

Service Matters

Projections 2005 – New Patterns of Regional Growth Smart Growth Principles Define Long Term Bay Area Forecast

Picture the Bay Area twenty-five years from now. In 2030, according to *Projections 2005 Forecasts for the San Francisco Bay Area to the Year 2030*, the Bay Area will add 1.4 million jobs.

The largest job increases will be in Alameda, Santa Clara, and San Francisco counties. These are just some of the Bay Area's long-term growth projections released in December by the Association of Bay Area Governments (ABAG) in its biennial forecast report.

Projections 2005 predicts that central urban areas such as San Francisco, Oakland, and San Jose will experience more housing growth, expanding in areas near existing transit systems, creating networks of neighborhoods, with housing production increasing region-wide. By 2030 Bay Area population is projected to be 8.7 million, with 1,273,000 residents in San Jose, 925,000 residents in San Francisco, and 517,000 in Oakland. Residents will be slightly older across the region with a median age of 41.8, compared with a 35.6 median age in 2000.

These trends were announced December 14, 2004, during the *Projections 2005—New Patterns of Regional Growth Symposium*. According to Economist Paul Fassinger, ABAG Director of Research, "*Projections 2005* reflects the use of proactive economic assumptions, incentives, and land use policies to shift development patterns from the expected trends towards a better jobs-housing balance, increased preservation of open space, and development of urban and transit-accessible areas. *Projections 2005* assigns growth potential to local jurisdictions in concurrence with the Smart Growth Vision." *Projections 2005* is the second forecast to include Smart Growth policy assumptions.

Other findings show household sizes varying with larger households in East Palo Alto, Union City, Milpitas and Colma, ranging from 4.2 persons per household to 3.47. The largest percentage of population growth will be in Solano County, which increases 47 percent. Bay Area employment will be distributed among information

technology, travel and tourism, finance, education, health, and research. The mean household income will be \$118,700, an increase from the \$89,100 average income projected in 2005. San Mateo County will lead the region in highest mean income in 2030 at \$148,700, followed closely by Marin County at \$147,500.

ABAG produces these official forecasts for use by other regional agencies, including the Metropolitan Transportation Commission and the Bay Area Air Quality Management District, to make regulatory and funding decisions. The projections are also used by local jurisdictions for land use planning and by individuals, businesses and other organizations examining their long-term objectives in the Bay Area. The 300 page document with maps and CD can be purchased online at ABAG's webstore at www.abag.ca.gov. ABAG members receive a 20% discount off the \$225 purchase price. For more information, call 510/464-7900.

ABAG Welcomes New Executive Director

Scott Haggerty, ABAG President and Alameda County Supervisor, has announced that Henry Gardner, former ABAG Deputy Executive Director will become ABAG's new Executive Director saying, "Henry Gardner will bring strong leadership and vision to ABAG as we move forward in our efforts to meet the needs of Bay Area cities, towns and counties, and the residents they serve." Gardner, an award winning public servant, will oversee and supervise ABAG's planning and service programs, and its multiple support functions. In response to his appointment Gardner said, "I am deeply committed to being part of regional efforts to address Bay Area's challenges relating to land-use, transportation, air quality, congestion management, job creation, and the consensus building that is integral to regional problem-solving." Gardner succeeds Eugene Leong who has retired after 30 years of ABAG service, the last 10 years as Executive Director.



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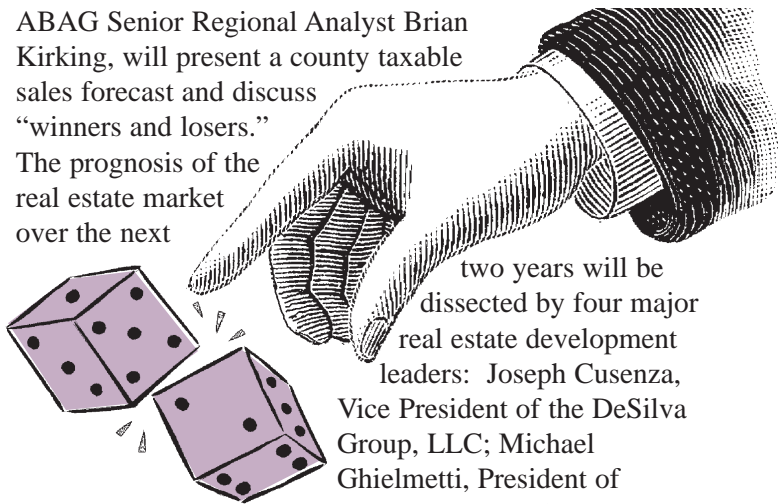
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Is the Bay Area Still a Winner? 2005–2006 Economic Outlook Examined

California and Bay Area economies have lagged since 2000. With interest rates going up and the real estate market still going strong, the recurring question is what is on the horizon for this region in the New Year. ABAG's Regional Economic Outlook 2005-2006 conference entitled **"Is the Bay Area Still a Winner?"** will address this question and unveil short-term Bay Area economic trends on **Thursday, January 27th, 2005, from 9 a.m. to noon in Oakland** at the Joseph P. Bort MetroCenter Auditorium.

The symposium will examine the outlook for the state and the region, and look at the retail sales and the real estate market. Speakers will include Howard Roth, Chief Economist of the California Department of Finance, and Paul Fassinger, ABAG Research Director and economist. Roth will discuss how California will fare in 2005, and whether the state's economy will improve over 2004 and see employment gains. Fassinger will examine the Bay Area's outlook, answering the query "What are the odds of success?" Answering the question, "To buy or not to buy,"

ABAG Senior Regional Analyst Brian Kirking, will present a county taxable sales forecast and discuss "winners and losers." The prognosis of the real estate market over the next



two years will be dissected by four major real estate development leaders: Joseph Cusenza, Vice President of the DeSilva Group, LLC; Michael Ghielmetti, President of Signature Properties; John

Troughton, Director of Cushman & Wakefield; and Andrew Friedman, Managing Director of Shorenstein Company, LLC. For more information, call 510/464-7993. Those interested in attending can register online at www.abag.ca.gov/events/focus. Registration deadline is January 24, 2005.

Service Matters is 75 Issues Old!

This issue of Service Matters marks a publication milestone: it is #75—reflecting a format and publication name which debuted with the August/September 1992 edition.

According to a letter written to ABAG members and readers at that time by then ABAG President and San Mateo County Supervisor Mary Griffin, "We're changing our look to meet your needs." The goal, she said, was to create a newsletter that was a "useful, thought-provoking, quick reference on matters of regional concern." She added that regular communication and the need for practical and accessible information and resources were behind the new design, and reflective in the new name given to the

publication, "Service Matters." This continues to be the driving theme behind the production of the bi-monthly Service Matters you are reading today.

It is interesting to note that in the early years of ABAG and throughout the 1970s, ABAG members received periodic "Member Bulletins:" they were typed and pasted together, featuring occasional photos. In the December 1983 edition, the Member Bulletins' publication name was changed to "Around the Bay." The newsletter reflected the changing technology and desktop publishing: it was typeset and computer generated with photos, line art front pages, and business card ads, and used more color. Today, in addition to the printed version of Service Matters, members and the public may access Service Matters online at www.abag.ca.gov.



New Year's Resolution: Join the Bay Area Water Forum

Because water issues are of critical importance to the region, ABAG created the *Bay Area Water Forum* (BAWF), a new regional water issues exchange and planning enterprise. BAWF is an outgrowth of the ABAG/CALFED Regional Water Task Force and is designed to broaden the discussion on water issues. An open invitation to participate in BAWF has been extended to all governmental jurisdictions and agencies, organizations and interest groups, and individuals who wish to address water resource issues and programs like watershed management programs, water supply reliability, water conservation and recycling, and water quality improvements, and are willing to work together in an interactive, cooperative manner.

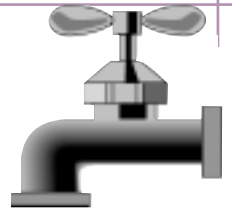
Action oriented in planning for the region's water resources, BAWF as an open forum aims to expand opportunities for collaboration and funding of projects, as well as seek short and long-term financing for Integrated Regional Water Management Plans (IRWMPs) and regional exchange. Water resource discussions are especially important now because the state is currently

working with the San Francisco Bay Region to distribute Water Bond (Proposition 50) and CalFed funds.

Moreover, there continues to be a need to better define the region's needs through state planning processes.

BAWF will sit concurrently with the ABAG/CALFED Regional Water Task Force, which is comprised of designated voting representatives of local government and water districts and supported by the California Bay Delta Authority, the Department of Water Resources, and ABAG. The newly named ABAG/CALFED Task Force chair Supervisor Cynthia Murray of Marin County and continuing vice chair Greg Zlotnick of the Santa Clara Valley Water District will also preside over BAWF.

Those interested in participating in the Bay Area Water Forum are invited to discuss water issues at upcoming meetings scheduled on the 4th Monday of the month. The first three meeting dates are January 24th, February 28th, and March 28th. *For more information, recent materials and presentations can be viewed at <http://www.abag.ca.gov/cgi-bin/agendascaled.pl> or contact Kathleen Van Velsor, ABAG/CALFED Task Force Project Manager and Senior Environmental Planner, at KathleenV@abag.ca.gov.*



"We Need the Housing, But Can't Get It Built"



The need for affordable and supportive housing is universally agreed to be a major priority in the Bay Area as well as statewide, and yet some communities resist development. The one day conference, *Reluctant Neighbors—Dispute Resolution in Housing Development*, features housing experts, civic leaders, and nonprofit developers who will address overcoming neighborhood resistance and barriers toward development of affordable and supportive housing. Co-sponsored by the Berkeley Program on Housing & Urban Policy and the Institute of Governmental Studies, this forum will be held at the Alumni House, University of California Berkeley, on Friday, January 28, 2005, from 9 a.m. to 5 p.m.

Expert speakers from around the state and nation will examine why new housing is such a threat and identify regional incentives for overcoming housing barriers. Best practices in community leadership and housing development will also be studied. The forum is *free* and open to the public, with lunch provided. Since space is limited, pre-registration is required. For conference and registration information, visit the website at <http://urbanpolicy.berkeley.edu/neighbors.htm>.



Chin Ming Yang, ABAG Principal (*left*), was a featured presenter at the First Annual 2004 Taipei International Healthy City Conference, December 15-16, 2004. His topic, "Smart Growth for a Healthy City" provided a case study/best practices overview of ABAG's Smart Growth Strategy Project to more than 200 health professionals, local government, planning and business representatives. Taipei City Mayor Dr. Ying-jeou Ma (*center*), an emerging government leader, congratulated Chin on his presentation. California Healthy Cities and Communities will conduct a similar conference April 21-22 in Berkeley called: "Healthy Cities and Smart Growth: Planning for Healthier Communities."

MARK YOUR CALENDAR!

January 2005

Jan. 20 3:30 p.m.
**Legislation & Governmental
Organization Committee Meeting**
MetroCenter, ABAG Room 106B

Jan. 20 5:00 p.m.
Finance and Personnel Committee
MetroCenter, ABAG Room 106B

Jan. 20 7:30 p.m.
Executive Board Meeting
MetroCenter, Auditorium

Jan. 21 1:30 p.m.
**Regional Agency Coordinating
Committee**
MetroCenter, Room 171

Jan. 24 10:30 a.m. - 1:30 p.m.
**ABAG/CALFED Task Force and Bay
Area Water Forum Meeting**
MetroCenter, Room 171

Jan. 25 4:00 p.m.-6:30 p.m.
**"Strategies for Success in Infill
Development" Forum**
Hyatt Regency Hotel, Bayview Room,
San Francisco

Jan. 27 9:00 a.m.
**Regional Economic Outlook
Conference 2005-2006**
MetroCenter, Auditorium

February 2005

Feb. 2 1:00 p.m.-3:00 p.m.
**Regional Planning Committee
Meeting**
MetroCenter, Auditorium

Feb. 28 9:45 a.m.-Noon
**ABAG/CALFED Task Force and Bay
Area Water Forum Meeting**
MetroCenter, Room 171

Notable Numbers

*Projections 2005: Looking at the next
25 years*

1.4 million

New jobs are projected for the Bay Area by 2030, increasing the total number of jobs to 5,120,600.

941,730

Jobs in the Health, Educational, and Recreational Services sector are projected, making it the largest Bay Area job sector in 2030.

309%

Increase in jobs is forecast for American Canyon by 2030.

1,086,300

Employed residents will live in Santa Clara County in 2030, followed closely by 1,032,100 employed residents in Alameda County.

8.7 million

People will live in the Bay Area by 2030 with 1,273,000 living in San Jose, 925,000 in San Francisco, and 517,000 in Oakland.

ABAG Projections 2005: Forecasts for the San Francisco Bay Area to the Year 2030—Population, Households, Jobs, Labor Force, Income



January 28

9:00 a.m.-5:00 p.m.

*"Reluctant Neighbors: Dispute Resolution
in Housing Development" Conference*
Alumni House, University of California
Berkeley

For more information and to register, visit their website
at <http://urbanpolicy.berkeley.edu/neighbors.htm>

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