



Service Matters

Public Engagement Is Lynchpin for Developing Sustainable Communities Strategy

Throughout the summer, ABAG and MTC will begin the process of holding meetings in the nine counties with elected officials and local government staff to discuss how best to involve their communities in developing a Bay Area Sustainable Communities Strategy (SCS). The SCS as required by Senate Bill 375 is envisioned to be more than a simple greenhouse gas emissions (GHG) reduction strategy. It will be a blueprint of the Bay Area's future that is developed by regional agencies, local governments, and communities working together. The focus will be on ways to achieve better land-use and transportation planning that will reduce vehicle miles traveled and achieve state-legislated green house gas emission targets. Sustainable, complete communities with a healthy economy and environment are the short and long term goals.

and local governments. ABAG and MTC are working together to draft the Public Participation Plan which describes engagement principles and methods and participation techniques to elicit ongoing and active participation of stakeholders in the SCS development over the next three years. MTC is revising its federally-required Public Participation Plan (Res.3821) to reflect public engagement in the development of the SCS. ABAG will adopt a similar but separate document that contains this public participation plan for the SCS. This collaborative draft Plan will be issued after July 9th for a 45-day public review and comment period. After close of comments August 23, 2010, ABAG and MTC will consider adopting a final Public Participation Plan in September.

The Challenge of Public Engagement

ABAG and MTC recognize that this may well be the largest public engagement endeavor either agency has ever embarked upon. We have teamed with two partner regional agencies —

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Downtown Walnut Creek

Draft Public Participation Plan to be Released for Review and Comment

The importance of this public-private engagement is underscored in SB 375, which also requires a formal adoption of a public participation plan to involve interested residents, stakeholders

Stakeholders in Developing the Bay Area SCS include

- Local government – elected officials, city and county staff
- Transportation agencies, including county congestion management agencies, public transit agencies and transit operators
- Other affected public agencies (such as special districts, county health officers, resource agencies, etc)
- Opinion leaders, advocacy groups (transportation and environmental advocates, nonprofits, others)
- General public, neighborhood and community groups, low income communities and communities of color
- Affordable housing advocates, landowners and commercial property interests, home builder representatives, homeowner associations
- Broad-based business organizations.

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ABAG Residential Energy Retrofit Program Positioned to Save Energy, Reduce Greenhouse Gas Emissions, and Create Jobs

ABAG is the recipient of a \$10.7 million grant from the California Energy Commission to administer a region-wide energy retrofit program for residential home energy retrofits. The program will be offered in Alameda, Contra Costa, Marin, San Francisco, Santa Clara, San Mateo, Solano, and Sonoma Counties, beginning this Fall.

The comprehensive community-scale home retrofit program is directed toward achieving energy efficiency upgrades in up to 15,000 single-family and 2,000 multi-family residences. Energy improvements could include installing insulation or duct sealing or total home retrofits employing home energy raters and building performance contractors. With energy efficiency improvements, the program will help homeowners average a minimum of 20 percent energy savings. Through these efforts, the program will help reduce greenhouse gas emissions and create jobs to stimulate the economy.

Program elements will include homeowner rebates to attract participation, as well as contractor business expansion loans and scholarships, green workforce training, and an expansive outreach campaign developed to achieve California's and the nation's energy and climate change goals. ABAG is currently

developing a convenient, user-friendly website and regional call-center for Bay Area residents to access information about the benefits of retrofit improvements, available incentives, and qualified contractors.

Funding for this program comes from the federal America Recovery and Reinvestment Act (ARRA). This energy retrofit program will also leverage a diverse range of short and long term funds, including utility incentives and Energy Efficiency and Conservation Block Grants (EECBG), workforce training grants, and others. *For more information, contact Jerry Lahr, ABAG POWER Project Manager at (510) 464-7908.*



Insulation project

New ABAG Green Communities Opportunities

Local governments have two new opportunities to conserve energy and examine greenhouse gas emissions through the ABAG Green Communities program. This program offers local governments opportunities to take the next step in energy conservation activities and tools to evaluate greenhouse gas emissions.

process can assess energy consumption within individual buildings as well as across a building portfolio. The training classes will assist participants in understanding and using the tool to benchmark building energy performance, assess energy management goals over time, and identify strategic opportunities for savings and recognition opportunities.

Greenhouse Gas Emissions Survey

Starting in January 2011, ABAG will roll-out workshops and provide other assistance on how to complete the Greenhouse Gas Emissions (GHGE) Inventory in accordance with the Local Government Operations Protocol (LGOP). LGOP standardizes the way in which cities, counties and governmental agencies quantify and report their greenhouse gas emissions. This will better equip local governments with tools to make effective and more informed decisions about reducing GHG emissions as well as energy consumption.

These Green Communities offerings are a joint effort of ABAG and Pacific Gas and Electric Company and funded by energy rate payers through the California Public Utilities Commission. *For more information, please contact ABAG's Program Manager Jerry Lahr at 510-464-7908 or JerryL@abag.ca.gov; Leah Zippert for Benchmarking questions at 510-464-7995 or leahz@abag.ca.gov; or Jackie Reinhart for GHG survey questions at 510-464-7994 or jackier@abag.ca.gov.*



Energy Star for Government: <http://www.energystar.gov/index.cfm?c=government>.

Benchmarking

In Fall 2010, ABAG will offer training courses in energy benchmarking with the on-line tool *Portfolio Manager* – an energy management tool created and facilitated by the United States Environmental Protection Agency (US EPA). This

Farewell Tribute to ABAG Executive Director Henry Gardner Recognizing A Legacy of Service

After a long and rewarding career in local and regional government, Executive Director Henry Gardner announced he will be leaving ABAG at the end of August. He will return to his job as Managing Partner for Gardner, Underwood & Bacon, LLC, finance and management advisors.



Gardner will leave behind a true legacy of innovative service, bringing strong leadership and vision to ABAG in its efforts to address the Bay Area's challenges relating to land-use, transportation, air quality, and job creation. Executive Director since December 2004, Gardner forged new avenues for cooperation and collaboration with our regional partners, especially the Metropolitan

Transportation Commission, and led the charge in promoting legislation that would provide a permanent source of income for ABAG. His commitment and expertise in the consensus building necessary for regional problem-solving is and continues to be widely acclaimed.

Reflecting on his years with ABAG, Henry said, "I am most appreciative of the leadership and steadfast support I have received from the officers and members of the ABAG Executive Board. We have enjoyed much success the past few years with a number of our programs and activities, raising the visibility and importance of ABAG's work and increasing participation among our local government members. I am also

deeply indebted to the ABAG staff—they are a group of well-trained, talented, dedicated and committed individuals. I leave with the firm conviction that public service is an honorable calling."

It is with regret we say farewell to Henry Gardner and we wish him well in his next endeavors. An ABAG Executive Search Committee has been formed and it is anticipated that a new Executive Director will be named and ready for Henry Gardner to pass on the mantle of ABAG's leadership by the end of August.

Award-Winning Public and Private Service

During his 35 years of public service and private consulting experience, Gardner has been the recipient of numerous awards including the National Forum for Black Public Administrators' Mark of Excellence Award. He was past president and founding board member. Gardner was named the "most valuable City Manager in the country" by *City and State Magazine* in recognition of his leadership and accomplishments as Oakland's City Manager from 1981-93. While working in the private sector during the nineties as Senior Vice President and Manager of the Western Region for Donaldson, Lufkin & Jenrette, and as Managing Partner for Gardner, Underwood & Bacon, he developed major and successful strategies for public financing, capital projects, and new business development. He also provided extensive municipal management consulting services to states, cities, counties, schools, and special districts. Gardner was born in Florida and received an A.B. from the University of Illinois with a major in Political Science and Speech, and a M.A. from Southern Illinois University in Government and International Law and Relations. He has lived in the Bay Area and Oakland since the early 1970s.

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the Bay Area Air Quality Management District (Air District) and the San Francisco Bay Conservation and Development Commission (BCDC) — to ensure that a full range of issues like air quality and shoreline planning are reflected in the SCS.

In informal meetings, grassroots community based organizations have shared their experiences with engagement and problem solving, emphasizing the extraordinary opportunity the region has to not only address environmental sustainability but to concurrently address social equity.

The commonly-expressed challenge is to provide public engagement forums that elicit valuable stakeholder input, give voice to issues and concerns, and facilitate more informed decision making. Public-private participation is the lynchpin for developing an effective Bay Area SCS.

For ways to get involved, current information on SCS development, timelines, meeting briefing notes, meeting comments and more, visit www.OneBayArea.org, or call 510/464-7995 or 510/817-5831.

Mark Your Calendar!

JULY 2010

July 9
ABAG / BAAQMD / MTC Joint Policy Committee in conjunction with ABAG Administrative Committee 10:00 am
MetroCenter, Auditorium

July 15
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

July 20
Urban Pesticides Committee 9:00 am
MetroCenter, Room 171

July 29
Sustainable Communities Strategy Executive Working Group 1:30 pm
MetroCenter, Auditorium

July 30
ABAG Golf Outing 11:00 am to Benefit San Francisco Bay Trail and the Tranter-Leong Management Internship Program
Metropolitan Golf Links
1001 Doolittle Drive, Oakland

AUGUST 2010

August 3
Sustainable Communities Strategy Regional Advisory Working Group 9:30 am
MetroCenter, Auditorium

August 4
Regional Planning Committee (RPC) 1:00 pm
MetroCenter, Auditorium

August 12
Bay Trail Steering Committee 1:30 pm
ABAG Conference Room B

August 25
ABAG POWER Executive Committee 12 noon
ABAG Conference Room B

Notable Numbers

1.7 million
More people are projected to reside in the region by 2035, a 25 percent increase.

1.6 million
More jobs are forecast for the region, approximately 50 percent more.

6 percent
Increase in driving time is projected by 2035, compared to 2006 levels.

18 percent
Increase in annual traffic congestion is projected between 2006 and 2035.

20 to 40 percent
Reduction in the need for residential driving could be achieved by creating compact communities.

115,000 acres
Of urban and suburban land – approximately three percent of the Bay Area's total land area comprise Priority Development Areas (PDA) and 50 percent of the Bay Area's population and housing growth could be accommodated in transit accessible PDAs.

Source: *Projections and Priorities 2009: Building Momentum* -- The San Francisco Bay Area's population, household, and job forecasts through 2035.



REGISTER Now!

Space is limited

Sponsorship opportunities available

Net proceeds to benefit San Francisco Bay Trail and the Tranter-Leong Management Internship Program



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