



Approve Green Means Go Technical Assistance

Consent

Prepared by: Garrett Ballard-Rosa

Attachments: Yes

Approved by: James Corless

Referring Committee: Land Use & Natural Resources

1. Issue:

SACOG is partnering with the Urban Land Institute (ULI) on a set of technical assistance activities for local jurisdictions in support of Green Means Go.

2. Recommendation:

The Land Use and Natural Resources committee recommends the SACOG board approve the updated budget for the Advisory Services Panel.

3. Background/Analysis:

SACOG is pleased to be offering two technical assistance activities this fall as part of the broader Green Means Go program.

The first, a partnership with the Urban Land Institute (ULI) and the Terwilliger Center for Housing, will bring out a set of national experts this fall for an Advisory Services Panel focused on North Watt Avenue in Sacramento County and the City of Folsom's Central Business District.

The second Green Means Go technical assistance effort is an assessment and panel for Marysville and Yuba City drawing on the regional ULI affiliate and a team of consultants. Each effort brings outside experts, technical expertise, and a fresh perspective on what it will take to meet the Green Means Go objective of accelerating infill housing.

The technical assistance efforts are free of cost for the four participating local agencies. The costs are covered through a variety of grants SACOG has received to stand up the Green Means Go program. The board has already authorized the executive director to enter into contract in support of these efforts. But in finalizing the scope of work for the first effort (the Advisory Services Panel), staff and the ULI team have come to recommend an updated ULI technical assistance budget of \$135,000 (from the original \$120,000). Staff is recommending adoption of the updated budget.

4. Discussion/Analysis:

SACOG's newest program, Green Means Go, aims to accelerate infill housing development in locally-adopted Green Zones. Most of the Green Means Go funding awarded to SACOG is supporting project awards [through the Green Means Go funding round](#) (and the first category in that funding round, [Early Activation](#), is live with

its application and call for projects).

SACOG also has received a separate grant from the Strategic Growth Council. This separate grant aims to complement (and inform) the funding coming through the larger Green Means Go round through efforts to institutionalize Green Means Go within the agency and across the region, including technical assistance efforts. Finally, SACOG is programming the last portion of the [REAP 1 funds](#), which the board has directed to efforts that support housing. The Advisory Services Panel (N. Watt and Folsom) is being funded through the Strategic Growth Council grant, while the Marysville-Yuba City technical assistance is funded through the last of the REAP 1 program funds.

In each effort, SACOG (on behalf of and informed by the local jurisdictions) is convening a panel of local and national experts in the fields of infill development, infrastructure, finance, and real estate for a technical assessment, workshop, and panel in the fall of 2022. The panel will provide technical materials (pro forma analyses, design concepts, etc.) and a set of findings and recommendations for each of the four areas.

Attachment A gives more detail on the questions and concepts most relevant for the two jurisdictions participating in the weeklong Advisory Services Panel. **Attachment B** does the same for the parallel effort for Yuba City/Marysville.

Through scope development for the Advisory Services Panel, staff has landed on an updated recommended budget of \$135,000. This stems from a clearer sense of expectations between partners and of deliverables to be produced by the effort. Namely, through the contract negotiation process, staff has emphasized the need for findings targeted to the local corridors, but also recommendations that expand beyond the two corridors to inform infill development in similar place types throughout the six-county region (in this case, along commercial corridors).

5. Fiscal Impact/Grant Information:

The costs for the Advisory Services Panel (national set of experts) is covered through a Strategic Growth Council grant. The cost for the technical assistance panel (regional experts) is covered through the REAP 1 funds.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 3 : Vibrant Places

Objective 1: Develop tools and funding to help revitalize older commercial and retail corridors throughout the region.

Objective 2: Identify incentives and help remove barriers to infill and affordable housing in cities, suburbs, and towns throughout the region.

Objective 3: Encourage development patterns that promote walkable neighborhoods.