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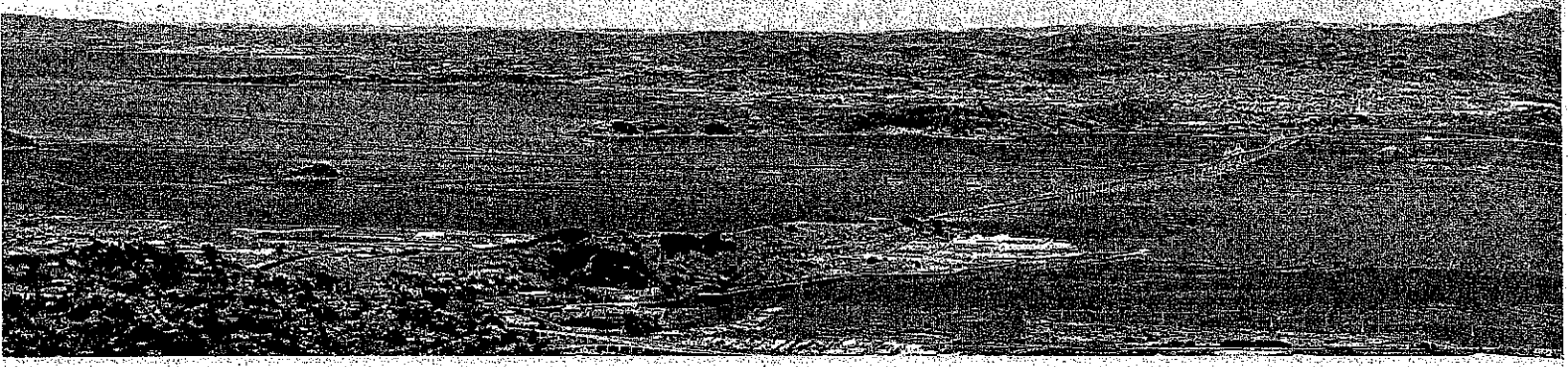
San Francisco

Alameda

# BayArea Plan

Building on a Legacy  
of Leadership March 2011

Association of Bay Area Governments  
Metropolitan Transportation Commission



## Change Is Coming

# Plan BayArea

You are invited to participate, to comment, to help innovate, as we launch Plan Bay Area for a sustainable, prosperous future.

The 7 million of us who call this nine-county region home have a strong interest in protecting the wealth of features that make it a magnet for people and businesses all over. The plan we build over the next two years will look forward to 2040 with a sustainable pattern of regional growth that will help preserve the Bay Area's unique quality of life. It will meet the requirements of California's climate law (Senate Bill 375, Steinberg) to decrease transportation-related greenhouse gas emissions and accommodate all needed housing growth within our region's borders.

The Bay Area is, after all, the world's 19th-largest economy. The natural beauty of San Francisco Bay and the communities surrounding it, our Mediterranean climate,

extensive system of interconnected parks and open space, advanced mass transit system, top-notch educational institutions, and rich cultural heritage continue to draw investments and people from around the globe who seek better opportunities.

Yet we cannot take for granted that we will be able to sustain and improve our quality of life for current and future generations. Our population is projected to grow to about 9 million people by 2040. That is like adding another two cities the size of San Jose, or about four Oaklands. To accommodate this growth while creating vibrant, sustainable communities will require shared vision, planning and cooperation.

This collaboration is what Plan Bay Area is all about, but we can't do it without you. We hope the information that follows will be a conversation starter, as you join us in this exciting new endeavor.





JEFF CHEN KUO CHIH, WWW.VISTAPPOINTSTUDIO.COM

## A New Kind of Plan

**Plan Bay Area is one of our region's most comprehensive planning efforts to date.**

It is a joint effort led by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) in partnership with the Bay Area's other two regional government agencies, the Bay Area Air Quality Management District (BAAQMD), and the Bay Conservation and Development Commission (BCDC). All four agencies are collaborating at an unprecedented level to produce an integrated land-use/transportation plan. And, of course, our equal partners are the nine counties and 101 cities and towns that have

land-use authority in their respective jurisdictions, and numerous transportation partners who help us to plan and manage the regional transportation network.

Over the years, the Bay Area has produced and implemented transportation and land-use development plans. We have projected future employment and housing needs and planned infrastructure upgrades and expansions that accommodate our growing population, including people from all backgrounds and income groups. From an environmental standpoint, we have protected air quality by controlling pollution emissions, and we have begun reversing decades

of damage to the wetlands that are essential to maintaining a healthy bay.

Plan Bay Area is the next step in a natural progression. It covers the time period through 2040, and, in addition to integrating transportation and land-use development plans, it inaugurates a new process: the development of a Sustainable Communities Strategy. Transportation and land use must work together to promote sustainability if we're going to leave a better Bay Area for our children and grandchildren. After all, we are all in this together. We take pride in each of our individual communities, as well as the one Bay Area that we all call our home.

## A Legacy of Bay Area Achievements | 1934–2010

Most of us are accustomed to saying that we live in "The Bay Area." That simple phrase speaks volumes. It shows we already share a regional identity. We owe this to past leaders who recognized the Bay Area is greater than the sum of its parts. This big-picture thinking has resulted in a legacy of achievements that have contributed to our prosperity and quality of life. Consider our vast system of interconnected parks and open space. The East Bay Regional Park District and

the Golden Gate National Recreation Area protect thousands of acres throughout the region. Our transportation network, including public transit like BART and Caltrain, also crosses county lines. Our entrepreneurial spirit and culture of speaking up have put us on the cutting edge of everything from microchips to social movements. On the following pages, we highlight major milestones that have shaped our collective identity and put the Bay Area on the map as a region

# A Legacy of Leadership

The Bay Area has made farsighted regional planning a top priority for decades.

In fact, one of the main reasons our region is so livable today is because of the actions of past leaders. Previous generations recognized the need for a mass transit system, including regional systems such as BART and Caltrain that have helped make the Bay Area the envy of other metropolitan regions. Our transbay bridges also add cohesion to our regional transportation system by connecting communities across the bay. Likewise, we owe our system of parks and open space to past generations of leaders who realized that a balance between urbanized areas and open space was

essential to a healthy environment and livable communities. For example, ABAG's pathbreaking efforts in the 1960s and '70s led to the Bay Area's first open space, coastal protection and environmental management plans.

Plan Bay Area is about building on our legacy of leadership. It means doing more of what we've done well and figuring out how to do better in the face of new challenges. Most importantly, it's about partnering with elected officials, planners, community organizations representing the environment, economy and social equity, and the public in each jurisdiction to ensure that we plan appropriately for both our region and the communities in which we live and work.

“At the simplest level, sustainability means meeting the needs of current generations without harming the ability of future generations to meet their needs too.”

## Sustainability Snapshot | North Bay



In Sonoma County, the city of Santa Rosa has developed a community-based vision for the downtown area. The plan will help make Santa Rosa a sustainable community by creating a transit-supportive environment in and around the planned commuter rail station downtown. The plan promotes a mixture of residential, retail, office and open space in a pedestrian-friendly urban environment, including 3,250 new residential units, 296,000 square feet of new commercial/retail space, and 197,000 square feet of new civic/office use.

# What's Different?

**Plan Bay Area is different because of its focus on sustainable communities.**

Senate Bill 375 (Steinberg, 2008) requires California's 18 metropolitan regions to incorporate a Sustainable Communities Strategy in their federally mandated regional transportation plans. The law also requires that planning for future housing be

consistent with the Sustainable Communities Strategy. In other words, sustainability is now a required overlay to transportation and land-use planning. At the simplest level, sustainability means meeting the needs of current generations without harming the ability of future generations to meet their needs too.

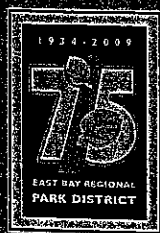
While we work to implement SB 375, Plan Bay Area offers an opportunity

to address other goals. SB 375 aims to reduce greenhouse gas emissions from cars and light trucks, which is critically important in the fight against climate change, but the benefits of sustainable communities extend beyond stabilizing our climate. Sustainability is inextricably connected to a robust and prosperous economy, livable communities and quality of life.



## A Legacy of Bay Area Achievements | 1934–1955

Formation of the East Bay Regional Park District, the largest urban regional park district in the country.



1934



Stanford classmates Bill Hewlett and Dave Packard launch Hewlett-Packard, laying the foundation for Silicon Valley and the high-tech revolution.

1939

Creation of the Bay Area Council, the region's business-sponsored, public-policy advocacy organization.



1945



Bay Area Air Quality Management District (BAAQMD) created to regulate air pollution.

1955

East Bay voters create California's first special transit district, the Alameda-Contra Costa Transit District (AC Transit), which provides regional bus service.



1955



# What Are Sustainable Communities?



**Sustainable communities are places where people want to live and work, now and in the future.**

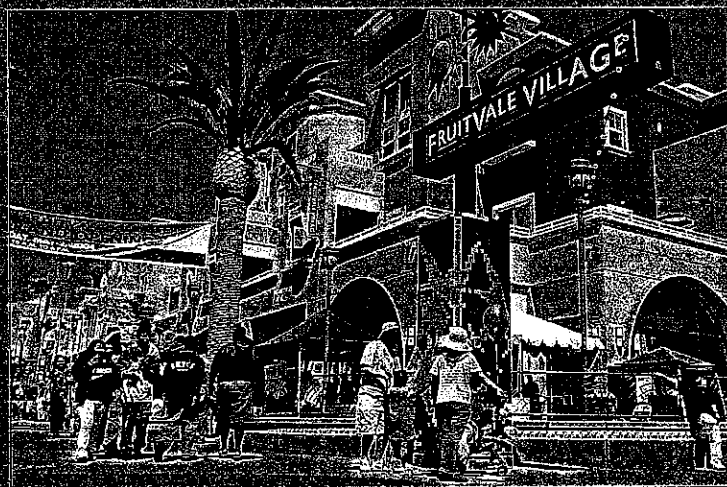
They meet the diverse needs of existing and future residents, including housing and transportation, are sensitive to their natural environment, and contribute to a high quality of life. They are safe and inclusive, well-planned and constructed, efficiently operated, and offer equal opportunity and access to services for all. Sustainability is about creating vibrant,

complete communities that help our residents live in closer-knit neighborhoods and spend less time driving by promoting development of jobs, housing and services close to public transit.

Here in the Bay Area, the generations that came before us gave us a head start in creating sustainable communities. Building on that legacy are newer efforts, such as the regional agencies' FOCUS initiative. This regional development and conservation strategy promotes a compact land-use pattern through the designation of Priority

Development Areas (PDAs) in existing urban areas served by transit. Also identified are Priority Conservation Areas (PCAs), regionally significant open spaces for which there exists a broad consensus for long-term protection. Supporting FOCUS is MTC's Transportation for Livable Communities Program (TLC), which provides funding for projects that are developed through an inclusive community planning effort, provide for a range of transportation choices, and support connectivity between transportation investments and land uses.

## Sustainability Snapshot | East Bay



The first phase of the Fruitvale Transit Village, around Oakland's Fruitvale BART Station, was completed in 2004. It includes 47 apartments, over 30,000 square feet of retail space, 60,000 square feet of office space, a health clinic, a community resource center and a library. Phase II will include up to 450 mixed-income residential units that will replace a 3.5-acre BART surface parking lot. The new units will feature state-of-the-art green building and energy saving systems.

# Benefiting Communities

The "three E's" that underlie sustainability are economy, environment and equity.

We need all three, and they are not mutually exclusive. A strong economy benefits a healthy environment and vice versa. Likewise, a strong economy helps ensure equal opportunity for everyone. People need jobs to afford housing, and the region needs a diversified economy to accommodate different skills and education levels.

For example, a community is not sustainable if people who provide essential services, such as police and firefighters, cannot afford to live there and have to commute by car from far away, raising transportation costs, congesting our roads, polluting the air and wasting time that could be spent with their families.

Making sustainable communities an integral part of Plan Bay Area offers the chance to promote a range of livability factors:

## Quality of Life

Planning for sustainable communities will lay the groundwork for creating better places to live and work, now and for future generations.

## Access and Mobility

People will have more transportation choices, making it easier to get around, whether commuting, going to school, shopping, recreating, or visiting friends and family.

## Public Health

With compact development, people do not have to travel as far, reducing the need to drive. This means less pollution, cleaner air, and a more physically fit population as more people of all ages and physical abilities choose to walk or bicycle to their destinations.

## Vibrant Communities

Compact communities where transit, jobs, schools, services and recreation are conveniently located near people's homes are not just more livable; they are also safer and engender a stronger sense of community.



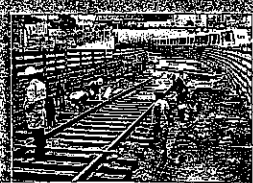
## A Legacy of Bay Area Achievements | 1961-1970



The Association of Bay Area Governments is formed to bring together the collaborative efforts of Bay Area cities, towns and counties.

1961

Bay Area voters approve funding to start construction of The Bay Area Rapid Transit system.



1962



Students launch the Free Speech Movement at UC Berkeley.

1964

California legislature creates the San Francisco Bay Conservation and Development Commission (BCDC).



1965



State legislature passes AB 368 by Assemblyman John Foran creating the Metropolitan Transportation Commission (MTC).

1970



# A Vision for Getting From Here to There

## Planning for the Bay Area's future takes cooperation and shared vision.

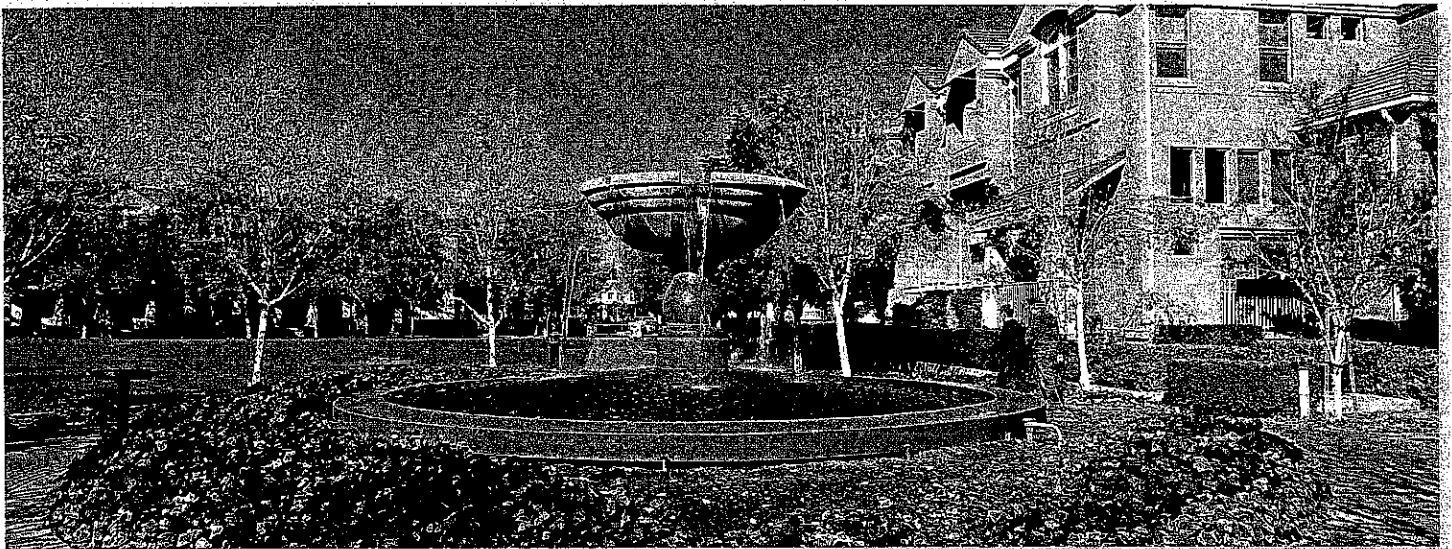
We do not claim to have all the answers, and there is no guarantee of success. The public's participation and input will be critical to creating a shared vision for our region.

One of the first steps is to craft an "Initial Vision Scenario." This scenario is intended to prompt public discus-

sion about how and where to place future jobs and housing, and how to ensure that future development is supported by our regional network of roadways, transit, and bicycle and pedestrian facilities. It will begin to articulate the Bay Area's vision of future land uses and demonstrate how changes in land use, when integrated with transportation improvements, perform relative to statutory greenhouse gas and housing targets, as well as other voluntary performance

targets. It will serve as a starting point for the development, analysis and discussion of a range of detailed planning alternatives.

Local jurisdictions and citizens are strongly encouraged to participate at public workshops throughout the region in spring 2011. The input and data collected from these workshops will provide the basis for developing detailed sustainable communities strategy alternatives.



## Sustainability Snapshot | South Bay



In Santa Clara County, the city of Sunnyvale is redeveloping its downtown to make the community more livable, compact and sustainable. In addition to enhancing the city's mix of commercial and residential space, the plan calls for creating pedestrian connections to link the area into a unified downtown. Transit options include a Caltrain station and a variety of bus routes.



# Strengthening the Housing and Transportation Connection

When it comes to creating sustainable communities, housing and transportation go hand in hand.

Yet our long-range plans haven't always made that link strong enough. Plan Bay Area will join these elements to meet the needs of our growing population.

## Housing

Housing is an integral part of Plan Bay Area. ABAG must identify areas within the region sufficient to house an eight-year projection of the regional housing need. This legal requirement is known as the Regional Housing Need Allocation (RHNA). The areas identified must be consistent with the development pattern in the Sustainable Communities Strategy, which will specify areas sufficient to house all economic segments of the population over 25 years.



In keeping with the call for sustainable communities, new housing plans will likely emphasize compact neighborhoods for all income groups close to mass transit. Providing residents with more transportation choices and easy access to amenities and services will create more community cohesion. And since people won't have to drive as much, they will save money at the gas pump and help reduce tailpipe pollution.

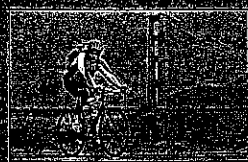
## Transportation

MTC adopted its latest regional transportation plan, called *Transportation 2035 Plan: Change in Motion*, in April 2009. The plan's name, *Change in Motion*, anticipated and included many elements of Plan Bay Area's increased focus on housing and sustainable communities.

A performance-based approach will help us focus on measurable outcomes. Plan Bay Area will apply four important lessons from the Transportation 2035 process: 1) new infrastructure investments we can afford produce only modest benefits at the regional level; 2) road pricing and land-use strategies are more effective than infrastructure investments alone; 3) technology is key to increasing efficiency and reducing congestion; and 4) individuals must change their personal behaviors to help achieve sustainability goals.

## A Legacy of Bay Area Achievements | 1972-1998

Congress creates the Golden Gate National Recreation Area, in Marin, San Francisco and San Mateo counties.



1972



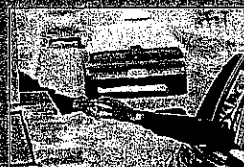
Activists, led by Ed Roberts, found the Center for Independent Living in Berkeley, the first such center run by and for people with disabilities.

1972

Steve Jobs and Steve Wozniak found Apple Computer in Cupertino, California.



1976



Bay Area voters approve Regional Measure 1, raising bridge tolls to \$1 for bridge and transit improvements.

1988

MTC launches Transportation for Livable Communities to fund small improvements with a big impact, such as streetscapes, lighting and bike paths.



1998

# Planning Challenges

**Even the best planners do not have crystal balls.**

So while we know the Bay Area will look much different in the middle of the 21st century, there are still challenges and uncertainties.

## Growth

Even though the Bay Area's growth rate is among the lowest in California, a projected increase from 7 million to 9 million people means accommodating nearly a 30 percent increase in population by 2040.

## Greenhouse Gas Targets

The California Air Resources Board set ambitious emissions reduction targets for the Bay Area. Relative to a base year of 2005, the targets represent a 10 percent per-capita reduction by 2020 and a 15 percent per-capita reduction by 2035.



## Infill Development

The best opportunities for compact development are in urbanized areas, but many such places lack infrastructure funding for new services. Likewise, since infill usually adds population density, new communities must be designed to protect quality of life for current residents and newcomers.

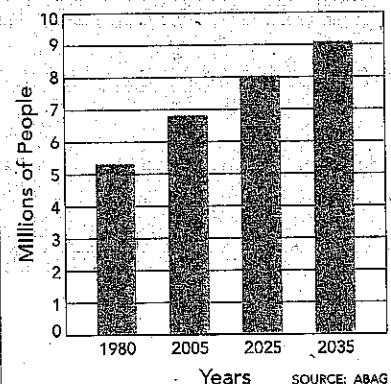
## Health and Safety Imperatives

Many potential infill areas are located close to freeways where there is more tailpipe pollution. The risks from breathing toxic gases and sooty particles must be mitigated.

## Land-use Authority

Local governments have sole authority to create and implement land-use plans. Each of the nine counties and 101 cities in the region must decide for themselves what is best for their citizens. A culture of cooperation is needed to ensure that we all do our part to make individual communities and our region more sustainable for current and future generations.

**Bay Area Past and Projected Population (1980–2035)**



## Sustainability Snapshot | Peninsula

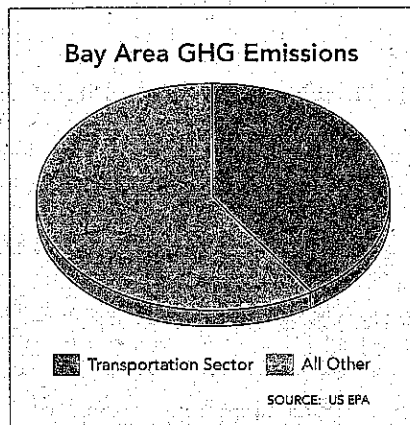


The 83-acre former Bay Meadows racetrack site is being developed as part of the Rail Corridor Transit-Oriented Development (TOD) area in the city of San Mateo. The city has approved site and architectural plans for the development of 1,066 housing units, 747,000 square feet of office space, 93,000 square feet of retail space, and 18 acres of new park and open space land. This project is located directly adjacent to the Hillsdale Caltrain station.

## Climate Change

Climate change refers to changes in the Earth's weather patterns, including the rise in the Earth's average temperature due to an increase in carbon dioxide and other heat-trapping "greenhouse gases" (GHGs) in the atmosphere. Climate scientists agree that global warming is a man-made problem caused by the excessive burning of fossil fuels like petroleum and coal. Transportation accounts for about 40 percent of the Bay Area's GHG emissions.

Climate change is expected to significantly affect the Bay Area's public health, air quality and transportation infrastructure through sea level rise and extreme weather. Rising temperatures related to climate change will result in more smoggy days and associated respiratory and heart illnesses. Melting



glaciers are predicted to cause sea level rise, which may flood much of the transportation infrastructure in low-lying areas of the region, including San Francisco and Oakland international airports. Climate change also threatens our fresh drinking water supply and is expected to increase the frequency and severity of wildfires like the 1991 Oakland-Berkeley firestorm.

## Our Shared Future

Plan Bay Area by itself will not reduce greenhouse gas emissions on a global scale. But if it is innovative and appealing, we can lead by example. Just as the Bay Area's culture of innovation created the high-tech and biotech revolutions, spreading computers and cures around the world, so we can do the same in the burgeoning clean-tech sector.

Make no mistake: We can make the world a better place, but the benefits start at home. Consider clean energy innovations, such as the electric vehicles being built at the former NUMMI plant in Fremont, and photovoltaic panels being built by multiple Bay Area companies. These technologies won't just help fight climate change; they can attract investment, new companies and jobs to ensure the Bay Area's continued prosperity, and promote sustainable communities and a high quality of life.

## A Legacy of Bay Area Achievements | 2002-2010

ABAG and sister regional agencies release their Smart Growth Strategy as part of the Regional Livability Footprint Project.



2002



Bay Area voters approve Regional Measure 2, raising bridge tolls by \$1 for mass transit and highway improvements.

2004

MTC adopts its Transit-Oriented Development policy, which promotes construction of new housing units along the region's major new transit extension projects.



2005

### FOCUS

FOCUSING OUR VISION

ABAG and MTC launch the FOCUS program to focus growth in Priority Development Areas near transit and to protect regionally significant open space in Priority Conservation Areas.

2006

Bay Area regional agencies found OneBayArea at a regional summit on Earth Day to coordinate regional environmental initiatives.

**OneBayArea**

2010



# How to Get Involved

In 2010, the regional agencies adopted an extensive **Public Participation Plan**.

The document lays out the steps the agencies will take to involve residents in decisions affecting Bay Area transportation and land-use policies.

Plan Bay Area workshops are being scheduled in all nine counties in spring 2011, and there will be additional opportunities for public engagement in the fall and through adoption of Plan Bay Area in 2013. The OneBayArea website is updated regularly with notices and agendas of upcoming meetings, hearings and workshops, and other content.



For more information, contact us:  
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## OneBayArea

Launched by four regional agencies — ABAG, MTC, BAAQMD and BCDC — in 2010, OneBayArea is an acknowledgment that we are stronger when we join together — all 101 cities, nine

counties and 7 million of us! Through this campaign we hope to address environmental and economic challenges by harnessing our joint creativity, resources and force of will.

The first collaboration under the OneBayArea umbrella, Plan Bay Area starts the conversation on how to integrate land use and transportation.



Association  
of Bay Area  
Governments



METROPOLITAN  
TRANSPORTATION  
COMMISSION



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT



Bay Conservation  
and Development  
Commission

