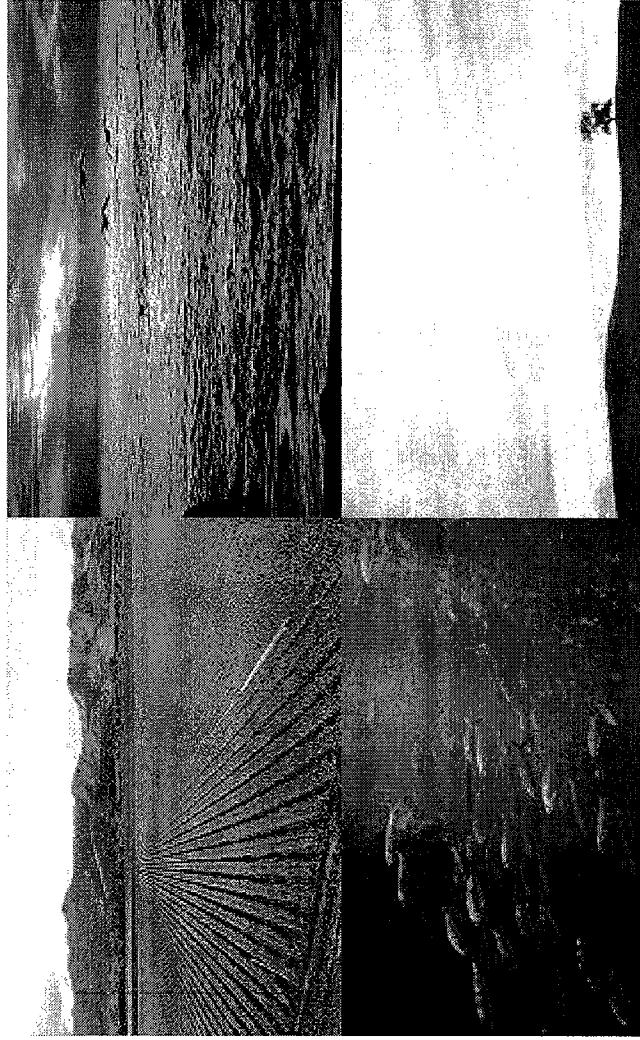


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**APPENDIX D: REGIONAL POPULATION, HOUSING UNIT  
AND EMPLOYMENT FORECAST ALLOCATION PROCESS**



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# In-House Growth Allocation Process

## **The Process**

- Panel identifies and weights the factors that affect growth
- GIS calculations done based on panel inputs
- Employment sectors are allocated to TAZs individually, based on probability
- Population/Household location is driven by employment location
- Results reviewed by panel and modifications are made to factors and weights
- Process continues until consensus reached

## **General Attributes**

- Relies heavily on expert panel input
- Input from panel is both qualitative and quantitative
- Process is intended to model the actual location decision process
- Uses parcel-level land use and general plan GIS data
- Probabilistic method, produces more logical allocation than deterministic methods
- Linkage created between transportation and land use planning tools (useful for general plan updates)

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The logo for the Association of Monterey Bay Area Governments (AMBAG). It consists of the acronym "AMBAG" in a bold, sans-serif font, with a horizontal line through the middle of the letters.

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REGIONAL POPULATION, HOUSING UNIT AND EMPLOYMENT FORECAST UPDATE

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## Factors that Affect Growth

### **Quantifiable**

- Existing land use of same type - (used parcel/Census/and employment databases)
- Available/Vacant Land - (used parcel and Census databases)
- General Plan/Zoning - (used parcel databases)
- Accessibility to Labor/Population/Markets - (calculated in GIS)
- Accessibility to employment - (calculated in GIS)
- Land Cost/Affordability - (used Census database)

### **Qualitative**

- Constraints (water, sewer, etc.)
- Amenities (distance to, or view of, coast; nearness to central places; etc.)
- Local Opinion

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# Factors that Affect Growth

## **Employment**

- Retail
- Commercial
- Industrial
- Government
- Farm
- Other

## **Housing Units/Households**

- By housing unit density

## **Population**

- Calculated from households in each housing unit category

## **Growth Constraints**

- Water Supply
- Sewer Capacity
- Growth Control Policies

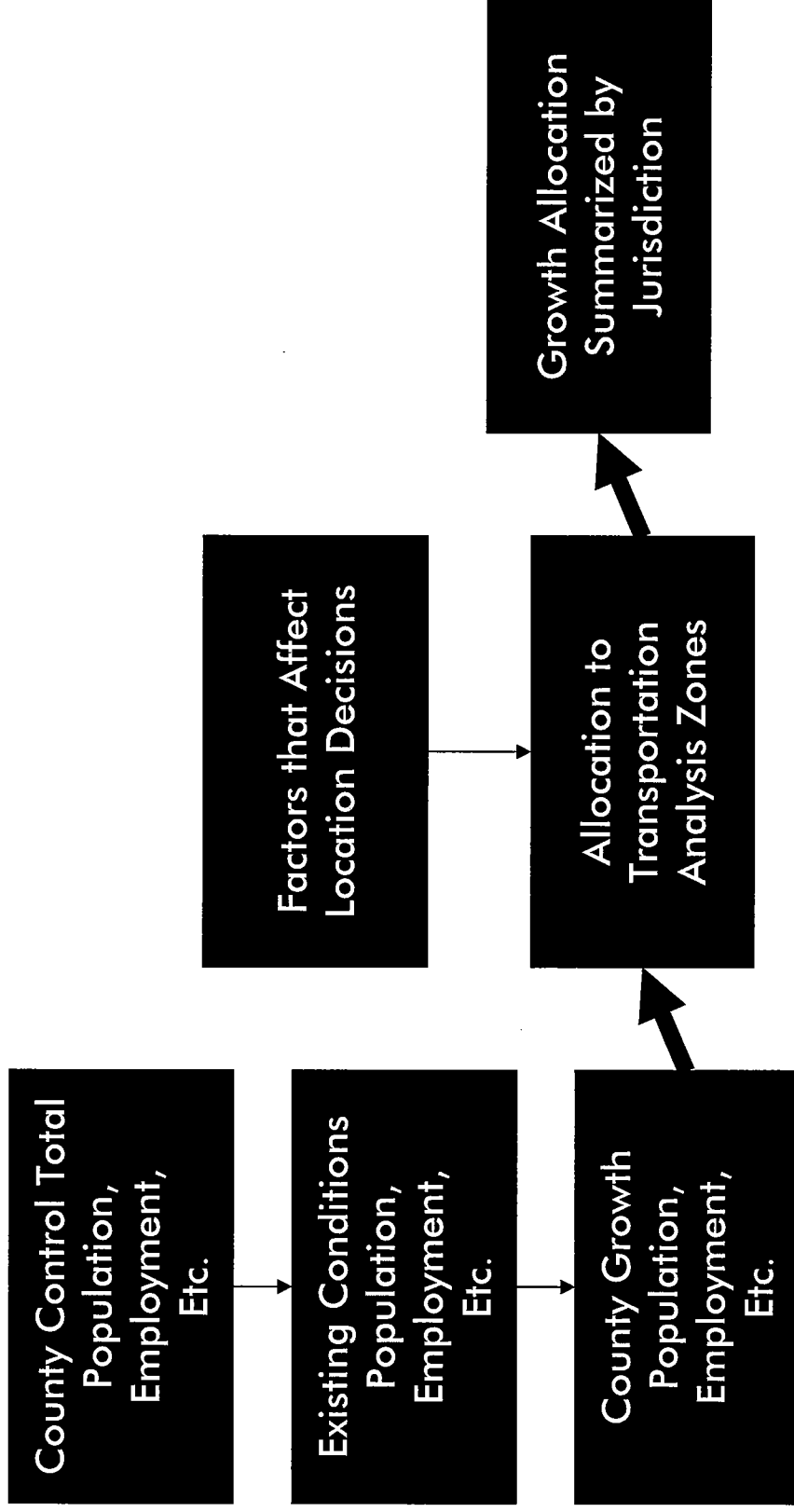
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# Overview of Allocation Process



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# General Allocation Process

## Issues for Consideration

- Variables to be forecasted
  - Population
  - Housing units
  - Total Employment
  - Employment by categories
- Project schedule
- Process needs to be defensible and repeatable
- Meets needs of travel modeling
- Meet needs of other planning applications
- Use data from 2000 Census
- Use regional land use and GP GIS databases
- Account for constraints
- Incorporate input from jurisdictions
- Tie forecast to real world location decision making
- Flexibility to adapt to new policies

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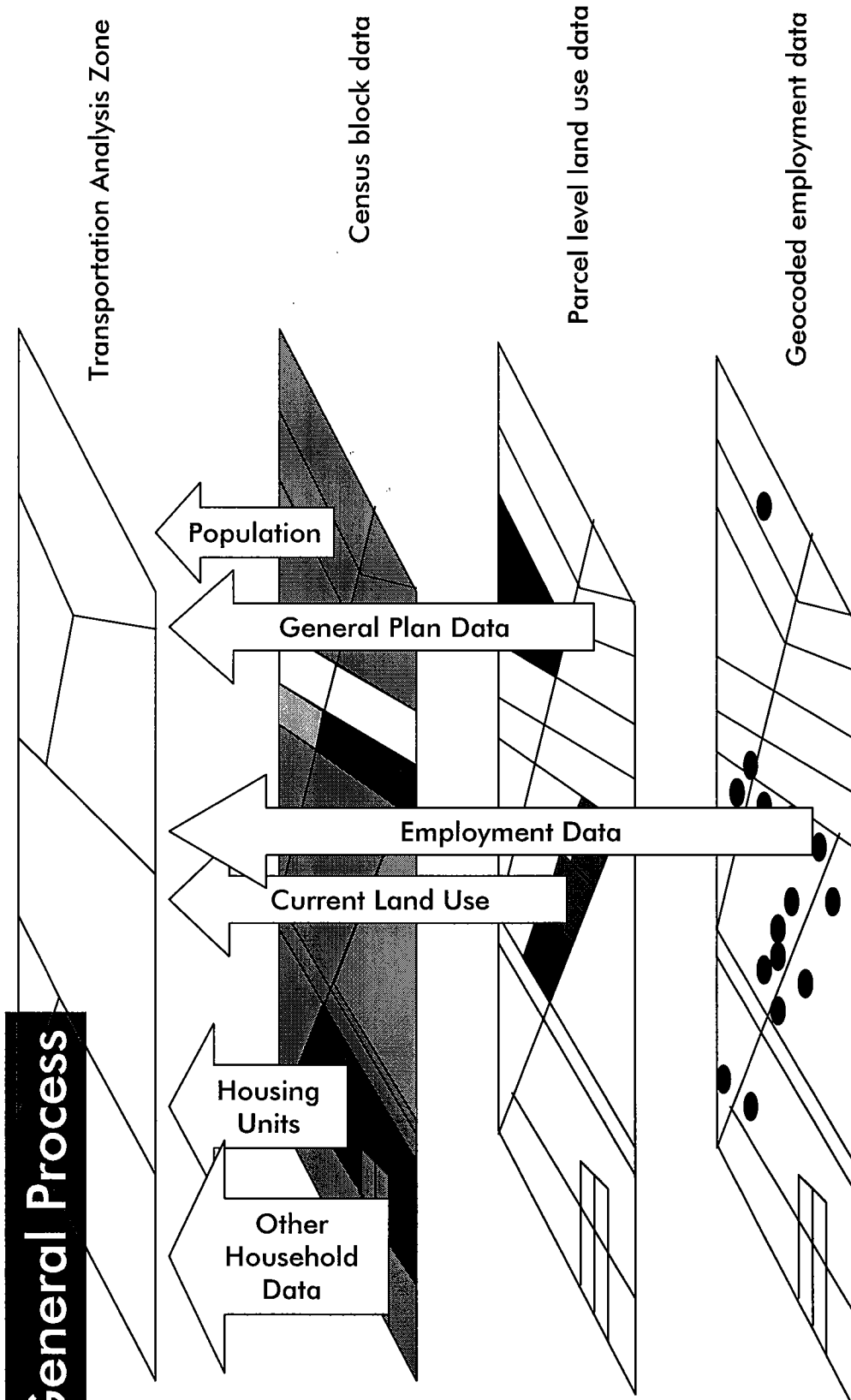
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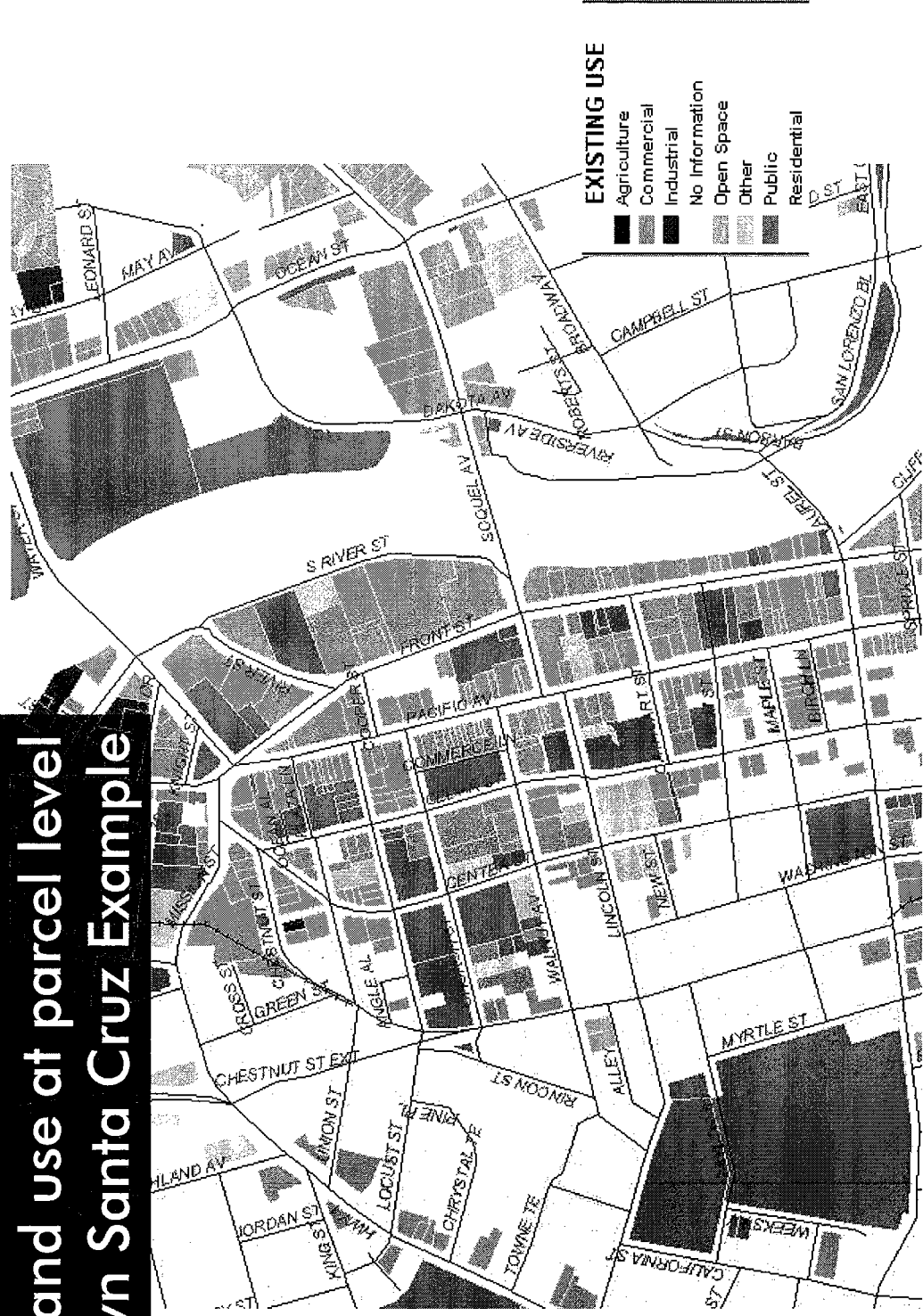
# Transportation Analysis Zone – Existing Land Use

## General Process



# Transportation Analysis Zone – Existing Land Use

## Existing land use at parcel level Downtown Santa Cruz Example



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