

# Smart Valley Places: Taking Advantage of the Great Reset

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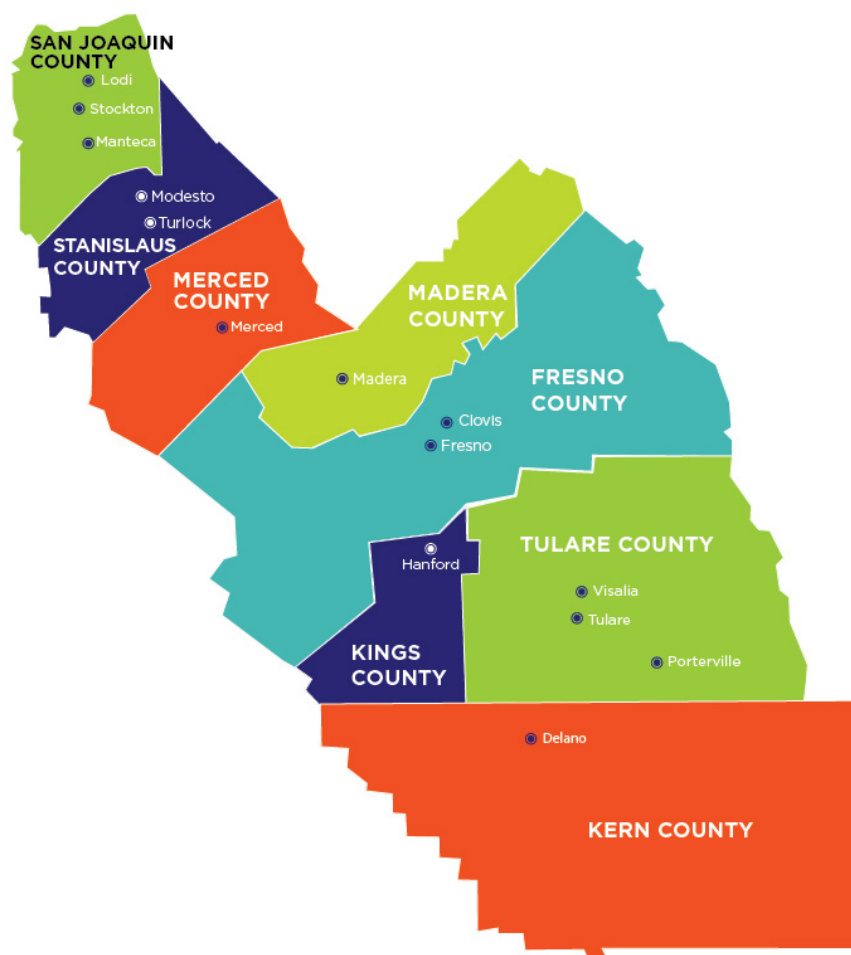


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## Smart Planning for a new San Joaquin Valley

Collaboration to develop a regional plan for sustainable development to guide the implementation of smart growth principles in our Valley communities for years to come.



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## Geography

- 8 counties, 62 cities , **4 million people**, 25,000 sq miles
- Larger than 10 states, more populous than 24 states
- **Population** expected to double in the next 30 years

## Economy

- Recognized by Congress in 2005 as one of the most **economically distressed** regions in the country
- **Unemployment rate is over 18%**, significantly higher than the state and national averages of 13% and 9%, respectively



## Environment

- Extreme non-attainment areas for a number of **air pollutants**
- **Water quality and quantity** impacted by a growing demand, reduced supply and multi-year droughts resulting in an increase in groundwater overdraft and fallowing ag land

## Poverty

- Average family **income is 35% lower** than state average
- **Poverty rate of 25%**; among the top three highest poverty rates in the nation
- **Access to healthcare** is 31% lower than state average



## Housing

- **Overbuilt** during the housing boom of early 2000s
- Since the crash of 2008, homes have **lost 50% or more of their value**
- **Foreclosure rates** consistently above **13%** with four counties consistently ranking among the top five highest rates in the country
- The region includes the 2<sup>nd</sup> (Stockton), 3<sup>rd</sup> (Bakersfield), 4<sup>th</sup> (Modesto), and 6<sup>th</sup> (Merced) **highest foreclosure rates in the country**



## **Smart Valley Places is a roadmap to creating more...**

- transportation choices
- equitable-affordable housing
- economic competitiveness
- healthier, safe, walkable neighborhoods
- sustained civic engagement

**...in the San Joaquin Valley,**

**CA**



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## **Builds on:**

- Six initiatives of California Partnership for the San Joaquin Valley
- San Joaquin Valley Regional Blueprint and its smart growth principles
- Livability Principles of the Federal Partnership for Sustainable Communities (HUD-DOT-EPA)



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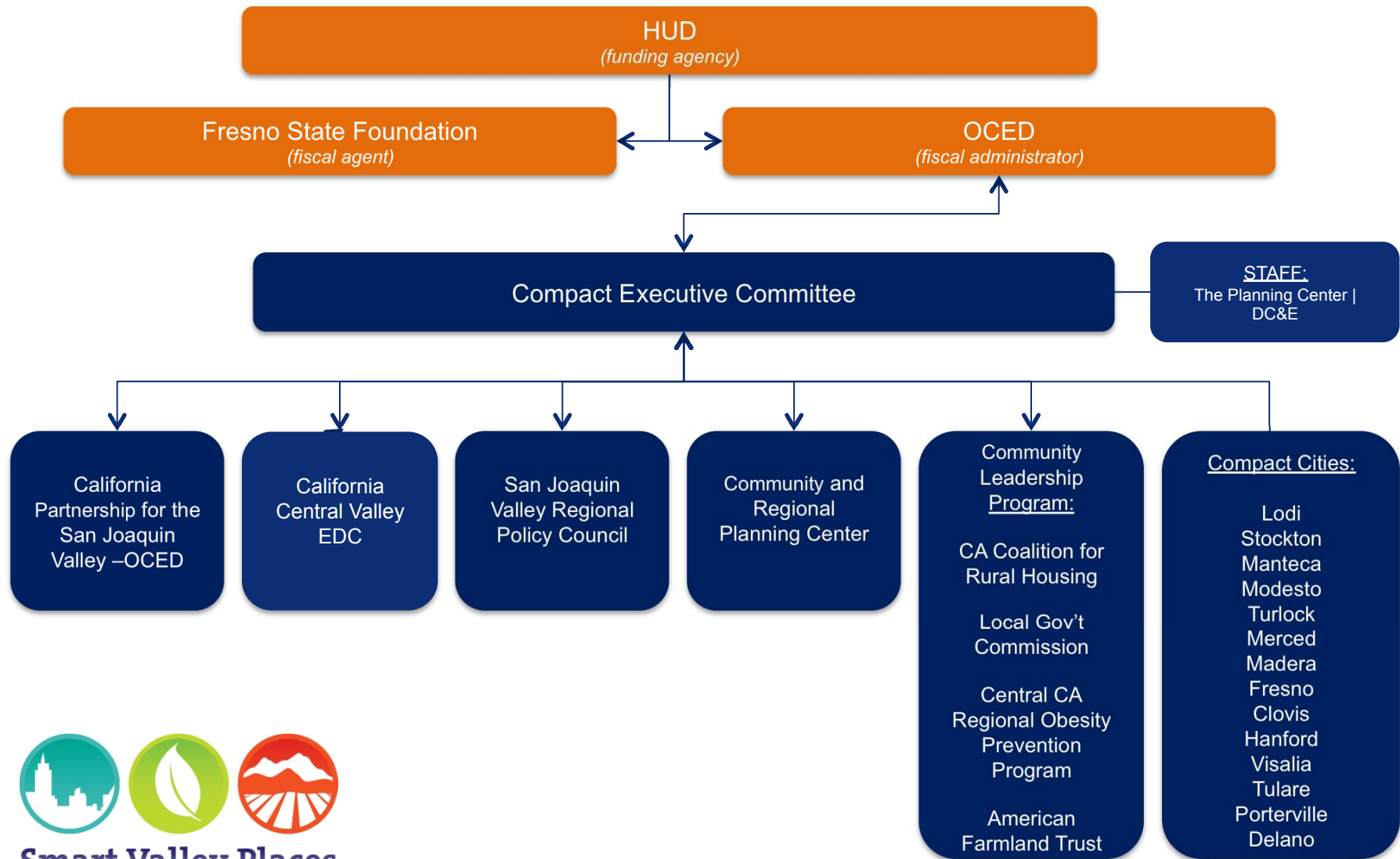
## Driven by a regional consortium:

- 14 urban cities from the eight-county region
  - Lodi, Manteca, Stockton, Modesto, Turlock, Merced, Madera, Clovis, Fresno, Hanford, Visalia, Tulare, Porterville and Delano
- Broad range of regional partners
  - California Partnership for the San Joaquin Valley
  - Four regional nonprofits: California Coalition for Rural Housing, Central California Regional Obesity Prevention Program, Local Government Commission and American Farmland Trust
  - California Central Valley Economic Development Corporation
  - San Joaquin Valley Regional Policy Council





# Smart Valley Places Consortium



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# Smart Growth-The Great Reset Fiscal Reality and Challenges

## Local Government Perspective

### Synopsis-

- Smart growth, there are no disagreements about the long term benefits to the environment, creating healthier communities and providing more affordable housing options. But how are the fiscal challenges currently facing cities going to impact the implementation of smart growth principles and how does smart growth contribute to fiscal sustainability of the local government. Consideration of local government's current fiscal condition should be considered when implementing a growth model, smart or otherwise, or the full benefits of smart growth may not be fully realized.
- Smart Valley Places help facilitate valley communities to come together and share knowledge and resources in order to address and correct the many problems that have plagued the area for many years, including fiscal sustainability, in order to prepare for a brighter future in the valley.



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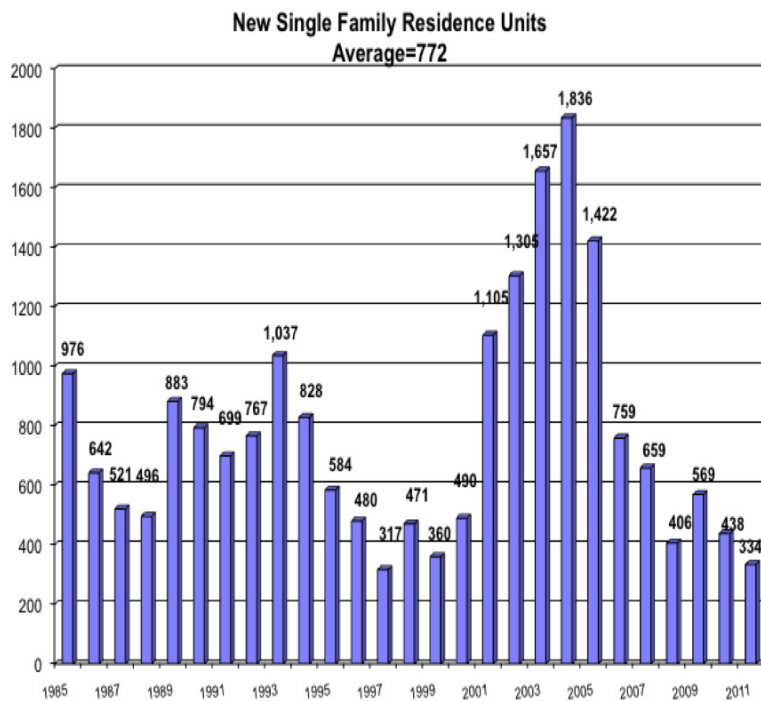
# Fresno County



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# The Calm before the Storm 2002-2007



<b>City of Clovis General Fund</b>		
	<b>2007-8</b>	<b>2010-11</b>
<b>Population</b>	<b>92,269</b>	<b>95,480</b>
<b>Total General Fund Revenue</b>	<b>\$55,095,000</b>	<b>\$51,762,000</b>
<b>Property Tax</b>	<b>\$10,471,000</b>	<b>\$9,360,000</b>
<b>Sales Tax</b>	<b>\$14,267,000</b>	<b>\$13,100,000</b>
<b>Sworn Police Officers</b>	<b>116</b>	<b>96</b>
<b>Firefighters</b>	<b>68</b>	<b>57</b>
<b>Park Field Employees</b>	<b>30</b>	<b>24</b>



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# City Revenues

- Cities Fund Core Services primarily through Taxes, Sales and Property Taxes
  - Prior to 2008 development was booming
  - Property values Increasing
  - Houses were like ATM's
- Fiscalization of land Use
- Cities Gave Raises and Increased Benefits
- New Programs Started



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# The Storm: Economic Challenges for Cities

- Thursday, Apr. 09, 2009  
**City layoff picture becomes clearer**  
**Street, traffic cuts touch manager (Modesto Bee)**
- **Stockton: We're No Vallejo, But ...**  
*Chap. 9 Talk Dogs Debt-Laden City*
- **County parks poised for layoffs, center closures**  
JAMES BURGER, Bakersfield, CA staff writer  
| Thursday, Jun 02 2011 10:00 PM
- Thursday, Apr. 14, 2011  
**64 Merced city employees get layoff notices**



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# Stockton, CA



Forbes.Com, March 16, 2011

Unemployment Rate: 18%

Mortgages 90+ Days delinquent: 7.78%

12 month Home Price Forecast: 1% decrease

2011 Job Growth .54% increase



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# Maslow's Pyramid

Self-actualization

morality,  
creativity,  
spontaneity,  
problem solving,  
lack of prejudice,  
acceptance of facts

Esteem

self-esteem  
confidence, achievement,  
respect of others, respect by others

Love/Belonging

friendship, family, sexual intimacy

Safety

security of body, of employment, of resources,  
of morality, of the family, of health, of property

Physiological

breathing, food, water, sex, sleep, homeostasis, excretion



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# City Services: Economic

**Self-Actualization/Community Pride**

Community Events  
Social Services  
Senior Services

**Esteem**

Recreation  
Economic Development

**Community Appearance**

Street Maintenance  
Park Maintenance  
Planning

**Safety/Core Services**

Police, Fire, Building Inspection

**Basic Needs**

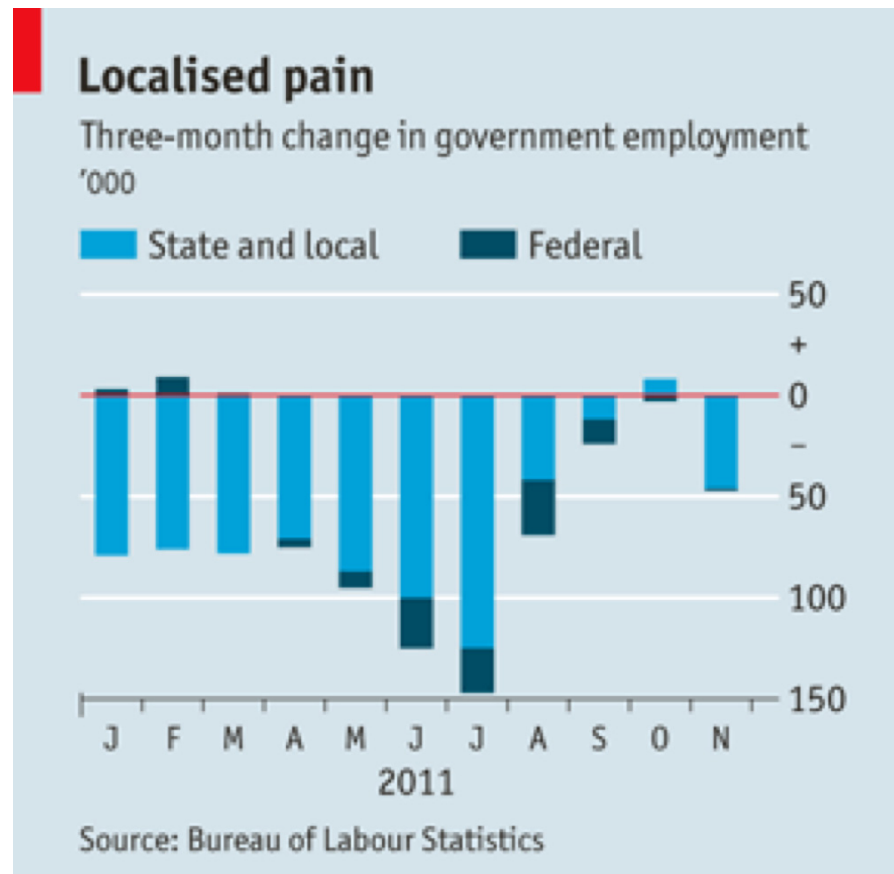
Sewer, Water, Refuse Collection



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# Government Employment

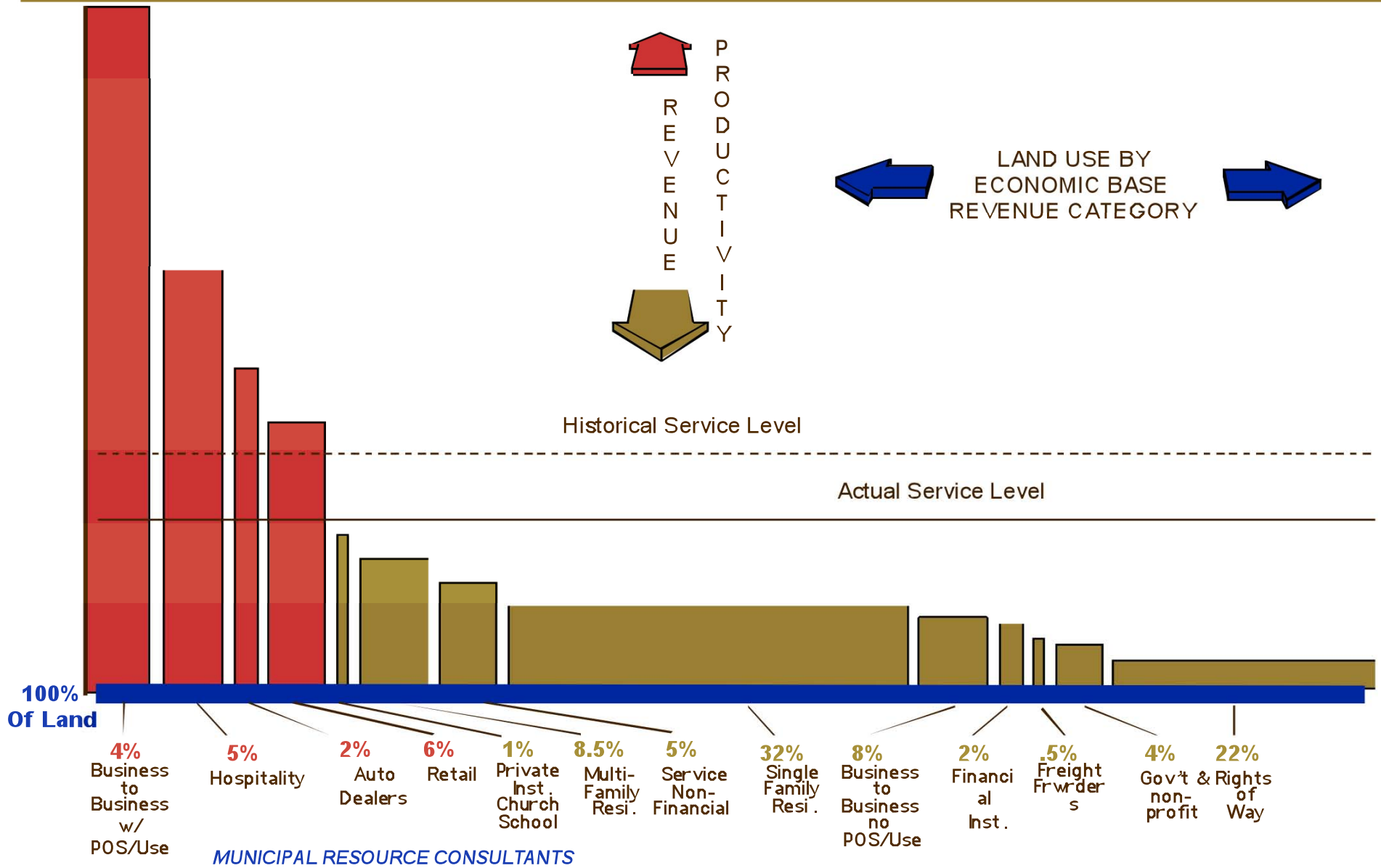


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*The Economist, January 7, 2012*

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# CITY SERVICE FUNDING PROFILE <sup>TM</sup>



# Economic Development

- Creating Jobs is Critical For Residents and Communities
- Attracting New Business to the Valley Has Proven Difficult
- High Speed Rail
- Smart Valley Places

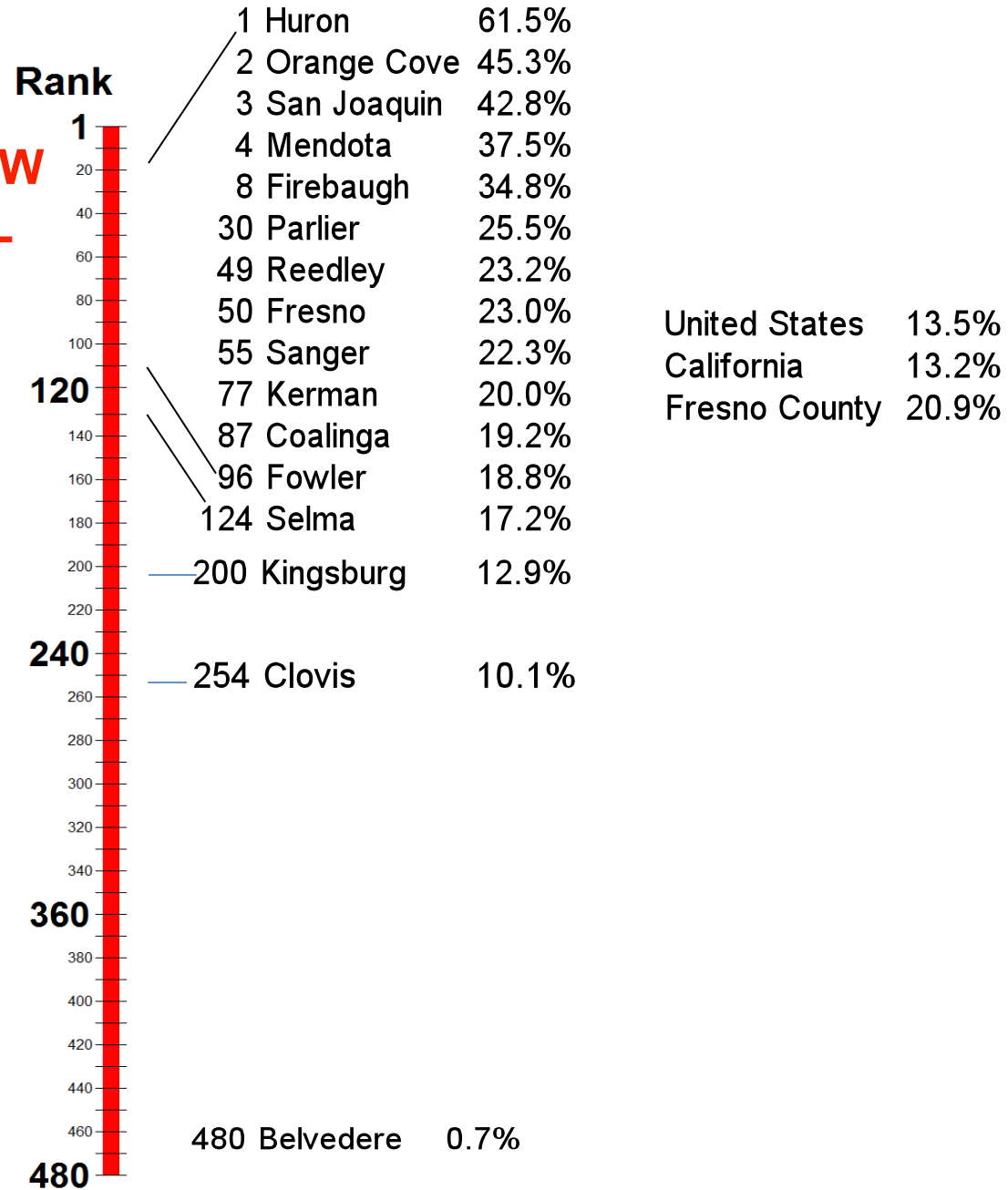


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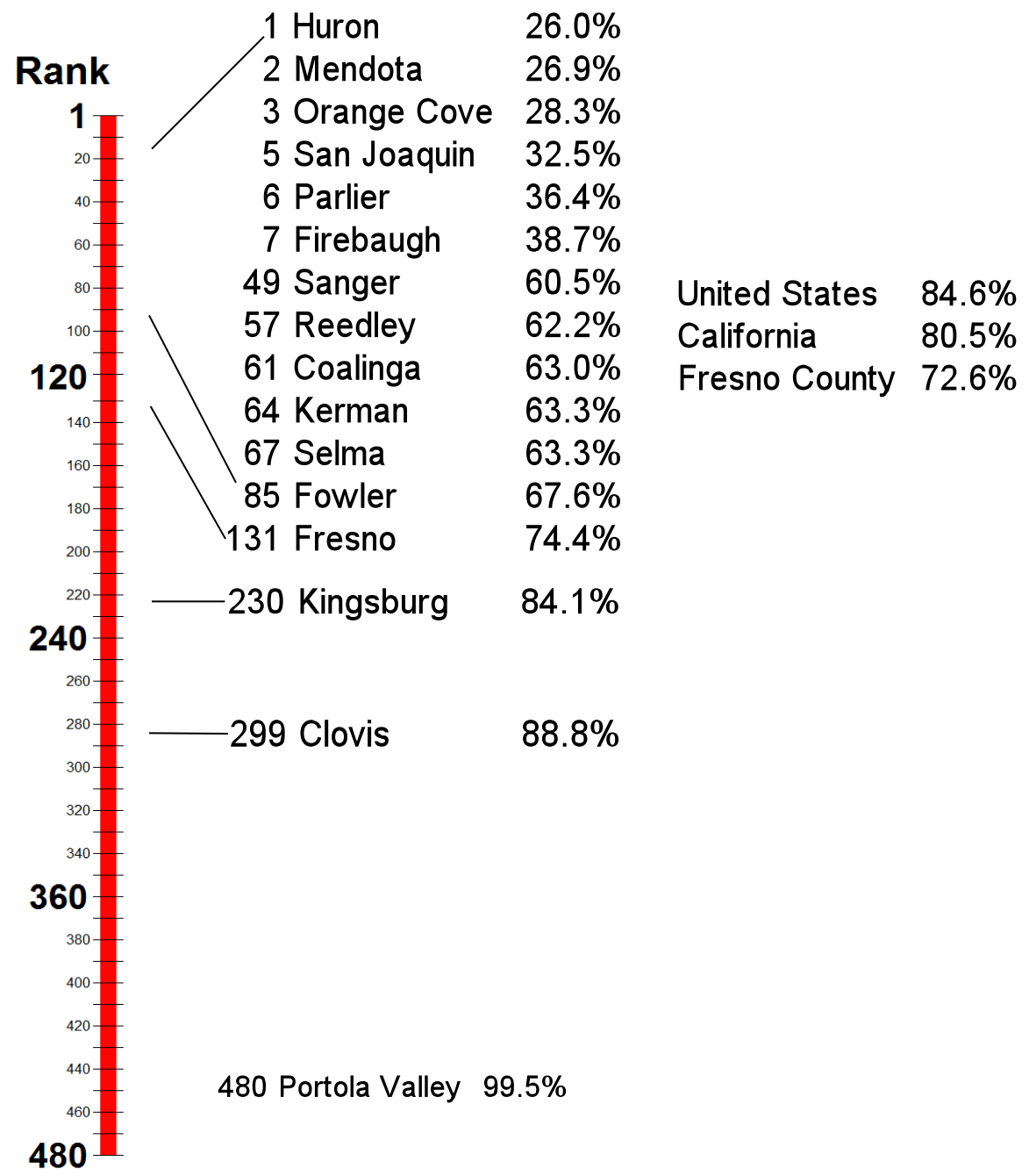
# PERCENT OF PERSONS BELOW POVERTY LEVEL

Source: 2005-2009 American Community Survey, U.S. Census



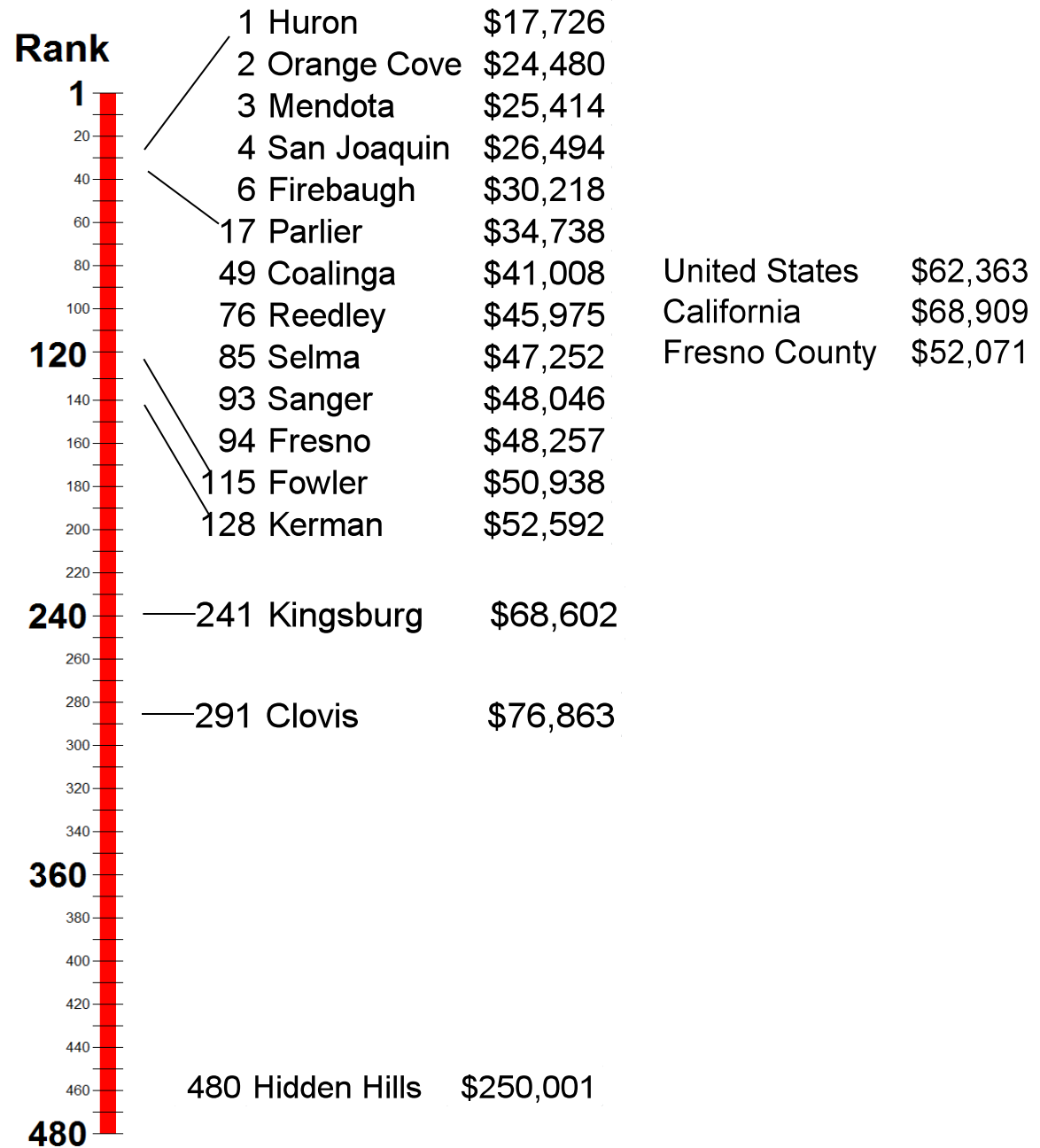
**PERCENT OF PERSONS 25 YEARS OF AGE AND OLDER WHO HAVE COMPLETED HIGH SCHOOL OR EQUIVALENCY**

Source: 2005-2009 American Community Survey, U.S. Census



# MEDIAN FAMILY INCOME

Source: 2005-2009 American Community Survey, U.S. Census



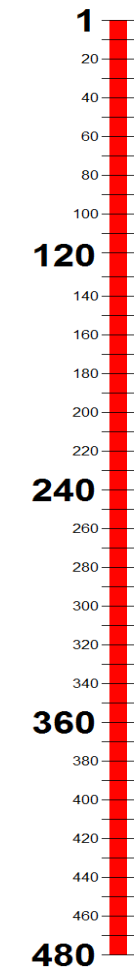
# UNEMPLOYMENT RATE

## CIVILIAN PERSONS 16 YEARS OF AGE AND OLDER

Sources: State of California Employment Development Department, United States Bureau of Labor Statistics, Annual Average 2010

Source: 2005-2009 American Community Survey, U.S. Census

Rank



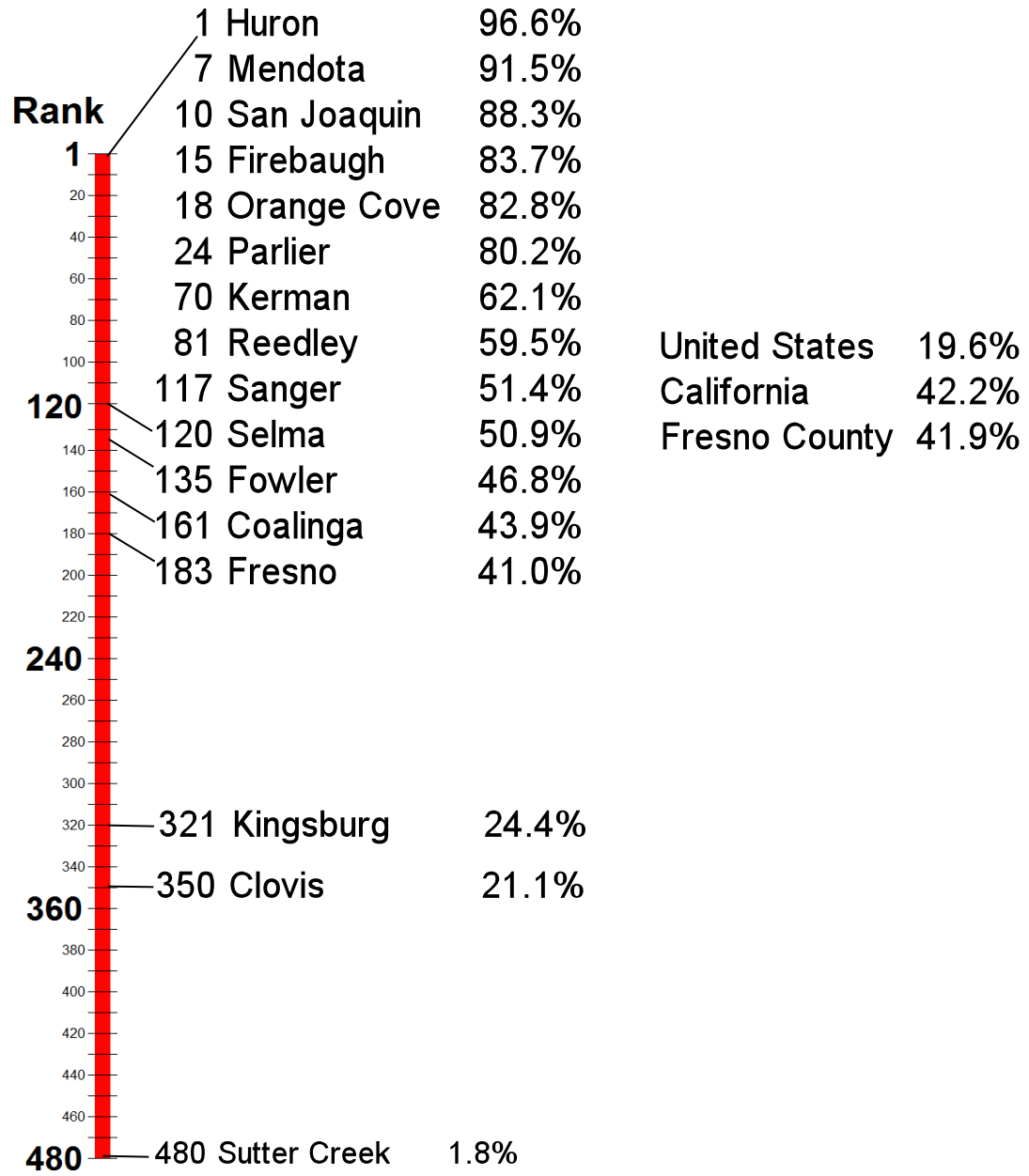
1	Mendota	42.4%
4	San Joaquin	38.4%
6	Parlier	36.9%
7	Huron	35.4%
8	Orange Cove	34.4%
11	Reedley	31.5%
17	Firebaugh	28.5%
22	Sanger	26.2%
38	Kerman	22.0%
44	Selma	21.7%
71	Fowler	19.0%
84	Coalinga	18.2%
126	Fresno	15.8%
187	Kingsburg	13.1%
313	Clovis	9.1%
480	Amador	0.0%
480	Sand City	0.0%

United States	9.6%
California	12.4%
Fresno County	16.8%



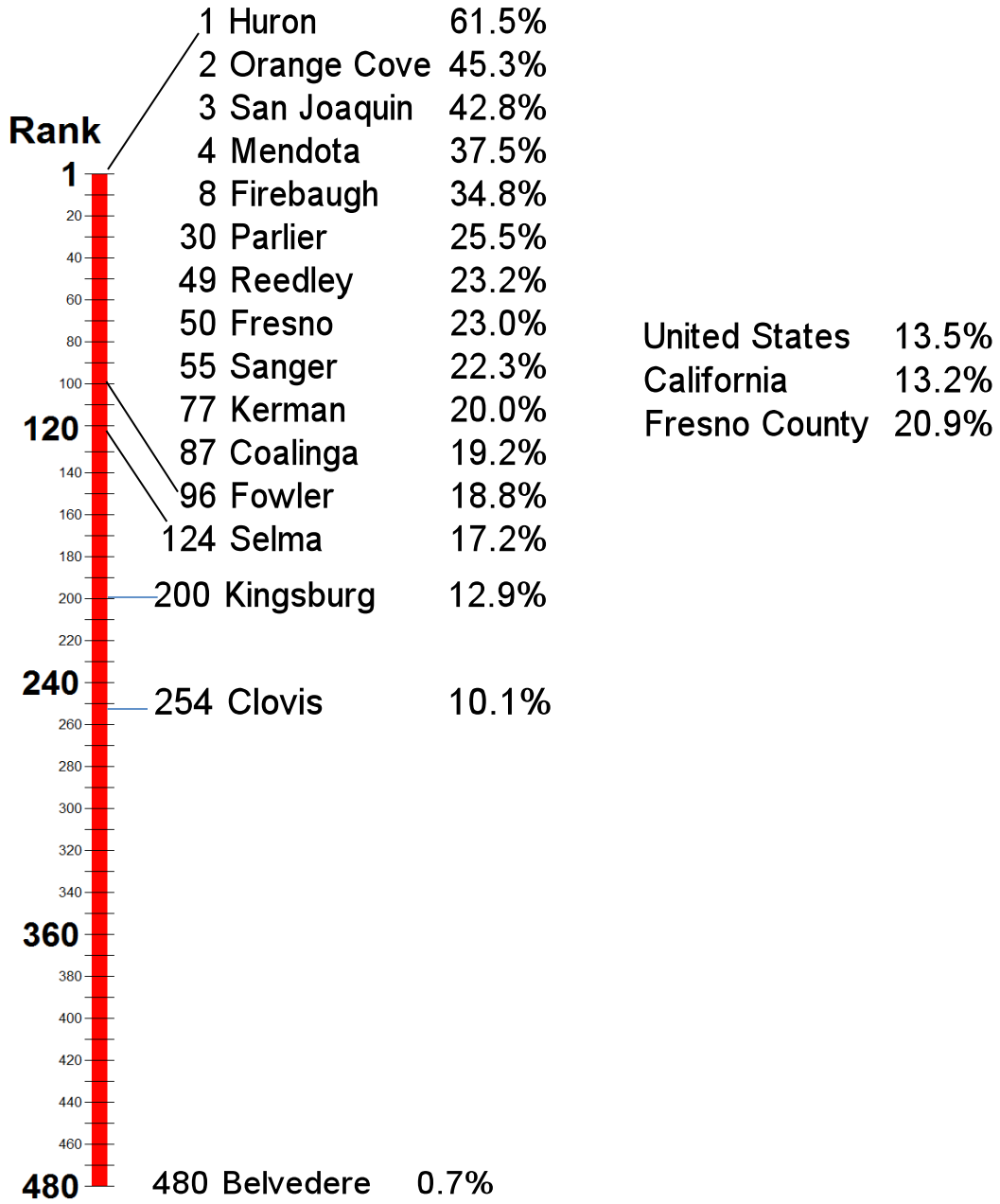
**PERCENT OF PERSONS 5 YEARS OF AGE AND OLDER WHO SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME**

Source: 2005-2009 American Community Survey, U.S. Census



# PERCENT OF PERSONS BELOW POVERTY LEVEL

Source: 2005-2009 American Community Survey, U.S. Census

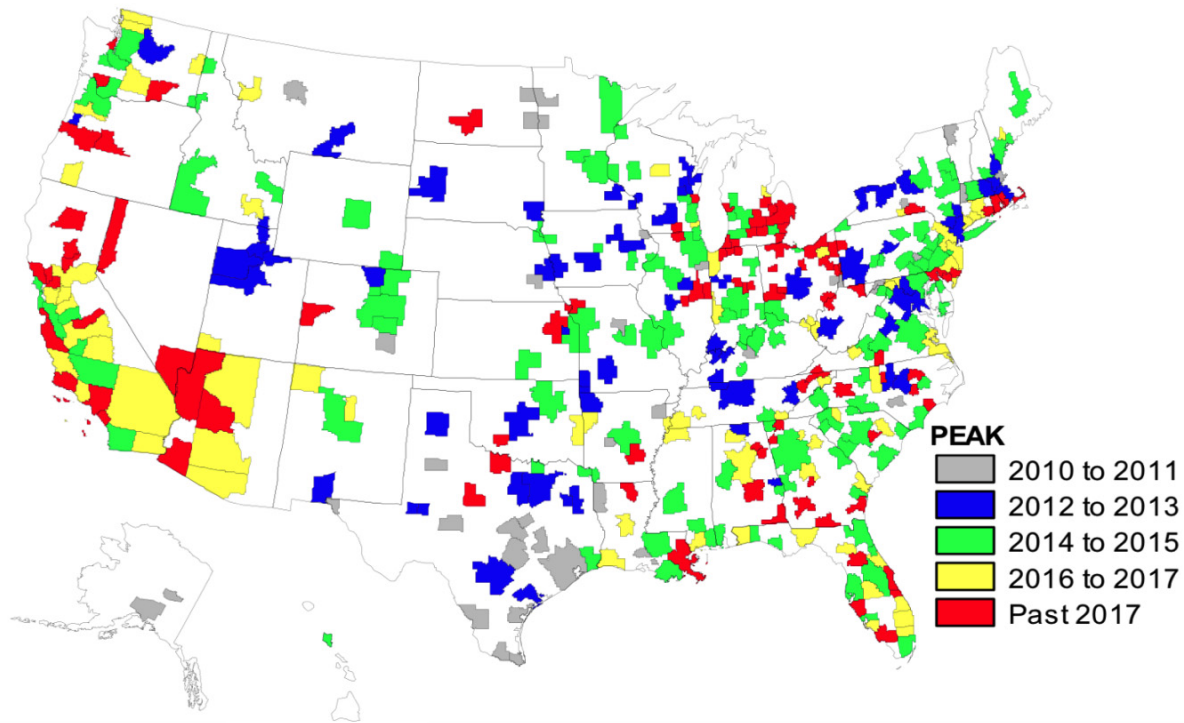


# Fresno County Major Employers

Employer Name	Location	Industry
<a href="#">ABC Bartending School</a>	Fresno	Bartending Service
<a href="#">Aetna</a>	Fresno	Insurance
<a href="#">Cargill Meat Solutions</a>	Fresno	Locker Plants
<a href="#">Community Medical Ctr</a>	Fresno	Hospitals
<a href="#">Corrections Dept</a>	Coalinga	State Govt-Correctional Institutions
<a href="#">Foster Farms</a>	Fresno	Poultry Farms
<a href="#">Fresno County Economic Comm</a>	Fresno	Social Service & Welfare Organizations
<a href="#">Fresno County Public Health</a>	Fresno	County Government-Public Health Programs
<a href="#">Fresno County Sheriffs</a>	Fresno	Police Departments
<a href="#">Fresno Police Dept</a>	Fresno	Police Departments
<a href="#">Fresno Police Dept</a>	Fresno	Police Departments
<a href="#">Fresno Police-Mgmt Support</a>	Fresno	Police Departments
<a href="#">Fresno State</a>	Fresno	Schools-Universities & Colleges Academic
<a href="#">Harris Ranch Beef Co</a>	Selma	Meat Packers (Mfrs)
<a href="#">ITO Packing Co Inc</a>	Reedley	Packaging Service
<a href="#">Kaiser Fresno Medical Ctr</a>	Fresno	Hospitals
<a href="#">Pelco Inc</a>	Clovis	Security Guard & Patrol Service
<a href="#">Play It Safe Intl</a>	Fresno	Safety Consultants
<a href="#">Quest Diagnostics</a>	Fresno	Laboratories-Medical
<a href="#">Save Mart</a>	Fresno	Grocers-Retail
<a href="#">St Agnes Medical Ctr</a>	Fresno	Hospitals
<a href="#">Stamoules Produce Co</a>	Mendota	Fruits & Vegetables-Wholesale
<a href="#">Sun-Maid Growers of California</a>	Kingsburg	Fruits-Dried (Whls)
<a href="#">Valhalla Sales &amp; Marketing</a>	Kingsburg	Fruits & Vegetables-Growers & Shippers
<a href="#">Zacky Farms</a>	Fresno	Broiler Fryer & Roaster Chickens

# Year in which each metro will regain jobs lost since pre-recessionary peak employment.

Figure 2: Return to Peak Employment for Metro Areas



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[http://usmayors.org/pressreleases/uploads/2012/MetroEconomiesReport\\_011812.pdf](http://usmayors.org/pressreleases/uploads/2012/MetroEconomiesReport_011812.pdf). Prepared by IHS Global Insight

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# Challenges

- Declining Revenues
  - Fiscalization of land use
  - Proposition 13
- Stakeholder expectations
  - Community
    - Live in the past
    - Perception- Higher density higher crime, lower property values
    - NIMBY
  - Development Community
    - Property owners
    - Financial Market
    - Politically connected



# Challenges (continued)

- Stakeholder expectations (cont.)
  - Future Homebuyers
    - Higher density is not the norm in the valley
    - Willing to commute
  - Employees
- State and Federal Government
  - Provide funding for plans
  - Infrastructure but normally not ongoing maintenance
- Loss of Redevelopment



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# Opportunities

- Economic Development
  - Rising tide raises all ships
  - Smart growth with jobs and emphasis on economic development
  - High Speed Rail
- Lower Service Expectations
- Raising Fees and Taxes
  - CFD's, LMD's
- Regional Sharing of Revenues
- Public-Private Partnerships
- Federal and State and Non-Profit Partnerships
- Reduce Employee Pay and Benefits
- Wait for a Better Day
- Smart Valley Places



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- Conclusion



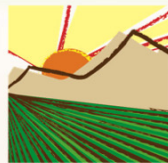
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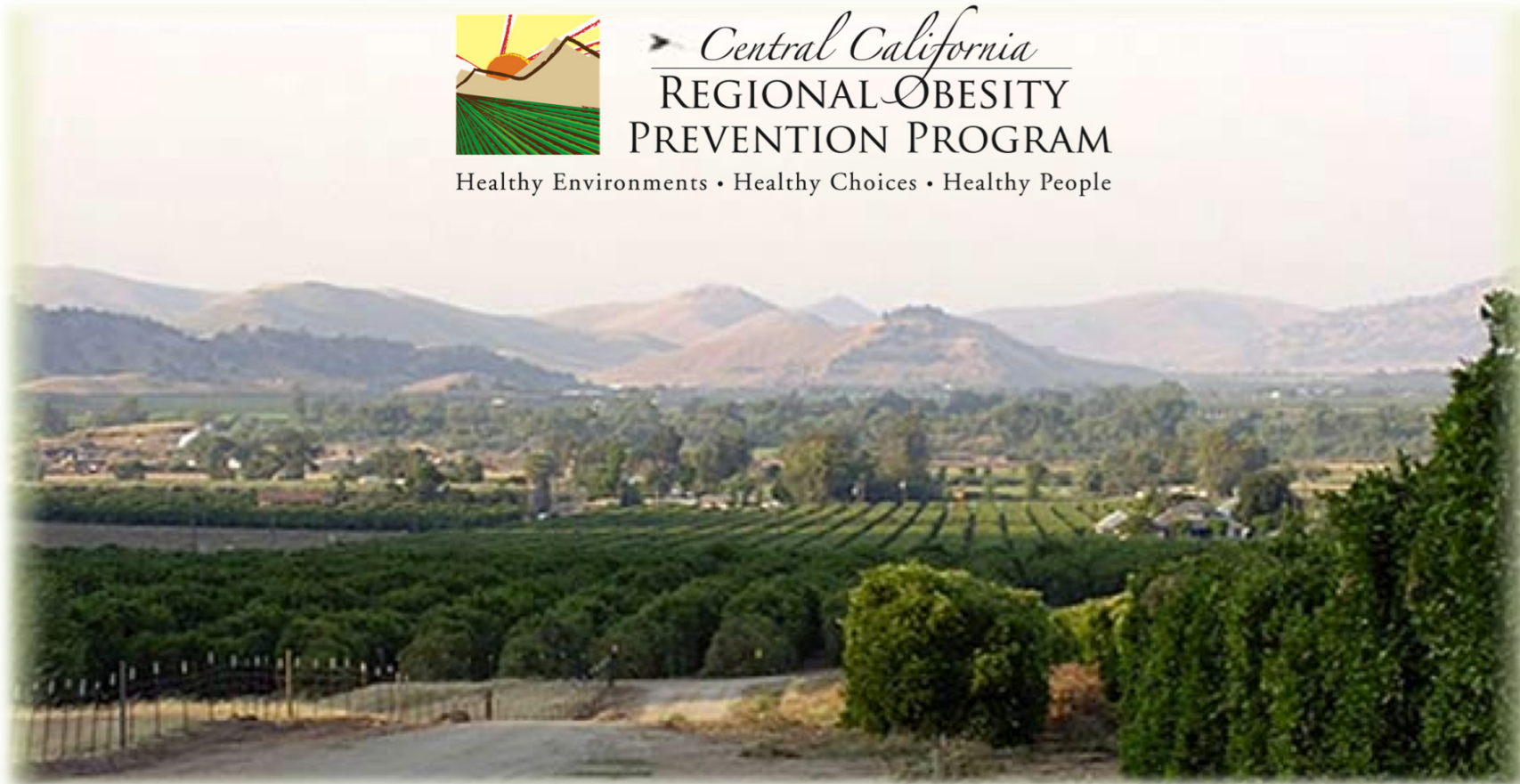






➤ *Central California*  
REGIONAL OBESITY  
PREVENTION PROGRAM

Healthy Environments • Healthy Choices • Healthy People



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# California's Central Valley

- Central California stretches almost 300 miles.
- It's home to more than 3.8 million residents. The population is expected to more than double 2050.
- Our families represent over 70 ethnicities and speak over 105 languages; one of the most culturally diverse areas in California and the nation.



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# Overweight & Obesity by Age Group, San Joaquin Valley and California, 2001, 2005 and 2007

County	Ages 12-17			Ages 18-64			Age 65+		
	2001	2005	2007	2001	2005	2007	2001	2005	2007
Fresno	14.1%	19.8%*	24.7%	65.0%	56.7%	63.3%	55.3%	64.7%	66.2%
Kern	7.7%*	9.6%*	6.5%*	61.4%	66.9%	60.1%	50.8%	62.1%	62%
Kings	16.3%	7.5%*	17.7%*	63.5%	62.9%	64.9%	58.0%	70.3%	68.7%
Madera	11.5%*	4.8%*	27.1%*	66.1%	64.5%	67.6%	58.6%	60.8%	68.5%
Merced	18.2%*	12.5%	17.1%*	67.4%	66.8%	67.6%	67.2%	65.5%	65.6%
San Joaquin	17.9%	12.2%*	15.0%*	66.9%	71.6%	65.7%	62.3%	59.7%	61%
Stanislaus	12.9%*	17.0%*	17.0%*	62.8%	67.2%	64.7%	53.4%	63.0%	51.7%
Tulare	7.6%*	21.10%	20.7%*	71.0%	66.5%	68.3%	56.1%	63.8%	69.5%
San Joaquin Valley	12.8%	15.5%	17.2%	65.1%	65.0%	64.3%	56.5%	63.0%	62.9%
California	12.2%	14.2%	13.3%	55.0%	56.2%	57.2%	54.3%	55.7%	58.3%
Healthy People 2010 Objective	5.0%	5.0%	5.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%



Why are we at risk?

# **OBESITY IN VALLEY COMMUNITIES**



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# Poverty

- Economic Transitions
- Low tax base
- Disinvestment
- Neglect



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# Healthy Foods/Beverages

- Food Deserts
- Food Swamps
- Unhealthy Food Marketing





# Physical Activity

- Limited Opportunities
- Locked school gates
- Limited park infrastructure
- Limited Recreational Programs



# Transportation

- Limited multi-model transportation options
- Challenge to food access and physical activity



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# Environmental Injustice

- Water
- Air



Gabriel Bouys / AFP/Getty Images



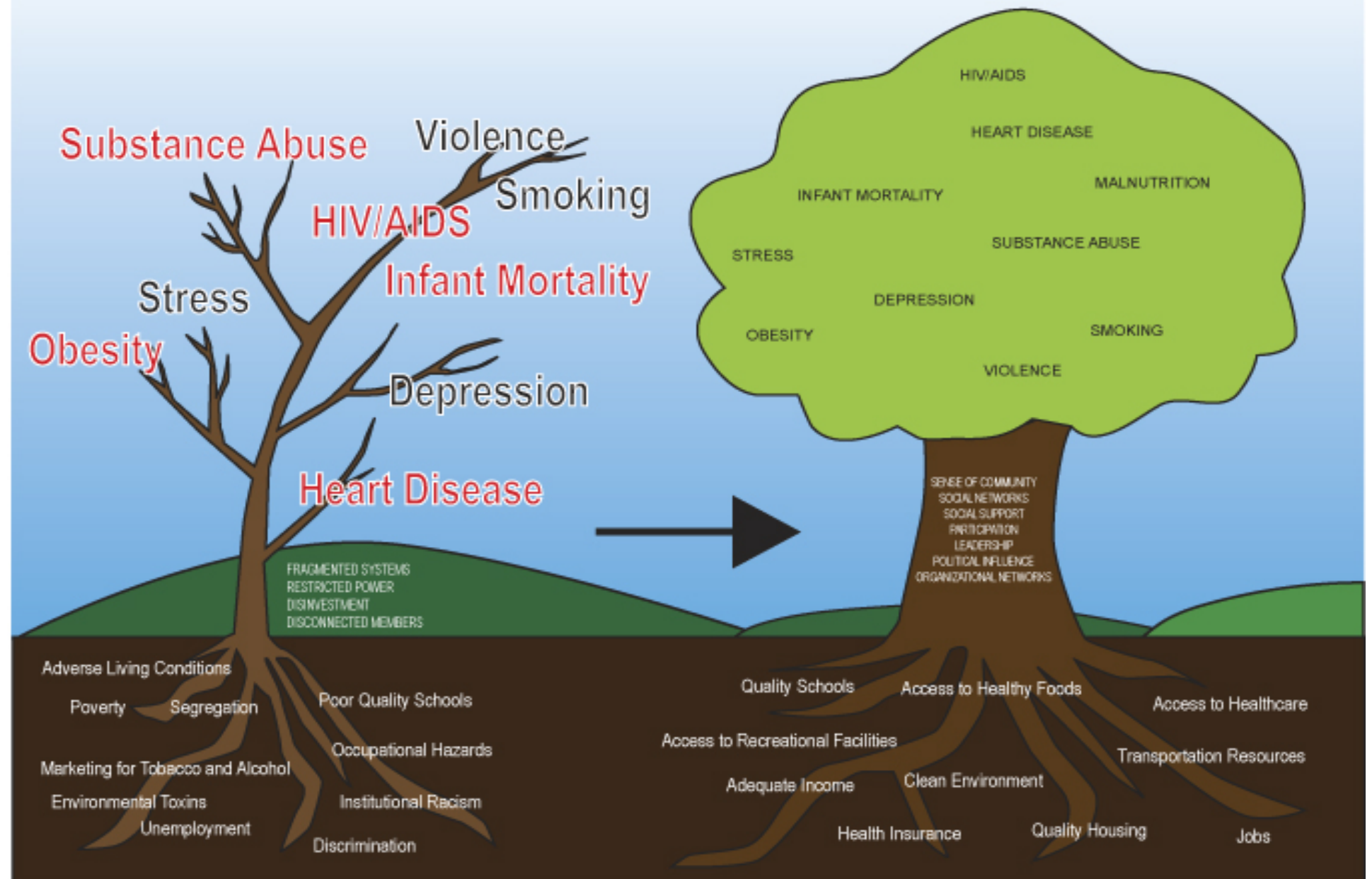
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# Our environments cultivate our communities and our communities nurture our health

When inequities are high and community assets are low, health outcomes are worst

When inequities are low and community assets are high, health outcomes are best



# Life Enhancing Resources

- Food Supply
- Housing
- Economic & Social Relationships
- Transportation
- Education
- Health Care



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There is a silver lining!



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## Access to Decision Makers

- Less Bureaucracy
- Less complex department structures
- Stronger existing relationships
- More opportunities for finding consensus and mutually beneficial activities

## Open Space

- Unlike urban centers, rural communities have an opportunity to plan the development of their open spaces.



## Concentrated Scale

- Allows for perfect pilot projects and learning opportunities.

## Proximity to Farmers

- Opportunity to recreate food systems.
- New market opportunities



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## Philosophical Alignment

- Rural community members are hard workers. We have a history of growing our own food, and being active. Returning to our roots is not unrealistic.
- Organically grown.
- Green.



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Creating healthy communities in  
California's Central Valley.

# CCROPP SUCCESS

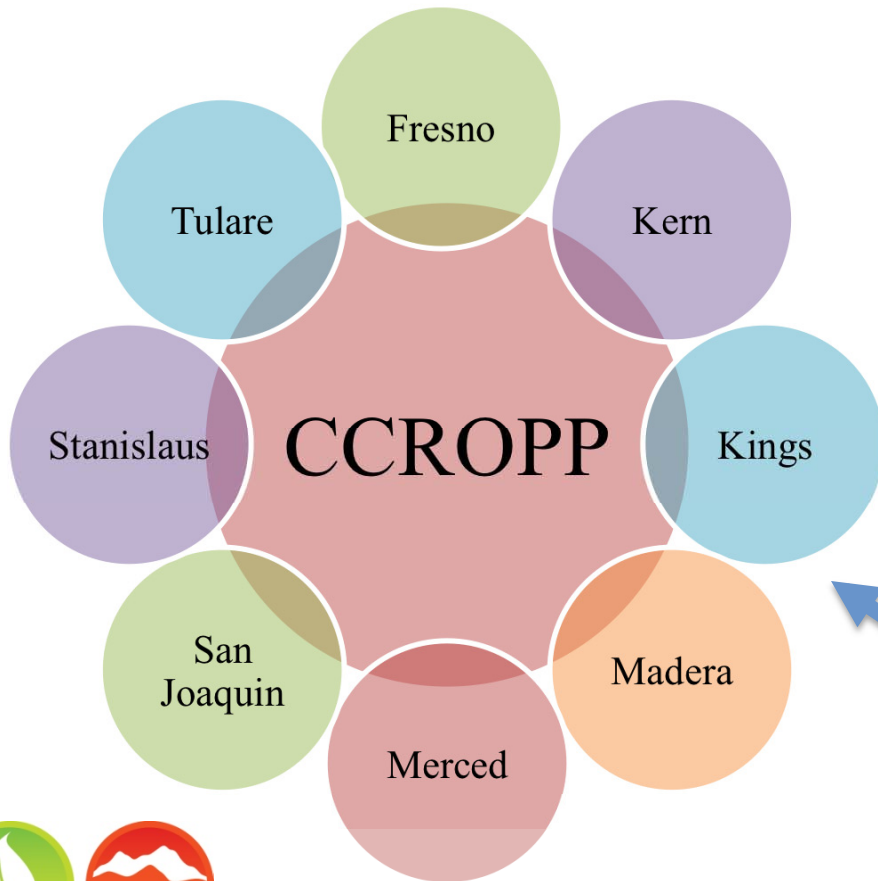


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# Our Partnership Model

REGIONAL



LOCAL

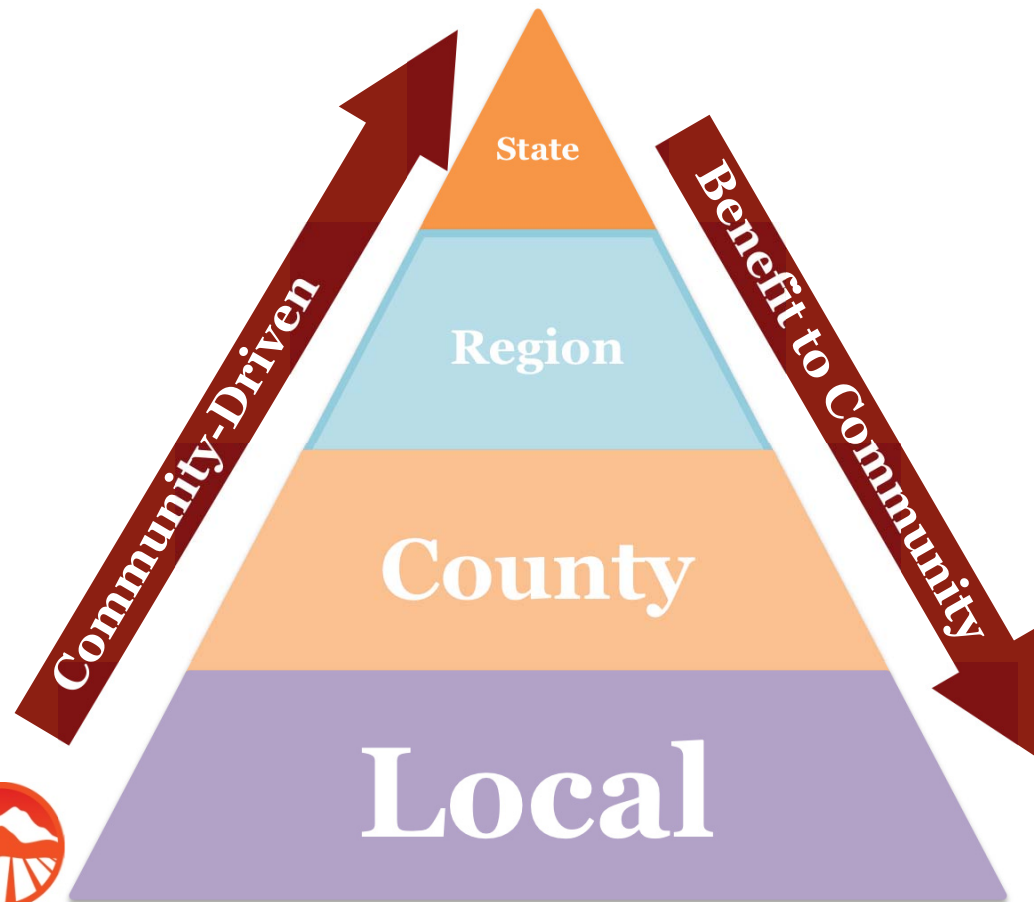


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# Our Approach to Policy Change

Health & Equity in all Policies



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# Access to Healthy Foods

Maximizing  
Nutrition Programs

Farmer's Markets &  
School Farm Stands

Small Store  
Makeovers



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EBT, WIC, Senior Vouchers, School Meals, etc...



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## Farmer's Markets & School Farm Stands



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## Small Store Makeovers



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# Safe Places to Play

Joint-use  
Park Improvements  
Community Design  
Building Community



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Unlocking school  
space for community  
recreation and  
physical activity.



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## Park Improvements



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Working in  
partnership  
with Planners  
and Community  
Members



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Neighborhoods are safer when neighbors are connected with each other.



Communities must join together in  
advocating for change.

# CALL TO ACTION



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# Why is public participation important?

- Planning processes have historically excluded and marginalized low-income communities and communities of color
- This exclusion has resulted in many of these communities being cut off from access to opportunity throughout regions
- Lack of engagement in the process has also sometimes resulted in opposition to results that didn't reflect community needs
- Knowledge and perspective of low-income communities and communities of color is vital to turning regional visions for sustainability into reality



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Source: PolicyLink

# Principles for public participation

- Empower residents through meaningful inclusion and partnerships
- Build capacity of communities to engage
- Prioritize community knowledge and concerns
- Target resources to support ongoing engagement
- Facilitate mechanisms that encourage mutual learning



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Source: PolicyLink



# More equitable public engagement

- **Inclusive:** What communities and interests are represented and in what capacity?
- **Accessible:** Will people and organizations from a diversity of backgrounds feel comfortable and engaged?
- **Transparent:** How does public engagement interact and influence decision-making?



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Source: PolicyLink

# SVP: Community Leadership Development

- Phase 1 – Outreach & Curriculum Development
  - Identification of local lead agencies
    - Located within target community
    - Experienced in community engagement
  - Curriculum development
    - Low-literacy
    - Culturally & Linguistically Appropriate



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# SVP: Community Leadership Development

- Phase 2 – Leadership Institutes
  1. Local Government 101
  2. Land Use and General Plans
  3. Housing and Community Development
  4. Local and Regional Transportation
  5. Environmental Equity
  6. Water/Wastewater Management



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# SVP: Community Leadership Development

- Phase 3 – Civic Engagement
  - Identification of local opportunities for public input.
  - Facilitating public participation
  - Assuming leadership roles
  - Influencing future projects



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Gizelle, age 12



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*What I see is an empty lot, with trash and dry grass. People are littering the empty lot and the grass is getting dry, and soon the lot is probably going to be full of trash. If the grass was green children would use this place to play. This is a problem because the city people haven't made a park and the empty lot is just empty and full of trash.*

*What we can do is build a park so we children can play and take care of this place. This way the empty lot would be full of green grass.*

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Pablo, age 10



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*I see a Fastrip fuel store that I pass by everyday. Candy is being sold at a low price. Across the street is a mini market that sells healthy food for more money than candy. If Candy sell for more and healthy food sell for less people would rather buy healthy food than candy. It's easier to buy cheap candy than to buy expensive healthy food.*

*Because the junk food is cheaper and healthy food is expensive so it's a problem. Make the price for candy and junk higher and healthy food lower.*

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Delano, CA



Youth Engagement  
Informed General  
Plan Update



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# Thank you!

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the **James Irvine**  
foundation



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# Regional Trends in San Joaquin Valley

- Population: 4 million – up 19% in Census
- 14 SVP cities have 52% of Valley population and grew 24% according to Census
- Rapid growth expected to continue
- Few topographical barriers to growth
- Huge glut of single-family housing inventory from boom years



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## SVP fits in with other efforts

- Regional Blueprint effort has been underway for many years
- Strong Cities, Strong Communities (SC2)
- Counties obliged to produce Sustainable Communities Strategies under SB 375
- State's Proposition 84 grants are performing similar role in smaller communities



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## How SVP can help the Valley lead the way:

- Large Valley cities are growing more rapidly than rest of Valley, so better planning can curb sprawl and strengthen existing neighborhoods
- Partnership with NGOs can lead to more meaningful participation on planning processes
- Ideas can be valuable in fast-growing rural areas nationwide



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[www.smartvalleyplaces.org](http://www.smartvalleyplaces.org)

[www.sjvpartnership.org](http://www.sjvpartnership.org)

[www.valleyblueprint.org](http://www.valleyblueprint.org)

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