



**REGIONAL ADVISORY WORKING GROUP**  
**April 28, 2010, 1:30 p.m. – 3:30 p.m.**  
**Joseph P. Bort MetroCenter, 1<sup>st</sup> Floor, Auditorium**  
**101 - 8<sup>th</sup> Street, Oakland, CA 94607**

	Estimated Time for Agenda Item
1. Welcome and Regional Advisory Working Group Charter* (Ted Droettboom, JPC) <i>Regional agency staff will outline the role and responsibilities of the Regional Advisory Working Group.</i>	1:30 p.m.
2. Overview: Planning Context and Senate Bill (SB) 375 Requirements* (Doug Kimsey, MTC and Ezra Rapport, ABAG) <i>Regional agency staffs will provide an overview of Assembly Bill (AB)32, SB 375 and three recent regional planning efforts – Transportation 2035 Plan, Projections 2009 and FOCUS – and explain how they set the context for the development of the Regional Transportation Plan (RTP)/Sustainable Communities Strategy (SCS) pursuant to SB 375.</i>	1:40 p.m.
3. Discussion of SCS Work Plan Elements	
a. California Air Resources Board (CARB) Greenhouse Gas Emission Reduction Target-Setting (Doug Kimsey, MTC)	1:50 p.m.
b. Three Es of Sustainability, Goals and Other Targets* (Ashley Nguyen, MTC and Christy Riviere, ABAG)	
c. 2040 Regional Growth Forecast* (Paul Fassinger, ABAG)	
d. Priority Development Area (PDA) Assessment* (Ken Kirkey, ABAG) <i>Regional agency staffs will provide an update on the CARB GHG target-setting process; present the Three Es, Goals and Targets that will serve as the architecture for the RTP/SCS; discuss the approach for developing the 2040 Regional Growth Forecasts; and discuss how the PDA Assessment will inform the RTP/SCS.</i>	
4. Engagement Opportunities	3:10 p.m.
a. Public Participation Plan Update* (Catalina Alvarado, MTC)	
b. Regional Agency and Local Government Partnership* (Ted Droettboom, JPC) <i>MTC and ABAG will prepare an update to MTC’s Public Participation Plan to add in specific outreach and public meeting elements required for the SCS pursuant to SB 375. Regional agency staffs will discuss the various engagement opportunities available for local governments, transportation partners, and stakeholders.</i>	
5. Next Steps/Other Business/Public Comment	3:25 p.m.

**Next meeting on:**

Tuesday, May 25, 2010 from 1:30 p.m. to 3:30 p.m.  
MetroCenter, 1<sup>st</sup> Floor Auditorium, 101-8th Street, Oakland 94607

RAWG discussion will follow each staff presentation.

\* Agenda Items attached

\*\* Agenda Items with attachments to be distributed at the meeting.

Staff Liaison: Ashley Nguyen, MTC, 510.817.5809 and Christy Riviere, ABAG, 510.464.7923

Website: OneBayArea.org

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Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Christy Riviere, ABAG  
Subject: **Regional Advisory Working Group Charter**

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The Sustainable Communities Strategy will be developed through regional and local partnerships via both existing and new ad hoc working groups and committees. The Regional Advisory Working Group (RAWG) is a newly created ad hoc regional working group whose purpose is to guide regional staff in the development of the Regional Transportation Plan (RTP)/Sustainable Communities Strategy (SCS). The RAWG is made of primarily of planning staff representatives of local government, Congestion Management Agencies (CMAs), transit agencies, the four regional agencies and stakeholder representatives. Members of the public are welcome to attend and can comment during RAWG proceedings. This memo outlines the purpose and composition of the RAWG in more detail.

### **RAWG Purpose**

The primary purpose of the Regional Advisory Working Group is to provide input to regional agency staff during the development of the RTP/SCS. This input will be sought throughout the duration of the planning effort, leading to the adoption of the RTP/SCS in early 2013.

### **Line of Reporting & Responsibilities**

Staff foresees utilizing the Regional Advisory Working Group as the “first stop” for most issues regarding the RTP/SCS. For example, during 2010 members of the RAWG will be asked to offer feedback on regional targets, including regional housing and job targets, the “base-case” land use, alternative land use and transportation investment scenarios and SCS-related engagement.

Working group members are asked to please review materials in advance of the meeting, so that at the meetings, an active and fulsome discussion of each item may take place. Additionally, members will be asked to report back to their constituents, or those they have been asked to represent, such as local government counterparts, within each member’s county.

### **Membership**

The RAWG is made up of representatives of city and county government planning departments, congestion management agency staff, and regional agency staff. In regards to local government representatives, each county was asked to nominate at least one planning director to attend and participate on the RAWG for the duration of the process. However, all planning directors, community development directors and others are welcome to attend and participate in RAWG meetings. In addition, representatives of various stakeholder groups, including affordable housing, businesses, developers, equity and environmental groups, have been invited to participate in RAWG meetings. All RAWG meetings are open to the public.



Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Ashley Nguyen, MTC and Christy Riviere, ABAG  
Subject: **Three Es, Goals and Targets**

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The development of a more sustainable Bay Area calls for defining policies, strategies and investments that meet our region's present needs without compromising the ability of future generations to meet their own needs. Using the Three E principles of sustainability – economy, environment, and equity – as the architecture for a sustainable Bay Area will help us to frame both the *process* by which we plan for future jobs and housing growth and travel demand and the *outcomes* that we hope to achieve.

### **Three Es Architecture**

The Three Es will essentially provide the direction for the development of an integrated approach to developing the Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS) pursuant to SB 375. Under this architecture, it is our aim to put forth a strategic regional vision and long-range plan that make our region a place with a prosperous and globally competitive *economy*, a healthy and safe *environment*, and *equity* wherein residents share in the benefits of living in complete communities that are served by a well-maintained, efficient and connected regional transportation system.

Underpinning the Three Es is a set of complementary goals and performance-based targets. Arrayed under each of the Three Es are plan goals that are crafted with the intent to reflect the regional vision, offer specificity, and state desired outcomes. The goals are not entirely confined to any one of the Three Es; rather, several goals cut across and reinforce all three principles. Furthermore, the performance targets are numerical benchmarks to measure the region's progress towards implementing its vision. The targets are not meant to be rigid. Instead, they may change at any time to respond to changes in policy direction or circumstance. All the performance targets are *voluntary* except for the greenhouse gas (GHG) and housing targets which are mandated under SB 375.

Taken together, the Three Es, goals and performance targets serve as pillars of the RTP/SCS, framing the evaluation of scenarios, strategies, and investments as well as policy discussion and decision-making that will lead to a preferred RTP/SCS.

### **Performance Targets**

There are three sets of targets: (1) greenhouse gas emission reduction target, (2) housing target, and (3) other targets.

### ***Greenhouse Gas Emission Reduction Target***

The California Air Resources Board is directed under SB 375 to set regional targets for each metropolitan area to reduce GHG emission from cars and light trucks for years 2020 and 2035. These targets will be exclusive of reductions which CARB itself is able to achieve through vehicle efficiency and fuel standards. The Regional Targets Advisory Committee (RTAC), which advised CARB on the target-setting methodology, recommends a target metric of percent per-capita GHG emissions reduction from 2005. CARB will issue draft targets by June 30, 2010 and final targets by September 30, 2010. MTC, in partnership with the regional agencies, may recommend to CARB a regional target for the Bay Area. CARB is slated to update the targets eight years thereafter, but may opt to update the targets in four years. Importantly, the SCS must demonstrate how the region will meet the GHG emission reduction target. If the SCS falls short of meeting the target, the region must prepare an Alternative Planning Strategy (APS) that, if implemented, would meet the target.

### ***Housing Target***

SB 375 also effectively requires that the region set target levels for 25 years of housing growth based on accommodating all of the region's population, including all economic segments, taking into account net migration into the region, population growth, household formation and employment growth. That is, the region cannot limit the housing capacity, assuming a spillover of future excess housing demand into surrounding counties.

The estimates of the magnitude of the housing target must be established early so they can accompany the GHG-reduction process throughout the planning process. In consultation with local government partners and with the state Department of Housing and Community Development (HCD), the regional agencies will establish a 25-year housing growth target, by economic group, no later than the release of a final GHG target in September 2010. The target will be set in consultation with responsible state agencies, particularly the Department of Finance and the Department of Housing and Community Development, and will be based on the best econometric and demographic data and forecasts available. The assumptions underlying our forecasts will be made explicit so that our local government partners can review and comment before target adoption.

### ***Other Targets***

Greenhouse gas emission reductions and accommodation of regional housing growth are not the only purposes and outcomes of SCS. Other regional qualities related to air quality and public health, transportation performance, and livability are also central elements of the SCS. To this end, we look to targets tested in recent regional planning efforts such as the Transportation 2035 Plan, Projections 2009 and Draft Bay Area 2010 Clean Air Plan (CAP). In addition to GHG emissions, targets also focused on economic growth, congestion, particle pollution (note the Bay Area was recently designated non-attainment for national fine particle matter standard), affordability and equitable access help to establish a vision of a more sustainable and livable region, in which there is economic growth opportunities, less traffic delay and vehicle emissions, and more a affordable transportation system.

Based on our past experiences, we continue to strive to define appropriate performance measures for the economy and equity principles. For example, the Transportation 2035 Plan featured a transportation/housing affordability measure under the equity principle, but we found it difficult

to forecast the cost of housing. For this SCS effort, we welcome other economic and equity target ideas.

**Proposed Three Es, Goals and Targets**

For discussion purposes, below is a preliminary draft matrix of the proposed Three Es, goals and performance targets that will help guide us in the development of the SCS.

The regional agency staff seeks input and discussion from the Regional Advisory Working Group on these draft goals and targets. We specifically seek your ideas on possible targets under the economy and equity principles. In defining targets it is important to remember that the target ought to be a metric that can be forecasted via the regional transportation/land use models. The metric must also be correlated to transportation investments and/or future land use development patterns, meaning the metric is actually affected by the investments and/or development patterns.

“E” Principle	Goals	Possible Performance Targets
Economy	Economic Growth System Reliability	<p><b>Delay:</b> Reduce per-capita delay by 20 percent below today’s levels  <i>(Source: Transportation 2035)</i></p> <p><b>Other Ideas?</b></p>
Environment	Clean Air Climate Protection	<p><b>Greenhouse Gases:</b> TBD  (Likely: Reduce _ percent per capita from 2005)  <i>(Source: CARB)</i></p> <p><b>Fine particulate matter (PM2.5):</b> Reduce emissions by 10 percent below today’s levels  <i>(Source: Transportation 2035 and 2010 CAP)</i></p>
Equity	Housing Equitable Access Livable Communities	<p><b>Housing:</b> House all the region’s projected 25-year growth in housing demand within the Bay Area, by all demand segments (very-low income, low-income, moderate-income and market)  <i>(Source: SB 375)</i></p> <p><b>Transportation/Housing Affordability:</b> Reduce share of earnings spent on housing and transportation by low and moderately-low income households by 10 percent from today’s levels  <i>(Source: Transportation 2035)</i></p> <p><b>Access:</b> Increase non-automobile dependent access to jobs and essential services by 20 percent from today’s levels  <i>(Source: Projections 2009)</i></p> <p><b>Other Ideas?</b></p>



Date: April 14, 2010  
To: Regional Advisory Working Group  
From: Paul Fassinger, ABAG  
Subject: **The 2040 Growth Forecast in the Context of the SCS**

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### **Summary**

One of the first steps in identifying a Sustainable Communities Strategy that meets the requirements of SB 375 is to produce a growth forecast for the Bay Area to the year 2040. SB375 requires a number of changes to the region's land use forecasts. This memo describes these new requirements, which include: housing the region's entire population by income category; identifying the density and intensity of land use; forecasting alternatives; and consistency between the forecast and the Regional Housing Needs Allocation.

### **About the Regional Forecast**

Since 1973, the Association of Bay Area Governments (ABAG) has been preparing a long-range economic and demographic forecast, known as *Projections*. The forecast is updated every two years and includes estimates of population, housing and jobs for the entire nine-county San Francisco Bay Area. Data is produced for the region, counties, subregional study areas, priority development areas, cities, and census tracts. Forecast data is available in five-year increments, over a thirty year time horizon.

### **The Forecast and the Sustainable Communities Strategy**

Senate Bill 375 (Steinberg) mandates that the California Air Resources Board (CARB) develop regional reduction targets for greenhouse gas emissions for the years 2020 and 2035. The law also calls for California's 18 Metropolitan Planning Organizations (MPOs) to create a "Sustainable Communities Strategy" (SCS) that could achieve the GHG reduction targets. Specifically, the Sustainable Communities Strategy must:

- Identify the general location of uses, residential densities, and building intensities within the region;
- Identify areas within the region, over the 25 year planning period of the RTP, sufficient to house all the population of the region;
- Identify areas within the region sufficient to house an eight-year projection of the region's housing need;
- Identify a transportation network to service the transportation needs of the region;
- Gather and consider information regarding resource areas and farmland in the region;
- Set forth a forecasted development pattern, which, when integrated with the transportation network, and other transportation measures and policies, will reduce greenhouse gas emissions from automobiles and light trucks; and
- Quantify the reduction in greenhouse gas emissions projected to be achieved by the SCS.

The development pattern described in the SCS needs to comply with federal law, which requires that "the assumptions used to forecast future conditions must be based on the latest available information," including information from local general plans and sphere of influence boundaries. The SCS is also to be

a financially constrained plan, meaning all transportation projects within the RTP must be within the 25 year estimate of funds available.

### **New Requirements of the 2040 Growth Forecast**

As described above, the SCS speaks directly to the region's land use forecast. However, the law requires that the forecast evolve from a simple projection of land uses by census tract, into a more detailed assessment of where and how growth may occur in order to meet specific policy objectives, i.e. to reduce GHG and to house the region's total housing need, as generated by employment and natural population increase. These new requirements, and their implications for the forecast, are described below.

#### *House all of Region's Population*

Senate Bill 375 requires that each metropolitan region in the state prepare a Sustainable Communities Strategy that demonstrates how all economic segments of the region's population may be accommodated, over the next twenty-five years. The strategy must "identify areas within the region sufficient to house all the population of the region, including all economic segments of the population, over the course of the planning period of the regional transportation plan taking into account net migration into the region, population growth, household formation and employment growth." (Senate Bill 375)

The Bay Area regional agencies, as well as the State Department of Housing and Community Development, interpret this requirement to mean that the region must plan for housing sufficient to meet total new demand, as generated by natural population increase, household formation and employment growth. In other words, the SCS can not allow for displacement, that we must demonstrate how all of the region's growth in housing demand can be met within our borders, not by surrounding counties via "spill-over" demand.

This requirement marks a fundamental change in how our region and surrounding communities have been planned and developed over the last several decades. Over the last 30 years, surrounding counties have been planning and building homes for Bay Area workers. In preparing the forecast, we assume that there will continue to be a regional imbalance of jobs and housing, resulting in a net in-commute into the region. To assume no increase in in-commuting means assuming that enough additional housing will be built in the Bay Area, more than current local land use policies allow. Considering that the forecast must be a realistic assessment of local land use plans, we must also assume that local governments will modify their current plans to allow for more housing to be built. Considering that most local plans do not extend to the year 2040, we will also have to make assumptions regarding what a local plan would allow for in 2040, were such a plan year horizon to exist.

#### *Determine Total Regional Housing Demand for Year 2040*

One of the first steps in the SCS process will be to discuss with our partners what the region's total housing demand is estimated to be for 2040. Having a total housing demand figure early in the process will allow us to better plan how these units can be accommodated within the region. It is anticipated that we will start with a "base" forecast, one that mirrors our most recent forecast, *Projections 2009*. We will update *Projections 2009* with current economic and demographic data. The updated forecast will include assumptions about continued growth in in-commuting. The base case would also assume that some local land use plans will be modified over the next 25 years to accommodate more housing than current plans allow. However, in the base case, these anticipated changes to local plans will not be assumed to be sufficient to meet all of the region's housing demand.

We will work with the RAWG and our other partners to prepare the 2040 forecast and total housing demand number. The base case will serve as a starting point for discussions. Regional agency staff will provide information regarding total projected "in-commuters" and how that relates to employment and

households. Our objective is to reach some level of consensus on a housing demand goal for the 25 year SCS period by the end of the year.

#### *Forecast Density and Intensity of Use*

In addition to identifying areas within the region sufficient to house all of the region's population, in preparing the SCS, the region must also "identify the general location of uses, residential densities, and building intensities within the region." Traditionally, the greatest level of detail available through the forecast has been general land use categories, e.g. jobs by five industry categories and residential uses, by census tract and traffic analysis zone.

For the SCS, average residential densities can be calculated for either census tracts or traffic analysis zones. Building intensities is interpreted to mean floor area ratios. To estimate building intensities, we may consider information regarding existing jobs and required floor space by industry category. These and other ideas will be brought before the RAWG for discussion during the development of the SCS.

#### *Prepare Alternative Scenarios*

Before SB 375, preparing alternative investment strategies and land use scenarios and testing them against targets has been purely voluntarily. With SB 375, this process has become virtually mandated, for alternative planning strategies are what allow regional and local decision makers to see how various policy decisions may affect VMT, GHGs and other targets.

For Projections 2009, eight metrics were used to gauge regional performance, including vehicle miles traveled, particulate matter (both coarse and fine) traffic congestion, development of greenfields, access to transit and share of income spent on both housing and transportation costs. Once the targets were established, a minimum of two land use scenarios were developed and then tested to determine their sensitivity to each of the targets. One scenario was designed to be mostly consistent with city and county general plans; with some soft assumptions regarding additional housing being built in the inner Bay Area and at infill locations near transit, than current-term local plans anticipate. A second, more aggressive, scenario emphasized further infill development. Changing the land-use policy assumptions that go into the regional forecasting model in this way results in fewer vehicle miles traveled (VMT) per household and per job. Lower VMT then directly impacts virtually all of the other performance targets, including CO<sub>2</sub> emissions, congestion, and particulate matter. For the SCS, we plan to work closely with the RAWG to determine how exactly the alternative land use scenarios are constructed.

#### **The 2040 Forecast & the Regional Housing Needs Allocation**

Starting in the 1980s, ABAG has been periodically required to allocate a state-determined assessment of regional housing need to each of the 109 local-government jurisdictions in the Bay Area. Each jurisdiction is then required to update the housing element in its general plan to accommodate its allocation of needed housing units. The needed units are further subdivided into four affordability categories: very low, low, moderate, and market-rate. Local housing elements must plan for each category.

In 2008, state housing law was amended to require that the Regional Housing Need Allocation and the Sustainable Communities Strategy be consistent with one another. The RHNA must follow the development pattern specified in the SCS (i.e. the regional forecast); and the SCS must respect the state-mandated allocation criteria that guide the RHNA. A new RHNA will now be required every eight years, with every second SCS and RTP. The RHNA will be adopted by ABAG at about the same time as MTC adopts the RTP, and local governments will have eighteen months from the adoption of the RTP to update their housing elements. Specific zoning to implement the elements must follow three years later.



Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Miriam Chion, ABAG  
Subject: **Priority Development Area Assessment**

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This assessment and related report will document the planning and investment strategies required to accomplish sustainable and equitable development in the existing 60 Planned Priority Development Areas (PDAs). While all of these PDAs have been proposed by local jurisdictions committed to sustainable transit-oriented development through local plans, they vary greatly in their visions of complete communities and readiness to produce new housing. Based on the studies, plans, and efforts led by the local jurisdictions, the assessment will identify the criteria and conditions for housing production as well as the scale and type of growth to be expected in Planned PDAs. It will identify the goals, strategies and achievements towards the development of complete communities and the required planning and investment support.

### ***Assessment Scope***

#### ***Readiness for growth***

Planned Priority Development Areas present a wide range of approaches to accommodate future development supported by public transit. Readiness for development will be assessed based on the scope and stage of the planning process and implementation strategies, the support from the community and elected officials for the development of PDAs, and the level of investment attraction over the last ten years. Preliminary feedback from meetings with local jurisdictions indicates that community participation, streamlined environmental review, transit improvements, and catalyst projects are some of the top priorities to facilitate the implementation of adopted plans. Information exchanged in these meetings suggests four potential groups of PDAs based on growth patterns and readiness qualities:

- Established urban neighborhoods ready to accommodate major growth through high-density housing linked to public transit
- Places growing rapidly and shifting from suburban or semi-rural to urban neighborhoods
- Established suburban places embarking on major efforts to strengthen their downtowns or commercial nodes and accommodate small growth
- Low-density urban neighborhoods focused on retaining and enhancing existing qualities while addressing very small growth

#### ***Development of complete communities***

Jurisdiction with Planned PDAs make various choices regarding the quality of the public realm, housing types and affordability, transit and pedestrian accessibility, retail and cultural activities, school performance, and access to open space, among other neighborhood qualities. This assessment will document the community vision and current conditions of the Planned PDAs, and identify the various planning and development strategies required to develop and improve

the neighborhood qualities needed for a complete community. Preliminary feedback from local jurisdictions indicates the following priorities:

- Housing affordability
- Transit service improvements
- Infrastructure improvements (access to water and sewer upgrades for infill development)
- Redesign of parking strategies
- Access to and quality of schools
- Design of public spaces
- Addressing public safety
- Supporting additional civic and cultural activities

### ***Approach and schedule***

- October 2009: Regional workshop to identify key planning efforts across local jurisdictions.
- December 2009 – February 2010: 47 meetings with planning, redevelopment, and community development directors; transit agencies; and congestion management agencies to gather specific qualitative information on development challenges and expectations.
- March – April 2010: Survey to gather additional information and detailed planning and development data that can be systematically analyzed at the regional level.
- April – May 2010: Gather demographic, economic, land use, and transportation data.
- April – July 2010: Quantitative and qualitative analysis of implementation conditions and qualities of urban development for Planned PDAs. Preliminary findings to be presented at county/corridors meetings.
- August – September 2010: Findings review with local jurisdictions and final report production

### ***Informing the Sustainable Communities Strategy***

This assessment summarizes the efforts and accomplishments of the PDAs, which are most likely to take the largest share of growth in the region. This assessment will address the Sustainable Communities Strategy as follows:

- *Growth capacity to inform regional growth allocation modeling*: the assessment will document the growth potential in the Planned PDAs based on local planning efforts, community support, available resources for public improvements, and attractiveness of place. It will also provide an overview of the future population profile for these PDAs.
- *Sustainable development challenges to inform regional policies, development alternatives, and RTP investment strategies*: the assessment will identify the planning tasks, community participation, rules and regulations, investments needs, and interagency coordination required for targeted housing production, transit access, and creation of complete communities.
- *Local and regional collaboration for public participation grounded on local concerns and strategies*: development of the assessment offers an opportunity for close interaction between local and regional agencies in the analysis of planning strategies and development conditions. It will help regional and local staff to recognize areas of local strength and regional strength, issues shared across jurisdictions and issues specific to place type, and development areas of strong consensus and areas of discrepancies.



Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Ted Droettboom, MTC/BCDC/BAAQMD/ABAG Joint Policy Committee  
Subject: A Local/Regional Partnership for the Sustainable Communities Structure

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### Purpose

This memo outlines the rudiments of a partnership structure through which the Bay Area intends to prepare its Sustainable Communities Strategy. A companion memo outlines a process to be employed by this structure.

### Growth Assignment

At the core of the Sustainable Communities Strategy task is the assignment of growth to areas of the region in a manner that assures that all housing demand is met, that greenhouse-gas emissions are reduced (at least relative to what they might have otherwise have been), and that other essential qualities of sustainability and livability are maintained or improved.

Growth assignment is essentially a land-use decision. Regional agencies have some authority over transportation investments and they provide some limited guidance for land-use plans. However, they have no *direct* land-use authority. That authority resides entirely with cities and counties. For the growth assignment to be real, it ultimately has to be agreed to and implemented by those local jurisdictions. As well, local transportation agencies (congestion management agencies and transit providers) need to be involved to ensure a match between growth and transportation services. The growth assignment cannot be made solely by the regional agencies. It requires a local/regional partnership.

### Configuring Partnerships

The regional agencies could negotiate individually with each of the Bay Area's 109 cities and counties to assign growth within each jurisdiction. That, however, would be too time-consuming and inefficient—particularly as growth not accepted in one jurisdiction would have to be individually negotiated as an addition to the quota of another jurisdiction or jurisdictions. The to-and-fro through the regional agencies could be endless. Alternatively, the assignments could be negotiated simultaneously in some sort of mega-meeting among all 109 jurisdictions—a process too complicated and too cumbersome to imagine.

To make the process manageable, some sort of sub-regional grouping of partners is required. In many cases, the most appropriate sub-regional unit is the county, where county-level, inter-governmental congestion management agencies are available to assist local jurisdictions in working out assignments and potential trades with one another. However, in some larger counties, it may be best for some local-government-partner teams to be convened, not for the entire county, but at the sub-county level—specifically around a major transportation corridor which they share. If the objective is to reduce

vehicle miles traveled, assignments and possible trades may be more meaningful and easier to visualize among jurisdictions that have similar travel patterns and issues. In a few rare cases, a corridor may present such a strong organizing principle that it makes most sense to follow it across county boundaries and organize an inter-county group to work out growth assignments along the entire corridor.

To assist local jurisdictions in organizing partnership groupings that are most relevant to the growth-assignment task, the regional agencies will present some options organized around travel-pattern and housing-market data. With their CMAs and local transit agencies, the cities and counties will choose the sub-regional units through which they believe they could most productively work with the regional agencies on growth assignments.

### Forums and Governance

The assignment of growth to various places around the region is both a technical and a political exercise; technical in that it will rely on a number of measurements and analytic forecasts; political in that it will reflect our collective values for the kind of communities we want to foster and the kind of region we want to become. The assignment process will need to include both technical and political forums.

These forums will likely vary by county. They cannot and should not be prescribed by the regional agencies. In many counties, we suspect that the local governments will use existing inter-government institutions, like congestion management agencies, to help organize their participation in the Sustainable Communities Strategy. All CMAs have boards of locally elected officials, representing their cities and counties, and most have technical advisory committees of appointed local officials, particularly community planning directors and public works directors. In some counties other parallel organizations of local elected or appointed officials exist in addition to the CMAs and some may choose to use these organizations rather than the CMAs to bring local participants together. Some counties may choose to create new *ad hoc* forums purely for the purpose of working on the Sustainable Communities Strategy.

As a starting point, we recommend that local jurisdictions in all counties use their CMAs to convene an initial discussion of how they wish to organize for the growth assignment process. The congestion management agencies are uniquely positioned to make and implement inter-governmental decisions within counties, and most have an infrastructure in place to facilitate at least the formation of appropriate bodies to work on and oversee the development of the growth assignment task.

The organization employed by the local jurisdictions in San Mateo County for that county's sub-regional housing allocation process may be instructive to the kind of organization required to assist in sub-regional growth assignments. That organization included a Technical Advisory Committee composed of planning staff and a Policy Advisory Committee which included twenty-one local elected officials, one from each jurisdiction.

Ultimately it would be desirable for the sub-regional growth assignment to be accepted individually and officially by each of the local governments involved in its design. The regional agencies' *Policies for Implementing SB 375* encourage local-government

resolutions confirming participation in and acknowledgement of the local implications of the Sustainable Communities Strategy. To provide comfort to those resolutions, local jurisdictions may wish to conduct local public-engagement activities to build understanding and assess support for the growth assignments. These activities may be conducted either by individual jurisdictions or by sub-regional consortia. To the extent possible, the regional agencies will assist in providing information and other support to these local engagement activities.

The regional agencies are also obligated by SB 375 and by federal law governing regional transportation plans to conduct direct public-engagement activities, including general public meetings. The agencies will coordinate these activities with those of local governments to maximize the opportunities for genuine information exchange and meaningful public input.

### Getting Started

To facilitate understanding of the proposals contained in this and other related memos and to improve the proposals with suggestions from our local-government partners, the regional agencies, in coordination with congestion management agencies, will convene county-level meetings around the region during the spring and early summer of 2010. These meetings will introduce the Sustainable Communities Strategy and the proposed partnership growth-assignment process to local elected and appointed leaders and will solicit ideas for making the process work better. CMAs will then convene the requisite meetings to identify appropriate corridors or other sub-regions and decide on a local governance and advisory structure with which the regional agencies will work in assigning growth.



Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Ted Droettboom, MTC/BCDC/BAAQMD/ABAG Joint Policy Committee  
Subject: A Local/Regional Process for the Preparation of the Sustainable Communities Strategy

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### Purpose

This memo outlines the process through which the Bay Area intends to prepare its Sustainable Communities Strategy. The process will be conducted by a partnership of local governments and regional agencies and is consistent with *Policies for the Bay Area's Implementation of Senate Bill 375*, adopted by the Joint Policy Committee and each of the four regional agencies in 2009. The proposed structure for the partnership is discussed in a companion memo.

### Place and Location

SB 375 directs that the growth assignment in the Sustainable Communities Strategy attempt to reduce greenhouse-gas emissions from light-duty vehicles. This will occur largely through the reduction of vehicle miles traveled (what transportation professionals refer to as VMT). VMT can be reduced by decreasing the number of trips (trip frequency), by shortening trip length (access through proximity), by reducing single-occupant vehicle trips (ride sharing), or by diverting trips to non-automobile modes (transit, walking and biking).

The place to which growth is assigned affects VMT and its causal factors in two ways:

1. Through the *characteristics* of the place itself; e.g., the mixture and intensity of its land uses, the quality of its streets and sidewalks, the directness and efficiency of its internal connections, the availability and cost of its parking, the affordability of its housing, the diversity of its jobs, and the match between jobs and housing;
2. Through the *location* of the place relative to other places—particularly places with complementary characteristics—and relative to the transportation network, both transit and roads.

The regional agencies, and most of the congestion management agencies (CMAs), have developed simulation models and other planning tools to assess the probable impact of place characteristics and place location on VMT and hence on automotive greenhouse gases.

### Priority Development Areas

Priority Development Areas (PDAs for short) are special places. Located within the Bay Area's existing urbanized footprint and connected by high-quality transit, Priority Development Areas are neighborhoods which local governments have identified as capable of taking on more housing growth. There are currently more than 120 Priority Development Areas in over 50 jurisdictions. Together they consume less than 3 percent

of the region's land area but are judged by their nominating jurisdictions to be able to accommodate over half of the region's growth in households to 2035.

As they are strategically located on the regional transit network and as their nominating local governments have already volunteered a readiness for these neighborhoods to grow, PDAs are expected to play a central role in the Sustainable Communities Strategy. As a core part of the regional agencies' FOCUS program, priority development areas are eligible for regional and state incentive funding to help achieve their housing potential. As part of the partnership process, we will explore additional funding options and opportunities for PDAs to help make the Sustainable Communities Strategy real.

### An Iterative Process

The regional agencies and their local partners will work together to assign growth through an iterative process:

1. Based on its regional 2040 housing and employment growth forecasts ABAG staff (see separate memorandum for details), the regional agencies, in cooperation with local agencies, will develop several combinations of preliminary local housing/employment distribution and transportation investment scenarios for 2020, 2035 and 2040. These scenarios are intended to explore the range of possibilities for achieving adopted CARB GHG targets and other regional agency targets.

In building the starting distribution, the regional agencies will fully share analytic assumptions for assigning growth among PDAs and other locations; investment strategies would support this development, including local actions (for example, parking pricing and management) and regional initiatives (for example, freeway and transit performance, accelerated adoption of alternative vehicles, congestion pricing).

2. Using the information developed in #1 above, sub-regional working groups, comprising city and county officials meeting with congestion management agencies and transit providers and assisted by regional-agency staff, will review and refine initial local growth assignments and further assess investment strategies and local actions for their sub-region (county and/or corridor). Using the region's simulation models, the regional agencies will test the cumulative growth distribution and investment policies resulting from sub-regional revisions against the three sets of Bay Area performance targets.

We anticipate that PDAs, which have already been jointly identified by local jurisdictions and regional agencies as preferred places for growth, will figure heavily in sub-regional considerations. In judging the capability of various PDAs to participate in meeting the regional performance targets, sub-regions will be assisted by a PDA Assessment recently completed by the regional agencies. Sub-regional discussion of the Assessment relative to the initial and revised distributions will help refine the conditions and resources required to implement growth assignments.

3. If a performance gap results, particularly relative to the greenhouse-gas targets, the regional agencies will work with the sub-regions to identify and re-evaluate

additional integrated transportation measures and land use policies which can assist in meeting the targets to constitute the Bay Area's first Sustainable Communities Strategy.

4. If the final integrated SCS does not achieve the CARB-designated GHG target, then the region is required to also adopt an Alternative Planning Strategy (APS) that demonstrates "how the target could be achieved through alternative development patterns, infrastructure, or additional transportation measures or policies.", integrated with the transportation network and with transportation measures and policies



# Agenda

- Regional Advisory Working Group Charter
- Overview of Regional Planning Context and SB 375 Requirements
- Discussion of RTP/SCS Work Plan Elements
  - CARB GHG Target-Setting
  - Three Es, Goals and Other Targets
  - 2040 Regional Growth Forecasts
  - Priority Development Area Assessments
- Engagement Opportunities
  - Public Participation Plan Update
  - Local Governments and Regional Agencies Partnership

**RAWG Discussion Follows Each Staff Presentation**

# RAWG's Charter

## ■ Purpose

- Provide ongoing input into key work plan elements for the RTP/SCS

## ■ Line of Reporting

- Act in an advisory capacity to regional agencies staff charged with preparing the RTP/SCS

## ■ Responsibilities

- Review and provide input that regional agencies staff will use to develop the RTP/SCS

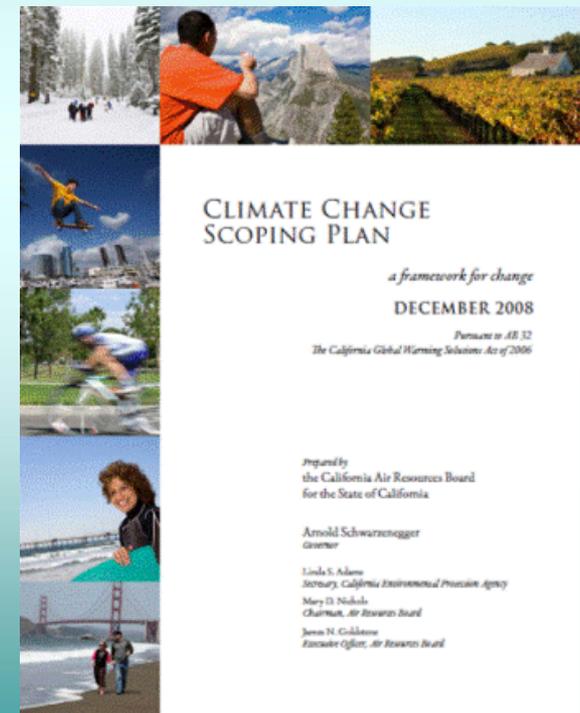
## ■ Membership

- Members comprised primarily of planning staff from cities/counties, CMAs, and regional agencies
- Meetings are open to the public

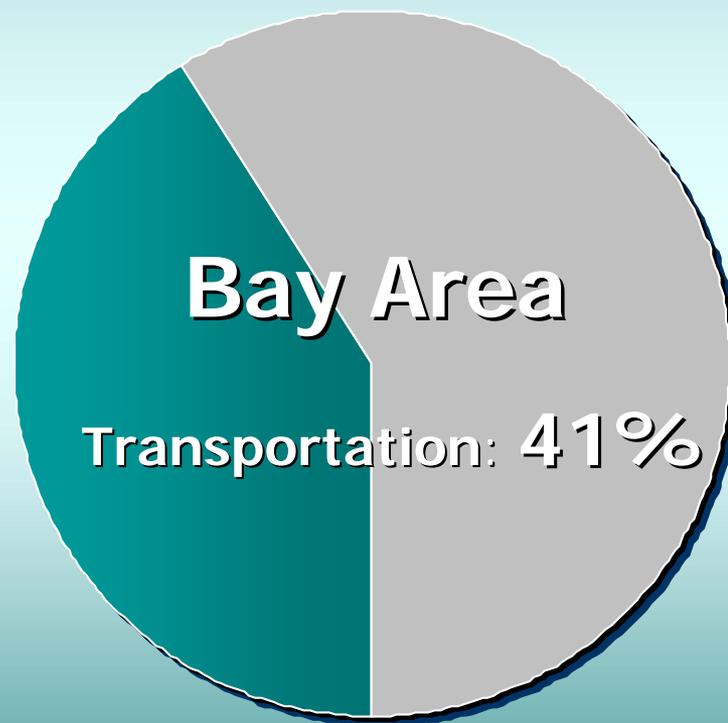
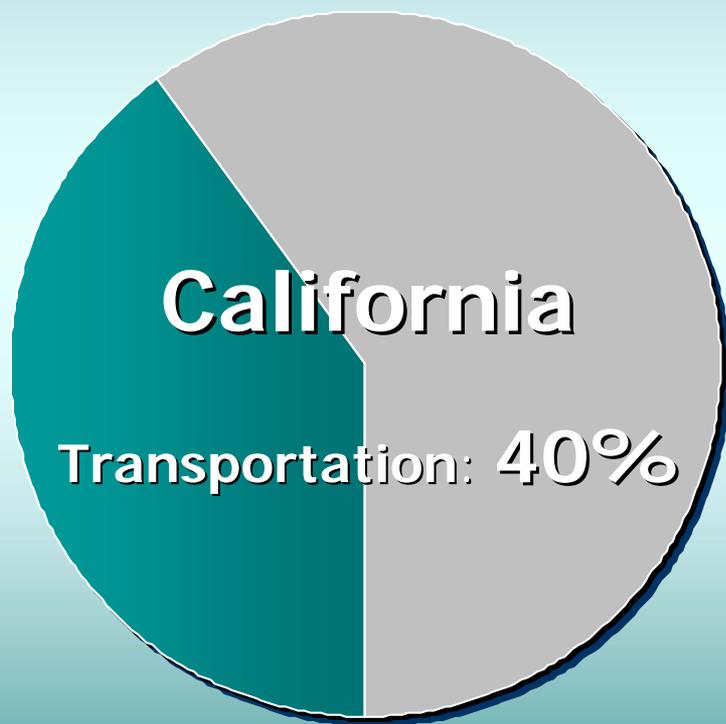
# Overview of Planning Context and SB 375 Requirements

# AB 32 Global Warming Solutions Act of 2006

- AB 32 establishes the first comprehensive program of regulatory and market mechanisms in the nation to achieve GHG emissions reductions
- AB 32 sets GHG emissions limit for 2020 at 1990 level
  - Acknowledges that 2020 is not the endpoint
  - Points way towards 80% reduction by 2050
- CARB adopted a Scoping Plan to achieve AB 32's GHG emissions reduction target



# Transportation is the Main Source of Greenhouse Gas Emissions



Sources: ARB GHG Projections for 2020

Sources: USEIA, BAAQMD 2007 Base Year Inventory

# California's Three Pronged Approach to Reducing Transportation Greenhouse Gases

- Cleaner vehicles (AB 1493, Pavley)
- Cleaner fuels (Low-Carbon Fuel Standard)
- More sustainable communities (SB 375)



# SB 375 Basics

- Uses the regional transportation planning process to help achieve reductions in GHG emissions consistent with AB 32
  - Directs CARB to develop passenger vehicle GHG reduction targets for CA's 18 MPOs for 2020 and 2035
  - Adds Sustainable Communities Strategy as new element to Regional Transportation Plans
- Provides CEQA incentives to encourage projects that are consistent with a regional plan that achieves GHG emission reductions
- Coordinates the regional housing needs allocation process with the regional transportation planning process while maintaining local authority over land use decisions



# What Do We Want to Accomplish With the Sustainable Communities Strategy?

Reasons SB 375 was created:

Congestion

Mega-Regional Sprawl

Disinvestment in Cities

The Bay Area has created a framework that meets the intent of SB 375.

The FOCUS program has been underway for the past three years, and 120 Priority Development Areas have been proposed and adopted.

These PDAs were established because they create a package of benefits that were considered desirable by local governments, including

- Less traffic congestion
- More efficient transit
- Improved public health
- Better access to jobs
- A healthier economy
- Improved quality of life
- Protected habitat
- Conservation of land, energy and water

# Implementation Context

## What's Working Against Us?

- State Funding Crisis:
  - Local Government; Transit; Redevelopment
- PDA Challenges: aging infrastructure (capacity, replacement, financing);
  - infill parcel sizes are too small (predevelopment costs too high for small scale infill (risk versus reward ratio) and risk conversion of larger parcel industrial land for housing);
  - social issues in some communities (schools, security, services, air quality, healthy food, amenities)

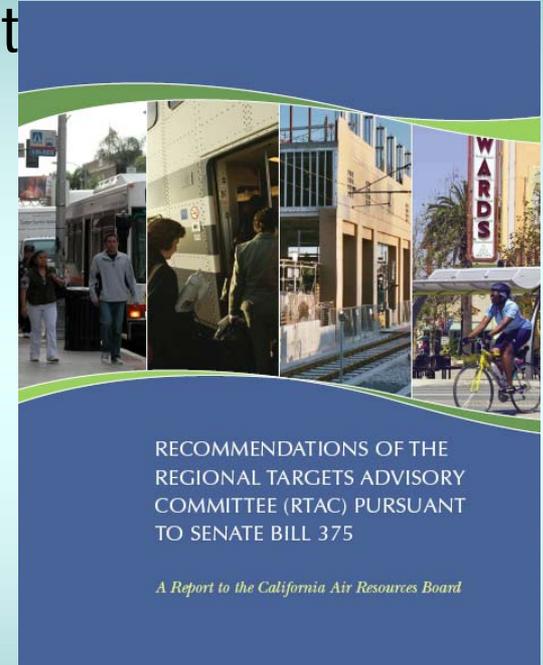
# Implementation Context: What's Working FOR Us?

- National Support: US Cabinets are Aligning Policy for Sustainability (HUD, DOT, Education, DOE, and EPA)
- State Support: Strategic Growth Council endorses SB 375 principles
- Regional Support: MTC has authorized \$41M/yr in TLC for PDAs; Four Regional Agencies working together through the JPC
- Local Support: Cities have adopted TOD plans

# **RTP/SCS Work Plan Element: CARB GHG Target-Setting**

# Key Regional Targets Advisory Committee Recommendations

- Calls for CARB to implement a consistent target setting process statewide
  - Collaborates and exchanges data with MPO
  - Identifies an initial statewide target
  - Adjusts initial target for particular regions, if needed
    - Sets draft and then final targets
- Target metric: percent per-capita GHG emissions reduction from 2005
- Extensive state-local interaction



# GHG Target Setting Under SB 375

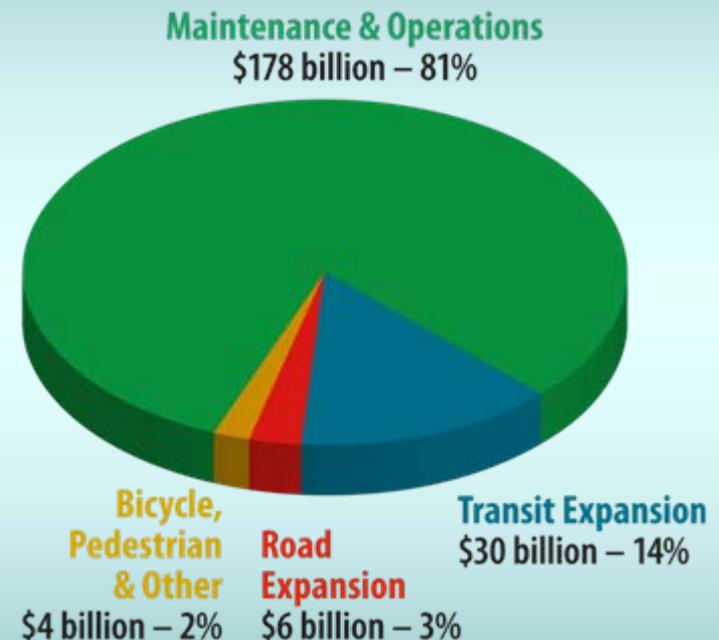
- Regional Targets Advisory Committee (RTAC) advises CARB on target methodology (Completed: September 30, 2009)
- CARB exchanges data with MPOs (Underway)
  - MPOs are developing investment/land use scenarios to assist CARB with GHG target-setting
- CARB issues draft targets by June 30, 2010
  - CARB is considering the release of draft target *range*
- MTC, in consultation with ABAG, BAAQMD, and BCDC, will prepare a response to draft targets following Commission discussion on July 28
- CARB issues final targets by September 30, 2010
  - CARB is considering the issuance of region-specific targets

# Bay Area's Investment/Land Use Project Alternative: Transportation 2035 Plan + Projections 2009

- Includes a set of transportation projects and programs that can be implemented within the \$218 billion financially constrained budget
- Focuses on maintenance, system efficiency and strategic expansion investments
  - Maintenance & Ops. – 81%
  - Road Expansion – 3%
  - Transit Expansion – 14%
- Advances new initiatives such as FOCUS, Freeway Performance Initiative, Regional Express Lane Network, Climate Initiative, and Transit Sustainability Project
- Reflects Projections 2009\*
  - Total Population: 9 million
  - Total Employment: 5 million

\*Estimates of current and future employment substantially lower than Projections 2007

## Expenditures by Function (25-Year Total revenues: \$218 Billion)



# How Does the Project Alternative Perform Compared to 2005 Base Year?

	2005 Base Year	2020 Interim Year	2035 Horizon Year	Change 2005 to 2020 Project		Change 2005 to 2035 Project	
				Numeric	Percent	Numeric	Percent
Average Weekday Pounds Per Capita CO <sub>2</sub> Emissions from Passenger Vehicles and Light Duty Trucks*	21.0	19.9	20.3	-1.1	-5%	-0.7	-3%

- **Reduction of 5 percent in CO<sub>2</sub> emissions in 2020**
- **Reduction of 3 percent in CO<sub>2</sub> emissions in 2035**

\* Excludes Pavley and LCF standards; preliminary data subject to change.

# How Does the “Best” Alternative Perform Compared to 2005 Base Year?

	2005 Base Year	2035 Horizon Year	Change 2005 to 2020 Project	
			Numeric	Percent
Average Weekday Pounds Per Capita CO <sub>2</sub> Emissions from Passenger Vehicles and Light Duty Trucks*	21.0	18.7	-2.3	-11%

- **Reduction of 11 percent in CO<sub>2</sub> emissions in 2035**

\* Excludes Pavley and LCF standards; preliminary data subject to change.

# What Would It Take to Achieve the Best Alternative?

- **Increase auto operating costs three-fold**
  - Carbon tax that increases cost of gas by 20%
  - 25-cents per mile congestion charge
  - Charged parking increases by \$1.00 per hour
- **Aggressive Land Use Policies – increase projected urban population growth and decrease projected suburban/rural population growth**
  - San Francisco/San Mateo – Add 270,000 people beyond projections
  - Sonoma/Solano – Reduce projected growth by 160,000 people

# How Does the Bay Area Perform Compared to Other Regions & Why Are They Different?

Average Weekday Pounds Per Capita CO2 Emissions from Passenger Vehicles and Light Duty Trucks\*

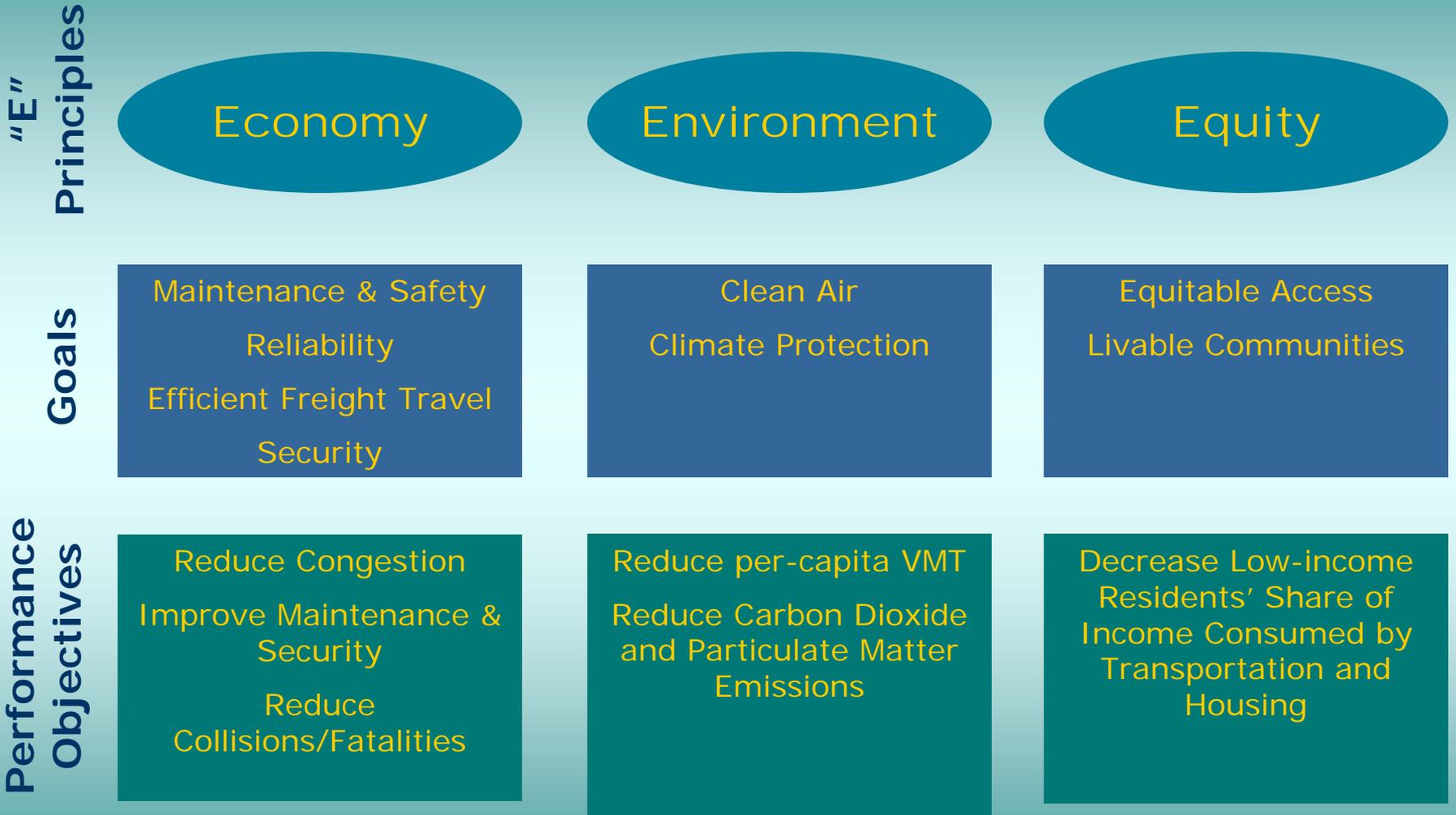
Region	2005 Base Year	Project Alt. 2020 Interim Year	Project Alt. 2035 Horizon Year	Change 2005 to 2020 Project		Change 2005 to 2035 Project		Change 2005 to 2035 Best Project	
				Numeric	Percent	Numeric	Percent	Best Alt. 2035 Horizon Year	Percent
Bay Area	21.0	19.9	20.3	-1.1	-5%	-0.7	-3%	18.7	-11%
So Cal/ LA	21.4	20.2	20.8	-1.2	-6%	-0.6	-3%	19.2	-10%
San Diego	26.1	23.8	24.7	-2.3	-9%	-1.4	-5%	23.2	-11%
Sacramento	23.0	21.9	20.7	-1.1	-5%	-2.3	-10%	19.8	-19%

- Other regions are still refining scenario assessments for target setting
- In 2020, largest MPOs are mostly consistent
- In 2035, SACOG is the outlier - differences due primarily to different population and employment growth assumptions.



# **RTP/SCS Work Plan Element: Three Es, Goals, & Other Targets**

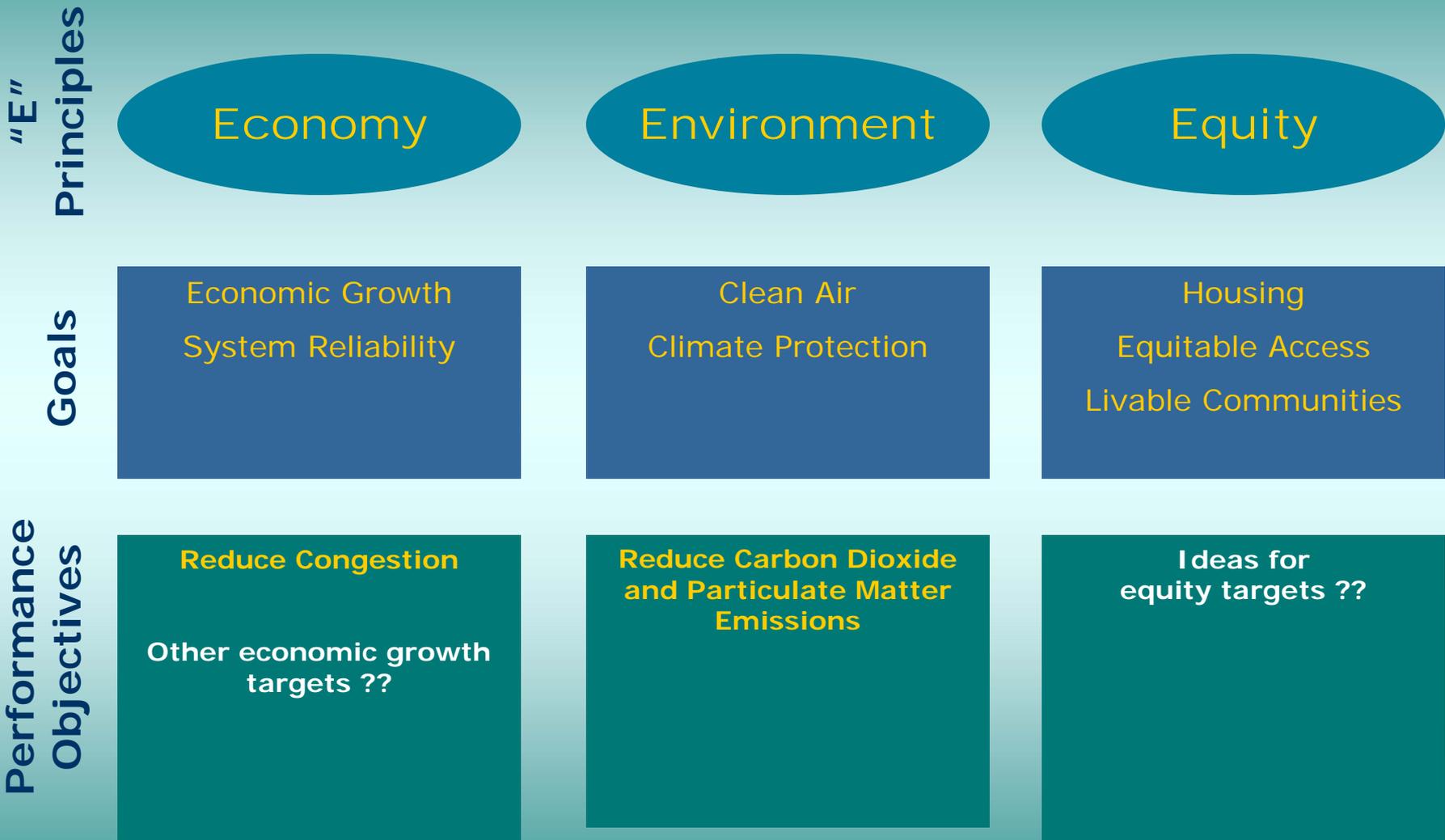
# Transportation 2035: Performance Driven Plan



# Projections 2009 Performance Targets

- ↓ Vehicle Miles Traveled per Capita by 10 percent
- ↓ Carbon Emissions by 40 percent
- ↓ Vehicle Hours of Delay by 20 percent
- ↓ PM2.5 Emissions by 10 percent
- ↓ PM10 Emissions by 45 percent
- ↓ Greenfield Development
- ↑ Non-auto access to jobs and services by 20 percent

# Proposed Three Es Architecture



# Discussion: Ideas for Possible Targets?

"E" Principle	Past Targets	Possible Targets for RTP/SCS
Economy	Reduce per-capita delay by 20 percent from today	Reduce per-capita delay by 20 percent from today
		<b>Other economic growth targets?</b>
Environment	Reduce emissions of fine particulates (PM2.5) by 45 percent from today	Reduce emissions of fine particulates (PM2.5) by 45 percent from today
	Reduce carbon dioxide emissions to 40 percent below 1990 levels	<b>TBD by CARB</b>
Equity	Increase non-auto access to jobs and services by 20 percent	<b>Other equity targets?</b>
	Decrease by 10 percent the combined share of low-income and lower-middle-income residents' household income consumed by transportation and housing	

# **RTP/SCS Work Plan Element: 2040 Regional Growth Forecasts**

# A 2040 Growth Forecast for the SCS

- Forecast is initial step in identifying an SCS that meets SB 375 requirements
- SB 375 changes regional land use forecasts
  - House the entire population by income segment
  - Identify density and intensity of land use
  - Forecast alternatives
  - Consistent with RHNA

# Building a 2040 Growth Forecast

- Currently updating land use forecasting tools
- Working with the CMAs and local jurisdictions to
  - Review the modeling tools
  - Achieve consistent land use data inputs between regional and local models
- Extensive engagement

# 2040 Growth Forecast

- RAWG would give input on forecasting related topics
  - Accounting for performance targets in regional models
  - Modeling system changes and improvements
  - Alternative scenario sensitivity analysis
  - Land use data and growth forecasts in small areas

# House the Entire Regional Population

- Population growth from natural increase and net migration
- Net migration directly related to the need for labor in the regional economy
- Labor can come from the local population, new migrants and inter-regional commuters
- Population then generates households formation

# **RTP/SCS Work Plan Element: Priority Development Area Assessment**

# FOCUS

**Priority Development Areas and Priority Conservation Areas**

-  Priority Development Area
-  Priority Conservation Area
-  Freeway
-  Highway
-  Local Road



PDA and PCA map data courtesy of ABAG. Street base map © Thomas Bros. Maps. All rights reserved. MTC Graphics 12/2008

# PDA Assessment – Purpose

- Identify the types of planning and investment support required to accomplish sustainable and equitable development in the PDAs
- Identify criteria and conditions for housing production and the scale and type of growth to be expected in a PDA
- Identify the goals, strategies, and achievements of local governments towards developing complete communities



# PDA Assessment – Initial Findings

- Implementation of adopted plans requires community participation, streamlined environmental review, improved transit service, and catalyst projects
- Addressing challenges to infill development, such as infrastructure capacity and parcelization, is critical to growth
- Access to quality schools, design of public spaces, redesign of parking strategies, public safety, and promotion of civic and cultural activities are major priorities for the development of complete communities



# How PDA Assessment Informs SCS

- Assessment of PDA growth capacities will inform jobs and housing allocation process
- Understanding of the needs and challenges of PDAs will inform regional policy and investment strategies
- Regional and local collaboration via PDA Assessment will lay groundwork for the county/corridor engagement efforts for the RTP/SCS



# Local Government Access to Resources Is Key

- State and regional planning grants
- State and regional capital grants
- New federal funding models (e.g. joint HUD/DOT/EPA programs)
- Self-help tools (e.g. value-capture such as tax increment financing)

## Infrastructure Budget Estimates for Select PDAs

Purpose	\$ billions
Street and Transit	16.0
Utilities	1.9
Recreation and Parks	1.2
Community Amenities	0.5
Housing	3.8
Miscellaneous	0.9
<b>TOTAL</b>	<b>24.3</b>

# Public Participation Plan Update

# Public Participation Plan Update

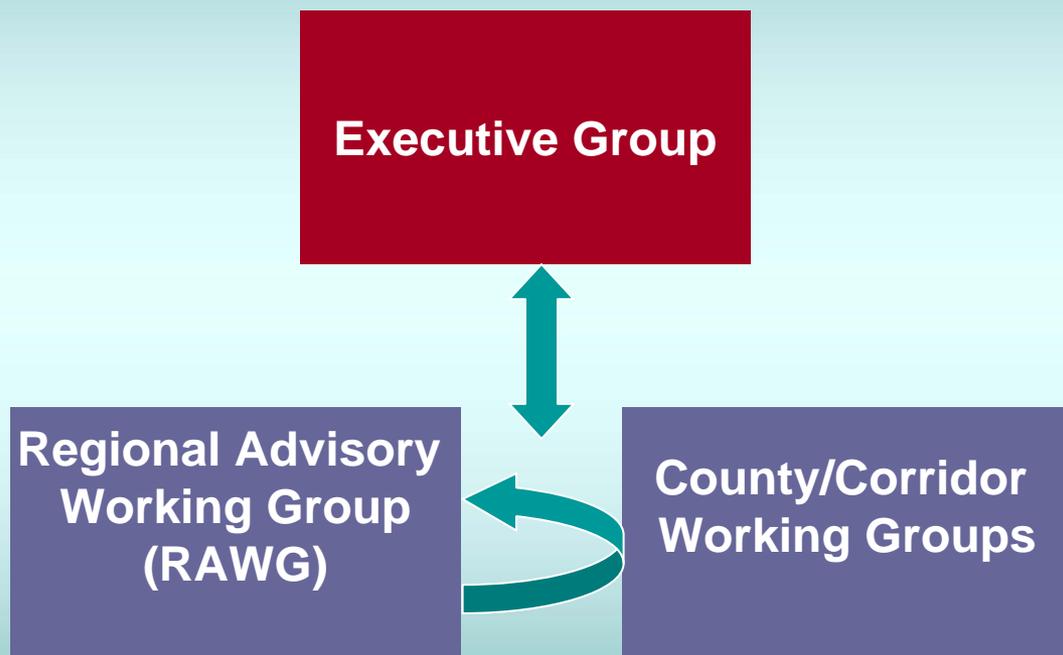
- SB 375 requires MPOs to adopt public participation plan for the SCS
  - MTC will update federally-required Public Participation Plan (Res. 3821) and ABAG will adopt similar plan in September 2010
  
- Plan Elements include:
  - Engagement of broad spectrum of stakeholders
    - Local governments, transportation partners, community and business organizations, low-income communities, etc.
  - Use of various participation techniques
    - Workshops, grants to community organizations to host community meetings, visualization tools, public opinion polls and Web surveys, etc.
  - Use of new and existing advisory groups

# Principles for Public Engagement

- Public participation is a dynamic activity that requires teamwork and commitment at all levels of ABAG and MTC
- One size does not fit all — effective public participation strategies must be tailored to fit the audience and the issue
- Citizen advisory committees can be used to hear and learn from many voices in the Bay Area
- Engaging interested citizens in 'regional' issues is challenging, but possible through coordination with community-based initiatives
- Effective public outreach and involvement requires relationship building between regional agencies, local governments, non-governmental organizations and the community

# Regional and Local Government Engagement

# Regional and Local Government Engagement Structure



## COMPOSITION

### Executive Group:

Regional Agencies Executive Directors, Congestion Management Agencies Executive Directors, and City Managers

### RAWG:

Primarily planning staffs from Regional Agencies, CMAs, transit agencies, and local governments, plus stakeholders

### County/Corridor Working Groups:

Primarily planning staffs from Regional Agencies, CMAs, transit agencies, and local governments across county boundaries, plus stakeholders

# County/Corridor Working Groups

- Purpose
  - Sub-regional planning to assign growth within each jurisdiction
- Configuring Partnerships
  - **County Working Group:** Congestion Management Agencies to assist local jurisdictions within a county to work out growth assignments and potential trades with one another
  - **Corridor Working Group:** Inter-county group to be organized to help work out growth assignments and potential trades along multi-county corridors

# Assigning Growth Allocations – An Iterative Process

- Regional agencies define a draft 2040 growth distribution
- County/Corridor working groups review initial growth assignments for their sub-region and recommend revisions
- Regional agencies test growth distribution resulting from sub-regional revisions against performance targets and report results
- Once a final set of growth assignments is in place, regional agencies confirm the performance of this distribution against the performance targets
- Final land-use pattern resulting from the growth assignment, integrated with the transportation network and with transportation measures and policies, will constitute the Bay Area's first Sustainable Communities Strategy

# Next Steps Timeline



# RTP/SCS Planning Process\*

## Planning Process: Phase 1 Detail for 2010

Regional Transportation Plan (RTP)/Sustainable Communities Strategy (SCS) Architecture: Three E's and Goals, Performance Targets, Growth Projections and Initial Scenarios



### Phase One Decisions:

- Public Participation Plan
- Three E's/Goals (Economy, Environment & Equity)
- Performance Targets (GHG, Jobs/Housing & Other)

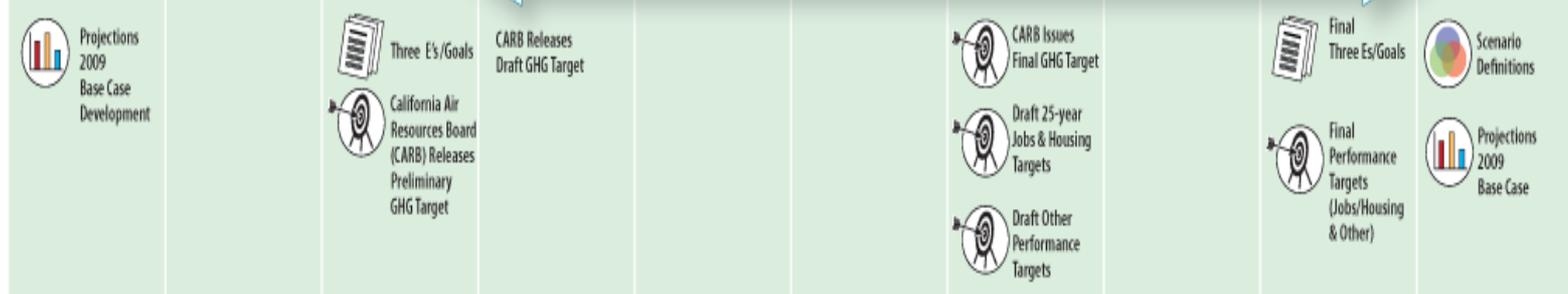
### Phases 2-4

- Scenario Analysis
- Begin Regional Housing Need Allocation Process

Local Government and Public Engagement



Technical Milestones



Policy Board Action



2011

2012

2013

- RTP/SCS Technical Analysis
- Regional Housing Need Allocation Adoption
- Draft RTP/SCS
- RTP/SCS Adoption

April 2010





Date: April 21, 2010  
To: Regional Advisory Working Group  
From: Catalina Alvarado, MTC  
Subject: **Engagement Opportunities: Public Participation Plan Update**

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Senate Bill 375 requires extensive outreach with local government officials and the public as part of the process of developing the Sustainable Communities Strategy (SCS). It provides the opportunity to engage communities in an important endeavor to envision and plan for communities that rely less on automobiles and create attractive, walkable, sustainable communities that can offer a higher quality of life for all.

In the Bay Area, the SCS will be a joint effort between the Bay Area's regional agencies (the Association of Bay Area Governments, the Bay Area Air Quality Management District, the Bay Conservation and Development Commission, and the Metropolitan Transportation Commission), local jurisdictions, and numerous stakeholders. Each metropolitan planning organization is required to adopt a public participation plan for the SCS. In the Bay Area, MTC will revise its federally-required Public Participation Plan (Res. 3821) to reflect public engagement in the development of the SCS. ABAG will adopt a similar but separate document that contains the public participation plan for the SCS.

An extensive community engagement process is anticipated as part of the development of the Bay Area's SCS. The public engagement process will be supplemented by a partnership of local governments and regional agencies that will bring together a mix of elected officials, planning directors, county congestion management agencies and local transit agencies. Under this structure, the cities and counties will choose the sub-regional units through which they believe they could most productively work with the regional agencies on growth assignments. This partnership is discussed more fully in Agenda Item 4b.

### **Stakeholders**

In addition to the partnership among local governments (cities, counties, congestion management agencies, and transit agencies), a number of public stakeholders will be consulted, as called out in SB 375 and in federal legislation that governs regional transportation planning:

- Other affected public agencies (such as special districts, county health officers, resource agencies, etc)
- Opinion leaders, advocacy groups (transportation and environmental advocates, others)
- Neighborhood and community groups
- Broad-based business organizations
- Affordable housing advocates, home builder representatives, homeowner associations
- Landowners, commercial property interests
- Low income communities and communities of color
- Other interested parties and the general public.

## **Participation Techniques**

A variety of participation techniques will be utilized to engage the wide range of stakeholders. The success of the SCS is dependent on all voices in the region being represented and involved. This presents an opportunity to engage residents that do not typically participate in planning efforts, and it is important that engagement efforts focus on under-represented communities.

To the extent that funding allows, the public engagement efforts will include:

- Public workshops in all nine Bay Area counties (Over the course of development of the Sustainable Communities Strategy, ABAG and MTC expect to hold more than the required minimum of three workshops in each county with a population larger than 500,000; and one meeting in smaller counties.)
- Grants to community non-profit organizations in communities of concern for assistance in engaging their residents
- Use of computer simulation at public workshops to depict alternatives under consideration
- Specialized focus groups
- Statistically relevant public opinion poll (also available in languages other than English)
- A single Web site for current updates on the SCS (also accessible from the Web sites of the regional agencies)
- Interactive Web polls, surveys, etc.
- Maintenance of a database to keep participants notified (via email or U.S. mail) of activities throughout the multi-year process
- At least three public hearings on the Draft SCS Plan, held in different parts of the region.

## **Advisory Structure: Use of New and Existing Advisory Groups**

As part of the advisory structure for the SCS, staff will utilize existing advisory groups, including:

- MTC's Policy Advisory Council (a forum of a wide-range of interest groups)
- ABAG's Regional Planning Committee
- Regional Advisory Working Group: Newly created for the SCS process is the group here today, the Regional Advisory Working Group. The purpose of the Regional Advisory Working Group is to provide input to the regional agency staffs on the development of the Sustainable Communities Strategy.

Meetings will be in the form of workshops and are slated for 2-hours. The Working Group will meet as needed. Topics to be covered include but are not limited to: Engagement Opportunities, Three Es & Goals, Greenhouse Gas Emission Reduction Target, Other Performance Targets, Regional Growth Projections, Regional Housing Needs Allocation, Regional Land Use and Travel Models and Forecasts.

## **Principles for Public Engagement**

The public involvement procedures for the SCS will be built on the following guiding principles:

- Public participation is a dynamic activity that requires teamwork and commitment at all levels of ABAG and MTC.
- One size does not fit all — effective public participation strategies must be tailored to fit the audience and the issue.

- Citizen advisory committees can be used to hear and learn from many voices in the Bay Area.
- Engaging interested citizens in ‘regional’ issues is challenging, but possible through coordination with community-based initiatives.
- Effective public outreach and involvement requires relationship building between regional agencies, local governments, non-governmental organizations and the community.

Additionally, the Joint Policy Committee has adopted *Policies for the Bay Area’s Implementation of SB 375* that calls for construction of an integrated modeling system which, to the extent possible within the available time and resources, achieves transparency, among other essential qualities (see Policy 2). Policy 3 commits the Bay Area regional agencies to prepare a realistic and attainable SCS, and, among other points, to partner with CMAs, transit agencies, local governments, and other relevant stakeholders to cooperatively prepare an SCS, beginning no later than the end of 2009.

### **Next Steps**

Staff requests comments or suggestions on effective ways to engage members of your communities or organizations. A Draft Public Participation Plan will be presented to this group’s next meeting in late May.