

ABAG
Mar/Apr 2007



Service Matters

Spring General Assembly 2007 Takes on Critical Bay Area Challenges • Thursday, April 19, 2007

From growing families, to baby boomers, it has been demonstrated that we all need to identify where we live, work, and play and how we get from place to place. Bay Area elected officials and staff, as well as civic and private sector leaders are invited to attend ABAG's Spring General Assembly 2007 to discuss the future of Bay Area housing, land-use, transit, and open space and how we must act to sustain and improve the quality of life for Bay Area residents. This General Assembly will be held on Thursday, April 19, 2007 from 8:00 a.m. to 2:00 p.m. at the Palace Hotel in San Francisco.

Bay Area leaders from the 101 cities and towns and nine counties will address critical regional challenges and help set growth, conservation, and funding priorities. Mayors from a spectrum of Bay Area cities, including City of San Jose Mayor Chuck Reed, City of Oakland Mayor Ron Dellums,

and City of San Francisco Mayor Gavin Newsom, have been invited to participate in a plenary session where they will share insight and expertise on housing density, growth challenges, and transportation infrastructure. This is an important forum for elected officials and staff who are collaboratively focusing on the challenges and opportunities for growth in the Bay Area.



“Growing Smarter Together”

Winners of ABAG's new annual awards program, *Growing Smarter Together* will be announced during Spring General Assembly 2007. Growing Smarter Together Awards are designed to showcase innovative approaches and significant achievements by cities, towns, and counties in implementing the Bay Area Vision and smart growth principles.

For more information on the Spring General Assembly, visit www.abag.ca.gov to register on-line, or call (510) 464-7900.

IN THIS ISSUE

Ecowise Program	page 2	Census Bureau Workshops	page 3
Regional Clearinghouse Update	page 2	Flex Your Power	page 3
Successful Community Engagement	page 3	Calendar of Events & Notable Numbers	page 4

New Environmental Program Certifying Pest Control Operators Launched

EcoWise Certified structural pest control experts are now available to serve you! Launched by ABAG in 2006, EcoWise Certified provides government and other customers with an easy way to distinguish structural pest control companies that practice prevention-based, less toxic pest control, commonly referred to as Integrated Pest Management (IPM). To earn the designation, licensed professionals must pass a rigorous exam and field audit to demonstrate they are knowledgeable and practicing IPM according to the strict EcoWise Certified standards. Three service providers have been certified and several more are in the process.

The project responds to evidence that toxicity in many Bay Area creeks is caused by pesticides commonly used by professionals and homeowners to kill ants and other insects. These pesticides can be washed into creeks by rain or irrigation water. While only a fraction of what is applied runs off, for some pesticides even very small amounts can cause serious toxicity. To address this problem, NPDES permit requirements call on cities and counties to reduce use, phase-out, and ultimately eliminate use of pesticides that cause impairment of surface waters; to adopt policies and procedures that minimize pesticide use; and to require the use of IPM. One way to help meet these requirements is to ensure that

any pest control contractors your jurisdiction hires are EcoWise Certified or practicing IPM according to the EcoWise standards.

EcoWise Certified practitioners employ a variety of common sense techniques to control ants, roaches, flies, spiders, rodents, stinging insects, bed bugs and many other pests. The methods they employ minimize the need to use pesticides. They use their knowledge of how pests live, feed, reproduce and move to effectively solve pest problems in and around government, school, business, institutional, and residential buildings. Through careful sanitation and vigilant maintenance practices, the customer plays an essential role in implementing a successful IPM program.



A broad array of stakeholders representing local government, the pest management industry, environmental organizations, and universities worked with EcoWise Certified to develop the standards for IPM practice. The standards, a listing of EcoWise Certified service providers, and links to IPM information and resources are available at www.ecowisecertified.org. For more information, contact Ceil Scandone, ABAG Senior Regional Planner, 510/464-7961 or CeilS@abag.ca.gov.

EcoWise was founded in partnership with the Bio-Integral Resource Center, the Natural Resources Defense Council, and the Sacramento Water Quality Partnership, and funded by the California State Water Resources Control Board and the Rose Foundation for Communities and the Environment.

Regional Project Clearinghouse Update

Interested in keeping track of new development in the Bay Area? ABAG has made it easier to subscribe to ABAG's Clearinghouse Newsletters, which list regionally significant projects during their public comment phase. One newsletter covers projects in the CEQA process, and a second covers all projects undergoing intergovernmental review. To receive a bi-monthly update of Bay Area projects via email, visit ABAG's website at <http://www.abag.ca.gov/planning/clearinghouse.html> or on the ABAG home page, look under Planning Projects for "Regional Clearinghouse."

Note that all jurisdictions should mail hard copies of CEQA project and plan documents to ABAG (P.O. Box 2050, Oakland 94604) for inclusion in the Clearinghouse newsletter. Documents are kept at the MTC-ABAG library until the public comment period closes.

Flex Your Power Awards

Local governments and governmental agencies, as well as organizations and businesses, in the Bay Area and throughout California, are encouraged to apply for Flex Your Power Awards. For the fifth year, Flex Your Power, which is California's statewide energy efficiency marketing and outreach campaign, will single out California's star performers in efficiency and conservation and recognize efforts to save energy, lower operating costs, and fight global warming. In 2006, 34 organizations were recognized for their achievements. The combined energy savings of the 36 award winners totaled \$71 million dollars and 275 million kWh — enough to power more than 45,000 homes. Deadline March 15th.

To learn more about the Flex Your Power awards and to submit an application online, go to <http://www.fypower.org/feature/awards/>.

Successful Community Engagement Creates a “Win-Win” Best Practices Forum on Thursday, March 29, 2007

Elected officials and staff will explore the latest public involvement/consensus building strategies for community planning, development, and budgeting at the Successful Community Engagement Forum on Thursday, March 29, 2007, from 9:00 a.m. to noon at the Joseph P. Bort MetroCenter Auditorium. Bay Area public officials, planners, and consultants will present best practices in community engagement and demonstrate how increased public involvement has helped gain public support and consensus around potentially divisive community planning issues, and created a “win-win” for members of the public, the overall city/county, and the region. Consensus-oriented approaches to planning, problem solving, and policymaking will be featured with community based planning initiatives, collaborative governance, and civic engagement techniques

highlighted. Co-sponsored by ABAG, the Metropolitan Transportation Commission, the Institute for Local Government, and the East Bay Community Foundation, this forum kicks off the 2007 Focusing Our Vision Conference Series, which will examine planning issues in regional context.



To register for the Successful Community Engagement forum, go to <https://secure.abag.ca.gov/authorizenet/community.html> or call Felila Toleafoa at 510-464-7993. For forum agenda information, go to <http://www.bayareavision.org/outreach/sce.html>, or contact Jennifer Krebs, Senior Environmental Planner, at 510-622-2315 or jkrebs@waterboards.ca.gov.

2010 Census Workshops for Local Government Local Update of Census Addresses Workshops Offered

Developing an accurate and up-to-date Master Address File is the first and most vital stage of the decennial census process, and helps ensure that as many people as possible will receive a census questionnaire in 2010.

This **Local Update of Census Addresses (LUCA)** process is considered so critical and important that the Census Bureau has planned seven workshops, co-sponsored by ABAG, to facilitate the update process in the Bay Area region. Cities and counties are encouraged to each send two people to one of the seven workshops (*see inset for dates and places*). During the two-hour workshop attendees will learn how to submit changes to the address list and what can and cannot be accepted for verification.

The **LUCA** process is one of the few ways that cities and counties can influence the quality of the Census count by making sure that the address list for their jurisdiction is

correct and up-to-date, using local knowledge to improve the list of addresses for housing units and group quarters addresses, including growth as a result of new construction or annexation. Accurate counts are critical

because decennial census data directly affect how more than \$200 billion in federal grant funding is distributed to state, local, and tribal governments each year. Participation in the LUCA program will ensure cities and towns nationwide receive their fair share of funding for neighborhood improvements, public health, education, transportation and much more. In particular, cities at the edge of federal funding thresholds, 50,000 people, want to be sure they get a good count and exceed any relevant threshold.

Regional workshops:

- **March 5**, 2-4 p.m., hosted by ABAG, MetroCenter, Room 171, Oakland
- **March 7**, 10-Noon, hosted by Solano County, County Government Center, Fairfield
- **March 8**, 9:30-11:30 am., hosted by the City of San Rafael, San Rafael City Hall
- **April 11**, 10-Noon, hosted by City of Foster City, Foster City City Hall
- **May 8**, 10-Noon, hosted by Sonoma County, Sheriff's Department/Training Room, Santa Rosa
- **May 9**, 10-Noon, hosted by City of Walnut Creek, Walnut Creek City Hall
- **May 10**, 10-Noon, hosted by City of San Jose, City Hall/Wing Building

Contact Patricia Perry, ABAG Senior Regional Planner, for more information on the San Francisco Bay Area LUCA workshops at 510/464-7957 or patriciap@abag.ca.gov and visit the 2010 Census LUCA Program at <http://www.census.gov/rosea/www/index.html> or <http://www.census.gov/geo/www/luca2010/luca.html>.

MARK YOUR CALENDAR!

March 2007

- March 7**
Regional Planning Committee 1:00 pm
MetroCenter, Auditorium
- March 14**
PLAN Finance Committee 10:00 am
ABAG Conference Room B
- March 15**
Legislation & Governmental Organization 3:30 pm
MetroCenter, ABAG Conference B
- Finance & Personnel Committee** 5:00 pm
MetroCenter, ABAG Conference B
- ABAG Executive Board** 7:00 pm
MetroCenter, Auditorium
- March 16**
ABAG / BAAQMD / MTC Joint Policy Committee 10:00 am
MetroCenter, Auditorium
- March 29**
Successful Community Engagement 9:00 am
MetroCenter, Auditorium

April 2007

- April 4**
PLAN Risk Management Committee 10:00 am
TBD
- Regional Planning Committee** 1:00 pm
MetroCenter, Auditorium
- April 12**
Focusing Our Vision – Technical Advisory Committee 1:00 pm
BCDC, McAteer Petric Conference Room
- Bay Trail Steering Committee** 1:30 pm
MetroCenter, ABAG Conference B
- April 18**
ABAG POWER Executive Committee 12 Noon
MetroCenter, ABAG Conference B
- April 19**
ABAG Spring General Assembly 8:00 am
Palace Hotel, San Francisco
- April 27**
Regional Airport Planning Committee 9:00 am
MetroCenter, Auditorium

Notable Numbers

Economic Outlook 2007-2008

- 1.6%**
Job growth was experienced in the Bay Area in 2006.
- 47,000**
Additional jobs are expected in the Bay Area in 2007 and this same number of jobs are expected to be added in 2008.
- 1.1%**
Household income growth is forecast for 2007 and 2008.
- \$99,560**
Is the median household income forecasted for 2007. The median income forecasted for 2008 is \$100,560.
- 7.9%**
Sales growth increase in 2007 and a 7.3% growth in 2008 are forecast.
- 9.7%**
Taxable sales in Santa Clara County are forecast in 2007 and 8.7% in 2008. Santa Clara County leads the region in sales growth.

*ABAG's Short Term Economic Outlook
Forecast: 2007-2008*



Alameda County Green Business Program • 10th Anniversary Gala • April 26, 2007
5:30 p.m. - 7:30 p.m. • Jack London Aquatic Center, Oakland • For more information: www.greenbiz.ca.gov/gala

David Cortese
ABAG President,
Vice Mayor, City of San Jose'

Rose Jacobs Gibson
ABAG Vice President
Supervisor, County of San Mateo

Scott Haggerty
ABAG Immediate Past President,
Alameda County Supervisor

Henry L. Gardner
Secretary/Treasurer, Executive Director

Patricia M. Jones - Managing Editor

Kathleen Cha - Editor/Writer

Leah Zippert - Writer

Halimah Anderson - Writer

Vicki Rutherford - Design & Production



Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604-2050
Phone: 510.464.7900
Fax: 510.464.7970
E-mail: info@abag.ca.gov
abagOnline: <http://www.abag.ca.gov>

 **Association of Bay Area Governments**
P.O. Box 2050 • Oakland, CA 94604-2050
website: <http://www.abag.ca.gov> • e-mail: info@abag.ca.gov

PRSRFT FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 832
OAKLAND, CA