Regional Implementation Plan for Smart Growth Development Strategies in the Monterey Bay Area

Association of Monterey Bay Area Governments (AMBAG)

Community-Based Transportation Planning
FY 10-11 Grant Cycle
District 5
Grant Award Amount: $190,170

Project Summary:
To develop a scenario planning framework for the Sustainable Communities Strategy, plus a development potential analysis; an infill feasibility analysis; and a political feasibility analysis of smart growth development strategies.

Community Outreach

- A regional advisory committee was established, consisting of 50 members from 3 counties. The committee included experts in planning, architecture, transportation, environment, economic development, community interest groups, etc. Meetings were held quarterly, and members participated in surveys, focus group discussions, and one-on-one interviews.
- The Planning Directors Forum, a group of planning directors, served as a technical advisory committee for this project. This group also held a number of meetings and reviewed findings from the regional advisory committee.

Project Outcome

- To move the region towards smart growth development by planning strategically for the location of housing and development, and how to support and incentivize that development pattern, 3 outcomes of this grant are: 1) a base case scenario development and development potential analysis; 2) infill feasibility analysis; 3) political feasibility analysis of smart growth development strategies.

Successes & Next Steps

- Develop alternative scenarios using GIS showing parcels with development potential.
- Coordinate with local jurisdictions to identify infill development/growth areas.
- Use financial feasibility analysis to develop scenarios for Sustainable Communities Strategy (SCS).
- Use survey information to develop resources to assist with implementing smart growth development strategies.
- Continue to work with regional advisory committee and planning directors to translate policies into strategies to support alternative scenarios for SCS.