



Executive Summary
**Jobs-Housing
Connection
Strategy**

May 2012

BayArea
Plan



ASSOCIATION OF BAY AREA GOVERNMENTS



METROPOLITAN
TRANSPORTATION
COMMISSION

The diverse population of the San Francisco Bay Area, home to one of the most impressive and productive estuaries in the world, has access to vibrant cities and towns, spectacular scenic and natural resources, and world-class cultural and recreational amenities.

The more than seven million of us who call this nine-county region home must work together to retain and enhance its great qualities for our children and grandchildren.

Regional Trends

The region is expected to experience more modest growth than in past decades. Still, we project healthy economic growth of 1.1 million jobs and 2 million people by 2040 as the Bay Area continues to attract cutting-edge, high technology companies, talent, and investment from around the world.

This assumes a full-employment economy with unemployment rates returning to normal levels within a successful national economy. The forecast also recognizes the challenges with building new

housing in the region that is largely multi-family and in infill locations, and the impact that has on our ability to capture potential job growth. Achieving this growth will require that the region respond to an aging and diversifying population, polarizing wages, high housing and transportation costs, and other issues affecting our quality of life.

Prior generations in the Bay Area built the infrastructure to accommodate our current economy. Preparing the Bay Area for future job growth will require ever greater efficiency and creativity in the allocation of our public resources to improve communities and the livelihood of households earning low incomes.

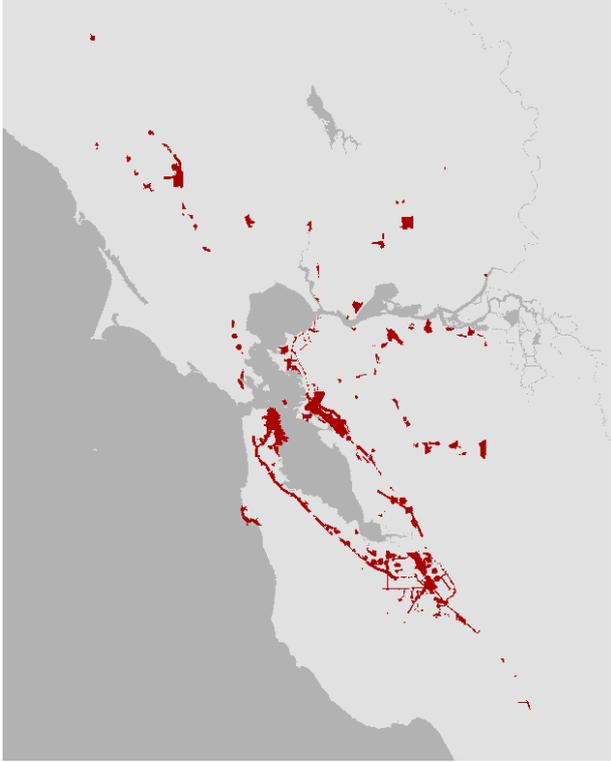
Approach

Envisioning a strong economy, vital communities, protected open space, air, and water resources, and a high quality of life in the year 2040 requires that we maximize existing infrastructure investments and recognize where new investments are needed.

Regional Trends Snapshot

	Challenges	Opportunities
Employment	<ul style="list-style-type: none"> Decentralization of jobs Declines in manufacturing employment Lag between GDP and employment growth Average K-12 educational levels Funding cuts in higher education Loss of 200,000 acres of agricultural land 	<ul style="list-style-type: none"> Global innovation hub Concentration of venture capital Research institutions High growth knowledge-sector industries and companies 1.8 billion in agricultural products produced each year by Bay Area farmers
Housing	<ul style="list-style-type: none"> Loss of redevelopment High cost of living Foreclosure and delinquency rates Infill development 	<ul style="list-style-type: none"> Aging population and expected changes in housing type demand Changing preferences of younger workers Infill development

Priority Development Areas



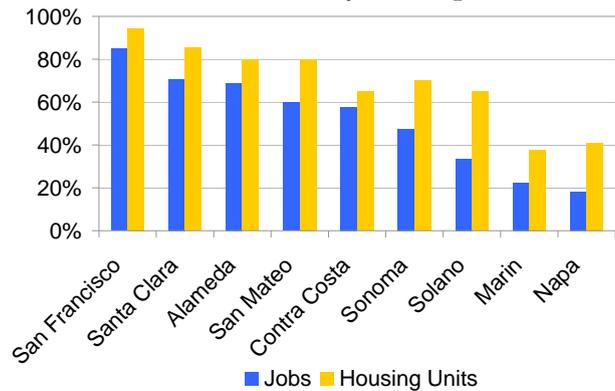
The Jobs-Housing Connection Strategy addresses these challenges by focusing planning efforts and investments in Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs). PDAs provide an array of housing types and transportation choices and promote a pattern of growth and investment where transit, jobs, schools, services, and recreation are located nearby.

In contrast to previous trends that saw rural lands consumed for development, this Strategy acknowledges the choices the Bay Area has already made to retain these lands by directing development to PDAs and supporting the continuation of agricultural activities in rural communities through PCAs. This allows the region to reduce the emission of greenhouse gases, house our population in a wide range of neighborhoods, preserve our natural resources, and support the creation of and greater access to new employment opportunities.

These areas are proposed by local jurisdictions and approved by regional agencies. Additional planning and investments are directed to these priority areas. The Jobs-Housing Connection Strategy is based on a collaborative planning approach that builds upon ongoing efforts by local and regional agencies, special districts, and stakeholders.

The Strategy is also designed to support the housing production system in meeting the growing demand for housing in PDAs. It calls for expanded resources and public investment in PDA locations and provides planning support to help local governments work through the entitlement process.

Share of Growth in Priority Development Areas



Growth Strategy

PDAs are proposed to absorb about 80 percent of new housing and 66 percent of new jobs on about five percent of our total regional land area.

Regional centers in Oakland, San Francisco, and San Jose account for about 14 percent of new housing and 17 percent of job growth. Medium size cities also play an important role by adding a mix of new housing, employment, and services in strategic locations.

As a result of this focused growth, about 99 percent of our open space and agricultural land can be retained and north bay counties take a very small share of growth. Napa and Marin counties account for about 1 percent each of the total regional housing growth and Sonoma and Solano, 5 and 3 percent, respectively.

Implementation

In order for this long term growth pattern to be realized, ABAG and MTC propose a set of implementation actions for discussion. These are based on input received from local jurisdictions, regional agencies, health and education agencies, business organizations, housing and equity groups, and environmental groups among others. Actions include planning tasks and investments, analysis of identified issues, and dialogue with appropriate organizations to define specific strategies. Highlights of this approach include:

Comprehensive infill development in PDAs:

Efficiency and creativity in the allocation of our public resources, maximizing existing urban infrastructure investments and recognizing new planning and investments needed to support the PDAs that are assuming major growth responsibilities.

Creation and diversification of jobs:

Investments in PDA infrastructure, workforce training and access to transit, amenities, and services to support knowledge-based jobs and businesses at major urban centers; local serving businesses and jobs close to housing in a wide range of downtown areas, transit corridors, and office parks; and retention of agricultural and industrial land.

Current Components of Plan Bay Area



Retention and production of affordable housing:

Focused investments and planning in PDAs with major housing responsibilities and challenges through streamlining regulations among local, regional, and state agencies; coordination with developers; and supporting major expansion of state and federal funding.

Strengthening complete communities:

Work with regional agencies and special districts to support improvements to public schools, expansion of parks and recreation facilities, neighborhood safety and reducing crime, neighborhood resilience to natural disasters, appropriate provision of water, and air quality improvements.

Protection of open space and agricultural land:

Regional coordination around PCAs focused on critical habitats, extension of conservation land deadlines, development of farmland protection plan, and completion of the Coastal, Ridge, and Bay Trails that link natural habitats and landscapes.

Just the Beginning

This is the first Sustainable Communities Strategy (SCS) to be developed in the Bay Area. This is our first attempt to directly connect our local and regional land use planning efforts with our transportation investments. We expect to further strengthen our efforts in the subsequent cycles.

Still, we are very committed to establishing a solid platform of planning and development for the SCS that has traction today. Towards this end, under the umbrella of Plan Bay Area, we closely link the long term land use strategy (Jobs-Housing Connection Strategy by 2040), the long term transportation strategy (Draft Transportation Investment Strategy by 2040), the medium term housing planning targets (Regional Housing Need Allocation by 2022), short term funding (One Bay Area Grant by 2017), and programs supporting air quality, resilience to natural disasters, and sea level rise.

The integration of these efforts supports local jurisdictions to enhance the quality of life of the diverse communities in the Bay Area of tomorrow.