



Bay Area Regional Prosperity Plan Project

Steering Committee #11 Meeting Summary

Meeting Date: Friday, May 9, 2014

Introduction

The eleventh meeting of the Regional Prosperity Plan Steering Committee was held on Friday, May 9, 2014, 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
Prosperity Co-Chair (CBO)	Christina Canaveral	Coleman Advocates
Prosperity Co-Chair (Public Agency)	Margot Lederer Prado	City of Oakland
Housing Co-Chair (CBO)	Carlos Romero	Urban Ecology
Housing Co-Chair (NPO)	James Pappas	California Housing Partnership Corporation
Equity Collaborative Co-Chair (NPO)	Gen Fujioka	Chinatown Community Development Center
Community Foundation	David Pontecorvo	East Bay Community Foundation
CBO At-Large	Peter Cohen	Council of Community Housing Organizations

In addition to MTC and ABAG staff, the following members of the public attended the meeting: Rich Hedges; Tony Samara, Urban Habitat; Pilar Lorenzana-Campo, Non-Profit Housing Association of Northern California; Jonathan Plowman, UC Berkeley; Elizabeth Wampler, San Francisco Foundation; Belén Seara, San Mateo County Union Community Alliance (SMCUCA); Louise Auerhahn, Working Partnerships, USA; Steve Levy, Center for Continuing Study of the California Economy (CCSCE); Brianne Riley, Bay Area Council; Scott Peterson, East Bay Economic Development Alliance (EDA)

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

1. Announcement of Year-Three Working Group Co-Chairs
2. Presentation and Discussion on Draft Economic Prosperity Strategy Report
3. Prosperity Plan Project Status Update

The following handouts were distributed at the meeting:

- March 14, 2014, Steering Committee #10 Meeting Summary
- List of Year-Three Working Group Co-Chairs
- Draft Economic Prosperity Strategy (EPS) Report
- Prosperity Plan Project Timeline

Meeting Summary

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

Announcement of Year-Three Working Group Co-Chairs

Vikrant Sood, MTC, welcomed and recognized the Working Group Co-Chairs for the third and final year of the Regional Prosperity Plan program, in attendance as members of the public.

Presentation and Discussion on Draft Economic Prosperity Strategy Report

Egon Terplan, SPUR, provided an overview of the Draft Economic Prosperity Strategy (EPS) Report. Steering Committee members provided the following feedback:

- Clarify how the strategies presented in the EPS will be used by regional agencies. Identify the implementing agency/organization for each strategy in the EPS. Clarify whether all the strategies in the EPS apply to all sectors, including non-profits, businesses and government, among others.
- Clarify the role of the Steering Committee in this process.
 - Staff clarified the Joint Projects team is charged with summarizing and synthesizing the findings from individual reports and pilot projects, which would then be reviewed and approved by the Steering Committee.
- Engage local jurisdictions in the process since they have the authority to implement the strategies.
- Make all comments on the draft EPS public to ensure a transparent process.
 - Staff clarified that formal letters will be posted on the project web portal, Basecamp.
- Include strategies to address gender inequality in the workforce, especially in the low-paying sectors of the economy. The strategies should aim to raise wages industry-wide, rather than jurisdiction by jurisdiction to ensure fair competitiveness for businesses. Collective bargaining can address these inequalities.
- Recognize the importance of “cost of living” factors, such as transportation, childcare and housing in the EPS.
 - Staff clarified that childcare and workplace flexibility are both discussed in the EPS.
- Clarify how the information in the EPS will be disseminated. Consider a media strategy that can impact policy change. The capstone conference for the project can be used as an opportunity to promote the EPS. State and Federal policy-makers should be invited to the conference.
- Acknowledge trade-offs between jobs and housing development in the region. Attracting high-wage jobs puts pressure on the housing market. Any plan or policy that is predicated on trickle down expectations of growth will not be effective. A more proactive effort to grow industries with the most middle-wage jobs is needed in the Bay Area. Industrial land controls are also important to consider, as focused growth in transit-accessible areas will create additional pressure on land values.

Prosperity Plan Project Status Update

Vikrant Sood, MTC, provided a brief update on the Regional Prosperity Plan project and an overview of the process for incorporating the results of pilot projects into the final project deliverable to HUD. Steering Committee members requested staff to include this topic as an agenda item in the July meeting for further clarification and discussion

Next Steps

The next meeting of the Steering Committee is scheduled for Friday, July 11, 2014 from 12 noon to 2 pm in the Claremont Conference Room at MTC.

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