



# Service Matters

Celebrating 100 issues: sharing the best in regional and local government programs and services

## Spring General Assembly and Business Meeting Call to Action

**E**lected officials, planning directors, city and county senior staff, regional decisionmakers, and business leaders are encouraged to attend ABAG's **Spring General Assembly and Business Meeting on April 23rd at the Palace Hotel in San Francisco**. State and regional leaders will tackle critical issues of climate change and the reduction of greenhouse gas emissions through the lens of land use and transportation planning requirements of SB 375. The annual business meeting, which ABAG delegates or alternates are required to attend, will be held in conjunction with the General Assembly.

### Third Annual Growing Smarter Together Awards Presented

A highlight during the luncheon will be the presentation of the Regional Growing Smarter Together Awards. A new category, Building a Better Bay Area - Urban Design, has been added this year. Other categories include Distinguished Leadership - Elected Official; Start It Up; On the Ground - Getting It Done: FOCUSed Growth; Preserving and Protecting the Environment; Public-Private Partnership; and Sharing the Benefits. Past video highlights of previous award winners can be viewed at [www.abag.ca.gov/smarter.html](http://www.abag.ca.gov/smarter.html). Cities and counties are urged to submit nominations.



**General Assembly registration is available online at**

**[www.abag.ca.gov/events/ga](http://www.abag.ca.gov/events/ga)**

**with special member rates and online registration discount offered. Information on ride share available online, as well as BART and other transit options.**

### Build on ABAG's Spring General Assembly Call to Action—Next Steps

Attend BAAQMD Climate Action Summit, May 4, 2009, at Fox Theater, Oakland. Features hands-on working sessions and roundtable discussions on meeting new land use planning challenges and calls for innovative strategies to advance emerging green economy. For more information on this "invitation-only event," e-mail [ClimateActionSummit@ororkeinc.com](mailto:ClimateActionSummit@ororkeinc.com)

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## ABAG Projects Recession Bottom for 2009-2010 Bay Area Economy

“The Bay Area will bottom out with a slow economy in 2009, with the recession leveling in 2010,” said **Paul Fassinger, ABAG Economist and Director of Research**, during ABAG’s 21st annual regional economic outlook conference in January. These projections, which addressed the state of the Bay Area’s economy for 2009-2010 and other budget concerns challenging local governments, were presented to 200 conference attendees representing local government, regional agencies, and business.

Focusing on current and future Bay Area economic trends, Fassinger said, “Energy prices, the mortgage industry, and state budget continue to weigh on the regional economy.” As a result, Fassinger forecasted that the Bay Area inflation rate will be 2% in 2009 and 2.5% in 2010. There

**ABAG Senior Regional Planner Hing Wong** examined Bay Area retail sales and consumer spending patterns and provided a taxable sales forecast for each Bay Area county. He outlined the factors affecting taxable sales which included housing market and subprime mortgage rates, California budget issues, rising unemployment rates, slow sales at the end of 2007, and a dismal 2008 holiday shopping season. Wong said, “While consumers continue to feel the economic pinch, retail sales are forecasted to grow by only 0.8% in 2009, with total taxable sales forecasted to increase by 1.1%. In 2010, Santa Clara County leads with a projected 2.3 % taxable sales growth, followed by 2.2% growth in San Francisco, 2% in Alameda County, and 1.9% in Marin County. Development of new retail centers will be sluggish in the short term.”

The Bay Area housing outlook was explored by **Andrew LePage, Analyst, DataQuick Information Systems**. He provided the latest data on Bay Area housing market sales, price, lending, and foreclosure trends and discussed the Bay Area’s hot and cold submarkets development. LePage noted that the Bay Area cities hit hard by foreclosure include Antioch, Pittsburg, Fairfield, Brentwood, Vallejo, Richmond, and San Pablo.

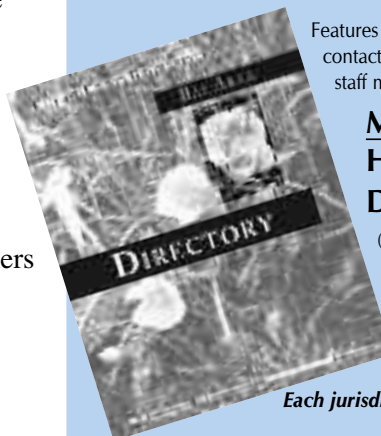
ABAG’s annual conference provides a two-year regional economic outlook that helps forecast local government future revenue and planning budgets, and is consistently rated by attendees as one of the most reliable prognostications of Bay Area economic trends. For a more detailed look at these forecasts and trends, purchase **Regional Economic Outlook 2009-2010: Have We Hit the Bottom?** at ABAG’s webstore (a direct link is <http://store.abag.ca.gov/projections.asp#11a>) or contact Hing Wong, ABAG Senior Regional Planner at 510/464-7966, [hingw@abag.ca.gov](mailto:hingw@abag.ca.gov).



will be zero percent growth in income in 2009, with an expected 0.5% growth in 2010. Job loss is expected to lessen somewhat in 2010, with 5,600 fewer jobs. Fassinger also noted that conditions will not be as bad as the recession caused by the Dot-Com bust and 9-11 where there were over 100,000 jobs lost in local industry. He indicated that, in 2009, there is an anticipated 56,800 job loss and Bay Area incomes are expected to grow at the rate of inflation

**Chief Economist Howard Roth** of the California Department of Finance provided a broader California outlook. “The national and California recessions are worsening at an increasing rate, with housing sectors continuing to subtract from overall economic growth. 2009 will be a weak year for both economies. Consumers have pulled back and the credit crunch is a major impediment to economic recovery,” he said.

### ABAG’s 2009 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**

(Non-member rates listed online)

Special discounts available

To order go to

[www.abag.ca.gov](http://www.abag.ca.gov) - click Webstore

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Each jurisdiction has received one complimentary copy

## Projections 2009 – Third Scenario

More than seventy elected officials, senior city and county planning staff, and non-profit leaders from the Bay Area's nine counties came together in February to discuss a **Third Scenario** for *Projections 2009*. The forum was part of a series of stakeholder meetings conducted since November to raise

population, housing and jobs that impacts the Bay Area's long range transportation and air quality planning. Previous meetings conducted around the Bay Area examined the first land use scenarios proposed for *Projections 2009*, called **Scattered Success** and **Focused Future**. These scenarios were developed to meet a series

of regional performance targets, including the reduction of greenhouse gas emissions. From this region-wide review process the **Third Scenario** emerged. It included the following changes, relative to previous land use forecasts:

- Less growth in San Francisco
- More growth in Santa Clara County
- Less aggressive growth pattern in Alameda, Contra Costa Counties
- Less growth in North Bay rural areas
- Shifting the timing of growth because of economic downturn
- 138,000 fewer regional jobs.

Draft *Projections 2009* will go before the Executive Board for adoption on March 19th.

For detailed descriptions of the process and the alternative scenarios, visit the *Projections* website at <http://www.abag.ca.gov/planning/currentfest/>.



awareness and understanding of *Projections 2009*. *Projections* is the long term 25-year, growth forecast of

## Disaster Sanitation Kit Added to BE SEWER SMART Campaign

The Association of Bay Area Governments' Pooled Liability Assurance Network (ABAG PLAN) is launching its 2009 "Be Sewer Smart" consumer education campaign in March. The award-winning "Be Sewer Smart" program provides practical tips for handling problems that arise when a disaster strikes and water or sewer systems are disrupted or become dysfunctional. This addition of a disaster sanitation kit adds another dimension to its consumer education program which was initiated in 2003 to help prevent costly sewer backups and backflows affecting Bay Area homeowners and communities. Previous campaigns have featured simple, sewer maintenance tips and offered homeowners free backup/backflow prevention devices (BPDs).

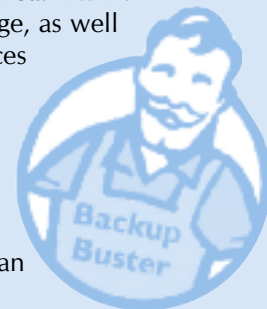
This year's campaign includes a special brochure entitled, "Don't Let Your Toilet Turn on You." The brochure shows how to compile a **Sanitation Kit** and illustrates the simple steps residents can follow for handling/disposing of human waste when toilets can't be flushed. This innovative household **Sanitation Kit** would contain generic items purchased at any local grocery, pharmacy or hardware store: such as toilet paper, wipes (biodegradable/disposable), heavy

duty plastic garbage bags and ties, five gallon plastic bucket with tight lid, toilet seat (optional), deodorizing chemical (such as household chlorine bleach), small shovel to dig outdoor latrine, if necessary, large labels with words *HUMAN WASTE* written on them, heavy duty gloves, and a mask. To learn more about the "Be Sewer Smart" campaign visit <http://www.sewersmart.org>.

### About ABAG PLAN

ABAG PLAN was formed in 1985 and currently has 31 member cities and towns in the Bay Area. PLAN provides liability and property coverage, as well as a variety of risk management services such as training, claims management, loss prevention and consulting services. For more details, visit [www.abag.ca.gov/plan](http://www.abag.ca.gov/plan).

**Emergency Kits:** Find out more about emergency items and other kits you can prepare to keep your family safe at <http://www.redcross.org/prepare/buildakit.html>.



# MARK YOUR CALENDAR!

## March 2009

March 18

**Buying Green ... Buying Smart Environmentally Preferable Purchasing (EPP)** 9:00 a.m.  
MetroCenter, Auditorium

March 19

**Legislation & Governmental Organization Committee** 3:30 pm  
MetroCenter, ABAG Conference Rm. B

**Finance & Personnel Committee** 5:00 pm  
MetroCenter, ABAG Conference Rm. B

**ABAG Executive Board** 7:00 pm  
MetroCenter, Auditorium

March 20

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

March 27

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

## April 2009

April 1

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

April 9

**Bay Trail Steering Committee** 1:30 pm  
MetroCenter, ABAG Conference Rm. B

**FOCUS Forum Series on Complete Communities: "Cities and Schools — Solutions & Best Practice"** 9:30 am

Pier 1, Bayside Rooms,  
Port of San Francisco

April 15

**ABAG POWER Executive Committee** 12:00 pm  
MetroCenter, ABAG Conference Rm. B

April 23

**ABAG Spring General Assembly and Business Meeting** 8:30 am  
Palace Hotel, San Francisco

April 24

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

## Notable Numbers

**56,800**

Jobs will be lost in the Bay Area in year 2009 with 5,600 jobs lost in 2010. In contrast, the Bay Area lost 4,030 jobs in 2008 and gained 54,100 jobs in 2007.

**100,000 +**

Bay Area jobs were lost during the dot-com bust and 9-11.

**\$99,400**

Is the median household income for 2007, 2008, and 2009. Median household income in 2010 will increase 0.5 %. In contrast, the median household income was \$98,400 in 2006.

**35,709**

Bay Area homes were foreclosed in 2008, according to a December 2008 estimate by DataQuick Information Systems. Bay Area homes foreclosed in 2007 totaled 11,530.

**\$300,000**

Is the Bay Area median sale price for all homes sold in January 2009, which is comparable to 1999 prices. In 2007, the median home sale price peaked at \$665,000.

**75,000**

Homes were sold in the Bay Area in 2008, one-half the number (150,000) of homes sold at the peak of home sales in 2004.

**ABAG Bay Area Economic Outlook 2009-2010 and DataQuick Information Systems.**

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