



Smart Valley Places

Program Summary

Objectives

Founded in the HUD-DOT-EPA Livability Principles, the Smart Valley Places consortium is prepared to build upon the regional framework of the California Partnership for the San Joaquin Valley's Strategic Action Proposal and the San Joaquin Valley Regional Blueprint, to refine a regional plan for sustainable development for the San Joaquin Valley's 14 urban cities. This effort involves more than 20 funded partners and multiple unfunded partners, committed to the following core objectives:

- Drive the goals and objectives of the California Partnership for the San Joaquin Valley's Strategic Action Proposal
- Implement the Smart Growth principles established in the Valley Blueprint
- Create smart growth tools and principles in the 14 urban cities of SJV
- Interconnect smart growth principles in the 14 cities on a regional basis
- Provide tools and experiences for the 46 rural and 225 unincorporated communities of the Valley
- Maximize current and future federal and state investments in the San Joaquin Valley
- Foster civic engagement and open the planning process to all elements of the community, through the region

Principles

The work of Smart Valley Places and subsequent refinement of the San Joaquin Valley's Regional Plan for Sustainable Development will be built from the regional framework provided by the six initiatives of the California Partnership for the San Joaquin Valley, and the Smart Growth principles of the San Joaquin Valley Blueprint, under the guidance of the HUD-DOT-EPA Livability Principles.

The California Partnership for the San Joaquin Valley was established by Governor Arnold Schwarzenegger in June 2005 through Executive Order to focus attention on one of the most vital, yet challenged regions of the state. Through collaboration on an unprecedented scale, the California Partnership brings together public and private sector experts, leaders and resources from throughout the region committed to the same purpose: sustainable economic development, environmental stewardship and human advocacy. Focused on improving the lives of the 4 million Valley residents, the California Partnership prepared a Strategic Action Proposal in 2006—a 10 year plan for the that is driven by ten work groups: economic development; workforce development and higher education; k-12 education; land use, agriculture and housing; air quality; water quality, supply and reliability; energy; health and human services; advanced communication services and information technology. The Strategic Action Proposal was developed with input from local elected officials, civic leaders, private sector experts, State Legislators, Members of Congress, and the public at large and has served as the framework for action and the foundation for investment to improve the economy prosperity and quality of life for the San Joaquin Valley. Consistent with the founding tenets of the California Partnership, the

Strategic Action Proposal is based on the three E's of Sustainability - social equity, quality environment, and prosperous economy – to drive six major objectives in the region:

1. Grow a Diversified, Globally Competitive Economy Supported by a Highly Skilled Workforce
2. Create a Model PreK-12 Public Education System
3. Implement an Integrated Framework for Sustainable Growth
4. Build a 21st Century Transportation Mobility System
5. Attain Clean Air Standards
6. Develop High-Quality Health and Human Services

The San Joaquin Valley Blueprint is the result of an unprecedented effort to plan for the future of the San Joaquin Valley. Rising to meet the San Joaquin Valley's most pressing issues, the eight Regional Transportation Planning Agencies representing the eight counties within the San Joaquin Valley came together in 2005 to initiate the regional Blueprint with the objective to provide a planning process and products to support long-range planning for the eight counties in the region and compliment the work of the California Partnership for the San Joaquin Valley. The Blueprint planning process began in 2006 with each of the eight Councils of Government preparing separate countywide blueprints, which were then consolidated into a single Valleywide Blueprint. The process included three major phases: 1) Values and Vision; 2) Goals, Objectives, and Performance Measures; and 3) Evaluation of Alternative Growth Scenarios. In Through this process, the Councils of Governments have maintained a rigorous public outreach campaign and have accomplished several major milestones including the adoption of a preferred growth scenario and the following 12 Smart Growth Principles:

1. Create a range of housing opportunities and choices
2. Create walkable neighborhoods
3. Encourage community and stakeholder collaboration
4. Foster distinctive, attractive communities with a strong sense of place
5. Make development decisions predictable, fair, and cost-effective
6. Mix land uses
7. Preserve open space, farmland, natural beauty, and critical environmental areas
8. Provide a variety of transportation choices
9. Strengthen and direct development towards existing communities
10. Take advantage of compact building design
11. Enhance the economic vitality of the region
12. Support actions that encourage environmental resource management

With the creation of the HUD-DOT-EPA Partnership for Sustainable Communities, the San Joaquin Valley was provided with a set of guiding Livability Principles that will not only guide the work of participating federal agencies, but also Smart Valley Places.

1. Provide more transportation choices
2. Promote equitable, affordable housing
3. Enhance economic competitiveness
4. Support existing communities

5. Coordinate policies and leverage investment
6. Value communities and neighborhoods

Structure and Activities

The core activities for Smart Valley Places are organized under three major components: the Compact Cities projects, the Community Leadership Program, and regional stakeholder coordination. To assist with moving each of these components along in a coordinated and integrated manner and to manage the refinement and production of a regional plan for sustainable development, the Smart Valley Places consortium has enlisted the services of The Planning Center to staff the Compact Executive Committee (CEC).

The CEC is the governing body of Smart Valley Places that meets quarterly and is comprised of the City Managers from the 14 Compact Cities, and representatives from the California Partnership, the Community Leadership program, the Regional Policy Council, the Community and Regional Planning Center at Fresno State, and the California Central Valley Economic Development Corporation. This 19 member body holds full oversight authority for program and project implementation, reporting and non-compliance protocol.

Compact Cities Projects

Each of the 14 Compact Cities are of populations of 50,000 or greater and represent the most urban areas of the San Joaquin Valley. This network of cities, formed by compact, is an essential component to implementing smart growth policies at the neighborhood level. Each Compact City is committed to a project or series of projects that embrace the aforementioned guiding principles and contribute to our collective regional effort to demonstrate smart growth in the San Joaquin Valley.

CITY	COUNTY	PROJECT
Stockton	San Joaquin	Climate Action Plan, Implementation, and Related Sustainable Programs
Manteca	San Joaquin	General Plan, Land Use, Conservation & Safety Element Update; Climate Action Plan and Greenhouse Gas Emissions Inventory; Bicycle and Pedestrian Master Plan Update
Lodi	San Joaquin	Climate Action Plan and Implementation; Development Code Update and Implementation; Lower Mokelumne River Watershed Stewardship Plan Implementation
Modesto	Stanislaus	General Plan Amendments to Land Use and Circulation Elements
Turlock	Stanislaus	Comprehensive General Plan Update/EIR; Downtown Design Guidelines and Zoning Regulations Update
Merced	Merced	Form Based Zoning Code
Madera	Madera	Development of Master Infrastructure Plans and Water Management Plan with integrated water reclamation strategies

Clovis	Fresno	Comprehensive General Plan Update
Fresno	Fresno	General Plan, Development Code and MEIR Update and I-PLACE3S GIS Technology
Visalia	Tulare	Community Outreach Newsletter Distribution and Community Workshops as part of General Plan Update
Tulare	Tulare	Transit Oriented Development Project
Porterville	Tulare	Economic Development Strategic Plan Update and develop new Design Standards and Specifications High Density Housing Upzone Program
Hanford	Kings	Downtown East Precise Plan
Delano	Kern	Green Building Program; Healthy Delano and Wellness Element to the General Plan; Sustainable Delano Element to the General Plan

Community Leadership Program

The purpose of the Community Leadership (CL) program for Smart Valley Places is to create a framework for sustained civic engagement, to build technical understanding of Smart Valley Places shared planning principles, and increase the implementation capacity among local leaders, local government staff, area professionals, stakeholder organizations and members of community groups particularly low-income and minority communities. Additional community involvement in decision making, especially by residents who currently do not have the capacity to participate or have been traditionally marginalized, will result in the adoption of more livable and equitable local policies.

The program involves three components aimed at developing the ability of Valley residents to engage as leaders on the issues of climate change, land use, local and regional transportation access, affordable housing, access to healthy foods, access to quality healthcare, education, and jobs, and access to safe and reliable drinking water.

CL Program Partners

- California Coalition for Rural Housing (CCRH) - CL project coordinator
- American Farmland Trust (AFT) - program coordinator for integrated involvement component
- Local Government Commission (LGC) - program coordinator for regional topical workshops & webinars
- Central California Regional Obesity Prevention Program (CCROPP) - program coordinator for leadership development component

CL Program Coordination

California Coalition for Rural Housing is the coordinator of the CL program. In this role, CCRH

oversees the submission of reports and draw requests by each participating organization to the Fresno State Foundation. CCRH will also be the main contact between the Community Leadership Program, the California Partnership, and the Compact Executive Committee.

Implementation Strategy: CCRH serves as the communications hub for all CL partners and is responsible for ensuring that the three program components are aligned with one another as well as with the work being conducted by the Cities. In addition to responsibilities as the Program Coordinator, CCRH offers its expertise and relationships with community-based organizations, local governments, and its member affordable housing developers to participate integrally in the planning and implementation of the Community Leadership Program.

Program Component I: Leadership Development Programs

Purpose: The Leadership Development Programs will provide local residents, specifically minority and historically under represented and marginalized populations, an understanding of the public process and Smart Growth Principles as well as basic skills necessary to engage in local planning processes and communicate with their elected representatives.

Program Design: There will be a total of 8 sub-regional Leadership Development Programs organized by county. Each of the Leadership Development Programs will be guided by an advisory sub-committee made up of city staff, CCROPP, and CCRH. CCROP will act as the regional coordinator for the Leadership Development Programs based on their geographic scope and presence in the Valley; their expertise in administering regional programs of this type; and working with both community members as well as local governments on a range of issues. Each of the 8 sub-regional programs will be unique to the respective county in which it occurs, and may follow the coordinating Smart Valley Places city's project or another relevant project or process in the community. Potential opportunities for resident participation in local planning processes include engagement in council meetings and public outreach/workshops, however it is expected that these opportunities will vary from county to county.

Program Component II: Regional Topical Workshops

Purpose: To build technical understanding and capacity among local leaders, local government staff, area professionals as well as stakeholder organizations and members of community groups that normally do not participate in these types of workshops or discussions. Topics will cover all aspects of a smart valley, from regional cooperation and citizen engagement to water, energy, transportation, land use, and economic development.

Implementation: LGC will be responsible for developing the agenda, identifying and inviting speakers, securing a venue, and travel costs for speakers. Depending on the size of the workshop, a modest registration fee would help cover costs of meals and room rental. Invited participants will include local government officials, city staff, NGO leaders, community groups, area professionals and interested individuals. Low-income stakeholders will receive scholarships to workshops.

Program Component III: Integrated Community Involvement

Purpose: American Farmland Trust has created Groundswell San Joaquin Valley as the only online fact based public education and networking tool, using electronic communication and social networking, to increase civic engagement in land use decision making in the San Joaquin Valley. Its purpose is “to promote land use decisions that encourage the kind of growth and development that strengthens the economy, conserves resources, causes less pollution, demands fewer tax dollars and better serves the region’s diverse population.” This is also the goal of Smart Valley Places.

Regional Stakeholder Coordination

Through the coordinated participation of several regional partners and the services provided by the CEC Coordinator, the Smart Valley Places consortium will help foster and strengthen regional relationships, identify potential new partners, and provide a regional voice in the process to refine a San Joaquin Valley Regional Plan for Sustainable Development.

California Partnership for the San Joaquin Valley

The California Partnership is a public-private initiative created by Governor Schwarzenegger in 2005 to focus on improving the San Joaquin Valley region’s economic vitality and quality of life through the coordinated efforts of ten work groups, bringing together state and local leaders and regional experts from the eight county region. The California Partnership is a unique regional body that serves as a useful tool to break down silos of effort and integrate the region under one umbrella for maximum impact. As a regional partner in the Smart Valley Places consortium, the California Partnership serves as the project coordinator.

Objectives: Efficient coordination of Smart Valley Places activities to form the foundation and strengthen the regional vision and participation necessary among all partners in order to sustain this transformation of the San Joaquin Valley into a more prosperous, healthy and sustainable region.

Activities: As project coordinator, the California Partnership will organize quarterly meetings of the Smart Valley Places consortium and coordinate the engagement of its work groups (Sustainable Planning, Housing, Economic Development, Water, Energy and Air Quality) and other initiatives such as the San Joaquin Valley Rural Development Center and the Small Communities Network. It will also establish and manage the consortium’s governance structure, develop the Smart Valley Places website, and establish internal communication procedures for all partners. The California Partnership will also work closely with the CEC Coordinator to evaluate progress and assist in the regional coordination efforts with unfunded partners such as the Regional Policy Council and the California Central Valley Economic Development Corporation, as well as, new potential partners.

Anticipated Outcomes: Regular and active participation of Compact Cities and other partners in the coordinated activities of Smart Valley Places, most notably the quarterly meetings; Coordination with existing regional efforts in the areas of water, air, economic development,

transportation, housing and energy; Engagement with and connection to smart growth efforts in non-urban areas of the Valley; A useful and effective public website that is both an informative resource for new partners within the region, and as a marketing tool for the progress made throughout the region.

Community and Regional Planning Center

The Community and Regional Planning Center (CRPC) is a project of California State University, Fresno designed to serve as a planning-related knowledge clearinghouse for the San Joaquin Valley region.

Objectives: Develop and deliver technical assistance to cities and communities, addressing issues such as affordable housing, land use planning, zoning, job creating economic development, environmental assessment, and energy conservation. Support planning-related knowledge sharing and innovation through disseminating and testing new ideas for sustainable development and resource conservation in the Valley.

Activities: (1) Develop planning resources database for the Valley; (2) Develop Planning Best Practices Guidebook based on the Valley Blueprint Principles and related publications; (3) Hold two regional planning conferences on Valley planning issues and solutions; (4) Provide on-going technical assistance to Valley Communities through student/faculty service learning and contract services; (5) Distribute annotated summaries of key planning conference meetings, plans, and reports to Valley communities.

Anticipated Outcomes: Valley-wide sharing of best planning practices, consolidation of planning work products from the various cities in one easily accessible location with staff available to provide related information.

The Planning Center | DC&E (CEC Coordinator)

The Planning Center is a resource for public and private sector clients that provides the services and expertise required to envision, plan, and build better, more livable places. Based on a scope of work provided in response to a Request for Proposals/Qualifications, Bill Fulton and Ben Noble (then with DC&E which was acquired by The Planning Center in February 2011), were selected by the CEC to provide the CEC Coordinator services described in the following section.

- Bill Fulton, AICP, serves as Principal-in-Charge of the CEC Coordinator project. Mr. Fulton will over work on all tasks, attend all CEC meetings, facilitate SVP Conventions, and lead efforts to promote coordination and relationship-building in the Valley.
- Ben Noble, Senior Associate, serves as Project Manager for the CEC Coordinator project. Mr. Noble will be responsible for the day-to-day management of the project, as well as, for maintaining regular contact with the Smart Valley Places Leadership team, and attending all project meetings.

Activities: (1) Provide direct staff services to the CEC including organizing a project kick-off meeting with the Smart Valley Places leadership team, weekly project conference calls and the

facilitation of 8 quarterly CEC meetings; (2) Facilitate regional collaboration and cooperation through a series of “conventions” with regional partners and stakeholders, the development and administration of various on-line communication tools, and hosting bi-monthly Compact Cities project meetings; (3) Refine and implement the Regional Plan for Sustainable Development by clarifying regional planning goals and metrics, and prepare a final Smart Valley Places report.

1. **CEC Staff Services:** The CEC Coordinator provides direct staff services to the CEC. As part of these services the Coordinator will facilitate CEC meetings, review and collect program reports from COMPACT Cities, and prepare reports for the CEC.

Activity 1.1 – Kick Off Staff Meeting

The CEC Coordinator will attend a kick-off meeting with the Smart Valley Places leadership team to initiate work on the project, review the overall project purpose, workplan, meeting schedule, products, and how to best work together as an integrated team. This discussion will include a detailed discussion of Compact Cities projects and working groups, the clarification of regional planning goals and metrics including the Valley Blueprint and integration with the San Joaquin Valley Prop 84 planning grant activity being driven by the Regional Policy Council. This discussion will also include how to ensure integration of the CEC Coordinator services with the Community Leadership program.

Activity 1.2 – Weekly Project Conference Call

Weekly conference calls will be held with the CEC Coordinator and the Smart Valley Places Leadership Team to discuss general strategy, coordinate activities of numerous partners, review upcoming tasks, and promote effective communication between the CEC Coordinator and the Smart Valley Places Leadership Team. Bill Fulton and other staff will be available to provide strategic advice to Compact Cities and the Leadership Team on how to best address local concerns with the implementation of smart growth and sustainability goals.

Activity 1.3 – CEC Meetings

The CEC Coordinator will attend eight of the CEC quarterly meetings and provide staff services and materials as needed. Meeting locations will alternate between north, central, and south Valley locations with live internet video feed provided for members unable to travel to the meeting location. These videos will be posted on the Smart Valley Places website along with meeting materials and summary notes. The primary purpose of each meeting is shown in Table 1. In addition to the primary meeting purpose, the CEC will use meetings to:

- Discuss opportunities for coordination and cooperation among Smart Valley Place partners, San Joaquin Valley Prop 84 planning grant recipients, and other organizations active in the Valley.
- Provide feedback on efforts to increase capacity and leadership at the local level as led by the Smart Valley Places Community Leadership Program.

- Inform Smart Valley Places partners of resources available to them through educational and research-oriented organizations, including the Community and Regional Planning Center at Fresno State.
- Provide general strategic direction on Smart Valley Places programs, including additional grant funding opportunities.
- Receive critical information to take back to local staff and elected officials.

TABLE 1 CEC MEETINGS

	APPROXIMATE DATE	PRIMARY MEETING PURPOSE
Meeting #1	May 2011	Review Smart Valley Places objectives and review CEC function and schedule
Meeting #2	July 2011	Receive input on regional planning goals and metrics (see Task 3a)
Meeting #3	October 2011	Provide feedback on six-month COMPACT City progress report
Meeting #4	January 2012	Provide input on future role of Smart Valley Places
Meeting #5	April 2012	Provide feedback on 12-month COMPACT City progress report
Meeting #6	July 2012	Discuss opportunities for expanding partnerships with other organizations planning for the Valley
Meeting #7	October 2012	Discuss future role of CEC
Meeting #8	January 2013	Provide input on key lessons learned from Smart Valley Places program

Activity 1.4 – CEC Staff Reports

The CEC Coordinator will prepare staff reports for all CEC meetings. The general purpose of these reports will be to distill and focus key information needed by the CEC to perform its function. Specific information provided in reports may include:

- Updates on the status of individual Compact City projects.
- Analysis on how Compact City progress is achieving HUD grant objectives.
- Information on the status of the San Joaquin Valley Prop 84 planning grant projects and relationship of these projects to the Smart Valley Places program.

- Updates on activities of the Community Leadership Program and the extent to which the program is achieving its goals.
- Information on opportunities for additional grant funding available to Compact Cities and other Smart Valley Places partners for smart growth projects.
- Information relating to the programs and projects of other agencies and organizations engaged in planning for sustainability in the Valley.

Activity 1.5 – Compact City Quarterly Reports

The CEC Coordinator will collect and review quarterly reports and associated invoices for each Compact City project for submission to HUD. Review of the quarterly reports will focus on substantive issues of good urban planning, including the extent to which projects advance regional planning goals for sustainability, as well as, the extent to which projects have meaningfully engaged a broad cross section of the public, including groups that have historically been excluded from the planning process, and the extent to which projects promote social justice goals. The CEC Coordinator will participate in eight conference calls with the Smart Valley Places Leadership Team to discuss the key findings and will identify best practices and innovative strategies that Compact Cities may wish to consider as part of their projects, particularly strategies that other Smart Valley Places partners are incorporating into their planning work. The CEC Coordinator will participate with follow up conversations with Compact Cities to discuss the findings as needed.

2. **Compact Cities Coordination:** The CEC Coordinator will facilitate a process by which Smart Valley Places partners can share information as part of a coordinated and integrated effort to implement a Regional Plan for Sustainable Development. This process is designed to encourage innovation, build relationships, promote efficiencies, and establish Smart Valley Places as a leader for positive change in the Valley. All workshops, meetings, and services provided as part of this task will be carefully coordinated with the activities of the Smart Valley Places Community Leadership Program.

Activity 2.1 – Smart Valley Places Conventions

The CEC Coordinator will facilitate three “Smart Valley Places Conventions” to allow for all Smart Valley Places partners and other interested organizations to exchange information, build relationships, generate enthusiasm, and work together to implement the Regional Plan for Sustainable Development. It is anticipated that the following groups will participate in the Conventions:

- Compact City staff, elected and appointed officials
- Consultants for Compact City grant-funded projects
- CEC Members
- California Partnership for the San Joaquin Valley
- San Joaquin Valley Regional Policy Council

- Fresno State
- Community and Regional Planning Center
- California Central Valley Economic Development Corporation
- Smart Valley Places Community Leadership Program partners, including the California Coalition for Rural Housing, the Local Government Commission, the Central California Obesity Prevention Program, and the American Farmland Trust
- Valley Metropolitan Planning Organizations
- Valley counties
- Other Valley cities outside of the Smart Valley Places consortium
- Policy Link
- Non-profit organizations involved in planning for sustainability in the Valley
- Interested State and federal agencies
- Interested private sector entities

Conventions will alternate between north, central, and south Valley locations. SVP Conventions will occur over a whole day and will include the following:

- Morning coffee and light breakfast networking session
- Keynote address by a leading figure in the Valley
- Break-out work sessions devoted to specific topics
- Afternoon coffee and snack networking session
- Closing remarks by a leading figure in the Valley

Convention #1 – StartUp

The first convention is targeted for the spring of 2011. The purpose of this event will be to:

- Clearly identify all the partners involved in the Smart Valley Places program.
- Describe resources available to Compact Cities through the Smart Valley Places program.
- Describe the individual Compact City projects.
- Describe regional planning goals and metrics to evaluate success.
- Review methods to facilitate broad public involvement in the planning process.
- Allow for a group discussion of key issues and opportunities associated with this process.

Convention #2 – Midflight CheckIn

The second convention is targeted for the winter of 2011. The purpose of this event will be to:

- Provide updates on the status of individual Compact City projects.

- Share key lessons learned and best practices from individual Compact City projects, including techniques for effective public participation.
- Receive feedback on the value of resources available to Compact Cities through the Smart Valley Places program.
- Discuss the regional planning goals and metrics and their applicability to Compact City projects.
- Expand opportunities for partnerships within and outside of the Smart Valley Places program.

Convention #3 – Lessons Learned

The third convention is targeted for winter of 2012. The purpose of this event will be to:

- Provide reports on the completion of individual Compact City projects.
- Identify additional key lessons learned and best practices from individual Compact City projects.
- Describe how the Smart Valley Places Community Leadership Program has achieved its goals.
- Discuss how individual Compact City projects fit together in an integrated manner to implement the regional planning goals.
- Receive feedback on ways that Smart Valley Places can continue to support Compact Cities after the completion of grant-funded projects.
- Describe future planned projects coordinated by Smart Valley Places.
- Discuss opportunities for further cooperation of cities, agencies, and other partners to promote planning excellence within the Valley.

Activity 2.2 – Online Communication Tools

Smart Valley Places Website – The CEC Coordinator will administer a public website for the Smart Valley Places project created by Fresno State. The website will function as a central repository of resources available to assist Compact Cities. The website will be a central source of information on project meetings, products, and materials. The website will also include links to other agencies and organizations involved in implementing sustainability principles in the Valley. The website will be carefully integrated with the *Groundswell* online public education and networking tool to be provided by the American Farmland Trust.

The Smart Valley Places website will also provide a link to the Valley Blueprint website toolkit, which will identify and describe specific sustainability implementation best practices relevant to individual Compact City projects. The CEC Coordinator will work with Valley Blueprint staff to add best practice information throughout the duration of the project. This approach seeks to eliminate redundancy with Valley Blueprint efforts and increase coordination and communication among regional planning efforts in the Valley. This approach will also help to increase comfort levels with the Valley Blueprint among cities which may not have fully bought into the Blueprint results.

Smart Valley Places Listserv – The CEC Coordinator will establish and moderate a Listserv to facilitate the sharing of information between Smart Valley Places partners. It is expected that the Listserv will be used primarily by Compact Cities to ask questions and share information about their individual projects. For example, a Compact City may post a question about successful downtown parking management programs in other cities, or may share a success story relating to engaging minority communities in a planning project. The CEC Coordinator will moderate the Listserv to ensure that the Listserv remains an effective communication tool.

Activity 2.3 – Compact Cities Project Meetings

The CEC Coordinator will facilitate bi-monthly meetings at which Compact Cities can meet to discuss their individual projects. These meetings will allow Compact Cities to learn about other City projects, share tools and techniques, coordinate and integrate efforts, realize efficiencies, and develop new ideas and approaches. Consultants for Compact City projects, in addition to City staff, will be encouraged to attend.

Each project meeting will primarily focus on a specific topic relevant to Compact City projects. Examples of the types of topics to address at these project meetings include the following:

- Conducting effective public outreach strategies, particularly relating to engaging community groups that have historically been excluded from the planning process.
- Utilizing form-based principles as part of development regulations.
- Refining assumptions for greenhouse gas emissions inventories.
- Preparing a build-out analysis for an updated General Plan land use element.
- Capitalizing on high speed rail in your community.
- Preparing adaptation strategies for climate change.
- Developing Incentives for water and energy efficiency.

A live Internet video feed of each meeting for CEC members unable to travel to the meeting location will be posted onto the project website along with all meeting materials and summary notes.

Outside experts will also be invited to attend and participate in the project meetings. For example, a panel of experts on economic development in the Valley will be convened to discuss downtown revitalization strategies, and perhaps bring together water policy experts to discuss cutting edge techniques to promote water efficiency. Involving outside experts in project meetings will provide Compact Cities with valuable information and will increase communication and coordination among organizations addressing sustainability in the Valley.

3. Implement the Regional Plan for Sustainable Development

The CEC Coordinator will clarify regional planning goals and metrics, evaluate Compact City progress, and prepare a final report documenting project achievements. Mechanisms for implementation will be identified/developed through the processes of activities listed in section 3.1 below.

Activity 3.1 – Clarify Regional Planning Goals and Metrics

The CEC Coordinator will work with Smart Valley Places partners to clarify the regional planning goals to be achieved through the Smart Valley Places process as well as, identify and address barriers to achieving these goals in the region. This process will begin with a review with the Leadership Team the following components of the Valley's Regional Plan for Sustainable Development as identified in the HUD Sustainable Communities grant application:

- The San Joaquin Valley Blueprint adopted Smart Growth Principles
- The Strategic Action Proposal of the California Partnership of the San Joaquin Valley
- The HUD-EPA-DOT Livability Principles.

The CEC Coordinator will work with Smart Valley Places partners to define clear goals and develop metrics to evaluate individual Compact City projects. Bill Fulton and Ben Noble will attend a meeting with the Smart Valley Places Leadership Team to discuss these goals and metrics, which will be carefully aligned with HUD grant Rating Factor 5 form. Among other topics, goals and metrics will address the involvement of historically marginalized groups into the local planning process.

Activity 3.2 – Evaluate Compact City Progress

The CEC Coordinator will evaluate Compact City progress at three points: 6-months, 12-months, and 24-months into the process. For each reporting period, a report will be prepared that describes Compact City progress towards achieving regional planning goals. The CEC Coordinator will evaluate each local project using metrics established which will be aligned with the measures of progress identified in the Rating Factor 5 form. A standardized form will be used to evaluate each Compact City project, and will provide explanations for findings that a project is not adequately achieving established regional planning goals.

Activity 3.3 – Prepare Final Report

The CEC Coordinator will prepare a final Smart Valley Places Report. The purpose of the report will be to:

- Describe how the Compact City projects successfully implement the Valley's Regional Plan for Sustainable Development.
- Identify specific planning implementation tools that can be replicated in other communities in the San Joaquin Valley.

- Highlight particularly innovative projects that can serve as a model throughout California and across the nation.
- Describe how the Smart Valley Places consortium has expanded the capacity for local community leadership and advanced social justice goals.
- Describe the value provided from educational and research-oriented organizations, including the Community and Regional Planning Center at Fresno State, the Office of Community Economic Development (OCED), and the California State University, Fresno Foundation.
- Describe the relationship of the Compact City projects with the San Joaquin Valley Prop 84 planning grant program.
- Direct readers to more detailed information on the Smart Valley Places website.
- Promote interest and enthusiasm for continued regional planning through the Smart Valley Places framework.

The final Report will be an engaging and highly graphic color document commensurate with the importance of the Smart Valley Places project. The Report will generate interest and maintain enthusiasm for continued cooperation among Smart Valley Places partners and other stakeholders.

San Joaquin Valley Regional Policy Council

The Regional Policy Council (RPC) is an interregional policy body with representation from each of the Valley's eight counties, specifically consisting of two elected officials and one alternate appointed from each of the eight regional planning agency policy boards (councils of government) in the San Joaquin Valley. The RPC is a regional partner for the regional coordination component of Smart Valley Places to help facilitate the implementation of the Valley Blueprint and other regional planning projects, including coordination with the region's Proposition 84 Sustainable Communities Grant.

The San Joaquin Valley Regional Policy Council is leading the region's activities funded through a \$1,000,000 Proposition 84 grant to assist the smaller communities (under 50,000 population) to move toward implementation of the Blueprint and address California State Senate Bill 375. A key focus of this program of activities is to work with Valley cities and counties to update their general plans to address: climate change; reduce greenhouse gas emissions; promote sustainability, public health, equity, resource conservation, and energy/water efficiency; increase infill, compact development, and housing affordability; revitalize urban and community centers; reduce automobile use; improve air and water quality; improve infrastructure systems; and strengthen local economies. A related objective is to design a regional "greenprint" for the conservation, improvement, and management of rural lands and urban green space.

Activities: The RPC is an unfunded partner of Smart Valley Places but is a voting member of the Smart Valley Places governing body (CEC) and will therefore be involved in the oversight of all Smart Valley Places activities. The RPC is the originating body of the Valley Blueprint and will remain the lead agency on its integration into the Regional Plan for Sustainable Development, and its implementation throughout the region. As part of this process, the RPC developed and

maintains the Blueprint Toolkit, a dynamic online comprehensive resource of California planning law and case studies, templates and other resource materials. The Toolkit is intended to meet the broad range of planning needs of communities throughout the Valley and facilitate positive change through sound, sustainable planning. It is also the lead agency for a \$1 million Prop 84 planning grant intended to serve the non-urban areas of the San Joaquin Valley.

Outcomes: Enhanced coordination of regional planning efforts with the Valley's Councils of Governments; Increased support for the Valley Blueprint throughout the region; Engagement with and connection to Proposition 84 activities; Resource and information sharing vis-à-vis the Blueprint Toolkit.

California Central Valley Economic Development Corporation

The California Central Valley Economic Development Corporation (CCVEDC) is a regional marketing group whose mission is to promote job creation in the eight counties of the San Joaquin Valley. The CCVEDC provides businesses with the resources necessary when evaluating, planning and implementing a site location/expansion in the region. The Board of Directors is comprised of representatives from each of the eight Economic Development Corporations in the Valley, along with a representative from Pacific Gas & Electric Co. The CCVEDC is a regional partner in Smart Valley Places, representing the region's economic development efforts and opportunities.

Activities: The CCVEDC is an unfunded partner of Smart Valley Places but is a voting member of the Smart Valley Places governing body (CEC) and will therefore be involved in the oversight of all Smart Valley Places activities.

Outcomes: Enhanced regional coordination of public and private sector stakeholders; Increased coordination between economic development and land use planning throughout the Valley; Business attraction and expansion efforts targeted to the targeted industry clusters continually evaluated by the California Partnership and other policy generating entities throughout the 8 county region; Close coordination with the workforce system throughout the Valley to develop the workforce in the identified targeted industries, including businesses that support smart growth principles.