

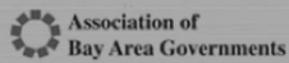
Bay Area **Plan**

Initial Vision Scenario

for Public Discussion

March 11, 2011

The background of the main section is a grayscale map of the entire Bay Area, showing counties Marin, Contra Costa, Alameda, Santa Clara, San Mateo, and Santa Cruz. The map includes major cities and transportation routes.





Initial Vision Scenario for Public Discussion

March 11, 2011



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Executive Summary of the Initial Vision Scenario

In 2008, Senate Bill 375 (Steinberg) was enacted. The state law requires that our Regional Transportation Plan contain a Sustainable Communities Strategy that integrates land-use planning and transportation planning. For the 25-year period covered by the Regional Transportation Plan, the Sustainable Communities Strategy must identify areas within the nine-county Bay Area sufficient to house all of the region's population, including all economic segments of the population. It must also attempt to coordinate the resulting land-use pattern with the transportation network so as to reduce per capita greenhouse-gas emissions from personal-use vehicles (automobiles and light trucks).

The Initial Vision Scenario for Plan Bay Area is a first-cut proposal that identifies the areas where the growth in the region's population might be housed. This proposal builds upon a rich legacy of integrative planning in the Bay Area. For over a decade, the region and its local governments have been working together to locate new housing in compact forms near jobs, close to services and amenities, and adjacent to transit so that the need to travel long distances by personal vehicle is reduced. Compact development within the existing urban footprint also takes development pressure off the region's open space and agricultural lands. We have referred to this type of efficient development as "focused growth," and the regional program that supports it is called FOCUS.

Planning for New Housing and Supporting Infrastructure

The Initial Vision Scenario is constructed by looking first at the Bay Area's regional housing needs over the next 25 years. This analysis was performed using demographic projections of household growth. It is not a forecast of the region, and does not take into account many factors that constrain the region's supply of new housing units, such as limitations in supporting infrastructure, affordable housing subsidies, and market factors. The principal purpose of the Initial Vision Scenario is to articulate how the region could potentially grow over time in a sustainable manner, and to orient policy and program development to achieve the first phases of implementation. Under the assumptions of the Initial Vision Scenario, the Bay Area is anticipated to grow by over 2 million people, from about 7,350,000 today to about 9,430,000 by the year 2035. This population growth would require around 902,000 new housing units. The Initial Vision Scenario proposes where these new units might be accommodated.

In a departure from previous regional growth scenarios, this Initial Vision Scenario is designed around places for growth identified by local jurisdictions. These places are defined by their character, scale, density, and the expected housing units to be built over the long term. Using "place types," areas with similar characteristics and physical and social qualities, ABAG asked local governments to identify general development aspirations for areas within their jurisdictions. These places were mostly the Priority Development Areas (PDAs) already identified through the

FOCUS program. They also included additional Growth Opportunity Areas, some similar to PDAs and others with different sustainability criteria.

Based on local visions, plans and growth estimates, regional agencies distributed housing growth across the region, focusing on PDAs and Growth Opportunity Areas. ABAG in some cases supplemented the local forecast with additional units based on the typical characteristics of the relevant locally-selected place type. ABAG also distributed additional units to take advantage of significant existing and planned transit investment, and it assigned some units to locally identified areas that present regionally significant development opportunities for greater density.

The Initial Vision Scenario accommodates 97 percent of new households within the existing urban footprint. Only 3 percent of the forecasted new homes require “greenfield development” (building on previously undeveloped lands). Priority Development Areas and Growth Opportunity Areas contain about 70 percent of the total growth (743,000 households).

Among counties, three take the lion’s share of growth: Santa Clara, Alameda and Contra Costa absorb a little over two-thirds of the total. These same counties also are anticipated to take the majority of the region’s job growth (64 percent). The region’s three major cities do a lot of the heavy lifting. Thirty-two percent of the forecast and proposed housing growth occurs in San José, San Francisco and Oakland. Seventeen percent goes to medium-sized cities like Fremont, Santa Rosa, Berkeley, Hayward, Concord, and Santa Clara.

The analysis embodied in the Initial Vision Scenario is founded on the location of housing. Employment forecasting and distribution in this Scenario is not directly related to land use policy. Employment location can have a powerful influence on travel demand, vehicle miles traveled, and vehicle greenhouse-gas emissions. In light of these factors and considering economic competitiveness, transit sustainability, and a balanced relationship between employment and housing, regional agencies will be embarking, with local partners, on further analysis regarding appropriate employment locations in relation to future housing growth and the transportation network. This will inform the development of the Detailed Scenarios.

The Initial Vision Scenario reflects the transportation investments from MTC’s current Regional Transportation Plan (known as the Transportation 2035 Plan) with an Express Lane backbone system. It also includes some proposed improvements to the region’s transit network. These include increased frequencies on over 70 local bus and several express bus routes, improved rail headways on BART, eBART, Caltrain, Muni Metro, VTA light-rail, and Altamont Commuter Express, and more dedicated bus lanes in San Francisco and Santa Clara counties, all resulting in overall growth in transit capacity. However, the Bay Area’s transit system is financially unsustainable with operators unable to afford to run the current service levels into the future, much less expanded headways contemplated under the Initial Vision Scenario. MTC’s Transit Sustainability Project will propose a more sustainable transit system for inclusion in the Detailed Scenarios to be tested.

Measuring Performance Against Targets

The Initial Vision Scenario results in a 12 percent per capita greenhouse gas emissions reduction from personal-use vehicles in 2035, compared to a 2005 base year. This reduction falls short of

the region's state-mandated 15 percent per capita greenhouse gas emissions reduction target. It's clear that additional strategies will need to be employed if we want to attain the greenhouse gas targets, and other targets previously adopted by ABAG and MTC.

MTC and ABAG have adopted a set of Plan Bay Area performance targets to describe in specific, measureable terms the region's commitment and progress toward to the "three E" principles of sustainability (Economy, Environment, and Equity). The Initial Vision Scenario meets several regional targets, including accommodating all the projected housing need by income level (in other words, no more in-commuting by workers who live in other regions); reducing the financial burden of housing and transportation on low-income households by providing more affordable housing; and housing the majority of new development within the existing urban core. Also, more residents are projected to ride transit, walk and bike more than existing residents because much of the new housing is located close to services, amenities and jobs, and adjacent to transit in complete communities.

The Initial Vision Scenario brings more residents into the region, thus increasing the total amount of travel. Some residents will still drive for some trips. Even though vehicle miles traveled per capita in the Bay Area are projected to be lower in the Initial Vision Scenario than it is today, total miles driven within the region is projected to increase. With more Bay Area Residents and more miles driven within the region, we can also expect an increase in the total number of injuries and fatalities. Health impacts from exposure to particulate emissions from automobiles and trucks are likewise projected to worsen with more driving; however, state and federal efforts to clean up heavy duty truck engines will more than off-set the increases from automobiles, resulting in overall reductions sooty particulate pollution.

Finally, it must be said that while bringing more people into the Bay Area will increase the amount of driving and collisions within the region, it is still a net win in the larger sense. The amount of overall driving and greenhouse gas emissions statewide is certainly less than if the new residents were commuting to Bay Area jobs from communities in neighboring regions that do not offer such amenities.

Next Steps

The Initial Vision Scenario is offered as basis for discussion with local governments, stakeholders, and the general public about how the Bay Area can accommodate all its population growth over the next quarter century. It is by no means a fait accompli. Over the next several months we will seek input through elected official briefings, local government staff discussions, and public workshops. The comments received will assist ABAG and MTC in developing a range of Detailed Scenarios and testing feasible land-use/transportation alternatives that achieve the greenhouse gas emission reduction targets.

The purpose of the SCS is to forge consensus in the Bay Area on a preferred long-term regionwide growth pattern. Under SB 375, local governments are explicitly not required to update their general plans in accordance with the SCS. The SCS does not carry the same authority as Regional Housing Needs Allocation but it will inform the distribution of housing at the local level. The adopted SCS land development pattern will help guide regional policies and investments that are made pursuant to the Regional Transportation Plan. These regional policies

and investments are intended to create financial and other incentives to implement the adopted land pattern in the SCS. ABAG is currently working with its Housing Methodology Committee to develop a methodology for distributing regional eight-year housing targets to Bay Area local jurisdictions; the methodology will be adopted by ABAG later this year.

The Initial Vision Scenario kicks off a two-year conversation among local jurisdictions and regional agencies on what ultimately will become the forecasted Sustainable Communities Strategy, as a part of Plan Bay Area. During that time, the regional agencies will engage local agencies and the public to help identify and assess several detailed Sustainable Communities Strategy scenarios that demonstrate ways that land-use strategies, transportation investments, pricing and other strategies could achieve our adopted goals and targets. The scenarios also will need to address how the Bay Area's land use plans can assist adaptation to climate change. The Sustainable Communities Strategy will need to coordinate regional agencies' initiatives and requirements related to sea-level rise, air quality, and other climate change related issues.

These Detailed Scenarios will lead to selection of a preferred scenario early next year that would include an integrated transportation investment and land-use plan; this plan would also undergo a detailed environmental impact review that local agencies could use to streamline environmental assessments of their own local development projects as provided for in SB 375. Finally, the ABAG and MTC boards would be asked to adopt the complete Plan Bay Area, including a Sustainable Communities Strategy, by April 2013.

This report includes five major sections. First, the introduction describes the development rationale for the Initial Vision Scenario and regional and local challenges. Second, the regional growth section describes the overall population, household, and employment growth, household distribution under the Initial Vision Scenario, the performance of this scenario against targets, and the preliminary results of an equity analysis. Third, the regional growth analysis is developed into narratives for each county. Fourth, the key priorities and potential strategies section describes the preliminary tools to be considered for the implementation of the proposed development. Fifth, the next steps section describes the process of interaction with local jurisdictions and stakeholders and the analytical tasks for the Detailed Scenarios. The appendix includes a glossary that defines the terms used throughout the report and a table describing the place types.

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1. INTRODUCTION

Senate Bill 375, passed in 2008, calls upon the San Francisco Bay Area and other regions throughout California to incorporate a Sustainable Communities Strategy (SCS) that identifies a land use pattern into the federally-mandated 25-year Regional Transportation Plan (RTP). The 2013 RTP will be the Bay Area's first plan that is subject to SB 375 and is referred to by ABAG and MTC as Plan Bay Area. The SCS seeks to reduce greenhouse gas emissions and provide housing for the region's future population by integrating the forecasted development pattern with the regional transportation network and policies. The greenhouse gas reduction target for the Bay Area is a 7 percent per capita reduction by 2020 and a 15 percent per capita reduction by 2035. SB 375 also synchronizes the legal requirement known as the Regional Housing Needs Assessment (RHNA) process with the RTP process and streamlines California Environmental Quality Act (CEQA) for housing and mixed-use projects that meet specified criteria outlined in the bill.

The Initial Vision Scenario identifies a land use pattern to meet the Bay Area's housing targets established under SB 375. This Scenario provides a rationale for a sustainable development vision based on the character, scale, and quality of diverse places in the region, and is measured for environmental, social, and economic performance. It builds upon the work done by local communities to identify Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs) through the FOCUS program. The proposed distribution of housing focuses on areas identified by local jurisdictions that are pedestrian and transit accessible. This focused growth reduces development pressure from the urban periphery and ensures the retention of open space and agricultural land in the Bay Area.

The Initial Vision Scenario assumes a strong economy and a substantial public investment in affordable housing, public infrastructure, and high quality transit. The operating assumption of the Initial Vision Scenario is that all issues that prevent growth from occurring in the urbanized core are substantially resolved, including adequate public infrastructure, appropriate management of hazards and risks, sufficient transit headways, redevelopment and affordable housing funding, quality schools, fiscal solvency, and the removal of market barriers to private development. With these assumptions, the Initial Vision Scenario proposes to meet the housing needs of the Bay Area in locations that are appropriate both for local governments and for sustainable development.

The release of this Initial Vision Scenario report represents the first step in the Sustainable Communities Strategy process, as regional agencies seek specific input from local elected officials and other stakeholders about the future growth pattern in the Bay Area. Input on the Initial Vision Scenario will be gathered through multiple local and regional forums through May 2011. This input will inform the range of development options to be considered in the Detailed Scenarios. Further public engagement will be sought on the results of this analysis which will lead to the release of a Preferred Scenario for the SCS by January 2012. The SCS Preferred Scenario will be adopted as part of the Regional Transportation Plan by 2013.

The purpose of the SCS is to forge consensus in the Bay Area regarding the long-term growth pattern and identify the issues associated with its implementation. The Sustainable Communities Strategy, when eventually adopted by the regional agencies, will not impose a binding land use authority on local governments. Under SB 375, local governments are explicitly not required to update their general plans in accordance with the SCS nor use the SCS as part of their cumulative CEQA analysis of development projects. The SCS does not carry the same authority as RHNA, but it will inform the distribution of housing at the local level. The adopted SCS land development pattern will help guide regional policies and investments that are made pursuant to the Regional Transportation Plan. These regional policies and investments are intended to create financial and other incentives to implement the adopted land pattern in the SCS.

Five major sections organize the content of this report. This introduction section includes the rationale for the development of the scenario and the regional challenges and needs associated with it. The second section focuses on regional growth. It describes the overall population, household, and employment growth; the distribution of housing and employment at the county, city, and place level; and the evaluation of this scenario against adopted targets and results of the preliminary equity analysis. The third section takes the regional growth analysis as the basis for a narrative of the Initial Vision Scenario in each county. The fourth section describes the key priorities and potential strategies to be considered for the implementation of the proposed development. The fifth section outlines the next steps in the process of interaction with local jurisdictions and stakeholders and the analytical tasks for the development of the Detailed Scenarios. The appendix includes a glossary that defines the terms used throughout the report and the MTC Station Area Planning Manual Place Type Development Guidelines Table.

1.1 Coordination of regional strategies

Since, by federal law the RTP must be internally consistent, the over \$200 billion of transportation investment typically included in the RTP must align with and support the adopted SCS land use pattern. The transportation investment strategy included in this Initial Vision Scenario relies primarily on the Transportation 2035 Plan with some improvements in the level of service provided by transit. Regional agencies will work closely with the Congestion Management Agencies (CMAs), transit agencies, and local jurisdictions, along with stakeholders and members of the public to define transportation projects that may better serve the development pattern of the Initial Vision Scenario. The project performance assessment, a qualitative and quantitative assessment of projects proposed for inclusion in the RTP, will help determine which transportation projects are included in the Detailed Scenarios.

The Regional Housing Needs Assessment (RHNA) prepared by ABAG must be consistent with the SCS. Both the SCS and RHNA require consideration of housing needs by income group. RHNA, however, must meet specific legal equity and housing type requirements including a shift towards a more equitable distribution of low-income housing and a mix of housing types, tenure, and affordability in all cities and counties. This Initial Vision Scenario provides a point of reference to the housing needs for the RHNA. Additional demographic and housing analysis will inform the specific forecast for RHNA and the Detailed Scenarios.

This Initial Vision Scenario assumes the availability of tools, resources, and mitigation strategies that address the impacts of the CEQA thresholds and guidelines recently approved by the Bay

Area Air Quality Management District (BAAQMD) and the policy recommendations encompassed in the Bay Plan prepared by the Bay Conservation and Development Commission (BCDC). In the Initial Vision Scenario, neither of these agencies' guidelines were used to constrain growth in the urbanized core of the Bay Area.

1.2 Initial Vision Scenario Rationale

The Initial Vision Scenario identifies a land use pattern to meet the housing target adopted by ABAG and MTC. To support the projected level of future growth, this scenario assumes strong regional economic performance and sufficient funding for affordable housing, transportation and the planning and infrastructure dollars needed to support transit-oriented and infill development in the Bay Area.

In a departure from previous regional growth scenarios, this Initial Vision Scenario is designed around places for growth identified by local jurisdictions. These places are organized into place types that are defined by their character, scale, density, and the housing units expected over the long term. The Initial Vision Scenario supports cities that are choosing to advance local goals and to improve quality of life by providing affordable housing and transportation choices that help to reduce automobile dependency. It connects local neighborhood priorities in creating high quality places to live and work with regional objectives and resources.

Initial Vision Scenario Objectives

In addition to the regionally adopted performance targets listed on page 32, the following objectives guide the Initial Vision Scenario.

- 1. Strengthening the character of places through sustainable development*
The Bay Area encompasses a wide range of places that vary in character, scale, activities, population, and access. The Initial Vision Scenario pursues a sustainable development pattern that enhances the qualities of each place and provides diverse housing types and transportation choices as defined by each community. This scenario proposes to strengthen the physical, social, and economic qualities of various neighborhoods and centers according to each area's selected place type.
- 2. Accommodating affordable housing and employment centers within the urban footprint*
The Initial Vision Scenario proposes growth within the region's urban footprint around the regional transportation network. This approach builds upon previous and current efforts developed by local jurisdictions and regional agencies to enhance the qualities of selected urban centers, towns, neighborhoods, or transit corridors. This approach recognizes the need to produce affordable housing, maximize the use of existing infrastructure, and reduce the use of the automobile. In contrast to previous trends, greenfield development is minimized to retain the open space and agricultural land of the region.
- 3. Location of future housing and jobs next to transit, amenities, and services*
The development of "complete communities" in the Initial Vision Scenario assumes access to services and amenities at the appropriate urban scale. Schools, shops, parks,

health services, and restaurants close to residents and workers increase walking, biking, and transit while reducing driving. This location pattern strengthens the identity and diversity of places and reduces greenhouse gas emissions.

4. *Strengthening regional transit corridors to provide access to jobs and services*
The Initial Vision Scenario emphasizes growth along transit corridors to increase transportation options, improve mobility, and expand access to jobs and services. The distribution of growth recognizes the complementary functions of different nodes along the corridor, and the importance of cultivating and connecting diverse place types that provide a unique urban quality with a particular mix of shops, services, or amenities.
5. *Preservation of land for open space and agriculture*
The Bay Area's greenbelt of agricultural, natural resource, and open space lands is a treasured asset that contributes to the region's quality of life, and supports economic development. The Initial Vision Scenario supports the retention of these lands by directing nearly all non-agricultural development within the urban footprint and by supporting the continuation of agricultural activities in rural communities.

The Initial Vision Scenario builds upon existing efforts in many Bay Area jurisdictions to encourage more focused and compact growth that reflects the unique characteristics of the region's communities and neighborhoods. Priority Development Areas (PDAs) are urban neighborhoods or centers that can accommodate future housing close to transit. They are designated by local jurisdictions and adopted by ABAG. PDAs cover a wide range of areas from downtown Cloverdale, to the El Camino Real transit corridor on the Peninsula, to downtown San Jose. Growth Opportunity Areas are places that might be PDAs in the future or have different criteria to pursue sustainability focused on employment or town center characteristics. They have been proposed by local jurisdictions for inclusion in the Initial Vision Scenario. Concentration of growth in these areas also supports retention of Priority Conservation Areas (PCAs), locally identified regionally significant near term conservation priorities adopted by ABAG in 2008.

Input from Local Jurisdictions

Many Bay Area jurisdictions have worked in partnership with MTC and ABAG to plan and advance the implementation of Priority Development Areas as complete communities in recent years. The planning processes for these key infill, transit-oriented neighborhoods are often painstaking and involve a complex range of issues. The Initial Vision Scenario is structured to serve as a tool to advance dialogue around a more sustainable regional growth pattern that recognizes local aspirations and the unique characteristics of our region's neighborhoods and communities.

In November 2010, MTC and ABAG requested that local jurisdictions provide input regarding the capacity for sustainable growth in PDAs or new Growth Opportunity Areas. This information supplemented the extensive PDA Assessment undertaken by ABAG and MTC in the prior year. Most local jurisdictions provided input on place types and levels of growth. Regional agencies have used local estimates of growth and adopted local plans to meet the housing target to the extent possible. However, for discussion purposes, some Priority Development Areas or

new Growth Opportunity Areas have been allocated some additional housing units in this scenario.

Transportation Network Assumptions

In defining the transportation component of the Initial Vision Scenario, MTC first examined the change in the population forecasts between the Initial Vision Scenario and the Current Regional Plans Forecast. In areas of growth, transit frequencies were increased. MTC also solicited input from the Bay Area Congestion Management Agencies (CMAs), receiving detailed information regarding transit improvements from San Francisco, San Mateo, Santa Clara, and Alameda counties. Projects received from the CMAs that were consistent with the Initial Vision Scenario's land use patterns were included. Relative to the Current Regional Plans Forecast transportation network, the Initial Vision Scenario network includes:

- Improved headways on over 70 local bus routes and several express bus routes;
- Improved headways on BART, eBART, Caltrain, Muni Metro, VTA light rail, and Altamont Commuter Express; and,
- Sixty miles of dedicated bus lanes in San Francisco and Santa Clara counties.

Housing Distribution

To determine how much growth an area could accommodate, regional staff evaluated a Priority Development Area's or Growth Opportunity Area's location in the region, access to employment, proximity to transit or major transit corridors, and overall size and development intensity. This evaluation was framed by the characteristics of the place type selected by the local jurisdiction. A place type groups neighborhoods or centers with similar sustainability characteristics and physical and social qualities, such as the scale of housing and commercial buildings, frequency and type of transit, quality of the streets, concentration of jobs, and range of services. Transit investments and the regional role of a given area were also considered in the distribution of housing.

The following criteria were used to distribute housing growth throughout the Bay Area:

1. Locally identified growth in existing Priority Development Area or new Growth Opportunity Area
2. Additional housing units based upon the identified characteristics of the locally selected place type for an area
3. Greater housing density proximate to significant transit investment (Existing Transit and Resolution 3434)
4. Major mixed-use corridors with high potential for transit-served infill development.

Place Type Framework

Local jurisdictions used the place types developed by the Center for Transit Oriented Development for Priority Development Area planning purposes¹ (Station Area Planning Manual 2007). For the Initial Vision Scenario, place types are a tool for local-regional exchange to identify places and policies for sustainable development. Place types help local governments describe appropriate levels of growth in the Sustainable Communities Strategy.

The place types are based upon national standards for transit-oriented neighborhoods and corridors. They offer local governments a way to identify their vision for the future of an area, based on building characteristics related to the scale of the place, type of transit, the mix of land uses, the intensity of development, retail characteristics, amenities, design guidelines, and major planning and development challenges. These place type characteristics outline a proposed mix of housing types, targets for total housing units and jobs, net densities for new housing, and minimum Floor Area Ratios (FARs) for new employment development. (See Appendix 6.2)

While the place types emphasize the specific context of a particular place, they also take into account the network of transit-served areas in the region. In this way, the place types provide a common language for a regional policy framework that relates to planning and implementation occurring at the local level.

Local jurisdictions have identified place types for their Priority Development Areas and for new Growth Opportunity Areas. Most local jurisdictions selected place types from the Station Area Planning Manual. A few local jurisdictions proposed alternative place types to better describe their area's vision. The place types included in the Initial Vision Scenario are summarized below.

Place Types from Station Area Planning Manual

Regional Center



¹ The entire manual can be downloaded from the MTC website at http://www.mtc.ca.gov/planning/smart_growth/stations/Station_Area_Planning_Manual_Nov07.pdf

Regional centers are primary centers of economic and cultural activity for the region. They have a dense mix of employment, housing, retail and entertainment. They are served by a rich mix of transit modes and types and local-serving bus networks. Examples of regional centers include the downtown areas in San Jose, San Francisco, and Oakland.

City Center



City centers contain a mix of residential, employment, retail, and entertainment uses. They are magnets for surrounding areas while also serving as commuter hubs to the region. They retain their historic character in the structure of their street networks and buildings. They are served by multiple transit options including high volume bus or Bus Rapid Transit, as well as local bus routes. Examples of city centers include the downtowns of Fremont, Berkeley, Redwood City, and Santa Rosa.

Suburban Center



Suburban centers are similar to city centers but currently have lower densities, less transit, and more parking. These places also include areas that are adding new housing and services to predominantly single-use employment areas. Suburban centers envision a mix of residential,

employment, retail, and entertainment uses. They are both origin and destination settings for commuters, with a mix of transit service connected to the regional network. Examples of suburban centers include West Downtown Walnut Creek, Downtown Dublin, and Hacienda in Pleasanton.

Transit Town Center



Transit town centers are local-serving centers of economic and community activity. A variety of transit options serve transit town centers, with a mix of origin and destination trips, focusing primarily on commuter service to major employment centers. Examples of transit town centers are the Hercules Waterfront District, the Suisun City Downtown and Waterfront, and Downtown South San Francisco.

Urban Neighborhood



Urban neighborhoods are primarily residential areas that are well-connected to regional or city centers. They have moderate-to-high densities, and usually feature local-serving retail mixed in

with housing. Commercial and other employment is often limited to small businesses or historically industrial uses. Examples of urban neighborhoods include the Fruitvale District in Oakland, the Woodland/Willow Neighborhood in East Palo Alto, and Mission Bay in San Francisco.

Transit Neighborhood



Transit neighborhoods are primarily residential areas that are served by rail service or multiple bus lines that connect at one location. They have low-to-moderate densities, and the transit stations are often a minor focus of activity. They usually do not have enough residential density to support large retail, but have nodes of retail activity. Examples of transit neighborhoods include Whisman Station in Mountain View, The Cannery in Hayward, Central Hercules, and Berryessa Station in San Jose.

Mixed-Use Corridor



Streetcars, light rail, bus rapid transit, or high-volume bus corridors can serve Mixed-Use Corridors. These encompass a mix of a moderate-density buildings housing services, retail, employment, and civic or cultural uses. Existing mixed-use corridors include Telegraph Avenue-International Boulevard-Mission Boulevard in Alameda County, San Pablo Avenue in the East Bay, Mission-San Jose Corridor in San Francisco, and El Camino Real on the San Francisco Peninsula.

Other Place Types Recently Identified by Local Jurisdictions:

Employment Center



Employment centers are significant centers of economic activity that do not have a mix of housing integrated in the area. These areas are served by a variety of transit options for commuters and can be enhanced by local-serving retail. Examples of employment centers include the Sunnyvale Moffett Park and the North Concord BART Adjacent Growth Opportunity Areas.

Rural Town Center



Rural town centers are local centers of economic and community activity surrounded by agricultural lands. They have the opportunity to integrate moderate-density housing and supporting local-serving retail while retaining scale and improving bicycle and pedestrian access. The Sonoma County Pennngrove Urban Service Area Growth Opportunity Areas is an example of a rural town center.

Rural Mixed-Use Corridor



Rural mixed-use corridors have a local focus of economic and community activity surrounded by agricultural lands. They integrate a mix of uses and provide access to transit and ability to walk or bike along the corridor. The Springs Growth Opportunity Area in Sonoma County is an example of a rural mixed-use corridor.

The place type approach to distribution of housing growth provides very tangible benefits to the Bay Area:

- Concentrates growth in and revitalizes existing communities
- Limits greenfield development
- Reduces development pressure on Priority Conservation Areas
- Preserves character of existing lower density residential neighborhoods
- Utilizes existing transit infrastructure
- Strengthens planned transit lines and corridors
- Provides for rapid growth in senior population
- Leverages and improves existing water, sewer and capital infrastructure
- Lowers per capita water use due to development footprint and location of growth
- Improves alignment between employment centers, housing and regional transit
- Provides for an improved regional economy

These Place types define the growth pattern encompassed in the Initial Vision Scenario, which represents an acceleration of the shift in recent years toward infill development in existing communities rather than Greenfield development and a very different regional growth pattern than the historical trends of the last 25 years.

1.3 Meeting local and regional challenges

Bay Area cities and counties, along with regional agencies, have identified numerous challenges to creating sustainable development. This section summarizes those challenges around a number of themes. Many of the challenges identified do not fall under the purview of ABAG or MTC, however they provide an important context for developing the SCS and will need to be addressed if this region is to achieve a sustainable development pattern.

Economic Recovery and Vitality: The recent recession has severely impacted leading industries and triggered a high number of mortgage foreclosures in the Bay Area. The region lost about 200,000 jobs in the last few years, which will likely not be fully recovered until close to 2016. Under the Initial Vision Scenario, the region is expected to produce an average of almost 50,000 jobs per year over the 25-year planning period. This is much higher than the job growth average over the previous 20 years, which was closer to 10,000 jobs per year. Economic restructuring and regional competitiveness are often cited as the reasons for anemic job growth in the Bay Area. The slow economic recovery is compounded by long commutes for many of the Bay Area's workers who travel from locations where the market provided moderate-income housing at affordable levels prior to the current recession.

Still, the Bay Area is one of the most successful metropolitan areas in the world, and employment growth will be revived. The Bay Area's innovative industries include key exporting industries and services (technology, life sciences, professional and financial services, tourism, etc) as well as critical assets that keep them competitive (universities, research labs, some outstanding public and private schools). Additionally, the region's diverse population and unique mix of entrepreneurial culture and innovation allows for risk-taking, innovative financing, and the adaptive re-allocation of our resources (facilities, workforce, and capital).

The SCS should consider a sustainable economic development strategy that accompanies land use and transportation planning. Building on initiatives that have been undertaken throughout the Bay Area, the SCS seeks to enhance the region's prosperity and job production while at the same time improving its environmental integrity and quality of life. Connecting people to work, school, recreation, and commerce is a key aspect of a high-functioning Sustainable Communities Strategy. The SCS should link the Bay Area's existing and projected employment patterns (by industry, occupation, and income level) with housing markets and affordability in order to effectively reduce GHG emissions and increase the stock of affordable housing.

Some areas of the region have established "Green Corridors" or "Emerald Cities" where a variety of economic development initiatives are underway. These initiatives cluster and support "clean tech" businesses that supply energy- or resource-efficient products or services. Economic development strategies should include assisting these firms with space needs and investment capital, as well as job development and support for local entrepreneurship. Programs such as these connect green and clean tech businesses with underserved communities and assist low- and

moderate-income employees and residents with money-saving efficiencies in housing and transport. A regional economic development strategy could support the land uses included in the SCS and bring more economic vitality to these areas.

Another important economic development strategy that needs to be addressed in the SCS is the support of goods movement in the Bay Area. Industrial land supply for goods movement businesses has been concentrated along the major transportation corridors that ring the central parts of San Francisco Bay, and some of these locations are proximate to PDAs that are expected to accommodate housing growth. Industrial land supply in the inner Bay Area is declining while goods movement industries and their demand for central locations are growing. Shortages of industrial land result in the outward dispersion of industrial activities. Due to the region's geography and freeway system, the demand shifting outward will be heavily focused on industrial locations with access into the central Bay Area markets they serve via Interstate 580, Interstate 80, and U.S. Highway 101. SCS policies should take into account these trends and find policy incentives to support the retention of existing industrial land.

Restoration of Housing Markets: The Bay Area was impacted by the mortgage lending crisis and there are numerous areas where foreclosure activity will continue at much higher than historical rates. Foreclosures suppress the housing construction market and impact the willingness of potential new buyers to invest in purchasing new units. The foreclosure crisis significantly impacted many of the jurisdictions in the eastern part of the region. These steep value declines in many parts of the Bay Area essentially stopped most housing production. The foreclosure crisis dropped home values in many neighborhoods and drastically decreased the funding available for new housing—for both families and developers. Most local jurisdictions will probably not experience a regular flow of housing project permits for several years.

The steep decline of the housing market has severely impacted the cities, counties, and special districts that are responsible for the implementation of the SCS. Many cities have been forced to reduce staff in planning and economic development departments. In the short term, public agencies will be stretched to implement local plans when the market begins to recover and projects are once again under way.

Despite the challenges to the current housing market, the demographic trends and likelihood for economic growth in the Bay Area mean that over the long haul, housing markets will return to health. Demand for housing is expected to be particularly high in areas that are pedestrian- and transit-oriented, which will facilitate future growth in PDAs.

Climate Adaptation: The SCS also will need to address how the Bay Area's land use plans can assist adaptation to climate change. Much of the region's key infrastructure, including airports and key expanses of highways close to the Bay are subject to sea-level rise. Our region will need to protect this vital infrastructure, and be prepared to address some of the other byproducts of climate change, such as worsening air quality, drinking water shortages and greater likelihood of events like the Oakland Hills firestorm.

Supporting Infrastructure: To support the increased housing, the Initial Vision Scenario reflects the transportation investments from the Transportation 2035 Plan with an Express Lane backbone system. It also includes some initial proposals to improve the region's transit network,

all resulting in overall growth in transit capacity. However, the Bay Area's transit system is financially unsustainable with operators unable to afford to run the current service levels into the future, much less expanded services. MTC's Transit Sustainability Project will propose a more sustainable transit system for inclusion in the Detailed Scenarios to be tested.

Changing Demographics: By 2035, our senior population will represent an increasing share of the overall population. Growth in the 65-and-over population accounts for almost half of the overall Bay Area population growth. This growth has major implications since many people in this population group have limited incomes and a smaller household size, typically one or two people, lowering the regional household size average down to 2.6 persons per household. The increasing diversity of our region also presents a different set of housing needs. Over the last two decades, Latino and Asian populations have increased by more than a third, while the proportion of whites have decreased. This trend has implications on the need for housing that can accommodate multigenerational families and on the location around specific services and cultural nodes. The relocation of the African-American population from inner, transit-served cities to more suburban locations represents a different challenge. While some of this relocation relates to choices, a portion relates to displacement and poor neighborhood qualities. These demographic challenges are compounded by the increasing polarization of our economy between high and low-wage workers and the suburbanization of poverty.

The SCS focus on existing neighborhoods could help create a community context for addressing some of these challenges. Economic development, job opportunities and better public health outcomes could result from strengthening the urban core with new development. By capturing the market that exists for infill housing, services can be delivered more efficiently and with greater community resources. Both the senior population and younger knowledge-based workers seek safe, walkable, and diverse environments that are intended to be built using the principles of complete community planning in PDAs.

Funding Affordable Housing Production: While its economic strength and quality of life has made the Bay Area attractive for many people, it also has increased the cost of housing for our diverse population. Our region faces a major challenge in the production of housing for all life stages, ethnic groups, and income levels. Between 1999 and 2006, the Bay Area as a whole produced only 55 percent of the needed housing units for low and very low income residents, and only 37 percent of the units needed for moderate-income residents, in contrast with the 153 percent for the above-moderate-income group. This affordable housing challenge is particularly critical in transit-oriented areas and established neighborhoods with high land value and complex planning processes. For low-income households earning less than \$35,000 per year, the combined cost of housing and transportation places the vast majority of Bay Area municipalities beyond their reach and makes the Bay Area the most expensive region in the country. Local governments with Planned PDAs have identified a need for \$2.42 billion to support their affordable housing goals in the short-term.

Redevelopment agencies, in particular, have played a key role in helping to develop affordable housing in the region over the last 25 years, as redevelopment financing has provided subsidies that support construction of affordable housing. Presently, the existence of redevelopment agencies is threatened by state legislative action in response to the current budget crisis. The loss

of redevelopment agencies would affect the flow of dollars for affordable housing production. One of the key issues the SCS needs to address is how to target PDAs for the efficient production of affordable housing at all levels.

Improving Neighborhood Services: The production of housing by itself will not address sustainability unless it is accompanied by the development of complete communities with well-defined destinations. A sustainable approach requires the development of complete communities connected by transit service. Many jurisdictions, however, lack the infrastructure that invites walking, biking and transit use; sidewalks, bike lanes, bus service, retail and entertainment are limited or missing. They also lack good neighborhood services, such as clean parks, good schools and grocery stores. Because schools are a critical housing-choice consideration for households with children, the quality of schools is closely correlated with the potential for market rate housing production. In the Bay Area, we have a wide range of school districts. The region is home to some of the highest-performing public and private schools in the nation, but there are also many poor performing schools in urban communities where the PDAs would accommodate much of the growth in the Initial Vision Scenario.

Access to high-quality schools is a primary motivator for families choosing where to live, and schools account for 12 percent of all trips made in the Bay Area. An investment in improvements for urban schools, both in the surrounding neighborhood and in the school itself would reap benefits at the regional scale. Schools that offer innovative, rigorous and supportive programs for a wide range of students, from diverse backgrounds and income levels, are a cornerstone of complete communities. For example, new programs increasing standardized test scores and higher graduation rates at several Bay Area high schools, including Oakland Technical High School, Berkeley High School, and Carlmont High School (Belmont), have made them magnets for families. The SCS can further the achievements of urban schools by investing in safer streets and housing for the surrounding neighborhoods.

Effective Planning, Permitting, and Design Tools: The focus on complete communities near transit defines major planning and implementation challenges for local jurisdictions. Beyond the basic planning needs for the development of complete communities, all jurisdictions have highlighted the high cost and time requirements of the environmental review process for new development. The cost of a neighborhood plan Environmental Impact Report can range from \$200,000 to \$3 million. In addition, designing buildings and public spaces that enhance the quality and character of the neighborhood requires resources and expertise beyond most local jurisdictions capabilities. Given the increase in density, taller buildings, and mix of activities in the development of PDAs, these design resources become essential to create places that meet community expectations.

Given the complexity for local government to plan PDAs, planning funding is a critical need. Increasing the number of Planned PDAs that result in complete communities with streamlined permitting is a high priority for the SCS. Existing programs to assist local governments in these efforts could and should be expanded.

Regulatory Framework: The mix of local, regional, state, and federal regulations that govern housing, commercial, and infrastructure project delivery makes progress toward compact

development both expensive and time-consuming. Rules and policies adopted by various levels of government such as storm water runoff, air quality, sea level rise, regional traffic impacts, and mitigations under CEQA can each cost a single project hundreds of thousands of dollars in direct and indirect costs. The coordination of as many rules as possible to facilitate development consistent with the final SCS will be critical for any meaningful implementation to occur. A key indicator for success of the SCS would be to resolve governmental policy conflicts with a mitigation package that will eliminate this key barrier.

Water Supply and Distribution: Future water supply is severely constrained. Many water sources in the state are already significantly over-appropriated, and traditional storage developments may not be fiscally or environmentally feasible. Accommodating projected growth largely within the current water supply can be done, but it will require overcoming barriers in existing infrastructure to move and store reclaimed water, better use of storm water, and an increase in public acceptance of alternative-source water supplies. While many local water agencies are making strides toward meeting these outcomes, regional policy alignment is needed so that these efforts are widely pursued around the region and conflicting public policy over recycled and storm water source and use is minimized.

The Bay Area's growth potential will need to be supported by an environmentally sustainable and reliable water supply. The compact growth pattern envisioned in the SCS will help to minimize the need for new long-term supply; urban core areas use less water per capita than does greenfield development. To achieve a sustainable water supply, new housing units will need to be built with state-of-the-art water conservation systems and landscaping. New units will also need to be developed within a framework which improves resiliency from more frequent climate-driven droughts and recognizes the potential for major supply disruptions from earthquake and/or levee failure in the Delta.

Agricultural Lands, Open Space, Habitat Preservation: Given continued population and job growth and a decrease in programs that support the preservation and retention of agricultural lands, pressure to develop farmland and open space will increase. The preservation of farmland and open space can ensure that Bay Area lands will provide clean water, local food, diverse habitats to support a variety of native plants and animals, and recreational opportunities. It further presents an opportunity to remain economically viable by attracting businesses, workers, and visitors that value these lands for their contribution to the quality of life in the Bay Area and to support climate and adaptation strategies by providing places for species to migrate, water to rise, and land for crop diversification. To support the goal of open space and agricultural preservation, the growth pattern in the Initial Vision Scenario maximizes development in the urban footprint, with the benefit of decreasing development pressure on these lands.

Hazards and Risks: Our entire region is subject to a variety of natural hazards. The majority of the housing in the SCS would be located primarily along the inner Bay corridors, where there are substantial short- and long-term risks from sea level rise and earthquake shaking and liquefaction. These hazards will result in damage to housing, infrastructure, and loss of economic power. Much progress has already been achieved by retrofitting major infrastructure. Major investments have upgraded the region's toll bridges and freeway overpasses. BART has strengthened its elevated tracks, 20 stations, and the Transbay Tube. Major seismic

improvements have been made to the Hetch-Hetchy and Mokelumne aqueduct systems as well as a number of dams and water treatment plants within the region. Local governments have retrofitted or replaced many of their city halls and critical facilities. Additional work to retrofit the region's significant older housing stock, plan for our long-term post-disaster recovery, and develop a regional sea level rise adaptation strategy will help ensure that the region realizes its vision for a sustainable future.

Efficient Resource Management: The Sustainable Communities Strategy's emphasis on infill development encourages a resource-efficient economy that utilizes innovative programs within the materials management cycle to produce and consume less toxic and more recyclable products. Programs such as these improve our individual health and reduce our collective environmental impact. Recycling through existing collection systems creates processing jobs and encourages development of local industries that use recovered materials. Urban infill and high density projects are much more energy- and water-efficient than low-density development, thereby increasing economic resilience against future energy price shocks.

2. REGIONAL GROWTH BY 2035

The Initial Vision Scenario proposes a regional growth pattern to accommodate all the future population of the region. The Initial Vision Scenario assumes that there will be a sufficient number of homes to accommodate future population growth and to provide people coming to work in the Bay Area with a home in the region. It assumes that there is adequate funding for affordable housing.

The forecast of future population and household growth is based on fertility rates, life expectancy, net migration, household formation rates, and employment growth. The doubling of the number of people aged 65 and older means that more people will be living in small households, living singly or as couples rather than families. Without assuming increases in the share of multi-generational and non-family households, this demographic shift will result in more households and a smaller average household size.

Employment is expected to grow at a higher rate than that of the nation—and of the Bay Area in previous decades. The rationale and optimism for this higher growth rate is that the Bay Area economic base is concentrated in sectors likely to lead the nation in job growth, such as professional services and research activities. Additionally, housing all the region’s population is assumed to have an impact on employment levels; it will result in both incremental construction employment and incremental employment from consumer spending by the households that are no longer in-commuting from outside the region.

Based on these assumptions, the total regional number of households by 2035 is estimated at approximately 3.6 million, or 903,000 additional households. The total number of jobs that are forecasted in the region by 2035 is approximately 4.5 million, an increase of approximately 1.2 million from today.

Table 2.1: Initial Vision Scenario – Regional Growth 2010-2035

	2010	2035	2010-2035 Growth
Households	2,669,800	3,572,300	902,600
Population	7,348,300	9,429,900	2,081,600
Employed Residents	3,152,400	4,199,000	1,046,600
Jobs	3,271,300	4,493,300	1,222,000

The distribution of new households focuses on Priority Development Areas (PDAs), Growth Opportunity Areas, and transit corridors. PDAs and Growth Opportunity Areas accommodate about 70 percent of the total regional household growth. About 97 percent of the total households are within the urban footprint.

At the county level, Santa Clara, Alameda, and Contra Costa are absorbing a major share of total increase in the number of households, 621,000 out of the 903,000 total. Compared to these counties, San Mateo adds a smaller number of households but grows at a similar rate, at approximately 36 percent. Slightly more than half of the region’s job growth is expected in Santa Clara and Alameda Counties.

This spatial pattern of growth pursues a development path that builds upon recent planning efforts and goals of our local jurisdictions. This path, however, presents an approach that differs from previous development trends and previous forecasts.

2.1 Historical Trends and Current Regional Plans Forecast

When compared with historical trends and the Current Regional Plans Forecast, the Initial Vision Scenario shifts the growth of population toward the transportation network, increasing the density and enhancing the qualities of existing cities and towns. The main regional planning approach in this scenario is the definition of character and scale of places by local jurisdictions.

Between 1980 and 2010, the region saw a major share of its population growth in newly developed greenfield areas. In the Initial Vision Scenario, 70 percent of the housing is expected to be accommodated in the PDAs and Growth Opportunity Areas located close to transit, and only five percent is expected to be developed outside the urban footprint. In contrast to the recent past, when single-family housing development predominated, it is expected that nearly all of the housing within the PDAs and Growth Opportunity Areas will be multi-family housing, and that some percentage of housing accommodated in areas outside the PDAs and Growth Opportunity Areas will be multi-family as well.

Studies of recent demographic and social trends in various regions across the country and beyond indicate that younger generations prioritize urban amenities over single-family homes in their choices of places to live. Access to cafes, restaurants, services, and cultural events around transit has more weight in their choices than do large houses with garages and automobile access. To be clear, suburban development of large houses has not and will not disappear in the immediate future, since our diverse population expects a wide range of housing possibilities. However, it should be noted that this choice is not as prevalent as it was in previous decades in the Bay Area.

Given the 903,000 households that must be accommodated by 2035, the Initial Vision Scenario assumes a higher production of housing than the region has experienced in previous decades, when the region produced an average of 21,000 units per year. The Initial Vision Scenario assumes that we will produce about 36,000 units per year, which represents 100 percent of the needed housing.

Employment in the Initial Vision Scenario is projected to grow an average of 50,000 jobs per year over the next 25 years. This is a higher job growth rate than the average over the previous 20 years of approximately 10,000 jobs per year, but it is a lower rate than expected prior to the recession.

Between 1980 and 2010, the region added 740,000 jobs with most of the growth occurring before 1990. Between 2010 and 2035, the Initial Vision Scenario projects an increase of 1.2 million jobs. This recovers the almost half-million jobs lost in the past decade and adds an additional 740,000 jobs. While the regional population and the regional economy have both grown, regional employment has kept a much slower pace, and has had major periods of decline over the past two decades, especially during the recent recession. Figures 2.1 and 2.2 show historical, Current Regional Plans Forecast, and Initial Vision Scenario regional household and job growth.

Figure 2.1: Regional Household Growth 1990-2035

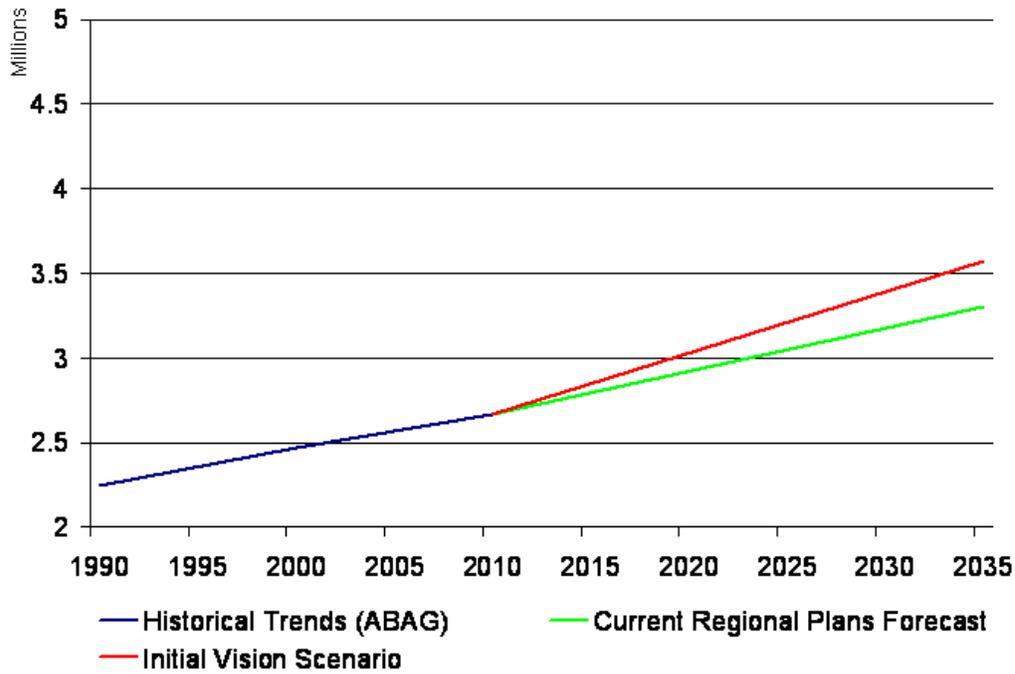
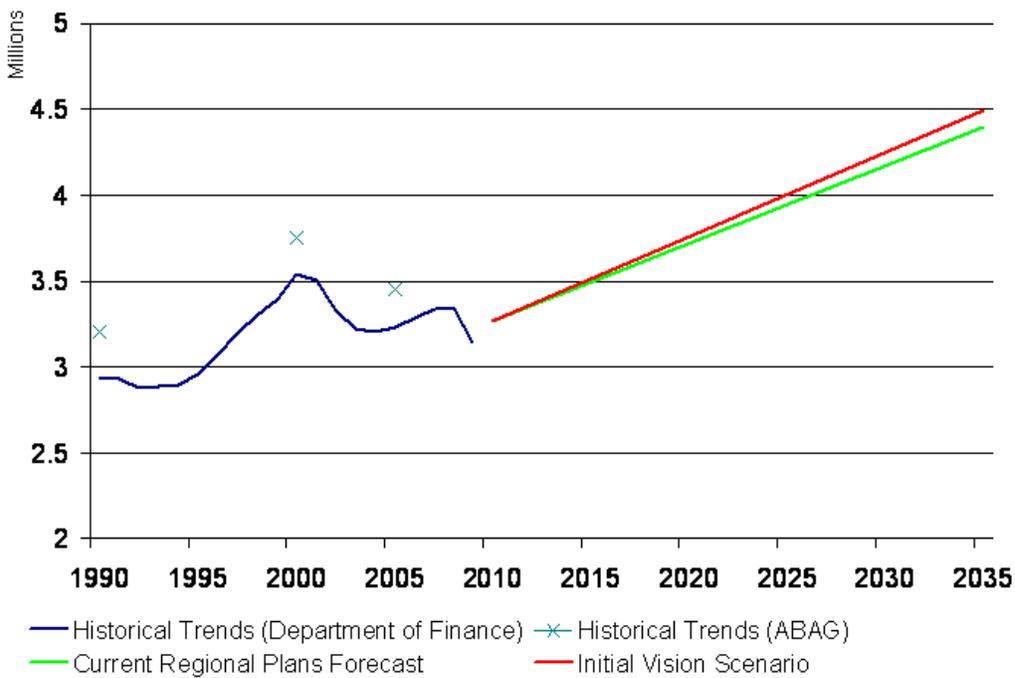


Figure 2.2: Regional Job Growth 1990-2035



* The difference between the Historical Trends (Department of Finance) and the Historical Trends (ABAG) reflects certain adjustments between Department of Finance employment figures and those used for regional modeling purposes, such as for self-employed jobs.

2.2 Housing Distribution by 2035

The distribution of housing in the Initial Vision Scenario maximizes development within the Priority Development Areas and Growth Opportunity Areas along the existing transportation network, three significant inner Bay Area arterial corridors, and three planned rail corridors. This approach is intended to help support transit use and leverage past and future investments in transit and infill.

The existing, extensive transportation network in the Bay Area provides a strong foundation upon which to distribute future growth. Many of the region's PDAs, where infill growth is already being planned, are based around the stations of the major heavy- and light-rail systems—BART, Caltrain, Amtrak, SF Muni, and VTA. The PDAs along these transit corridors serve as nodes that will connect the majority of the region's housing and jobs by 2035.

Additionally, three state arterial highways in the Bay Area—State Routes 185, 82 and 123, known locally as Telegraph Avenue-International Boulevard-Mission Boulevard, El Camino Real, and San Pablo Avenue—are closely linked to the established transit system, and have high potential for infill housing development. Improved bus service (Bus Rapid Transit) is planned along these spines, so development of housing along these corridors will leverage the existing transit network to provide better access to job centers around the region, and help to transform auto-oriented corridors into walkable communities.

Three planned heavy rail expansion projects – BART to Silicon Valley, BART to Antioch (“eBART”), and Sonoma-Marín Area Rail Transit (SMART) – provide an opportunity to more efficiently link residents to the region's major job centers. Development of housing along these new corridors will help to ease the Bay Area's chronic housing shortage, improve the cost-effectiveness of the expansions, and help preserve regional open space. Many of the communities along these future transit corridors are already planning for a significant amount of new housing at the future stations.

Napa County is the only county without existing or planned commuter rail service. Growth in Napa County will be primarily accommodated in the American Canyon PDA and within city centers that utilize local and regional bus service.

At the county level, Santa Clara and Alameda Counties will take the largest shares of new households, at 28 percent and 24 percent of the region's total household growth, respectively. San Mateo, San Francisco, and Contra Costa Counties collectively take on an additional 338,000 new households, or 37 percent of the region's growth. Table 2.2 summarizes the distribution of household growth at the county level. The distribution of household growth along corridors and nodes is described more specifically below. Map 2.1 shows the Initial Vision Scenario Place type distribution across the region.

Table 2.2: Initial Vision Scenario – Total Households and Household Growth by County

County	2010 Households	2035 Households	Household Growth	Percent Change
Alameda	557,700	770,400	212,700	38.2%
Contra Costa	392,700	546,700	154,000	39.2%
Marin	106,400	117,100	10,700	10.0%
Napa	51,300	56,100	4,800	9.4%
San Francisco	346,700	436,800	90,100	26.0%
San Mateo	264,500	358,300	93,800	35.5%
Santa Clara	613,900	867,800	253,900	41.3%
Solano	148,200	187,800	39,600	26.7%
Sonoma	188,400	231,400	42,900	22.8%
Regional Total	2,669,800	3,572,300	902,600	33.8%

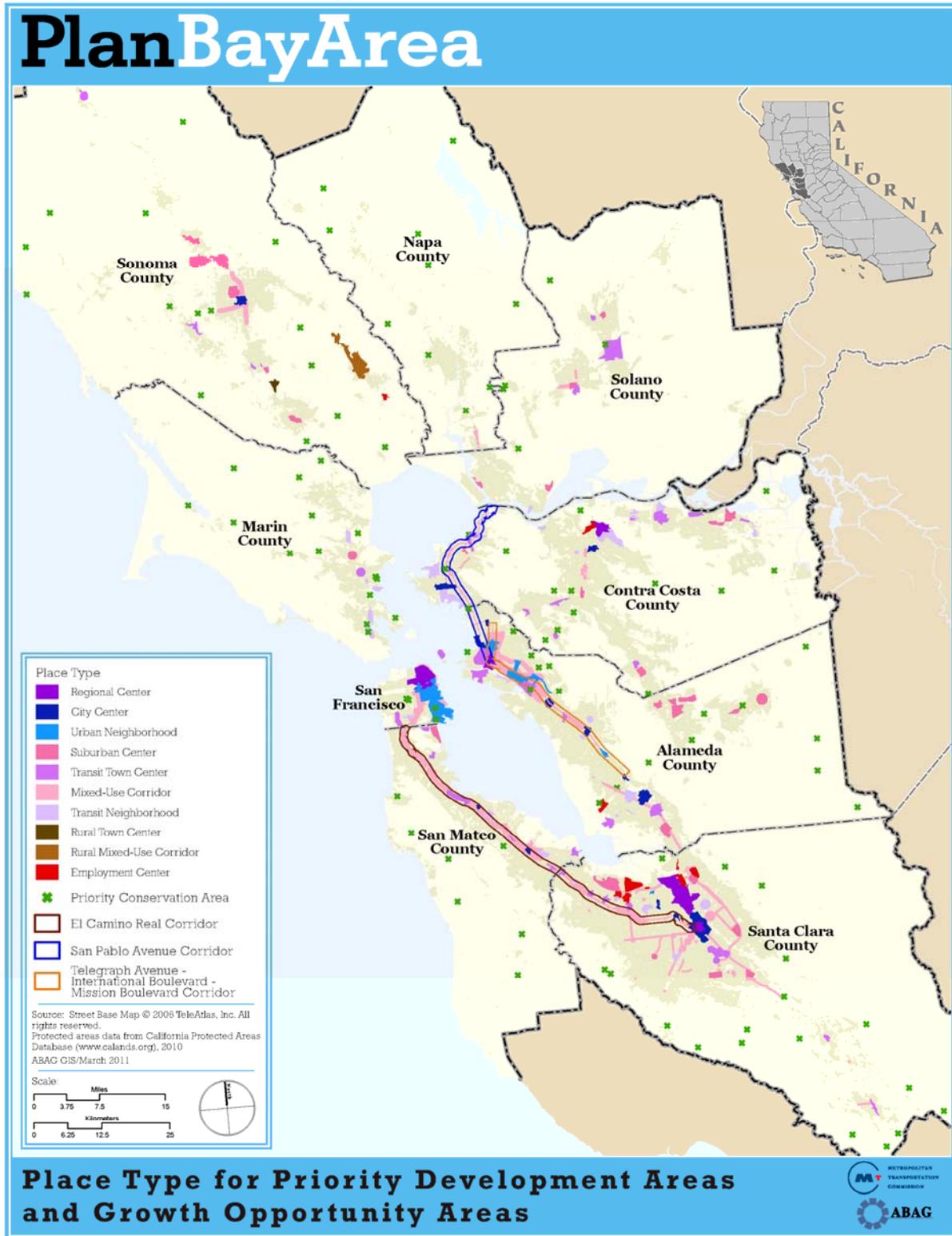
Between 2010 and 2035, regional centers continue to lead the growth in households in the region. San Jose, San Francisco, and Oakland will add 286,000 households, almost one third of the regional total. In each of these cities’ downtown areas, this level of growth represents a major change in scale and character, a shift towards high-rise residential buildings, and in outer neighborhoods, higher-density development along transit corridors. At the same time, medium size cities that range from city centers to transit town centers are also assuming major growth responsibilities. Fremont, Santa Rosa, Berkeley, Hayward, Richmond, Concord, and Santa Clara, for example, are adding between 10,000 to 20,000 households. See jurisdiction tables at the end of Section 2.3 for more details about city-wide growth.

Growth Along Existing Transportation Network

San Francisco is an appropriate location for a significant portion of the region’s future housing. It has reliable, frequent BART and Caltrain service, Muni light rail and bus lines, ferry service, future high-speed rail service, as well as considerable existing commercial and retail density. In 2035, San Francisco as a whole is expected to have 436,800 households, an increase of 90,100 households. Eighty-one percent of these new households will be in the city’s varied PDAs. The Downtown-Van Ness-Geary PDA, a regional center, will take on the greatest share of growth at 19,000 households, while the Bayview/Hunters Point Shipyard/Candlestick Point PDA, an urban neighborhood, will contribute 11,200 households. Treasure Island will add 7,200 households, and new 4,100 households are expected in the Transbay Terminal PDA.

Along the Peninsula, Caltrain, BART, and Valley Transportation Authority (VTA) rail systems connect numerous communities, as well as the region’s two biggest employment centers, San Francisco and San Jose. Many of these systems’ stations are within walking distance from El Camino Real, or the planned “Grand Boulevard” corridor, which crosses through and connects numerous PDAs around the downtowns and commercial streets along the Peninsula, from South San Francisco in the north, to San Jose in the south. SamTrans and VTA provide frequent bus service along this corridor.

Map 2.1: Place Types for Priority Development Areas and Growth Opportunity Areas in the San Francisco Bay Area



In San Mateo County, Daly City, Redwood City, San Mateo and South San Francisco are expected to take on the largest shares of the county's total growth, totaling 55 percent, or 51,500 new households. Forty-three percent of this growth will be accommodated by these cities' PDAs, ranging from city centers to transit town centers. In Redwood City, new Growth Opportunity Areas could accommodate an additional 2,560 households.

In Santa Clara County, the PDAs along the Caltrain, El Camino Real, and VTA corridors are expected to add about 110,500 new households by 2035, while new Growth Opportunity Areas in the county could accommodate an additional 65,000 households. This combined growth would account for around 69 percent of the county's total growth, greatly improving residents' transit access to major Silicon Valley and Peninsula employment centers. San Jose, a major node along this corridor, is expected to take on the largest share of any city (15 percent) of the region's total growth.

In the inner East Bay, BART connects the communities of Richmond, El Cerrito, Berkeley, Oakland, San Leandro, Hayward, Union City, and Fremont. In close proximity to this transit spine are two mixed-use corridors, San Pablo Avenue and Telegraph Avenue-International Boulevard-Mission Boulevard, which further link these inner East Bay communities as far north in Contra Costa as Hercules and Rodeo. AC Transit, Amtrak Capitol Corridor, and the Altamont Commuter Express (ACE) currently provide transit service to these communities, and Bus Rapid Transit is expected to be developed in the future along the San Pablo Avenue and Telegraph Avenue-International Boulevard-Mission Boulevard corridors.

The PDAs along the San Pablo Avenue corridor in Contra Costa County are expected to have nearly 45,000 new households, approximately one-third of the household growth projected for Contra Costa County. The Richmond and El Cerrito PDAs, with a total of 22,000 new units collectively, will be the largest nodes of growth along this corridor. With forecasted growth of over 25,500 households, Richmond is expected to add the most households in Contra Costa County between 2010 and 2035. It will be the second-largest city in the county, after Concord.

In Alameda County, Oakland, the East Bay's largest employment and transit hub, will take on 30 percent of the county's total growth—the largest share of any jurisdiction. The approximately 65,500 new households in Oakland will be distributed primarily among the city's seven Priority Development Areas. Oakland's Downtown & Jack London Square PDA, a Regional Center, will take on approximately 17,000 new households, while the nearby West Oakland PDA will grow by about 8,200 households.

Berkeley and Emeryville, two major employment centers, will collectively take on over 10 percent of the county's household growth. These cities' PDAs, which account for a majority of their growth, are already well-established, higher-density mixed-use neighborhoods. In particular, the Downtown Berkeley PDA will grow by almost 4,900 households, while the Emeryville Mixed-Use Core PDA will have approximately 7,300 new households.

Alameda County's inner East Bay corridor, from San Leandro to Fremont, is expected to add over 75,000 new households by 2035. After Oakland, Fremont will take on the largest share (13 percent) of the county's growth. Its three PDAs plus its two new Growth Opportunity Areas will

account for nearly 8,500 new households. The four cities of Hayward, Newark, San Leandro, and Union City will have nearly 147,000 households by 2035, growing by 35,000. The majority of the growth in these cities is centered on their PDAs, most of which have existing or planned heavy-rail transit service.

The 14 Growth Opportunity Areas in Alameda County's inner East Bay communities are expected to take on approximately 9,400 new households by 2035.

The Tri-Valley communities are linked to the rest of the region via BART to Dublin, ACE rail service, and Central Contra Costa Transit Authority County Connection bus service. The four major cities in the Tri-Valley—Pleasanton, Livermore, San Ramon, and Dublin—are all major East Bay job centers. These communities are expected to grow by nearly 54,000 households by 2035, each expecting to add between 9,700 and 16,700 new households. The eight PDAs in these communities will accommodate 35 percent of these expected new households.

Central Contra Costa County—consisting of the major employment centers of Walnut Creek, Pleasant Hill, and Concord, as well as the smaller communities of Moraga, Lafayette, Orinda, and Martinez—is expected to take on 22 percent of Contra Costa County's total household growth. All of these communities are connected via the BART to Pittsburg line, with the exception of Martinez, which has Amtrak Capitol Corridor service, and Moraga, with County Connection local bus service. With forecasted growth of over 19,000 households, Concord is expected to take on the second largest share of growth in Contra Costa County between 2010 and 2035. The bulk of this growth will occur in the Los Medanos (Concord Naval Weapons Station) PDA, a new regional center, as well as new Growth Opportunity Area in the existing downtown commercial core. Walnut Creek's West Downtown PDA will account for about four percent of the county's growth. The city's overall level of growth remains low compared with other major employment centers throughout the region. The PDAs in Pleasant Hill, Martinez, and the "Lamorinda" communities are forecasted to collectively take on four percent of the county's growth.

Solano County is linked to the rest of the Bay Area and the Sacramento region by Amtrak Capitol Corridor service. In 2035, Solano County is expected to have about 188,000 households—an increase of about 40,000 from 2010. The cities expected to add the most households are Fairfield (16,400), Vacaville (9,200), and Vallejo (5,800). These cities have identified several suburban centers, transit town centers, and mixed-use corridors where growth will be accommodated. Nearly all of the growth in Fairfield will be in one of the city's four PDAs, which encompass the downtown, the Fairfield-Vacaville Amtrak station, and several of the city's major mixed-use corridors. Growth is also planned in Downtown Benicia, a transit neighborhood, and in the Downtown and Waterfront area near the Amtrak station in Suisun City, a transit town center. For Solano County as a whole, almost 60 percent of household growth over the next 25 years will occur in a Priority Development Area or Growth Opportunity Area.

Although Napa County has no rail service, the Napa VINE provides connections between the cities in Napa County and the Vallejo ferry terminal where riders can connect to San Francisco. Napa County is projected to add approximately 4,800 households over the next 25 years, for a total of approximately 56,000 in 2035. Approximately half (54 percent) of this growth will occur

in the city of Napa, which accounts for 57 percent of the county's total households in 2035. American Canyon is expected to add more than 1,600 households between 2010 and 2035—34 percent of the county's forecasted growth. All of this growth will be in the city's PDA, the Highway 29 Mixed-Use Corridor.

Growth Along Future Transit Corridors

The planned BART to Silicon Valley extension will connect Santa Clara County residents to the existing 104-mile BART system and the major regional employment centers along the Peninsula, and in San Francisco, Oakland, and the East Bay. Stations are planned in Milpitas, San Jose and Santa Clara, connecting to the existing BART system at Fremont. The extension of BART into Santa Clara County will enhance connections to Caltrain, VTA light rail and buses, Altamont Commuter Express, and Amtrak Capitol Corridor, with planned connections to Mineta San Jose International Airport and high-speed rail, significantly extending the reach of the regional transit network.

San Jose, the largest node along this corridor and the region's largest city, is expected to grow by 131,000 new households and will have approximately 436,000 households by 2035—nearly half of Santa Clara County's total. The San Jose downtown area PDAs, where BART will connect at Diridon Station, along with the North San Jose PDA will take on 45 percent of this growth. The other PDAs and Growth Opportunity Areas in San Jose are expected to add over 54,000 new households. These areas, outside of the core of San Jose, are linked to the larger Santa Clara County transit network via VTA.

Milpitas and Santa Clara are expected to add approximately 44,000 new households, collectively. Twenty-five percent of this growth will occur in the PDAs and Growth Opportunity Areas near the planned BART stations in these cities. Additionally, Growth Opportunity Areas along bus and light-rail corridors in the city of Santa Clara are expected to take on 16,200 of these households. In Fremont, the Warm Springs station area is expected to grow by almost 800 households.

Much of the growth in the North Bay counties of Sonoma and Marin will be in the communities along the Sonoma-Marina Area Rail Transit (SMART) line and in the town centers of smaller communities. SMART will link the cities along the Highway 101 corridor, from Cloverdale in the north to Larkspur in the south, where riders can catch a ferry to San Francisco. The SMART stations in the bigger cities, such as Santa Rosa, San Rafael, Petaluma, Rohnert Park, and Windsor, are city centers or suburban centers, while the stations in smaller cities, such as Cloverdale and Cotati, are transit town centers.

In Sonoma County, nearly half of projected growth will occur in Santa Rosa—by far the county's largest city with more than 83,000 households in 2035. Of the growth in Santa Rosa, 55 percent will occur near the city's two future SMART stations (in the Downtown/Railroad Square PDA and near the northern Santa Rosa station). Windsor and Rohnert Park are both expected to add almost 5,000 households over the next 25 years, while Petaluma will grow by about 2,900 households. Much of the rest of the projected household growth in Sonoma County will take place in rural and suburban areas in unincorporated Sonoma County.

Marin County is expected to take on only one percent of the region's growth. Approximately half of Marin County's growth will occur in San Rafael—the county's largest city. San Rafael is expected to add just over 5,000 households, approximately 80 percent of which will be in one of the city's two Priority Development Areas. Unincorporated Marin County is expected to add about 2,700 households, much of which will be in the San Quentin Growth Opportunity Area and the Urbanized 101 Corridor PDA.

Nearly 30 percent of Contra Costa County's household growth is expected to occur in east Contra Costa County. Much of this growth will be spurred by the development of eBART, the extension of the BART to Pittsburg line into eastern Contra Costa. The eBART line will have station stops in Pittsburg and Antioch, providing greater access to the larger Bay Area transit network for eastern county residents. Of the 41,800 new households forecast in this part of the county, one-third are expected to develop at the three station areas along the corridor – Pittsburg-Baypoint, Pittsburg-Railroad Avenue, and Antioch-Hillcrest. Citywide, Antioch and Pittsburg each will take on about 10 percent of the county's growth, accommodating a total of 29,000 new households, primarily within their PDAs. Oakley is expected to have 17,500 households by 2035, growth of approximately 6,600 new households.

2.3 Employment Distribution by 2035

Employment distribution among jurisdictions and the nine counties remains comparable to previous regional forecasts. Only the base numbers and growth rate for the region have changed to reflect recent changes in the economy.

In the Initial Vision Scenario, the regional economy is expected to grow at a higher rate than the nation, building upon the region's concentration in high-growth industries. Growth is expected to continue in professional services, education and healthcare. The hospitality and entertainment sectors will also grow at a fast pace. Manufacturing and wholesale will grow at a slow pace and continue to relocate jobs outside of the region. However, light industries and services that support core industries will solidify and expand. New industries such as green technology will develop and expand jobs across research and manufacturing at selected locations.

In terms of the distribution of job growth in the Initial Vision Scenario, the largest cities outpace the region, as existing employment centers and industry clusters continue to intensify development and add jobs. Employment in the 10 largest cities accounts for more than half of the growth in the region between 2010 and 2035. Slightly more than half of the region's job growth is expected in Santa Clara and Alameda Counties. San Francisco, San Mateo, and Contra Costa Counties are also all expected to add more than 100,000 jobs each. Santa Clara, Sonoma, and Solano are expected to grow faster than other counties by 44, 41, and 40 percent, respectively.

The city of San Jose will absorb a higher share of jobs in the Silicon Valley. Walnut Creek and Concord continue to add office jobs. Pleasanton, Dublin, and San Ramon continue to attract a range of businesses. Santa Rosa strengthens its role as a major employment center in the North Bay. Low-density office parks add more jobs and in some cases housing, while providing transit access.

Table 2.3: Initial Vision Scenario – Total Jobs and Job Growth by County

County	2010 Jobs	2035 Jobs	Job Growth	Percent Change
Alameda	675,600	925,400	249,900	37.0%
Contra Costa	345,900	479,400	133,400	38.6%
Marin	129,700	151,100	21,400	16.5%
Napa	70,100	88,800	18,700	26.7%
San Francisco	544,800	713,700	168,900	31.0%
San Mateo	330,100	452,200	122,100	37.0%
Santa Clara	858,400	1,238,400	380,000	44.3%
Solano	126,300	176,700	50,400	39.9%
Sonoma	190,400	267,600	77,200	40.6%
Regional Total	3,271,300	4,493,300	1,222,000	37.4%

It is important to note that given the Bay Area’s attractiveness for high-value employment and the region’s very high housing costs over the last three to four decades, regional planning and related policies and investments have to date largely focused on housing as it relates to transit-oriented development. The current severe recession, global competition, job losses in key sectors of the regional economy, including technology and manufacturing, and deep fiscal challenges at the state and local levels arguably require a more comprehensive regional planning approach to advance a more competitive regional economy.

Toward this end, the distribution of jobs will be further analyzed for the Detailed Scenarios. This analysis will assess whether additional investments in Priority Development Areas and new Growth Opportunity Areas will support additional job growth reflected in local plans, as well as policies such as how employer transportation demand management might shift commute patterns for jobs with quality transit access.

Table 2.4: Initial Vision Scenario – Household and Job Totals and Growth by Jurisdiction

Alameda County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Alameda	31,774	39,873	8,099	25.5%	25,347	37,416	12,069	47.6%
Albany	7,150	9,317	2,167	30.3%	4,476	4,974	498	11.1%
Berkeley	46,146	61,876	15,730	34.1%	69,782	78,575	8,794	12.6%
Dublin	15,572	32,216	16,644	106.9%	18,058	33,400	15,342	85.0%
Emeryville	5,770	13,260	7,490	129.8%	18,198	25,479	7,281	40.0%
Fremont	71,004	98,564	27,560	38.8%	86,839	128,484	41,645	48.0%
Hayward	46,300	61,283	14,982	32.4%	66,135	84,730	18,595	28.1%
Livermore	28,662	40,801	12,138	42.3%	28,485	46,930	18,445	64.8%
Newark	13,530	19,331	5,802	42.9%	19,049	21,799	2,750	14.4%
Oakland	160,567	226,019	65,453	40.8%	187,328	254,846	67,518	36.0%
Piedmont	3,810	3,820	10	0.3%	2,091	2,171	80	3.8%
Pleasanton	24,034	33,819	9,785	40.7%	52,775	70,158	17,382	32.9%
San Leandro	31,647	40,447	8,800	27.8%	38,532	51,606	13,074	33.9%
Union City	20,420	25,900	5,480	26.8%	17,919	33,560	15,642	87.3%
Alameda County Unincorporated	51,265	63,872	12,606	24.6%	40,576	51,320	10,744	26.5%
Countywide Total	557,651	770,397	212,746	38.2%	675,591	925,449	249,859	37.0%

Contra Costa County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Antioch	32,668	46,365	13,697	41.9%	18,529	37,530	19,001	102.5%
Brentwood	18,250	24,284	6,034	33.1%	6,766	7,731	965	14.3%
Clayton	3,966	4,090	124	3.1%	874	1,158	284	32.5%
Concord	46,296	65,624	19,328	41.7%	58,731	88,097	29,366	50.0%
Danville	16,574	17,920	1,346	8.1%	12,837	13,610	772	6.0%
El Cerrito	10,422	20,905	10,483	100.6%	5,154	7,917	2,763	53.6%
Hercules	8,361	17,431	9,070	108.5%	2,747	5,344	2,597	94.5%
Lafayette	9,589	11,068	1,479	15.4%	10,087	10,898	810	8.0%
Martinez	14,769	16,156	1,387	9.4%	16,919	17,845	926	5.5%
Moraga	5,811	6,995	1,184	20.4%	4,603	5,525	922	20.0%
Oakley	10,835	17,508	6,673	61.6%	2,720	7,378	4,658	171.3%
Orinda	6,868	8,788	1,920	28.0%	5,689	6,352	663	11.6%
Pinole	7,336	12,623	5,287	72.1%	5,280	6,410	1,130	21.4%
Pittsburg	20,849	36,261	15,412	73.9%	12,432	24,657	12,224	98.3%
Pleasant Hill	15,247	17,861	2,614	17.1%	13,815	19,148	5,333	38.6%
Richmond	37,897	63,439	25,542	67.4%	37,077	57,222	20,145	54.3%
San Pablo	9,975	13,027	3,052	30.6%	5,403	8,025	2,622	48.5%
San Ramon	22,061	36,682	14,621	66.3%	36,286	48,905	12,619	34.8%
Walnut Creek	33,890	40,244	6,354	18.7%	49,309	56,967	7,659	15.5%
Contra Costa County Unincorporated	61,016	69,382	8,366	13.7%	40,672	48,654	7,982	19.6%
Countywide Total	392,680	546,653	153,973	39.2%	345,931	479,373	133,442	38.6%

Marin County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Belvedere	949	969	20	2.1%	776	838	62	8.0%
Corte Madera	3,948	4,721	773	19.6%	6,482	9,202	2,720	42.0%
Fairfax	3,301	3,361	60	1.8%	1,642	1,923	281	17.1%
Larkspur	8,036	8,377	341	4.2%	6,708	7,158	451	6.7%
Mill Valley	6,267	6,631	364	5.8%	8,181	9,900	1,719	21.0%
Novato	20,375	21,153	778	3.8%	25,385	30,753	5,368	21.1%
Ross	780	790	10	1.3%	827	924	97	11.7%
San Anselmo	5,310	5,370	60	1.1%	4,754	5,170	416	8.8%
San Rafael	23,164	28,209	5,045	21.8%	43,649	50,324	6,676	15.3%
Sausalito	4,310	4,400	90	2.1%	6,543	7,740	1,198	18.3%
Tiburon	3,844	4,242	398	10.4%	3,494	3,997	503	14.4%
Marin County Unincorporated	26,162	28,900	2,738	10.5%	21,238	23,166	1,927	9.1%
Countywide Total	106,447	117,124	10,678	10.0%	129,679	151,097	21,418	16.5%

Napa County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
American Canyon	5,761	7,392	1,632	28.3%	2,204	4,321	2,117	96.0%
Calistoga	2,140	2,171	31	1.4%	2,748	3,243	495	18.0%
Napa	29,440	32,019	2,579	8.8%	34,272	44,565	10,293	30.0%
St. Helena	2,440	2,533	93	3.8%	5,763	6,191	428	7.4%
Yountville	1,110	1,230	120	10.8%	2,104	2,624	520	24.7%
Napa County Unincorporated	10,370	10,716	346	3.3%	23,044	27,894	4,850	21.0%
Countywide Total	51,260	56,061	4,801	9.4%	70,136	88,838	18,703	26.7%

San Francisco County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
San Francisco	346,680	436,794	90,114	26.0%	544,755	713,651	168,897	31.0%
Countywide Total	346,680	436,794	90,114	26.0%	544,755	713,651	168,897	31.0%

San Mateo County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Atherton	2,490	2,580	90	3.6%	2,485	2,632	147	5.9%
Belmont	10,740	12,759	2,019	18.8%	6,635	11,738	5,102	76.9%
Brisbane	1,730	5,324	3,594	207.7%	7,991	17,402	9,411	117.8%
Burlingame	13,247	19,431	6,184	46.7%	21,905	26,728	4,823	22.0%
Colma	460	1,372	912	198.3%	3,111	4,310	1,199	38.5%
Daly City	31,261	43,095	11,834	37.9%	16,772	27,084	10,312	61.5%
East Palo Alto	7,780	12,310	4,530	58.2%	2,105	6,484	4,379	208.1%
Foster City	12,210	13,767	1,557	12.8%	13,923	18,560	4,637	33.3%
Half Moon Bay	4,440	4,730	290	6.5%	4,355	5,539	1,184	27.2%
Hillsborough	3,837	4,589	752	19.6%	1,624	2,277	653	40.2%
Menlo Park	12,432	17,563	5,130	41.3%	25,145	29,501	4,356	17.3%
Millbrae	8,308	12,910	4,602	55.4%	6,731	10,238	3,507	52.1%
Pacifica	14,320	14,600	280	2.0%	6,051	7,467	1,415	23.4%
Portola Valley	1,730	1,780	50	2.9%	1,686	1,888	202	12.0%
Redwood City	29,620	41,032	11,412	38.5%	48,682	63,717	15,035	30.9%
San Bruno	15,262	21,699	6,437	42.2%	13,537	17,938	4,401	32.5%
San Carlos	11,909	15,707	3,798	31.9%	15,024	21,976	6,952	46.3%
San Mateo	38,643	56,678	18,035	46.7%	43,337	58,896	15,559	35.9%
South San Francisco	20,288	30,522	10,234	50.4%	41,328	54,485	13,157	31.8%
Woodside	2,029	2,059	30	1.5%	2,381	2,498	117	4.9%
San Mateo County Unincorporated	21,780	23,830	2,050	9.4%	45,326	60,869	15,542	34.3%
Countywide Total	264,516	358,337	93,821	35.5%	330,135	452,226	122,091	37.0%

Santa Clara County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Campbell	16,892	21,002	4,110	24.3%	22,099	26,897	4,798	21.7%
Cupertino	19,830	21,588	1,758	8.9%	30,513	35,283	4,770	15.6%
Gilroy	14,330	22,118	7,788	54.3%	16,652	22,666	6,014	36.1%
Los Altos	10,670	11,968	1,298	12.2%	10,250	11,511	1,261	12.3%
Los Altos Hills	3,053	3,088	35	1.1%	1,845	1,937	93	5.0%
Los Gatos	12,430	13,151	721	5.8%	18,275	20,700	2,425	13.3%
Milpitas	19,030	38,758	19,728	103.7%	46,784	55,624	8,840	18.9%
Monte Sereno	1,229	1,269	40	3.3%	400	532	132	33.1%
Morgan Hill	12,399	20,040	7,641	61.6%	12,698	20,806	8,109	63.9%
Mountain View	32,114	50,348	18,234	56.8%	50,074	64,507	14,434	28.8%
Palo Alto	26,705	38,692	11,987	44.9%	73,303	78,163	4,860	6.6%
San Jose	305,087	435,585	130,498	42.8%	342,799	593,219	250,420	73.1%
Santa Clara	43,403	67,672	24,269	55.9%	103,186	138,386	35,200	34.1%
Saratoga	11,000	11,118	118	1.1%	6,826	7,279	453	6.6%
Sunnyvale	54,170	73,425	19,255	35.5%	72,392	96,408	24,016	33.2%
Santa Clara County Unincorporated	31,604	37,991	6,386	20.2%	50,304	64,481	14,177	28.2%
Countywide Total	613,947	867,813	253,866	41.3%	858,399	1,238,400	380,001	44.3%

Solano County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Benicia	11,329	13,527	2,198	19.4%	14,043	17,485	3,442	24.5%
Dixon	5,617	8,222	2,605	46.4%	4,330	7,239	2,909	67.2%
Fairfield	36,061	52,476	16,415	45.5%	42,864	60,579	17,716	41.3%
Rio Vista	3,540	4,737	1,197	33.8%	1,191	2,327	1,136	95.3%
Suisun City	9,132	10,548	1,415	15.5%	3,210	4,637	1,428	44.5%
Vacaville	32,620	41,775	9,155	28.1%	23,422	35,030	11,608	49.6%
Vallejo	42,043	47,814	5,771	13.7%	28,415	38,258	9,843	34.6%
Solano County Unincorporated	7,817	8,677	860	11.0%	8,853	11,156	2,302	26.0%
Countywide Total	148,160	187,776	39,616	26.7%	126,328	176,711	50,383	39.9%

Sonoma County	Households				Jobs			
	2010	2035	Growth	Percent Change	2010	2035	Growth	Percent Change
Cloverdale	3,211	4,639	1,428	44.5%	1,430	1,961	531	37.1%
Cotati	2,832	3,387	555	19.6%	2,043	2,192	149	7.3%
Healdsburg	4,390	5,284	894	20.4%	5,111	6,193	1,082	21.2%
Petaluma	21,775	24,713	2,938	13.5%	26,968	34,870	7,902	29.3%
Rohnert Park	15,718	20,395	4,677	29.8%	13,566	21,506	7,940	58.5%
Santa Rosa	62,886	83,010	20,124	32.0%	72,324	117,005	44,680	61.8%
Sebastopol	3,325	3,595	270	8.1%	4,753	5,333	581	12.2%
Sonoma	4,476	5,036	560	12.5%	7,005	7,924	919	13.1%
Windsor	8,884	13,809	4,925	55.4%	5,154	7,782	2,628	51.0%
Sonoma County Unincorporated	60,933	67,505	6,572	10.8%	52,015	62,822	10,807	20.8%
Countywide Total	188,430	231,373	42,943	22.8%	190,369	267,588	77,219	40.6%

2.4 Evaluation of Initial Vision Scenario

The Initial Vision Scenario has been evaluated against a set of performance targets and has also undergone a preliminary equity analysis. The performance targets were adopted by MTC and ABAG for the Sustainable Communities Strategy and the Regional Transportation Plan in January 2011. The equity indicators were discussed with the Regional Equity Working Group in February 2011.

2.4.1 Performance Targets

The performance targets reflect a comprehensive set of goals for regional transportation and land use planning, including climate protection, adequate housing, healthy and safe communities, open space and agricultural preservation, equitable access, economic vitality, and transportation system effectiveness. Table 2.5 provides the results of the performance target analysis for the Initial Vision Scenario.

Two of the performance targets (targets 1 and 2 below) are required by state legislation, while a third target is based on a federal standard (target 3 below):

1. Greenhouse Gas Emissions Reduction Target: The California Air Resources Board (CARB) has set regional targets for each Metropolitan Planning Organization to reduce carbon dioxide emissions from cars and light trucks for years 2020 and 2035.
2. Housing Target: SB 375 effectively requires each region to set target levels for 25 years of housing growth based on accommodating all population growth by income level.
3. Fine Particulate Matter (PM_{2.5}): the US Environmental Protection Agency has designated the Bay Area as not meeting air quality standards for particulate matter less than micrometers PM_{2.5} and MTC must demonstrate the SCS/RTP conforms to the new standard.

This assessment provides a first overview of how household growth focused on selected place types and transit networks could meet regional goals. This Initial Vision Scenario outlines major progress toward the comprehensive sustainability and equity goals of the region, but remains short in some areas. The Initial Vision Scenario meets the housing goal as it is embedded as an assumption for this scenario. About 97 percent of the growth in housing units is distributed within the urban footprint; it is assumed that the remaining 3 percent outside the urban footprint will be very-low-density housing that is allowable under existing development rules of the respective jurisdictions. When compared to previous forecasts, this scenario introduces major improvements on climate protection, with an expected reduction of CO₂ emissions from cars and light trucks by 12 percent. However, it remains short of the official targets established by the California Air Resources Board by three percent.

The performance of the Initial Vision Scenario with respect to the targets related to healthy and safe communities, equitable access, and transportation system effectiveness is mixed, indicating some improvements over previous trends and previous forecasts, but also the need for additional efforts and strategies. Relative to air quality, this scenario will reduce premature deaths by 25 percent, exceeding the target of 10 percent. This is primarily due to California Air Resources Board regulations that reduce emissions from diesel trucks. Overall, coarse particulate matter (PM₁₀) emissions will be reduced by 10 percent, less than half of the target. Fatalities and severe injuries from collisions increase, rather than go down. This is connected to the fact that more people are walking and biking. The amount of time people spend walking and biking for transportation increases from 9 minutes per day to 11 minutes, but falls short of the target of 15 minutes per day. The Initial Vision Scenario meets the targeted reduction of housing and transportation costs for low-income residents; however, this reflects the assumption embedded in the scenario that the region's total demand for housing at all income levels is met. Similarly, the unconstrained financing assumption of the scenario means that the road repair and transit asset targets are also met.

With the ninth target, average per-trip transit distance and time increases slightly under the Initial Vision Scenario, while the target proposes a reduction by 10 percent. However, this is the result of an increase in the overall length of transit trips, as longer transit trips become more convenient and more travelers switch from auto to transit for these trips.

Table 2.5: Performance Target Results for the Initial Vision Scenario

GOAL/OUTCOME	#	TARGET	RESULT
CLIMATE PROTECTION	1	Reduce per-capita CO ₂ emissions from cars and light-duty trucks by 15%	12% reduction
ADEQUATE HOUSING	2	House 100% of the region's projected 25-year growth by income level (very-low, low, moderate, above-moderate) without displacing current low-income residents	100% housing need met
HEALTHY & SAFE COMMUNITIES	3	Reduce premature deaths from exposure to particulate emissions: <ul style="list-style-type: none"> • Reduce premature deaths from exposure to fine particulates (PM_{2.5}) by 10% • Reduce coarse particulate emissions (PM₁₀) by 30% • Achieve greater reductions in highly impacted areas 	<ul style="list-style-type: none"> • Premature deaths reduced by 24%* • PM₁₀ emissions reduced by 10% • Highly impacted area results not available at this time
	4	Reduce by 50% the number of injuries and fatalities from all collisions (including bike and pedestrian)	21% increase
	5	Increase the average daily time walking or biking per person for transportation by 60% (for an average of 15 minutes per person per day)	11 minutes per day
OPEN SPACE AND AGRICULTURAL PRESERVATION	6	Direct all non-agricultural development within the urban footprint (existing urban development and urban growth boundaries)	97% of households within urban footprint
EQUITABLE ACCESS	7	Decrease by 10% the share of low-income and lower-middle-income residents' household income consumed by transportation and housing	3% decrease in share of income spent on housing
ECONOMIC VITALITY	8	Increase gross regional product (GRP) by 90% – an average annual growth rate of approximately 2% (in current dollars)	Not available at this time
TRANSPORTATION SYSTEM EFFECTIVENESS	9	Decrease per-trip travel time by 10% <ul style="list-style-type: none"> • Decrease average per-trip travel time by 10% for non-auto modes • Decrease automobile vehicle miles traveled (VMT) per capita by 10% 	<ul style="list-style-type: none"> • Non-auto trip-time increase by 7% (1 minute) • VMT per capita reduced by 10%

*Preliminary results

2.4.2 Equity Assessment

The equity analysis reveals whether the benefits and burdens forecast by the performance targets are equally distributed between low- and non-low-income households. Where possible, these outcomes are also compared with current conditions. The intent of this preliminary analysis is to identify potential negative regional equity results at the beginning of the planning process.

Understanding where current disparities exist for low-income households and how the Sustainable Communities Strategy might address them will be the subject of future analyses. Additional measures may include wages, existing school performance, and jobs/housing match.

Table 2.6: Results of Equity Analysis of Performance Targets for the Initial Vision Scenario

GOAL/OUTCOME	TARGET	CURRENT CONDITIONS	2035 RESULT
CLIMATE PROTECTION	<i>Decrease automobile vehicle miles traveled per capita by 10%*</i>	Low-income households: 9 miles a day	Low-income households: 14% reduction
		Non-low-income households: 18 miles a day	Non-low-income households: 11% reduction
ADEQUATE HOUSING	<i>House 100% of the region's projected 25-year growth by income level (very-low, low, moderate, above-moderate) without displacing current low-income residents</i>	Not available	Adequate housing for all projected residents, based on scenario assumptions.
HEALTHY AND SAFE COMMUNITIES	<i>Increase the average daily time walking or biking per person for transportation by 60% (for an average of 15 minutes per person per day)</i>	Low-income households: 11 minutes a day	Low-income households: 13 minutes a day;
		Non-low-income households: 9 minutes a day	Non low-income households: 10 minutes a day
ECONOMIC VITALITY	<i>Average travel time per work or school trip*</i>	Low-income households: 19 minutes	Low-income households: 2% increase
		Non-low-income households: 20 minutes	Non-low-income households: 2% increase
	<i>Average daily travel costs*</i>	Low-income households: \$2.79 per typical day	Low-income households: 17% increase
		Non-low-income households: \$4.59 per	Non-low-income households: 21%

		typical day	increase
TRANSPORTATION SYSTEM EFFECTIVENESS	<i>Decrease average per-trip travel time by 10% for non-auto modes</i>	Low-income households: 24 minutes	Low-income households: 2% increase
		Non-low-income households: 25 minutes	Non-low-income households: 8% increase

* These goals required a substitute target. Data or methods of analysis are not available for all targets.

3. COUNTY VISION SCENARIOS

The Initial Vision Scenario distributes growth in each Bay Area county based on the same overarching principle of concentrating development in transit-served areas to create more sustainable communities. However, since each county has its own unique characteristics, each county vision scenario was carefully shaped to reflect differences in history, geography, development patterns, and local planning efforts.

The following narratives convey a vision of how growth over the next quarter century might transform each county’s Priority Development Areas and Growth Opportunity Areas. They also describe how residents might benefit from the increased housing and transportation choices, better access to jobs and services, and protection of natural resources that would result from a more focused growth pattern.

Table 3.1: Initial Vision Scenario – Total Households and Household Growth by County and Priority Development Areas and Growth Opportunity Areas

County	2010 Households	2035 Households	Household Growth	Percent Change
Alameda	557,700	770,400	212,700	38%
PDA's and Growth Opportunity Areas	161,100	293,700	132,600	82%
Contra Costa	392,700	546,700	154,000	39%
PDA's and Growth Opportunity Areas	35,100	135,700	100,600	287%
Marin	106,400	117,100	10,700	10%
PDA's and Growth Opportunity Areas	4,700	10,900	6,200	134%
Napa	51,300	56,100	4,800	9%
PDA's and Growth Opportunity Areas	300	1,900	1,600	618%
San Francisco	346,700	436,800	90,100	26%
PDA's and Growth Opportunity Areas	346,700	436,800	90,100	26%
San Mateo	264,500	358,300	93,800	36%
PDA's and Growth Opportunity Areas	87,400	162,700	75,300	86%
Santa Clara	613,900	867,800	253,900	41%
PDA's and Growth Opportunity Areas	78,300	253,800	175,600	224%
Solano	148,200	187,800	39,600	27%
PDA's and Growth Opportunity Areas	4,100	26,600	22,500	543%
Sonoma	188,400	231,400	42,900	23%
PDA's and Growth Opportunity Areas	25,200	55,500	30,300	121%
Regionwide	2,669,800	3,572,300	902,600	34%
PDA's and Growth Opportunity Areas	742,800	1,377,700	634,800	85%

Alameda County

Nestled between the hills of the Diablo Range to the east and the San Francisco Bay to the west, Alameda County attracts residents and businesses because of its central location, diverse economy, unique communities, and natural beauty. Alameda County has long been a hub of economic activity. Starting in the late 1880s, the railroads and seaport in Oakland drew manufacturing and industry that spread to other waterfront cities, including Berkeley, Alameda, Emeryville, San Leandro, and Hayward. More jobs brought more residents, and new neighborhoods soon developed along major transportation routes, including rail and streetcar lines. The cities grew as construction of bridges, highways, and transit services enabled efficient access to San Francisco and the emerging job centers in Silicon Valley and the Peninsula. As cars became prevalent and roadways expanded, growth reached outward. The communities of Dublin, Pleasanton, Livermore, and Fremont developed rapidly during the 1960s and 1970s.

During the late 20th century, Alameda County residents became concerned about the rate at which growth was consuming open space. The hillsides, ridgelines, ranchlands, and waterfront that helped define the county's sense of place were threatened. A desire to protect these natural resources prompted a shift toward more compact development. County voters approved Measure D in 2000 establishing a county-wide urban growth boundary and preventing the subdivision of ranchland. Salt ponds along the bay were transformed into a national wildlife refuge. The county also identified 19 Priority Conservation Areas, which included key wildlife habitats, scenic resources, trails and recreational areas. Protecting these spaces will ensure that visitors can continue to appreciate the dramatic views of the hills and bay and enjoy access to trails that provide an important connection to the natural environment.

The Initial Vision Scenario foresees Alameda County by 2035 as a network of compact downtowns, mixed-use neighborhoods, and employment centers connected by high-quality transit service, including rail lines and buses. Directing new homes and jobs into neighborhoods along major transportation corridors will help it remain one of the drivers of the Bay Area economy.

Downtown Oakland will be a vibrant regional center and the primary job center in the East Bay. It will have residential buildings, high-rise offices, and regional- and local-serving retail clustered around the 12th Street and 19th Street BART stations. The transit network will connect downtown to other job-rich neighborhoods, including West Oakland, Fruitvale/Diamond and the MacArthur Transit Village. Other transit-served locations will also be county job centers, including the Emeryville, Fremont, and Berkeley city centers, as well as the Hacienda Business Park in Pleasanton. Transit improvements, such as the extension of BART to Silicon Valley, will give county residents even greater access to job opportunities, and help attract new businesses.

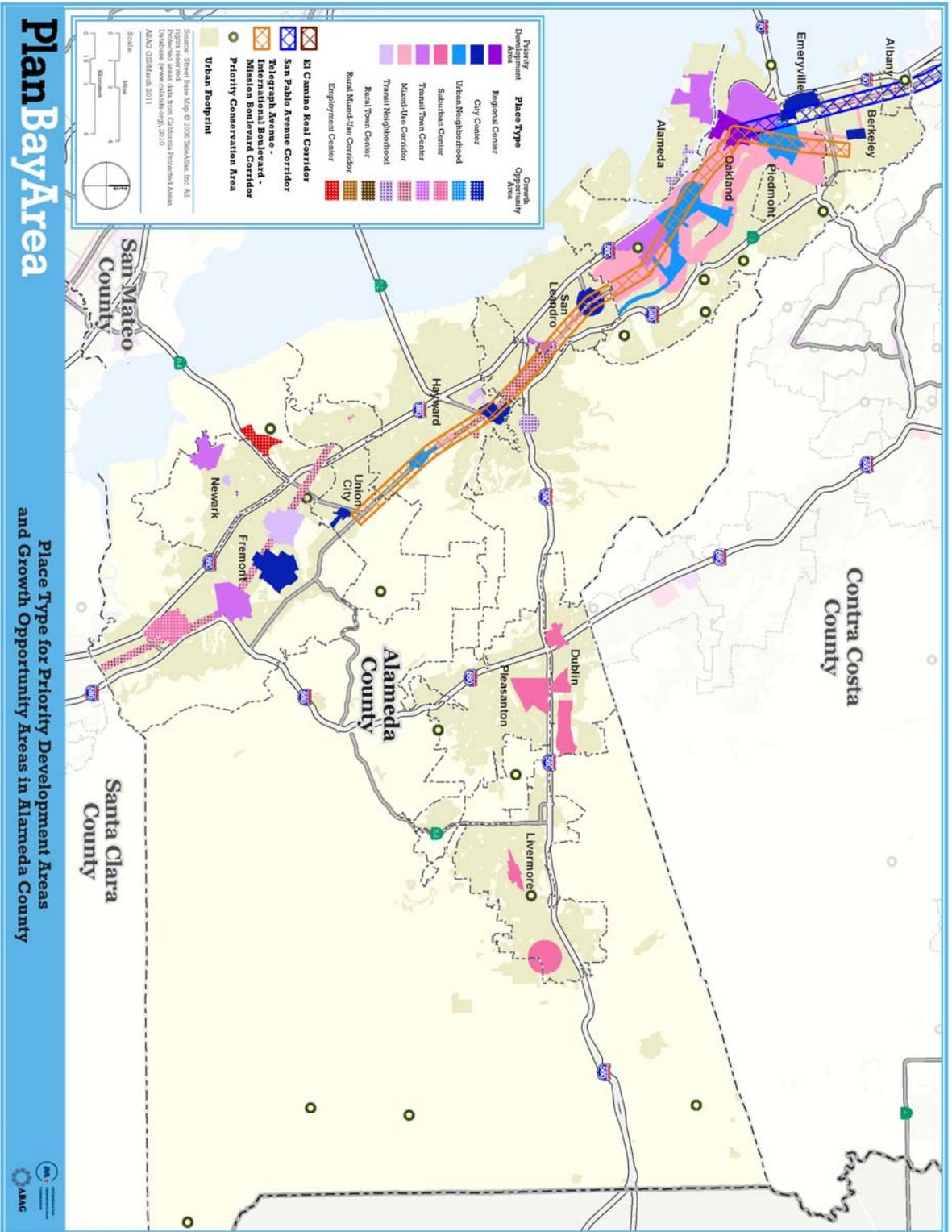
The Port of Oakland will remain one of the West Coast's busiest. Other industrial hubs that were at the heart of Alameda County's early growth will have been modernized. Areas such as West Berkeley, Emeryville, West Oakland, and Warm Springs in Fremont already are home to new light industries and services, especially in the clean-tech sector, which includes renewable energy, green building, and other sustainable industries. This trend is expected to continue. Other areas that no longer support industrial functions, such as Alameda Point, the Dumbarton in

Newark, and the Cannery neighborhood in Hayward, will have transitioned to transit town centers and transit neighborhoods that include a mix of residential, retail, and employment uses.

By 2035, transit corridors, such as San Pablo Avenue in the north, Fremont Boulevard in the south, and the Telegraph Avenue-International Boulevard-Mission Boulevard corridor that extends from Berkeley to Union City, will provide essential connections among the city centers, transit town centers, urban neighborhoods, and transit neighborhoods that have experienced significant growth over the past several decades. Travel along these corridors will be fast and efficient. Bus Rapid Transit and local buses will offer links to BART, Altamont Commuter Express (ACE), and Amtrak Capitol Corridor train stations, providing flexible options for people to get around. The Ohlone Greenway, East Bay Greenway, Iron Horse Trail, and other trails will provide safe and enjoyable routes for bicyclists and pedestrians.

Three- to six-story residential buildings along these mixed-use corridors will provide affordable housing choices for people of all ages and incomes, with stores, services, offices, parks, and public facilities clustered at key intersections and transit stops. These nodes will serve the daily needs of people living in nearby apartments, condominiums, and townhomes, as well as residents of surrounding lower-density neighborhoods. The inviting streetscapes and pedestrian scale will make it easy and safe for transit users, pedestrians, and bicyclists to shop locally or travel to other destinations along the corridor.

In the Tri-Valley, access to regional transit, such as BART and ACE, will have spurred higher-density development near the rail stations. Places that were once dominated by automobiles will have become pedestrian-oriented districts with a variety of housing choices and easy access to stores and services. Downtown Livermore residents will be able to walk to catch a show, see a movie, or dine out. In Pleasanton, Hacienda Business Park will redevelop as a mixed-use center. In nearby Dublin the downtown, Transit Center, and Town Center will have become focal points for community life.



Map 3.1: Alameda County Place Types for Priority Development Areas and Growth Opportunity Areas

Table 3.2: Alameda County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Alameda County					
Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
Alameda		31,774	39,873	8,099	25.5%
Naval Air Station (PDA)	Transit Town Center	761	4,851	4,090	537%
Northern Waterfront (GOA)	Transit Neighborhood	322	1,303	981	305%
Albany		7,150	9,317	2,167	30.3%
San Pablo Avenue & Solano Avenue (GOA)	Mixed-Use Corridor	474	1,732	1,258	265%
Berkeley		46,146	61,876	15,730	34.1%
Adeline Street (PDA)	Mixed-Use Corridor	465	1,342	877	189%
Downtown (PDA)	City Center	1,894	6,772	4,878	258%
San Pablo Avenue (PDA)	Mixed-Use Corridor	798	4,081	3,283	411%
South Shattuck (PDA)	Mixed-Use Corridor	21	372	351	1644%
Telegraph Avenue (PDA)	Mixed-Use Corridor	444	1,816	1,372	309%
University Avenue (PDA)	Mixed-Use Corridor	987	3,120	2,132	216%
Dublin		15,572	32,216	16,644	106.9%
Downtown Specific Plan Area (PDA)	Suburban Center	413	2,156	1,743	422%
Town Center (PDA)	Suburban Center	4,052	6,672	2,620	65%
Transit Center (PDA)	Suburban Center	543	2,541	1,997	368%
Emeryville		5,770	13,260	7,490	129.8%
Mixed-Use Core (PDA)	City Center	3,583	10,849	7,266	203%
Fremont		71,004	98,564	27,560	38.8%
Centerville (PDA)	Transit Neighborhood	4,611	6,000	1,389	30%
City Center (PDA)	City Center	6,305	8,569	2,264	36%
Irvington District (PDA)	Transit Town Center	4,313	6,200	1,887	44%
Ardenwood Business Park (GOA)	Employment Center	0	0	0	0%
Fremont Boulevard & Warm Springs Boulevard Corridor (GOA)	Mixed-Use Corridor	6,076	8,119	2,043	34%
Fremont Boulevard Decoto Road Crossing (GOA)	Mixed-Use Corridor	143	281	138	96%
South Fremont/Warm Springs (GOA)	Suburban Center	4	759	755	18875%
Hayward		46,300	61,283	14,982	32.4%
Downtown (PDA)	City Center	2,031	4,945	2,914	143%
South Hayward BART (PDA)	Mixed-Use Corridor	745	1,680	935	125%
South Hayward BART (PDA)	Urban Neighborhood	1,491	3,360	1,869	125%
The Cannery (PDA)	Transit Neighborhood	213	961	748	350%
Carlos Bee Quarry (GOA)	Mixed-Use Corridor	23	575	552	2400%
Mission Corridor (GOA)	Mixed-Use Corridor	474	1,446	972	205%

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Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

Alameda County (continued)

Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
<i>Livermore</i>		28,662	40,801	12,138	42.3%
Downtown (PDA)	Suburban Center	695	3,485	2,790	402%
Vasco Road TOD (PDA)	Suburban Center	232	914	682	294%
<i>Newark</i>		13,530	19,331	5,802	42.9%
Dumbarton Transit Oriented Development (PDA)	Transit Town Center	9	2,910	2,901	33232%
Old Town Mixed Use Area (PDA)	Transit Neighborhood	283	1,474	1,190	420%
<i>Cedar Boulevard Transit (GOA)</i>	<i>Transit Neighborhood</i>	<i>1</i>	<i>358</i>	<i>357</i>	<i>35718%</i>
<i>Civic Center Re-Use Transit (GOA)</i>	<i>Transit Neighborhood</i>	<i>63</i>	<i>212</i>	<i>149</i>	<i>236%</i>
<i>Oakland</i>		160,567	226,019	65,453	40.8%
Coliseum BART Station Area (PDA)	Transit Town Center	2,903	6,913	4,010	138%
Downtown & Jack London Square (PDA)	Regional Center	8,054	25,146	17,092	212%
Eastmont Town Center (PDA)	Urban Neighborhood	3,877	6,113	2,236	58%
Fruitvale & Dimond Areas (PDA)	Urban Neighborhood	11,926	19,068	7,142	60%
MacArthur Transit Village (PDA)	Urban Neighborhood	8,100	12,302	4,202	52%
Transit Oriented Development Corridors (PDA)	Mixed-Use Corridor	60,360	78,945	18,585	31%
West Oakland (PDA)	Transit Town Center	8,905	17,147	8,242	93%
<i>Piedmont</i>		3,810	3,820	10	0.3%
<i>Pleasanton</i>		24,034	33,819	9,785	40.7%
Hacienda (PDA)	Suburban Center	1,402	5,264	3,862	276%
<i>San Leandro</i>		31,647	40,447	8,800	27.8%
Bay Fair BART Transit Village (PDA)	Transit Town Center	504	1,552	1,048	208%
Downtown Transit Oriented Development (PDA)	City Center	3,630	6,494	2,864	79%
East 14th Street (PDA)	Mixed-Use Corridor	1,597	5,329	3,732	234%
<i>Union City</i>		20,420	25,900	5,480	26.8%
Intermodal Station District (PDA)	City Center	601	2,723	2,122	353%
<i>Mission Boulevard (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>2</i>	<i>152</i>	<i>150</i>	<i>7491%</i>
<i>Old Alvarado (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>55</i>	<i>208</i>	<i>153</i>	<i>278%</i>
<i>Alameda County Unincorporated</i>		51,265	63,872	12,606	24.6%
<i>Castro Valley BART (GOA)</i>	<i>Transit Neighborhood</i>	<i>1,294</i>	<i>1,967</i>	<i>673</i>	<i>52%</i>
<i>East 14th Street and Mission Boulevard Mixed Use Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>5,782</i>	<i>6,982</i>	<i>1,200</i>	<i>21%</i>

Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

Contra Costa County

Named “opposite coast” for its location across the bay from San Francisco and Marin County, Contra Costa County has grown to be one of the most populous areas in our region. Home to Mount Diablo, the second-tallest peak in the Bay Area, Contra Costa’s natural beauty and strategic location between the San Francisco bay and Central Valley has long attracted residents and businesses.

Early industrial activity sprouted up along the county’s extensive shoreline on the bay and Sacramento-San Joaquin River Delta. After World War II agricultural communities in central Contra Costa became rail depots serving surrounding farm lands. Post-war, auto-oriented growth continued through the end of the 20th century pushing development eastward. Over one-third of Contra Costa County’s most recent population explosion took place in East County.

Concern about the effects of uncontrolled growth on mobility, open space, jobs, economic development, and quality of life came to a head in 2003. That’s when county leaders, residents, and other stakeholders came together to develop *Shaping Our Future*, a vision and implementation strategy to guide future growth and development. The resulting Principles of Agreement - including growth management, land use and transportation connections, open space protection, infill investment, social equity, and economic development - has provided a framework to guide growth into a more sustainable development pattern.

The Initial Vision Scenario projects a continued emphasis on sustainable development. It envisions focused growth between now and 2035 in existing urban centers, built upon the extensive transit network that includes BART and Amtrak rail service, Bus Rapid Transit, ferry service, and local and sub-regional buses. Though the county will be the third most populous in the region, concentrated growth within this linked network will enhance communities’ quality of life, while helping to protect significant open spaces, including “Lamorinda” (Lafayette, Moraga, Orinda) area ridgelines, coastal wetlands, agricultural areas, and the Los Medanos Hills. Many of these natural resources have been included in the 15 Priority Conservation Areas identified in the county.

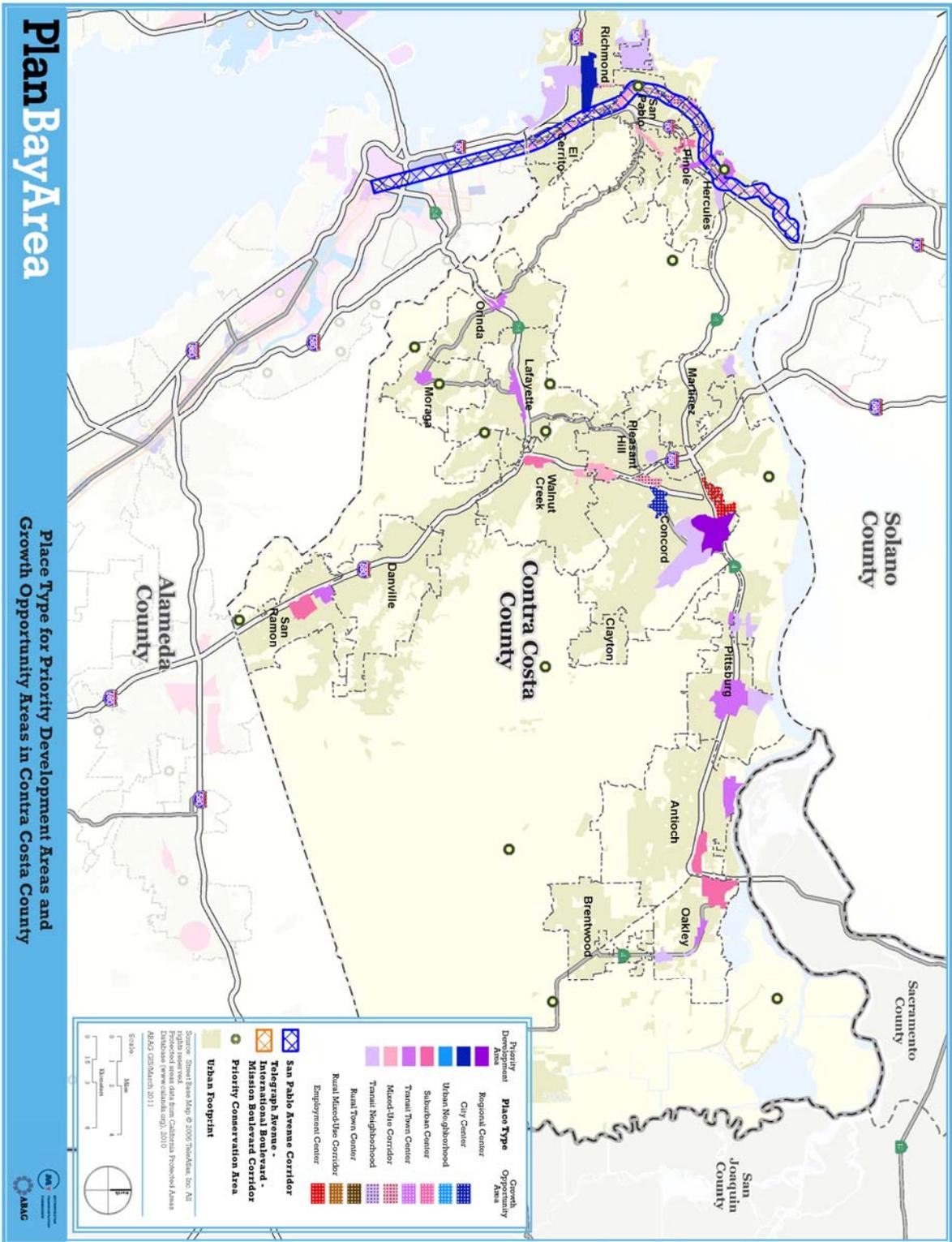
In West County, the San Pablo Avenue Corridor will take on a significant portion of the county’s housing growth, reinforcing this area’s urban character. As one of the East Bay’s major thoroughfares, connecting city centers, employment centers, transit neighborhoods, and transit town centers in El Cerrito, Richmond, San Pablo, Pinole, and Hercules, this mixed-use corridor is unique in size and scope. The Initial Vision Scenario foresees a linear community space offering residents parks, recreation, walkable retail and entertainment destinations and equitable housing choices. Richmond is expected to add the most households and will surpass Concord as Contra Costa’s largest city. High-density residential and commercial nodes at the three BART stations in El Cerrito and Richmond, and new Bus Rapid Transit service along San Pablo Avenue will have transformed this historically auto-dominated environment into a multi-purpose, sustainable, healthy, and livable corridor.

The city of Concord will remain a major employment hub. By 2035, the Concord Naval Weapons Station will have been transformed into a high-density employment-focused regional

center anchored by the North Concord BART station. This center will be connected to lower-density transit neighborhoods through a network of new local transit, walkable streets, and biking corridors. This new community will provide a dynamic place to live, work and play while sustaining the quality of life. New mixed-use development within and surrounding the downtown will enhance the existing community by enriching the urban core.

Walnut Creek and Pleasant Hill will continue to be engines of economic activity, with mid-rise commercial and residential development clustered around the BART stations. The nearby Martinez and “Lamorinda” transit town centers and transit neighborhoods will retain their small-town characteristics, with an increased mix of uses, including the addition of more housing, and a more pedestrian- and bicycle-friendly environment. In the Tri-Valley region, San Ramon will remain a suburban center with a high concentration of employment balanced by new housing and retail.

By 2035 a new pattern of suburban development will have emerged in East County. The extension of BART to Pittsburg and Antioch will have fostered new growth, primarily within a more compact, transit-oriented configuration around existing downtowns. These suburban centers and transit town centers will provide a variety of transportation options that will improve access within East County and to regional centers throughout the Bay Area. New homes, stores, civic institutions, and community gathering places will transform the quality of life.



Map 3.2: Contra Costa County Place Types for Priority Development Areas and Growth Opportunity Areas

Table 3.3: Contra Costa County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Contra Costa County

Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
Antioch		32,668	46,365	13,697	41.9%
Hillcrest eBART Station (PDA)	Suburban Center	1	4,852	4,851	500080%
Rivertown Waterfront (PDA)	Transit Town Center	1,705	4,458	2,754	162%
Brentwood		18,250	24,284	6,034	33.1%
Clayton		3,966	4,090	124	3.1%
Concord		46,296	65,624	19,328	41.7%
Community Reuse Area (PDA)	Regional Center	46	4,147	4,101	8881%
Community Reuse Area (PDA)	Transit Neighborhood	99	7,713	7,614	7664%
<i>Downtown BART Station Planning Area (GOA)</i>	<i>City Center</i>	<i>1,980</i>	<i>6,400</i>	<i>4,420</i>	<i>223%</i>
<i>North Concord BART Adjacent Employment Center (GOA)</i>	<i>Employment Center</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0%</i>
<i>West Downtown Planning Area (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>0</i>	<i>595</i>	<i>595</i>	<i>NA</i>
Danville		16,574	17,920	1,346	8.1%
El Cerrito		10,422	20,905	10,483	100.6%
San Pablo Avenue Corridor (PDA)	Mixed-Use Corridor	1,020	10,670	9,650	946%
Hercules		8,361	17,431	9,070	108.5%
Central Hercules (PDA)	Transit Neighborhood	0	4,561	4,561	NA
Waterfront District (PDA)	Transit Town Center	174	2,853	2,679	1540%
Lafayette		9,589	11,068	1,479	15.4%
Downtown (PDA)	Transit Town Center	1,596	2,601	1,005	63%
Martinez		14,769	16,156	1,387	9.4%
Downtown (PDA)	Transit Neighborhood	417	1,679	1,262	303%
Moraga		5,811	6,995	1,184	20.4%
Moraga Center (PDA)	Transit Town Center	175	803	628	360%
Oakley		10,835	17,508	6,673	61.6%
Downtown (PDA)	Transit Town Center	741	1,892	1,151	155%
Employment Area (PDA)	Suburban Center	384	1,268	885	231%
Potential Planning Area (PDA)	Transit Neighborhood	424	1,653	1,228	290%
Orinda		6,868	8,788	1,920	28.0%
Downtown (PDA)	Transit Town Center	154	1,459	1,305	846%
Pinole		7,336	12,623	5,287	72.1%
Appian Way Corridor (PDA)	Suburban Center	680	1,704	1,024	151%
Old Town (PDA)	Transit Town Center	951	4,417	3,466	364%
Pittsburg		20,849	36,261	15,412	73.9%
Downtown (PDA)	Transit Neighborhood	1,540	3,492	1,952	127%
Pittsburg/Bay Point BART Station (PDA)	Transit Town Center	0	2,434	2,434	NA
Railroad Avenue eBART Station (PDA)	Transit Town Center	4,459	7,612	3,153	71%
Pleasant Hill		15,247	17,861	2,614	17.1%
Buskirk Avenue Corridor (PDA)	Mixed-Use Corridor	1,450	2,359	909	63%
Diablo Valley College (PDA)	Transit Neighborhood	488	1,703	1,215	249%

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Contra Costa County (continued)		Households			
Jurisdiction or Area Name	Place Type	2010	2035	Growth	% Change
<i>Richmond</i>		<i>37,897</i>	<i>63,439</i>	<i>25,542</i>	<i>67.4%</i>
Central Richmond (PDA)	City Center	485	7,859	7,374	1521%
South Richmond (PDA)	Transit Neighborhood	3,880	6,860	2,980	77%
<i>23rd Street (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>332</i>	<i>1,199</i>	<i>867</i>	<i>261%</i>
<i>San Pablo Avenue Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>653</i>	<i>2,057</i>	<i>1,404</i>	<i>215%</i>
<i>San Pablo</i>		<i>9,975</i>	<i>13,027</i>	<i>3,052</i>	<i>30.6%</i>
<i>San Ramon</i>		<i>22,061</i>	<i>36,682</i>	<i>14,621</i>	<i>66.3%</i>
City Center (PDA)	Suburban Center	388	4,042	3,654	942%
North Camino Ramon (PDA)	Transit Town Center	51	1,513	1,463	2883%
<i>Walnut Creek</i>		<i>33,890</i>	<i>40,244</i>	<i>6,354</i>	<i>18.7%</i>
West Downtown (PDA)	Suburban Center	1,266	7,077	5,811	459%
<i>Contra Costa County Unincorporated</i>		<i>61,016</i>	<i>69,382</i>	<i>8,366</i>	<i>13.7%</i>
Contra Costa Centre (PDA)	Mixed-Use Corridor	2,674	3,050	377	14%
Downtown El Sobrante (PDA)	Mixed-Use Corridor	574	2,033	1,459	254%
North Richmond (PDA)	Transit Neighborhood	1,154	3,485	2,330	202%
Pittsburg/Bay Point BART Station (PDA)	Transit Neighborhood	710	4,540	3,830	539%
West Contra Costa Transportation Advisory Committee: San Pablo Avenue Corridor (PDA)		5,727	19,335	13,608	238%

Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

Marin County

Located north of San Francisco across the Golden Gate Bridge, Marin County offers a retreat for urban dwellers. Marin is recognized for its natural and agricultural landscapes, which support local farming and ranching, tourism, recreation, wildlife habitat, and water supply. In fact, more than 50 percent of the county is protected open space, including renowned national treasures such as Muir Woods and Point Reyes National Seashore. The Marin Agricultural Land Trust and the Marin County Department of Parks and Open Space have worked for decades to protect and preserve the county's iconic landscape. Marin's Priority Conservation Areas encompass a variety of natural resources, including agricultural land, wildlife habitat, and world-class scenery.

Marin has worked hard to maintain the rural character of its western reaches and bay lands through city-centered growth policies and focused development along the urbanized U.S. Route 101 highway corridor. Golden Gate Transit bus service offers connections throughout the county and to surrounding areas, including San Francisco, Richmond, and Sonoma County. Ferry terminals in Sausalito, Tiburon, and Larkspur also connect residents to jobs in San Francisco.

In the Initial Vision Scenario, Marin County in 2035 will have the same urban fabric, but existing communities will be more walkable and bikable, and they will support more transit infrastructure and services. The large number of seniors expected to live in Marin County will be able to choose homes in city or town centers with easy access to the amenities they depend on. A more diverse housing stock and expanded public transit will increase choices for people of all ages and backgrounds.

Transit neighborhoods will be connected along the U.S. 101 Corridor by frequent bus service to local and regional centers. Many will have transitioned away from outdated shopping centers toward more sustainable mixed-use neighborhoods. Transit-oriented growth will include the introduction of planned Sonoma-Marín Area Rail Transit (SMART) stations in Larkspur, San Rafael, and Novato. Downtown San Rafael will be a vibrant city center and transit hub in Marin County, where residents and employees can take advantage of SMART rail service as well as buses. The Civic Center and North San Rafael area will be a transit town center focused around the SMART station. San Quentin will be a transit town center with connections to the commuter rail station and ferry terminal in Larkspur. These enhanced connections will help alleviate traffic congestion along U.S. 101 and local roads.

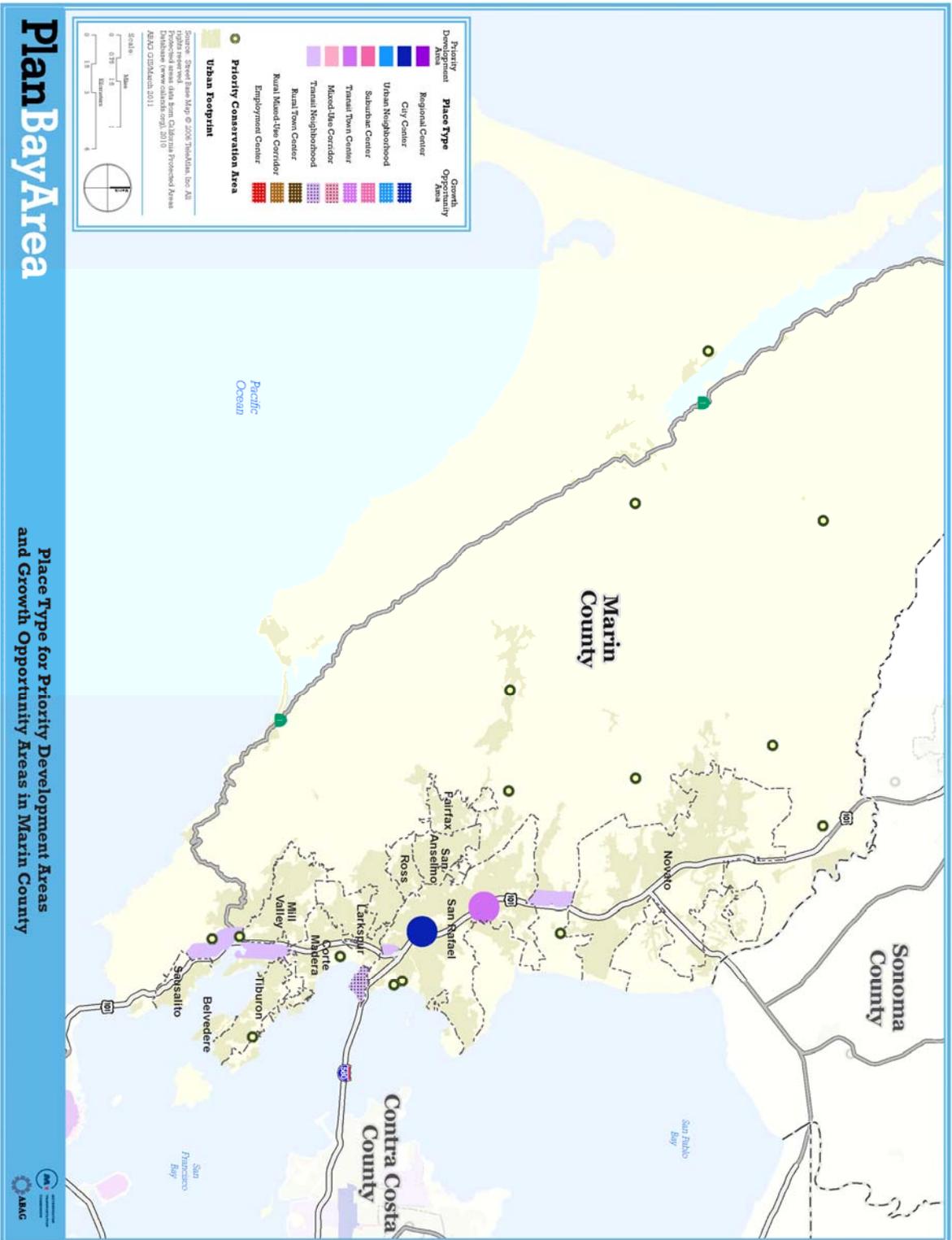


Table 3.4: Marin County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Marin County					
Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
<i>Belvedere</i>		949	969	20	2.1%
<i>Corte Madera</i>		3,948	4,721	773	19.6%
<i>Fairfax</i>		3,301	3,361	60	1.8%
<i>Larkspur</i>		8,036	8,377	341	4.2%
<i>Mill Valley</i>		6,267	6,631	364	5.8%
<i>Novato</i>		20,375	21,153	778	3.8%
<i>Ross</i>		780	790	10	1.3%
<i>San Anselmo</i>		5,310	5,370	60	1.1%
<i>San Rafael</i>		23,164	28,209	5,045	21.8%
Civic Center/North Rafael Town Center (PDA)	Transit Town Center	323	745	421	130%
Downtown (PDA)	City Center	2,223	5,824	3,601	162%
<i>Sausalito</i>		4,310	4,400	90	2.1%
<i>Tiburon</i>		3,844	4,242	398	10.4%
<i>Marin County Unincorporated</i>		26,162	28,900	2,738	10.5%
Urbanized 101 Corridor (PDA)	Transit Neighborhood	2,046	2,756	710	35%
<i>San Quentin (GOA)</i>	Transit Neighborhood	80	1,597	1,517	1892%

Key: PDA: Priority Development Area
GOA: Growth Opportunity Area

Napa County

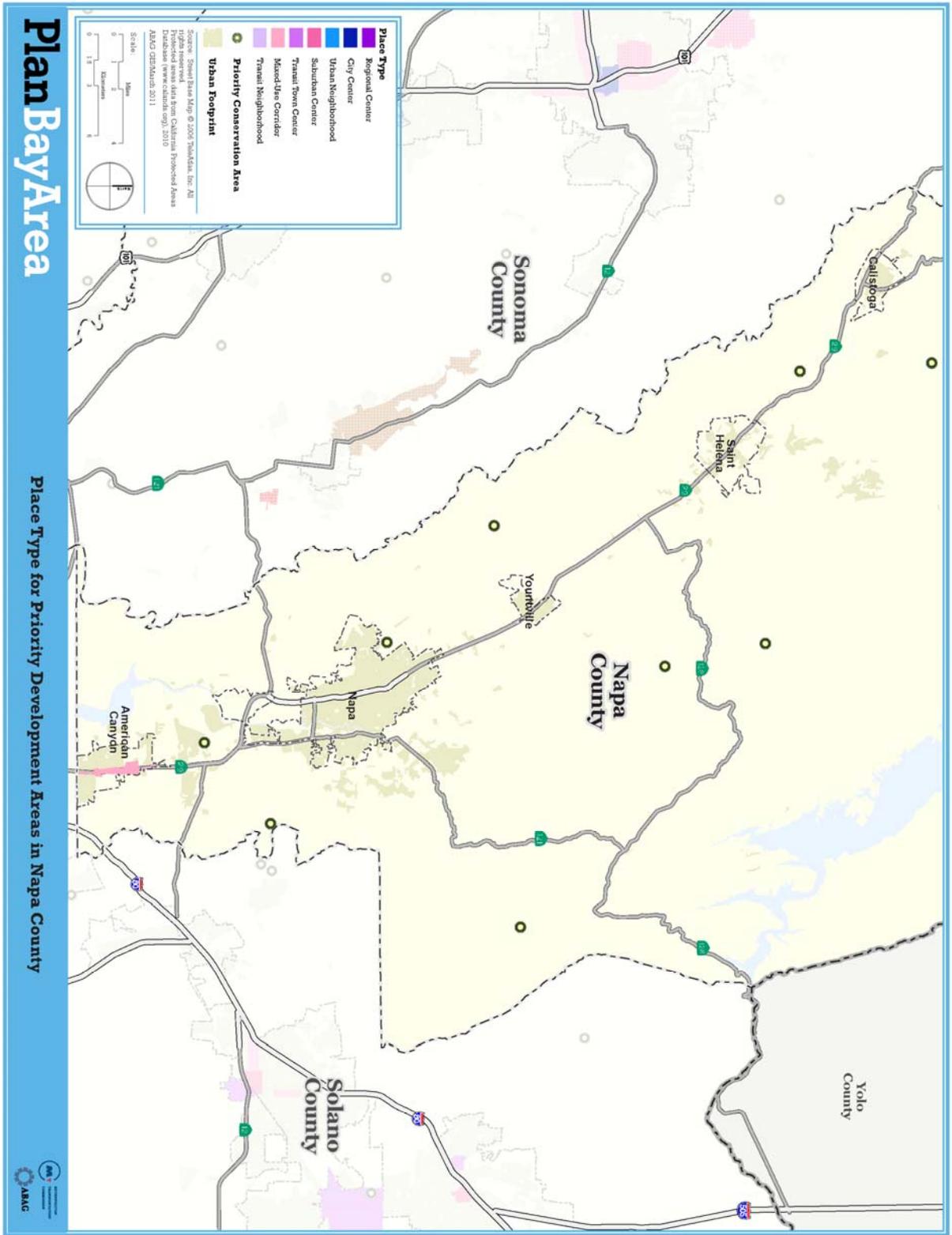
Napa County is internationally acclaimed for its winemaking, and the picturesque Napa Valley wine region is a major draw for San Francisco Bay Area visitors. The valley is bounded by mountains, and the Napa River empties into San Pablo Bay through the narrow Mare Island Strait. Napa County has strong policies to prioritize agricultural uses and to protect farmlands, watersheds, and open space. Consequently, more than 90 percent of unincorporated county falls within those designations. Ten Priority Conservation Areas encompass old-growth redwoods, watersheds, trails, and agricultural areas.

Napa County residents' and local governments' farsighted thinking has protected natural resources, increased the amount of cropland, and supported city-centered growth. Most non-agricultural development is clustered in the four cities and one town connected by Highway 29, which parallels the Napa River in the western part of the county.

In the Initial Vision Scenario Napa County will remain the Bay Area's most rural county. Its winemaking, agriculture, and recreation areas will continue to support tourism. The Land Trust of Napa County and Napa County Regional Park and Open Space District will have conserved more land and provided additional recreational opportunities.

An area targeted for additional sustainable growth is the Highway 29 Priority Development Area. American Canyon will become the gateway to Napa County from Highway 29, and it will have transitioned from an auto-centric environment to a more pedestrian- and bicycle-friendly mixed-use corridor. Frequent regional and local bus service and an improved bicycle network will increase mobility throughout the county.

The city of Napa will continue to be the largest population center, and it will be connected to other regional centers by efficient bus service. People will be able to shop, stroll by the Napa River, and enjoy other downtown amenities. Buses or a wine train will enable exploration of other destinations.



Map 3.4: Napa County Priority Development Area Place Type

Table 3.5: Napa County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas by Jurisdiction

Napa County					
Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
<i>American Canyon</i>		5,761	7,392	1,632	28.3%
Highway 29 Corridor (PDA)	Mixed-Use Corridor	264	1,895	1,632	618%
<i>Calistoga</i>		2,140	2,171	31	1.4%
<i>Napa</i>		29,440	32,019	2,579	8.8%
<i>St. Helena</i>		2,440	2,533	93	3.8%
<i>Yountville</i>		1,110	1,230	120	10.8%
<i>Napa County Unincorporated</i>		10,370	10,716	346	3.3%

Key: PDA: Priority Development Area
GOA: Growth Opportunity Area

San Francisco City and County

Uniquely a city and county, San Francisco is one of California's largest cities and home to many historic landmarks. San Francisco city grew rapidly during the Gold Rush in the mid-1800s and became an international center of commerce. Its large port facilitated high volumes of domestic and overseas trade, and during World Wars I and II, its military installations grew to peak levels. Like many port cities, the convergence of various cultures resulted in a diverse population. Over time the city has emerged as a financial and cultural center, as well as a major tourist destination.

As the city is surrounded on three sides by water, San Francisco has the highest residential and commercial densities in the region. It is one of the Bay Area's largest employment hubs, drawing nearly a quarter-million commuters each day, many of whom travel within, to and from the city using the region's most extensive public transit system.

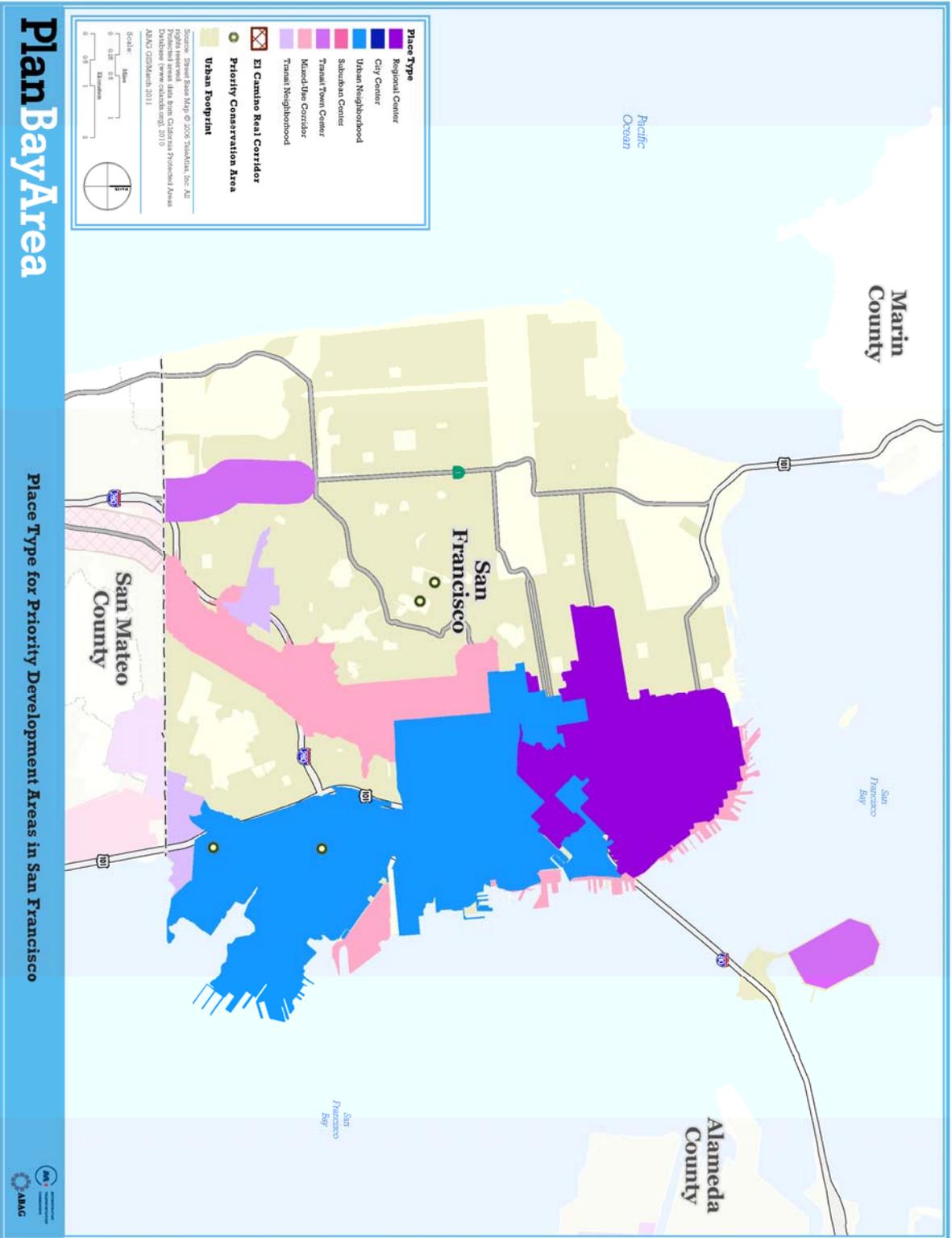
Although it is the most urbanized county in the Bay Area, with more than 90 percent of its acreage developed, San Francisco is home to some of the region's largest urban open spaces, and it has an extensive neighborhood parks system. Five Priority Conservation Areas identified within the city represent critical linkages in this open space network.

In the Initial Vision Scenario, San Francisco by 2035 will have seen a great increase in new residents, businesses, and jobs. Its unique neighborhoods will have become even more distinct, finely-scaled and walkable. Downtown will continue to grow as a regional center, accommodating new and growing businesses that serve the local and global economies. There will be many more high-rise residential buildings, transforming the financial district into a mixed-use neighborhood with shops, services, and amenities that cater to residents, employees, and visitors. The new Transbay Center will be home to 2,600 new households, a 5.4-acre rooftop park, and the Transit Tower, the tallest building on the West Coast. This hub will anchor a new mixed-use neighborhood in the South of Market area.

Urban neighborhoods in the southeastern part of the city, such as Hunter's Point and Candlestick Park, will be transformed by new homes, shops, and offices, as well as more parks and increased connections to the waterfront. Other urban neighborhoods, such as the Mission, SoMa, Chinatown, and Market & Octavia, will retain their existing character, but with a greater mix of features that can be accessed easily on foot, bicycle, or public transit. Small-scale infill buildings will have sprung up close to transit lines, especially in transit town centers, such as 19th Avenue and along the Mission-San Jose mixed-use corridor.

The Presidio, Golden Gate Park, Mount Sutro, Twin Peaks, McLaren Park, Bayview Park, and Candlestick Point will be connected by a remarkable open space corridor. This green space will connect neighborhoods form a scenic route for bicyclists and pedestrians. Many major streets also will have been greened, resulting in new pocket parks, outdoor seating, community gardens, and communal plazas.

San Francisco's transit network will include more reliable, frequent Muni lines and increased ferry service, as well as new transit services, including several bus rapid transit routes. The Transbay Center will be a hub for high speed trains to Los Angeles and other points in California, and it will connect BART, Caltrain, and Muni Metro service.



Map 3.5: San Francisco City and County Place Types for Priority Development Areas

Table 3.6: San Francisco City and County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas

San Francisco County		Households			
Jurisdiction or Area Name	Place Type	2010	2035	Growth	% Change
<i>San Francisco</i>		<i>346,680</i>	<i>436,794</i>	<i>90,114</i>	<i>26.0%</i>
19th Avenue (PDA)	Transit Town Center	5,795	8,015	2,220	38%
Balboa Park (PDA)	Transit Neighborhood	1,461	3,286	1,826	125%
Bayview/Hunters Point Shipyard/ Candlestick Point (PDA)	Urban Neighborhood	10,036	21,265	11,230	112%
Downtown-Van Ness-Geary (PDA)	Regional Center	89,975	109,031	19,056	21%
Eastern Neighborhoods (PDA)	Urban Neighborhood	29,030	34,386	5,356	18%
Market & Octavia (PDA)	Urban Neighborhood	10,932	16,605	5,672	52%
Mission Bay (PDA)	Urban Neighborhood	365	5,997	5,632	1543%
Mission-San Jose Corridor (PDA)	Mixed-Use Corridor	29,088	30,611	1,523	5%
Port of San Francisco (PDA)	Mixed-Use Corridor	611	2,904	2,293	375%
San Francisco/San Mateo Bi-County Area (with City of Brisbane) (PDA)	Transit Neighborhood	1,569	8,127	6,558	418%
Transbay Terminal (PDA)	Regional Center	509	4,637	4,128	810%
Treasure Island (PDA)	Transit Town Center	460	7,704	7,244	1575%
<i>Citywide (GOA)</i>		<i>166,849</i>	<i>184,225</i>	<i>17,376</i>	<i>10%</i>

Key: PDA: Priority Development Area
GOA: Growth Opportunity Area

San Mateo County

For many decades, residents and businesses have been attracted to San Mateo County because of its strategic location between San Francisco and Silicon Valley, along the waterfront of San Francisco Bay. The Coast Range divides the county into two distinct parts: the bayside and coast. Ninety percent of development in the county is located on the bayside. Historically, the bayside communities developed as a series of “railroad suburbs” along the Caltrain line that runs parallel to El Camino Real—the first automobile route through the Peninsula. In contrast, the coast is primarily agricultural, although some residential and office development has appeared in recent years. The seven Priority Conservation Areas in the county are located primarily on the coast side of the hills, and include areas with scenic vistas, agricultural uses, and the habitat of several endangered and threatened species.

The downtowns of many of the county’s cities, including South San Francisco, San Bruno, Millbrae, Burlingame, San Mateo, Belmont, San Carlos, Redwood City, and Menlo Park, are clustered near a Caltrain station, often encompassing or bordering El Camino Real. San Mateo County residents also have access to BART through stations at Daly City, Colma, South San Francisco, San Bruno, San Francisco International Airport, and Millbrae.

These downtown areas and transit-served neighborhoods have been the primary focus for growth in San Mateo County. Local governments along El Camino Real are working together to transform the corridor from an auto-oriented commercial strip into a “grand boulevard” that includes a mix of homes, stores, parks, and services, and links the transit town centers and city center nodes along its length. The downtown and transit corridor plans passed by nearly every city in past decades help to promote unique, interesting places, each with its own distinct sense of community. These cities’ achievements have protected watershed lands, upper creek headwaters, coastal areas and scenic ridges from encroaching development—preserving natural resources for the region.

With its central location, transit spine, job centers, and strong downtown areas and schools, San Mateo County will continue to be an important place in the region for sustainable development. In the Initial Vision Scenario, in 2035, El Camino Real will have achieved its potential as a place for residents to work, live, shop, and play.² It will be a mixed-use corridor with mid-rise homes and townhouses that connects city centers, transit neighborhoods, and transit town centers to employment centers along the corridor and in San Francisco and Silicon Valley. Outdated strip malls will have been replaced with well-designed buildings on either side of the corridor that provide new homes and workplaces, as well as shops and restaurants that create an exciting street life. With new trees and improved sidewalks and crossings, El Camino will be safe for walking and bicycling. Pedestrian routes that cross the railroad tracks and U.S. 101 will make it possible for more people to bike and walk to work or school. Seniors will be able to find homes in the city downtowns, with easy access to parks, libraries, and restaurants.

An electrified Caltrain will provide more frequent service, with renovated stations that are the focal point for bustling downtowns. Other strategic transit investments, such as new Bus Rapid

² Grand Boulevard Vision Statement

Transit routes, expanded bus and ferry service, and high-speed rail stations will make it easy to travel within the county and to reach employment centers throughout the Bay Area.

New homes and residents in transit-served areas will keep town centers growing and vibrant, with a wealth of new cultural activities and resources. San Mateo and Redwood City will be the largest city centers, anchoring the largest concentration of jobs and housing in the County. East of the Grand Boulevard, Brisbane and Daly City will create a multi-centered urban area with San Francisco around the Bayshore Caltrain station and Geneva Avenue. The concentration of growth in these bayside communities will have reduced growth pressures on the coast, allowing agricultural areas and seaside towns to thrive.

Table 3.7: San Mateo County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

San Mateo County		Households			
Jurisdiction or Area Name	Place Type	2010	2035	Growth	% Change
Atherton		2,490	2,580	90	3.6%
Belmont		10,740	12,759	2,019	18.8%
Brisbane		1,730	5,324	3,594	207.7%
San Francisco/San Mateo Bi-County Area (with San Francisco) (PDA)	Suburban Center	24	3,208	3,184	13129%
Burlingame		13,247	19,431	6,184	46.7%
Burlingame El Camino Real (PDA)	Transit Town Center	6,790	11,477	4,687	69%
Colma		460	1,372	912	198.3%
Daly City		31,261	43,095	11,834	37.9%
Bayshore (PDA)	Transit Town Center	1,254	3,317	2,062	164%
Mission Boulevard (PDA)	Mixed-Use Corridor	1,500	2,543	1,043	70%
<i>Citywide (GOA)</i>		28,041	34,019	5,978	21%
East Palo Alto		7,780	12,310	4,530	58.2%
Ravenswood (PDA)	Transit Town Center	1,149	4,155	3,006	262%
<i>Woodland/Willow Neighborhood (GOA)</i>	<i>Urban Neighborhood</i>	1,833	2,550	717	39%
Foster City		12,210	13,767	1,557	12.8%
Half Moon Bay		4,440	4,730	290	6.5%
Hillsborough		3,837	4,589	752	19.6%
Menlo Park		12,432	17,563	5,130	41.3%
El Camino Real Corridor and Downtown (PDA)	Transit Town Center	279	3,258	2,979	1068%
Millbrae		8,308	12,910	4,602	55.4%
Transit Station Area (PDA)	Mixed-Use Corridor	176	2,473	2,297	1302%
Pacifica		14,320	14,600	280	2.0%
Portola Valley		1,730	1,780	50	2.9%
Redwood City		29,620	41,032	11,412	38.5%
Downtown (PDA)	City Center	786	6,139	5,353	681%
<i>Broadway (GOA)</i>	<i>Mixed-Use Corridor</i>	1,962	2,325	363	18%
<i>Middlefield (GOA)</i>	<i>Mixed-Use Corridor</i>	2,370	2,757	387	16%
<i>Mixed Use Waterfront (GOA)</i>	<i>Mixed-Use Corridor</i>	876	1,916	1,040	119%
<i>Veterans Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	308	1,076	768	249%
San Bruno		15,262	21,699	6,437	42.2%
Transit Corridors (PDA)	Mixed-Use Corridor	3,458	7,556	4,099	119%
San Carlos		11,909	15,707	3,798	31.9%
Railroad Corridor (PDA)	Transit Town Center	1,022	3,194	2,173	213%
San Mateo		38,643	56,678	18,035	46.7%
Downtown (PDA)	City Center	482	2,111	1,629	338%
El Camino Real (PDA)	Mixed-Use Corridor	23	1,605	1,582	6794%
Rail Corridor (PDA)	Transit Neighborhood	23	6,124	6,100	26204%

Key: PDA — Priority Development Area GOA — Growth Opportunity Area

San Mateo County (continued)

Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
<i>South San Francisco</i>		<i>20,288</i>	<i>30,522</i>	<i>10,234</i>	<i>50.4%</i>
Downtown (PDA)	Transit Town Center	1,449	5,920	4,471	309%
<i>Lindenville Transit Neighborhood (GOA)</i>	<i>Transit Neighborhood</i>	<i>0</i>	<i>714</i>	<i>714</i>	<i>NA</i>
<i>Woodside</i>		<i>2,029</i>	<i>2,059</i>	<i>30</i>	<i>1.5%</i>
<i>San Mateo County Unincorporated</i>		<i>21,780</i>	<i>23,830</i>	<i>2,050</i>	<i>9.4%</i>
City County Association of Governments of San Mateo County: El Camino Real (PDA)		38,091	73,495	35,403	93%

PDA: Priority Development Area
GOA: Growth Opportunity Area

Santa Clara County

Santa Clara County developed as a fertile agricultural region, and fruit processing grew into a major local industry and remained vital to the economy throughout the 1940s and 1950s. Through the 1970s and 1980s, aerospace and electronics manufacturing replaced the orchards and packing plants. Santa Clara County has since emerged as the birthplace and now global capital of the high-technology revolution, and is synonymous with “Silicon Valley.” Today, with over 1.8 million residents and 900,000 jobs, Santa Clara County is the most populous and job-rich county in the San Francisco Bay Area.

The communities within Santa Clara County represent the full spectrum of urban to rural places found around the Bay Area. From San Jose, with downtown high-rises surrounded by a string of transit-served neighborhoods with village centers, to historic downtown Gilroy—and everything in between—each of these communities reflects a different history and character even as they grow and change.

The cities and county have been coordinating together to manage Santa Clara County’s explosive growth for over 40 years. County policies have required that development of land for urban uses occurs within cities, and that each city define an urban service area. Over the past decade, there has been an increased emphasis on transit-supportive land use planning and infrastructure improvements. Many communities in the county have promoted a more compact growth pattern through General Plan updates, while other planning efforts have focused on Caltrain and future BART stations, downtowns, and the El Camino Real corridor. These policies have helped Santa Clara County maintain vital agricultural and habitat lands in the southern portion of the county and in the Santa Cruz Mountains and the Diablo Range that frame Santa Clara Valley. Many of the 18 Priority Conservation Areas identified in the county encompass key wildlife areas in the foothills.

In the Initial Vision Scenario, Santa Clara County in 2035 shows the dramatic results of community efforts to channel much of the future growth in the region into existing downtowns, major mixed-use transit corridors, and town and neighborhood centers. Existing neighborhoods will retain their existing character, while providing residents with new opportunities, access, and destinations. These areas will have become thriving communities for the next generation of entrepreneurs, keeping Silicon Valley at the epicenter of global innovation. They will also be attractive places for an increasing number of older residents, allowing them to stay active and independent while remaining in their community. At the same time, the hills will remain largely undeveloped, providing a stunning backdrop from the Valley floor.

Regional transit service along an electrified Caltrain corridor, the BART to Silicon Valley corridor, and the ACE and Amtrak Capitol Corridor rail lines will provide quick, convenient access to destinations throughout the region. Shuttle and bus service, along with bicycle and pedestrian routes, will provide direct access from regional transit to the major employment centers in the county.

San Jose is expected to add the most households and jobs of any jurisdiction in the region between 2010 and 2035. It will remain a regional center, and the heart of Silicon Valley. Growth

in the city will be focused in the downtown and in North San Jose. San Jose's Diridon Station will be the regional portal for those entering Silicon Valley on the California High Speed Rail system. North San Jose will be home to both major employers along the First Street corridor and a string of nearby residential communities and amenities. A large residential community in downtown San Jose will support a diverse array of evening shopping and entertainment destinations. Improvements to the light rail system and new jobs in downtown and North San Jose will have steadily increased the share of south San Jose transit commuters.

Areas around the stations along the BART to Silicon Valley extension, such as the Milpitas Transit Area, will have grown into vibrant residential communities with a mix of neighborhood-serving retail, parks, services, and other amenities. The transit town centers around the Caltrain stations in Gilroy and Morgan Hill will both be vibrant downtown communities that house new residents and also serve the surrounding neighborhoods and visitors with a rich array of shops and events. Central Campbell will continue to grow as an attractive destination for area residents, along with the revitalized Winchester Boulevard corridor. Areas devoted solely to low-intensity office and industrial uses, such as Moffett Field/NASA Ames and North Bayshore in Mountain View, will have been transformed into pedestrian- and bicycle-friendly districts with a mix of homes, stores, and parks as well as additional offices.

From Palo Alto to San Jose, and including Los Altos, Mountain View, Sunnyvale, and Santa Clara, the El Camino Real corridor in Santa Clara County will have transformed into a truly grand boulevard, with quick, reliable bus service and improved bicycle and pedestrian connections linking numerous residential, office, and retail nodes along the entire route. New residents along the corridor will have easy access to Silicon Valley jobs, while Caltrain and light rail will link the major Silicon Valley employers to region-wide commuters.

Table 3.8: Santa Clara County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Santa Clara County

Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
Campbell		16,892	21,002	4,110	24.3%
Central Redevelopment Area (PDA)	Transit Neighborhood	965	2,909	1,944	201%
<i>Winchester Boulevard Master Plan (GOA)</i>	<i>Transit Neighborhood</i>	460	582	122	27%
Cupertino		19,830	21,588	1,758	8.9%
Gilroy		14,330	22,118	7,788	54.3%
Downtown (PDA)	Transit Town Center	235	2,911	2,677	1140%
Los Altos		10,670	11,968	1,298	12.2%
<i>El Camino Real Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	283	612	329	116%
Los Altos Hills		3,053	3,088	35	1.1%
Los Gatos		12,430	13,151	721	5.8%
Milpitas		19,030	38,758	19,728	103.7%
Transit Area (PDA)	Suburban Center	454	7,563	7,109	1566%
<i>Hammond Transit Neighborhood (GOA)</i>	<i>Transit Neighborhood</i>	2	397	395	19747%
<i>McCandless Transit Neighborhood (GOA)</i>	<i>Transit Neighborhood</i>	39	383	344	882%
<i>McCarthy Ranch Employment Center (GOA)</i>	<i>Employment Center</i>	0	0	0	NA
<i>Midtown Mixed-Use Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	54	700	646	1197%
<i>Serra Center Mixed-Use Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	0	0	0	NA
<i>Tasman Employment Center (GOA)</i>	<i>Employment Center</i>	0	0	0	NA
<i>Town Center Mixed-Use Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	0	750	750	NA
<i>Yosemite Employment Center (GOA)</i>	<i>Employment Center</i>	0	0	0	NA
Monte Sereno		1,229	1,269	40	3.3%
Morgan Hill		12,399	20,040	7,641	61.6%
Downtown (PDA)	Transit Town Center	195	2,911	2,716	1393%
Mountain View		32,114	50,348	18,234	56.8%
Whisman Station (PDA)	Transit Neighborhood	0	1,220	1,220	NA
<i>Downtown (GOA)</i>	<i>Transit Town Center</i>	1,359	2,544	1,185	87%
<i>East Whisman (GOA)</i>	<i>Employment Center</i>	104	203	99	95%
<i>El Camino Real Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	2,561	4,121	1,560	61%
<i>Moffett Field/NASA Ames (GOA)</i>	<i>Suburban Center</i>	166	2,283	2,118	1279%
<i>North Bayshore (GOA)</i>	<i>Suburban Center</i>	278	2,653	2,375	853%
<i>San Antonio Center (GOA)</i>	<i>Transit Town Center</i>	1,470	2,732	1,262	86%
Palo Alto		26,705	38,692	11,987	44.9%
Palo Alto: California Avenue (PDA)	Transit Neighborhood	922	2,889	1,967	213%
<i>Palo Alto: El Camino Real Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	4,272	6,116	1,845	43%
<i>Palo Alto: University Avenue/Downtown (GOA)</i>	<i>Transit Town Center</i>	2,162	3,701	1,539	71%

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Santa Clara County (continued)		Households			
Jurisdiction or Area Name	Place Type	2010	2035	Growth	% Change
<i>San Jose</i>		<i>305,087</i>	<i>435,585</i>	<i>130,498</i>	<i>42.8%</i>
Berryessa Station (PDA)	Transit Neighborhood	1,926	8,024	6,098	317%
Communications Hill (PDA)	Transit Town Center	2,423	5,198	2,775	115%
Cottle Transit Village (PDA)	Suburban Center	59	2,989	2,930	4952%
Downtown "Frame" (PDA)	City Center	5,799	24,458	18,659	322%
East Santa Clara/Alum Rock Corridor (PDA)	Mixed-Use Corridor	2,306	6,396	4,090	177%
Greater Downtown (PDA)	Regional Center	3,217	10,117	6,900	215%
North San Jose (PDA)	Regional Center	9,488	42,128	32,640	344%
West San Carlos and Southwest Expressway Corridors (PDA)	Mixed-Use Corridor	8,299	16,923	8,624	104%
<i>Bascom TOD Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>227</i>	<i>1,627</i>	<i>1,400</i>	<i>617%</i>
<i>Bascom Urban Village (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>1,089</i>	<i>1,889</i>	<i>800</i>	<i>73%</i>
<i>Blossom Hill/Snell Urban Village (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>519</i>	<i>1,619</i>	<i>1,100</i>	<i>212%</i>
<i>Camden Urban Village (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>346</i>	<i>1,346</i>	<i>1,000</i>	<i>289%</i>
<i>Capitol Corridor Urban Villages (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>3,692</i>	<i>9,892</i>	<i>6,200</i>	<i>168%</i>
<i>Capitol/Tully/King Urban Villages (GOA)</i>	<i>Suburban Center</i>	<i>1,504</i>	<i>3,754</i>	<i>2,250</i>	<i>150%</i>
<i>Oakridge/Almaden Plaza Urban Village (GOA)</i>	<i>Suburban Center</i>	<i>2,302</i>	<i>9,802</i>	<i>7,500</i>	<i>326%</i>
<i>Saratoga TOD Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>1,495</i>	<i>2,595</i>	<i>1,100</i>	<i>74%</i>
<i>Stevens Creek TOD Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>1,066</i>	<i>4,966</i>	<i>3,900</i>	<i>366%</i>
<i>Westgate/El Paseo Urban Village (GOA)</i>	<i>Suburban Center</i>	<i>559</i>	<i>3,059</i>	<i>2,500</i>	<i>447%</i>
<i>Winchester Boulevard TOD Corridor (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>2,026</i>	<i>4,026</i>	<i>2,000</i>	<i>99%</i>
<i>Santa Clara</i>		<i>43,403</i>	<i>67,672</i>	<i>24,269</i>	<i>55.9%</i>
<i>Central Expressway Focus Area (GOA)</i>	<i>City Center</i>	<i>0</i>	<i>4,000</i>	<i>4,000</i>	<i>NA</i>
<i>El Camino Real Focus Area (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>1,305</i>	<i>2,183</i>	<i>878</i>	<i>67%</i>
<i>Great America Parkway Focus Area (GOA)</i>	<i>Urban Neighborhood</i>	<i>0</i>	<i>3,400</i>	<i>3,400</i>	<i>NA</i>
<i>Lawrence Station Focus Area (GOA)</i>	<i>Transit Neighborhood</i>	<i>0</i>	<i>6,194</i>	<i>6,194</i>	<i>NA</i>
<i>Santa Clara Station Focus Area (GOA)</i>	<i>City Center</i>	<i>167</i>	<i>3,502</i>	<i>3,335</i>	<i>1997%</i>
<i>Tasman East Focus Area (GOA)</i>	<i>Transit Neighborhood</i>	<i>0</i>	<i>1,805</i>	<i>1,805</i>	<i>NA</i>
<i>Saratoga</i>		<i>11,000</i>	<i>11,118</i>	<i>118</i>	<i>1.1%</i>

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Santa Clara County (continued)		Households			
Jurisdiction or Area Name	Place Type	2010	2035	Growth	% Change
<i>Sunnyvale</i>		<i>54,170</i>	<i>73,425</i>	<i>19,255</i>	<i>35.5%</i>
Downtown & Caltrain Station (PDA)	Transit Town Center	1,353	5,321	3,968	293%
El Camino Real Corridor (PDA)	Mixed-Use Corridor	9,466	14,680	5,214	55%
Lawrence Station Transit Village (PDA)	Transit Neighborhood	1,465	2,354	888	61%
<i>East Sunnyvale ITR (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>1</i>	<i>601</i>	<i>600</i>	<i>60000%</i>
<i>Moffett Park (GOA)</i>	<i>Employment Center</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>NA</i>
<i>Peery Park (GOA)</i>	<i>Employment Center</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>NA</i>
<i>Reamwood Light Rail Station (GOA)</i>	<i>Employment Center</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>NA</i>
<i>Tasman Station ITR (GOA)</i>	<i>Mixed-Use Corridor</i>	<i>202</i>	<i>805</i>	<i>603</i>	<i>299%</i>
<i>Santa Clara County Unincorporated</i>		<i>31,604</i>	<i>37,991</i>	<i>6,386</i>	<i>20.2%</i>
Valley Transportation Authority: Cores, Corridors, and Station Areas (estimate) (PDA)		72,190	219,983	147,793	205%

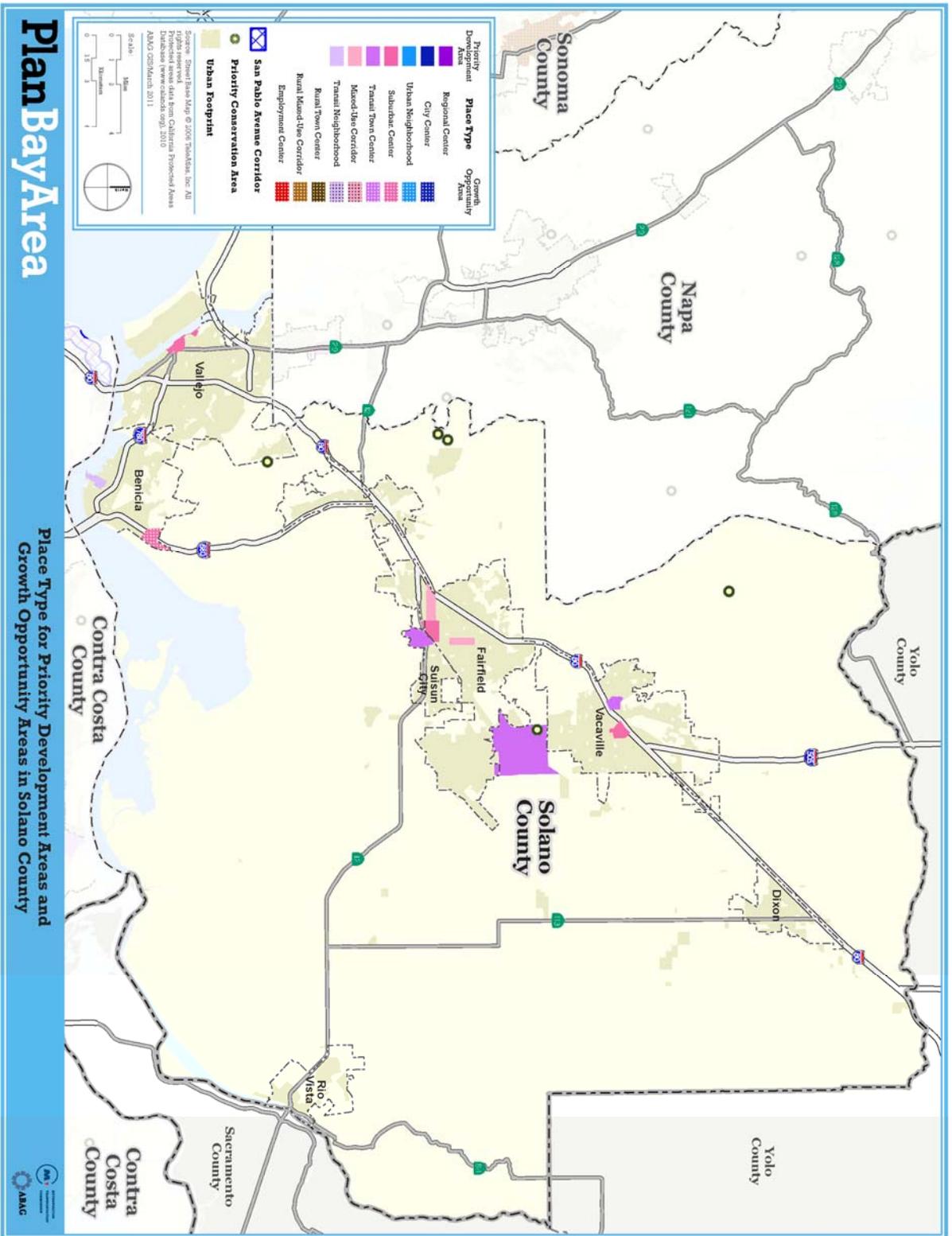
Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

Solano County

Solano County has the distinction of containing nearly half the San Francisco Bay Area's important farmland and more than half the region's wetlands, according to the State Farmland Mapping and Monitoring Program. The Sacramento River flows along the southeastern portion of Solano County emptying into the Sacramento-San Joaquin River Delta, the largest estuary on the U.S.'s West Coast, and into the Suisun Bay. Solano County's historical growth was in part attributable to military bases—Travis Air Force Base and Mare Island Naval Shipyard. The county's location between the metropolitan centers of San Francisco and Sacramento and its lower land prices relative to other parts of the Bay Area made it an attractive place for increased housing development in response to the demand for lower cost housing in the region.

Although this housing growth created competition to agricultural uses, residents and local governments in the Solano County value agricultural land protection and have adopted policies to ensure that agriculture remains. Solano County's Orderly Growth Initiative, adopted in 1994, encourages city-centered growth and supports the agricultural economy. This policy has focused jobs and commercial areas in and near the county's major urban areas. Vallejo continues its efforts to enhance their waterfront and downtown, and Fairfield, the county seat, has made strides to make the West Texas Street corridor a walkable and bikeable stretch with improved streetscape enhancements. Five Priority Conservation Areas have been identified to encourage protection of important natural resources such as the Blue Ridge Hills, Western Hills, and the greenbelt between Vacaville and Fairfield. As a result of these sustainability policies, the county remains predominantly rural, with valuable grazing and crop lands encompassing more than half of the land in Solano County.

In the Initial Vision Scenario for Solano County, communities in 2035 will continue to have striking views of the bay and agricultural landscapes. These natural assets surround the county's cities, which have been redeveloped into thriving centers that are easily accessible by public transportation and filled with places to walk and bike. The cities of Vallejo, Fairfield, and Vacaville will remain the most populous. Vallejo's downtown and waterfront will be a great place to take in the beauty of the bay or explore the historic city center before or after catching a ferry to San Francisco. Residents of Fairfield who need to commute to Sacramento or to another Bay Area job destination on the Capitol Corridor train will be able to live in downtown and walk across a pedestrian bridge into Suisun City to the Fairfield/Suisun train station or in the new transit town center around the Fairfield/Vacaville train station, which will have a mix of housing types and retail services with scenic views of the area's striking landscape. Vacaville's downtown will retain its historic character with improved amenities for walking and biking. Overall, communities in Solano County will have improved transit connections within their jurisdictions, between jurisdictions, and to regional centers, allowing residents to access a variety of services, jobs, and entertainment.



Map 3.8: Solano County Place Types for Priority Development Areas and Growth Opportunity Areas

Table 3.9: Solano County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Solano County

Jurisdiction or Area Name	Place Type	Households			
		2010	2035	Growth	% Change
<i>Benicia</i>		<i>11,329</i>	<i>13,527</i>	<i>2,198</i>	<i>19.4%</i>
Downtown (PDA)	Transit Neighborhood	570	1,520	950	167%
<i>Northern Gateway (GOA)</i>	<i>Suburban Center</i>	<i>0</i>	<i>756</i>	<i>756</i>	<i>NA</i>
<i>Dixon</i>		<i>5,617</i>	<i>8,222</i>	<i>2,605</i>	<i>46.4%</i>
<i>Fairfield</i>		<i>36,061</i>	<i>52,476</i>	<i>16,415</i>	<i>45.5%</i>
Downtown South (Jefferson Street) (PDA)	Suburban Center	142	3,669	3,528	2491%
Fairfield-Vacaville Train Station (PDA)	Transit Town Center	10	6,595	6,585	67891%
North Texas Street Core (PDA)	Mixed-Use Corridor	49	1,810	1,762	3633%
West Texas Street Gateway (PDA)	Mixed-Use Corridor	259	2,784	2,525	974%
<i>Rio Vista</i>		<i>3,540</i>	<i>4,737</i>	<i>1,197</i>	<i>33.8%</i>
<i>Suisun City</i>		<i>9,132</i>	<i>10,548</i>	<i>1,415</i>	<i>15.5%</i>
Downtown & Waterfront (PDA)	Transit Town Center	1,146	2,278	1,133	99%
<i>Vacaville</i>		<i>32,620</i>	<i>41,775</i>	<i>9,155</i>	<i>28.1%</i>
Allison Area (PDA)	Suburban Center	593	802	209	35%
Downtown (PDA)	Transit Town Center	169	4,172	4,003	2372%
<i>Vallejo</i>		<i>42,043</i>	<i>47,814</i>	<i>5,771</i>	<i>13.7%</i>
Waterfront & Downtown (PDA)	Suburban Center	1,200	2,215	1,015	85%
<i>Solano County Unincorporated</i>		<i>7,817</i>	<i>8,677</i>	<i>860</i>	<i>11.0%</i>

Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

Sonoma County

Sonoma County is the largest, northernmost county in the San Francisco Bay Area and contains some of the region's most valuable agricultural land. The county has a diverse landscape that encompasses redwood forests and oak woodlands, rivers, wetlands and baylands, vineyards, grasslands, and small farms. Many of these resource areas are included as part of one of the county's 15 Priority Conservation Areas.

Urban development in Sonoma County is concentrated within cities along the U.S. 101 corridor, which has been supported by voter-approved urban growth boundaries and other policies that encourage separation between cities and scenic landscapes to maintain the county's rural character and economy. The existing bus service in the county will be enhanced by the introduction of Sonoma-Marín Area Rail Transit (SMART). The stations planned in Cloverdale, Healdsburg, Windsor, Santa Rosa, Rohnert Park, Cotati, and Petaluma will provide improved connections among the cities in the county and to employment opportunities in San Francisco.

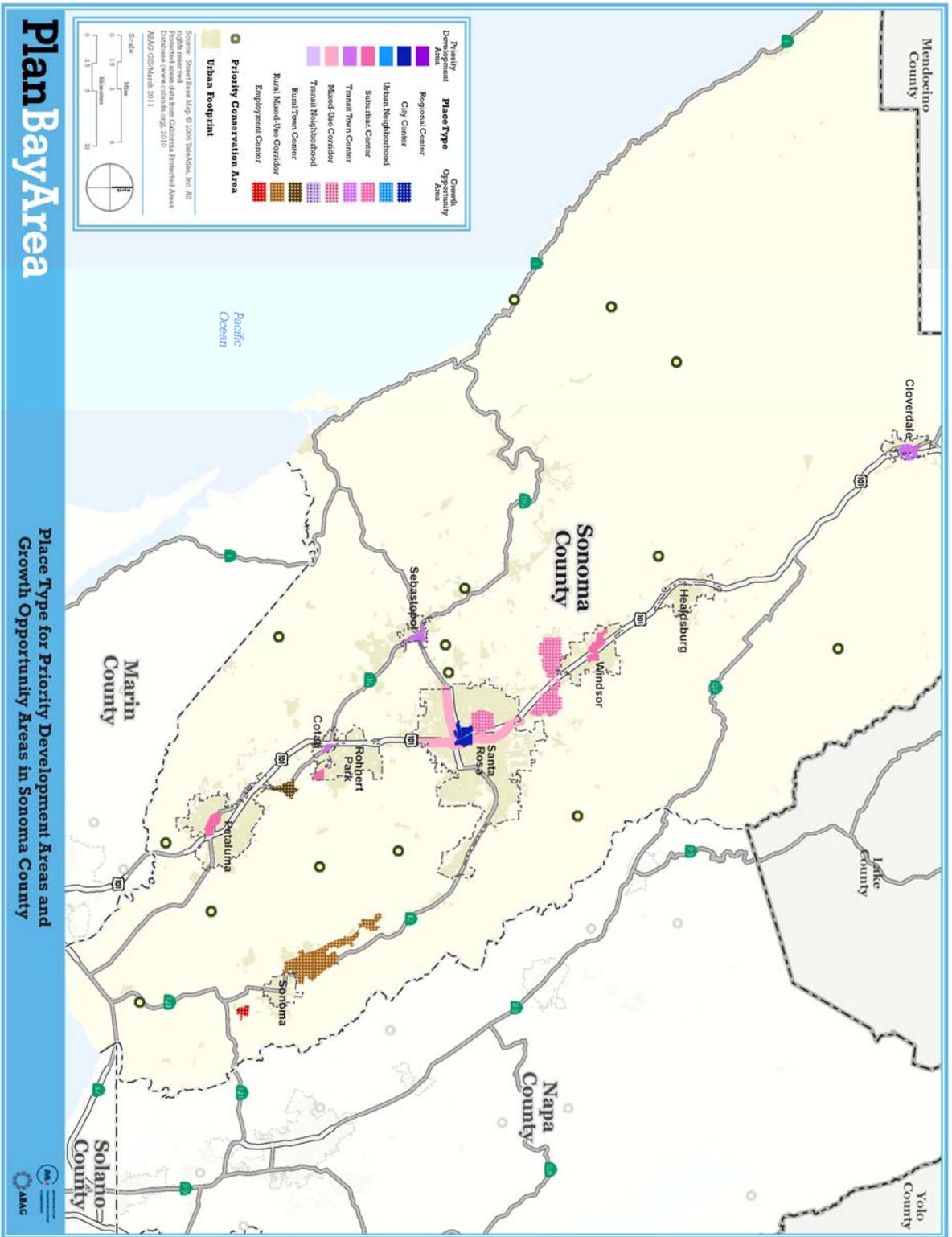
In the Initial Vision Scenario for Sonoma County, by 2035, the area's agricultural economy and resource lands will be thriving as a result of voter-approved sales taxes to fund the Sonoma County Agricultural Preservation and Open Space District's purchase of conservation and agricultural easements. Cities and towns in Sonoma County will have filled in while retaining their character, providing great places to live and work with access to daily needs within walking distance or an easy bike or transit ride.

Downtown Santa Rosa is expected to take on significant population and employment growth, and will continue to be the major city center in the North Bay. This area will connect to Santa Rosa's historic railroad square area, which will have a thriving farmer's market for people to access local foods. Residents will have an easy commute on the rail line, bus line, or regional bicycle path. North of this station in Santa Rosa will be a new suburban center, where the improvements residents identified for the area will connect them to the mall and other key destinations. Santa Rosa residents and visitors will also be able to get to and from these stations through a bus rapid transit system along Sebastopol Road, an east-west mixed-use corridor, and Mendocino Avenue/Santa Rosa Avenue, a north-south mixed-use corridor.

The cities and towns north and south of Santa Rosa will have retained their community character and have improved transit, bicycle, and pedestrian connections. Commuters and tourists will be able to hop on the rail line and take it to Cloverdale's transit town center, which will provide an impressive greenway connection between its downtown and the station. Similar to Windsor's town green where residents and visitors can gather, Rohnert Park will have a suburban center at Sonoma Mountain Village, a star example of sustainability principles for the Bay Area and the world. People will be able to enjoy downtown Petaluma's historic character as they walk around taking in the amenities offered and the beauty of the Petaluma River.

Sonoma County's rural and suburban areas will have become more complete communities with services and amenities within walking distance. The Airport and Larkfield Urban Service Area will be a suburban center with a mix of residences and other services. Within the Sonoma Valley Urban Service Area, The Springs will be a rural mixed-use corridor where residents can safely

navigate Highway 12 and where traffic will have been reduced given the level of bus service through the area, and the Eighth Street Industrial Area will be an employment center with major industrial redevelopment to serve agricultural processing in the area, better transit service, and bicycle and pedestrian improvements. The Penngrove Urban Service Area will have become a rural town center, with better transit service, bicycle and pedestrian improvements, and increased retail and service uses.



Map 3.9: Sonoma County Place Types for Priority Development Areas and Growth Opportunity Areas

Table 3.10: Sonoma County Initial Vision Scenario Household Growth 2010-2035 for Priority Development Areas and Growth Opportunity Areas by Jurisdiction

Jurisdiction or Area Name		Place Type	Households			
			2010	2035	Growth	% Change
<i>Cloverdale</i>			3,211	4,639	1,428	44.5%
Downtown/SMART Transit Area (PDA)	Transit Town Center		486	1,552	1,066	219%
<i>Cotati</i>			2,832	3,387	555	19.6%
Downtown and Cotati Depot (PDA)	Transit Town Center		183	728	545	298%
<i>Healdsburg</i>			4,390	5,284	894	20.4%
<i>Petaluma</i>			21,775	24,713	2,938	13.5%
Central, Turning Basin/Lower Reach (PDA)	Suburban Center		591	2,159	1,568	265%
<i>Rohnert Park</i>			15,718	20,395	4,677	29.8%
Sonoma Mountain Village (PDA)	Suburban Center		209	2,795	2,585	1235%
<i>Santa Rosa</i>			62,886	83,010	20,124	32.0%
Downtown Station Area (PDA)	City Center		1,442	9,296	7,855	545%
Mendocino Avenue/Santa Rosa Avenue Corridor (PDA)	Mixed-Use Corridor		6,391	11,068	4,677	73%
Sebastopol Road Corridor (PDA)	Mixed-Use Corridor		2,809	9,098	6,290	224%
North Santa Rosa Station (GOA)	Suburban Center		4,433	7,618	3,185	72%
<i>Sebastopol</i>			3,325	3,595	270	8.1%
Nexus Area (PDA)	Transit Town Center		96	259	163	170%
<i>Sonoma</i>			4,476	5,036	560	12.5%
<i>Windsor</i>			8,884	13,809	4,925	55.4%
Redevelopment Area (PDA)	Suburban Center		611	4,459	3,848	630%
<i>Sonoma County Unincorporated</i>			60,933	67,505	6,572	10.8%
8th Street East Industrial Area (GOA)	Employment Center		0	0	0	NA
Airport/Larkfield Urban Service Area (GOA)	Suburban Center		2,403	3,483	1,080	45%
Penngrove Urban Service Area (GOA)	Rural Town Center		312	958	646	207%
The Springs (GOA)	Rural Mixed-Use Corridor		6,161	7,414	1,253	20%

Key: PDA — Priority Development Area, GOA — Growth Opportunity Area

4. KEY PRIORITIES AND POTENTIAL STRATEGIES

The Initial Vision Scenario supports the development of places that offer proximity to services and transit and accommodate the region's growth. This future land use pattern represents a clear shift towards decreased auto dependence and increased travel choice. Intensified land uses close to rail and ferry stations and high frequency bus corridors throughout the region will promote more regional and local transit trips, as well as an increase in local trips on foot and bike—enabling cost-effective and healthy travel patterns for future generations.

This section outlines key priorities and potential strategies that regional agencies will need to pursue in order to support sustainable development and achieve the objectives set forth in SB375, given the rationale, growth assumptions, and local input into this Initial Vision Scenario of the Sustainable Communities Strategy.

4.1 Key Priorities

Through the development of the Initial Vision Scenario, a number of key priorities for supporting implementation of the SCS have become clear. These priorities are based on an understanding of the policies and resources needed to support sustainable development in the full range of locally-identified place types in the region, which define specific qualities and needs for the Priority Development Areas and new Growth Opportunity Areas. Elevating these priorities in the SCS will provide consistency in implementing sustainability strategies and making related investment decisions.

At the core of these priorities are the alignment of transportation, housing and employment development in sustainable locations, transit and transit-supportive investments to 2035, and coordination among local, regional, state and federal agencies to address challenges and achieve co-benefits:

1. Develop an efficient, interconnected travel network that offers inviting walking, biking, and transit connections that serve a network of neighborhoods and allow residents and employees throughout the region to take shorter trips.
2. Plan for jobs-housing fit along subregional transit corridors in order to provide housing choices with easy access to job centers and reduce the percentage of long commutes.
3. Enhance transit access in PDAs and Growth Opportunity Areas to integrate each area as part of a larger transit corridor; create destinations for surrounding lower density residential areas; and provide residents and employees in these areas with core services, amenities, and access to the rest of the region.
4. Align regional transportation funding with production of sustainable and affordable housing by connecting land use strategies and transit investments, increasing the feasibility of affordable housing production, and prioritizing transportation investments in places that are assuming major responsibilities on sustainability and affordability.

5. Invest in smart, green infrastructure by planning for air quality impacts at the neighborhood level, implementing urban stormwater standards for neighborhoods, and using appropriately-scaled municipal roads and utilities standards.
6. Coordinate regional plans and environmental regulations, including those related to air quality, water quality, and protection of the Bay in order to streamline CEQA review and clearance for land use plans in PDAs and Growth Opportunity Areas.
7. Initiate partnerships with key entities and special districts to address challenges relative to sustainable development, including water supply and distribution, hazards and risk mitigation, regional economic development, school quality and access, and utility capacity.

4.2 Potential Strategies

Local jurisdictions and stakeholders have provided the regional agencies with numerous suggestions as to what potential strategies could be adopted through the SCS. In an era of fiscal contraction for public agencies, funding for the SCS planning and implementation effort will be critical. While the Initial Vision Scenario will rely on the regional transportation plan for implementation funding, the region must also look for new funding opportunities and new partners to jointly fund SCS-related plans, projects, and programs in addition to affordable housing development.

Looking further into the future, the following lists some of the strategies that will respond to the key priorities listed above. These strategies incorporate much of the input from local governments about what is needed for SCS implementation:

1. Develop an environmental impact report for the SCS that resolves regional policy conflicts, addresses major transportation and air quality issues, and provides coverage for local plans.
2. Maximize the use of the Sustainable Communities Environmental Assessment (SCEA) to streamline CEQA review for local development plans that achieve the goals of the SCS.
3. Identify transportation funding sources for additional and sustained planning money for cities planning for growth and complete communities.
4. Prioritize RTP funding for an efficient transit network that supports the core urbanized land pattern accommodating growth in the region, including transit investments, transit service expansion, parking pricing, and transportation demand management projects.
5. Expand the Bay Area Affordable TOD fund that will help make sites available for affordable housing development in key locations within PDAs, and develop appropriate mechanisms for land assembly and affordable housing production.
6. Develop a mechanism to fund land preservation and Priority Conservation Areas.

7. Develop a structure for an infrastructure bank that will offer cities financing to expand utility capacity.
8. Develop regional advocacy for fiscal reform to support cities that are accommodating growth, including new redevelopment mechanisms.
9. Initiate planning for the region's resilience related to seismic hazards, and adaptation planning within the region for climate change, including potential flooding in areas proximate to the Bay and reduced water supply in the event of extended droughts.
10. Develop a structure for reserving water supply for PDAs and Growth Opportunity Areas.
11. Foster improvements in school quality and access by facilitating dialogue between school districts, planning agencies, and transportation agencies and by identifying strategies and resources to meet the specific needs of local jurisdictions.
12. Develop an economic development strategy that maximizes the regional resources in terms of business performance, skilled labor, and international networks. This strategy would need to be developed in coordination with various stakeholders and regional agencies.

5. SCS NEXT STEPS

Over the next several months, regional agencies will discuss the Initial Vision Scenario with local elected officials, local staff, stakeholders and the public. The input received during these discussions will influence the analysis for the development of the Detailed Scenarios. This section describes the process for gathering feedback about the Initial Vision Scenario, as well as a preliminary set of analytical tasks that MTC and ABAG have identified for the development of the Detailed Scenarios. Figure 5.1 shows the process and timeline for completion and adoption of the SCS.

5.1 Initial Vision Scenario Outreach Process

MTC and ABAG are embarking on a multi-tiered approach to interact with local jurisdictions and other stakeholders. As part of this effort, ABAG and MTC staff are coordinating the efforts listed below:

Briefings for local elected officials in each county — Meetings are scheduled in all nine counties during March and early April 2011, to engage with elected officials and discuss issues pertaining to the communities they represent and the SCS process. City managers and County administrators will be invited to participate. A tool kit is also being prepared for elected officials who wish to conduct meetings in their communities.

City Council / Board of Supervisors presentations — At the local level, planning and community development directors will be presenting the Initial Vision Scenario before their city councils or the board of supervisors. MTC and ABAG will provide a report, PowerPoint presentation and a jurisdictional comment form that will guide the discussion and provide consistency for the collection of input from local elected officials.

Planner-to-planner briefings — Regional planning staff will organize a Planning Directors' Forum in each county to provide technical briefings with key local planning staff to discuss the results of the Initial Vision Scenario analysis.

Stakeholders meetings — In addition to the input gathered from multiple stakeholders at the Regional Advisory Working Group meetings, ABAG and MTC will schedule meetings focused on selected tasks to discuss the scenario analysis and strategies.

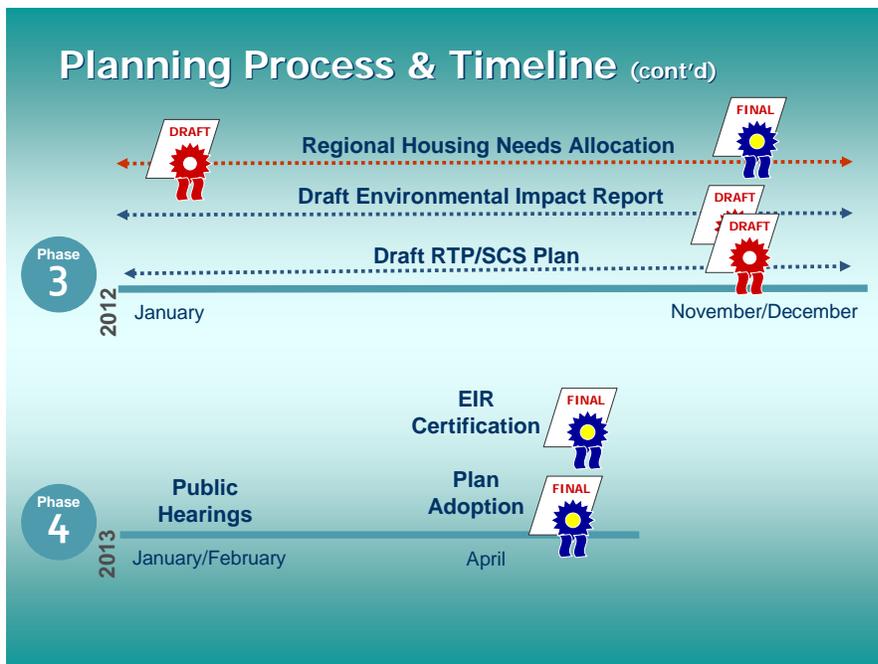
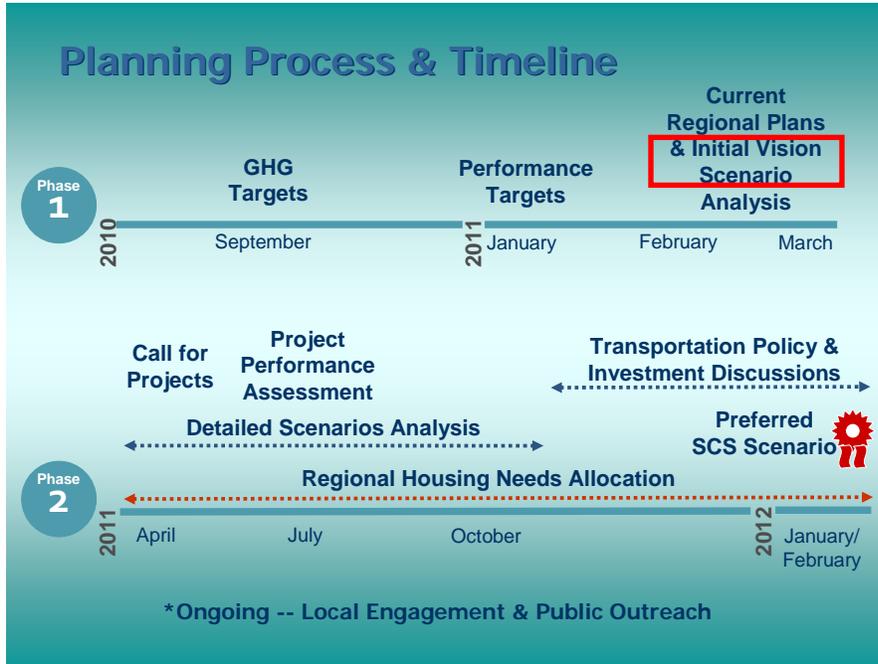
Countywide workshops — Regional planning staff, in coordination with CMAs and local staff, will conduct public workshops in all nine counties to facilitate a discussion on the development of county visions and priorities for transportation projects.

Partnerships with community organizations — MTC and ABAG are partnering with community and faith-based organizations, as well as local nonprofits, to involve low-income communities and communities of color in development of the SCS planning scenarios.

Other outreach efforts — Later this spring we will conduct a telephone survey of Bay Area residents on topics such as housing and development patterns, and their views on a range of

strategies to reduce greenhouse gas emissions. Also, a high-profile, interactive web presence, electronic newsletters, and social media are planned to keep those interested up to date and engaged in the development of Plan Bay Area.

Figure 5.1: SCS Planning Process and Timeline



5.2 Development of Detailed Scenarios

Several next steps exist in soliciting and collecting feedback on the Initial Vision Scenario, which will need to be undertaken in coordination with local jurisdictions, as listed previously. Similarly, several tasks remain to develop the Detailed Scenarios:

- The development of the SCS requires a forecast of a twenty-five year land pattern, which takes into account market and public investment constraints. The Detailed Scenarios will define those constraints.
- The employment distribution was established using secondary data and based on previous forecasts (Current Regional Plans Forecast and Projections 2009). For the Detailed Scenarios, we will use additional state and federal data sources to review the distribution of existing jobs. We will then develop alternative forecasts of job distribution through the place type approach, including an analysis of clusters and industries. We will develop a scenario with a higher proportion of employment growth in Priority Development Areas and Growth Opportunity Areas in order to move closer to the goals identified in the regional performance targets.
- Similarly, the Initial Vision Scenario relies primarily on the transportation network proposed in Regional Transportation Plan 2035. The Detailed Scenarios will consider alternative approaches to the expansion of transit services and transportation projects that are supportive of the proposed land pattern.
- The Detailed Scenarios will define the alternative packages of transportation policies, strategies, and investments required to achieve targets utilizing alternative land use patterns and housing distributions.
- The Detailed Scenarios will take into account the policies utilized by the RHNA methodology. ABAG and MTC will be working with the SCS Housing Methodology Committee (HMC) to develop an approach for allocating the eight-year regional housing need to each jurisdiction in the region that meets the statutory objectives of RHNA and is consistent with the development pattern of the SCS. The HMC will discuss the criteria for consistency between RHNA and the SCS, and how best to meet local and regional sustainability goals.

6. APPENDIX

6.1 Glossary of Terms

Alternative Planning Strategy (APS) — If the SCS is unable to achieve the greenhouse gas reduction target, then an APS must be prepared. The APS would show how the greenhouse gas targets would be achieved through alternative development patterns, infrastructure investments, or additional transportation measures or policies. The APS is a separate document from the Regional Transportation Plan (RTP), but may be adopted at the same time as the RTP.

Assembly Bill (AB) 32 — The Global Warming Solutions Act of 2006, which requires California to reduce its greenhouse gas emissions to 1990 levels by 2020.

Assembly Bill (AB) 32 Scoping Plan — The scoping plan developed by the California Air Resources Board (CARB) has a range of greenhouse gas (GHG) emissions reduction actions which include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, market-based mechanisms (such as a cap-and-trade system), and an AB 32 cost of implementation fee regulation to fund the program. The plan is a central requirement of AB 32.

Association of Bay Area Governments (ABAG) — The council of governments and designated regional planning agency represent the San Francisco Bay Area's nine counties and 101 cities and towns. ABAG initiates innovative programs, projects, and partnerships to help resolve the region's economic, social, and environmental challenges, providing research and analysis and cost-effective local government service programs. ABAG is committed to enhancing the quality of life in the Bay Area by leading the region in advocacy, collaboration, and excellence in planning, research, and member services.

Bay Area Air Quality Management District (BAAQMD) — BAAQMD regulates industry and employers to keep air pollution in check and sponsors programs to clean the air. BAAQMD also works with ABAG, the Metropolitan Transportation Commission (MTC), and the Bay Conservation and Development Commission (BCDC) on issues that affect land use, transportation, and air quality.

Bay Area Regional Agency Climate Protection Program — This program was approved by the Joint Policy Committee (JPC) on July 20, 2007. As part of this process, ABAG established targets for assessing alternative land use scenarios in the development of the latest iteration of *Projections 2009*, the region's policy-based forecast of population and employment. MTC developed the RTP update, *Transportation 2035*, which evaluates transportation strategies and investment programs relative to a target of reducing GHG emissions from on-road vehicles in the year 2035 by 40 percent compared to 1990 levels.

Bay Conservation and Development Commission (BCDC) — A state-established agency with jurisdiction over dredging and filling of San Francisco Bay and limited jurisdiction over development within 100 feet of the Bay.

California Air Resources Board (CARB) — part of the California Environmental Protection Agency. Its mission is to promote and protect public health, welfare, and ecological resources through the effective and efficient reduction of air pollutants while recognizing and considering the effects on the economy of the state. SB 375 requires that CARB set GHG-reduction targets for cars and light trucks in each California region for the years 2020 and 2035.

California Environmental Quality Act (CEQA) — This California law passed in 1970 requires that documentation of potential environmental impacts of development projects must be submitted prior to development. Under SB 375, housing development projects can qualify for a full CEQA exemption if:

- They do not exceed 8 acres or 200 units
- They can be served by existing utilities
- They will not have a significant effect on historic resources
- Their buildings exceed energy efficiency standards
- They provide any of the following:
 - 5 acres of open space
 - 20 percent moderate income housing
 - 10 percent low income housing
 - 5 percent very low income housing.

Carbon Dioxide (CO₂) — CO₂ is a colorless, odorless, non-poisonous gas that is a normal part of the ambient air. CO₂ contributes the most to human-induced global warming. Human activities such as fossil fuel combustion and deforestation have increased atmospheric concentrations of CO₂ by approximately 30 percent since the industrial revolution.

Clean Air Plan (CAP) — At a public hearing on September 15, 2010, the BAAQMD Board of Directors adopted the final *Bay Area 2010 Clean Air Plan*, and certified the Final Environmental Impact Report on the CAP. The 2010 CAP serves to update the Bay Area ozone plan in compliance with the requirements of Chapter 10 of the California Health & Safety Code. In addition, the 2010 CAP provides an integrated, multi-pollutant strategy to improve air quality, protect public health, and protect the climate.

Climate Change — Climate change refers to changes in the Earth’s weather patterns, including the rise in the Earth’s average temperature due to an increase in heat-trapping or greenhouse gases (GHGs) in the atmosphere. Climate scientists agree that climate change is a man-made problem caused by the burning of fossil fuels like petroleum and coal. Transportation accounts for about 40 percent of the Bay Area’s GHG emissions. Climate change is expected to significantly affect the Bay Area’s public health, air quality, and transportation infrastructure through sea level rise and extreme weather events.

Complete Communities — Complete communities are those which provide the opportunity for people to live a complete day, including their work, school, services, and recreation, within the boundaries of their own neighborhoods. Complete communities offer these amenities in a pedestrian-friendly atmosphere where public transit is at least as convenient as the automobile. These neighborhoods or districts are self-sufficient by connecting transit and shopping, and are surrounded by different housing types, services, and amenities. Complete communities are

created through an integrated approach to transportation planning, land use planning, and urban design with an inter-related set of policies that mutually reinforce one another.

Current Regional Plans Forecast — Current Regional Plans Forecast refers to the forecast of housing and employment based on the assumptions in ABAG Projections 2009 and some input from local jurisdictions. It reduces employment growth expectations for 2035 given the current recession and economic restructuring.

Detailed Scenarios — Following development of the Initial Vision Scenario, Detailed Scenarios that account for available revenues will be developed, analyzed and discussed as part of the Plan Bay Area process. (See also Initial Vision Scenario and Preferred Scenario.)

Equitable Development — Equitable development ensures that individuals and families in all communities can participate in and benefit from economic growth and activity. It is grounded in four guiding principles: the integration of people and place strategies; reduction of local and regional disparities; promotion of "double bottom line" investments; and inclusion of meaningful community voice, participation, and leadership.

FOCUS — A regional planning initiative spearheaded by ABAG in cooperation with MTC, and in coordination with BAAQMD and BCDC. FOCUS seeks to protect open space and natural resources while encouraging infill development in existing communities (see PCAs and PDAs below). The FOCUS initiative encourages future growth in areas near transit and within the communities that surround the San Francisco Bay. Concentrating housing in these areas offers housing and transportation choices for all residents, while helping to reduce traffic, protect the environment, and enhance existing neighborhoods.

Focused Growth — Development that reflects higher densities, mixed use, and a higher proportion of housing and employment growth in urban areas, particularly near transit stations and along transit corridors, as well as in town centers.

Growth Opportunity Areas — Locations in the region identified by local jurisdictions during the development of the Initial Vision Scenario with potential capacity for growth. These areas may be in the process of becoming PDAs or have different criteria to pursue sustainability focused on employment or rural characteristics.

Global Warming — The progressive gradual rise of the Earth's average surface temperature thought to be caused in part by increased concentrations of GHGs in the atmosphere.

Greenhouse gas (GHG) — Gas in an atmosphere that absorbs and emits radiation within the thermal infrared range. This process is the fundamental cause of the greenhouse effect, which causes warming of the atmosphere of the Earth.

Initial Vision Scenario — As part of Plan Bay Area, the Initial Vision Scenario articulates the Bay Area's vision of future land uses and assesses its performance relative to statutory greenhouse gas and housing targets as well as other voluntary performance targets. The Initial Vision Scenario is unconstrained by available revenues. As such, it serves as a starting point for

the development, analysis and discussion of Detailed Scenario alternatives that will lead to a preferred scenario by early 2012. (See also Detailed Scenarios and Preferred Scenario.)

Joint Policy Committee (JPC) — The JPC coordinates the regional planning efforts of the ABAG, BAAQMD, BCDC and MTC. Among the JPC’s current initiatives are focused growth, climate protection, and development of a sustainable communities’ strategy pursuant to SB 375.

Low-carbon emissions standards or low carbon fuel standards (LCFS) — California's LCFS requires fuel providers to reduce the carbon intensity of transportation fuels sold in the state, dramatically expanding the market for alternative fuels. By 2020, the LCFS will reduce carbon content in all passenger vehicle fuels sold in California by 10 percent.

Metropolitan Planning Organization (MPO) — A regional council of governments authorized under federal law to develop a regional transportation plan.

Metropolitan Transportation Commission (MTC) — The transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area. MTC is the MPO for the Bay Area. MTC is currently working on its 2035 Transportation Plan.

Particulate Matter_{2.5} (PM_{2.5}) — Fine particles are 2.5 micrometers in diameter and smaller. The regional target is to reduce fine particulate matter, PM_{2.5}, by 10 percent below today’s levels.

Particulate Matter₁₀ (PM₁₀) — Particulate matter of 10 micrometers or less in size. The regional target is to reduce coarse particulate matter, PM₁₀, by 45 percent over today’s levels.

Performance Measures — Indicators of how well the transportation system or specific transportation projects will improve transportation conditions.

Place Types — Groups neighborhoods or centers with similar sustainability characteristics and physical and social qualities, such as the scale of housing buildings, frequency and type of transit, quality of the streets, concentration of jobs, and range of services. Place types are a tool of local-regional exchange to identify places and policies for sustainable development. Bay Area jurisdictions can select a place type to indicate their desired level of growth in the Sustainable Communities Strategy.

Plan Bay Area — One of our region’s most comprehensive planning efforts to date. It is a joint effort led by ABAG and MTC in partnership with BAAQMD and BCDC. All four agencies are collaborating at an unprecedented level to produce a more integrated land use-transportation plan.

Priority Conservation Area (PCA) — Regionally significant open spaces for which there exists a broad consensus for long-term protection and for which public funds may be invested to promote their protection. Local jurisdictions and open space agencies identified these locations voluntarily through the FOCUS initiative.

Priority Development Area (PDA) — Locations within existing communities that present infill development opportunities, and are easily accessible to transit, jobs, shopping and services. Local jurisdictions identified these locations voluntarily through the FOCUS initiative.

Reduction Target — A goal set by California Air Resources Board for a region to reduce the amount of greenhouse gas emissions from cars and light trucks within a specific timeframe.

RAWG (Regional Advisory Working Group) — An advisory group set up to advise staff of ABAG, MTC, BAAQMD and BCDC on development of Plan Bay Area. Its membership includes staff representatives of local jurisdictions (CMAs, planning directors, transit operators, public works agencies) as well as representatives from the business, housing, environmental and social-justice communities.

Regional Housing Needs Assessment (RHNA) — The Regional Housing Needs Assessment process is a state mandated planning process for housing in California. ABAG is responsible for allocating this state-determined regional housing need among all of the Bay Area’s nine counties and 101 cities with assistance of a recently established SCS Housing Methodology Committee. The SCS Housing Methodology Committee is currently evaluating the factors to be used by ABAG in the current allocation process. Beginning in this current cycle, RHNAs must be consistent with the Sustainable Communities Strategy (SCS) mandated by SB 375. Local housing elements must be adopted 18 months after the next regional transportation plan.

RHNA Integration — RHNA must be consistent with the Sustainable Communities Strategy (SCS). SB 375 requires that the RHNA/housing element cycle will be synchronized and coordinated with the preparation of every other RTP update, starting with the first update after 2010 (i.e., 2013). RTP updates occur every four years, and housing elements must be adopted by local governments eighteen months after the adoption of the RTP. With a few exceptions, the region will now be on an eight-year RHNA cycle and local governments will be on eight-year housing element cycles. In addition to synchronizing with the preparation of the RTP and the SCS, the RHNA allocation must be consistent with the development pattern included in the SCS. The resolution approving the RHNA shall demonstrate consistency with the Bay Area’s implementation of SB 375 and the SCS.

Regional Performance Targets — Both ABAG and MTC used performance targets in developing the *Regional Transportation Plan and Projections 2009*. Performance targets include limiting greenfield development to 900 acres per year, or 22,500 acres over the 2010-2035 time period. Additional targets include increasing non-auto access to jobs and services by 20 percent, by 2035, and reducing daily vehicle miles traveled (VMT) per capita by 10 percent, compared to 2006 levels. Other targets include increasing access to jobs and essential services via transit or walking by 20 percent above today’s levels; reducing driving per person by 10 percent below today’s levels; reducing traffic congestion, measured by hours of delay, by 20 percent below today’s levels; and reducing carbon dioxide emissions by 40 percent below 1990 levels.

Regional Transportation Plan (RTP) — A transportation plan which is developed every four or five years that, among other things, outlines a region’s transportation investments. The Bay Area’s Regional Transportation Plan is called *Transportation 2035 Plan* and it is the long-range planning document of the Metropolitan Transportation Commission (MTC). The plan has a 25-year

horizon and serves as a comprehensive blueprint for investment strategies for maintaining, managing and improving the surface transportation network in the nine-county San Francisco Bay Area. The plan determines how the region will spend nearly \$218 billion in local, regional, state and federal funds that are projected to be available to the Bay Area over the next 25 years.

SB 375 Transportation and Land Use Planning Act of 2008 — The act mandates an integrated regional land-use-and-transportation-planning approach to reducing greenhouse-gas (GHG) emissions from automobiles and light trucks, principally by reducing vehicle miles traveled (VMT). SB 375 requires that the California Air Resources Board (CARB) set GHG-reduction targets for cars and light trucks in each California region for the years 2020 and 2035. SB 375 provides incentives for creating attractive, walkable and sustainable communities and revitalizing existing communities. SB 375 also changes the state Housing Element law by linking regional planning efforts for transportation and housing. Under the bill, all transportation and housing planning processes are put on the same eight-year schedule and must be updated once every eight years. The Sustainable Communities Strategy, RTP and RHNA will be developed together through a single and integrated cross agency work program with the JPC.

SB 375 Implementation — SB 375 explicitly assigns responsibilities to ABAG and to the MTC to implement the bill’s provisions for the Bay Area. Both agencies are members of the Joint Policy Committee (JPC). The policies in this document were approved by the JPC and provide guidance to the two lead regional agencies in fulfilling their responsibilities in collaboration with their JPC partners, BAAQMD and BCDC.

Sustainable Communities Strategy (SCS) — A part of the Regional Transportation Plan that predicts a likely growth pattern for the region. The SCS lays out how emissions reductions will be met. This strategy becomes part of the Regional Transportation Plan. It does incorporate the RHNA requirement to provide housing to accommodate all income groups while meeting reduction targets. SB 375 requires the regional transportation plan for regions of the state with a metropolitan transportation planning organization to adopt an SCS.

Sustainable Communities Environmental Assessment (SCEA) — The Sustainable Communities Environmental Assessment (SCEA) is the CEQA document that will be prepared to review ‘transit priority projects’ that are consistent with the adopted Sustainable Communities Strategy. The SCEA is not required to reference, describe, or discuss growth inducing impacts or any project-specific or cumulative impacts from cars and light-duty truck trips generated by the project on global warming or the regional transportation network. The lead agency’s decision to review and approve a transit priority project with the SCEA shall be reviewed under the substantial evidence standard.

Transit-Oriented Development (TOD) — A type of development that links land use and transportation facilities to support public transit systems and help reduce sprawl, traffic congestion and air pollution. Transit-oriented developments include housing, along with complementary public uses (jobs, retail and services), at a strategic point along a regional transit system, such as a rail hub.

Transportation for Livable Communities (TLC) — MTC’s TLC Program provides funding for projects that provide for a range of transportation choices, support connectivity between

transportation investments and land uses, and are developed through an inclusive community planning effort. The purpose of TLC Program is to support community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, enhancing their amenities and ambiance and making them places where people want to live, work and visit.

Transit Priority Projects — Projects that contain at least 50 percent residential use; have a minimum net density of 20 units per acre; have a floor-area ratio for the commercial portion of the project at 0.75; and are located within ½ mile of either a rail stop, a ferry terminal, or a bus line with 15-minute headways.

**MTC STATION AREA PLANNING MANUAL
Place Type Identification**

	Centers					Districts			Corridor
	Regional Center	City Center	Suburban Center	Transit Town Center	Urban Neighborhood	Transit Neighborhood	Mixed-Use Neighborhood		
What are/will be the characteristics of the Station Area?	Primary center of economic and cultural activity	Significant center of economic and cultural activity with regional-scale destinations	Significant center of economic and cultural activity with regional-scale destinations	Local center of economic and community activity	Predominantly residential district with good access to Regional and Sub-Regional Centers	Predominantly residential district organized around transit station	Local focus of economic and community activity without distinct "center"		
What is/will be the transit mode in the Station Area?	All Modes	All Modes	All Modes	Commuter Rail, Local/Regional Bus Hub, Ferry, Potentially BART	BART, LRT/Streetcar, BRT, Commuter Rail, Local Bus	LRT/Streetcar, BRT, Commuter Rail, Potentially Ferry, Local Bus	LRT/Streetcar, BRT, Local Bus		
What is/will be the land-use mix and density in the Station Area?	High-density mix of residential, commercial, & civic/cultural uses	Moderate- to high-density mix of residential, commercial, employment, and civic/cultural uses	Moderate- to high-density mix of residential, commercial, employment, and civic/cultural uses	Moderate-density mix of residential, commercial, employment, and civic/cultural uses	Moderate- to high-density, predominantly residential uses with supporting commercial and employment uses	Low- to moderate-density, predominantly residential uses with supporting commercial and employment uses	Moderate density mix of residential, commercial, employment, and civic/cultural uses		
What are/will be the characteristics of retail in the Station Area?	Regional-serving destination retail opportunity, need for local-serving and community-serving retail	Regional-serving destination retail opportunity, need for local-serving and community-serving retail	Regional-serving destination retail opportunity, need for local-serving and community-serving retail	Community-serving and destination retail opportunity; need for local-serving retail	Primarily local-serving retail opportunity; need for some community-serving retail	Primarily local-serving retail opportunity	Primarily local-serving retail opportunity; need for some community-serving retail		
What are/will be major planning and development challenges?	Integrating dense mix of housing and employment into built-out context	Integrating high-density housing into existing mix of housing and employment to support local-serving retail	Introducing housing into predominantly employment uses and improving connections/access to transit	Increasing densities while retaining scale and improving transit access	Expanding local-serving retail opportunities and increasing high-density housing opportunities	Integrating moderate-density housing and supporting local-serving retail	Expanding local-serving retail opportunities and increasing high-density housing opportunities		
Example [2]	Downtown San Francisco, Oakland and San Jose	Downtown Hayward, Berkeley, Redwood City and Santa Rosa	Pleasant Hill BART, Dublin/Pleasanton BART	Hercules Waterfront, Suisun City, Napa, Livermore	Fruitvale in Oakland, Japantown in San Jose, Church/Market in San Francisco	Whisman Station in Mountain View, El Cerrito del Norte, Ohlone Chynoweth in San Jose, Glen Park	San Pablo Avenue, El Camino Real, Geary Boulevard, International Blvd.		

NOTES: (1) Station Area typically refers to half-mile radius around station or roughly 500 acres
(2) Station Areas are typically a mix of characteristics of several place types. These examples are meant to be illustrative of the qualities only.

Key Identifying Questions