

# CITY OF OAKLAND

## AGENDA REPORT

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2008 MAY 15 PM 6:45

TO: Office of the City Administrator  
ATTN: Deborah A. Edgerly  
FROM: Community and Economic Development Agency  
DATE: May 27, 2008

RE: **Resolution Authorizing The Application For, Acceptance, and Appropriation Of Up To \$30,000 From The Association of Bay Area Governments Community Engagement Funding Program To Provide Community Engagement Efforts Associated With The Lake Merritt BART Station Specific Plan Project, And Up To \$30,000 To Provide Community Engagement Efforts Associated With The Broadway Retail Corridor Area Specific Plan Project**

---

### SUMMARY

The proposed resolution authorizes the application for up to thirty thousand dollars (\$30,000) for the Lake Merritt BART station area Specific Plan project, and thirty thousand dollars (\$30,000) for the Broadway Retail Corridor Specific Plan project from the Community Engagement Funding program to be administered by the Association of Bay Area Governments (ABAG).

The community engagement process would need to be initiated within 2 months of award of funds and completed within 12 months of a grant award.

### FISCAL IMPACT

ABAG has allocated \$100,000 to provide grants for the Community Engagement Funding program to fund community engagement activities that address one specific issue or concern relating to neighborhood change occasioned by development near existing or planned transit. If funds are awarded, the City would use the grant to contract with a community based organization to assist in providing a community engagement process to inform the development of a Specific Plan. There are no match requirements associated with this grant program. Once funds are completely expended, staff submits a request to ABAG for reimbursement.

Grant funds, if awarded, will be appropriated to Fund 2999 (Miscellaneous Grant) Organization 88229, in a project to be determined.

There are no long-term operating costs associated with implementing the community engagement funding program should Oakland receive a grant award. Costs for infrastructure development, including operations and maintenance funding requirements to implement the

Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

associated Specific Plans have not been determined. Costs will be provided as a part of the specific planning process for each area.

## **BACKGROUND**

Oakland is using transit oriented development (TOD) as a planning and design tool to provide compact mixed use, pedestrian oriented communities located around public transit stations. Public transportation used to be highly integrated into the physical and social fabric of many neighborhoods. Oakland originally developed around the Central Pacific Railroad and later the Key System, an electric streetcar system with stops serving as neighborhood centers and providing anchors to a range of services and shops within walking distance and providing connections to the downtown area. Since the 1950's, development patterns have become increasingly auto centered with many people moving from urban to suburban areas. Decades of sprawling metropolitan development have left many suburban residents with arduous, costly commutes and many low income communities isolated from jobs, transit, and services.

Thus far, many urban projects marketed as TODs are not that different from traditional residential suburban developments. They are not well integrated with a transit station or the surrounding community, often include excessive parking, and are neither mixed-use nor mixed-income. Many TODs do not attain social equity goals. A TOD is unconventional, complicated and expensive to develop, and the demand for housing near transit is expected to exceed the number of homes that can be built in TODs. This increases the likelihood that TOD housing will be *unaffordable to low-income households*. *Properties within a five-to-ten minute walk from a transit station often sell for 20 to 25 percent more than comparable properties farther away.*

## **PROGRAM DESCRIPTION**

The Community Engagement Funding program is an initiative to finance efforts that support local planning efforts that engage community members around a specific issue or concern that arises when a low income and minority community is faced with reinvestment and development that may change the existing neighborhood fabric. ABAG is also looking to fund community engagement processes that add to Station Area Planning processes. Grant applications to provide for station area planning work resulting in development of Specific Plans for The Lake Merritt BART station area, and the Broadway Retail Corridor were submitted to the Metropolitan Transportation Commission (MTC) by the City of Oakland in March 2008 with notification of award due in June 2008. Funding recommendations were based on (1) descriptions of the funding program priorities and eligibility requirements and (2) staff assessment of each project's readiness, community benefit and support, existence of community partners, and leveraging of existing funds.

Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

Successful funding applications would allow the City to augment existing funds identified for the Broadway Retail Corridor Project and leverage funds from other agencies to complete specific plans that will be occurring in the project areas listed. The City would contract directly with a community based organization to coordinate community outreach associated with developing Specific Plan for the Lake Merritt BART Station area and the Broadway Retail Corridor. Where possible, recommendations from the community engagement process would be integrated into the development of Specific Plans.

### **Community Engagement Funding Program**

The Community Engagement Funding program is an initiative introduced by ABAG to finance community engagement activities that will address one specific issue or concern relating to neighborhood change occasioned by development near existing or planned transit. Funding applications submitted by local governments must identify a community organization that will partner with the jurisdiction to implement the outreach effort. The outcome of the grant funded community engagement process should be an identifiable deliverable that can be implemented by the local government to address a specific issue or concern. Examples of identifiable deliverables for the proposed community engagement process in this context may include, but are not limited to the following:

- Job training programs
- Affordable housing strategies
- Public safety strategies
- Community culture centers
- Community benefit agreements

In particular, ABAG is interested in funding community engagement processes that are conducted in partnership with local community organizations, engage low-income and minority residents, add to previously or newly funded Station Area Planning processes and the resultant Specific Plan, and create practical and replicable solutions, as highlighted in the Evaluation Criteria.

Oakland has identified the Transportation and Land Use Coalition (TALC) as the community based organization (CBO) for assisting with community engagement activities for the Broadway Retail Corridor Specific Plan process and Asian Health Services as the CBO for assisting with community engagement activities for the Lake Merritt BART Area Specific Plan process. In both instances, the CBO has shown visible outcomes for engaging communities and Oakland citizens in planning processes that provide positive results. Grant applications to provide for station area planning that will result in development of Specific Plans for The Lake Merritt

Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

BART station area, and the Broadway Retail Corridor were submitted to the Metropolitan Transportation Commission (MTC) by the City of Oakland in March 2008. The City will be notified of any successful applications in June 2008.

### **Focus of Engagement Activities**

Community engagement processes funded under this program should address the evaluation criteria outlined in the grant application guidelines prepared by ABAG. At a minimum, an engagement process should demonstrate that the following criteria are included:

1. **Community Need:** A significant public outreach and community involvement process targeting traditionally under-served populations should be conducted. The process must detail the number of meetings and the type of outreach to be performed. Development and/or reinvestment prospects and potential impacts on the affected neighborhood must be identified.
2. **Local Commitment:** A standing commitment toward strengthen and supporting existing communities must be shown. Applicants embarking on a Station Area Planning process or other existing initiative complemented by this funding will be given priority.
3. **Feasibility:** A demonstrated outcome must be identified and must be completed within a 12 month period from award of a grant.
4. **Implementation:** The project should clearly describe roles and responsibilities of local government and community organizations. A discussion for the possibility of providing replicable solutions for other jurisdictions should be included.

Each of the projects being recommended to apply for funding under this program is compatible with the program objectives.

### **KEY ISSUES AND IMPACTS**

CEDA staff analyzed designated Transit Oriented Development sites in Oakland with program objectives for the Community Engagement Funding program. Staff assessed each project's readiness, community benefit and support, existence of collaborative partners, and leveraging of existing funds.

A community engagement process centered on discussion of how to provide community development without displacing residents would initiate the Specific Planning process in the areas surrounding the Lake Merritt BART Station and the Broadway Retail Corridor. The community engagement process would be designed to empower community members to identify a primary issue of concern and provide implementation mechanisms that would be incorporated in an area Specific Plan process. The effort will result in development of Specific Plans that ensure the desirable attributes of the neighborhoods remain intact as improvements unfold. The

Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

effort would take approximately 12 months to complete and would occur at the onset of the Specific Planning process.

## **SUSTAINABLE OPPORTUNITIES**

***Economic:*** The proposed development of specific plans in the Lake Merritt and Broadway Retail Corridor areas are intended to strengthen and support existing communities through creation of compact communities with a diversity of housing, jobs, activities, and services to meet the daily needs of residents. A community engagement process as a component of the development of a Specific Plan might seek to increase housing choices and affordability and increase transportation efficiency and choices throughout Oakland.

***Environmental:*** By discussing and defining community benefits for the Lake Merritt and Broadway area, development opportunities, protection and stewardship for natural habitats, open spaces and agricultural land can improve. Concentrated development can also conserve resources, promote sustainability, and improve environmental quality.

***Social Equity:*** Discussing mechanisms for providing affordable housing and access to a variety of goods and services in a mixed-use, mixed-income environment with direct access to transportation can increase and improve access to health and educational resources and increase safety within a community.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

Community engagement activities will include discussions tied to the need for accessibility planning for people with disabilities that ensure fully accessible transit stations, accessible paths of travel between the stations and surrounding areas, and visitable and habitable housing units where feasible. The City's accessibility program coordinator will be requested to participate in the community engagement process.

## **RECOMMENDATION(S) AND RATIONALE**

Staff recommends that Council accept the recommended projects for the Community Engagement Funding program based on descriptions of the ABAG funding program priorities, eligibility requirements, and authorize staff to proceed with submitting applications for the Lake Merritt BART Station Area community engagement process as a part of the Specific Plan project, and the Broadway Retail Corridor community engagement process as a part of the Specific Plan project. Staff further recommends adopting the authorizing resolution. With these approvals, staff will proceed immediately to prepare the grant application for submittal to the ABAG.

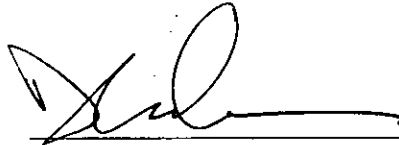
Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

If approved, each of these grants would benefit a City Council priority associated with transit oriented development within Oakland's priority development areas identified in the ABAG regional blueprint.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council approve a resolution authorizing the application for, acceptance, and appropriation of up to \$30,000 from the Association of Bay Area Governments Community Engagement Funding Program for a community engagement process tied to the Lake Merritt BART Station Area Specific Plan Project, and up to \$30,000 for a community engagement process associated with the Broadway Retail Corridor Specific Plan Project.

Respectfully submitted,

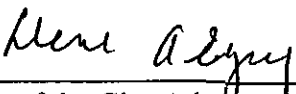


\_\_\_\_\_  
Dan Lindheim  
Director  
Community and Economic Development Agency

Reviewed by:  
Eric Angstadt, Strategic Planning Manager  
Planning Division

Prepared by:  
Kerry Jo Ricketts-Ferris, Project Manager  
Planning Division

APPROVED AND FORWARDED TO THE  
COMMUNITY AND ECONOMIC DEVELOPMENT  
COMMITTEE:

  
\_\_\_\_\_  
Office of the City Administrator

Item: \_\_\_\_\_  
CED Committee  
May 27, 2008

OFFICE OF THE CITY CLERK  
OAKLAND

# OAKLAND CITY COUNCIL

*Mark A. Wald*  
City Attorney

2008 MAY 15 PM 6:45

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

**RESOLUTION AUTHORIZING THE APPLICATION FOR, ACCEPTANCE AND APPROPRIATION OF UP TO \$30,000 FROM THE ASSOCIATION OF BAY AREA GOVERNMENTS COMMUNITY ENGAGEMENT FUNDING PROGRAM TO PROVIDE COMMUNITY ENGAGEMENT EFFORTS ASSOCIATED WITH THE LAKE MERRITT BART STATION AREA SPECIFIC PLAN PROJECT AND UP TO \$30,000 TO PROVIDE COMMUNITY ENGAGEMENT EFFORTS ASSOCIATED WITH THE BROADWAY RETAIL CORRIDOR AREA SPECIFIC PLAN PROJECT**

**WHEREAS,** The Association of Bay Area Governments announced the availability of grant funds to provide a community engagement process to address its Development without Displacement Program; and

**WHEREAS,** The Association of Bay Area Governments is soliciting applications for engaging community members around a specific issue or concern in areas faced with reinvestment and development tied to localized planning efforts; and

**WHEREAS,** \$100,000 dollars is available for community engagement grants for localized efforts to engage low-income and minority residents in a planning process that results developing land use plans and policies that could impact housing affordability, business retention and change community character complementary to processes for station area planning; and

**WHEREAS,** The Lake Merritt BART Station Specific Plan and the Broadway Retail Corridor Specific Plan projects meet the criteria established to compete successfully for a community engagement grant in partnership with a community based organization now, therefore be it

**RESOLVED:** that the City Council hereby

1. Approves the filing of an application, and the acceptance and appropriation of funds if awarded, for assistance of up to \$30,000 each for the Lake Merritt BART Station community engagement process and the Broadway Retail Corridor community engagement process; and
2. Appoints the City Administrator as agent of the City to conduct all negotiations and execute and submit all documents, including, but not limited to, applications, agreements (including with the Transportation and Land Use Coalition (TALC) and Asian Health Services), amendments, payment requests, and compliance with all applicable current state and federal laws which may be necessary for the completion of the grant funded under the Association of Bay Area Government funding program, subject to the approval of the City Attorney; and

3. Directs the Budget Office to appropriate grant funds received for this project to the Miscellaneous Grant Fund (2999)

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS; BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California