

Bay Area Planning Directors Association

Fall 2011 Meeting -- December 2, 2011

Beyond the Numbers: Building a Sustainable Regional Economy-- Crafting an SCS That Gets Us There

8:30 Registration/Breakfast

9:00 Welcome/Introductions/Overview/Announcements

Mike Moore, BAPDA Chair, Director of Planning & Building, Mill Valley

9:20 Sustainable Communities Strategy – 3 Alternative Scenarios

Ken Kirkey, AICP, Regional Planning Director, ABAG, will provide an overview of how the 3 scenarios were developed with particular focus on the economy.

9:40 How Have We Grown? How Do We Want To Grow?

Dena Belzer, President, Strategic Economics

What does a sustainable regional economy look like? What will it take to get there? Ms. Belzer will look at historical trends – where the region has enjoyed economic growth, in what sectors - and will address the challenges and opportunities the SCS affords for strengthening the economies of our diverse places.

10:20 Break

10:30 Sustainable Regional Economy: What Will It Take? The Business and Economic Development Perspective

Business and economic development leaders will share expert insights.

Questions they will address include:

- ❖ what are the Bay Area's strengths and weaknesses?
- ❖ what challenges must we address in the SCS to have a sustainable regional economy? what are consequences if we don't?
- ❖ how can local jurisdictions optimize potential for sustainable economic growth?
- ❖ what specific steps are your organizations/members taking to balance short and long term economic growth objectives?

Moderator:

Kim Walesh, Director & Chief Strategist, Economic Development, San José

Panelists:

Karen Engel, Executive Director, East Bay Economic Development Alliance

Kelly Kline, Economic Dev't Director, Fremont/Silicon Valley Economic Dev't Alliance

Jim Wunderman, President and CEO, Bay Area Council.

11:40 Wrap Up

Dena Belzer will synthesize key points, identify challenges, summarize policy implications, and facilitate wrap up dialogue.

12:00 One Bay Area Program Proposal

Doug Kimsey, Planning Director, MTC, will present the draft One Bay Area Program Proposal. MTC and ABAG need input from Planning and Community Development Directors on this critical incentive package.

12:30 Lunch

Co-Sponsored by APA California - Northern Section

