

Strategic Growth Council

Strategic Planning Session

August 3rd, 2011
Session Workbook



Strategic Growth Council | Strategic Planning Session

August 3, 2011 | 10:00 am – 3:00 pm | Cal EPA Building | Klamath Training Room

AGENDA

Desired Outcomes:

- Feedback, refinement and input on draft goals, criteria & actions for the SGC's 3-year strategic plan
- Input for ensuring SGC goals and corresponding actions are appropriately resourced

Time	Item	Presenter
10:00	Welcome and Introductions	Heather Fargo, Executive Policy Officer, Strategic Growth Council Ken Alex, SGC Chair, Director, Governor's Office of Planning & Research
10:10	Review Agenda and Session Goals	Sarah Rubin, Facilitator, Center for Collaborative Policy, CSUS
10:15	Review and Recap of SGC Strategic Planning Effort thus Far	Ms. Rubin
10:20	What does SGC Success Look like in an Ideal Future?	All
10:45	Goals <ul style="list-style-type: none"> • Discussion of draft goals for consideration • Exercise: Refine goals; what's missing? 	All
11:45	Working/Networking Lunch	All
12:15	Criteria for Actions/ Initiatives <ul style="list-style-type: none"> • Review of draft criteria for refinement 	All
12:35	Action Planning <ul style="list-style-type: none"> • Review of ideas generated thus far • Table level discussion: Current list; additional ideas; top priorities 	All
1:15	The SGC Elevator Speech	All
1:30	Break	All
1:45	Implementing Actions in a Resource Constrained Environment	All
2:45	Next Steps /Wrap up	Ms. Fargo, Mr. Alex and Ms. Rubin
3:00	Adjourn (SGC Business Meeting Follows)	

Boxed Lunch: If you reserved a boxed lunch please be sure to provide your \$10 cash at check-in.

REFERENCE

Key Statutes and Background on the Strategic Growth Council

Enabling Legislation

Climate Change and Regional Planning (SB 732, Steinberg, 2008)

SB 732 (2008) established the Strategic Growth Council and defined its responsibilities. This law identifies the SGC's primary mandates to be the following:

- Identify and review activities and funding programs of member state agencies that may be coordinated to: improve air and water quality, improve natural resource protection, increase the availability of affordable housing, improve transportation, meet the goals of AB32, encourage sustainable land use planning, and revitalize urban and community centers in a sustainable manner.
- Review and comment on the five-year infrastructure plan and the State Environmental Goals and Policy Report (EGPR).
- Recommend policies and investment strategies and priorities to the Governor, the Legislature, and appropriate state agencies to encourage the development of sustainable communities that promote equity, strengthen the economy, protect the environment, and promote public health.
- Provide, fund, and distribute data and information to local governments and regional agencies that will assist in developing and planning sustainable communities.
- Manage and award grants and loans from Proposition 84 (2006) funding.

Pertinent Legislation Leading to SB 732

AB 2070: Defines the Environmental Goals and Policy Report (AB 2070, Wilson, 1970)

This legislation established the Environmental Goals and Policy Report (EGPR) as a document that is to be updated every 4 years, and which is to serve as a "clear framework of goals and objectives" for state functional plans, as well as "a basis for judgments" for major programs, capital projects, and budget priorities. The EGPR is a 20-30 year overview of state growth and development. The approved state environmental goals and objectives include those directed at land use, population growth and distribution, development, conservation of natural resources, and air and water quality. The EGPR also describes actions required to implement these goals. The Governor's Office of Planning and Research is responsible for producing this document.

Infrastructure Planning: Priorities and Funding (AB 857, Wiggins, 2002)

AB 857 (2002) reiterated existing legislation (above) that requires the Governor to prepare and maintain an Environmental Goals and Policy Report. It introduces a set of state planning priorities, and requires that both future revisions of the EGPR and infrastructure requests from state agencies be consistent with these priorities. These state planning priorities are, generally:

- To promote infill development and equity by rehabilitating, maintaining, and improving existing infrastructure, particularly in underserved areas, and to preserve cultural and historic resources.
- To protect, preserve, and enhance environmental and agricultural resources, including working landscapes, natural lands, recreation lands, and other open spaces.

- To encourage efficient development patterns by ensuring that new infrastructure supports development that, if not infill, at least uses land efficiently, is built adjacent to existing developed areas, is in an area planned for growth, is served by adequate transportation and other essential utilities and services, and minimizes ongoing costs to taxpayers.

Global Warming Solutions Act of 2006 (AB 32, Nunez, 2006)

AB 32 became law in 2006 with the goal of reducing statewide greenhouse gas (GHG) emissions to 1990 levels by 2020. The law requires that the California Air Resources Board (ARB) adopt GHG emission limits for 2020 to meet this goal. The ARB is to develop reporting rules, regulations, and market mechanisms to reduce GHG emissions. In doing so, the ARB must evaluate impacts on California's economy, the environment, public health, equity, electricity reliability, and conformance with other environmental laws. They must also ensure that the rules do not disproportionately impact low-income communities.

Sustainable Communities and Climate Protection Act of 2008 (SB 375, Steinberg, 2008)

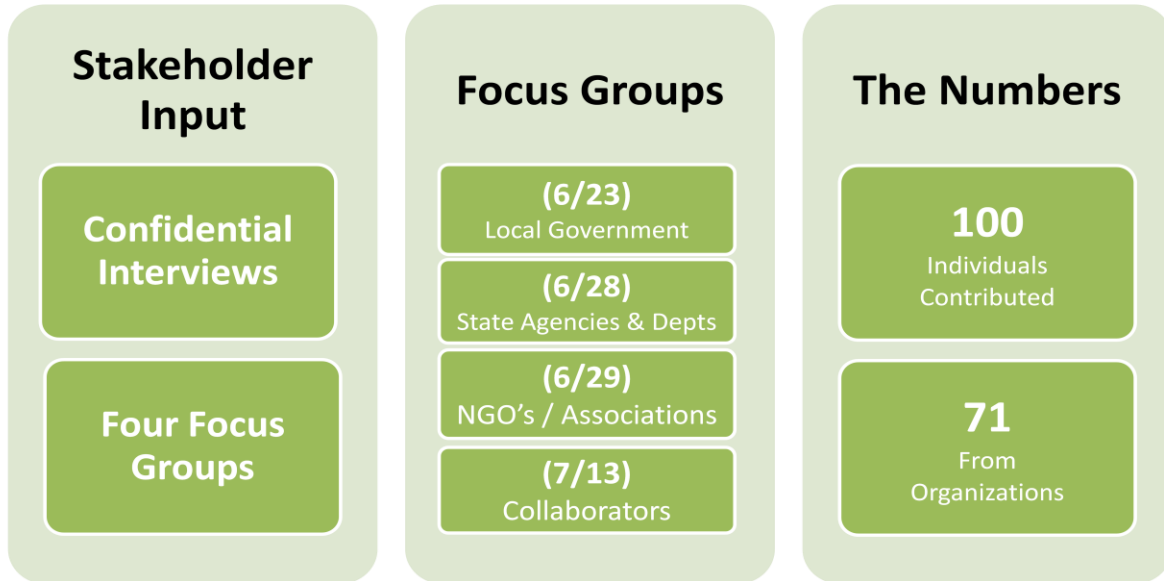
SB 375 (2008) enhances California's ability to reach its AB 32 goals by promoting good planning toward sustainable communities. This act requires the California Air Resources Board (ARB) to develop regional greenhouse gas emission reduction targets for passenger vehicles. ARB is to establish targets for 2020 and 2035 for each region covered by one of the State's 18 metropolitan planning organizations (MPOs). Each of California's MPOs then prepares a "sustainable communities strategy (SCS)," which is incorporated into that region's federally enforceable regional transportation plan, and which demonstrates how the region will meet its greenhouse gas reduction target through integrated land use, housing and transportation planning.

The Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Prop 84, 2006)

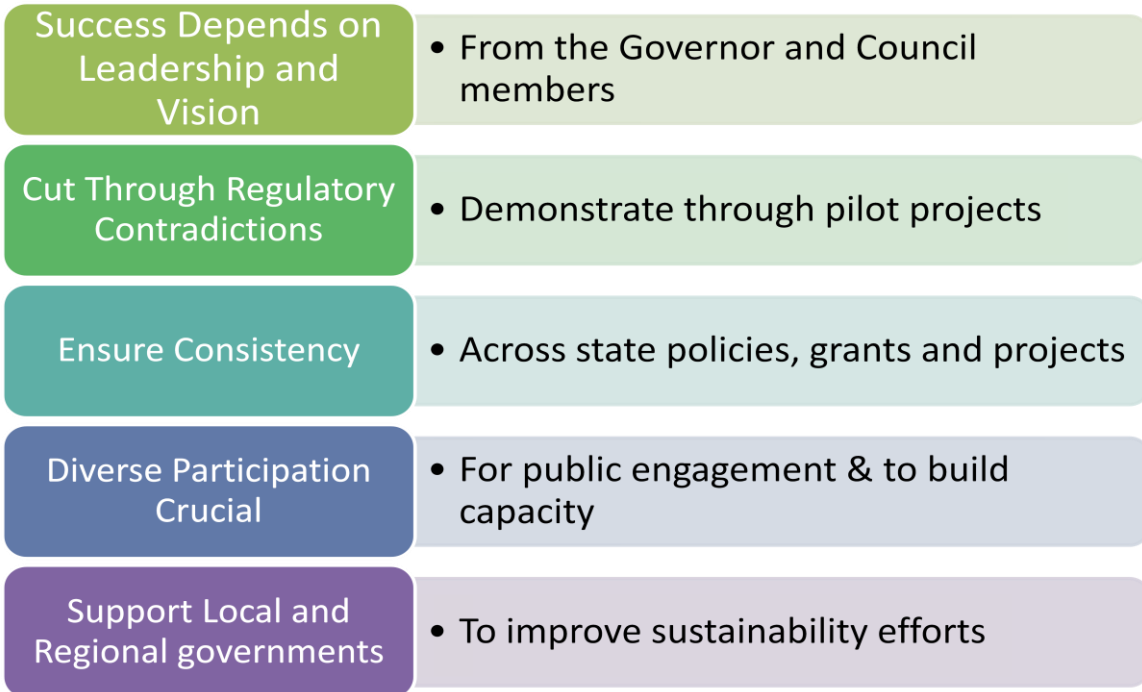
Chapter 9 of Proposition 84 allots a total of \$580 million toward developing sustainable communities and increasing their adaptability to climate change while increasing their quality of life. Two sections of this funding are now managed and awarded by the SGC:

- \$70M for urban greening projects and planning that reduce energy consumption, conserve water, improve air and water quality, and provide other community benefits. Priority is given to projects that include multiple benefits, use existing public lands, serve communities with the greatest need, and facilitate joint use of public resources and investments.
- \$90M for planning grants and planning incentives to encourage the development of regional and local land use plans that are designed to promote water conservation, reduce automobile use and fuel consumption, encourage greater infill and compact development, protect natural resources and agricultural lands, and revitalize urban and community centers.

SGC's Strategic Planning Effort thus Far



Themes from Focus Groups



What Does Strategic Growth Council Success Look Like in an Ideal Future?

Imagine looking back on the SGC's success 5 years from now; consider the following questions...

Describing Success

If the Strategic Growth Council has been successful, what would that look like?

What are some of the efforts the Council would have undertaken to make it relevant?

What will keep the Council relevant beyond distributing grant funds?

Goals

Draft goal statements are listed on pages 8-13 (organized by category) which reflect the feedback the SGC received from the participants in the focus groups and considers the SGC's guiding legislation.

EXERCISE: Goal Refinement

- I. Spend a few moments, **individually**, reviewing the draft goal statements on pages 8-13. Think about which goal statement *categories* are most interesting to you.
- II. Groups will be formed around each of the following categories to discuss draft goals:
 1. Coordination, communication and collaboration among ***state agencies and departments***
 2. Coordination, communication and collaboration across ***state, regional, and local governments.***
 3. Improve ***data and analysis*** for decision making
 4. ***Influence policy*** at the State and Federal levels
 5. SGC Prop 84 ***grants management***
 6. ***SGC internal operations***
 7. Other (you do not see your interest captured within the given categories)

The discussion will last from now until the lunch break. Each group will have a note taker. We encourage you to join a new group at any time and participate in multiple discussions for multiple goal categories.

As a group(s) consider the following:

- Do you believe these goal statements, substantively and conceptually, should be considered as goals for the Strategic Growth Council?
- Is there a better way to word the goal statements?
- What other goal statements would you like to add to each category?

GOAL CATEGORY 1

Coordination among State Agencies and Departments

PROPOSED GOALS

- 1 Build capacity of staff in State government and further institutionalize culture shift embodied in SB 732, AB 32, SB 375 & AB 857.
- 2 Identify and review activities and funding programs of member agencies that may be coordinated to meet the objectives of the SGC. *(task identified in SB 732)*
- 3 Support completion and public awareness of the Environmental Goals and Policy Report. *(task identified in SB 732)*
- 4 Identify barriers between State Department programs and SGC goals; draft prioritized plan to harmonize variances, as well as identify ways for affected programs to be more efficient, effective and responsive to Californians.
- 5 Improve coordination of State government activities to support more sustainable community planning and development. Make sustainable development the norm.

DISCUSSION

1. Do you believe these goal statements, substantively and conceptually, should be considered as goals for the Strategic Growth Council?
2. Is there a better way to word the goal statements?
3. What other goal statements would you like to add for this focus area?

Criteria

The Strategic Growth Council would like input on criteria to use in deciding on new actions, initiatives and efforts. The Council will consider the criteria as new opportunities arise to ensure efforts are in line with the goals and direction set by the this strategic plan.

The following draft criteria list was developed based on guiding legislation and feedback from the focus groups. The input gathered on the criteria will be submitted to the Council for their consideration.

Draft Criteria for Actions/Initiatives

When Applicable, efforts should...

Draft criteria	Notes
Support the objectives of the SGC	
Be consistent with AB 857 (Wiggins 2002)	
Benefit from, or rely on multi-agency structure of the SGC	
Have the potential for replication	
Consider the significance of the effort's impact- will this make a real difference?	
Consider the 3 E's: Environment, Economy, Equity	
Consider use of indicators in the Regional Progress Report	
Have necessary resources identified for successful implementation	
Leverage public and private support	

Are there other criteria that should be considered not covered above?

Action Planning

GOAL CATEGORY 1

Coordination, communication, and collaboration among state agencies and departments

POSSIBLE GOALS

POSSIBLE ACTIONS

1	Build capacity of staff in State government and further institutionalize culture shift embodied in SB 732, AB 32, SB 375 & AB 857.	<ol style="list-style-type: none"> 1. Utilize staff for collaborative efforts rather than hiring outside consultants. Provide adequate staff time allocation and training as appropriate. 2. Work with CCLU-In to identify needs.
2	Identify and review activities and funding programs of member agencies that may be coordinated to meet the objectives of the SGC. <i>(task identified in SB 732)</i>	<ol style="list-style-type: none"> 1. Establish task force to develop process and guidelines to select, review and comment on agency programs. For example: <ol style="list-style-type: none"> a. Rating infrastructure for the I-Bank and other projects. b. Review HCD Housing Related Parks program. c. Assure adequate sustainability objectives are in Caltrans Highway Design manual.
3	Support completion and public awareness of the Environmental Goals and Policy Report. <i>(task identified in SB 732)</i>	<ol style="list-style-type: none"> 1. Review and comment on the EGPR throughout the Report development process 2. Assist OPR in educating local governments by having the new EGPR on the SGC agenda for discussion during a public hearing.
4	Identify barriers between State Department programs and SGC goals; draft prioritized plan to harmonize variances, as well as identify ways for affected programs to be more efficient, effective and responsive to Californians.	<ol style="list-style-type: none"> 1. Convene a multi-agency task force to implement goal, submitting an initial list of barriers within 6 months of the group convening its first meeting. Within one year of convening, the task force will choose a pilot effort (to harmonize variances). The effort will utilize best practices such as those seen with the Health in All Policies (HiAP) Task Force.

GOAL CATEGORY 1 (continued)

Coordination, communication, and collaboration among state agencies and departments

POSSIBLE GOALS

5 Improve coordination of State government activities to support more sustainable community planning and development. Make sustainable development the norm.

POSSIBLE ACTIONS

1. SGC member Agencies or Departments will inform other Council Agencies and Departments before releasing information to the public regarding any sustainability related grant program.
2. Develop work plan to review and comment on Five-Year Infrastructure Planning* upon publication; embed SGC objectives in capital improvement decisions, including Budget Letters.
3. Continue to support implementation of Health in All Policies initiatives*.
4. Continue collaboration on High Speed Rail* station area planning.
5. Continue meeting with key stakeholders* to develop relationships, share information and further the goals of the SGC.
6. Continue Funding Wizard* effort.
7. Continue implementation of strategic planning process*.
8. Implement State Agency Learning Network*. (Project has been approved but not yet implemented)
9. Convene State Grants Administrators Workshop*. (Project has been approved but not yet implemented)

* See SGC Current Projects Reference Document on your table.

GOAL CATEGORY 2

Coordination, communication, and collaboration across state, regional and local governments

POSSIBLE GOALS

1 Continue coordination of local, regional, and state government working partnerships to achieve shared sustainability objectives.

POSSIBLE ACTIONS

1. Identify pilot projects that demonstrate effective sustainable community development and affect at least multiple SGC member Agencies. (Which may include: financial incentives, technical assistance, information sharing, best practices, capacity building)
 - a) Pilot 1: Convene funders of Smart Valley Places and San Joaquin Valley Partnership to discuss opportunities & collaborate to reduce redundancy & improve effectiveness.
 - b) Pilot 2: School Siting. Establish a task force to help implement SB 132 (Lowenthal) if passed. Task force would identify and assist in breaking down barriers, provide resources to State Allocation Board and Dept of Education, document the process and provide recommendations.
2. Identify barriers to achieving sustainable communities, including competing state public policy, infrastructure and regulatory constraints, financial constraints and affordable housing and GHG reduction goals and make recommendations as to how to overcome the challenges.
3. Develop a statewide strategic growth plan that reflects blueprints, greenprints and other critical data on one map.
4. Implement Sustainable Communities Learning Network*.
5. Continue implementation of HiAP initiatives* that support this goal. For example II.A1 | Incorporate health equity into State guidance, surveys and technical assistance where feasible.

* See SGC Current Projects Reference Document on your table.

GOAL CATEGORY 2 (Continued)

Coordination, communication, and collaboration across state, regional and local governments

POSSIBLE GOALS

2

Improve communication and the capacity to share successes from one local area to another.

3

Evaluate/analyze the fiscal impacts of state policy decisions on local governments and within affected local communities' to plan & implement sustainability programs.

4

Advance and institutionalize sustainability measurement with statewide indicators.

POSSIBLE ACTIONS

1. Identify pilot projects that demonstrate successes. Provide technical assistance as appropriate.

1. Identify a pilot area of the state for an initial investigation/ analysis.
2. Create a fiscal impact calculation tool to evaluate the economic effect of specific development projects and general plans.

1. Continue implementation of the Sustainability Indicators Project*.

GOAL CATEGORY 3

Influence policy at State and Federal levels

POSSIBLE GOALS

1

Establish a process to most effectively provide input and influence legislation.

2

Maximize the State's ability and competitiveness for federal and private funding.

POSSIBLE ACTIONS

1. Convene meeting of agency and department legislative directors in member agencies to develop process.

1. Monitor and support large-scale projects seeking federal and private funding.

* See SGC Current Projects Reference Document on your table.

GOAL CATEGORY 4

SGC Proposition 84 grants management

POSSIBLE GOALS

POSSIBLE ACTIONS

1	Manage and award grants and loans to support the planning and development of sustainable communities. <i>(task identified in SB 732)</i>	<ol style="list-style-type: none">1. Continue to fund projects and planning efforts with the greatest influence on California's future2. Implement Phase 2 of Funding Wizard* effort.3. Continue Urban Greening Grants*4. Continue Sustainable Communities Planning Grants*
2	Raise applicants' capacity to competitively apply for funding.	<ol style="list-style-type: none">1. Provide training and technical assistance.2. Establish program for roving grant writers and planners.
3	Learn from grant programs, measure and communicate success.	<ol style="list-style-type: none">1. Grant staff will review suggested improvements from Strategic Planning Focus Groups and will incorporate as appropriate.2. Utilize Learning Network* to share success stories.

GOAL CATEGORY 5

Improve data and analysis for decision making

POSSIBLE GOALS

POSSIBLE ACTIONS

1	Provide, fund, and distribute data and information to local governments and regional agencies that will assist in developing and planning sustainable communities. <i>(task identified in SB 732)</i>	<ol style="list-style-type: none">1. Continue Data Projects* (4) (Vegetative Mapping, Parcel Data & Protocols, Protected Lands, Healthy Community Indicators)2. Continue Data.SGC.ca.gov* effort3. Continue implementation of initiatives that support goal including HiAP priority recommendations.
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* See SGC Current Projects Reference Document on your table.

GOAL CATEGORY 5 (Continued)

Improve data and analysis for decision making

PROPOSED GOALS

2

Improve data collection statewide to inform and improve decision making and planning.

PROPOSED ACTION / INITIATIVE TO IMPLEMENT ACTION

1. Continue convening SGC Data Work Group.*
2. Identify strategies to remove barriers.

CATEGORY 6

SGC internal operations

POSSIBLE GOALS

1

Ensure SGC is an effective, efficient organization.

POSSIBLE ACTIONS

1. Review structure of SGC in light of comments received through strategic planning process.
2. Refine roles and responsibility of Council members, Key Staff, team leaders, work groups, and others as needed.
3. Secure adequate resources for SGC success including staffing.

2

Ensure broad, diverse range of stakeholders have access and input to Council decision making.

1. Create advisory group(s) to provide ongoing Stakeholder input to the SGC.
2. Form a standing committee of local and regional government representatives to help implement SGC programs.
3. Add non-state member(s) to the SGC.
4. Utilize Climate Change Land Use – Infrastructure Working Group (CCLU-In) as internal advisory group (which includes members from Departments that are not part of Council membership).
5. Review and rework SGC Work Groups (consider stakeholder involvement).

3

Celebrate successes by utilizing media to increase awareness, understanding and support of sustainability efforts.

1. Convene agency Public Information Officers (PIOs) to develop plan.

Implementing Actions in a Resource Constrained Environment | Part 1

You will be working in small groups based on the priorities identified during the 'Action Planning' agenda item. Look at the list of topics on the overhead screen. You are welcome to go to one group or all the groups. Please consider the following:

- Are there new actions proposed that can be accomplished by already funded efforts?
- With limited staff, resources, and time how will the Council be able to achieve the goals and carry out the priority actions you have proposed?

ACTION	WHO	HOW	LEVEL OF EFFORT	RESOURCES NEEDED/IDENTIFIED
<ul style="list-style-type: none"> • Describe the proposed action 	<ul style="list-style-type: none"> • Who will benefit? • Who should help get this done? 	<ul style="list-style-type: none"> • How might this action be implemented? 	<ul style="list-style-type: none"> • What is the level of effort? • What will it take to be successful? 	<ul style="list-style-type: none"> • What resources are needed (time, materials)? • What can be leveraged? • What can you add or devote to this effort?

ACTION	WHO	HOW	LEVEL OF EFFORT	RESOURCES NEEDED/IDENTIFIED
<ul style="list-style-type: none"> • Describe the proposed action 	<ul style="list-style-type: none"> • Who will benefit? • Who should help get this done? 	<ul style="list-style-type: none"> • How might this action be implemented? 	<ul style="list-style-type: none"> • What is the level of effort? • What will it take to be successful? 	<ul style="list-style-type: none"> • What resources are needed (time, materials)? • What can be leveraged? • What can you add or devote to this effort?

ACTION	WHO	HOW	LEVEL OF EFFORT	RESOURCES NEEDED/IDENTIFIED
<ul style="list-style-type: none"> • Describe the proposed action 	<ul style="list-style-type: none"> • Who will benefit? • Who should help get this done? 	<ul style="list-style-type: none"> • How might this action be implemented? 	<ul style="list-style-type: none"> • What is the level of effort? • What will it take to be successful? 	<ul style="list-style-type: none"> • What resources are needed (time, materials)? • What can be leveraged? • What can you add or devote to this effort?

Implementing Actions in a Resource Constrained Environment | Part 2

Share any ideas you have for NEW action items or initiatives you would like to see the SGC take on.

- Put your idea on a Post-It so you can give it to the note-taker.
- Be sure you note the goal category and corresponding goal your action would be implementing. You are welcome to propose new goals too.

Notes:

NEXT STEPS

