



P.O. Box 87588
San Diego, CA 92138
www.movesandiego.org

Chair

Marcela Escobar Eck,
Atlantis Group

Secretary

Aaron Contorer,
Everyone Counts

Treasurer

Jay Corrales,
Turner Real Estate
USGBC

Directors

Jonathan Bradhurst,
Westfield Corp

Keely Halsey,
Opper and Varco

Fred Maas,
Pacific Eco Companies

Humberto Peraza,
City of San Diego

John Ponder,
Sheppard Mullin
Richter & Hampton, LLP

Tom Sudberry,
Sudberry Properties

Reed Vickerman,
Amylin Pharmaceuticals

Of Counsel

Sheppard Mullin
Richter & Hampton, LLP

Executive Director

Elyse W. Lowe
elowe@movesandiego.org

Ex Officio

Carolyn Chase
Sierra Club

June 18, 2010

Supervisor Ron Roberts
County of San Diego
1600 Pacific Highway Rm 335
San Diego, CA 92101

RE: June 24, 2010 CARB Agenda item 10-6-6 - Target Setting
Efforts under Senate Bill 375

Honorable Supervisor Roberts:

As the San Diego area representative on the California Air Resources Board (CARB), you are acutely aware how the statewide conversations have been shaping up on setting Green House Gas (GhG) emission reductions targets. Move San Diego is impressed by SANDAG's willingness to aim for the highest draft reduction targets of any MPO, but as the region with the highest per capita GhG emissions overall, it makes sense for our region to strive for the largest percent decrease.

Move San Diego would like to see the SANDAG regional GhG target for 2035 improve upon reductions made in 2020. Unfortunately, the 2035 target proposed by SANDAG is less ambitious than 2020. With substantial future development set to occur in smart growth areas your district, we ask that you consider the following points in justifying ambitious targets for 2020 and 2035.

Strong Targets Will Spur New and More Efficient Construction

- With strong targets, SANDAG will adopt regional plans that continue to focus growth, and developers will be likely to pursue projects exempt from the often time-consuming and costly CEQA review process.
- Rehabilitation of existing roads and buildings promotes construction jobs. A comparison of 155 metropolitan areas found that over a ten year period, areas with focused growth policies generated nearly \$100,000 more per new resident in construction activity than areas with growth policies that facilitated sprawl or decentralization.¹
- Transit Oriented Development around projects such as the new extension of the Mid Coast Light Rail will have the opportunity to be developed as Transit Priority Projects with CEQA exemptions.

Access to New Funding Sources

San Diego is well poised to lead, making us more competitive for federal and state funds, and ensuring we use those funds well. The California Strategic

¹ *The Jobs are Back in Town: Urban Smart Growth and Construction Employment* (Philip Mattera with Greg LeRoy, published by Good Jobs First), 2003. Construction analysis conducted by Prof. Arthur C. Nelson of Virginia Polytechnic University and Prof. Raymond J. Burby of the University of North Carolina.

Growth Council will allocate \$60 million in grants to cities, counties and MPOs for planning activities. Activities consistent with SB 375 are eligible for this funding putting San Diego in a great place to utilize this resource.

Federally, the new Office of Sustainable Communities is offering \$100 million in Sustainable Communities Planning Grants through an initiative designed to promote regional planning efforts that integrate housing and transportation decisions. The City of San Diego's Housing Commission is looking at this very closely as potential means to support new low income housing /transit oriented development in its work plan. SB 375 has given California a head start, and an ambitious target now will ensure the San Diego region increases its lead.

Housing Location Efficiency

- Market trends show that people want and are willing to pay more for homes where they can walk or take public transit. A 2007 survey from the National Association of Realtors shows that 83 percent of Americans support building communities where people can walk places and use their cars less.
- This shift to city-centered growth is already happening in California, and SB 375 will help cities meet this demand. The City of San Diego will take the bulk of the infill growth projected, from a total of four hundred thousand units to be developed throughout the region by 2050. SB 375 provides more certainty and stronger incentives for developers looking to take advantage of this trend.
- While there is no silver bullet in the fight against climate change, compact development is emerging as an important tool in the climate and energy toolbox.

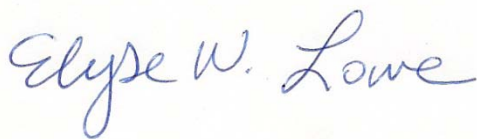
Transit Supportive Land Uses

Higher targets will certainly help create more compact infill developments centered around transit- and that is what transit needs to be more successful in the region. Our transit systems need larger percentages of people who can walk easily to fast, modern efficient transit services. SANDAG's new Urban Area Transit Strategy will be greatly supported by keeping ambitious, but achievable targets in play.

Thank you for taking a leadership role in pushing for ambitious targets for SANDAG.

If you have any questions, please don't hesitate to contact me at (858) 204-6545 or elowe@movesandiego.org.

Sincerely,



Elyse Lowe
Move San Diego
Executive Director