



Service Matters

ABAG General Assembly and Regional Summit Bay Area 2010: The Future Begins Today

The Association of Bay Area Governments, the Metropolitan Transportation Commission (MTC), the Bay Area Air Quality Management District (BAAQMD), and the San Francisco Bay Conservation and Development Commission (BCDC) will launch discussion about the Bay Area's Sustainable Communities Strategy at the 2010 Spring General Assembly and Regional Summit on April 22nd at the Oakland Marriott. Delegates and participants will discuss how to move forward and meet the land use, transportation, and environmental mandates and challenges of SB 375. Bay Area elected officials and staff, as well as civic, nonprofit, and private sector leaders are invited to participate. **The Business meeting for ABAG Delegates and Alternates will be held at 12:15 pm.**

During this pivotal summit, keynote speakers, a panel of elected officials, multi-media presentations, and electronic voting will capture in practical terms the impact of SB 375 on local government. The role of ongoing strategies like Priority Development Areas and Priority Conservation Areas, and the critical role and priorities of local governments and their communities in formulating a Bay Area Sustainable Communities Strategy will be examined. Poster displays and exhibits will showcase local sustainable best practice projects from throughout the region.

ABAG's *Growing Smarter Together* Awards will be announced during the luncheon. These awards recognize outstanding local government projects and leadership in planning and development that demonstrate significant commitment toward achieving the regional planning goals of the Bay Area Vision and focused growth principles being advanced in the FOCUS Initiative. ABAG's General Assembly is a bi-annual conference that brings Bay Area decision-makers together to explore key issues and trends in a regional context. For more information, contact ABAG at 510/464-7922. The full agenda and registration will be available at www.abag.ca.gov in mid-March.



Bay Area 2010:
THE FUTURE BEGINS TODAY
ABAG Spring General Assembly
and Regional Summit
SAVE THE DATE • Thursday, April 22, 2010



In This Issue

ABAG General Assembly & Regional Summit	Pg. 1	Clean Bay Project	Pg. 3
Economic Forecast Highlights	Pg. 2	Bay Area Directory 2010	Pg. 4
Bay Area Retrofit Award	Pg. 3	Calendar of Events, and Notable Numbers	Pg. 4

Region Forecasts Outlook for Employment, Consumer Spending, and Housing

The Association of Bay Area Governments economists project that in 2010 the economy should stabilize, with slow recovery beginning in 2011. However, the toll of the recession will continue to be felt on employment, consumer spending, and housing sectors. The 2009 unemployment rate for the Bay Area was 10.5 percent. The highest rate of unemployment was experienced in Solano County, closely followed by Santa Clara and Contra Costa counties and the lowest unemployment rate was in Marin County. During the 22nd annual short-term Bay Area Economic Outlook conference, Paul Fassinger, ABAG Economist and Director of Research, said, “Approximately 20,000 more jobs will be lost in 2010, while 2011 will show a modest increase of 8,000 jobs.” Fassinger added that incomes are not expected to grow appreciably and the Bay Area inflation rate for 2010 and 2011 will hover at 2.5 percent.” Chief Economist Howard Roth of the California Department of Finance provided the broader California outlook, noting that “recovery will likely be slow as unemployed workers try to find jobs and consumers struggle to get their finances in order.”

A major concern affecting the region’s economic outlook is that another wave of less-than-prime adjustable-rate mortgages will reset between 2010 and 2012. Andrew LePage, Analyst, DataQuick Information Systems provided a Bay Area housing outlook, commenting that “Some indicators suggest the housing downturn has slowed, with potential for a fledgling recovery.” He detailed the California and Bay Area housing market

County	December 2009 Unemployment Rate
Alameda County	10.9%
Contra Costa County	11.0%
Marin County	7.8%
Napa County	10.2%
San Francisco	9.4%
San Mateo County	8.6 %
Santa Clara County	11.2%
Solano County	11.9%
Sonoma County	10.1%



Economic Forecast Key Speakers (L-R): Andrew LaPage, Analyst, DataQuick Information Systems, Hing Wong, ABAG Senior Regional Planner, Paul Fassinger, ABAG Economist and Director of Research, Howard Roth, Chief Economist, California Department of Finance, and Joe Fitz, Chief Economist, California State Board of Equalization.

ABAG Senior Regional Planner Hing Wong reported on Bay Area retail sales and consumer spending patterns. He said, “Consumer spending continues to be weak. Consumers will continue to feel the economic pinch as retail sales are forecasted to grow by only 0.4 percent in 2010 and 2.2 percent in 2011.” The region’s 2008 taxable sales were one percent less than 2000 taxable sales. When compared to year 2000, the greatest taxable sales loss was experienced in Santa Clara County with a loss of 13 percent and the most growth in taxable sales was experienced in Solano County with a 36 percent increase.

downturns, resale, mortgage defaults, and foreclosure rates. His data on California foreclosure inventory showed that Vallejo and Antioch had the highest number of foreclosures in 2009 with 1,529 and 1,455 homes respectively. At the other end of the spectrum, Sausalito and Los Altos showed the lowest foreclosure numbers in 2009 with five and eight, respectively. Overall, the Bay Area recovery will be similar to the slow rate of recovery forecast for the rest of the nation. The full report is available for purchase at <http://store.abag.ca.gov/projections.asp#11a>.



ABAG President and Union City Mayor, Mark Green, speaks at the ABAG Economic Forecast 2010

ABAG Awarded \$10.75 Million for Regional Residential Building Energy Retrofit Program

Retrofit Bay Area, a comprehensive community-scale building retrofit program led by ABAG, was awarded \$10.75 million dollars for region-wide residential building energy retrofit from the California Energy Commission. The program partners represent 95 cities and towns, eight counties, and numerous public and private organizations from throughout the Bay Area.

In 2010-2011, *Retrofit Bay Area* is expected to create 1,739 jobs, retrofit 15,000 single-family and 2,000 multi-family homes, and reduce annual purchased energy consumption by \$6.7 million. The program will have a total economic impact of more than \$170 million.

Retrofit Bay Area goals include making energy efficiency and renewable energy options the first choice of Bay Area residents, while creating jobs and stimulating the economy. Program elements such as homeowner rebates to attract

participation and contractor business expansion loans, green workforce training and contractor scholarships, and an expansive outreach campaign combine to work towards achievement of California's and the nation's energy and climate change goals. *Retrofit Bay Area* will also leverage a diverse range of short and long term funds, including grant funds, State Energy Program funds, Workforce Training Grants, and others.

ABAG will develop a convenient and user-friendly experience for Bay Area residents to access information via a centralized One-Stop-Shop with a program website and regional call center. The regional website will inform residents about types of benefits eligible for retrofit improvements, available incentives, and where to find qualified contractors. The regional call center will enhance customer service for those residents who are not internet savvy or just want to talk directly with a person to get their questions answered.

Clean Bay Project Municipal Survey: Snapshot of Pollution Prevention Projects in Place

The San Francisco Estuary Partnership (SFEP) has had remarkable grant writing success. These grants establish and fund collaborations with cities, counties, and non-profit agencies around the Bay Area. The next few issues of *Service Matters* will feature some of the project partners in these grants.

Save the Bay (STB) is collaborating with ABAG and San Francisco Estuary Partnership on two projects. In their Shoreline Habitat Restoration Project, STB is training students in wetlands restoration while enhancing the tidal marsh transition zones at Eden Landing Ecological Reserve (City of Hayward) and Martin Luther King Jr. Regional Shoreline (City of Oakland). Over the next few years student volunteers will plant thousands of native plants and remove tons of non-native plants, learning in the process how to be stewards of the Bay when it is their turn to lead.

In the Clean Bay Project, STB surveyed all local governments in the San Francisco Bay watershed to identify the implemented pollution prevention programs and future priorities. Approximately one-third of the responding cities identified stormwater pollution as the biggest threat to the Bay, wetlands, and creeks in their community (32 percent). More than one in four (27 percent) reported that trash is the biggest threat to the Bay. When asked which Bay-friendly programs were already in place or planned in their

municipalities, cities listed Integrated Pest Management (IPM) and green waste/composting (with 50 and 48 cities participating, respectively). In terms of starting a new program, the single-use bag ban led the list of potential new programs, with 22 considering and another 14 willing to consider a ban or fee on single-use bags. Another priority was polystyrene packaging approximately 23 percent of respondents already have at least a partial ban in place and 43 percent are willing to consider implementation. STB is working with cities to implement trash reduction and other best management practices by providing technical assistance including outreach materials, model ordinances, cost estimates and expert contact information.

STB staff members met with ABAG's Hazardous Waste Management Committee in December 2009. Elected officials participating in the meeting, including Supervisor Mark Luce, Napa County, and ABAG President, Mayor Mark Green, Union City, had a lively exchange with the STB staffers about plastic bags, polystyrene, and other products in the context of the Committee's work on environmentally preferable purchasing and green chemistry. For more project information, visit Save the Bay's website at cleanbay@saveSFbay.org. To learn more about SFEP's initiatives visit www.sfestuary.org or contact Jennifer Krebs, Principal Environmental Planner at 510-622-2315 or JKrebs@waterboards.ca.gov.

Mark Your Calendar!

MARCH 2010

March 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

March 19

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

March 26

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

April 2010

April 7

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

April 8

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

April 21

**ABAG POWER Executive
Committee** 10:00 am
ABAG Conference Room B

April 22

**ABAG General Assembly and
Regional Summit** 8:30 am
Oakland Marriott City Center

April 23

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

Notable Numbers

Bay Area Short Term Economic Outlook

Inflation

2.5 percent Bay Area inflation is forecasted in 2010 and 2011.

Income

The Bay Area will see nominal income growth (0.3%) in 2010, increasing by 2.5% in 2011.

Jobs

Approximately 20,000 more jobs will be lost in 2010, while 2011 will show a modest increase of 8,000 jobs.

Retail Sales

Consumers will continue to feel the economic pinch as retail sales are forecasted to grow by only 0.4% in 2010 and 2.2% in 2011.

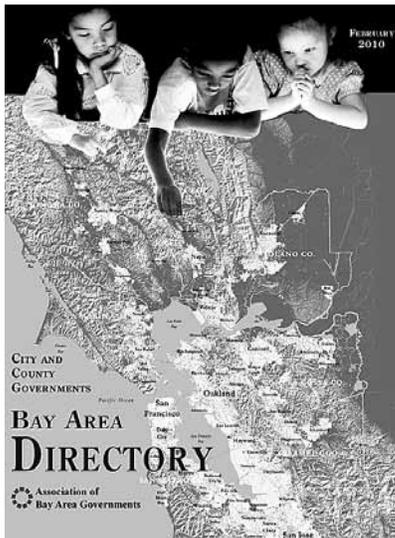
Taxable Sales

A nominal taxable sales growth of 1% is forecast for 2010, slightly increasing to 1.9% in 2011.

Foreclosures

California foreclosure inventory by county showed that Vallejo and Antioch had the highest number of foreclosures in 2009, 1529 and 1455 homes respectively. Sausalito and Los Altos showed the lowest foreclosure numbers in 2009 of five and eight homes respectively.

Source: ABAG Bay Area Economic Outlook 2010-2011: "Rebuilding the American Dream"



ABAG 2010 Bay Area Directory

Features City and County Governments detailed contact information for local elected officials and key staff members.

MEMBER RATE

Hardcopy \$80

Disk \$120

Both Hardcopy and Disk \$168

(non-member rates listed online)

Special discounts available

To order go www.abag.ca.gov – click Webstore

ABAG Publications 510-464-7900

Each jurisdiction has received one complimentary copy

Mark Green
ABAG President
Mayor, Union City

Susan Adams
ABAG Vice President
Supervisor, Marin County

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

Henry L. Gardner
Secretary/Treasurer
Executive Director

Patricia M. Jones Managing Editor
Kathleen Cha Editor/Writer

Halimah Anderson Writer
Leah Zippert Writer

Vicki Rutherford - Design and Production