Welcome to Plan Bay Area

Table of Contents

1 Setting Our Sights Page 17

2 The Bay Area in 2040 Page 29

3 Where We Live, Where We Work Page 41

4 Investments Page 63

5 Performance Page 97

6 A Plan to Build On Page 117

Appendix 1 Supplementary Reports and Additional Resources Page 133

Appendix 2 Maps Page 134
MAP 1
San Francisco Bay Area: Transportation and Land Uses

Urbanized Area
Publicly Owned Parks and Open Space
Priority Development Area (PDA) — Planned
Priority Development Area (PDA) — Potential
Priority Conservation Area (PCA)

ROADS
Freeway
Major Road

RAIL SYSTEM
Altamont Corridor Express
Amtrak
BART
Caltrain
Light Rail (Muni & VTA)
Cable Car (Muni)

Oakland
2010 POPULATION
> 350,000
50,000–350,000
<50,000

Map is for general information. For more information on local zoning or designations for a particular site or parcel, please contact your city or county.
Introduction

Strategy for a Sustainable Region
Introducing Plan Bay Area

Strategy for a Sustainable Region

Most of us living in the nine counties that touch San Francisco Bay are accustomed to saying we live in “the Bay Area.”

This simple phrase speaks volumes — and underscores a shared regional identity. The 7 million of us who call the nine-county San Francisco Bay Area home have a strong interest in protecting the wealth of features that make our region a magnet for people and businesses from around the globe.

The Bay Area is, after all, the world’s 21st-largest economy. The natural beauty of San Francisco Bay and the communities surrounding it, our Mediterranean climate, extensive system of interconnected parks and open space, advanced mass transit system, top-notch educational institutions and rich cultural heritage continue to draw people who seek better opportunities. Yet we cannot take for granted that we will be able to sustain and improve our quality of life for current and future generations.

With our region’s population projected to swell to some 9 million people by 2040, Plan Bay Area charts a course for accommodating this growth while fostering an innovative, prosperous and competitive economy; preserving a healthy and safe environment; and allowing all Bay Area residents to share the benefits of vibrant, sustainable communities connected by an efficient and well-maintained transportation network.
In 2008, the Association of Bay Area Governments areas supported by amenities and infrastructure. The growth of jobs and production of housing in agencies have been working together to encourage for over a decade, local governments and regional maintain control of all decisions to adopt plans and permit or deny development projects. Similarly, Plan Bay Area’s forecasted job and housing numbers do not act as a direct or indirect cap on development locations in the region. The forecasts are required by SB 375 and reflect the intent of regional and local collaboration that is the foundation of Plan Bay Area.

The plan assists jurisdictions seeking to implement the plan at the local level by providing funding for PDA planning and transportation projects. Plan Bay Area also provides jurisdictions with the option of increasing the efficiency of the development process for projects consistent with the plan and other criteria included in SB 375.

Preserving Local Land Use Control

Adoption of Plan Bay Area does not mandate any changes to local zoning, general plans or project review. The region’s cities, towns and counties maintain control of all decisions to adopt plans and permit or deny development projects. Similarly, Plan Bay Area’s forecasted job and housing numbers do not act as a direct or indirect cap on development locations in the region. The forecasts are required by SB 375 and reflect the intent of regional and local collaboration that is the foundation of Plan Bay Area.

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The plan assists jurisdictions seeking to implement the plan at the local level by providing funding for PDA planning and transportation projects. Plan Bay Area also provides jurisdictions with the option of increasing the efficiency of the development process for projects consistent with the plan and other criteria included in SB 375.
California Senate Bill 375: Linking Regional Plans to State Greenhouse Gas Reduction Goals

Plan Bay Area grew out of “The California Sustainable Communities and Climate Protection Act of 2008” (California Senate Bill 375, Sternberg), which requires each of the state’s 18 metropolitan areas — including the Bay Area — to reduce greenhouse gas emissions from cars and light trucks. Signed by former Gov. Arnold Schwarzenegger, the law requires that the Sustainable Communities Strategy (SCS) promote compact, mixed-use commercial and residential development. To meet the goals of SB 375, Plan Bay Area directs more future development in areas that are or will be walkable and bikeable and close to public transit, jobs, schools, shopping, parks, recreation and other amenities. Key elements of SB 375 include the following.

• The law requires that the Bay Area and other California regions develop a Sustainable Communities Strategy (SCS) — a new element of the regional transportation plan (RTP) — to strive to reach the greenhouse gas (GHG) reduction target established for each region by the California Air Resources Board. The Bay Area’s target is a 7 percent per capita reduction by 2020 and a 15 percent per capita reduction by 2035. Plan Bay Area is the region’s first RTP subject to SB 375.

• In the Bay Area, the Association of Bay Area Governments (ABAG) is responsible for the land use and housing assumptions for the SCS, which adds three new elements to the RTP: (1) a land use component that identifies how the region could house the region’s entire population over the next 25 years; (2) a discussion of resource and farmland areas; and (3) a demonstration of how the development pattern and the transportation network can work together to reduce GHG emissions.

• Extensive outreach with local government officials is required, as well as a public participation plan that includes a minimum number of workshops in each county as well as three public hearings on the draft SCS prior to adoption of a final plan.

• The law synchronizes the regional housing need allocation (RHNA) process — adopted in the 1980s — with the regional transportation planning process.

• Finally, SB 375 streamlines the California Environmental Quality Act (CEQA) for housing and mixed-use projects that are consistent with the SCS and meet specified criteria, such as proximity to public transportation.

Plan Bay Area is one element of a broader California effort to reduce greenhouse gas emissions. While Plan Bay Area focuses on where the region is expected to grow and what transportation investments will support that growth, Assembly Bill 32 (2006) creates a comprehensive framework to cut greenhouse gases with new, cleaner fuels, more efficient cars and trucks, lower carbon building codes, cleaner power generation, as well as coordinating regional planning. In addition, Caltrans will lead efforts consistent with Senate Bill 391 (2009) to reduce greenhouse gases statewide from the transportation sector, including freight. These strategies are outlined in the California Air Resources Board’s (CARB) 2008 Scoping Plan, which demonstrates there is no single way to reduce greenhouse gases. Every sector must contribute if the state is to achieve its goals today and for tomorrow’s generations.

Setting Our Sights

Developing a long-range land use and transportation plan for California’s second-largest metropolitan region, covering about 7,000 square miles across nine Bay Area counties, is no simple task. We set our sights on this challenge by emphasizing an open, inclusive public outreach process and adopting objective performance standards based on federal and state requirements to measure our progress during the planning process.

Reaching Out

We reached out to the people who matter most — the 7 million people who live in the region. Thousands of people participated in stakeholder sessions, public workshops, telephone and internet surveys, and more. Befitting the Bay Area, the public outreach process was boisterous and contentious. Key stakeholders also included the region’s 101 cities and nine counties; our fellow regional agencies, the Bay Conservation and Development Commission and the Bay Area Air Quality Management District; community-based organizations and advocacy groups, and some three dozen regional transportation partners. In addition, there were multiple rounds of engagement with the Bay Area’s Native American tribes, as detailed in the tribal consultation report. (See “Plan Bay Area Prompts Robust Dialogue on Transportation and Housing,” in Chapter 1.)

Establishing Performance Targets

Before proposing a land use distribution approach or recommending a transportation investment strategy, planners must formulate in concrete terms the hoped-for outcomes. For Plan Bay Area, performance targets are an essential means of informing and allowing for a discussion of quantitative metrics. After months of discussion and debate, ABAG and MTC adopted 10 targets in January 2011, reflecting input from the broad range of stakeholders engaged in the process.

Two of the targets are not only ambitious — they also are mandated by state law. The first mandatory target addresses climate protection by requiring the Bay Area to reduce its per-capita CO2 emissions from cars and light-duty trucks by 15 percent by 2040. The second mandatory target addresses adequate housing by requiring the region to house 100 percent of its projected population growth by income level. Plan Bay Area achieves both these major milestones.
Taking Equity Into Account

About one-fifth of the Bay Area’s total population lives in areas with large numbers of low-income and minority populations. Promoting these people’s access to housing, jobs and transportation not only advances Plan Bay Area’s objective to advance equity in the region; it also increases our chances of meeting the other performance targets. MTC and ABAG adopted five Equity Analysis measures to evaluate equity concerns: housing and transportation affordability, potential for displacement, healthy communities, access to jobs, and equitable mobility. (See Chapter 1, Table 5: “Plan Bay Area’s Equity Performance Measures.”)

The eight voluntary targets seek to promote healthy and safe communities by reducing premature deaths from air pollution, reducing injuries and fatalities from collisions, increasing the amount of time people walk or cycle for transportation, and protecting open space and agricultural lands. Other targets address equity concerns, economic vitality and transportation system effectiveness. Plan Bay Area meets some, but not all, of the voluntary targets. (See Chapter 1, Table 4 for a summary of all the Plan Bay Area performance targets.)

Planning Scenarios Take Aim at Performance Targets

Tackled together, the Plan Bay Area performance targets outline a framework that allows us to better understand how different projects and policies might affect the region’s future. With the targets clearly identified, MTC and ABAG formulated possible scenarios — combinations of land use patterns and transportation investments — that could be evaluated together to see if (and by how much) they achieved (or fell short of) the performance targets. An iterative process of scenario-testing begun in 2010 yielded preferred alternatives, both for transportation investments and a land use strategy. Adopted by the boards of MTC and ABAG in May 2012, they form this Plan Bay Area.

Looking Toward the Future

ABAG and MTC track and forecast the region’s demographics and economic trends to inform and guide Plan Bay Area investments and policy decisions. The forecasts reflect the best picture we have of what the Bay Area may look like in 2040, so that today’s decisions may align with tomorrow’s expected transportation and housing needs. These forecasts form the basis for developing the regional land use plan for Plan Bay Area’s Sustainable Communities Strategy (SCS) and, in turn, the region’s transportation investment strategy.

The demographic implications of these topline numbers are far-reaching, and some trends in particular weighed heavily in the development of Plan Bay Area. These are touched on below and examined in greater detail in Chapter 2.

Aging Baby Boomers Expected to Change Travel and Development Patterns

The U.S. Census Bureau defines baby boomers as people who were born between 1946 and 1964 during the post-World War II baby boom. By 2040 the oldest baby boomers will be in their 90s and the youngest will be in their 70s. Today, people who are 65 and over represent 12 percent of the Bay Area’s total population, but by 2040 the number of seniors will increase to 22 percent. That’s more than 1 in 5 people in our region. It is expected that many of these seniors will relocate to smaller homes in more urban locations to have easier access to essential services and amenities and the Bay Area’s extensive transit system.

Mobility will be a special challenge for seniors who lose their ability to drive. MTC’s Lifetime Transportation Program supports projects that address mobility and accessibility needs of low-income and disabled people throughout the region. Between 2006 and 2012, roughly $172 million was invested to support about 220 projects. Closely related are MTC programs that provide funding to sustain and improve mobility for elderly and disabled persons in accordance with and even beyond the requirements.

By 2040 the San Francisco Bay Area is projected to add 2.1 million people.
of the Americans with Disabilities Act (ADA). These types of projects have included travel training, sidewalk and bus stop improvements, supportive ride programs and other community initiatives. Plan Bay Area reaffirms the importance of Lifeline and Elderly & Disabled programs by adding over $800 million in discretionary funding for the Lifeline program, and almost $240 million for the Elderly & Disabled programs over the 28-year period of the plan.

Racial and Ethnic Diversity Expected to Increase

The Bay Area and California are at the forefront of one of the greatest demographic changes in our nation’s history: growth in the Latino population. In January 2013 the California Department of Finance projected that the state’s Hispanic population will equal the non-Hispanic white population by mid-2013. By early 2014 it expects that California’s Hispanic population will have become a plurality for the first time in state history.

This state forecast aligns with Plan Bay Area’s projection that by 2040 the Bay Area population will become substantially more racially and ethnically diverse. Latinos will emerge as the largest ethnic group, increasing from 23 percent to 35 percent of the total population. The number of Asians also will increase, growing from 21 percent to about 24 percent of the population.

Demand for Multi-Unit Housing in Urban Areas Close to Transit Expected to Increase

Single-family homes represent the majority of housing production in recent decades, but recent trends suggest that cities once again are becoming centers of population growth. Construction of multifamily housing in urban locations in the Bay Area increased from an average of 35 percent of total housing construction in the 1990s to nearly 50 percent in the 2000s. In 2010 it represented 65 percent of all housing construction.

As discussed above, demand for multifamily housing is projected to increase as seniors downsize and seek homes in more urban locations. Population growth of those aged 34 and younger is expected to have a similar effect, as this demographic group also demonstrates a greater preference for multifamily housing. All told, the number of people per Bay Area household is expected to increase from 2.69 in 2010 to 2.75 in 2040. Market demand for new homes will tilt toward townhomes, condominiums and apartments in developed areas near transit, shops and services.

Project-Level Performance Assessment of Transportation Projects

By developing the preferred land use and transportation investment strategies, ABAG and MTC were able to answer many big-picture questions about the Bay Area’s future. For example, should the region focus on expanding the transportation system or on maintaining what we have already built? And should the Bay Area invest more in transit for future generations or emphasize highway projects to improve the commutes of today’s drivers? And how should our transportation investments support future growth in employment and housing?

Plan Bay Area also is based on a commitment to evaluate individual transportation projects to make sure dollars are being allocated to the most cost-effective projects. In order to take a closer look at major transportation projects, MTC performed a project performance assessment, examining billions of dollars of potential transportation projects to identify the highest-performing investments across the region. This enabled funding prioritization for the highest-performing projects. Most of them focused on leveraging existing assets and improving their efficiency, while supporting future development. Notable projects include BART Metro, which will increase service frequencies on the highest-demand segment of the BART system, and San Francisco’s congestion pricing initiatives. (See Chapter 5 for a list of high-performing projects.)
Building a Development Pattern That Aligns With Where We Live and Work

Plan Bay Area provides a vision for how to retain and enhance the qualities that make the Bay Area a great place to live, work and play. It builds on the legacy of leadership left to us by previous generations. In fact, many of the attributes that make the Bay Area special — a strong economy, protected natural resources, a network of diverse neighborhoods — would not have been possible without our predecessors’ forward-thinking actions.

Looking ahead to the growth expected in the Bay Area over the next several decades, we face many similar problems as past generations, while also confronting new challenges that threaten the region’s economic vitality and quality of life. Our economy is still recovering from the Great Recession of 2007–2009, which has resulted in uneven job growth throughout the region, increased income disparity, and high foreclosure rates. At the same time, housing costs have risen for renters and, to a lesser degree, for home buyers close to the region’s job centers. Finally, Bay Area communities face these challenges at a time when there are fewer public resources available than in past decades for investments in infrastructure, public transit, affordable housing, schools and parks.

A More Focused Future

The planning scenarios and the land use and transportation investment strategies developed during the Plan Bay Area process seek to address the needs and aspirations of each Bay Area jurisdiction, as identified in locally adopted general plans and zoning ordinances. They also aim to meet the Plan Bay Area performance targets and equity performance standards. The framework for developing these scenarios consisted largely of the Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs) recommended by local governments. The preferred land use scenario identified in Chapter 3 is a flexible blueprint for accommodating growth over the long term. Pairing this development pattern with the transportation investments described in Chapter 4 is what makes Plan Bay Area the first truly integrated land use/transportation plan for the region’s anticipated growth.

2040 Employment Distribution Highlights

Plan Bay Area’s distribution of jobs throughout the region is informed by changing trends in the locational preferences of the wide range of industry sectors and business place types in the Bay Area. These trends capture ongoing geographic changes, as well as changes in the labor force composition and workers’ preferences. The employment distribution directs job growth toward the region’s larger cities and Priority Development Areas with a strong existing employment base and communities with stronger opportunities for knowledge-sector jobs.

Almost 40 percent of the jobs added from 2010 to 2040 will be in the region’s three largest cities — San Jose, San Francisco and Oakland — which accounted for about one-third of the region’s jobs in 2010. Two-thirds of the overall job growth is anticipated to be in PDAs throughout the region. Due to the strength of the knowledge sector, nine of the 15 cities expected to experience the greatest job growth are in the western and southern part of the region surrounding Silicon Valley. The remaining communities expecting high levels of job growth are in the East Bay and North Bay, owing to their strong roles in the current economy, diverse employment base, and their proximity to a large base of workers. The 15 cities expected to experience the most job growth will account for roughly 700,000 jobs, or just over 60 percent of the new jobs added in the region by 2040. (See Table 1 above.)

### Table 1: Bay Area Job Growth 2010–2040, Top 15 Cities

<table>
<thead>
<tr>
<th>Rank</th>
<th>Jurisdiction</th>
<th>Jobs 2010</th>
<th>Jobs 2040</th>
<th>Growth 2010–2040</th>
<th>Percentage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>San Francisco</td>
<td>568,720</td>
<td>759,500</td>
<td>190,780</td>
<td>34%</td>
</tr>
<tr>
<td>2</td>
<td>San Jose</td>
<td>377,140</td>
<td>524,510</td>
<td>147,380</td>
<td>39%</td>
</tr>
<tr>
<td>3</td>
<td>Oakland</td>
<td>190,490</td>
<td>275,760</td>
<td>85,260</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>Santa Clara</td>
<td>112,890</td>
<td>146,180</td>
<td>33,290</td>
<td>29%</td>
</tr>
<tr>
<td>5</td>
<td>Fremont</td>
<td>90,010</td>
<td>120,000</td>
<td>29,990</td>
<td>33%</td>
</tr>
<tr>
<td>6</td>
<td>Palo Alto</td>
<td>89,690</td>
<td>119,470</td>
<td>29,780</td>
<td>33%</td>
</tr>
<tr>
<td>7</td>
<td>Santa Rosa</td>
<td>75,460</td>
<td>103,940</td>
<td>28,480</td>
<td>38%</td>
</tr>
<tr>
<td>8</td>
<td>Berkeley</td>
<td>77,110</td>
<td>99,330</td>
<td>22,220</td>
<td>29%</td>
</tr>
<tr>
<td>9</td>
<td>Concord</td>
<td>47,640</td>
<td>69,450</td>
<td>21,810</td>
<td>46%</td>
</tr>
<tr>
<td>10</td>
<td>Sunnyvale</td>
<td>74,810</td>
<td>95,600</td>
<td>20,790</td>
<td>28%</td>
</tr>
<tr>
<td>11</td>
<td>San Mateo</td>
<td>52,540</td>
<td>72,950</td>
<td>20,410</td>
<td>39%</td>
</tr>
<tr>
<td>12</td>
<td>Hayward</td>
<td>68,140</td>
<td>87,820</td>
<td>19,680</td>
<td>29%</td>
</tr>
<tr>
<td>13</td>
<td>Redwood City</td>
<td>58,080</td>
<td>77,480</td>
<td>19,400</td>
<td>33%</td>
</tr>
<tr>
<td>14</td>
<td>Walnut Creek</td>
<td>41,720</td>
<td>57,380</td>
<td>15,660</td>
<td>38%</td>
</tr>
<tr>
<td>15</td>
<td>Mountain View</td>
<td>47,950</td>
<td>63,590</td>
<td>15,640</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: ABAG, 2013
Introducing Plan Bay Area

Strategy for a Sustainable Region

focusing the lion’s share of investment on maintaining and boosting the efficiency of the existing transit and road system. Plan Bay Area also takes a bold step with strategic investments that provide support for focused growth in Priority Development Areas, including the new OneBayArea Grant program. Plan Bay Area transportation revenue forecasts total $292 billion over the 28-year period. Over two-thirds (68 percent) of these funds are from regional and local sources, primarily dedicated sales tax programs and bridge tolls. Making up the remainder are state and federal revenues (mainly derived from fuel taxes). Of the total revenues, $60 billion are “discretionary,” or available for assignment to projects and programs through Plan Bay Area.

The plan invests those discretionary funds via six key investment strategies, as shown in Figure 2 and presented in greater detail in Chapter 4. (See Table 3 for a look at the “big-ticket” plan investments, overall.) The first two discretionary strategies merit special mention.

Maintain Our Existing System

Though its fund sources are many and varied, Plan Bay Area’s overriding priority in investing those funds can be stated quite simply: “Fix It First.” First and foremost, this plan should help to maintain the Bay Area’s transportation system in a state of good repair. Plan Bay Area’s focus on “fix it first” ensures significant economic benefits by reducing congestion and increasing traffic flow, which in turn reduces fuel costs and improves air quality.

TABLE 2: Bay Area Housing Unit Growth 2010–2040, Top 15 Cities

<table>
<thead>
<tr>
<th>Rank</th>
<th>Jurisdiction</th>
<th>2010</th>
<th>2040</th>
<th>Growth</th>
<th>Percentage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>San Jose</td>
<td>314,040</td>
<td>443,320</td>
<td>129,280</td>
<td>41%</td>
</tr>
<tr>
<td>2</td>
<td>San Francisco</td>
<td>376,940</td>
<td>469,430</td>
<td>92,480</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>Oakland</td>
<td>169,710</td>
<td>221,160</td>
<td>51,450</td>
<td>30%</td>
</tr>
<tr>
<td>4</td>
<td>Sunnyvale</td>
<td>55,790</td>
<td>74,820</td>
<td>19,030</td>
<td>34%</td>
</tr>
<tr>
<td>5</td>
<td>Concord</td>
<td>47,130</td>
<td>65,200</td>
<td>18,070</td>
<td>38%</td>
</tr>
<tr>
<td>6</td>
<td>Fremont</td>
<td>73,990</td>
<td>91,620</td>
<td>17,630</td>
<td>24%</td>
</tr>
<tr>
<td>7</td>
<td>Santa Rosa</td>
<td>67,400</td>
<td>83,430</td>
<td>16,030</td>
<td>24%</td>
</tr>
<tr>
<td>8</td>
<td>Santa Clara</td>
<td>45,150</td>
<td>58,930</td>
<td>13,780</td>
<td>31%</td>
</tr>
<tr>
<td>9</td>
<td>Milpitas</td>
<td>19,810</td>
<td>32,430</td>
<td>12,620</td>
<td>64%</td>
</tr>
<tr>
<td>10</td>
<td>Hayward</td>
<td>48,300</td>
<td>60,610</td>
<td>12,320</td>
<td>26%</td>
</tr>
<tr>
<td>11</td>
<td>Fairfield</td>
<td>37,180</td>
<td>48,300</td>
<td>11,120</td>
<td>30%</td>
</tr>
<tr>
<td>12</td>
<td>San Mateo</td>
<td>40,010</td>
<td>50,200</td>
<td>10,180</td>
<td>25%</td>
</tr>
<tr>
<td>13</td>
<td>Livermore</td>
<td>30,340</td>
<td>40,040</td>
<td>9,700</td>
<td>32%</td>
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<tr>
<td>14</td>
<td>Richmond</td>
<td>39,330</td>
<td>49,020</td>
<td>9,690</td>
<td>25%</td>
</tr>
<tr>
<td>15</td>
<td>Mountain View</td>
<td>33,880</td>
<td>43,280</td>
<td>9,400</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: ABAG, 2013
that we maintain existing transportation assets, primarily concentrated in the region’s core, which reinforces the plan’s focused growth strategy.

In total, Plan Bay Area dedicates 87 percent of all available funding (committed and discretionary) to sustaining the existing transportation network. Given the age of many major assets — BART turned 40 last year and San Francisco Muni turned 100 — this should come as no surprise.

Support Focused Growth — OneBayArea Grant Program

The OneBayArea Grant (OBAG) program is a new funding approach that better integrates the region’s transportation funding program with SB 375 and land use pattern outlined in Chapter 3. The OBAG program rewards jurisdictions that focus housing growth in Priority Development Areas (PDAs) through their planning and zoning policies, and actual production of housing units. The OBAG program allows flexibility to invest in a community’s transportation infrastructure by providing funding for Transportation for Livable Communities, bicycle and pedestrian improvements, local streets and roads preservation, and planning activities, while also providing specific funding opportunities for Safe Routes to Schools programs and Priority Conservation Areas.

Plan Bay Area Achieves Key Performance Targets

As described earlier, Plan Bay Area was developed within a framework of objective performance standards, both mandatory and voluntary or aspirational. As has been the case in past long-term transportation plans, no single strategy is able to achieve all the plan’s performance targets. An analysis of the 10 main targets and five sub-targets (for a total of 15 performance measures) clearly bears this out. Specifically, the plan meets or exceeds six targets, including the statutory greenhouse gas emissions and housing targets, narrowly misses three targets, falls well short of two targets and unfortunately moves in the wrong direction on four of the targets. In other words, the draft plan makes great progress on nine of 15 performance measures, which represents a solid first effort. The region will need to focus future attention on conceptualizing breakthrough strategies to achieve the four targets where we are falling behind.

For a more detailed discussion of the plan’s performance as measured against each individual target, please see Chapter 5.

A Plan To Build On

Plan Bay Area is a work in progress that will be updated every four years to reflect new initiatives and priorities. It builds upon the work of previous initiatives, complements ongoing work and lays the groundwork for closer examination of certain critical issues that can further prepare the region to meet the future head-on. The plan highlights the relationship between transportation investments and land use planning, and represents the region’s newest effort to position itself to make the most of what the future will bring.

No single level of government can be expected to address all the critical components needed to create a stronger and more resilient Bay Area. It will take a coordinated effort among diverse partners to promote regional economic development, adapt to climate change, prepare for natural disasters, get creative about how to provide affordable housing for all Bay Area residents, ensure clean and healthy air for our communities, and prepare for emerging technologies that will change the way people work and get around. Further steps will be needed to fully realize the Plan Bay Area vision and implement some of its forward-looking plans and policies. (See Chapter 6 for a discussion of some needed “next steps.”) But we have made a strong start. Look closely at Plan Bay Area, and you will see a plan that takes great strides toward:

Tackling Problems That Cross Boundaries and Require Regional Solutions

Housing, air quality, traffic, jobs, economic development, open space preservation — the list is a long one.

Embodying Local Visions

Priority Development Areas were recommended by local governments, and land use and transportation strategies are linked to local input and priorities; different kinds of investments and development are envisioned for different parts of the region.
Helping To Ensure a Vibrant and Healthy Region for Our Children and Grandchildren
Cleaner air, fewer greenhouse gas emissions, more housing options, improved infrastructure, better access to jobs, and access to open space and recreation — these are the building blocks of a better future.

Making Bay Area Businesses More Competitive
A well-constructed, sustainable regional plan can help us attract private sector investment and compete for federal and state funding.

Providing a Range of Housing and Transportation Choices
A greater variety of multifamily and single-family housing will be available in places with better transit access, and improved walking conditions and local services.

Stretching Tax Revenues Through Smart Investments
By making the most of existing infrastructure, using a performance-based approach to transportation investments and coordinating the location of future housing and jobs with major transportation investments, we can get more bang for our buck in public expenditures.

Preserving Open Spaces, Natural Resources, Agriculture and Farmland
By developing in existing downtowns, main streets and neighborhoods, we don’t need to develop on open spaces or in places that over-utilize our water supply, energy resources and road capacity.

Helping To Create Healthy Communities
More people will be able to live in neighborhoods where they can walk to shops, transit and local parks because of the groundwork laid in this plan.

Plan Bay Area cannot guarantee these outcomes, of course, but we believe it can greatly boost the region’s odds of achieving them. For surely we must work together as a region to promote sustainability, and to leave a better Bay Area for our children and grandchildren. By helping to harmonize local decision-making and regional goals, by better integrating transportation investment and land use planning, by more closely aligning our policies with our vision — in short, by creating a strategy for a sustainable region — Plan Bay Area gives us a chance to do that.