



# Service Matters

## Fall General Assembly Focuses on Environmental and Economic Value of Sustainability



“Greening our Communities: Healthy People, Healthy Bay, Healthy Economy” was the focus of ABAG’s Fall General Assembly in San Francisco on October 13<sup>th</sup>. Elected officials, agency and business leaders shared their expertise and insight into environmental quality and water infrastructure and sustainability issues. **ABAG President and Union City Mayor Mark Green** framed the issue: “We are leaders and innovators in the Bay Area. We lead the state and arguably the nation in green technology, green streets, and other green planning such as smart growth and transit oriented development planning, but there is much more to be done. Now is not the time to rest on our past accomplishments. Our cities, towns, and counties, can and will do more to advance green principles, which will lead us into a brighter, healthier, more economically sustainable future.” **A summary of the General Assembly with speakers’ presentations and photos can be viewed at [www.abag.ca.gov/ga.html](http://www.abag.ca.gov/ga.html).**



*Keynote speaker **Wade Crowfoot, Deputy Director, Governor’s Office of Planning and Research**, addressed “Why Green Cities Are Good for the Environment and the Economy,” highlighting state sustainability efforts related to energy efficient buildings, renewable energy, regulatory reform, Sustainable Communities Strategy, and support for local government efforts to protect themselves from extreme weather.*



*Luncheon speaker **Sam Schuchat, Executive Officer, California State Coastal Conservancy and Chair, San Francisco Bay Restoration Authority**, illustrated how we are “Greening the Edge of the Bay for Flood Control, Water Quality and Quality of Life” and cited efforts to meet funding challenges.*

*“Greening Our Neighborhoods and Communities for a Sustainable Bay Area” panel moderator, **Rohnert Park Vice Mayor Jake Mackenzie, (right)**, said “Creating livable communities means addressing community sustainability involving green planning, green streets, stormwater issues, renewables, and understanding the value and economics of green infrastructure.” **Ed Harrington, (center), San Francisco Public Utilities Commission General Manager**, provided comprehensive insights into sustainable stormwater and water conservation strategies and green projects being implemented. Fellow panelist **Jen McGraw, (left), Climate Change Director of the Center for Neighborhood Technology**, a “think and do” tank for urban sustainability, demonstrated how local governments can quantify the value and practices of green infrastructure.*



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*Special thanks to General Assembly sponsors which included Bay Friendly Landscaping & Gardening/StopWaste.org, Comcast, and corporate sponsor of the year, Kaiser Permanente.*

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## Ready, Set, Charge California Launched To Help Local Governments

**Can the Bay Area lead the way with Electric Vehicle charging stations?** ABAG is working with the Bay Area Climate Collaborative (BACC), EV Communities Alliance, the Bay Area Air Quality Management District and other partners to develop the Ready, Set, Charge guidelines and best practices for the region's local governments. November signals the unveiling of the Ready Set Charge California Program, which is an important start.

The Ready Set Charge California program will provide a consistent framework for EV infrastructure deployment and guidance on key challenges and questions facing local governments to accelerate the adoption of EVs. The guidelines will encompass policies to encourage EV deployment at the regional level and local issues regarding infrastructure deployment, including addressing local issues such as siting, signage, and access. These guidelines will help the Bay Area (and California) communities become "EV-ready." The goal is 200,000 plug-in electrical vehicles (PEV) in California and 1 million PEV in the US by 2015.



*Getting EV ready will take time, but help for your communities to get "EV-ready" is on the way. County Workshops will start in December and more program information for Bay Area local elected officials will be provided. Contact Jackie Reinhart at [jackier@abag.ca.gov](mailto:jackier@abag.ca.gov) or 510-464-7994 with any questions.*

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*(Right to Left) Panel Moderator, Clayton Councilmember Julie Pierce facilitated a discussion by elected officials addressing sustainable infrastructure challenges. Emeryville Vice Mayor Jennifer West featured successful green infrastructure in the city's brownfields. San Carlos Councilmember and C/CAG Chair Bob Grassilli showcased the City/County Association of Governments of San Mateo's collaborative sustainable projects and funding strategies for land use, transportation, energy and waste programs. Councilmember Kansen Chu described a range of San Jose innovative urban core projects. Napa County Supervisor Mark Luce provided an update on Napa Green, Living River Project, and on innovative jobs/housing initiative.*



*Kathy Gerwig, Vice President, Workplace Safety and Environmental Stewardship Officer, Kaiser Permanente, shared what helps build Healthy Communities, describing community health initiatives and environmental sustainability in health care and Kaiser Permanente's leadership in workplace safety.*

## New Report Captures Economic, and Social Costs of Firearm Violence

A new report, **A High Price to Pay: The Economic and Social Costs of Youth Gun Violence in San Mateo County** was released at a Youth Gun Violence Forum on September 29<sup>th</sup>. Sponsored by the Association of Bay Area Governments and the County of San Mateo under the leadership of San Mateo County Supervisor Rose Jacobs Gibson, the report examines the impact of gun-related incidents on the communities of Redwood City, East Palo Alto, Daly City, and San Mateo in San Mateo County. *A High Price to Pay* documents the costs associated with gun violence, adjudication, incarceration, and hospitalization. *The full report can be found at [www.abag.ca.gov/model-ordinances/](http://www.abag.ca.gov/model-ordinances/) or [www.co.sanmateo.ca.us/rosejacobsgibson](http://www.co.sanmateo.ca.us/rosejacobsgibson) and click "A High Price to Pay..."* This research project was made possible in part by a grant from the Silicon Valley Community Foundation and the Forum was the result of efforts by the ABAG Youth Gun Violence Task Force.

*"Safe streets and parks, schools free of violence, and communities where our children prosper are goals we all share. Yet each year, more than 20,000 children and young adults in the United States are killed or injured by guns in their own neighborhoods. Here in the Bay Area, youth firearm violence, often perpetrated by gang members, is on the rise, threatening the safety and security we all deserve. From the physical, economic, and social costs for the community to the psychological effects experienced by children and their families, firearm violence touches every segment of our society."*

*Supervisor Rose Jacobs Gibson, San Mateo County*

## Next Steps in Motion for the Bay Area's Sustainable Communities Strategy

The complex and critical process behind developing the Bay Area's Sustainable Communities Strategy (SCS), as required by SB 375, has moved forward over the past year. Envisioned to be more than a simple greenhouse gas emissions (GHG) reduction strategy, the intent is that the SCS will become a blueprint of the Bay Area's future, collaboratively developed by regional agencies, local governments, and community stakeholders. Three SCS components are currently being synchronized for discussion and approval: the SCS Draft Preferred Scenario, the RHNA (Regional Housing Need Allocation) Draft Methodology, and the One Bay Area Grant.

Proposed SCS Alternative Land Use Scenarios, which include Core Concentration, Focused Growth and Outer Bay Area Growth land use patterns, are being used to inform the development of a draft Preferred Scenario. Based on an assessment of economic growth, financial feasibility, and reasonable planning strategies, they provide a range of housing and employment distribution patterns across places and cities that support equitable and sustainable development. These scenarios will be topics for discussion at SCS/Plan Bay Area public meetings hosted by ABAG and MTC, and local governments in January and February.

As part of the process for developing a RHNA Draft Methodology, the SCS Housing Methodology Committee (HMC), comprised of 45 elected officials and staff from the nine counties and stakeholder groups, have focused their discussions, to date, primarily on determining how best to promote consistency between RHNA and the development pattern of the SCS while ensuring that allocation of housing need also meets the specific objectives of the Housing Element law with every jurisdiction accommodating its fair share of the region's housing need.

The third component focuses on finalizing the **One Bay Area Grant** proposal that will provide a funding framework to better integrate the region's federal transportation program with land-use and housing policies by providing incentives for the production of housing with supporting transportation investments.

### Next Round of SCS/ Plan Bay Area Public Workshops in January 2012

**San Francisco County:** Thursday, January 5, 6:00 p.m.  
UCSF Mission Bay Conference Center, 1675 Owens Street, San Francisco

**Sonoma County:** Monday, January 9, 6:00 p.m.  
Finley Community Center, 2060 W. College Ave., Santa Rosa

**San Mateo County:** Tuesday, January 10, 5:30 p.m.  
San Mateo Public Library, 55 W. Third Avenue, San Mateo

**Alameda County:** Wednesday, January 11, 6:00 p.m.,  
City of Dublin Civic Center, 100 Civic Plaza, Dublin

**Marin County:** Tuesday, January 17, 6:00 p.m.  
Marin Center, 10 Avenue of the Flags, San Rafael

**Santa Clara County:** Wednesday, January 18, 5:30 p.m.  
Santa Clara County Government Center, 70 W. Hedding, San Jose

**Napa County:** Thursday, January 19, 6:00 p.m.  
Napa Elks Lodge, 2840 Soscol Avenue, Napa

**Contra Costa County:** Monday, January 23, 6:00 p.m.  
Richmond Convention Center, 403 Civic Center Plaza, Richmond

**Solano County:** Wednesday, January 25, 6:00 p.m.  
Solano County Events Center, 601 Texas Street, Fairfield

*Because meeting dates are subject to change, visit [www.onebayarea.org](http://www.onebayarea.org) for latest updates on the nine county public workshops, planning materials, and to stay involved in SCS/Plan Bay Area.*

## ABAG Green Business Program is Recognized in State Legislation

The Bay Area Green Business Program, which was developed and launched by ABAG and its members and partners just over 15 years ago, has achieved statewide status. On October 8<sup>th</sup>, Governor Brown signed AB 913 (Feuer) which created the California Green Business Program. Businesses certified in our nine counties will now be recognized as both Bay Area and California Green Businesses.

The Bay Area Green Business Program was the first in the nation to recognize small businesses that comply with regulations and take additional steps to conserve resources and prevent pollution and waste. Program representatives visit each business to verify that they meet the standards and more than 2,300 Bay Area businesses have qualified. The Bay Area Program has served as the model for programs established elsewhere in California and beyond.

To promote collaboration, the Bay Area Green Business Program co-founded the California Green Business Network. Members include Bay Area counties and seven additional Programs around the state. By retaining the Network's role, AB 913 provides a strong foundation to advance ongoing expansion in a manner that maintains the Program's high standards and respects local control.

With this legislation, the State has also codified the essential role of the Network's statewide coordinator, the California Department of Toxic Substances Control (DTSC), which along with US EPA provided initial funding. DTSC has continued to provide tools and guidance that are critically important to the Program's success.



## Mark Your Calendar!

### NOVEMBER 2011

**November 15**  
**Urban Pesticide Committee** 9:00 AM  
MetroCenter, Room 171

**November 17**  
**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

**November 18**  
**ABAG/BAAQMD/MTC  
Joint Policy Committee** 10:00 AM  
MetroCenter, Auditorium

**November 24**  
**Housing Methodology  
Committee** 10:00 AM  
BCDC - 50 California Street, Suite 2600  
San Francisco

### DECEMBER 2011

**December 2**  
**Bay Area Planning  
Directors Association** 8:30 AM  
Nile Hall, Preservation Park  
668 13th Street, Oakland

**December 6**  
**Regional Advisory Working  
Group** 9:30 AM  
MetroCenter, Auditorium

**December 7**  
**Regional Planning  
Committee** 1:00 PM  
MetroCenter, Auditorium

**December 8**  
**Bay Trail Steering  
Committee** 1:30 PM  
ABAG Conference Room B

**December 14**  
**ABAG POWER Executive  
Committee** 12:00 PM  
ABAG Conference Room B

## Notable Numbers

### Sustainable Purchasing and Recycling

#### **\$50,000 per year**

In waste and hauling fees were saved in Napa County with sustainable purchasing and improved recycling.

#### **100 percent**

recycled-content paper purchasing can reduce energy use by 44 percent, decrease greenhouse gas emissions by 37 percent, cut solid waste emissions in half, decrease water use by 50 percent, and practically eliminate wood use in the U.S.

#### **8.8 billion**

gallons of bottled water was purchased by Americans in 2007. Estimates indicate that producing these bottles required the energy equivalent of over 17 million barrels of oil and produced over 2.5 million tons of carbon dioxide.

#### **14.5 percent**

of non-carbonated beverage bottles made from polyethylene terephthalate were recycled in 2004.

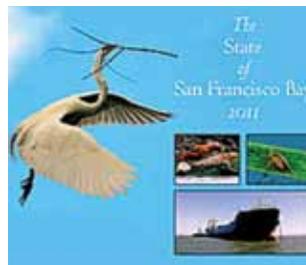
#### **50 billion**

new (polyethylene terephthalate) plastic bottles were produced in 2005 from non-recycled materials.

*The Responsible Purchasing Network*  
[www.ResponsiblePurchasing.org](http://www.ResponsiblePurchasing.org) and the  
County of Napa's Upper Valley Waste  
Management Agency.

## The State of the San Francisco Bay 2011 Report

*The State of the San Francisco Bay 2011*, a special report on the health of our Bay and its fish and wildlife, wetlands, Delta management, freshwater flows, and climate change challenges was released recently in conjunction with the 10<sup>th</sup> Biennial State of the San Francisco Estuary conference. The report was developed by the Association of Bay Area Government San Francisco Estuary Partnership, the San Francisco Estuary Institute, and others, finds that, although San Francisco Bay shows overall improvements in water quality, there is still the need for more wetland restoration and freshwater flowing into the Bay from its rivers.



For a copy of the full State of The San Francisco Bay 2011 report, please visit: [www.sfestuary.org](http://www.sfestuary.org).

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