



# Priority Development Area Implementation



# Challenges

- Development of first Sustainable Communities Strategy
- Obstacles
  - Loss of Redevelopment
  - Slowdown of state and federal transportation funding
  - New fund source criteria
    - Requirement for 50% or 70% of OBAG funds to be spent in or supporting PDAs

# CMAAs and Member Agency Partnership

- **Local Decisions Made in a Regional Context**
  - Cities and counties make land use decisions
  - Cities and counties plan, build and maintain complete streets
  - Cities and counties identify and implement PDAs
  - Local sales taxes and local funding helps fund improvements
  - CMAAs boards made up of local elected officials
- CMAAs participate in developing regional plans
  - RTP Committees, and OBAG Committees
  - 7 of 9 CMAAs develop bi-annual CMPs; all maintain Comprehensive Transportation Plans
  - Monthly CMA meetings with ABAG and MTC
  - Coordination between ABAG and MTC and CMAAs through local CMA TACs, Planning Directors and other committees



# Priority Development Areas by County

County	Population	Cities	Planned PDAs	Potential PDAs
Alameda	1,530,176	14	34	9
Contra Costa	1,066,602	19	15	17
Marin	253,374	11	1	1
Napa	137,731	5	1	1
San Francisco	816,311	1	11	1
San Mateo	727,795	20	12	5
Santa Clara	1,813,696	15	11	0
Solano	415,787	7	7	2
Sonoma	487,672	9	8	4

Does not include Rural Community Investment Areas and  
Employment Investment Areas



# CMA Commitment to PDA Delivery

- American Recovery and Reinvestment Act, Proposition 1B and TCRP Projects
- OBAG Funding
  - Dedication of both STP and CMAQ funds to PDA projects
- Dedication of CMA Staff to work with cities and counties to assess and implement local PDAs
  - PDA Investment and Growth Strategies
  - Local funding agreements and PDTs
  - Local Sales Tax Projects Supporting PDAs



# CMA's Outreach

- All 9 CMA's did outreach to local stakeholders
  - This was in addition to MTC/ABAG meetings on Plan Bay Area
- Included both local citizens and agency advisory committees
- Continues to happen through on-going public hearings, committee meetings at both CMA and local jurisdiction level



# PDA Growth and Investment Strategies

- PDA Investment and Growth Strategies are one of the first steps in Plan Bay Area implementation
  - Establishes a baseline
  - Identify needs and priorities for capital investment and implementation for prioritized PDAs
  - Set a course for monitoring regional progress
  - Identify opportunities for coordination across multiple jurisdictions and PDAs
  - Focus on locally-significant issues and obstacles to implementation
- Developed with extensive input from local communities

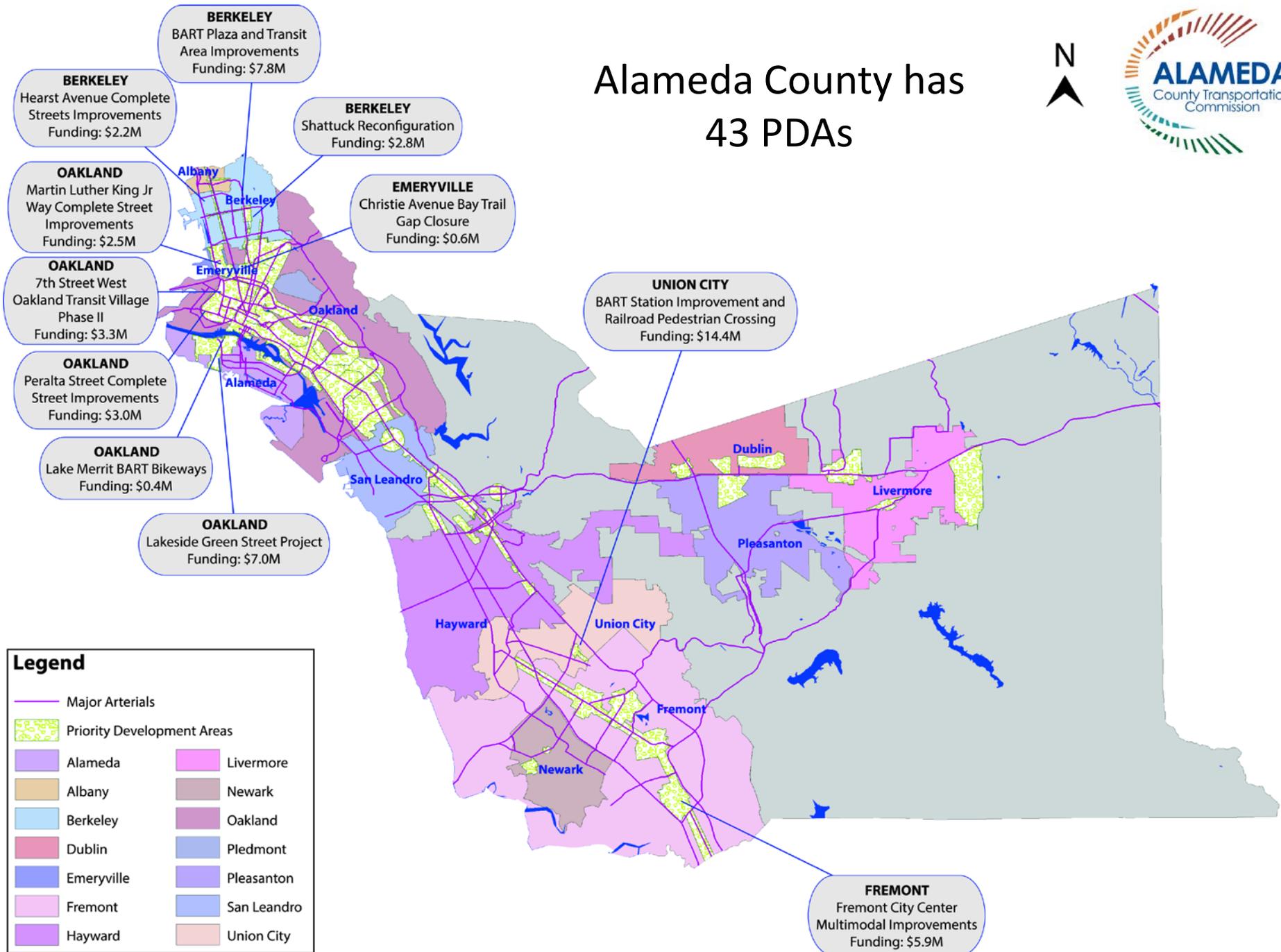
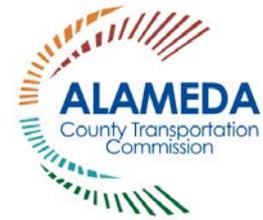




**ALAMEDA**

County Transportation  
Commission

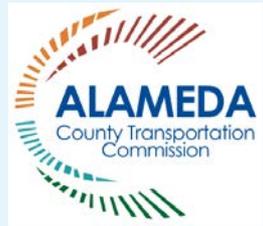
# Alameda County has 43 PDAs



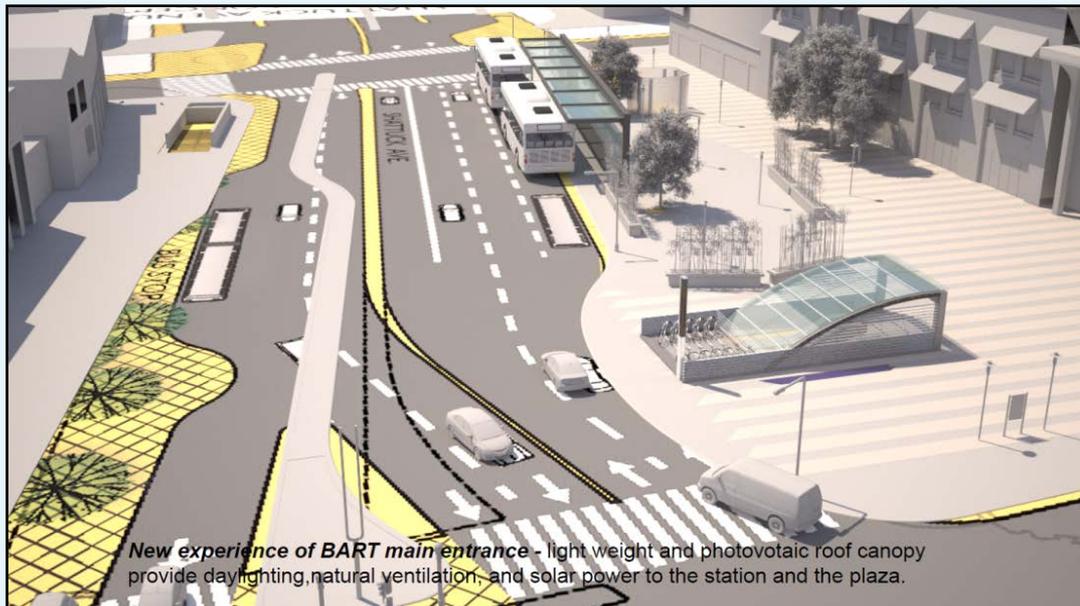
## Legend

- Major Arterials
- Priority Development Areas
- Alameda
- Albany
- Berkeley
- Dublin
- Emeryville
- Fremont
- Hayward
- Livermore
- Newark
- Oakland
- Piedmont
- Pleasanton
- San Leandro
- Union City

# Downtown Berkeley



- 1,000 new units in pipeline
- Completed specific plan and zoning update
- Multimodal: BART, AC Transit, bike station, “walkable” environment
- Active parking management and TDM



# Fremont City Center



- Transformation from suburbia to a “strategically urban community”



Exhibit 2.4: Existing Downtown Development



Exhibit 2.5: Projected Near-Term Development



Exhibit 2.6: Projected Long-Term Development - Office Option

- Bicycle/pedestrian connections between BART, activity centers and housing





CONTRA COSTA

**transportation  
authority**

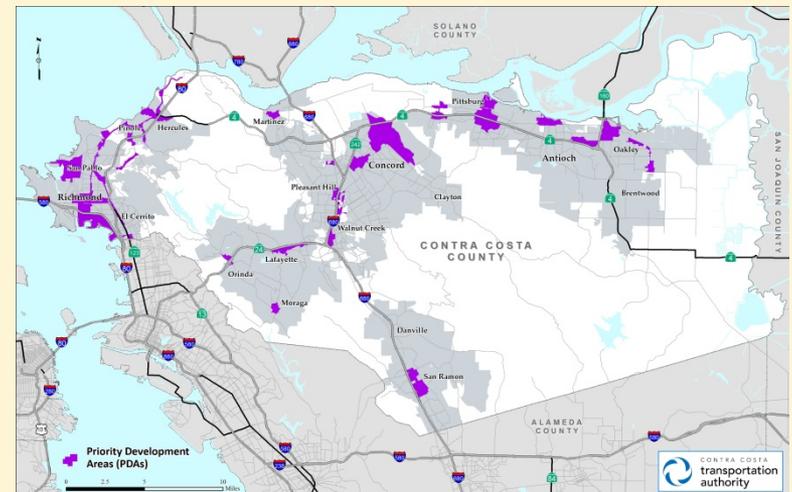
# Contra Costa

- All but three of Contra Costa’s jurisdictions have designated PDAs
- PDAs make up 7 percent of urbanized area in county
- Include seven of the PDA Place Types—only “urban neighborhood” is missing

## Forecast 2010–2040 Growth in PDAs

2010–2040	% Growth	Share of County
Jobs	60%	59%
Households	115%	61%

Place Type	Number
City Center	1
Employment Center	1
Mixed-Use Corridor	7
Regional Center	1
Suburban Center	5
Transit Neighborhood	9
Transit Town Center	9



# Contra Costa

## Developing PDAs

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Some PDAs are in the process of being developed, including the Hercules Waterfront District



## PDA Planning

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PDA plans are underway in West Walnut Creek and Downtown Concord

## Other Planning

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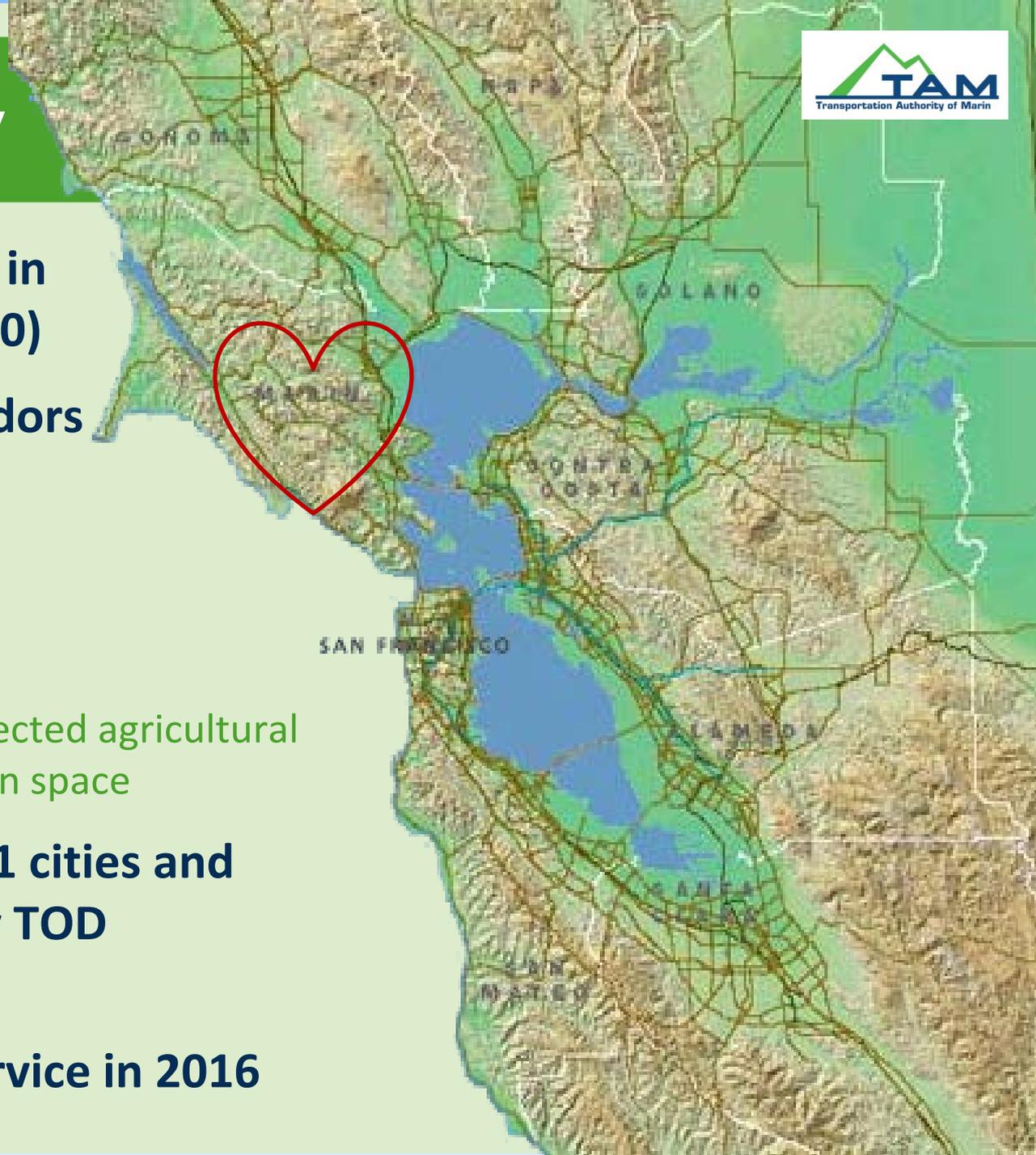
Measure J is funding a Complete Streets Plan for San Pablo Avenue in El Cerrito and complete streets improvements in Lafayette, Concord, Orinda and Richmond PDAs



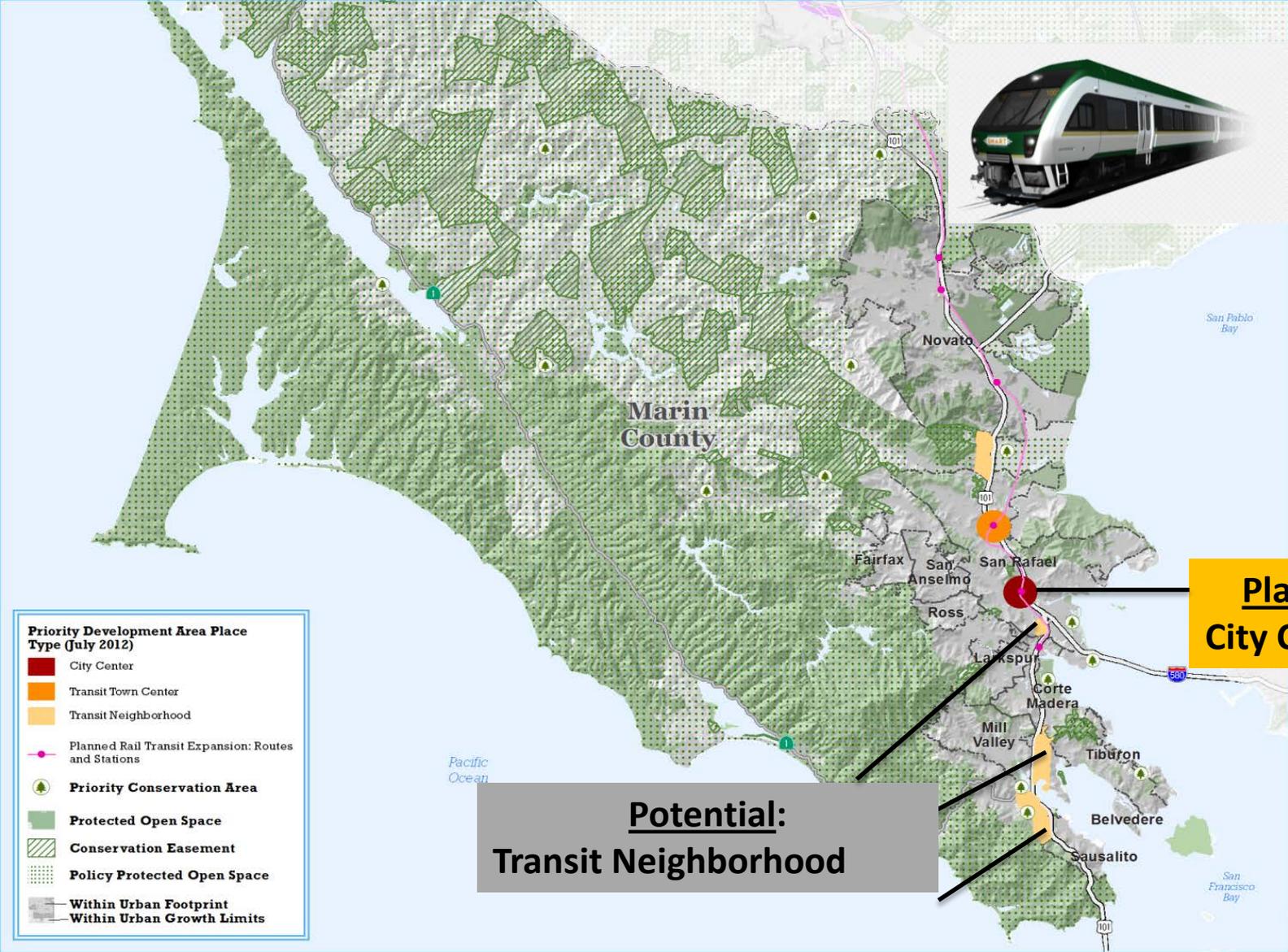
**Transportation Authority of Marin**

# Marin County

- **2<sup>nd</sup> smallest county in region (pop. 250,000)**
- **Four planning corridors**
  - Coastal recreation
  - Central agriculture
  - 101 corridor
  - Bayfront
  - 84% of Marin is protected agricultural and recreational open space
- **101 corridor with 11 cities and towns, all originally TOD communities**
- **New SMART rail service in 2016**



# Priority Development Areas in Marin



- Priority Development Area Place Type (July 2012)**
- City Center
  - Transit Town Center
  - Transit Neighborhood
  - Planned Rail Transit Expansion: Routes and Stations
  - Priority Conservation Area
  - Protected Open Space
  - Conservation Easement
  - Policy Protected Open Space
  - Within Urban Footprint
  - Within Urban Growth Limits

**Planned:  
City Center**

**Potential:  
Transit Neighborhood**

# Marin Transportation Investment Strategy/ OBAG Investments (connectivity emphasis)



## **Downtown San Rafael—getting ready for commuter train**

- Regional Transportation System Enhancements
- Central Marin Ferry Connection Project (Bridge)
- Fairfax/San Rafael Transit Corridor Feasibility Study

## **Highway 101 Corridor—local improvements**

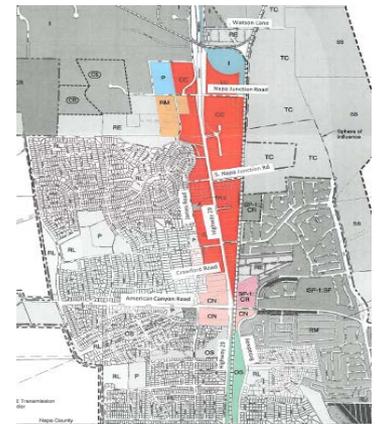
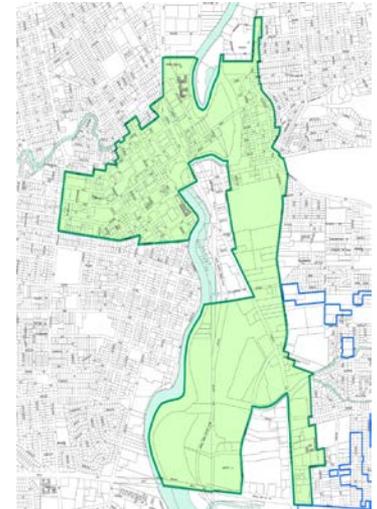
- Community-Based Transportation Plans
- East Blithedale/Tiburon Interchange Improvements
- Bicycle/Pedestrian Plans



**Napa County  
Transportation &  
Planning Agency**

# Napa County PDA Assessment

PDA Name	PDA Description	PDA Designation
Downtown Napa-Soscol Gateway Corridor (Planned PDA)	Approximately 585 acres located in downtown Napa bounded by Polk, Clinton, and Caymus Streets to the north, Jefferson Street to the west, Division Street to the south and then extends east across the Napa River to Silverado Trail on the east and Imola Avenue on the south	Transit Neighborhood
American Canyon - Highway 29 Mixed-Use Corridor (Potential PDA)	Approximately 225 acres located on the Hwy 29 corridor in American Canyon, bordered by Hess Road on the north, James Road on the west, the railroad tracks on the east, and American Canyon Road to the south.	Mixed Use Corridor



# American Canyon: Future PDA Development

- Planning Efforts:
  - Committed \$475,000 in local PDA planning funds to complete PDA specific plan
  - Caltrans Community Planning Grant to complete SR 29 Gateway Corridor study—relieve congestion and provide a complete streets concept for section of Highway 29 through American Canyon
- Funded Capital Improvements:
  - Eucalyptus Drive Extension and Class I multipurpose path
  - Devlin Drive and Vine Trail Extension
  - Signal Synchronization

# Napa: Future PDA Development

- Planning Efforts:
  - Committed \$275,000 in local PDA planning funds to create detailed plans for a infrastructure financing strategy, parking management plan, and pedestrian amenities plan
- Funded Capital Improvements:
  - California Roundabouts—Gateway to PDA
  - Silverado Trail five-way intersection improvements
  - Class I and Class II bicycle network projects in the PDA
  - Saratoga Drive Extension—Provides better circulation and access for new affordable housing development on Silverado Trail



# SF's PDAs can accommodate 85% of housing, 75% of job growth forecast in Plan Bay Area on 25% of land area



	Housing Units	Jobs
<b>Plan Bay Area Growth in SF</b>	<b>92k</b>	<b>191k</b>
<b>Amt to be absorbed in PDAs (approved/underway plans)</b>	<b>80k</b>	<b>143k</b>
In Pipeline	42k	68k
Additional Capacity	30k	46k
Plans Underway	4k	28k



Each PDA has identified important transportation needs, major projects include:



**Central Subway**



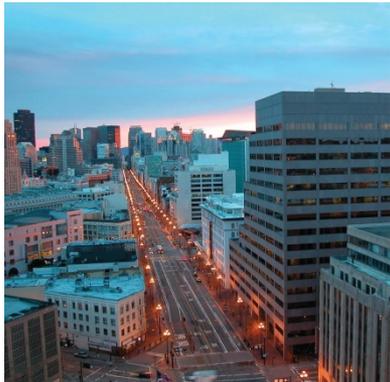
**Transbay Ctr/Dtown Ext  
/Caltrain Electrification**



**Van Ness Avenue  
Bus Rapid Transit**



**Transit Effectiveness  
Project**



**Better Market Street**



**Bi-County Program**



**Geary Corridor  
Bus Rapid Transit**



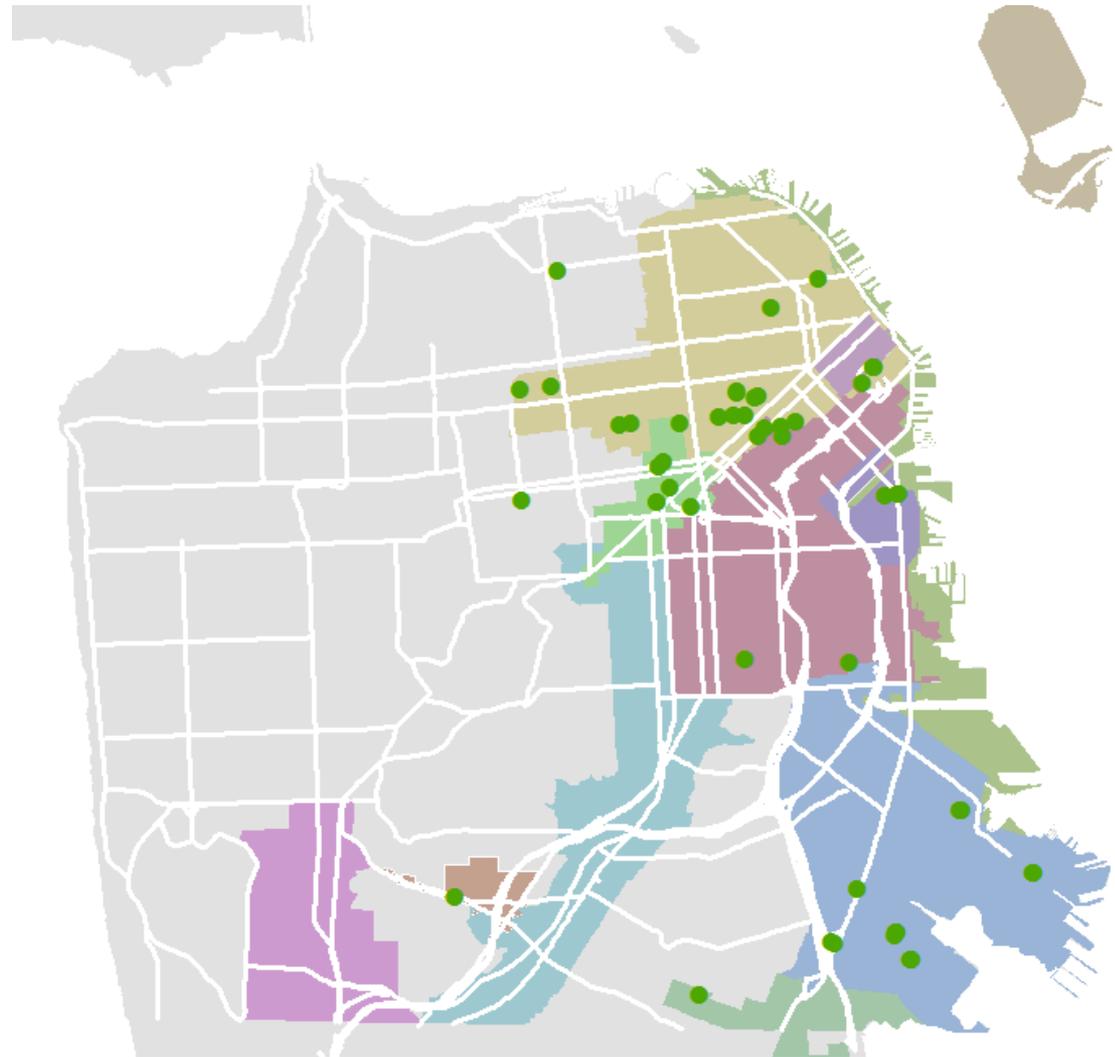
**M-line/19th Ave  
Subway/Westside**

# SF Affordable Housing Pipeline: \$3 billion shortfall to produce 2014-2022 RHNA allocation



## Policies include:

- Rent control
- Conversion restrictions (condos, SROs, student housing)
- Prohibitions on demolition
- Financial assistance to non-profit aff. housing developers
- Inclusionary zoning
- Acquisition/Rehab
- Prop C (Affordable Housing Trust Fund, \$50 m/yr)



**C/CACG**

*City/County Association of Governments  
of San Mateo County*

- C/CAG Priority Development Area (PDA) Investment and Growth Strategy (IGS) works to maximize transportation funding to encourage and support growth of San Mateo County PDAs
- C/CAG will work with cities to monitor housing production and policies (affordable) to help evaluate/inform future investments
- Supports the transportation-land use connection
- 17 PDAs with varying levels of readiness

# Existing Programs/Projects in Support of PDA Investment & Growth Strategy



**Transit Stop—Complete Street**

- Grand Boulevard Initiative
- Grand Boulevard Multimodal Transportation Corridor Plan
- Transit Oriented Development Housing Incentive Program
- TIGER II Planning Grant Projects
- Sub-Regional Housing Needs Allocation (SubRHNA)—first in State to embark on this process
- 21 Elements Project (21 jurisdictions coordinated together working on common elements and issues with Housing Element completion and certification)
- C/CAG has been using it's own resources to accomplish C/CAG programs which have goals that align with the goals of the PDA IGS
- Additional funding from MTC to support C/CAG local programs will further enable these goals to be realized

# Future Progress/Challenges

- Priority Development Area (PDA) Planning Program will enable PDAs to become more development ready
- High cost of housing in San Mateo County makes affordable housing difficult to realize (mostly infill projects with incredibly high land value)
- Amount of funding is relatively small in relation to need and especially when divided among many jurisdictions
- Will monitor PDA IGS annually for potential modifications and improvements



# VTA—Development of the PDA Investment and Growth Strategy

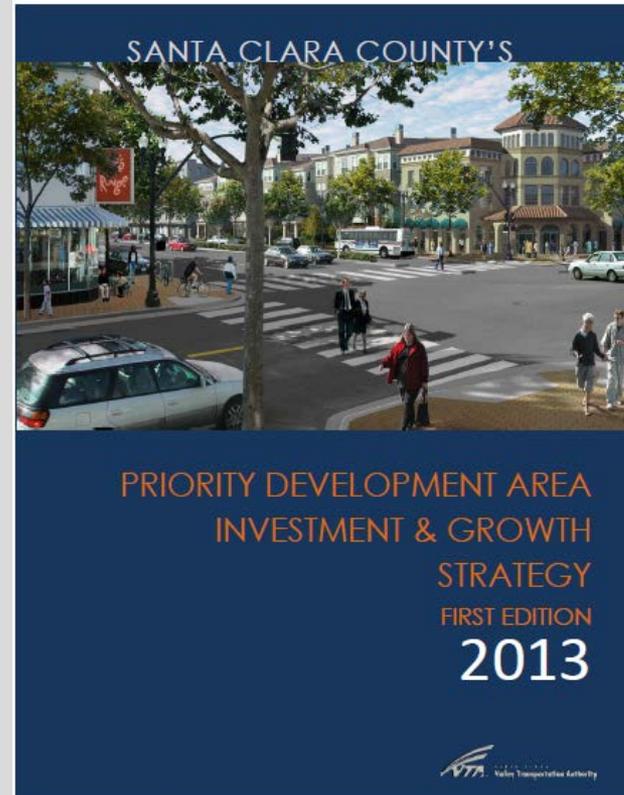


- Launched development of the PDA Investment and Growth Strategy in November 2012
- Convened a Roundtable of Elected Officials, Advocates, Members of the Community, Builders, Regional Agency Staff, and Housing Advocates in December 2012
- Formed working group of volunteers that consisted of Citizen Advocates, City/County Planning Staff, Transform, SPUR, Greenbelt Alliance, and the Silicon Valley Leadership Group to help to develop report
- Gathered data from MTC and ABAG

# Investment and Growth Strategy First Report



- Completed May 2013
- Reports on Existing Conditions in PDAs
- Identifies Housing Policies for each jurisdiction
- Identifies a process for developing future year reports



# Next Steps



- Reconvene working group in December 2013
- Identify transportation needs within PDAs
- Continue to work with Cities/County on documenting PDA growth trends
- Use Regional and Local PDA Planning Grants to spur growth
- Develop Second Report by May 2014

**STRa**

*Solano Transportation Authority*

*...working for you!*

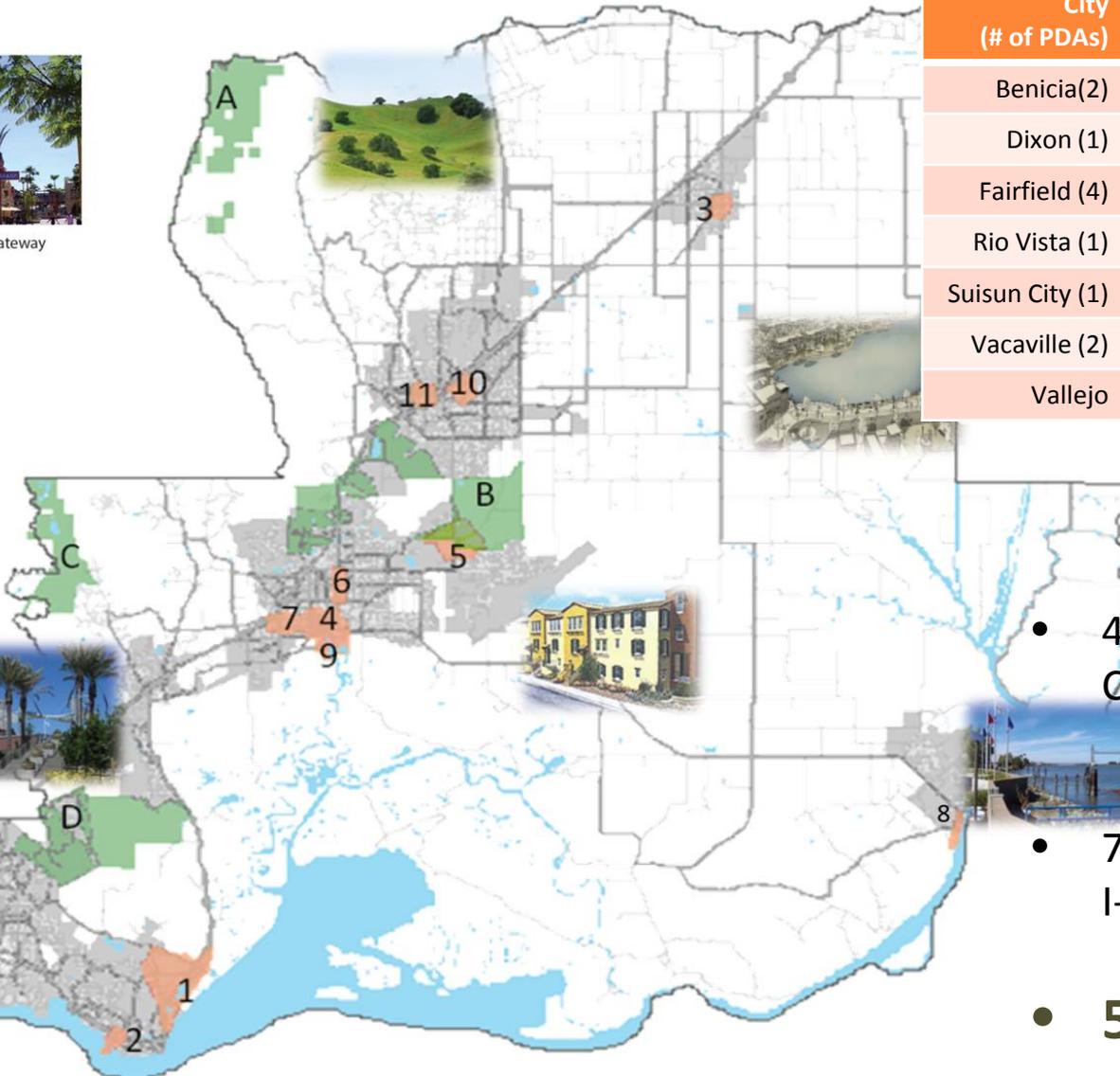
# Solano – PDAs in Each of Seven Cities



Fairfield West Texas Gateway



Vallejo Waterfront



City (# of PDAs)	Potential Housing Units	Potential Jobs
Benicia(2)	93	1,100
Dixon (1)	700	500
Fairfield (4)	7,970	1,950
Rio Vista (1)	400	300
Suisun City (1)	2,310	2,580
Vacaville (2)	581	1,810
Vallejo	2,000	2,300

- 4 PDAs served by Capitol Corridor
- 7 PDAs served by I-80 Express Lanes
- **5 PCAs**

# Downtown Vallejo PDA



- Solano's Largest City
- Express Bus and Ferry connections to East Bay and the Ferry Building
- Already delivering streetscape and transit facility improvements
- \$4.4 million of TLC and \$1.1 million of OBAG



# Fairfield and Suisun City



- Existing Capitol Corridor and Express Bus Service
- Vacant land with Zoning in place
- Cities sharing PDA Planning Funds
- Largest residential growth area in County
- \$1.3 million of TLC and \$1.5 million of OBAG



# SCTA

sonoma county transportation authority

# RCPA

regional climate protection authority



# Sonoma County Focused Growth



Sonoma County jurisdictions have adopted

- 12 Priority Development Areas
- 6 Rural Community Investment Areas
- 1 Employment Investment Area

These communities vary significantly across the county.

In addition Sonoma County is home to 18 Priority Conservation Areas.

PDA or Investment Area	Housing Units			
	2010	2040	Addition al Units	% change
Cloverdale-Downtown/SMART Transit Area	1,150	1,880	730	92%
Cotati-Downtown and Cotati Depot	890	1,290	400	78%
Petaluma-Central	810	2,570	1,760	65%
Rohnert Park-Central Rohnert Park	1,360	2,320	960	71%
Rohnert Park-Sonoma Mtn. Village	200	2,210	2,010	1005%
Santa Rosa-Downtown Station Area	2,230	6,130	3,890	174%
Santa Rosa-Mendocino Avenue/Santa Rosa Avenue Corridor	7,310	9,820	2,510	34%
Santa Rosa-North Santa Rosa Station	4,240	6,200	1,960	46%
Santa Rosa-Roseland	3,570	6,480	2,910	82%
Santa Rosa-Sebastopol Road Corridor	2,990	8,280	5,290	177%
Sebastopol Core Area	2,510	2,890	390	16%
Windsor-Redevelopment Area	1,430	2,640	1,200	84%
<b>Rural Community Investment Areas (RCIA) / Employment Investment Areas (EIA)</b>				
Sonoma County - Forestville RCIA	300	600	300	100%
Sonoma County - Graton RCIA	254	500	246	97%
Sonoma County - Guerneville RCIA	216	400	184	85%
Sonoma County - Larkfield RCIA	225	550	325	144%
Sonoma County - Penngrove RCIA	140	414	274	196%
Sonoma County - The Springs RCIA	451	700	249	55%
Sonoma County - Airport Business Park EIA	10	10	0	0%



# SMART Rail Corridor Development

While growth in the County has coalesced around the Highway 101 Corridor, the PDA-focused Jobs-Housing Connection Strategy leverages both the 101 Corridor and Sonoma Marin Area Rail Transit (SMART) stations to focus future development.

Most of the cities in Sonoma County have produced or are in the process of producing Station Area Plans.



# Smart Planning Preserves Small Town Character

PDAs in the County's smaller cities—Cloverdale, Cotati and Windsor near SMART stations, and in Sebastopol's Downtown Core area—are anticipated to accommodate most new housing and jobs helping protect their rural character while supporting higher transit ridership and greater housing choice.

Infrastructure improvements enhance safety and quality of life in the existing transportation corridors, making them more appealing for future residents.



*Before and after streetscape improvements in Cloverdale*

# Key Issues

- **Significant infrastructure and O&M needs and insufficient — and diminishing — resources to fund them**
  - Loss of redevelopment was a huge blow:
    - Lost funding for Planning staff, affordable housing, economic development, infrastructure improvements
    - RDA was a tool for catalyzing market investment with strategic public subsidies and land assembly
  - STP and CMAQ funds have limitations on use
  - Non-transportation fund needs also significant
- **Market priorities may not align with state and regional priorities**
  - Adequacy of available funds to measurably impact market decisions
- **Multi-year difference between adoption of policies, allocation of funds, construction of projects and impacts to development decisions**



# Key Issues

- **Local Jurisdictions and CMAs are making and implementing decisions that implement the Sustainable Communities Strategy**
  - Focusing transportation funds on transportation infrastructure improvements will help facilitate and reduce development costs
    - Funds become available for other infrastructure needs
- **More funds for local PDA implementation result in accelerated implementation and more projects completed**
  - Speed matters — the faster money is available to local projects, the faster they are delivered and begin to make a difference
  - Commitment matters — reliable funding streams more likely to attract private development and local community interests and policy



# Key Issues

- **Program Stability**
  - PDA investments take time to develop and implement
  - Changes in requirements delay implementation, obscure assessment metric
- **What are the next steps?**
  - Data collection and distribution
  - Measurement, assessment and reporting
  - Local agency Housing Element update
  - Preparation of next SCS





# Partnerships

The CMAAs wish to thank MTC/ABAG for the investment in local PDAs through OBAG, and the partnership with local government to make this happen

