



Bay Area Regional Prosperity Plan Project

Steering Committee #4 Meeting Summary

Meeting Date: Friday, March 8, 2013

Introduction

The fourth meeting of the Regional Prosperity Plan Steering Committee was held on Friday, March 8, 2013, in the Claremont Conference Room, Joseph P. Bort MetroCenter, 101 Eighth Street, Oakland, CA 94607-4700. The meeting was attended by the following Steering Committee members:

<i>Seat</i>	<i>Name</i>	<i>Organization / Agency</i>
ABAG Board Member	Scott Haggerty	Alameda County
ABAG Board Member	Julie Pierce	City of Clayton
ABAG Board Member	Eric Mar	City and County of San Francisco
MTC Commissioner	Jim Spering	Solano County
Prosperity Co-Chair (CBO)	Cindy Chavez	Working Partnerships, USA
Prosperity Co-Chair (NGO)	Catherine Lyons	Bay Area Council
Housing Co-Chair (CBO)	Peter Cohen	Council of Community Housing Organizations
Housing Co-Chair (NPO)	Evelyn Stivers	Non-Profit Housing Association of Northern California
Housing Co-Chair (Public)	Duane Bay	County of San Mateo
Equity Collaborative Co-Chair (CBO)	Dawn Phillips	Just Cause, Causa Justa
Equity Collaborative Co-Chair (NPO)	Gen Fujioka	Chinatown Community Development Center, San Francisco
Community Foundation	Kate White	San Francisco Foundation
City / County At-Large	Margot Lederer Prado	City of Oakland

In addition to MTC and ABAG staff, the following members of the public attended the meeting: Richard Burnett (MTC's Policy Advisory Committee), James Pappas (CHPC), Jane Kramer, and Derecka Mehrens (WPUSA).

The agenda for the Steering Committee meeting included the following items:

1. Economic Prosperity Strategy
2. Development Without Displacement Study
3. Equity Initiative Sub-Grant Program

The following handouts were distributed at the meeting:

- January 11, 2013, Steering Committee #3 Meeting Summary
- SPUR Team Scope of Work for the Economic Prosperity Strategy Project

Meeting Summary

Comments from the Steering Committee meeting are summarized below by agenda topic.

Introductions

Duane Bay, co-chair of the Steering Committee, welcomed and introduced its newest members: Supervisor Eric Mar, City and County of San Francisco; and Gen Fujioka, Chinatown Community Development Center. Duane also informed the Committee that Belen Seara, Urban Habitat, has termed out of Equity Collaborative co-chair position, and has been replaced by Gen Fujioka. Since Belen was a co-chair of the Steering Committee, a new co-chair will be selected by July 2013. In addition, MTC Commissioner David Campos, City and County of San Francisco, has recused himself from the Steering Committee. A replacement for his seat will also be identified by July 2013.

Economic Prosperity Strategy

Vikrant Sood, MTC, introduced the agenda item and informed the Steering Committee that staff has been working with the consultant team to address the following two concerns raised by the Committee at the January 11, 2013, meeting: engage grassroots organizations from the East and North Bay communities, and address the perspectives of eastern Alameda and Contra Costa counties in the process. Egon Terplan, SPUR, provided an overview of the project approach, scope of work and outreach plan.

Steering Committee members provided the following comments:

- Engage Innovation Tri-Valley in the project (more information at: <http://www.innovationtrivalley.org/>). Egon requested Committee members to identify other programs and groups that should be involved in the process. Margot Prado, City of Oakland, requested that the consultant team share the final list of organizations with the Committee.
- Clarify whether the project will focus on workers or skills. Egon clarified that the project will focus on workers who are in the labor force but face barriers to quality jobs in sectors that provide career ladder opportunities (Industries of Opportunity). These barriers may include lack of skills.
- Address the loss of industrial land in the region that can support medium-wage and medium-skilled jobs. Egon informed the Committee that the Los Angeles region has made an effort to preserve industrial land and has therefore been more successful in supporting businesses that provide a range of job opportunities.
- Ensure that adequate land is available for Industries of Opportunity, and where this land overlaps with Priority Development Areas, address the rezoning of land to retail and residential uses. Review the work being done by the Bay Area Industrial Land Roundtable in this issue.
- Focus on workforce development and training, as well as hiring policies to ensure that quality jobs are available to local residents. Egon clarified that another opportunity for local residents is the large number of “replacement jobs” that will become available as older workers retire region-wide.
- Focus on vocation training as well. A college degree should not be the only path to opportunity. Consider “California Tomorrow” as a model even though the program no longer exists.
- Local jurisdictions must respond to regional policies, such as Plan Bay Area. Currently local policies in many jurisdictions are not aligned with regional goals. Ken Kirkey, MTC, informed the Committee that the state will soon update its freight plan, which is a key issue in the Bay Area. Egon clarified that addressing freight movement in the region may remove key barriers to growth for some businesses

such the Port of Oakland, which provides well-paying jobs to local residents. These jobs may otherwise migrate to the Central Valley.

- Engage policy-makers early in a discussion on more controversial initiatives such as living- and minimum-wage ordinances. Build momentum and consensus on key strategies. The process for developing the Regional Strategy itself should serve as an opportunity to find common ground among stakeholders with different perspectives.
- Explore new approaches and policies to address chronic economic issues in communities where subsidies have failed to create opportunity. Egon reminded the Committee that the program will also provide more than a million dollars for pilot projects that can fund some of these new approaches.
- Clarify how the Economic Prosperity Strategy will support local communities with their own economic development strategies. Egon clarified that the project will focus on workers. To get a better understanding of barriers to opportunity for these workers, the project will bring together key stakeholders in seven pilot communities to define the barriers and identify strategies to address them. This process should inform both strategies at the regional level, the primary deliverable for this project, as well as at the local level, an important outcome for the pilot communities.
- Address housing issues in the project.

Development without Displacement Study

Vikrant introduced the agenda item and provided an overview of displacement-related activities that will be implemented through the Prosperity Plan. Marisa Raya, ABAG, provided an overview of the Development without Displacement Study that was completed by ABAG in 2009. Steering Committee members provided the following comments:

- Clarify whether the Housing Working Group has discussed the relationship between gentrification and displacement. Analysis of displacement should consider the “rent gap” methodology as defined by author Neil Smith (see following books for details: “Uneven Development, Nature Capital and the Production of Space” and “The New Urban Frontier: Gentrification and the Revanchist City”).
- Focus on investments in the community that benefit existing residents and businesses.
- Focus on development but ensure that it does not cause displacement. For example, the Bay Area Air Quality Management District’s guidance on air quality standards may be driving investment and development out of neighborhoods that most need it.
- Clarify whether there is an ethnic dimension to displacement. Marisa clarified that the analysis showed that both black and white residents were affected, but some PDAs experienced a rise in white population.

Equity Initiative Sub-Grant Program

Gen Fujioka, Chinatown Community Development Center, provided an overview of the sub-grant program purpose and key components. Steering Committee members provided the following comments:

- Make sure to reach out to community-based organizations that participated in the Plan Bay Area workshops, to get the word out about equity grant opportunities.
- Consider framing the call for projects as a request for qualifications to increase response rate.
- Consider delaying the next round of sub-grants to allow time for incorporating lessons learned from the first round in the second call for projects.

Next Steps

Vikrant informed the Steering Committee that call for projects for round two of the Housing the Workforce and round one of the Equity Initiative sub-grants were released on Wednesday, February 13, 2013. The Housing sub-grants will provide a total of \$500,000 and the Equity sub-grants a total of \$285,000. In addition to the call for projects, MTC also releases a Call for Letters of Interest for working group co-chair positions for the second year of the program. The Steering Committee will consider recommendations from the JPT for award of sub-grants at its next meeting in May 2013.

The next meeting of the Steering Committee will be held on Friday, May 10, 2013, from 12 noon to 2 pm in the Claremont Conference Room at MTC.

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