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## **NEXT MEETING OF THE:**

### **SUSTAINABLE COMMUNITIES STRATEGY STEERING COMMITTEE**

**August 2, 2011•TUESDAY•10:00 AM**

**STANCOG BOARD ROOM**

**1111 I STREET, SUITE 308**

**MODESTO, CA**

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Public Participation on a Matter on the Agenda: Please step to the podium at the time the agenda item is announced by the Chairperson. In order to ensure that interested parties have an opportunity to speak, any person addressing the Committee will be limited to a maximum of 5 minutes unless the Chair of the Committee grants a longer period of time.

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## **AGENDA**

### **1. CALL TO ORDER**

### **2. ROLL CALL**

### **3. PUBLIC COMMENTS**

*These matters may be presented only by interested persons in the audience. Discussion is limited to five minutes or at the discretion of the Chair.*

**4. CONSENT CALENDAR**

- A. Motion to Approve Sustainable Communities Strategy (SCS) Steering Committee Minutes of 5/31/2011

**5. DISCUSSION/ACTION ITEMS**

- A. Discussion regarding Performance Targets for the SCS
- B. Discussion regarding Priority Development Areas (PDAs)
- C. Discussion regarding an Alternate Meeting Time for the SCS Steering Committee
- D. Initial Discussion regarding Population and Housing Forecast Methodology for the SCS
- E. Discussion regarding San Joaquin Valley Blueprint Toolkit Launch
- F. Discussion regarding SCS Public Participation Plan Preparation Kick-off

**6. INFORMATION ITEMS**

- A. Future Meeting Topics

**7. ADJOURNMENT**

**Next Regularly Scheduled Sustainable Communities Committee Meeting:**

September 6, 2011 (Tuesday) @ 10:00 am  
StanCOG Board Room  
1111 I Street, Suite 308  
Modesto, CA 95354



# CONSENT CALENDAR



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**SUSTAINABLE COMMUNITIES STRATEGY (SCS) MEETING  
StanCOG Board Room  
1111 I Street, Suite 308  
Modesto, CA**

**Minutes of May 31, 2011 (Tuesday)  
10:00 am**

**MEMBERS PRESENT:** Dave Leamon (Stanislaus County); Tom Westbrook (City of Ceres); Thom Clark (City of Hughson); Garner Reynolds (City of Newman); Danelle Stylos (City of Oakdale); Mike Willett (City of Patterson); Debbie Whitmore (City of Turlock); Matt Erickson (City of Waterford); Virginia Madueno (Policy Board); Stephen Bonrepos (CAC); Jean Foletta (SSTAC)

**ALSO PRESENT:** Vince Harris, Jaylen French, Rosa Park, Mike Costa, Charles Turner, Jeanette Fabela (StanCOG); Barbara Hempstead, Janet Jaramillo (Caltrans)

**1. CALL TO ORDER**

Executive Director Vince Harris called the Sustainable Communities Strategy (SCS) Steering Committee meeting to order at 10:05 am.

**2. ROLL CALL**

**3. PUBLIC COMMENTS - None**

**4. CONSENT CALENDAR**

**A. Motion to Approve Sustainable Communities Strategies (SCS) Steering Committee Minutes of 5/3/2011**

**\*By Motion (Thom Clark/Debbie Whitmore)**, and unanimous vote, the Sustainable Communities Strategy Steering Committee approved the Minutes from the May Steering Committee Meeting.

**5. DISCUSSION/ACTION ITEMS**

**A. Discussion Regarding Working Draft SCS Schedule of Activities**

There was discussion regarding the proposed Working Draft SCS Schedule of Activities which was presented to the Committee. There were general comments about the outlined tasks and timelines:

- The second tier committee or 'additional outreach partners' should be formally incorporated into the process during the Scenario Development phase so they can provide their input and react to the policy direction being proposed.
- Complete Streets should be a concept addressed as a regional strategy or subset of a strategy. *According to new state legislation, the local agencies must address complete streets in their general plans.*
- Time should be included in the schedule to accommodate the development of the Alternative Planning Strategy (APS), should the SCS not achieve the emission reduction targets.
- Further time is needed for City Council and Policy Board check-ins, both informational/education meetings and for formal actions to ensure agency buy-in throughout the process.
- Time is needed in the SCS schedule for Air Resource Board (ARB) review of the proposed Stanislaus Region SCS methodology.
- Ensure that transportation model improvement program update timing matches the timing of the greenhouse gas (GHG) emission baseline inventory.
- Traffic counts and other data should be presented to decision-makers informing that congestion in the area will get worse and also that the region needs to invest in the transportation system wisely due to limited transportation funding; two issues that the SCS can address.
- The SCS should include 'teeth' to ensure that implementation is carried out.

## 6. ADJOURNMENT

Executive Director Vince Harris adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 11:10 am.

### *Next Regularly Scheduled Sustainable Communities Strategy Steering Committee Meeting:*

**July 5, 2011 (Tuesday) @ 10:00 am**  
**StanCOG Board Room**  
**1111 I Street, Suite 308**  
**Modesto, CA 95354**

Minutes Prepared By:



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Jaylen French  
Associate Planner / SCS Project Manager



# DISCUSSION & ACTION ITEMS



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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* Discussion  
**FROM:** Carlos Yamzon, Senior Regional Planner *CY*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Discussion regarding Performance Targets for the SCS

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**Background**

In April, StanCOG staff raised the issue of adopting a set of performance targets for the Sustainable Communities Strategy (SCS). Further, in June, Staff outlined an optional task in the Working Draft SCS Schedule of Activities for developing the performance targets.

The committee had some concern about the use of performance targets (PT) for the SCS document. Generally, concerns regarded:

- *How the PTs would be implemented amongst the various agencies?*
- *Are the PTs required? If not, why adopt them?*
- *Would the PTs require an audit to ensure achievement?*
- *What if the PTs were not achieved? Would there be a punishment?*
- *What would the PTs be tied to? If SCS targets and policies which achieve the targets are agreed upon, why would we need additional performance targets?*
- *The Congestion Management Process (CMP) measure performance of the transportation system, why include PTs just for SCS?*

**Discussion**

The SCS is a multi-discipline, multi-faceted document, which will attempt to reduce greenhouse gas (GHG) emissions in the region by linking land use and transportation planning. There are several policy areas which could reduce GHG emissions and within those policy areas there are multiple ways in which to achieve the targets. The question is, do we as the committee and as a region want to provide the public and the reviewing bodies with a greater focus which highlights our priorities?

The adoption of performance targets will describe in specific, measureable terms, the region's commitment and progress towards the goals established in the plan. In addition, the performance targets can help us to measure and evaluate the proposed regional strategies.

These targets reflect voluntary goals which will clearly identify the priority policy areas, in which the SCS should focus to achieve the emission reduction targets.

The targets can address the specific ways in which to provide adequate housing, how to address health and safety issues, open space and agricultural preservation, economic vitality, and how to achieve GHG emission reductions through the effectiveness of the transportation system. The following are three EXAMPLE targets.

For example:

- **Open Space and Agricultural Preservation**
  - o Direct all non-agricultural development within the urban footprint (existing urban growth boundaries)
  
- **Transportation System Effectiveness**
  - o Decrease automobile vehicle miles traveled per capita by \_\_ %
  
- **Transportation System Effectiveness**
  - o Increase transit investment by \_\_ %





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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* Discussion  
**FROM:** Carlos Yamzon, Senior Regional Planner *CY*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Discussion regarding Priority Development Areas (PDAs)

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**Background**

StanCOG staff raised the issue of identifying potential Priority Development Areas (PDAs)—at the local level—to be considered and incorporated into the Sustainable Communities Strategy (SCS). In June, Staff outlined an optional task in the Working Draft SCS Schedule of Activities for identifying these potential areas.

The committee had some questions about the identification of PDAs for the SCS document. Generally, concerns regarded:

- *How would the PDAs be selected?*
- *Would transportation funding be tied to these areas?*
- *Would RHNA allocations be tied to these areas?*
- *Are the PDAs required? If not, why do the program?*
- *Should PDAs be identified this early in the process?*

**Discussion**

The intent of identifying Priority Development Areas is to recognize areas within the county that can accommodate sustainable development—i.e. infill, higher-density, mixed-use, etc. Development of this type can maximize existing transportation investments, reduce future transportation investments and lower vehicle miles traveled (VMT), as well as improve other quality of life issues.

While the incorporation of the PDAs into the SCS will provide a basis for GHG emission reductions through land use policies, the identification of PDAs will also have impacts beyond just the SCS. The PDA program would be a voluntary, local effort, which could influence the way the region grows and invests in the transportation system.

This concept will be a regional development and conservation strategy that promotes a more compact land use pattern. Inevitable suburban growth in the region could strain the transportation system, drain water resources and thwart efforts to reduce VMT. The converse could provide more mobility choices for all populations (seniors, disabled, low-income) to run everyday errands, could maximize

the current investment in the transportation system, could reduce future investment needs in the system and could lower VMT, thus improving air quality.

Staff's initial proposal—which will be discussed amongst the committee beginning at the August meeting—is to adopt PDAs at the local level. PDAs should accommodate infill development and be located near transit amongst other established criteria. Once adopted by the local jurisdiction(s), these areas will be incorporated into the Smart Growth Concept Map and the SCS as a land use policy.

Typically, this concept would be an incentive-based program, in which the COG would direct financial assistance and other resources to identified PDAs. However, this would require a shift in policy direction from the Policy Board. The scope of this staff report and the committee discussion at this time is to simply consider the pros and cons of the PDA program for the purposes of the SCS. Specifics of the program, including the previously stated concerns/questions from the committee, can be developed later, should the region chose to adopt this approach. For example, grant funding, not established COG funding, could be sought to provide incentives to the PDAs.



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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* **Discussion**  
**FROM:** Carlos Yamzon, Senior Regional Planner *cy*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Discussion regarding Alternate Date/Time for the SCS Steering Committee

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**Background**

In November 2010, StanCOG proposed creating a Sustainable Communities Strategy (SCS) Steering Committee comprised of the local agencies and members of our standing committees to assist in the preparation of the SCS. Staff originally proposed a committee—comprised of the agencies’ planners—with its own meeting date/time. However, at the Management and Finance Committee (MFC) meeting, the City Managers suggested that the SCS committee meetings be held during the TAC meetings to conserve staff time. Staff complied with this recommendation.

The SCS committee meeting has since separated from the TAC meeting, meaning each has its own agenda, but is still held on the same day.

**Discussion**

Since the formation of the committee we have received dissenting opinions on the committee meeting date/time from the local agencies. Now that we have actually held several meetings, we have received a new set of suggestions regarding the meeting date/time.

Staff originally suggested a separate meeting date and time for this committee and believes that is the best structure for this very important effort. However, we are sympathetic to the desires of the agencies’ who cannot attend an additional meeting each month.

Staff would like to reopen this conversation to the committee to see if the established structure is still working for each committee member or if there are revisions that can be made to ensure that the process runs as smoothly as possible and is not hindered by committee member absences or abbreviated meetings.

The following is a list of pros and cons of the SCS Committee meeting date/time and some suggestions for keeping or moving the meeting. Staff would like this conversation to be a reassessment of the meeting date/time. We would like to open the conversation and hear from the committee as to what would be best.

Pros:

- Smaller agencies, with fewer staff, are able to attend the SCS meetings –an additional meeting would require additional staff time to attend.
- The current date/time is not a deviation from the established and familiar meeting structure.

Cons:

- The SCS meetings are being limited to one hour, due to the following TAC meeting. There are some meetings and topics that will require additional time to discuss.
- The current meeting structure entails three consecutive meetings (SSTAC, SCS and TAC); this makes for a long day for meeting participants.
- Stanislaus County Planning cannot attend the meetings, due to a conflict with the Board of Supervisor meetings.
- Although the MFC suggestion was to just send the TAC member to the SCS meeting, due to the subject matter, many agencies are now sending Planning staff to the SCS meetings and additional Public Works staff to the TAC meeting.

Potential Recommendations:

- Move the SCS meeting to a different day per the committee's consensus.
- Move the SSTAC meeting to a different day; hold the TAC earlier (9:30) and the SCS meeting at 11:00 to alleviate the time constraint of the TAC and the SCS.
- Keep meeting as is.



Item 5D

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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* **Discussion**  
**FROM:** Carlos Yamzon, Senior Regional Planner *Y*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Initial Discussion regarding Population and Housing Forecast Methodology  
for the SCS

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**Discussion**

Recently, StanCOG has received comments from SCS committee members and other local agency planners regarding the (future) methodology of population and housing forecasting for the SCS. In short, the concern is that due to the current economic atmosphere, typical forecasting methods may overstate the expected growth rates for the region. The overestimation of population growth would have a detrimental effect on the planning process.

To simplify a very complex conversation, the comments contend that in addition to typical forecasting methods, which are usually derived from California State Department of Finance (DOF) data, that additional economic metrics should be applied to get a truer projection for future growth rates. According to this comment, the population (growth or decline) will largely depend on the health of the economy of a region and not solely migration rates and rate of natural increase.

StanCOG staff understands the above concerns and would like to raise this issue with the Committee early in the process, before we have begun formulating a methodology for the demographic forecasting, in order to receive input into this process.



Item 5E

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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* **Discussion**  
**FROM:** Carlos Yamzon, Senior Regional Planner *CY*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Discussion regarding San Joaquin Valley Blueprint Toolkit Launch

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### **Background**

In early 2006, the eight San Joaquin Valley Council of Governments came together in an unprecedented effort to develop a coordinated valley vision: the San Joaquin Valley Regional Blueprint. Local plans (blueprints) were prepared in each county and integrated to form a preferred vision for future development throughout the Valley to the year 2050.

The Blueprint effort was divided into two sections of work: Development and Implementation (Guidance). The development phase lasted approximately four years and culminated at the Blueprint Summit in January 2009, in which the Policy Council adopted the preferred development scenario and 12 growth principles, which make up the Blueprint. A consultant was then hired to prepare an implementation (guidance) document.

Recently, the implementation (or guidance) phase, which consisted of the preparation of three products, collectively referred to as the San Joaquin Valley Blueprint Roadmap were completed in early 2011. They are: the Blueprint Planning Process Summary Report, the Blueprint Guidance Framework and an Internet-based Planners Toolkit of programs and techniques local governments can use to implement the Blueprint. It should be noted that implementation of the Blueprint, by the local agencies is not mandatory and any reference to 'implementation' in the final stage documents has been removed.

The Summary Report provides an overview of the first four years of the San Joaquin Valley Blueprint (2006-2009), including the key players and participants, and the results of the Valleywide planning effort.

The Blueprint Guidance Framework is made up of a set of 12 specific strategies intended to guide implementation of the Valley Blueprint. The Guidance Framework sets out a list of actions that will be important to create a structure and process for carrying out the Blueprint and for translating Blueprint principles into local policy and actions. The strategies focus on land use and transportation issues.

The Planner's Toolkit is an educational guide and reference source for communities who want to translate the 12 Smart Growth Principles into action. Whether you are a newcomer to land use planning, a seasoned practitioner, a community-decision maker, a state official or an active citizen interested in land use planning, the toolkit is easy to use. Further, the toolkit is an online source for California planning law and topical case studies, templates, and other resources. The Toolkit is designed to evolve and expand over time as conditions change and new challenges emerge. To this end, the Toolkit enlists the ideas, experiences, and input of its users. Through its interactive interface the toolkit asks you, the user, to critique and modify existing tools, request new tools, and recommend new case studies, templates, and other resources.

### **Discussion**

For several months, the Toolkit was in 'beta' stage, meaning it was being tested. Last week, it was officially released to the public. StanCOG would like to share this information not only with the local agencies, but also with the other members of the SCS Steering Committee. The Blueprint is considered the smart growth vision for Stanislaus County and the entire valley, and while implementation of the Blueprint is not mandatory—similar to the Sustainable Communities Strategy—the incorporation of these principles and the implementation of the strategies by locals using the toolkit will help achieve the goals of the SCS.



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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**

**THROUGH:** Vince Harris, Executive Director *VH* **Discussion**

**FROM:** Carlos Yamzon, Senior Regional Planner *CY*  
Jaylen French, Associate Planner *JCF*

**DATE:** July 22, 2011

**SUBJECT:** Discussion regarding SCS Public Participation Plan Preparation Kick-Off

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**Background**

According to Senate Bill 375, ‘each Metropolitan Planning Organization shall adopt a public participation plan, for development of the sustainable communities strategy’. Similarly, MPOs can include a section in the agency-wide public participation plan to address the development of the SCS. However, as this is a very important topic, one of expressed concern of our Steering Committee, StanCOG, in conjunction with the Committee, will undertake the development of a stand alone PPP for the SCS process. As outlined in the Draft Schedule of Activities, this task was scheduled to begin in July and take approximately four months to complete.

**Discussion**

The intent of the SCS PPP is to establish a process and outline specific activities for communicating with the public throughout the SCS development. The StanCOG SCS PPP will be rooted in the principles that are included in our federally required, agency-wide public participation plan. The concept of the SCS PPP is to promote an open, transparent process that encourages the ongoing and active participation of local governments and a broad range of stakeholders. It is our goal to ensure that those with a stake in the outcome have the opportunity to be involved.

At this point, StanCOG staff would like to hear from the Committee on next steps and content of the SCS PPP. Staff will seek input on the following topics and any others that the Committee deems appropriate.

- Goals
- Objectives
- Public Outreach Activities (number and type of workshops, presentations, etc.)
- Public Participation Techniques (secondary outreach partners, noticing, media, etc.)
- Stakeholder Outreach Efforts (including the public in the SCS planning process)
- Others?





# INFORMATION ITEMS



Item 6A

*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
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**TO:** Sustainable Communities Strategy Steering Committee **Staff Report**  
**THROUGH:** Vince Harris, Executive Director *VH* **Information**  
**FROM:** Carlos Yamzon, Senior Regional Planner *UY*  
Jaylen French, Associate Planner *JCF*  
**DATE:** July 22, 2011  
**SUBJECT:** Future Meeting Topics

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**Discussion**

- San Joaquin Valley and Stanislaus County Transportation Model Update
- SCS Schedule of Activities Update
- Complete Streets Discussion