



# SOCAL GOODS MOVEMENT COMMUNITIES OPPORTUNITIES ASSESSMENT

## OVERVIEW

SoCal Goods Movement Communities Opportunities Assessment is led by Southern California Association of Governments and seeks to identify and assess the localized opportunities and impacts of the goods movement industry.

### ASSESSMENT GOALS:



Help communities connect to workforce development opportunities related to the goods movement industry through an inclusive and transparent engagement process, as well as identify and develop co-generated solutions to goods movement challenges.



Assess the opportunities and impacts of the goods movement industry in 6-8 communities that are quantifiably and disproportionately affected by industry activities and/or facilities.



Pilot and evaluate innovative communication tools that can be replicated to create an equitable community engagement process on topics related to goods movement.



Provide community leaders and public officials with an opportunities toolkit that includes strategies to reduce health and air quality impacts, resources for connecting to economic benefits, and best practices for equitable community engagement.

## STAY CONNECTED

Alison Linder, Project Manager, SCAG  
linder@scag.ca.gov  
scag.ca.gov/socal-goods-movement-communities-opportunities-assessment



### Who Will Benefit From This Study?

- Regional and local agencies, including city planners and policy makers
- Community based organizations
- Community leaders
- Community members interested or employed in the goods movement sector



### Why Does This Matter?

- Southern California is the largest local market for freight services and serves as a key gateway for domestic and international trade.

- A wide variety of employment opportunities exist within the goods movement sector and can add value to local economies.
- Goods movement supports approximately 576,000 jobs (or 1 in 20) in the Southern California region, including nearly \$374 billion in direct & indirect business sales yearly.\*

Equitable stakeholder engagement plays an important role in shaping outcomes related to goods movement opportunities and impacts.

\*polb.com/port-info/port-facts-faqs#facts-at-a-glance

# HOW YOU CAN PARTICIPATE



## Become a Community Partner

Community Partners serve as advisors to the project and participate as advisory group members or community liaisons. Aside from local agencies and elected officials, we are interested in connecting with CBOs, faith-based groups, schools, and other community leaders with local knowledge of opportunities and challenges related to goods movement.

**Nonprofit organizations may be compensated to support local engagement activities.**

[Click here](#) for the interest form.



## Sign Up for Email Updates

[Click here](#) to sign up for updates. We'll notify you of project updates and upcoming workshops and CACs!



## Be an Outreach Ambassador

- Tell your stakeholders, neighbors, family, and friends to join our mailing list.
- Share project updates at your events and using your social media platforms and newsletters.
- Recommend agencies or community organizations who should participate as community partners.



## Follow Us on Facebook and Twitter

[f @Facebook](#)

[@Twitter](#)

Connect with us on Facebook or Twitter to stay updated on the project and to watch our educational video series on freight activity!

# STAKEHOLDER ENGAGEMENT TIMELINE

Updates will be posted on our project website.



\*Note that workshops #2-5 are community specific, workshop #6 is open to everyone