



Task Force Meeting Synopsis November 13, 2007

Task Force Members Present*:

Co-Chair Shirley Lewis, Co-Chair Sam Liccardo, Vice Chair David Pandori, Jackie Adams, Teresa Alvarado, Shiloh Ballard, Michele Beasley, Beverley Bryant, Frank Chavez, Judy Chirco, Yolanda Cruz, Pastor Oscar Dace, Harvey Darnell, Pat Dando, Dave Fadness, Enrique Fernandez, Phaedra Ellis-Lampkins, Leslee Hamilton, Sam Ho, Dan Hoang, Nancy Ianni, Lisa Jensen, Frank Jesse, Matt Kamkar, Charles Lauer, Karl Lee, Linda LeZotte, Pierluigi Oliverio, Dick Santos, Patricia Sausedo, Erik Schoennauer, Neil Struthers, Alofa Talivaa, Michael Van Every, and Jim Zito

Task Force Members Absent

Gary Chronert and Judy Stabile

City Staff and Other Public Agencies Present*:

Michael Brilliot (PBCE), Justina Chang (PBCE), Roma Dawson (Councilmember Liccardo's office), Jessica Garcia-Kohl (Mayor's office), Peter Hamilton (Councilmember Chirco's office), Joseph Horwedel (PBCE), Stan Ketchum (PBCE), Hadasa Lev (PBCE), John Poindexter (PBCE), Laurel Prevetti (PBCE), John Stufflebean (ESD), Ru Weerakoon (Mayor's office)

*As verified by registering attendance on Sign-In Sheets.

1. Welcome and review of agenda

The meeting convened at 6:34 p.m. Co-Chair Sam Liccardo welcomed the Task Force members to the group's third meeting.

2. Review and approval of Minutes from October 9, 2007 meeting

Correction was requested that Pastor Oscar Dace's name appear in the Task Force Members present section; that Cary Chien and Scarlett Li Lam be moved to the City Staff and Other Public Agencies Present section; and that Roma Dawson be added as staff present. Minutes, as revised, were approved unanimously.

3. Green Vision

3a. Introduction to the Green Vision – Mayor Chuck Reed

Mayor Reed addressed the Task Force regarding the Green Vision adopted by City Council on October 30, 2007. The Vision contains 10 long-term goals which layout the roadmap of how the City will meet its commitment to the Climate Protection Agreement and the U.N. Urban Environmental Accords. In working toward the attainment of these goals, San Jose will become the world center and leader in innovative and clean, green technologies. Mayor Reed stated that San Jose was the perfect city to do the research and development work necessary to advance these technologies.

Mayor Reed explained that the strategies to accomplish San Jose's Green Vision will require collaboration with many other entities including the private sector, other public agencies, and the County, State and Federal governments. Implementation of the Vision will allow San Jose to continue to grow while demonstrating how deploying clean, green technology is fiscally responsible.

For more information on the San Jose Green Vision, including its 10 goals, refer to copies of the document entitled "San Jose's Green Vision." This document is included in the Task Force Meeting packet.

Mayor Reed acknowledged the Green Vision was ambitious. However, he noted that we have 15 years to accomplish its goals. He voiced his confidence and optimism in San Jose's ability to rise to the challenge of the Vision.

3.b. Overview of the Green Vision – Environmental Services Department

Taken out of order.

John Stuffelbean, Director of Environmental Services Department (ESD) discussed the correlation between the Green Vision and the goals and direction of the Environmental Services Department. He said that one of ESD's responsibilities is overseeing the utility management for the City. These utilities include the sewer system, water utility, watershed management, and the waste management system. He said that the protection of the city's watershed is an important issue that will need to be addressed in Envision San Jose 2040. He also said that having a "smart growth" General Plan is the most important thing a city can do to become sustainable.

Mr. Stuffelbean then discussed the Urban and Environmental Accords and how they closely correlate to the Mayor's Green Vision. He ended by saying that he is looking forward to the opportunity to work with the Task Force on the development of the Envision San Jose 2040 General Plan.

3.c. Connecting the Green Vision to the General Plan – Planning Staff

Stan Ketchum, Principal Planner, provided insight on how the Mayor's Green Vision and the San Jose 2020 General Plan are closely connected, with both encompassing the

very strategic goal of sustainability. A sustainable city is defined as one designed, constructed and operated to minimize waste, efficiently use its natural resources, and manage and conserve resources for the use of the present and future generations. The Envision San Jose 2040 General Plan will even more strongly emphasize sustainability and it will be intricately woven throughout the Plan. Mr. Ketchum briefly reviewed the City Policies that support sustainability contained in the current General Plan: Greenline/Urban Growth Boundary; Urban Services Area and Natural Resources; Growth Management and Land Use; Green Building and Site Design; Water Resources; and Air Quality.

Michael Brilliot, Senior Planner, discussed how Envision San Jose 2040 will support the Mayor's Green Vision. He indicated one of the roles of the Envision San Jose 2040 process will be to develop policies and strategies to implement the goals of the Green Vision. He also noted that one of the Green Vision Goals is to develop a General Plan with measurable standards for green development. This is one of the tasks before the Task Force. He then discussed how Envision San Jose 2040 will need to look beyond the 2022 goals of the Green Vision and include a vision, goals and policies for the next 20 to 30 years. Key sustainability topics that will need to be addressed in Envision San Jose 2040 include energy, waste management, green building, transportation, water, biological resources/habitat protection, and open space.

The pattern and design of San Jose's urban development is another important element of a sustainable city. Mr. Brilliot gave particular emphasis to this topic, indicating it is often one that is overlooked but one which has a significant impact. He said that over 40% of green house gas emissions come from motor vehicles. He noted that the density, design and land use integration of a community can significantly influence how much people drive motor vehicles and therefore the amount of green house gasses emitted by a community. He compared Japantown and the Santa Teresa area of San Jose and showed the difference in motor vehicle related carbon emission per household. Japantown produces significantly less emissions. This is directly attributable to the land use of the two areas. The Santa Teresa area shown is almost entirely low density single family homes, farther from employment and significant commercial areas. Japantown is an example of successful mixing of commercial, residential and civic land uses which allows the residents to be less reliant on their cars for daily activities. This type of more urban density and land use fabric is imperative to simultaneously promote efficient land use, sustainability, and global warming reduction.

Mr. Brilliot concluded his remarks saying a successful integrated land use plan will make walking and bicycling more viable, promote use of public transportation, encourage reduction in the number and length of car trips, reduce greenhouse gas emissions, reduce energy use, and promote public health.

3.d Task Force Discussion of Green Vision

Co-Chair Liccardo invited comments from members of the Task Force. Responses included the following:

- Question was raised as to when San Jose decided to have a development pattern that allowed sprawl and segregated commercial and residential use, and why other large cities have been able to maintain a more mixed use pattern of land use. Further, what are the barriers to returning to a mixed land use.

Planning, Building and Code Enforcement Director, Joseph Horwedel, explained today's well contained urban cities were built before the advent of the car; San Jose grew during the age of the car and this allowed for sprawl, which at the time was considered good planning nationwide. Other cities that developed during this era are facing the same problem of how to retrofit suburbia. The answer lies in better blending the land uses. The obstacle is a population that is accustomed to living with this type of land use. The solution is educating the community about the value and necessity of mixed land use. There are opportunities throughout San Jose to increase density and mixed use. We need to educate the public to the importance of the change and encourage their acceptance of it. Another crucial element in this change is the community's willingness to accept and use public transit.

- Mention was made that policy language is directed toward levels of service as it relates to automobile travel, illustrated by such language as extending roadways and parking. Increasing the level of service in this way is counterproductive. The service level should be increased to pedestrian traffic and public transportation. This will connect the General Plan to the Mayor's Green Vision.
- In addition to land use, request was made that public health be considered as part of a green and sustainable community, with attention given not only to healthy living but medical facility closures and health planning.
- The development of quality jobs to support a middle class city merits close attention in the General Plan process.
- One Task Force member indicated lack of population density was the root of most of the problems needing solving. Increasing residential and job density will help create the community we want to have. Request was made for data that would help in formulating the population density required to sustain the economic reality.
- Another member acknowledged the importance of mixed land use density but indicated that, while we are increasing density, it is important to protect the historic resources and identity of San Jose.

- Recommendation was made that everything that is included in the General Plan Update should be sustainable. San Jose must promote multi-modal transportation, whether pedestrian, bike, car, bus, light rail, or shuttle. Source reduction or “conspicuous consumption” was also brought up as an issue of concern. LEED Certification for construction was also identified as an integral strategy necessary to comply with the Green Vision.
- Question was raised regarding the organization of the General Plan. Staff indicated they would be working with the Task Force to determine what organizational themes make the most sense. The intent is for the General Plan to be very user friendly.

4. Envision San Jose 2040 Visioning Process

4.a. Review of Community Visioning Workshop Results

Stan Ketchum called attention to various informational packets and sheets included with the Agenda that supported the visioning process. He gave a brief overview of the process of gathering data for the vision to date and requested the group identify anything that had not yet been presented. He indicated that a draft vision statement would be developed by staff and provided to the Task Force for next month’s meeting. He reviewed the information garnered from the recent Community Visioning Workshop, as well as the Task Force brainstorm work and previous community outreach, and highlighted the main theme areas to include: Unique Community Character; Strong Neighborhoods; Diversity and Social Equity; Innovative Economy; Vibrant Art and Culture; Excellent Education System; Environmental Leadership; Smart and Sustainable Growth; Quality Transportation; and Quality Facilities and Services.

Mr. Ketchum posed four questions to the Task Force members:

1. Are all of the components of the vision represented?
2. Does a multi-faceted vision represent the Community’s vision input?
3. What do you think are the most important components for a vision statement?
4. What vision “words or phrases” should we use?

4.b. Continuation of Task Force Visioning discussion

Co-Chair Liccardo requested input from the Task Force members on issues they felt were missing from the Vision. Responses included:

- Elevate the idea of partnerships. We have a tremendous amount of talent in the resource of San Jose’s people, whether residents, civil servants, businesses or developers. We need to work together to solve the problems.

- We need to recognize that we are not working in a vacuum. The General Plan should not just encompass San Jose. The problems do not stop at our borders. We need to look at ourselves as one component in a region. We must have a regional perspective.
- What is missing is the interconnectedness of all these issues. It seems like each one is separate. It is not concise enough. I want a big vision but I want to be able to organize it so it is measurable and achievable.
- The environmental and green components must also be connected to the human resource component. The middle class is missing from San Jose. What are we doing to create the middle economy which is really going to drive the economy in our area?
- It is important that we consider the efficiency of using our current infrastructure and current resources before we build more. Are we using what we have to its fullest?
- We need to emphasize that we respect the historical parts of the city, that we are the oldest city in California, and we need to find a way to capitalize on that historic nature. Perhaps create a tourist industry around it.

Co-Chair also requested that each Task Force member identify what they saw as the single most important idea or component of the vision. Responses included:

- We have a huge challenge ahead of us with growth and environment concerns. We need to worry about what is ahead of us. The current plan is severely broken. We need to tear it up and start from square one so we're not in the same position 30 years from now. This plan has to make very different choices. We have to drastically rethink this plan.
- We need to achieve a balance between jobs and housing. This is important to keep people of different age groups here and to attract more people to the city.
- The center piece of the Plan has to be the environment and natural resources. We cannot develop a plan that does not respect limited and valuable natural resources. It must be built from the environment up.
- It's about the quality of life, which encompasses the environment and sustainability. Multiple classes and races of people.

- We need to merge land use and transportation. Match future investments in transportation with what we are investing in housing and commercial development.
- Preservation of our environment and resources. Incorporating our history and present vision as we move forward into the future.
- Merging environmental and human resources as we go forward.
- Acknowledging that San Jose is a gigantic suburb with areas that should be protected, whether they are old or new, and that they continue to be distinct.
- San Jose embodies the energy and vitality of its unique human, natural, and economic resources.
- We are multifaceted, which is the challenge. We need to think outside of the box. We need regional solutions with regional cooperation.
- Everything is interconnected, but I would identify the economy as the most important. If we develop economic solutions, then the other things will fall in place.
- Jobs, housing, commercial balance. Walkable, bike-friendly communities which will reduce the greenhouse gas emissions while still looking at the existing resources.
- Environmental protection, equality, land development, protection of rivers and resources.
- We should be able to say our city exemplifies “smart growth.” We need to bring services and people together and expand the sustainability element of the plan. And the plan must have measurable goals.
- To address climate change and an aging population, this plan needs to focus on smart infill, growing up and not out, supported by a reliable and robust transportation system that is interconnected and pedestrian friendly.
- The most important thing is to have a strong economy to drive everything else.
- Fiscal sustainability will solve all the other problems.

- To enhance our community, we should focus our resources on education.
- Green and walkable...with many layers.
- Quality of life and lifestyle. Incorporating jobs, economy, environment, family, religion, all those things that affect our quality of lifestyle.
- Educating our citizens that green is the way to go and to teach the younger generation to opt for that way of life.
- Jobs within walking distance. Affordable housing. Education. Don't give me the fish, show me how to catch my own.
- Economy – don't build what you can't pay for. Education.
- We are building a city, not a suburb. Build a middle class city.
- Adequate intensification of land use to achieve all of our goals, especially an enlarged city center.
- Innovative, diverse, flexible economy.
- Economy, Education, Environment
- All of these elements need the umbrella of a good economy, and under that strong neighborhoods that embrace education.
- Sustainability of resources. Quality of life. Fiscal accountability and incentive based programs.
- All ages and races living together in harmony. Jobs and housing. First class educational system.
- Creation of quality jobs.
- Sustainable environment, economy, community. People who relate to each other and are actively engaged.
- Livable City. Strong Economy, Clean environment. Exciting. Attractive.
- Sustainable. Equity. Economy.

5. Task Force Procedural Items

Stan Ketchum reviewed the process for submitting correspondence or handouts from the public or Task Force members. He then discussed how this information would be distributed to the Task Force members. The meeting schedule for 2008 was discussed. In 2008 all Task Force meetings will occur on the fourth Monday of the month, except for Memorial Day which will need to be rescheduled. Request was made for all Task Force members to submit their biographies.

6. Public Comment

- Request was made that consideration be given to starting and ending the Task Force meetings earlier.
- Request was made that the Agenda and backup information be available in hard copy at the library.
- Request was made that ABAG projections information be provided as indicated at a previous meeting.
- A San Jose resident spoke and provided his input on ideas for the General Plan goals. Ideas included synchronizing traffic lights throughout the city; expansion of light rail; deep water port and harbor at Alviso; tourism; congestion caused by sports teams; and desalination of salt water.

7. Adjourn

The meeting was adjourned at 8:55 p.m.

Next Task Force Meeting is scheduled for Monday, December 17, 2007, at 6:30 p.m.