

CITY OF  
**HAYWARD**  
HEART OF THE BAY

# **Alternative Scenarios for the Regional Sustainable Communities Strategy**

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# Outline

1. Overview of Sustainable Communities Strategy
2. Overview of Housing Growth Scenarios for Hayward
3. Overview of Job Growth Scenarios for Hayward
4. Five Questions from ABAG
5. Fiscal Ramifications
6. Next Steps



# SB 375: a 2008 California Law

- Requires that each region develop a Sustainable Communities Strategy (SCS) as part of its Regional Transportation Plan (RTP).
- The SCS is a forecasted development pattern that will identify locations and a transportation network to handle new growth, with specific housing, employment, and environmental goals
- Does not change local control, but should give new incentives to jurisdictions planning for sustainable growth
- Connects to Regional Housing Needs Allocation (RHNA)



# Targets Adopted by ABAG & MTC

1. Reduce per capita CO2 emissions from cars and light duty trucks by 15% by 2035
2. House 100% of the region's projected 25-year growth by income level
3. Reduce deaths from air pollution and traffic accidents.
4. Increase the average daily time walking or biking
5. Direct all non-agricultural development within the urban footprint
6. Decrease the share of residents' household income consumed by transportation and housing
7. Increase gross regional product (GRP)
8. Decrease per trip travel time



# SCS Development

Local Identification  
of Places & Policies

Engagement – Public Workshops, County Work Groups, Community-  
Based, Regional Advisory Working Group

**Initial Vision  
Scenario**

March 2011

**Alternative Scenarios**

December 2011

**Preferred  
Scenario**

May 2012

Analysis of Targets and Indicators



# Performance of five alternative scenarios

## Framework for policies and strategies

- Greenhouse Gas (GHG) reduction target = 15%
- Performance of alternative scenarios = **8 to 9 %**
- Strategies to further reduce GHG could include:
  - Smart Driving Campaign
  - Bicycle Network
  - Safe Routes to Schools
  - Electric Vehicle Strategy
  - Telecommuting
  - Parking Pricing
  - Further Density Increases near Transit



# Local Input is Critical to SCS Success

Supporting good places for housing and job growth  
Supporting open space, agriculture and rural areas

- What are the essential qualities to be retained, enhanced and developed in our neighborhoods, job centers, county?
- What are critical policies and strategies that regional, state and federal agencies should address?
- What critical plans, policies and investments could be enacted locally?

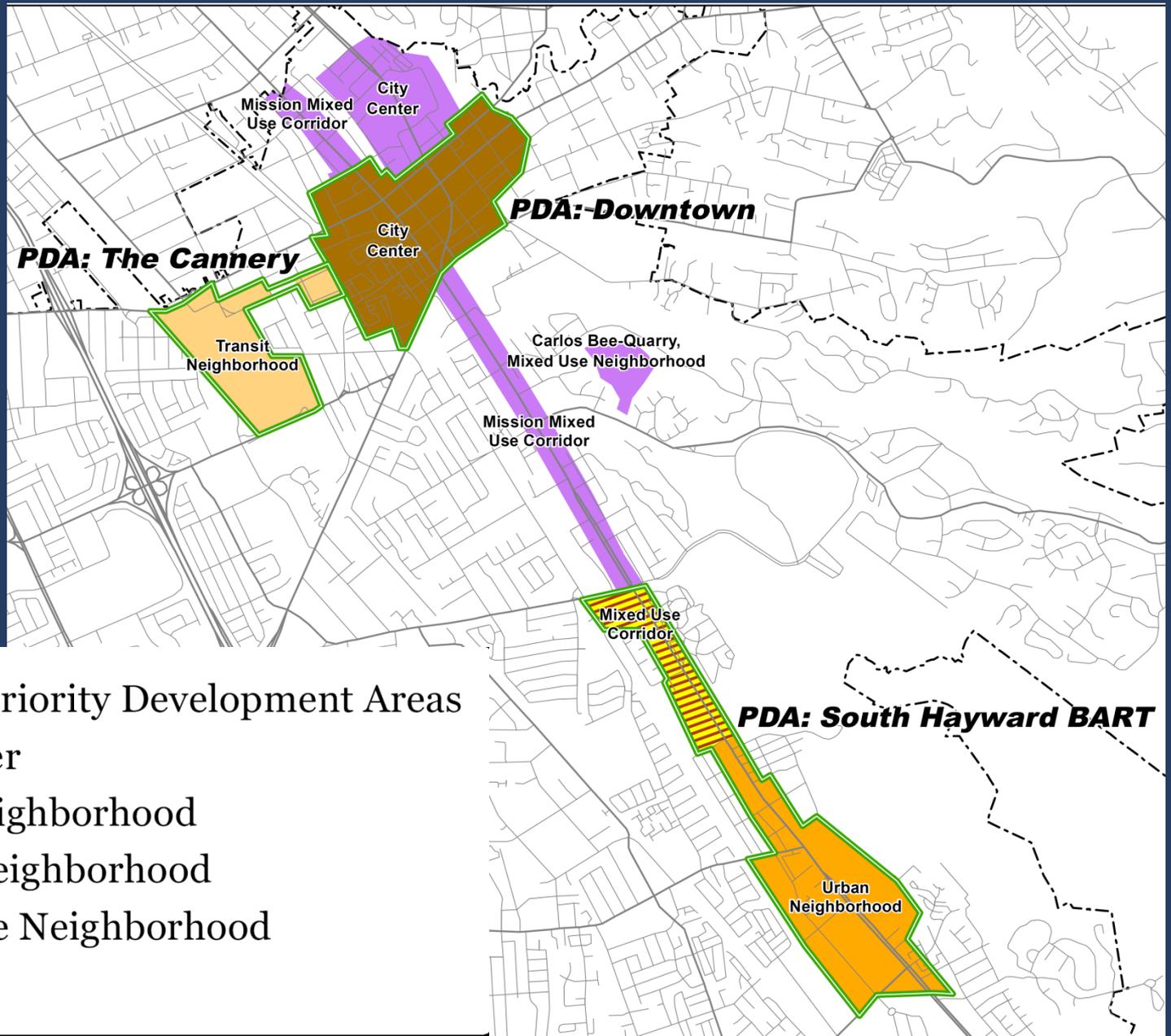


# Scenarios released by ABAG

1. **Initial Vision Scenario**: First draft of SCS. Some concentration of growth in Priority Development Areas .
2. **Core Concentration – Unconstrained**: Concentrates housing and job growth at selected Priority Development Areas – primarily in **San Francisco, Oakland, and San Jose**.
3. **Core Concentration Growth Scenario**: Concentrates housing and job growth at selected Priority Development Areas in the Inner Bay Area along the region's core transit network.
4. **Focused Growth Scenario**: Recognizes the potential of Priority Development Areas and Growth Opportunity Areas across the region with an emphasis on housing and job growth along major transit corridors.
5. **Outer Bay Area Growth Scenario**: Closer to previous development trends.



# Priority Development Areas



-  Existing Priority Development Areas
-  City Center
-  Urban Neighborhood
-  Transit Neighborhood
-  Mixed Use Neighborhood
-  Future



# The Sixth Scenario

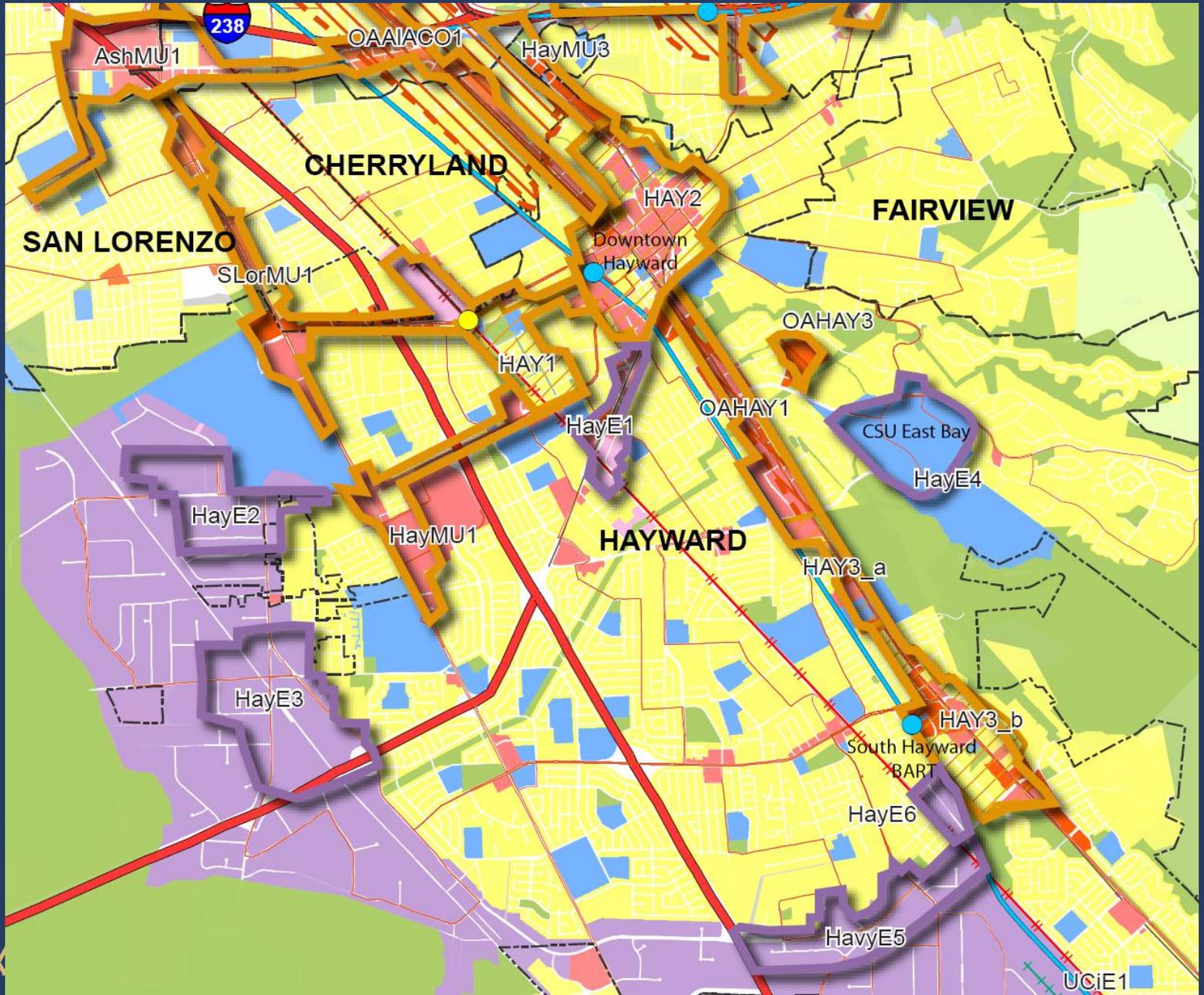
## 6. The Locally Preferred Scenario

Developed in a partnership with

- Alameda County Planning Directors, and
- Alameda County Transportation Commission

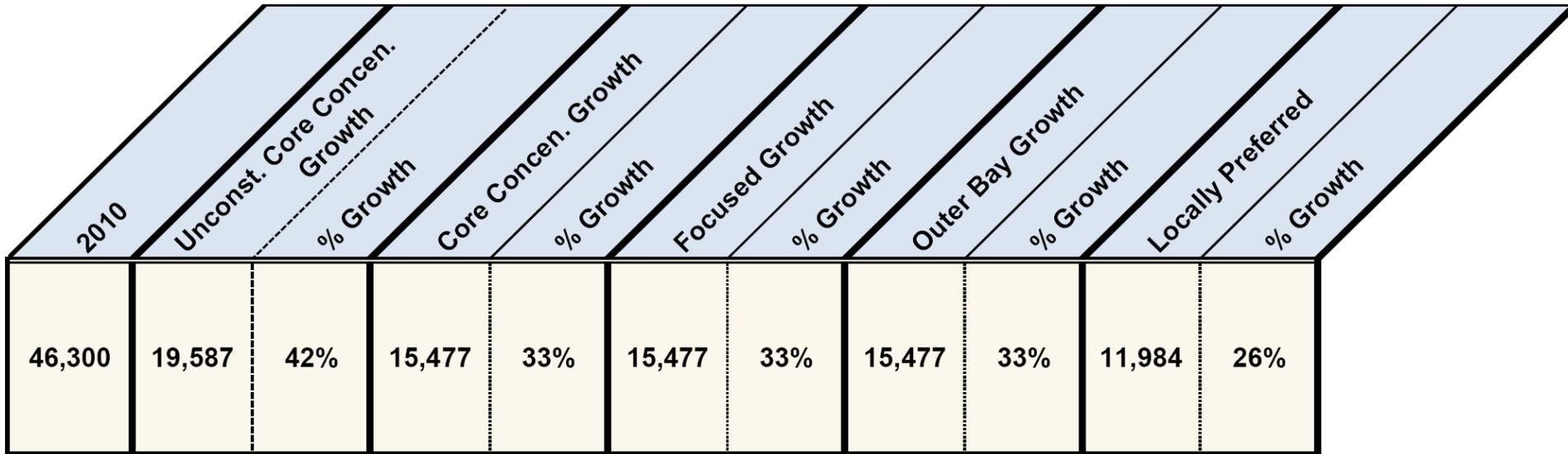


# Locally Preferred Growth Areas



# Projected Household Growth By Scenario - Hayward

2010 - 2040



Growth from 1980 – 2010 = 25.7%



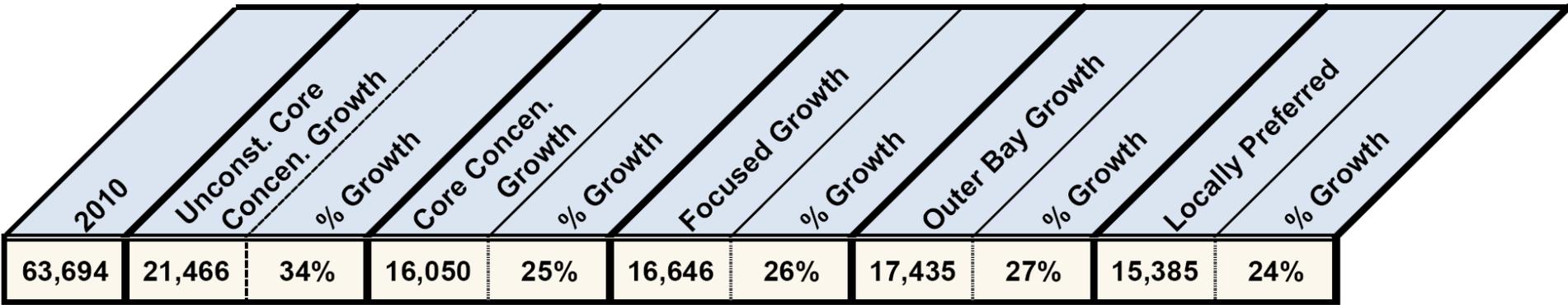
# Households by PDA

	2010 Census	INITIAL VISION SCENARIO		ALTERNATE SCENARIOS						LOCALLY PREFERRED	
				UNCONSTRAINED CORE CONCENTRATION		CORE CONCENTRATION		FOCUSED GROWTH & OUTER BAY			
				Existing	Growth 2010-2035	% of Total Growth	Growth 2010-2040	% of Total Growth	Growth 2010-2040		
Downtown	2,542	2,914	19.5%	5,009	25.6%	3,386	21.9%	3,075	19.9%	2940	24.5%
S H BART	1,830	2,804	18.7%	4,252	21.7%	3,967	25.6%	3,592	23.2%	3503	29.2%
The Cannery	411	748	5.0%	1,056	5.4%	827	5.3%	747	4.8%	966	8.1%
Carlos Bee Quarry	28	552	3.7%	136	0.7%	613	4.0%	554	3.6%	575	4.8%
Mission Corridor	909	972	6.5%	1,495	7.6%	2,412	15.6%	2,198	14.2%	1366	11.4%
Jackson Street HWY 92										138	1.2%
Winton-Airport										103	0.9%
Cal State East Bay										580	4.8%
Industrial Blvd-SHBART										204	1.7%
A Street-Hesperian										345	2.9%
Foothill Gateway										264	2.2%
<b>PDA/GOA Total</b>	<b>5,720</b>	<b>7,990</b>	<b>53.3%</b>	<b>11,949</b>	<b>61.0%</b>	<b>11,205</b>	<b>72.4%</b>	<b>10,167</b>	<b>65.7%</b>	<b>10,984</b>	<b>91.7%</b>
<b>Non-PDA/GOA</b>	<b>39,645</b>	<b>6,992</b>	<b>46.7%</b>	<b>7,639</b>	<b>39.0%</b>	<b>4,272</b>	<b>27.6%</b>	<b>5,310</b>	<b>34.3%</b>	<b>1,000</b>	<b>8.3%</b>
<b>City Total</b>	<b>45,365</b>	<b>14,982</b>	<b>100.0%</b>	<b>19,587</b>	<b>100.0%</b>	<b>15,477</b>	<b>100.0%</b>	<b>15,477</b>	<b>100.0%</b>	<b>11,984</b>	<b>100.0%</b>



# Projected Job Growth By Scenario - Hayward

2010 - 2040



Growth from 1980 – 2010 = 2.8%



# Jobs by PDA

PDA	Existing Jobs	Unconstrained Core Concentration		Core Concentration		Focused Growth Scenario		Outer Bay Growth Scenario		Locally Preferred	
	2010	Growth 2010-2040	% of Total Growth	Growth 2010-2040	% of Total Growth	Growth 2010-2040	% of Total Growth	Growth 2010-2040	% of Total Growth	Growth 2010-2035	% of Total Growth
The Cannery	1,186	189	0.9%	357	2.2%	399	2.4%	319	1.8%	1,429	9.3%
Downtown	6,205	1,101	5.1%	1,945	12.1%	1,790	10.8%	1,819	10.4%	3,189	20.7%
South Hayward BART	810	396	1.8%	463	2.9%	438	2.6%	403	2.3%	939	6.1%
Mission Corridor	1,447	249	1.2%	468	2.9%	438	2.6%	412	2.4%	243	1.6%
Carlos Bee Quarry	4	25	0.1%	40	0.2%	38	0.2%	35	0.2%	36	0.2%
Jackson Street HWY 92										636	4.1%
Winton-Airport										509	3.3%
Cabot Street										1,020	6.6%
Cal State East Bay										225	1.5%
Industrial Pkwy										640	4.2%
Industrial BI-SHBART										-	0.0%
A street-Hesperian										460	3.0%
Foothill Gateway										59	0.4%
<b>Total for PDAs</b>	<b>9,652</b>	<b>1,960</b>	<b>9.1%</b>	<b>3,273</b>	<b>20.4%</b>	<b>3,103</b>	<b>18.6%</b>	<b>2,988</b>	<b>17.1%</b>	<b>9,385</b>	<b>61.0%</b>
<b>Non-PDA Jobs</b>	<b>54,312</b>	<b>19,506</b>	<b>90.9%</b>	<b>12,777</b>	<b>79.6%</b>	<b>13,543</b>	<b>81.4%</b>	<b>14,447</b>	<b>82.9%</b>	<b>6000</b>	<b>39.0%</b>
<b>Total</b>	<b>63,964</b>	<b>21,466</b>	<b>100.0%</b>	<b>16,050</b>	<b>100.0%</b>	<b>16,646</b>	<b>100.0%</b>	<b>17,435</b>	<b>100.0%</b>	<b>15385</b>	<b>100.0%</b>



# ABAG's Five Questions

- 1. Which of the five scenarios do you feel best accomplishes regional goals?**

Constrained Core Concentration Scenario

- 2. Which of the five scenarios do you feel best accomplishes local goals?**

Of ABAG's Scenarios – Focused Growth Scenario

Overall – the Locally Preferred Scenario



# ABAG's Five Questions (cont.)

## 3. In building the alternative scenario housing distributions, ABAG considered several factors.... Which are most important to Hayward?

Factor	Importance
<ul style="list-style-type: none"><li>• Transit service coverage and frequency</li></ul>	Extremely Important to the region and, related to job growth, somewhat important locally
<ul style="list-style-type: none"><li>• Proximity to employment</li></ul>	Extremely Important
<ul style="list-style-type: none"><li>• Provision of minimum amount of housing to accommodate natural growth within your community</li></ul>	Extremely Important
<ul style="list-style-type: none"><li>• Appropriate level of density for your PDA Place Type</li></ul>	Extremely Important
<ul style="list-style-type: none"><li>• Workforce housing</li></ul>	Extremely Important
<ul style="list-style-type: none"><li>• Other?</li></ul>	Support for schools, parks, and public safety services.



# ABAG's Five Questions (cont.)

## 4. Which of the SCS Performance Targets and Equity Measures are most important to your jurisdiction?

Target/Measure	Importance (1 is most important; 5 is least important)
Climate Protection	1
Adequate Housing for Region's Population	2
Reduction in Deaths from Particulate Matter	1
Reduction Pedestrian Injuries/Fatalities	1
Increase in Walking/Biking	2
Open Space & Agricultural Preservation	3
Reduction in Housing and Transportation Costs	3
Increase Economic Vitality (Gross Regional Product)	2
Minimizing Displacement	2
Reduction in Vehicle Miles Travelled	1
Reduction in Non-commute Travel Time	3
Reduction in Commute Time	2



# ABAG's Five Questions (cont.)

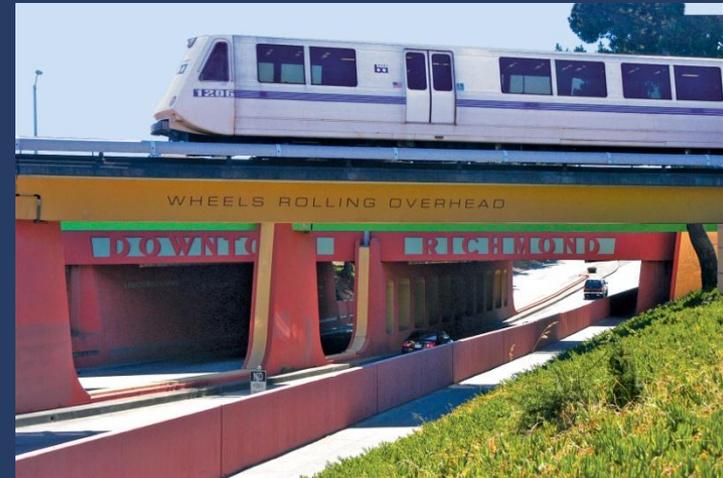
## 5. Which Transportation Network is most appropriate?

### 1. Transportation 2035 Network

- Maintain the transit network adopted in 2009; investments in maintenance and expansion at similar levels

### 2. Core Capacity Transit Network

- Reduces roadway expansion and boosts core transit service and frequency



# SCS – Potential Impacts to Hayward

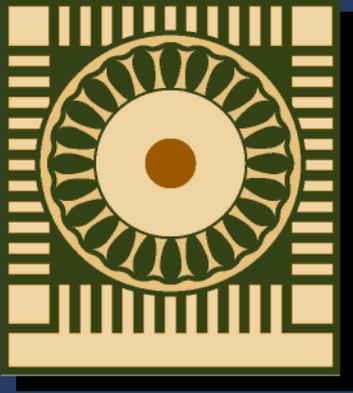
- Impact to City's General Fund
- Grant Funding – One Bay Area Grant
- RHNA (Regional Housing Needs Allocation)
- CEQA Implications



# Next Steps

- March 2012 Draft Preferred Scenario by ABAG and MTC
- May 2012 MTC & ABAG Adopt Preferred Scenario
- July 20, 2012 ABAG Releases Draft RHNA
- Sept. 18, 2012 Deadline to Request Revisions to Draft RHNA
- November 2012 ABAG/MTC Release Draft SCS/RTP & EIR
- April 2013 ABAG Issues Final RHNA
- March 2013 ABAG/MTC Adopt SCS/RTP and Certify EIR
- October 2014 Deadline to Adopt Revised Housing Element





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