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
CMAs 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
  – CMAs boards made up of local elected officials

• CMAs participate in developing regional plans
  
  – RTP Committees, and OBAG Committees
  – 7 of 9 CMAs develop bi-annual CMPs; all maintain Comprehensive Transportation Plans
  – Monthly CMA meetings with ABAG and MTC
  – Coordination between ABAG and MTC and CMAs through local CMA TACs, Planning Directors and other committees
## Priority Development Areas by County

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

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
CMAs Outreach

- All 9 CMAs 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 has 43 PDAs
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”
- Bicycle/pedestrian connections between BART, activity centers and housing
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

<table>
<thead>
<tr>
<th>Place Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Center</td>
<td>1</td>
</tr>
<tr>
<td>Employment Center</td>
<td>1</td>
</tr>
<tr>
<td>Mixed-Use Corridor</td>
<td>7</td>
</tr>
<tr>
<td>Regional Center</td>
<td>1</td>
</tr>
<tr>
<td>Suburban Center</td>
<td>5</td>
</tr>
<tr>
<td>Transit Neighborhood</td>
<td>9</td>
</tr>
<tr>
<td>Transit Town Center</td>
<td>9</td>
</tr>
</tbody>
</table>

Forecast 2010–2040 Growth in PDAs

<table>
<thead>
<tr>
<th></th>
<th>2010–2040</th>
<th>% Growth</th>
<th>Share of County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>60%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Households</td>
<td>115%</td>
<td>61%</td>
<td></td>
</tr>
</tbody>
</table>
Contra Costa

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

PDA Planning
PDA plans are underway in West Walnut Creek and Downtown Concord

Other Planning
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
Marin County

• 2\textsuperscript{nd} 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

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 PDA Assessment

<table>
<thead>
<tr>
<th>PDA Name</th>
<th>PDA Description</th>
<th>PDA Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Napa-Soscol Gateway Corridor (Planned PDA)</td>
<td>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</td>
<td>Transit Neighborhood</td>
</tr>
<tr>
<td>American Canyon - Highway 29 Mixed-Use Corridor (Potential PDA)</td>
<td>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.</td>
<td>Mixed Use Corridor</td>
</tr>
</tbody>
</table>
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

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

- 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 its 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
Solano Transportation Authority

...working for you!
Solano – PDAs in Each of Seven Cities

<table>
<thead>
<tr>
<th>City</th>
<th>(No. of PDAs)</th>
<th>Potential Housing Units</th>
<th>Potential Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benicia</td>
<td>2</td>
<td>93</td>
<td>1,100</td>
</tr>
<tr>
<td>Dixon</td>
<td>1</td>
<td>700</td>
<td>500</td>
</tr>
<tr>
<td>Fairfield</td>
<td>4</td>
<td>7,970</td>
<td>1,950</td>
</tr>
<tr>
<td>Rio Vista</td>
<td>1</td>
<td>400</td>
<td>300</td>
</tr>
<tr>
<td>Suisun City</td>
<td>1</td>
<td>2,310</td>
<td>2,580</td>
</tr>
<tr>
<td>Vacaville</td>
<td>2</td>
<td>581</td>
<td>1,810</td>
</tr>
<tr>
<td>Vallejo</td>
<td></td>
<td>2,000</td>
<td>2,300</td>
</tr>
</tbody>
</table>

- 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
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.

<table>
<thead>
<tr>
<th>PDA or Investment Area</th>
<th>Housing Units</th>
<th></th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2010</td>
<td>2040</td>
<td>Addition Units</td>
</tr>
<tr>
<td>Cloverdale-Downtown/SMART Transit Area</td>
<td>1,150</td>
<td>1,880</td>
<td>730</td>
</tr>
<tr>
<td>Cotati-Downtown and Cotati Depot</td>
<td>890</td>
<td>1,290</td>
<td>400</td>
</tr>
<tr>
<td>Petaluma-Central</td>
<td>810</td>
<td>2,570</td>
<td>1,760</td>
</tr>
<tr>
<td>Rohnert Park-Central Rohnert Park</td>
<td>1,360</td>
<td>2,320</td>
<td>960</td>
</tr>
<tr>
<td>Rohnert Park-Sonoma Mtn. Village</td>
<td>200</td>
<td>2,210</td>
<td>2,010</td>
</tr>
<tr>
<td>Santa Rosa-Downtown Station Area</td>
<td>2,230</td>
<td>6,130</td>
<td>3,890</td>
</tr>
<tr>
<td>Santa Rosa-Mendocino Avenue/Santa Rosa Avenue Corridor</td>
<td>7,310</td>
<td>9,820</td>
<td>2,510</td>
</tr>
<tr>
<td>Santa Rosa-North Santa Rosa Station</td>
<td>4,240</td>
<td>6,200</td>
<td>1,960</td>
</tr>
<tr>
<td>Santa Rosa-Roseland</td>
<td>3,570</td>
<td>6,480</td>
<td>2,910</td>
</tr>
<tr>
<td>Santa Rosa-Sebastopol Road Corridor</td>
<td>2,990</td>
<td>8,280</td>
<td>5,290</td>
</tr>
<tr>
<td>Sebastopol Core Area</td>
<td>2,510</td>
<td>2,890</td>
<td>390</td>
</tr>
<tr>
<td>Windsor-Redevelopment Area</td>
<td>1,430</td>
<td>2,640</td>
<td>1,200</td>
</tr>
<tr>
<td><strong>Rural Community Investment Areas (RCIA) / Employment Investment Areas (EIA)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sonoma County - Forestville RCIA</td>
<td>300</td>
<td>600</td>
<td>300</td>
</tr>
<tr>
<td>Sonoma County - Graton RCIA</td>
<td>254</td>
<td>500</td>
<td>246</td>
</tr>
<tr>
<td>Sonoma County - Guerneville RCIA</td>
<td>216</td>
<td>400</td>
<td>184</td>
</tr>
<tr>
<td>Sonoma County - Larkfield RCIA</td>
<td>225</td>
<td>550</td>
<td>325</td>
</tr>
<tr>
<td>Sonoma County - Penngrove RCIA</td>
<td>140</td>
<td>414</td>
<td>274</td>
</tr>
<tr>
<td>Sonoma County - The Springs RCIA</td>
<td>451</td>
<td>700</td>
<td>249</td>
</tr>
<tr>
<td>Sonoma County - Airport Business Park EIA</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>
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
The CMAs wish to thank MTC/ABAG for the investment in local PDAs through OBAG, and the partnership with local government to make this happen.