

BayArea Plan

Plan Bay Area Implementation Initiatives

MTC Planning Committee
June 13, 2014

Key Issues and Initiatives

- **Tracking Performance**
- **A Vibrant Economy**
- **Link Housing, Transportation, and Economic Development**
- **Planning for Resilience**
 - Climate Adaptation
 - Sea Level Rise



2

BayArea
Plan

Tracking Performance:

- **Vital Signs Performance Initiative**

- New Interactive, Performance Monitoring Web Portal
- Track regional progress toward key Transportation, Land Use, Environmental and Economic goals
- Provide an early look at progress toward Plan Bay Area objectives
- Users will be able to better understand performance at both a local and regional level

Timeline: Fall 2014 – Ongoing Quarterly Release



3

A Vibrant Economy:

- **Regional Economic Strategy Framework**

- Led by Bay Area Economic Institute
- Work with Region's Business Leaders to:
 1. Identify industries and geographic areas of potential job growth for the region
 2. Define proactive measures to support job growth opportunities
 3. Produce a flexible framework that can be responsive to ongoing changes
 4. Link Strategy to Plan Bay Area

Timeline: Summer 2014 – Winter 2015



4

5

A Vibrant Economy:

- **Economic Prosperity Strategy**
 - Component of HUD-funded Bay Area Prosperity Plan
 - Project Goals:
 1. Strengthen career pathways into middle-wage jobs
 2. Growing the economy with a focus on the middle
 3. Upgrading conditions in existing low- and moderate-wage jobs

Timeline: Completed Summer 2014






6

A Vibrant Economy:

- **Regional Goods Movement Plan**
 - Coordinated with/builds upon County and State Freight Plans
 - Key Considerations:
 - Complexity of Goods Movement in the Bay Area
 - Types and Amounts of Various Goods Transported
 - Key Facilities (Highways, Rail Corridors, Ports)
 - Role of Goods Movement in Region's Economy

Timeline: January 2014 – September 2015






Linking Transportation, Housing and Economic Development:

- **Core Capacity Transit Study**

Transit ridership increasing rapidly in key corridors related to job and housing growth

Significant capacity needs (crowding) related to current *and* future growth



- **MTC Partnership with AC Transit, BART, SFMTA**

1. Evaluate and prioritize short-, medium and long-term investments/strategies
2. Focus of the study is the Transbay and Muni-Metro corridors



Timeline: December 2014 – February 2017



8

Linking Transportation, Housing and Economic Development:

- **Core Connectivity Transit Study**

Significant South Bay TOD growth in Plan Bay Area

Requires a strong, efficient South Bay Transit Network



- **MTC/VTA Partnership**

1. Build off of existing transit planning work
2. Provide short-, medium-, long-term solutions focused on:
 - First and last-mile transit connections
 - Connections to/between existing and planned trunk corridors
 - Priority Development Areas



Timeline: Summer 2014 – Summer 2015



Linking Transportation, Housing and Economic Development:

▪ Priority Development Area Assessment

- Build upon prior Feasibility Study
- Focus of Analysis:
 - Local Entitlement Processes
 - Level of Community Support
 - Market Strength
 - Infrastructure Capacity
 - Unfunded Needs



Timeline: Summer 2014 – Winter 2015/16



Linking Transportation, Housing and Economic Development:

▪ Assessment of Public Lands near Rail Corridors

- Focus on BART, Caltrain and SMART Corridors
- Partner with local communities and transit agencies
- Evaluate potential for affordable housing in mixed-income, mixed-use neighborhoods
- Augmented with funding from Living Cities to identify near-term development opportunities, seed funding for projects



Timeline: Fall 2014 – Winter 2015/16



11

Linking Transportation, Housing and Economic Development:

- **Value Parking Pricing Project**
 - Analyze what works across 25 communities
 - Develop new, flexible Parking Analysis Tool
 - Workshops for local staff
 - Provide funding to cities to develop pilot policies

Timeline: Dec. 2013 – Summer 2015



BayArea
Plan

12

Planning for Resilience

- **Adapting to Rising Tides (ART) Project**
 - Focused on sea level rise adaptation for transportation assets
 - Develop options for Alameda County Shoreline
 - Assets include Bay Bridge touchdown; Oakland Airport, BART
 - Identify local, sub-regional adaptation strategies
 - Will inform update of Plan Bay Area

Timeline: October 2013 – August 2014



BayArea
Plan

Discussion



See OneBayArea.org for more