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NEXT MEETING OF THE:

SUSTAINABLE COMMUNITIES STRATEGY STEERING COMMITTEE

JUNE 5, 2012•TUESDAY•1:00 PM

STANCOG BOARD ROOM

1111 I STREET, SUITE 308

MODESTO, CA

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Public Comment Period: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda and any off-agenda matters before the Committee for consideration. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee. Any member of the public wishing to address the Committee during the "Public Comment" period will be limited to 5 minutes unless the Chair of the Committee grants a longer period of time. At a Special Meeting, members of the public may address the Board on any item on the Agenda at the time the item is considered by the Board.

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 5/1/2012

5. DISCUSSION/ACTION ITEMS

- A. Discussion regarding Envision Tomorrow Training Session
- B. Discussion regarding Building Types and Development Types for Envision Tomorrow

6. INFORMATION ITEMS

- A. Update of meeting with the Department of Housing and Community Development (HCD) the Department of Finance (DOF) and the California Air Resources Board (CARB) regarding Population and Employment Projections
- B. Public Outreach Update: SCS Forum
- C. Future Meeting Topics

7. PROJECT MANAGER'S REPORT

8. ADJOURNMENT

Next Regularly Scheduled Sustainable Communities Committee Meeting:

July 17, 2012 (Tuesday) @ 1:00 pm

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 1, 2012 (Tuesday)
1:00 pm**

MEMBERS PRESENT:

Angela Freitas (Stanislaus County); Tom Westbrook (City of Ceres); Patrick Kelly (City of Modesto); Joe Leach (City of Oakdale); Joel Andrews (City of Patterson); J.D. Hightower (City of Riverbank); Debbie Whitmore (City of Turlock); Bob Borchard (City of Waterford); Marjorie Blom (LAFCo); Richard O'Brien (Policy Board Representative); RJ Corwin (BPAC Representative); Gil Bostwick (CAC Representative); Jean Foletta (SSTAC Representative)

ALSO PRESENT:

Vince Harris, Carlos Yamzon, Jaylen French, (StanCOG); Kay Dunkle (City of Ceres); Eunice Lovi (Stanislaus County); Sharon Hutchins, Brad Barker

1. CALL TO ORDER

Jaylen French called the Sustainable Communities Strategy (SCS) Steering Committee meeting to order at 1:05 pm.

2. ROLL CALL

3. PUBLIC COMMENTS - None

4. CONSENT CALENDAR

A. Motion to Approve Sustainable Communities Strategies (SCS) Steering Committee Minutes of 1/31/2012

***By Motion (Patrick Kelly/Jean Foletta)**, and unanimous vote, with three abstentions, the Sustainable Communities Strategy Steering Committee approved the Minutes from the January Steering Committee Meeting.

5. DISCUSSION/ACTION ITEMS

A. Discussion regarding Envision Tomorrow Contract Update and Scenario Development

Staff provided a brief update on the Envision Tomorrow Contract. Staff stated that StanCOG is managing a 7-county contract on the Envision Tomorrow software, including training and assistance in development of land use/transportation scenarios. The Consultant then provided a presentation to the Committee on the process of scenario development and the Envision Tomorrow software.

B. Discussion regarding California Air Resources Board (CARB) Target Setting Process

Staff informed the Committee that the San Joaquin Valley MPOs have 'placeholder' targets, which enables CARB to re-evaluate our greenhouse gas (GHG) emission reduction targets based on new information from our improved transportation modeling capabilities from the Model Improvement Program (MIP). However, the timing of the MIP, may not work with CARB's timeline for providing information for the re-evaluation. Therefore, StanCOG is proposing to develop a 'generic' land use and transportation scenario so that we can provide this information to CARB. 'Generic' in this case means, not based on information specific to the region. Staff is proposing to develop a 'Blueprint' scenario based on the valleywide blueprint density and policies. The Committee recommended using the existing and proposed General Plans for this effort. Staff informed the committee that they will continue to work with CARB on this effort and determine if we can use Envision Tomorrow scenarios to produce the necessary information.

6. INFORMATION ITEMS

A. Public Outreach Effort Update

Staff updated the Committee on the latest public outreach effort for the SCS; the release of a Vision Survey, which was intended to collect public input regarding land use and transportation policy priorities. StanCOG received (at the time) 270 responses, which was a success compared to previous outreach efforts. Staff informed the committee that we would prepare a matrix of the results and send to the Committee. The Committee recommended continuing the effort, to try to get further responses.

B. Baseline GHG Inventory Update and Model Improvement Program (MIP) Update

Staff reminded the committee that Stanislaus County is currently preparing a baseline GHG emissions inventory, which StanCOG will utilize for our SCS effort. This information will get incorporated into the Envision Tomorrow software and Transportation Model to determine future emissions and what affect proposed policies have on reducing emissions.

C. Future Meeting Topics

No Discussion.

- 7. PROJECT MANAGER'S REPORT** - Jaylen French informed the group that a meeting with HCD and DOF has been scheduled to discuss the recently released population and employment projections. Jaylen French also notified the group that the July meeting will held on July 17th, not July 10th.

8. ADJOURNMENT

Jaylen French adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 2:28 pm.

Next Regularly Scheduled Sustainable Communities Strategy Steering Committee Meeting:

**July 17, 2012 (Tuesday) @ 1:00 pm
StanCOG Board Room**

**1111 I Street, Suite 308
Modesto, CA 95354**

Minutes Prepared By:



Jaylen French
Associate Planner / SCS Project Manager



DISCUSSION & ACTION ITEMS



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

THROUGH: Vince Harris, Executive Director

FROM: Carlos Yamzon, Senior Regional Planner
Jaylen French, Associate Planner

DATE: May 29, 2012

SUBJECT: Envision Tomorrow Training Session Briefing

Background

A key component of the SCS effort will be the development of land use and transportation scenarios. A 'scenario' is a planning term for a possible future that is analyzed and compared amongst other possible futures. Analyzing various scenarios will indicate what effect different land use and transportation policies have on the reduction of greenhouse gas (GHG) emissions. The development of scenarios provides the region the ability to consider and compare options.

StanCOG will lead a valleywide contract of 7 MPOs for the training and technical assistance on the Envision Tomorrow software, in which we can create and analyze land use and transportation scenarios.

On May 25th, the Consultant, Fregonese Associates, held a training session for the northern valley MPOs on the Envision Tomorrow software. The session was attended by the MPO staff from StanCOG, Merced Association of Governments (MCAG) and San Joaquin Council of Governments (SJCOG) and the California Air Resources Board (CARB). In addition, local agency staff and representatives from the SCS Steering Committee meeting attended the Training Session. The following is a recap of that training session and information regarding the next steps.

Discussion

There are two tools which comprise the Envision Tomorrow software package; the Prototype Builder and the Scenario Builder.

The Prototype Builder is considered a Return on Investment (ROI) Model and focuses on the buildings within a place. In essence, this model is a vast Excel spreadsheet that will allow a user to input unique data for a building or location, including square footage, parking, useable space, height, land costs, etc. and the model will output data regarding the financial feasibility of the building type.

This is a great tool to inform decision-makers of the economic benefits or liabilities of a certain type of development.

The user would build a spreadsheet for each building type. For the SCS, we intend to create between 25-30 representative building types for this region (or as many as are necessary, not exceeding 30). This information would help create the development types. A building type or a group of building types will make up a development type.

The Scenario Builder can quickly 'paint' land use scenarios using Geographic Information Systems or GIS. The software will allow the user to easily compare (with charts and graphs) the effects of multiple developed scenarios and will allow the user to track progress immediately. The user would identify a set of Scenario Indicators that would define how a particular scenario is performing. In this case, the Committee would select a set of scenario indicators based on the goals of the region. The software would then analyze the results of the scenarios based on these indicators.

Since this software uses GIS, it allows us to 'paint' our region with the development types we have created. Each Development Type has an associated color. The user would determine where new growth or intensification of growth would occur and would select the appropriate development type (color) and using GIS, would 'paint' that area. The software will immediately update the outputs based on this action. Once complete, the software will indicate data like total acres developed, housing and jobs mix and density, number of new housing units and new jobs, housing affordability, agricultural land consumed, etc.

StanCOG can then incorporate this information into the Transportation Model to determine Vehicle Miles Traveled (VMT) and greenhouse gas (GHG) emissions based on the created scenarios.

The next steps is to develop a library of Building Types and Development Types. See Item #5B in this agenda package for more information. The Committee will review and provide input into an example list of building types and development types. In the coming weeks, the committee will finalize this list.

jcfrench@stancog.org



Item 5B

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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Discussion**

FROM: Carlos Yamzon, Senior Regional Planner
Jaylen French, Associate Planner

DATE: May 29, 2012

SUBJECT: Building Types and Development Types for Envision Tomorrow

Background

The next step in the Envision Tomorrow process is to create a set of 25-30 representative building types and a set of 15-20 representative development types for this region. The building types will be incorporated into the Prototype Builder in Envision Tomorrow and the development types will be incorporated into the scenario builder. See Item #5A of this agenda package for more information.

Discussion

As previously mentioned, the consultant, Fregonese Associates, has been working with FresnoCOG over the last 6 months to develop scenarios using Envision Tomorrow. As part of this process, FresnoCOG has created a set of Building Types and a set of Development Types for their region.

Generally the large valley counties have similar building and development types. Therefore, StanCOG proposes that we begin the process of developing our unique lists by reviewing the FresnoCOG lists. It is our intent to have the Committee review the list over the next couple of weeks and to provide any additions or deletions of representative building types and development types found in this county. From this input we will create the Stanislaus region building and development types list, which will be used to develop land use and transportation scenarios.

In addition, Staff would like the committee to begin thinking about scenario indicators, which will be used to measure the performance of the various scenarios. Indicators could be agricultural land saved, housing mix, housing affordability, jobs/housing ratio, VMT reduced, etc. This is a way to evaluate a scenario based on the priorities of this region.

Once we have created the building and development types list, we will begin creating a set of scenario indicators.

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Example List of Building Types and Development Types

(From FresnoCOG)

Building Types

Mixed-Use Residential, 20 story
Mixed-Use Residential, 10 story
Mixed-Use Residential, 5 Story
Mixed Use Residential, 3 Story
Neighborhood Mixed-Use, 2 story
Mixed-Use Office, 10 story
Mixed-Use Office, 5 Story
Mixed -Use Office, 2 Story
Multifamily Student Housing, 3 story
Multifamily Senior Housing, 3 story
Multifamily Rental, 4 story
Multifamily Rental, 1 story
Duplexes
Townhomes
Single Family Residential Urban
Single Family Residential Standard Lot
Single Family Residential Large Lot
Single Family Estate
Rural Residential
Office, 1 story
Medical Office, 2 story
Educational
Low Density Commercial
Main Street Commercial
Large Format Retail
Business Park /Flex
Light Industrial
Heavy Industrial

Development Types

Downtown
Downtown Residential
Town Center
Town Neighborhood
Neighborhood Center
Compact Neighborhood
Main Street
Mixed-Use Corridor
Suburban Residential
Large-lot Residential
Rural Residential
Office Park
Activity Center
Regional Retail
Arterial Commercial
Industrial
University District
Institutional



INFORMATION ITEMS



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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Information**

FROM: Carlos Yamzon, Senior Regional Planner
Jaylen French, Associate Planner

DATE: May 29, 2012

SUBJECT: Meeting with the Department of Housing and Community Development (HCD), the Department of Finance (DOF) and the California Air Resources Board (CARB) regarding Population and Employment Projections

Background

Recently, the eight valley MPOs have commissioned a demographic (population and employment) projection, which takes a new look at growth assumptions for this region. This projection also incorporates the latest state and federal demographic information, including the 2010 Census.

Discussion

MPO staff thought it was in our best interest to meet with HCD, DOF and CARB after we developed our demographic projections to receive buy-off that the numbers would be usable in our planning processes. Also, according to SB 375 legislation, demographic projections used for the SCS planning process must be within 3% of DOF projections or the responsible agency must confer with HCD staff to provide justification of the projection.

The purpose of the meeting, which was held on May 11, 2012 was to: 1) make the aforementioned state agencies aware of the SJV demographic forecast report; 2) to give the opportunity for both The Planning Center (the valley consultant) and DOF to explain their projection methodologies; and 3) to provide an opportunity for dialogue between the valley MPOs and State agencies regarding transportation planning activities per SB 375 and their link to the demographic forecast.

On Tuesday, May 8, 2012, DOF released revised demographic forecasts. See attached.

As indicated in the attached chart, the revised DOF numbers are slightly lower than the proposed numbers for the Stanislaus region, but within 3%.

At the end of the meeting all parties agreed to continue communicating throughout the SCS development process.

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POPULATION PROJECTION MEETING

Friday, May 11, 2012, 10 a.m.-12 noon
State of California Department of Finance
Capitol Place building, 915 L Street, Sacramento, CA 95814
Cedar Room off the 1st floor lobby

AGENDA

I. INTRODUCTION

VINCE HARRIS

Executive Director, Stanislaus Council of Governments
Chair, San Joaquin Valley Regional Planning Agencies' Directors' Committee

II. THE PLANNING CENTER DEMOGRAPHIC FORECASTS (Released March 28, 2012)

STEVE GUNNELLS

Senior Economist, The Planning Center
Project Manager, San Joaquin Valley Demographic Forecasts

Questions and answers

III. THE DOF INTERIM POPULATION PROJECTIONS (Released May 8, 2012)

WALTER SCHWARM

Demographic Research Unit, Department of Finance

Questions and answers

IV. CLOSING

VINCE HARRIS

RECAP OF MEETING:

- The meeting was attended by representatives from each of the eight valley MPOs, The Planning Center, DOF, HCD, ARB, Caltrans Headquarters and Districts 6 and 10, SJV Air Pollution Control District, the MPO valleywide coordinator and the UOP Business Forecasting Center. A list of the meeting attendees is on the next page.
- The purpose of the meeting was to (1) make State agencies aware of the San Joaquin Valley Demographic Forecast study, (2) give the opportunity for both The Planning Center and DOF to explain their projection methodologies and (3) provide an opportunity for dialogue between the Valley COGs and State agencies regarding transportation planning and SB 375 activities.
- The differences between The Planning Center and DOF projections could be attributed to differing net migration assumptions.
- DOF used the cohort component method, while the Planning Center used a combination of forecast methods and minimized the cohort component method.
- The SB 375 rule requiring MPO/HCD to meet and confer if there is a greater than 3% difference in population projections, applies to the year 2023.
- In 2020, only Tulare County has a population difference (Planning Center vs. DOF) greater than 3%. In 2035, only Tulare and Kern Counties have a greater than 3% difference.
- Some MPOs plan to use the Planning Center forecasts for transportation planning and SB 375 purposes.
- Agreement was made to continue to keep communication between MPOs and State Agencies open.

Comparison of May 2012 DOF Projections and March 2012 Valley Projections

Geographic Area	DOF PROJECTION			TPC PROJECTION			DIFFERENCE IN 2035 POPULATION		
	2010	2035	25-Year Increase	Annual Rate of Growth	2035	25-Year Increase	Annual Rate of Growth	Number	Percent
Fresno County	932,926	1,304,432	371,506	1.4%	1,307,892	374,966	1.4%	3,460	0.3%
Kern County	841,609	1,399,719	558,110	2.1%	1,268,535	426,926	1.7%	-131,184	-9.4%
Kings County	152,996	225,836	72,840	1.6%	224,516	71,520	1.6%	-1,320	-0.6%
Madera County	151,136	241,485	90,349	2.0%	237,122	85,986	1.9%	-4,363	-1.8%
Merced County	256,345	392,765	136,420	1.8%	386,091	129,746	1.7%	-6,674	-1.7%
San Joaquin County	686,651	1,015,876	329,225	1.6%	1,010,465	323,814	1.6%	-5,411	-0.5%
Stanislaus County	515,229	712,233	197,004	1.4%	725,830	210,601	1.4%	13,597	1.9%
Tulare County	443,567	693,500	249,933	1.9%	608,642	165,075	1.3%	-84,858	-12.2%
SAN JOAQUIN VALLEY¹	3,980,459	5,985,846	2,005,387	1.7%	5,769,093	1,788,634	1.6%	-216,753	-3.6%
San Joaquin Valley ²					5,737,131	1,756,672	1.5%	-248,715	-4.2%

¹San Joaquin Valley as a sum of the eight individual counties.

²Separate San Joaquin Valley model prepared by TPC|DCE, independent of the individual counties.



Item 6B

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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Information**

FROM: Carlos Yamzon, Senior Regional Planner
Jaylen French, Associate Planner

DATE: May 29, 2012

SUBJECT: Public Outreach Update: SCS Forum

Background

StanCOG seeks to develop a robust public outreach program for the development of the SCS. To this end we have created a stand-alone SCS Public Participation Plan (RTP/SCS PPP), which outlines several efforts we plan to undertake. However, throughout the process there may be outreach opportunities that were not thought of during the development of the RTP/SCS PPP. StanCOG will continue to seek ways to improve the outreach effort.

Discussion

One of the first outreach efforts was to provide an informational presentation to each City Council and the Local Agency Formation Commission (LAFCo) in the region. The intent of this presentation was to inform the elected officials of this effort, so that they are aware of this plan and will be better informed when decisions need to be made.

On May 22, 2012, StanCOG held the first SCS Forum; reaching out to key stakeholders in the region. We broadened the scope from elected officials to members of the community that are leaders or decision-makers, who represent interests, organizations or industries that are related to the SCS effort. The goal of this forum and other similar efforts is to establish contacts outside of the Steering Committee and to establish a feedback loop of information from interested individuals who have insight into areas that can improve the SCS and the community.

The forum was a success in that it began a good conversation on sustainability in this region and broadened our contact list. More forums and public workshops will be held in the near future.

jcfrench@stancog.org



Item 6C

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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Information**
FROM: Carlos Yamzon, Senior Regional Planner
Jaylen French, Associate Planner
DATE: May 29, 2012
SUBJECT: Future Meeting Topics

Discussion

- Scenario Indicators
- Complete Streets Discussion
- Status of Other SCS Documents
- Others?