



MEMO

Date: May 27, 2015
To: Regional Planning Committee
From: Miriam Chion, Planning & Research Director
Mark Shorett, Senior Regional Planner
Subject: PDA Implementation: East Bay Corridors

Summary

This item advances the development of PDAs as one of four implementation priorities of Plan Bay Area 2013: the East Bay Corridors. It highlights efforts by ABAG and partner jurisdictions in the inner East Bay to develop a platform of collaboration to realize local plans for PDAs and Plan Bay Area 2013: the East Bay Corridors Initiative. The Initiative also provides a forum for jurisdictions to work with partners to advance the other three Plan implementation priorities—Housing Production and Affordability, Economic Development, and Open Space.

Attached to this memo is a draft document providing context and initial priorities for creating a network of thriving PDAs in the inner East Bay. These were developed through consultation and workshops with jurisdictions over the past year and a half. Staff requests RPC input on approaches to advancing the priorities and shaping the Initiative.

Background

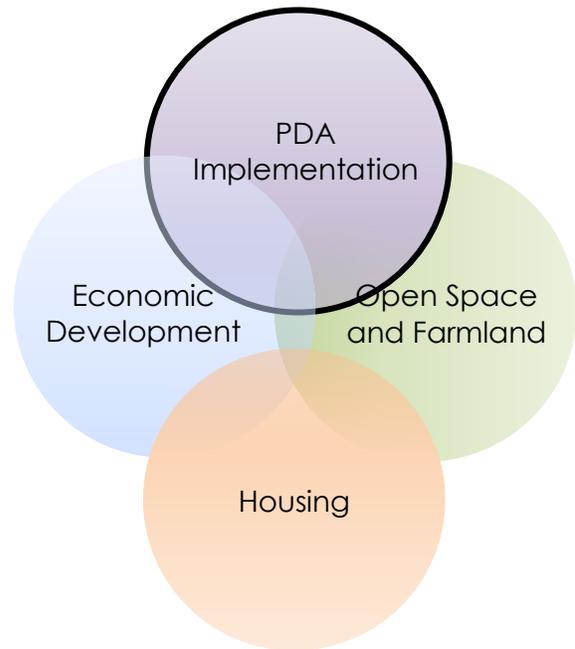
In July 2013, the ABAG Executive Board and MTC adopted Plan Bay Area—a vision for regional development and transportation investment that met the Bay Area’s state-mandated greenhouse gas reduction target.

In September 2013, staff presented to the Executive Board four implementation focus areas: Priority Development Area (PDA) Implementation, Housing Production and Affordability, Economic Development, and Open Space and Farmland Preservation. Corridors in the inner Bay Area served by high-quality transit were identified as a key component of PDA Implementation, in addition to entitlement efficiency, resilience, and regional PDA planning grants.

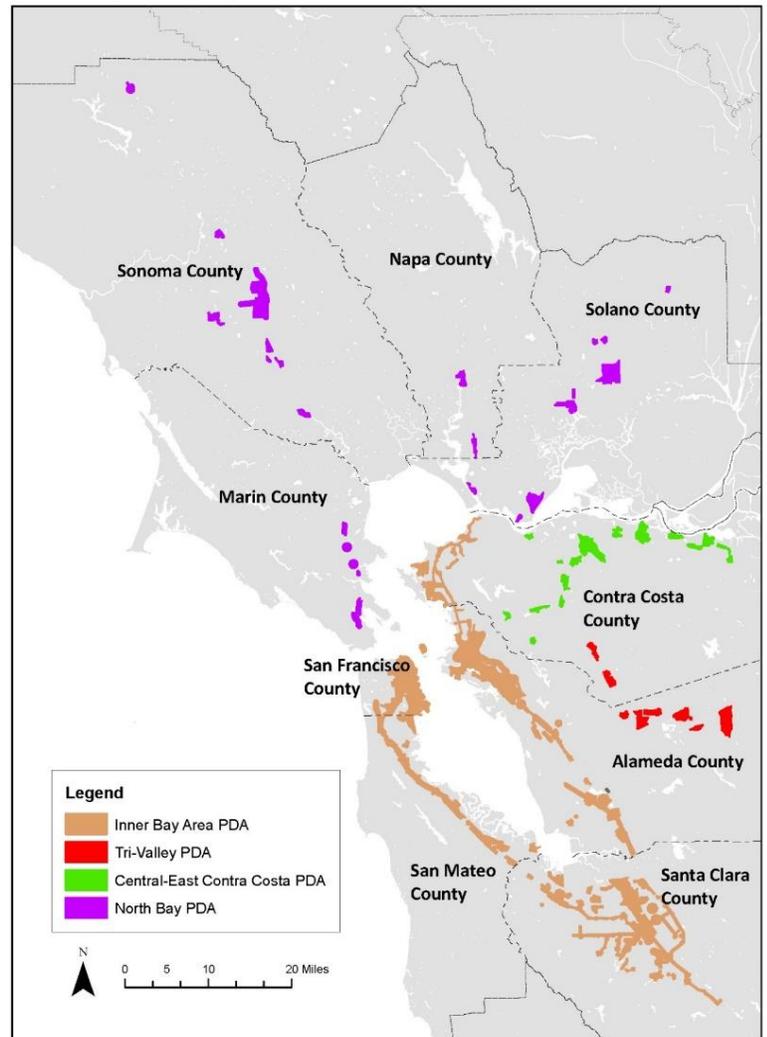
To support PDA implementation in the inner Bay Area corridors and the regional centers, staff conducted outreach meetings with corridor jurisdictions in the fall and winter of 2013. This outreach identified several opportunities to support PDA implementation in the Inner Bay corridors over the following several years:

- Continue to participate in and support the Grand Boulevard Initiative
- Coordinate economic development strategies, job market issues, major infrastructure projects, and legislative initiatives among the Regional Centers.
- Conduct additional analysis and support future collaboration between jurisdictions along the new transit corridor formed by the extension of BART to Silicon Valley, including Fremont, Milpitas, San Jose, and Santa Clara
- Support collaboration between jurisdictions in the East Bay

Implementation Focus Areas

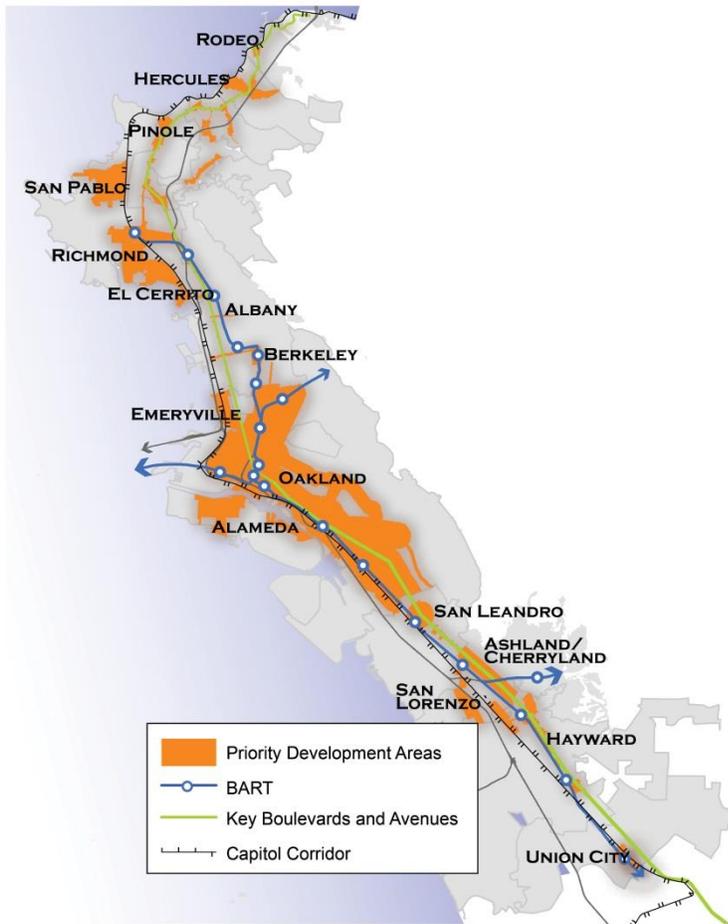


Priority Development Area Clusters



corridors, including additional workshops, analysis and development of shared objectives

East Bay Corridors Initiative



Over the past year and a half, staff has pursued these approaches to PDA implementation. Coordination among the East Bay corridor jurisdictions led to the formation of the East Bay Corridors Initiative described in the next section.

East Bay Corridors Initiative

In the first half of 2015, fourteen jurisdictions between Rodeo in the north and Union City in the south joined ABAG in signing a Memorandum of Understanding (MOU) establishing the East Bay Corridors Initiative. The Initiative includes 39 Priority Development Areas organized around BART stations and multi-jurisdiction main streets served by existing or planned frequent bus service: San Pablo Avenue, International Boulevard, East 14th Street, and Mission Boulevard.

The Initiative is a platform for collaboration to address shared challenges and pursue shared opportunities that cross jurisdiction boundaries. These range from housing

affordability and access to opportunity to improved public spaces and resilience in the face of natural disasters. The Initiative focuses first on joint priorities for implementing local plans for the corridor PDAs. Together, these plans are a vision for a network for thriving downtowns, neighborhoods and avenues—each of which plays a role in making the East Bay a more connected, economically vibrant and equitable place of opportunity.

Following the background research and consultation described above, in 2014 and 2015 staff held workshops and individual meetings with corridor jurisdictions. Through this process, jurisdiction and ABAG staff developed five preliminary priorities for corridor PDAs:

- 1) Resilience
- 2) Community Infrastructure
- 3) Community and Corridor Connections
- 4) Opportunity and Innovation
- 5) Catalyst Development Areas and Projects

Attachment A describes each priority in greater detail and identifies potential projects, programs, funding sources and partnership strategies for achieving them. These are multi-jurisdictional and work together in a complementary fashion.

The priorities remain in draft form and will be refined through ongoing collaboration between jurisdictions, ABAG staff and regional and county partner organizations. A steering committee comprised of a representative from each jurisdiction and ABAG will formalize the priorities and next steps.

Requested Input

Staff requests that RPC members provide feedback on several questions:

- **Partnerships:** Which public, community, and private sector partners are critical to advancing each of the five priorities?
- **Regional Support:** How can regional agencies support collaboration across multiple jurisdictions to address shared challenges and opportunities?
- **Outreach:** Which approaches should Initiative members take to help cultivate private and public investment to advance each of the five priorities?

Requested Action

This item is presented for discussion and input. No action is requested.

Attachment

Attachment 1: Draft East Bay Corridors Initiative Report