



City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus

## NEXT MEETING OF THE:

### SUSTAINABLE COMMUNITIES STRATEGY STEERING COMMITTEE

**MARCH 6, 2012•TUESDAY•1:00 PM**

**STANCOG BOARD ROOM**

**1111 I STREET, SUITE 308**

**MODESTO, CA**

Committee Agendas and Minutes: Committee agendas, minutes and copies of items to be considered by the StanCOG Committees are available at least 72 hours prior to the meeting at the StanCOG offices located at 1111 "I" Street, Suite 308, Modesto, CA during normal business hours. The documents are also available on StanCOG's website at [www.stanvog.org/committees.shtm](http://www.stanvog.org/committees.shtm).

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection at the address listed above during normal business hours. These documents are also available on StanCOG's website, subject to staff's ability to post the documents before the meeting.

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.

Reasonable Accommodations: This Agenda shall be made available upon request in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact Cindy Malekos at (209) 525-4600 during regular business hours at least 72 hours prior to the time of the meeting to enable StanCOG to make reasonable arrangements to ensure accessibility to this meeting.

Notice Regarding Non-English Speakers: StanCOG Committee meetings are conducted in English and translations to other languages is not provided. Anyone wishing to address the Committee is advised to have an interpreter or to contact Cindy Malekos at (209) 525-4600 during regular business hours at least 72 hours prior to the time of the meeting so that StanCOG can provide an interpreter.

Aviso con Respecto a Personas que no Hablan el Idioma de Inglés: Las reuniones del los Comités del Consejo de Gobiernos de Stanislaus son conducidas en Inglés y traducciones a otros idiomas no son disponibles. Cualquier persona que desea dirigirse al Comité se le aconseja que traiga su propio intérprete o llame a Cindy Malekos al (209) 525-4600 durante horas de oficina regulares o a lo menos 72 horas antes de la reunión del Consejo de Gobiernos de Stanislaus, para proporcionararle con un intérprete.

## 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 1/31/2012

**5. DISCUSSION/ACTION ITEMS**

- A. Discussion Regarding Public Workshop Scope and Content and Vision Survey Review
- B. Discussion Regarding San Joaquin Council of Governments' Smart Growth Score Card

**6. INFORMATION ITEMS**

- A. Envision Tomorrow Contract Update
- B. Demographic Forecast Report Update
- C. Future Meeting Topics

**7. PROJECT MANAGER'S REPORT**

**8. ADJOURNMENT**

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

April 3, 2012 (Tuesday) @ 1:00 pm  
StanCOG Board Room  
1111 I Street, Suite 308  
Modesto, CA 95354



# CONSENT CALENDAR



*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

**SUSTAINABLE COMMUNITIES STRATEGY (SCS) MEETING**

**StanCOG Board Room  
1111 I Street, Suite 308  
Modesto, CA**

**Minutes of January 31, 2012 (Tuesday)  
1:00 pm**

**MEMBERS PRESENT:** Angela Freitas (Stanislaus County); Tom Westbrook (City of Ceres); Patrick Kelly (City of Modesto); Stephanie Ocasio (Newman); Joel Andrews (City of Patterson); J.D. Hightower (City of Riverbank); Debbie Whitmore (City of Turlock); Marjorie Blom (LAFCo); RJ Corwin (BPAC Representative); Gil Bostwick (CAC Representative); Jean Foletta (SSTAC Representative)

**ALSO PRESENT:** Carlos Yamzon, Jaylen French, Mike Costa (StanCOG); Kay Dunkle (City of Ceres)

- 1. CALL TO ORDER**  
Jaylen French called the Sustainable Communities Strategy (SCS) Steering Committee meeting to order at 1:02 pm.
- 2. ROLL CALL**
- 3. PUBLIC COMMENTS - None**
- 4. CONSENT CALENDAR**
  - A. Motion to Approve Sustainable Communities Strategies (SCS) Steering Committee Minutes of 1/3/2012**

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

- 5. DISCUSSION/ACTION ITEMS**
  - A. Discussion regarding Draft Demographic Forecast Report**  
Staff provided a brief description of the draft demographic forecast report and provided population and employment forecast numbers from the report. Staff compared these numbers to previous StanCOG projections. The issue of the RHNA and SCS link was raised and how HCD

would react to these forecasts. Staff responded that as part of the contract, the consultant will confer with HCD and DOF regarding the forecast.

**B. Discussion regarding Draft SCS 'Roadmap'**

Staff introduced a document that was prepared for use by staff, the committee and the public. The intent of the document is to highlight the key tasks to be undertaken over the next 2 years as we develop the SCS. The roadmap should be used in tandem with the SCS schedule not in place of the schedule. The Committee expressed interest in 1) ensuring implementation measures are a key element of the Plan, including case studies on successful developments; 2) presenting alternative transportation investment strategies for the policy-makers to react to and finding ways to provide more funding for alternative modes of transportation; and 3) ensuring we develop land use/transportation scenarios, not just LU scenarios.

**6. INFORMATION ITEMS**

**A. SCAG and SACOG Draft Sustainable Communities Strategy**

Staff provided an overview of the Southern California Association of Governments' (SCAG) and Sacramento Area Council of Governments' (SACOG) Draft Sustainable Communities Strategies (SCS) as an informational item to the committee.

**B. Housing Market Demand Analysis Update**

Staff provided an update on the status of the Housing Market Demand Analysis. A consultant was selected, The Concord Group and the final report will be completed by June 2012. The intent of the Analysis is to provide information to planners and elected officials on the demand for housing based on the changing demographics.

**C. Report: Impact of Residential Growth Patterns on VMT and Pollutant Emissions, The Journal of Transport and Land Use**

Staff provided an overview of the above referenced Report, which discusses the effect of pollutant emissions based on improved residential growth patterns. The study was conducted in the central valley is applicable to the SCS.

**D. Future Meeting Topics**

StanCOG Staff informed the group of topics to be addressed at future meetings.

**7. ADJOURNMENT**

Jaylen French adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 2:34 pm.

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

**March 6, 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



*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

**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:** February 28, 2012

**SUBJECT:** Public Workshop Scope and Content and Vision Survey Review

---

### **Background**

StanCOG staff will seek input from the public to help craft the vision of future community development and transportation in the region; and also to determine the goals for the SCS effort. Staff, at this time, is proposing to hold public workshop(s), but also to release a survey to gather public input. Staff is seeking committee input and direction to maximize the effect of these two, or different efforts.

### **Discussion**

Per the adopted RTP/SCS Public Participation Plan and the SCS schedule, StanCOG will hold public workshops at various milestones during the SCS development process to gather public input. The first set of workshops is planned for the first part of 2012 to help craft the vision of the region and goals for the SCS. Staff is seeking committee input on the scope and content of the future public workshops.

In addition, Staff has prepared a draft survey, which will reach more of the public, to gather input into the public's priorities as it relates to growth--where and how the region should grow; transportation investment strategies and larger-scale general priorities. Staff will utilize the answers from these surveys to craft the vision of the region. This will be used to help guide the development of the SCS. Attached for the Committee's review is a draft version of the survey.

[jcfrench@stancog.org](mailto:jcfrench@stancog.org)

# Sustainable Communities Strategy (SCS) Vision Survey



The Stanislaus Council of Governments (StanCOG) is developing the first ever Sustainable Communities Strategy (SCS) for the Stanislaus County region. The purpose of the SCS is to demonstrate how the region can improve air quality and improve livability through integrated land use and transportation planning.

In an effort to receive input from the public, StanCOG will hold a series of public workshops at key milestones during the approximately two year process. The first public outreach effort will be to set the vision of growth and transportation needs for the region. The information gained from this survey will help craft the plan based on the priorities of the residents of Stanislaus County. Please complete the brief two-page survey and return to StanCOG.

## Policy Priorities

### What transportation and/or land use related issues are you most concerned about?

Please identify each item as 'Important' (I), 'Somewhat Important' (S) or 'Not Important' (N)

- |  |  |
|--|--|
| <input type="checkbox"/> Less local traffic/congestion       | <input type="checkbox"/> Safer access to schools                           |
| <input type="checkbox"/> Less driving overall                | <input type="checkbox"/> Conserve open space                               |
| <input type="checkbox"/> Shorter commute                     | <input type="checkbox"/> Conserve agricultural lands                       |
| <input type="checkbox"/> Daily needs within walking distance | <input type="checkbox"/> Conserve water                                    |
| <input type="checkbox"/> Places to take walks                | <input type="checkbox"/> Improve existing communities (Infill Development) |
| <input type="checkbox"/> Convenient access to jobs           | <input type="checkbox"/> Provide affordable housing                        |
| <input type="checkbox"/> Expanding economy                   | <input type="checkbox"/> Single-family homes with yard (privacy)           |
| <input type="checkbox"/> Clean air                           | <input type="checkbox"/> Easy and low cost parking                         |
| <input type="checkbox"/> Lower carbon emissions              | <input type="checkbox"/> Reduce infrastructure costs                       |
| <input type="checkbox"/> Keep my town as it is today         | <input type="checkbox"/> More transit options/alternatives                 |



# Sustainable Communities Strategy (SCS) Vision Survey *(Continued)*



## Growth Priorities

### **How** should Stanislaus County grow?

*Please Pick One*

- PAST TREND: Same as past growth trend  
*(Same as County appears today)*
- PLANNED GROWTH: Based on latest General Plans  
*(Slightly more dense than County appears today)*
- BLUEPRINT: Based on adopted Blueprint density  
*(More Dense than County appears today)*
- MORE COMPACT: Exceed Blueprint density  
*(Much more dense than County appears today)*
- NO GROWTH: Keep County as it is today
- OTHER?

## Growth Priorities

### **Where** should Stanislaus County grow?

*Please Pick One*

- In existing Cities
- In unincorporated County
- Anywhere (No Limitation)
- No Preference

## Transportation Investment Priorities

### **What are your transportation priorities (how should the region spend its transportation dollars?)**

*Please Pick all that are Applicable*

- Expand existing transit service
- Invest in new transit service (new transit lines, light rail, bus rapid transit, etc.)
- Expand or widen existing roadways
- Rehabilitate existing roadways (no widening)
- Invest in new roadways
- Invest in new technology for roadways to improve operation (ramp-metering, HOV, etc.)
- Invest in non-motorized improvements (bicycle and pedestrian)
- Other

***Please send responses to the Stanislaus Council of Governments, attention Jaylen French by MAY 1, 2012 via mail, email or fax. Should you have any questions or want more information regarding the Sustainable Communities Strategy (SCS), please contact Jaylen French at 209/525.4600.***

*Mail: 1111 I Street, Suite 308 Modesto, CA 95354 . Email: [jcfrench@stancog.org](mailto:jcfrench@stancog.org) . Fax: 209/558.7833*



*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson  
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

**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:** February 28, 2012

**SUBJECT:** San Joaquin Council of Governments' Smart Growth Score Card

---

### **Background**

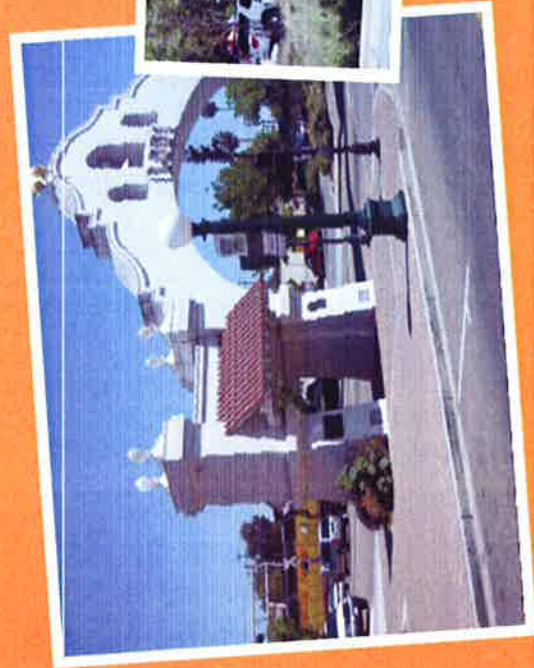
SCS Committee member, J.D. Hightower attended a public workshop held by the San Joaquin Council of Governments (SJCOG) in which a consultant provided a presentation on the Draft 'Regional Smart Growth | Transit-Oriented Development Plan'. Mr. Hightower suggested that StanCOG have this presentation at a future Committee meeting.

The consultant, David Early of Design, Community & Environment (DC&E) has agreed to provide this presentation at a future SCS Steering Committee meeting. In the meantime, attached for the committee's review is the presentation provided to the public of San Joaquin County.

### **Discussion**

SJCOG, in an effort to help set the groundwork for the SCS, has undertaken an effort funded by a Caltrans grant to identify infill development and transit-oriented development opportunities in the county. In addition, the plan shows what projects on those sites could look like and establishes a 'smart growth score card' to evaluate projects that meet the intent of the plan for potential funding. SJCOG will incentivize smart growth (primarily infill development and development located near transit), through their tax measure.

[jcfrench@stancog.org](mailto:jcfrench@stancog.org)



# REGIONAL SMART GROWTH | TRANSIT-ORIENTED DEVELOPMENT PLAN

SAN JOAQUIN COUNCIL OF GOVERNMENTS | RIPON REGIONAL COMMUNITY MEETING | FEBRUARY 15, 2012

# Agenda

- Welcome/Introductions
- Overview of the Smart Growth | Transit-Oriented Development Plan
- Public Comments/Questions
- Adjourn



Manteca, CA



Ripon, CA

# Project Team

- SJCOG Staff
- Consultant team:
  - The Planning Center | DC&E
- Here today:
  - David Early
  - Fehr & Peers
  - BAE Urban Economics
- Smart Growth Committee



Lodi, CA

## Project Context

- Statewide policies related to climate change and transportation/land use planning.
- Regional policies/programs related to smart growth, infill, and transit-oriented development.
- Application of these ideas in ways appropriate to local jurisdictions.



Escalon, CA



Stockton, CA

## Senate Bill 375

- Builds on AB 32, which set State goals to lessen greenhouse gas emissions.
- California Air Resources Board to establish regional greenhouse gas (GHG) reduction targets for passenger vehicles.
- Each Metropolitan Planning Organization (such as SJCOG) prepares a new section of the Regional Transportation Plan (RTP) to meet GHG target.
- This Smart Growth | TOD Plan will set the stage for creation of the Sustainable Communities Strategy for San Joaquin County.

## Measure K Smart Growth Incentive Program

- Passed by voters in 2006
- Intended to encourage infill development throughout the county
- Can fund:
  - Transportation Infrastructure Improvement Projects
  - Planning Projects
- SGIP funding totals \$65 million, including Federal, State and Measure K funds