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

September 2012

ALAMEDA
County Transportation
Commission

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
- Policy Recommendations
- Implementation Schedule

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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 transportation 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 transportation 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
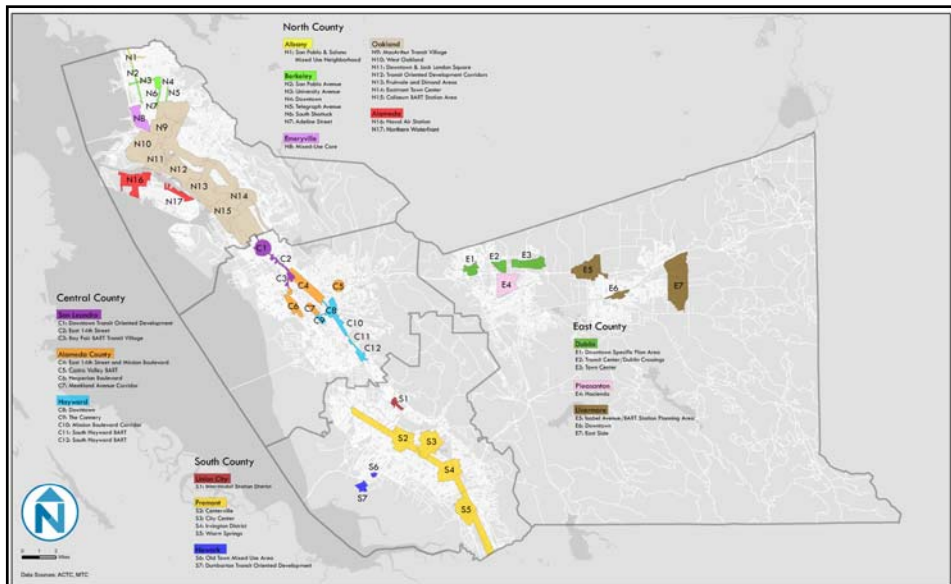
Alameda County PDAs

Spectrum of PDAs

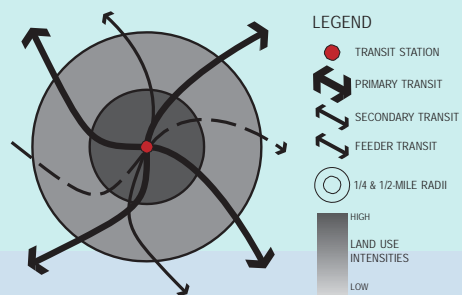- PDAs are areas
    - *A PDA could include one or more TODs, multiple projects*
    - *Different parts of a PDA could develop very differently and over time*
- PDAs in Alameda County are varied in terms of:
    - *Place type*
    - *Level of development activity*
    - *Market strength*
    - *Infrastructure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

LEGEND

● TRANSIT STATION

PRIMARY TRANSIT

SECONDARY TRANSIT

FEEDER TRANSIT

◎ 1/4 & 1/2-MILE RADII

HIGH

LAND USE INTENSITIES

LOW

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?*

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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*
  - *Transportation 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*

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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:

  - *Transportation 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

  - *Transportation projects in Communities of Concern*

  - *PDAs with affordable housing preservation/creation strategies and/or policies*

  - *PDAs overlapping Air District Communities Air Risk Evaluation (CARE) Communities/freight impact areas*

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Programming: STP/CMAQ reqs.

- Eligible types of transportation 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*

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