What would it look like to solve the housing shortage, make transformative investments in transportation, tackle climate change and use the region’s prosperity for the benefit of all?

SPUR brings people together to address the most pressing problems facing the cities of the San Francisco Bay Area.
Our story began in 1910, when a group of young city leaders came together to improve the quality of housing in San Francisco after the 1906 earthquake and fire. In the decades since, SPUR has been involved in virtually every major planning issue in the region. With the opening of offices in San Jose and Oakland, SPUR has become a regional organization focused on issues facing the cities of the Bay Area. We are still leading a conversation about how to imagine a better urban future.

Our Organization Has Evolved Over Time

1910–1940
San Francisco Housing Association (SFHA)

1940–1942
San Francisco Housing and Planning Association (SFHPA)

1942–1959
San Francisco Planning and Housing Association (SFPHA)

1959–1977
San Francisco Planning and Urban Renewal Association (SPUR)

1977–2012
San Francisco Planning and Urban Research Association (SPUR)

2012
SPUR: San Francisco Bay Area Planning and Urban Research Association

SPUR’s Agenda for Change

Regional Planning
Concentrate growth inside existing cities.

Community Planning
Build great neighborhoods.

Housing
Make it affordable to live here.

Transportation
Give people better ways to get where they need to go.

Economic Development
Lay the foundations of economic prosperity — for everyone.

Sustainability + Resilience
Reduce our ecological footprint and make our cities resilient.

Good Government
Build the capacity of the public sector.

Throughout our 109-year history, SPUR’s role has been to facilitate a conversation about the future of the city.
1911
The first report of the Housing Association leads the state to adopt its first regulations on tenement construction.

1957
The Next Million People, an SFPHA exhibit at the San Francisco Museum of Modern Art, explores regional growth management, an increasingly central concern for the organization.

1965
As part of the movement to protect the Bay from rampant fill and invasive development, SPUR helps create the Bay Conservation and Development Commission.

1972
The Golden Gate National Recreation Area is established after years of organizing by SPUR, the Sierra Club and hundreds of volunteers; it remains one of the largest urban parks in the world.

1973
San Francisco adopts its Transit First policy based on a SPUR report directing the city to add transportation capacity without adding cars.

1985
San Francisco adopts the Downtown Plan, including SPUR’s recommendations on shaping growth in the city’s downtown core.

1999
Based on a SPUR proposal, San Francisco launches the Better Neighborhoods Program to engage communities in guiding neighborhood change. Plans for Market and Octavia and other neighborhoods balance growth with preservation.

2007
SPUR publishes a groundbreaking report on the Northern California megaregion, calling for a redefinition of regional planning.

2013
SPUR embarks on a new chapter with the launch of an office in San Jose.

2015
SPUR opens an office in Oakland, expanding our work to the three largest cities of the Bay Area.

2018
San Francisco’s Transbay Transit Center first opens to bus service. When completed, the project will realize SPUR’s vision to connect high-speed rail, Caltrain and bus service, linking San Francisco to the South Bay and beyond.

1910
In the aftermath of the 1906 earthquake and fire (see image on previous page), the San Francisco Housing Association forms to fight for decent housing and sensible rebuilding.

1950
The Next Million People, an SFPHA exhibit at the San Francisco Museum of Modern Art, explores regional growth management, an increasingly central concern for the organization.

1965
As part of the movement to protect the Bay from rampant fill and invasive development, SPUR helps create the Bay Conservation and Development Commission.

1972
The Golden Gate National Recreation Area is established after years of organizing by SPUR, the Sierra Club and hundreds of volunteers; it remains one of the largest urban parks in the world.

1973
San Francisco adopts its Transit First policy based on a SPUR report directing the city to add transportation capacity without adding cars.

1985
San Francisco adopts the Downtown Plan, including SPUR’s recommendations on shaping growth in the city’s downtown core.

1999
Based on a SPUR proposal, San Francisco launches the Better Neighborhoods Program to engage communities in guiding neighborhood change. Plans for Market and Octavia and other neighborhoods balance growth with preservation.

2007
SPUR publishes a groundbreaking report on the Northern California megaregion, calling for a redefinition of regional planning.

2013
SPUR embarks on a new chapter with the launch of an office in San Jose.

2015
SPUR opens an office in Oakland, expanding our work to the three largest cities of the Bay Area.

2018
San Francisco’s Transbay Transit Center first opens to bus service. When completed, the project will realize SPUR’s vision to connect high-speed rail, Caltrain and bus service, linking San Francisco to the South Bay and beyond.
The San Francisco Bay Area is known as a place of progressive social values and original ideas — the home of gay marriage and the farmworkers’ movement, leading tech companies and pioneering climate change policies.

But for many who live and work here, there is a gulf between who we believe ourselves to be and the region we have actually created. We face serious challenges that endanger our future: a severe housing shortage, grinding commutes and far too many people left out of the region’s prosperity. Our failure to manage growth effectively is creating a mounting sense of anxiety and loss.

Meeting these challenges — and heading off those on the horizon — will require bold and coordinated action. Earlier generations invested in the region by building BART, saving the Bay and preserving our beloved open spaces.

What might this generation do to secure a better future for the place we call home?

The SPUR Regional Strategy

SPUR launched a major new initiative in 2018: the SPUR Regional Strategy. Through research, analysis and broad-based dialogue, we hope to paint an aspirational picture of a better future for the Bay Area and propose actionable strategies to get there. The work is organized around four themes — Places, Transportation, Economy and Environment — and built on the values and principles that have long guided SPUR’s work, rooted in our Agenda for Change.

To kick off the project, we held public workshops in San Francisco, San Jose and Oakland, interviewed hundreds of people in communities around the Bay Area and visited cities from the North Bay to the Central Valley, engaging local leaders and community members to gain a better understanding of the region’s diverse perspectives.

In the first year of the initiative, SPUR published Four Future Scenarios for the San Francisco Bay Area, which laid out the critical forces and uncertainties shaping the region and presented four radically divergent scenarios for its future. The most hopeful of these became the basis of the Regional Strategy vision. It envisions a future where the Bay Area’s economic prosperity continues but is shared more equitably. In this future, the region embraces inclusion and commits to solving problems collectively.

For the next two years, SPUR and its partners on the Regional Strategy will continue digging into the tough questions, asking what it would take to truly make the region affordable, to decisively shift the way people get around and to face the climate crisis head on. We believe it’s possible for the Bay Area to provide a model of sustainability, inclusion and opportunity and to accommodate new people and new jobs while not just protecting but improving this magnificent place.

The initiative will conclude in 2021 with the publication of the SPUR Regional Strategy.

Today, SPUR is starting a conversation about the Bay Area of 2070.
Research

Identify pressing problems and develop strategies to solve them.

A CLIMATE ADAPTATION ATLAS FOR THE BAY
SPUR and the San Francisco Estuary Institute completed The San Francisco Bay Shoreline Adaptation Atlas, a pioneering framework for sea level rise adaptation. The atlas divides the Bay shoreline into 30 distinct locations and provides strategies suited to the unique landscapes, watersheds and shorelines of each one. In profiling more than 20 adaptation strategies to prepare for rising seas, the atlas makes the case for nature-based solutions and their benefits over traditional flood control measures—including improved habitat, water access and recreation. Bay Area agencies, including the Bay Conservation and Development Commission and San Mateo and Marin counties, are already using the framework in sea level rise planning.

RE-ENVISIONING SAN JOSE’S GUADALUPE RIVER PARK
SPUR launched an initiative to help re-envision the Guadalupe River Park, an underappreciated natural resource in downtown San Jose. To begin considering the river’s potential as a central public space, we built off of previous master plans and studies, working with Hood Design Studio to host a public engagement process that identified key areas for research and analysis. We presented this preliminary work in an interactive exhibition and white paper. We will be working in partnership with the City of San Jose and the Guadalupe River Park Conservancy to identify opportunities and potential barriers and recommend design and policy ideas.

BETTER MAPS = BETTER MOBILITY
Navigating transit in the Bay Area is complicated. Each of the region’s 27 operators develops its own map, using a wide range of styles, symbols, graphics and language. In 2018, we worked with the Metropolitan Transportation Commission and transit operators to develop a regional map that for the first time brings the region’s many transit offerings together in one place. Building on this work, we published Finding Transit, a set of recommendations that transit agencies can use to create better maps and make the Bay Area transit system easier to understand, navigate—and use.

A BLUEPRINT FOR SAN FRANCISCO’S NEXT MAYOR
Before the June 2018 election, SPUR published San Francisco’s Next Mayor: A Blueprint for Change, a set of policy goals for the next mayor to use in addressing the city’s most pressing needs. Since taking office, Mayor London Breed and her administration have pushed forward several of SPUR’s priorities. To generate more funds for affordable housing, the city will put a $600 million housing bond on the November 2019 ballot. To reduce the time to review and approve housing proposals, Mayor Breed appointed the city’s first director of housing delivery. And to scale up temporary homeless shelters immediately, the mayor set a public goal to open 1,000 temporary shelter beds by 2020.
A COMMUNITY VISION FOR THE BAY AREA IN 2070

This year, SPUR began planning its first-ever Regional Strategy for the Bay Area, an aspirational picture of what the region could be like 50 years from now and a road map for how to get there. To help us launch the project, nearly 200 community members in San Jose, San Francisco and Oakland came together to flesh out what a better future would look like. We heard about their concerns for the region today, as well as their values and vision for charting a more hopeful direction over the next half century.

MINDING — AND MENDING — THE TRANSPORTATION GAPS

The transit experience in the Bay Area is marked by gaps that make it challenging for riders to use the many services available: gaps in service, gaps in information, gaps between how the transit network functions today and how it could perform. At this year’s Transit + Design Workshops — our fourth in San Francisco and first ever in San Jose — the sessions focused on research and design tools that transit planners and enthusiasts can use to fill in the gaps that detract from a great transit customer experience.

CREATING TRANSIT-CENTERED CITIES

Decades from now, will the redesigned Diridon Station be a hub of activity that teems with mobility options — or a missed opportunity? To learn what makes the crucial difference, SPUR gathered national and international experts to share best practices for planning world-class transit stations and active neighborhoods around them. San Jose city officials, civic groups, planners and transit agencies came together to help develop a vision and reflect on the legacy that, decision by decision, leaders will create for Diridon.

OAKLAND PROBLEM SOLVERS SERIES

SPUR hosted a series of convenings to bring East Bay business leaders together with the heads of public agencies to discuss Oakland’s biggest challenges and help troubleshoot solutions. Questions included how BART can meet its ambitious goals for building affordable housing next to transit, how to improve Oakland’s specific plan process and how AC Transit can develop its workforce of tomorrow.

HOW WE MOVE

SPUR’s exhibition How We Move catalogued 92 things that move us — from elephants to electric scooters to airships. Our transportation taxonomy grouped comparable modes into families, providing new ways to think about how people around the world travel from city to city, from place to place and from anywhere to home.
Advocacy

Work with decision-makers to put new policies into practice.

BIG WIN: VOTERS SUPPORT REGIONAL TRANSPORTATION FUNDING
In June, Bay Area voters passed Regional Measure 3 (RM3), which will raise funds from bridge tolls to help bring BART to Silicon Valley, connect Caltrain and high-speed rail to downtown San Francisco, expand Muni’s fleet and more. The passing of RM3 will make $4.45 billion available to invest in transportation systems across the Bay Area and help meet the region’s sustainability goals. SPUR co-chaired the RM3 campaign with Silicon Valley Leadership Group and the Bay Area Council.

SF ADOPTS MAJOR AREA PLAN FOR CENTRAL SOMA
Seven years in the making, the Central SoMa Plan was adopted by the San Francisco Board of Supervisors late in 2018. The plan will enable the creation of 16 million square feet of transit-oriented housing and commercial space, along with $2 billion in benefits for the public, including affordable housing, transit improvements and open space. Given Central SoMa’s key location near Caltrain, the Transbay Transit Center and the Financial District, SPUR has been calling for the creation of this plan since our 2007 report A New Transit-First Neighborhood.

PLANNING FOR EQUITABLE GROWTH IN DOWNTOWN OAKLAND
In our 2015 report A Downtown for Everyone, SPUR proposed that downtown Oakland was poised to take on a more important role in the region and that its economic growth should provide benefits to all. After many years of work, the city released a preliminary draft of its Downtown Oakland Specific Plan. We are pleased that the plan lays out a strategy to support equity goals that will help the city center reach its potential as a true downtown for everyone.

A VISION FOR THE DIRIDON STATION AREA
Over the past year, SPUR participated in the Diridon Station Area Advisory Group, helping plan the vision, design and community benefits for the redevelopment of the land surrounding San Jose’s central train station, including Google’s plans for an employment and residential village. A key component of this discussion was the sale of public land for the future Google development. SPUR endorsed the sale, which was approved in December, and advocated for good planning and urban design as the project moves forward.

SAN FRANCISCO VOTES TO RETROFIT ITS SEAWALL
San Francisco voters passed a $425 million bond to repair the city’s hundred-year-old Embarcadero seawall and retrofit it to withstand earthquakes. The seawall supports the city’s historic piers and maritime uses, protects low-lying downtown areas from flooding, and underpins utility networks including BART, Muni, ferries, and the sewer and water systems. Phase II of the project will undertake long-term climate resilience and adaptation. SPUR sits on the steering committee for the rebuilding project. We supported the bond and will continue to advocate for funding the work to come.

Work with decision-makers to put new policies into practice.
BAY AREA COMES TOGETHER ON CASA COMPACT
SPUR was part of a diverse team of Bay Area planners, housing and tenant advocates, developers, business leaders and labor representatives that came together to develop and negotiate a package of 10 key housing policies to address the region’s grave housing challenges. Proposals ranged from safeguarding tenant protections to streamlining housing approval processes. The package, the CASA Compact, was endorsed by the Metropolitan Transportation Commission and the Association of Bay Area Governments and next heads to the California legislature for implementation.

EXPANDING ACCESS TO HEALTHY FOOD
SPUR’s Double Up Food Bucks Program makes healthy food more affordable for low-income families. In 2018, we expanded the program from three to five grocery stores in San Jose and Gilroy. We also helped secure $9 million and state legislation to make Double Up and other programs like it scale more easily across California. With renewed support from the U.S. Department of Agriculture, SPUR plans to expand the program further in the coming three years.

OAKLAND REQUIRES SEISMIC RETROFITS FOR VULNERABLE APARTMENTS
One of SPUR’s key recommendations for earthquake resilience is the seismic upgrade of “soft story” apartment buildings, those with multiple ground-floor openings like garage doors. In the event of a major earthquake on the Hayward Fault, soft-story buildings are expected to represent two-thirds of the housing losses in Oakland. In December, the Oakland City Council adopted a new law requiring landlords to retrofit soft-story apartment buildings built before the 1991 building code update.

BART LAUNCHES STUDY OF A SECOND BAY CROSSING
Since the BART Transbay Tube opened in 1974, the Bay Area has grown from 4.3 million to 7.6 million people, yet we have added no new capacity through the tube or on the Bay Bridge. As a result, it’s getting more and more difficult to make trips across the Bay. SPUR’s white paper Designing the Bay Area’s Second Transbay Rail Crossing called for the region to fund and initiate a planning and design process for a second crossing. In 2016 we urged voters to support a BART bond to fund this work. Late last year, BART, in partnership with Capital Corridor, initiated a feasibility study to identify trade-offs and options for a second crossing.

SF ELIMINATES MINIMUM PARKING REQUIREMENTS
This year, San Francisco became the first major city to eliminate minimum parking requirements for new development, reducing the cost of producing housing and enabling more efficient use of land by replacing spaces for cars with spaces for people. SPUR has called for this reform many times over the years in policy reports and in our Agenda for Change.

360 Fulton, on the right, is one of San Francisco’s first market-rate residential buildings designed with no parking spots, making units more affordable and freeing up space for other uses.
At SPUR, we believe in the power and promise of cities. Cities have the power to create and model solutions to social challenges — from sea level rise to homelessness. And cities offer the promise of opportunity and belonging for all. But delivering on this potential is not inevitable. As more and more people seek to live in the Bay Area, our collective choices will determine whether we grow in ways that are socially inclusive and environmentally conscious, whether we serve as a place of opportunity and refuge for immigrants, whether we sustain our economic dynamism and expand prosperity’s reach.

At their best, cities are dynamic social spaces as well as physical places, offering both incidental and purposeful exposure to difference, freedom for self-expression, space to build our lives and follow our dreams. Cities also require us to participate in a social contract, to acknowledge that our individual wellbeing and our collective wellbeing are mutually dependent.

At SPUR, we work across the political spectrum to ensure that our collective stewardship of the region is thoughtful. We seek to strengthen the Bay Area’s social contract so that growth supports our aspirations for a sustainable, inclusive, prosperous region. We could not do this work without the support of our members, and to each of you we are deeply grateful. Thank you for your partnership. Together, we can deliver on both the power and the promise of our cities.

Sincerely,

Alicia John-Baptiste
President and CEO
SPUR gratefully acknowledges the generous contributions made by the following organizations and individuals in 2018.

Special Thanks to Our Regional Strategy Donors
Chan Zuckerberg Initiative
Clarence E. Heller Charitable Foundation
Curtis Infrastructure Initiative
Dignity Health
Facebook
Genentech
The John S. and James L. Knight Foundation
Marin Community Foundation
George Miller
Sage Foundation
Silicon Valley Community Foundation
Stanford University
Additional funding provided by AECOM, Fund for the Environment and Urban Life, Hellman Foundation, Microsoft and the Seed Fund.

Foundations & Grant Support
11th Hour Project
Applied Materials Foundation
California Health Care Foundation
Cliff Bar Family Foundation
The David and Lucile Packard Foundation
East Bay Community Foundation
Evelyn and Walter Haas, Jr. Fund
FIRST 5 Santa Clara County
Gaia Fund
Good Ventures
The Health Trust
Hellman Foundation
The Herbst Foundation
The James Irvine Foundation
The John & Marcia Goldman Foundation
The John S. and James L. Knight Foundation
Kaiser Permanente South Bay
Koret Foundation
Leslie Family Foundation
Lisa & Douglas Goldman Fund
Metropolitan Transportation Commission
New Belgium Family Foundation
Pisceas Foundation
San Francisco Foundation
Santa Clara County Social Services Agency
The Schaub Family Foundation
Seed Fund
SH. Cowell Foundation
Silicon Valley Community Foundation
Stupski Foundation
Sunlight Giving Foundation
Toeniskoetter Family Foundation
U.S. Department of Agriculture Food Insecurity Nutrition Incentive Grant Program
Walter and Elise Haas Fund
Yerba Buena Community Benefit District

Legacy Society
Individuals who have included SPUR in their estate planning.
Michael Alexander & Dianna Waggoner
North Baker*
Andy & Sara Barnes
Alvin H. Baum
Annette L. Billingsley & Terry Bergmann
Jim Chappell
Rob Evans & Terry Micheau
Diane Filippi
Linda Jo Fitz
Jean S. Fraser & Geoff Gordon-Creed
David A. Friedman
Bryan E. Grunwald
Anne Haistol
Jane & David Hartley
Vincent & Amanda Hoenigman
James Jeong
Toby & Jerry Levine
Robert Steinberg & Alice Erber
Stephen & Sarah Taber
Lydia Tan
Peter Tannen & David Strachan
Brooks Walker III

What one thing best represents your neighborhood? The Hunters Point gantry crane, which has lived in Bayview–Hunters Point in San Francisco since 1947 and is known as the mightiest crane in the world.

What SPUR initiative are you most passionate about? I love participating in discussions with the SPUR staff and board about how to create a transportation network that serves San Francisco in a responsible way by thinking about both local and regional solutions.

If you could magically pass one state or local law, what would it be? Legal aid is the least-funded and most cost-effective way to address poverty in America. I would fully support free, universal legal access in civil cases.

What civic initiative gives you hope for the future? As a new employer and someone who is self-employed, I am excited about the Medicare for All movement, which would simplify paying for health care and lower the total cost.

What is the most important thing we should teach the civic leaders of tomorrow? Patience, risk and meet residents from the neighborhoods you serve and care about. Economic empowerment of these communities is paramount to their success, and engaging with their residents builds better empathy and understanding.

Tyra Fennell
Founding Director
Inspire City
San Francisco Board, SPUR
It is essential for civic leaders to think beyond their time in office when considering policies. Our leaders must think in terms of generational impact as they make decisions.

What is the most important thing we should teach the civic leaders of tomorrow?

If you could magically pass one state or local law, what would it be?

What civic initiative gives you hope for the future?

What’s your favorite way to get to know a new city?

What one thing best represents your neighborhood?

What sense of the rhythm of the city from a resident’s point of view.

The space that best represents our “neighborhood” is the dining hall. The combination of students around the table is from silly to compelling.

What one thing best represents your neighborhood?

The space that best represents our “neighborhood” is the dining hall. The combination of students around the table is from silly to compelling.

What one thing best represents your neighborhood?

The space that best represents our “neighborhood” is the dining hall. The combination of students around the table is from silly to compelling.

What one thing best represents your neighborhood?

The space that best represents our “neighborhood” is the dining hall. The combination of students around the table is from silly to compelling.

What one thing best represents your neighborhood?

The space that best represents our “neighborhood” is the dining hall. The combination of students around the table is from silly to compelling.
The Tenderloin has perhaps the world’s largest collection of historic single-room occupancy units, providing affordable housing to people who are the heart and soul of San Francisco. This preservation arises out of the political activism of residents. They reflect the Tenderloin’s long history of tolerance and its role as a point of entry for immigrants and a home for people society has marginalized.

What’s your favorite way to get to know a new city?
Riding public transportation, which goes hand in hand with walking. The combination of covering ground, moving, observing and interacting with residents is the antithesis of seeing cities through glass.

What civic initiative gives you hope for the future?
San Francisco’s Proposition C to fund homeless services, combined with the Department of Homelessness and Supportive Housing’s Strategic Framework. Ongoing funding for smart, data-based strategies will result in a more efficient use of resources and make a material difference in the number of unhoused people we see suffering the indignities and harms of homelessness.

What is the most important thing we should teach the civic leaders of tomorrow?
That the true nature of leadership lies in disarming our hearts, embracing vulnerability and taking risks while being scared — that is, demonstrating courage.
What one thing best represents your neighborhood? Napa. It’s a really community that organizes activities year-round, including art studios, a Fourth of July parade and politics. Historical home tours and socials at the San Jose Women’s Club. The sense of community is unique. If you could magically pass one state or local law, what would it be? An end-to-end shortage of housing has dramatically skewed the demographics of the Bay Area and continues to cause severe financial harm to our local economy. I would pass a law that would streamline the ability for developers to build high-density housing along transit corridors. What civic project or initiative gives you hope for the future? SPUR’s effort to develop a Regional Strategy for the Bay Area is critical in setting a vision for how to align disparate government efforts to improve transit infrastructure and housing.
vexing problems. To be unafraid of experimentation and seek solutions to what is the most important thing we should teach the civic workforce and market-rate housing.

Working with SPUR and others to focus on housing across the city, show up!

What is the most important thing we should teach the civic leaders of tomorrow?

To be steadfast in experimentation and seek solutions to unwinnable problems.
What is the most important thing you think the civic leaders of San Francisco should know? Be bold and provide vision. You can’t make everyone happy, so what would it be?

If you could magically pass one state or local law, what would it be?

If you were the mayor, what area would you focus on most?

What’s your favorite way to get to know a new city?

What is one thing that best represents your neighborhood?

What is something you do in your free time?
Ideas + action for a better city

SPUR promotes good planning and good government through research, education and advocacy.

We are a member-supported nonprofit organization. Join us.

www.spur.org