



Submitted by: Miriam Chion  
Interim Director of Planning and Research

Subject: **Fall 2012 Leadership Meetings and Plan Bay Area Update**

Date: September 5, 2012

## **Executive Summary**

Staff will provide an overview of the Leadership Meetings' content and schedule (see attached memo).

Staff will also provide an update of the Plan Bay Area land use policies and implementation, as well as the environmental analysis and schedule.

## **Background**

This item is a follow up to the approval of the draft Plan Bay Area and the Draft Environmental Impact Report Alternatives.

## **Recommended Action**

This is an informational item; no action is required.

## **Attachment**

Leadership Meetings memo

# OneBayArea

DATE: September 5, 2012

TO: ABAG Executive Board

FROM: Miriam Chion, Interim Director of Planning and Research  
Association of Bay Area Governments

RE: Plan Bay Area Leadership Meetings - Priority Development Area Growth Strategy

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This fall, ABAG will conduct a series of Priority Development Area (PDA) Growth Strategy meetings - one in each county - as a precursor to City Council presentations on PlanBayArea. Co-sponsored with each county's congestion management agency, the purpose of the meetings being scheduled in September and October is to present up to date information related to PlanBayArea and the implementation of PDA Growth Strategies, including soliciting feedback on appropriate messaging, presentation materials, and the communication process needed for the cities in each county. The meetings are intended to be non-Brown Act, small group sessions that will facilitate dialogue between ABAG staff, and regional and congestion management elected officials and their invitees.

The meetings will include a brief staff presentation covering the topics and issues described below. The majority of the meetings will be reserved for discussion as they are intended to provide an opportunity for staff to hear from and engage Congestion Management Agencies (CMAs) and local elected officials regarding PDA implementation.

The following outlines the topics and issues that could be included:

**PlanBayArea:** The region's Sustainable Communities Strategy (SCS) – a collaborative regional planning effort between the Bay Area's 101 cities and towns, nine counties, and regional agencies to encourage more focused and compact growth to develop complete, unique communities – is comprised of several components:

*Jobs-Housing Connection Strategy:* The land-use element that proposes a long-term approach to growth focused on locally-designated PDAs.

*Transportation Investment Strategy:* A performance-based planning approach focused on measurable outcomes to help ensure high returns on strategic transportation investments.

*RHNA:* A comprehensive forecast of areas identified within the region sufficient to house an eight-year projection of the regional housing need consistent with the development pattern included in the SCS.

*RTP Environmental Impact Report (EIR) Alternatives:* ABAG and MTC recently adopted five alternatives which are currently under analysis for the program-level Draft EIR for PlanBayArea.

***PDA Implementation:*** The objective is how we get from where we are today to implementation of the PDAs based on the proposed place types. Two major components of implementation include the OneBayArea Grant (OBAG) and the PDA Investment and Growth Strategy:

*OBAG:* A new funding approach that better integrates the region's federal transportation program with the SCS and encourages land-use and housing policies that support the production of housing with transportation investments.

*PDA Investment and Growth Strategies:* In order to be eligible for OBAG funds, Congestion Management Agencies must prepare and adopt a PDA Investment and Growth Strategy to guide transportation related investments that are supportive of PDAs.

***County Plans:*** Existing plans, including county, transportation, and local plans, will play a critical role in PDA implementation. The meetings should discuss how existing and future plans help shape the development of PDAs.

***Local Engagement:*** ABAG and MTC are committed to assist with developing presentation materials for city councils so we need input on the kinds of materials you believe will be effective. Looking forward to the development of the PDA Investment and Growth Strategy and beyond, it would also be valuable to hear what the Leadership group thinks would constitute good engagement strategies for all stakeholders that will participate in the process.



## Fall 2012 Leadership Meetings Schedule

**Napa County:** Co-sponsored with Napa County Transportation and Planning Agency

**Date: September 10<sup>th</sup>, 10 a.m.**

Site: NCTPA offices, 707 Randolph Street, Suite 100, Napa

**Solano County:** Co-sponsored with Solano County Transportation Authority

**Date: Wednesday, September 12<sup>th</sup>, 1-3 p.m.**

Site: County Event Center, Conf. Room A/B, 601 Texas Street, Fairfield

**Santa Clara County:** Co-sponsored with VTA

**Date: Thursday, September 13, 4 p.m. (opening presentation of VTA Policy Advisory Committee (PAC) meeting)**

Site: VTA Administration Complex, Conference Room B-104, Building B,  
3331 North First Street, San Jose

**San Francisco City and County:** Co-sponsored with San Francisco County Transportation Authority

**Date: Friday, September 14<sup>th</sup>, 1 p.m. - 3 p.m.**

Site: SFCTA offices, Floor 22, 1455 Market Street, San Francisco

**Contra Costa County:** Co-sponsored with Contra Costa Transportation Authority

**Date: Monday, September 17<sup>th</sup>, 1 p.m. – 3 p.m.**

Site: CCTA meeting room, Suite 100, 2999 Oak Road, Walnut Creek

**Sonoma County:** Co-sponsored Sonoma County Transportation Authority

**Date: Wednesday, September 19<sup>th</sup>, 10 a.m. – Noon**

Site: County of Sonoma Administration Center, Human Resources Large Training Room, 575 Administration Dr., Suite 117-C, Santa Rosa

**Alameda County:** Co-sponsored with Alameda County Transportation Commission

**Date: Thursday, Sept. 27<sup>th</sup>, 4 p.m. – 6 p.m.**

Site: ACTC Offices, Board Conference Room, 1333 Broadway, Oakland

**Marin County:** Co-sponsored with Transportation Authority of Marin

**Date: Thursday, October 4<sup>th</sup>, 5- 7 p.m. (SCS Ad Hoc Committee meeting)**

Site: TAM offices, Suite 200, 750 Lindero Street, San Rafael

**San Mateo County:** Co-sponsored with C/CAG

**Date: Thursday, October 25<sup>th</sup>, 6 – 8 p.m.**

Site: SamTrans, 1250 San Carlos, San Carlos