Urbanists are people who love cities. We see cities as special places rich with life, energy and promise.
Cities allow us to live in ways that are true to who we are. In our cities we can create lives that might not be possible elsewhere. We coexist comfortably with people whose passions and beliefs are different from our own.
Urban life lets us bump up against the new and different. And that makes creative sparks fly. **Cities are the best incubators for innovation.** We come here to discover, collaborate, solve, invent.
We believe that cities are the solution to serious environmental problems. **We are urbanists because we are also ecologists.** By living compactly, we conserve resources, protect habitat, reduce pollution and slow climate change.
We don’t look at the problems cities face and give up. Urbanists fight to fix what doesn’t work. Where others see insurmountable challenges, we see the chance to get things right.
We value the texture and history of place. But we're not bound to the past. **Urbanists have faith in change.** We can imagine a future that’s better than the present.
View of Market Street from the Ferry Building. April 1906.
FIRST REPORT
OF THE
SAN FRANCISCO HOUSING ASSOCIATION

COMMITTEES APPOINTED APRIL, 1910.

INVESTIGATION AND STATISTICS—
Alice S. Griffith, Chairman.
John Bakewell, Jr.,
Dr. R. G. Brodrick,
Dr. H. A. Overstreet,
Amy Sussman,

LEGISLATIVE COMMITTEE—
Walter Macarthur, Chairman,
Selah Chamberlain,
F. V. Cornish,
Rev. D. O. Crowley,
H. A. Fisk,
R. C. Porter,

REVISION COMMITTEE, to act with above—
R. C. Porter, Chairman,
Elizabeth H. Ashe,
John Bakewell, Jr.,
Bernard Joseph,
Dr. Dudley Tait,

PRESS AND PUBLICITY—
F. V. Cornish, Chairman,
H. A. Fisk,
Walter Macarthur,
Amy Sussman.

NOVEMBER 1911
409 Schroth Building
Model BART trains in the 1950s.
1. Regional Planning: Concentrate growth inside existing cities.
2. Community Planning: Build great neighborhoods.
3. **Housing**: Make it affordable to live here.
4. Transportation: Give people better ways to get where they need to go.
6. Sustainable Development: Reduce our ecological footprint and prepare for climate change.

Photo by Wally Gobetz
Economic Prosperity Strategy

Improving economic opportunity for the Bay Area’s low- and moderate-wage workers
Area of Study
Breaking down the budget of the U.S. federal government

- **Insurance (Medicare, Medicaid, Social Security):** 40.7%
- **Military:** 23.8%
- **Domestic discretionary:** 12%
- **Interest on debt:** 6.5%
- **Other:** 16.4%
- **Troubled asset relief:** 0.3%

Think of the federal government as a gigantic insurance company (with a sideline business in national defense and homeland security).

— Peter Fisher, undersecretary of the Treasury, 2002
Example: Only 11% of the Bay Area’s transportation funding is from federal sources.

Source: Plan Bay Area, 2013
Partisan polarization is one cause

Percentage of Democrats and Republicans that consider immigrants “a burden” to American society

Source: Pew Research Center via Washington Post
The urban renaissance is real

Source: U.S. Census data
But many cities have continued to lose population

Source: U.S. Census data
A typology of American cities

- High housing growth
- Low housing growth
- High job growth
- Low job growth

- "The Rust Belt"
- "The Sun Belt"
- "The Coasts"

"The Coasts"
A typology of American cities

- "The High Plains"
- "The Rust Belt"
- "The Coasts"
- "The Sun Belt"
## Different kinds of challenges

<table>
<thead>
<tr>
<th></th>
<th>The Coasts</th>
<th>Rust Belt</th>
<th>Sun Belt</th>
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<tbody>
<tr>
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<td>Blight</td>
<td>High transportation costs</td>
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<td><strong>Development</strong></td>
<td>Overregulation</td>
<td>Disinvestment</td>
<td>Environmental destruction</td>
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<td><strong>Economy</strong></td>
<td>Inequality</td>
<td>Lack of opportunity</td>
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<td><strong>Demographics</strong></td>
<td>Rapid change</td>
<td>Stagnation</td>
<td>Segregation</td>
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<td><strong>Local government</strong></td>
<td>Stresses of growth</td>
<td>Staying solvent</td>
<td>Capacity</td>
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<td>City</td>
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= Primary focus  = Focus of study

Good Government Cluster
## ISSUES FOCUS

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<th>Housing</th>
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- ✔️ = Primary focus
- □ = Focus of study

Good Planning Cluster
Key choices for civic planning organizations

- How broadly to convene
- What geography to work on
- What issues to work on
- What is their theory of change
- How to fund