



Bay Area Regional Prosperity Plan Project

## Steering Committee #12 Meeting Summary

Meeting Date: Friday, September 12, 2014

### Introduction

The thirteenth meeting of the Regional Prosperity Plan Steering Committee was held on Friday, September 12, 2014, in the Claremont Conference Room, Joseph P. Bort MetroCenter, 101 Eighth Street, Oakland, CA 94607-4700. The following Steering Committee members attended the meeting:

<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)	Belen Seara	San Mateo County Union Community Alliance
Prosperity Co-Chair (NPO)	Egon Terplan	SPUR
Equity Co-Chair (NPO)	Bob Allen	Urban Habitat
Equity Co-Chair (CBO)	Jennifer Martinez	Peninsula Interfaith Action / San Francisco Organizing Project
Housing Co-Chair (NPO)	Pilar Lorenzana- Campo	Non Profit Housing Association of Northern California
Housing Co-Chair (CBO)	Peter Cohen	Council of Community Housing Organizations
At-Large CBO	Carlos Romero	Urban Ecology
Foundation	David Pontecorvo	East Bay Community Foundation

In addition to Steering Committee members, and MTC and ABAG staff, the following members of the public attended the meeting: Randy Starbuck; Kirsten Spaulding; Rich Seithel; Gary Croft; Rich Hedges; Mike McGill; Allison Brooks; and Kristin Connelly. The agenda for the Steering Committee meeting included the following items:

1. Presentation on the Northern Waterfront Economic Development Initiative, City and County of San Francisco's Industrial Land Preservation Policy, and MTC's Goods Movement Update
2. Award Recommendation for the Northern Waterfront Economic Development Initiative
3. Presentation on Equitable Development Institutes (agenda item deleted)

The following handouts were distributed at the meeting:

- July 11, 2014, Steering Committee Meeting Summary
- Recommendation for Award – Northern Waterfront Economic Development Initiative of Contra Costa County (\$30,000)

### **Meeting Summary**

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

#### ***Local and Regional Industrial Land Preservation and Goods Movement Access Initiatives***

Egon Terplan, SPUR, provided an overview of issues, findings, goals and strategies related to economic growth in the region with an emphasis on middle-wage jobs, as described in the recently completed Economic Prosperity Strategy. Rich Seithel, Contra Costa County, presented the Northern Waterfront Economic Development Initiative (NWEDI) project.

ABAG Board President Julie Pierce added that the six cities along the northern waterfront area are largely low-income communities where a large proportion of residents drive out of the region for low-paying jobs. While housing in East Contra Costa County is affordable, the sub-region needs more jobs to reduce commutes and improve quality of life. Julie identified the need for junior colleges and businesses to work together to train residents for jobs in advanced manufacturing.

Steering Committee members provided the following comments in response to the presentation:

- Clarify what factors are addressed by the Quality of Life Action Team. Rich clarified that the team is addressing issues such as public safety and environmental quality.
- Clarify which action team has made the most progress so far. Rich clarified that the Business Climate and Regulatory Environment Action Team is the furthest along among all action teams.
- Clarify if effective protections are in place to offset pressure to convert industrial land to residential and office uses. These areas should be preserved for middle-wage jobs.
- Clarify if the project will engage marginalized stakeholders. Rich clarified that Supervisor Federal Glover's office is conducting outreach to multiple stakeholders but also recognized that more needs to be done as the scope of the project is expanding.

Steve Wertheim, San Francisco Planning Department, presented information related to the San Francisco industrial land preservation policies. Steering Committee members provided the following comments in response to the presentation:

- Clarify whether additional land can be preserved for industrial uses, especially given the real estate pressures on currently preserved industrial land. Egon added that the city is adding some level of industrial space by allowing such uses in commercial districts. Steve clarified that industrial uses are allowed in neighborhood commercial districts and industrial uses are allowed to include some retail space to relieve real estate pressures.
- Clarify what proportion of industrial uses in protected districts was historic. Steve clarified that most of the historic industrial uses are located in the South of Market area.
- Clarify where workers with jobs in industrial districts live. Steve clarified that about two-thirds of the workforce lives in San Francisco.

Ken Kirkey, MTC, provided an overview of the Regional Goods Movement Study. Ken recognized that despite a national trend in industrial renaissance in recent years, the Bay Area has not focused as much on goods movement and industrial lands related to economic development as some other peer metropolitan regions. Ken clarified that MTC is currently working with sub-regional partners such as Alameda County Transportation Commission as well as agencies in adjacent regions and Caltrans to develop the Regional Goods Movement Plan.

Miriam Chion, ABAG, added that the agency is currently conducting a related study on industrial lands and jobs at a regional level. Steering Committee members provided the following comments in response to the presentation:

- Clarify the outreach component of the goods movement study.

Egon prompted a discussion on sub-regional planning similar to the NWEDI as a potential model for other communities in the region, as well as a region-wide priority. Steering Committee members provided the following comments on this issue:

- Highlight efforts such as the NWEDI that integrate economic development with land use and transportation planning, and develop local solutions that tie back to regional goals.
- Find connections to state policies to support similar efforts in other parts of the region, and with other regions.
- Consider supporting more sub-regional efforts, which would be an appropriate role for regional agencies. Regional focus on industrial land preservation tied to economic development strategies will support local jurisdictions provide more economic opportunities as well as elevate the issue across the region.
- Consider the quality of new jobs created through the NWEDI project, in addition to the quantity of jobs.
- Avoid pitting industrial uses against other high priority regional needs such as affordable housing. Individual jurisdictions are unable to balance these needs without a regional framework and coordination.

### **Northern Waterfront Economic Development Initiative Award Recommendation**

Vikrant Sood, MTC, asked the Committee to review the Joint Projects Team (JPT) recommendation to award \$30,000 to the NWEDI project of Contra Costa County, through the Economic Prosperity Sub-Grant Program. Steering Committee members provided the following feedback:

- Ensure that local residents are engaged in the process and will benefit from new jobs.
- Ensure that environmental quality is improved through the project. Define a mechanism to achieve this in the project.
- Ensure both good jobs and affordable housing is available to local residents.
- Coordinate the process with other sub-regional partners as well as with the regional agencies.
- Define the scope for the overall process and how the component being funded through the Prosperity Plan fits into this larger picture.

Steering Committee members approved the award of \$30,000 for the NWEDI project.

### **Next Steps**

The next meeting of the Steering Committee is scheduled for Friday, November 14, 2015, from 12 noon to 2 pm in the Claremont Conference Room at MTC.

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