



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

MAY 1, 2012•TUESDAY•1:00 PM

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 3/6/2012

5. DISCUSSION/ACTION ITEMS

- A. Discussion regarding Envision Tomorrow Contract Update and Scenario Development
- B. Discussion regarding California Air Resources Board (CARB) Target Setting Process

6. INFORMATION ITEMS

- A. Public Outreach Effort Update
- B. Baseline GHG Inventory Update and Model Improvement Program (MIP) Update
- C. Future Meeting Topics

7. PROJECT MANAGER'S REPORT

8. ADJOURNMENT

Next Regularly Scheduled Sustainable Communities Committee Meeting:

June 5, 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 March 6, 2012 (Tuesday)
1:00 pm**

MEMBERS PRESENT: Tom Westbrook (City of Ceres); Patrick Kelly (City of Modesto); 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); Amy Gedney (City of Modesto); 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 1/31/2012

***By Motion (Debbie Whitmore / Patrick Kelly)**, 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 Public Workshop and Content and Vision Survey Review

Staff provided a brief introduction on the public outreach process for the Sustainable Communities Strategy effort. Staff will commence outreach effort with a visioning process, which will help craft the SCS. One key effort will be a survey which will collect public input regarding development and transportation priorities. Staff intends to hold at least one public workshop in conjunction with the survey (for the visioning process). There was discussion by

the committee regarding distribution strategies of the survey, the content of the survey, and the readability of the survey by the general public.

B. Discussion regarding San Joaquin Council of Governments' Smart Growth Score Card

Staff introduced an effort that the San Joaquin Council of Governments (SJCOG) is undertaking as a precursor to their Sustainable Communities Strategy (SCS). This item was brought forward by committee member, J.D. Hightower. There was discussion by the committee on the applicability of the SJCOG score card or similar effort for the Stanislaus County SCS. Key extractable elements of the SJCOG plan could be the identification of zoning code impediments to smart growth, a smart growth checklist for local agencies and diagrams/examples of what smart growth can look like.

6. INFORMATION ITEMS

A. Envision Tomorrow Contract Update

Staff provided an update on the Envision Tomorrow Contract. Staff informed the committee that the San Joaquin Valley Air Pollution District has expressed interest in funding a seven-MPO contract with Fregonese Associates for the Envision Tomorrow Software and training. StanCOG staff will act as the project manager on the Contract for the other 6 MPOs. The Policy Board will hear the approval of this contract on March 21, 2012.

B. Demographic Forecast Report Update

Staff provided an update on the Demographic Forecast Report. Staff informed the committee that the COG directors accepted the Forecast for Blueprint purposes only. Ultimately, StanCOG staff will use this report as another piece of information when we develop our individual Forecasts for the RTP/SCS process, which will provide more local control over the numbers. Also, the confer process with HCD and DOF will be delayed until a later date.

C. Future Meeting Topics

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

- 7. PROJECT MANAGER'S REPORT** - Jaylen French informed the committee that the Policy Board representative position on the SCS Steering Committee is now vacant. Staff will request that the Policy Board appoint a new member at the March 21, 2012 meeting.

8. ADJOURNMENT

Jaylen French adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 2:17 pm.

Next Regularly Scheduled Sustainable Communities Strategy Steering Committee Meeting:

April 3, 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



Item 5A

*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 **Discussion**

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

DATE: April 20, 2012

SUBJECT: Envision Tomorrow Contract Update and Scenario Development

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.

Discussion

In March, StanCOG staff informed the Committee that StanCOG would lead a valleywide contract (7 MPOs) for the training and implementation of the Envision Tomorrow software. The San Joaquin Valley Air Pollution Control District (Air District) has agreed to fully fund this effort.

StanCOG staff held a kick-off meeting on April 26, 2012 with the consultant, Fregonese Associates, and the other 6 MPOs to discuss the expectations of the contract, the scope and details of the contract and the first steps.

One of the first tasks will be to hold training sessions on the facets of the tool. The contract will include two separate training sessions, one in the northern valley and one in the southern valley. Local agency staff will be invited to these training session.

At the May SCS Committee meeting, Fregonese Associates will provide a presentation on what a land use/transportation scenario is and how the Envision Tomorrow software can create and analyze scenarios. Attached to this staff report is a copy of the presentation.

jcfrench@stancog.org



The slide features a header image with three components: a color-coded map on the left, a bar chart titled 'Housing & Mix' in the center, and an aerial 3D rendering of a city block on the right. The bar chart shows housing units for five scenarios: Scenario 1 (~6,500), Scenario 2 (~4,500), Scenario 3 (~8,500), Scenario 4 (~4,500), and Scenario 5 (~8,500). The legend indicates four housing types: Multifamily (dark blue), Townhome (light blue), Single Family (yellow), and Mobile Home (orange). The main title 'Scenario Planning with Envision Tomorrow' is centered in white text on a dark background. At the bottom, logos for FREGONESE ASSOCIATES, www.frego.com, and ENVISION Tomorrow (suite of urban and regional planning tools) are displayed.

Scenario Planning with Envision Tomorrow

FREGONESE ASSOCIATES www.frego.com ENVISION Tomorrow
suite of urban and regional planning tools

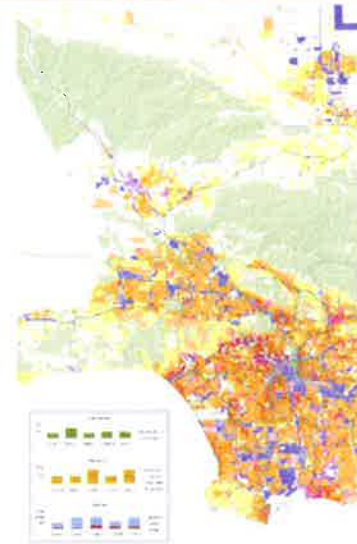
Why Use Scenario Planning?

- Weigh choices against consequences
- Test policy options quickly
- Prepare for uncertainty
- Develop strategies to optimize outcomes



What is Envision Tomorrow?

- Suite of planning tools:
 - Prototype Builder
 - Return on Investment (ROI) model
 - Scenario Builder
 - Extension for ArcGIS

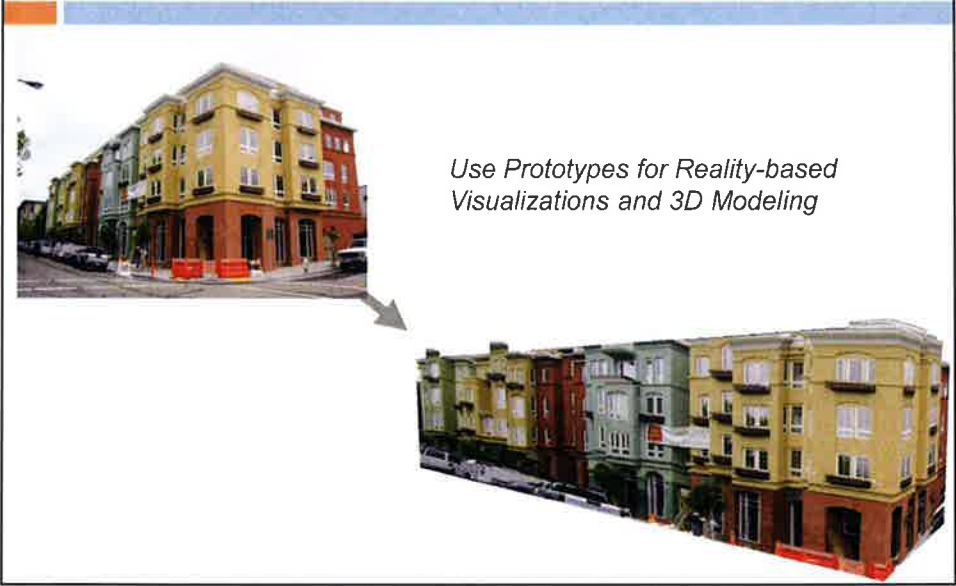


Prototype Builder (ROI Model): *Quick Building Modeler: Physical & Financial*

- Powerful as standalone tool or integrated with Scenario Builder
- Test existing regulations for financial feasibility
 - Identify regulatory roadblocks
- Test impact of new development regulations on:
 - Financial feasibility
 - Fiscal impact
 - Housing affordability, etc.
- Experiment with sensitivity of key variables:
 - Height / FAR
 - Parking / Landscaping
 - Land Costs / Rents / Subsidies



Model Prototypes Using Real Market Research:
Allows for “Reality-based Visualizations”




Reality-based Visualizations:
Exposition and Vermont Blvd, Los Angeles CA



Scenario Builder: *Scenario Painter for ArcGIS*

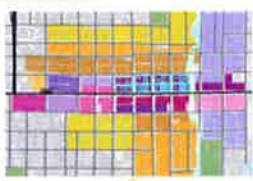
- Quickly paint scenarios using financially feasible building blocks
- Compare multiple scenarios across variety of indicators
- Track progress in real-time

Buildings



↓

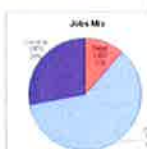
Scenarios



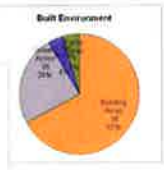
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Indicators

Jobs Mix




Built Environment



Scenario Indicators:

- *Anything we can know about a building, we can know about a scenario...*
 - Housing and Jobs: mix and density
 - Jobs-Housing Balance
 - Land Consumption: vacant, agricultural, infill
 - Impervious Surface
 - Open Space
 - Housing Affordability
 - Resource Usage: energy and water
 - Waste Production: water, solid, carbon
 - Transportation: travel mode choice, vehicle miles traveled
 - Fiscal Impact: local revenue and infrastructure costs
 - Balanced Housing Index: how scenario housing mix matches expected future demographic profile



Who is Using Envision Tomorrow?

- ❑ Sonoran/Lincoln Joint Venture
- ❑ Southern California (SCAG)
- ❑ Envision Utah
- ❑ Chicago (CMAP)
- ❑ City of Portland
- ❑ Portland Metro
- ❑ City of Tulsa



Lincoln Institute of Land Policy

Featured in Case Study in *Urban Planning Tools for Climate Change Mitigation* (2009)

Policy Focus Report • Lincoln Institute of Land Policy

Urban Planning Tools for Climate Change Mitigation



PATRICK M. CONDON, DUNCAN CAVENS, AND NICOLE MILLER

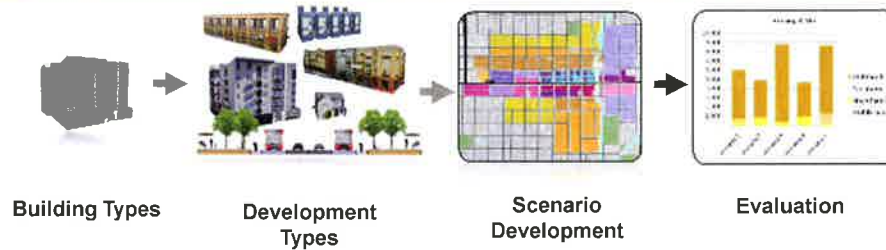
Envision Tomorrow: 18 “Apps” Under Development with the University of Utah

- Growth Location Prediction
- Building and Land Use Types
- Building Energy Consumption
- 7D Transportation Effects
- Return on Investment
- Housing + Transportation Costs
- Air Quality and CO2 Impacts
- Fiscal Impact
- Public Health
- Employment Growth
- Employment Resilience
- Development Capital
- Redevelopment Timing
- Water Consumption
- Transportation Safety
- Workforce Housing
- LEED-ND
- Arts and Public Amenities
- Local Jobs Housing Balance

How is Envision Tomorrow unique?

- **Transparent and accessible tool**
 - simple Arc-Excel link
 - most calculations performed in Excel
- **Start at Building level**
 - financially feasible scenarios
 - wealth of available data on buildings
 - easily modeled indicators (land use, energy, financial)
- **Open Source platform**
 - University of Utah and other partners keep cutting edge

Scenario Building Process



Step 1: Model a library of building types that are financially feasible at the local level.

Create Prototype Buildings

Why start with buildings?

- Easily modeled & lots of existing data
 - Density and Design
 - Rents and Sales Prices
 - Costs and Affordability
 - Energy and Water Use
 - Fiscal Impacts

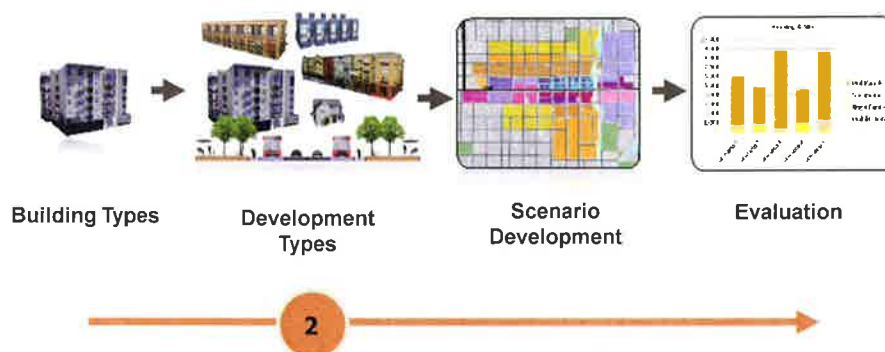
Use ROI Model...



...to Create a Range of Buildings



Scenario Building Process



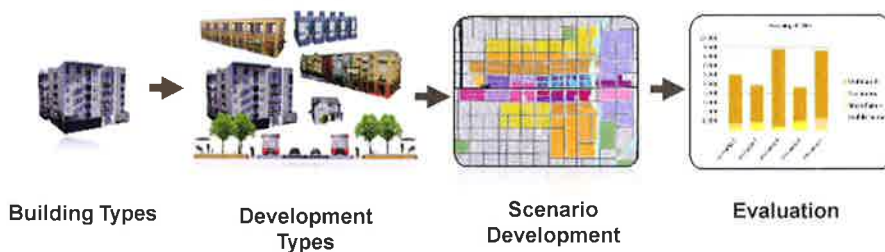
Step 2: Define the buildings, streets and amenities that make up all the "places" in which we live, work and play.

Development Type Mix

A Variety of Buildings, Streets and Amenities Create a "Place"



Scenario Building Process



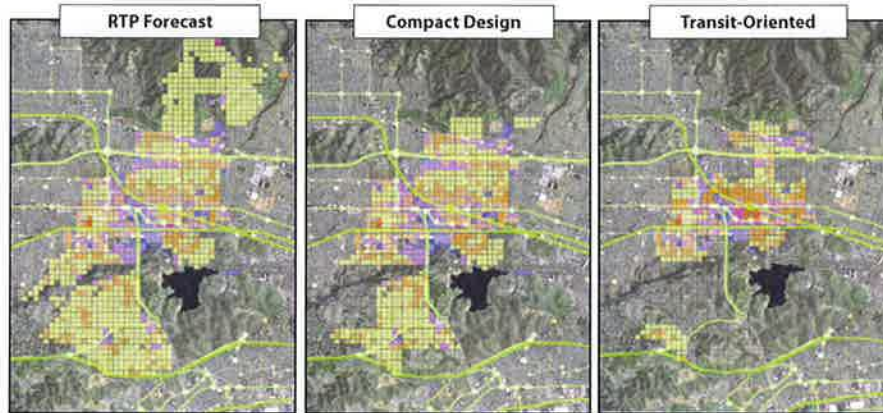
Step 3: Paint future land use scenarios to test the implications of different decisions or policies.

Real-time Scenario Building and Evaluation

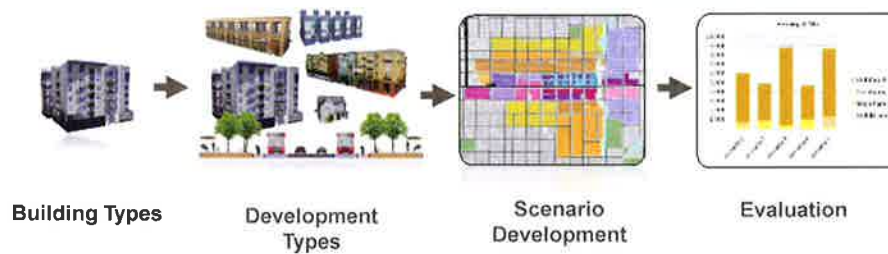


Compare Multiple Scenarios

- Test land use policies
- Experiment with new development patterns



Scenario Building Process



Step 4: Compare the scenarios and monitor the impact of land use decisions in real-time.