



Board Report

File #: 2015-1385, **File Type:** Informational Report

Agenda Number: 9.

AD HOC SUSTAINABILITY COMMITTEE OCTOBER 14, 2015

SUBJECT: SCAG/METRO JOINT WORK PROGRAM UPDATE

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status report on **SCAG/Metro Joint Work Program**.

ISSUE

On July 2, 2015 the Southern California Association of Governments adopted the Updated Sustainability Joint Work Program between SCAG and Metro, which was approved by the Metro board on May 28, 2015. Some of the highlights of the updated program include First/Last Mile training, the Active Transportation Strategic Plan, efforts related to cap-and-trade, the development of public health performance metrics, and the implementation of the Regional Active Transportation Safety and Encouragement Campaign. This report is to update the Board of Directors on recent progress made.

DISCUSSION

Staff is prepared to provide regular progress reports on the SCAG/Metro Joint Work Program. We are reporting on the updated program as adopted on May 28, 2015.

Highlighted Project: SCAG Active Transportation Safety and Encouragement Campaign

SCAG's Regional Active Transportation Safety and Encouragement Campaign is moving forward in an effort to reduce collisions involving pedestrians and cyclists, while increasing the levels of walking and biking in Southern California. To achieve these goals, Metro is assisting SCAG in implementing a regional advertising campaign focused on promoting roadway safety, as well as supporting the implementation of Open Streets & temporary demonstration events (complete streets, safe routes to school and first/last mile projects) and active transportation trainings focused on encouraging more walking and biking. SCAG will provide an overview and status update on this project at the meeting.

A Campaign Steering Committee comprised of members of each of the county health departments and county transportation commissions in the region has been assembled to provide oversight and

direction for the Campaign. Over the last several months, the Steering Committee has been working with SCAG staff and consultants to better define and understand the needs of the target audience through research and focus groups; develop campaign messages for people walking, biking and driving; establish a campaign brand to serve as an umbrella for safety and encouragement activities, prepare a traditional and social media strategy, and conduct a Call for Proposals to identify local agencies interested in partnering with SCAG on the open streets events and demonstration projects. In addition, SCAG staff and consultants have hosted Active Transportation Working Group meetings to gain input and generate interest in the various components of the Campaign.

Updates

- First/Last Mile: Staff has sent out a Request For Proposal for First/Last Mile Trainings.
- Cap and Trade Affordable Housing Program: The Metro Board adopted Affordable Housing policies on July 16, 2015 and there is a separate, related report on this agenda outlining the strategy for the Affordable Housing and Sustainable Communities Program.
- Performance Metrics: Staff has begun a public sector coordination process on metrics and performance measurement and there is a separate report on this agenda regarding improvements for the next Metro Sustainability Annual Report.
- Greening: Metro held a countywide forum for the Urban Greening Plan for Park and Ride Lots and Station Areas on October 1, 2015. There is a separate report on this agenda regarding additional updates on this plan.
- Active Transportation Strategic Plan (ATSP): Staff completed the first of three rounds of stakeholder open house workshops in August with over 250 stakeholders in attendance.
- Safe Routes To School (SRTS): Staff, in the third and final year of grant performance, continues to implement the SRTS Pilot Program at 10 schools providing education and encouragement to promote a safer environment for students to walk, bike, and connect to transit in route to school. Efforts include supporting these schools in their Fall Walk to School campaigns, developing travel plan maps, and providing a tool-kits of resources for sustaining established programs. Next steps in the countywide effort include Metro and will be conducting 6 summits throughout the county in October to solicit stakeholder feedback in the development of the Countywide SRTS Initiative.

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