

ABAG  
May/June 2001



# Service Matters

## INCENTIVES FOR ACTION: GROWING WITHIN OUR BOUNDARIES ABAG SPRING 2001 GENERAL ASSEMBLY

As the Bay Area continues to feel the impact of housing needs, traffic congestion, and the jobs and housing imbalance, the need for implementing smart growth goals and incentives has never been more necessary. The Association of Bay Area Governments (ABAG), with the Urban Land Institute (ULI) and the State Department of Housing and Community Development (HCD), provided a forum for discussion of these topics during ABAG's Spring General Assembly on April 12 in San Francisco.

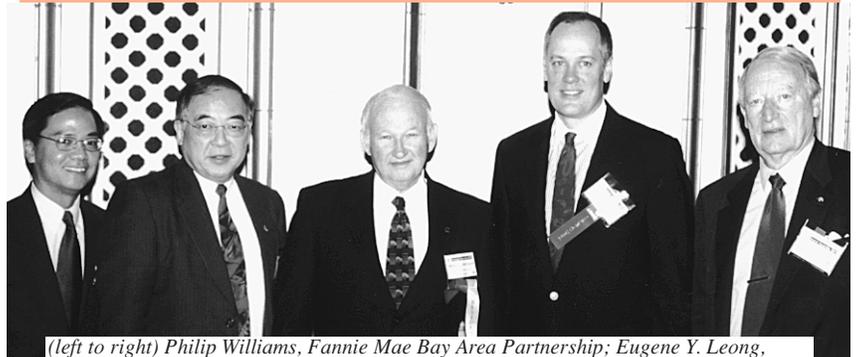
This solution-oriented conference brought together local, state, and national experts on land-use, housing, and quality of life issues, along with more than 150 local elected officials from the nine-county San Francisco Bay Area, regional planning and housing professionals, as well as business sector representatives.

### Incentives for Housing the Bay Area Explored

First, Douglas J. Gardner, President of Catellus Urban Development Group, and then Daniel Mudd, Vice Chairman and Chief Operating Officer of Fannie Mae, kicked off the conference. They addressed trends in urban development, and partnerships and programs available to help individuals and communities own and provide housing. Attendees then joined panelists during two sessions to dissect specific issues and implementation strategies pertaining to development in the Bay Area.

The first panel, "Building Incentives for the Future," explored four smart growth initiatives developed as part of the Urban Land Institute's Smart Growth Initiative. Moderator Gary Binger of the Urban Land Institute was joined by Bay Area local government panelists, Richmond Mayor Rosemary Corbin, San Mateo County Supervisor Rose Jacobs Gibson, Pleasanton

*Service Matters is a publication of the Association of Bay Area Governments, the planning and services agency for the San Francisco Bay Area's 9 counties and 101 cities.*



(left to right) Philip Williams, Fannie Mae Bay Area Partnership; Eugene Y. Leong, ABAG Executive Director; Bill Carroll, ABAG President and Solano County Supervisor; Daniel Mudd, Vice Chairman and Chief Operating Officer, Fannie Mae Corporation; and Dick Spees, Oakland Councilmember

Councilmember Becky Dennis, Santa Rosa Councilmember Steve Rabinowitsh, and Napa County Supervisor Mike Rippey, to analyze the implications and appropriateness of the incentives.

The four state incentives proposed for discussion aimed to increase and/or generate state funds for local government smart growth development efforts. The first incentive proposed splitting the property tax rolls and assessing non-residential property at a higher rate. The new revenue generated would be pooled and redistributed to localities bases on smart growth criteria.

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# ABAG Spring General Assembly

General Assembly cont. from front page

The second incentive proposed developing criteria for designating smart growth priority investment areas, like deteriorating urban neighborhoods, and then directing state-funded infrastructure to these areas, as well as providing incentives for private development in these areas.

A third option—rewarding localities for fair-share housing—would include keeping a larger share of property taxes generated by new housing and setting priority funding for transportation and other infrastructure.

The fourth incentive suggested funding for farmland conservation and open space protection in return for a more compact development pattern established through a collaborative city-county process. Panel and audience members vigorously discussed the pros and cons of these incentives, and posed ways to pursue these incentives at the state level.

The second panel, “Blueprint for Housing the Bay Area,” traced the transition from housing needs and policy to building opportunities and implementation from various perspectives. Moderator Cathy Creswell of the State Department for Housing and Community Development led a diverse panel that included Phil Serna, Vice President of Regional Government Affairs, Home Builders Association of Northern California; Michael Rawson, Director of the California Affordable Housing Law Project; Rachel Peterson, Executive Director of Urban Ecology; and Mark Leno, San Francisco County Supervisor. Issues such as supply and demand, responsive urban development of

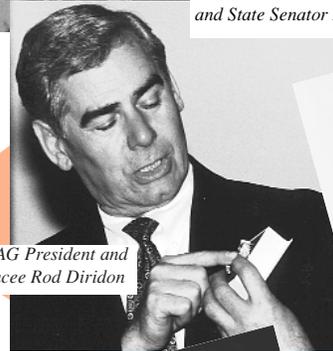
affordable housing, city ordinances and permitting, and more were examined. Discussion engaged participants in identifying successful strategies. *Blueprint 2001 for Housing Element Ideas and Solutions*, a recently published ABAG report, was cited as an outstanding resource for developing strategies to house the Bay Area.



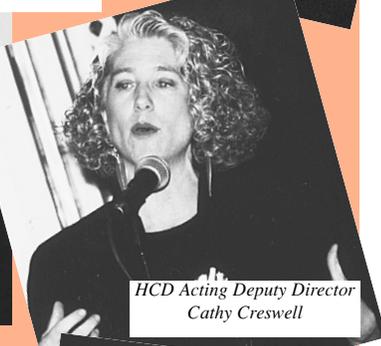
ABAG President Bill Carroll and State Senator Liz Figueroa



ULI Smart Growth Program Director Gary Binger



Past ABAG President and Gala Emcee Rod Diridon



HCD Acting Deputy Director Cathy Creswell



San Mateo County Supervisor Rose Jacobs Gibson



Santa Rosa Councilmember Steve Rabinowitsh

## ABAG’s Forty Years of Service Celebrated

The Assembly concluded with a gala reception and dinner celebrating ABAG’s 40th Anniversary, with nationally-acclaimed political humorist Will Durst among the evening’s speakers. Four decades of regional service were remembered and honored with a multimedia presentation highlighting ABAG’s history. Senator Tom Torlakson arranged for a presentation of a special resolution praising ABAG’s decades of accomplishments. Assemblymember Kevin Shelley provided similar recognition with Bay Area Assemblymembers proclaiming ABAG’s contributions to regional quality of life.

As part of the evening’s celebrations, “ABAG Champion” Awards were presented to former Assemblymember John Knox, State Senators Liz Figueroa and Tom Torlakson for their distinguished legislative service; to past ABAG Presidents Richard Spees and Jack Maltester for their outstanding regional service as ABAG Presidents; and to past ABAG Executive Directors Wilbur Smith and Revan Tranter for their prior ABAG leadership. The gala program was emceed by Ron Diridon, past ABAG President and Executive Director of the Mineta Transportation Institute

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President

**Councilmember Gwen Regalia**  
Vice President

**Richard Spees**  
Immediate Past President

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## **ABAG PAST GENERAL ASSEMBLIES LOOK TOWARD THE FUTURE AN HISTORICAL PERSPECTIVE**

**W**hen the Association of Bay Area Governments (ABAG) was formed in 1961, General Assembly meetings gathered delegates from member jurisdictions to determine ABAG policy.

Since then, ABAG General Assemblies have evolved into interactive forums to discuss the Bay Area's chief issues—addressing and often anticipating the most important regional issues of the day. Although ABAG delegates still convene and vote during business sessions, General Assemblies also bring together numerous other groups and individuals from governmental, nonprofit, and private sectors who are interested in the future of the Bay Area.

Reviewing past ABAG General Assemblies provides a window into how the Bay Area has grown over the last four decades—marking new issues as they arise and often addressing issues that remain current today. This review is part of a series of articles chronicling ABAG's role in Bay Area history.

### **Smart Growth**

One issue that has remained current is smart growth. Smart growth and sustainable development have received ample attention in the last few years as a result of the recent economic boom and housing shortage. However, these concepts have been a focus of ABAG General Assemblies for over thirty years. As the issues that influence regional development have changed and shifted, ABAG General Assemblies have continued to address these issues in order to evaluate, revise, and implement strategies for sustainability.

In 1970, the Bay Area's first comprehensive regional plan was approved by an overwhelming vote of the General Assembly. Ten years later, the General Assembly discussed recommendations on how to stabilize the jobs - housing imbalance - finance economic development and revitalize depressed areas. In 1992, the Spring General Assembly focused on Growth Management, creating eight additional subregional workshops to address the topic thoroughly.

Recognizing the challenges in not only creating but also implementing smart growth strategies, recent General Assemblies have focused on "Smart Growth: Moving from Rhetoric to Reality" (Spring 2000) and "Incentives for Action: Growing within Our Boundaries" (Spring 2001).

### **Earthquakes**

Although public concern for earthquake preparedness may be erratic, ABAG General Assemblies have demonstrated a consistent emphasis on solutions to earthquake-related dangers. In 1975, the General Assembly included a speech by the late Senator Allen Cranston on earthquake hazards. As a result of this General Assembly, funding was provided for the creation of the National Earthquake Hazard Reduction Program (NEHRP), a long-term, nationwide, earthquake risk reduction program. In the Spring of 1990, in the wake of the Loma Prieta earthquake, the General Assembly amplified ABAG's current earthquake preparedness programs to address "Policies for Survival in Earthquake Country," targeting decision makers in the public and private sectors for advancing public safety and awareness programs.

### **Hazardous Materials**

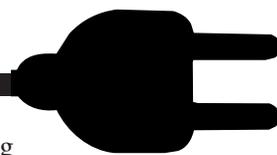
In 1982, as responsibility for hazardous materials management became the responsibility of local governments, the General Assembly addressed hazardous spills and the Bay Area's community liability, planning, and response. Although ABAG clearly identified the need for this discussion, no one foresaw the overwhelming interest in the subsequent HAZMACON conferences which grew from 1,500 attendees in 1984 to 10,000 in 1991.

### **The Economy**

In 1987, as the nation was shocked by the stock market crash, ABAG's Spring General Assembly focused on strategies for developing a competitive region, evaluating the future, and necessary actions. Economic issues were again on hand at the onset of the current economic boom in 1995, when the Spring General Assembly addressed "Partnerships for Economic Vitality," emphasizing international competitiveness and the strength of the economy.

As a result of California's energy crisis, ABAG's Fall 2001 General Assembly scheduled for October 18th in Oakland will focus on energy issues, analyzing the current state of the utility market, its impact on the Bay Area, and strategies for improvement. This and other future ABAG General Assemblies will continue to provide forums for identifying and addressing regional challenges.

## CONSERVATION IS A CURE FOR POWER WOES



**R**olling blackouts are predicted this summer and the short term cure is conservation. Here are a few simple tips to help keep demand down and the lights on:

- Peak hours/demand hours are 5:00 a.m. to 9:00 a.m. and 4:00 p.m. to 7:00 p.m. So do that energy guzzling task during non-peak hours.
- Keep your thermostat set to avoid air conditioning chill.
- Turn off unneeded lights, and equipment.
- Leave computers, copiers, and other equipment on

low-power standby mode during the day and turn all equipment off at the end of the day.

- Use inkjet printers instead of laser printers and save 90% of energy costs. Laptop computers also use significantly less energy than typical desktops.
- Buy identified energy-efficient equipment, products, and lights.

You have an important role in reducing energy demand and prices, and lowering energy bills.

## SAN FRANCISCO RECYCLING HITS HISTORIC HIGH MAJOR MILESTONE IN CITY'S RECYCLING EFFORTS

**S**an Francisco is celebrating conservation. The San Francisco Solid Waste Management Program (SWMP) announced that as of February 2001, the City reduced the amount it sends to landfill by an estimated 45 percent, an increase of two percent in just four months. This is the highest diversion rate in the history of the City of San Francisco.

Paul Horcher, Director of the Solid Waste Management Program and ABAG Executive Board member, attributes the increased diversion rate to the aggressive and comprehensive outreach efforts of the SWMP public outreach team. "We've worked hard to reach San Franciscans, from school kids to seniors, with the message that we just reduce, reuse, recycle, and buy recycled," said Horcher. "It may seem obvious, but we will run out of landfill space in 11 years or less if we do not reduce the amount we throw away."

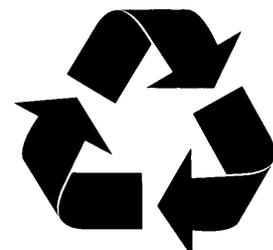
In 1989, the State of California mandated that cities and counties reduce the waste they send to landfill by 50 percent by the year 2000, or face fines of \$10,000 a day. San Francisco is expected to receive an extension on that deadline to 2004 due to its on-going good faith recycling efforts.

"We have reached at least 500,000 San Franciscans by now," estimates Darcy Brown, Commercial Outreach Coordinator for SWMP. "We have used newspaper inserts, direct mail pieces, phone banks, newspaper

articles, booths at street fairs and public events, and holiday posters, to name a few, to spread the recycling message to as many people as possible."

The employees at the San Francisco Recycling Program work on a myriad of programs with the end goal of increasing diversion.

- **The Commercial Recycling Program** cultivates strategic partnerships with businesses, merchant associations, unions, and industry groups, such as Building Owners and Manager Association (BOMA), to encourage recycling in the commercial sector.
- **The School Education Program** reaches the City's youngest recyclers, 88,000 school children, through assemblies and programs like "the Most Important Show on Earth"—an interactive eco-circus—and "Trash Bridges, Garbage Detective."
- **The Hazardous Waste Management Program** has led campaigns to encourage the recycling of used motor oil, oil filters, and the safe disposal of household hazardous waste.
- **The Organics Program** has collaborated with other organizations, such as the San Francisco League of Urban Gardeners (SLUG) to provide discounted compost bins to San Francisco residents each year.





E-Vision cont. from pg. 5

Gwen Regalia, ABAG Vice President.

The *Draft Compact* has already received the support of many elected officials including the mayors of the Bay Area's three largest cities: Oakland, San Francisco, and San Jose. San Francisco Mayor Willie Brown called the *Draft Compact* "an unprecedented effort to integrate important factors on a regional scale." ABAG is represented on the BAASD Steering Committee by President Bill Carroll, Solano County Supervisor.

OVER THE NEXT FEW MONTHS, THE DRAFT COMPACT WILL BE CIRCULATED THROUGHOUT THE REGION TO GATHER WIDESPREAD PUBLIC INPUT.

### What Do You Think?

The BAASD encourages everyone interested to participate. To obtain a copy of the *Draft Compact* or to find out more about implementation projects, visit the Bay Area Alliance website at [www.BayAreaAlliance.org](http://www.BayAreaAlliance.org) or call 510-464-7978. Comments can be submitted using a feedback form that can be completed online or returned by fax or email.

## HOUSING CRISIS SOLUTIONS RELEASED BLUEPRINT 2001 FOR BAY AREA HOUSING

In the Bay Area the housing crisis has reached epidemic proportions. Housing affordability is at an all-time low and projections indicate that housing will remain a major issue for many years with associated economic and quality of life impacts. An invaluable planning tool has been released, *Blueprint 2001 for Bay Area Housing*, to help address the critical housing shortage and assist local governments in updating housing elements. First published in 1989 as *Blueprint for Bay Area Housing: Housing Element Ideas and Solutions*, the new edition *Blueprint 2001* was significantly revised to reflect the intervening decades' changes.

*Blueprint 2001* is a "how to" guide to developing housing elements which must be updated with local jurisdictions' general plans. This handbook outlines the state's housing element requirements and then provides information to

assist in addressing those requirements while emphasizing community participation. A menu of local housing success stories provide definitive illustrations of how housing needs were met in a variety of communities. To implement the appropriate program or strategy, available financial resources are described.

*Blueprint 2001* was developed by representatives from those groups directly involved in the housing element process, including jurisdictional staff and officials, residents, housing advocates, developers, consultants, and neighborhood groups.

*Blueprint 2001 for Bay Area Housing* can be ordered online at [www.abag.ca.gov](http://www.abag.ca.gov) in the webstore or by calling 510-464-7900. The cost is \$30 plus shipping and handling.

## ABAG LEGISLATION UPDATE

At the February 23 State Legislative deadline, more than 3,000 bills were introduced amidst the Legislature's preoccupation with energy deregulation issues. ABAG's Legislative and Governmental Organization (L&GO) Committee recommended the following positions on this initial set of bills to the ABAG Executive Board, which approved them on March 15. This set of bills focuses on housing, land use, fiscal tax reform, and the environment:

A support position was taken on **AB 81** (Migden/Aroner): Sales and Use Taxes—Retailer; **AB 100** (Simitian)—Property Tax Revenue Shifts/Limitation; **AB 277** (Kelley)—Joint Power Authorities/Claims-Loss Pools; **AB 589** (Wesson)—Property Tax/Loans for Property Tax Administration; **AB 859** (Wiggins)—Property Tax Revenue Shifts/Limitation (amended); **AB 924** (Wayne)—

Land Use/Smart Growth; **AB 1355** (Daucher)—Property Tax Revenue Shifts/Limitation; **SB 23** (Costa/Burton)—CALFED Funds; **SB 32** (Escutia)—Brownfields Site Cleanup; **SB 213** (Perata)—Local Planning; **SB 423** (Torlakson)—Property Taxation/ERAF Relief for Land Use Transactions; **SB 1115** (Costa)—The CALFED Bay-Delta Program; **SBX18** (Alarcon)—Electric Power/Retail Sales.

**AB 499** (Cogdill)—Balancing Jobs with Housing/IRP Project Revision is being **watched** closely with potential for opposition. Other bills also being watched: **AB 1284** (Lowenthal)—Job-Center, Community Infill Housing Development Incentive Act of 2001; **AB 1514** (Canciamilla)—General Plans/Urban Growth Boundary; **SBX1-23** (Soto)—Fair Citizen Access to Public Power Act and **SBX1-27** (Bowen)—Direct Access.

## ARE YOU LOOKING FOR ONE GOOD WORKERS' COMPENSATION PROGRAM? - LOOK AT ABAG'S PERSONALIZED SERVICE

**D**uring the last twelve months, ABAG's Workers' Compensation Program has handled more than 1,000 claims for 15 member cities and agencies in a personalized and professional manner. This is no small feat, given the small size of the department which was recently re-organized due to new hires. "Our experienced Program staff has already proven themselves through several high-profile and complex claims," said Dennis Babcock, Program Manager.

The Workers' Compensation Claims Administration Program was founded in 1985 to offer the security and cost savings of self-insurance to ABAG members. Two types of workers' compensation programs are available; including an individualized contract addressing each self-insured agency's needs and a shared risk program for smaller agencies.

Each program provides personalized service with industry-standard medical case management and access to a preferred health care network. The program manager and all claims examiners are state-certified workers' compensation administrators. Each examiner has a low case load (150 to 165 open indemnity claims per examiner), which provides

for careful attention to each claim. This allows a small department to compete with much larger companies by offering individualized customer service.

Educational seminars presented by ABAG staff support the Programs by keeping members informed about medical and legal issues, safety concerns and other emerging topics, such as the possible implementation of OSHA-mandated ergonomic programs.

### Becoming a Client

With the changing claims adjusting market, Babcock pledges that "the Program will grow at a rate that allows us to fulfill our professional obligations and commitments to our clients." The ABAG Workers' Compensation Program is, "looking for a few new good clients to extend the partnership that ABAG develops between the employer and the administrator. This team concept ensures that our approach to each claim focuses our combined resources on the appropriate issues," Babcock added.

For additional information on the Workers' Compensation Program, please contact Dennis Babcock at 510-464-7940 or via e-mail at [dennisb@abag.ca.gov](mailto:dennisb@abag.ca.gov).

## 2000 CENSUS DATA ONLINE NEW BAY AREA CENSUS WEBSITE AVAILABLE

**H**ow many residents need housing, public transportation, roads, and other public services?

These and many other questions that affect cities and counties can be addressed by viewing the 2000 Census reports. As a federal regional data center, ABAG is responsible for distributing 2000 census data. ABAG and the Metropolitan Transportation Commission (MTC) jointly collaborated to develop a new Bay Area Census website and present the data easily. The website is available at <http://census.abag.ca.gov> or at <http://www.census.mtc.ca.gov>.

Currently, the population data for the state, the Bay Area, and our cities and counties is available for downloading in either Excel or PDF files. This data is from the Public Law 94-171 Redistricting Data Summary File, which is used by the State Assembly to redraw congressional and state legislative voting districts.

Additional data will be released over the next year and a half. Check the release dates on the website for specifics. Currently, housing data for cities and counties is scheduled for release in May. Race, age, gender, and household information is targeted for this summer. Finally the data for ancestry, language, education, employment, commuting (journey-to-work), income, and additional housing is scheduled for summer 2002.

In addition, the census page contains links to other useful sites such as the State Department of Finance—the state's Data Center—the U. S. Census Bureau, and other area council of governments. A *Frequently Asked Questions* (FAQ) page also provides responses to common questions.

ABAG will be analyzing the data as it comes in. For example, charts for population change information over the past 20 years are currently under development and will soon be posted on the website.

# MARK YOUR CALENDAR!

## May 2001

10 - 1:30 p.m.  
**Bay Trail Steering Committee**  
MetroCenter, Auditorium

14 - 9:30 a.m.  
**ABAG POWER Board of Directors Committee**  
MetroCenter, Auditorium

12 Noon  
**ABAG POWER Executive Committee**  
MetroCenter, ABAG Room 106B

17 - 3:30 p.m.  
**Legislative and Governmental Organization Committee**  
MetroCenter, ABAG Room 106B

5:00 p.m.  
**Finance and Personnel Committee**  
MetroCenter, ABAG Room 102A

7:30 p.m.  
**EXECUTIVE BOARD**  
MetroCenter, Auditorium

## Notable Numbers...

**6,783,760**

Is the total population in San Francisco Bay Area, a 12% increase since 1990 Census.

**1,682,585**

Santa Clara County leads the region in population with Alameda County close behind at 1,443,741.

**67.7%**

Is the largest percentage increase of Bay Area population, occurring in Solano County between 1980-2000, from 235,203 to 394,542 residents.

**19.4%**

Of total Bay Area population are Hispanic or Latino (1,315,175) with Asian population (1,289,849) following closely with 19%. Black or African American is 7.5% of the population (511,084) and White population is 58.1% (3,941,687).

Source: U.S. Census 2000

## June 2001

20 - 12 Noon  
**ABAG POWER Executive Committee**  
MetroCenter, ABAG Room 106B

## REMEMBER TO SAVE THESE DATES



SAVE THE DATE!  
October 9, 10 and 11, 2001  
Palace of Fine Arts Theatre ♦ San Francisco

The San Francisco Estuary Project and the CALFED Bay-Delta Program announce

the FIFTH Biennial  
STATE OF THE ESTUARY CONFERENCE 2001

For more information, please contact the  
San Francisco Estuary Project at 510-622-2465.

SAVE THE DATE

Fall General Assembly  
October 18th, 2001  
Oakland Marriott

For more information, please contact the  
Communications Office at 510-464-7922



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