The place making and capital investments effect all of the communities we care about.

Our program areas:

1. Arts and culture
2. Community development
3. Community health
4. Education
5. Environment
6. Social justice
7. Civic unity
We recognize that our region will continue to grow and that how it grows is an environmental issue.
Community Involvement in Planning
Community Forums

The Daily Review

Community Wants More Housing
Traffic Generation Modeling

South Hayward BART Station
11,771 Daily Car Trips
59,299 Miles of Driving Per Day

- # of Homes: 2,248
- Floors: 3 to 7
- # of acres: 35
- # of Commercial square feet: 140,000
- # of Commercial Parking spaces: 440
- Transit Service: Daily Buses within a 1/4 mile: 1,004
- Daily BART Trains: 256
- Households within a 1/2 mile: 3,977
- Employees within a 1/2 mile: 2,592

Mt. Eden - Industrial Site
19,993 Daily Car Trips
110,934 Miles of Driving Per Day

- # of Homes: 2,248
- Floors: 1 to 3
- # of acres: 367
- # of Commercial square feet: 140,000
- # of Commercial Parking spaces: 440
- Transit Service: Daily Buses within a 1/4 mile: 200
- Daily BART Trains: 0
- Households within a 1/2 mile: 407
- Employees within a 1/2 mile: 568
Site Outings
The Great Communities Collaborative brings together residents and local organizations to participate in community planning processes across the San Francisco Bay Area. We want to create a region of vibrant neighborhoods with affordable housing, shops, jobs, and services within convenient walking distance near transit.

Click a station on the map or select from the menu below and find out what’s going on!

This interactive map tool is currently compatible with IE 5.0+, Firefox 2.0+, Safari 2.0+. Locations where the Great Communities Collaborative is active have the most current information. If you have information on any of these sites, or new ones, please send an email to chris [at] transcounselition.org
Site coordination

Sharing tools & expertise

- Regional partners need connection to local partners
- Each site has a Site Coordinator
- Monthly meetings for Site Coordinators to share regional tools and resources
Rational Parking

Is it really possible to have too much parking?

Figuining out how much parking to have in a neighborhood is a tricky balancing act. Too little, and prospectives buyers are likely to pass; too much, and the empty lots are dead zones inviting crime and wasting space that could have contributed to the neighborhood. Further, high parking requirements make homes more expensive, cause higher costs that can make it unfeasible for local businesses to flourish, and make it harder to design beautiful buildings, parks and streets people enjoy.

Instead of a sea of parking, Great Communities provide as much parking as needed, reclaiming public space for parks, plazas, food markets, child care centers, clinics and other services.

Good parking policies tailor the supply to local conditions.

Finding the right balance depends on many factors and will be different for different neighborhoods. Unfortunately, too many cities have one-size-fits-all policies designed for low-density areas with no public transit. These policies don’t make sense for neighborhoods where people walk and take transit. At the very least, neighborhoods near transit should not require as much parking as the rest of the city. Additional conditions that call for less parking include:

**VIBRANT AND COMPACT NEIGHBORHOIDS NEAR TRANSIT**

When we live has a big effect on how much parking we need. People own fewer cars in neighborhoods that have shops and frequent, high quality transit service. For example, residents of San Francisco’s wealthy Nob Hill on average own one-fifth as many vehicles as residents in suburban San Ramon. Reducing more parking than is needed increases the cost of housing and undermines the character of these communities.

**AFFORDABLE HOUSING**

Low-income families own fewer cars than middle-income or wealthy families. According to 2000 Census data for the entire Bay Area, 15% of families making between $25-55,000 did not own any cars.

**SENIOR HOUSING**

Seniors own significantly fewer vehicles and also generate lower demand for parking. In the Bay Area, households with all members aged 62 and above own 31% fewer cars than households with no seniors.

Parking needs to be managed and optimized for local conditions. Too much parking can be more harmful than too little.

Reducing parking needs by reducing demand

**SHARED PARKING LOTS**

Place a moratorium next to an office, and they can stay. The office building uses the space during weekdays, while the theater needs weekend and weekend parking.

**CAR SHARE SERVICES**

City CarShare partners with home builders to include spots for car-sharing vehicles. This gives many homeowners the convenience of a car while reducing the number of total parking spaces needed.

**DESIGN FOR WALKING AND BICYCLING**

Most people prefer to walk if they can easily do their shopping, pick up a child from school or meet other basic needs in their neighborhood.

**PARKING MAXIMUMS**

Many communities developing mixed-use areas are adopting parking policies that reflect the transit choices within a station area. More people getting around with transit and are able to walk or bike to their final destinations don’t need parking.

**UNBUNDLING PARKING COSTS FROM HOUSING COSTS**

Unbundling means that the parking is created or sold separately, rather than automatically included with buildings. This allows the developer to make some or all parking optional when selling the units. Reducing the cost per unit by $20,000-$40,000 creates a greater demand for units. This can also apply to town units, reducing rental costs for residents without cars.

Cities that successfully manage parking to preserve Great Communities:

**PETALUMA**

The City’s SmartCode includes ways to reduce parking spaces based on a variety of ways.

- Parking spaces shared between adjacent properties.
- Parking lots within walking distance of the building to support shared parking arrangements.
- Parking on less than the number required by the building code.
- Building on less than the number required by the building code.

**PAULO ALTO**

The City’s zoning codes allow the planning director and the architectural review board to “defer” the standard minimum parking requirements, where appropriate, as long as transit-oriented affordable housing developments. The City can require the developer to build open space as “landscape reserves” for additional parking in case the transit parking is insufficient. If parking demand is higher than expected, the open space can be converted to parking.

Checklist to ensure adequate parking supply determined by actual need:

- Are parking requirements lower near transit than in the rest of the city? Are these parking requirements rather than minimums?
- Are these policies that sexist incentives or require the use of Transportation Demand Management (TDM) measures? Such as nudity fees for parking spaces, fees for new residents, or parking studies that measure demand and monitor actual parking demand?
- Is structured parking encouraged rather than surface lots in high-density areas? Are these shared use parking lots allowing owners using to mix with evening use?
Developing a Station Area Plan Campaign

Designing a Campaign Plan

A campaign plan and timeline is a critical part of a successful campaign. It is a plan for what should be included in the plan. It is a list of goals and objectives. This plan should be developed early on in the campaign, before the City’s planning process has started and in collaboration with the community. The plan should be reviewed and approved by the City, and should be updated as necessary.

Developing a Platform

To achieve a high-quality station area, you need to identify your goals for what should be included in the plan. It is a plan for what should be included in the plan. It is a list of goals and objectives. This plan should be developed early on in the campaign, before the City’s planning process has started and in collaboration with the community.

Building a Coalition

A coalition is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal.

Considerations for developing a coalition:
- **Leverage networks and influence**: Leverage networks and influence to build a strong coalition.
- **Identify key stakeholders**: Identify key stakeholders to ensure a strong coalition.
- **Identify key influencers**: Identify key influencers to ensure a strong coalition.

### Press and Media

When considering media coverage, consider the press and media. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal.

### Event Planning

Organizing an event or action can help to emphasize the need for change and to raise awareness of the issue. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal.

### How to Engage Your Constituency: Focus Groups

Focus groups are an important tool for engaging with the community. They allow you to hear from people and to get a sense of their thoughts and opinions. Focus groups are an important tool for engaging with the community. They allow you to hear from people and to get a sense of their thoughts and opinions.

### Sample Letter

Sample Letter Example

January 26, 2007

To: Mr. MacDonald

Subject: Comments on Draft Santa Rosa Downtown Station Area Plan

Dear Mr. MacDonald,

I am writing to share my comments on the Draft Santa Rosa Downtown Station Area Plan. As a resident of the area, I have concerns about the plan and believe that some changes are necessary.

First, I would like to express my support for the overall concept of the plan. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal.

However, I have some concerns about the specific details of the plan. For example, I believe that more emphasis should be placed on pedestrian safety and accessibility. It is a group of organizations working together to achieve a goal. It is a group of organizations working together to achieve a goal.

I would appreciate the opportunity to discuss my concerns with you and to provide additional information. Please let me know if you would like to schedule a meeting to discuss these issues.

Sincerely,

[Your Name]
Thinking regionally, acting locally

- Identify sites for involvement: Santa Rosa
- Identify site coordinator: Greenbelt Alliance
- Identify timeline for planning process: Ongoing
- Lay out power map for decision-makers: Weak
- Identify local partners: ??
Santa Rosa: Local Context

Population: 158,000

Transit: County buses, CityBus service, proposed SMART rail line, bicycle paths

Historic train station in downtown core
Santa Rosa: Existing Conditions
Community Based Planning
Local partners
A Transit-Oriented Vision for the Station Area
Key Policy Issues

- Affordable Housing
- Green Building
- Bike/Ped Orientation
- Pocket Parks
Broad Range of Community Involvement Tools

- Forums
- Outings
- Canvassing neighborhoods
- Distribution of pamphlets
- Outreach to local stakeholder groups
Building Public Support for TOD
Envision the future of downtown.

It could include:

A vibrant neighborhood:
With a mix of homes, shops, and jobs, making it easy to take part in the lively downtown atmosphere.

Safe, walkable streets:
Where residents of all ages can walk, bike, and gather safely.

Transportation options:
Pedestrian friendly neighborhoods and nearby transit make walking, biking, and riding a bus or train real alternatives to the car.

Homes people can afford:
With homes for families of all income levels, where people like nurses, retail employees, teachers, and police can afford to live.

A clean, safe environment:
With clean air, clean water and green building design, surrounded by Sonoma’s working farms and scenic natural areas.

How can this become reality?

The Accountable Development Coalition
ADC is a coalition of housing, labor, environmental, social justice, transportation, and community organizations working toward development that benefits local communities through an improved quality of life.

Greenbelt Alliance
Since 1958, Greenbelt Alliance has worked to protect open space and promote livable communities throughout the nine-county Bay Area.

CAFE
Conservation Action Fund for Education
CAFE’s mission is to educate the public around issues regarding environmental health, justice, restoration, sustainability, and social equity. CAFE encourages citizen participation in community and government through local grassroots organizing and public forums and events.

For more information, contact Julia Peange with the Accountable Development Coalition, at juliaprange@gmail.com.

www.SantaRosaStation.com

What Could Santa Rosa’s Downtown Look Like?

You can help decide.
Create a better future for our downtown

The City of Santa Rosa is planning the future of the downtown area shown in the map below: Now is the time to create a great community!

The Downtown Planning Area:

What's at stake:
The plan will shape the future of downtown Santa Rosa development. Your input is crucial to ensure that our downtown becomes great.

The City is planning the future of several under-utilized sites, where smart development can enhance the community character.

Historic neighborhoods will be preserved.

By getting involved, you can influence how well the city plans for:

- How streets look and feel
- Housing for the whole community
- Pedestrian and bike safety
- Transportation connections
- Parking for cars and bicycles
- Public area improvements

Your comments will help to ensure that our downtown is vibrant, interesting, friendly, affordable, and a beautiful place to live and spend time.

Get involved today!
The City of Santa Rosa is drawing up a draft plan for public release. The public will have the opportunity to review this document and make comments on it. This is YOUR chance to make sure the City plans for a great downtown!

Upcoming dates:
- December (date TBA):
  - The City will release the Draft Station Area Plan – 45-day public comment period
- January (dates TBA):
  - Meeting for public comment on Draft Station Area Plan
  - Planning Commission hearings
  - City Council hearings
- April (approximately):
  - Adoption of the Station Area Plan

These dates may change. To stay up-to-date on changing dates, opportunities for action, and the latest news about downtown, sign up for email updates from Greenbelt Alliance, the Accountable Development Coalition, and the Conservation Action Fund for Education.

To get involved, contact Julia Prange with the Accountable Development Coalition, at juliaprange@gmail.com

www.SantaRosaStation.com

Santa Rosa's website also has information: www.StationAreaPlan.net

www.greatcommunities.org
Who Lives in Affordable Housing?

All types of people live in affordable housing, whether that housing is provided by a non-profit or for-profit landlord. Most families living in affordable housing have at least one person who is employed, and often have multiple employed family members. In Santa Rosa, the people living in affordable housing are vital members of the community and help to support the local economy.

The Jenkins Family

The lack of affordable housing in Sonoma County is frustrating for families like Joshua and Danielle Jenkins. The young couple currently shares a house with Danielle’s parents.

As children growing up in northern California, both Joshua and Danielle had to move frequently with their families in order to find affordable rental housing. Now that they are parents themselves, the Jenkins want their children to have the stability that a permanent home provides. Currently, Joshua works in a grocery store and both he and Danielle are training in real estate.

Working with Habitat for Humanity, the Jenkins family hopes to find the means to achieve their dream. They have put in their 500 “sweat equity” hours towards a new house and look forward to living in a community where they can enjoy the security of an affordable home.

The Wells Family

Several years ago, Leonard and Josephine Wells found their lives turned upside down when their son, Joseph, experienced a series of medical problems that required hospitalization and frequent travel to San Francisco. While their focus on Joseph’s recovery finally cost them their jobs, they became homeless as well. They tried not to lose hope.

Staying with family members was difficult with a sick child, so Leonard and Josephine applied for an apartment at Jay’s Place, an affordable housing development in Santa Rosa. When their acceptance arrived, they both wept for joy. The affordable rent helped stabilize their lives and put them on the road to becoming self-sufficient. Today, Josephine is a property manager for Burbank Housing, and Leonard is a bus driver. Joseph, who is now able to play with his friends, will begin kindergarten in a few months. Leonard explains, “All there is to do now is go forward.”

The Manuya Family

When Judy Manuya’s husband became a missing person in western Kenya in 2001, she realized that the only hope for the safety of her children was to leave the country. She has overcome great adversity and has at times been separated from her children during their immigration to the United States.

Judy works evenings as a Certified Nurse’s Assistant at a convalescent hospital. It is her dream to become a registered nurse. Her cousin Esaidel takes care of Judy’s children. Carolyn and Danessa are in an A student who is writing a book about the family’s struggle to create a safe life in the US. Danessa is an energetic young girl attending elementary school.

When Judy feels overwhelmed by her experiences and her struggle to provide a safe home with a secure future, her daughter Carolyn reminds her of their precious life in Africa without even basic necessities. Now Judy and her family are filled with joy knowing that they will soon begin work on their own Habitat house.
Working in Coalition

Environmental groups
Affordable housing advocates
Transportation advocates
Community organizations
Labor unions
Neighborhood associations
Health stakeholders
Improved Policy Outcomes through Public Involvement

The Press Democrat

May 25, 2007

Low-income housing urged for SR Station Area Plan
Next Focus: Implementation
www.greatcommunities.org