

2021 Impact Report



Envisioning the Bay Area of 2070

SPUR released its visionary *Regional Strategy*, a multi-year initiative to propose bold ideas for creating an equitable, sustainable and prosperous Bay Area for all by 2070. The *Regional Strategy* garnered front-page news coverage in the *San Francisco Chronicle* and included timely insights on housing, growth, economic justice, climate change and transportation:

Our *Housing the Region* report series laid out a plan to prevent displacement, treat housing as a human right and build homes where they will improve equity and sustainability

A *Civic Vision for Growth* demonstrated how the Bay Area can use growth for good — integrating prosperity, sustainability and equity goals through thoughtful land use policies

Ladders Out of Poverty and *More Harm than Good* made recommendations to help lift people out of poverty and eliminate the state's reliance on fines and fees, which are disproportionately levied on people of color

Water for a Growing Bay Area examined how the region can build the housing it needs given the persistent threat of drought

Transportation research focused on delivering major transit projects in *less time and for less money*, building a *fast and reliable regional bus network*, *integrating the region's transit systems* and more

Making Change at the State Level

SPUR *spearheaded the creation of California Home Builders Alliance*, a group of organizations and advocates across the state dedicated to passing pro-housing production legislation. The coalition played a critical role in passing key housing bills, including SB 9 (Atkins), which enables fourplexes to be built where previously only single family homes were allowed.

From Dead Mall to New Homes

SPUR *sponsored AB 1174 (Grayson)*, which was signed into law in September 2021. This bill will streamline permitting for projects like the stalled redevelopment of the defunct Vallco Mall in Cupertino, which will ultimately yield more than 2,400 housing units, half of which will be affordable.

Cutting Red Tape for a Green Recovery

SPUR's paper *A No-Cost Rooftop Solar Stimulus* demonstrated how streamlining the permit process for residential solar and energy storage systems could save Californians up to \$7.5 billion and supercharge solar installations in the state. SPUR's work directly led to \$20 million being allocated in the California state budget to support solar and storage automation, a national first.

Prescribing Food as Medicine

SPUR *led a statewide coalition* of more than 100 organizations advocating for a pilot project to allow Medi-Cal funds to pay for interventions such as produce prescriptions, healthy groceries and medically tailored meals, which will improve health outcomes by making healthy food more affordable for low-income families.

SPUR BY THE NUMBERS

PUBLISHED

60+

Reports, Briefs &
Policy Letters

HOSTED OVER 120

Online Digital Discourses

Attracting 

11,000+ ATTENDEES

CO-SPONSORED

6 BILLS

Served on **40+** government boards,
commissions and task forces

Advocating for an Equitable Economy

SPUR adopted an ***economic justice platform*** for advocacy and served as a leading voice for building a more equitable region by publishing several research papers, co-chairing a regional task force for an equitable pandemic recovery and serving on the San Francisco Board of Supervisors Guaranteed Income Advisory Group. SPUR also led successful efforts to slash “high pain low gain” fines and fees imposed on hundreds of thousands of drivers crossing bridges in the Bay Area.

Transforming Public Spaces

SPUR continued efforts to transform San José’s Guadalupe River Park, publishing reports to ***support the park’s natural ecology*** and ***bring greater economic benefit*** to adjacent communities. SPUR also created an **engagement toolkit** that city agencies and park stewards across the country are using to create public spaces designed around the reality of widespread street homelessness and developed an online virtual exhibition to share insights and engage community members.



Rising Together for Pandemic Recovery

Through our ***online Digital Discourse series*** and roles in key stakeholder groups, SPUR advocated to make slow streets permanent and prevent water shutoffs for vulnerable families. SPUR also supported small businesses by serving on various economic recovery task forces and was a leading advocate for public transportation relief efforts while sitting on MTC’s Blue Ribbon Transit Recovery Task Force.

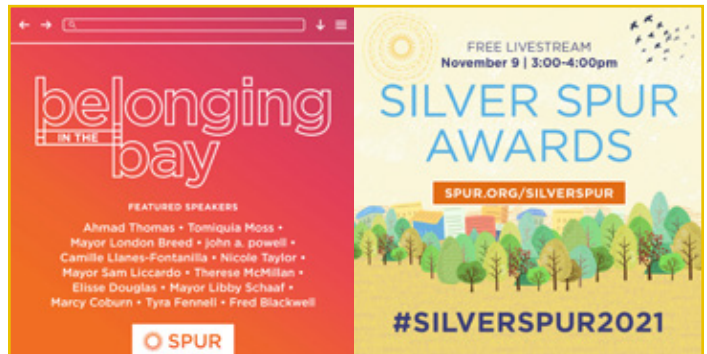
Advocating for Good Government

Many of the challenges Oakland faces are worsened by its unique government structure, which makes it harder for officials to do their jobs well. SPUR released the report ***Making Government Work***, which diagnoses the problem and makes recommendations for how the city government can better serve Oaklanders.



Educating & Engaging Our Community

In addition to collaborating with partners to co-present online digital discourses on clean energy, guaranteed income pilots, transportation equity and other timely issues, SPUR hosted its second annual ***Ideas + Action symposium***, which attracted more than 2,200 registrants over three days and featured keynote speakers Dr. Robert Bullard and Bill McKibben.



Recognizing & Elevating Community Leaders

SPUR engaged local leaders in thought-provoking conversations, including a ***Digital Discourse*** with San Francisco Mayor London Breed, San José Mayor Sam Liccardo and Oakland Mayor Libby Schaaf. SPUR also launched the KALW show ***Belonging in the Bay***, a series of conversations between SPUR President and CEO Alicia John-Baptiste and community leaders on the work local organizations are doing to advance equity, inclusion and belonging. In November, SPUR hosted its annual ***Silver SPUR Awards*** and honored Walter Hood, V. Fei Tsen, Alastair Mactaggart and Becky Morgan for their extraordinary contributions to shaping the Bay Area.