Overview

• Background and Context
• PDA Investment and Growth Strategy Development
• Alameda County’s OBAG Investments
• Future PDA Planning and Implementation
• Key Issues Going Forward
• Next Steps
Local-Regional Partnerships

• Long-range planning is an interdependent process
• Local decisions made in a regional context
  - Local land use decisions
  - Complete streets planned, built and maintained locally
  - PDAs identified and implemented locally
  - Local sales taxes and other funding
  - CMA boards made of local elected officials
• CMAs participated in developing regional plans:
  - Coordination through committees, working groups and regular meetings
  - CMP
  - Countywide Transportation Plans feed into Regional Transportation Plan (Plan Bay Area)
• Local decisions form the foundation for moving plans into reality

One Bay Area Grant Program

• PDA Investment & Growth Strategy required by MTC One Bay Area Grant (OBAG) Policy Resolution (No. 4035)
• Main purpose is to establish a process for prioritizing OBAG funds in a way that supports and encourages PDA development
• New approach to regional federal transportation funding program:
  - Integrate region’s federal transportation program with CA climate law (SB 375) and the Sustainable Communities Strategy
  - Use transportation funding to reward jurisdictions that accept Regional Housing Needs Allocations and locate jobs near transit
  - Link land use and transportation by promoting transportation investment in Priority Development Areas (PDAs)
PDA Investment & Growth Strategies

- One of the first steps in Plan Bay Area implementation
  - Establish a baseline
  - Identify needs and priorities for capital investment and planning
  - Set a course for monitoring progress
  - Identify opportunities for coordination across multiple jurisdictions and PDAs
  - Focus on locally significant issues and obstacles to implementation

Developing Alameda County’s Strategy

- Involved extensive work with local city and county planning staff
  - Ad hoc committee
  - Survey of all jurisdictions during summer 2012
- Significant outreach and education during Strategy development
  - Discussed at Committee and Commission meetings from September 2012 through March 2013
  - Meetings and interviews with community organizations and developers
- Two-pronged approach
  - OBAG grant
  - Sustainable Communities Technical Assistance Program
Developing Alameda County’s Strategy

- PDA Inventory
- PDA Readiness Criteria
- PDA “Readiness” Classification
  - Active
  - Near-active
  - Needing planning support
- PDA Strategic Plan
- PDA Investment & Growth Strategy
- OBAG Cycle 2 Programs & Allocations

Contents of the Strategy

- Ch. 1: Introduction
- Ch. 2: PDA Inventory (as of November 2012)
- Ch. 3: PDA Readiness Evaluation (readiness criteria and classification was adopted in December 2012)
- Ch. 4: PDA Strategic Plan
  - Current and future activities to support PDA development
  - Data collection and monitoring
- Ch. 5: Priority Conservation Area Inventory
Downtown Berkeley

• 1,000-1,500 new units in the pipeline
• Recently completed specific plan and zoning update
Downtown Berkeley

- Multimodal: BART, AC Transit, bike station, “walkable” environment
- Active parking management and TDM

Fremont City Center
Multi-Modal Improvements

- Community Vision
- Proposed Project
  - Purpose and Need
  - Connections
  - Improvements
Community Vision

“Fremont will serve as a National model of how an auto-oriented suburb can evolve into a sustainable, strategically urban, modern city.”

Downtown

Warm Springs

Proposed Project – Purpose and Need
Proposed Project – Purpose and Need

Connections
Connections

![Connections Image]

Improvements

![Improvements Image]
Improvements

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Thank you!

Key Issues

- Significant infrastructure and O&M needs and insufficient/diminishing financial resources
- Loss of redevelopment was a huge blow:
  - Significant source of funding for affordable housing and infrastructure improvements lost
  - RDA was a tool for catalyzing market investment with strategic public subsidies and land assembly
- Focusing transportation funds on infrastructure improvements can help facilitate and reduce development costs for both affordable and market rate projects
Key Issues (cont’d)

- Facilitating development where we want it to happen: thoughtful planning, design and regulatory streamlining
- Need to incorporate Growth Opportunity Areas more fully, especially employment locations
- Cannot forget investments to support jobs not located in PDAs
- Further develop a strategy for sustainable development in suburban locations need a context sensitive approach
- PCAs need to revisit and develop a more comprehensive strategy

Next Steps

- Alameda CTC has made a commitment to supporting Plan Bay Area implementation through integration into our:
  - Congestion Management Plan
  - Countywide Transportation Plan
  - Sales Tax Expenditure Plan
  - Programming policy and approach
- Our PDA Investment and Growth Strategy builds on and informs these efforts
<table>
<thead>
<tr>
<th>Next Steps (cont’d)</th>
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<tbody>
<tr>
<td>• Seek clarity on data collection and monitoring</td>
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<td>• Determine timeframe for next update</td>
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<td>▪ Longer-term horizon for development does not support annual reporting</td>
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<td>• Building on the PDA Investment &amp; Growth Strategies for the next SCS update</td>
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<td>• Roundtable with developers, planners, and community organizations on moving forward with implementation</td>
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