

**From:** Carol Whiteside [carol@greatvalley.org]  
**Sent:** Friday, September 04, 2009 2:52 PM  
**To:** Karperos, Kurt@ARB; Richard@katzmitchell.com; carolw@calstrat.com  
**Cc:** Ito, Doug@ARB; Kimura, Lezlie@ARB  
**Subject:** RE: RTAC Incentive write-up

**Follow Up Flag:** Follow up

**Flag Status:** Red

Hi Kurt,

Don't know if you are still working on this or not ( I know its a furlough day!) but my thoughts generally revolve around making the implementation of SCSes easier, better faster or "more rewarding" for the community, developers, residents and governments with a package of incentives from which the implementers could choose. (I thought the list of community strategies that was given to us by Pasadena when we met in LA was terrific!) This might be like the tool kit idea from the BCPs only filled with extras - and if we were really creative - the incentives could be tied to the reduction targets or achievements somehow - eg - the more reduction, the more could be chosen from the incentives list

For example, in addition to CEQA:

- Meeting the SCS targets with a SCS could earn reimbursement of some or all of the jurisdiction's planning costs,
- Exceeding the targets with an SCS could earn discretionary funding for infill amenities, like streetscapes, downtown parks or public spaces, and
- Exceptional plans with challenges could earn support for technical assistance on things like improving neighborhood schools and or school facilities in target areas, implementation money for ZIP cars or bicycle sharing programs, etc.

The list could be long and could actually be compiled by a committee of local governments themselves. Creating more intense uses in infill areas should not diminish the quality of life - in fact there should be ways to enhance it - not just make it more crowded.....

I hope there are lots of good ideas. And ultimately, I for one would like to see the CEQA exemptions go further - but I guess I will save that for another day. c

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