

6 WINS NETWORK: Everyone benefits when the Bay Area grows in a fair and sustainable way

COMBATING CLIMATE CHANGE

California is tackling global climate change through two important laws. AB 32 requires the state to reduce greenhouse gases (GHGs) to 1990 levels by 2020, while SB 375 addresses the biggest single source of GHGs by coordinating regional transportation and land use planning to reduce driving.

In 2011, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) launched a three-year process to implement SB 375 in the nine-county Bay Area. The result: a \$282 billion plan to address the housing and transportation needs of a region projected to add two million new residents by 2040.

ADVANCING EQUITY

Believing the participation of low-income communities would result in a better, more equitable plan, Public Advocates and our allies pulled together a bold group of partners from across the Bay Area into a regional coalition called the 6 Wins Network. As a co-creator and leading member, Public Advocates serves as co-convenor and facilitator, policy expert, legal muscle, strategic communicator and thought partner.

The 6 Wins Network doesn't just point out problems in regional planning, but engages constructively to find solutions. We developed our own alternative regional plan, called the Equity, Environment and Jobs (EEJ) scenario. Its premise was simple: meet the priority needs of disadvantaged communities by providing:

1. More frequent and affordable local transit
2. More affordable housing in job-rich, transit-connected suburban communities
3. Greater protections against displacement due to gentrification



During our three-year-long advocacy campaign, MTC and ABAG agreed to analyze the EEJ scenario and compare it to their own proposed plan. The results were eye opening. Not only did MTC and ABAG find that the EEJ scenario better achieved most of the region's goals and indicators, they declared it the "environmentally superior alternative."

6 WINS NETWORK ACCOMPLISHMENTS

The top-ranked EEJ wasn't adopted as the final plan. But through extensive organizing, strong communication and deep political engagement, we improved the final plan and elevated the voices of disadvantaged communities.

Most importantly, we changed the conversation. For the first time, issues of social equity were front-and-center in regional policy deliberations. We plan to make this the norm moving forward.

ADVANTAGES OF THE EEJ INCLUDE:

1. Lower GHG emissions (1,900 fewer tons per day)
2. 3.5 million fewer miles of car travel and 165,000 more transit riders per day
3. Reduced displacement risk by half, while saving low-income households \$79 million per year in rent

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