



CITY OF
HAYWARD
HEART OF THE BAY

**Sustainable Communities Strategy
A Local-Regional Partnership**

January 18, 2011

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Senate Bill 375

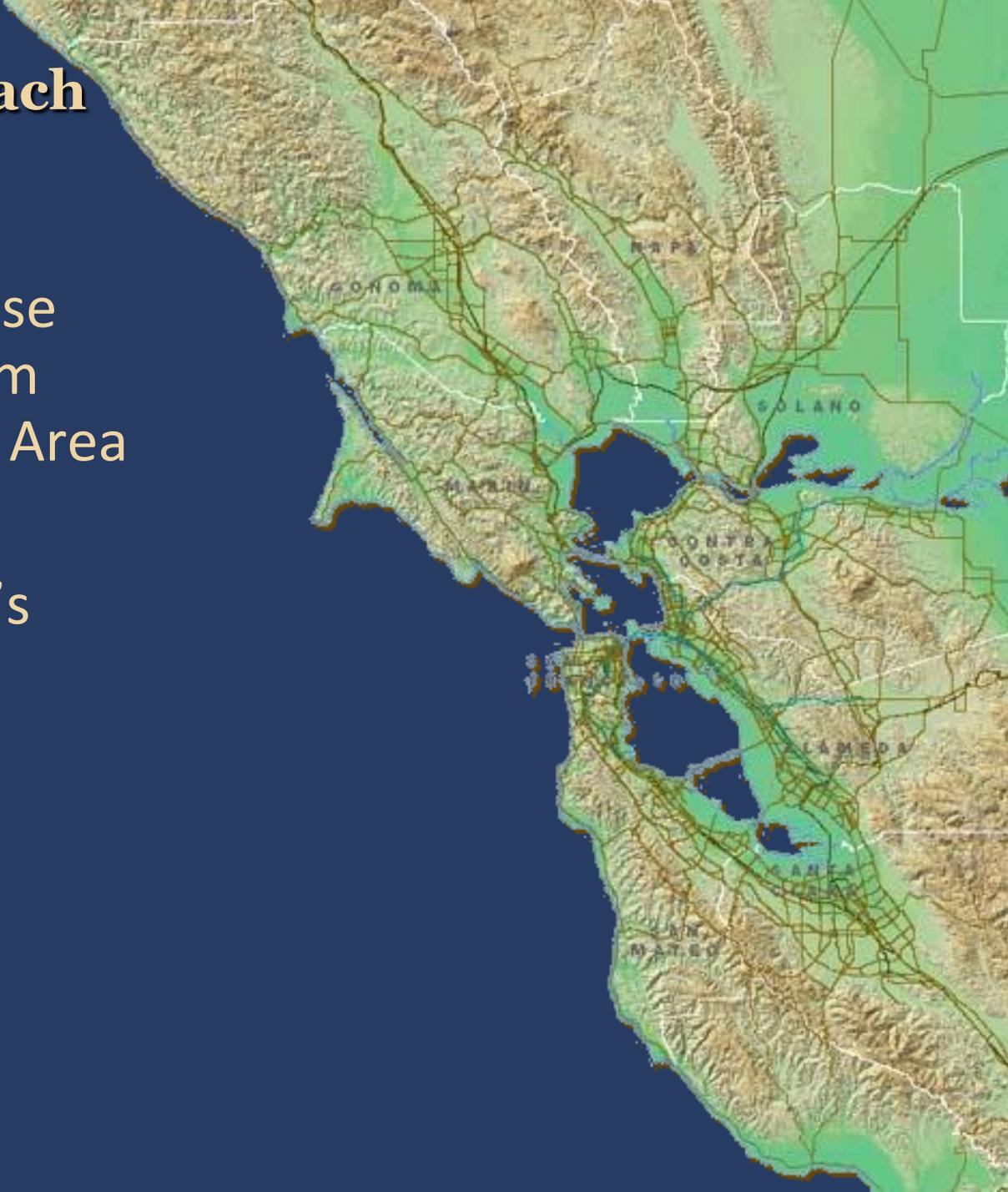
- Landmark legislation for California on land use, transportation and environmental planning passed in 2008
- A local-regional process to support neighborhood development, conserve resources and create a sustainable Bay Area



Purpose & Approach

Goals...

- Reduce greenhouse gas emissions from driving in the Bay Area by 15% by 2035
- House the region's population at all income levels



Purpose & Approach

Goals...

- Build a Bay Area that thrives and prospers.
- Complete communities, both livable and affordable
- Walkable places with services and amenities
- Sustainable transportation system
- Attractive place for business



Building on Existing Efforts

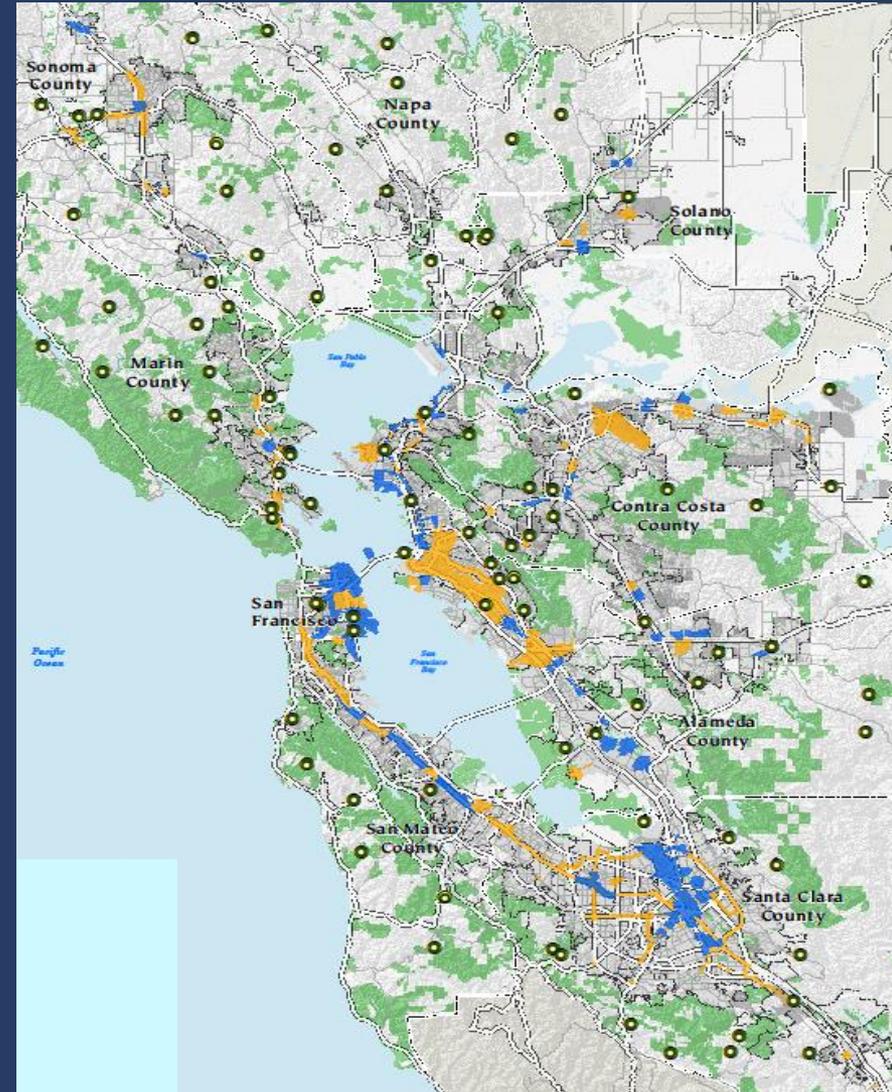
Priority Development Areas

Locally-nominated areas for sustainable development supported by planning and capital grants

- Existing Communities
- Near Transit
- Planned for more housing

Priority Conservation Areas

- Identified resource lands
- Enhance Rural Areas



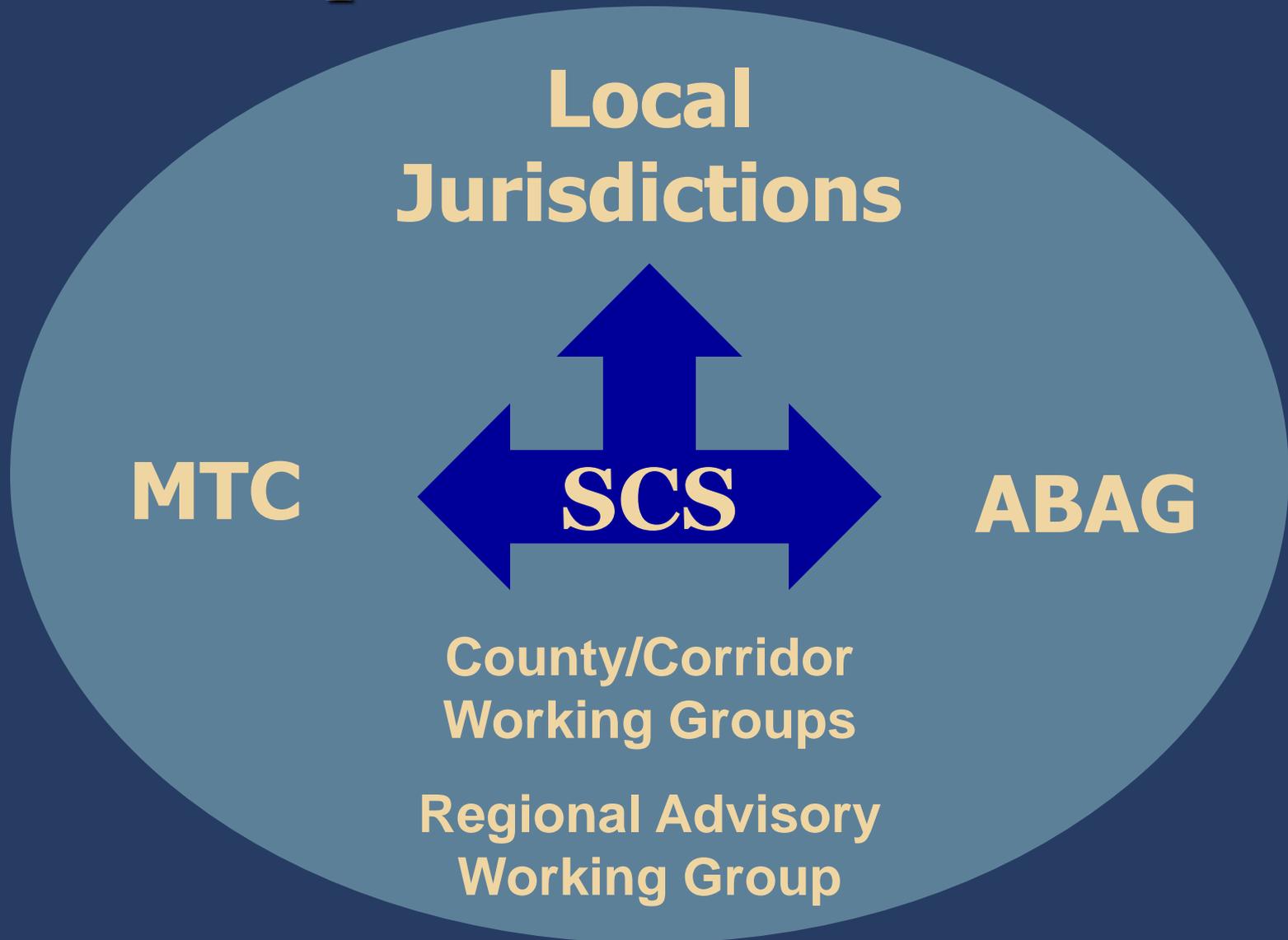
Building on Existing Efforts

Identifying additional opportunity areas for sustainable development.

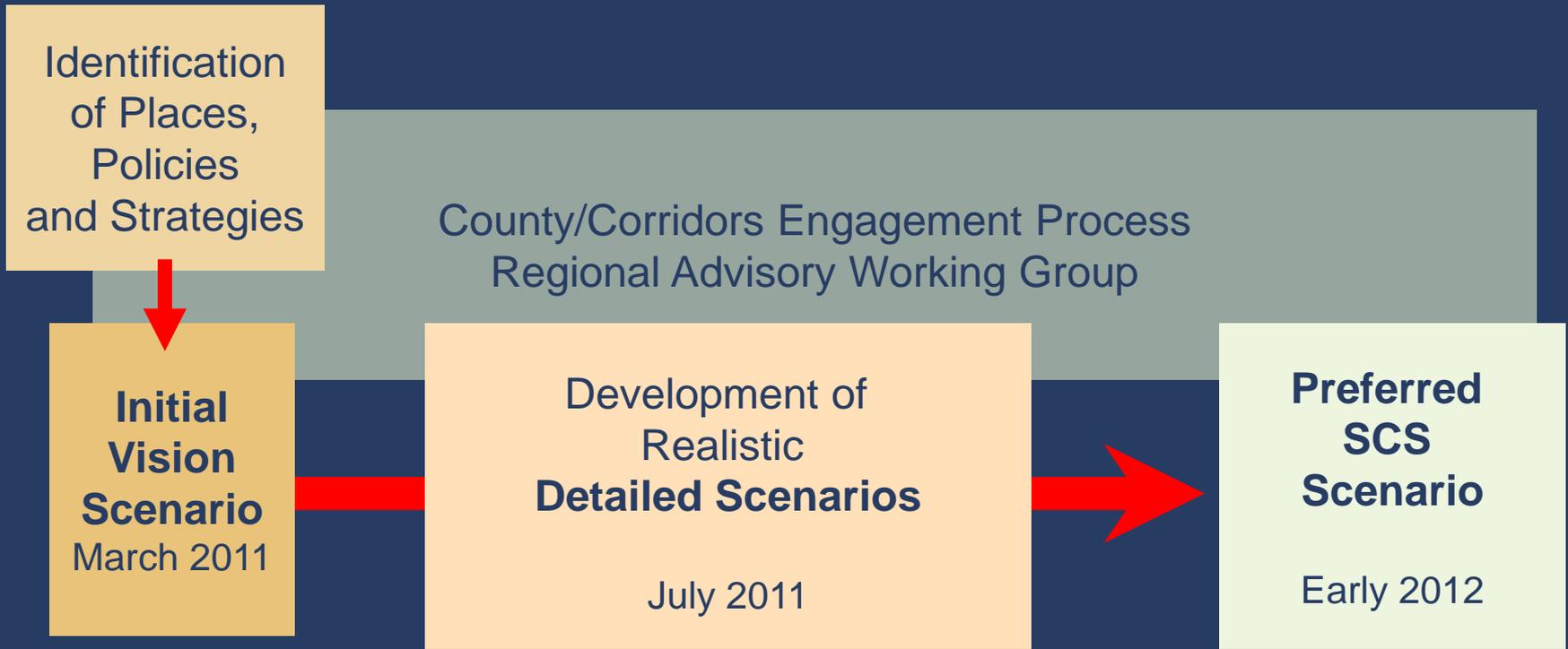
- Mixed-use development in suburban and rural centers
- Retrofitting office parks and shopping centers
- Growing employment centers



Partnership



Process: SCS Scenarios



Analysis against Targets and Indicators



Regional Housing Needs Allocation

- Essential task of sustainable development in the Bay Area
- Now integrated with land use planning and transportation investments



Regional Transportation Plan

- Link land use choices and transportation investments
- Transportation investments address greenhouse gas emissions reduction and supporting complete communities
- Project assessment: important component of the SCS Detailed Scenarios
- One Environmental Impact Report for both SCS and RTP

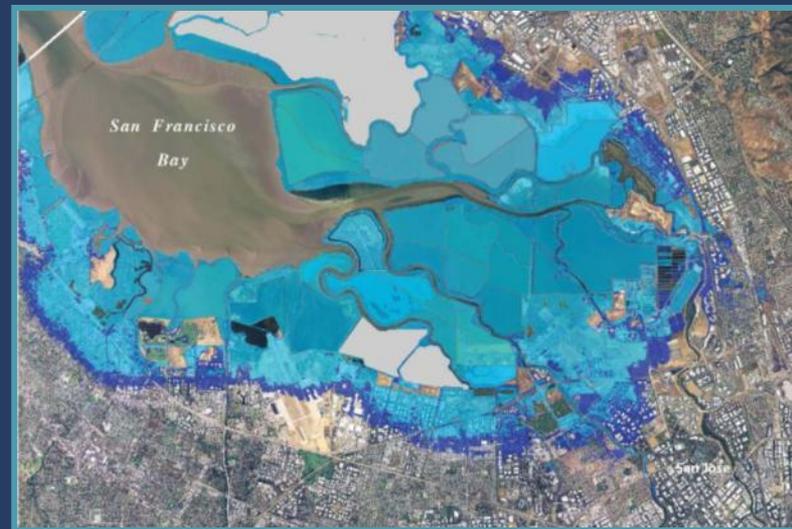


Integration of Regional Goals

- BAAQMD - CEQA Guidelines
- BCDC - Bay Plan and Adaptation Strategies

Integration of County-wide Goals

- Countywide Transportation Plan Update
- Development of a Sales Tax Transportation Expenditure Plan



Unique Role of the City in the SCS

- Local planning efforts:
 - Climate Action Plan
 - Priority Development Areas
 - South Hayward BART Form-Based Code
 - Mission Blvd. Corridor Specific Plan & FBC
- Participation process
 - Presentations to Council and Planning Commission
 - City staff participation on TAWG



Benefits for All

- SCS rewards cities choosing to advance local goals and improve quality of life beyond their borders through affordable housing, jobs, or reduced driving
- SCS connects local neighborhood concerns (housing, jobs, traffic) to regional objectives and resources
- SCS provides a platform to address high housing costs, poverty, job access, and public health, among other tasks
- SCS recognizes the importance of identifying and evaluating infrastructure investments



Benefits for All

Regional agencies are exploring...

- Grants for affordable housing close to transit
- Infrastructure bank to support investments in housing and jobs close to transit
- Transportation investments that reduce greenhouse gas emissions
- Infrastructure investments in small towns providing services and improving pedestrian access



Next Steps

- Regional agencies release Initial Vision Scenario March 2011
- City staff will provide report on local implications of the Initial Vision Scenario
- City staff will gather input from City Council and share with regional agencies

