



Service Matters

Bay Area Green Business Program Wins State Award Protecting the Environment While Sustaining Economic Development

Amid statewide analysis of strategies for achieving bottom-line economic development and sustaining resources, the Bay Area Green Business Program has emerged as a model for promoting these goals. Governor Gray Davis singled out the Bay Area Green Business Program along with 13 other companies, organizations, and agencies as winners of the 2002 Governor's Environmental and Economic Leadership Award in a special ceremony December 4th in Sacramento. In a videotaped message to the honorees, the Governor said, "We are honoring some of the most innovative companies and organizations in our state. As our award winners are proving, it is possible to have the best of both worlds: a healthy environment and strong bottom lines."

The Bay Area Green Business Program received this prestigious environmental award for excellence in the category of Sustainable Practices, "for protecting the environment and conserving natural resources, while promoting compatible, sustainable economic development." California Environmental Protection Agency (Cal/EPA) Secretary Winston Hickox and Resources Agency Secretary Mary Nichols presented the award to former **Pleasanton** Vice Mayor Becky Dennis, outgoing chair of the ABAG Bay Area Hazardous Waste Management Facilities Allocation Committee that provides oversight of the Bay Area Green Business Program. Accompanying Becky Dennis to receive the award were incoming committee chair, **Napa County** Supervisor Mark Luce, ABAG Executive Director Eugene Leong, and Green Business Coordinator Ceil Scandone.

The Bay Area Green Business Program has helped over 200 businesses implement practices that contribute to environmental and economic sustainability. Developed by

the Association of Bay Area Governments in partnership with local, regional, state and federal agencies and industry representatives, the Program assists and recognizes businesses that voluntarily go beyond compliance to prevent pollution, conserve energy and water, and minimize solid and hazardous waste. Launched in 1996 with a focus on small and medium-sized businesses, the Program initially certified auto repair shops in two counties. Now offered in **Alameda, Contra Costa, Marin, Napa, Santa Clara, and Sonoma** counties, the Program has certified businesses in 17 industries. Eighteen public agencies have also been certified, including fleet maintenance, reprographic, and corporation yard operations. Recently the **City of Palo Alto** became the first jurisdiction to achieve citywide certification and **Marin County** has certified its Civic Center.



Green Business in Action

Environmental Objectives

The Program facilitates a constructive relationship between

businesses and government, fostering environmental awareness and leadership. It provides one point of contact – the county coordinator – for technical assistance, and consolidated information. Businesses must demonstrate regulatory compliance and implement a specified number of water conservation, energy efficiency, waste reduction, recycling, and pollution prevention practices to meet "beyond compliance" standards. Checklists provide

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menus of effective measures from which businesses select practices to achieve certification and plan the continuous improvement they must demonstrate to be recertified every three years.

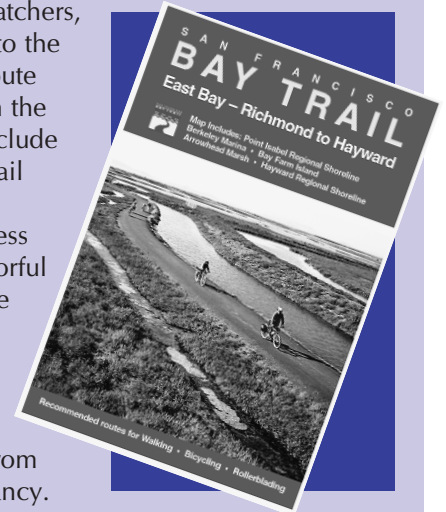
Economic Objectives

While the Program focuses on environmental performance, it offers solid economic benefits. Prospective green businesses receive onsite compliance assistance and the Program helps businesses access retrofit rebates and other incentives. Businesses find that reducing waste and utility costs and improving systems and equipment performance improve financial health, as well as contribute to workers' health and safety thereby increasing productivity and morale. They receive recognition through promotion and on the website (www.greenbiz.abag.ca.gov) which attracts environmentally conscious customers.

In just five years, the Program has had a measurable impact on Bay Area environmental and economic sustainability. Counties throughout California and in Arizona and Hawaii are considering implementation of this valuable model in their jurisdictions. For information about the Bay Area Green Business Program, contact Ceil Scandone at 510/464-7961.

Bay Trail: The Resource for All Seasons

In February 2003, San Francisco Bay Trail enthusiasts will have a new tool to use as they explore the shoreline. A set of six informative, full-color maps detail the trail alignment, points of interest and trail characteristics, showing individuals where to go and what to see. Over 230 miles of trail are ready for exploration by walkers, bicyclists, rollerbladers, bird watchers, and others attracted to the edge of the bay. Route recommendations on the back of each map include descriptions of the trail experience, parking locations, transit access information, and colorful photographs to entice old and new enthusiasts out onto the trail. This new format was made possible by a grant from the Coastal Conservancy.



To order a map set, call 510/464-7900, or visit www.baytrail.org to view the maps and order on-line. The map set will sell for \$12.00 and individual maps will cost \$3.00 each.

2003
2004
FOCUS **Bright Spots & Dull Patches**
Regional Economic Outlook: 2003 to 2004

Interest rates are at 40-year lows and the residential real estate market is strong, but when will other sectors of our economy regain their momentum? That is the million-dollar budget question plaguing local governments and public and private sector organizations. ABAG's annual short-term economic conference will address these issues and more, exploring how our regional

economy will respond and perform from 2003 to 2004. Entitled "*Bright Spots and Dull Patches: Regional Economic Outlook—2003 to 2004*," this half day conference sponsored by ABAG and MTC will be held Thursday, January 30, from 9 a.m. to noon, in the MetroCenter Auditorium, 101 Eighth Street, Oakland. Chief Economist Howard Roth of the California

Department of Finance will probe California's outlook for the state economy and potential for recovery, analyzing it in context of the state's finance quandry and national and international influences. ABAG Research Director and Economist Paul Fassinger will explore the Bay Area's economic outlook, answering the budget blues query "when does the sun come out?" Fassinger will discuss future economic trends and highlight areas leading the way to recovery, including a look at the status of the high tech sector.

The housing market outlook for 2003 will be addressed by Robert A. Kleinhenz, Senior Economist for the California Association of REALTORS. He will spotlight the strength of the housing market and discuss the slow improvement of economic fundamentals and the relationship of the Bay Area market to the tech sector.

This annual conference is considered an invaluable tool in budget decisionmaking and consistently rated by attendees as one of the most reliable prognostications of Bay Area economic trends. Registration deadline is January 28. For more information call 510/464-7993 or go to www.abag.ca.gov/abag/events/focus/.

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Water 2003: the Global Local Issue

The year 2003 is fast becoming the international year of water and it has only just begun. This past month the United Nations Committee on Economic, Cultural and Social Rights declared formally, for the first time, that safe and secure drinking water is a human right. It was announced that the third World Water Forum will be held in Kyoto, Japan, in March to address the world water crisis. The Earth Day Network launched their worldwide “Water for Life” campaign focused on mobilizing resources to improve access to healthy water which will be the emphasis for Earth Day 2003 this coming April.

In California the issues of water supply and accessibility are at the forefront of discussion and negotiations. The California Water Plan /Update 2003 developed by the state Department of Water Resources reflects a fundamentally new approach, scope, and process for California’s plan to meet future water needs. The preliminary draft “Assumptions and Estimates” for Update 2003 is posted online for full and continuous public access as part of this new, more transparent process. The goal is to make this plan a living document integrating statewide and local planning initiatives and a useful guide for water planners and local decisionmakers.

When Update 2003 is complete, it will feature state and regional “water portfolios” to comprehensively describe water supplies, water uses, and water management decisions; monitoring criteria to measure the effectiveness

of implemented options; the status and interaction of major programs on California water resources (like CALFED, the Colorado River Board, the Central Valley Project Improvement Act, the State Water Resources Control Board Bay-Delta water rights hearings, Federal Energy Regulatory Commission re-licensing, and many more); as well as a discussion and recommendations regarding the potential impacts and implications of global climate change on California’s water system infrastructure and future water supply. The California Water Plan website at www.WaterPlan.ca.gov has the drafts available as well as more detailed discussions and data.

In the Bay Area this plan and other water-related issues are being examined closely. The ABAG-CALFED Task Force is working intensely to ensure that Bay Area water issues are part of program and resource discussions and development. In recognition of the importance and complexity of water issues for local government and the region, water and land use will be the focus of ABAG’s Spring General Assembly in April. Meeting the water challenge is a critical element in the global/local balance of urban, agricultural, and environmental interests.

For more detailed information on ABAG-CALFED Task Force projects and analyses in water related maps, visit www.abag.ca.gov/calfed or contact Kathleen Van Velsor, Senior Environmental Planner, at 510/464-7959 or kathleenv@abag.ca.gov.



Storm Water Pollution Prevention Strategies

In cooperation with the San Francisco Bay Regional Water Quality Control Board, ABAG presents the *Storm Water Pollution Prevention Sustainable Strategies Workshop* on Thursday, January 30, 2003, from 8:30 a.m. to 5:00 p.m. in the Elihu Harris State Office Building located at 1515 Clay Street, Oakland. Public agency personnel will have the opportunity to network with each other and learn from regulators, consultants, and innovative program managers about emerging regulations and strategies to prevent storm water pollution.

Keynote speaker Dr. Peter H. Gleick, President of the Pacific Institute for Studies in Development, Environment, and Security, will explore water resources and environmental policy. Innovative creek and stream restoration practices will be discussed, along with control measures for mosquitoes and the West Nile

Virus. An update on creek, stream, and basin protection policy and environmental regulations will be provided by the San Francisco Bay Regional Water Quality Control Board staff. Local government staff will provide examples of how to implement storm water permit requirements for new and re-development projects.

Workshop presenters will discuss the re-issuance of the California Best Management Practices (BMP) Handbook that lists procedures to reduce storm water pollution, like catch basin cleaning, street and parking lot sweeping, and road and ditch maintenance. The one-day workshop is a step towards providing education on implementation of strategies to solve water challenges. Additional information about the conference is available online at <http://www.abag.ca.gov/abag/events/storm/> or contact Joanna Bullock at 510/464-7968, joannab@abag.ca.gov.

MARK YOUR CALENDAR!

January 2003

<p>8 1:00 p.m. Regional Planning Committee MetroCenter, Auditorium</p>	<p>17 11:30 a.m. ABAG-CALFED Task Force — Water Management Subcommittee Meeting MetroCenter, ABAG Room 106B</p>
<p>14-16 8:30 a.m. - 4:30 p.m. CALFED Science Conference Sacramento Convention Center, Sacramento</p>	<p>30 9 a.m. - 12 noon Bright Spots and Dull Patches—Regional Economic Outlook Conference MetroCenter Auditorium</p>
<p>15 12:30 p.m. - 3:00 p.m. Inter-Regional Partnership Meeting MetroCenter, Auditorium</p>	<p>8:30 a.m. - 5:00 p.m. Storm Water Pollution Prevention Sustainable Strategies Workshop Elihu Harris State Office Building, Oakland</p>
<p>16 3:30 p.m. Legislation & Governmental Organization Committee MetroCenter, ABAG 106B</p>	<p>31 1:00 p.m. ABAG/CALFED Task Force Meeting MetroCenter, Auditorium</p>
<p>5:00 p.m. Finance and Personnel Committee MetroCenter, ABAG 106B</p>	<p>1:30 p.m. ABAG-CALFED Legislative/Governance Subcommittee Meeting MetroCenter, ABAG 106B</p>
<p>7:30 p.m. Executive Board MetroCenter, Auditorium</p>	

Notable Numbers

#1

Bay Area problem is transportation with economy and housing trailing closely behind—the number one problem for seven years running.

Bay Area Council annual poll

30%

of California households can afford to buy a median-priced single family home, as compared to 58% of households nationwide who can afford to buy a home.

21%

of Bay Area households could afford a median-priced home which was priced at \$515,460 this past November, 2002.

\$328,310

is the cost of a median-priced home in California, with the nationwide median for a single family home at \$159,600.

\$77,000

is the minimum household income necessary statewide to purchase a \$322,730 home, based on a 30-year, fixed-rate mortgage of 6.14 percent and assuming a 20 percent down payment.

*From the California Association
of Realtors*

Special Workshop on Census County-to-County Commuter Data

One of the first workshops in the country on the newly released Census Transportation Planning Package (CTPP) with data on county-to-county commuters will be held at the MetroCenter Auditorium on January 27, 2003. Called the **CTPP Workshop—What Is It and How Can You Use It**, this one-day free workshop (9 a.m. to 4 p.m.) is sponsored by ABAG and MTC and will feature expert presenters from Washington D.C. For more information, contact Shimon Israel at 510/464-7839.



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