



Bay Area Regional Prosperity Plan Project

## Steering Committee #8 Meeting Summary

Meeting Date: Friday, November 8, 2013

### Introduction

The eighth meeting of the Regional Prosperity Plan Steering Committee was held on Friday, November 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	Jake Mackenzie	City of Rohnert Park
Prosperity Co-Chair (CBO)	Lily Wong (Proxy for Christina Canaverall)	Coleman Advocates
Prosperity Co-Chair (Public)	Margot Lederer Prado	City of Oakland
Housing Co-Chair (CBO)	Carlos Romero	Urban Ecology
Housing Co-Chair (NPO)	James Pappas	California Housing Partnership Corporation (CHPC)
Housing Co-Chair (Public)	Kara Douglas	Contra Costa County
Equity Collaborative Co-Chair (CBO)	Jane Martin	People Organized to Win Employment Rights (POWER)
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: Egon Terplan, SPUR; Geeta Rao, The San Francisco Foundation; Alison Lingane, Project Equity; Hilary Abell, Project Equity; Abby Thorne-Lyman, BART; Rich Hedges; Marshall Loring.

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

1. Presentation on Preliminary Draft Strategy Framework for the Economic Prosperity Strategy
2. Prosperity Plan Program Evaluation Consultant Selection
3. Housing the Workforce Sub-Grant Program Award Recommendations

The following handouts were distributed at the meeting:

- September 13, 2013, Steering Committee #7 Meeting Summary
- Economic Prosperity Strategy – Draft List of Strategies
- Recommendation for Award – Program Evaluation Consultant Selection Memo
- Recommendation for Awards – Housing the Workforce Sub-Grant Program Memo
- Regional Prosperity Plan Timeline

### **Meeting Summary**

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

#### ***Economic Prosperity Strategy***

Therese Trivedi, MTC, Egon Terplan, SPUR, Steve Levy, CCSCE, and Louise Auerhahn, Working Partnerships USA, presented the Preliminary Draft Strategy Framework for the Economic Prosperity Strategy Project. Steering Committee members were invited to attend the next Economic Prosperity Working Group meeting on Thursday, December 19, 2013, for a more detailed discussion on the Draft Strategy Framework.

Steering Committee members provided the following comments:

- Clarify the need for including unionizing and card check neutrality in the overall Strategy Framework. Card check neutrality is an important organizing strategy that helps increase wages for very low-income workers. However, advocating for unions in all sectors may be outside the scope of this project and would possibly alienate the business community. The Framework should include strategies for professionalizing industries and increasing wages.
- Distinguish between low- and middle-income strategies. Consider adding worker centers and wage theft ordinances as strategies for very low-income workers.
- Include strategies that reinforce the need for advocacy at the state and federal level in collaboration with partners and stakeholders.
- Advance regional strategies aimed at reducing competition between jurisdictions.
- Evaluate potential ways to consider economic impacts of investments in the next update of Plan Bay Area.
- Include strategies that address personal networks among workers, as it is a key barrier to upward mobility for low- and moderate-income workers.
- Create locally and culturally specific strategies where appropriate.
- Acknowledge unintended consequences of economic strategies. It is possible that our over-emphasis on high-income jobs will price out middle-income jobs, while creating more low-wage jobs.
- Consider the benefits of increasing infrastructure spending on middle-wage jobs. Increasing transit service can create more middle-wage jobs.
- Consider promoting Community Benefit Agreements as a mechanism to increase investments in local communities.
- Focus on improving industry-based qualifications, rather than advocating for college degrees. We need to get away from the idea that everyone needs to go to college. While we should work with schools to expand basic-skills training, there also needs to be a focus on working with businesses.

***Prosperity Plan Program Evaluation Consultant Selection***

Vikrant Sood, MTC, provided an overview of the program evaluation, as well as the process for releasing the request for proposals, reviewing the proposals and recommending a firm for selection. Vikrant informed the Steering Committee that the Joint Projects Team (JPT) has recommended that ICF be awarded the contract for the Bay Area Regional Prosperity Plan Program Evaluation.

Steering Committee members provided the following comments:

- Consider using the metrics and outcomes developed by the Puget Sound Regional Council of Governments for their evaluation process.

The Steering Committee unanimously accepted the recommendations of the JPT to award the program evaluation consultant contract to ICF.

***Housing the Workforce Sub-Grant Program Award Recommendations***

Vikrant Sood, MTC, provided an overview of the Regional Early Warning System project, as well as the process for releasing the call for proposals to recruit the coordinator and two CBOs, evaluating the applications and developing award recommendations. Vikrant informed the Steering Committee that the Joint Projects Team (JPT) has recommended Causa Justa::Just Cause and Working Partnerships USA for the CBO Sub-Grants and Carlos Romero, Urban Ecology, for the coordinator position.

The Steering Committee unanimously accepted the recommendations of the JPT for the sub-grant awards.

**Next Steps**

The next meeting of the Steering Committee is scheduled for Friday, January 10, 2014 from 12 noon to 2 pm in the Claremont Conference Room at MTC.

*Staff Contact:* Vikrant Sood, MTC/ABAG  
[vsood@mtc.ca.gov](mailto:vsood@mtc.ca.gov), 510-817-5828