



Date: January 5, 2011
To: MTC Policy Advisory Council
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Subject: **Planned Priority Development Area Assessment – Overview**

Background

The Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) approach the implementation of the FOCUS Priority Development Areas (PDAs) as a key consideration for the development and adoption of the Sustainable Communities Strategy (SCS) under SB375. FOCUS, uniting the efforts of MTC, ABAG, the Bay Area Air Quality Management District and the Bay Conservation and Development Commission, is a regional development and conservation strategy that promotes compact land use patterns for the Bay Area. It links land use and transportation by encouraging the development of complete, livable communities in areas served by transit, and promotes conservation of the region's most significant resource lands.

Through FOCUS, regional agencies will support local governments' commitment to these goals through existing and future incentives. PDAs are locally-identified, infill development opportunity areas near transit. PCAs are regionally significant open spaces for which there exists a broad consensus for long-term protection.

The designation of PDAs as a network of neighborhoods that will accommodate the majority of the region's population and employment growth calls for a thorough understanding of the changes expected to occur in these areas and potential barriers to future development.

To accomplish this goal, ABAG and MTC have undertaken an assessment of those PDAs that have an adopted neighborhood-level land use plan ("Planned PDAs"), and thus are closer to implementing a specific vision for growth. "Potential PDAs" are those that have not yet completed a neighborhood-level land use plan. Over time, it is expected that the Potential PDAs will complete plans and transition to Planned status.

This memo provides an overview of the purpose and approach for the PDA Assessment.

Purpose of PDA Assessment

The two primary goals of the PDA Assessment are to 1) gain information about Planned PDAs in order to help hasten development of these areas as complete communities and 2) to support the development of a realistic SCS. While all of the Planned PDAs have been proposed by local jurisdictions committed to sustainable, transit-oriented development through local plans, they vary greatly in their visions of complete communities and readiness to produce new housing.

Using information primarily provided by local governments, the assessment will evaluate the scale and type of growth expected to occur in Planned PDAs, the strategies needed to ensure that this growth results in complete communities, how ready local governments and communities are for growth to occur, and the investments needed to make this growth a reality. The desired outcomes of the assessment are to identify the PDAs most ready for implementation and growth potential, identify policies and resources needed to support essential elements of complete communities, and consider policies for prioritizing additional funding to the PDAs. The Assessment also may assist the Potential PDAs by identifying strategies and policies to facilitate plan initiation and implementation.

Assessment Approach

The information to be used in the PDA Assessment has been gathered from our local government partners through one-on-one meetings with local city staff and an extensive follow-up survey. This information will be complemented by data from other sources, such as the U.S. Census. The assessment is organized around four main topics related to future development in the Planned PDAs:

- The ***Growth Potential*** component looks at the amount and type of growth planned in the PDAs.
- The ***Need*** component evaluates the amount of funding and potential policy changes that the PDAs need to achieve their desired growth.
- The ***Readiness*** component gauges which PDAs are ready for higher-density, transit-oriented development. This analysis will focus on funding needs, entitlement process, transit capacity and connectivity, community support, and implementation feasibility.
- The ***Completeness*** component evaluates local plans and community characteristics to determine the extent to which PDAs are poised to become complete communities. This analysis focuses on housing choices, multi-modal access and mobility, and neighborhood identity and vitality, including schools and parks.

Next Steps

Staff is compiling the findings for each component indicated above. Results will contribute to the growth allocation discussions planned for the Initial Vision Scenario, as well as to the detailed scenarios that will follow.

A final report linking together the analyses of growth, need, readiness and completeness in the Planned PDAs will be produced in the spring.

Priority Development Area (PDA) Assessment Overview

MTC Policy Advisory Council
January 12, 2011

FOCUS

PDA:

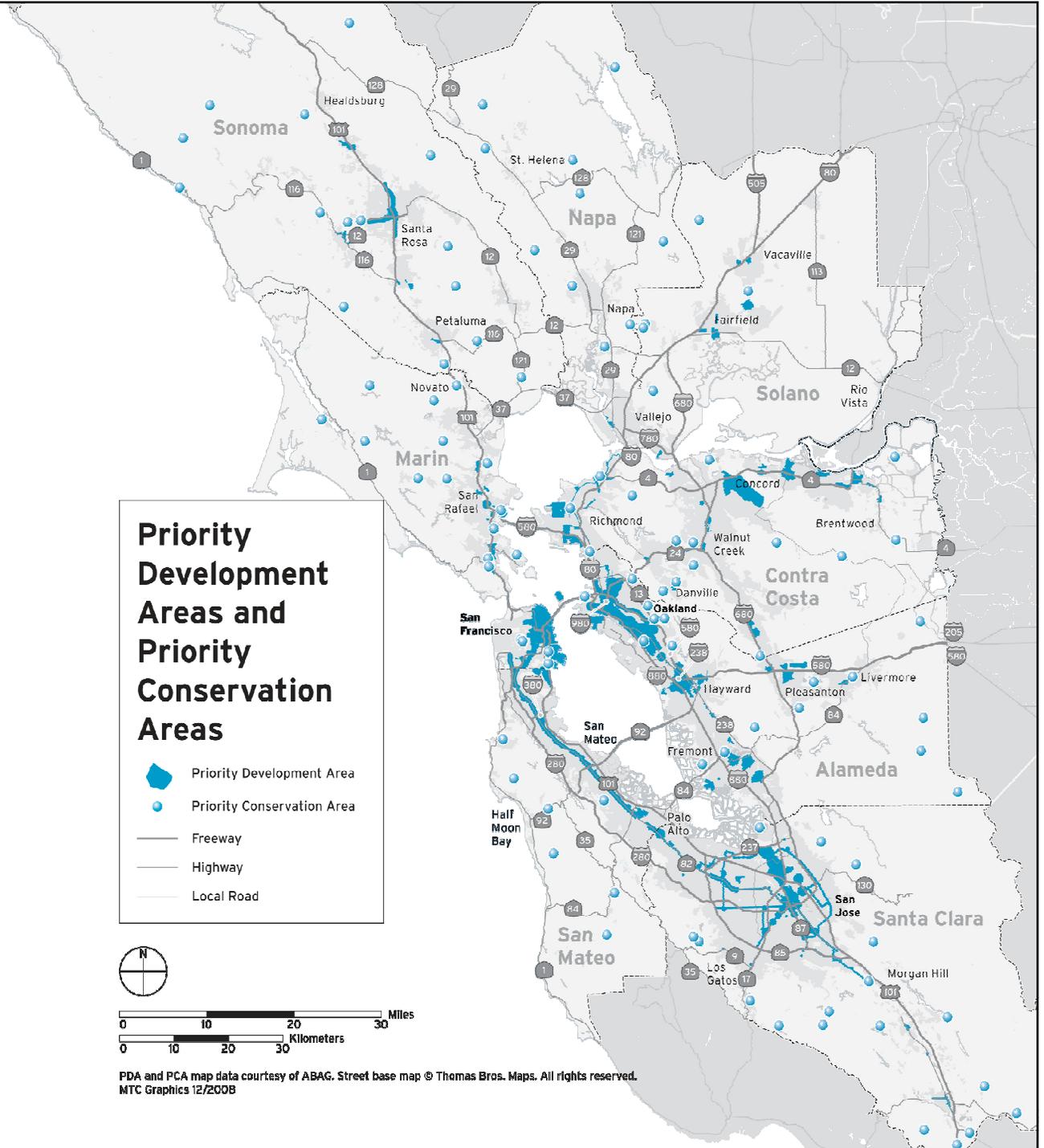
- Locally nominated
- Existing Communities
- Near Transit
- Planned for more housing

PCAs:

- Natural resource areas of regional significance
- In need of protection



PDA and PCA map data courtesy of ABAG. Street base map © Thomas Bros. Maps. All rights reserved.
MTC Graphics 12/2008



Linking Land Use & Transportation and Building Complete Communities

FOCUS Goals as a framework for the RTP/SCS

- Increase housing supply & choices
- Increase housing affordability
- Increase transportation efficiency & choices
- Improve social & economic equity
- Promote economic & fiscal health
- Broaden access to opportunities & services
- Protect & steward natural habitat & open space
- Protect public health & safety

PDA Assessment – Purpose

- Understand the growth potential of each of the 92 Planned PDAs
- Identify the planning support and investments needed to accomplish sustainable and equitable development
- Basis for directing additional funding and other resources to PDAs



PDA Assessment Components

- **Growth** – vision and capacity for PDA growth
- **Need** – capital needs for PDA implementation
- **Readiness** for implementation – extent of planning, community and political support, etc.
- **Completeness** – current state of access and mobility, housing choices, community vitality



Initial Findings - Common needs for achieving compact growth:

- Improved transit service
- On-going community participation
- Streamlined environmental review
- Catalyst projects/TOD examples
- Major investments to address infill development challenges (sewers, water, etc.)



Initial Findings, cont'd. – Complete Communities require:

- Design of public spaces
- Redesign of parking strategies
- Access to quality schools
- Public safety
- Promotion of civic and cultural activities



Access to Resources is Key

Main Areas of Need

- Housing
- Transit & Street
- Utilities
- Parks/Recreation
- Community Amenities

Opportunities for Funding

- State/regional planning & capital grants
- New federal funding models (e.g. joint HUD/DOT/EPA programs)
- Self-help tools (e.g. value capture such as tax increment financing)

PDA Assessment: Relationship to SCS

PDA Assessment can help to inform:

- Growth allocation model
- Initial Vision/Detailed Scenarios
- Regional policy and investment strategies



Next Steps

- Finalize analysis on all four PDA Assessment components
- Produce final report – March 2011