



Service Matters

ABAG Announces New Officers

A South Bay County Supervisor and an East Bay Mayor have emerged as new ABAG officers. San Mateo County Supervisor Rose Jacobs Gibson has been elected ABAG President for a two year term beginning January 17, 2008, and Union City Mayor Mark Green will be Vice President. They follow in the footsteps of outgoing President Dave Cortese, San Jose Vice Mayor, who will officially turn over the gavel at the January 17th Executive Board Meeting.

Incoming President Rose Jacobs Gibson says, "The most pressing issues facing the region are housing availability and affordability, traffic congestion, climate protection and global warming. While these are significant challenges, they represent important opportunities to make a difference in the communities and region we serve. They are also issues that must be addressed from a regional perspective if we are to have maximum impact. I look forward to leading ABAG as we continue to address these challenges over the next two years."

Jacobs Gibson brings an outstanding history of public service to regional leadership. She has been a San Mateo County Supervisor since 1999, serving as President of the Board of Supervisors in 2003 and 2007. A leading member of numerous local, regional, state and national boards, committees and commissions, she has served as Vice President of ABAG's Executive Board and past chair of ABAG's Legislation and Governmental Organization Committee. She is also a member of the ABAG Administrative Committee and the ABAG/MTC/BAAQMD/BCDC Joint Policy Committee, and serves on the Health and Human Services and Education Committees for the California State Association of Counties and the National Association of Counties.

In her second four-year term as Supervisor, Jacobs Gibson initiated *Shared Vision 2010*, the County's long-term

strategic planning process, and has sponsored countywide forums and initiatives on regional housing requirements, health issues, and community violence. She was a founding member of the public-private Housing Trust, now the Housing Endowment and Regional Trust of San Mateo County (HEART). A resident of East Palo Alto, Jacobs Gibson previously was an East Palo Alto City Councilmember, and Mayor in 1995 and 1996. Selected "Woman of the Year" by the 21st Assembly District, California State Legislature, she is on the Executive Board of the City/County Association of Governments of San Mateo County (CCAG).



Rose Jacobs Gibson,
ABAG President,
San Mateo County
Supervisor

ABAG Vice President-elect Mayor Mark Green was elected mayor of Union City in 1993. Prior to becoming Mayor, he was a Councilmember and a member of the Planning Commission and Redevelopment Agency Advisory Board from 1986-1991. Mayor Green is currently Chair of ABAG's Regional Planning Committee and Finance and Personnel Committee, and serves on ABAG's Executive Board, Administrative Committee, and the Bay Area Hazardous Waste Management Facility Allocation Committee.

Green is president of the Alameda County Mayors Conference, Vice Chair of Alameda County Congestion Management Agency, and a member of the Alameda County Waste Management Authority and the Tri-Cities Waste Disposal Authority. On becoming ABAG Vice President, Mayor Green says, "ABAG is the Bay Area's premiere regional agency. I look forward to working with President Rose Jacobs Gibson over the next two years on a broad spectrum of issues. We must continue to seek regional consensus and cooperation if we are to be successful in solving the problems facing the Bay Area. The general public senses the necessity of addressing major issues on a regional scale and we are compelled as elected officials to work together across city and county lines."



Mark Green,
ABAG Vice President,
Mayor, Union City

IN THIS ISSUE

PDA's Adopted	page 2	Regional Economic Outlook-2008-09 Conference	page 3
New Grants for FOCUS PDA's	page 2	EcoWise Award	page 3
New Film: Building Communities We Care About	page 2	Calendar of Events & Notable Numbers	page 4

Bay Area Transit-Oriented Developments Receive Priority Designation

The recent adoption by ABAG's Executive Board of 62 Priority Development Areas (PDA) was a significant step forward to encourage future growth near transit to help reduce traffic, protect the environment, and enhance existing neighborhoods. PDAs are a central component of the regional incentive-based development and conservation strategy of the FOCUS (Focusing Our Vision) initiative. To be adopted, PDAs had to be within an existing community, near existing or planned fixed transit or served by comparable bus services, and in locations where more housing is already planned. Critical next steps include regional agencies working together to develop a program of technical assistance, planning grants, and capital funding for local governments undertaking PDAs.

Adopted PDAs have been divided into two categories – Planned and Potential. Planned PDAs will be eligible for capital infrastructure funds, planning grants, and technical assistance. Potential PDAs will only be eligible for planning grants and technical assistance, but with many opportunities to advance their designation from Potential to Planned. With this initial designation complete, FOCUS staff is currently working with local government and stakeholder representatives to define the criteria for

evaluating PDAs for the grants and assistance available in 2008. Another call for PDA applications is expected in 2008 for those jurisdictions not able to participate in 2007. For more information or to view a map and list of PDAs, go to the project website at www.bayareavision.org.



San Mateo TOD

Photo: ABAG Staff

FOCUS is led by ABAG and the Metropolitan Transportation Commission (MTC), with support from the Bay Area Air Quality Management District (BAAQMD) and the Bay Conservation and Development Commission (BCDC) – in partnership with congestion management agencies, transit providers, and Bay Area local governments. FOCUS is partially funded by a Blueprint Grant from the State of California Business, Transportation, and Housing Agency.

NEW FILM: Building Communities We Care About



How does the region's high cost of housing and incessant traffic congestion affect our schools, families, and communities? What can we do about it? Watch *Building Communities We Care About*, a short film developed by the Bay Area Alliance for Sustainable Communities, and hear Bay Area residents reveal the often hidden and highly personal costs of these regional issues. The fourteen-minute film showcases choices available to fix some of these housing and transportation problems by developing our communities in new ways. People living in transit villages, in affordable housing, in safe communities, and near parks tell their stories and talk about how they got involved locally and are making a difference. The film with an accompanying discussion guide is offered to local governments and community groups as an effective tool and catalyst for re-framing development issues. Watch the film on-line at: www.bayareaalliance.org/video.html and DVD copies are also available by e-mail request, infoBAA@BayAreaAlliance.org or 415/352-3648.

ABAG represents cities, counties and regional agencies on The Bay Area Alliance for Sustainable Communities, a coalition of business, environmental, social equity and government leaders who forge collaborative solutions to improve the quality of life in the nine-county San Francisco Bay Area.

New Grants Available for FOCUS PDAs

Applications Due Friday, February 29, 2008

ABAG and the Metropolitan Transportation Commission (MTC) are rolling out the Station Area Planning Program Cycle Two: an initiative to finance planning efforts that generate land use plans and policies for increasing transit ridership around public transit hubs and bus and rail corridors in the nine-county San Francisco Bay Area. A total of \$7.5 million has been allocated to the program in FY2007-08, with planning grants up to \$750,000 available for localized planning efforts and associated environmental impact reports, and for specific plan elements. Grants will be awarded on a competitive basis and applications are due by Friday, February 29, 2008.

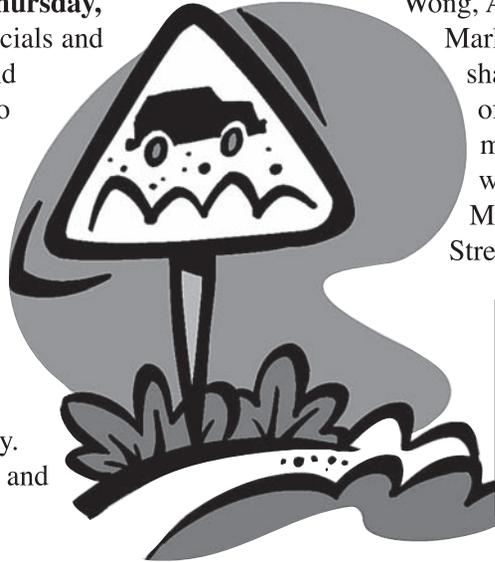
Local governments can apply for station area planning funding, with station areas identified under MTC's Resolution 3434 eligible as well as approved Priority Development Areas (both Potential and Planned PDAs). Plans are expected to encompass a half-mile radius around an existing or future transit station or bus corridor. In addition, local governments must partner with the transit providers serving the station area and the relevant county congestion management agency in order to receive funding. For more information about how to apply for these funds and to learn about other potential resources, visit the FOCUS website, <http://www.bayareavision.org/initiatives/incentives.html#sappgrants>.

Regional Economic Outlook: 2008 and 2009 Conference "Just a Bump in the Road?"

The short term future of the State and Bay Area economy will be examined at ABAG's Regional Economic Outlook 2008 and 2009 conference, entitled "Just a Bump in the Road" on **Thursday, January 24, 2008**. Bay Area elected officials and staff, business and community leaders, and other interested stakeholders are invited to attend this two-year regional economic outlook, which has been acknowledged as the foremost regional conference for forecasting local government future revenue and planning budgets.

During the conference Howard Roth, Chief Economist, California Department of Finance, will discuss the affect of the housing slowdown on the State's economy. Paul Fassinger, ABAG Research Director and Economist, will highlight the Bay Area's

index of leading indicators and examine economic trends. A short-term outlook of Bay Area retail sales with county-by-county taxable sales forecasts will be provided by Hing Wong, ABAG Regional Planner. Gerald Cox, Marketing Manager for RealFacts, will share his insights into the current trends of rising rental prices and demand for more rental housing. The conference will be held in the Joseph P. Bort MetroCenter Auditorium, at 101 Eighth Street in Oakland.



**Registration deadline is
January 18, 2008.
For more information
or to register, go to
www.abag.ca.gov/events/focus.**

EcoWise Receives State-Wide Recognition

EcoWise Certified, a certification program administered by ABAG, joins a short, prestigious list of IPM Innovator awardees.

The California Department of Pesticide Regulation (DPR) will be adding the EcoWise program to a select list of California organizations that emphasize pest prevention, favor least-hazardous pest management, and share their successful strategies with others. EcoWise Certified will be honored in Sacramento at an award ceremony on January 17th, 2008.

The IPM Innovator awards are part of a comprehensive, reduced-risk pest management strategy by DPR aimed at homes, schools, farms, and the environment. The awards provide rare public recognition to groups and individuals who are quietly revolutionizing pest management through their efforts to reduce risks associated with pesticide use.

These goals are reflected in EcoWise's mission to "improve water quality, environmental and human health and safety by minimizing pesticide use via an IPM certification program." Promoting alternative practices such as exclusion, sanitation, repairs, and

using insecticidal baits, EcoWise has certified five pest control businesses, four in the Bay Area, and one in San Diego. Over 40 individual pest control officers have also been certified, with more signed up to take classes and exams. The ABAG administered program is sponsored through a grant from the State Water Resources Control Board, and governed by a coordinating committee of key stakeholders.

For more information about EcoWise, contact Ceil Scandone, ABAG Senior Regional Planner and Green Business Program Coordinator, at 510/464-7961, ceils@abag.ca.gov.



MARK YOUR CALENDAR!

JANUARY 2008

January 17

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

January 18

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

January 24

Regional Economic Outlook 2008 and 2009 Conference 9:00 am
MetroCenter, Auditorium

January 25

Regional Airport Planning Committee 9:30 am
MetroCenter, Auditorium

FEBRUARY 2008

February 6

PLAN Claims Committee 10:00 am
MetroCenter, ABAG Conference Rm. B

Regional Planning Committee (RPC) 1:00 pm
TBD

February 14

Bay Trail Steering Committee 1:30 pm
MetroCenter, ABAG Conference Rm. B

February 15

ABAG / BAAQMD / MTC Joint Policy Committee 10:00 am
San Francisco Bay Conservation & Development Commission, 26th Floor, 50 California Street, San Francisco

February 20

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

February 29

Station Area and FOCUS Planning Program: Grant Application Deadline
[@www.abag.ca.gov](http://www.abag.ca.gov)

Notable Numbers

San Francisco Bay Area Data

113,305

Bay Area Housing units were built between years 2000 and 2005, a 4.4 percent increase in housing units.

2,665,707

Bay Area housing units were identified in 2005, with 163,038 of those units vacant.

36,650

More households were reported in year 2005 than in 2000, a 1.5 percent increase.

8.9 percent

Of commuters traveled longer than 45 minutes to work in 2005, a decrease of one percent from 2000. However, commuters traveling 10 to 19 minutes increased 1.4 percent and those traveling 20 to 29 minutes increased by 1 percent.

\$66,657

Is the Bay Area median household income for 2005, as compared to the median household income of \$62,024 in 2000. 90,046 was the mean (average) household income reported in year 2005, up from \$83,934 in 2000.

From American Community Survey 2005 and Census 2000 Public Use Microdata Sample with tabulation prepared by the Metropolitan Transportation Commission in July 2007.

Rose Jacobs Gibson
ABAG President
Supervisor, San Mateo County

Mark Green
ABAG Vice President
Mayor, Union City

David Cortese
ABAG Immediate Past President
Vice Mayor, City of San Jose

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

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