

San Francisco Bay Area Regional Prosperity Plan

ABSTRACT

REQUIRED INFORMATION		
1	Project Name	San Francisco Bay Area Regional Prosperity Plan
2	Lead Applicant	Metropolitan Transportation Commission (MTC)
3	Point of Contact	Doug Johnson, Senior Planner/Analyst, 510-817-5846, djohnson@mtc.ca.gov
4	Population Level	Large Metropolitan Region: Nine County San Francisco Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solono, Sonoma).
	Total Population	7,150,739
5	Category of Application	Category 2
6	Total Budget	\$7,374,806
	HUD Share	\$4,991,366
	Applicant Match	\$2,383,440
7	Eligible Geography	Geographic area under jurisdiction of a single MPO (MTC).
	Locations Included in Consortium	Cities of San Jose, San Francisco, Oakland, Fremont, Santa Rosa, Hayward, Sunnyvale, Vallejo, Santa Clara, Fairfield, Richmond, Berkeley, Daly City, Antioch, Pittsburgh, East Palo Alto, and San Pablo. Unincorporated Contra Costa County, Sonoma County and Alameda County.
8	Congressional Districts Covered	CA-01, CA-03, CA-06, CA-07, CA-08, CA-09, CA-10, CA-11, CA-12, CA-13, CA-14, CA-15, CA-16

NARRATIVE

The Bay Area Consortium is proposing the *San Francisco Bay Area Regional Prosperity Plan*, a Detailed Execution Plan for its Regional Plan for Sustainable Development (RPSD). FOCUS, the existing RPSD, is a development and conservation strategy that promotes a more compact land use pattern for the Bay Area. It unites the efforts of four regional agencies into a single program that links land use and transportation by encouraging the development of livable communities in areas served by transit. At the same time, the Bay Area is producing its first-ever state mandated “Sustainable Communities Strategy” (SCS). FOCUS and the SCS establish a comprehensive regional growth strategy, identifying where development should be directed and how transportation investments should reinforce that growth.

The proposed *Regional Prosperity Plan* (Plan) refines and implements the elements of the growth strategy that most impact low income residents in the Bay Area who are not participating in the wealth of the region. This initiative will increase access to regional prosperity for workers who cannot make ends meet, by creating middle-income jobs and developing and preserving affordable housing in transit-served communities. Central to the Plan is the integration of decision-making, knowledge building, and public engagement across public agencies,

community organizations, foundations, and regional policy agencies to build long term leadership capacity.

The overall objective of the proposed work is to ensure that FOCUS and SCS implementation are centered on addressing the needs of people with the greatest barriers to economic opportunity, who will be the most heavily impacted by uncoordinated regional growth, and who have had the greatest difficulty participating in planning processes.

There will be two major, interconnected areas of work: (1) a community-rooted process to develop and implement a regional *Economic Opportunity Strategy* to expand economic opportunities for low and moderate income people; and (2) implementation of a strategy for *Housing the Workforce* by creating and preserving housing affordable to low income workers. Underpinning these two areas of work will be an extensive outreach and engagement process to ensure that underrepresented groups most in need of affordable housing and jobs have a real voice in the development and implementation of the Plan.

The goal of the *Economic Opportunity Strategy* is to understand, strengthen and expand economic opportunities for low and moderate income individuals by: (1) creating a regional analysis and framework for economic growth and inclusion; (2) creating new job and small business opportunities or improved job and small business access in both transit-served job centers and in communities with a strong concentration of unemployment and poverty; (3) steering investment of regional infrastructure into these communities to create jobs and enhance opportunity-structures; (4) enhancing the strengths and leadership of Bay Area firms demonstrating success at employing a diverse workforce and procuring from diverse firms; and (5) developing workforce and small business expansion pathways to channel workers and firms into this growth.

The goal of *Housing the Workforce* is to develop the resources to ensure that affordable housing planned for developments near transit systems is created, is affordable to diverse levels of income, and low income people are not displaced from their communities as new housing, transit access, and other compact development investments bring rising property values. The work will: (1) strengthen community engagement, including support for community-based organizations to enhance their capacity to actively participate in local and regional planning processes, as well as engagement processes to increase acceptance of affordable housing in communities with high housing costs and significant resistance to development; (2) create innovative planning and policy tools to encourage both housing production and preservation, and (3) create a regional plan to close the funding gap for affordable housing development and preservation with a funding toolkit of both regional and local mechanisms.

The proposed Regional Prosperity Plan will break new ground by inverting the priorities traditionally seen in the Bay Area's regional and sustainable development planning. Instead of viewing the problems confronting poor communities as part of a long list of items to address, the proposed Plan puts these disparities at the center of the work. Instead of looking from above at poor communities, this plan will be built with and by underserved communities who will sit with policy experts and government agencies to steer the implementation process to address issues of income inequality---aligning infrastructure investments, housing improvements, and access the jobs and housing improvements they need to create pathways out of poverty.