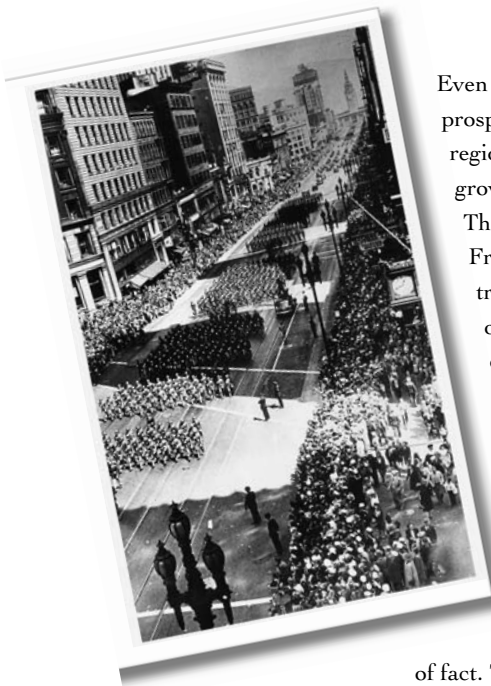


# INTRODUCTION



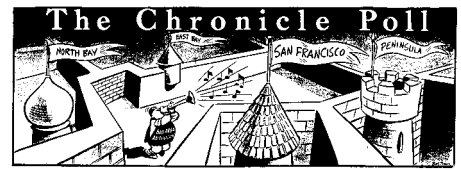
Even before the epochal June 1944 D-Day invasion, peace and post-War prosperity were very much at the top of the collective Bay Area mind. In the regional press, this hopeful glance ahead posited ways to sustain the wartime growth that had transformed the region into a modern industrial powerhouse. The consensus was that an organization was required that could, as the San Francisco News suggested, “coordinate the region’s efforts to whip crucial transition problems, and cash in on industrial, commercial and foreign trade opportunities.” The Bay Area Council would become just that organization, evolving over its sixty year existence to deal with the manifestations of political atomization that would remain the region’s fundamental public policy conundrum and, even today, the greatest challenge to regional economic competitiveness and social well-being.

Two telling features stand out in newspaper coverage leading to the 1945 formation of the Bay Area Council. The first was the belief that victory in World War II was an inevitable, if as-yet uncompleted, matter

of fact. The second was recognition that a politically fragmented Bay Area would be at a post-war disadvantage compared with “unified” cities like Los Angeles, or as the News again opined, “the Bay Area is definitely losing ... to united from Los Angeles by reason of our petty inter-city rivalry.”

Here was a keen insight that would resonate across modern Bay Area history and remain a key to the Bay Area Council’s continuing importance. The mantra went something like this: For solutions to be found to the critical social, economic and infrastructural problems caused by Bay Area balkanization, a powerful, regionally-focused organization was needed, with an uncanny ability to balance the ballot with the business bottom line.

Now, just as sixty years ago, the striving for a more tightly riveted region remains a requirement for the future prosperity of the Bay Area. It is also a prescription for the ongoing success of the Bay Area Council. Succinctly spelling this out is William T. Bagley, the legendary former State Legislator from Marin, whose public service spans much of the region’s modern history. According to Bagley, it is simply that “the Bay Area Council needs to be what it has always been: a damned effective voice for regional progress!”



## The Bay Area Crisis: Co-operate or Stagnate

San Francisco Chronicle  
Monday, July 7, 1945

San Francisco Bay Area is facing a crisis of its own making, says a poll of opinion in the region. The poll, conducted by The Chronicle, shows that the majority of the population in the Bay Area is in favor of a regional organization to coordinate the region's efforts to solve its transition problems. The poll also shows that the majority of the population is in favor of a regional organization to coordinate the region's efforts to solve its transition problems.

**State Legislative Interests**  
There has been only talk of regional planning in the past few years. The various cities have been fighting for their own interests and trying to solve their own problems. The State Legislature has been slow to act on these matters. It is time for the Legislature to take a more active role in regional planning.

**Legal Obstacles**  
The most practical proposal that has been made is to create a regional authority. This authority would have the power to coordinate the region's efforts to solve its transition problems. It would also have the power to coordinate the region's efforts to solve its transition problems.