

**TO: Envision San José 2040
Task Force**

FROM: Andrew Crabtree

**SUBJECT: May 24, 2010
TASK FORCE MEETING #40**

DATE: May 20, 2010

This memorandum provides information to assist you in preparing for the May 24, 2010 Envision San José 2040 Task Force Meeting. Links to the referenced documents and other resource materials (e.g., reading materials and correspondence) are posted on the Envision website.

Agenda Item 3 – Transportation Mode Shift Goals

The May 24, 2010 meeting agenda provides an opportunity for the Task Force to finalize a recommendation on a Transportation Mode Shift Goal for the City of San Jose to include within the General Plan Update. The Transportation Mode Shift Goal will indicate the City's goal for the percentage distribution within San Jose of future daily commute trips amongst single-occupant auto (drive-alone), carpool, transit, pedestrian and bicycle modes of travel.

The Task Force previously discussed Transportation Mode Shift at the December 14, 2009 and February 8, 2010 Task Force meetings. The December 14th discussion focused on the results of the traffic analyses performed for the five Land Use Study Scenarios. The February 8th discussion focused on the Task Force recommendation for a Transportation Mode Shift Goal and accompanying policies to support that goal.

Staff is recommending that the General Plan include a phased approach to the reduction of Vehicle Miles Traveled (VMT) for San Jose, with policies to support a 10% reduction beginning at adoption of the General Plan Update, transition to a 20% reduction policy as part of a subsequent Horizon of the Plan and implementation of a 40% reduction policy linked to the establishment of a regional effort in which all local jurisdictions participate cooperatively to implement the necessary policies.

More information on this topic is provided as part of the Task Force packet.

Agenda Item 4 – Goals, Policies and Implementation Actions

Draft General Plan Goals, Policies and Implementation Actions are being presented to the Task Force for three General Plan topics. The first two topics (Economic Development and Community Engagement) are identified as "consent" items with the intent that they will only be discussed if Task Force members request to address specific items included within the draft documents, so that the majority of the time available may be dedicated to discussion of the third topic (Fiscal Stability).

Economic Development

The proposed Economic Development Goals, Policies and Implementation Actions were previously discussed at the January 11, 2010 and February 8, 2010 Task Force meetings. Task Force members suggested several potential changes to these policies, including the potential addition of a seventh goal and associated policies and actions related to economic prosperity and opportunity. As part of the April 20, 2010 City Council consideration of the Envision Preferred Land Use Scenario, the Council directed staff to limit the scope of the General Plan Update to align with the Council direction provided to staff regarding the General Plan at the beginning of the Envision process.

Staff has revised the proposed Economic Development Goals, Policies and Implementation Actions accordingly to address the issues raised by Task Force members while also narrowing the scope to focus on high-level goals and/or items more specifically related to land use. Specific modifications have been made to proposed Policies ED-2.3, ED-2.5, ED-2.8, ED-2.11, and ED-3.4 as indicated in the revised draft. With these modifications to align with the City Council's direction, staff recommends that the Task Force conclude its review of Economic Development.

Community Engagement

The proposed Goals, Policies and Implementation Actions for Community Engagement provide high-level policy support for the public outreach and community engagement policies and activities conducted as part of the land use planning and implementation processes and also reflect the City's general commitment to open government and community participation in the City's governance activities. Additionally, the importance of community engagement in the creation and maintenance of community-based plans has been the subject of many comments by Task Force members and community members at Task Force meetings and workshops.

Fiscal Stability

Throughout the Envision process, the Task Force and community members have indicated that promoting economic development and greater fiscal health for the City are their two highest priorities for the General Plan Update. The Task Force and City Council have selected a Preferred Land Use Scenario that embodies a very ambitious amount of job growth and a very cautious approach to new residential development, with the intent to promote San Jose as a regional job center and improve the level of the City's fiscal resources.

In order to minimize the fiscal impacts of new residential development, the Growth Areas strategy specifically directs that residential development to occur at higher densities in centralized areas of the City which have high levels of access to transit and other infrastructure and facilities. Concurrently for the same reason, the Growth Areas strategy significantly limits the amount of new growth which can occur outside of Growth Areas, recognizing that the per dwelling unit cost of service to the City will be higher if new residential development is allowed to be dispersed throughout the City.

The Land Use/Transportation Diagram and accompanying Land Use designations, currently under development, are intended to further provide the maximum opportunity for new, fiscally positive commercial or industrial development, while minimizing the fiscal impacts of new residential development needed for the City to continue to meet its housing production goals. Accordingly, the Land Use/Transportation Diagram should limit opportunities for middle-density range (e.g., 8 – 25 DU/AC) residential development which has the greatest negative fiscal impact for the City.

The proposed Goals, Policies and Implementation Actions for Fiscal Stability are intended to provide additional policy support for the City's goals to maintain and improve the City's fiscal condition through the ongoing development and implementation of its land use policies. The proposed draft document combines policies currently present in the San Jose 2020 General Plan, incorporating elements of the City's *Framework for Preservation of Employment Lands*, and with new policies that address the Growth Areas and Villages concepts.

Agenda Item 5 – Community Input

Members of the community will be provided with an opportunity to address the Task Force and provide input on the Agenda discussion items.

Agenda Item 6 – Task Force Vote on Recommendations

Following Community Input, the Task Force will be asked to propose and vote on a recommendation regarding the proposed Transportation Mode Shift Goal and on the proposed Goals, Policies and Implementation Actions for Economic Development, Community Engagement and Fiscal Stability.

Reading / Resource Materials

Reading and Resource materials for the Task Force are available on the Envision website. Reading/Resource materials are organized by topic:

Transportation

[Bicycling & Walking in the U.S.: 2010 Benchmarking Report](#)

Economic Development

[Ahwahnee Economic Development Principles](#)

["Infusion of Tax Exempt Bonds a Boon to Fremont" SJ Business Journal article](#)

[Sunnyvale General Plan Socio-Economic Goals, Policies, & Actions](#)

Also reference Task Force resources from 1/11/10 & 2/8/10

Community Engagement

[Palo Alto General Plan Community Engagement Goals & Policies \(pages 4-7\)](#)

[Sunnyvale General Plan Community Engagement Goals, Policies, & Actions](#)

Fiscal

["Governor's Budget is Another Case for CA Overhaul" SJ Business Journal article](#)

[Sunnyvale General Plan Fiscal Goals & Policies](#)

Also reference Task Force resources from 2/22/10

Task Force Correspondence

Task Force member Michele Beasley of the Greenbelt Alliance has submitted an excerpt from the book, “The High Cost of Free Parking” to be used as a resource by the Task Force.

Public Correspondence

Three organizations (County Public Health, Healthy Silicon Valley and the Health Trust) submitted correspondence to the Task Force on the topic of transportation. This correspondence was initially received for distribution to the Task Force for the February 22, 2010 meeting, but the three organizations have requested that the correspondence be re-posted as part of the current Task Force packet to support the continued discussion of transportation policies at the May 24 meeting.

Any additional correspondence received before noon on the day of the meeting will be distributed in hard copy to Task Force members and the public.

Announcements

A survey, similar to the one used a year ago, was distributed to Task Force members at the May 17th meeting to provide Task Force members an opportunity to provide feedback on the Envision process and the quality of staff work. If you have not done so already, please consider completing the survey and deliver it to staff at the May 24th Task Force meeting. The survey responses will be kept anonymous. A companion survey was made available for community members in attendance on May 17th, and will continue to be provided at the next several Task Force meetings.

At the May 24th meeting, staff will provide Task Force members with a copy of the San Jose / Santa Clara Water Pollution Control Plant (Plant) Master Planning Workbook which will provide an opportunity for Task Force members to comment on the land use scenario alternatives being considered for the master planning of the Plant. The Plant Master Planning process provides an opportunity to comment on the alternatives through the end of June, 2010.

Next Meetings

The next meeting is scheduled for Monday, June 7, 2010. This meeting will focus on concluding discussion of the proposed Land Use/Transportation Diagram, Urban Design goals and policies, and phasing and other implementation strategies. In advance of the meeting, more detailed information on the Land Use / Transportation diagram will be posted for review by members of the Task Force and community.

If you have any questions, please contact either myself or Susan Walton. I can be reached by phone at (408) 535-7893 or by email at: andrew.crabtree@sanjoseca.gov. Susan can be reached by phone at (408) 535-7847 or by email at: susan.walton@sanjoseca.gov.

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