



**P1 BayArea  
Plan**

**North Bay Leadership Council**

**June 6, 2013**

# Plan Bay Area Purpose

- Plan for the next 30 years, the next 2 million people, and the next generation
- Work together as a region to achieve goals that we cannot achieve alone
- Integrate planning for land use, transportation, housing, and resource conservation
- Identify partnerships for implementation

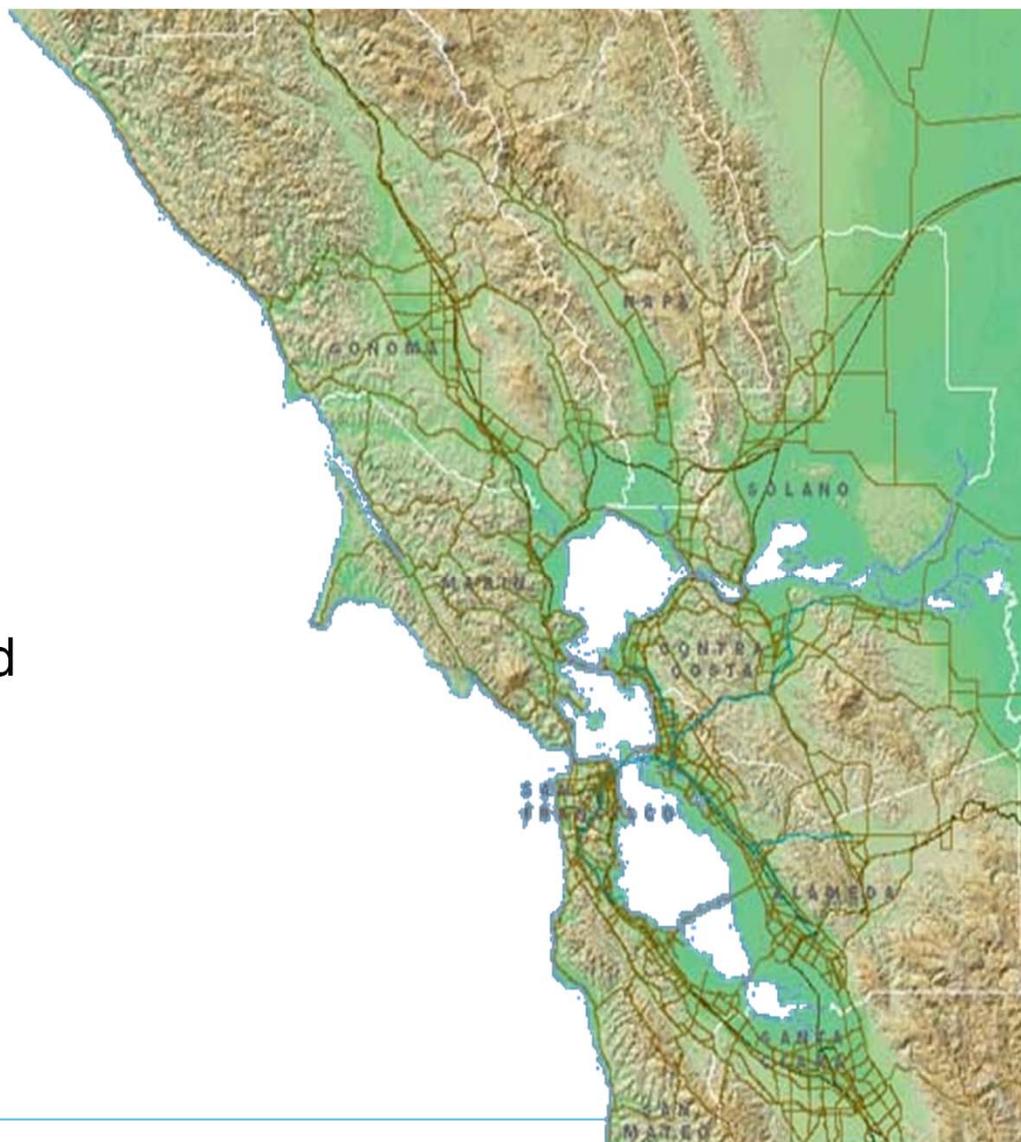


## Regional Challenges

- Housing affordability
- Traffic congestion
- Obstacles to infill development
- Income disparity
- Education and workforce training

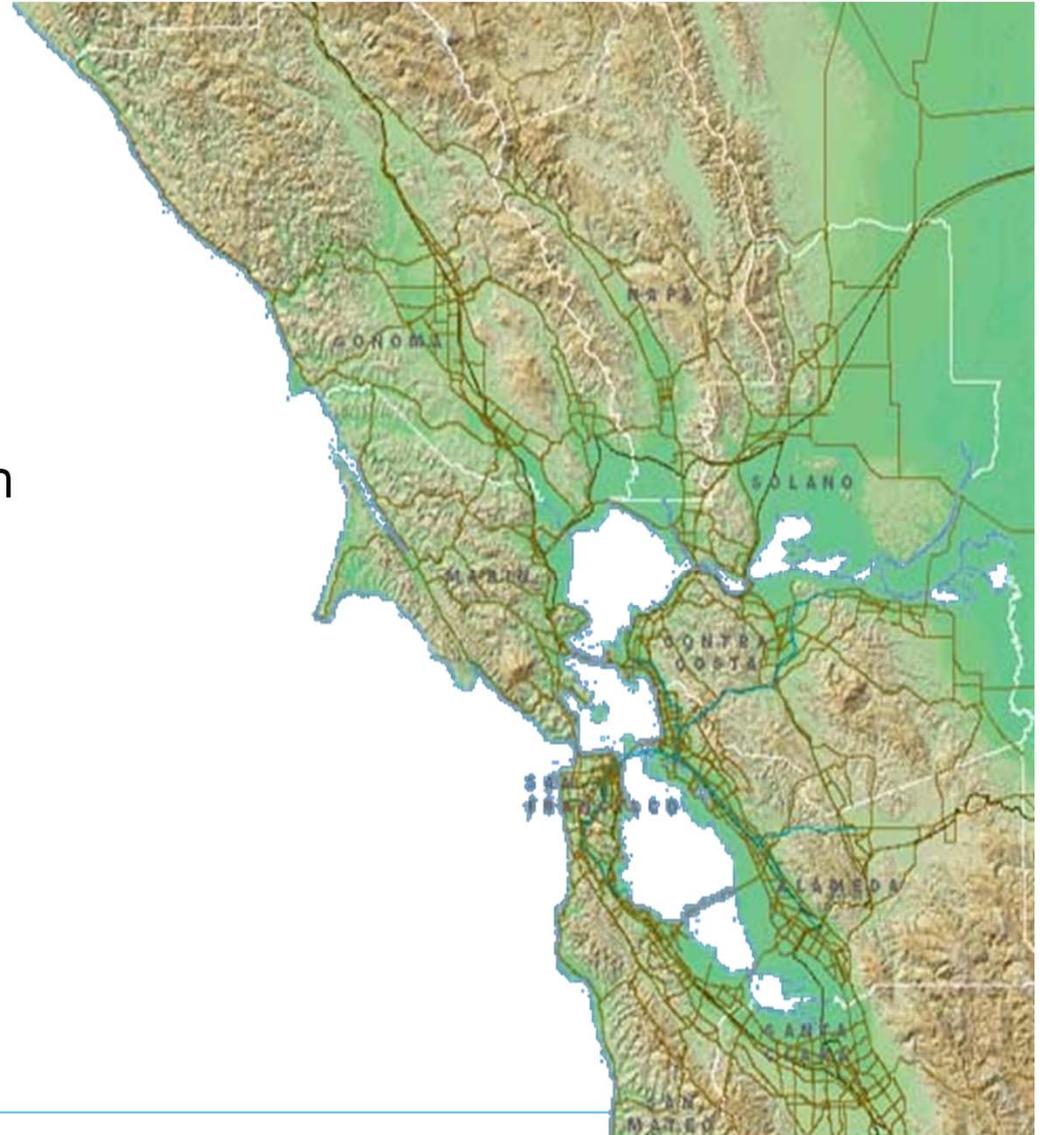
# Building on Regional Coordination

- Long history of cooperation across jurisdictions
- FOCUS Program initiated in 2007
- Locally nominated Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs)
- Foundation for integrated land use and transportation planning



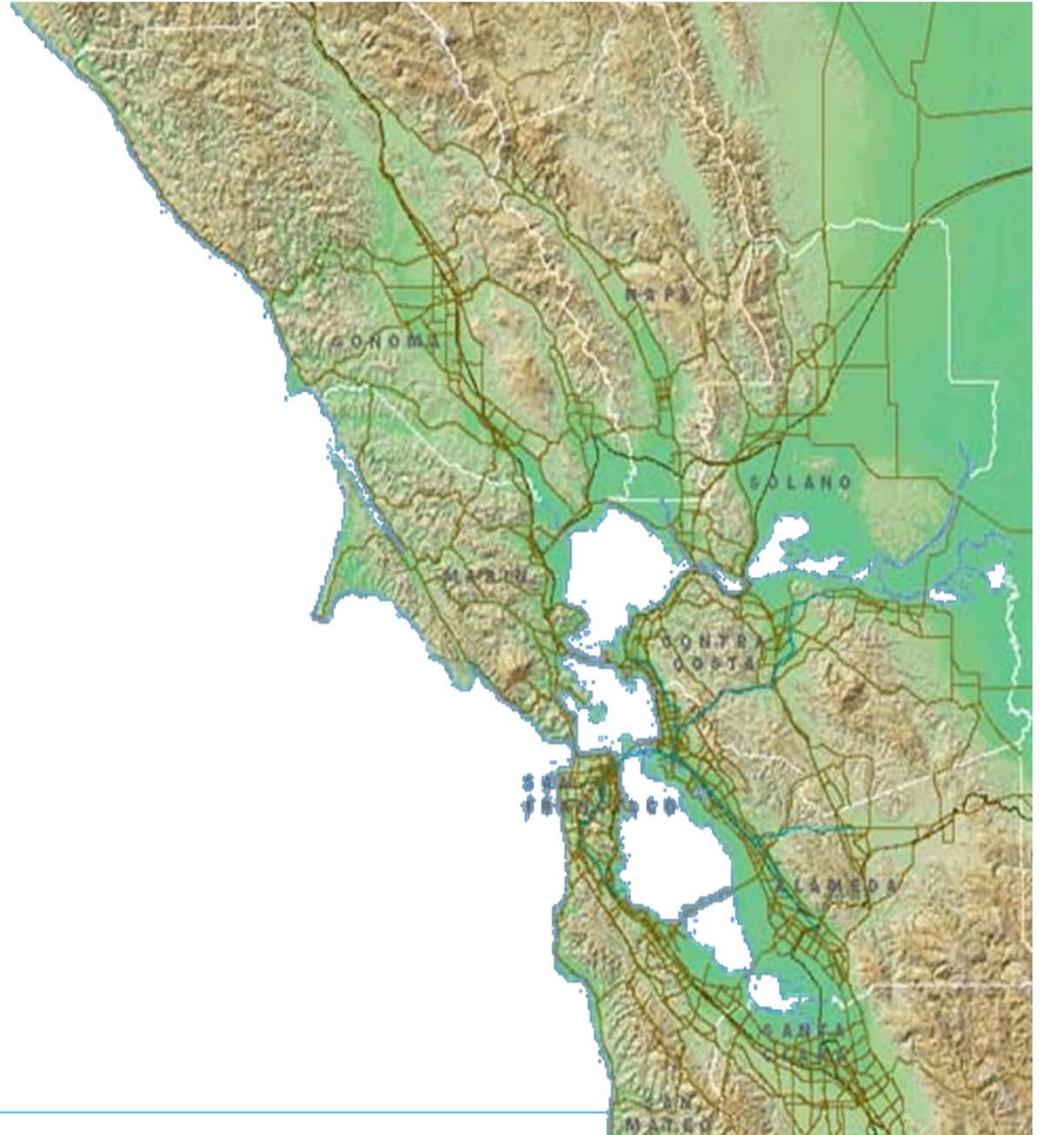
# SB 375: Sustainable Communities Strategy (SCS)

- Adopted 2008
- Align transportation investments, housing growth, and land use planning
- Streamline infill development
- House the region's population at all income levels
- Reduce greenhouse gas emissions by 15%



# The Regional Task

- Integrated Transportation and Land Use Plan that meets SB375 targets
- Build on local plans
- Stretch available revenues through smart investments
- Increase economic competitiveness
- Preserve our natural environment
- Help ensure a healthy, vibrant region for our children and grandchildren



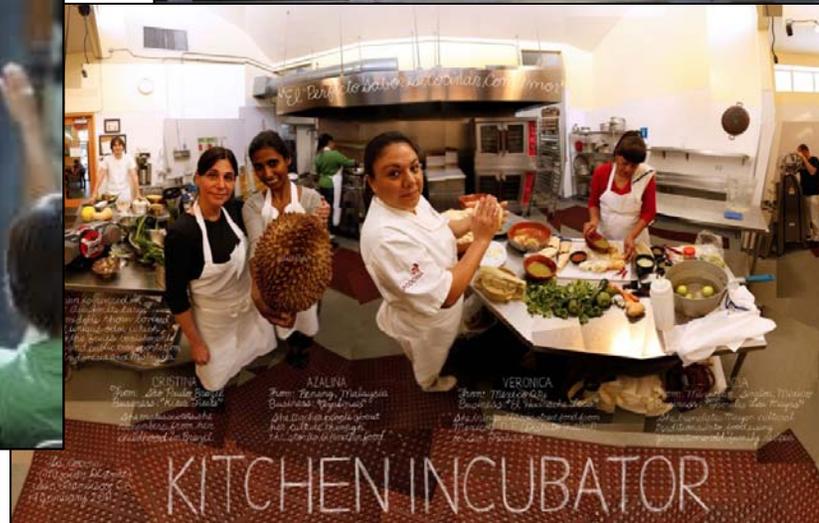
# Regional Growth

	2010	2040	Growth 2010-2040
Jobs	3,385,000	4,505,000	1,120,000
Population	7,151,000	9,299,000	2,148,000
Housing Units	2,786,000	3,446,000	660,000

# Employment Trends

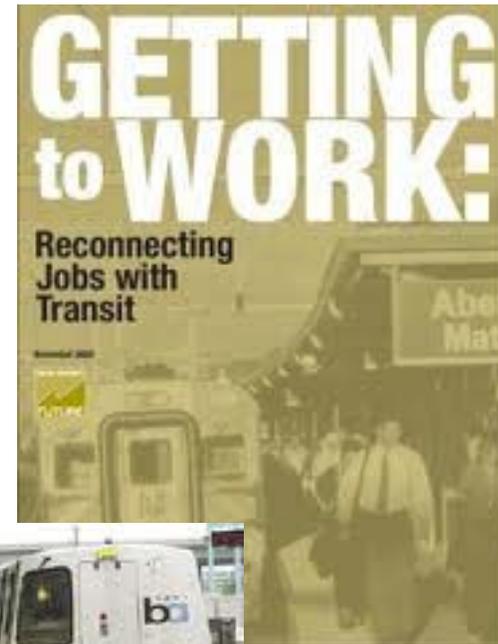
## Knowledge-based and Service Industries Lead Job Growth

- Nearly 75% of new jobs in professional services, health and education, and leisure and hospitality



# Employment Trends

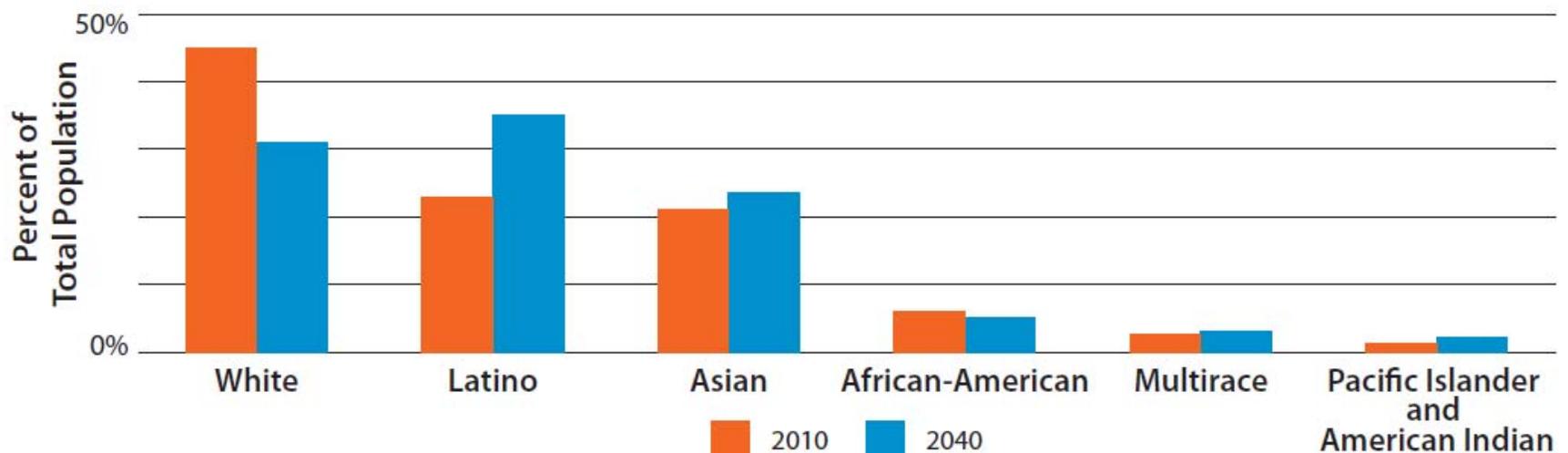
Knowledge sector and service sectors expected to grow have shown a strong preference for locations near transit in urban centers



# Population Trends

Region will grow significantly more diverse.

**Figure 1** Share of Population by Race and Ethnicity, 2010 and 2040

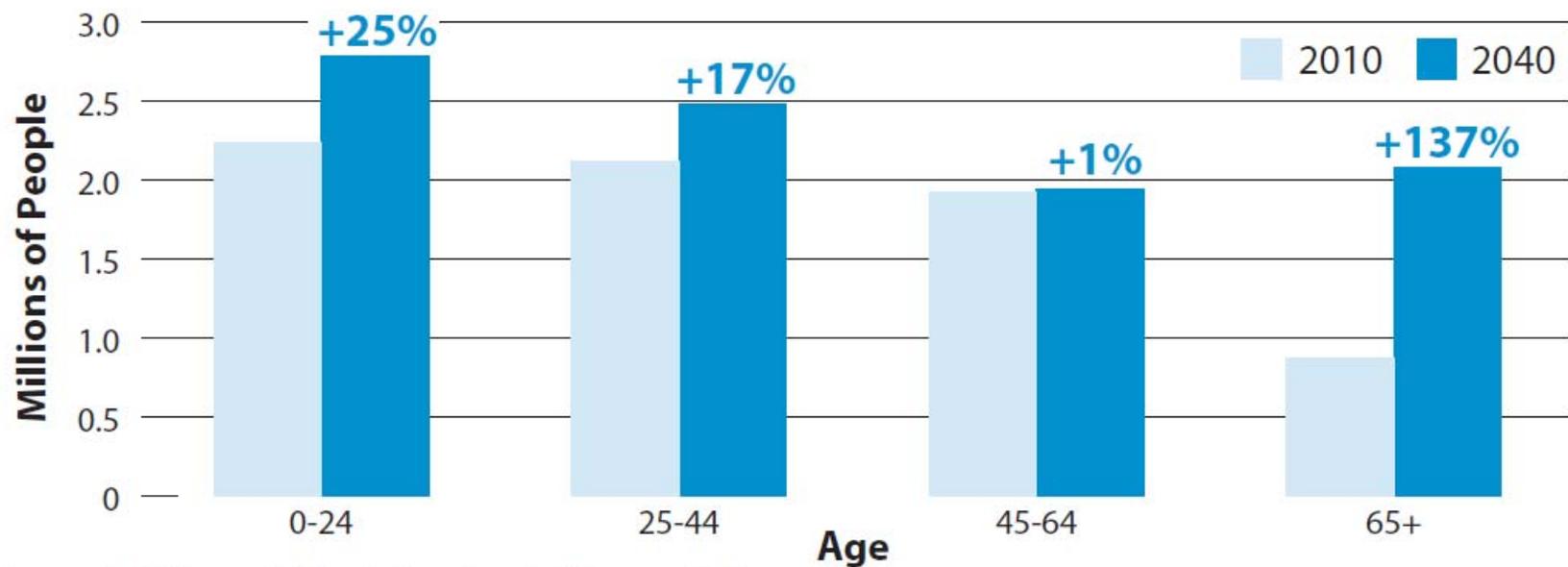


Sources: 2010 Census, California Department of Finance, ABAG

# Population Trends

**Senior population will grow dramatically.**

**Figure 2** Bay Area Population by Age, 2010 and 2040

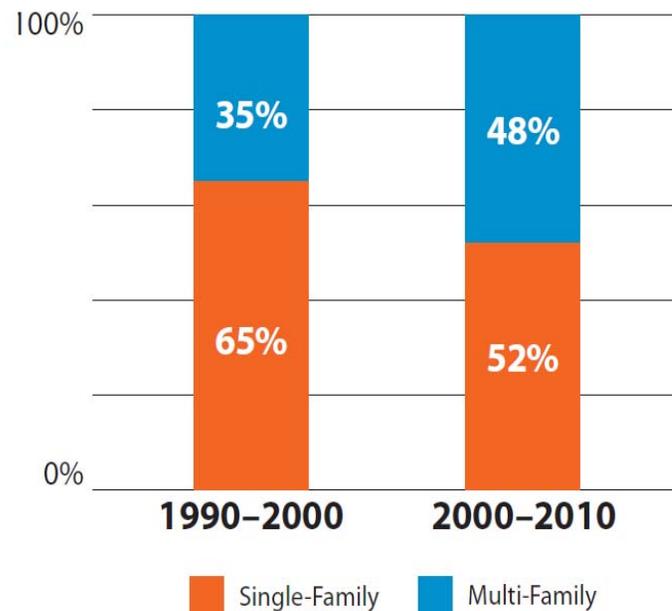


Sources: 2010 Census, California Department of Finance, ABAG

# Housing Trends

**Aging, more diverse population drives demand for multi-family housing near services and transit.**

**Figure 6** Bay Area Housing Construction  
By Type, 1990–2010



Source: U.S. Census



# Regional Growth Strategy

## Priority Development Areas

- Nearly 170 locally nominated areas in over 60 cities and counties
  - Within an existing community/Infill development area
  - Near existing/planned transit
  - Providing housing and/or jobs
  - Diversity of densities and community identities



# Regional Growth Strategy

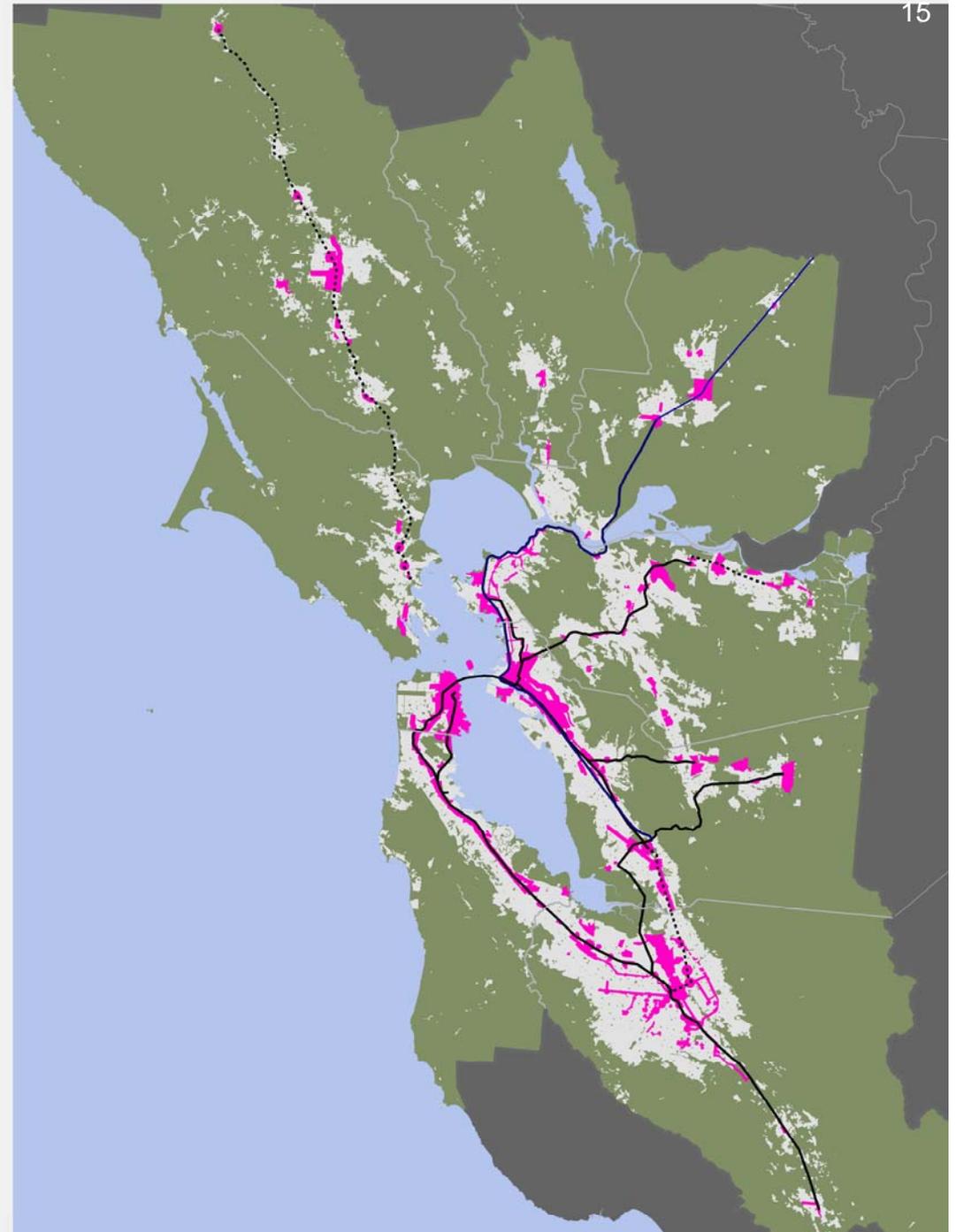
## Priority Conservation Areas

- Areas to be retained for open space or farmland to maintain quality of life
- More than 100 locally nominated areas

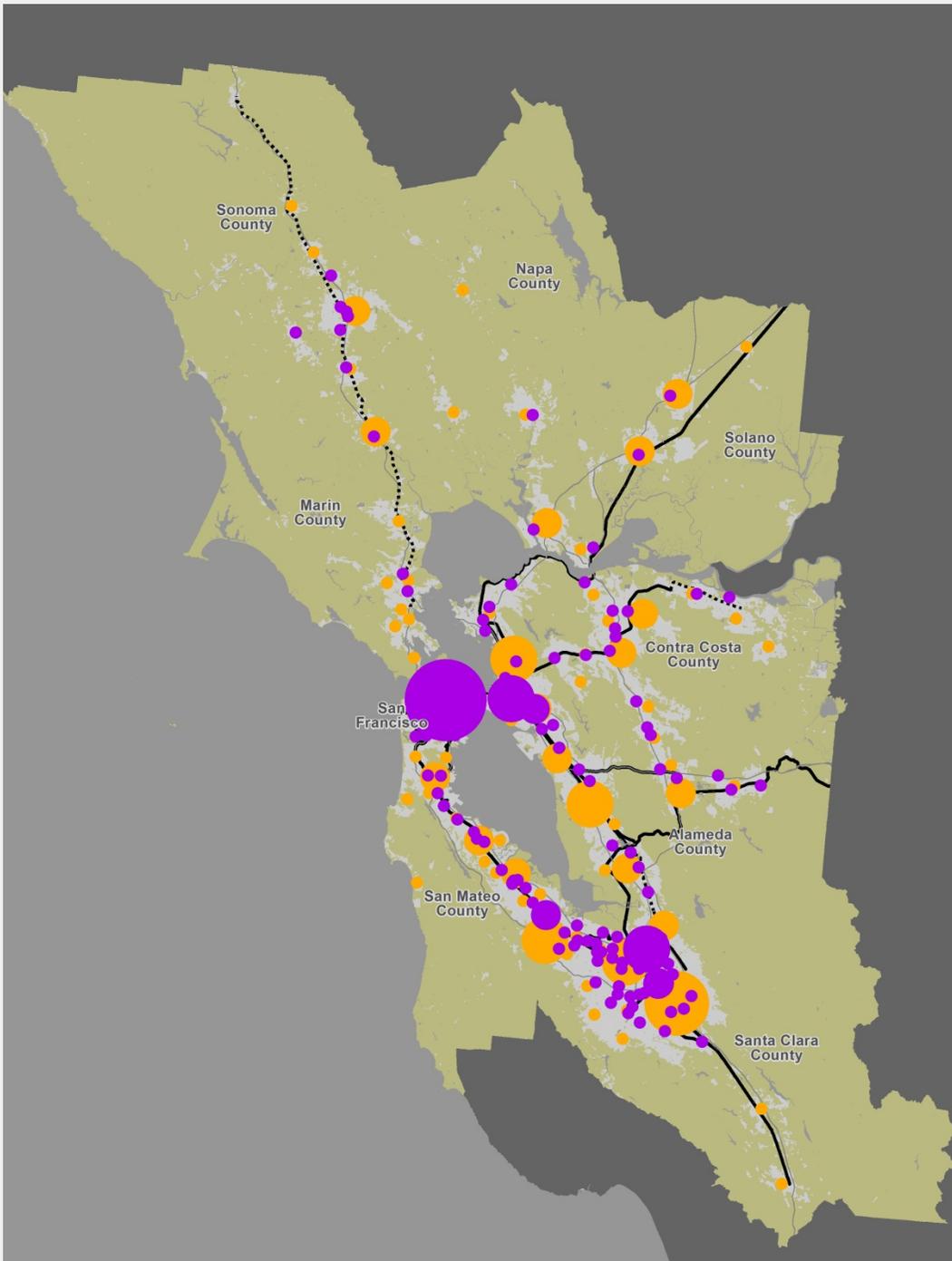


# Regional Growth Strategy Focused Growth

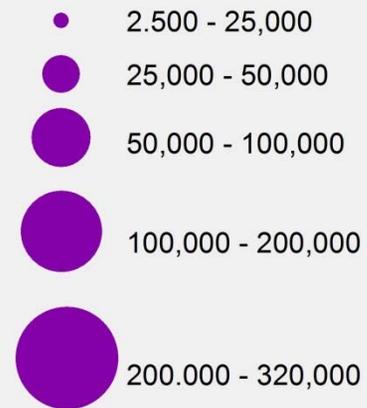
-  **Non-urbanized land**
-  **Urbanized land**
-  **PDA**
  -  Less than 5% of region's land
  -  Nearly 80% of new homes
  -  Over 60% of new jobs



# Job Location: 2010



## Total Jobs

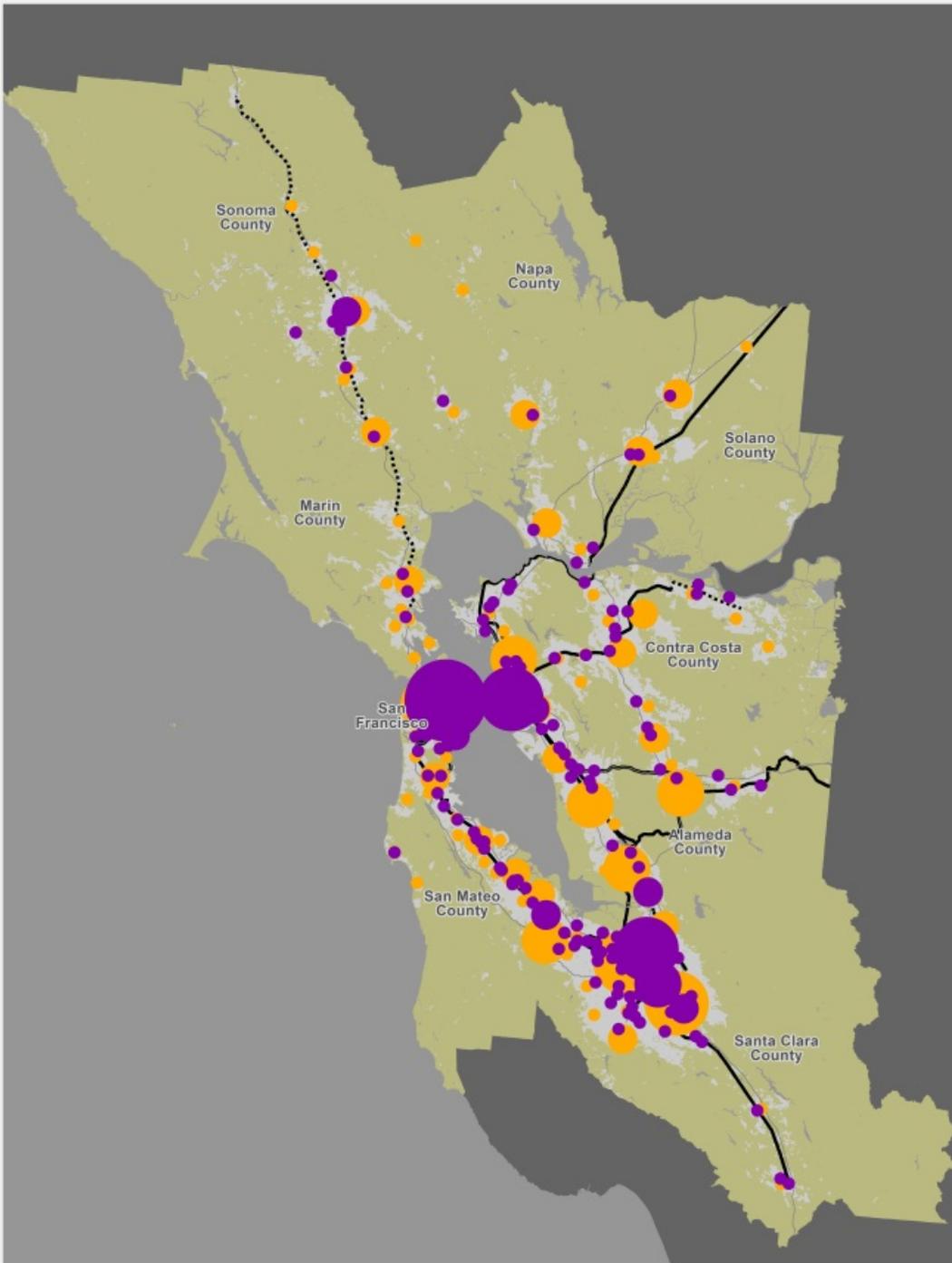


Jobs  
Within  
PDAs

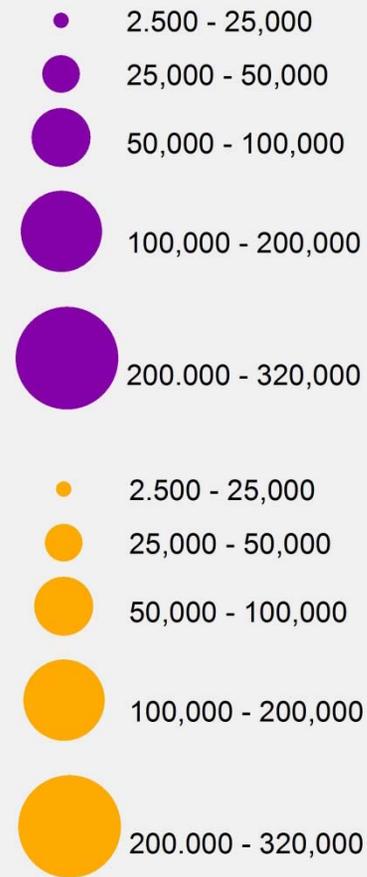


Jobs  
Outside  
PDAs

# Job Location 2040



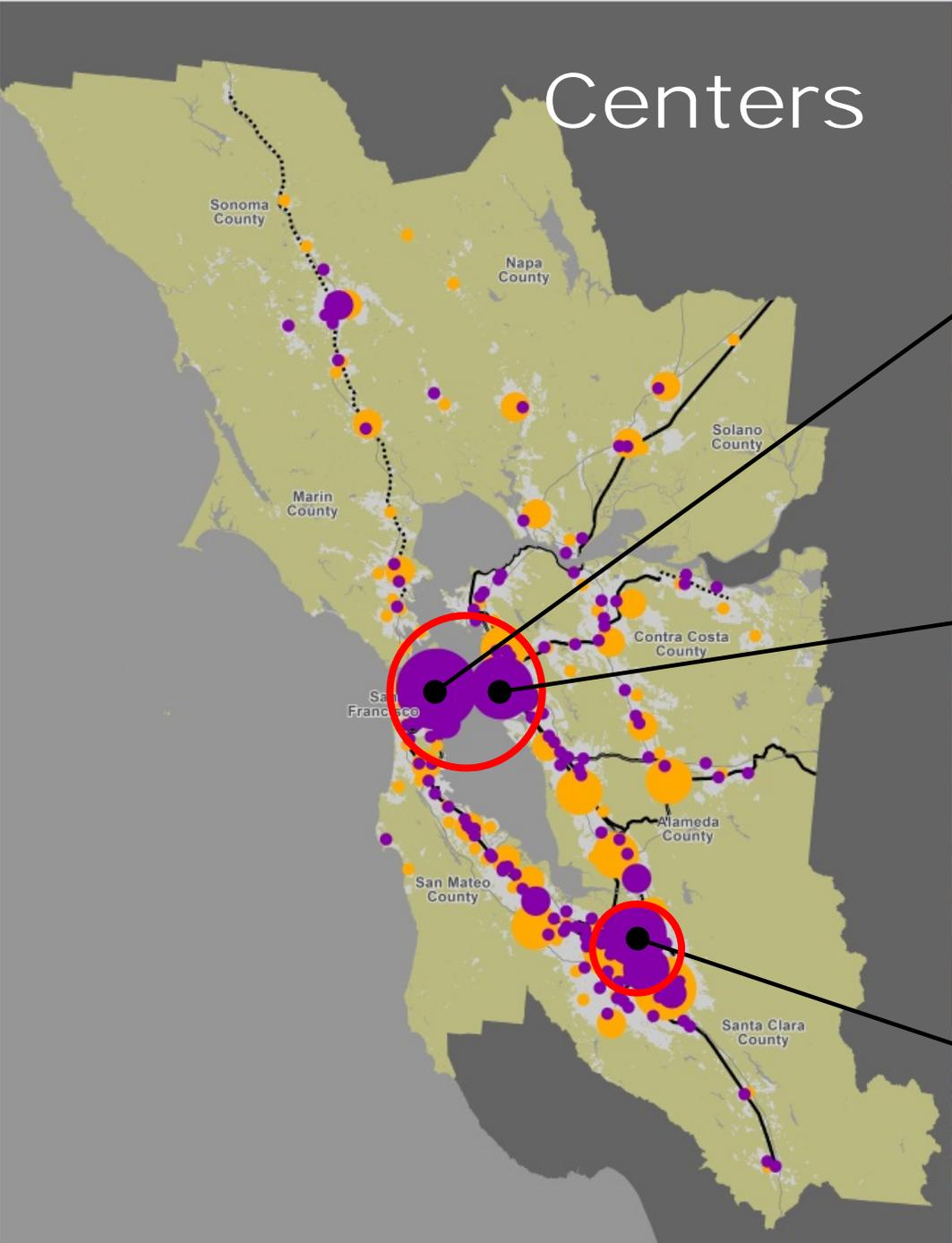
## Total Jobs



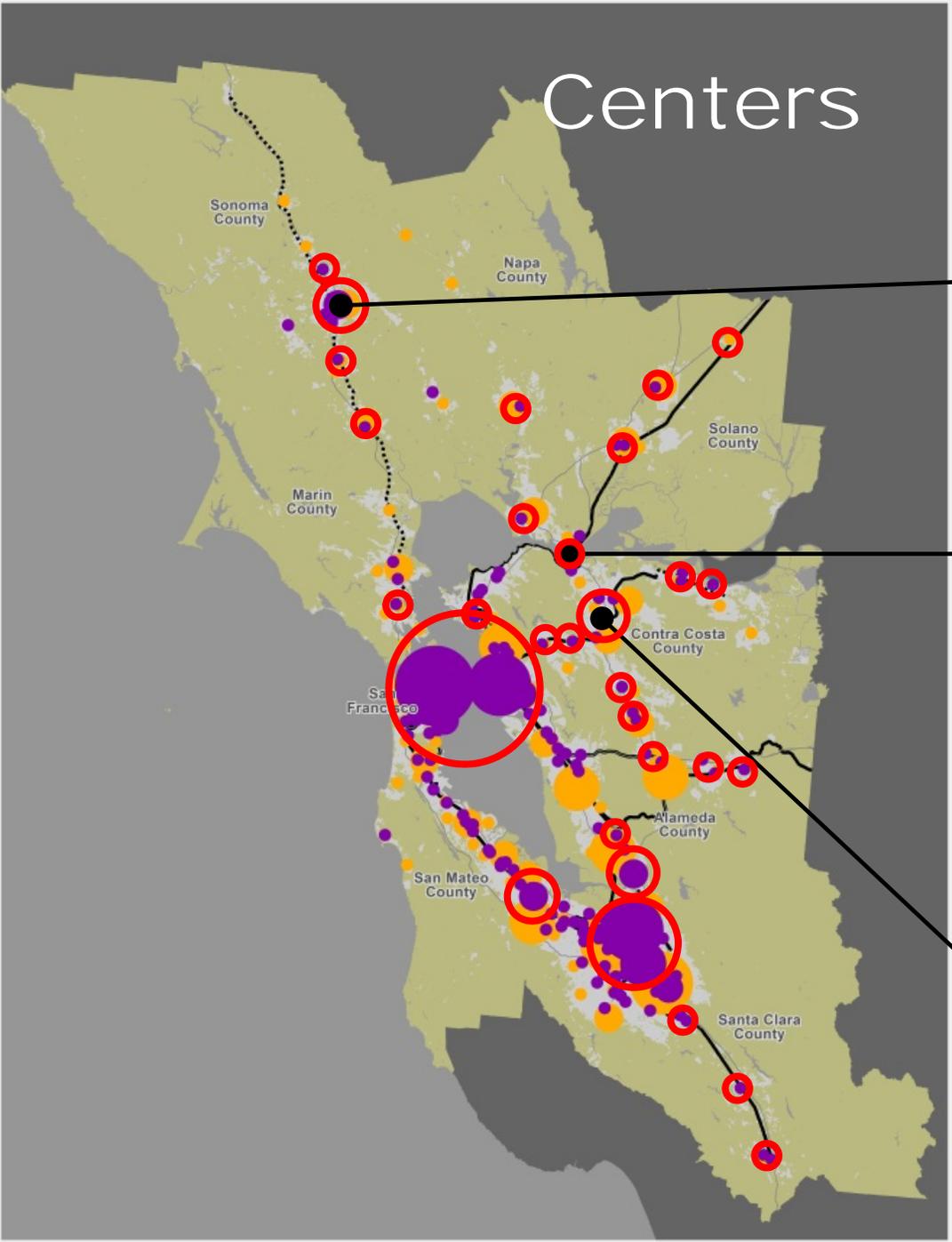
Jobs  
Within  
PDAs

Jobs  
Outside  
PDAs

# Centers



# Centers



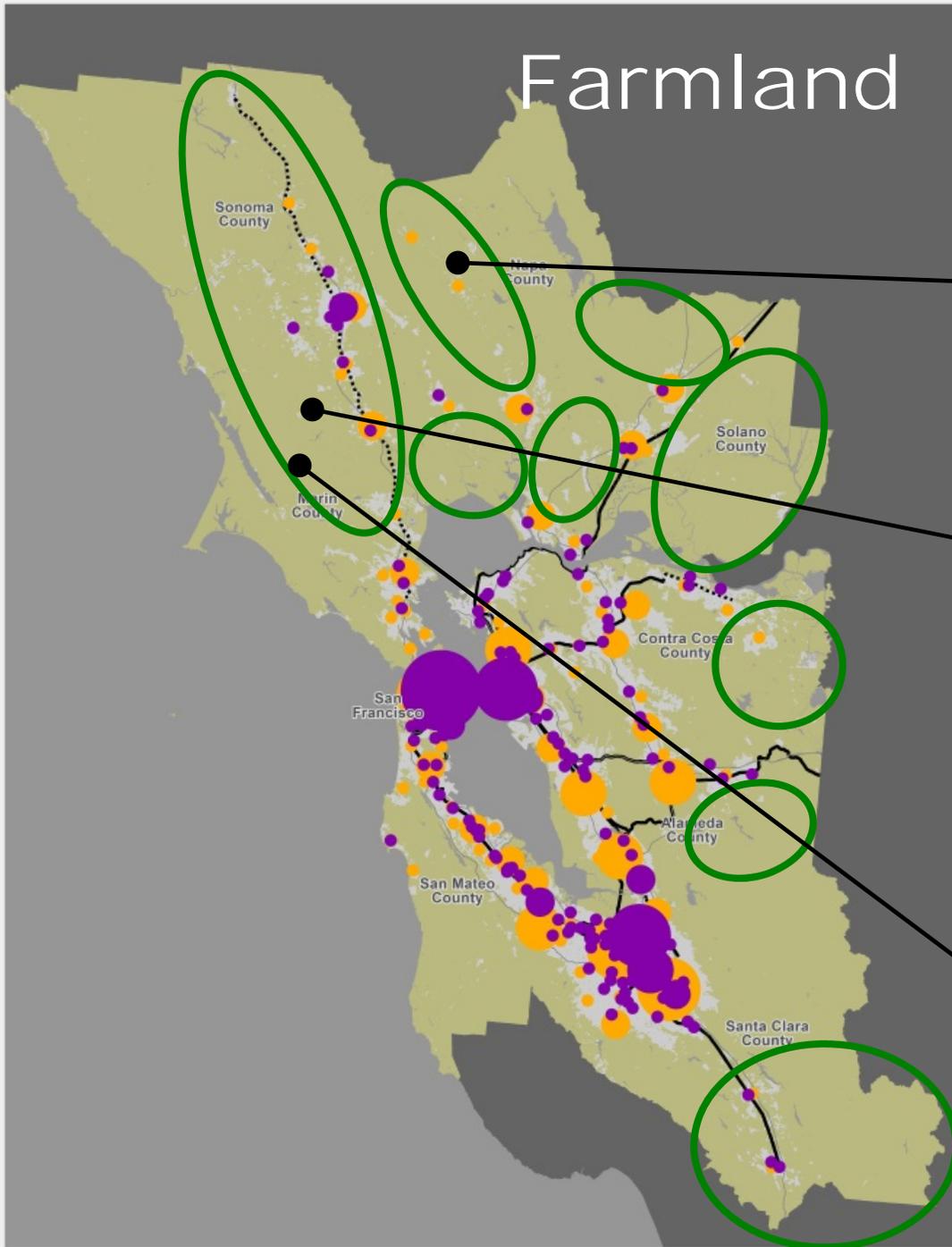
# Neighborhoods



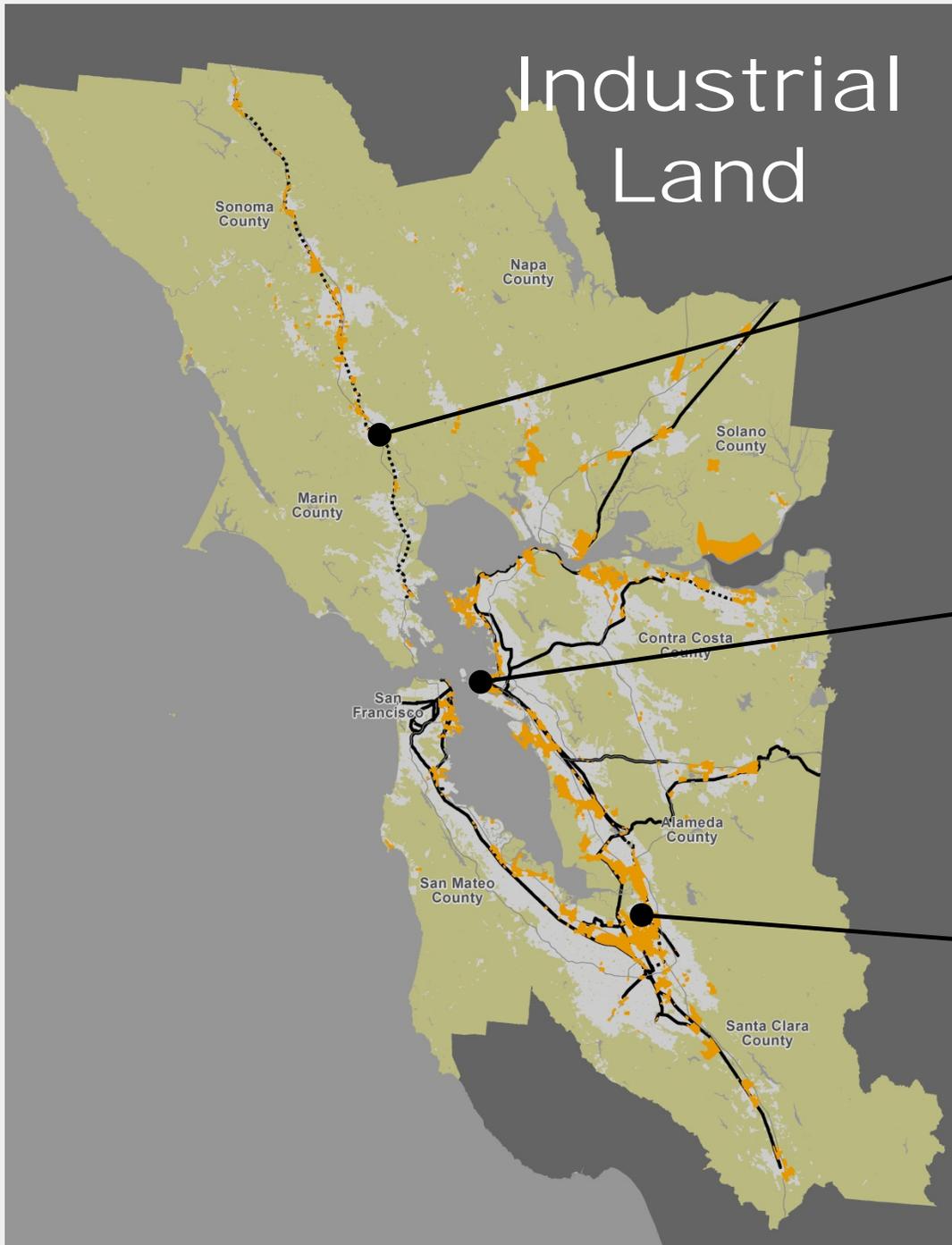
Contra Costa



# Farmland



# Industrial Land



# North Bay Housing Unit Growth

## Modest Housing Growth, Slower than Region

County	2010	2040	% Change
Sonoma County	205,000	236,000	16%
Solano County	153,000	176,000	15%
Napa County	55,000	61,000	11%
Marin	111,210	118,720	9%
<b>Bay Area</b>	<b>2,786,000</b>	<b>3,446,000</b>	<b>24%</b>

# North Bay Job Growth

## Job Growth Faster Than Housing Growth

County	2010	2040	% Change
Sonoma County	192,000	257,000	34%
Solano County	132,000	180,000	36%
Napa County	71,000	90,000	27%
Marin	110,730	129,130	17%
<b>Bay Area</b>	<b>3,385,000</b>	<b>4,505,000</b>	<b>33%</b>

## Fastest Growing North Bay Cities: Housing Units

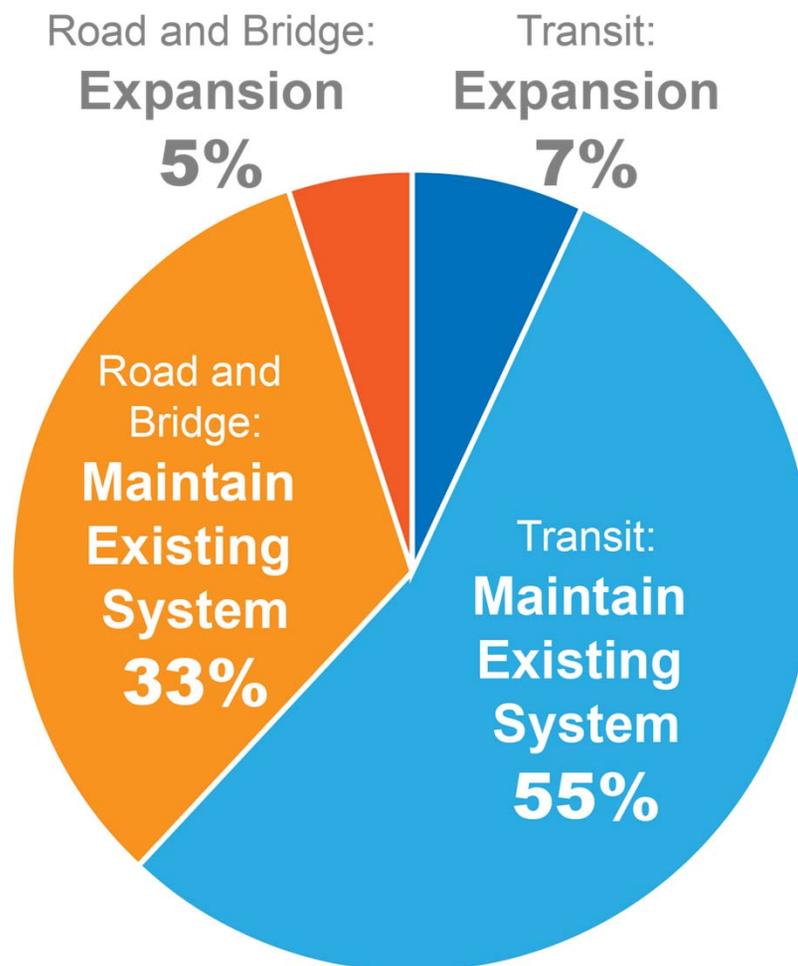
City	2010	2040	New Housing Units	% Change
Santa Rosa	67,400	83,420	16,020	24%
Fairfield	37,200	48,300	11,100	30%
Vacaville	32,800	36,900	4,100	12%
Rohnert Park	16,550	20,150	3,600	22%
Napa	30,150	33,400	3,300	11%

## Fastest Growing North Bay Cities: Jobs

City	2010	2040	New Jobs	% Change
Santa Rosa	75,500	104,000	28,500	38%
Fairfield	39,000	53,000	14,000	36%
Vacaville	30,000	41,000	11,000	38%
Vallejo	32,000	43,000	11,000	36%
Napa	34,000	44,500	10,500	31%

# Regional Transportation Investments

**Total Revenue-**  
**\$289 Billion**



# Key North Bay Investments

- SMART Rail
- I-80/I-680/SR12 Interchange
- Marin-Sonoma Narrows
- Capitol Corridor Enhancements
- Jameson Canyon Widening
- Priority Development Areas
- Priority Conservation Areas



# A Platform for Advocacy

## Land Use

- Support PDA Development With Locally Controlled Funding
- Modernize CEQA
- Stabilize Federal Funding Levels
- “Defiscalize” Land Use Decision-making

## Transportation

- Support Local Self-Help
- Seek Reliable Transportation Funding Levels and Flexibility
- Grow State Transportation Funding

# A Work in Progress

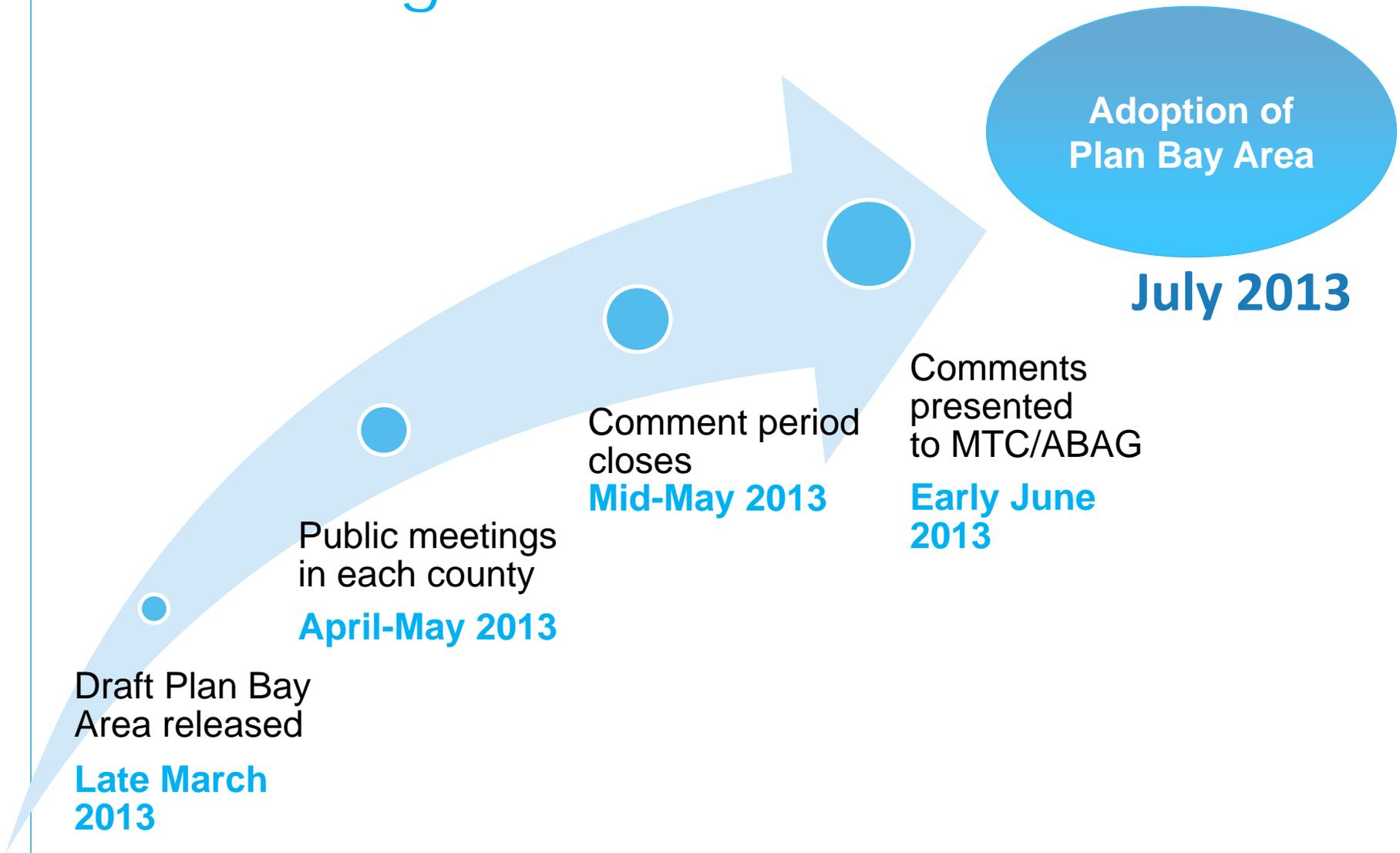
## **A Vibrant Economy**

- Improve Permitting Process
- Implement the Plan Bay Area Prosperity Plan
- Link Housing, Transportation and Economic Development

## **A Resilient Region**

- Promote Healthy Infill Development
- Curb Greenhouse Gases
- Climate Adaptation and Sea Level Rise
- Earthquake Mitigation and Recovery

# Remaining Plan Milestones



# Discussion