



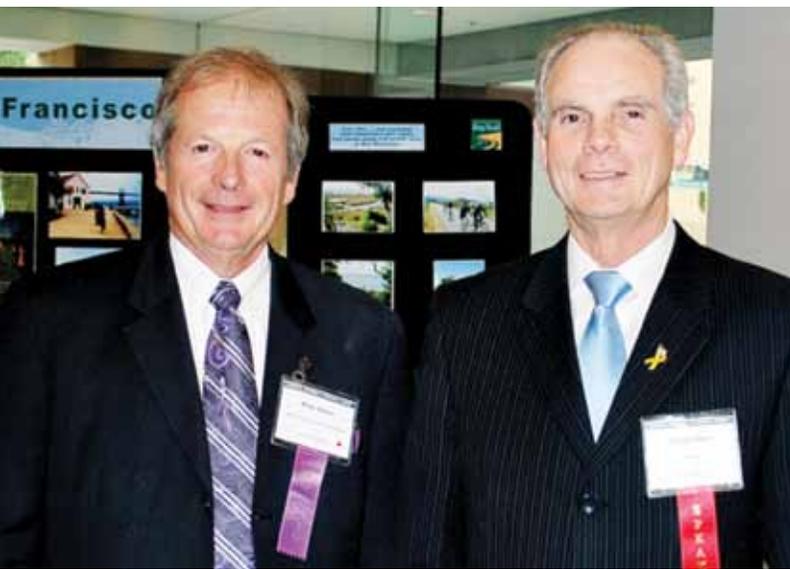
# Service Matters

## Jobs, the Economy and Sustainability

### ABAG Fall General Assembly— First Time in San Jose

The Bay Area’s jobs, the economy and sustainability, as well as the recession and state budget woes, were the focus of elected officials and civic leaders during ABAG’s General Assembly on October 26th at the San Jose Hilton. ABAG President and Union City Mayor Mark Green, who convened the General Assembly, captured the significance of this timely conference and the challenge before the attendees

Noting that this was the first time a General Assembly was held in San Jose and Santa Clara County, San Jose Mayor Chuck Reed’s welcoming remarks previewed the day’s discussion about sustainability. Describing San Jose’s green vision and its clean tech jobs focus, Mayor Reed looked forward to joining all the cities and counties in meeting the region’s economic and sustainability challenges.



ABAG President and Union City Mayor Mark Green, and San Jose Mayor Chuck Reed and the region, by stating “We are in the midst of preparing a Sustainable Communities Strategy and we have a special set of challenges for the Bay Area. We have a population of seven million, a tremendous amount of economic activity and 101 cities and nine counties, not to mention hundreds of special districts. The only way we can achieve sustainable growth is through partnership and collaboration. It is our ideas today and in the months ahead that will help us become more sustainable as we work to allocate the Bay Area’s growth (around two million over the next 25 years) in a manner that is environmentally sustainable and improves our quality of life.”

Keynote speaker Jon Haveman, Founding Principal of Beacon Economics, and one of California’s leading experts on regional economies and local economic development, framed the proceedings. Opening with an analysis of our nation’s “great recession” that ended in June of 2009, he discussed how housing, the consumer, and the financial market drove the recession. He presented an overview of the nation’s and Bay Area’s status today and a preview of “what to expect next.” Haveman wryly announced, “Recovery—Wherefore Art Thou?” commenting, “The Bay Area recovery will be slow and tenuous, with a possible two percent growth per year. The Bay Area job market will not rebound until fourth quarter 2015. Taxable sales are not expected to return to pre-recession peaks until first quarter 2015, although some sectors appear robust with the region’s innovation economies in good shape with an estimated 43 percent of the nation’s venture capital financing invested in Bay Area-based companies.” He added that part of the recovery solution and greatest challenges



Keynote Speaker Jon Haveman, Founding Principal of Beacon Economics

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include education, infrastructure, commercial lending, and restoring fiscal sanity to the bond market. “Deregulation needs to be reversed, and banking must and should be dull—not creative and financially innovative.”

A panel of elected officials and business leaders discussed the complex challenges of balancing jobs and housing for cities, counties, and business. Each fielded questions from panel moderator **Santa Clara County Supervisor and ABAG Past President Dave Cortese**. The discussion was robust with attendees and raised many different ideas about tackling the issues from rural, suburban, and urban center perspectives.

**Redwood City Councilmember Rosanne Foust**, President and CEO, SAMCEDA, shared the housing-jobs successes and CEQA challenges of the downtown Redwood City development. “Bringing jobs to the housing in San Mateo County” she said, “is about capturing knowledge jobs,



Audience participates in Q & A Session at Fall General Assembly

supporting educational infrastructure, and improving the tax environment, for example, opening up tax regulations on manufacturing equipment to retain other business sectors.” **Clayton Councilmember Julie Pierce** pointed to the complex challenges that characterize Contra Costa County and the East Bay which have many areas long on housing and short on jobs, as well as businesses within industrial areas. She singled out San Ramon’s Bishop Ranch Development as an excellent example of a jobs-housing balance project that offers a range of housing options and is home to more than 550 leading companies, innovative startups, and medical and dental practitioners.

**San Jose Councilmember Sam Liccardo**, added another perspective to the jobs/housing dilemma, noting that San Jose is the only major city with smaller daytime population than night time. He reaffirmed that San Jose’s goal is to work at the speed of business to facilitate job growth and added, “Jobs are slow in coming, even with key employment areas such as North San Jose. Even as the city handles housing in a more fiscally and sustainable manner, we will need to intensify our overall strategies and jobs-housing goals.”



Panelists (L-R) Redwood City Councilmember Rosanne Foust; Clayton Councilmember Julie Pierce; Russell Hancock, President and CEO, Joint Venture: Silicon Valley Network; San Jose Councilmember Sam Liccardo; and panel moderator Santa Clara County Supervisor Dave Cortese discuss jobs-housing sustainable development.

**Russell Hancock, President and CEO, Joint Venture: Silicon Valley Network**, provided insights into Silicon Valley and region-wide job trends and noted that infill development was a productive strategy for balancing the housing need that jobs create. He indicated, “Globalization, rise of hypergrowth regions, downsized companies, immigration, ‘Clean Tech,’ venture capital funds, and Boomer Generation’s encore careers are key impacts on the regional job future.”

**Luncheon Speaker Jean Ross, Executive Director of California Budget Project**, an expert on the state budget, workforce, and other economic policy issues, focused her presentation on an analysis of



Luncheon Keynote Speaker, Jean Ross, Executive Director of California Budget Project

the state’s roller-coaster budget process over the years in context of its current challenges. “The problem is not the process, the problem is the problem.” She added many believe that one of the solutions is a long-overdue conversation about “what you want the government to do for you, and what are you willing to pay for.” **For more about the Fall General Assembly and to view Jon Haveman’s presentation, go to ABAG’s website at [http://www.abag.ca.gov/rss/pdfs/ABAG\\_102110.pdf](http://www.abag.ca.gov/rss/pdfs/ABAG_102110.pdf).**

## New ABAG Earthquake and Hazards Website

### ABAG's earthquake and hazards website

(quake.abag.ca.gov) has a new face with the latest information and research on earthquakes, natural hazards, and hazard



mitigation. This popular and heavily used website, which was one of the first of its kind introduced in the 1990s, now features even better and faster ways to access earthquake and hazard information. All hazard mapping pages have been updated, and a “News and Announcements section” about the latest findings and research has been added. The “Housing” pages have also been updated with descriptions of vulnerable housing types and estimates of housing losses in future earthquakes (<http://quake.abag.ca.gov/housing/>, and <http://quake.abag.ca.gov/housing/losses/>). An Infrastructure Losses’ page and an interactive map of potential road closures have been included. The “Students” page has been revised and updated with animations and geology fieldtrip suggestions: <http://quake.abag.ca.gov/students/>.

User portals are available to help target information for specific audiences, such as residents, local jurisdictions, businesses, professionals and researchers, and students wanting information on disasters, mitigation options, and recovery. Check out this virtual gateway to earthquakes, hazards, and ways to handle disaster impacts before and after. **For more information about ABAG's Earthquake and Hazard Program, contact Danielle Hutchings, 510/464-7951, [danielleh@abag.ca.gov](mailto:danielleh@abag.ca.gov).**

## Estuary Partnership Podcasts: Help Make Green Streets Go Viral

**Want to know more about green streets and what they can do for your city?** Check out the ABAG Estuary Partnership's library of green streets video podcasts at <http://www.sfestuary.org/podcast/>. You can learn why green stormwater retrofits are important for the water quality in San Francisco Bay and how they work. Other topics available include parking strip landscaping creating permeability in San Francisco, soil bioengineering techniques for restoring streams and stabilizing banks, and more. These podcasts are part of *The Estuary Report*, an on-line source for news and information about issues impacting the San Francisco Bay and Delta, from fish and wildlife to watersheds and wetlands; habitat restoration, oil spills, and legislation. Reports and podcasts provide background, perspective, and context to more fully understand these important issues.

***The Estuary Partnership urges all Bay Area cities and counties to help spread the word by using the Estuary Report video podcasts on local jurisdiction websites. See how the city of Benicia did it at [http://www.ci.benicia.ca.us/index.asp?Type=B\\_BASIC&SEC={B8375E7B-4BA9-4AA6-8915-8F97102A02CF](http://www.ci.benicia.ca.us/index.asp?Type=B_BASIC&SEC={B8375E7B-4BA9-4AA6-8915-8F97102A02CF).***

In December the “Making of an El Cerrito Rain Garden” podcast will be featured. **For more information on how your local jurisdictions can use the podcasts, contact Lisa Owens Viani, Public Outreach Coordinator, ABAG San Francisco Estuary Partnership, (510) 622-2337, [lowensviani@waterboards.ca.gov](mailto:lowensviani@waterboards.ca.gov).**



## ABAG PLAN's 2010 Sewer Smart Summit

More than 100 Public Works Directors, City Engineers, Sanitary Districts Operators, Water District Operators, and other city and county staff gathered on October 26<sup>th</sup> in Oakland to hear experts discuss a range of sewer infrastructure issues that included Compliance Enforcement, best practices for preventing residential backups, the status of “Sewer Ordinances—Are They a Ticking Time Bomb?” the effects of Climate Change on sewers, and disaster preparation for Sewer/Water agencies. New technology, the Wastewater-Energy Sustainability Tool (WWEST), was demonstrated during the Summit.

## Mark Your Calendar!

### NOVEMBER 2010

**November 12**  
**Joint Policy Committee with  
MTC Planning and ABAG  
Administrative Committees** 10:00 am  
MetroCenter, Auditorium

**November 15**  
**Sustainable Communities Strategy  
Regional Advisory Working Group  
(9 am Pre-Meeting/ Open Space  
Panel Discussion)** 10:00 am  
MetroCenter, Auditorium

**November 16**  
**Urban Pesticides Committee** 9:00 am  
MetroCenter, Room 171

**November 18**  
**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

**November 26**  
**Regional Airport Planning  
Committee** 9:30 am  
MetroCenter, Auditorium

### DECEMBER 2010

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

**December 9**  
**Bay Trail Steering Committee** 1:30 pm  
ABAG Conference Room B

**December 10**  
**Sustainable Communities Strategy  
Regional Advisory Working Group** 1:30 pm  
MetroCenter, Auditorium

**December 15**  
**ABAG POWER Executive  
Committee** 12:00 pm  
MetroCenter, Auditorium

#### Revised 2010 Public Participation Plan Available for Comment

On October 15, 2010, MTC issued a revised draft of its 2010 Public Participation Plan, which lays out the steps MTC and ABAG will take to involve residents in decisions affecting the Sustainable Communities planning process and Bay Area transportation and land use policies and investments. ABAG Executive Board will review *Appendix A: The Public Participation Plan for the Bay Area Sustainable Communities Strategy* at the November 18th Executive Board meeting.

*Written comments on the Revised Public Participation Plan will be accepted until 4 p.m. on Monday, November 29, 2010 via email: [info@mtc.ca.gov](mailto:info@mtc.ca.gov); or fax: 510/817-5848.*

## Notable Numbers

**43 percent**  
Of all U.S. venture capital funds flow to the Bay Area in sectors such as green and alternative energy and technology.

**2,710,000**  
Is the current number of nonfarm employment jobs and is not expected to return to the peak of 2,962,000 until 2015.

**9.1 percent increase**  
In home values occurred in San Mateo County between August 2009 and 2010, the highest in south counties.

**6.3 percent**  
Increase in Contra Costa County home values was seen between August 2009 and 2010, the highest in the East Bay.

**9 percent**  
Decrease in home values was seen in Marin County during August 2009 and 2010.

**2015**  
Fourth quarter is when Bay Area home prices are expected to return to peak level.

*Source: Jon Haveman, Founding Principal of Beacon Economics—from presentation at ABAG Fall General Assembly on October 21, 2010.*

## DATE and LOCATION Change for ABAG SPRING General Assembly!

\*\*\*\*\* **April 14, 2011 at Oakland Marriott** \*\*\*\*\*

**Mark Green**  
ABAG President  
Mayor, Union City

**Susan L. Adams**  
ABAG Vice President  
Supervisor, Marin County

**Rose Jacobs Gibson**  
ABAG Immediate Past President  
Supervisor, San Mateo County

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