

Workshop Proceedings for the FOCUS Economy Forum:
July 23, 2007
10:00 AM -12:00 PM
Facilitator: Ken Kirkey, ABAG
Recorder: Marisa Cravens, ABAG

Welcoming Remarks
Ken Kirkey, Planning Director
Association of Bay Area Governments

Mr. Kirkey welcomed participants, described the Focusing Our Vision program (discussing both the Priority Development Area and the Priority Conservation Area concepts), outlined the criteria that must be met in order to qualify as a PDA and explained the regional map that illustrates the areas that are currently being considered for PDA designation. Mr. Kirkey explained that the agencies involved with FOCUS were eager to hear from stakeholders what their primary economic concerns are, specifically with regards to:

- Issues/ Desired criteria for considering PDAs,
- Technical Assistance and
- Best Practices

The Major Economic Issues Related to FOCUS Include:

Job Nodes and Job Centers

- Where people work is more important than where they live in determining if they commute via transit
- Job sprawl is a significant transportation issue

Industrial Land Conversion and Retention

- Significant amounts of industrial land are being converted to housing because it is cheap and easy to develop
- Need this land for expansion of green industry-green corridor from Oakland to Richmond
- Industry provides the few quality jobs available to those without significant education
- What is the appropriate location of industrial land and where is it appropriate to convert to residential uses? Regional coordination/viewpoint is needed
- Link to affordable housing-organizations working on the two issues
- SPUR studying current trends in industrial lands conversion/what's happening to industrial clusters
- Cities also have harder time providing services in industrial zones-it costs more

Affordable Housing

- Industry provides the few quality jobs available to those without significant education
- On-site affordable housing v. putting in other neighborhoods

- Most newer units are not suitable for families (1 or 2 bedrooms)
- Overcrowding becoming common in some areas

Development

- Development process is very uncertain for developers, need certainty in permitting process
- How is FOCUS different from redevelopment? How can it assure community support?

Regional Agencies' Role in Addressing Issues/Technical Assistance

Job Nodes and Job Centers

- Incorporate job center discussion into FOCUS PDAs-perhaps establish a hierarchy of job centers to support PDAs

Industrial Land Conversion and Retention

- Coordinate Industrial Roundtable with cities, industrial businesses, ports, etc.
- Tie incentives to industrial land retention
- Evaluate implementation of existing plans if giving incentives

Affordable Housing

- Must tie incentives to affordable housing development

Development

- Help to ensure certainty in developer process, esp. around community involvement
- Ensure incentives go to projects that area ready to begin construction and pencil out-don't waste funds that will just sit if project is delayed

Other Recommendations

- AB 32-Global warming bill and programs as potential source of funds for FOCUS PDAs
- Tie incentives to making sure zoning fits general plan (basic criteria for incentives)
- Zoning assistance for cities-model ordinances, other tools
- Help establish a regional framework/ multi-year plan for economic development and how it is tied to development issues
- Free or cheap workshops for city staff around these issues

Best Practices

- ONWRD-EBASE, Ella Baker Center, other organizations combining development, jobs, poverty issues
<http://www.workingeastbay.org/article.php?list=type&type=48>
- Bay Area Council-Private Investment Fund for low-income housing

<http://www.bayareacouncil.org/site/pp.asp?c=dkLRK7MMIqG&b=241267>

**FOCUS Economy Forum – July 23, 2007
Attendees**

Name	Organization
Joan Malloy	City of Union City
George Nesbitt	STAND Land Use Task Force
BC Capps	BAOSC
Egon Terplan	SPUR (SF Planning & Research)
Richard Hedges	MTC EDAC
Marshall Loring	MTC EDAC & 19 th Ave. HOA
Janet Abelson	MTC EDAC
Aaron Lehmer	Ella Baker Center
Mike Cunningham	Bay Area Council
Zelda Bronstein	Berkeley Daily Planet
Bob Planthold	
Christian Gonzalez-Rivera	Greenlining Institute
Raphael Durr	MCAC
Nadine Wilmot	BAAQMD
Tahuti	Marcel Diallo's House of Common Sense

FOCUS Staff encourage broad participation and invite those interested to attend future meetings.