



One Bay Area Grant (OBAG) Program Implementation in Alameda County

September 2012



Presentation Overview

- Overview Federal Cycle 2 and OBAG Program
- Requirements for:
 - *Complete Streets*
 - *Priority Development Area (PDA) Investment & Growth Strategy*
- Programming and Project Selection Considerations
- Outreach Activities
- Implementation Schedule
- Policy Recommendations

Transportation Funding – A New Regional Approach

- New regional policies are a game changer in requiring how transportation funding is allocated:
 - *Tying land use to transportation funding per mandates in SB 375*
- Historically has been done by formula, mostly for local streets and roads projects with emphasis on geographic equity
- Now, emphasis is on multimodal investments in areas that are willing to absorb growth

Federal Cycle 2 Funding Overview

- STP/CMAQ funds:
 - *Bay Area Total: \$795 M, 4 years (through FY15/16)*
 - *Regional Program: 60% (~\$475 M), administered directly by MTC*
 - *One Bay Area Grant (OBAG) Program for counties: 40% (~\$320 M), administered by CMAs*
 - Alameda County share: \$63 M
 - Safe Routes to Schools part of Regional Program: \$4.3 M direct allocation to Alameda County

OBAG: One Bay Area Grant Program

- Goal: Support Sustainable Communities Strategy
- County CMAs administer funds, select projects
- OBAG framework & requirements:
 - *Transportation dollars should reward jurisdictions that actually accept housing growth (RHNA allocations)*
 - *70% of funds must be programmed to support PDAs for large urbanized counties*
 - *Adoption of **Complete Streets Policy** at local level*
 - *Counties must develop a **PDA Investment and Growth Strategy** to determine/describe project selection*
 - *Fund recipient must have state certified Housing Element*
 - *Pilot program to support open space preservation in PCAs*
 - *Counties must have public outreach/involvement process*

Complete Streets Overview



- What are "Complete Streets"?
 - *Streets built to support safe and convenient access for all road users: walkers, bikers, transit riders, drivers, movers of commercial goods and emergency services, children and seniors*
- By January 31, 2013, every jurisdiction is required to either:
 - *Update General Plan to comply with the State's Complete Streets Act of 2008, OR*
 - *Adopt a Complete Streets Resolution that incorporates specific complete streets elements*

Complete Streets Next Steps



- Alameda CTC activities to support Complete Streets development & implementation:
 - **Technical Assistance:** *Information sharing, tools and resources, support cities in monitoring and assessing their compliance, etc.*
 - **Alameda CTC Actions:** *Adopt Alameda CTC Complete Streets Policy to guide programming decisions, educate Board members, develop Alameda CTC Complete Streets Guidelines.*
 - **Monitoring:** *Monitor local adoption of policies through Jan. 2013, monitor local general plan updates through Jan. 2014, determine how to monitor complete streets implementation at county level.*

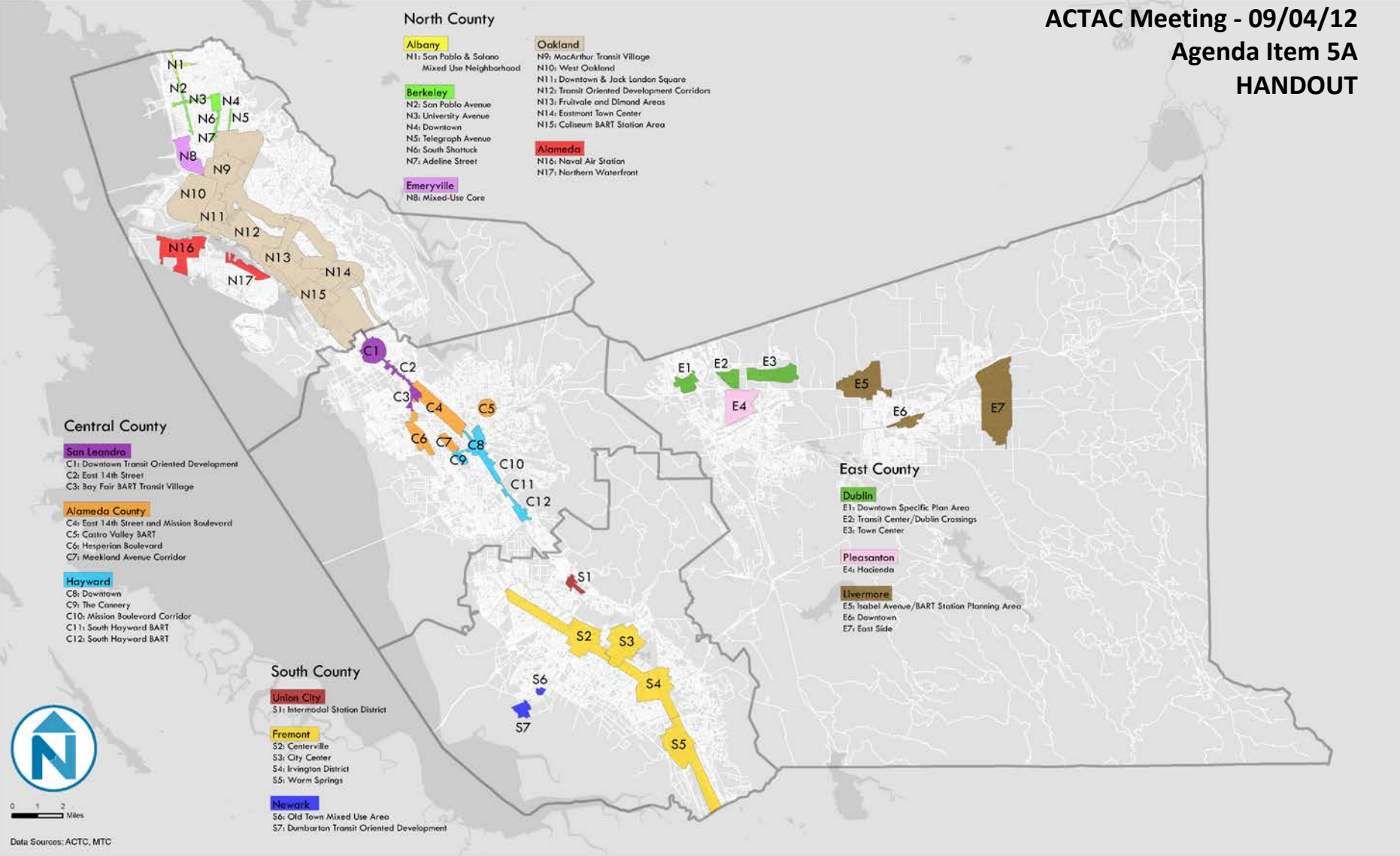
PDA Investment & Growth Strategy

- By May 1, 2013 Alameda CTC must adopt a *PDA Investment and Growth Strategy* (PDA I&GS) to guide selection of transportation projects to be funded through OBAG
 - *Must expand beyond traditional project selection criteria*
 - *Program 70% of funds to support transportation projects that support PDAs*
 - *Include factors that will help the Alameda CTC determine which projects will best encourage land use development in our PDAs toward realization of the regional vision for sustainable growth patterns*
 - *Exact parameters of PDA I&GS are still being developed between regional agencies and CMAs*

What is a PDA?

- Term originally came from “FOCUS” program:
 - *A regional growth strategy to promote infill development and protect greenbelt (adopted 2007)*
- Priority Development Areas (PDAs) – nominated voluntarily by local jurisdictions as appropriate areas for development
- Three characteristics:
 - *In existing communities*
 - *Near transit*
 - *Planned for more housing*
- 43 designated PDAs in Alameda County

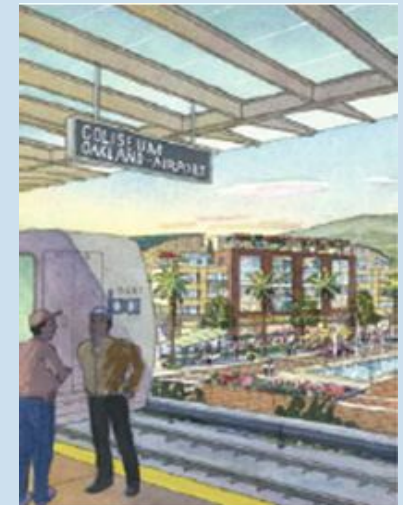




Alameda County PDAs

Spectrum of PDAs

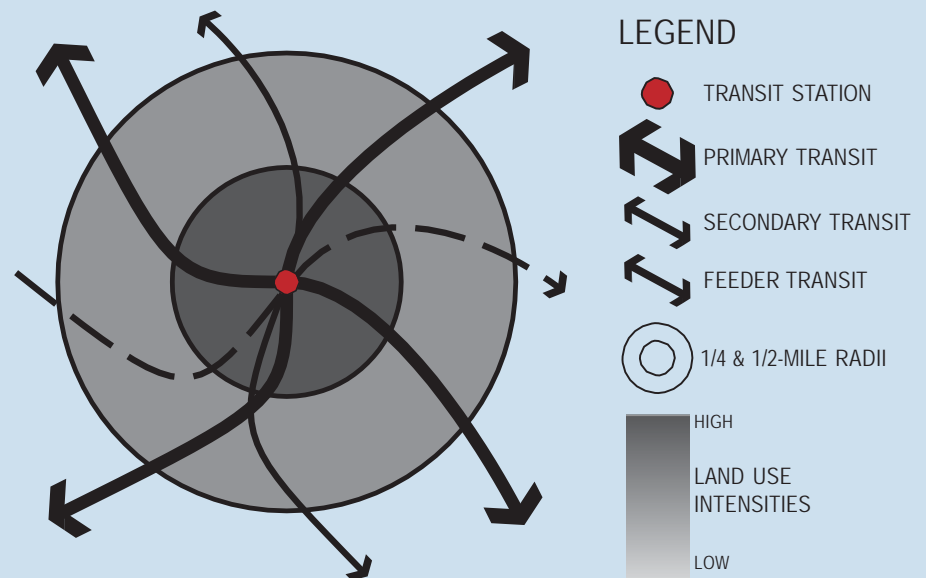
- PDAs are areas
 - *A PDA could include one or more TODs, multiple projects*
 - *Different parts of a PDA could develop very differently and over time*
- PDAs in Alameda County are varied in terms of:
 - *Place type*
 - *Level of development activity*
 - *Market strength*
 - *Infrastructure Needs*
 - *"Readiness"*



PDA Place Types

Based on MTC Station Area Planning Manual:

- Regional Center
- City Center
- Suburban Center
- Transit Town Center
- Urban Neighborhood
- Transit Neighborhood
- Mixed-Use Corridor



Lifecycle of a PDA

- PDAs are not built out all at once
 - *Require long time horizon ~10-30 years*
- General Plan & Zoning often have to be changed
- PDA development requires other infrastructure commitments: schools, utilities, other public infrastructure upgrades, etc.
- Market demand must be present to buy/rent housing units/commercial space
- Private developers must propose projects
 - *Entitlements, environmental review, project construction, lease/sell projects*

Challenges of Infill Development

- More expensive product type
- Need for higher than currently zoned heights
- Small and/or narrow parcels
- Difficult to redevelop existing uses
- Require upgrades to utilities and infrastructure
- Mixed community support, particularly in existing neighborhoods, adjacent to single family homes
- Can be more difficult to attract financing – Complexities create more risk which can dissuade financiers

Developer Perspective

- Before proposing a project a developer will evaluate:
 - *Market Support*
 - *City Support*
 - *Community Support*
 - *Financial Return*
- Developer will ask:
 - *Is there a market to sell/rent what I am building?*
 - *Is zoning in place?*
 - *Does the proposed development fit with surrounding uses?*
 - *Is there sufficient water and sewer capacity or an agreement for future capacity?*
 - *Assess political landscape- what are the desires of the city, the community?*

Development of *PDA I&GS*

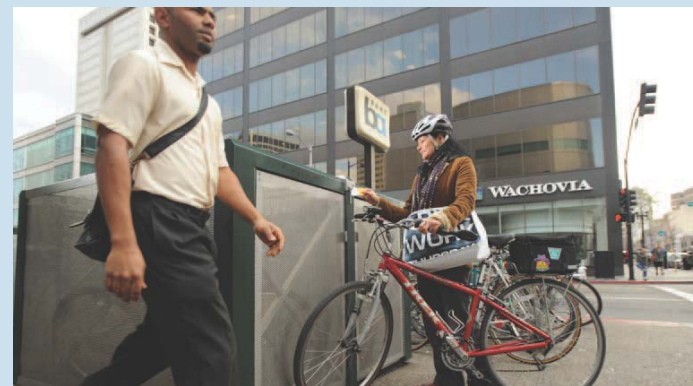
- Alameda CTC will engage local city staff and policy makers to:
 - *Provide information on current status of PDAs*
 - *Development process of PDAs*
 - *Factors influencing build out of PDAs*
 - *Infrastructure funding needs to support development of PDAs*
 - *Determine how funding can best support PDA development in Alameda County, acknowledging diversity of PDAs and their needs across the County*

PDA Strategic Plan

- Key component of the Alameda CTC's PDA I&GS is a *"PDA Strategic Plan"*
 - Acknowledge diversity of PDAs
 - Acknowledge different levels of PDA "readiness" e.g.:
 - In planning – PDA still needs plans, zoning updates to accommodate level of envisioned growth
 - Ready – planning complete, need catalyst for market support
 - Active – development activity underway
 - Different types of funding are appropriate to help move PDAs "up" the spectrum towards readiness
 - Identify other types of activities/actions Alameda CTC and cities can take to get their PDAs "ready"
 - Help integrate jobs centers into this process

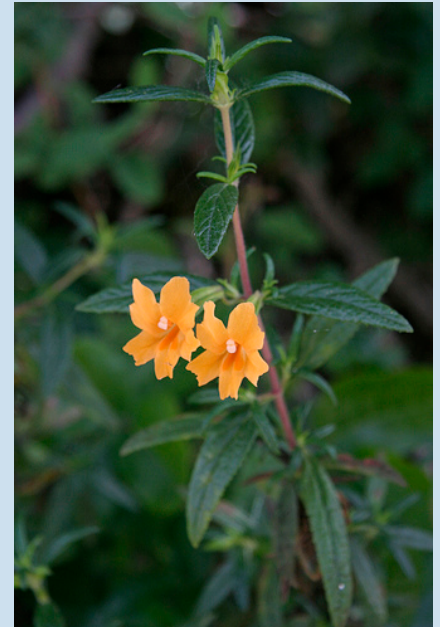
Importance of Jobs

- Commute mode choice depends on both ends of the trip: home location and job location
- Originally, PDAs focused on housing production
- But job development is a critical element in the success of PDA development

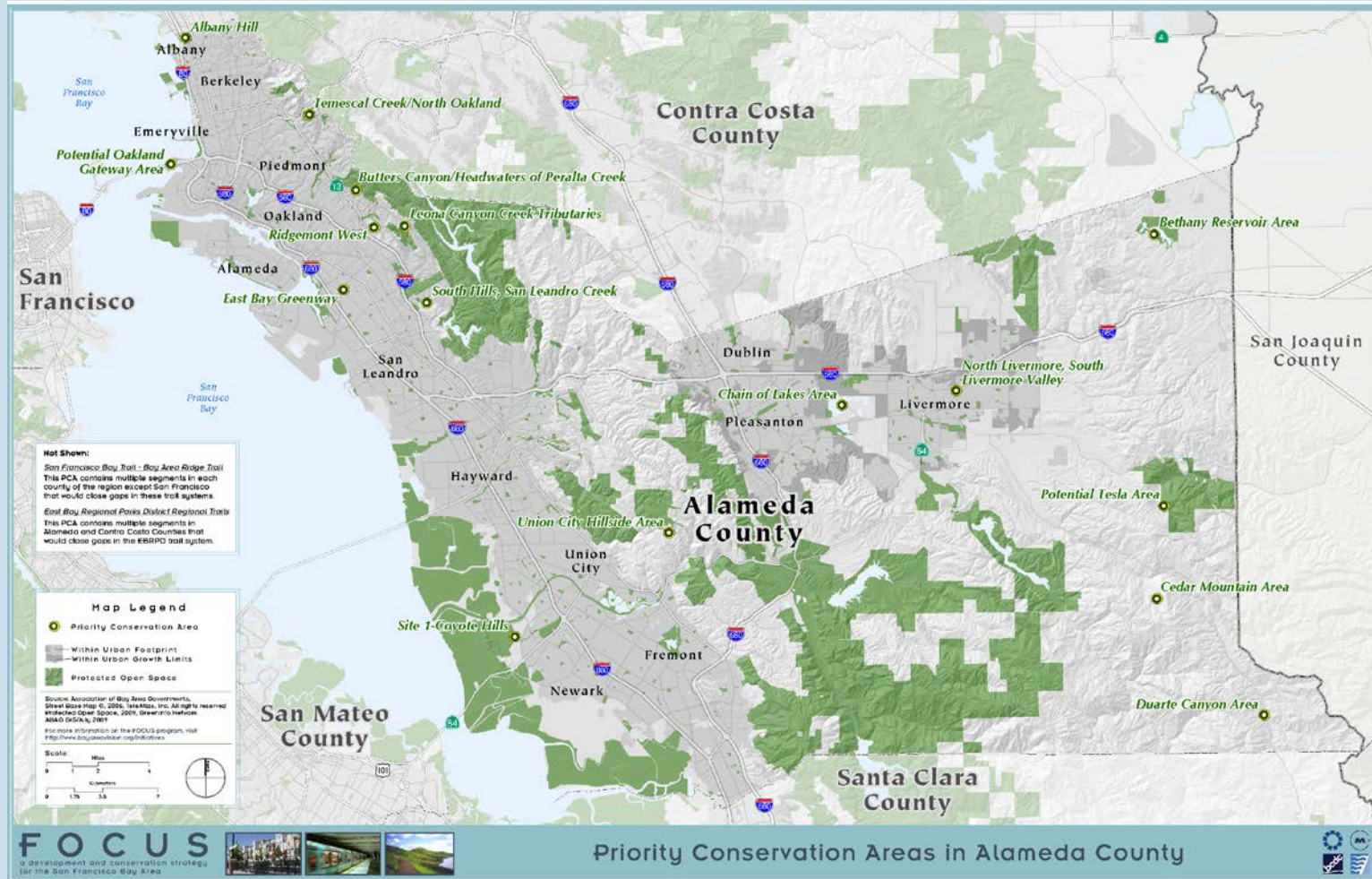


PCAs

- FOCUS program also identified PCAs: Priority Conservation Areas
 - *Identified highest priority areas for regional open space, conservation and habitat protection*



Alameda County PCAs



Funding for PCAs

- There is a modest pot of funding for PCAs in the regional OBAG program.
- \$5 million to support open space preservation, project eligibility could include:
 - *Planning*
 - *Land/easement acquisition*
 - *Farm-to-market capital projects*
 - *Open space access projects*
- Still largely undefined

Programming OBAG funds to projects

- These funding sources are constrained by a number of requirements
 - *OBAG requirements*
 - *Transportation project types that are eligible for STP/CMAQ*
 - *Construction projects must be under contract by January 2017*
 - *Alameda CTC considerations for allocating project funding*



Programming: OBAG guidance on project selection criteria

- CMAs should place “emphasis” on the following factors in development of their project evaluation criteria:
 - *Projects located in “high impact” project areas:*
 - Taking on significant housing growth
 - Jobs in proximity to housing & transit
 - Improved transportation choices for all income levels
 - Design that encourages multimodal access (TLC guidelines)
 - Areas with parking management and pricing policies
 - *Projects in Communities of Concern*
 - *PDA's with affordable housing preservation/creation strategies and/or policies*
 - *PDA's overlapping Air District Communities Air Risk Evaluation (CARE) Communities/freight impact areas*

Programming: STP/CMAQ reqs.

- Eligible types of projects:
 - *Capital bike/ped improvements*
 - *Safe Routes to Schools education and outreach*
 - *Transportation Demand and Traffic Management,*
 - *Outreach, rideshare and telecommuting programs*
 - *Signal improvements*
 - *Transit capital and transit expansion*
 - *Experimental pilot programs*
 - *Alternative fuel projects*
 - *Road Rehabilitation (STP only)*
- Minimum grant size: \$500,000
 - *Smaller grants on a case by case basis*

Programming: Alameda CTC considerations

- Additional requirements for planning in the context of SCS and multi-modal focus
- Transportation need
- Project Readiness: construction projects under contract by January 2017
- Role of Exchanges
- Equity
- Maximizing fund sources, e.g. leveraging, matching, etc.
- Per OBAG: In a PDA or providing “proximate access” to a PDA
 - *Alameda CTC will need to provide policy justification for how projects NOT in PDAs provide “proximate access”*

Potential Funding Categories

- Proposed funding categories for OBAG:
 - *Planning/Programming*
 - *Local Streets and Roads (LSR)*
 - *PDA Supportive Transportation Investment (non-LSR)*
 - *Safe Routes to Schools (beyond \$4.3 M already designated through regional program)*
 - *Priority Conservation Areas*
- Amount of funds available for each category depends on:
 - *Status of the development of PDAs*
 - *Limitations of STP/CMAQ (possible flexibility thru exchange)*

Outreach

- Public engagement throughout process:
 - *All Alameda CTC public and community advisory meetings (ACTAC, BPAC, PAPCO, CAC, CWC, PPLC, PPC, Commission)*
 - *Press releases and e-newsletter updates and ED Report*
 - *Web page for OBAG Program*
 - *Fact Sheets*
 - *Outreach events*
 - *Outreach to lists used for CWTP/TEP development*



Policy Recommendations

- Housing Policies: Honor local housing policy development, with countywide role to inventory and evaluate how performance as a whole to support SB375 and regional policy requirements
- Jobs and PDAs: Support jobs as key proximate access definition
- Technical Assistance Programs: Support local planning needs
- Funding Flexibility: Focus on four categories
 - *Planning, Local streets and roads, PDA Supportive Investments (multi-modal), Safe Routes to Schools*
- Applicability of policies to other fund sources

Implementation Schedule

- Fall:**
- Complete PDA Inventory & list OBAG eligible projects
 - Draft PDA Strategic Plan
 - Draft Programming Guidelines
- Winter:**
- Initiate project and program selection
 - Draft PDA Investment & Growth Strategy
 - Update on meeting Complete Streets Requirements
- Spring:**
- Final PDA Investment & Growth Strategy
 - Adoption of Programming recommendation
- May-June 2013:**
- Submit PDA Investment & Growth Strategy and final OBAG programming list to MTC