



# Service Matters

## FALL GENERAL ASSEMBLY – OCTOBER 22

*Westin St. Francis, San Francisco • 8:30 a.m. - 2:30 p.m.*

### Planning and Development During Economic Downturns: Building New Partnerships

**E**lected officials, planning directors, city and county senior staff, regional decisionmakers, and business leaders are invited to participate in ABAG's Fall General Assembly on October 22<sup>nd</sup> in San Francisco at the Westin St. Francis. The featured speaker will be **Ron Sims, Deputy Secretary, U.S. Department of Housing and Urban Development (HUD) and former County Executive, King County, Washington.**

Will Fleissig, President of Communitas Development Inc. and active member of Urban Land Institute and ReConnecting America, has also been invited to participate in the half-day conference along with Bay Area elected leaders who will be discussing planning and development during challenging economic times.

General Assembly registration is available online at [www.abag.ca.gov/events/](http://www.abag.ca.gov/events/) with special member rates and online registration discount offered. Information on ride share, as well as BART and other transit options are also available.



### Green Business Public Agencies Honored



Twenty-seven Public Agencies were certified Green Businesses in 2008-09 and recognized at ABAG's July Executive Board meeting.

*Left Picture, (left to right): ABAG President and San Mateo County Supervisor Rose Jacobs Gibson, Green Business Regional Coordinator Ceil Scandone, and Patty Kim, Deputy Chief of Staff, representing Congresswoman Anna Eshoo. The Palo Alto District office of Congresswoman Anna Eshoo was the first US Congressmember's office to be certified.*

*Right Picture: ABAG President Rose Jacobs Gibson recognizing California Assemblymember Mary Hayashi for her Hayward district office being certified green, one of 120 public agencies to be certified since the program began in 1997.*



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## “Development Without Displacement—Development With Diversity”

**E**quity is a big part of the Three E’s of sustainability (environment, economy, and equity), yet often gets the least amount of attention. As a public agency that guides regional growth, ABAG has long been conscious of this imbalance and has worked to promote inclusive, equitable development that provides a variety of housing choices for all income levels and the creation and maintenance of diverse neighborhoods.

Recognizing the complex challenges in creating complete, livable communities, ABAG implemented FOCUS, a development and conservation strategy, to promote a more

describes the year-long program and provides strategies and policy tools for cities, community groups, and regional agencies to implement equitable transit oriented development (TODs). Bay Area development, gentrification and displacement trends, and their relationship to transit and key challenges to addressing displacement are also examined.

Between Spring 2008 and Summer 2009, ABAG worked with the Center for Community Innovation at the University of California, Berkeley; PolicyLink; and three city-community partnerships to better understand the drivers of displacement in the region and develop local strategies to ensure equitable TODs. The *Development Without Displacement* program final report describes these efforts and the results of the pilot projects. Three cities—Oakland, Richmond, San Francisco—were funded to partner with community organizations to strengthen community in redeveloping neighborhoods. These community engagement projects included working with congregations in Richmond to create new affordable housing, assisting small businesses and preserving cultural character in San Francisco’s Mission District, and engaging the Lake Merritt Community in Oakland on strategies to prevent displacement as part of their Station Area Plan. The final report can be viewed after September 15<sup>th</sup> at: <http://www.bayareavison.org/initiatives/equitabledevelopment.html>. For more information on the report and how cities and counties can request assistance on Equitable Development strategies through the new FOCUS Technical Assistance Program, contact Marisa Cravens, ABAG Regional Planner, 510/464-7926, [marisac@abag.ca.gov](mailto:marisac@abag.ca.gov).



Oakland Lake Merritt

compact land use pattern and transit oriented development. To address the fact that when a TOD is successful, rents and property values in a neighborhood can rise, resulting in the displacement of residents, ABAG secured an Environmental Justice Grant from the California State Department of Transportation to conduct a year-long Development Without Displacement program. A report just released, “*Development Without Displacement—Development With Diversity*,”

## Updating Local Hazard Mitigation Plans to Speed Disaster Recovery

**A** “draft final” list of 357 mitigation strategies, together with regional priorities, has been posted online at <http://quake.abag.ca.gov/mitigation> and is available for feedback from local governments and the public. These mitigation strategies reflect a comprehensive update of the **Local Hazard Mitigation Plans (LHMP)** led by ABAG. The goal of the LHMP is “to maintain and enhance a disaster-resistant region by reducing the potential loss of life, property damage, and environmental degradation from natural disasters, while accelerating economic recovery from those disasters.” Having this FEMA-approved LHMP in place is important because it makes jurisdictions eligible for various mitigation grants through FEMA and results in the waiver of a 6.25 percent local match for public assistance dollars.

Under ABAG’s leadership, the Bay Area’s LHMP update began in 2007 and has involved 121 local governments through many workshops, consultations, and meetings. More than 97 jurisdictions are currently writing annexes to the ABAG regional LHMP. Each jurisdiction’s annex will encompass the process used to help develop the overall plan and determine its local priorities. The Annexes also will describe how jurisdictions intend to implement their mitigation strategies,

and what major mitigation activities have been accomplished since the 2005 plan. These update efforts are focused on building upon pre-existing efforts, identifying gaps that may lead to disaster vulnerabilities, and include expanded emphasis on speeding up disaster recovery and the impact of climate change on disasters.

To facilitate hazard mitigation planning, the LHMP has been organized into eight commitment areas: **infrastructure, health, housing, economy (private business), government services, education, environment, and land use**. These areas are related to the services supplied either directly, or indirectly, by local governments and special districts, rather than by hazard.

The posted revised mitigation strategies and draft priorities were approved by ABAG’s Regional Planning Committee in August and, after further local government and public comment, the final mitigation strategies and regional priorities will be submitted to ABAG’s Executive Board in a public meeting on September 17, 2009. For more information, contact Jeanne Perkins, Earthquake Hazards Program Consultant, or Danielle Hutchings, ABAG Earthquake and Hazards Specialist, at 510/464-7951, [DanielleH@abag.ca.gov](mailto:DanielleH@abag.ca.gov).

## ABAG Releases *Projections and Priorities 2009: Building Momentum*

Over the next 25 years ABAG projects that an additional 1.7 million people will live in the Bay Area, over 1.6 million new jobs will be created, and more than 600,000 homes will be built. A much older population and higher energy costs are anticipated, as well as changes resulting from global warming. Potentially rising sea levels, a reduced snow pack, additional forest fires, and more record heat days are projected. These are just some of the forecasts provided by *Projections and Priorities 2009: Building Momentum*, issued this past August. This biennial publication highlights the specific changes forecast for the Bay Area over the next 25 years and represents the region's collective plans for these imminent changes.

The 162-page publication, *Projections and Priorities 2009*, provides a summary of biennial demographic and economic forecasts for the San Francisco Bay Area, as well as outlines the region's Priority Development and Conservation Areas and performance targets. *Projections 2009* forecasts population, employment, income, and households for the San Francisco Bay Area in five year increments from 2000 to 2035, with data for the region's nine counties and 101 cities. This data includes labor force and age projections by county which provides insight into the region's economy. A CD with the actual data files is also part of the document.

The "Priorities" part of *Projections and Priorities 2009* incorporates the region's Priority Development and Conservation Areas and performance targets. For the first time, both the region's transportation investment plan and this year's update to the forecast were tested against a series of specific performance targets. Impacts on carbon dioxide emissions from cars and light trucks, as well as other measures, are some of the facts presented.



The newly published *Projections and Priorities 2009: Building Momentum* was showcased on August 28<sup>th</sup> in Oakland by ABAG staff to more than 100 elected officials and business and community leaders. Key highlights of

the demographic and economic forecast were presented with discussions about where and how will growth occur and how plans for growth affect presumed priorities and impact local communities.

***Building Momentum: Projections and Priorities 2009*** (August 2009, 162 pages with CD of data files), can be purchased through ABAG Webstore at. Price: \$225 + \$5 postage and handling. CAT. NO. P09001PRO For additional information, call ABAG at 510/464-7900.

## Upcoming Special Events

### Bay Trail, Ridge Trail and East Bay Park District Celebrated

Celebrate milestone anniversaries and impressive regional trails at a special event on **Saturday, October 3**, at the Nejedly Staging Area at Carquinez Strait Regional Shoreline in Martinez. Join ABAG-administered San Francisco East Bay Project, the Bay Area Ridge Trail Council, and East Bay Regional Park District Board President Ted Radke in recognizing the Bay Trail and Ridge Trail's 20<sup>th</sup> Anniversaries and East Bay Regional Park District's 75<sup>th</sup> Anniversary. Starting at 10 a.m. the day kicks off with ceremonial welcomes by state and local leaders and park and open space champions. A host of activities follow, including hikes, cycling, equestrian rides, and family-friendly tours that include a birding walk along the Martinez Regional Shoreline. The event, which lasts from 10 a.m. to 2 p.m., is a great way to learn and experience the 50-mile Carquinez Loop Trail taking shape along the Carquinez Strait. *Attendees are asked to RSVP by September 25th to Brenda Montano, East Bay Regional Park District, at 510/544-2200 or [bmontano@ebparks.org](mailto:bmontano@ebparks.org).*

### TOD MarketPlace 2009

***TOD MarketPlace 2009: Connecting Cities and Developers Making Transit-Oriented Development Work*** will be held at the Hilton San Jose on **September 24, 2009**. ABAG is a co-sponsor of the fourth annual Urban Land Institute (ULI) San Francisco, with the Metropolitan Transportation Commission (MTC), the Non-Profit Housing Association of Northern California (NPH), Reconnecting America, and the Greenbelt Alliance. Keynote speaker Christopher B. Leinberger of the Brookings Institution will explore "*TOD: Stimulus and Reauthorization, a Path to Recovery and Long-term Sustainability*." Panelists will discuss how to leverage millions of dollars of transit investments to produce viable housing and commercial development around transit stations. The day (9 a.m. – 4:30 p.m.) will end with a walking tour of downtown San Jose's transit mall. The conference is the culmination of hundreds of technical assistance hours rendered to five Bay Area cities: Cloverdale, Antioch, San Jose, Oakland, and Menlo Park. *More information and a link to online registration are available at [www.todmarketplace.org](http://www.todmarketplace.org).*

### "Planning For Climate Change"

City and county planners and public works staff are invited to a free, one-day workshop on "***Planning for Climate Change in the San Francisco Bay Area***" on **September 22<sup>nd</sup>** at the Elihu M. Harris State Office Building in Oakland or **September 23<sup>rd</sup>** at the SMaRT Station in Sunnyvale, from 9 a.m. to 4:15 p.m. Sponsored by ABAG, The Bay Conservation and Development Commission, the San Francisco Bay National Estuarine Research Reserve, and NOAA Coastal Services Center, this interactive workshop will emphasize fundamental concepts needed to plan for climate change. Adaptation planning efforts at the California state and Bay Area regional levels, and their implications for local planning efforts will be reviewed. Techniques for community engagement and building political support for planning will also be explored. Space is limited and registering early is recommended. *Contact Sara Polgar, BCDC, for more information about the workshops at [sarap@bcdc.ca.gov](mailto:sarap@bcdc.ca.gov).*

## Mark Your Calendar!

### SEPTEMBER 2009

**September 17**  
**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

**September 18**  
**ABAG / BAAQMD / MTC Joint**  
**Policy Committee** 10:00 am  
MetroCenter, Auditorium

**September 23**  
**Planning for Climate Change**  
**Workshop** 9:00 am

- Elihu M. Harris State Office Building, Room 10, 1515 Clay St., Oakland
- SMaRT Station, Conference Room, 301 Carl Road, Sunnyvale

**September 24**  
**TOD Marketplace 2009: Connecting**  
**Cities and Developers** 9:00 am  
The Hilton San Jose

**September 25**  
**Regional Airport Planning**  
**Committee** 9:00 am  
MetroCenter, Room 171

**September 29, 30 & October 1**  
**9<sup>th</sup> Biennial State of the San Francisco**  
**Estuary Conference** 8:00 am  
Oakland Marriott City Center

### October 2009

**October 7**  
**Regional Planning**  
**Committee (RPC)** 1:00 pm  
MetroCenter, Auditorium

**FOCUS Forum: Transportation**  
**for Livable Communities** 9:30 am  
2150 Allston Way - Kinzie West Room,  
Berkeley

**October 8**  
**Bay Trail Steering**  
**Committee** 1:00 pm  
ABAG Conference Room B

**October 22**  
**ABAG Fall General Assembly** 8:00 am  
Westin St. Francis, San Francisco

**October 26**  
**ABAG PLAN Risk Management**  
**Committee** 1:30 pm  
ABAG Conference Room B

**October 27**  
**Sewer Smart Summit** 10:00 am  
MetroCenter Auditorium

**October 29**  
**ABAG POWER Annual Board**  
**Meeting** 10:00 am  
MetroCenter Auditorium

## Notable Numbers

*Bay Area Green Business Program – a model for inter-agency collaboration and public private partnership*

**1,850**  
Businesses, including 120 public agency facilities have joined the Bay Area Green Business Program to become certified “Green.” Two thousand Bay Area Green Businesses are anticipated by the end of 2009.

**498**  
Businesses – an increase of 36 percent – became certified green businesses in fiscal year 2009. These included cities, counties, and special districts, regional and state regulatory agencies, municipal and investor-owned utilities, and environmental NGOs.

**14**  
different industry checklists are available to Green Businesses including restaurants, landscape design, janitorial services, manufactures, retail shops, and dentists. A new industry checklist is added each year.

**50**  
additional “beyond compliance” measures to prevent pollution, conserve energy and water, minimize waste and reduce greenhouse gas emissions must be complied with to achieve Green Business certification.

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