

CITY COUNCIL MEETING
TUESDAY, FEBRUARY 21, 2012
ITEM No.27

CONSENT

**Application for Focus (MTC, ABAG, BAAQMD, &
BCDC) Technical Assistance Program Cycle 3 for
Nexus Fee Study for RBD/4 Corners Transit Oriented
Development Specific Plan**

*John Doughty, Director, Community Development Department
Carlos Martinez, Economic Development Division Manager
Sean Charpentier, Project Coordinator II*

RECOMMENDATION:

**Authorize staff to apply for Focus (MTC, ABAG,
BAAQMD, & BCDC) Technical Assistance Program
Cycle 3 for Nexus Fee Study for RBD/4 Corners
Transit Oriented Development Specific Plan**

MISSION STATEMENT

The City of East Palo Alto provides responsive, respectful, and efficient public services to enhance the quality of life and safety of our multi-cultural community.



CITY OF EAST PALO ALTO
COMMUNITY DEVELOPMENT DEPARTMENT
1960 Tate Street • East Palo Alto, CA 94303
Phone: (650) 853-3189, Fax: (650) 853-3179

STAFF REPORT

DATE: February 21, 2012
TO: Honorable Mayor and Members of the City Council,
VIA: ML Gordon, City Manager
FROM: John Doughty, Director, Community Development Department
Carlos Martinez, Economic Development Division Manager
Sean Charpentier, Project Coordinator II,
SUBJECT: Application for Focus (MTC, ABAG, BAAQMD, & BCDC) Technical Assistance Program Cycle 3 for Nexus Fee Study for RBD/4 Corners Transit Oriented Development Specific Plan

RECOMMENDATION

Authorize staff to apply for Focus (MTC, ABAG, BAAQMD, & BCDC) Technical Assistance Program Cycle 3 for Nexus Fee Study for RBD/4 Corners Transit Oriented Development Specific Plan

ALIGNMENT WITH CITY COUNCIL STRATEGIC PLAN

This recommendation is primarily aligned with:

- Priority #2: Enhance economic vitality
- Priority #4: Improve public facilities and infrastructure
- Priority #5: Improve communication and enhance community engagement
- Priority #6: Create a healthy and safe community

BACKGROUND

The City has been working on an updated RBD/4 Corners Specific Plan (Specific Plan) for many years. The City has a high unemployment rate, low tax revenues, and lacks sufficient public amenities like parks and community centers. A critical challenge is also the limited availability of commercial land; only about 10% of the City's land area is devoted to commercial/industrial uses.

The RBD represents the last remaining area for appropriate development that will assist the City with overcoming many of these challenges. The Specific Plan has been shaped by an extensive public process with more than 17 major public meetings. The

Specific Plan envisions a downtown core along Bay Road and an employment center in the RBD.

Specific Plan Development Scenario	
Office Sq ft	1,268,500
Industrial R&D Sq ft	351,820
Retail Sq ft	112,000
Civic/Community Facilities Sq ft	61,000
Housing Units	835
Parks (acres)	30
Trails (miles)	4.5

The Specific Plan requires significant new public and private investment in infrastructure and public facilities. The Specific Plan identifies approximately \$75 million in infrastructure costs and \$65 million in parks, trails, and community facilities. Many of these costs were anticipated to be assisted by the Redevelopment Agency and related funding sources. The dissolution of the RDA significantly affects implementation of the Plan. The Table below provides additional details on anticipated infrastructure costs.

	BUDGET
Infrastructure	
Storm Drain	\$14,373,457
Sanitary Sewer	\$4,630,561
Water Distribution	\$4,964,794
Emergency Water Tank	\$9,720,000
Roadway/Streets	\$17,904,055
Joint Trench/Undergrounding	\$6,664,005
Loop Road	\$15,400,000
Traffic Intersections	\$1,962,225
Subtotal Infrastructure	\$75,619,097
Parks	\$29,614,373
Trails	\$10,633,819
Community Facilities	\$21,375,000
Total	\$137,242,289

The funding sources will include public and private investment. Potential public sources include Federal, State, Regional, and Local public funds. Potential private investment

sources include an assessment district, a community facilities district (Mello Roos District), or impact fees. This Focus application will be for a nexus study for impact fees. However, the nexus study can also be used as the foundation for the formation of an assessment district or community facilities district.

ANALYSIS

Impact Fees

Cities are authorized by State law to levy impact fee. Impact fees must be adopted following the provisions outlined in AB 1600. Impact fees must be proportionate to the impact created by the new development. The “nexus” refers to the reasonable proportionate impact of the new development. Impact fees are to be used to pay the proportionate costs of the improvements. The percentage that is proportionate to new development in the Specific Plan area will vary based on the improvement and the type of development. For example, the Community facilities will be used by East Palo Alto residents throughout the City. The impact fees will have to reflect the reasonable assumption that the community facilities and parks will be used by residents throughout East Palo Alto.

The City of East Palo Alto is relatively unique in that it does not charge standardized impact fees, with the exception of Quimby Act fees that are levied on residential projects for parks and open space. Impact fees have been traditionally negotiated on a case-by-case basis. This approach, given State Law leaves the City more vulnerable to potential challenge. Additionally, the approach is far more staff intensive.

The Nexus study will establish the proportionate share of the infrastructure and community benefit costs for the RBD/4 Corners. The impact fees can be converted into a land secured Community Facilities District (Mello Roos) or an Assessment District. The developer could build the improvement, consistent with the specifications, and not pay the impact fees. Also, larger developers can build improvements and then be repaid from other development projects over time.

Impact fees will be levied for the following categories:

- 1. Infrastructure**
 - a) Storm Drain
 - b) Sanitary Sewer
 - c) Roadway
 - d) Joint Trench/undergrounding (only local wires)
 - e) Water Distribution
 - f) Water Tanks (emergency supply)
 - g) Water Supply (groundwater)
- 2. Parks**
- 3. Trails**

4. Community Facilities (recreation Center, Community Center, library expansion)

Where the Fees Will be Levied

The fees are only levied on new development. Typically, they do not include simple rehabilitation projects. Due to the City's small size, and the likelihood that the preponderance of development in the next 20 years will take place in the RBD, it is best to analyze and prepare the impact fees for the Specific Plan and the rest of the City simultaneously. The City needs a total of two to three zones for impact fees. The number of zones will be determined in consultation with the Consultant.

1. Zone A is the Specific Plan Area. This would not include the parcels where no change in zoning is envisioned. See **Attachment B**. This Zone would include the infrastructure in the Specific Plan.
2. Zone B would be the rest of the City minus Zone A. This Zone would include the infrastructure in the CIP.
3. Zone C would include the entire City. This Zone would be for improvements that benefit every resident. For example, a water storage tank will reduce the fire risk for all residents. A significant new park and a community Center will be used by all residents in East Palo Alto. The benefit from having a Zone for the entire City is that funds can be used throughout the City on eligible projects. See **Attachment C**.

The Grant Application

The Focus Grants are intended to assist with the Priority Development Areas (PDA). These are areas identified by local cities and the MTC as having the ability to absorb infill development. The MTC is planning to direct a significant portion of its funds in PDAs in the future. The Specific Plan is a Planned PDA. When the Specific Plan and EIR are adopted, staff will apply to be a PDA. The PDA designation will, in theory prioritize regional transportation and infrastructure investment. The Focus Technical Assistance Grants are intended implement Plans in PDAs (including Planned PDAs). The City's application is integral to the implementation of the Specific Plan. The application process is as follows:

1. March 2- Applications due
2. March 2012- Advisory Committee Review of Applications
3. April 2012- Regional Agency Staff select assistant projects
4. May 2012- Technical Assistance Projects begin

Staff has provided the blank application form as back-up. If authorized by the City Council, staff will prepare the application. The maximum amount that can be requested is \$60,000; staff is intending to apply for the full amount of \$60,000.

Fiscal Impact

There is no fiscal impact, as of now. There is no local match required for the Grant Application. The Focus Group may not chose to fund the portion of Impact Fees that are not directly related to the Specific Plan Area (Zone C). Also, staff will want a limited contract with an engineer to update some of the cost estimates. However, staff will return to Council if additional City resources are required. If City resources are required, they will be folded into the impact fee and repaid with the first impact fees. If the Focus application is not successful, staff will return to the City Council with other options for funding the Study.

ATTACHMENTS

- A. Resolution
- B. Specific Plan Area
- C. Map of City
- D. Focus Application

Attachment A: Resolution

RESOLUTION NO. _____

A RESOLUTION OF THE CITY OF EAST PALO ALTO CITY COUNCIL AUTHORIZING STAFF TO APPLY FOR A FOCUS TECHNICAL ASSISTANCE PROGRAM CYCLE 3 GRANT FOR A NEXUS STUDY FOR THE RBD/4 CORNERS SPECIFIC PLAN

WHEREAS, the City of East Palo Alto (the "City") is leading a city wide inclusive planning effort: The RBD/4 Corners Transit Oriented Development Specific Plan (Specific Plan) that might include a Dumbarton Rail Station in or adjacent to East Palo Alto; and

WHEREAS, the Specific Plan will need to balance the needs of employment generation, revenue creation, the jobs housing imbalance, the park shortfall, the need for public facilities, the improvement of the quality of life; and other community concerns; and

WHEREAS, the Draft Specific Plan reflects community input from 16 public meetings; and

WHEREAS, the Draft Specific Plan envisions a walkable downtown, an employment center in the RBD, 835 residential units, 30 acres of parks, 4.5 miles of trails, and a community and recreation center; and

WHEREAS, East Palo Alto released the Draft Specific Plan and EIR on January 18, 2010; and

WHEREAS, the Specific Plan identifies the need for \$175 million in public and private investment in infrastructure and public facilities in the Specific Plan area; and

WHEREAS, the dissolution of the City's Redevelopment Agency has jeopardized the City's ability to invest local funds in the Specific Plan Area; and

WHEREAS, the City is aggressively pursuing State, Federal, and Regional public funds; and

WHEREAS, the City needs to prepare an Impact Fee Nexus Study so that new development pays for its proportionate share

WHEREAS, without the Nexus Fee Study, the City cannot levy impact fees; and

WHEREAS, without impact fees, the vision of the Specific Plan cannot be implemented;
and

WHEREAS, the Focus Technical Assistance Program Cycle 3 would significantly
advance the City's efforts in implementing the Specific Plan; and

WHEREAS, there is no local match required for the Focus Technical Assistance
Program Cycle 3; and

WHEREAS, the estimated cost of the Nexus Study is approximately \$60,000; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of East Palo
Alto hereby approves this resolution to:

Authorize staff to apply for Focus Technical Assistance Program, Cycle 3, for a Nexus
Study for Impact fees for the RBD Specific Plan.

PASSED AND ADOPTED this 21th day of February 2012, by the following vote:

AYES:
ABSENT:
NOES:
ABSTAIN:

ATTEST: _____
M L Gordon, City Clerk

Laura Martinez, Mayor

APPROVED AS TO FORM:

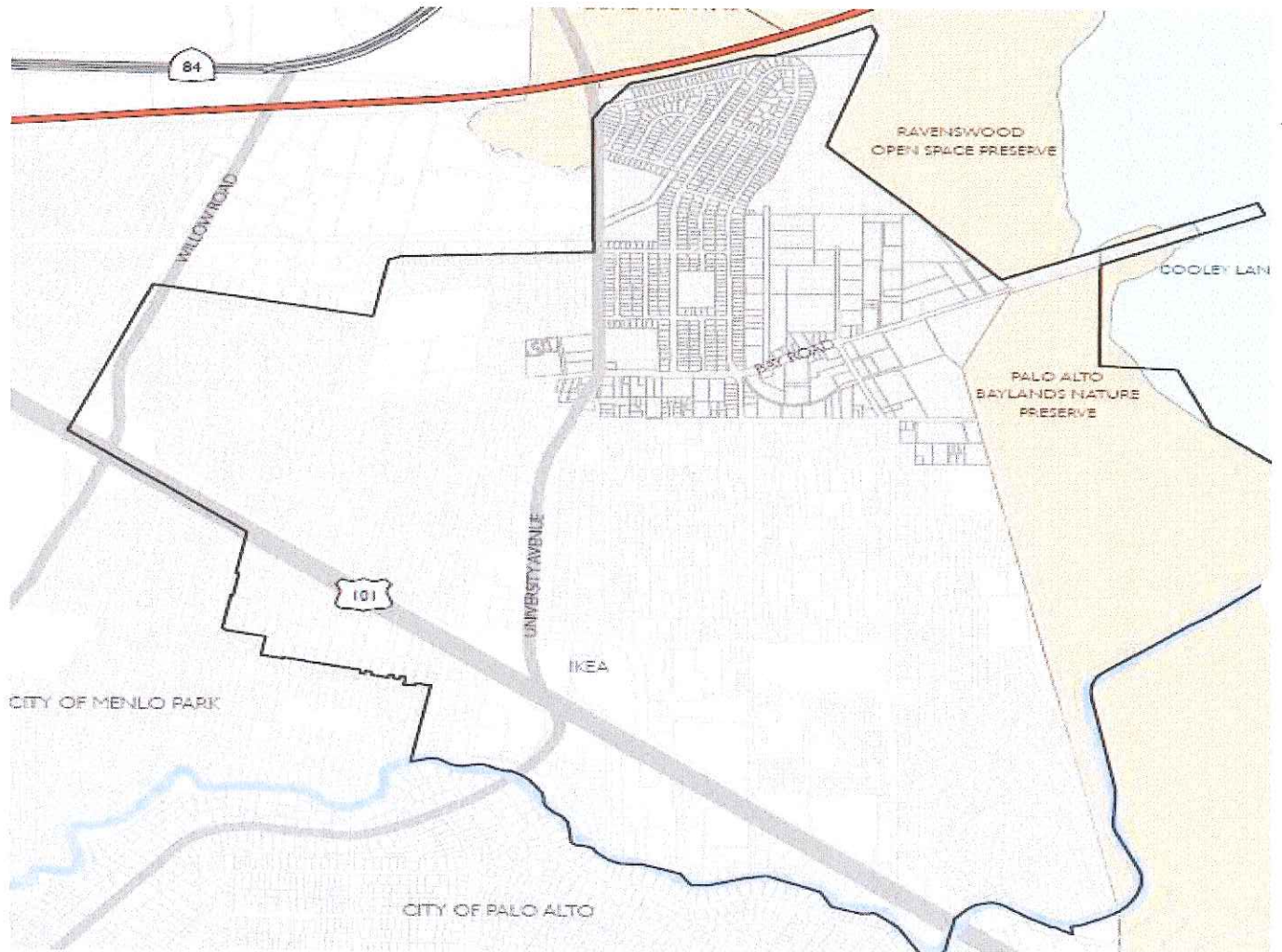
Kathleen Kane, City Attorney

Attachment B: Specific Plan Area (Zone A)

Figure 4-1: Plan Concept



Attachment C: City Wide (Zone C)



Attachment D: Focus Application

FOCUS

a development and conservation strategy
for the San Francisco Bay Area



Application Guidelines for Technical Assistance Program Cycle 3

December 2011

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

FOCUS is a partnership of four regional agencies
www.bayareaonline.org • FOCUS@abag.ca.gov • 510-464-7993



I. FOCUS Technical Assistance Program Overview

On behalf of the region's FOCUS Program, the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) are pleased to issue the third call for projects for the FOCUS Technical Assistance Program. Through this program, on-call technical assistance is available to local jurisdictions for ready-to-go projects that will advance implementation of transit-oriented development (TOD) in Planned or Potential Priority Development Areas (PDAs).¹

The objective of this flexible technical assistance program is to support discrete planning projects that will advance implementation of PDA-related plans in support of FOCUS goals. Customized in-kind consultant assistance will be provided to local jurisdictions seeking to overcome specific policy or planning challenges to the adoption or implementation of PDA-related plans.

Applications will be accepted for projects within **Planned or Potential PDAs** that call for creative, forward-thinking solutions for addressing typical barriers to the development of successful TOD and that can help to build a higher level of support for development of complete communities within the Bay Area.

For example, projects that research and find solutions for unique site challenges, foster community support for transit-oriented development, help to speed the development process by providing regulatory specificity to developers or transparency about the development process to community members, or otherwise support implementation of a PDA-related plan will be assisted by this program. A list of accepted technical assistance project categories is provided in Section III. Example technical assistance projects are outlined in the Appendix of this document.

This technical support is not intended for parcel-level development, nor is it intended to fund major portions of a station area, neighborhood, or specific plan.

Projects eligible as described in Section III will be selected on a competitive basis. In general, this program seeks to award projects across a range of community place-types and technical assistance categories.

¹ FOCUS is the San Francisco Bay Area's regional incentive-based development and conservation strategy that promotes a more compact land use pattern for the Bay Area by encouraging the development of complete, livable communities in areas served by transit and promoting conservation of the region's most significant resource lands. The FOCUS PDAs are locally-identified infill development opportunity areas within existing communities near transit that have been planned for or are being planned for more housing. A *Planned Priority Development Area* is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan. A *Potential Priority Development Area* has been envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

To learn more about the FOCUS Program and designated Priority Development Areas, visit the Focused Growth website at www.bayareavision.org.

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II. Funding Availability

Applications are due March 2, 2012. The technical assistance services will be provided free to awardees by an on-call consultant to MTC. The maximum in-kind award per project is \$60,000. No local match is required.

III. Eligibility for Applicants and Projects

Any town, city, or county government within the nine county San Francisco Bay Area can apply for technical assistance. Private, local not-for-profits and community-based organizations, and other public entities cannot be lead applicants but are encouraged to partner with or show support for the lead applicant. Multiple jurisdictions, transit agencies, or county congestion management agencies may also submit applications. In the case of multiple jurisdiction applications, each jurisdiction must be a co-applicant. In the case of transit agency or county congestion management applications, all impacted jurisdictions must demonstrate support for the application. Applicants without land use authority must indicate how the project will be implemented, describing how a local jurisdiction(s) will advance implementation of TOD as a result of the project.

Proposed technical assistance projects must be in support of areas that have been designated as FOCUS Planned or Potential Priority Development Areas for which a neighborhood or specific plan has been adopted or is in process. Projects for Priority Development Areas with MTC-funded station area planning processes in progress are not eligible. Proposed projects must support adoption or implementation of the relevant PDA-related plan, or serve to initiate a planning process in a Potential PDA.

Projects that address the following types of planning and development issues are eligible:

- a. Civic engagement strategies and public workshops/charettes.
- b. Analysis of strategies to promote equitable development and minimize displacement, including comprehensive and targeted affordable housing strategies.
- c. Parking policy and demand analysis, with an emphasis on the use of *MTC's Parking Policies to Support Smart Growth Toolbox/Handbook*.
- d. Municipal financing mechanisms (both standard and innovative) for TOD, including public and private infrastructure, housing, and other related TOD improvements.
- e. Market demand analysis for retail, commercial, and residential development and supporting financial analysis such as development of pro-formas and return on investment analysis
- f. Development of visualization, web-based, or other technical tool, such as GIS mapping or photo-simulations to reflect building types associated with adopted plans.
- g. Neighborhood/PDA-wide infrastructure planning and design, emphasizing green infrastructure and low-impact development for energy efficiency, storm-water management, etc.
- h. Station access for new and existing development, emphasizing the needs of pedestrians, persons with disabilities, bicycles, shuttles, transit, drop-off, and local circulation.

FOCUS

Application Guidelines for Technical Assistance Program – Cycle 3

- i. TOD-supportive zoning, form-based codes, and smart growth urban design guidelines to address building form and scale, urban character, connectivity and accessibility, and place-making.
- j. Sustainability analysis, including TOD-related carbon footprinting, evaluation of land use alternatives from an energy and resource efficiency/equity perspective, etc.
- k. Financing mechanisms for acquisition and maintenance of urban parks and development of urban parks policies and needs assessments.
- l. Other technical assistance services considered on a case-by-case basis.

Projects with a budget of up to \$60,000 for in-kind consultant services are eligible. There is no minimum project size. *Projects must be completed within six months of award.*

IV. Application Review Process

Upon receipt, applications will be assessed for completeness and eligibility. An Advisory Committee, composed of regional agency staff and regional stakeholders will then evaluate applications based on the criteria below, and if necessary, will select applicants to interview. The Advisory Committee will make project award recommendations based on program objectives. Regional agency staff will make a final determination of awards.

Regional agency staff will be in communication with applicants throughout the application process to discuss their applications.

PROJECT EVALUATION CRITERIA	Points Available
1. Location of project in <i>Planned</i> PDA High-impact <i>Potential</i> PDAs with a specific or precise plan underway will be awarded 5 points.	10
2. Project Performance and Impact Implementation of relevant PDA plan will help achieve FOCUS program goals of creating livable, compact, complete communities and make a significant contribution to regional and local housing needs, measured by: <ul style="list-style-type: none">* Commercial and residential densities* Absolute growth and percent change in jobs and housing units* Housing production as a percentage of Regional Housing Needs Allocation (RHNA)* Extent to which PDA exceeds standards for affordable housing* Evidence of California Department of Housing and Community Development-approved adopted housing element by close of application period.	15

<p>3. Local PDA Plan Commitments & Community Support</p> <ul style="list-style-type: none"> * Applicant demonstrates local commitment to implementation of the relevant plan * Applicant demonstrates community support for relevant plan (or project is intended to build community support) * Project leverages other funding or current and past planning efforts 	<p>20</p>
<p>4. Implementation Outcomes</p> <p>Project:</p> <ul style="list-style-type: none"> * Is a critical step or "tipping point" towards implementation or adoption of the relevant specific/neighborhood plan for the PDA * Helps to overcome specific challenge to successful implementation or initiation of the plan * Has identified measurable outcomes that will directly advance plan implementation <p>Applicant has clear sense of implementation timeframe.</p>	<p>40</p>
<p>5. Regional Innovation and Replicability</p> <p>Project will demonstrate innovative and effective planning techniques and/or will provide useful strategies that can be a model for other Bay Area cities and help build a higher level of support for development of complete communities within PDAs</p>	<p>15</p>
<p>TOTAL</p>	<p>100</p>

V. Timeline

Applications due	March 2, 2012
Advisory Committee review of applications	March 2012
Regional agency staff select technical assistance projects	April 2012
Technical assistance projects begin (anticipated)	May 2012

VI. Application Form and Submission Instructions

The following are the basic steps in accessing and submitting an application:

1. Download an electronic version of the application (Cycle 3 Application) from the FOCUS website: www.bayareavision.org/technicalassistance.
2. Fill out an application and compile the documents requested in the application form for the proposed project. An Excel template file for entering project budget information is also available on the FOCUS Technical Assistance web page.

FOCUS

Application Guidelines for Technical Assistance Program – Cycle 3

3. Submit an electronic version of the application form and associated documents requested in the application for the project to FOCUSTechnicalAssistance@mtc.ca.gov.
4. Mail five (5) hard copies of the application and attachments for each area to the following mailing address:

FOCUS Program
101 8th Street
Oakland, CA 94607
Attn: Therese Trivedi

Applications are due March 2, 2012

VII. Contact Information

For questions regarding a potential project, the Technical Assistance program guidelines or application process, please contact Therese Trivedi, MTC Planner, at ttrivedi@mtc.ca.gov or 510-817-5767.

Appendix: Example Technical Assistance Projects

The projects listed below are a sampling of the discrete types of projects the Technical Assistance Program either has funded or seeks to fund. These projects address typical barriers and challenges to the development of successful TOD, for example by finding sustainable and equitable development solutions that promote complete communities, fostering community support for transit-oriented development, and helping to speed the development process by providing regulatory specificity to developers. By tackling a challenging aspect of TOD, these example projects help to support the implementation of PDA-related plans.

Example Project: Financing Plan

Berkeley Downtown Area Plan, Comprehensive Financing Strategy

A next step in advancing the Downtown Berkeley Area Plan is developing a comprehensive Financing Plan that will help determine development fees and coordinate other public expenditures for affordable housing, transportation demand management, street/ open space improvements, and other public benefits.

To assure highly effective and equitable recommendations, the strategy will analyze the effects of development fees/contributions on development feasibility and the production of affordable housing, and will look at four types of development: mid-rise residential rental projects; high-rise residential condominium projects; mid-rise office projects; and high-rise hotel projects. Another aspect of the study will consider how fees and other public revenues fit into an overall comprehensive program for transportation demand management, efficient parking, street and open space improvements, affordable housing, and other public benefits. It is expected that the consultant will provide “turn-key” recommendations for developer fee/contribution rates and other revenue sources that will allow implementation immediately upon adoption. Affordable housing production analysis will consider: inclusionary requirements, contributions in lieu of inclusionary requirements, and commercial development impact fees.

http://www.mtc.ca.gov/planning/smart_growth/tap/

Technical Assistance grant awarded January 2010, \$50,000

Example Project: Infrastructure Planning & Design Study

City of Martinez Downtown

Successful implementation of the City of Martinez Downtown Specific Plan requires new residential and commercial development. Much of the new residential development will take place on vacant or underutilized parcels, while much of the new commercial development will take place in older commercial buildings in the Downtown commercial core. Both will increase the demand on the existing electric, gas and sanitary sewer infrastructure in the downtown area, which has not had significant area-wide upgrades in numerous decades. The study will assess the existing capacity of the electric, gas and sanitary sewer infrastructure, compare that to the

existing, short term future, and long term future demands. The results will be used to identify required upgrades, costs, and financing strategies.

http://www.mtc.ca.gov/planning/smart_growth/tap/Martinez_Downtown_Infrastructure_Study.pdf

Technical Assistance grant awarded January 2010, \$25,000

Example Project: Form-based Code

San Carlos – TOD regulations/form based code

The City of San Carlos received a FOCUS grant to develop a Transit-Oriented-Development/Form Based code for implementation of the General Plan, Housing Element and Climate Action Plan.

http://www.mtc.ca.gov/planning/smart_growth/tap/San_Carlos_PDA_Regulations2.pdf

Technical Assistance Grant awarded January 2010, \$50,000 (note – this grant was an augmentation to a City-funded zoning ordinance amendment)

Example Project: Parking

City of Oakland: Temescal Parking Demand & Pricing Study

The City of Oakland received a FOCUS grant to analyze current parking demand in its Temescal District, working with the community of merchants and residents to develop management solutions for peak demand periods. Solutions under consideration include parking pricing, meter policies, and development of shared parking facilities. Results of this study will help Oakland carry out the initial steps in the process of strategically reforming parking policies in the city to increase efficiency and ensure economic vitality.

Technical Assistance Grant awarded January 2011, \$60,000

Example Project: Web-based Project Tracking Tool

Redwood City Downtown Project Tracking System

Redwood City has developed an innovative online tool, the Downtown Project Tracking System, to help the community easily learn about and keep track of the new developments in the Downtown PDA. The tool features an interactive map for locating projects and provides detailed project information, including illustrations and status. This tool can help ease implementation of a PDA plan by providing a transparent central project repository to help community members and developers stay up-to-date as the projects move through the City planning process.

<http://www.redwoodcity.org/cds/planning/precise/preciseplan.html>

Example Project: Innovative Affordable Housing and Equitable Development Strategy
West Contra Costa County Community Land Trust Study

The West Contra Costa County community land trust study, developed by the University of California-Berkeley's Center for Community Innovation in collaboration with the City of Richmond and the Richmond Equitable Development Initiative, sets forth a pioneering model for long-term preservation of affordable housing. This study analyzes the opportunities for acquiring and converting current foreclosed homes into permanent affordable housing through a non-profit land ownership and shared-equity trust. The strategy promotes equitable development by minimizing community divestment and displacement and stabilizing neighborhoods in the short term, thereby providing a strong community basis for future infill investment. This type of analysis can advance implementation of a PDA by detailing financing mechanisms for the affordable housing component or the community amenities of a PDA plan, as well as by laying out a strategy for development without displacement, potentially encouraging community support for future development.

<http://communityinnovation.berkeley.edu/reports/CLT.pdf>

Example Project: Low-impact Development Standards and Photo Simulations
San Francisco Better Streets Plan

The San Francisco Better Streets Plan is a comprehensive infrastructure plan that sets forth standards, guidelines, and implementation strategies that will govern how the City designs, builds, and maintains its streetscapes. While this Plan is a major planning effort, certain discrete elements of the plan may be appropriate for assistance from the Technical Assistance Program, such as the low-impact development guidelines and visualization tools. The Plan provides guidance on sustainable low-impact development techniques for the streetscapes, helping to balance the social and recreational needs of street users with the ecological needs of the City. In addition, the Plan provides photo simulations to illustrate the transformative effect of good street design on neighborhoods. Overall, this type of guiding document for the city's streets will provide consistency and speed the design development process for streetscapes as San Francisco's PDAs are implemented.

http://www.sfgov.org/site/uploadedfiles/planning/Citywide/Better_Streets/index.htm

Example Project: Feasibility Analysis, Parking Policy and Demand Analysis
Marin Affordable Housing and Financially Feasible Development Regulations

The Marin TPLUS Pedestrian and Transit-Oriented Design Toolkit provides a feasibility analysis of a hypothetical infill project in Marin County to illustrate the effect of parking requirements on the financial feasibility of a project and to demonstrate the impact that an additional floor of units can have on the affordability of a development. This type of analysis makes the case that higher densities combined with lower parking ratios can improve project feasibility and affordability of housing units, helping community members see the relationship between density, parking, and affordability, as well as helping planners determine appropriate parking ratios for their plans.

<http://www.tam.ca.gov/index.aspx?page=80>

FOCUS PROGRAM
Application for Technical Assistance FY 11/12
Cycle 3

Enter information in the spaces provided. E-mail this completed application form and attachments requested in this application form to FOCUSTechnicalAssistance@mtc.ca.gov. Applications due March 2, 2012.

Part 1 - APPLICANT CONTACT INFORMATION	
Lead Applicant -City/County	
Contact Person	
Title	
Department	
Street Address	
City	
Zip Code	
Phone Number	
Fax Number	
Email	

Part 2 - SCOPE OF TECHNICAL ASSISTANCE SERVICE REQUESTED				
<p>a. Type of Service:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top; border: none;"> <input type="checkbox"/> Parking Policy & Demand Analysis <input type="checkbox"/> Development Feasibility Analysis <input type="checkbox"/> Equitable Development Analysis <input type="checkbox"/> Infrastructure Planning and Design <input type="checkbox"/> TOD-Supportive Zoning/Form-based Code <input type="checkbox"/> Sustainability Analysis <input type="checkbox"/> Other (specify): _____ </td> <td style="width: 50%; vertical-align: top; border: none;"> <input type="checkbox"/> Municipal Financing Mechanisms <input type="checkbox"/> Visualization, Web, or Other Technical Tool <input type="checkbox"/> Civic Engagement <input type="checkbox"/> Station Access & Circulation <input type="checkbox"/> Smart Growth Design Guidelines <input type="checkbox"/> Urban Parks Policies/Financing Strategies </td> </tr> </table>		<input type="checkbox"/> Parking Policy & Demand Analysis <input type="checkbox"/> Development Feasibility Analysis <input type="checkbox"/> Equitable Development Analysis <input type="checkbox"/> Infrastructure Planning and Design <input type="checkbox"/> TOD-Supportive Zoning/Form-based Code <input type="checkbox"/> Sustainability Analysis <input type="checkbox"/> Other (specify): _____	<input type="checkbox"/> Municipal Financing Mechanisms <input type="checkbox"/> Visualization, Web, or Other Technical Tool <input type="checkbox"/> Civic Engagement <input type="checkbox"/> Station Access & Circulation <input type="checkbox"/> Smart Growth Design Guidelines <input type="checkbox"/> Urban Parks Policies/Financing Strategies	
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<p>b. Expected Work Product :</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top; border: none;"> <input type="checkbox"/> Written Report <input type="checkbox"/> Adopted Plan/Design Document </td> <td style="width: 33%; vertical-align: top; border: none;"> <input type="checkbox"/> Visual Aid or Technical Tool <input type="checkbox"/> Other (specify): _____ </td> <td style="width: 33%; vertical-align: top; border: none;"> <input type="checkbox"/> Event/Event Materials </td> </tr> </table>		<input type="checkbox"/> Written Report <input type="checkbox"/> Adopted Plan/Design Document	<input type="checkbox"/> Visual Aid or Technical Tool <input type="checkbox"/> Other (specify): _____	<input type="checkbox"/> Event/Event Materials
<input type="checkbox"/> Written Report <input type="checkbox"/> Adopted Plan/Design Document	<input type="checkbox"/> Visual Aid or Technical Tool <input type="checkbox"/> Other (specify): _____	<input type="checkbox"/> Event/Event Materials		
c. Anticipated Start Date:	d. Anticipated End Date:			
e. Total Technical Assistance Project Budget:	f. Estimated Cost of Requested Services:			
g. Project Title:				
h. Date local decision-making body discussed/approved Technical Assistance project:				
i. Brief Project Description (50 words max.):				

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Part 3 – PRIORITY DEVELOPMENT AREA INFORMATION											
a. Priority Development Area Name											
b. Priority Development Area Status (Planned/Potential)											
c. Relevant Neighborhood/Specific Plan for PDA (please provide URL if available online)											
d. Plan Status	<input type="checkbox"/> Plan adopted <input type="checkbox"/> Plan underway Adoption or anticipated completion date:										
e. Transit Service											
f. PDA Placetype (if known) ¹	<table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Regional Center</td> <td><input type="checkbox"/> Urban Neighborhood</td> </tr> <tr> <td><input type="checkbox"/> City Center</td> <td><input type="checkbox"/> Transit Neighborhood</td> </tr> <tr> <td><input type="checkbox"/> Suburban Center</td> <td><input type="checkbox"/> Mixed-Use Corridor</td> </tr> <tr> <td><input type="checkbox"/> Transit Town Center</td> <td><input type="checkbox"/> Employment Center</td> </tr> <tr> <td><input type="checkbox"/> Rural Town Center</td> <td><input type="checkbox"/> Rural Mixed-Use Corridor</td> </tr> </table>	<input type="checkbox"/> Regional Center	<input type="checkbox"/> Urban Neighborhood	<input type="checkbox"/> City Center	<input type="checkbox"/> Transit Neighborhood	<input type="checkbox"/> Suburban Center	<input type="checkbox"/> Mixed-Use Corridor	<input type="checkbox"/> Transit Town Center	<input type="checkbox"/> Employment Center	<input type="checkbox"/> Rural Town Center	<input type="checkbox"/> Rural Mixed-Use Corridor
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<input type="checkbox"/> Suburban Center	<input type="checkbox"/> Mixed-Use Corridor										
<input type="checkbox"/> Transit Town Center	<input type="checkbox"/> Employment Center										
<input type="checkbox"/> Rural Town Center	<input type="checkbox"/> Rural Mixed-Use Corridor										

Part 4 – FOCUSED GROWTH/PROJECT IMPACT		
a. Planned Land Uses and Densities (Provide FAR and/or Dwelling Units/Acre; Horizon Year: 2035)	MINIMUM	MAXIMUM Commercial FAR Residential DU/acre
	CURRENT CONDITIONS	FUTURE GOAL (Horizon Year: 2035)
b. Total PDA Jobs		
c. Total PDA Housing Units (Market-rate/Affordable)	/	/
d. Affordable Housing Units Very Low Low Moderate Above Moderate	Jurisdiction's Current Regional Housing Needs Allocation (RHNA)	Housing production as reported in the 2009 ABAG Housing Report
e. Describe any policies or programs the jurisdiction has employed to ensure construction of planned affordable housing in the project area.		
f. Has the jurisdiction submitted their 2008 Housing Element to the California Department of Housing and Community Development for certification?	If yes, date it was certified _____ If no, when will it be submitted? _____	

¹ See MTC's 2007 Station Area Planning Manual (http://www.mtc.ca.gov/planning/smart_growth/Station_Area_Planning_Manual_Nov07.pdf)
 December 2011

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Part 5 – PROJECT SCOPE

Type below or attach separately a narrative that addresses the following question and provide any other relevant information. Refer to supporting documentation as needed (no more than two pages, 8½ x 11 with 12 point font).

1. Project Scope

- What is the scope of the requested technical assistance? Please provide information on expected process, outcomes, timeframe and estimated budget for proposed project (reference supporting documentation as needed).

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Part 6 – LOCAL PDA PLAN COMMITMENTS	
1. List past and current planning efforts related to the PDA, including the completion date each	
2. Describe how the local community has been involved in the planning process that has led to the plan associated with the PDA.	
3. Has an implementation and/or financing plan been completed for the PDA? If so, provide a URL for the document, or attach the implementation plan to the application.	
4. What funding is available or has been committed for implementation? Will the outcome of the requested Technical Assistance project leverage other funding or planning efforts? If so, please describe.	

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Part 7 – IMPLEMENTATION OUTCOMES

7a. Describe how your project advances PDA plan implementation. Describe actions that will be taken to ensure implementation. Answer one or more of the categories below *as they apply*. All outcomes may not apply to your proposed project – please answer only those that are applicable.

Outcome as a result of your project: New policies such as zoning code updates or new ordinances

Specific policy or ordinance:

Planning Commission adoption? Yes No

City Council adoption? Yes No

Anticipated timeframe for adoption: _____

Other action: _____

Outcome as a result of your project: Advancing development of new infrastructure, public development (commercial, residential, parks), or improving station access and circulation

Specific development, infrastructure or access improvements:

Specific action (e.g. *parcel assembly, land owner negotiation, proforma development, etc.*): _____

Anticipated timeframe for completion of the action and improvements:

Other action: _____

Outcome as a result of your project: Improved civic engagement or partnership development

Specific partnerships to be developed or community groups/segments to be engaged in the implementation process:

Anticipated timeframe for partnerships to be developed or community groups to be engaged: _____

How will you measure success?: _____

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Part 7 – ADVANCING IMPLEMENTATION, CONT'D

7a. Cont'd. Describe how your project advances PDA plan implementation and describe actions that will be taken to ensure implementation.

Outcome as a result of your project: New programs

Specific program to be developed:

Planning Commission adoption? Yes No

City Council approval? Yes No

Anticipated timeframe for implementation of new program: _____

Other action: _____

7b. What implementation steps or outcomes do you anticipate will occur in the following timeframes?

Short-term: 1-3 years: _____

Medium term: 3-5 years: _____

Long term: 5+ years: _____

7c. Which implementation steps or outcomes listed above are dependant on the outcome(s) of this Technical Assistance Project?:

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Part 8 – REGIONAL INNOVATION & REPLICABILITY

Regional Innovation and Replicability

- Describe how this technical assistance demonstrates innovative planning and/or provides useful ideas and strategies to inspire other cities and counties.

Part 9 – SUPPORTING DOCUMENTATION

Please attach the following:

- A map identifying the boundaries of the Priority Development Area, future land uses, transit stations, etc.
- Estimated budget for requested services indicating anticipated – see sample budget worksheet.
- For applications from county congestion management agencies or transit agencies, please provide letters of support from the planning directors of all impacted jurisdictions.
- Any other relevant information, i.e. letters of support, etc.

In addition to electronic submission, mail five hard copies of this application and attachments requested in this application form to the following address:

FOCUS Program
101 8th Street
Oakland, CA 94607
Attn: Therese Trivedi

For questions regarding the application, please contact Therese Trivedi, MTC Planner, at Ttrivedi@mtc.ca.gov or 510.817.5767.

FUNDING SOURCE

RESPONSIBILITY

COST

TIMELINE

ACTION

Total Committed

Start Finish

ACTION	Start	Finish	Total	Committed	RESPONSIBILITY	FUNDING SOURCE
Technical Assistance Request - Parking Study						
Task 1 & 2 - Scoping/Kickoff and Review of Existing Conditions	Feb 2011	Feb 2011	\$ 5,000	\$ 5,000	Technical Assistance Program	
Task 3 - Survey/Data Collection	March 2011	April 2011	\$ 20,000	\$ 20,000	Technical Assistance Program	
Task 4 - Review of Best Practices/Scenario Dev't	April 2011	May 2011	\$ 15,000	\$ 15,000	Technical Assistance Program	
Task 5 - Off-street parking opportunities assessment	May 2011	June 2011	\$ 5,000	\$ 5,000	Technical Assistance Program	
Task 6 - Parking Policies Plan <i>(public workshops included in above)</i>	June 2011	July 2011	\$ 15,000	\$ 15,000	Technical Assistance Program	
Business Improvement District support - in kind	Feb 2011	July 2011		\$ 5,000	Business Improvement District	
			Total estimated budget \$	65,000		
Parking Plan Adoption						
Merchant Association & BID Adoptions		July 2011			City	
City Council Review and Approval	July 2011	Sept 2011			City	
Implementation	Oct 2011	Jan 2011				

