



## Transportation Committee Meeting

Date: 10/4/2018

Agenda Item No.: 2018-October-11

**Subject:** 2020 Metropolitan Transportation Plan/Sustainable Communities

Strategy: Public Workshop Results (Est. time: 10 minutes)

### Information

**Prepared by:** Adrienne Moretz

**Approved by:** Matt Carpenter

**Attachments:** Yes

### 1. Issue:

Eight public workshops and an online survey were conducted to provide the SACOG Board of Directors with public perspectives on the future of transportation and economic prosperity for the Sacramento region.

### 2. Recommendation:

None. This item is for information only.

### 3. Background/Analysis:

SACOG is required to conduct eight public workshops for the 2020 Metropolitan Transportation Plan/ Sustainable Communities Strategy (2020 MTP/SCS) update. The public workshops and corresponding survey are intended to gather information that the board can consider as part of the framework for the Draft Preferred Scenario at the end of this year.

In accordance with state and federal statute, SACOG conducted one workshop in each of Yolo, Yuba, Sutter, Placer, and El Dorado counties and three workshops in Sacramento County. Participants had the opportunity to give feedback through a survey during the event which was presented in a casual coffee shop-style format. The workshops allowed community members to stop by, relax at cafe tables, share their transportation stories, and take the survey at their own pace. Respondents were eligible to win one of 10 \$50 gift cards for participating. In addition to the in-person workshops, the survey was available online creating access 24 hours a day.

### 4. Discussion/Analysis:

Attachments are being prepared that summarize the results from the 2020 MTP/SCS survey that was conducted both online and at the in-person workshops. The survey was

administered from August 10, 2018- September 25, 2018 and received 1,130 responses. 181 or 16% of responses were from in-person workshops and the remaining 949 responses were submitted directly online. Outreach for the in-person and online workshops consisted of media releases, staff presentations, paid and earned social media promotion, email marketing campaigns, county and city newsletters, outreach partners, and word-of-mouth.

Highlights and key findings from this data will be presented verbally during all board policy committee meetings. Data crosstabs of the workshop survey results will be available at: [sacog.org/2020MTPSCS](http://sacog.org/2020MTPSCS)

Due to the timing of the close of the online poll, staff is still preparing the attachments listed below and will make them available as soon as they are complete.

- Attachment A will be a summary of demographic information from the survey as compared to 2017 regional American Community Survey (ACS) data.
- Attachment B will be an aggregate summary of survey results
- Attachment C will be a summary of data by county

## **5. Fiscal Impact/Grant Information:**

There is no fiscal impact, these work products are within the existing budget.

## **6. This staff report aligns with the following SACOG Work Plan Goals:**

1. Advance Economic Prosperity, 7. Deliver Key High-Profile Transportation Projects