

“Reinventing” the General Plan



El Cerrito, California: May 11, 2013

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SSU Center for Sustainable Communities

Today's Topics:

- Planning Sustainable Communities
- AB 32 & Climate Action Plans
- SB 375 & Draft Bay Area Plan
- N. Bay Implementation



What's Required in a General Plan?

According to California law, there are 7 mandatory elements:

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Noise
- Safety



Why “Reinvent” the General Plan?

Too often general plans are:

- Boring
- Costly
- Incomprehensible
- Ineffective
- Hard to implement
- Not Sustainable



Shopping For Ideas?

The California Planning Roundtable's Website features model general plans including:

- Watsonville
- Sunnydale
- Ontario
- San Diego
- Truckee
- Marin

<http://reinventingthegeneralplan.org/models/>

According to the California Planning Roundtable



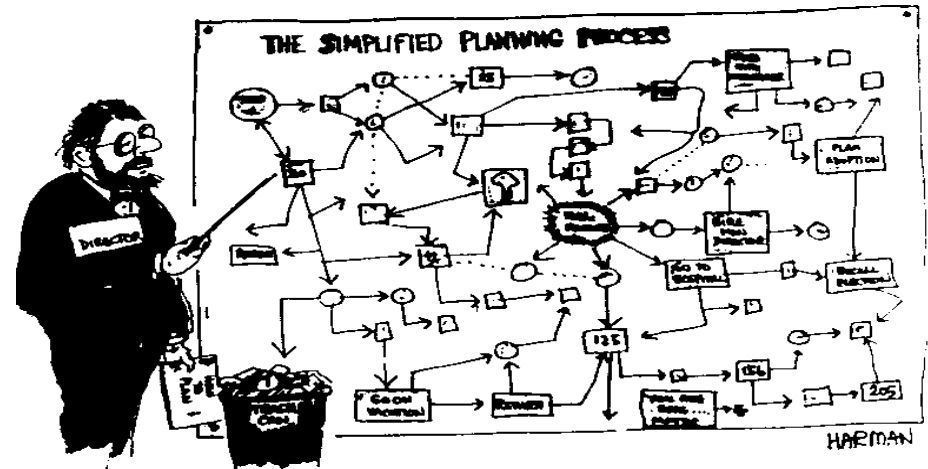
- First general plan to address climate change
- Simple organization & excellent graphics
- See-it-Viewer allows public to track progress



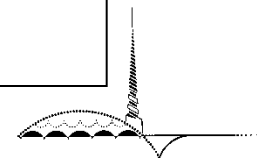
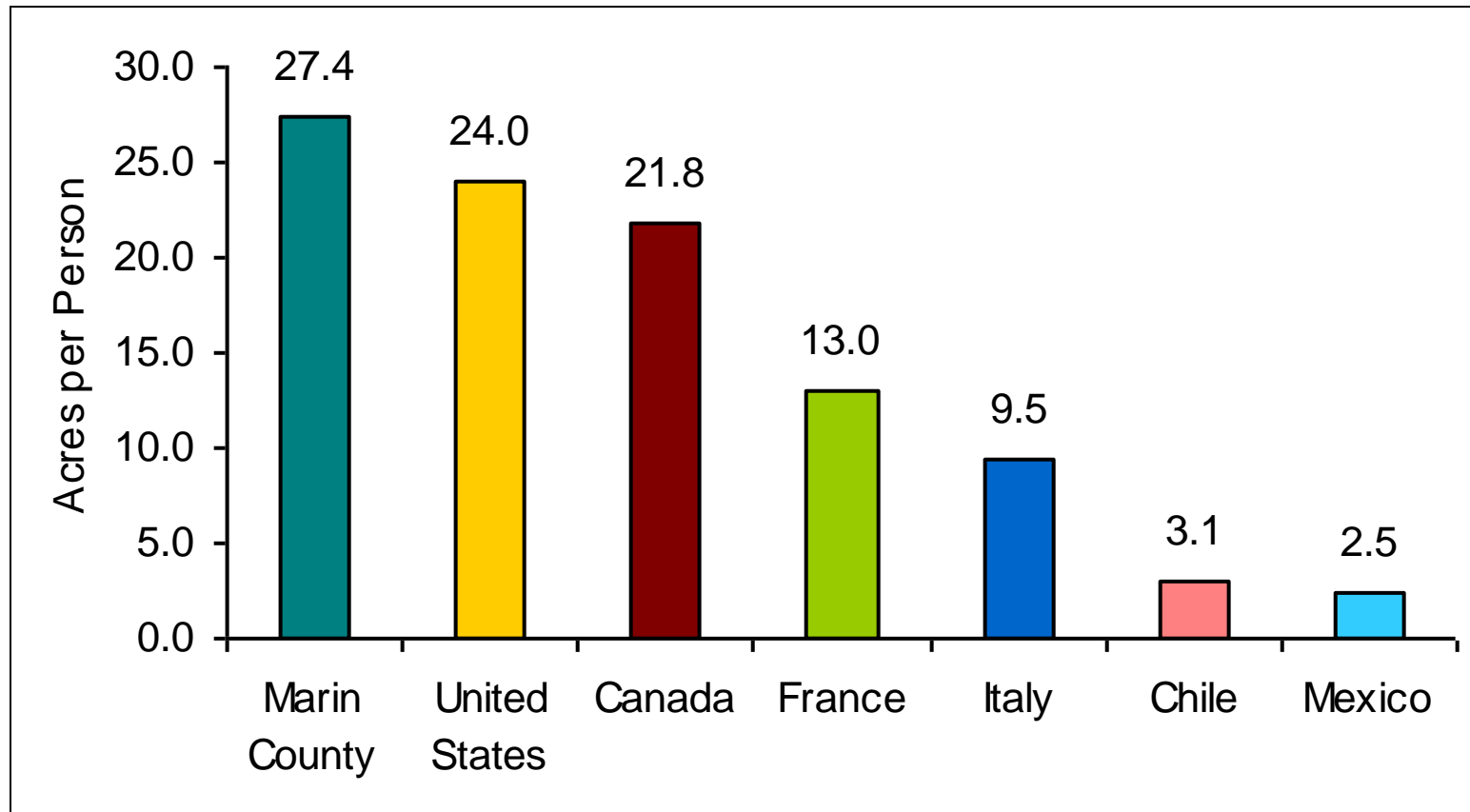
“Planning sustainable communities”

Overarching theme of the Plan update:

- Aligning our built environment and socioeconomic activities with the natural systems that support life
- Reducing our ecological & carbon footprints
- Promoting intelligent infill, healthy communities & accountability

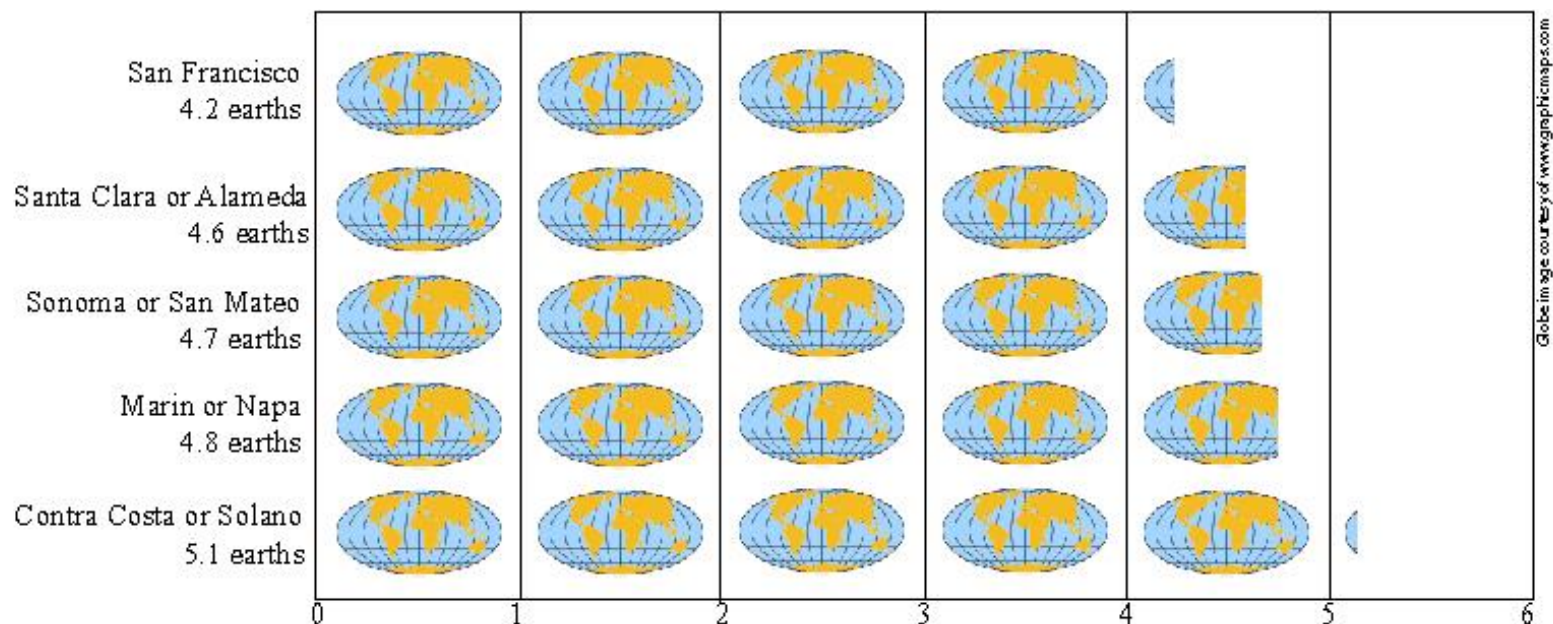


Ecological Footprint Comparison

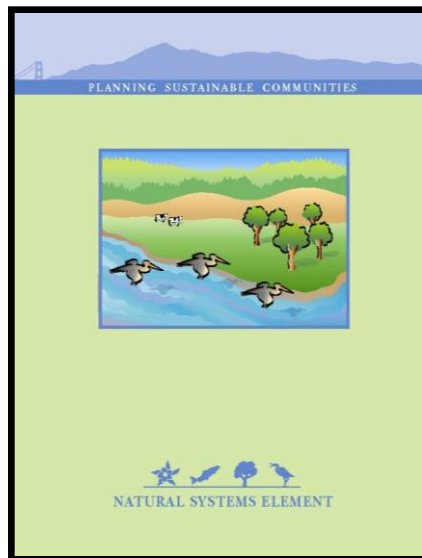


How Does Marin's Footprint Compare to Other San Francisco Bay Area Counties?

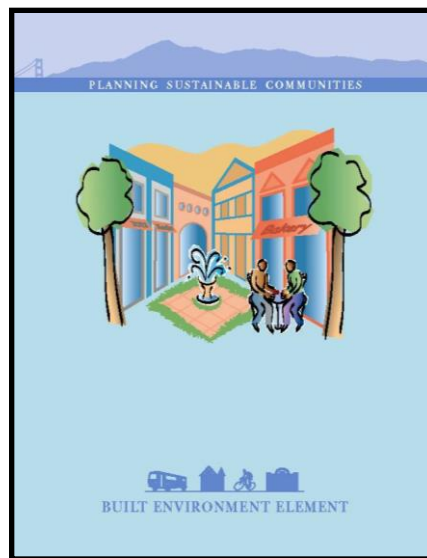
Number of earths that would be required to serve the footprint of each S.F. Bay Area County:



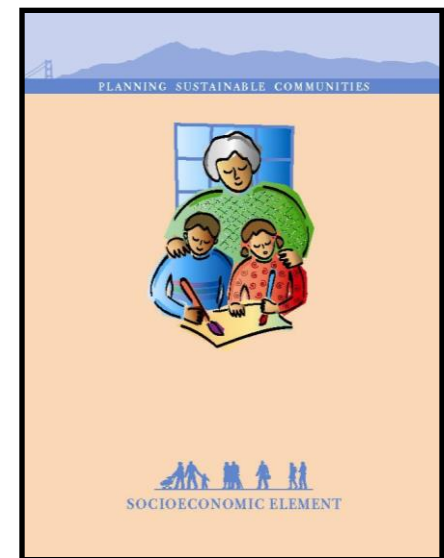
Marin Countywide Plan



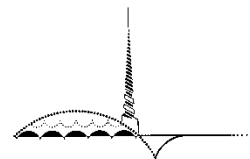
The Natural Systems & Agriculture Element
Focuses on nature and life support systems.



The Built Environment Element
Principally addresses villages, towns, and construction-related activities.

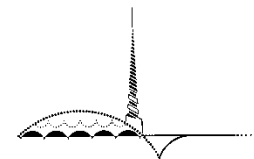
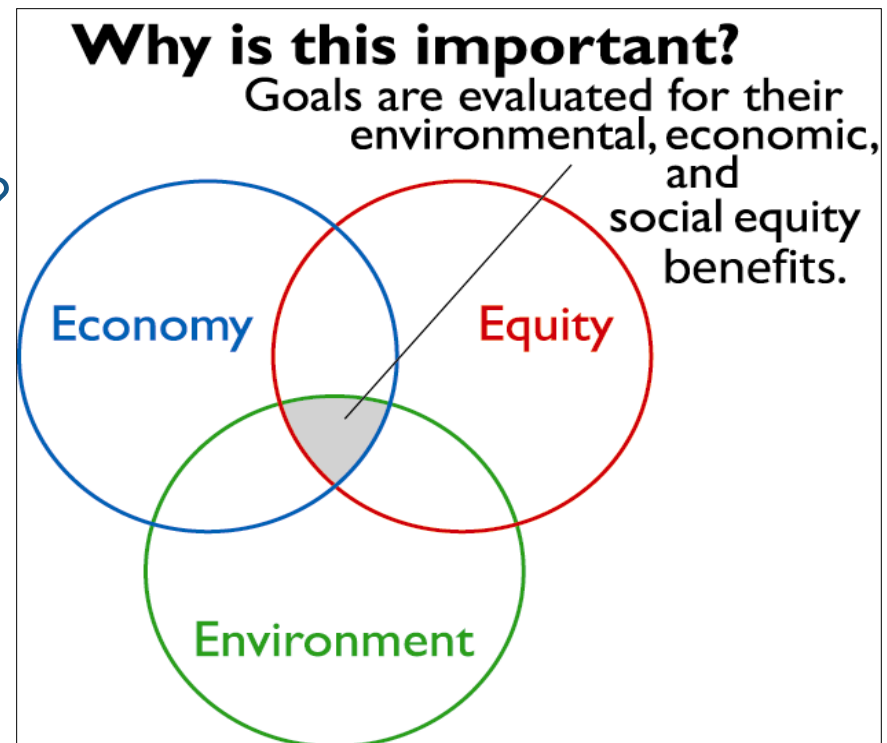


The Socioeconomic Element
Focuses on people and what they do for each other.



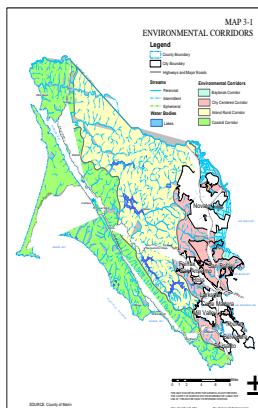
The Countywide Plan

Each element addresses:
What are the desired outcomes?
Why it is important?
How will results be achieved?
How will success be measured?



Indicators, Benchmarks & Targets

- Measure Success
- Non-binding information tools
- Not required in general plans
- Feedback loops
- Opportunity to evaluate & reconsider strategies



Natural Systems & Agriculture

Topics in the Natural Systems & Agriculture Element:

Biological resources

Water resources

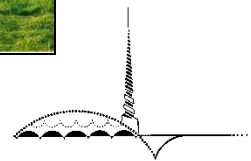
Environmental Hazards

Atmosphere and climate

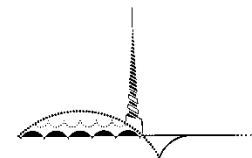
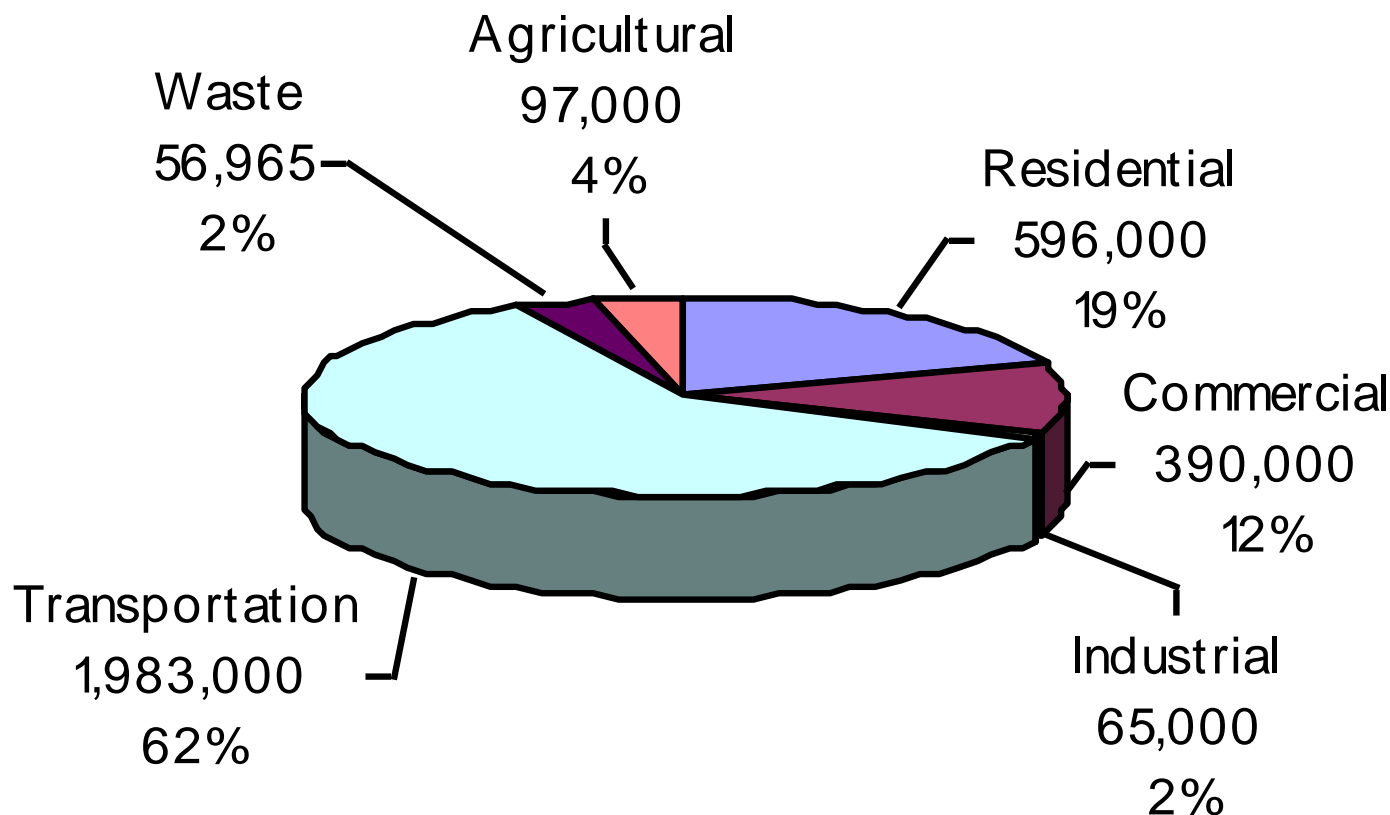
Open space

Trails

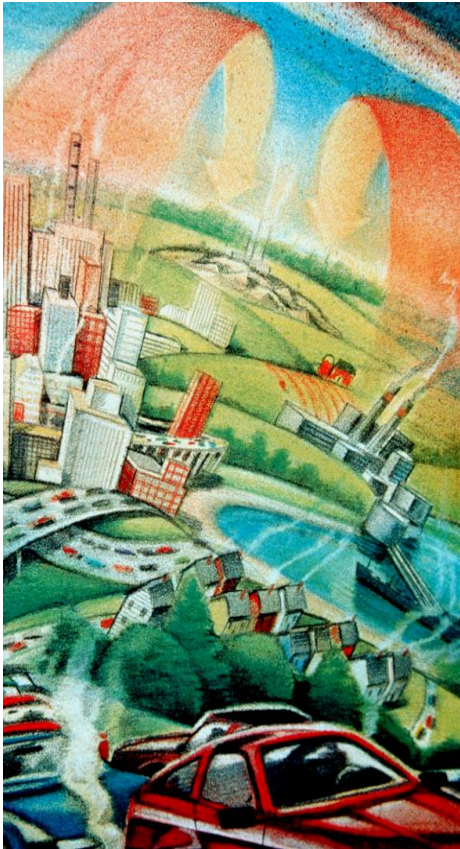
Agriculture and food



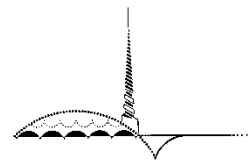
2005 Countywide GHG Emissions: *Tons CO₂e & Percent by Sector*



Climate Change Overall Goals – What are the Desired Outcomes?



Reduce GHG emissions
Monitor climate change
Adapt to climate change



TOP STORY: **GLOBAL WARMING**

Marin warned to not develop its lowlands

Official: Bay waters
may rise 3 feet, flood
areas by century's end

By Brad Breithaupt
Marin Independent Journal

Global warming could raise the level of San Francisco Bay by more than 3 feet by the end of the century, flooding low-lying areas in Marin and elsewhere.

That warning Tuesday from Will

marinij.com
Comment on this
story at marinij.com

Travis, executive director of the San Francisco Bay Conservation and Development

Commission, came as county supervisors reviewed how to gird for climate change.

"Its impacts aren't limited to penguins in Antarctica or polar bears in Alaska, it's going to affect us profoundly here," Travis told the county board.

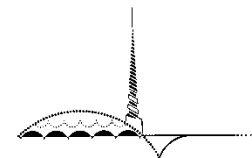
Travis did not detail Marin trouble spots, but his agency's maps indicate shoreline areas such as Hamilton Field, Highway 37 and low-lying portions of the lower Ross Valley, San



"We are going to have to build levees ... we are going to have to build lots of levees," Will Travis of the San Francisco Bay Conservation and Development Commission told Marin supervisors.

MORE ON A2

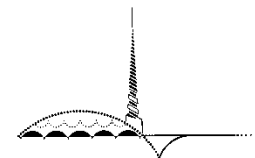
> Coastal planners warned of sea-rise threats



How will success be measured?



| Indicator | Benchmark | Targets |
|------------------------------------|----------------------------|------------------------|
| Amount of GHG Emissions Countywide | 2,634,000 tons CO2 in 1990 | Reduce 15-20% by 2020. |

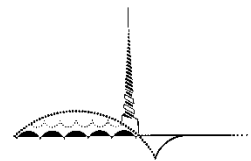


Natural Systems & Agriculture:

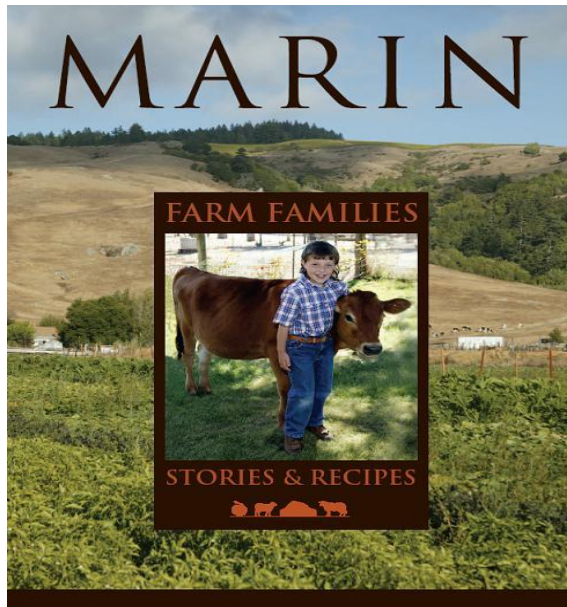
Agriculture & Food



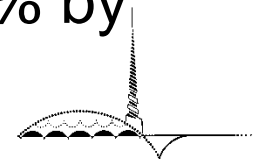
- Preserve Agricultural Lands and Uses
- Promote Local & Organic Food Products
- Support Sustainable Agriculture
- Encourage Community Gardens & Healthy Food in Schools & Workplaces



How will success be measured?



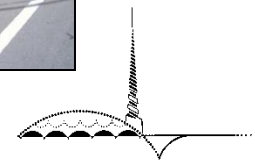
| Indicator | Benchmark | Targets |
|--|----------------------|--|
| Acres of land farmed organically | 357 acres in 2000 | Increase by 1,500% by 2010 and 1,700% by 2015 |



Built Environment

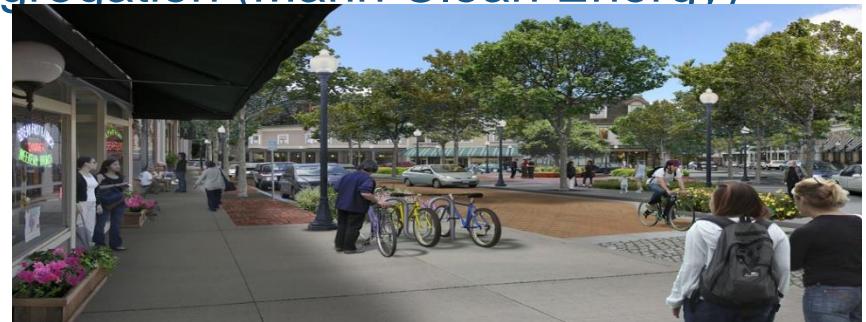
Topics in the Built Environment:

- Community Development
- Design
- Energy and Green Building
- Mineral Resources
- Housing
- Transportation
- Noise
- Public Facilities and Services
- Planning Areas



Greening our Built Environment

- Restrict sprawl & development in environmentally sensitive areas
- Require mixed-use in commercial areas
- Housing Overlay Designation – Focus affordable & workforce housing near jobs, transit & services
- Require Green Building
- Retrofit existing buildings
- Pursue Community Choice Aggregation (Marin Clean Energy)

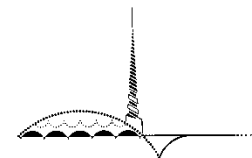


Marinwood Shopping Center

Before:



After:



San Quentin Vision – Land Use Plan



Utilize European design approaches



Amphitheater park



Boulevard



Affordable housing



Pedestrian-only optional area



Ridge open space



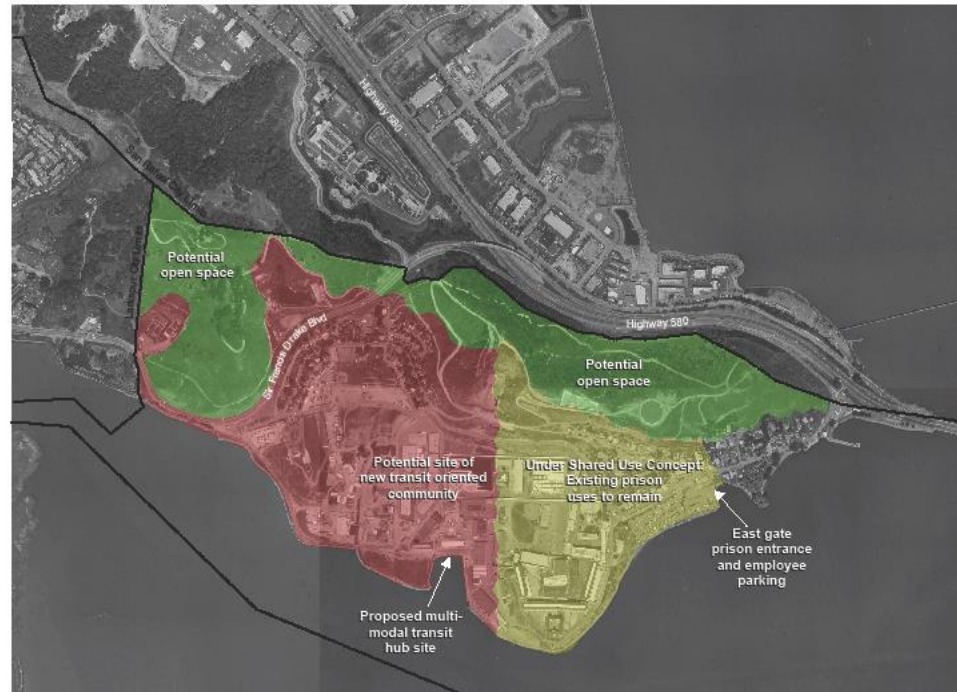
School / Ballfields



World-class cultural arts facility



Central plaza



Waterfront park



Road along waterfront



Historic park

March 10, 2005

How do we **Green** Transportation?



GREENING Transportation

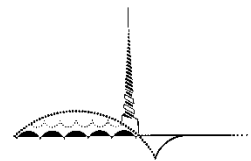
- Prioritize funding for projects that reduce fossil-fuel use and single-occupancy auto trips
- Provide incentives for public transit, bicycles, vanpools, carpools, car sharing, walking,
- Reduce parking requirements if located near transit or in trip reduction programs





Topics in the Socioeconomic Element:

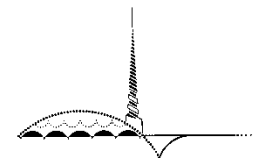
- Economy
- Childcare
- Public Safety
- Community Participation
- Diversity
- Education
- Environmental Justice
- Public Health
- Arts and Culture
- Historical and Archaeological Resources
- Parks and Recreation



How will success be measured?

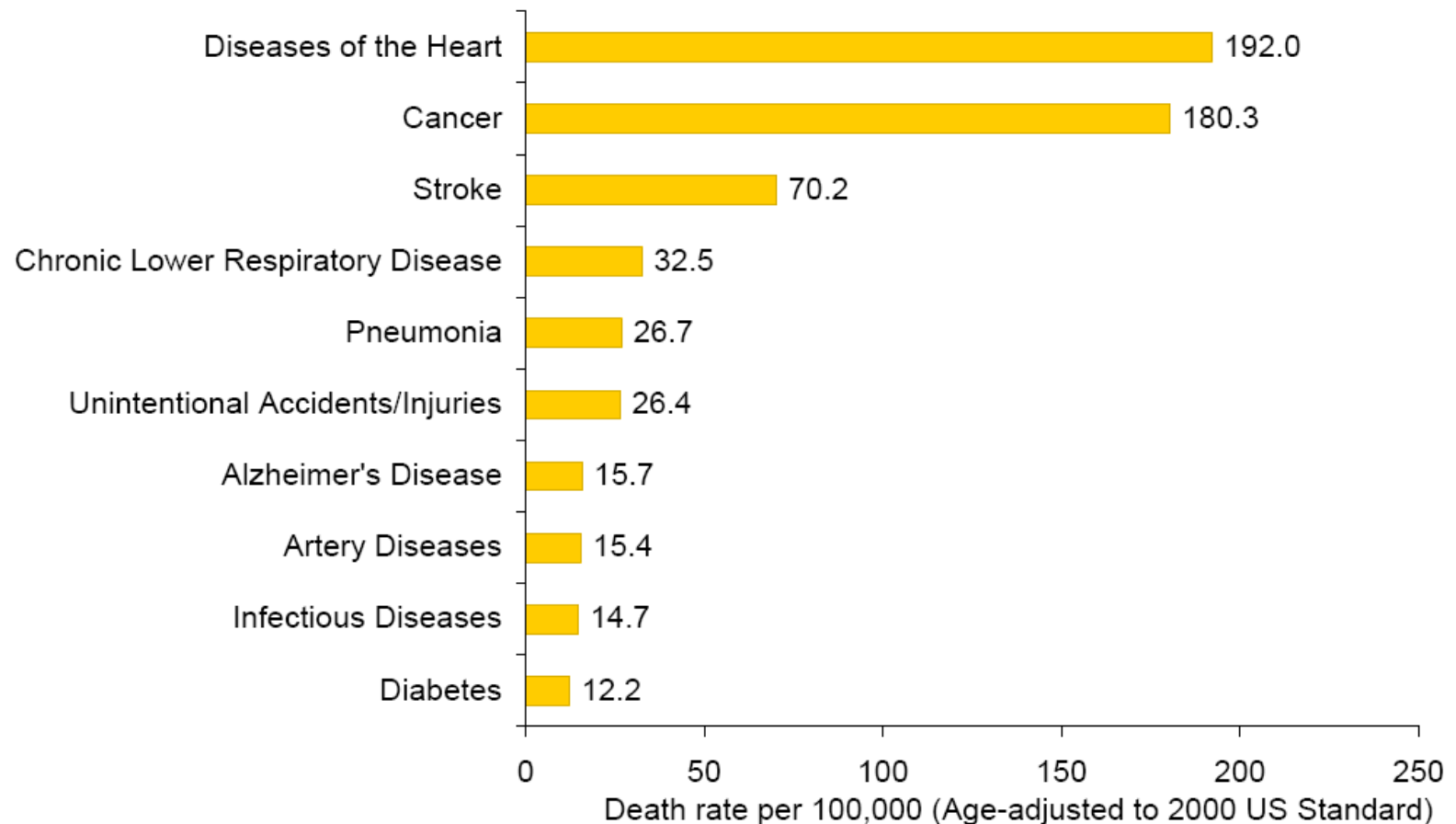


| Indicator | Benchmark | Targets |
|--|-----------|--|
| Number of certified local "green" businesses | 0 in 2000 | Increase to 250 by 2010, and 400 by 2015 |



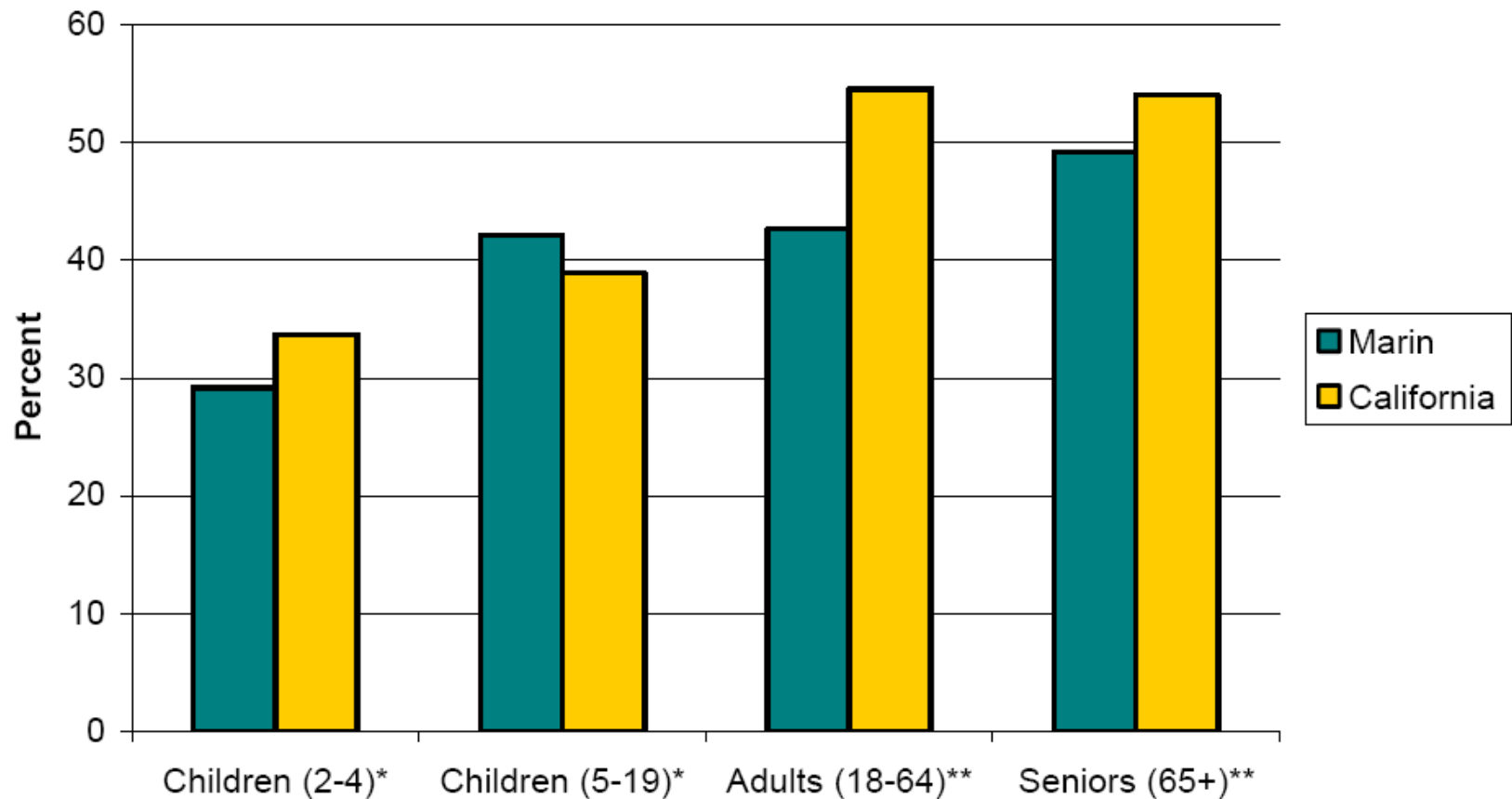
Public Health

Figure 4-24 Leading Causes of Death in Marin County, 2000^{1,2}



Public Health

Figure 4-27 Overweight Population in Marin



What are the desired outcomes?

Goal: Reduced rates of Obesity, Eating Disorders, and Chronic Disease Such as Heart Disease and Breast Cancer



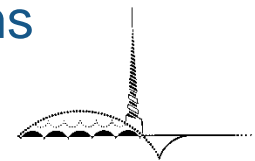
How?

Promote Nutrition Education and Access to Healthy Foods

Promote Physical Activity

Promote Healthy Environments

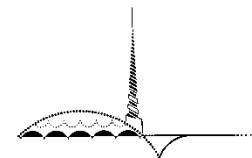
Develop Disease Prevention and Management Programs



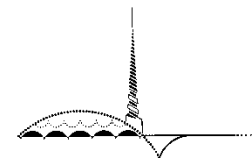
How will success be measured?



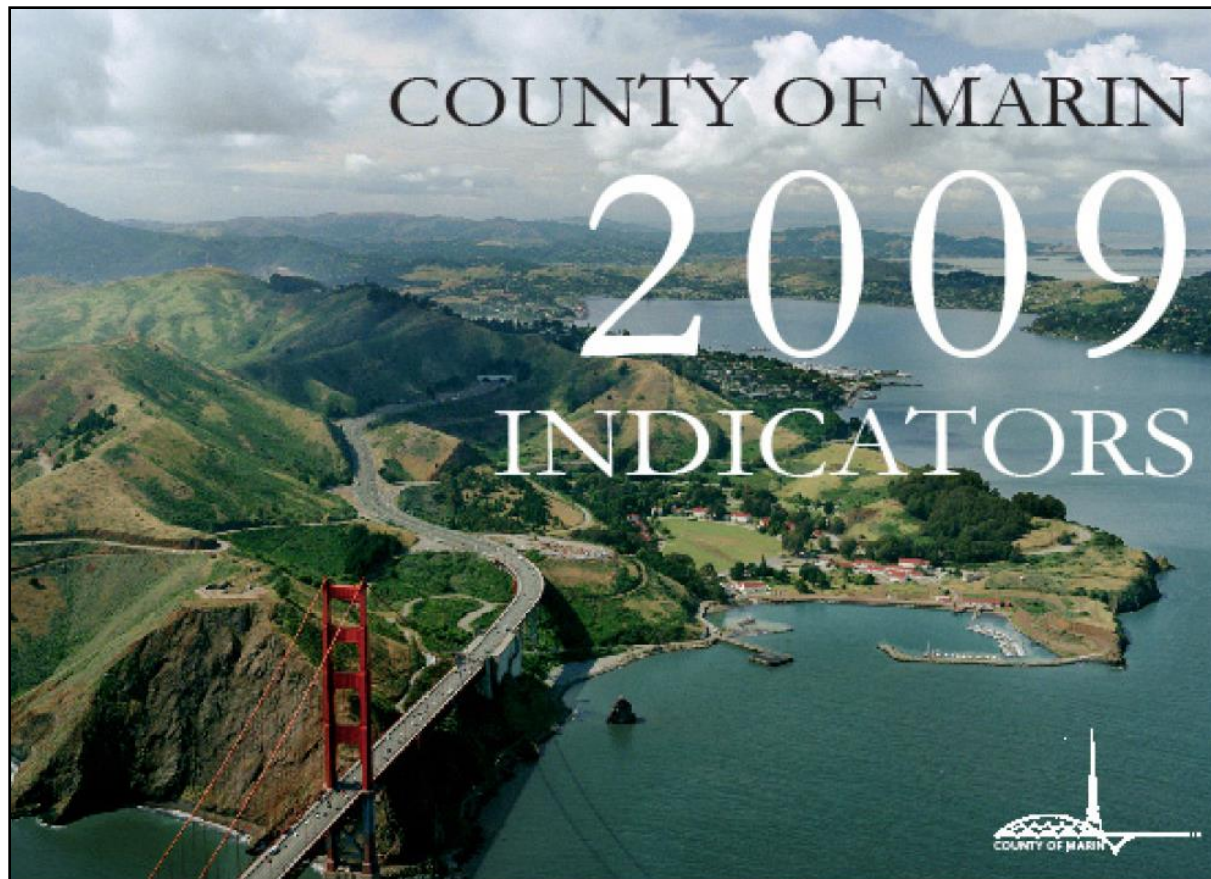
| Indicator | Benchmark | Targets |
|---|--|--|
| Percent of population overweight & obese. | 34% children over weight/obese in 2001; 60% exercised at least 20 minutes at least 3 days per week in 2002 | 10% decrease in obesity by 2015. Children: physical activity up 10%, eating 5 servings of fruit & veggies per day, up by 10% |



See-it Viewer: allows the public to follow progress of key indicators

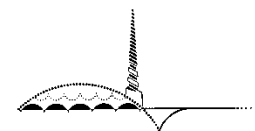
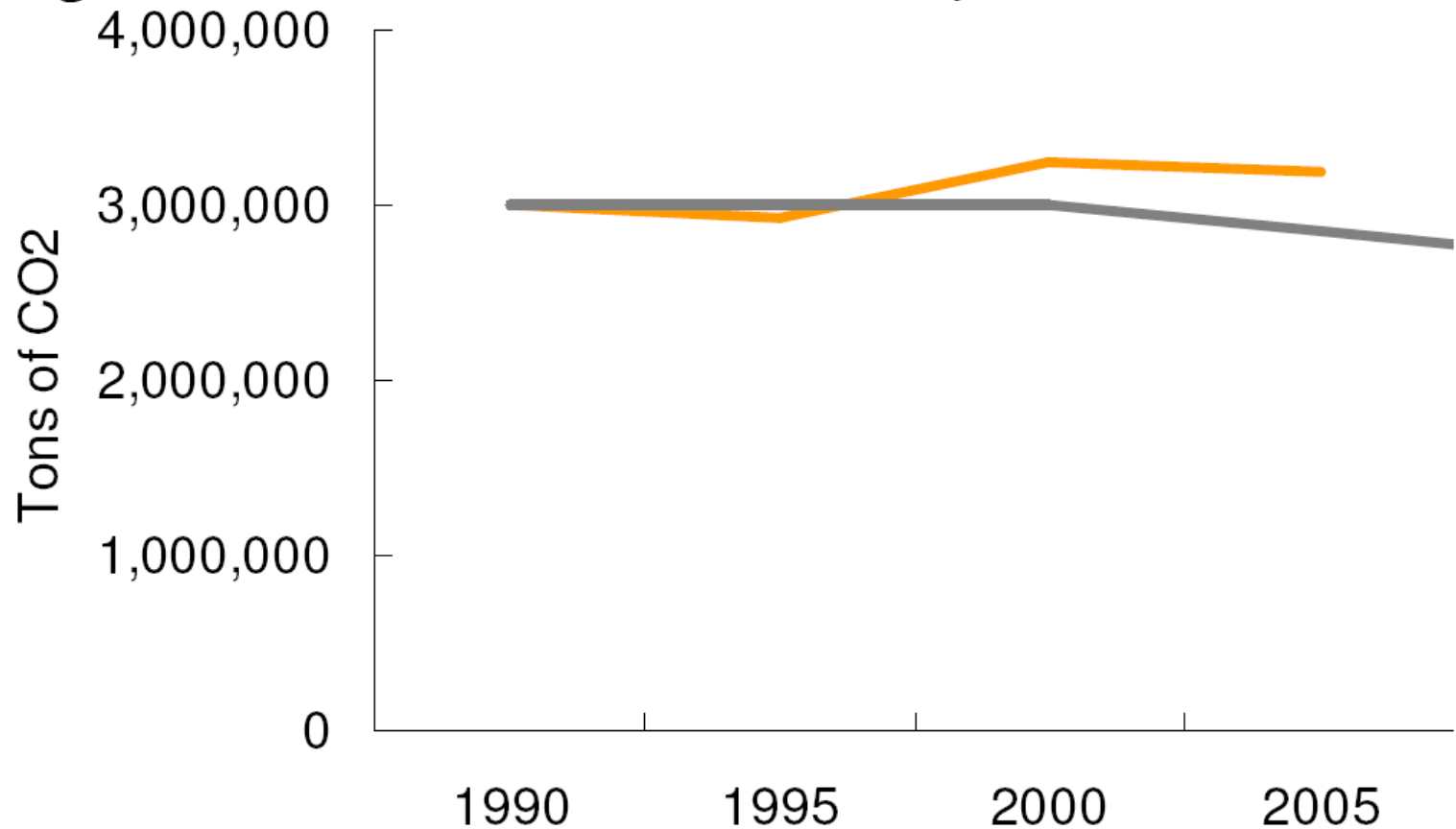


Marin Indicators Report



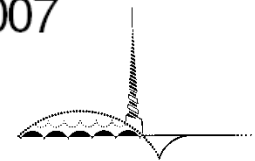
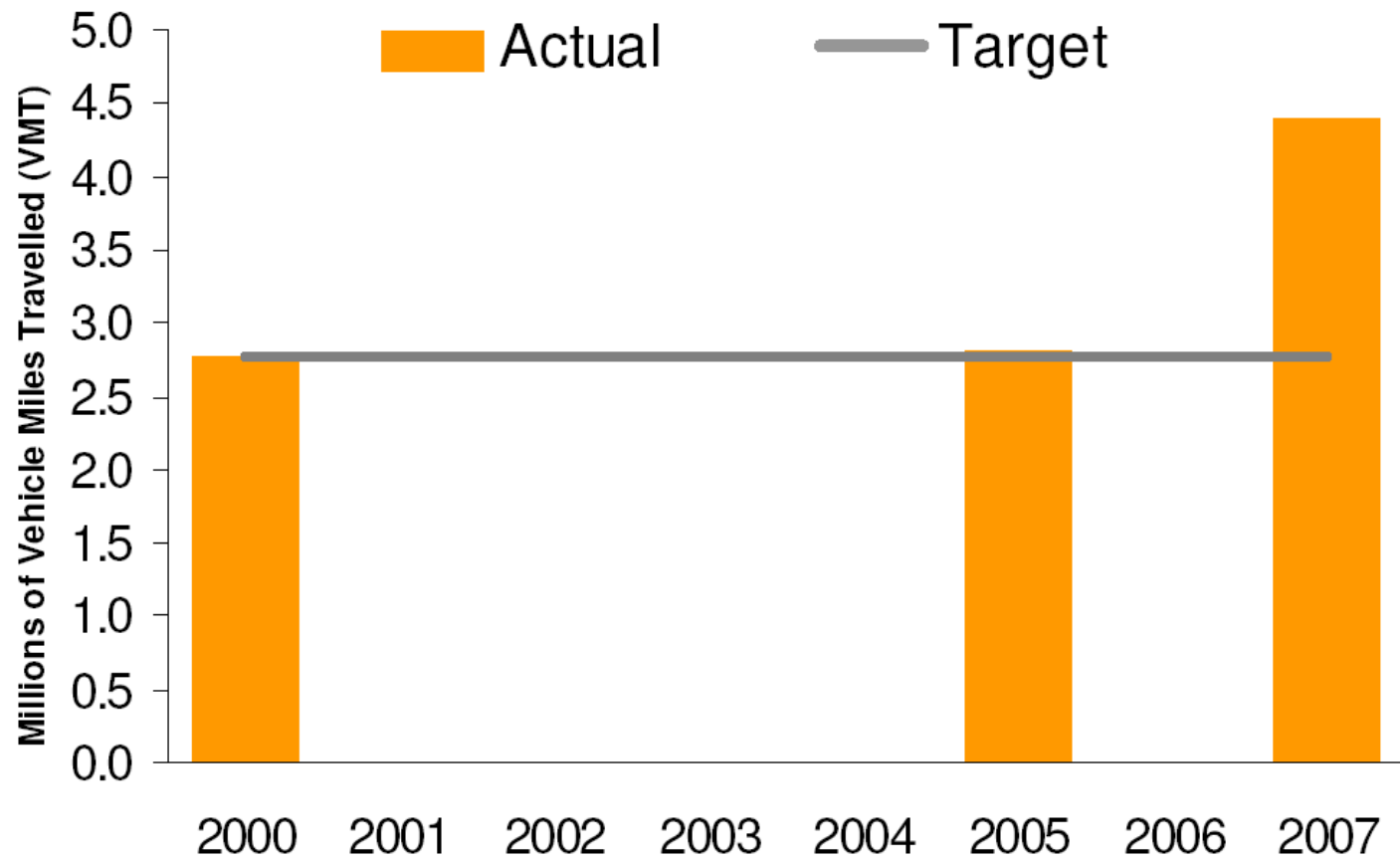
Communicating Progress

Figure I.4 Amount of GHG Countywide (1990-2007).



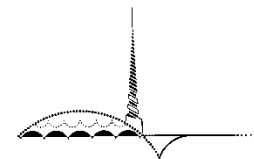
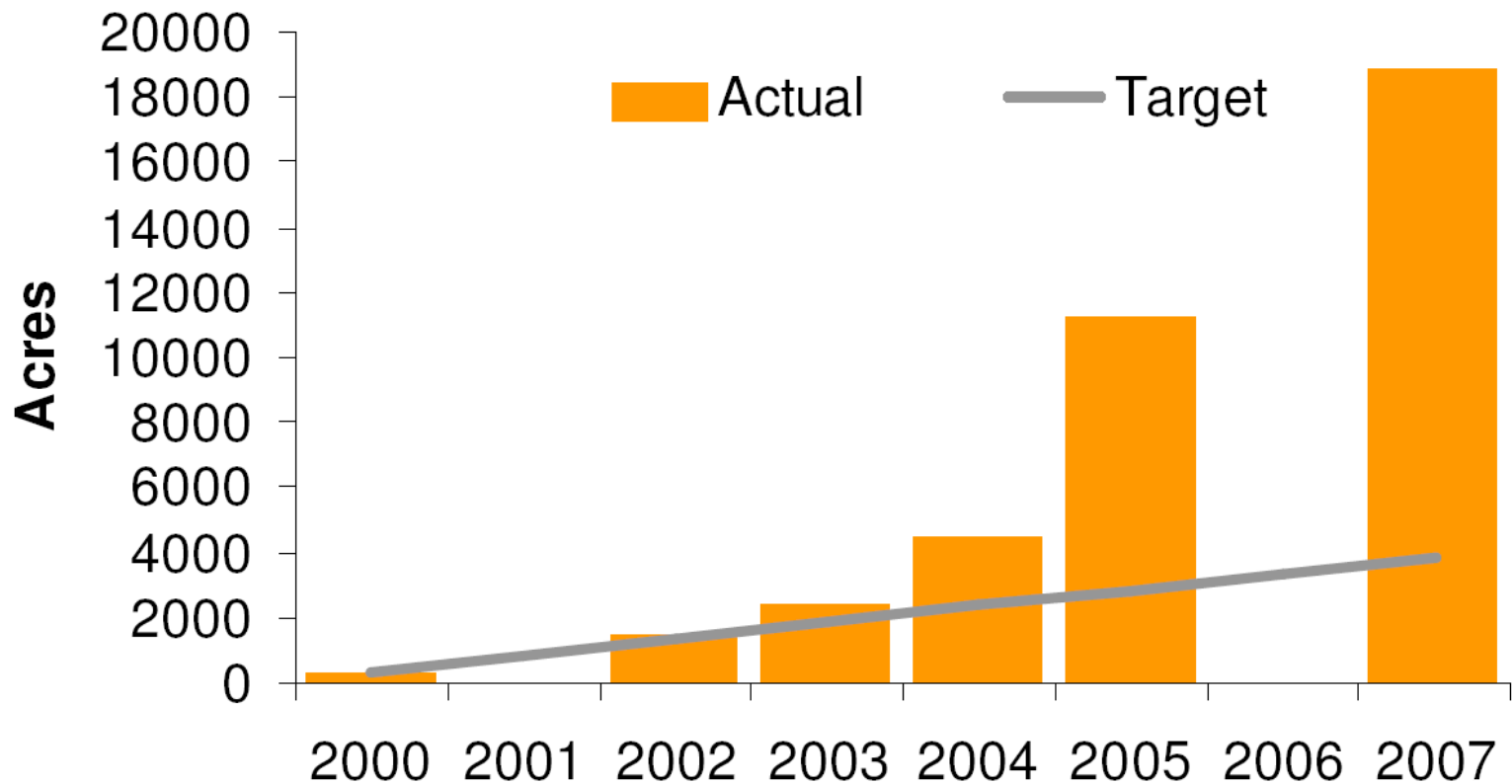
Communicating Progress

Figure II.7. VMT Countywide.



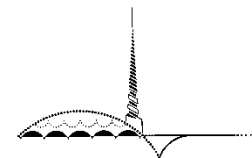
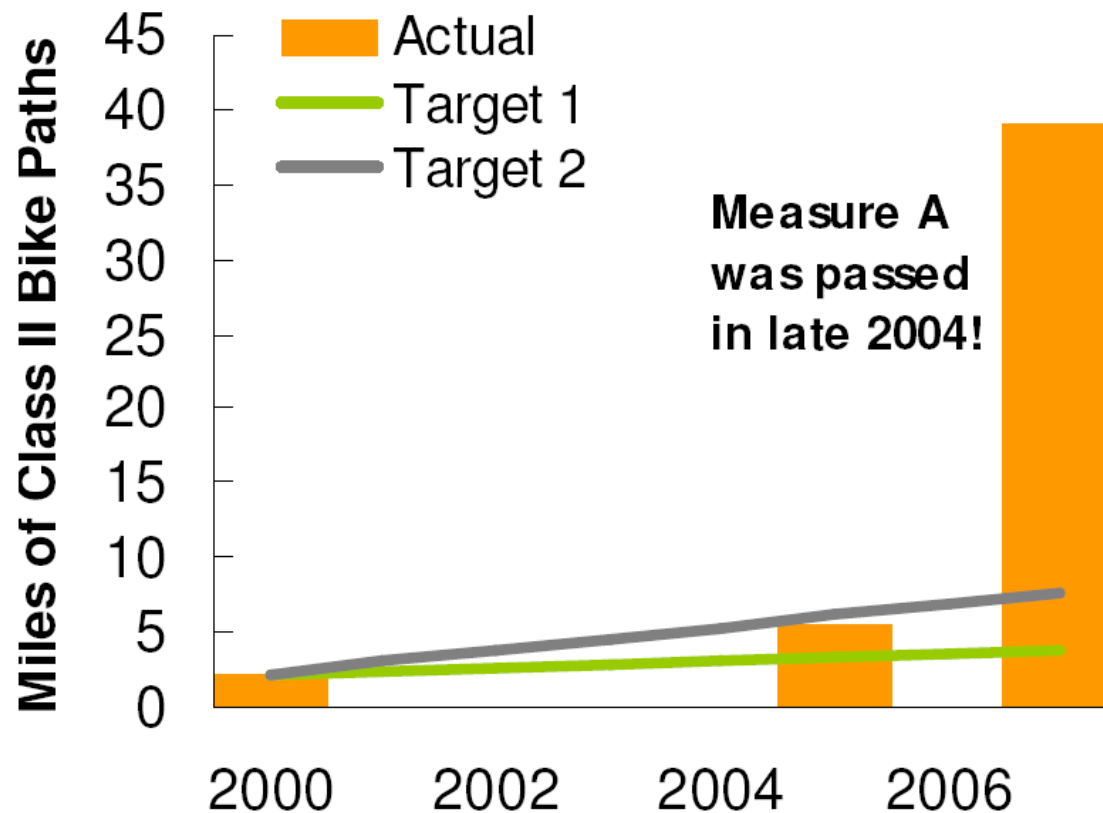
Communicating Progress

Figure I.2 Acres of Land Farmed Organically (2000-2007).



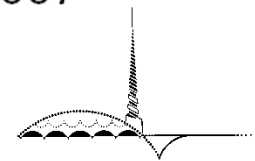
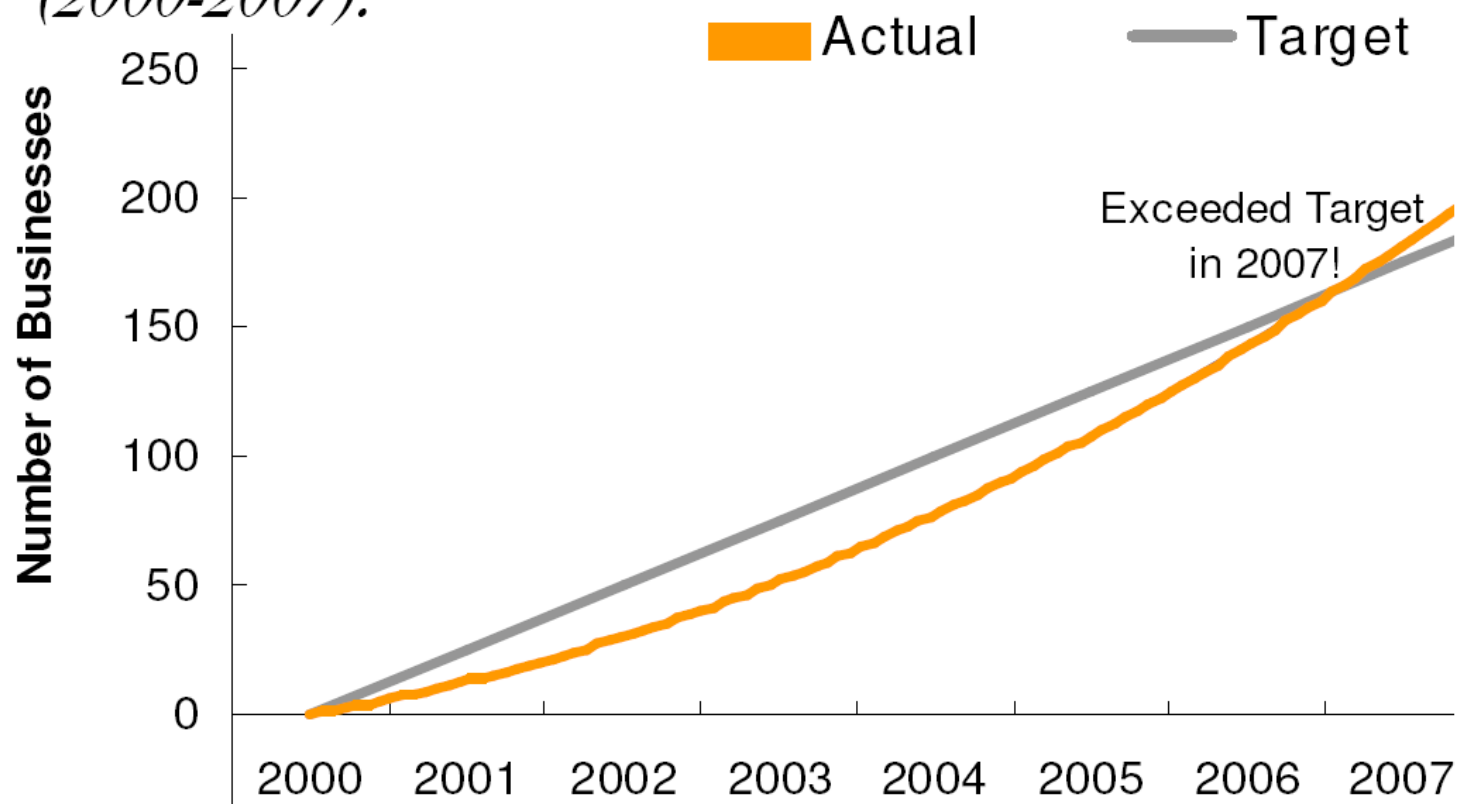
Communicating Progress

Figure II.9. Miles of Class I Bicycle Pathways in Unincorporated Areas (2000-2007).



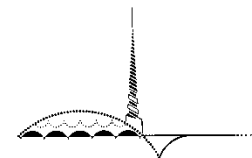
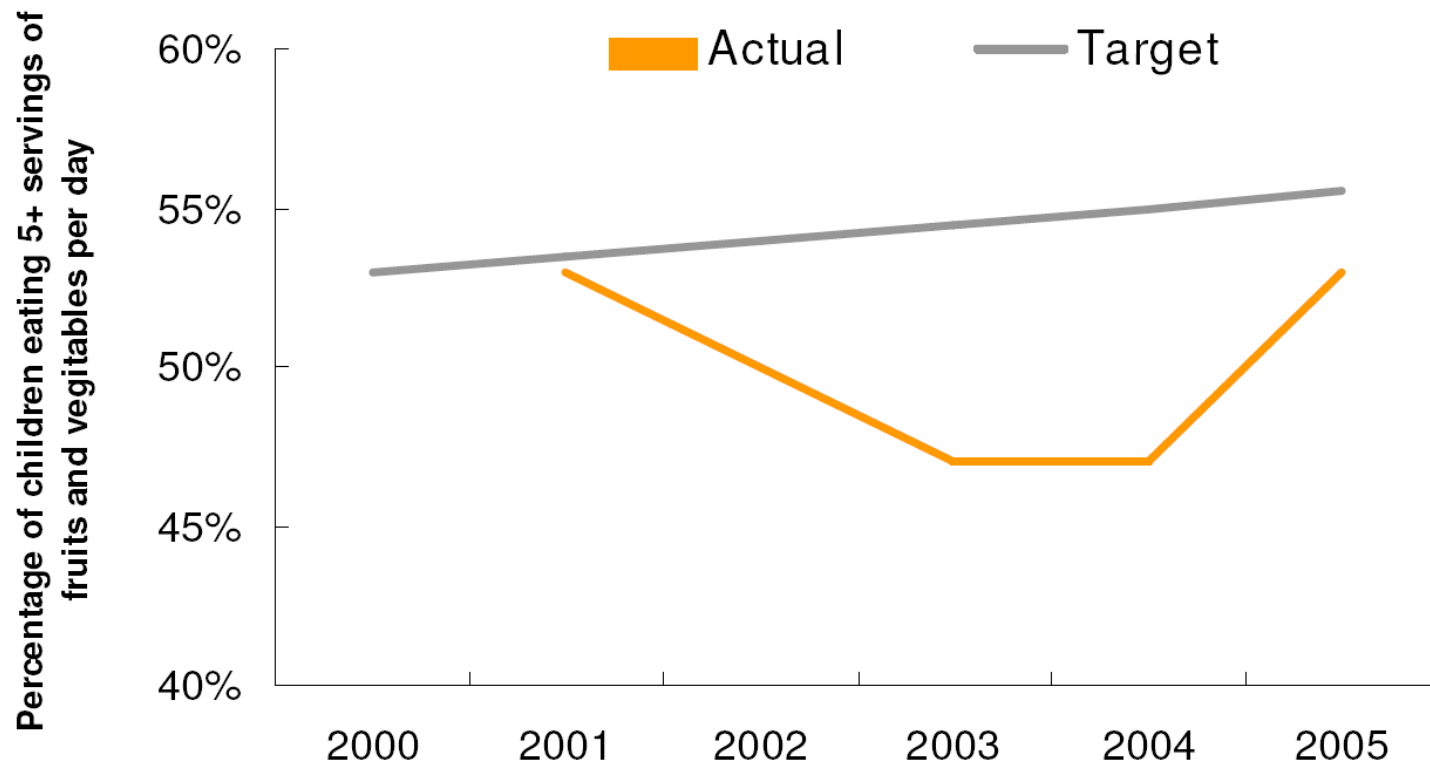
Communicating Progress

Figure III.2 Number of Certified Green Businesses (2000-2007).



Communicating Progress

Figure III.6 Number of Servings of Fruit & Vegetables Consumed Daily by Children (2000-2005).



Indicator Trends

| Clear Progress | Moderate Performance | Improvement Area |
|---|--|---|
| <ol style="list-style-type: none"> 1. Agriculture 2. Arts & Culture 3. Biological Resources 4. Energy & Green Building 5. Food 6. Open Space 7. Public Facilities & Services 8. Public Health 9. Public Safety | <ol style="list-style-type: none"> 1. Education 2. Transportation 3. Climate Change 4. Economy | <ol style="list-style-type: none"> 1. Housing 2. Child Care |

Sustainable **MARIN**

NATURE, BUILT ENVIRONMENT, AND PEOPLE



California Assembly Bill – AB 32



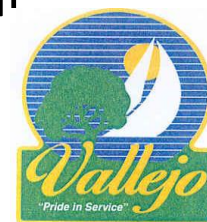
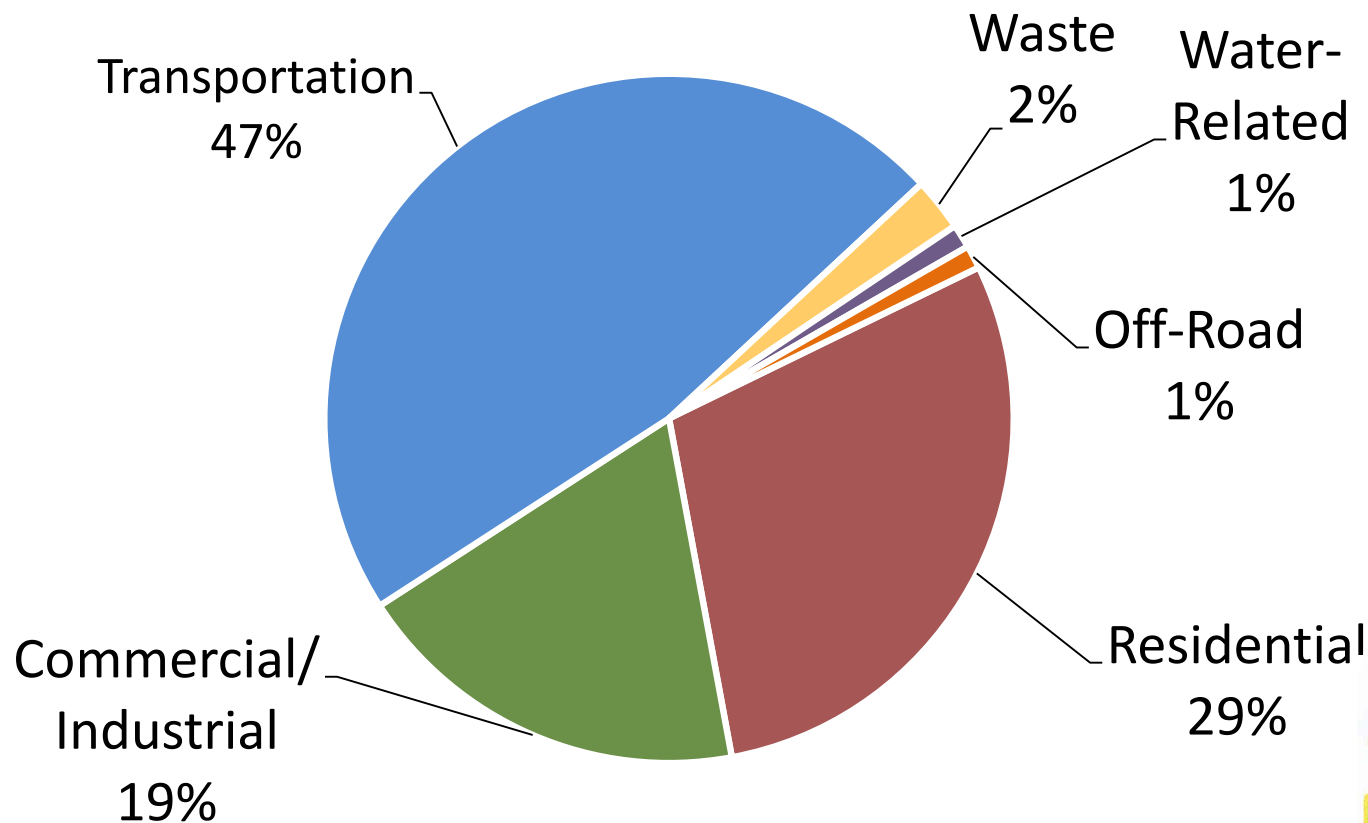
The California Global Warming Solutions Act of 2006

Mandates reducing statewide GHG emissions to 1990 levels by 2020

Draft implementation strategy recommends local “climate action plans” and general plan provisions

Reduces local jurisdictions GHG emissions by about 15% by 2020 & 50% by 2050 - below business as usual (BAU)

Preparing Climate Action Plans: Inventory Communitywide GHG Emissions

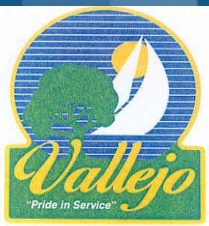


Topic Areas

City Government
Operations
Community
Engagement
Energy Efficiency
Renewable Energy
Transportation
Demand Management

Optimized Travel
Water, Wastewater, &
Solid Waste
Off-road Equipment
Adaptation

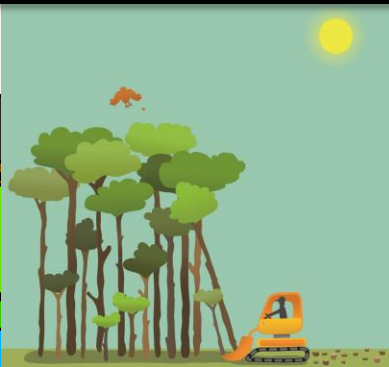




Education & Outreach

Coordinate & provide one stop websites & newsletters
Connect business & residents w/ free & low cost programs
Inform students about climate change

- GHG Emissions, Water Conservation, Recycling
- Sponsor competitions
- Partner with professional and civic organizations





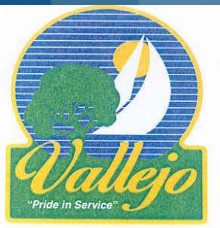
Zero Emission Vehicles

Transition City Fleet to Zero Emission Vehicles

Install additional electric vehicle charging stations at City Hall and other municipal parking lots

Use solar or wind to power charging stations

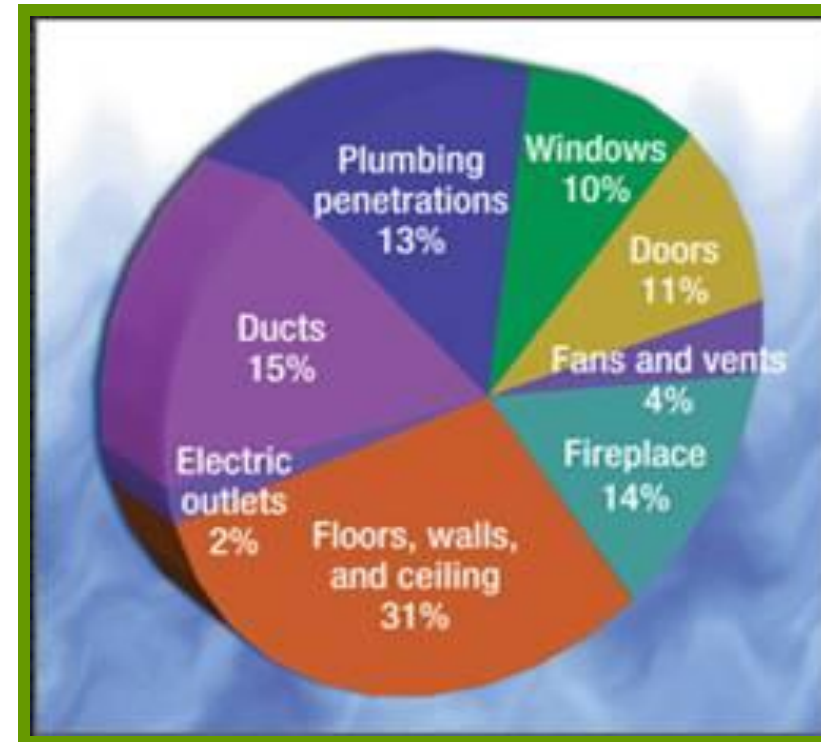




Existing Building Stock Voluntary Energy Retrofit

Connect residents & business with technical & financial assistance

- Energy efficiency audits
- Retrofit installations
- Low Income weatherization
- Low interest energy efficiency & renewable energy financing



CALGreen Building Standards Code 2010

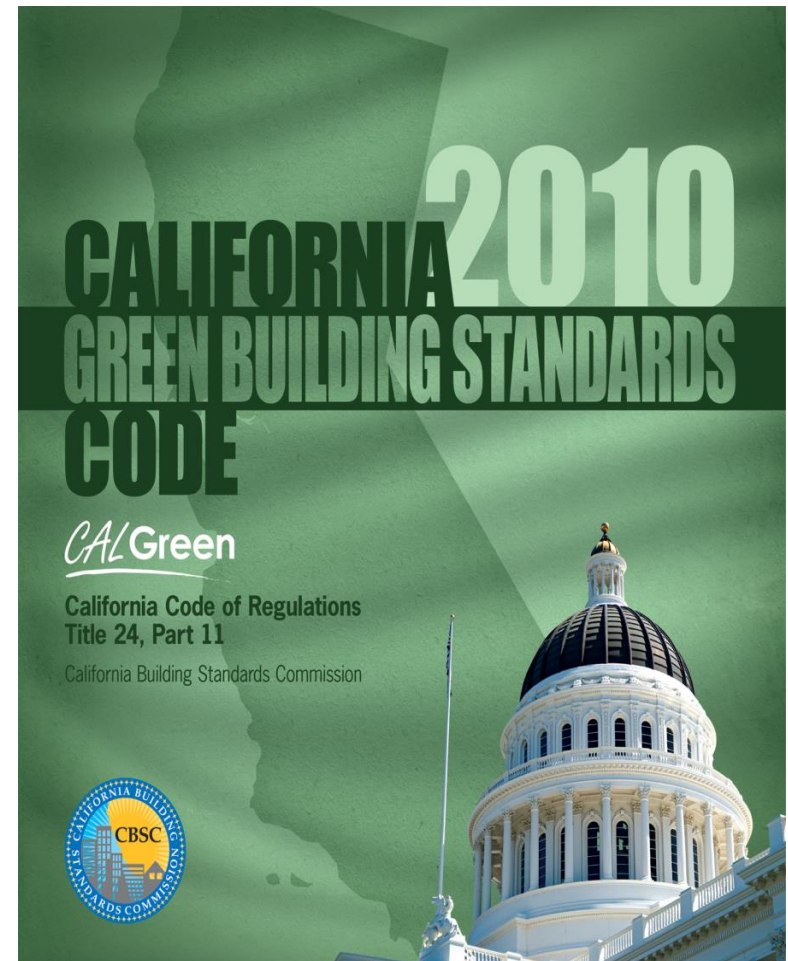
Now in effect

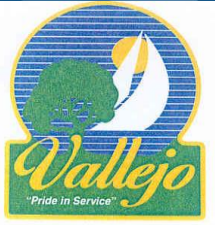
Adopt energy
efficiency standards
15% above

CALGreen Code for

- New Construction
- Remodels over 50%
- Tenant improvements

Enforce thru Title 24
review & green
building checklist





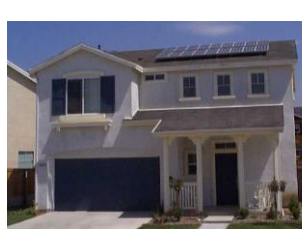
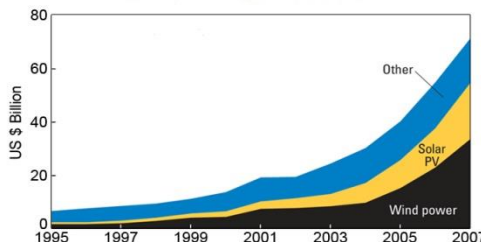
Renewable Energy Installation

Support small – scale renewable energy systems

- Solar photovoltaic and thermal
- Wind, river current, and tides
- Electrical conversion

Remove barriers to small scale solar systems

- Review current processing and fees
- Provide staff training and
- Pre-wire & pre-plumb new homes

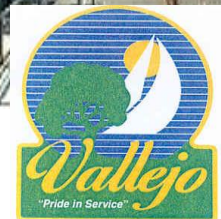
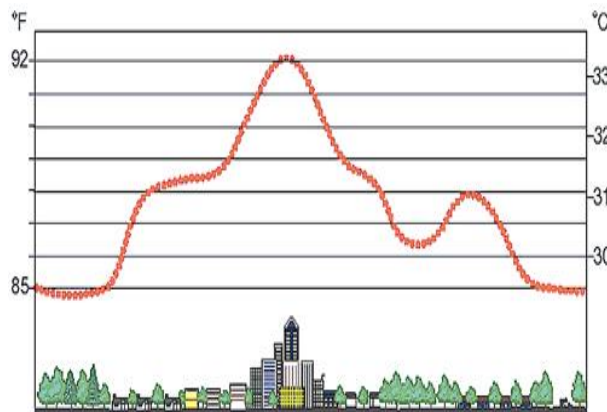


Urban Heat Island Mitigation

Enforce Cool Roof requirements

Achieve 50% surface pavement shading
on large projects

Use appropriate paving materials



Mixed Use, Higher Density Transit Oriented Development

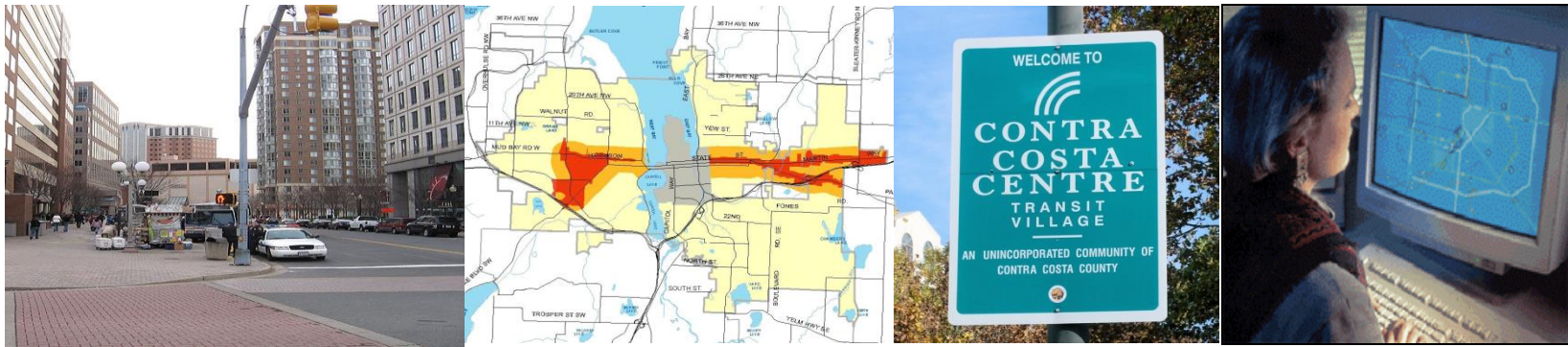
Provide a high density multifamily residences

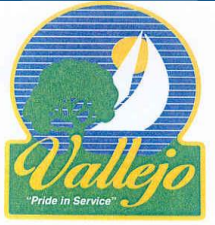
Add incentives to increase density

Orient projects to transit, bicycle, pedestrian routes

Encourage pedestrian oriented plazas and trails

Mixed use to include neighborhood services





Reduce Auto Travel

Bicycle and Pedestrian travel

- Analyze infrastructure and facilities

Parking Incentives

- Revise parking standards for low emission vehicles
- Increase carpool parking

Transit

- Prioritize improvements serving jobs

Encourage markets in all neighborhoods





Jobs Housing Balance

Support additional jobs and economic revitalization

Support the retention and expansion of local anchor and growth industries

Support live work opportunities

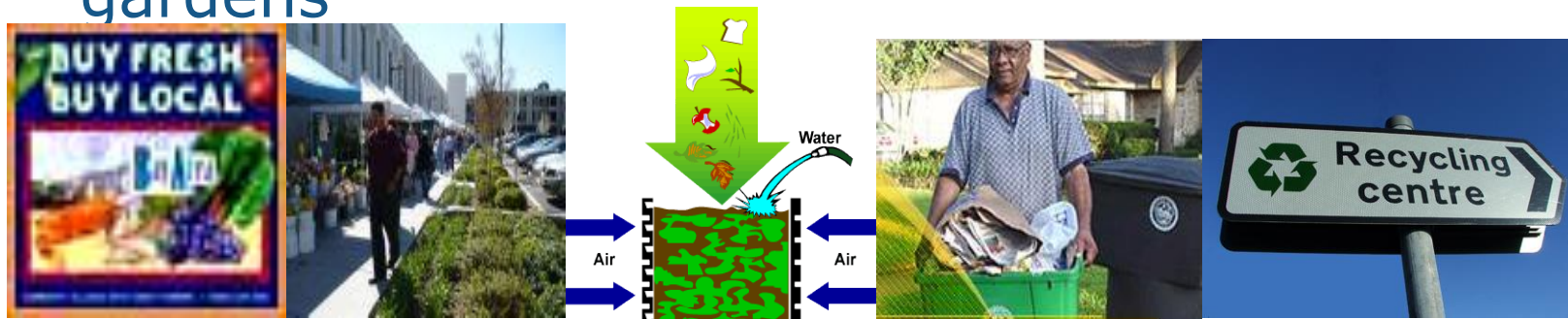


02/05/2011

Center for Sustainable
Communities

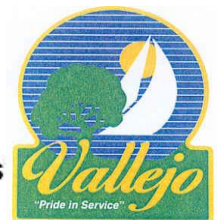
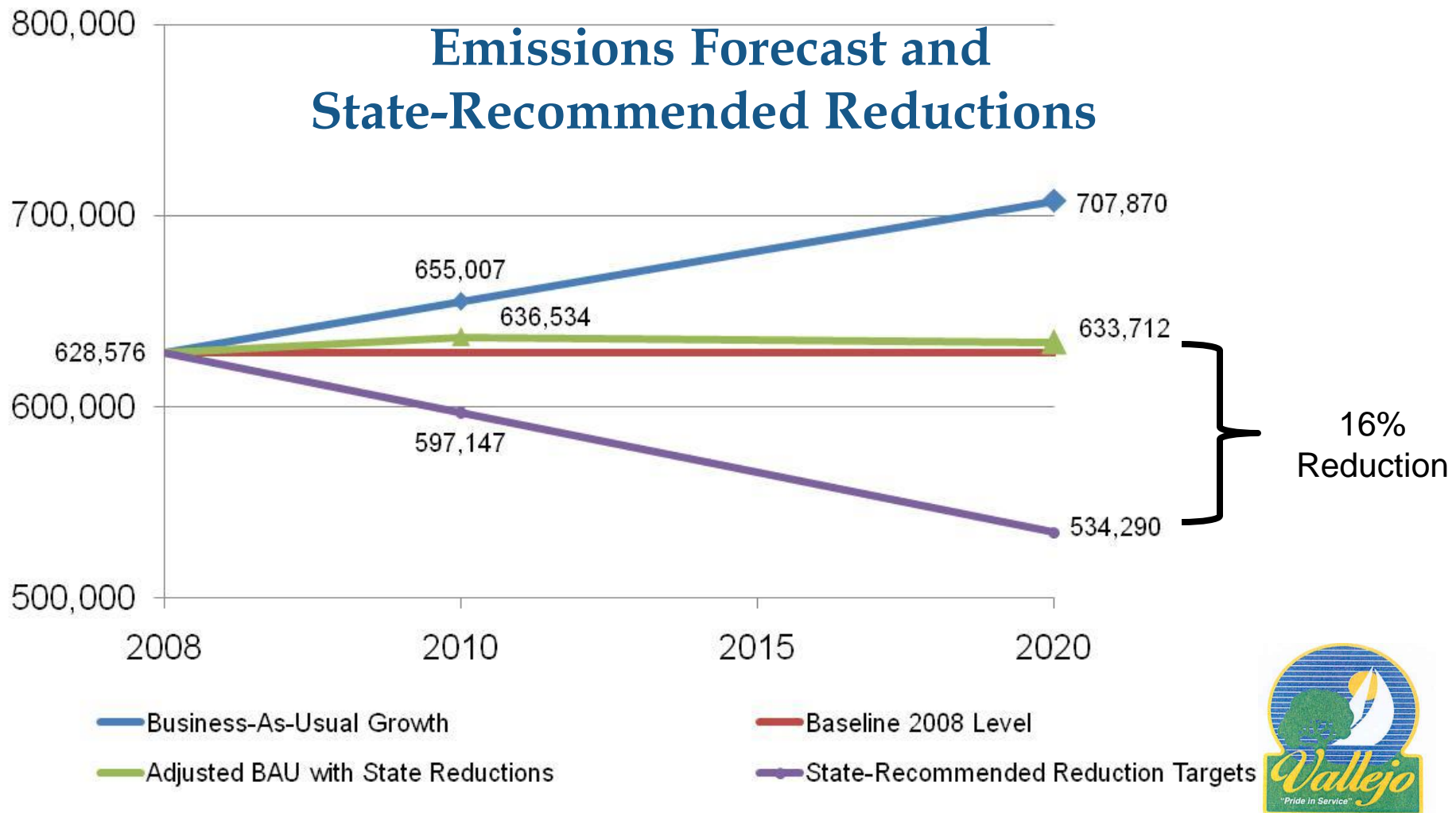
Recycling, Composting & Local Food

- Collaborate on hosting workshops & providing composting information to the public
- Propose 50% requirement for reducing or recycling construction & demolition wastes in new development
- Support convenient access to neighborhood grocery stores & community gardens



02/05/2011

Center for Sustainable
Communities





Implementation

Prioritized based on:

- GHG reduction benefit
- Potential costs and funding availability
- Community priority
- Political and technological feasibility



Conserves
Energy



Improves
Air
Quality



Improves
Mobility



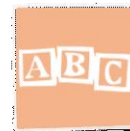
Improves
Public
Health



Supports
Local
Economy



Reduces
Water
Use



Improves
Mobility



Provides
Municipal
Revenues



Provides
Community
Savings



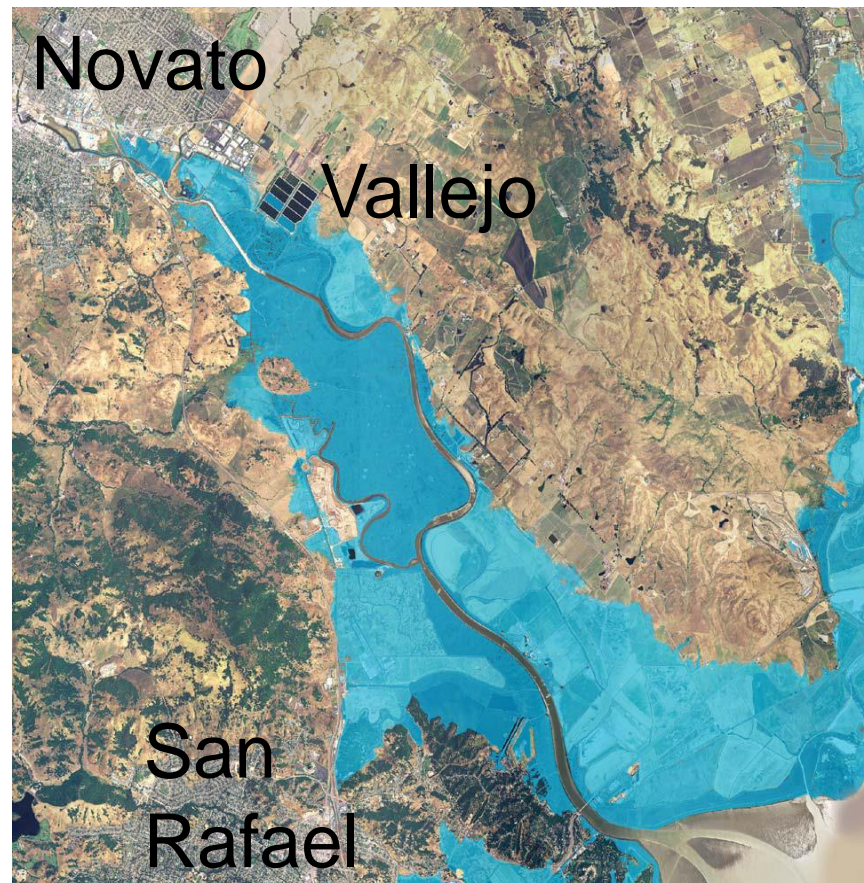
Implements
State Policy

Individual Actions to Reduce GHGs



Adaptation & Resiliency

- Climate change is already occurring
- More severe weather events
- BCDC inundation maps id sea level rise
- Hazard mitigation

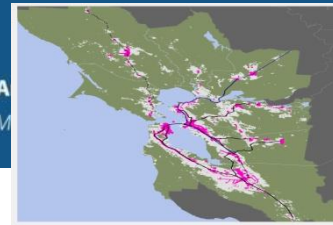


California Senate Bill 375

Will influence how California grows, by

- Connecting transportation and land use at the regional level
- Providing funding and incentives for public transportation
- Creating Sustainable Community Strategies - in order to reduce GHG emissions and sprawl

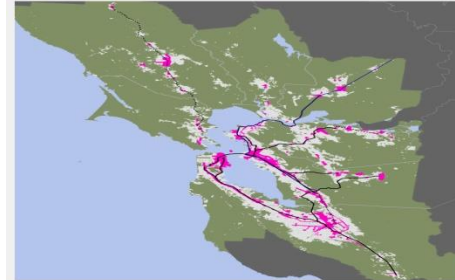




SB 375 - Results will be achieved by:

1. Using the regional transportation planning (RTP) process (i.e.\$) to help achieve AB 32
2. Using California Environmental Quality Act (CEQA) streamlining to encourage residential projects which help achieve AB 32 goals
3. Coordinating the regional housing needs allocation process with the transportation planning process.

CEQA Streamlining

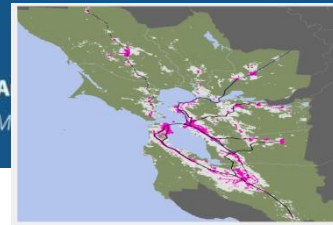


Transit Priority Projects:

- Mixed use project, located within 1/2 mile of major transit stop.
- Transit Priority Project can be exempt from various EIR requirements if detailed list of requirements are met.

Residential Projects:

- When a project is 75% residential and consistent with SCS or APS

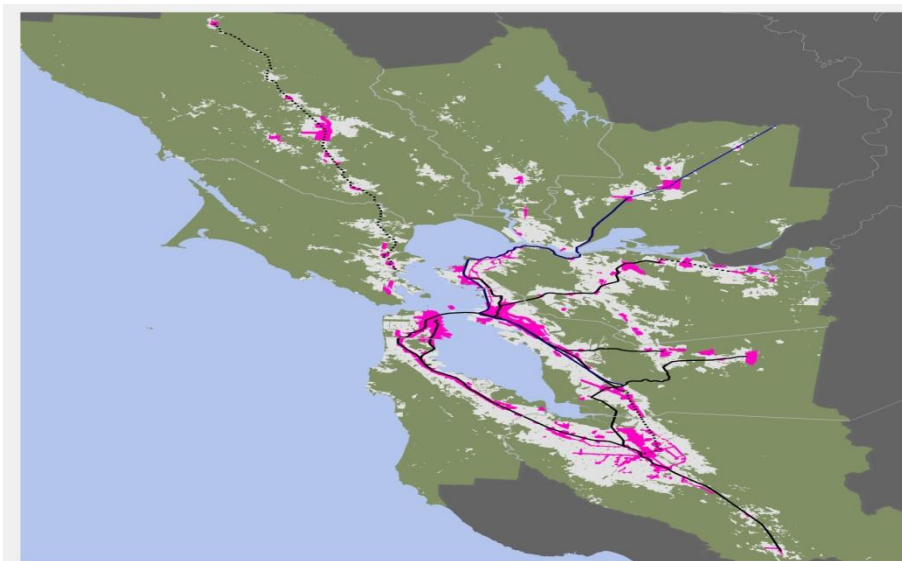


Sustainable Communities Strategy (SCS)

- “Regional Strategy” in Regional Transportation Plan
- Identifies location of uses, residential densities, and building intensities
- Sets forecasted development pattern to reduce greenhouse gas emissions from autos and light trucks
- Identifies and considers resource areas and farmland
- Considers federal and state plans, city and county general plans and circulation plans, and spheres of influence
- Considers state housing goals and identifies areas sufficient to house all segments of the population

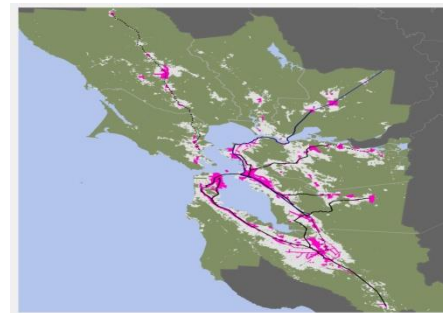
Alternative Planning Strategy (APS)

- If the SCS is unable to reach greenhouse gas reduction target the region must prepare an APS
- The APS must be a separate document from the RTP.



Desired Benefits of SB 375

- **Reduce greenhouse gas emissions**
- **Energy conservation**
- **Water conservation**
- **Open space and farmland conservation**
- **Cheaper transportation services / infrastructure**
- **More walkable commercial and civic amenities**
- **Documents the transportation, land use and air quality connection.**
- **Improved local economy / downtowns**



SB 375 Implementation Challenges:

Greenhouse gas reduction targets available September 2010

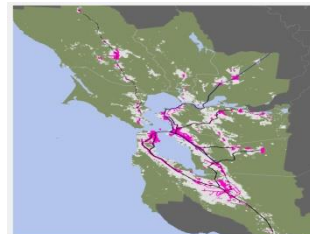
High level of effort to comply with greenhouse gas reduction targets.

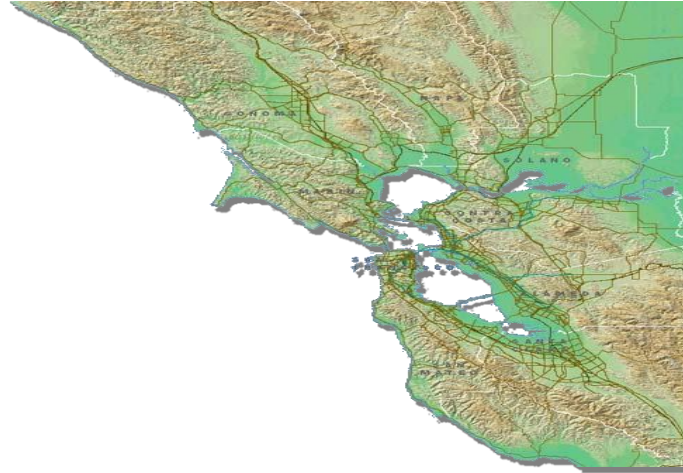
General Plan and Zoning: Each local city or county decides.

Planning Costs: Limited funding

Infrastructure Costs: Limited funding

State Budget Crisis: State reduced funding for transit, redevelopment, and Williamson Act.





ABAG/MTC Draft Plan Bay Area



The Regional Task

- Reduce per capita greenhouse gas emissions by 15% by 2035
- House the region's population at all income levels
- Embody local visions
- Stretch tax revenues through smart investments
- Increase economic competitiveness
- Preserving our natural environment
- A healthy, vibrant region for our children and grandchildren

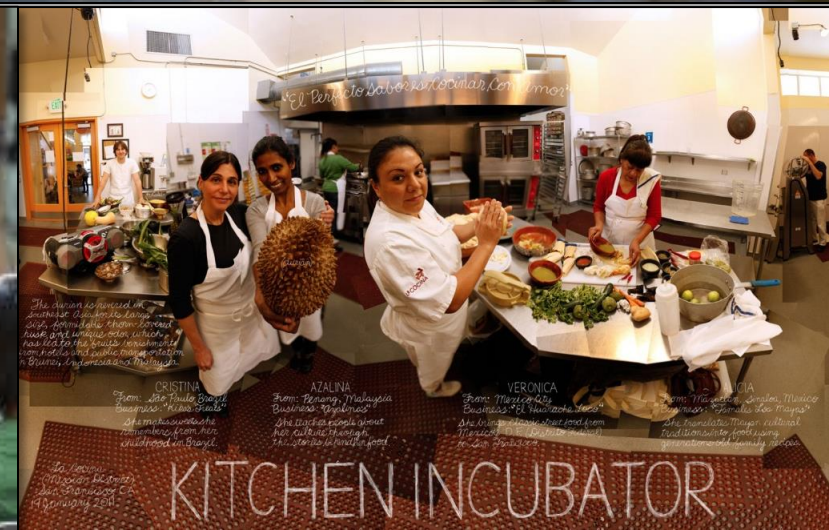


| | 2010 | 2040 | Growth 2010-2040 |
|------------------|-----------|-----------|---------------------|
| Jobs | 3,385,000 | 4,505,000 | 1,120,000 |
| Population | 7,151,000 | 9,299,000 | 2,148,000 |
| Housing Units | 2,786,000 | 3,446,000 | 660,000 |

Employment Trends

Knowledge-based and Service Industries Lead Job Growth

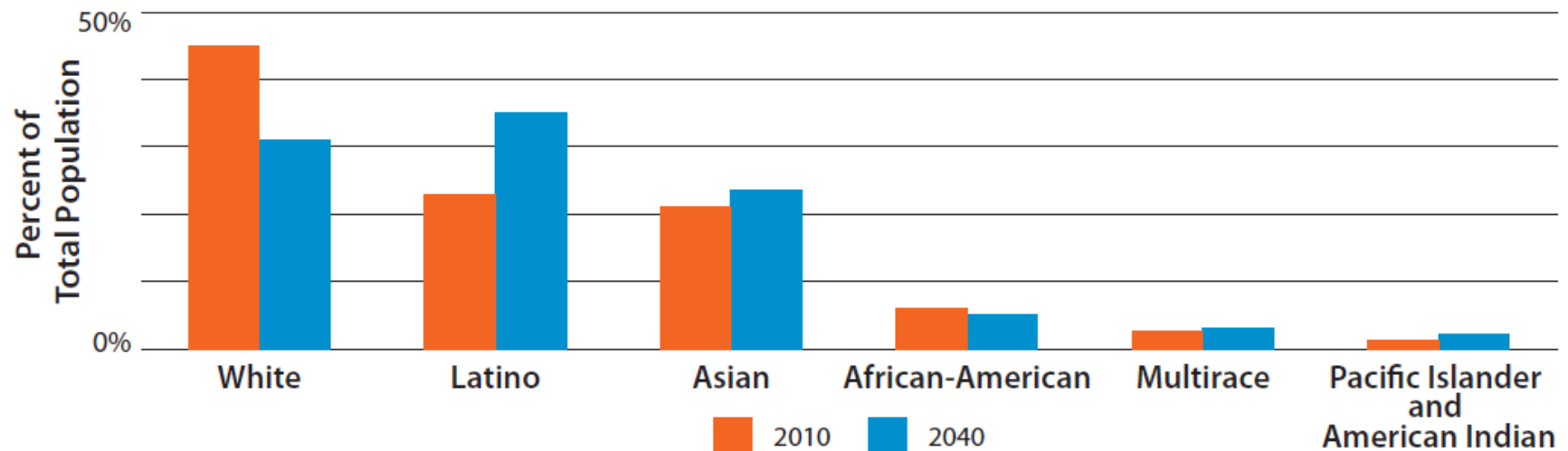
- Nearly 75% of new jobs in professional services, health and education, and leisure and hospitality
- Knowledge sector and service sectors expected to grow – strong preference for locations near transit in urban centers



Population Trends

The region will grow more diverse

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

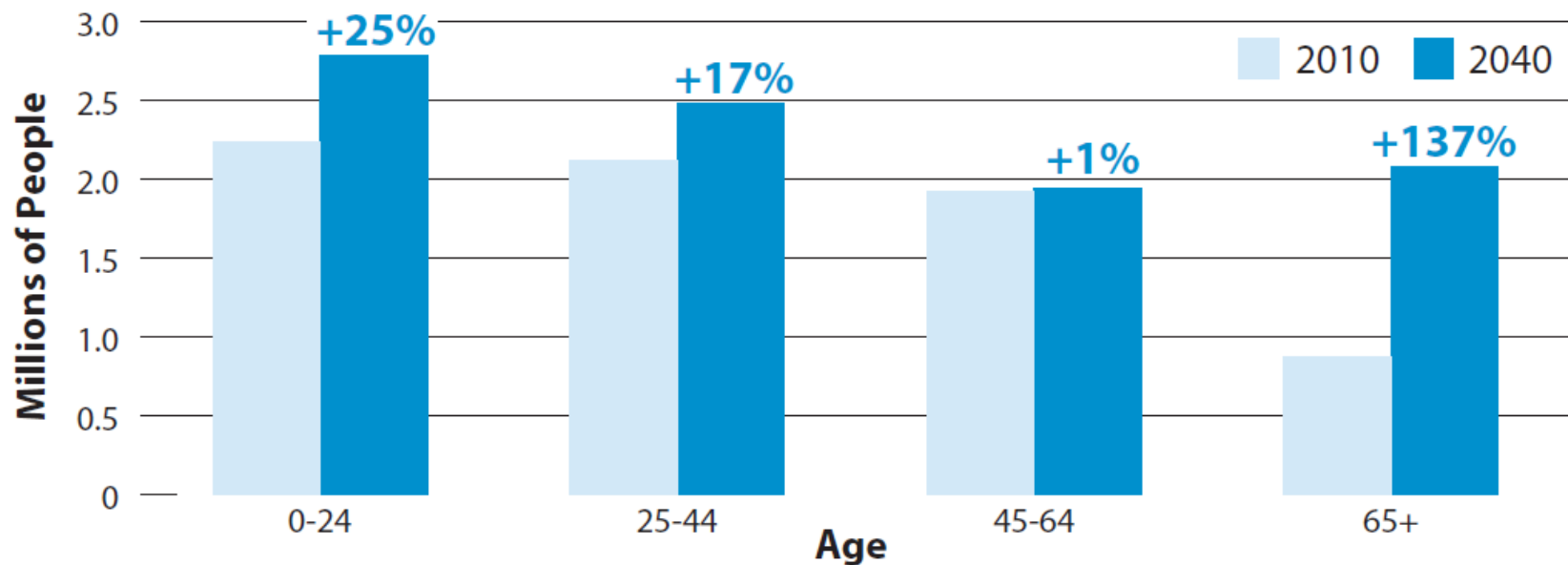


Sources: 2010 Census, California Department of Finance, ABAG

Population Trends

The senior population will grow dramatically

Figure 2 Bay Area Population by Age, 2010 and 2040

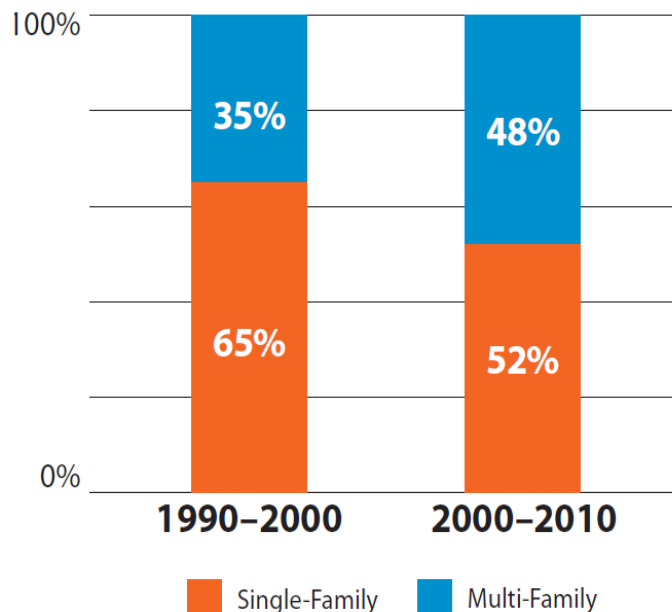


Sources: 2010 Census, California Department of Finance, ABAG

Housing Trends

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

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

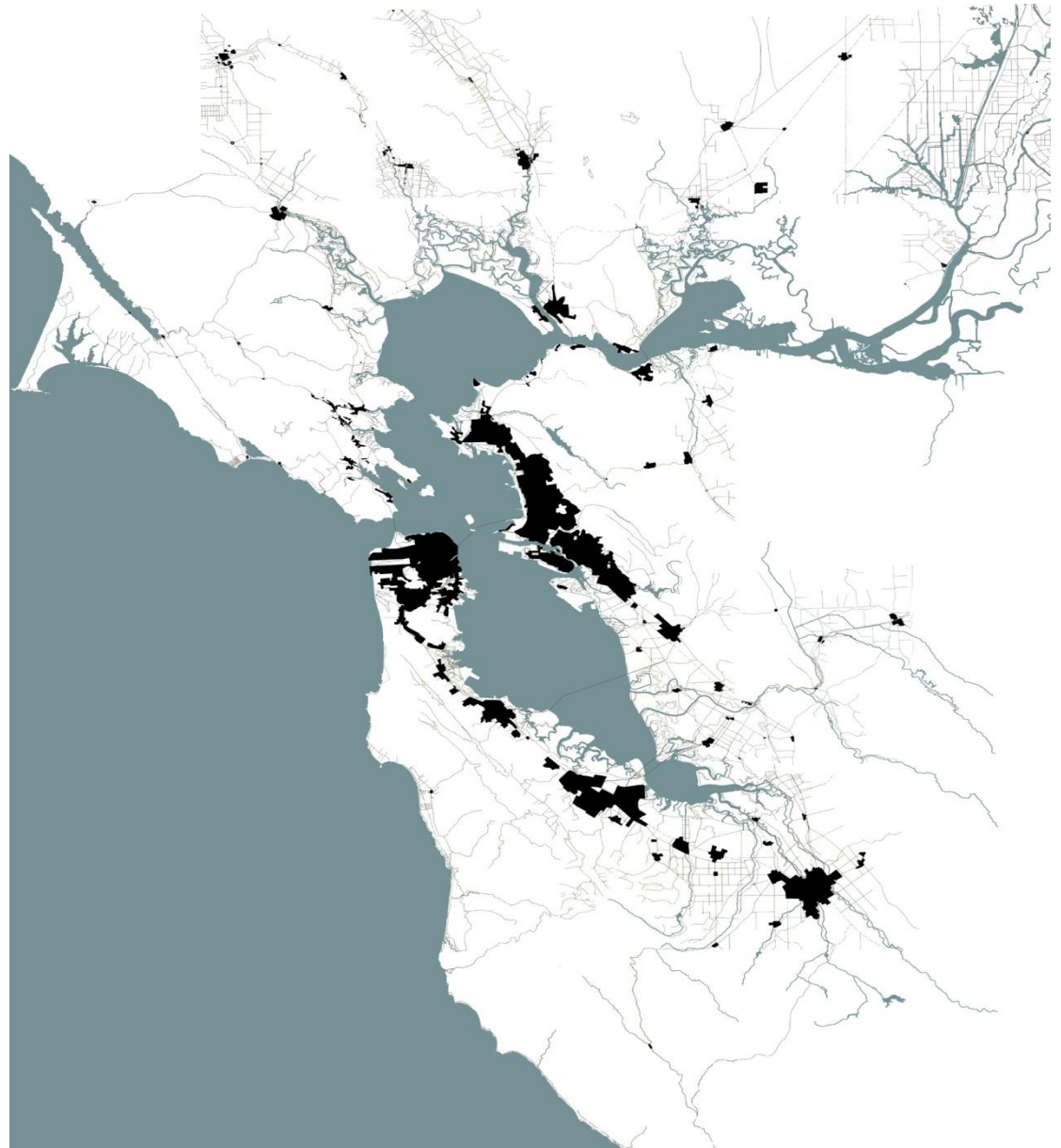


Source: U.S. Census

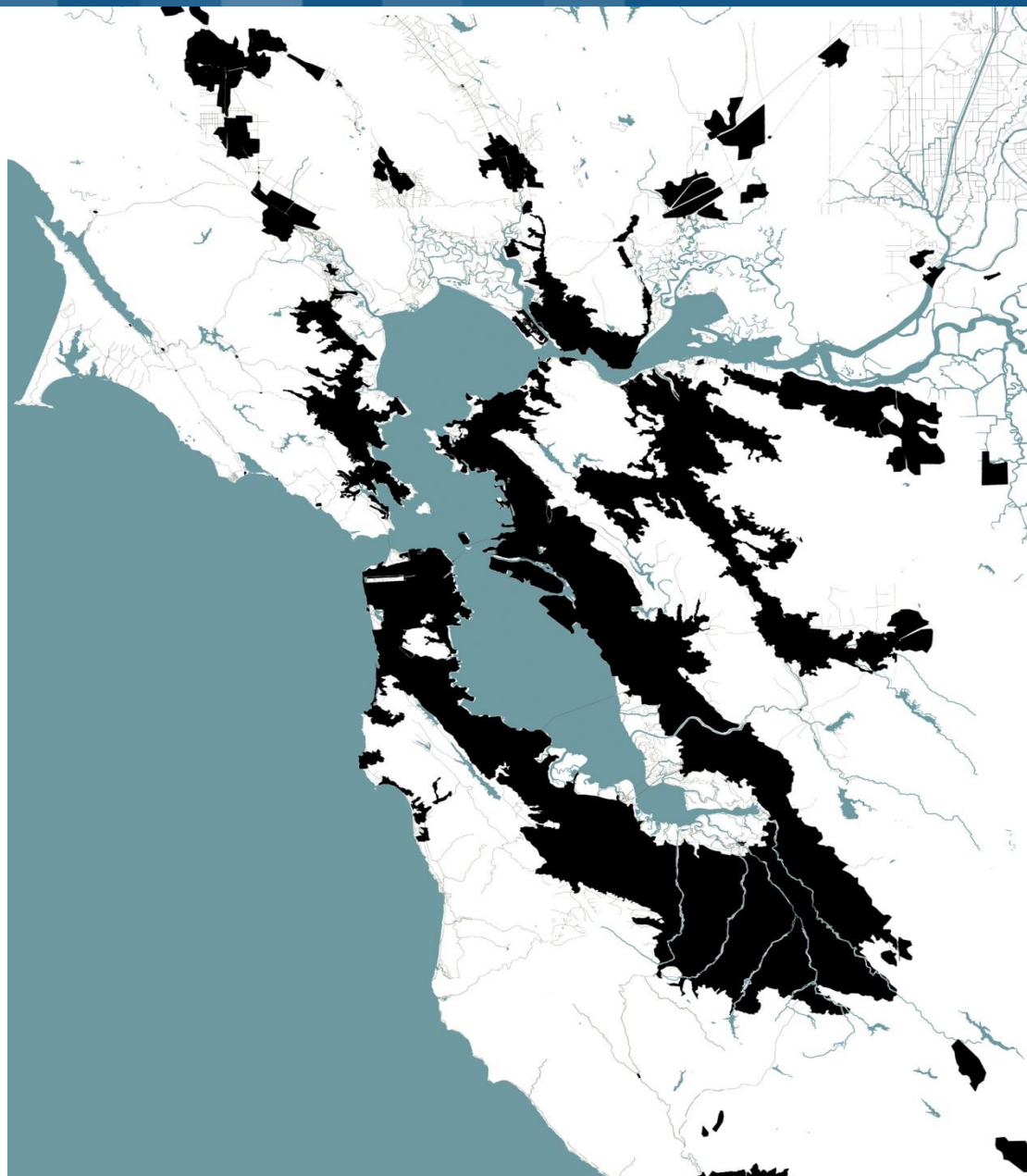
Bay Area Urbanized Land 1900



Bay Area Urbanized Land 1940



Bay Area Urbanized Land 2010



Regional Growth Strategy

Priority Conservation Areas

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




Regional Growth Strategy


Focused Growth


 Non-urbanized land

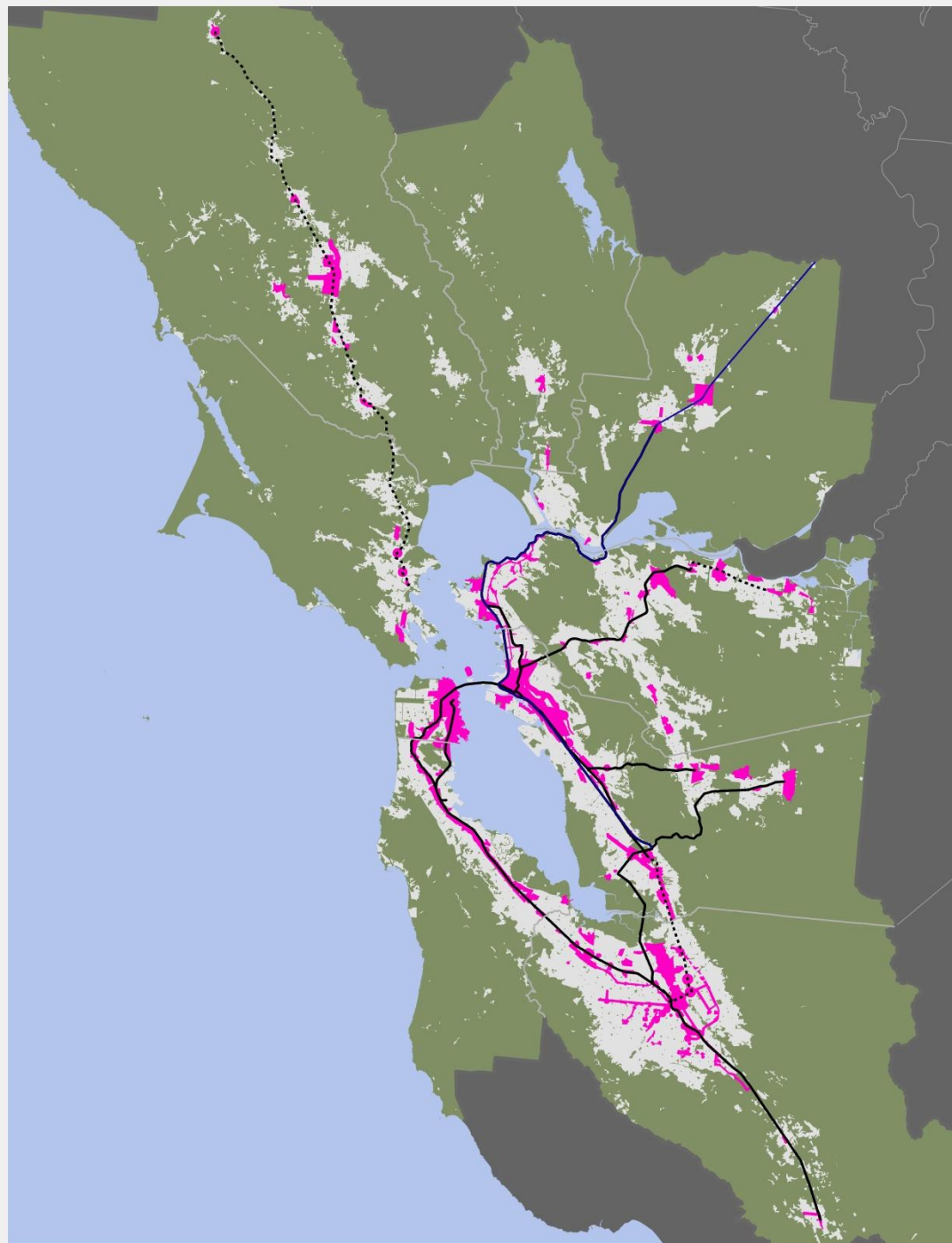
 Urbanized land

 PDAs

 Less than 5% of region's land

 Nearly 80% of new homes

 Over 60% of new jobs



Regional Growth Strategy

Priority Development Areas

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



Six Investment Strategies

1. Maintain the Existing Transportation System
2. Support Focused Growth — PBA
3. Build Next Generation Transit
4. Boost Freeway and Transit Efficiency
5. County Investment Priorities
6. Protect Our Climate

Plan Bay Area

- *Public comment period open*
- *See OneBayArea.org for more information*
- *June/July staff will make a final recommendation to the Joint MTC/ABAG committee based on all of the analysis conducted and comments received*



Moving from Planning to implementation



Questions and Comments?

Special Thanks to:

- Marin County Community Development Agency
- Global Footprint Network
- City of Vallejo & PMC
- ABAG & MTC
- Climate Protection Campaign



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