



Service Matters

SB 375 and Sustainable Land Use and Transportation Planning Examined

Almost 200 of the region's elected officials and civic leaders met during ABAG's Spring General Assembly to tackle the critical issue of climate change through the lens of Senator Darrell Steinberg's landmark legislation SB 375. A dialogue between **ABAG Vice President and Union City Mayor Mark Green** and **MTC Commissioner and Marin County Supervisor Steve Kinsey** set the stage with an overview of regional agency programs that have prepared the region to address climate protection goals and meet the land use-transportation challenges of SB 375. They highlighted how this region's forward thinking, advocacy and implementation of smart



ABAG Vice President Mark Green, Union City Mayor

growth principles over the last decade have moved the region forward— from the initiation of the Smart Growth Livability Footprint Project and other sustainable community initiatives to the current Blueprint planning process, known as FOCUS.

A panel of elected officials, moderated by **Santa Clara County Supervisor Dave Cortese**, explored in practical terms some implications of SB 375 for local government, as well as its regionwide opportunities and challenges. **Berkeley Mayor Tom Bates**, who serves as a Commissioner of The San Francisco Bay Conservation and Development Commission, challenged that the business of local

government is combining sustainable community and economic strategies and pursuing bold new ideas in the state legislature to increase local government's ability to tax.

Petaluma Mayor Pam Torliatt, an ABAG Executive Board member, reflected the concerns of older communities going green with dilapidated infrastructure and inadequate funding.

Orinda Councilmember Amy Rein Worth, an MTC Commissioner, pointed out that one of the best local government tools for addressing these challenges are the Priority Development Areas with their funding and investment potential. **Palo Alto Councilmember and Bay Area Air Quality Management District Director Yoriko Kishimoto** indicated the need for measureable standards and shared concerns over vague CEQA related exemptions that need further development.



MTC Commissioner Steve Kinsey, Marin County Supervisor

Keynote speaker **Nancy McFadden, Senior Vice President, Public Affairs, Pacific Gas & Electric**

Company discussed regional climate action energy efficiency partnerships, such as the ABAG Energy Watch Program and the proposed Solar Energy Efficiency District, that will help meet climate protection goals. She praised the Bay Area's local governments and regional agencies as "incubators of good ideas." San Francisco City and County Board President David



(L-R): ABAG President Rose Jacobs Gibson and San Francisco Board of Supervisors President David Chiu

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ABAG Spring General Assembly & Environmental Preferable Purchasing

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Chiu in his welcoming remarks voiced the conference commitment echoed by panelists and attendees throughout the day. "Only by government, business and community working together, can we become green sustainable communities."

Budget and Work Plan Approved

The General Assembly also included ABAG's annual Business Meeting chaired by **Rose Jacobs Gibson, ABAG**

President and San Mateo County Supervisor. City and county delegates approved the 2009-2010 Budget and Work Program and voted to amend the ABAG bylaws to allow for more flexibility in scheduling the Spring Business Meeting of the General Assembly.

The conference powerpoint presentation and Budget and Work Program can be viewed on ABAG's website at www.abag.ca.gov.



Alameda County Supervisor Scott Haggerty, Panel Moderator



(L-R): Orinda Councilmember Amy R. Worth, Palo Alto Councilmember Yoriko Kishimoto, Berkeley Mayor Tom Bates, Petaluma Mayor Pam Torliatt, and Moderator Santa Clara County Supervisor Dave Cortese



Keynote Speaker Nancy McFadden, Senior Vice President, Public Affairs, PG&E

Environmentally Preferable Purchasing Resources for Climate Protection

“Collaborative strategies for environmentally preferable purchasing present an opportunity for the region to save money and protect the environment. Public agencies and regional leaders are striving to reduce greenhouse gas emissions, achieve zero waste, use less water, and avoid the use of toxic chemicals in the products and services we buy,” said Mark Green, ABAG Vice President and Mayor of Union City, at the ABAG *Buying Green...Buying Smart* conference in March. His remarks reflected how timely this conference was for the many cities and public agencies that have developed Environmentally Preferable Purchasing (EPP) plans or are in the process of developing plans.

During the conference, presenters described how to achieve the best value through EPP and procurement in categories such as, rechargeable batteries, recycled carpeting and paint, low-mercury light bulbs, “green” cleaning, and recycled paper. Presenters discussed the importance of sustainable product packaging and buying locally. Alicia Culver, Executive Director of Green Purchasing Institute, said, “The Bay Area could change how whole industries package products.” Robert J. Brushia, Research Scientist,

Department of Toxic Substances Control, added, “If you provide a consumer market for products that won’t harm the environment, manufacturers will build to suit your needs.” Speakers also pointed out that green product purchasing can and should be done without paying a significant premium or compromising product quality.

More information on how to achieve the best value through EPP and resources with links to policies and ordinances adopted by jurisdictions around the Bay Area and elsewhere are now available at www.abag.ca.gov/hazwaste/environmentallypreferablepurchasing.html. The agenda, handouts, speaker bios, PowerPoint presentations, and brief summaries of presentations made by speakers are now available on the *Hazardous Waste Committee website* at www.abag.ca.gov/hazwaste/eppconference.html.

Next Steps

A series of workshops are being planned by ABAG and partners where cities and counties and other public agencies can continue to collaborate on how to purchase products to meet climate protection goals and costs savings.



For more information contact Ceil Scandone, 510-464-7961, or @ CeilS@abag.ca.gov.

2009 Growing Smarter Together Award Winners

Innovative approaches and significant local government planning and development projects to build complete communities and advance focused growth principles were recognized at ABAG's Spring General Assembly during the third annual awards ceremony. Corporate sponsor PG&E helped to underwrite the awards program with PG&E East Bay Public Affairs Manager Tom Guarino assisting ABAG President Rose Jacobs Gibson in the awards presentation. The five award-winning projects were also showcased in a special video produced by Comcast, which can be viewed at www.abag.ca.gov/smarter.html.

Building a Better Bay Area - Urban Design, a new award category this year, was presented to the **City of Berkeley for Oxford Plaza and David Brower Center**. This transit-oriented, infill, mixed-use project has used outstanding design and green building techniques to address land constraints, affordability, and integration with an existing neighborhood. The project has contributed 120 new jobs, 97 rental units of affordable housing, and a world class environmental center, located in the heart of downtown Berkeley, one block from BART.

Sharing the Benefits Category: Award to the City of San Ramon for its Housing Rehabilitation Program. The San Ramon Housing Rehabilitation program helps avoid community displacement or other adverse impacts, while promoting community revitalization. The Program provides financial and technical assistance to families, seniors, and other underserved populations to help them maintain and preserve healthy homes and improve the quality of neighborhood housing stock and aging homes.

Public-Private Partnership Category: Award to San Mateo County for HEART-Housing Endowment and Regional Trust. The Housing Endowment and Regional Trust, the HEART of San Mateo County, is a model of how public and private partnerships can strengthen and build vibrant, sustainable healthy communities. Through the effective cooperation of San Mateo County, its 21 cities, non profits, and the private sector, HEART has sponsored housing programs with financing options that encourage growth in existing communities and foster better connections between land use and transportation.

On the Ground—Getting It Done Category: Award to Union City for Implementation Efforts within the City's Intermodal Station District. Union City is transforming fifty acres of underutilized areas into a transit-oriented, high-density, mixed-use downtown district: creating a new town center with civic, residential,

commercial and office uses. This is done in concert with the transformation of the Union City BART station into a landmark intermodal transit facility. BART and AC Transit were also recognized for their outstanding support and partnership.

Preserving and Protecting the Environment Category: To Alameda County Public Works Department for Peralta Creek Restoration Project. The Peralta Creek Restoration project provided its Oakland neighborhood with enhanced flood protection and moved beyond repairing the failed retaining walls. Alameda County Flood Control District created a natural riparian habitat in the midst of an urban setting, revitalizing the underserved neighborhood with park-like views and a restored creek. Critical element of the project's success was effective public outreach involving the community in planning with help from the City of Oakland and the Unity Council.



Sharing the Benefits Category
Award presented to (Center) San Ramon: Brooke Littman, Housing Programs Manager, and San Ramon Mayor H. Abram Wilson

Urban Design Category
(L-R): Accepting award for Berkeley Mayor Tom Bates, presented by PG&E East Bay Public Affairs Manager Tom Guarino and ABAG President Rose Jacobs Gibson



Public-Private Partnership Category
(L-R): Award to San Mateo County: HEART Executive Director Chris Mohr, ABAG President Rose Jacobs Gibson, San Mateo County Supervisor Carole Groom, and Tom Guarino/PG&E

Preserving and Protecting the Environment Category
Award (center) to Alameda County: Director of Public Works, Alameda County Daniel Woldesenbet



On the Ground Getting it Done Category
(L-R): Award presented to Union City: City Manager Larry Cheeves, Councilmember Manny Fernandez,

Mayor Mark Green, Economic Development Director Joan Malloy, ABAG President Rose Jacobs Gibson, BART Representative John Rennels, Union City Planning Manager Carmela Campbell, and Tom Guarino/PG&E

MARK YOUR CALENDAR!

May 2009

May 13

PLAN Executive Committee 10:00 am
ABAG Conference Room B

May 14

FOCUS Forum Series on Air Quality in Our Communities 9:30 am
50 California Street, 26th Floor, SF

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

May 15

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

May 19

Urban Pesticides Committee 9:00 am
MetroCenter Room 171

May 21

Legislation & Governmental Organization Committee 3:30 pm
MetroCenter, ABAG Conference Rm. B

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

ABAG Executive Board 7:00 pm
MetroCenter, Auditorium

May 27

Earthquake and Hazards Outreach Committee 1:30 pm
ABAG Conference Room B

May 29

PLAN Actuary Committee 10:00 am
ABAG Conference Room B

June 2009

June 3

ABAG Regional Planning Committee (RPC) 1:00 pm
MetroCenter Auditorium

June 11

PLAN Board of Directors 11:30 am
MetroCenter, ABAG Conference Rm. B

June 17

ABAG POWER Executive Committee 12:00 pm
MetroCenter, ABAG Conference Rm. B

June 25

FOCUS Forum Series on Development with Diversity 9:30 am
The Urban Center,
654 Mission St., SF

June 26

Regional Airport Planning Committee 9:30 am
MetroCenter, Auditorium

Notable Numbers

20 to 40%

reduction in vehicle miles traveled can be achieved with compact development as compared to sprawl.

50%

of Bay Area greenhouse gas emissions come from transportation as compared to the rest of the world where transportation contributes to only 14% of greenhouse gasses.

3%

of the region's land area has been designated as FOCUS PDAs and this can accommodate about 50% of projected regional growth in areas near transportation.

40%

below 1990 levels by 2035 is the regional target for CO₂ reduction.

8-years

reflects the new cycle for the Regional Housing Needs Assessment/Housing Element which will coincide with every second Regional Transportation Plan (RTP) as prescribed in SB 375.

ABAG Spring 2009 General Assembly presentation on Climate Change, and SB 375

Third Call for FOCUS

**Priority Development Area Applications
Deadline Friday, June 12, 2009**

Visit <http://www.bayareavision.org>
to download the application materials

Rose Jacobs Gibson
ABAG President
Supervisor, San Mateo County

Mark Green
ABAG Vice President
Mayor, Union City

David Cortese
ABAG Immediate Past President
Supervisor, County of Santa Clara

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

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