



*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

JANUARY 3, 2012•TUESDAY•1:00 PM

STANCOG BOARD ROOM

1111 I STREET, SUITE 308

MODESTO, CA

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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 11/29/2011

5. DISCUSSION/ACTION ITEMS

- A. Discussion regarding SCS Scenarios Development and Performance Indicators
- B. Discussion regarding Envision Tomorrow, Scenario Sketch Planning Tool
- C. Discussion regarding San Joaquin Valley Network's Sustainable Communities Strategies Resolution

6. INFORMATION ITEMS

- A. SANDAG Sustainable Communities Strategy and StanCOG RTP Executive Summary
- B. California Strategic Growth Council Strategic Plan Public Review
- C. REVISED Meeting Schedule for Calendar Year 2012
- D. Future Meeting Topics

7. ADJOURNMENT

Next Regularly Scheduled Sustainable Communities Committee Meeting:

January 31, 2012 (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 November 29, 2011 (Tuesday)
1:00 pm**

MEMBERS PRESENT: Kirk Ford (Stanislaus County); Kay Dunkel (City of Ceres); Patrick Kelly (City of Modesto); Danelle Stylos (City of Oakdale); Joel Andrews (City of Patterson); Debbie Whitmore (City of Turlock); Marjorie Blom (LAFCo); Jean Foletta (SSTAC)

ALSO PRESENT: Barbara Hempstead (Caltrans); Vince Harris, Carlos Yamzon, Jaylen French, Mike Costa (StanCOG)

1. CALL TO ORDER

Jaylen French called the Sustainable Communities Strategy (SCS) Steering Committee meeting to order at 1:06 pm.

2. ROLL CALL

3. PUBLIC COMMENTS - None

4. CONSENT CALENDAR

A. Motion to Approve Sustainable Communities Strategies (SCS) Steering Committee Minutes of 11/1/2011

***By Motion (Danelle Stylos/Patrick Kelly)**, and unanimous vote, the Sustainable Communities Strategy Steering Committee approved the Minutes from the November Steering Committee Meeting.

5. DISCUSSION/ACTION ITEMS

A. Discussion regarding Administrative Draft RTP/SCS Public Participation Plan

Staff provided a brief overview of the need for a RTP/SCS Public Participation Plan (RTP/SCS PPP) and outlined the intent of the document. Staff then opened the meeting to receive comments from the Committee. Comments received included technical corrections, and questions about content within the document. Staff will continue to receive comments from the Committee until adoption. The RTP/SCS PPP, in a Review Draft form, will go before the StanCOG standing committees and onto the Policy Board in January for adoption.

B. Introduction of the San Joaquin Valley Housing Market Demand Analysis

Staff provided an introduction to the San Joaquin Valley Housing Market Demand Analysis, which is a report being prepared as part of the Blueprint funding. This analysis will coordinate with the SJV Demographic Forecast Report (Item 6A, below) and provide information for the implementation of the Blueprint and also for the region's SCS. One committee member questioned the need for the Analysis. Another member asked if this Analysis would help us with the Regional Housing Needs Assessment numbers provided by HCD. Staff will continue to provide information to the Committee as we receive it on this Analysis.

6. INFORMATION ITEMS

A. Update on SJV Demographic Forecasting Methodology

Staff provided an update on the SJV Demographic Forecasting Report. The Consultant held a kick-off meeting on November 14, 2011 to provide an summary of the methodology to develop the Report. The methodology includes the preparation of three different types of models to form a single forecast. In addition, the consultant will provide a reusable model for each county.

B. Summary of California Interregional Blueprint Workshop

Staff provided an overview of the California Interregional Blueprint (CIB) Workshop held in Sacramento on November 4, 2011. Caltrans is preparing a CIB per SB 391, which is parallel legislation to SB 375.

C. 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.

7. MEMBERS REPORT

A. Mayor Madueno

The report by Member Mayor Madueno was postponed until the January meeting.

8. ADJOURNMENT

Jaylen French adjourned the Sustainable Communities Strategy (SCS) Steering Committee meeting at 1:50 pm.

Next Regularly Scheduled Sustainable Communities Strategy Steering Committee Meeting:

January 3, 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



*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 *VH* **Discussion**
FROM: Carlos Yamzon, Senior Regional Planner *CY*
Jaylen French, Associate Planner *JCF*
DATE: December 21, 2011
SUBJECT: Discussion regarding SCS Scenario Development and Performance Indicators

Background

A key component of the SCS will be the development of scenarios. A 'scenario' is a planning term for a possible land use/transportation future that is analyzed and compared amongst other possible futures. Analyzing various scenarios will indicate what effect different land use and transportation policies have on the reduction of greenhouse gas (GHG) emissions.

Developing scenarios also provides another benefit: the ability to influence how the emission reduction targets are achieved. There are a myriad of policies that could be adopted or plan focuses that could be determined to guide the SCS; no two SCSs will be the exact same. While trying to achieve the emission reductions per SB 375, the region must also comply with the established transportation and quality of life goals. Scenarios will help analyze the pros and cons of the implementation of various region goals.

As presented in November, there are two general approaches to developing scenarios. The first is to direct land uses, the second is to direct transportation funding. The first options shifts growth to various areas to capitalize on infill, transit and/or existing infrastructure to reduce emissions. The second option use flexible funding to emphasize alternative transportation modes to reduce VMT and thus emissions. The discussion at the November meeting recommended a hybrid approach of option 1 and 2.

Discussion

In March, an initial discussion regarding scenarios was held. During that meeting, Staff offered three scenario options: 1) Infill, 2) Transit and 3) Jobs-Housing Balance. During the discussion, these scenario options were modified and added to, creating a draft list of 5, including: 1) Infill, 2) Transit, 3) Infill with increased Transit, 4) Mixed-use and 5) Increased density. As you can tell, this is a combination of the two general types of approaches to developing scenarios.

The intent of this staff report is--and the discussion at the SCS Committee meeting will be--to refine this list and narrow the scope of these broad scenario options. Staff and the committee will need to better define these scenarios.

I recently met with each agency (planning staff) to discuss their General Plan land use and transportation policies and any other policies that would benefit the SCS effort. I will compile this information and share with the group. In addition, StanCOG has created a land use map of the entire region based on the General Plans. This map will provide valuable information to the SCS effort by identifying the land uses of each agency in the region. The general plan policy information collected, the map and the sketch-planning tool (See Item 5B of this agenda) that StanCOG will acquire will assist in the development of the SCS scenarios.

Performance indicators will help refine the scope of the Scenarios (and land uses/policies within the scenarios) while simultaneously considering the region's goals for this effort. As previously mentioned, there are a myriad of strategies to reduce emissions. The consideration of performance indicators will help the region define which strategies (policies) are most important; which ones should be focused on first. Performance indicators could include: acres saved, farmland acres saved, commute trips reduced, distance of housing and employment from transit, transportation accessibility, mobility and reliability, health indicators (asthma reductions, etc.), housing type mix, jobs-housing balance ratio improvement, etc.

Staff is proposing to seek input on the region's goals for the RTP and SCS during the public outreach process which will begin after the first of the year. Further, we propose that once the goals have been established, the Committee (with public input) will create a set of related performance indicators which will lead the development of the scenarios.

jcfrench@stancog.org



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TO: Sustainable Communities Strategy Steering Committee **Staff Report**

THROUGH: Vince Harris, Executive Director *VH* Discussion

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

DATE: December 21, 2011

SUBJECT: Discussion regarding Envision Tomorrow, Scenario Sketch Planning Tool

Background

A key component of the SCS will be the development of scenarios. A 'scenario' is a planning term for a possible land use/transportation future that is analyzed and compared amongst other possible futures. Analyzing various scenarios will indicate what effect different land use and transportation policies have on the reduction of greenhouse gas (GHG) emissions. The development of scenarios provides the region the ability to test options.

Discussion

To assist staff in the development of the SCS Scenarios (See Item 5A of this agenda), StanCOG will acquire a software program called Envision Tomorrow, which is a sketch planning tool used to create and analyze land use planning scenarios. Attached to this Staff Report is a presentation by the firm who created Envision Tomorrow.

Envision Tomorrow is a suite of planning tools that helps design and evaluate scenarios. With the tool it is possible to model the relationship between land use and transportation decisions and GHG emissions. The tool provides planners with an easy to use, analytical decision-making tool.

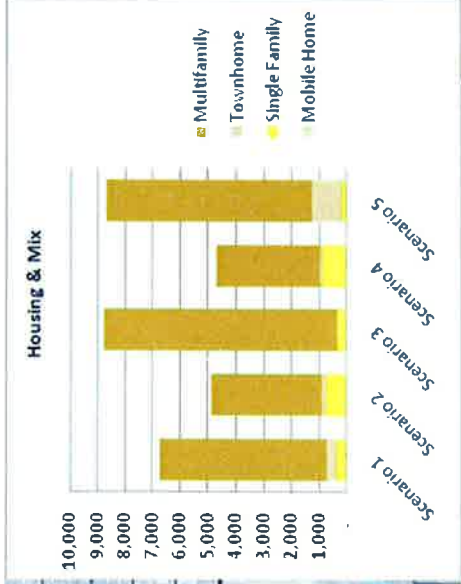
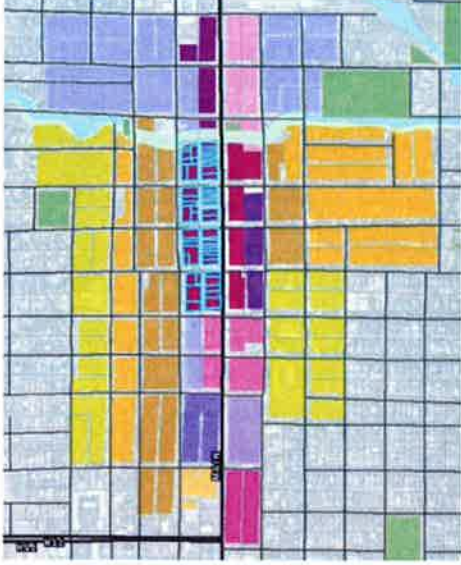
Envision Tomorrow consists of two primary tools: the Prototype Builder and the Scenario Builder. Each tool provides stand-alone capability, but together can create scenarios at the regional level. The Prototype Builder, a return on investment spreadsheet tool, can be used to examine if preferred forms of development are feasible. The Scenario Builder adds scenario-building functionality to ArcGIS. By 'painting' an established grid with land use categories, the tool allows real-time evaluation of each scenario through a set of user-defined indicators.

In short, the tool will develop 25-30 'building types', which are generalized representations of the types of buildings found in the region. These will lead to the development of 15-20 'development types', which are generalized representations of the types of areas found in the region. For example, small-town downtown, urban downtown, commercial shopping center, residential neighborhood,

downtown residential, etc. We would then 'paint' an established grid with land uses and the software would produce outputs (based on the indicators developed), which will analyze land consumed, housing mix, etc. and when incorporated with the transportation model can analyze VMT and emissions per scenario.

Staff is seeking approval of this contract at the January Policy Board meeting and will attempt to get the consultant on board to train staff and implement the software as soon as possible.

jcfrench@stancog.org



Scenario Planning with Envision Tomorrow

C.J. Gabbe, AICP
Alex Joyce, AICP

November 16, 2011



www.frego.com



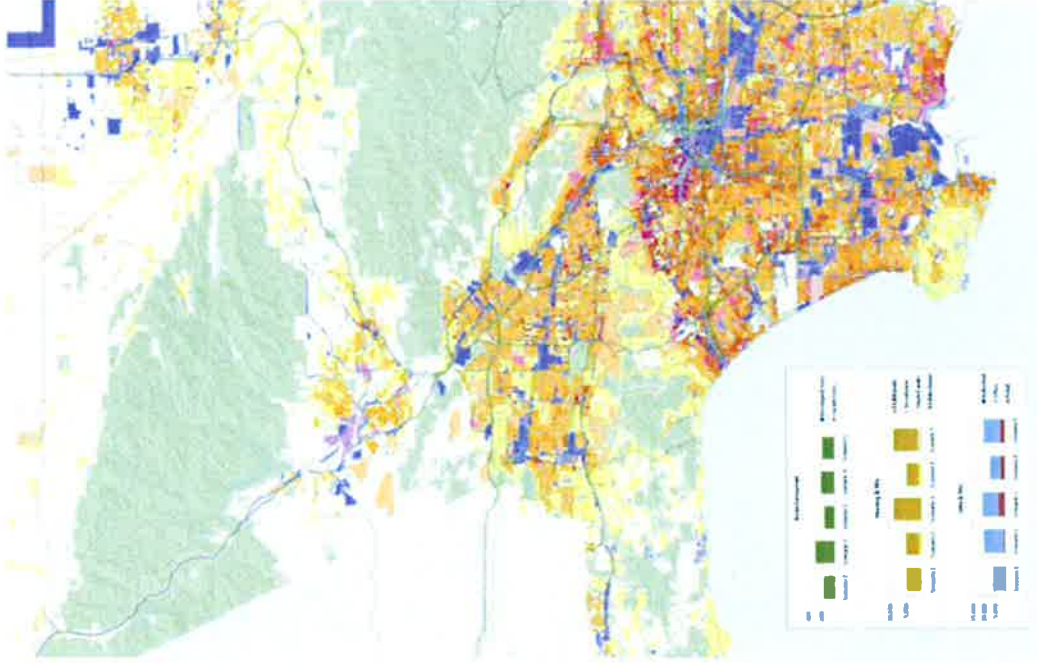
Why Use Scenario Planning?

- Weigh choices against consequences
- Test policy options quickly
- Prepare for uncertainty
- Develop strategies to optimize outcomes



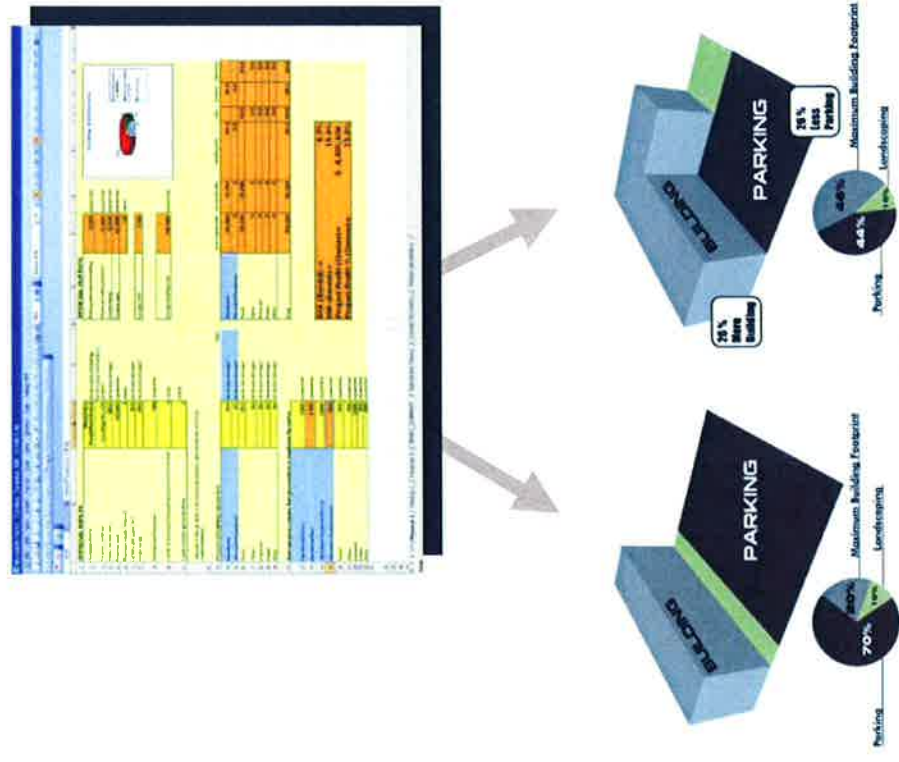
What is Envision Tomorrow?

- Suite of planning tools:
 - Prototype Builder
 - Return on Investment (ROI) model
 - Scenario Builder
 - Extension for ArcGIS



Prototype Builder (ROI Model): Quick Building Modeler: Physical & Financial

- Powerful as standalone tool or integrated with Scenario Builder
- Test existing regulations for financial feasibility
 - ▣ Identify regulatory roadblocks
- Test impact of new development regulations on:
 - ▣ Financial feasibility
 - ▣ Fiscal impact
 - ▣ Housing affordability, etc.
- Experiment with sensitivity of key variables:
 - ▣ Height / FAR
 - ▣ Parking / Landscaping
 - ▣ Land Costs / Rents / Subsidies



Model Prototypes Using Real Market Research: Allows for “Reality-based Visualizations”



*Use Prototypes for Reality-based
Visualizations and 3D Modeling*



Scenario Builder:

Scenario Painter for ArcGIS

Buildings

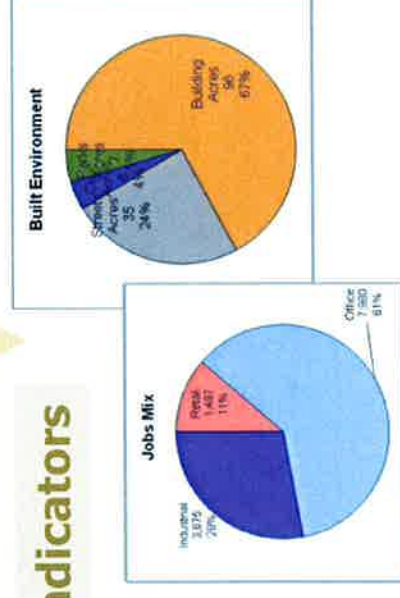


- Quickly paint scenarios using financially feasible building blocks
- Compare multiple scenarios across variety of indicators
- Track progress in real-time

Scenarios



Indicators



Scenario Indicators:

□ ***Anything we can know about a building, we can know about a scenario...***

- Housing and Jobs: mix and density
- Land Consumption: vacant, agricultural, infill
- Housing Affordability
- Employment Profile: sq ft, jobs, income
- Resource Usage: energy and water
- Waste Production: water, solid, carbon emissions
- Fiscal Impact: local revenue and infrastructure costs



Envision Tomorrow Apps in Development

- Household travel behavior (7Ds)
- Housing + Transportation Costs
- Transportation Safety
- Health Benefits from Active Transportation
- LEED-ND
- Redevelopment Timing:
 - Building age & value depreciation
- Impact of Public Investments on Development
 - Transit, streetscape, parks etc
- Housing Growth Model
 - Trend-based land growth model



Who is Using Envision Tomorrow?

- Sonoran/Lincoln Joint Venture
- Envision Utah
- Southern California (SCAG)
- Chicago (CMAP)
- City of Portland
- Portland Metro
- City of Tulsa
- City of Long Beach, CA
- City of Indianapolis
- **And now... Fresno COG!**

Small Area Plans

- Calle Guadalupe, Fresno, CA
- Dallas Arts District Station Area, Dallas, TX
- Hollywood Freeway Cap, Los Angeles, CA
- Knoxville South Waterfront, Knoxville, TN
- Long Beach Boulevard, Long Beach, CA
- Orlando New Medical Gallery, Orlando, FL
- Sunset Junction, San Francisco, CA
- Ventura Freeway Cap, Ventura, CA

Regional Projects

- Chicago Housing
- Chicago Metropolitan 2020
- Deseret Ranches, UT
- Envision Utah
- Envision Central Texas
- The Grand Vision, San Antonio, TX
- Louisiana Speaks, Baton Rouge, LA
- Marion County, OR
- Metro 2020 Growth Concept, Portland, OR
- The Oregon Big Link, Eugene, OR
- Southern California Association of Governments Compass Blueprint
- Supernation Victor Area, Fresno, CA

Selected Projects



Downtown Plans

- Arlington, TX
- Denison, TX
- St. Centro, CA
- Jackson, WY
- Mountlake Terrace, WA
- Talent, OR

Comprehensive Plans

- Blueprint Denver
- Compton, CA
- ForwardDallas' Comprehensive Plan
- Pointe Coupee Parish, LA
- Tulsa, OK
- West Feliciana Parish, LA
- Walsworthville, CA

Other Projects

- Denison Creek Update, Denison, TX
- Damascus, OR
- Envision Tomorrow Suite of Urban and Regional Planning Tools
- ENVISION

International Projects

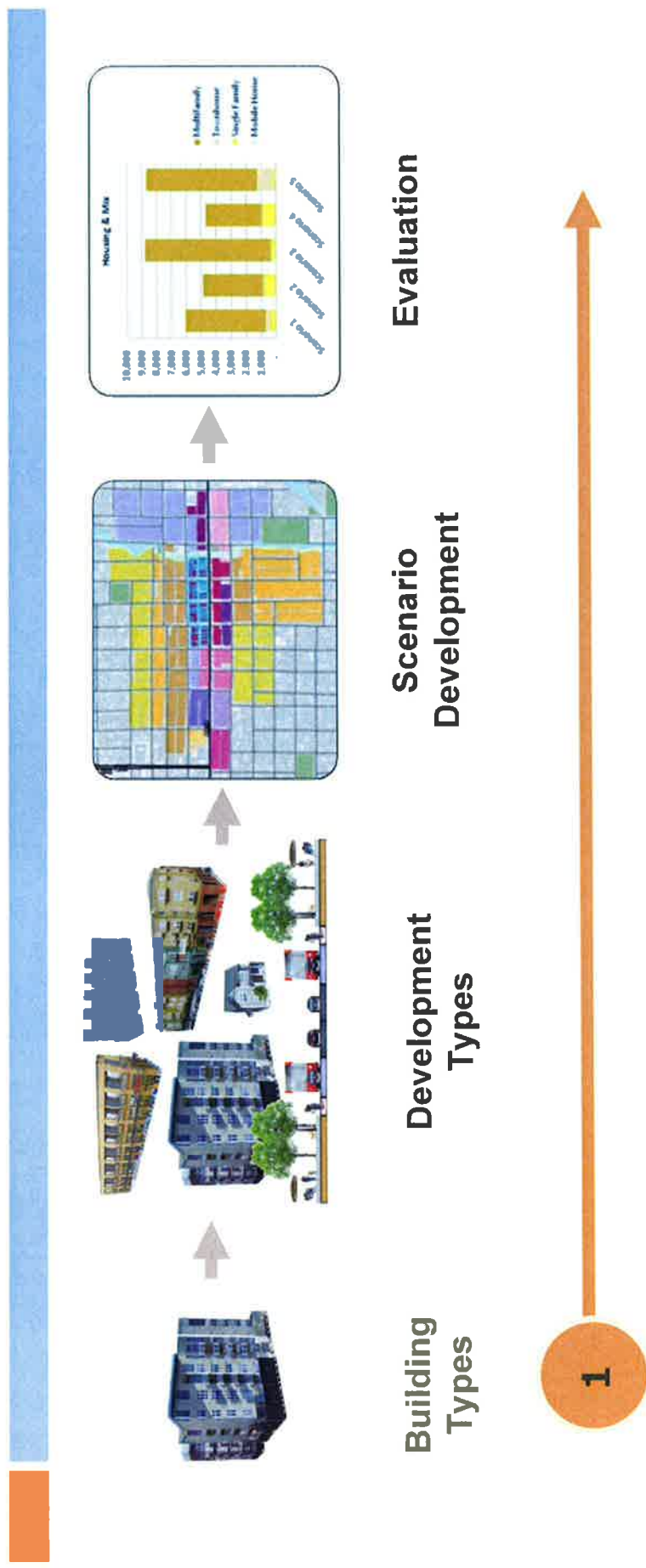
- Comune d'Arezzo, Arezzo, Italy
- St. Andrews, St. Andrews, Scotland

How is Envision Tomorrow unique?



- Transparent and accessible tool
 - simple Arc-Excel link
 - most calculations performed in Excel
- Start at Building level
 - financially feasible scenarios
 - wealth of available data on buildings
 - easily modeled indicators (land use, energy, financial)
- Open Source platform
 - University and institutional partners keep cutting edge

Scenario Building Process



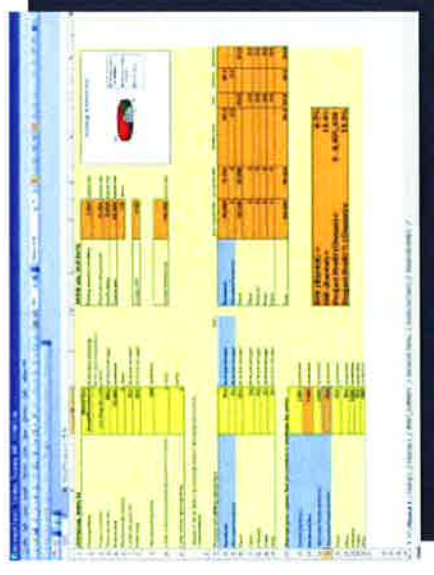
Step 1: Model a library of building types that are financially feasible at the local level.

Create Prototype Buildings

Why start with buildings?

- *Easily modeled & lots of existing data*
 - Density and Design
 - Rents and Sales Prices
 - Costs and Affordability
 - Energy and Water Use
 - Fiscal Impacts

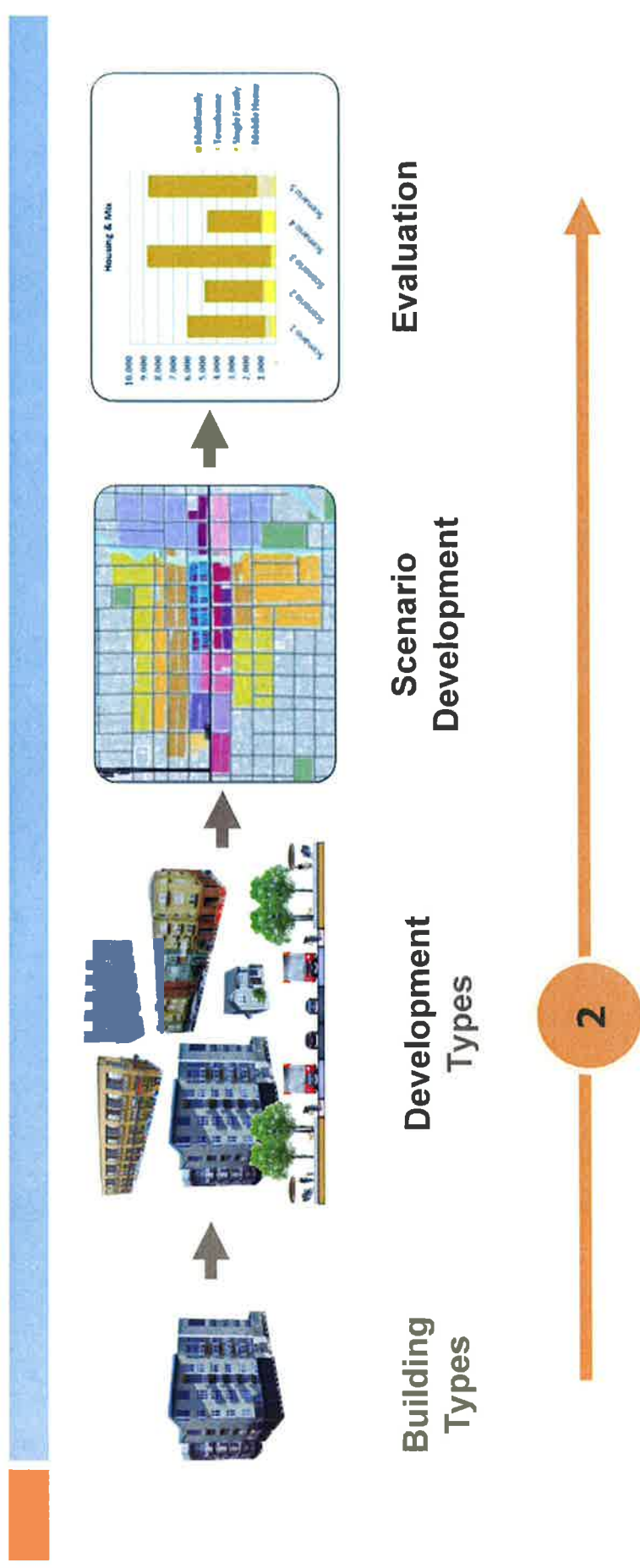
Use ROI Model...



...to Create a Range of Buildings



Scenario Building Process



Step 2: Define the buildings, streets and amenities that make up all the "places" in which we live, work and play.

Development Type Mix

A Variety of Buildings, Streets and Amenities Create a "Place"



**Town
Center**

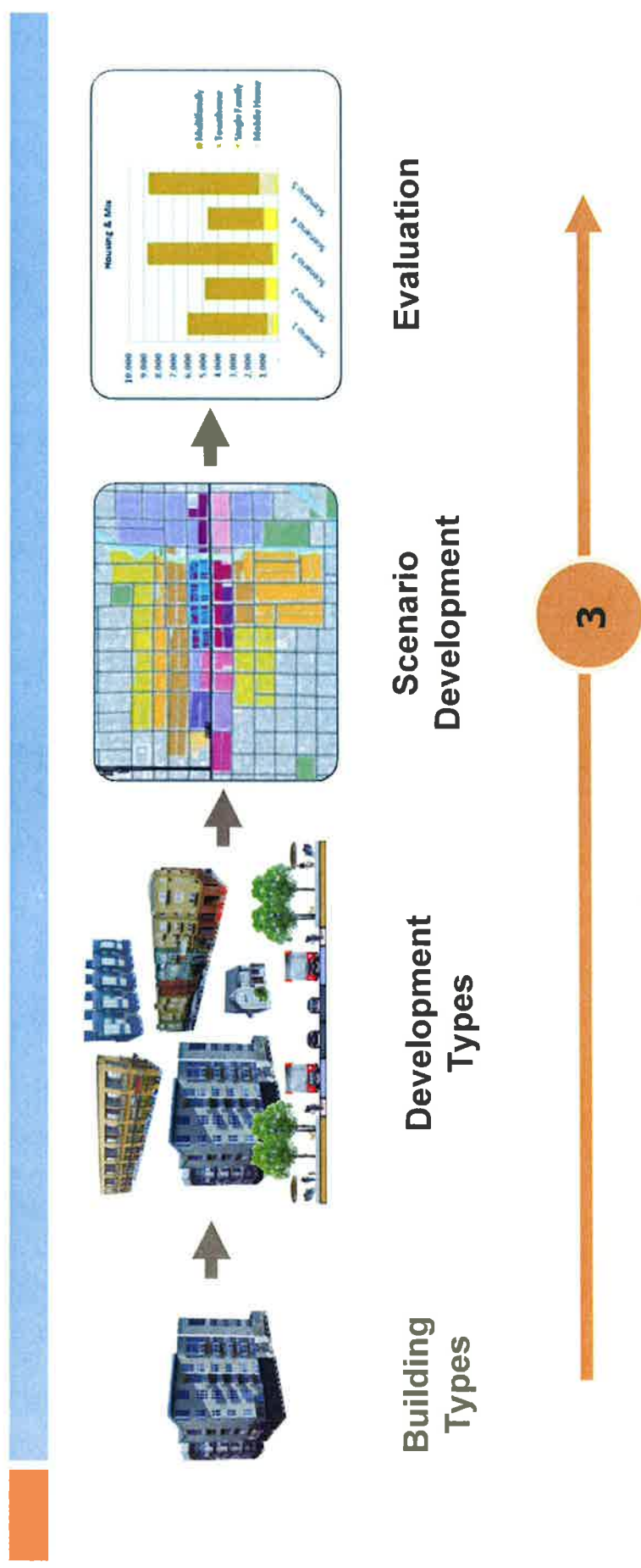


**Medium-Density
Residential**



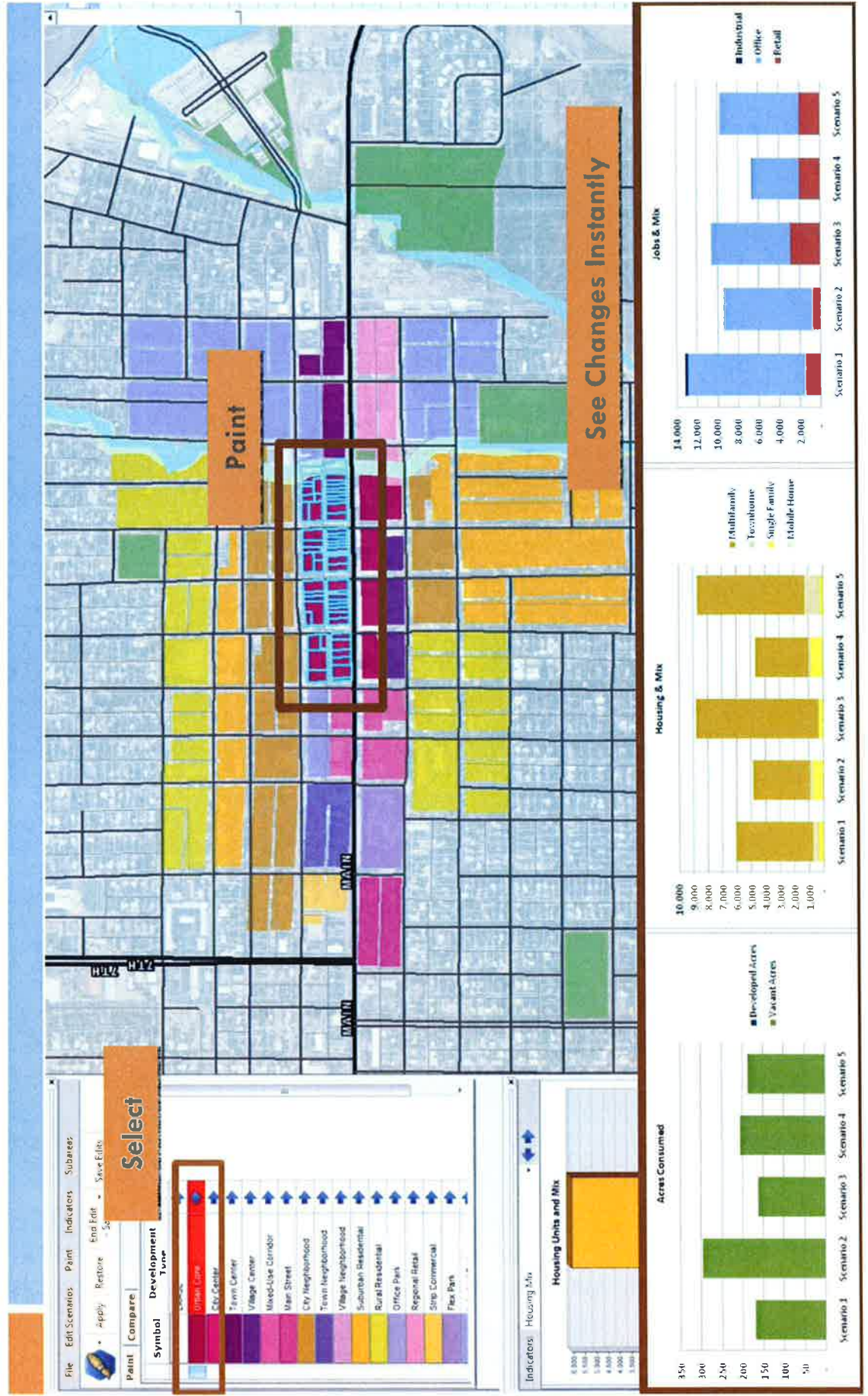
**Single-Family
Residential**

Scenario Building Process



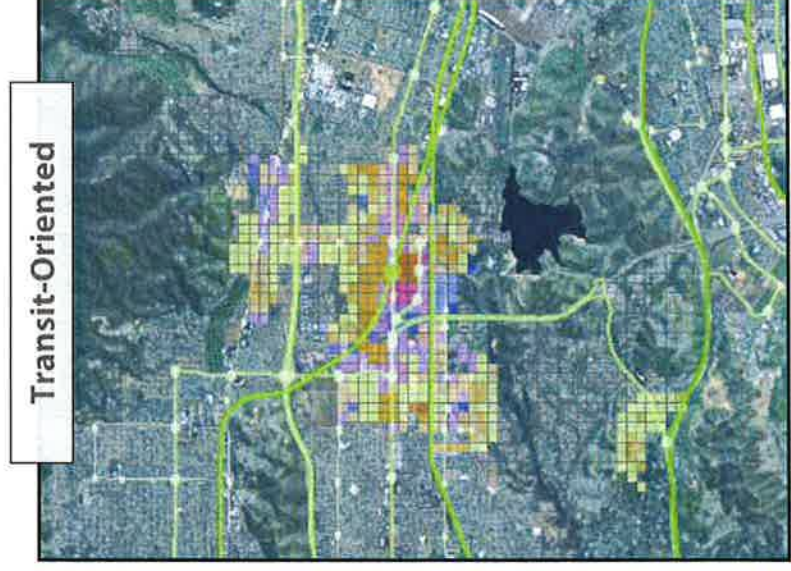
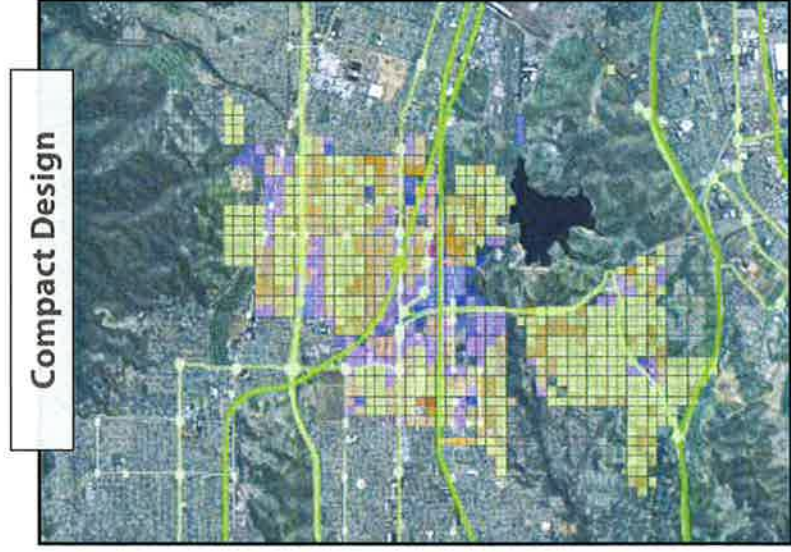
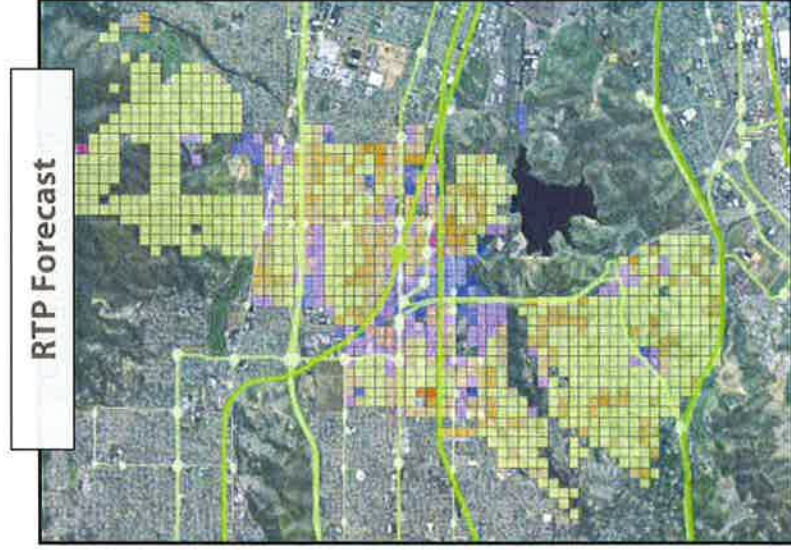
Step 3: Painter future land use scenarios to test the implications of different decisions or policies.

Real-time Scenario Building and Evaluation

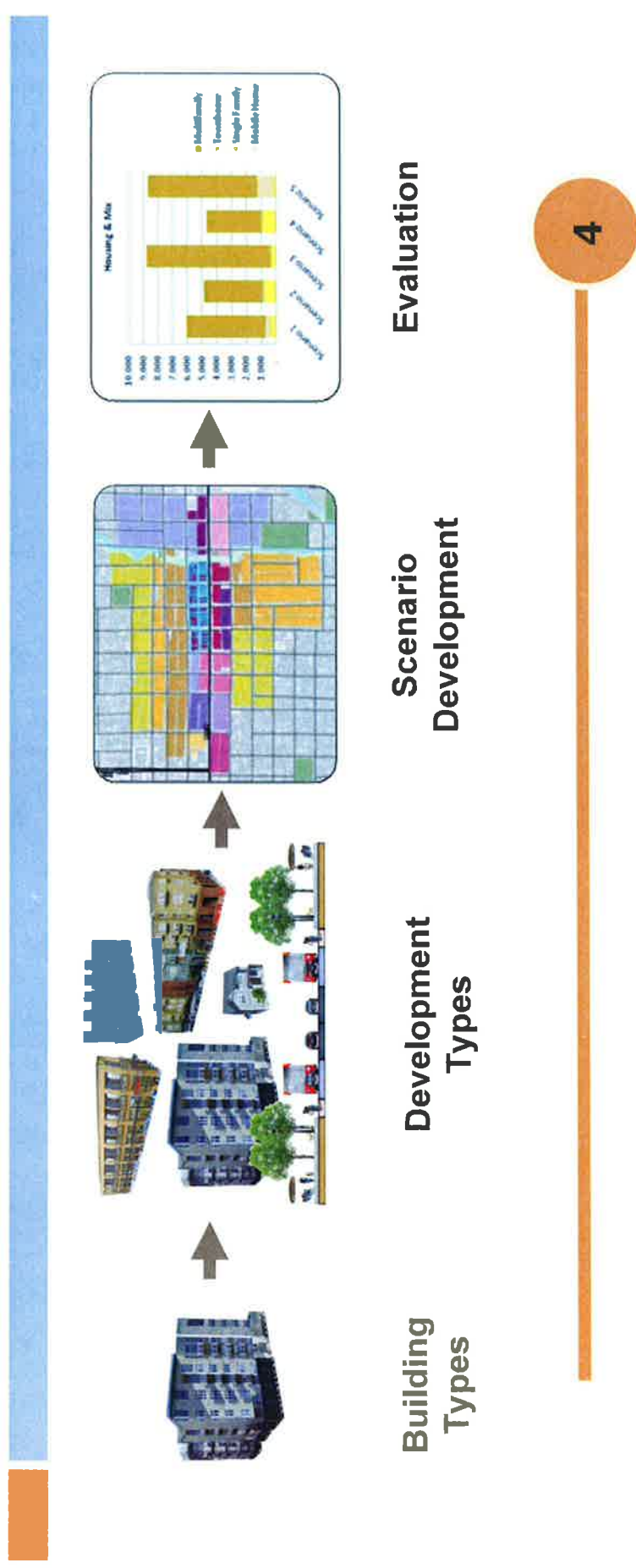


Compare Multiple Scenarios

- Test land use policies
- Experiment with new development patterns



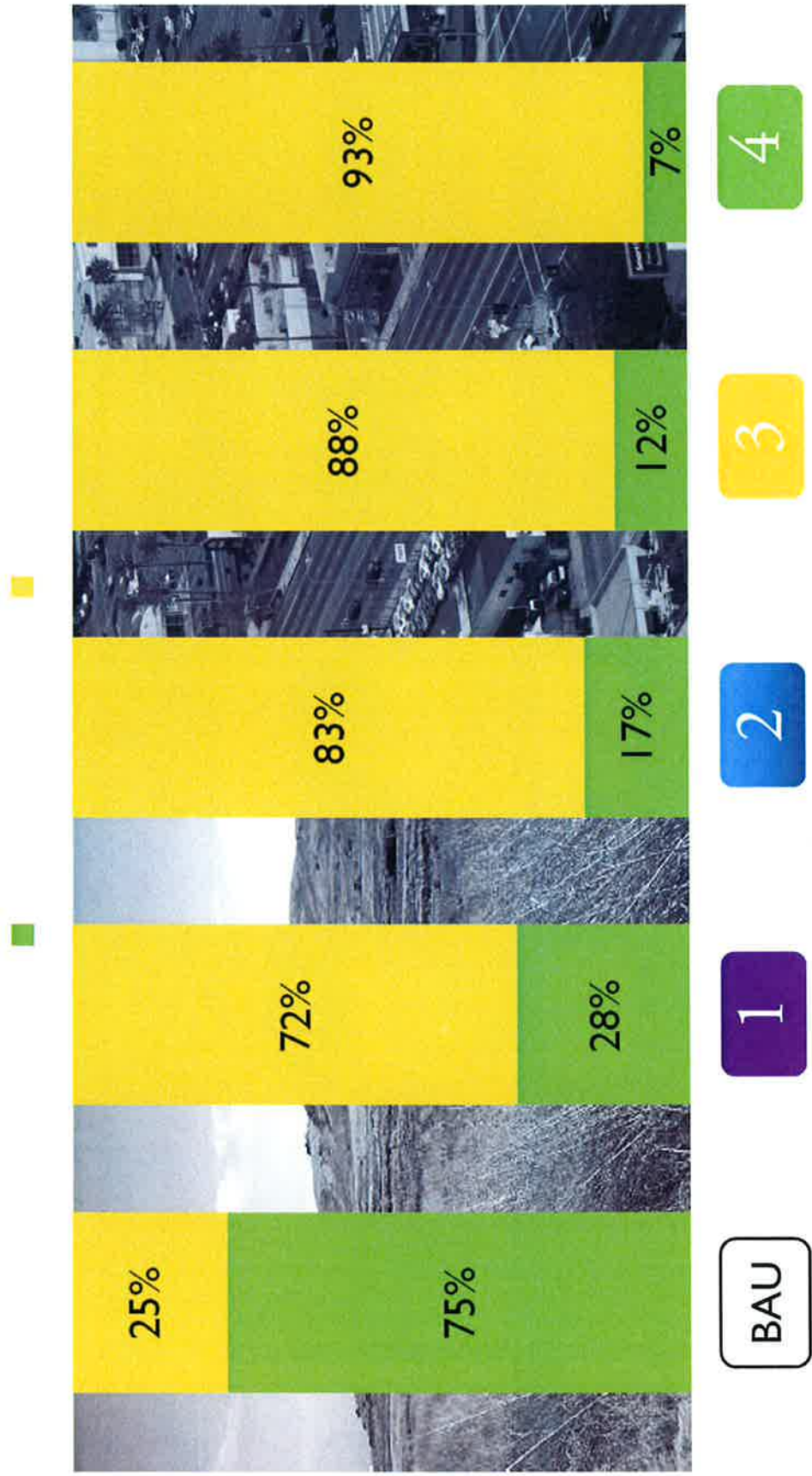
Scenario Building Process



Step 4: Compare the scenarios and monitor the impact of land use decisions in real-time.

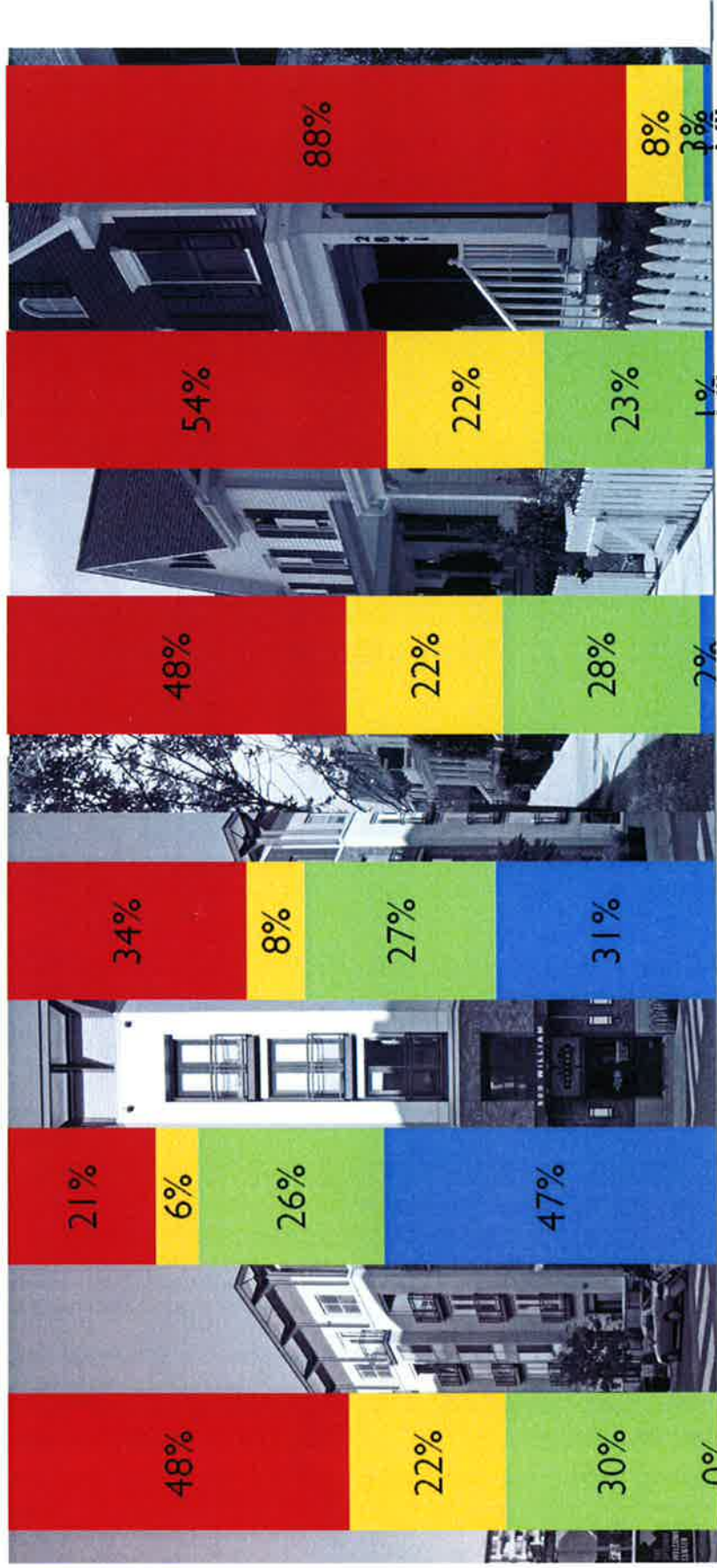
Greenfield vs. Refill Development

New Development 2008-2035



SGAG Region: New Housing Units 2008-2035 (Increment)

■ Large Lot
 ■ Small Lot Single Family
 ■ Attached Single Family
 ■ Multifamily



Anticipated Demand

BAU

1

2

3

4