



# Service Matters

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## Update on PLAN Bay Area

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SAN FRANCISCO BAY AREA

# PEOPLE PLACES AND PROSPERITY



Association of Bay Area Governments

## San Francisco Bay Area People, Places, and Prosperity – Informing Plan Bay Area 2040

ABAG has produced the *People, Places, and Prosperity* report to provide context for the regional dialogue that is under way as part of development of *Plan Bay Area* – a scheduled update to the plan adopted in 2013. This report highlights the activities ABAG has undertaken in partnership with local governments, regional agencies, business groups, community organizations, and other stakeholders to advance implementation of the land use pattern in *Plan Bay Area*. These implementation efforts have focused on supporting economic vitality, promoting “complete communities” in PDAs, fostering a more resilient region, and encouraging preservation of PCAs.

*People, Places, and Prosperity* provides a more comprehensive and in-depth look at the ways in which economic, housing, and environmental issues relate to one another and how they are currently affecting local communities and the region as a whole. While transportation strategies and investments will, of course, be critical to achieving the goals outlined in *Plan Bay Area*, this report primarily focuses on the challenges and opportunities related to land uses in the region.

The final version of *People, Places, and Prosperity* is available online at <http://reports.abag.ca.gov/ppp/2015/>. ABAG staff hopes the ideas and information in this report will contribute to the *Plan Bay Area 2040* discussions about how we, as a region, prioritize the actions needed to protect and enhance our quality of life and achieve our goals for a more prosperous and sustainable region.



On August 17, the East Bay experienced a moderate 4.0 earthquake along the Hayward Fault. Though the magnitude was not large, the central location, near Piedmont, and the shallowness of the rupture, caused noticeable ground shaking for Piedmont, Oakland, and Berkeley residents.

ABAG’s Resilience Program provides many earthquake-related resources for the public and local governments. The programs’ website houses local earthquake hazard maps to help users understand risks where they live as well as resources to assist with earthquake preparedness and mitigation activities, such as home seismic retrofits. Minor to moderate earthquakes, such as the recent Piedmont earthquake and July’s 4.0 Hayward Fault earthquake located near Fremont, are reminders that we in earthquake country. Events like these typically result in a significant uptick in visitors to the program’s website.

Typically, the Resilience Program website receives between 300 and 500 views each day. On August 17th, the site received a total of 2,515 views as people were seeking information in the wake of the earthquake they had just experienced. Most views were to the earthquake maps page, where visitors can understand which faults they live near and the level of shaking they may experience. Many viewed the site’s county pages, with county-level maps on earthquake risks and resources, primarily to the Alameda and Contra Costa pages. The morning of the earthquake, program staff created a news post about the quake, guiding visitors to resources about the earthquake and on steps they can take to prepare for the next earthquake. Many viewed this page and also the linked preparedness page. Pages with information about seismic residential retrofit were also visited.

While many reach the site directly, about half are generated through referring sites, such as search engines such as google. 70 views came from ABAG’s main page, and 43 views were generated by an email sent out by ABAG President Julie Pierce to ABAG delegates the morning of the earthquake. Other referrers include the United States Geological Survey, UC Berkeley’s Seismological Laboratory, Facebook, Twitter, and city government websites. The ABAG Resilience website provides valuable services to both residents and local governments, and events such as this provide opportunities to grow our outreach to help build a safer more resilient region.

## Urban Forest Management Workshop

ABAG PLAN Corporation and the California Urban Forest Council presented the Urban Forest Management workshop to address drought concerns for municipalities. The workshop was designed to provide valuable information and methodologies for cities and towns that are forced due to the drought to set priorities in their urban forest management plans which will have long term impact for their communities. It included a panel of industry experts addressing trees and drought concerns.

**More information on the presentations, including videos are available at <http://plan.abag.ca.gov/members/2015TreesAndDrought.html>**

ABAG PLAN Corporation provides property, liability and crime insurance coverage to 28 cities and towns in the greater Bay Area under a pooled risk sharing agreement, which can offer members stable and cost effective self insurance. Through ABAG PLAN, members have at their disposal a wide array of resources including grants, training, best practice guidelines, and specialized consultation. These resources help members maintain or improve the health and safety of their communities.



Left to right: Daniel Carney, Marin Municipal Water District; Tom Bressan, Urban Farmers; Jimi Scheid, CalFire; Nelda Matheny, Hortscience; Igor Lacon, UC Cooperative Extension



## New Partnership to Advance Climate Action in the Bay Area Association of Bay Area Governments Partners with CivicSpark

The Association of Bay Area Governments (ABAG) was selected as the Bay Area regional partner for CivicSpark, a Governor's Initiative AmeriCorps program administered by the Local Government Commission. "The initiative is a win-win designed to generate jobs for recent college graduates, and the recruits are trained to help local governments implement programs to save energy, with the overall goal of protecting the environment," said Ezra Rapport, ABAG's Executive Director.

"CivicSpark is creating a model of climate action in the State of California," said Wade Crawfoot, Deputy Cabinet Secretary and Senior Advisor to the Governor. In the upcoming service year, CivicSpark Members in the Bay Area will assist local jurisdictions in developing and implementing energy audits, climate action plans, and other local climate change initiatives, and provide technical assistance to advance bicycling in San Mateo County.

As the Bay Area Regional Partner, ABAG is helping CivicSpark provide critical regional context and resources and assisting in member and project recruitment efforts. Together ABAG and CivicSpark are working to support local government sustainability projects to help communities respond to climate change.

Bay Area cities, towns, and counties can learn more about enrolling in the CivicSpark's program at [www.civicspark.lgc.org](http://www.civicspark.lgc.org). In collaboration with local government staff, the CivicSpark team will implement a needed climate-change project, while building long-term capacity to ensure the work

is sustained after the project is completed. Now recruiting for the 2015-16 service year, the program provides recent college graduates with a unique opportunity to gain professional experience, build important skills, and create a meaningful and lasting impact by supporting local government climate initiatives. For more information, go to [www.civicspark.lgc.org](http://www.civicspark.lgc.org).

### Background

In its first year, CivicSpark assisted 88 local government agencies in energy efficiency, solar procurement, urban forestry, sea level rise, climate action plan implementation, and related initiatives. To date, CivicSpark Members have provided over 40,000 hours of service to California's communities supporting a wide range of actions including eight climate or energy action plans; 17 climate action policies; 10 vulnerability assessments; eight greenhouse gas inventories; 12 community workshops, and energy benchmarking for four cities.

The Local Government Commission (LGC) is a nonprofit organization fostering innovation in environmental sustainability, economic prosperity, and social equity by supporting local government policies and projects. The LGC is CivicSpark's overall program manager, providing statewide program infrastructure and overall member and local government support, coordinating training, and ensuring that performance goals are met. [www.lgc.org](http://www.lgc.org) For more information, contact Jennifer Berg, ABAG, [jennyb@abag.ca.gov](mailto:jennyb@abag.ca.gov), 510-464-7947.

# Goals, Targets, Scenarios, and the Forecast - Approach to Plan Bay Area 2040

ABAG and MTC are working together on *Plan Bay Area 2040*—the update to *Plan Bay Area 2013*. The two agencies have released information related to several key milestones in the development of the updated regional transportation and land use strategy. These include proposed revisions to the goals and targets used to assess Plan’s performance; draft scenario concepts that show different options for how the Bay Area can grow and change over time in ways that help us meet our goals for a more prosperous, sustainable, and equitable region; and the draft regional forecast of expected growth in the region’s population, households, and jobs.

## Goals and Targets

Performance-based planning is a central element of the long-range planning process for MTC and ABAG. *Plan Bay Area 2013*, the region’s first integrated Regional Transportation Plan/Sustainable Communities Strategy, included a set of ten performance targets that were used to evaluate over a dozen different scenarios and hundreds of transportation projects. *Plan Bay Area 2040* will preserve and build upon the performance-based planning process used as part of *Plan Bay Area 2013*.

Performance targets will again be used to compare Plan scenarios, highlight tradeoffs between policy goals, analyze proposed investments, and flag issue areas where the Plan may fall short. Regional performance targets will guide Plan development and will be supplemented in the future by required federal performance measures.

ABAG and MTC have released a draft staff recommendation for goals and performance targets for *Plan Bay Area 2040*. Approval of the *Plan*’s goals and most of the targets occurred at the joint MTC Planning Committee and ABAG Administrative Committee September meeting. The final set of performance targets are scheduled to be adopted at these committees’ joint November meeting.

Draft goals and performance targets were extensively informed by meetings with key stakeholders, as well as outreach to the public. Staff worked with the Performance Working Group, who include representatives of local governments, transportation agencies, non-profit organizations, and MTC’s Policy Advisory Council, to identify suitable measures and targets to address key issue areas.

## Plan Bay Area 2040 Scenarios

ABAG and MTC are beginning the process of developing three land use and transportation scenarios. A vital part of the *Plan Bay Area 2040* plan development process, scenarios represent alternative Bay Area futures based on distinct land use development patterns and transportation investment strategies. Scenario planning is a common way for organizations such as MTC and ABAG to analyze and communicate the effects of different combinations of land

use and transportation strategies on regional goals and targets.

On October 6th and October 7th, ABAG and MTC held two scenario workshops at the Regional Advisory Working Group (RAWG) and ABAG’s Regional Planning Committee (RPC), respectively, to present and discuss three draft scenario concepts. The purpose of the workshops was to receive feedback on the initial concepts, as well as specific strategies for how to maximize their effectiveness.

Participants represented a mix of elected officials; staff from local planning agencies, transit operators, Congestion Management Agencies; and leaders from business, building, environmental, public health and social justice organizations. ABAG and MTC will present the scenario concepts at regular regional agency meetings throughout the fall and will continue to solicit feedback from local governments and other stakeholders. The feedback received will be used to develop three defined scenarios, which will be developed, modeled, and evaluated to understand the effects of different combinations of land use and transportation strategies on our shared goals and targets. These defined scenarios will be released in early 2016, with the adoption of the preferred scenario scheduled for June 2016.

## TIMELINE

**September 2015:** Approval of goals & targets

**Fall 2015:** Define preliminary scenarios for evaluation

**December 2015:** Public review of project performance assessment results

**Winter 2016:** Public review of scenario performance assessment results

**June 2016:** Expected adoption of final scenario

## Regional Forecast and Projections Approach

ABAG and MTC are working with local governments input to develop a new regional forecast for the *Plan Bay Area 2040* update. The forecast will be a reasonable foreseeable 25-year regional outlook, based on expected national and international trends, and the economic competitiveness of the Bay Area. The methodology will include regional totals for population, jobs, households and income.

The preliminary regional forecast and projections methodology was presented to the Executive Board in September 2015. A preliminary regional forecast was presented to the joint meeting of the ABAG Administrative

Committee and MTC Planning Committee in October 2015, and will be presented to the ABAG Executive Board in November. After local review and comment and necessary revisions, the final regional forecast is scheduled for adoption in winter 2016. The process of land use scenario development is underway now, with the engagement of local jurisdictions, elected officials, community organizations and other interest groups. The forecast's geographic distribution will reflect the policies agreed upon during the process, which leads to the adoption of a preferred scenario in June 2016.

The forecast methodology, its key assumptions, and preliminary numbers will be shared with local planning staff and stakeholders and will be presented at various regional meetings, public meetings and workshops.

### How is the Regional Forecast Used?

ABAG develops regional totals for population, households, housing units, employment, output, and income. With the regional projection done, the next step is to develop small-area forecasts. Geographic distribution of the forecast within the region is accomplished through efforts of ABAG and MTC modeling and planning staff with input from local jurisdictions. A related effort during summer of 2015, was the identification of relevant, meaningful, and measurable performance targets, done with regional stakeholders in the Performance Targets Working Group. The forecast, along with its associated travel patterns will be scored according to the performance targets and estimates of greenhouse gas production. Through this effort, we will learn more about the relationship between land use policy and the outcomes, as identified by the Performance Targets Working Group.

### What Tools and Assumptions go into the Forecast?

ABAG's regional forecast totals include three components: population, economy, and households. A technical advisory committee is providing peer oversight of the forecasting tools and process. Results of the population and economy components ensure economic aspects of migration are considered in the population projection. Other factors include:

- Analysis of household demographic characteristics, overall personal income levels, and household income distribution



Photo 2 (L To R): Napa Supervisor Mark Luce; Contra Costa Supervisor Karen Mitchoff; Diane Burgis, East Bay Regional Park District; Matt Regan, Bay Area Council

Photo 1 (L To R): Novato Mayor Pro Tem Pat Eklund; Dyan Whyte, San Francisco Regional Water Quality Control Board

- Review process, using UrbanSim (a software-based simulation system for supporting planning analysis of urban development, incorporating the interactions between land use, transportation, the economy, and the environment) to distribute regional totals
- Incorporate underlying data on existing buildings, zoning, and community characteristics; and "ground-truth" model results, including local governments via a review process
- MTC staff is responsible for the travel model result and ABAG staff is responsible for the growth allocation pattern.

All the results reflect the long-term planning efforts of local governments. Periodic workshops will provide the opportunity for broader public participation in this effort.

### Commute Analysis and Regional Housing Control Total

Economy and population data will be used to estimate the total number of jobs and of employed residents in the region in 2040. The difference between these two numbers will indicate the net number of jobs that would be filled by in-commuters.

MTC has determined the in-commute number to be 102,000 in 2010 based on Census data. ABAG will estimate the number of commuters in 2040 based on the population and employment forecasts. The difference between the number of in-commuters projected in 2040 and the number estimated in 2010 will determine the additional housing units to add to the regional housing forecast for the region, according to the settlement agreement reached by MTC and ABAG in February 2014 with the BIA Bay Area.

The Regional Housing Control Total estimates the total number of units needed to accommodate all of the families in the region plus the number of housing units that correspond to the in-commute increase, consistent with the legal settlement. The number of units will include a reasonable vacancy level for circulation of units among movers.



## New PDAs and PCAs

By emphasizing growth in Priority Development Areas (PDAs) and promoting preservation of Priority Conservation Areas (PCAs), Plan Bay Area identifies a strategy for future housing and job growth and transportation investments that will allow the region to develop an efficient transportation network, provide more housing choices, and grow in a financially and environmentally responsible way. Both the PDA and PCA program have recently been updated.

### Priority Development Areas Update

Priority Development Areas (PDAs) are locally nominated neighborhood areas where infill growth is expected to be anticipated. Amenities and services in these areas can be developed to meet the day-to-day needs of residents in a pedestrian-friendly environment served by transit. A recently completed PDA program update saw several modifications to existing modifications to existing PDAs and applications for three new PDAs. The Regional Planning Committee has recommended the ABAG Executive Board adoption of the final PDA inventory, which includes all changes and the three new PDAs as follows: Golden Gate/North Oakland (City of Oakland), Rumrill Boulevard (City of San Pablo), and Sonoma Boulevard (City of Vallejo). Provided the Executive Board adopts the new applications, the region will have 188 planned and potential PDAs.

**For more information about PDAs, visit the PDA showcase at: <http://gis.abag.ca.gov/website/PDAShowcase/>.**

### Priority Conservation Areas Update

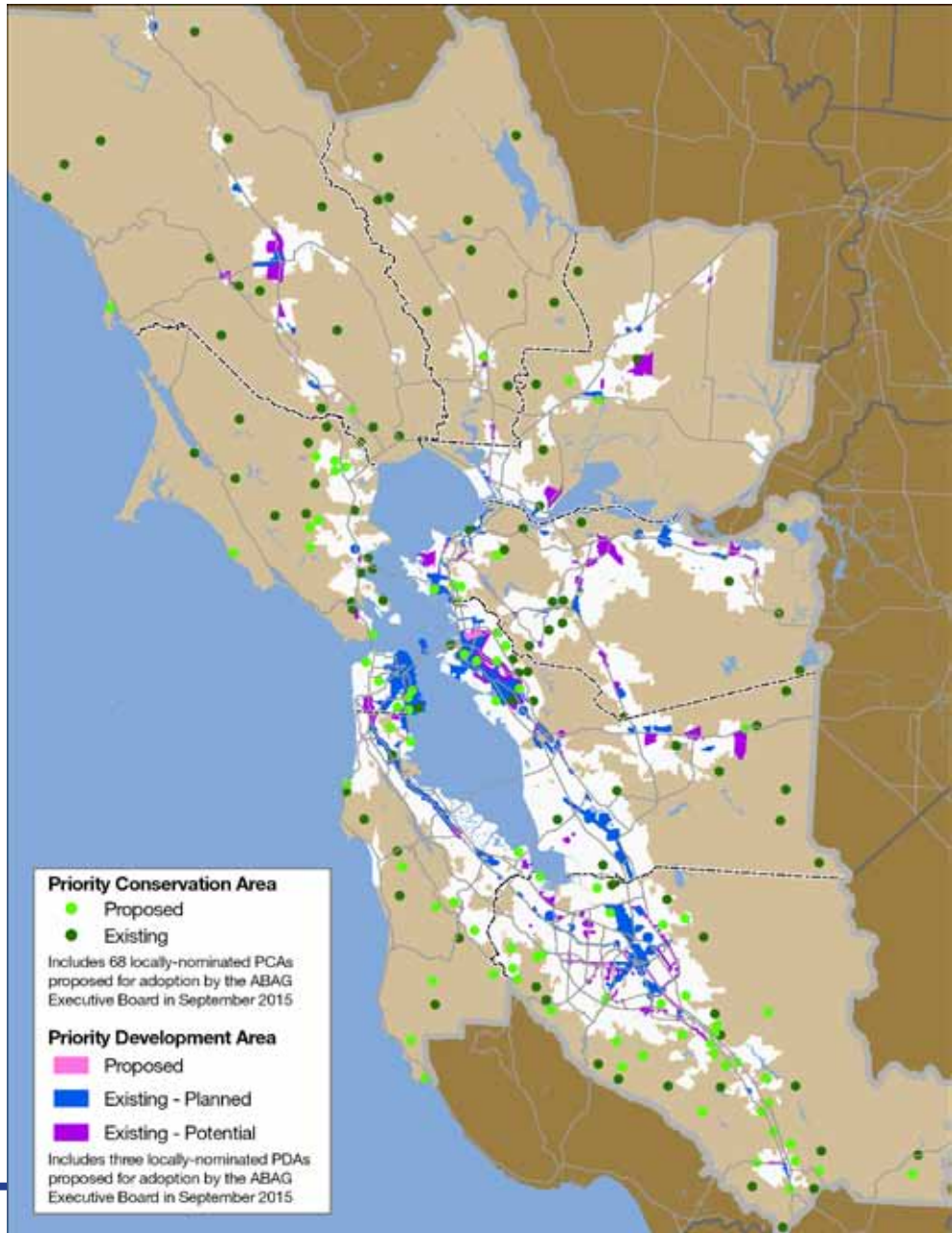
Priority Conservation Areas (PCAs) are open spaces that provide agricultural, natural resource, scenic, recreational, and/or ecological values and ecosystem functions. These areas are identified through consensus by local jurisdictions and park/open space districts as lands in need of protection due to pressure from urban development or other factors. PCAs are categorized by four designations: Natural Landscapes, Agricultural Lands, Urban Greening and Regional Recreation.

PCAs are a component of Plan Bay Area and function as a complementary program to PDAs in the region's long range sustainable growth strategy. The most recent application period for new PCA designations was August 1, 2014 – May 30, 2015. Cities, counties and park/open space districts were eligible to apply to ABAG for PCA designation.

Nominations were received from jurisdictions in six counties: San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa and Marin. Two multi-county PCAs were also nominated. In September, the ABAG Executive Board adopted 68 new PCAs bringing the total number of PCAs to 165 representing a variety of landscapes in all nine Bay Area counties.

Projects located within these areas are eligible for funding through the One Bay Area Grant (OBAG) program. For more information about PCAs, visit <http://abag.ca.gov/priority/conservation>

**For more information about PCAs, visit <http://abag.ca.gov/priority/conservation>.**



## Bay Area Services to Unaccompanied Immigrant Children

On Friday, July 24, the Association of Bay Area Governments (ABAG) in partnership with Catholic Charities of Santa Clara County hosted a forum to present preliminary findings from ABAG's first comprehensive report on Bay Area Services to Unaccompanied Immigrant Children.

The report details the landscape of legal and social services serving unaccompanied immigrant children and immigrant women and children in the Bay Area. It also outlines the ecosystem of services available to these populations, identifies the most pressing gaps in services, and offers recommendations for professionals and legislators on how to best use limited resources that respond to the complex needs of these populations.

As the nearly four-hour forum came to a close, Ezra Rapport, ABAG Executive Director said "I think people in the Bay Area should be very proud that they have people like you living here who are concerned for these children." He added, "we know that a big problem is how the legal issues

of unaccompanied children get siloed off into social services within the counties. Since we have an ongoing relationship with our member counties, we can directly engage with local governments dealing with these important issues." Led by Alejandra Barrio, ABAG Public Policy Intern and Project Manager Pedro Galvao, ABAG

Regional Planner, the forum was attended by more than 100 individuals from 69 organizations including immigrant-serving professionals from school districts, city governments, legal and advocacy firms, social service agencies, county officials and non-profit agencies.



ABAG Executive Director Ezra Rapport and ABAG Regional Planner Pedro Galvao



*Left to right: Moderator Steve Hicken, Catholic Charities of Santa Clara; Maria Luz Brubaker, Catholic Charities of Santa Clara; Avantika Shastri, Bar Association of San Francisco; Erin Maxwell, Legal Services for Children; Ariana Flores, Oakland Unified School District*

Preliminary results from the report indicate the Bay Area is home to model programs that provide for unaccompanied children's physical and mental needs and that some of our largest school districts and counties have hired specialized staff to work with this population, local governments have also provided significant financial support. The report's lead author says "nonetheless, there is still a need to better coordinate the provision of services using our region's limited resources." Final report will be released November 18th. **For more detail, visit the website at <http://abag.ca.gov/planning/minors.html>.**

## New Website for Local Governments - Learn about PACE Financing

The Bay Area Regional Energy Network (BayREN), in partnership with the U.S. Department of Housing and Urban Development (HUD), has developed the Local Government PACE Portal, a "one-stop shop" for local governments interested in allowing property owners to take advantage of PACE financing for energy efficiency, renewable energy, and water conservation improvements.

The new website includes introductory information about PACE, including a list of PACE providers in the nine Bay Area counties. PACE program administrators are working with local government staff to showcase this tool. The website provides a lot of information for local governments to potentially offer PACE to residents.

Property Assessed Clean Energy (PACE), first piloted in the City of Berkeley in 2008, allows qualified property owners in

a community to obtain affordable, long-term financing for energy efficiency, renewable energy, and water conservation improvements, and repay it through their secured property tax bills. The PACE structure builds on decades of land-secured financing experience and provides security to project investors, enabling easy access to capital at competitive rates and longer payment periods than traditional loans.

Administered by the Association of Bay Area Governments (ABAG), BayREN implements effective energy saving programs on a regional level and draws on the expertise, experience, and proven track record of Bay Area local governments to develop and administer successful climate, resource, and sustainability programs. **For more information about setting up a PACE program, visit the website at <http://abag.ca.gov/bayren/pace/index.html>.**

# Calendar of Events

## October 2015

**October 29**

**ABAG POWER Annual Board**

10:30 a.m., MetroCenter, Auditorium

## November 2015

**November 13**

**Bay Area Planning Directors  
Association Fall Meeting**

12 noon, Nile Hall, Preservation Park  
668 13th Street, Oakland

**November 17**

**San Francisco Estuary Partnership  
Implementation Committee**

9:30 a.m., Elihu M. Harris  
State Building  
1515 Clay Street, Second Floor, Room  
10, Oakland

**November 18**

**San Francisco Bay Restoration  
Authority Governing Board**

1:00 p.m., State Coastal Conservancy  
1330 Franklin Street, 11th Floor  
Conference Room, Oakland

**November 19**

**Legislation & Governmental  
Organization Committee**

3:30 p.m., ABAG Conference Room B

**Finance & Personnel Committee**

5:00 p.m., ABAG Conference Room B

**ABAG Executive Board**

7:00 p.m., MetroCenter, Auditorium

**November 20**

**Bay Area Regional Collaborative  
Governing Board/JPC**

10:00 a.m., MetroCenter, Auditorium

## December 2015

**December 2**

**Regional Planning Committee**

12:30 p.m., MetroCenter, Auditorium

**December 10**

**ABAG POWER Executive Committee**

12 noon, ABAG Conference Room B

**December 15**

**PLAN Board of Directors**

9:30 a.m., The Lodge at Tiburon  
1651 Tiburon Blvd, Tiburon