



*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
City of Riverbank • City of Turlock • City of Waterford • County of Stanislaus*

NEXT MEETING OF THE:

SUSTAINABLE COMMUNITIES STRATEGY STEERING COMMITTEE

NOVEMBER 1, 2011•TUESDAY•1:00 PM

STANCOG BOARD ROOM

1111 I STREET, SUITE 308

MODESTO, CA

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Public Comment Period: Matters under the jurisdiction of the Committee, and not on the posted agenda, may be addressed by the general public at the beginning of the regular agenda and any off-agenda matters before the Committee for consideration. However, California law prohibits the Committee from taking action on any matter which is not on the posted agenda unless it is determined to be an emergency by the Committee. Any member of the public wishing to address the Committee during the "Public Comment" period will be limited to 5 minutes unless the Chair of the Committee grants a longer period of time. At a Special Meeting, members of the public may address the Board on any item on the Agenda at the time the item is considered by the Board.

Public Participation on a Matter on the Agenda: Please step to the podium at the time the agenda item is announced by the Chairperson. In order to ensure that interested parties have an opportunity to speak, any person addressing the Committee will be limited to a maximum of 5 minutes unless the Chair of the Committee grants a longer period of time.

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AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENTS

These matters may be presented only by interested persons in the audience. Discussion is limited to five minutes or at the discretion of the Chair.

4. CONSENT CALENDAR

- A. Motion to Approve Sustainable Communities Strategy (SCS) Steering Committee Minutes of 9/6/2011

5. DISCUSSION/ACTION ITEMS

- A. Discussion regarding SCS Schedule Update
- B. Discussion regarding APS Approach and Scenario Development
- C. Discussion regarding issue raised by the City of Waterford

6. INFORMATION ITEMS

- A. Update on SJV Demographic Forecasting Contract
- B. Meeting Schedule for Calendar Year 2012
- C. Future Meeting Topics

7. ADJOURNMENT

Next Regularly Scheduled Sustainable Communities Committee Meeting:

November 29, 2011 (Tuesday) @ 1:00 pm
StanCOG Board Room
1111 I Street, Suite 308
Modesto, CA 95354



CONSENT CALENDAR



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**SUSTAINABLE COMMUNITIES STRATEGY (SCS) MEETING
StanCOG Board Room
1111 I Street, Suite 308
Modesto, CA**

**Minutes of September 6, 2011 (Tuesday)
1:00 pm**

MEMBERS PRESENT: Kirk Ford (Stanislaus County); Tom Westbrook (City of Ceres); Patrick Kelly (City of Modesto); Danelle Stylos (City of Oakdale); J.D. Hightower (City of Riverbank); Debbie Whitmore (City of Turlock); Marjorie Blom (LAFCo); Virginia Madueno (StanCOG Policy Board); Jean Foletta (SSTAC)

ALSO PRESENT: Barbara Hempstead (Caltrans); Carlos Yamzon, Jaylen French, Rosa Park, Mike Costa, and Cindy Malekos (StanCOG)

1. CALL TO ORDER

Jaylen French called the Sustainable Communities Strategy (SCS) Steering Committee meeting to order at 1:02 pm.

2. ROLL CALL

3. PUBLIC COMMENTS - None

4. CONSENT CALENDAR

A. Motion to Approve Sustainable Communities Strategies (SCS) Steering Committee Minutes of 8/2/2011

***By Motion (Debbie Whitmore/Marjorie Blom),** and unanimous vote, the Sustainable Communities Strategy Steering Committee approved the Minutes from the May Steering Committee Meeting.

5. PRESENTATION

A. San Joaquin Valley Transportation Model Improvement Program (MIP) and StanCOG Transportation Model Update Presentation

Carlos Yamzon provided a presentation on the MIP and the StanCOG transportation model update to the Steering Committee members. It was generally agreed that frequent modeling updates will be provided to the steering committee, as modeling is a key component of the SCS work at the regional level and the local level.

6. DISCUSSION/ACTION ITEMS

A. **Nomination of SCS Steering Committee Chair and Vice Chair**

This item was discussed and agreed upon by the committee. The Committee did not want to appoint a Chair and Vice-Chair for this committee and decided that the Committee structure should remain as is with StanCOG staff leading the meetings.

B. **Continued Discussion regarding SCS Public Participation Plan Kick-Off**

StanCOG staff informed the group that we will adopt a standalone Public Participation Plan for the SCS, as opposed to a section regarding the SCS in the agency-wide PPP. Committee members asked questions regarding the scope and intent of the document. It was suggested that the document should be a SCS/RTP PPP, not just SCS PPP. StanCOG staff will provide further information on this topic in future meetings. In addition, staff will begin to draft this document and will share with the Committee periodically to incorporate committee input. In the meantime, Staff will accept any comment from the Committee on outreach techniques and strategies.

C. **Discussion regarding Provisional Greenhouse Gas Emission Reduction Targets from the Air Resource Board (ARB)**

StanCOG staff provided information regarding the process of the California Air Resources Board (CARB) providing the valley MPOs with potentially revised Provisional GHG Emission Reduction Targets in calendar year 2012. The Valley MPOs Directors have been working on this issue with ARB staff, and will weigh option of possibly coordinating on combined GHG targets and/or combined SCS development. A Staff report seeking Board concurrence to review the benefits of coordinating efforts will go to the Policy Board in October. Working together on these efforts is completely at our discretion.

D. **Discussion regarding Description of Methodology for ARB Review of Greenhouse Gas Reductions from Sustainable Communities Strategies**

StanCOG staff provided information on a recently released document from the California Air Resources Board (CARB). The document spells out the methodology that CARB will use to review SCS documents. This methodology will inform the MPOs preparing SCSs what to expect from CARB during review and will actually help the MPOs form the SCS document.

7. INFORMATION ITEMS

A. **Future Meeting Topics**

StanCOG Staff informed the group of topics to be addressed at future meetings. This will be a standing item on each agenda to notify the committee of upcoming topics.

8. ADJOURNMENT

Jaylen French adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 1:18 pm.

Next Regularly Scheduled Sustainable Communities Strategy Steering Committee Meeting:

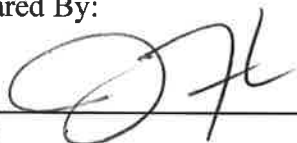
October 4, 2011 (Tuesday) @ 1:00 pm

StanCOG Board Room

1111 I Street, Suite 308

Modesto, CA 95354

Minutes Prepared By:



Jaylen French
Associate Planner / SCS Project Manager



DISCUSSION & ACTION ITEMS



Item 5A

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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director Discussion
FROM: Carlos Yamzon, Senior Regional Planner *cy*
Jaylen French, Associate Planner *JF*
DATE: October 21, 2011
SUBJECT: Discussion regarding SCS Schedule Update

Background

In June, Staff presented the Working Draft SCS Schedule to the committee for review and comment. At this meeting we received several comments and suggestions regarding the schedule and process to develop the RTP/SCS. The attached Revised Draft schedule is based on committee comments, further research by staff, and other issues that have arisen since June.

Discussion

Key changes to the Schedule include:

1. Rework 'Data Collection/Provisional Target Update' section and include additional line items to accommodate ARB Provisional Target Update
2. Add line item: 'Public/Agency SCS Visioning Process'
3. Move line item: 'SCS Updates to City Councils/Board of Supervisors' earlier in process
4. Delete line items for development of Performance Goals and Priority Development Areas

In addition to the key changes described above, Staff made revisions to the schedule based on Committee comments. The following are descriptions of each modification:

1. Added 'Baseline' to GHG Inventory line item
2. Added a task to submit modeling methodology to ARB
3. Although not a line item, formal check-ins with the Policy Board are outlined by the blue stars. Each star indicates an official adoption of an item.
4. Addressed APS timing and approach. See SCS Agenda Item # 5B.
5. As discussed above, removed the line items for development of Performance Goals and adoption of Priority Development Areas. However, Staff has kept these items open as an option for future discussion.

6. As discussed above, moved the public outreach effort earlier in the process, which will begin with presentations to the city councils and the board of supervisors.

Attachment: Sustainable Communities Strategy Revised Draft Schedule of Activities

jcfrench@stancog.org



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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director Discussion
FROM: Carlos Yamzon, Senior Regional Planner *cy*
Jaylen French, Associate Planner *JF*
DATE: October 21, 2011
SUBJECT: Discussion regarding APS Approach and Scenario Development

Background

There have been several discussions at previous SCS committee meetings regarding the approach and timing of an Alternative Planning Strategy (APS). Senate Bill 375 (SB 375) calls for an APS should the SCS, prepared in compliance with the legislation, be unable to reduce greenhouse gas (GHG) emissions to achieve the emission reduction targets established by the California Air Resources Board. The APS is intended to show how the GHG targets could be achieved through alternative development patterns, infrastructure, or additional transportation measures or policies. In short, the APS would show how the region would meet the targets in an unconstrained (financially and institutionally) environment. The APS shall be a separate document from the regional transportation plan (RTP), but it may be adopted concurrently with the RTP.

The heart of the issue is: it was unclear when to initiate development of an APS and when to halt further progression on the SCS.

Discussion

Based on further research and discussions with California Air Resources Board (CARB) staff, StanCOG staff is proposing an approach for potential development of an APS.

Staff proposes developing an APS Scenario alongside the other scenarios created and analyzed. This will allow StanCOG to immediately shift to the APS—which would have already been developed in part—should we determine that the SCS will not meet the GHG targets.

A ‘scenario’ is a planning term for a possible land use/transportation future that is analyzed and compared amongst other possible futures. The intent is to determine whether different configurations of growth or transportation mode emphases will meet our emission targets. In essence, the development of scenarios provides the region potential options to meet the GHG targets, while testing results prior to adoption of the SCS.

Also, the San Joaquin Valley MPOs must prepare scenarios to support our proposed new GHG emission reduction targets to CARB in May 2012. CARB is scheduled to consider revised or 'Provisional' Targets in October 2012.

It was determined at the May SCS meeting that we should rename the Scenarios as 'Regional Strategies'; however, Staff recommends keeping the term 'Scenario'. The term is commonly used and accepted statewide.

At this early stage in the development of SCSs statewide, there appear to be two general approaches to developing Scenarios. The first is to direct land uses, the second is to direct funding. The first option shifts growth to various areas capitalizing on infill and transit to reduce emissions. The second option uses discretionary or flexible funding to emphasize one form of transportation over others.

The second option, based on committee comments, and staff's understanding of the process, makes the most sense to StanCOG staff at this time. However, there is merit in the first approach. Upon meeting with the agencies to review land use and other sustainability policies, if there is an opportunity or desire to look to direct growth as the strategy to create scenarios, then we can explore this option.

jcfrench@stancog.org



Item 5C

*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Discussion**

FROM: Carlos Yamzon, Senior Regional Planner *cy*
Jaylen French, Associate Planner *JCF*

DATE: October 21, 2011

SUBJECT: Discussion regarding issue raised by the City of Waterford

Background

Recently, StanCOG staff has received comments from the Waterford representative of the SCS Committee regarding several items relating to the SCS effort. The following is a bullet-point summary of the comments received. The intent of this staff report is to present these issues to the Committee to review and discuss. The results of the discussion will lead efforts to develop the SCS.

Discussion

- Modeling Methodology (and Local Variability)
- Demographic Forecasting Methodology
- Cities' Sustainable Policies
- ARB Review Methodology
- Link of the SCS to other Regionwide Planning Efforts
- Presentations to Planning Commissions/City Councils
- Email Communications among Committee Members

jcfrench@stancog.org



INFORMATION ITEMS



City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
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TO: Sustainable Communities Strategy Steering Committee **Staff Report Information**
THROUGH: Vince Harris, Executive Director
FROM: Carlos Yamzon, Senior Regional Planner *cy*
Jaylen French, Associate Planner *JF*
DATE: October 21, 2011
SUBJECT: Update on SJV Demographic Forecasting Contract

Background

At the September SCS Steering Committee meeting Staff mentioned that as part of the 4th year Blueprint funding, the San Joaquin Valley will seek a consultant to prepare a Demographic Forecast at the regional and county level. The contract is not to exceed \$50,000.

Discussion

A Request for Proposal (RFP) was released on September 20th and proposals were due October 4th. Five total proposals were received, from: 1) PenberaParis LLC, 2) UOP Business Forecasting Center, 3) The Planning Center | DC&E, 4) California Lutheran University Center for Economic Research and Forecasting, and 5) Affiliated Research Economics. A team of staff from the 8 valley MPOs have reviewed the proposals and each submitted a 'score sheet'. The consultant team that received the highest score was: The Planning Center | DC&E.

The approval of the contract will go before the FresnoCOG Policy Board on October 27, 2011. The agenda for this meeting will be available on the FresnoCOG website on or before Monday, October 24th. Work on the demographic forecast is expected to begin immediately and conclude by February 16, 2012.

jcfrench@stancog.org



Item 6B

*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Information**

FROM: Carlos Yamzon, Senior Regional Planner *cy*
Jaylen French, Associate Planner *JCF*

DATE: October 21, 2011

SUBJECT: Meeting Schedule for Calendar Year 2012

Background

The Policy Board and the Executive Committee have regularly scheduled meeting date and times on the third Wednesday of the month. The Advisory Committees have regularly schedule meeting dates and times two weeks prior to the Policy Board meetings, typically falling on the first week of the month. All meetings are held at the StanCOG Board Room. This includes meetings of the Sustainable Communities Strategy Steering Committee on the first Tuesday of each month at 1:00 pm.

The meeting schedule for Calendar 2012 is attached.

jcfrench@stancog.org

StanCOG Policy Board & Committee Meetings 2012

	Policy Board (3rd Wednesday of the month) 6:00 p.m.	Executive Committee (3rd Wednesday of the month) 5:00p.m.	Social Services Transportation Advisory Council (1st Tuesday of the month) 8:30 a.m.	Sustainable Communities Strategy Steering Committee (1st Tuesday of the month) 1:00 p.m.	Citizens Advisory Committee (1st Wednesday of the month) 6:00 p.m.	Management and Finance Committee (1st Thursday of the month) 3:00 p.m.	Bicycle/Pedestrian Advisory Committee (1st Tuesday of every other month) 5:30 p.m.	
2012								
January	1/18	1/18 #	1/3	1/3	1/4	1/5	1/3	
February	2/15	2/15	1/31 *	1/31 *	2/1	2/2		
March	3/21	3/21 #	3/6	3/6	3/7	3/8 *	3/6	
April	4/18	4/18	4/3	4/3	4/4	4/5		
May	5/16	5/16 #	5/1	5/1	5/2	5/3	5/1	
June	6/20	6/20	6/5	6/5	6/6	6/7		
July	No Meetings Scheduled							
August	8/15	8/15	7/31 *	7/31 *	8/1	8/2		
September	9/19	9/19 #	9/4	9/4	9/5	9/6	9/4	
October	10/17	10/17	10/2	10/2	10/3	10/4		
November	11/14 *	11/14 * #	10/30 *	10/30 *	Tuesday 10/30 *	11/1	11/6	
December	12/12 *	12/12 *	11/27 *	11/27 *	11/28 *	11/29 *		

All Meetings held in the StanCOG Board Room, located at 1111 "I" Street, Suite 308, Modesto, CA 95354

* Please note different dates due to holidays or calendar conflicts

Executive Committee Meetings held at 3:30 p.m. for the months of Jan, Mar, May, Sept, & Nov



Item 6C

*City of Ceres • City of Hughson • City of Modesto • City of Newman • City of Oakdale • City of Patterson
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TO: Sustainable Communities Strategy Steering Committee **Staff Report**
THROUGH: Vince Harris, Executive Director **Information**
FROM: Carlos Yamzon, Senior Regional Planner ^{ly}
Jaylen French, Associate Planner JCF
DATE: October 21, 2011
SUBJECT: Future Meeting Topics

Discussion

- Review of RTP/SCS Public Participation Plan
- SJV MIP and StanCOG Modeling Follow-up
- Baseline GHG Inventory Discussion
- Complete Streets Discussion
- Others?