

# POLICY AGENDA

# Planning

## GOAL

Add new jobs and housing where they will support equity and sustainability, and make neighborhoods safe and welcoming to everyone

## THE BAY AREA NOW

Many of the Bay Area's planning decisions are made at the city level — often at the expense of other jurisdictions. For example, many cities favor job creation over providing places to live, putting strain on surrounding cities and upending their housing markets. Many residents spend hours commuting each day and rely on a car to access their daily needs, such as supermarkets and childcare. Furthermore, regional governments have extremely limited planning authority: They can propose effective solutions to responsibly shape future growth, but they lack the means to enforce them.

## THE FUTURE BAY AREA

**SPUR envisions the Bay Area as a region in which all people thrive.**

In the future Bay Area, growth is concentrated in places that support environmental sustainability, quality of life and economic opportunity. Everyone in the urbanized Bay Area can comfortably meet their basic needs without a car, and neighborhoods embrace nature and are designed to foster diversity and inclusion, making them safe, connected and welcoming.

## BUILDING AN EQUITABLE REGION

**SPUR's approach is rooted in the pillars of research, education and advocacy.** We develop urban planning policy solutions and propose recommendations through reports and articles. We learn from and educate the public and key partners through forums and virtual events. And we advocate for solutions by:

- Collaborating with community partners and elected and civic leaders
- Developing and passing legislation and ballot measures
- Engaging in the hands-on policy development process
- Providing leadership on important boards and committees
- Leveraging our network of policymakers and influencers

## SPUR MISSION

Through research, education and advocacy, SPUR works to create an equitable, sustainable and prosperous region.

SPUR's planning efforts include three key strategies:



Create great neighborhoods



Prioritize public spaces



Think regionally and plan locally

By addressing beliefs, relationships and policies, we believe we can achieve profound systems change that supports equitable and sustainable growth in the Bay Area.

# Getting There Together

There are many ways we can partner together to make this future a reality. SPUR relies on the generosity of its individual and corporate members, as well as foundation partners, to carry out this critical work.

Visit [www.SPUR.org](http://www.SPUR.org) to learn more and get involved.

