



Service Matters

California's Economic Challenges and Regional Solutions

California's challenges in today's constrained economy and opportunities for regional solutions to local challenges were the focus of more than 150 Bay Area elected officials, and business and community leaders at ABAG's 50th Anniversary Spring General Assembly and Business Meeting held at the Oakland Marriott City Center. Chaired by ABAG President and Union City Mayor Mark Green, the General Assembly also featured ABAG's annual business meeting where ABAG member delegates voted to adopt the 2011-2012 Budget and Work Program.

GA Discussion Highlights

ABAG President Mark Green in his opening remarks threw out a challenge to the audience of Bay Area leaders: "We have historically been a region of innovation and trendsetters, but



(Photo L-R): **ABAG President and Union City Mayor Mark Green, pictured with Federal Communications Commission (FCC) Chairman Julius Genachowski.** Genachowski made a special announcement at ABAG Spring General Assembly, revealing details about a new, nationwide contest, "Apps for Communities Challenge." Communities and software developers have been invited to compete in developing software applications ("apps") that get personalized, actionable information to people least likely to take advantage of the digital revolution. This contest is part of the FCC and the John S. and James L. Knight Foundation's efforts to foster digital inclusion. Details are posted at www.fcc.gov/developer.

now it is time to take a good hard look at how we do things and ask ourselves whether it is time for a new model or a new way of thinking about services we provide and how we provide them, in the same way we are now looking at how we plan for growth and development in our communities as we craft a regional sustainable communities strategy."

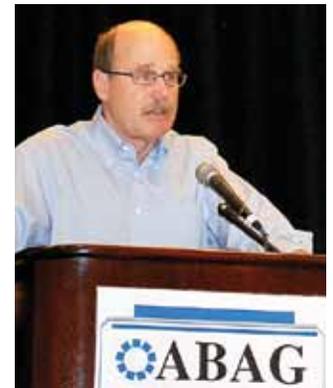


Kevin Starr, California State Librarian Emeritus

Keynote Speaker Kevin Starr, California State Librarian Emeritus, began the discussion by describing how California and this region arrived at today's crossroads, noting that California's pioneering spirit and achievements have been an "enigmatic blend of dreams and hardscrabble reality." He also described how the development of the Bay Area as a metropolitan region has been pivotal

in helping steer the course of California over the past 50 years, from higher provincialism to a global nation state. Starr reminded attendees that "History is important as long as it is in context of present and future." Paraphrasing Dickens, he reminded us that "it is and was the best of times and worst of times."

Futurist Paul Saffo described the dynamics of large-scale, long term change and built on Starr's historic commentary that to "succeed we continually need to refund, reinvigorate, and reform." In that vein, Saffo took a leap forward and suggested that the Bay Area needs to act as a city-state. "A city-state with a single cohesive pragmatic governance featuring economies of enhanced services, new understanding, new ways to communicate —unbundling services and jurisdictions, not their extinction."



Futurist Paul Saffo

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ABAG 2011 *Growing Smarter Together* Awards Recognize Significant Achievements in Sustainable Planning, Urban Design, and Leadership

Innovative local government planning and collaboration, distinguished leadership, green affordable housing design, and urban stream restoration were celebrated recently during the fifth annual presentation of the *Growing Smarter Together Awards* at ABAG's Spring General Assembly in Oakland. Four award winners were recognized: **the City and County Association of Governments of San Mateo County (C/CAG), the City of Oakland Housing Authority, the County of Alameda/Flood Control and Water District, and Alameda County Supervisor Scott Haggerty.** These award winners were honored because of their significant contributions to strengthening and supporting existing communities and creating more sustainable communities with a diversity of housing, jobs, services, transit efficiency, and conservation efforts. *To view videos documenting the 2011 Growing Smarter Together Award winning projects, go to www.abag.ca.gov/smarter.html.*

Distinguished Leadership Award

Alameda County Supervisor Scott Haggerty was named the 2011 Distinguished Leader for his visionary leadership and ability to translate strategies for sustainable communities into action, focusing on the benefits of integrated land use and transportation. His far-reaching policies have strengthened and supported Livermore and other east Alameda Cities and helped create Livermore's compact downtown, Livermore Film Commission, enhanced public safety, and increased transportation efficiency. His leadership in advocating and supporting open space and agricultural land preservation has also had a positive impact on neighborhoods and business community partnerships in Alameda County and region-wide. His regional leadership and commitment were cited as models for how to make a difference. Supervisor Haggerty



Distinguished Leadership Award: (L-R): ABAG Vice President/Marin County Supervisor Susan Adams, Alameda County Supervisor Scott Haggerty, and ABAG President/Union City Mayor Mark Green

is immediate past chair of the Metropolitan Transportation Commission and Alameda County Transportation Commission Vice Chair. He is also an ABAG Past President, Past Chair of the Bay Area Air Quality Management District (Air District), and has served as chair of Alameda County Transportation Authority and Alameda County Congestion Management Agency.



Sharing the Benefits Award for Sub-RHNA Process: pictured is Grand Oak Housing—just one of the projects resulting from the collaborative Sub-RHNA process.

Sharing the Benefits

The Sharing the Benefits Award was given to the City/County Association of Government (C/CAG) of San Mateo County for the Sub-RHNA Process in San Mateo County-- the first sub-regional approach in the state for handling the state mandated regional allocation of housing numbers (RHNA) within their county. The groundbreaking collaboration of the County and the 20 San Mateo County cities and towns was managed by C/CAG. Through collaboration, sharing, and housing need trades, the sub-regional approach allowed the 21 jurisdictions



Sharing the Benefits Award: (L-R) ABAG Vice President Susan Adams, C/CAG Chair/Hillsborough Mayor Thomas Kasten, San Mateo County Housing and Community Development Director Duane Bay, C/CAG Executive Director Richard Napier, and ABAG President Mark Green

Awards cont. from pg. 2

to determine their own methodology for clustering housing in areas of greatest need. Working together, they were able to creatively plan for all levels of housing to meet specific community needs and to find the greatest benefits for the county as a whole, while taking into consideration commuting patterns, job locations, and affects on air quality.



The Tassafaronga Village in East Oakland received the Building a Better Bay Area - Urban Design Award

Building a Better Bay Area – Urban Design

The Urban Design Award was given to the City of Oakland /Oakland Housing Authority for Tassafaronga Village. Tassafaronga Village was a 7.5 acre brownfield infill site located in East Oakland—previously home to decrepit public housing, an abandoned factory building, and unused train tracks. Through the innovative sustainable design of the architect, David Baker and Associates, Tassafaronga Village is now a vibrant, green community filled with multiple housing types, including energy-efficient affordable family rental apartments, for-sale townhouses, and service-enhanced housing with access to an on-site medical clinic. Specially landscaped walking paths and pedestrian-friendly public and



Urban Design Award: (L-R) ABAG Vice President Susan Adams, OHA Deputy Executive Director Philip Neville, OHA Executive Director Eric Johnson, Oakland Mayor Jean Quan, OHA Board of Commissioners Vice Chair Gregory Hartwig, and ABAG President Mark Green

private roadways connects residents to a new public library, elementary schools, and a city park and recreation center. Under the leadership of the City of Oakland Housing Authority, Tassafaronga Village now serves as a model of sustainable

green development and affordable housing urban design, achieving the first LEED Neighborhood Development Gold Certified Plan in California.

Preserving and Protecting the Environment

The Preserving and Protecting the Environment Award was given to the County of Alameda/Flood Control and Water District for the Castro Valley Creek Daylighting and Restoration Project. The Castro Valley Creek restoration involved removal of an underground 300 foot culvert and “daylighting” this section into a more natural channel. This restoration of the urban stream created new habitat for birds and riparian wildlife, provided flood protection for the adjacent new Castro Valley Library and Castro Valley neighborhoods, and helped Union City meet mitigation requirements necessary to build a new multimodal transportation hub. The natural design also provided improved water quality by slowing and filtering



Castro Valley Creek Restoration Project received the Preserving and Protecting the Environment Award

the flow of water. Project partners included the Hayward Area Recreation and Park District and the Alameda County Arts Commission. Castro Valley Creek, situated in unincorporated Alameda County, now provides a scenic destination and educational community center and increases access to public transportation and the town’s commercial area.

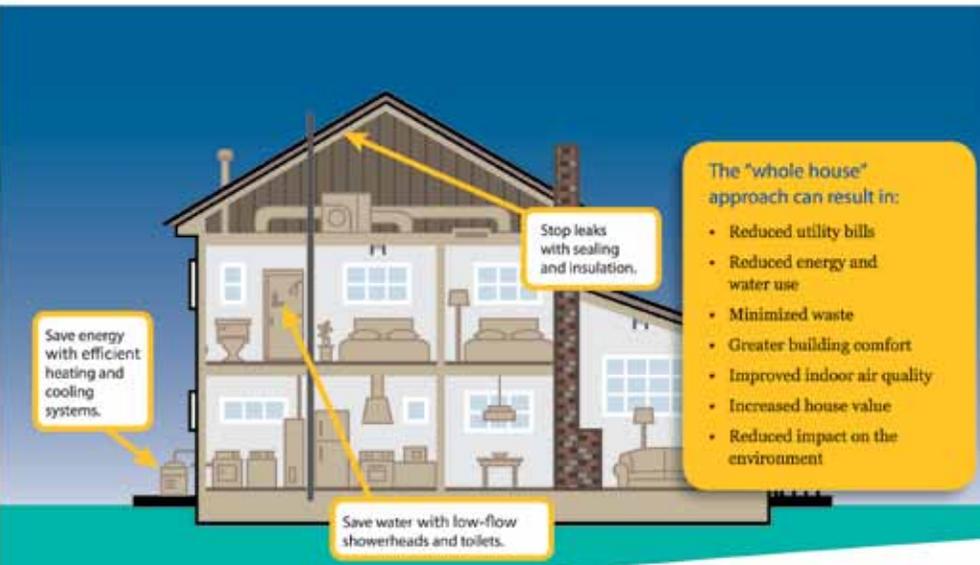


Preserving and Protecting the Environment Award: (L-R) ABAG Vice President Susan Adams, Alameda County Supervisor Scott Haggerty, Supervising Environmental Compliance Specialist/Alameda County Flood Control and Water Conservation District Kwablah Attiogbe, and ABAG President Mark Green

Energy Retrofit Call Center for Bay Area Residents Launched

Bay Area residents now have a new resource for making residential energy conservation upgrades. The ABAG Energy Upgrade Bay Area Information Center is open to provide Bay Area residents with information about the benefits of retrofit improvements and available financial incentives. Hours of operation are between 8 am and 4 pm, Monday through Friday. **The call center's toll free phone number is 855-464-8484, and the local Oakland number is 510-464-8484.**

The Energy Upgrade Bay Area Information Center call center works with an associated website (www.energyupgradeca.org) to help homeowners and others navigate the Energy Upgrade California process. Call center staff provides information to residents with questions or for those unable to access the internet. Energy Upgrade California is designed to encourage California residents to conduct home improvement projects to lower energy use, conserve water and natural resources, and to make homes healthier and more comfortable. *ABAG Energy Upgrade Bay Area Information Center and Energy Upgrade California are funded by the California Energy Commission and the Federal America Recovery and Reinvestment Act (ARRA). For more information about ABAG's Energy Upgrade Bay Area Program, contact Jerry Lahr, Program Manager, at 510-464-7908 or jerryl@abag.ca.gov.*



ABAG Energy Benchmarking Workshops

Local governments that benchmark their own buildings in the community, which means use a US EPA Portfolio Manager tool to get an energy normalized score, can advance their energy conservation efforts while setting a good example for their citizens. The Association of Bay Area Governments, funded by Pacific Gas and Electric Company's (PG&E) Green Communities Program, is offering free **benchmarking** workshops that give local governments the tools necessary to evaluate their facilities' energy use. Conducted by energy-efficiency and benchmarking expert Mark Jewell, each workshop is designed for local governments.

The goal of the ABAG Energy Benchmarking program is to significantly increase the number of local government buildings

using ENERGY STAR *Portfolio Manager*. The workshops cover the use of both the Portfolio Manager, which assesses normalized energy performance, and PG&E's Automated Benchmarking Service (ABS), which provides historical energy usage data as well as automatic monthly updates to the building's Portfolio Manager account. These tools are designed to help local governments identify strategic opportunities for energy savings, target candidate buildings for improvement projects, and monitor the ongoing performance of the building (or a portfolio of buildings) over time. Online registration is available at <http://www.abag.ca.gov/greencommunities/benchmarking.html>. *For more information, contact Leah Zippert at 510-464-7995 or LeahZ@abag.ca.gov.*



This program is funded by California utility customers and administered by PG&E under the auspices of the California Public Utilities Commission.

Learning about Earthquakes and Disasters—On the Web and In Person

Since the March earthquake in Japan, the public has been hungry for information about the earthquake risk in the Bay Area and what we can do about it. ABAG’s Earthquakes and Hazards program has used an “all media” approach to reach residents and local governments with its message of mitigation and preparedness. The program’s newly updated website has provided a more efficient and effective means of communication with the public, featuring a “news and announcements” section for the first time, as well as disseminating an “earthquake tip of the week.” This tip, posted each Friday morning, provides quick, easy and focused actions that residents can take to make themselves and their homes better prepared for earthquakes. The earthquake program’s new Twitter presence helps “ABAGofQuakes” followers receive the Friday tip of the week through their twitter feed and other

important news information. It is anticipated that Twitter will be an important means of disseminating information following a Bay Area disaster. In addition, a more user-friendly hazard mapping interface is being rolled out.

Save the Date
Shaken Awake!
A Day-Long Forum on Housing and Earthquakes
on June 13th at ABAG/MetroCenter Auditorium
For more information, e-mail
shaky@abag.ca.gov.

STAND UP TO QUAKES - GET YOUR HOME IN SHAPE!

Up to 160,000 households will be unable to sleep in their own homes following the next big earthquake in the Bay Area because they will be so badly damaged. Will yours be one of them?

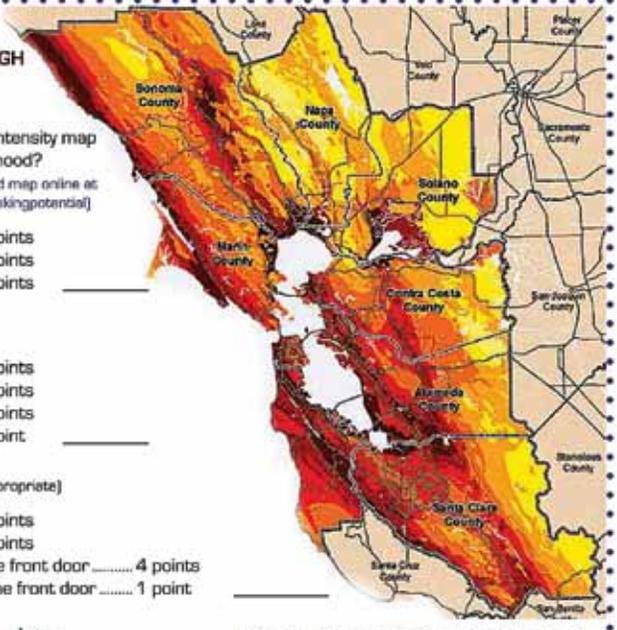
Take the Quiz:

IS YOUR HOME TOUGH ENOUGH TO STAND UP IN A QUAKE?

1. What color does the shaking intensity map (right) show for your neighborhood?
[You can also search a more detailed map online at <http://gis.abag.ca.gov/website/shakingpotential>]
 - Red, dark red or black.....7 points
 - Yellow.....5 points
 - Green or blue.....3 points

2. When was your home built?
 - Before 1950.....5 points
 - 1950-1960.....4 points
 - 1961-1978.....3 points
 - 1979 - present.....1 point

3. How tall is it? (select the most appropriate)
 - 2 or more stories.....5 points
 - Split-level or on a hill.....6 points
 - 1 story, 3 or more steps to the front door.....4 points
 - 1 story, less than 3 steps to the front door.....1 point



Total points _____

If your home earned 13 or more points, it probably needs to be made stronger to keep you and your family safer, unless it has been strengthened in the last few years.

To take this quiz online or to take the quiz for apartment buildings, condos, and mobile homes, visit our website at <http://quake.abag.ca.gov/residents/homequiz/>.

Scientists now predict that a large earthquake in the Bay Area is about twice as likely to happen as not happen in the next 30 years. Are you betting your home’s value and your safety on odds like that?

It’s usually easy and not very expensive to strengthen your home. Retrofitting will give you peace of mind that you should be able to live in your home after an earthquake - and have minimal damage to repair.

Go to <http://quake.abag.ca.gov> for more information and more detailed shaking maps.

LOOK INSIDE FOR MORE INFORMATION
 The seven steps for strengthening
 Frequently asked questions
 Retrofitting success stories
 and more...

During this time of heightened awareness, residents seem to want more direct human contact and communication about earthquake risk and mitigation techniques. Earthquake program staff has received an exceptionally high volume of calls from residents who have looked at the ABAG hazard maps and want to know personally what they can do to protect their homes.

In response, two workshops focusing on seismic retrofit techniques for homeowners have been held. The workshop held at the new Castro Valley library had over 110 people attend on a sunny Saturday morning to hear from ABAG, a structural engineer, and a retrofit contractor about proper retrofit techniques, the kinds of questions to ask a contractor, how to evaluate whether a home needs to be retrofitted, how to secure one’s home contents and chimney, and more about important items for an earthquake kit. The responses to these retrofit events were extremely positive and staff anticipates offering these workshops around the region regularly in the future. As part of this outreach, the brochure *Stand Up to Quakes – Get Your Home in Shape* has been updated and can be downloaded from ABAG’s website at quake.abag.ca.gov/residents/.

Direct outreach also included many media interviews with local newspapers, television, and radio stations about these issues. A major op/ed piece on the need for a regional plan for earthquakes appeared recently in the Sunday edition of the San Francisco Chronicle.

Energy Technology Assistance Program Provides Energy Efficiency Technology to Local Governments

The Energy Technology Assistance Program (ETAP) is currently accepting applications from local governments, agencies, and public institutions to receive free technical assistance and incentives to help fund energy saving facility upgrade projects. Three energy efficiency technologies are the focus: bi-level lighting fixtures in parking lots and garages, wireless lighting controls, and wireless HVAC controls. Approximately \$1.8 million in incentives are currently available to help fund the new projects and participants must begin implementing projects in 2011. The program will run through March 2012.

ETAP provides technical support, implementation assistance, financial incentives, and training to accelerate the adoption of advanced, market-ready energy efficiency technologies in local government and public institutions in California. To date, ETAP has identified about 12.7 million kWh in energy savings at 85 local government facilities. Over twenty local government agencies are currently participating in ETAP. **To determine eligibility for the ETAP program or for more information, go to <http://energy-solution.com/etap/contact-us/> or contact Forest Kaser, (510) 482-4420 x217 fkaser@energy-solution.com.**

The ETAP program is part of the California Energy Commission's Energy Upgrade California initiative and funding is provided by the American Recovery and Reinvestment Act of 2009. ABAG is supporting efforts related to the Energy Upgrade Program in the Bay Area. For more information on the Energy Upgrade Bay Area, go to www.EnergyUpgradeCA.org.

First ETAP Retrofit Underway AC Transit Cuts Lighting Use In Half

AC Transit will soon be using 50 percent less electricity to light five of its parking areas thanks to advanced LED lighting and control technologies. The technologies will be installed as part of a retrofit project supported by the ETAP and a \$120,000 grant provided by California's State Transportation Improvement Program (STIP). The retrofit will replace 105 old, inefficient lighting fixtures in parking areas at facilities in Emeryville, Hayward, and Oakland. The new LED fixtures and bi-level lighting controls will be in place by June, reducing the energy use 50 percent annually. In addition to the reduction in energy use with the new LED fixtures, the bi-level controls and sensors will automatically dim the lights when not needed. In total, AC Transit expects to save about 83,000 kilowatt hours (kWh) of electricity annually and reduce peak demand by 4.2 kilowatts (KW).



Spring GA cont. from pg. 1

Moderated by Santa Clara County Supervisor and ABAG Past President Dave Cortese, a panel of local government leaders then had a free-flowing discussion with attendees about regional and local economic and sustainability challenges. The focus was the need to "encourage new thinking about innovative ways to deal with existing challenges." Panelist San Jose Mayor Chuck Reed emphasized pragmatic governance beyond our jurisdictional boundaries when it came to job growth, clean technology and climate initiatives. Oakland Mayor Jean Quan talked about shared budgets for services, green jobs coalition, business and product partnerships, as well practicing sustainability regionwide from one less trip in a workweek to minimizing use of plastic bags and styrofoam. In his remarks about local governments' partnering, San Francisco Mayor Edwin Lee gave a specific example, noting that together the region could make the Bay Area the electric vehicle capitol of the country and create a regionwide Strategic Council for EV policies and streamlined permits. Redwood City Councilmember Barbara Pierce cautioned that to move forward, "we need a coalition of the willing, a shared vision and new myth with bridging partnerships, becoming problem solvers not gatekeepers to break through our lack of flexibility."



ABAG Spring General Assembly panel discussion: Regional Solutions to Local Challenges with (L-R): Councilmember Barbara Pierce, Redwood City; Mayor Edwin Lee, City and County of San Francisco; Mayor Chuck Reed, City of San Jose; and Mayor Jean Quan, City of Oakland.

ABAG's Fifth Annual Growing Smarter Together Awards were also featured with special video highlights of each award winner shown. (see article on pages 2 and 3)

SAVE THE DATE

ABAG's 2011 Fall General Assembly
Thursday, October 13th in San Francisco

Explore Bay Area environmental challenges and sustainable community strategies.

Buy Green ...Buy Smart - Part III

Sustainable Purchasing Initiatives that Save Money

May 19, 2011

8:45 a.m. to 3:00 p.m.



Budgets and other resource constraints are the most-frequently cited barriers to implementing sustainable purchasing programs. Local governments are invited to break through these barriers and learn how to purchase “green” products and services that can save money by attending the *Buy Green ...Buy Smart - Part III: Sustainable Purchasing Initiatives that Save Money* workshop on Thursday, May 19, 2011, at the Alameda County Training Center, 125 Twelfth Street, Suite 400, Oakland. This conference is hosted by the Association of Bay Area Governments, the Responsible Purchasing Network, and the San Francisco Estuary Partnership.

Expert panelists will explore techniques to lower facility costs related to utilities, maintenance, and waste management. Attendees will hear about opportunities to minimize the overall costs of sustainable purchasing programs, such as purchasing cooperatively, using existing certifications, and following other best practices. One discussion will center on how collaboration helps jurisdictions save time and money through sharing bid specifications, solicitation documents, and approved vendor lists. Methods for documenting the environmental benefits of sustainable purchasing initiatives will also be presented, as well as case studies, calculators and other practical tools to help purchasing agents and sustainability professionals make smart purchases and quantify both money savings and environmental value.

To register, go to <http://www.abag.ca.gov/abag/events/epp/>. The workshop fee is \$35 and includes morning refreshments and lunch.

For information: contact Ceil Scandone at ceils@abag.ca.gov or call (510)464-7961.



PLAN Bay Area Workshops

As part of the SCS planning process, Bay Area residents are invited to public discussions about the region’s future growth at a series of public workshops. A special online tool, “YouChoose BayArea,” is used at the public workshops to help residents participate and try out different growth scenarios to learn about some of the consequences for their communities. Everyone can participate anytime with this online tool at www.youchoosebayarea.org. This effort is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in partnership with the Bay Area’s other two regional government agencies, the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. Additionally, the Plan Bay Area effort is partnered with Envision Bay Area, an initiative led by the Silicon Valley Community Foundation and a group of nonprofits working to promote public participation in Plan Bay Area.

PUBLIC WORKSHOPS IN MAY

MARIN COUNTY

May 11th, 5:30 – 8:30 p.m.
Embassy Suites Hotel, San Rafael

SONOMA COUNTY

May 18th, 5:30 – 8:30 p.m.
The Glaser Center, Santa Rosa

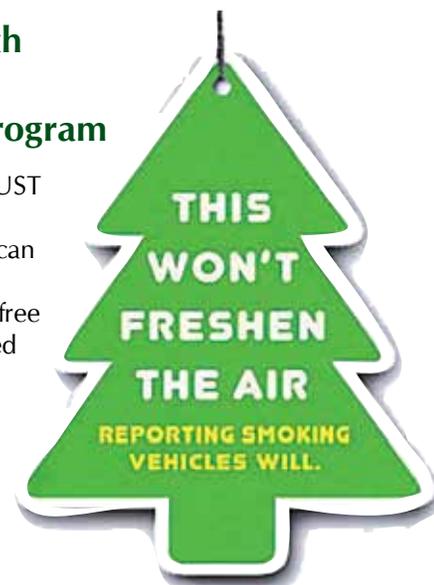
ALAMEDA COUNTY

May 19th, 5:30 – 8:30 p.m.
David Brower Center, Berkeley

View full schedule at
<http://www.onebayarea.org/spotlight.htm>.

Freshen the Air with Spare the Air’s 1-800-EXHAUST program

Pledge to use 1-800-EXHAUST (1-800-394-2878) to report smoking vehicles and you can help keep our air fresh and healthy. Reporting is easy, free and anonymous: you’ll need the license plate, time and date, and location of the sighting. Owners of the reported vehicles are not fined, instead they will get a letter with financial assistance information to help them repair or retire their vehicle. It’s a win-win! Since smoking vehicles produce up to 15 times more air pollution than well-maintained vehicles, every report matters. You can also make reports by emailing exhaust@baaqmd.gov or online at SmokingVehicleHelp.org.



CALL 1-800 EXHAUST
SmokingVehicleHelp.org



Mark Your Calendar!

MAY 2011

May 17
Urban Pesticides Committee 9:00 am
MetroCenter, Room 171

May 19
**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

**Buy Green Buy Smart Part III,
Sustainable Purchasing Initiatives
that Save Money** 8:45 am
Alameda County Training Center
125 Twelfth Street, Suite 400, Oakland

May 20
**ABAG/BAAQMD/MTC
Joint Policy Committee** 10:00 am
MetroCenter, Auditorium

May 26
Housing Methodology Committee 10:00 am
BCDC
50 California Street, Suite 2600
San Francisco

JUNE 2011

June 1
**Regional Planning
Committee (RPC)** 1:00 pm
MetroCenter, Auditorium

June 3
**Bay Area Planning Directors
Association** 1:30 pm
Preservation Park, Nile Hall
668 13th Street, Oakland

June 13
**Shaken Awake! A Forum on
Housing and Earthquakes** 8:30 am
MetroCenter, Auditorium

June 15
**ABAG POWER Executive
Committee** 12:00 pm
ABAG Conference Room B

June 23
Housing Methodology Committee 10:00 am
BCDC
50 California Street, Suite 2600
San Francisco

Notable Numbers

9,430,000
Is the Bay Area's anticipated population by the year 2035, a two million increase from the current population.

902,556
More households are needed to accommodate this population by the year 2035.

97%
Of the new households would be located within the existing urban footprint and not in "greenfields."

1,222,012
More Bay Area jobs are anticipated by 2035, a 37 percent increase from 2010. 64% of this growth would occur in Santa Clara, Alameda and Contra Costa Counties.

12%
Reduction in per capita greenhouse gas emissions could be achieved by 2035 with the Initial Vision Scenario growth pattern and related investments.

Plan Bay Area Initial Vision Scenario Overview for public discussion, developed by ABAG and MTC, March 11, 2011.

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Mayor, Union City

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Supervisor, Marin County

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