

# Regional Report



Sacramento Area Council of Governments

MAY / JUNE 2004

PER MONTH PUBLIC  
TRANSIT OPERATIONS



Source: SACOG

CHOICES  
FOR

SPECIAL REPORT

## Blueprint Summit

A review of 2004 Regional Forum



## TALL Order Forum Brings Together Large Coalition for Regional Planning

*Record Crowd Engaged in Discussion on Managing Growth*

NEARLY 1,400 ELECTED OFFICIALS, BUSINESS LEADERS AND MEMBERS OF THE PUBLIC weighed in on how the Sacramento region should grow at the daylong Regional Forum, "TALL Order: Choices for Our Future."

The April 30 event was sponsored by SACOG and Valley Vision. SACOG Chair Christopher Cabaldon said participants had the opportunity to begin shaping a more sustainable and livable future for a region that will add another 1.7 million people and 840,000 homes by 2050.

"The year 2050 seems so far away. But we're already

running out of land for growth, which is driving up housing prices and stressing our natural resources," Cabaldon said. "Growing like we're growing won't work. We'll be stuck in traffic congestion and choking on bad air."

The Forum marked a milestone in the award-winning Sacramento Region Blueprint Project, initiated by the SACOG Board of Directors to engage the public in analyzing land use and transportation patterns and devising a preferred scenario for the future. Culminating a year of intensive public participation at local- and county-level



*Mapping out the region's future.*

workshops, the Forum moved the project to the regional scale and brought to 5,000 the number of people who have participated in the Blueprint Project to date.

"We're here to start making the right choices," Cabaldon told attendees as they prepared to study four alternative scenarios for future growth and transportation. "This is a region-



wide effort and those of us in this room have a great responsibility to make it happen.”

The scenarios, labeled A, B, C and D, were designed to accommodate the same amount of growth in population, jobs and housing through 2050. They differed dramatically in their approaches, however. Scenario A, known as the base case, depicts growth and transportation if today’s patterns continue unchecked. B, C and D envision varying degrees of higher density, mixed housing developments, and emphasize growth through “whole communities”

that weave together homes and jobs.

Blueprint Project Manager Mike McKeever walked participants through the four scenarios, calling out some of the more significant differences in terms of growth location and density and traffic impacts. Particularly compelling was a map showing areas of heavy traffic congestion under Scenario A—the case that would be expected under current patterns. The map showed massive congestion on major freeways and surface streets—an epiphany that he said drove SACOG to initiate the Blueprint Project.

## Author Encourages Region to Seek Change Through “Social Power”

Saying dramatic change can happen surprisingly quickly, best-selling author Malcolm Gladwell urged Regional Forum participants to press ahead with efforts to shape a sustainable and livable vision for the Sacramento region’s future.

“Sometimes we have the notion that a task so large will take years to do,” Gladwell told an audience of 1,400 at the April 30 Regional Forum. “But that’s not always what happens. If you look at some of the most dramatic changes in our lifetime, you’ll see that dramatic change can happen very quickly, more quickly than you can ever anticipate.”

Gladwell, author of the New York Times best-seller *“The Tipping Point: How Little Things Can Make a Big Difference,”* said the key to instigating major change is to enlist individuals whose contacts and relationships connect to dozens of social circles. Such individuals, he said, have enormous “social power” and tend to influence the opinions and actions of a surprising number of people who look to them for advice and insight in an increasingly complicated world.

Distinct from economic power or political power, social power is based on personal relationships and trust and ultimately does more to influence public opinion and individual choices, he said. But when it comes to understanding change and transformation, social power is often overlooked.

“The role of “connectors”—people with extraordinary social connections that cross many orbits—is becoming more important than ever as society is exposed to an overwhelming amount of information and complex technology, he said. Gladwell said the TALL Order Forum had created a room full of ‘mavens’—people with special knowledge about a given subject—who then can pass that knowledge along to others.

“Nowhere is [the role of maven and connector] more relevant than in the task facing your region,” Gladwell said. “Zoning is not an easy thing to understand. Air quality is a hard issue. There are many difficult issues here. But I think if you put all of this together with the social power in this room, you can fundamentally affect the future of this region.”

Gladwell’s remarks were sponsored by civic partner Valley Vision through a generous contribution from Pacific Gas and Electric Company.



PG&E’s Ron Sharpe introduced Malcolm Gladwell.

## The Quintessential “Connector”

Mary Brill of the Sacramento County Alliance of Neighborhoods (SCAN) received special recognition for being the quintessential connector and bringing hundreds of participants to the Blueprint workshops.



Mary Brill



*The Forum drew a diverse audience from throughout the region.*

“You don’t have to be a traffic planning expert to understand what’s coming,” McKeever said.

Using state-of-the-art keypad technology, participants helped prioritize key concerns for the region’s future and evaluated the four scenarios and what they liked or did not like about them. Breaking out into smaller discussion groups, attendees were asked to look at how each scenario performed according to “smart growth” principles.

Each small group then selected a preferred scenario, and the results were dis-

played. No groups selected Scenario A, which SACOG leaders said confirms the region is ready for change. Sixty-six percent of the small groups preferred Scenario C, 34 percent opted for Scenario D, and 10 percent selected Scenario B.

Valley Vision Chair Tom Stallard said the Blueprint Project is crystallizing key issues and choices.

“Are we going to live with the base case? Or are we willing to make some different decisions?” Stallard asked in a video segment produced for the Forum. “Will we keep

building the same housing stock even though needs and desires for housing are changing?”

SACOG Executive Director Martin Tuttle thanked attendees for their time and interest and said the project’s next steps will be critical.

“It’s been an incredible effort to get to this point. But there is a lot more work to be done,” Tuttle said. “It’s going to take a lot of leadership to make this a reality.”

SACOG is planning a round of briefings with local governments to discuss the results of the Forum. In the meantime,

staff will evaluate water supply issues, infrastructure costs, and municipal fiscal impacts related to each scenario.

Working with a committee of city and county planners, SACOG staff and the Board of Directors will then develop a draft preferred scenario, which will be the subject of an electronic town hall meeting in September. After another round of city and county briefings, the SACOG Board will vote on a preferred scenario that will be used in preparing the region’s next Metropolitan Transportation Plan (MTP).



*Christopher Cabaldon  
Chair SACOG Board*



*Martin Tuttle  
Executive Director SACOG*



*Tom Stallard  
Chair Valley Vision Board*



*Mike McKeever  
Blueprint Project Manager*



*Susan Frazier  
CEO Valley Vision*



*Malcom Gladwell*

# The Four Scenarios

Four scenarios for how this region could grow through the year 2050 have been developed and analyzed. Scenario A, also known as the Base Case, represents how the region might look and function in 2050 if development trends from the late 1990's and early part of this century were to continue. This scenario was built mainly by SACOG planning staff, with review by local government planners. Scenarios B, C and D all use Smart Growth principles to shape growth, but in slightly different ways:

- Housing densities are higher and the range of housing product choice is greater in B, C and D than A.
- Jobs and housing growth are fairly balanced in the various sub-areas of the region in B, C and D, but not in all sub-areas in A.
- Scenarios B, C and D all include some amount of growth through reinvestment in existing developed areas, while A does not.

- There is more emphasis on transit, walking and biking in B, C and D than A.

## Differences between B, C and D include the following:

- The outer edges of the region see their highest growth levels in B.
- The inner ring suburban areas see their highest growth levels in C.
- The areas in the geographic center of the region see their highest growth levels in D.
- Scenario D also has somewhat higher levels of growth through reinvestment and infill than B and C, and housing densities are higher, including slightly higher percentages of housing growth through attached products.

Scenario B, C and D were developed over an 18-month period from input from 2,700 citizens at 37 public workshops throughout the region, and with advice from regional and local

planners. The scenarios were built using a very detailed, complex database of approximately 750,000 parcels in the region. The scenarios, however, are intended to be conceptual and not prescriptive. Their purpose is to test different land use and transportation principles, not be a specific map that is intended for direct implementation or action by local governments. It is expected that the final Blueprint scenario adopted by the SACOG Board later this year will help to provide a guide and framework for local land decisions in the future, as well as be one input into the SACOG Board's next update to the *Metropolitan Transportation Plan*.

## Bill Hughes Honored at Police Center Renaming May 8

THE CITY OF CITRUS HEIGHTS POLICE CENTER was renamed the William "Bill" Hughes Police Service Center at the 2nd annual Festival of Roses at Fountain Square in Citrus Heights on Saturday, May 8th, in honor of the late Citrus Heights mayor and visionary chair of the SACOG Board of Directors.

Hughes served as a SACOG director since Citrus Heights incorporated in 1997 and as Board chair for 2003. His leadership was instrumental in the move to provide every local agency in the region with a voting representative on the Board. Yet, his legacy at SACOG will undoubtedly be the Blueprint Project.

After retiring from the Roseville Police Department, Hughes immersed himself in the details of land use plan-

ning. On his own time, he traveled to meet with Envision Utah Chair Robert Grow, spoke to the Northern Illinois Planning Commission on the benefits of a regional GIS database and toured smart growth projects in the neighborhoods of Salt Lake City, Portland, Chicago, Minneapolis-St. Paul and Washington D.C.

Hughes was a Citrus Heights City Councilmember since the City incorporated in January 1997. He was named mayor by his fellow Councilmembers for the first two years of city hood and was just completing a third mayoral term at the time of his death.

"Because the police service center was the first building that the City owned and Bill Hughes was our first mayor and a retired Roseville police



William "Bill" Hughes  
1948 – 2003  
Collaborative Leader

officer, it seemed very appropriate to honor his memory by naming this building after him," said Citrus Heights Mayor and SACOG Director James Shelby.

Participating in the renaming program were members of the Citrus Heights City Council, Congressman Doug Ose, and Chaplain Mindi Russell from the Sacramento Sheriff's Department. Harry Pelliccione, president of the Residents' Empowerment Association of Citrus Heights (REACH), told about Hughes starting the City's 11 neighborhood associations. SACOG Director and Roseville Mayor Rocky Rockholm spoke about working in law enforcement with Hughes.

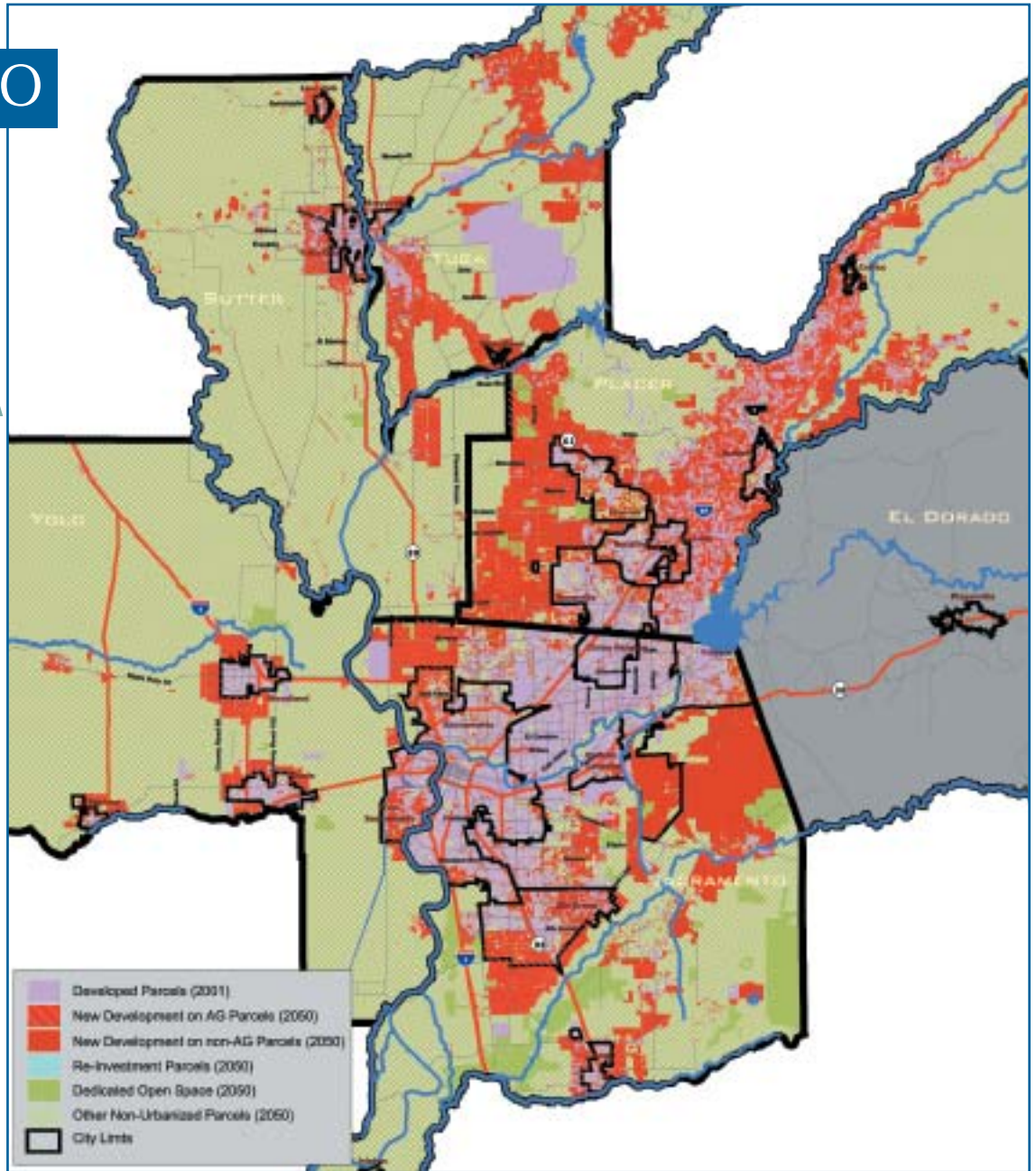
Special guests were his widow, Sarah Hughes, and their five children and their families. Corom Hughes, his eldest son, was part of the program.

# SCENARIO

# A

## Planning Theme:

Future development same as today's (fairly low density). Outward growth pattern, job-housing imbalances in sub-areas.



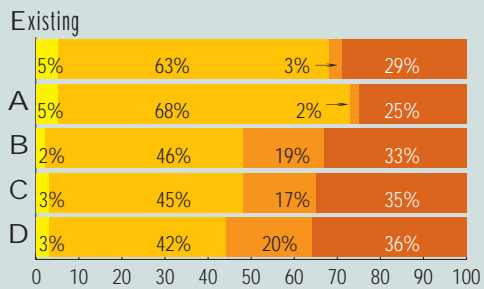
## INDICATORS

# The Four Scenarios

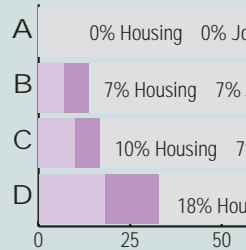
### POPULATION BY COUNTY

County	Existing 2000	Scenario A 2050	Scenario B 2050	Scenario C 2050	Scenario D 2050
El Dorado	124,910	285,000	187,000	187,000	187,000
Placer	237,145	584,000	561,000	603,000	511,000
Sacramento	1,218,860	2,155,000	2,282,000	2,364,000	2,460,000
Sutter	78,510	193,000	170,000	160,000	163,000
Yolo	165,220	399,000	405,000	350,000	337,000
Yuba	61,530	201,000	212,000	153,000	159,000
<b>Region</b>	<b>1,886,175</b>	<b>3,817,000</b>	<b>3,817,000</b>	<b>3,817,000</b>	<b>3,817,000</b>

### ALL HOUSING TYPES Existing plus Growth in 2050 (in percent)



### GROWTH THROUGHOUT in 2050 (in percent)

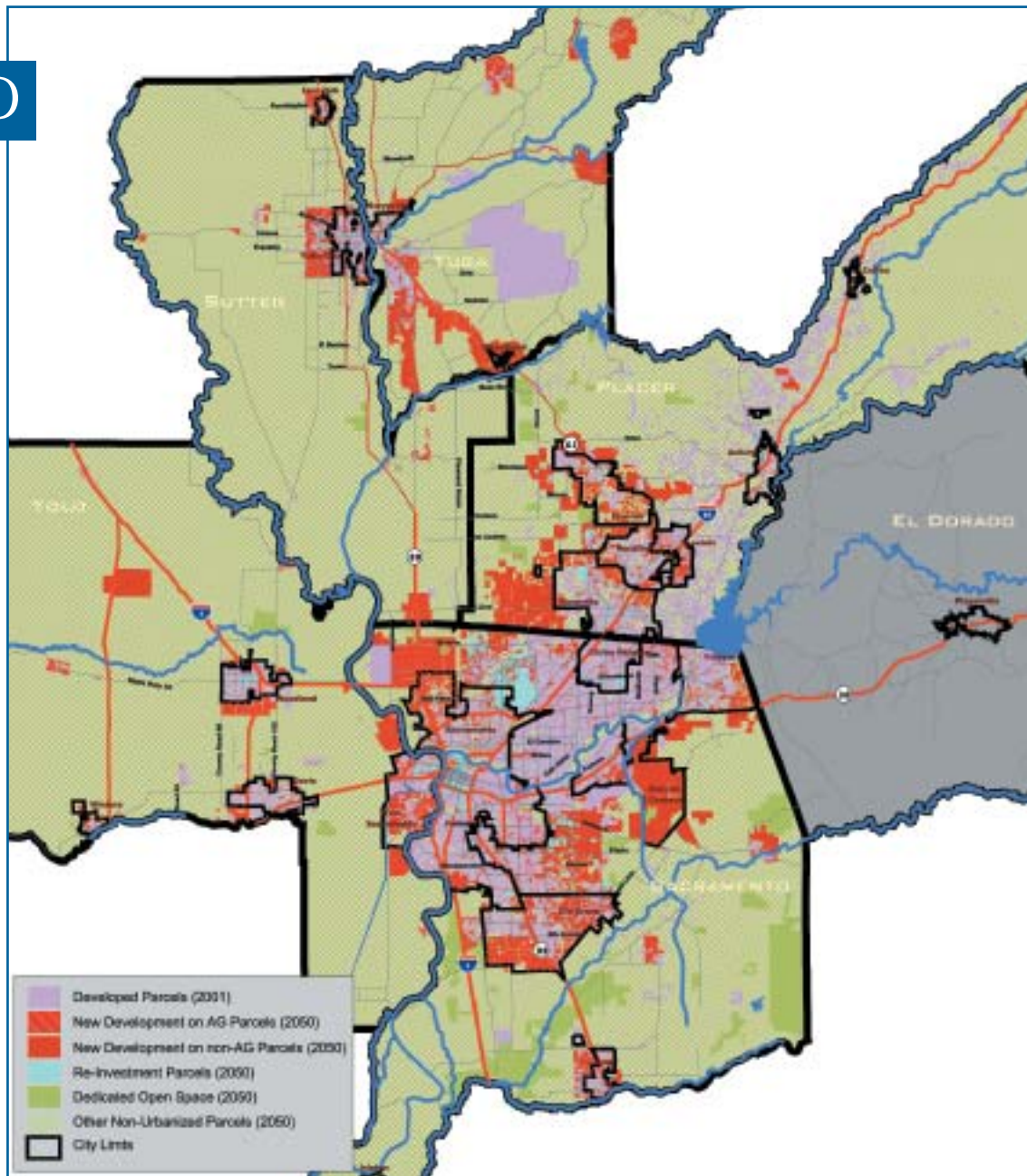


# SCENARIO

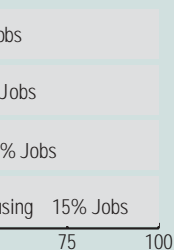
# B

## Planning Theme:

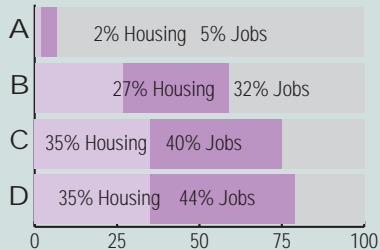
More housing choice, some growth through re-investment, mix of land uses, "edge" cities get their most growth



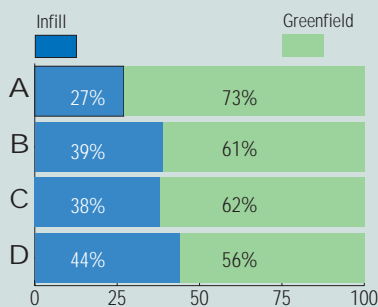
## RE-INVESTMENT



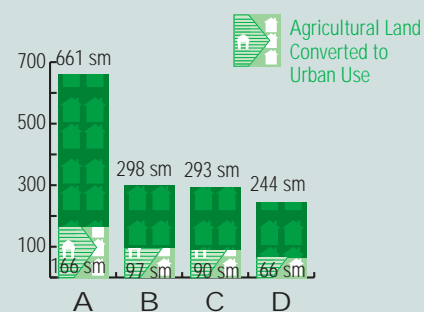
GROWTH NEAR TRANSIT  
within 1/4 mile of 15 min service  
(in percent)



PERCENT OF HOUSING GROWTH  
Through Infill vs Greenfield Development  
(in percent)



ADDITIONAL URBANIZED LAND  
Through 2050  
(in square miles)

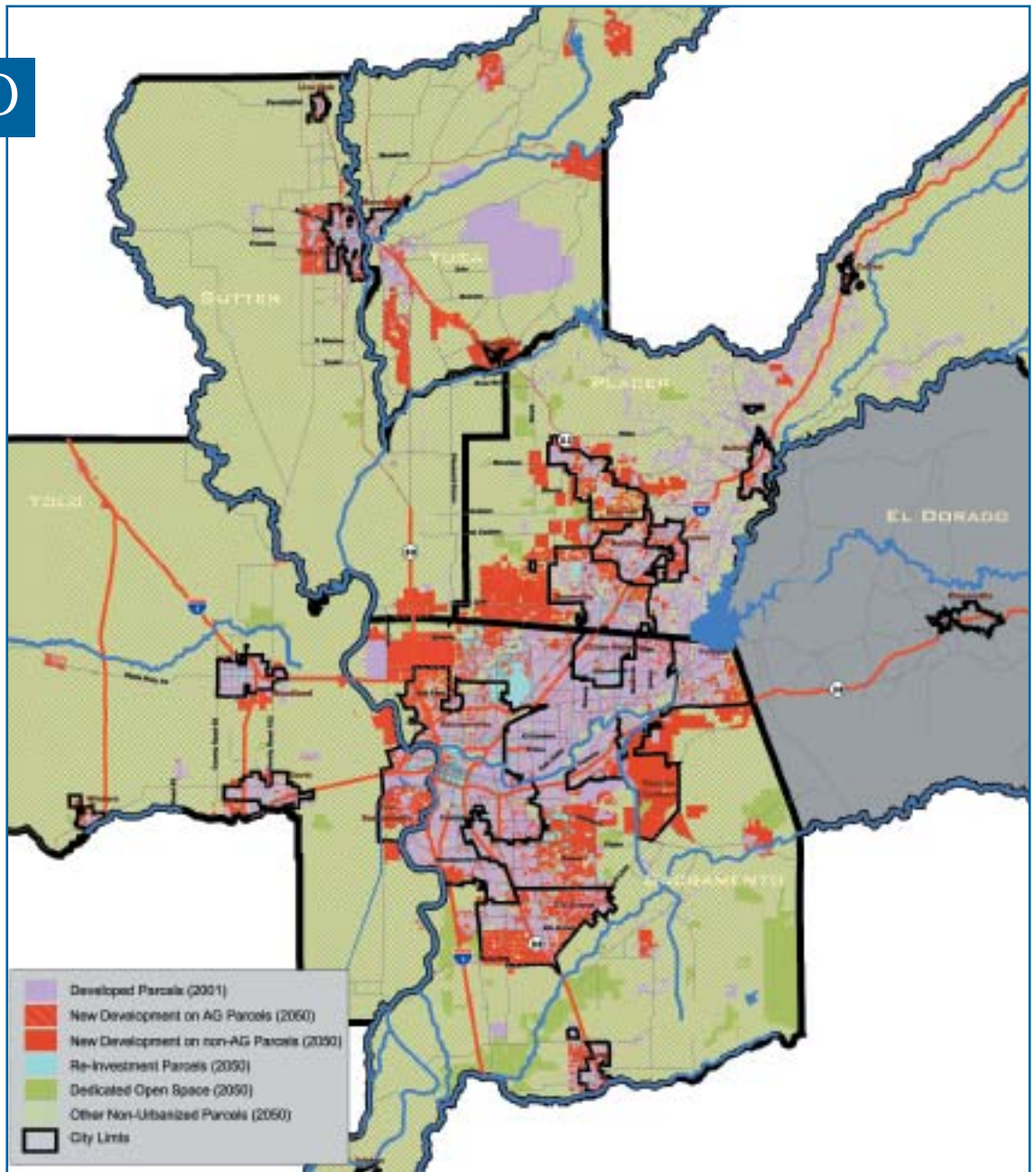


# SCENARIO

# C

## Planning Theme:

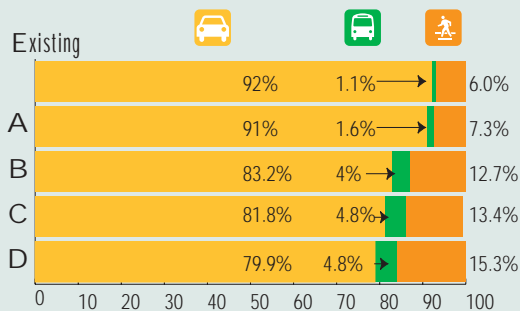
Slightly higher housing densities and re-investment than B, mix of land uses, "inner ring" areas get their most growth



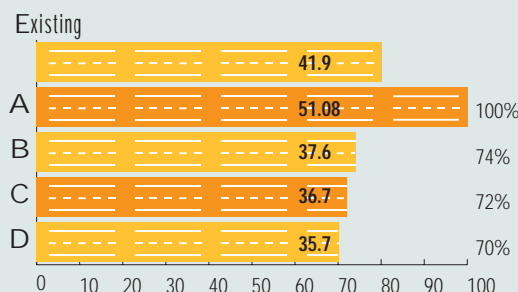
# INDICATORS

# The Four Scenarios

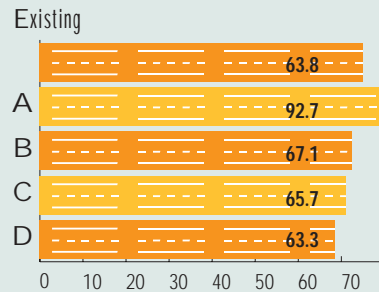
TYPE OF TRIPS  
(in percent)



VEHICLE MILES TRAVELED PER DAY  
(per household)



DAILY VEHICLE MINUTES OF TRAVEL  
(per household)

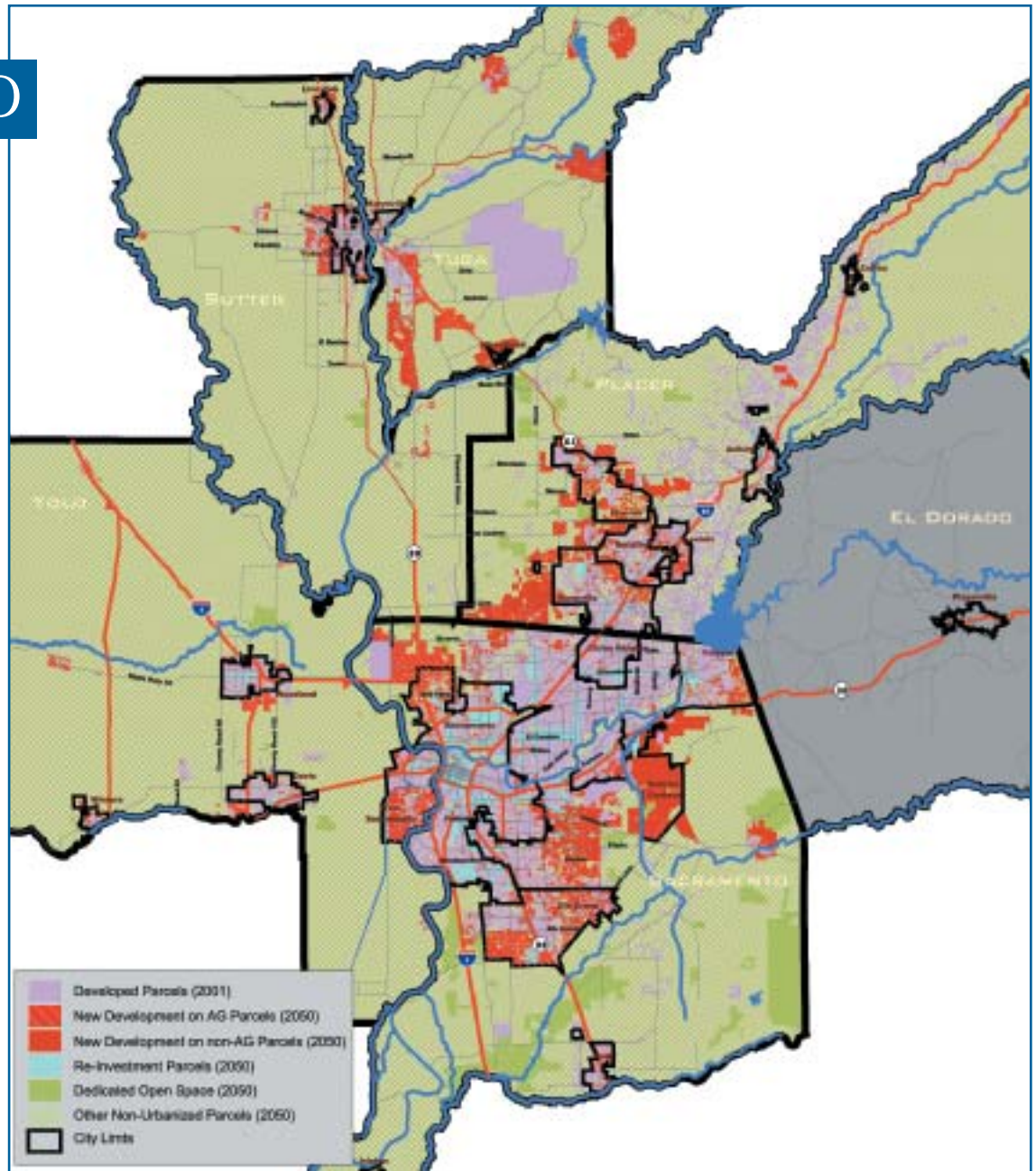


# SCENARIO

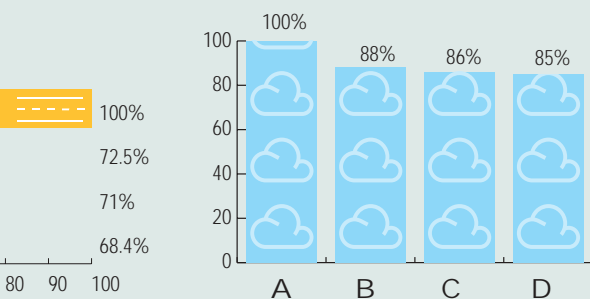
# D

## Planning Theme:

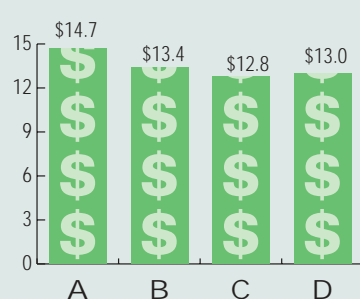
Highest housing densities and re-investment levels, mix of land uses, "core" areas get their most growth



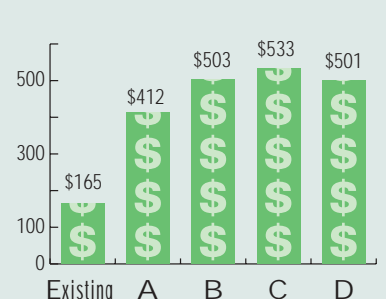
PER CAPITA IN CARBON DIOXIDE AND SMALL PARTICULATES EMISSION from vehicles 2050



TRANSPORTATION CAPITAL COSTS Total all projects through 2050 (in billions)



TRANSIT ANNUAL OPERATING COSTS in 2050 (in millions)



## Bike Guide Available

SACOG has completed a revised version of its Bicycle Commute Guide. The guide offers valuable tips on whether bicycling is a commute option for you; how to dress to bicycle commute; what equipment you might need, and more. For further information, or to obtain a copy of the guide, please contact Aimee Hagen, at [ahagen@sacog.org](mailto:ahagen@sacog.org) or 916-340-6211.

## SACOG publishes *Better Ways to Grow*

Every jurisdiction in the region has examples of smart growth, and many of them are cataloged in *Better Ways to Grow*, a 10-page booklet designed to



show examples of the seven principles of smart growth:

- Provide a variety of transportation choices
- Offer housing choices and opportunities
- Take advantage of compact development

tage of compact development

- Use existing assets
- Mix land uses
- Preserve open space, farmland, and natural beauty through natural resources conservation
- Encourage distinctive, attractive communities with quality design.

*Better Ways to Grow* was assisted by a generous contribution from the Building Industry Association and technical support from the Urban Land Institute, Sacramento District Council.

To obtain a copy of *Better Ways to Grow*, e-mail [pmiller@sacog.org](mailto:pmiller@sacog.org), or call 916-340-6224.

## Start a vanpool, get \$2,000

SACRAMENTO AREA COMMUTERS WHO BEAT HIGH GAS PRICES by starting new vanpools can also earn up to \$2,000 to do it through a new program sponsored by the Sacramento Area Council of Governments (SACOG).

The new vanpools must carry passengers to workplaces in El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties.

The offer is available for as long as funding lasts, and is retroactive to March 1. "At SACOG we believe in vanpooling because it is a great way to remove cars from the road, improve congestion and help air quality," said Nancy Kays, SACOG Rideshare Coordinator.

"If you live more than 20 miles from your job, vanpooling may be the best way to travel to work and back," Kays said. "Sharing the road and perhaps becoming eligible for free or close-in parking are some of the advantages of vanpooling," she said.

Each month for six months SACOG will provide a \$300 subsidy to eligible vanpools, or a total of \$1,800 per vanpool. The primary vanpool driver is responsible for paying the remaining monthly lease to the vanpool vendor. At the end of the six-month period, vanpools that are still on the road will also receive a \$200 gas card. The benefit is in effect \$333.33 per month for six months.

The program is part of SACOG's trans-



portation demand management program, which encourages the use of alternatives to the single-occupant automobile, including bicycling, walking and car and vanpooling.

The vanpools must be newly formed as of March 1, 2004, with a minimum of at least six committed passengers, including one primary driver. The participants are required to use an authorized vanpool vendor such as Enterprise or VPSI.

To learn more, please contact Nicole Kimbrough at 916-340-6268 or read the program guidelines on [www.sacog.org](http://www.sacog.org). The authorized vanpool vendors for our region are Enterprise Rideshare (1-800-van 4 work, or [www.vanpool.com/index.shtml](http://www.vanpool.com/index.shtml)) or VPSI (1-800-VAN-RIDE, [www.rideone.com](http://www.rideone.com)).

## Roseville, Winters become first jurisdictions to join Affordable Housing Compact

THE CITIES OF ROSEVILLE AND WINTERS IN APRIL became the first jurisdictions in the region to join the newly formed Regional Compact for Affordable Housing. The groundbreaking effort to improve the supply of affordable housing in the six-county Sacramento Region was approved unanimously by the SACOG Board of Directors in March.

Jurisdictions joining the Compact agree to meet an affordable housing production standard by any means they deem appropriate, but within any guidelines set

forth by the Compact. Specifically, jurisdictions would adopt the following production goals:

At least 10 percent of all new housing construction in jurisdictions participating in the Compact would need to meet an affordability standard. The following rules would guide meeting the 10 percent goal:

At least four percent of all new housing construction will be affordable to very low-income families.

At least four percent of all new housing construction will be affordable to low-income families.

If necessary, up to two percent of the 10 percent goal could be met by housing affordable to moderate-income families.

The "4-4-2 standard" can be met through a combination of new construction and substantial rehabilitation.

All housing used to meet the "4-4-2 standard" must be under regulatory affordability agreement.

Jurisdictions may elect to include or exclude units that are under development agreement or vested maps at the time of joining the Compact.

# STAFF NEWS

## Robert Faseler, SACOG's Longest-Tenured Employee, Retires



Robert Faseler

SACOG Director of Finance and Information Technology Robert Faseler retired on April 30, after having worked for the agency for more than 30 years. At the time of his retirement he was the agency's longest-tenured employee.

"I have been very fortunate to have worked all these years for SACOG. I have learned a great deal and, hopefully, made a few contributions to the agency's continuing success," Mr. Faseler said. "SACOG's emergence as the Region's leading public entity in collaborative planning is a tribute to a highly skilled and dedicated staff and a very enlightened Board of Directors. I am proud to have been a part of it."

Mr. Faseler began his career at SACOG's predecessor agency, the Sacramento Regional Area Planning Commission (SRAPC) in June 1973 as a temporary computer programmer, and was appointed to a full-time position as an assistant planner in September of that year. In 1975 he became associate research planner and in 1982 he was appointed research manager. Mr. Faseler had held the position of director of finance and information technology since 1999. His duties included preparation and maintenance of SACOG's budget and supervision of finance/accounting and infor-

mation technology staff.

Mr. Faseler served in the Army for four years, from 1966 to 1970, including a year of service in Vietnam as a communications intelligence analyst. He lives in Sacramento with his wife and two sons. He also has two adult daughters and a grandson.

## Karen Wilcox

Karen Wilcox joined SACOG in March as acting Director of Finance. Ms. Wilcox has owned her own consulting business, Gov't Finance Consulting, for the



Karen Wilcox

past three years. Prior to consulting, she spent more than 25 years in government finance, working as accounting manager for several California cities including Davis, Cathedral City, and Martinez. Before arriving in Cathedral City in August 1994, she spent more than 26 years in Soldotna, Alaska, where she spent 15 years at the Kenai Peninsula Borough in various positions within the Finance Department.

## Lynda Vargas

Lynda Vargas, Overall Work Program (OWP) Coordinator, left SACOG in April to accept a position with the City of West Sacramento Redevelopment Agency. During the past several years, Ms. Vargas worked on SACOG's Overall Work Program, the Triennial Planning Certification Review and, more recently, was the Project Manager for the TDA Performance Audits for transit

operators in the SACOG region. Prior to joining SACOG in 2000, Ms. Vargas was employed by the City of West Sacramento, where she worked in the City Manager's Office.



Lynda Vargas

## James Williams Former SACOG Executive Director

Former SACOG Executive Director James Williams died April 2 at his home in Lincoln. He was 78. Mr. Williams was executive director of SACOG from 1982 to 1988, when the agency served Sacramento, Sutter, Yolo and Yuba counties. He also served as the part-time executive director for the California Association of Councils of Governments. Mr. Williams began his gov-



James Williams

ernment career in 1950 as an employee of Monterey County's Department of Social Services. He also worked as county executive for Placer County, and deputy director of the California State Association of Counties.

## BOARD MEMBERS

Christopher Cabaldon (Chair)  
City of West Sacramento  
Ted Gaines (Vice-Chair)  
Placer County  
Ruth Asmundson  
City of Davis  
Sherrie Blackmun  
City of Colfax  
Linda Budge  
City of Rancho Cordova  
Robert Chapman  
City of Winters  
Darryl Clare  
City of Galt  
Jim Cooper  
City of Elk Grove  
Tom Cosgrove  
City of Lincoln  
Roger Dickinson  
Sacramento County  
Alice Dowdin  
City of Auburn  
Rusty Dupray  
El Dorado County  
Heather Fargo  
City of Sacramento  
David Flory  
City of Woodland  
Guy Fuson  
Town of Loomis  
Michael Gomez  
City of Isleton  
Lauren Hammond  
City of Sacramento  
Sandra Hilliard  
City of Yuba City  
Muriel Johnson  
Sacramento County  
Kathy Lund  
City of Rocklin  
Paul McNamara  
City of Marysville  
Steve Miklos  
City of Folsom  
Roger Niello  
Sacramento County  
Rocky Rockholm  
City of Roseville  
Donald Schrader  
Yuba County  
Dan Silva  
Sutter County  
Helen Thomson  
Yolo County  
Gary Ulman  
City of Wheatland  
Mel Wilkins  
City of Live Oak  
Jody Lonergan  
(Ex-Officio Member)  
Caltrans District 3

## MEMBER COUNTIES & CITIES

El Dorado County  
Placer County  
Sacramento County  
Sutter County  
Yolo County  
Yuba County  
City of Auburn  
City of Citrus Heights  
City of Colfax  
City of Davis  
City of Elk Grove  
City of Folsom  
City of Galt  
City of Isleton  
City of Lincoln  
City of Live Oak  
Town of Loomis  
City of Marysville  
City of Placerville  
City of Rancho Cordova  
City of Rocklin  
City of Roseville  
City of Sacramento  
City of West Sacramento  
City of Wheatland  
City of Winters  
City of Woodland  
City of Yuba City

# Regional Report



MAY / JUNE 2004

PRESORTED  
STANDARD  
US POSTAGE PAID  
SACRAMENTO CA  
PERMIT NO 1089

**EXECUTIVE STAFF**

Executive Director  
*Martin Tuttle*  
Deputy Executive Director  
*Pete Hathaway*  
Deputy Executive Director  
*Joan Medeiros*

**NEWSLETTER STAFF**

Editor  
*Phyllis Miller*  
Graphic Design  
*Kent Giacomozzi*  
*To comment on items in the Regional Report, you may contact Phyllis Miller at 916.340.6224, or e-mail regionalreport@sacog.org.*

## Community Design Program Receives Positive Response

BY THE APRIL 16 DUE DATE FOR APPLICATIONS, SACOG's Community Design Funding Program had received a very positive response. The dollar amount of the applications totals \$27.5 million, more than twice the \$12 million set aside for a program that uses federal transportation funding to support smart growth land use.

SACOG received 31 Community Design applications: 22 for capital grants (\$25.6 million

for \$9 million available) and nine for planning grants (\$1.9 million for \$1 million available).

The applications come from all around the region—13 cities (Sacramento, Galt, Rancho Cordova, Winters, Folsom, Yuba City, Marysville, Roseville, Citrus Heights, West Sacramento, Elk Grove, Davis, and Woodland) and four counties (Sacramento, Placer, Yolo and Yuba).

A number of applications

represent partnerships of public agencies with developers, non-profits, or community groups.

The applications range in size between a \$100,000 streetscape project and construction of a \$3 million roadway intersection. All must support smart growth in one way or another.

In addition to staff, a multi-disciplinary working group from SACOG's standing advisory

committees is reviewing these applications over the next several weeks. This group will make recommendations to the SACOG Board's Transportation & Air Quality Committee on June 3 and Housing & Land Use Committee on June 7. The Board is scheduled to approve the final recommendations on June 17. It's expected that the funding will become available for use next fall.

## CALENDAR OF EVENTS

Thursday, June 3, 2004  
10 a.m.  
Transportation & Air Quality Committee Meeting

Thursday, June 3, 2004  
1:30 p.m.  
Administration Committee Meeting

Monday, June 7, 2004  
10 a.m.  
Housing & Land Use Committee Meeting

Monday, June 7, 2004  
1:30 p.m.  
Legislation & Public Affairs Committee Meeting

Thursday, June 17, 2004  
9 a.m.  
Board of Directors Meeting

Thursday, June 24, 2004  
2 p.m.  
Regional Planning Partnership Meeting

All meetings listed, unless otherwise noted, are located in the SACOG Board Room, 1415 "L" Street, Suite 300, Sacramento.

Note: Dates, times and locations are subject to change. Please call SACOG at 916.321.9000 to confirm, or visit the calendar on our website at [www.sacog.org/calendar](http://www.sacog.org/calendar).