



Service Matters

“OneBayArea” Collaborative Effort Launched at ABAG General Assembly and Regional Summit

Four Bay Area regional agencies—the Association of Bay Area Governments (ABAG), the Metropolitan Transportation Commission (MTC), the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC)—launched a major climate action and sustainable communities’ theme, “OneBayArea,” at the ABAG General Assembly and Regional Summit. On April 22nd, more than 360 Bay Area city and county elected officials, regional leaders, and community stakeholders came together to mark the beginning of the

leading the way in protecting the economy, environment and the health of our communities.” Summit Keynote Speaker Michael Woo, Dean of the College of Environmental Design at Cal Poly Pomona and Los Angeles Planning Commissioner, provided a big picture of the impact of these efforts regionally and statewide. Sharing his experience and insights as chair of Smart Growth America and Southern California consultant to ClimatePlan, Woo highlighted the value of compact development and transit, bicycle and pedestrian programs, and better coordination of local land use and transportation plans to reduce greenhouse gas emissions. He praised the Bay Area for its leadership in developing sustainable communities, adding, “The Bay Area’s regional consciousness, the region’s trademark openness to innovation and experimentation in the private sector and government, and a strong political will to get things done will help the Bay Area model the path to meet SB 375 climate action challenges.”

The Summit’s panels, discussions and polling focused on sustainable land use and transportation priorities, while highlighting ways to provide support and incentives for making Priority Development Areas (PDAs) successful. It was noted that PDAs represent a positive framework for managing sustainable growth and a solid beginning for crafting the Bay Area’s state-mandated SCS. Also spotlighted were approaches to allocating the Bay Area’s growth, which is projected to be approximately two million people over the next 25 years, in a manner that is environmentally sustainable. Two specially produced videos illustrated what a sustainable Bay Area means to stakeholders, residents and local



Keynote Speaker Michael Woo, Dean, College of Environmental Design at Cal Poly Pomona

development of the Bay Area’s SB 375 Sustainable Communities Strategy (SCS). SB 375 is landmark legislation (authored by Daryl Steinberg and passed by the California Legislature in 2008) requiring regions in California to develop strategies for combating climate change and promoting sustainable communities by reducing greenhouse gas emissions through land use and transportation planning.

ABAG President and Union City Mayor Mark Green opened the summit on behalf of the four regional agencies, “By integrating land use and transportation, we’re



ABAG President and Union City Mayor Mark Green

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ected officials. The second video effectively demystified through wry humorous interviews what SB 375 mandates and what a sustainable communities strategy encompasses.



Attendees also had the opportunity to view a showcase of innovative local sustainability projects featuring Richmond, Santa Rosa and Sunnyvale downtown specific plans, the Contra Costa Centre Transit Village, the City and County of San Mateo's TDM Guidelines, GreenTRIP, Safe Routes to School, Electric Vehicle Corridor Projects, and BCDC's Rising Tides international competition for ideas responding to sea level rise in the Bay. During a luncheon ceremony, ABAG's Fourth Annual Growing Smarter Together Awards were presented to Albany, Richmond, Livermore, the City and County of San Francisco, and Contra Costa County, with a distinguished Leadership Award going to East Bay Regional Park District Board Member Beverly Lane. These award winners were honored

because of their significant contributions in creating complete, sustainable healthy communities with a diversity of housing, jobs, services, and transit efficiency.



Mayor Ron Dellums, City of Oakland welcomes conference attendees.



Supervisor Steve Kinsey, Marin County, MTC Commissioner, introduced OneBayArea video.

Budget and Work Plan Approved

The General Assembly also included ABAG's annual business meeting chaired by **ABAG President Mark Green** where city and county delegates approved the **2010-2011 Budget and Work Program**.



Supervisor Dave Cortese, Santa Clara County, ABAG Past President – Moderator



Panelists (L-R): Supervisor Jim Spering, Solano County, MTC Commissioner; Supervisor Ken Yeager, Santa Clara County, CA Air Resources Board of Directors; Councilmember Ash Kalra, City of San Jose, BAAQMD Board Member; Vice Mayor Jean Quan, City of Oakland

An audiocast of the General Assembly and other background materials can also be found at the new OneBayArea website, www.onebayarea.org.

New Website-- OneBayArea.org Launched

“**O**neBayArea” represents the overarching theme for the Bay Area’s sustainable community and climate action initiatives, such as the Sustainable Communities Strategy (SCS) mandated by SB 375 and is the focus of the new website, www.onebayarea.org. Announced at the ABAG General Assembly and Regional Summit, the website is currently spotlighting how Bay Area’s regional agencies, together with their local government partners, nonprofit organizations, business and community groups, and interested Bay Area residents, are working together to develop a SCS to reduce transportation-related greenhouse gas emissions. The website will serve as an interactive site featuring collaborative SCS and agency efforts of the Air District, ABAG, MTC and

BCDC to harness the creativity and resources to build a better Bay Area for today and future generations. All related climate action and sustainable community research and projects, as well as ways to get involved in the development of the Sustainable Communities Strategy, will be showcased and continually updated during the three year SCS process at www.OneBayArea.org.

OneBayArea

ABAG 2010 Growing Smarter Together Awards Presented to Cities, Counties and Regional Leader

Sharing the Benefits Award: The City and County of San Francisco Embedding Equity into Smart Growth: Eastern Neighborhoods Program



(left-right) ABAG President Mark Green, Union City Mayor; ABAG Vice President Susan Adams, Marin County Supervisor; Supervisor John Avalos, City and County of San Francisco; and Ken Rich, San Francisco Better Neighborhoods Program Co-Director

Building a Better Bay Area—Urban Design: The City of Richmond Civic Center Revitalization Project



(left-right) ABAG President Mark Green, Richmond Mayor Gayle McLaughlin, and ABAG Vice President Susan Adams

On the Ground – Getting It Done: Contra Costa County Created Contra Costa Centre Transit Village



(left-right) ABAG President Mark Green; BART Director Gail Murray with certificate of appreciation; Contra Costa County Supervisor Federal Glover receiving award; Jim Kennedy, Contra Costa County Redevelopment Director; and ABAG Vice President Susan Adams

Preserving and Protecting the Environment Award: City of Albany Codornices Creek Restoration Project



(left-right) ABAG President Mark Green; Albany Assistant City Manager Judy Lieberman, Albany Mayor Joanna Wile, and ABAG Vice President Susan Adams

Building a Better Bay Area – Urban Design: City of Livermore—Implementation of Downtown Specific Plan



(left-right) ABAG President Mark Green; Livermore Mayor Marshall Kamena; ABAG Vice President Susan Adams; and Bob Vinn, Livermore Assistant City Engineer

Distinguished Leadership Award: Beverly Lane, Vice President, East Bay Park District Board of Directors



Ayn Wieskamp, East Bay Regional Park Board Director, accepted the award on behalf of Beverly Lane, who was unable to attend.

To view the 2010 Growing Smarter Together award winning projects, go to www.abag.ca.gov

Mark Your Calendar!

MAY 2010

May 20
Legislation & Governmental
Organization Committee 3:30 pm
MetroCenter, ABAG Conference Room B

Finance & Personnel Committee 5:00 pm
MetroCenter, ABAG Conference Room B

Executive Board 7:00 pm
MetroCenter, Auditorium

May 21
ABAG / BAAQMD / MTC Joint
Policy Committee 10:00 am
MetroCenter, Auditorium

May 25
Sustainable Communities Strategy
Regional Advisory Working
Group 1:30 pm
MetroCenter, Auditorium

JUNE 2010

June 2
Regional Planning
Committee (RPC) 1:00 pm
MetroCenter, Auditorium

June 10
Bay Trail Steering Committee 1:30 pm
ABAG Conference Room B

June 16
ABAG POWER Executive
Committee 10:00 am
ABAG Conference Room B

May 10-16th

**Celebrate Affordable
Housing Week**

Recognize sustainably built
communities

May 13th 16th Annual Bike to Work Day



Join thousands who will pedal their way to school, work, errands—or pick a day in May that works for you—Participate in Team Bike Challenge presented by MTC, 511, and Kaiser Permanente with other sponsors.

Notable Numbers

U.S. Census Bureau—Selected Bay Area Findings

\$33,635
Payroll per retail employee in Santa Clara County, making it one of the top counties statewide in retail with Amador, Colusa, Los Angeles, and Riverside Counties.

24%
Is Oakland's share of businesses in Alameda County, accounting for 17% of retail sales and retail employment in the county.

Los Angeles
Is top county in state by industry sectors in Accommodation and Food Services (with 20.2 Billion in receipts), Real Estate and Rental/Leasing (\$26.8 Billion in receipts), and in Retail (26% of state share of businesses and retail sales).

7,265,739
Is the 2007 Bay Area total population, almost 300,000 more than the 2002 population.

844,575
Bay Area residents were 65 and older according to 2007 estimates an increase of more than 100,000 older residents from the 2002 American Community Survey.

From 2007 Economic Census: Selected Findings for California, Census Bureau Economic Programs, www.census.gov/econ/census07 and the American Community Survey three year report.

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Supervisor, Marin County

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