

Memorandum

To: CHAIR AND COMMISSIONERS

CTC Meeting: August 14-15, 2025

From: TANISHA TAYLOR, Executive Director

Reference Number: 4.4, Action

Prepared By: Sheila Ennes
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Subject: Assembly Bill 744 – Final Transportation Data Program Proposal

Recommendation:

California Transportation Commission (Commission) staff recommend the Commission approve the Assembly Bill (AB) 744 Proposal (Proposal), included as Attachment A, and direct staff to transmit the Proposal to relevant policy and fiscal committees of the California Legislature.

Issue:

AB 744 (Carrillo, Chapter 872, Statutes of 2023) directs the Commission to assess existing transportation data and modeling practices and to recommend strategies for improving access to high-quality data, modeling, and analytic tools that support planning, decision-making, and interagency coordination. In response to this directive, Commission staff developed the AB 744 Proposal, which outlines a framework to support statewide collaboration on transportation data, modeling, and analytic tools that improve decision-making, interagency coordination, and alignment with state transportation, housing, and climate goals.

The final Proposal includes the following components:

1. An assessment of current data and modeling tools used by state, regional, and local transportation agencies.
2. The identification of common challenges and data gaps reported by agencies.
3. Pertinent findings from stakeholder engagement, including surveys, meetings, and public workshops.
4. Detailed description of the final recommendation to advance the hybrid approach.
5. Recommendations for improving interagency coordination and technical capacity.
6. Recommendations to support the development and implementation of a statewide transportation data program in alignment with AB 744.

At the Commission's June 2025 meeting, Commission staff presented the Draft Proposal, which included three implementation options. The options explored varying pathways to expand access to transportation data and analytical tools:

- Option A, the Agency-Led Procurement model, would provide competitive grants directly to agencies, allowing them to select and procure tools that best meet their local needs.
- Option B, the Centralized Access model, would involve a state agency procuring licenses and tools on behalf of agencies and distributing access centrally, ensuring consistency and economies of scale.
- Option C, the Hybrid Implementation model, ultimately recommended in this final Proposal, blends both approaches, offering competitive funding to agencies while also leveraging centralized procurement to reduce costs, streamline access, and support underserved jurisdictions. This balanced approach responds to stakeholder input, reflects broad support across agencies and partners, and is best positioned to promote equitable, scalable, and efficient statewide access to advanced transportation data tools.

Each section of the Proposal was informed by robust engagement with regional, local, and state transportation agencies, as well as other key state agencies with responsibilities related to housing, climate, and infrastructure. Over the past year, Commission staff conducted three statewide surveys designed to gather both quantitative and qualitative insights on current data practices, tool adoption, funding barriers, and interagency coordination needs. In addition, the Commission convened multiple virtual stakeholder meetings and hosted three public workshops to facilitate open dialogue, share findings, and collect feedback on potential implementation strategies. These engagement activities were intentionally designed to reflect the geographic and organizational diversity of California's transportation landscape, ensuring participation from both higher-resourced and resource-constrained agencies.

Input from a broad range of public agencies helped ensure the final Proposal reflects the diverse capacities and needs across jurisdictions. Feedback from transportation and housing-related state-level partners further supported alignment with interagency objectives related to data equity, climate resilience, and the integration of land use and transportation planning. Lastly, feedback from data vendors informed Proposal sections related to procurement, solicitation, and contract implementation. Should the Legislature choose to advance the Proposal, Commission staff will collaborate with local, regional, and state partners, as well as the Interagency Equity Advisory Committee, to support implementation of the Commission's recommendation.

The draft Proposal underwent a 30-day public comment period from June 13, 2025, to July 13, 2025. Commission staff reviewed all feedback received during this period, including written comment letters (included as Attachment B). A clear majority of comment letters expressed support for a flexible, hybrid approach that allows agencies to select tools that meet their specific needs, and no letters received opposed this option. Respondents emphasized the importance of interagency collaboration, equitable access, and ongoing technical assistance to ensure successful implementation. Relevant feedback was incorporated into the final Proposal.

With the Commission approval of this item, Commission staff will transmit the Proposal to relevant policy and fiscal committees of the California Legislature by September 1, 2025.

Background:

AB 744 (Carrillo, Chapter 541, Statutes of 2023), directs the Commission to submit a data procurement Proposal to the California State Legislature. This Proposal must outline a process for either procuring transportation data platforms and granting access to data and tools to state, local, and regional agencies, or a process for allocating funds directly to state, local, and regional agencies for the procurement of their own transportation data and tools. The data and tools will support the state's sustainable transportation, congestion management, affordable housing, efficient land use, air quality, economic, and climate change strategies and goals.

Attachments:

- Attachment A: AB 744 Final Data Procurement Proposal
- Attachment B: Agency Comment Letters

Reference Number: 4.4
August 14-15, 2025
Attachment A

SEPTEMBER
2025



FINAL PROPOSAL

Assembly Bill 744

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Planning in California



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Executive Summary

Assembly Bill 744 (AB 744), enacted in 2023, directs the California Transportation Commission (Commission) to develop a proposal to procure and implement advanced data, modeling, and analytic software tools to support California's sustainable transportation and climate objectives. This initiative is designed to enhance data-driven decision-making and policy development, as well as support public agencies in delivering transportation infrastructure that better aligns with the state's environmental, economic, and housing priorities.

The bill mandates the integration of these tools to address key concerns, including:

- Congestion Management – Reducing traffic congestion and improving mobility through data-driven solutions.
- Affordable Housing & Efficient Land Use – Supporting planning efforts that balance transportation infrastructure with sustainable urban development.
- Air Quality Improvement – Leveraging analytics to monitor and reduce transportation-related emissions.
- Economic Development – Facilitating infrastructure investments that enhance economic growth and job creation.
- Climate Goal Advancement – Implementing the state's climate goals of reducing greenhouse gas emissions.

Proposal Development

This proposal outlines the Commission's efforts to fulfill the requirements of AB 744 through stakeholder engagement, needs assessments, and program development. Key activities in developing this proposal included surveys, public workshops, and one-on-one meetings. A list of participants involved in these activities is provided in Appendix A.

Key Findings

- Data Gaps and Inconsistencies: Agency capacity to implement advanced data analytic software and tools varies widely across the state, with some agencies actively using cutting-edge platforms, and others lacking capacity or resources to implement such tools.
- Workforce and Procurement Barriers: Many agencies lack staff expertise, face budget constraints, and report complex procurement processes as barriers to adoption.
- Equity in Access: Smaller and rural agencies often rely on consultants and cannot afford high-cost tools or licenses, underscoring the need for statewide support.
- Stakeholder Support for Centralization: Agencies expressed interest in collaborative procurement, shared services, and centralized data platforms to promote efficiency and consistency.

Commission Recommendation

To meet the goals of AB 744, the Commission recommends advancing a hybrid funding and procurement strategy that combines direct funding to agencies with optional access to centrally procured tools through master contracts. This approach ensures:

- Equitable access to high-quality data tools,
- Streamlined procurement and training support,

- Regional coordination and peer learning opportunities.

The recommended hybrid approach integrates the strengths of the previously considered options (competitive grant funding and centralized procurement) to create a more flexible and scalable solution. This model has received strong stakeholder support due to its ability to balance local autonomy with statewide coordination, thereby improving access for underserved agencies while promoting consistency in tool adoption and use.

By leveraging advanced technology and fostering cross-jurisdictional collaboration, AB 744 positions California as a leader in sustainable and data-driven transportation planning. This proposal offers a practical roadmap for effective implementation, ensuring that the state continues to advance its long-term mobility, safety, equity, economic, and environmental goals.

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I. Introduction and Background

California has long been at the forefront of integrating sustainable transportation planning with environmental and economic policy. As the state continues to address the challenges of climate change, urban growth, and transportation efficiency, advanced data analytics and transportation modeling tools have become essential for informed decision-making within every public transportation agency.

To guide environmentally responsible growth and reduce greenhouse gas (GHG) emissions, California's transportation and environmental policies have evolved. Executive Order N-19-19 (2019) required state transportation agencies to align transportation investments with state climate goals, taking measurable steps toward reducing vehicle miles traveled (VMT) and advancing sustainable mobility options. Building on this directive, the Climate Action Plan for Transportation Infrastructure (CAPTI) established a comprehensive framework to ensure that transportation investments advance equity, sustainability, and resilience. Together, these policies highlight the growing need for data-driven solutions that align transportation improvements with the state's broader sustainability and climate goals.

Despite existing policies and planning efforts, California has experienced gaps in data integration and analysis when addressing transportation and climate challenges. Traditional forecasting models often fail to capture real-time data, limiting the ability of agencies to make proactive, evidence-based decisions, such as traffic operations management. Additionally, regional disparities in access to advanced modeling tools may contribute to inconsistent transportation planning across the state.

AB 744 was introduced in 2023 to address these gaps by directing the Commission to develop a proposal to procure state-of-the-art data, modeling, and analytic software tools or provide a process for direct allocation of funding to agencies for data procurement. These tools will enhance transportation efficiency, congestion reduction, and sustainable land-use planning while supporting broader climate action goals.

AB 744 emphasizes collaboration among state, regional, and local agencies, ensuring that transportation planners across California have equitable access to advanced analytical resources. In compliance with the legislation, this proposal outlines the key actions required to implement its directives, meet statutory obligations, and advance the state's broader transportation and climate objectives. To effectively carry out these initiatives, the following steps have been pursued:

- Assess Existing Tools
Evaluate current data, modeling, and analytic software tools used by state, regional, and local agencies. Additional details are provided in Appendix B.
- Identify Data Needs
Determine the types of data sources, desired data outputs, and modeling parameters necessary for consistent data usage.
- Identify Path Forward
Develop a process for procuring these tools and granting access to them, which may include:
 - developing a process to procure data, modeling, and analytic software tools and a process to grant access to the data procured directly; or
 - developing a process to provide direct allocation of funding to agencies for data procurement; or
 - both.

This initiative aligns with the state’s broader transportation and climate strategies, ensuring that California remains a leader in sustainable infrastructure development. The proposal outlined in this document provides a roadmap for implementing AB 744 efficiently, ensuring that data-driven decision-making remains at the core of California’s transportation future.

II. Outreach and Engagement Activities

The Commission conducted a series of targeted engagement efforts designed to gather input, identify challenges, and align cross-agency coordination efforts. These engagement efforts included surveys, virtual meetings, and public workshops that involved state, regional, and local agencies, as well as subject matter experts within the transportation industry. The Commission designed engagement activities to ensure diverse perspectives were represented, to identify resource and data gaps, and to promote transparency throughout the implementation process. Details on participating agencies and engagement activities are included in Appendix A.

Meetings

The Commission hosted a series of virtual meetings with transportation planning agencies, transportation and housing-related state agencies, and other stakeholders. These sessions served as open forums to discuss challenges related to data procurement, identify common goals, and explore opportunities for shared tools or services. Meeting feedback helped shape the direction of survey questions.

Surveys

The Commission conducted three surveys to collect structured feedback from agencies at different levels of state and local government:

- Survey 1 (December 2023): Distributed to Metropolitan Planning Organizations to identify existing data tools, modeling capabilities, and estimated spending on analytics platforms.
- Survey 2 (February 2025): Distributed to Regional Transportation Planning Agencies and members of the Rural Counties Task Force, this survey focused on agencies’ use of data tools for project evaluation, performance measurement, and policy alignment.
- Survey 3 (March 2025): Distributed to state agency partners to assess state-level engagement, tool usage, and interagency coordination needs.

Workshops

The Commission held three formal workshops to present findings, facilitate dialogue, and gather additional input:

- Workshop 1 (December 17, 2024): Introduced AB 744 requirements and initiated discussion on data tool challenges and statutory milestones. This foundational session helped align participants on key objectives.
- Workshop 2 (May 6, 2025): Highlighted survey findings and meeting feedback, focused on collaborative solution development, identified resource needs, and validated proposed implementation strategies.
- Workshop 3 (July 23, 2025): Presented previously shared draft implementation options alongside the recommended option for stakeholder consideration and input, shared a summary of stakeholder feedback received to date, and encouraged attendees to provide additional input and ask questions to inform final proposal development.

Public Comment Period

The Commission published a full draft of the proposal on June 13, 2025, initiating a 30-day public comment period. Comments received were reviewed and relevant feedback was incorporated into the final Proposal.

III. Stakeholder Engagement Results: Agency Practices and Challenges

This section summarizes the key findings that emerged from the Commission's engagement efforts, including surveys, virtual meetings, and public workshops conducted between December 2023 and May 2025. Input was gathered from state, regional, and local agencies, with the goal of identifying current practices, challenges, and opportunities related to data, modeling, and interagency coordination in support of AB 744. The following analysis reflects patterns, gaps, and strategic insights drawn from both quantitative survey results and qualitative feedback shared through stakeholder engagement.

Direct engagement from Metropolitan Planning Organizations was limited during the first survey. The Commission incorporated supplementary data from Caltrans, including information from an inventory of reporting data points, modeling software, and other tools used by Metropolitan Planning Organizations that Caltrans compiled in response to AB 744. This information was used to better understand the role of Metropolitan Planning Organizations and fill gaps where direct engagement data was limited.

A. Agency Familiarity and Engagement with AB 744

A primary goal of the Commission was to explore the level of agency familiarity and engagement in AB 744. The information gathered highlights a varying level of awareness and involvement.

Awareness Levels

- Among Regional Transportation Planning Agencies and the Rural Counties Task Force, 75% were "somewhat familiar" with AB 744, and 25% were "very familiar".
- By contrast, 50% of responding state agencies reported no familiarity with AB 744.

Commission Engagement

- 62.5% of Regional Transportation Planning Agencies had been involved in discussions or collaborations with the Commission.
- None of the state agencies surveyed indicated engagement occurred with the Commission.

To increase awareness and foster collaboration, we implemented a targeted outreach strategy focused on key stakeholders within the transportation planning community. We initiated direct communications with Metropolitan Planning Organizations and Regional Transportation Planning Agencies to ensure they were informed about the project's objectives, progress, and opportunities for involvement. In parallel, we formally requested input from the Housing and Transportation Subcommittee, which includes subject matter experts from a diverse group of agencies specializing in transportation planning, housing policy, environmental justice, and data analysis. This group includes key state agencies such as Housing and Community Development (HCD), California Air Resources Board (CARB), California State Transportation Agency (CalSTA), California Department of Transportation (Caltrans), Office of Land Use and Climate Innovation (LCI), Strategic Growth Council (SGC), Department of Finance (DOF), and Business Consumer

Services and Housing Agency (BCSH). Their expertise and insights were instrumental in shaping the project's direction and ensuring alignment with statewide priorities.

B. Use of Data and Modeling Tools

Engagement with agencies highlighted a growing reliance on data and modeling tools to inform decision-making and improve operational efficiency (see Appendix B for details). According to stakeholders, agencies are utilizing advanced data analytics and modeling software to guide planning, prioritize investments, and forecast future needs. However, responses also indicate that agencies face challenges in fully leveraging these tools, such as limited access to data, insufficient training, and resource constraints. Despite these challenges, there is recognition of the value these tools provide in optimizing transportation strategies and planning for long-term sustainability.

Most Utilized Tools Across All Agencies (see Appendix B for details)

- GIS Tools (e.g., ESRI/ArcGIS, QGIS) emerged as the most widely used across Metropolitan Planning Organizations, Regional Transportation Planning Agencies, and state agencies.
- Replica, INRIX, and StreetLight were popular among Metropolitan Planning Organizations for mobility analytics.
- Traffic Simulation Software and Data Analytics Platforms were mentioned frequently by Regional Transportation Planning Agencies.

How Agencies Utilize These Tools

- Planning (most common among all groups)
- Grant Applications
- Public Engagement
- Statewide Policy Analysis (especially at the state level)
- Compliance Evaluation with climate and housing mandates

Specialized Tools & Analytical Platforms (see Appendix B for details)

- Metropolitan Planning Organizations rely more on travel demand modeling tools like Bentley Cube, TransCAD, and EMME.
- State agencies use tools such as Google Earth Engine, R Studio, PostGIS, and FME for environmental analysis and spatial data integration.

C. Identified Workforce Challenges and Barriers

Throughout the Commission's engagement efforts, stakeholders expressed several challenges facing the transportation industry, including regulatory hurdles and financial constraints. A common theme was there are significant gaps in skill levels, as well as a lack of resources and agency staffing. Addressing these barriers and skill gaps is essential to ensuring the workforce is prepared for future needs.

Workforce Challenges

- Limited staff capacity and technical/programming expertise were the most cited challenges across Regional Transportation Planning Agencies and Metropolitan Planning Organizations.
- State agencies also cited procurement hurdles and data standardization issues (i.e., Department of General Services mechanisms).

- Regulatory and compliance knowledge gaps were mentioned, particularly among Regional Transportation Planning Agencies.

Other Barriers

- Cost and procurement limitations, particularly for smaller agencies.
- State agencies noted interagency coordination and knowledge sharing could be strengthened.
- A lack of real-time operational use of tools, as many agencies remain focused on long-term planning and grant preparation.

D. Estimated Annual Spending

Agencies provided insight into their estimated annual spending patterns, providing context for their capacity to implement the goals of AB 744. While it appears that many agencies continue to allocate substantial resources to long-term planning and grant preparation, only a portion of their budget is directed toward the enhancement of data systems and modeling capability. Responses revealed variations in spending priorities, with some agencies facing financial constraints that limit their ability to carry out AB 744's requirements for data-driven transportation and housing planning.

Metropolitan Planning Organizations

- Annual average per agency (among 16 surveyed agencies): \$414,735.
- 50% of responding agencies reported using both modeling and data tools, suggesting an emerging best practice.

Regional Transportation Planning Agencies and Rural Counties Task Force

- Average annual budget: \$207,857.
- Median budget: \$200,000.
- Budgets ranged from \$10,000 to \$650,000.

State Agencies

- No budget data reported.
- Only one agency reported a new procurement (ArcGIS and ParcelQuest in 2023), indicating limited investment in new tools since AB 744's enactment. Note, significant investment in data occurred pre-AB 744.

IV. Analysis of Gaps and Challenges

Engagement with stakeholders identified key elements related to the use, accessibility, and future needs of data and modeling tools across California's transportation planning agencies. Please see the findings below, summarized by category.

A. Inconsistencies in Data and Modeling Tools

- Adoption of Tools Vary Across Agencies – While GIS mapping is widely used, adoption of more advanced tools like data analytics platforms, simulation software, and real-time traffic operations tools remains inconsistent, especially among smaller or rural agencies.
- Inconsistent Technical Skills and Lack of Staff – Stakeholders noted that they are unable to effectively use data tools due to a lack of technical, programming, and analytical skills, along

with limited staff resources. As a result, the ability to conduct complex analysis or apply modeling in decision-making is limited.

- Tools Primarily Used to Support Transportation Planning – Most agencies reported using tools for transportation planning, grant writing, and public engagement. Fewer agencies apply tools to traffic operations or real-time analytics. Agencies expressed interest in enhanced onboarding or implementation-phase training to help bridge this gap.

B. Funding Challenges

- Wide Budget Variability – Reported annual budgets ranged from \$10,000 to \$650,000, with a median of \$200,000. Smaller agencies often cannot sustain high-cost tools. These disparities were emphasized by multiple agencies, including those in the Rural Counties Task Force, who noted rural agencies' reliance on consultants due to lack of internal resources.
- Cost Barriers for Smaller Agencies – Agencies with limited budgets often struggle to justify or sustain purchases of expensive platforms. Purchasing or maintaining data tools is often infeasible without external funding or cost-sharing.
- Calls for Clearer Procurement Guidance – Agencies cited the need for structured support, simplified procurement processes, and technical assistance to navigate licensing and contracting for tools and platforms.

C. Need for Centralized Procurement and Access

- Interest in Collaborative Purchasing Models – Some agencies have successfully implemented group purchasing and cost-sharing strategies, which help reduce costs and improve access, especially for smaller agencies.
- Desire for Statewide Data Sharing – A centralized, standardized data sharing platform was identified as a priority to help reduce redundancy, streamline workflows, and provide all agencies with equitable access to high-quality datasets and technical assistance. However, concerns were raised that such systems can become fragmented or underutilized without careful coordination and consistent structure.
- Calls for Clearer Procurement Guidance – Agencies cited the need for structured support, simplified procurement processes, and technical assistance to navigate licensing and contracting for tools and platforms. Some agencies expressed interest in hybrid models that balance competitive funding with a baseline allocation to ensure equitable access.

D. Other Key Insights

- Need for Technical Training – Agencies emphasized the value of state-supported training programs to build internal capacity and bridge skill gaps related to data management and modeling. Stakeholders suggested that onboarding support at the time of rollout, such as implementation phase training workshops, would improve the adoption and effectiveness of new tools. To support this need, vendors will be expected to provide onboarding and ongoing technical assistance as part of tool implementation, ensuring agency staff are prepared to use and sustain the new systems effectively.
- Peer Learning and Workshops Are Valuable – Stakeholders appreciate interactive forums, such as workshops, that promote peer-to-peer sharing of best practices and help identify scalable solutions.
- Real-Time Tools Underutilized – Despite interest in expanding analytical capabilities, real-time data tools remain underutilized, particularly among smaller agencies. Stakeholders expressed

concern that resource constraints and staff limitations limit the exploration of more advanced applications such as traffic operations or on-demand forecasting.

- Interest in Rural Resource Sharing Models – Rural stakeholders expressed strong interest in forming consortiums or shared-service models, potentially through the Rural Counties Task Force, to collectively access and manage tools, data, and training resources. This was identified as a key strategy to address regional inequities in technical capacity and procurement power.
- Importance of Clear Funding Guidelines and Minimum Allocations – Agencies requested more transparency around how funding alternatives might be structured and stressed the importance of establishing minimum funding thresholds to ensure baseline access for all regions.

V. Proposal Recommendation

The following section outlines the recommended hybrid implementation strategy, designed to address the key findings and opportunities identified in this proposal. This approach is grounded in best practices, shaped by stakeholder input and practical experience, and is intended to support the successful implementation of the proposal's objectives. Aligned with the overarching goals of the initiative, the hybrid option includes actionable steps to achieve measurable outcomes and sustained impact. This strategy reflects the priorities and requirements set forth in AB 744, ensuring compliance while advancing efforts to improve program transparency, strengthen local and state partnerships, and enhance the overall effectiveness of transportation planning and projects.

Recommended Hybrid Implementation Strategy: Competitive Funding with Centralized Procurement Support

The Commission recommends that Legislature pursue a hybrid implementation strategy that combines the strategic benefits of a competitive funding program with the efficiency and equity of centralized procurement. Under this model, the state agency would allocate funds to eligible agencies through a structured, competitive process, allowing agencies the flexibility to procure data and modeling tools that best meet their specific needs.

The designated state agency would also coordinate with the Department of General Services to establish master contracts or software license agreements that participating agencies could leverage. This would streamline procurement, reduce administrative burdens, and ensure compliance with state procurement requirements. Agencies would retain the option to utilize these centralized agreements or pursue individual purchases, depending on what best suits their technical and operational contexts.

This hybrid approach balances local autonomy with state-level coordination and purchasing power, making data and modeling tools more accessible while preserving flexibility and efficiency across jurisdictions. To further enhance collaboration and cost-effectiveness, the designated state agency could also explore the establishment of a mechanism that allows multiple agencies to apply jointly as a consortium, fostering collaboration, cost-sharing, and more equitable access to advanced tools.

Benefits

- Agencies will have the choice to either procure tools independently using awarded funds or opt into centrally procured tools, depending on their capacity and needs.

- Master contracts through the Department of General Services can be leveraged, which will reduce administrative burden and speed up procurement.
- Shared licenses and centralized purchasing can reduce costs and promote efficient use of public funds.
- Allows agencies to apply jointly, enabling small or resource limited jurisdictions to collaborate, share costs, and improve access to advanced tools.
- Smaller and underserved communities can benefit from group procurement opportunities and technical support, helping close the technology gaps.

Challenges

- Administering both individual funding and centralized procurement structures may increase program complexity and require clear guidance and coordination mechanisms.
- This option could still result in varied tool adoption across agencies, limiting data standardization.
- Managing Department of General Services master agreements while concurrently overseeing a grant program may require additional staff capacity and administrative oversight.
- Agencies forming consortiums will need to designate leads, share deliverables, and coordinate implementation.
- Less experienced agencies may require ongoing support to navigate both the application and procurement processes, especially when participating in consortium models.

VI. Conclusion and Next Steps

The findings from stakeholder engagement revealed persistent gaps in data accessibility, funding support, and the standardization of tools and practices across the state. To address these challenges in alignment with the goals of AB 744, the Commission recommends advancing policy and funding strategies that supports a hybrid implementation approach that combines the strategic benefits of competitive grants with the efficiency and equity of centralized procurement. This approach is designed to offer flexibility while ensuring statewide consistency and support, better meeting the diverse needs of state, regional, and local agencies.

The hybrid approach best reflects the input received and presents the most balanced path forward. By leveraging the strengths of both funding and procurement models, the recommended hybrid option provides a practical and scalable framework for reducing barriers, supporting underserved agencies, and strengthening transportation planning statewide.

It is recommended that the State consider:

- Allocating funding to support statewide access to transportation data, modeling programs, and analytic tools.
- Authorizing the implementation of flexible procurement and modeling frameworks, with standards and support structures tailored to the adopted approach.
- Facilitating continued stakeholder engagement to refine and adapt the selected implementation strategy and ensure a successful rollout.

This draft proposal reflects a commitment to transforming California's transportation system into a sustainable, equitable, and technology-forward network. With appropriate funding and support, California can enhance transportation planning and decision-making across all jurisdictions.

The Commission welcomes the opportunity to collaborate further and provide technical assistance as needed to support implementation.

VII. Contact Information

For further inquiries, please contact:

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VIII. Resources

Assembly Bill 744
Climate Action Plan for Transportation Infrastructure (CAPTI)
Executive Order N-19-19 (2019)

IX. Appendix

Appendix A – Stakeholder Engagement Summary

A.1 Overview

This appendix provides details of stakeholder engagement efforts conducted by the Commission as part of the AB 744 implementation process. These efforts included conducting virtual meetings, distributing surveys, and facilitating public workshops to ensure inclusive and informed public participation.

A.2 Summary of Engagement Activities

Engagement Type	Date(s)	Purpose	Participants	Key Outcomes
Survey 1	December 2023	Identify data tools, modeling capabilities, and spending	Metropolitan Planning Organizations	Established baseline of data tool usage and funding gaps
Survey 2	February 2025	Understand use cases, tool performance, and agency needs	Regional Transportation Planning Agencies and Rural Counties Task Force	Collected value-based feedback and tool application insights
Survey 3	March 2025	Assess state-level collaboration and tool gaps	Transportation and housing-related state agencies	Identified awareness gaps and cross-agency coordination needs

Virtual Meetings	Ongoing (2024–2025)	Share updates, discuss challenges, gather feedback	Metropolitan Planning Organizations, Regional Transportation Planning Agencies, State Agencies, and other stakeholders	Helped refine survey focus and validated planning assumptions
Workshop 1	December 17, 2024	Introduce AB 744 and align on statutory requirements	State, Regional, and Local Agencies, Vendors, and State Legislative Staff	Developed a shared understanding of legislative intent
Workshop 2	May 6, 2025	Share findings and discuss implementation strategies	State, Regional, and Local Agencies, Vendors, and State Legislative Staff	Shared key findings and identified next-step priorities
Workshop 3	July 23, 2025	Reviewed draft implementation options and Commission recommended option, request additional stakeholder input, share stakeholder engagement to date, and review next steps.	State, Regional, and Local Agencies, Vendors, and State Legislative Staff	Reviewed and discussed draft implementation options, including the recommended hybrid approach, shared a summary of stakeholder feedback received to date, invited attendees to ask questions and offer additional input to inform the final proposal.

A.3 Respondents by Engagement Type

Engagement Type	Responding Agency	Agency Type
Survey 1	Fresno Council of Governments Kern County of Governments Riverside County Transportation Commission San Diego Association of Governments San Luis Obispo Council of Governments Siskiyou County Local Transportation Commission Tehama County Transportation Commission	Metropolitan Transportation Organizations
Survey 2	Association of Monterey Bay Area Governments Butte County Association of Governments Del Norte Local Transportation Commission El Dorado County Transportation Commission Fresno Council of Governments Glenn County Transportation Commission	Regional Transportation Planning Agencies, Rural Counties Task Force, Self-Help Agencies, Congestion Management Agencies

Survey 2 (Continued)	Madera County Transportation Commission Merced County Association of Governments Sacramento Area Council of Governments San Bernardino County Transportation Authority San Francisco County Transportation Authority San Luis Obispo Council of Governments Santa Barbara County Association of Governments Shasta Regional Transportation Agency Siskiyou County Local Transportation Commission Stanislaus Council of Governments	
Survey 3	Housing and Community Development (HCD) Department of Finance (DOF) Strategic Growth Council (SGC) Office of Land Use and Climate Innovation (OPR)	State Agencies
Virtual Meetings	Glenn County Transportation Commission Humboldt County Association of Governments Los Angeles County Metropolitan Transportation Authority Madera County Association of Governments Metropolitan Transportation Commission Orange County Transportation Association Riverside County Transportation Commission San Luis Obispo Council of Governments San Mateo County Transportation Authority Santa Barbara County Council of Governments Shasta Regional Transportation Agency Sonoma County Transportation Authority Southern California Association of Governments	Metropolitan Transportation Organizations, Regional Transportation Planning Agencies, Self-Help Agencies, Congestion Management Agencies
Workshop 1	Attended by 80 members of the public.	Transportation Agencies, State Legislative Staff, Vendors, Consultants, Caltrans Staff, and CTC Staff
Workshop 2	Attended by 58 members of the public.	Transportation Agencies, State Legislative Staff, Vendors, Consultants, Caltrans Staff, and CTC Staff
Workshop 3	Attended by 24 members of the public	Transportation Agencies, State Legislative Staff, Vendors, Consultants, Caltrans Staff, and CTC Staff
Comment Letters (five received total)	Association of Monterey Bay Area Governments California Association of Councils of Governments Orange County Transportation Authority	Metropolitan Planning Organizations, Association of Councils of Governments,

Comment Letters (Continued)	Sacramento Area Council of Governments Southern California Association of Governments	Regional Transportation Planning Agencies, and Rural Counties Task Force members
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Appendix B – Data and Modeling Tools Identified

B.1 Overview

This appendix provides details of data and modeling tools reported as being utilized based on recent stakeholder surveys conducted during the AB 744 implementation process. The engagement process revealed a diverse range of analytical platforms, including GIS-based mapping tools, travel demand models, and scenario planning software. It is important to note that these lists are not exhaustive and do not include all vendors or tools available in the market.

B.2 Data Tools Identified Through Stakeholder Input

Data Tools	Key Features
Replica	Urban planning, economic development, policy making
ArcGIS	Mapping, spatial analysis, urban planning
INRIX	Congestion analysis, travel times, predictive analytics
StreetLight	Transportation planning, traffic impact studies, corridor analysis
StreetSaver	Infrastructure maintenance, budget planning
NPMRDS / National Performance Management Research Data Set	Primarily used for federal and state reporting. But agencies often export NPMRDS data and use other tools (ArcGIS, Tableau, Python, R) to analyze travel time patterns.
Teralytics	Mobility behavior insights, transportation demand analysis
Placer.ai	Retail site selection, tourism analysis
RITIS / Regional Integrated Transportation Information System	Traffic management, emergency response, real-time operations
PeMS / Performance Measurement System	Traffic monitoring, congestion tracking
LOCUS	Market analysis, real estate strategy

B.3 Modeling Tools Identified Through Stakeholder Input

Modeling Tools	Key Features
Bentley Cube	Urban and regional travel demand forecasting, land use planning, network optimization
Caliper TransCAD	Network planning, travel demand modeling, freight modeling
Modeling Tools (Continued)	Key Features
Equilibre Multimodal Multimodal Equilibrium (EMME)	Traffic assignment, transit modeling, multimodal analysis

Reference Number: 4.4
August 14-15, 2025
Attachment B



July 10, 2025

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1120 N Street
Sacramento, CA 95814

Attention to: Sheila Ennes

Transportation Data Program Manager
California Transportation Commission

SUBJECT: AMBAG's comment letter on the Draft Proposal for AB744

Greetings Director Taylor,

On behalf of the Association of Monterey Bay Area Governments (AMBAG), I would like to thank you for providing an opportunity to review and comment on the draft proposal for Assembly Bill 744 (AB 744), as developed and released for stakeholder's comment in response to stakeholder input and aimed at addressing persistent challenges in data accessibility across the state.

To meet the goals of AB 744, in this proposed draft proposal, the Commission presents the following three options for statewide implementation of AB744:

- A. **Agency-led Procurement through a Competitive Grant Program:** A state agency would administer a competitive grant program to allow agencies to select and procure tools based on local and regional needs, with optional consortium applications to promote cost-sharing.
- B. **Centralized Procurement:** A state agency, in coordination with the Department of General Services, procures licenses for selected tools and distributes access to agencies statewide.
- C. **Hybrid Model:** Combines direct funding to agencies with optional access to centrally procured tools.

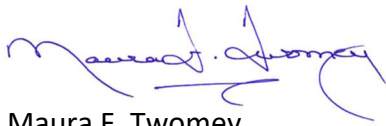
Each of the three proposed implementation options support the strategic goals of AB 744 by enhancing access to advanced analytical tools, promoting data-based decision-making, and advancing equitable outcomes. While all three options present viable pathways for improving data-driven planning and reducing barriers for resource poor agencies, we strongly urge the Commission to allow the agency to choose the most suitable option for their agency size, consortium, and competency.

I strongly believe that by leveraging advanced technology, AB 744 positions California as a leader in sustainable and data-driven transportation planning. This proposal serves as a roadmap for responsible and effective execution, ensuring that the state meets its long-term mobility, safety, equity, economic, and environmental goals.

In closing, AMBAG would like the Commission to consider the approach of collaborative efforts of pooling money together with similar sized MPOs to procure data and vendors, train staff, and implement the framework and tools under AB 744.

If you have any questions, please contact my staff Bhupendra Patel, Director of Modeling at bpatel@ambag.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "Maura F. Twomey", with a stylized flourish at the end.

Maura F. Twomey
Executive Director



July 14, 2025

Sheila Ennes
Transportation Data Program Manager
California Transportation Commission
1120 N Street
Sacramento, CA 95814

Re: AB 744 Draft Data Procurement Proposal

Dear Ms. Ennes,

The California Association of Councils of Governments (CALCOG) appreciates the opportunity to comment on the Draft Data Procurement Proposal developed in response to AB 744. CALCOG represents a statewide association of regional governments—including Metropolitan Planning Organizations (MPOs), Regional Transportation Planning Agencies (RTPAs), and Councils of Governments (COGs)—that serve communities large and small, urban and rural, coastal and inland. We commend the CTC's stakeholder engagement and its recognition of the diverse needs across California's transportation planning agencies. We would like to offer the following comments as the CTC finalizes its proposal to the legislature for procurement of data, modeling, and analytic software tools.

Prioritize Foundational Tools to Support Regional and Local Use

The proposal should prioritize foundational tools that are widely used and offer the greatest benefit across California's diverse regions. These include core platforms like GIS for land use, infrastructure, and climate resilience planning; travel demand and emissions models that are essential for tracking regional greenhouse gas targets under SB 375; and VMT estimation tools that support SB 743 implementation and CEQA compliance. Additionally, improving access to Transportation Improvement Program (TIP) software would help agencies manage federally required TIPs that roll into the State Transportation Improvement Program.

By focusing on these high-utility tools, the state can streamline procurement, promote consistent analytical practices, and ensure that smaller jurisdictions are fully equipped to participate in California's data-driven planning efforts.

Offer a Hybrid Approach to Streamline Cooperative Purchasing

CALCOG agrees with the CTC that procurement complexity is a longstanding barrier. To ensure equitable participation across agencies of all sizes and capacities, the CTC should:

- Develop clear, simple pathways for agencies to opt into centrally procured licenses, while maintaining the ability to manage their own procurement processes if they choose.
- Reduce duplicative procurement requirements that add administrative burden.
- Provide transparent cost-sharing guidance and ensure upfront clarity on how agencies can participate.
- Offer onboarding support, especially for smaller agencies that may lack procurement or legal capacity.

Streamlining access will ensure that more local and regional agencies can benefit from the program, particularly those that historically lacked the resources to participate in statewide initiatives.

Ensure Ongoing Local and Regional Engagement

We appreciate the CTC's commitment to stakeholder input and encourage continued collaboration as the program evolves. Regional agencies possess deep technical expertise and on-the-ground knowledge that should continue to inform:

- Selection of priority tools for statewide procurement.
- Development of competitive grant criteria and funding distribution.
- Establishment of training, onboarding, and performance evaluation metrics.

We also encourage continued exploration of shared services models, consortium applications, and peer learning opportunities that can support smaller or rural agencies, particularly through regional or Rural Counties Task Force partnerships.

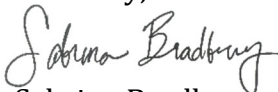
Conclusion

We want to thank the CTC for its leadership in implementing AB 744 and developing a flexible, statewide approach to data procurement. We believe that a well-executed hybrid model will promote equitable access to critical planning tools while preserving local flexibility.

We look forward to collaborating with the CTC as this effort moves forward and welcome opportunities to further refine the program's structure and implementation details.

Please feel free to contact me if you would like to discuss these recommendations further [sabrina@calcog.org or (530-864-8544)].

Sincerely,



Sabrina Bradbury
Deputy Director



AFFILIATED AGENCIES

*Orange County
Transit District*

*Local Transportation
Authority*

*Service Authority for
Freeway Emergencies*

*Consolidated Transportation
Service Agency*

*Congestion Management
Agency*

July 18, 2025

Sheila Ennes
Transportation Data Program Manager
California Transportation Commission
1120 N Street
Sacramento, CA 95814

Via email: AB744@catc.ca.gov

Subject: Draft Assembly Bill 744 (AB 744) Data Procurement Proposal

Dear Ms. Ennes,

Thank you for allowing the Orange County Transportation Authority (OCTA) the opportunity to review and provide feedback on the California Transportation Commission's (CTC) Draft Data Procurement Proposal (Proposal) developed in response to Assembly Bill 744 (AB 744). OCTA appreciates the comprehensive stakeholder engagement conducted through surveys, public workshops, and meetings. OCTA views AB 744 as an opportunity to support the California Department of Transportation's System Investment Strategy requirements and offers the following recommendations to ensure the Proposal effectively supports data-driven transportation planning objectives as outlined in AB 744:

Ensure Accessible Data and Systems

With the unique requirements of specific performance measures for state administrated grants, the need for data has continued to rise. OCTA recognizes the increased burden placed on agencies to provide certain program-specific metrics particularly relating to climate resiliency, public engagement, and accessibility. Given this, OCTA strongly supports the Proposal's direction to provide agencies with access to data, tools, and subscriptions to help close existing knowledge gaps.

Request for Flexibility for Hybrid Model and Centralized Approach

While OCTA supports the Hybrid Implementation Option, it seeks clarification regarding the criteria for tool selection in the centralized procurement process. Specifically, OCTA emphasizes the role of piloting and testing tools before the full procurement would be committed. OCTA recommends allowing agencies the flexibility to choose which tools to use during procurement, including the ability to procure certain tools independently. OCTA also recommends permitting agencies to opt out of the centralized process if the selected tools are not considered an appropriate fit.

Ms. Ennes
July 18, 2025
Page 2

Define Data and Model Specifications

OCTA recommends providing a more detailed breakdown of the specific data, modeling, and analytic tools necessary to effectively support each of the key policy concerns: congestion management, affordable housing/efficient land use, air quality improvement, economic development, and climate goal advancement. OCTA recommends including budget estimates, successful case studies, and implementation timelines to better determine which tools will most effectively meet future requirements. Additionally, OCTA recommends providing further explanation on how a uniform tool set will advance the diverse goals of AB 744.

Coordination between Agencies

To bridge the gap between agencies, OCTA recommends that the CTC provides opportunities for peer exchanges regarding modeling best practices that emphasize multimodal planning and innovation. Inter-agency collaboration may significantly reduce duplication of effort by leveraging pre-established analyses and models.

We look forward to further communication throughout the development of the draft proposal for AB 744. Should you have questions or require additional clarification, please contact Louis Zhao, Programming and Grants Development Manager, at (714) 560-5494 or lzhao@octa.net.

Sincerely,

A handwritten signature in blue ink that reads "Rose Casey". The signature is fluid and cursive, with the first name "Rose" and last name "Casey" clearly distinguishable.

Rose Casey
Executive Director of Planning

RC:lz



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Winters
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Yuba County

July 10, 2025

California Transportation Commission
1120 N Street
Sacramento, CA 95814

RE: Comments on AB 744 Implementation Proposal

Thank you for the opportunity to comment on the California Transportation Commission's proposal to implement Assembly Bill 744. SACOG commends the Commission's commitment to advancing data-driven transportation planning and supporting local and regional agencies in achieving the state's sustainability and climate goals.

SACOG offers the following comments on the draft proposal that we believe will help ensure broad, equitable participation from agencies across California:

1. Prioritize Foundational Tools in the Statewide Licensing Effort

To maximize the benefits of centralized procurement, the state should focus its licensing efforts on foundational data, modeling, and analytic tools that are widely used—or have the potential to be widely adopted—by local and regional agencies. These core tools should support common planning functions such as travel and emissions estimates, spatial analysis, and land use scenario planning. Concentrating resources on high-utility platforms will promote broader adoption, reduce duplication, and provide a consistent analytical foundation across jurisdictions.

Examples of these high utility areas include:

- **Geographic Information Systems (GIS):** Nearly every local and regional planning agency relies on GIS as a cornerstone of their planning work, yet each agency completes its own licensing for the same software.
- **Transportation Improvement Program (TIP) Software:** Regional agencies prepare Transportation Improvement Programs that feed into the development of the State Transportation Improvement Program. The largest regional agencies have coalesced around a preferred software platform to develop and monitor regional TIPs, yet still conduct separate procurements.
- **Travel modeling software:** Travel models are critical for local agencies to measure performance of transportation projects and long-range planning policy impacts.
- **Travel Monitoring Tools:** Specifically for Vehicle Miles Traveled (VMT) : VMT is a critical metric at the local, regional and state level for understanding

travel patterns, assessing transportation impacts, and tracking greenhouse gas reduction goals.

- **Integrated Socioeconomic Models:** While SACOG’s current approach has separate land use and travel modeling tools, there is a need for more integrated socioeconomic models that can better capture the interaction between underlying land use economics and travel behavior. Many regional agencies have procured integrated models like this, but calibration can be time consuming and expensive.

2. Cooperative Purchasing Mechanisms Need To Be Streamlined

The proposal rightly identifies procurement complexity as a barrier to adoption. To address this, the Commission should clarify how cooperative purchasing will be streamlined under the hybrid model, as prior shared procurement approaches still experienced high levels of complexity.

Streamlining could include:

- Simplified access to master contracts
- Reduced administrative burden for local agencies
- Elimination of duplicative procurement requirements, and
- Clear guidance on how agencies can “opt in” to state-negotiated licenses.

A transparent and user-friendly cooperative purchasing process will be essential to achieving equitable access and maximizing participation in the shared licensing effort.

3. Local and Regional Agencies Should Participate in Program Design

SACOG appreciates the Commission’s engagement with local and regional agencies, and encourages continued collaboration when establishing evaluation criteria for the competitive funding program. This input is critical to ensure that program design reflects on-the-ground needs and constraints. Ongoing engagement will also help build buy-in, foster innovation, and ensure that the tools procured are truly responsive to diverse regional contexts and the most pressing needs.

Thank you again for your leadership on this important initiative. I look forward to continued collaboration as the state advances its vision for sustainable, data-informed transportation planning.

Sincerely,



James Corless
Executive Director



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July 9, 2025

Ms. Sheila Ennes
Assistant Deputy Director
California Transportation Commission (CTC)
1120 N Street, MS 52
Sacramento, California 95814

RE: Assembly Bill 744 Draft Data Procurement Proposal Comment Letter

Dear Assistant Deputy Director Ennes:

On behalf of the Southern California Association of Governments (SCAG), I am writing to provide formal comments on the Draft Data Procurement Proposal for Assembly Bill (AB) 744 (Carrillo, Statutes of 2023).

SCAG is the nation's largest metropolitan planning organization (MPO) and council of governments (COG) for the six counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura and 191 cities in the SCAG region, which is home to a population of nearly 19 million people and powering the 16th largest economy in the world.

Both regionally and locally, SCAG's work is grounded in the importance of data, information, and technology. One of SCAG's primary roles is serving as a data and information center for the region. As the largest MPO in the nation, SCAG is uniquely positioned to meet the evolving data tools and technical assistance needs of diverse stakeholders. Given the geographic scale and wide-ranging subregional priorities, the needs of local agencies are constantly changing. Data tool procurements must remain flexible and adaptive to ensure that SCAG can continue to support dynamic, place-based needs across the region.

The draft proposal considers three potential procurement options: an agency-led procurement option, a centralized access option, and a hybrid implementation option. At this stage and with the information currently available, **SCAG agrees with the CTC in supporting the hybrid option, due to its flexibility and SCAG's unique data needs, as the most preferred model.**

After reviewing the draft proposal document, SCAG's main points of feedback are as follows:

1. Clarify Roles and Maintain MPO Leadership

The draft proposal lacks clarity regarding the role of MPOs and other regional agencies in implementing AB 744. Because SCAG serves as a regional leader in providing technical assistance, data delivery, and analytical tools (including ESRI tools and trainings, StreetLight InSight, technical assistance requests, and more) for 197 jurisdictions, it is essential that the existing leadership role of MPOs can be maintained and explicitly defined within any chosen implementation model.

2. Ensure Functional and Flexible Technical Design

While centralized access to data tools may enhance data standardization, SCAG requires flexibility to procure specialized datasets needed for advanced modeling and forecasting. There are concerns that the centralized model would limit SCAG's ability to procure the data that we need.

SCAG recognizes the potential benefits and limitations of administering a centralized approach in data tools procurement. Therefore, SCAG recommends a two-pronged approach to the data tools procurement:

- 1) *Agency-Specific Tools or Data*: For tools or datasets that are more specific to each agency's planning approach, local agencies should be able to choose what works best for them, giving flexibility to local needs and capacity.
- 2) *Shared/High-Value Statewide Tools or Data*: For tools or data sources that are commonly used across many agencies, it makes sense for the state to take the lead on procurement, management, and distribution to reduce redundancy and lower costs (PeMS, DMV Data, Statewide Travel Surveys, etc.).

By structuring the hybrid model in this way, the State can focus its resources on tools with broad value and large-scale licensing needs, while still allowing agencies to control specialized or locally preferred tools. This approach supports both equity and efficiency.

Given the widespread reliance on consultants for technical work in smaller jurisdictions, the state should consider granting consultant access to state-licensed tools when working under the direction of a public agency.

3. Build in Sustained Support and Accessible Implementation

SCAG has identified, through administration of an ongoing big data technical assistance program, that a significant barrier to data tool adoption is the steep learning curve and lack of technical expertise among smaller jurisdictions. Tools should be user-friendly and supported by robust training and implementation frameworks, including both vendor- and state-supported training

programs, peer learning workshops, tailored onboarding materials, and implementation guides, among other resources.

The state should consider establishing a centralized technical support function or allowing MPOs to apply for additional funding to provide localized support.

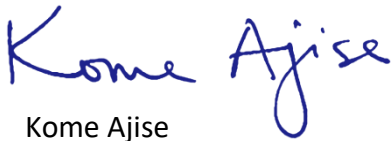
4. Address Licensing, Legal Rights, and Long-Term Access

The proposal did not outline how data tool licenses will be renewed or funded after the initial procurement cycle. A multi-year funding plan and cost-sharing model could be developed to ensure sustained access to subscription-based platforms.

License agreements should consider: guaranteeing that all outputs and derivative products remain the property of the agency that created them; permitting agencies to reuse, publish, and distribute outputs to member agencies, consultants, and the public; allow for integration of data outputs into existing systems (GIS platforms, custom models); and support public disclosure of data methods in compliance with CEQA, SB 743 (Steinberg, Statutes of 2013), RTP/SCS planning, and other legal standards.

We appreciate the opportunity to review and provide feedback on the draft proposal options for AB 744. We look forward to learning more about a third public workshop, planned for July, where proposed revisions will be discussed. Please contact Sarah Jepson, Chief Planning Officer, SCAG, at jepson@scag.ca.gov or (213) 236-1955, if you have questions regarding this request.

Sincerely,



Kome Ajise
Executive Director
Southern California Association of Governments