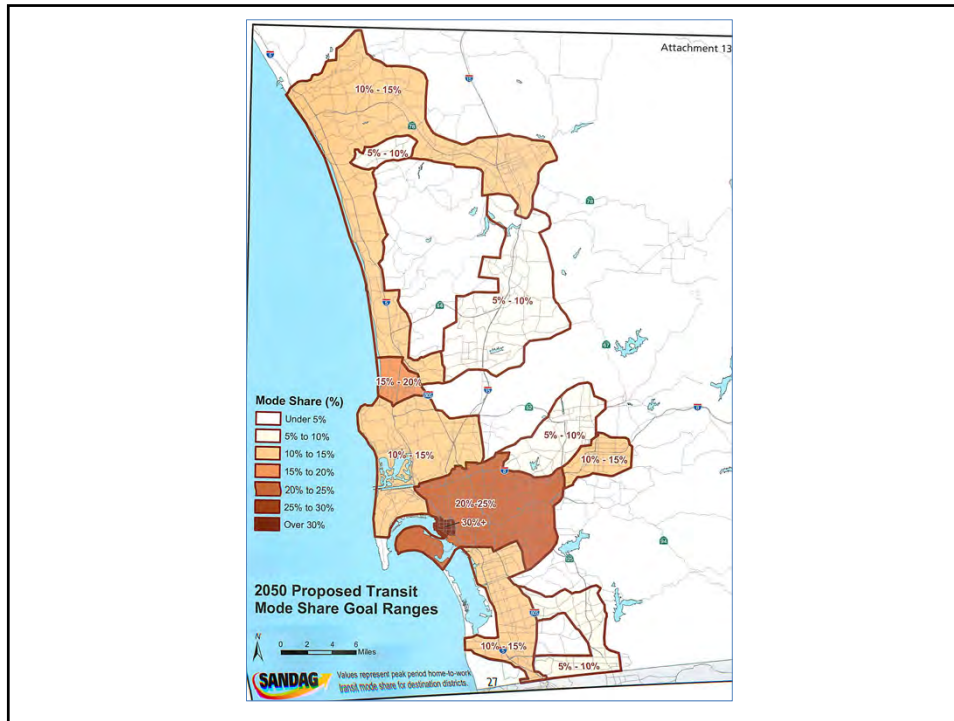
We have taken the ideas we've heard regarding public participation and incorporated many of the major concepts into the draft Public Involvement Plan (PIP), which is scheduled to be released on January 7, 2013, for a 30-day public review period. The draft PIP includes a menu of outreach techniques that can be paired up with key activities and milestones in the planning process. Some of the more innovative public participation techniques include web-based public participation tools, visualizations, "lunch and learn" meetings at local employer offices, media partnerships, social media, digital video shorts, and virtual public workshops. The Board will receive the final PIP for information on February 22, 2013.

Next Steps

At the January 25, 2013, Board of Directors meeting, we will present an updated work program incorporating the feedback we've been hearing. At the Board Retreat in February, the official name and branding concept of the regional plan will be unveiled. The Board also will review the major accomplishments and achievements from our regional plans as a precursor for providing direction on the regional plan vision, goals, and policy objectives. Later that month, as mentioned above, we will present the final PIP reflecting input received from the comment period. In March and April, the Board will hear the results of the regional plan poll, and we will ask for direction on the plan's goals and policies as the framework for the overall planning process.

GARY L. GALLEGOS
Executive Director

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Vehicle Space vs. People Space



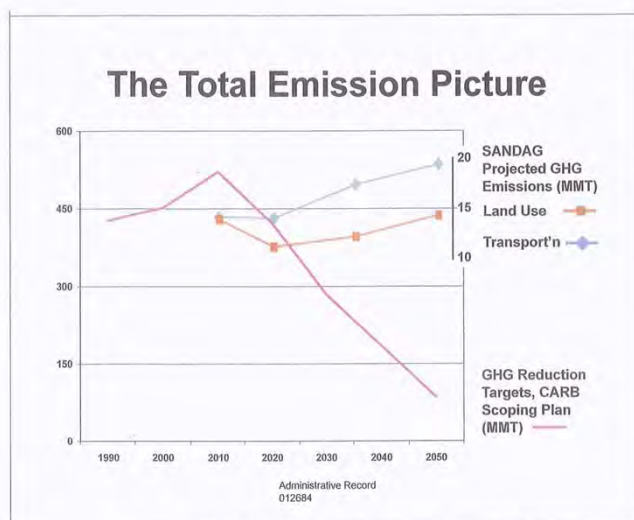
True mobility is about moving **people**, not vehicles. These graphics depict the amount of street space that cars consume vs. the amount of space consumed by transit. With transit we can significantly decongest urban streets, lessen the amount of space needed for vehicles, and increase space for business, civic, and pedestrian uses.



ADDRESSING THE 2050 RTP/SCS FAILURES NOW

Cleveland National Forest Foundation
Presentation to SANDAG Board - Public Comments
January 11, 2013
Jack Shu, President

What was presented in court regarding the RTP



10-28-11 SANDAG Meeting Materials: Slideshow Presentation on Large Majority of Californians Support Implementation of Climate Change Laws (AR 185:12684)

Final Ruling from the Court

- "...the EIR is impermissibly dismissive of Executive Order S-03-05."
- In certifying the 2050 RTP/SCS EIR, SANDAG acted with "a prejudicial abuse of discretion."
- SANDAG's response has been to "kick the can down the road" and defer to "local jurisdictions." (when it has the obligation and legal means to address the issue)

The "Gap" Between SANDAG's Projected GHG Emissions and Reduction Targets

- The sooner we address this issue the easier it will be to reach the targets and the less it will cost.
- The "Gap" represents increased health problems for people, more asthma, more cancer, more death.
- The "Gap" also represents economic and resource losses for our cities and region.

- SANDAG was involved a CEQA dispute in its 2007 RTP and now again in its 2011 RTP. Don't "kick the can down the road" again by continuing to keep the 2050 RTP in the courts through appeals, wasting more public funds. Address it's deficiencies now.
- Of the other regional transportation plans which were adopted in 2011, ours is the one in litigation with the State Attorney General and other State organizations.