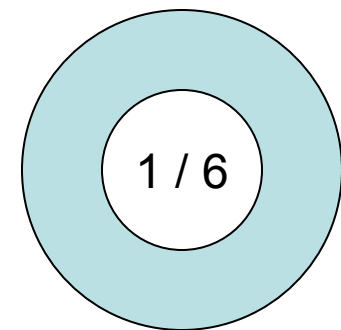


What is PLS
...and what can we do about it?

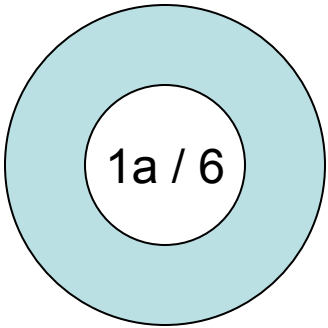
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



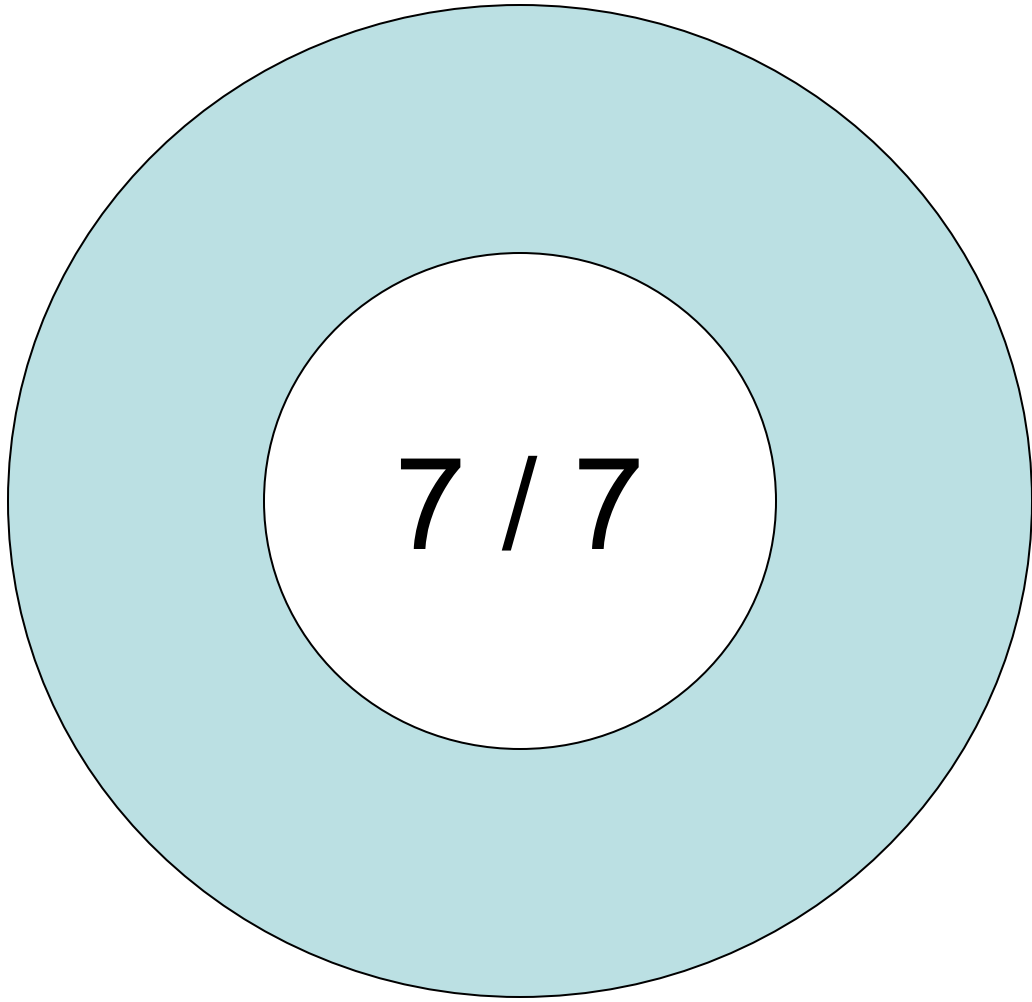
PLS Dashboard Services

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

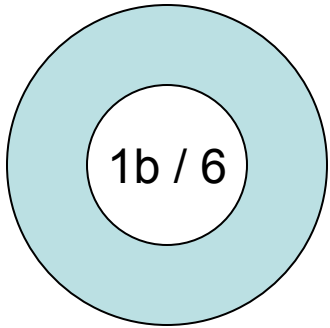
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



PLS Dashboard Services



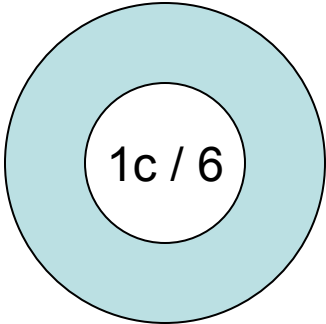
		PHILOSOPHICAL				
C L I C H E					A V A N T G A R D E	
		PRACTICAL				



PLS Dashboard Services

*Make specific,
concrete suggestions*

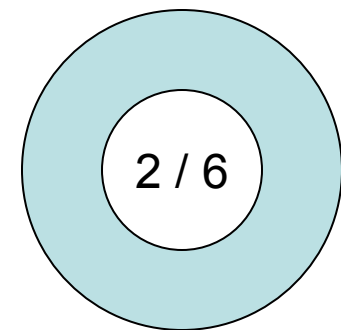
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



Why housing is important

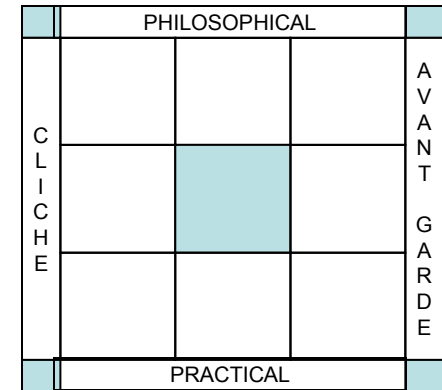
...in transportation planning

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



Why housing is important

...in transportation planning

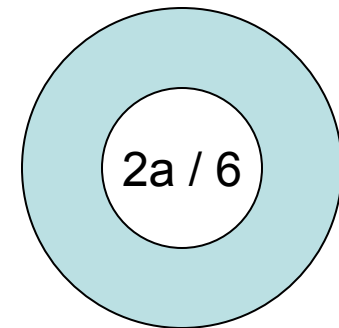


www.lgc.org

Livable Places Update

(for example)

#1 Mail this monthly 2-pager to every local elected official & dept. head in your region.

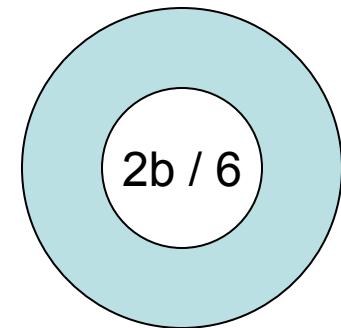


Why housing is important

...in transportation planning

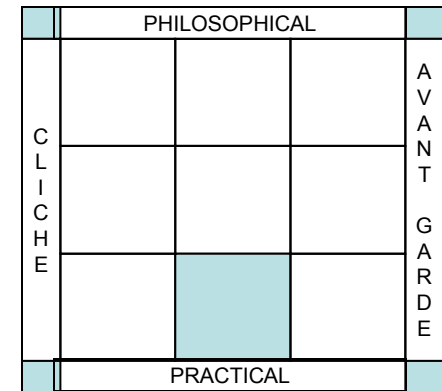
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

Compact, mixed-use
infill development
reduces VMT



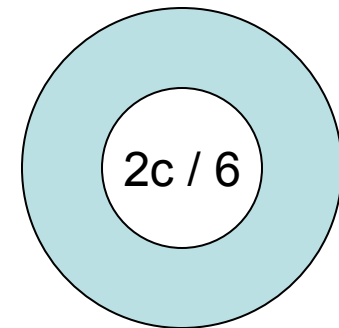
Why housing is important

...in transportation planning



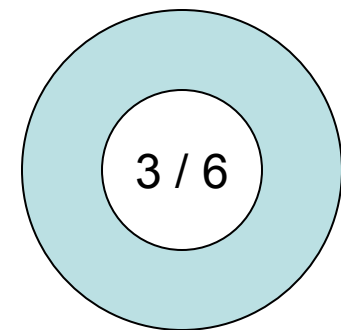
Compared to Housing,
money and authority
are more concentrated
in Transportation.

#2 Wield your power; use STIP \$ for infill housing incentives to increase ridership

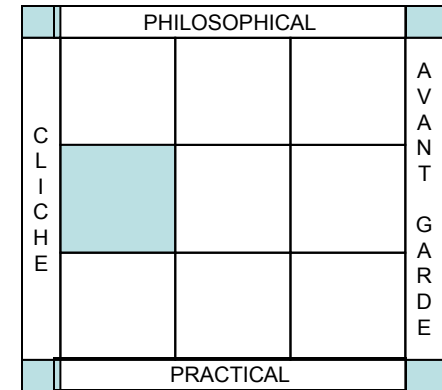


Creative force applied against
limiting constraints builds character,
and elegance of form.

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



Creative force applied against
limiting constraints builds character,
and elegance of form.



Shakespeare

sonnet form

Sharks

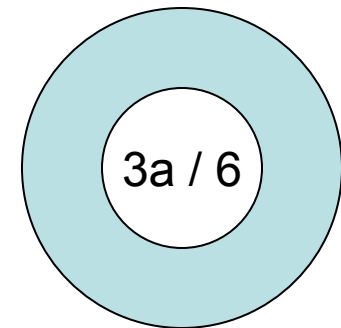
hockey rules & rink

San Francisco

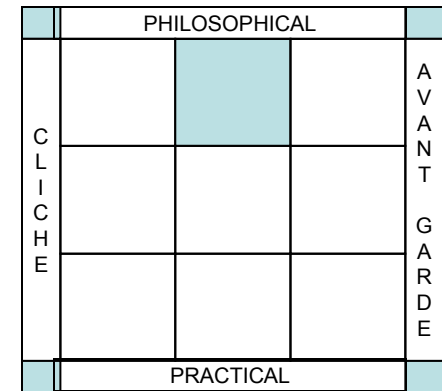
Bay & ocean

San Mateo County

Bay & self-imposed limit



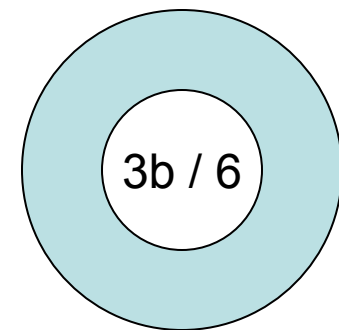
Creative force applied against limiting constraints builds character, and elegance of form.



NIMBY's can become NIMBB's — not in my back bedroom,
or NIMMG's — now I miss my grandkids

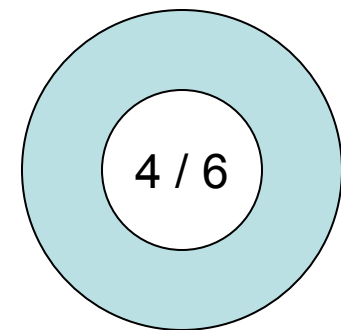
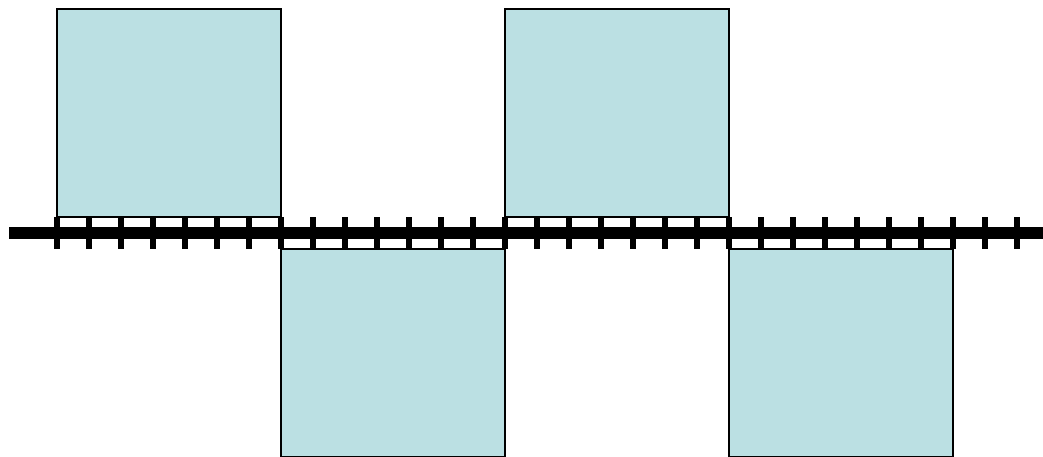
As the rapidly emerging market for “more livable places” grows,
wield your power to shape neighborhoods and communities:

#3 Provide new creativity-inducing constraints (e.g., form-based codes, walkability/accessibility requirements, inclusionary housing, urban open space) that create value and ridership in tandem.



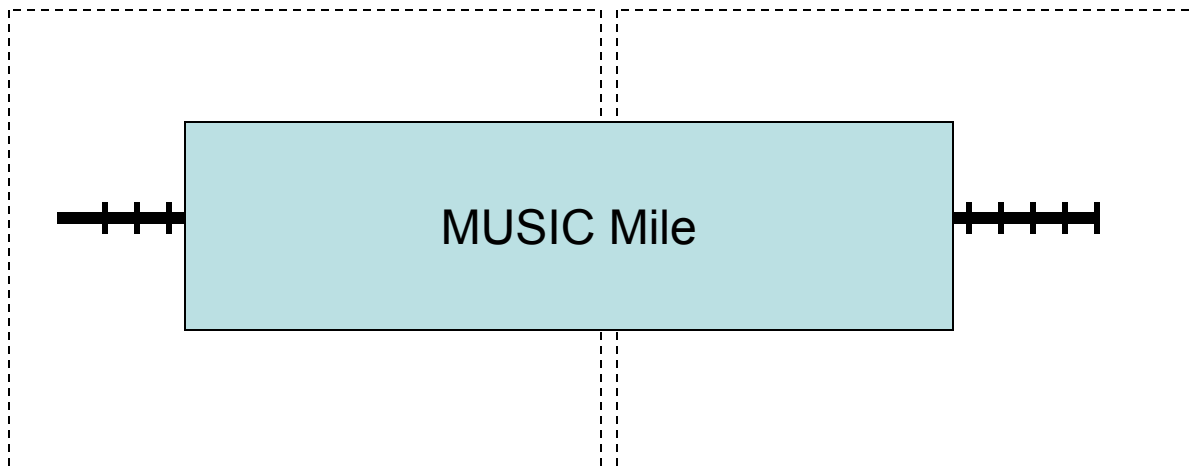
Recapture public investment
in value formation
(aka infrastructure)

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

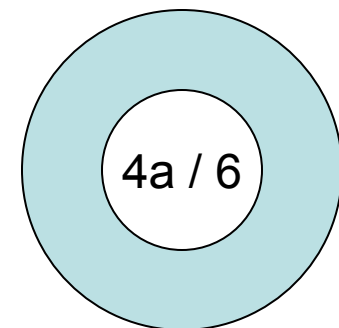


Recapture public investment
in value formation
(aka infrastructure)

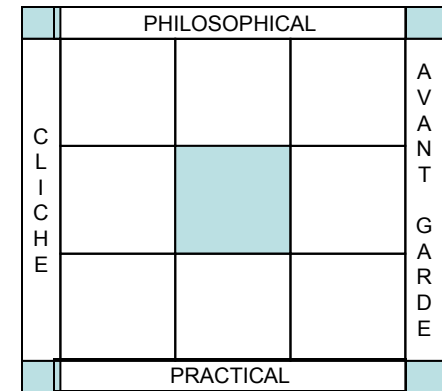
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			



*#4 Read Will Fleissig on www.fundersnetwork.org.
Mixed Use Service-rich Incentive Corridors.*

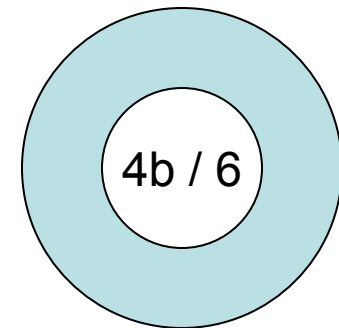


Recapture public investment
in value formation
(aka infrastructure)

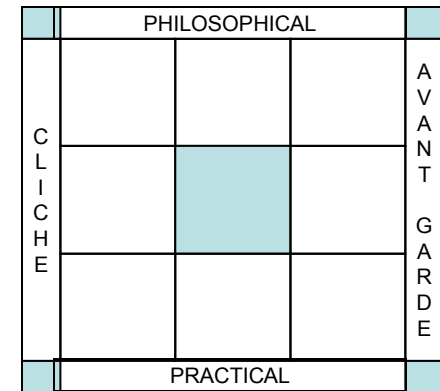


*2/3 of Bay Area jurisdictions now have
inclusionary housing ordinances;
some for more than 30 years.*

#5. Inclusionary Housing Ordinances work.



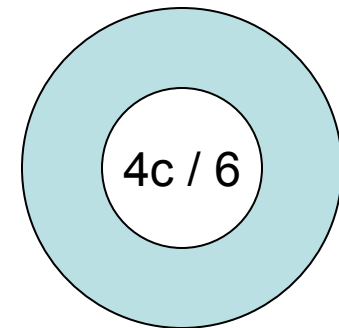
Recapture public investment
in value formation
(aka infrastructure)



Packaging—it works!

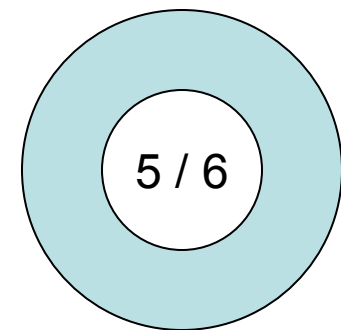
- Local jobs
- Local services funded by new revenue
- Labor agreements
- Inclusive housing opportunities
- Inclusive local business opportunities
- Traffic mitigations

#6. Use public development of Community Benefit Packages to focus dialogue on desirable value outcomes.



Recapture public investment
in **civic** infrastructure

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

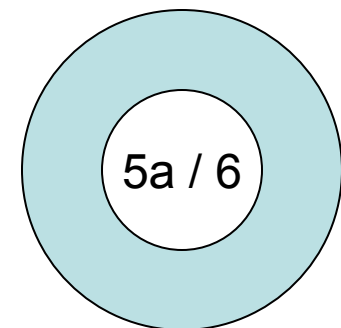


Recapture public investment
in **civic** infrastructure

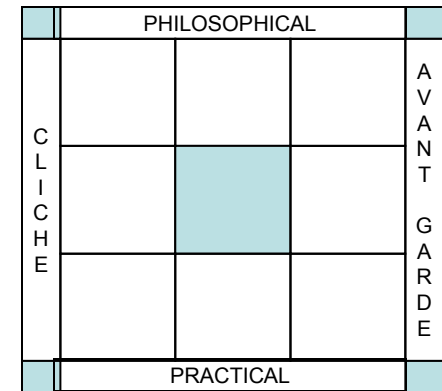
	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

C/CAG—how a congestion management agency evolved into a nascent subregional government by taking on chores and using “special voting rules.”

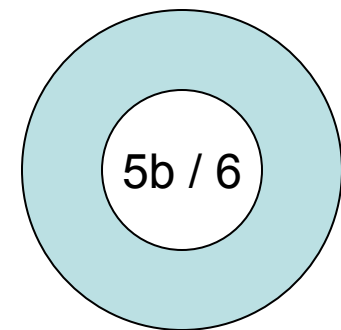
#7. If you adopt special voting rules you may not use them, and you may get lots done.



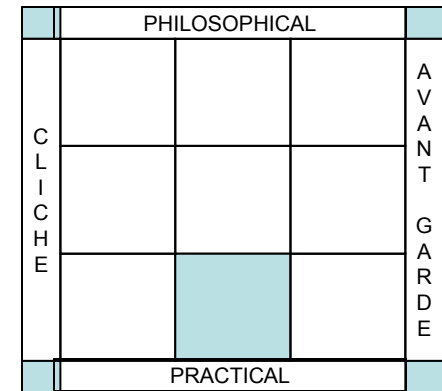
Recapture public investment
in **civic** infrastructure



Experience of success at cooperating
made it possible to attempt
Subregional Housing Needs Allocation

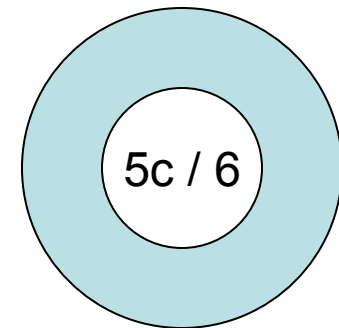


Recapture public investment
in **civic** infrastructure

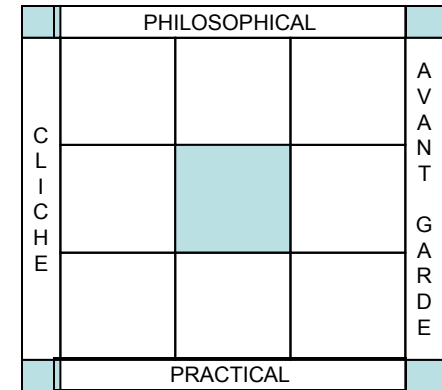


Make a (positive) big deal out of mandatory annual reports that reinforce adopted policy “off-season,” outside of contentious, project-specific hearings.

#8. Create venues for constituents who are “housing positive” to help you celebrate progress.

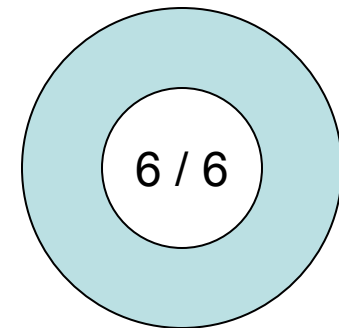


Creative force applied against limiting constraints builds character, and elegance of form



Sustainability Elements in General Plans

#9. Use Blueprint money for awards.



Creative force applied against limiting constraints builds character, and elegance of form

	PHILOSOPHICAL			
C L I C H E				A V A N T G A R D E
	PRACTICAL			

As much as anything else we do, the dialogue inherent in developing and adopting Sustainability Elements in every town, city, county and region will stimulate production of sensibly-located, high-quality housing in compact, inclusive, walkable, destination-rich, transit-served neighborhoods.

