



JOINT POLICY COMMITTEE — REGIONAL PLANNING PROGRAM

Draft Minutes of the Meeting of March 15, 2013 Held at 10:00 AM at the Metro Center Auditorium, Oakland

ABAG

Dave Cortese
 Scott Haggerty
 Mark Luce
 Julie Pierce
 Jean Quan

BAAQMD

Ash Kalra
 Eric Mar
 Mark Ross

BCDC

Geoffrey Gibbs
 John Gioia
 Zack Wasserman
 Kathrin Sears
 Brad Wagenknecht

MTC

Jim Spering
 Amy Worth

Lee Taubenek, CBTH/Caltrans (for Bijan Sartipi)

1. Call to Order

Chair Gioia called the meeting to order.

2. Approval of Joint Policy Committee Meeting Minutes of January 18, 2013

The Minutes for January 18, 2013 were not approved do to a lack of a quorum when this item was addressed. They will be approved at the next JPC meeting.

3. Briefing on Proposal for Regional Economic Development Strategy

Representatives of the Bay Area business community made a presentation calling for a regional economic development strategy.

Linda Best, Contra Costa Council, opened the presentation by stating that the business groups want to develop an action-oriented strategy for economic development for the nine-county region that (a) builds on the regional economic development assessment report produced last year by the Bay Area Council Economic Institute (BACEI) and (b) is aligned with the Sustainable Communities Strategy (Plan Bay Area) and the HUD-funded Bay Area Regional Prosperity Plan.

Karen Engel, East Bay EDA, explained that the Bay Area business associations have been working on the strategy concept with agency staff and various regional stakeholders. She explained that there is a unique opportunity right now with Plan Bay Area focusing on the environment “E” and the HUD grant plan focusing on the equity “E” for the an economy-focused strategy. The proposal is for a business-led process, but one that would include representatives from the other E’s. The business groups agreed that Bay Area Council should lead the development of the strategy with technical support from BACEI.

Catherine Lyons, Bay Area Council, proposed that the process would be led by a task force formed within Bay Area Council that included other Bay Area business groups, as well as representatives from the JPC, equity organizations and environmental groups. The business representatives would cover all nine counties and small, medium, and large employers.

Rosanne Faust, SAMCEDA, proposed that the JPC would form a second task force—made up of two representatives each from Plan Bay Area, Regional Prosperity Plan, and the economic development strategy—to review the three documents, identify areas of alignment, and make recommendations to the JPC on integrated actions to move the region forward.

The members of the JPC engaged the business representatives in a discussion on the proposal.

Mr. Ross requested that the document include specific recommendations that the JPC could take action on its existing authority.

Mr. Wagenknecht asked what the end product of the process will be.

Ms. Engel replied that the strategy will feature a set of priorities for action in the region. The document will also include champions for each action and implementation steps. Some of the actions will be within the JPC's authority and some will be outside that authority.

Mr. Wagenknecht expressed his concern that including the “other two E's” could lead to inertia.

Mr. Gioia replied that the JPC had talked in its last meeting as to the importance of including all 3 E's.

Ms. Engel stated that in other regions this had been a tricky process but that it must be all-inclusive to succeed. The Bay Area challenge already is having nine counties, three big urban centers, no central structure, etc. so it is difficult to aggregate strategies regionally. However, economic development strategy must address this challenge.

Mr. Spering pointed out that counties are all different and asked how a regional strategy would benefit a single county like Solano.

Sean Randolph, BACEI, responded that the counties are different, but we have to look at the big picture since the Bay Area is now competing economically with mega-regions around the world. It is important to take a regional and integrated approach on this internationally competitive stage where the region is the key unit. After competing well as a region, then the benefits can be distributed to each sub-region and county.

Mr. Spering said that he would be hopeful that this “all boats will rise” approach will produce a better economy in each part of the Bay Area.

Mr. Randolph added that strategies dealing with issues like workforce training and development would certainly get down to the sub-regional and local levels because they will deal with community colleges and specific industry needs in one area or another. In this example, community colleges would work together regionally to produce a better coordinated approach to job training that would meet regional needs.

Mr. Luce asked if energy scenarios like \$10/gallon gasoline would be considered in the analysis. Changes in energy prices could have major effect on labor supply and other assets.

Ms. Engel replied that she was not sure whether energy scenarios were within the proposal scope. The strategy would build on work done by BACEI on the Bay Area economy last year.

Ms. Quan stated that China sees us a region. The Port of Oakland, Silicon Valley, San Francisco financial district are all tied together in the eyes of the world. Each city and sub-region needs each other to succeed so a regional strategy makes sense. We are all part of a Bay Area economy so we must think like a mega-region.

Ms. Faust stated that linking the SCS, the Prosperity Plan and this proposed economic development strategy will help the business community in understanding how these various plans will work.

Mr. Ross stated that telecommuting may play a large role in the future of the Bay Area economy, affecting office space demand, transportation, and goods movement.

Mr. Gioia said there is a big need to meld the three efforts so the regional agencies can see where they can add value by removing obstacles and taking proactive approaches to problems.

Ezra Rapport, ABAG, asked if this effort is to integrate the three existing documents—Regional Economic Assessment, SCS, and Prosperity Plan.

Ms. Engel replied that this effort will build on the assessment to produce a regional economic development strategy and then a 4th document would find alignment among the three plans.

Mr. Wasserman concurred that the 4th document will pull the three strategies together. Eventually, this may be done by the later versions of Plan Bay Area.

Ms. Pierce stated that the BACEI meetings and discussions have made it clear that education must be reformed in the Bay Area for the economy to grow.

Ms. Worth stated that this plan should aim to produce prosperity in all nine counties, in all regions of the Bay Area, not just “overall prosperity” that leaves out certain cities and towns.

Mr. Mar asked that the strategy development include peak oil scenarios and consider how changes in the Chinese economy will affect the Bay Area.

A speaker, Jean Kramer, asked the JPC to consider not a top-down approach, but one that would allow local elements to learn and adapt their local economies to changing environments.

Mr. Wasserman made a motion to direct Bruce Riordan, JPC Climate Consultant, to work with the business groups to help fashion a written proposal for an economic development action plan that considers other reports and 3 E concerns. The motion was seconded by Mr. Luce. The motion was passed unanimously.

4. Briefing on JPC Climate Change Projects

Bruce Riordan, JPC Climate Consultant, and Joe LaClair, BCDC Planning Director, used a PowerPoint presentation to update the JPC on the JPC climate change projects. The slide presentation is available at: <http://www.abag.ca.gov/jointpolicy/meetings.html>.

Mr. Riordan outlined the process and findings for the Needs Assessment conducted for the Kresge Foundation and the JPC from September 2012 to March 2013. The work included stakeholder interviews, an inventory of Bay Area adaptation projects, and four special reports on win-win strategies (adaptation and mitigation), social equity, governance and science information for policymakers. The findings included four top priority needs for

stakeholders—new resources, climate impact information, more political support for climate adaptation work, and information of best practices for project sponsors. The final product for the project was a 12-month Action Plan to create a Bay Area Adaptation Center and to implement other supporting strategies. The various final reports from the project are on-line at: <http://www.abag.ca.gov/jointpolicy/projects.html>.

Mr. LaClair outlined the Resilient Shorelines Project. The goal of the resilience strategy is to increase the preparedness and resilience of Bay Area communities to sea level rise and other climate change impacts while protecting ecosystem and community services. The project will integrate the Adapting to Rising Tides Project, ABAG's Regional Resilience Initiative, the Bay Area Climate and Energy Resilience Project, Flood Control 2.0, and other related efforts. Mr. LaClair outlined the three tasks of the work plan approved by the JPC in September 2012. Task 1 is to complete existing studies and provide input to the first Sustainable Communities Strategy (Plan Bay Area). Task 2 will feature sub-regional projects whose lessons learned will inform SCS II in 2017. Task 3 will produce a completed regional strategy for the third SCS in 2021. Mr. LaClair also outlined an accelerated schedule approach that could complete a Regional Resilience Strategy encompassing all Bay Area climate impacts in five years, if appropriate funding and support could be secured.

Mr. Gioia asked if any other U.S. metro area was mounting this extensive effort on climate adaptation. Mr. LaClair and Mr. Riordan both pointed out examples of major efforts in Chicago, New York, and other urban areas and stated that we are learning from their experiences.

Mr. Ross requested that the public be allowed input on these strategies as they are developed, not to just be the recipients of "public outreach."

Kirsten Schwind, Bay Localize, addressed the JPC, requesting that they consider the economic opportunity of promoting local energy programs for renewable power, energy efficiency and other topics. These efforts to make our communities more resilient can also help us economically by providing jobs.

5. Plan Bay Area Update

Steve Heminger, MTC, provided the JPC with an update on Plan Bay Area, including the plan draft release in one week, the draft EIR release in two weeks, a set of public hearings and other public meetings in April-May and the planned adoption of the plan in June-July.

Ms. Pierce thanked the staffs of MTC and ABAG for their continuing energy and perseverance.

Ms. Quan encouraged the agencies to promote the on-line opportunities for the public to read, consider and comment on the plan.

6. SB 792

Mr. Gioia reported that there would be discussions at each agency on the bill and then a discussion with the JPC before further discussions with Senator DeSaulnier.

Mr. Luce agreed that there was good agreement on a number of issues that need to be discussed with Senator DeSaulnier.

A summary handout on the bill was distributed

7. Board Comment

None.

8. Public Comment

None.

9. Adjournment

Chair Gioia adjourned the meeting.