**Blueprint Learning Network**
**Nov. 13-14, 2007**
**Oakland**

**Day 1 MPO Panel on Blueprint Program Future**

**<u>Political Strategies for Implementation</u>**
H.Gardner, ABAG
- Engage local electeds
- Good things happen slowly, over many years.  Bad things happen quickly.  Participants change, elected officials term out.  (Implied need to educate repeatedly.)
- Community support necessary
- Climate change is opportunity to talk about things like higher density development and congestion pricing

B.Leiter, SANDAG
- SANDAG now has electeds and stakeholders working on issue task forces together, ties local implementation to regional policy and gives them hands-on involvement
- Most elected officials are volunteer: we need to make their time productive

J.Carreras, SCAG
- Elected officials are wary of anything regional, show them that we can help them meet their own goals sustainably
- Demo projects catch electeds' attention and build credibility, develops champions
- SCAG provides good staff technical assistance to local planners

Audience
- Climate change brings awareness of collective interest, need gentle, relentless push
- Funding needed as best incentive for planning: transportation, housing for working poor, school buses, street cars
- SANDAG provides incentive packages for smart growth projects, built into the ½-cent sales tax that voters passed

**<u>Programmatic Strategies for Implementation</u>**
H.Gardner, ABAG
- Congestion pricing
- Gas tax
- RHNA: made it locals' process, built coalition of the willing
- Blueprint:
    1. Let locals decide where growth should occur
    2. Let stakeholders decide where priority conservation s areas are
    3. Three main cities get most infrastructure dollars

B.Leiter, SANDAG
Three themes:
1. connecting land use and transportation planning
    a. smart growth concept map to allocate incentive funds and prioritize transportation projects
    b. preference in terms of how RHNA is applied
2. linking transit to land use

3. using collaboration and incentives to implementation plans

Only regional governments can do interregional planning, with neighboring jurisdictions: in SANDAG, this includes Tribal governments, Mexico, Riverside County

J. Carreras, SCAG
- In SCAG, communities self-defined their critical growth opportunity areas in an interactive, iterative process, it's a tough collective process
- CalLots parcel-based data and mapping tool available to all – democratizes data
- Blueprint Planning Awards given annually recognizes good planning
- Suite of case studies offered
- Coordinated RHNA and RTP transportation forecasts and that brought about more and broader public participation

H. Gardner
- We went out to the counties, in some cases several times, we determined to work with the willing, saying that we want to work with you to help you decide
- We expected about 12 requests for Priority Development Areas; we got 120
- We expected about 15-20 requests for Priority Conservation Areas; we got about 130
- Blueprint (in MTC/ABAG) tries to get higher density in San Francisco, Oakland and San Jose, they objected, saying they've done the heavy lifting for years
- Locals are on board as long as they see development dollars

B. Leiter
- Set fares for transit, respond to federal transit cuts

H. Gardner
- The people who come are the ones who follow these topics, we haven't been successful with low-income and minority communities

J. Carreras
- Integrated growth forecast (of RHNA, environment, etc.) for the RTP got very widespread attention
- We could engage elected officials and educate them that they couldn't just allocate their growth to beyond 2015