



AGENDA REPORT

TO: JOHN A. FLORES
INTERIM CITY ADMINISTRATOR

FROM: Rachel Flynn

SUBJECT: East Bay Corridor Initiative/Resolution
Amendment

DATE: February 26, 2015

City Administrator
Approval

Date

COUNCIL DISTRICTS: Citywide

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution (1) Acknowledging The City Of Oakland's Participation In The East Bay Corridors Initiative, A Regional, Multi-jurisdictional Collaboration Of Bay Area Cities, Counties And The Association Of Bay Area Governments Designed To Serve As A Platform For East Bay Jurisdictions To Prioritize And Fund Catalyst Projects That Support Housing, Infrastructure And Community Development Projects, (2) Authorizing The City Administrator To Execute A Memorandum Of Understanding (MOU) Between Oakland And Participants In The East Bay Corridors Initiative To Collaboratively Enhance The Livability, Mobility And Economic Prosperity For Areas Within The Corridors And To Establish The Administrative And Governance Structure For The Initiative, And (3) Amending Council Resolution No. 83714 C.M.S Which Accepted A State Strategic Growth Grant For International Boulevard Corridor Planning, To Waive Central Service Overhead In The Amount Of Approximately \$105,000 Pursuant To State Requirements.

OUTCOME

The outcome of formalizing Oakland's participation in the Initiative is that it will facilitate the Initiative's ability to take advantage of future funding opportunities for the collective benefit of all jurisdictions as they arise. As well as while in between funding opportunities, better facilitate complimentary corridor improvements and development activities amongst neighboring jurisdictions. In addition, waiving the Central Service Overhead (CSO) for the State grant would enable the City to be in compliance with State grant requirements.

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EXECUTIVE SUMMARY

The City of Oakland has been working with Association of Bay Area Governments ('ABAG') and other entities in an effort known as the East Bay Corridors Initiative ('Initiative'). The Initiative focuses on two major Oakland corridors – International Boulevard and San Pablo Avenue – as well as the BART station areas. These two corridors extend through various cities beyond Oakland, and are within Priority Development Areas – districts and neighborhoods identified by each local jurisdiction for future investment and growth - from Union City through Hercules.

ABAG wishes to formalize the collective activities of the participating entities to facilitate prioritizing of International Boulevard and San Pablo Avenue corridor-wide improvements throughout the various jurisdictions, and strengthen the ability to attract funding for multi-jurisdiction implementation of activities and projects along these corridors. A Memorandum of Understanding ('MOU') has been drafted and is presented for City Council consideration and ultimately, execution by the City Administrator on behalf of the City of Oakland. The MOU is in the process of being adopted by each of the other entities to formalize continued collective participation.

In reference to the request to waive CSO concern, the City received a State Strategic Growth Council planning grant for the International Boulevard corridor in 2013. Under the grant agreement signed by the City Administration, the State prohibits the use of grant funds for CSO expenses. Council Resolution No. 83714 C.M.S. passed on February 7, 2012 to apply for, accept and appropriate the grant did not include waiving the CSO. Staff is now requesting to amend that resolution to waive CSO expenses for consistency with the grant which would amount to approximately \$105,000.

After Council approval of the East Bay Corridors Initiative MOU and incorporation of any edits as necessary, the City Administrator will execute the Memorandum and Oakland will formally participate in Initiative actions. Next steps regarding the State Strategic Growth Council Grant for International Boulevard Corridor include continuing to develop and implement community revitalization priorities, including new jobs for East Oakland youth.

BACKGROUND/LEGISLATIVE HISTORY

The East Bay Corridors Initiative is a collaboration between cities, counties and regional agencies to create a network of thriving neighborhoods and downtowns in the inner East Bay. It focuses on Priority Development Areas, places planned by cities for reinvestment and new homes and jobs. The Initiative is a platform for prioritizing and funding housing, infrastructure and community development projects that provide benefits across city boundaries while implementing local plans for Priority Development Areas, and is partnership of 15 entities:

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- City of Alameda
- City of Albany
- City of Berkeley
- City of El Cerrito
- City of Emeryville
- City of Hayward
- City of Hercules
- City of Oakland
- City of Pinole
- City of Richmond
- City of San Leandro
- City of San Pablo
- City of Union City
- County of Alameda
- County of Contra Costa

The Initiative is organized around two corridors. The Oakland-Union City Corridor includes Priority Development Areas between International Boulevard in Oakland and Union City. The San Pablo Corridor includes Priority Development Areas between Downtown Oakland and Hercules. Cities are currently working together to identify catalyst projects that build on the unique assets of corridor Priority Development Areas to address common challenges and capitalize on shared opportunities. Oakland has worked with Initiative participants through the past year to develop a preliminary set of strategies. During 2015, the Initiative will solidify these projects, setting the stage for pursuing existing funding sources as State Cap and Trade, forming partnerships with the business and non-profit communities, as well as developing new funding sources.

What distinguishes the Initiative actions from efforts such as the International Boulevard Transit-Oriented Development Plan or the City's past City Neighborhood Commercial Revitalization Plan efforts is that it does not seek to develop new plans for these areas. Instead it focuses on implementing adopted local plans of the various cities. Among other benefits, participation in the Initiative galvanizes funding opportunities and resources to increase the successful implementation of these plans. In this manner, it supplements existing City efforts to further revitalization of the two targeted corridors.

ANALYSIS

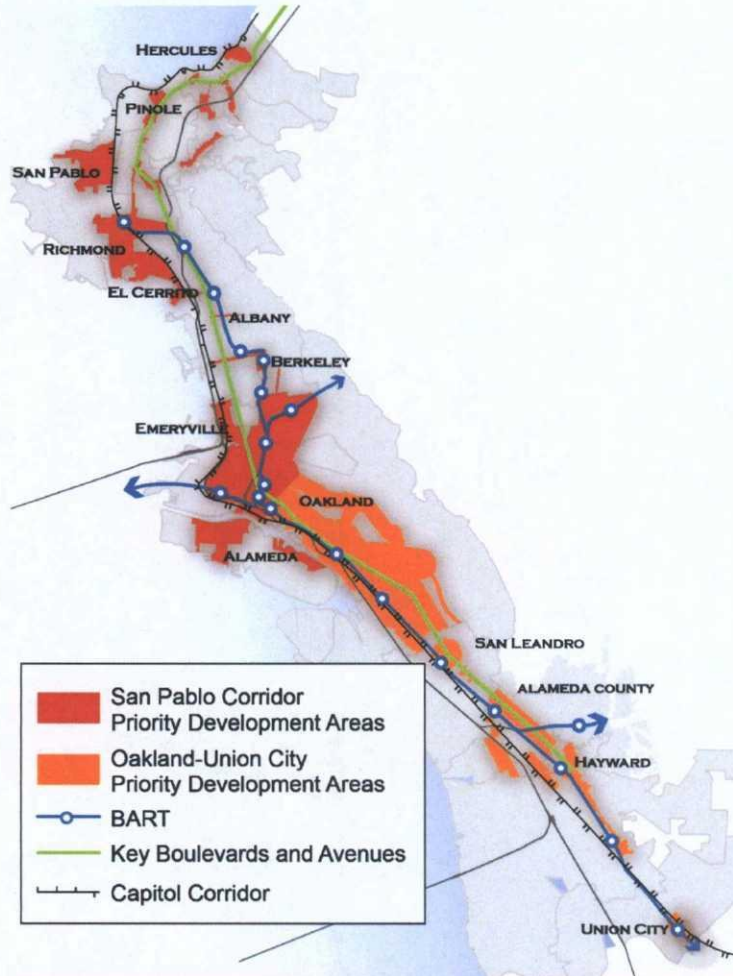
East Bay Corridor Initiative

The Initiative covers the geographic areas depicted on the following page.

The Initiative builds upon actions taken by the various cities from 1995 through the present to adopt plans for 26 Priority Development Areas (PDAs) along the project area. In recognition of the development potential of its historically major commercial corridors, Oakland adopted PDAs for areas surrounding International Boulevard and San Pablo Avenue in February 2010. In general, the PDA designations highlights these corridors' ability to sustain major residential and mixed use (residential / commercial / light industrial) developments, capitalizing on existing transportation assets and longstanding role and function of providing goods and services to their surrounding neighborhoods. Several existing City efforts have focused on International

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Boulevard and San Pablo Avenue, including the more recent International Boulevard Transit-Oriented Development Plan (accepted March 2011) and Oakland Sustainable Neighborhoods Initiative (OSNI) (initiated April 2013), and the West Oakland Specific Plan (adopted July 2014).



- Oakland-Union City Corridor Jurisdictions**
- Oakland
 - San Leandro
 - Unincorporated Alameda County (Ashland/Cherryland)
 - Hayward
 - Union City

- San Pablo Corridor Jurisdictions**
- Oakland
 - Emeryville
 - Berkeley
 - Alameda
 - Albany
 - El Cerrito
 - Richmond
 - San Pablo
 - Pinole
 - Hercules
 - Unincorporated Contra Costa County

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PDA's have been the focus of regional efforts as well. 'Plan Bay Area' is an integrated land use and transportation strategy to accommodate the region's projected population, housing and job growth between 2010 and 2040. Plan Bay Area, if implemented, would achieve State targets for reductions in greenhouse gas emissions. Plan Bay Area is based primarily on the PDA's in the nine county San Francisco Bay Region, including those in the East Bay Corridor (Corridor PDA's). ABAG and the Metropolitan Transportation Commission (MTC) adopted Plan Bay Area in 2013. The strategy for implementation of Plan Bay Area includes investment of existing and anticipated resources in PDA's, with a particular focus on corridors in the inner Bay.

These areas have both a local and regional importance; they serve as geographic links to multiple neighborhoods within Oakland boundaries and link Oakland as a whole to surrounding jurisdictions. The "seam" linking both corridors is Downtown Oakland, highlighting its importance as the East Bay's employment and cultural center. The Initiative's intent is to build upon the recommendations of multiple jurisdictions' strategies for these corridors to achieve benefits that cross jurisdiction boundaries and address common challenges such as housing affordability, job growth and infrastructure improvements. The Initiative can also serve as a platform for East Bay jurisdictions to prioritize and fund catalyst projects and programs that support economic vitality along these corridors. Potential funding sources for projects prioritized by Oakland and neighboring cities include the state Greenhouse Gas Reduction Fund (GGRF), Measure BB funds, and federal sources such as the EPA Brownfields & Land Revitalization program. The corridor also provides a geographic envelope for establishing new East Bay-focused non-profit, private, and public sector partnerships to fund housing and infrastructure (potential funders have already expressed interest in this concept).

A summary of the Initiative is included as *Attachment 1* of this report. The major strategies drafted to date are listed in *Attachment 2* of this report.

MOUs between participating jurisdictions have proven successful in helping each partner agency advocate for projects that benefit its jurisdiction in particular while maintaining a regional context and perspective. Highlights of the East Bay Corridor Initiative MOU (*see Attachment 3*) are as follows:

- Purpose
The purpose of the MOU is to define and formalize the working relationship among regional and local agencies whose geographical boundaries include a portion or all of the East Bay Corridors. The MOU defines the shared goals and objectives of these local and regional agencies working collaboratively to enhance livability, mobility and economic prosperity within the Corridors, as well as establishes the necessary administrative and governance structure to promote a cooperative relationship and for ensuring success of the Initiative.
- Proposed Activities
The participants will undertake the following activities:

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1. Continue to coordinate with Planning and Community Development Directors the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs. This coordination can include all Participants or subgroups, including but not limited, to the subgroups that comprise the Oakland-Union City Corridor and the San Pablo Corridor.
2. Identify and develop funding sources to implement agreed upon strategies.
3. Endorse joint applications by participants for grants and other funding that support agreed upon multi-jurisdictional strategies.

▪ Responsibilities

Each participant will have the following responsibilities:

1. Each participant will assign a representative to the steering committee.
2. Each participant will participate in the development and/or review of relevant multi-jurisdiction strategies.
3. ABAG will coordinate the East Bay Corridors Initiative. This will not limit or supersede any other activities undertaken collaboratively by participants.

▪ Structure and Governance

For ease of formation and administration and to maintain flexibility, the East Bay Corridor Initiative is structured as an unincorporated association of local and regional public entities. Participants agree that this MOU is independent of any other contract(s) or agreement(s) between or among the participants, or the contract(s) or agreement(s) between or among any Corridor Jurisdiction that are promulgated to implement a grant or local PDA plan.

A steering committee made up of one representative from each participant will coordinate activities undertaken pursuant to this MOU. Every participant will appoint as its representative(s) to the steering committee or any subcommittee, a staff person with expertise and experience in land use planning and development, presumably the local Planning Director. The steering committee may establish subcommittees to undertake activities that advance the East Bay Corridor Initiative that affect less than all participants.

▪ Participant Resources

Every member of the Initiative is expected to assign staff to act as its representative to a steering committee which will coordinate activities undertaken pursuant to the MOU and any associated subcommittees created for this effort. Existing City staff will be used to support this effort; there is no additional cost expected.

▪ Other Matters

Each participant shall indemnify and hold harmless the other participants from the indemnifying participant's share of liability, as determined by a court of law, for any and all claims, costs and liability for any damage caused by the negligence or willful

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misconduct of the indemnifying participant and its officers, employees or agents in the indemnifying participant's performance under this MOU.

▪ *Withdrawal and Termination*

This MOU will continue until terminated by majority vote of the steering committee, but participants may withdraw from this MOU on 60 days' notice to other participants. New participants may be added by majority vote of the current participants.

The City of Oakland has participated in similar multi-jurisdictional improvement efforts in the past with much success. In the 1990s, it participated in the Oakland / San Leandro Joint Revitalization effort which resulted in collective actions to improve sections of MacArthur Boulevard and fostered mutual cooperation with respect to corridor improvements, merchant / business association organizing, job fairs and other actions for areas within each city immediately abutting the Oakland/San Leandro city limit line. More recently, through its Oakland Sustainable Neighborhoods Initiative (OSNI) effort Oakland is partnering with various County agencies, nonprofit organizations, banks, community organizations, housing advocacy organizations and other entities to support improvements along International Boulevard from its San Antonio through Elmhurst districts. The City is a signatory on an MOU for the OSNI effort as well. The community-based projects and programs identified through OSNI and the International Blvd Transit-Oriented Development Plan have helped inform the prospective Initiative strategies for the Oakland-Union City Corridor included in *Attachment 2*.

State of California Strategic Growth Council Grant for International Boulevard Corridor

On February 7, 2012, the City Council passed a Resolution No. 83714 C.M.S authorizing the City Administrator to apply for, accept and appropriate up to \$1 million from the State of California Strategic Growth Council (State) for the Sustainable Communities Planning Grant and Incentive Program Funds for the International Boulevard Transit-Oriented Development Implementation Plan. The City successfully competed for the grant funds and was awarded \$999,836 for a three year period beginning on April 2, 2013. As part of the State grant terms, indirect costs and overhead, such as the City's CSOs, are not reimbursable. Staff is requesting a waiver of the City's CSO for purposes of this grant award which would amount to approximately \$105,000.

COORDINATION

The Initiative will coordinate with other existing City efforts affecting the International Boulevard and San Pablo Avenue corridors, and in particular, include in its strategies actions to further key desired development projects and improvements already highlighted in prior City efforts.

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This report has been reviewed by the Office of the City Attorney and by the Controllers Bureau.

COST SUMMARY/IMPLICATIONS

There are no cost implications to the City of Oakland to participate in the initiative. As stated above, existing City staff will be used to support this effort and there is no additional cost expected. Regarding the request to waive the CSO on the State Strategic Growth Council grant, the waiver would amount to approximately \$105,000.

SUSTAINABLE OPPORTUNITIES

Economic: Initiative actions will support implementation of development projects, infrastructure improvements and employment destinations along the corridors/PDAs thereby providing potential economic benefits for Oakland and other participating jurisdictions. The Initiative will also set the stage for partnerships with research and development entities focused on creating a clean energy economy such as the Lawrence Berkeley Lab.

Environmental: The Initiative furthers the goals of improving transit access, greenspace, and active transportation opportunities along the Oakland corridors and throughout the various adjacent jurisdictions. In addition to implementing adopted land use and transportation plans for Oakland PDAs such as the International Blvd TOD Plan, the Initiative will help implement many aspects of the Energy and Climate Action Plan.

Social Equity: Compared to the region as a whole, residents of corridor PDAs have lower household incomes; suffer more from poor air quality and other adverse environmental impacts; are at a higher risk during natural disasters; and are subject to displacement risk from rising housing costs. Many corridor PDAs face obstacles to realizing the development envisioned in adopted plans. These range from limited local resources to build infrastructure and public spaces to a lack of funding for affordable housing and difficulties attracting private investment. At the same time, the corridor PDAs are located in close proximity to jobs and institutions of higher education. Further, numerous economic clusters appear to be growing in, or near the corridor PDAs. Given this opportunity, the potential positive impact of a complementary approach to planning and investment is substantial, and can potentially provide a model for other Bay Area sub-regions with similar challenges.

CEQA EVALUATION

The Initiative effort is exempt from environmental review under Section 15262 of the State California Environmental Quality Act (CEQA) Guidelines, which applies to feasibility and planning studies.

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CONCLUSION

Staff recommends that the City Council authorize the City Administrator to execute the MOU for the East Bay Corridors Initiative, and Staff is requesting a waiver of approximately \$105,000 for the City's CSO for purposes of the State Strategic Growth Council grant award.

For questions regarding this report, please contact Elois A. Thornton, Department of Planning and Building, Bureau of Planning, (510) 238-6284; and Margaretta Lin, Department of Housing and Community Development at (510) 238-6314.

Respectfully submitted,



Rachel Flynn, Director
Planning & Building Department

Prepared by:
Elois A. Thornton, Planner IV
Margaretta Lin, Project Manager III

Attachments:

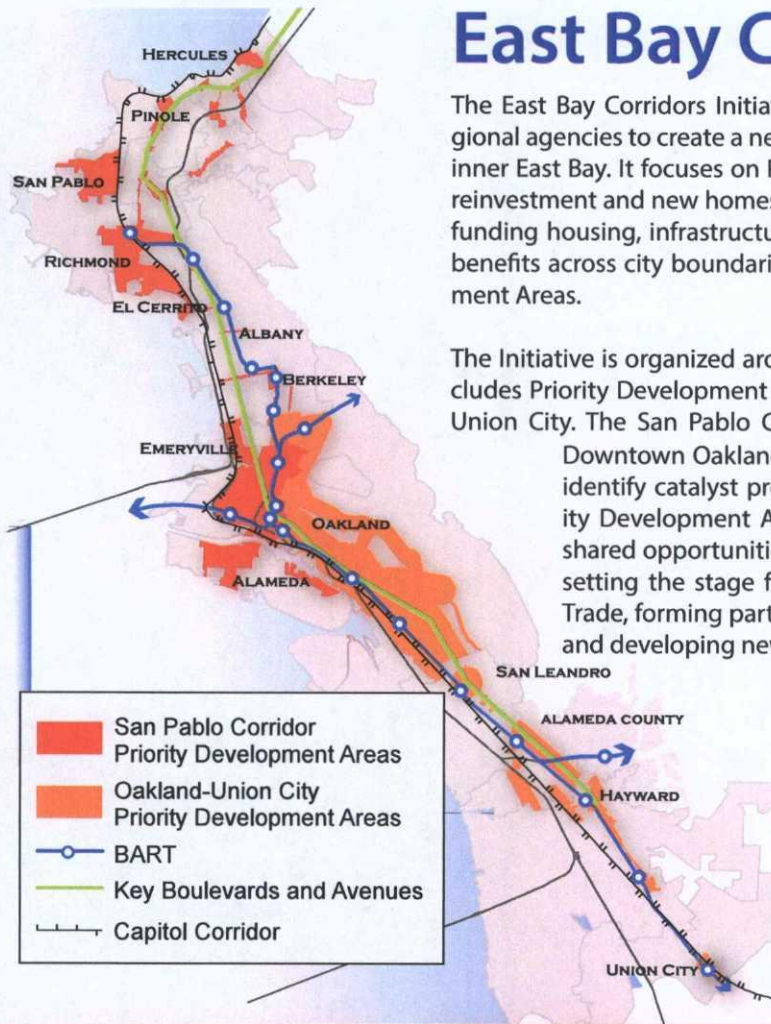
1. East Bay Corridors Initiative Summary
2. Prospective Initiative Strategies
3. Memorandum of Understanding: East Bay Corridors Initiative

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East Bay Corridors Initiative

The East Bay Corridors Initiative is a collaboration between cities, counties and regional agencies to create a network of thriving neighborhoods and downtowns in the inner East Bay. It focuses on Priority Development Areas, places planned by cities for reinvestment and new homes and jobs. The Initiative is a platform for prioritizing and funding housing, infrastructure, and community development projects that provide benefits across city boundaries while implementing local plans for Priority Development Areas.

The Initiative is organized around two corridors. The Oakland-Union City Corridor includes Priority Development Areas between International Boulevard in Oakland and Union City. The San Pablo Corridor includes Priority Development Areas between Downtown Oakland and Hercules. Cities are currently working together to identify catalyst projects that build on the unique assets of corridor Priority Development Areas to address common challenges and capitalize on shared opportunities. During 2015, the Initiative will solidify these projects, setting the stage for pursuing existing funding sources as state Cap and Trade, forming partnerships with the business and non-profit communities, and developing new funding sources.



- San Pablo Corridor Priority Development Areas
- Oakland-Union City Priority Development Areas
- BART
- Key Boulevards and Avenues
- Capitol Corridor

Oakland-Union City Corridor Jurisdictions

- Oakland
- San Leandro
- Unincorporated Alameda County (Ashland/Cherryland)
- Hayward
- Union City

San Pablo Corridor Jurisdictions

- Oakland
- Emeryville
- Berkeley
- Alameda
- Albany
- El Cerrito
- Richmond
- San Pablo
- Pinole
- Hercules
- Unincorporated Contra Costa County

Regional and County Partners

- Alameda and County Public Health Department
- Alameda and Contra Costa County Transportation Authorities
- Alameda-Contra Costa Transit District (AC Transit)
- Association of Bay Area Governments
- Bay Area Air Quality Management District

- Bay Area Rapid Transit (BART)
- Contra Costa Health Services
- Western Contra Costa County Transit Authority (WestCAT)

Timeline

1995-Today

- Corridor jurisdictions adopt plans for 26 Priority Development Areas

2013

- Plan Bay Area adopted, region's first integrated housing, jobs and transportation plan; growth and investment focused in the inner East Bay
- ABAG Executive Board prioritizes implementation of local plans and regional goals in the East Bay Corridors

2014

- Workshops held to identify key challenges and opportunities related to realizing local PDA plans
- Working groups create draft implementation priorities and catalyst projects

Next Steps

Q1 2015

- Solidify priorities and catalyst projects
- Create partnerships and identify funders

Q2 2015

- Pursue immediate funding opportunities such as Cap & Trade and federal grants

Q3 2015-

- Integrate corridor priorities into regional Land Use Strategy and Plan Bay Area update
- Continue to pursue funding; initiate and complete projects

Attachment 2: Prospective Corridor Strategies

Jurisdictions in the Oakland-Union City corridor have identified five housing and infrastructure priorities to address common challenges and capitalize on shared opportunities to implement community-based plans. Each priority includes specific projects and programs, potential partners and funding sources. Already, a number of partners and potential funders have expressed interest in pursuing the draft priorities developed through this process. These include:

Type of Strategy	Examples
<ul style="list-style-type: none"> ▪ Catalyst Projects: Strategically important housing and mixed-use development, including shovel ready and medium-long term projects. 	<p><i>Examples: Fruitvale Transit Village Phase II Mixed-Income Housing; West Grand & Brush Affordable Apartments, Arts Incubator, and Community Garden; International Blvd Opportunity Sites (10+ sites identified by community members for housing & economic development)</i></p>
<ul style="list-style-type: none"> ▪ Community Infrastructure: Investments that expand the range of critical services and amenities available to corridor residents, create attractive public spaces, increase greenspace, connect residents to opportunities, and improve the appearance of buildings. 	<p><i>Examples: East Bay Greenway (similar to Ohlone Greenway but following BART tracks from Eastlake to Union City); Allen Temple Wellness Center; Pocket Parks and Community Gardens (on opportunity sites identified by community members around International Blvd); Continuous Street Trees and Greening along International Blvd/E 14th St/Mission Blvd</i></p>
<ul style="list-style-type: none"> ▪ Innovation and Opportunity: Partnerships to integrate innovative technologies, workforce training, and small business expansion into the development and revitalization of Priority Development Areas (PDAs). 	<p><i>Examples: "Living Labs" Partnership with Lawrence Berkeley Lab (to identify sites for clean technology development and deployment in Corridor PDAs and engage Oakland, San Leandro, Hayward, and Union City students in science education); Oakland Social Enterprise Innovation Center</i></p>

Type of Strategy	Examples
<ul style="list-style-type: none"> ▪ Resilience and Community Stability: Programs to prepare vulnerable homes for earthquakes and other natural hazards, improve energy efficiency and air quality, and reduce displacement risk to residents and businesses. 	<p><i>Examples: Acquisition and Rehabilitation of Affordable Housing in areas susceptible to displacement; Seismic & Energy Efficiency Retrofits for Low-Income Multi-Family Buildings (supporting and expanding existing Oakland programs); Community Air Quality Pilot Program</i></p>
<ul style="list-style-type: none"> ▪ Funding: Existing and new resources to fund the projects and programs prioritized by corridor jurisdictions. 	<p><i>Examples: California Greenhouse Gas Reduction Fund (Cap & Trade Proceeds); EPA Brownfield & Land Revitalization Program; Transit-Oriented Affordable Housing (TOAH) Fund; Potential East Bay Complete Communities Fund (new funding source to support housing, social services, and infrastructure)</i></p>

**Attachment 3:
MEMORANDUM OF UNDERSTANDING
- EAST BAY CORRIDORS INITIATIVE -**

This Memorandum of Understanding (“MOU”) is entered into by and between the following participating entities (Participant; collectively, Participants):

Association of Bay Area Governments (ABAG)
City of Alameda (Alameda)
City of Albany (Albany)
City of Berkeley (Berkeley)
City of El Cerrito (El Cerrito)
City of Emeryville (Emeryville)
City of Hayward (Hayward)
City of Hercules (Hercules)
City of Oakland (Oakland)
City of Pinole (Pinole)
City of Richmond (Richmond)
City of San Leandro (San Leandro)
City of San Pablo (San Pablo)
City of Union City (Union City)
County of Alameda (Alameda County)
County of Contra Costa (Contra Costa)

A. Purpose. The activities undertaken under this MOU will constitute the East Bay Corridor Initiative (Initiative). The purpose of this MOU is to define and formalize the working relationship among regional and local agencies whose geographical boundaries include a portion or all of the East Bay Corridors, as further described below. This MOU defines the shared goals and objectives of these local and regional agencies working collaboratively to enhance livability, mobility and economic prosperity within the Corridors, and establishes the necessary administrative and governance structure to promote a cooperative relationship and for ensuring success of the Initiative.

B. Background. Plan Bay Area is an integrated land use and transportation strategy to accommodate the region’s projected population, housing and job growth between 2010 and 2040 which, if implemented, would achieve State targets for reductions in greenhouse gas emissions. Plan Bay Area is based primarily on the PDAs in the nine county San Francisco Bay Region, including those in the East Bay Corridor (Corridor PDAs). ABAG and the Metropolitan Transportation Commission (MTC) adopted Plan Bay Area in 2013. The strategy for implementation of Plan Bay Area includes investment of existing and anticipated resources in PDAs.

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Reflecting strong transit access and a local commitment to planning and investment, Plan Bay Area projects that Corridor PDAs will grow at a faster rate than the region as a whole. Many of the investments included in Plan Bay Area connect and/or serve the cities and counties within the Corridor (Corridor Jurisdictions).

Compared to the region as a whole, residents of Corridor PDAs have lower household incomes; suffer more from poor air quality and other adverse environmental impacts; are at a higher risk during natural disasters; and are subject to displacement risk from rising housing costs. Many Corridor PDAs face obstacles to realizing the development envisioned in adopted plans. These range from limited local resources to build infrastructure and public spaces to a lack of funding for affordable housing and difficulties attracting private investment. At the same time, the Corridor PDAs are located in close proximity to jobs and institutions of higher education. Further, numerous economic clusters appear to be growing in, or near the Corridor PDAs. Given this opportunity, the potential positive impact of a complementary approach to planning and investment is substantial, and can potentially provide a model for other Bay Area sub-regions with similar challenges.

Between 2000 and 2014, Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Hercules, Oakland, Pinole, Richmond, San Leandro, San Pablo, Union City, Alameda County and Contra Costa (Corridor Jurisdictions) have adopted 25 land use plans for Priority Development Areas (PDAs), a locally-driven land use planning program of ABAG for sustainable development. All of these PDAs are located within the geography of East Bay Corridor (see Attachment 1).

In September 2013, the East Bay Corridors Initiative was presented to ABAG's Executive Board as a top implementation strategy for realizing Plan Bay Area. Between September and November 2013, staff from Participants, ABAG, and other public agencies met to identify obstacles to achieving the level and quality of growth planned for PDAs in these jurisdictions. To develop strategies, the group divided the East Bay Corridor into two segments: the Oakland-Union City Corridor and the San Pablo Corridor (see Attachment 1). The Oakland-Union City Corridor includes Oakland, San Leandro, Hayward, and Union City, as well as the Alameda County. The San Pablo Corridor includes Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond, San Pablo, Pinole, Hercules and Contra Costa.

During 2014, staff from Participant jurisdictions, ABAG and other public agencies held workshops to identify a preliminary set of inter-jurisdictional strategies for implementing local PDAs and regional planning objectives for each segment of the corridor. In 2015, Participants, ABAG and other public agencies will engage in working groups to solidify these strategies. This will set the stage for engagement with city leadership, development of partnerships with the non-profit and business communities, and obtaining funding to carry out the strategies.

C. Proposed Activities. The Participants will undertake the following activities.

4. Continue to coordinate with Planning and Community Development Directors the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs. This coordination can include all Participants or subgroups, including but not limited to the subgroups that comprise the Oakland-Union City Corridor and the San Pablo Corridor.
5. Identify and develop funding sources to implement agreed upon strategies.
6. Endorse joint applications by Participants for grants and other funding that support agreed upon multi-jurisdictional strategies.

D. Responsibilities. Each Participant will have the following responsibilities:

4. Each Participant will assign a representative to the Steering Committee.
5. Each Participant will participate in the development and/or review of relevant multi-jurisdiction strategies.
6. ABAG will coordinate the East Bay Corridors Initiative. This will not limit or supersede any other activities undertaken collaboratively by Participants.

E. Structure and Governance. For ease of formation and administration and to maintain flexibility, the East Bay Corridor Initiative is structured as an unincorporated association of local and regional public entities. The Participants agree that this MOU is independent of any other contract(s) or agreement(s) between or among the Participants, or the contract(s) or agreement(s) between or among any Corridor Jurisdiction that are promulgated to implement a grant or local PDA plan.

A Steering Committee made up of one representative from each Participant will coordinate activities undertaken pursuant to this MOU. Every Participant will appoint as its representative(s) to the Steering Committee or any subcommittee, a staff person with expertise and experience land use planning and development, presumably the local Planning Director. The Steering Committee may establish subcommittees to undertake activities that advance the East Bay Corridor Initiative that affect less than all Participants.

Through a unanimous vote of all Steering Committee representatives, the Steering Committee may establish rules related to decision-making for the entire Steering Committee or Subcommittees, including but not limited to voting and participation.

Every Participant also has the right, but not the obligation, to appoint an alternate to the Steering Committee or subcommittee. The alternate may attend any meeting of the Steering Committee or subcommittee. However, the alternate is not included in the quorum count, is not entitled to vote and may not participate in the deliberations of the Steering Committee or subcommittee, except in the absence of the representative for whom he/she is an alternate.

F. Participant Resources. The Participants acknowledge that the East Bay Corridor Initiative is likely to require some investment of resource for it to be effective. Each Participant will assign

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staff, at no cost, to act as its representative to the Steering Committee and any relevant subcommittee.

G. Other Matters. Each Participant shall indemnify and hold harmless the other Participants from the indemnifying Participant's share of liability, as determined by a court of law, for any and all claims, costs and liability for any damage caused by the negligence or willful misconduct of the indemnifying Participant and its officers, employees or agents in the indemnifying Participant's performance under this MOU. The obligations of the indemnifying Participant under this section shall not apply to any claim, cost or liability caused by the negligence or willful misconduct of any other Participant. Under no circumstances shall the indemnifying Participant be liable to any other Participant or any other person or entity for consequential or special damages, or for any damages based on loss of use, revenue, profits or business opportunities arising from or in any way relating to performance of the indemnifying Participant under this MOU.

H. Withdrawal and Termination. This MOU will continue until terminated by majority vote of the Steering Committee, but Participants may withdraw from this MOU on 60 days' notice to other Participants. New Participants may be added by majority vote of the current Participants.

I. Amendments. This MOU may be amended by a written agreement executed by the Participant in the same manner as this MOU.

J. Counterparts. This MOU may be executed in counterparts, each of which is an original and all of which constitute one and the same instrument.

K. Effective Date. This MOU is effective upon the date a minimum of nine Participants have executed the MOU.

IN WITNESS WHEREOF, the Participants have caused this Memorandum of Understanding to be effective with the approval of their authorized representatives on the dates indicated below.

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CED Committee
March 24, 2015

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Mark F. Wall
for Attorney

DEPUTY CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

A RESOLUTION (1) ACKNOWLEDGING THE CITY OF OAKLAND'S PARTICIPATION IN THE EAST BAY CORRIDORS INITIATIVE, A REGIONAL, MULTI-JURISDICTIONAL COLLABORATION OF BAY AREA CITIES, COUNTIES AND THE ASSOCIATION OF BAY AREA GOVERNMENTS DESIGNED TO SERVE AS A PLATFORM FOR EAST BAY JURISDICTIONS TO PRIORITIZE AND FUND CATALYST PROJECTS THAT SUPPORT HOUSING, INFRASTRUCTURE AND COMMUNITY DEVELOPMENT PROJECTS, (2) AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN OAKLAND AND PARTICIPANTS IN THE EAST BAY CORRIDORS INITIATIVE TO COLLABORATIVELY ENHANCE THE LIVABILITY, MOBILITY AND ECONOMIC PROSPERITY FOR AREAS WITHIN THE CORRIDORS AND TO ESTABLISH THE ADMINISTRATIVE AND GOVERNANCE STRUCTURE FOR THE INITIATIVE, AND (3) AMENDING COUNCIL RESOLUTION 83714 C.M.S WHICH ACCEPTED A STATE STRATEGIC GROWTH GRANT FOR INTERNATIONAL BOULEVARD CORRIDOR PLANNING, TO WAIVE CENTRAL SERVICE OVERHEAD IN THE AMOUNT OF APPROXIMATELY \$105,000 PURSUANT TO STATE REQUIREMENTS.

WHEREAS, the City of Oakland (City) had applied to the Association of Bay Area Governments (ABAG), the Council of Government for the San Francisco Bay Area, for designation of the following neighborhoods in the City as Priority Development Areas (PDAs): (1) Downtown at 12th / 19th Streets, (2) West Oakland, (3) Fruitvale/Diamond, and (4) Coliseum BART Area; and

WHEREAS, the City is in the process of amending the boundaries of the current PDAs and establishing new PDAs within the areas under consideration by the East Bay Corridors Initiative; and

WHEREAS, ABAG has designated these neighborhoods as PDAs and adopted Plan Bay Area, an integrated land use and transportation strategy to accommodate the region's projected population, housing and job growth between 2010 and 2040 based on PDAs; and

WHEREAS, the City and the Jurisdictions of Alameda County, Alameda, Albany, Berkeley, Contra Costa County, El Cerrito, Emeryville, Hayward, Hercules, Oakland, Pinole, Richmond, San Leandro, San Pablo, and Union City (collectively, the Corridor Jurisdictions) have PDAs within their communities that form a geographical and land use alignment referred to as the East Bay Corridor [*see EXHIBIT A* to this Resolution]; and

WHEREAS, the staffs of the Corridor Jurisdictions and ABAG have been collaborating to identify a preliminary set of inter-jurisdictional strategies for implementing local and regional planning objectives for each segment of the corridor in an effort referred to as the East Bay Corridor Initiative; and

WHEREAS, the staffs of the Corridor Jurisdictions and ABAG recommend that the Corridor Jurisdictions and ABAG continue to coordinate on the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs, including but not limited to the subgroups that comprise the Oakland-Union City Corridor and the San Pablo Corridor; and

WHEREAS, the staffs of the Corridor Jurisdictions and ABAG recommend that the Corridor Jurisdictions and ABAG enter into a Memorandum of Understanding for the East Bay Corridors Initiative (MOU) [*See EXHIBIT B*] to (1) continue the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs, (2) identify and develop funding sources to implement agreed upon strategies and (3) endorse joint applications by one or more Corridor Jurisdictions for grants and other funding that support agreed upon multi-jurisdictional strategies; and

WHEREAS, the MOU does not require the City to expend any funds or endorse any or support any pre-determined project or strategy except as commonly agreed upon among the Corridor Jurisdictions and ABAG; and

WHEREAS, the Council passed resolution No. 83714 authorizing the City Administrator to apply for, accept, and appropriate up to \$1 million from the State of California Strategic Growth Council (State) for the Sustainable Communities Planning Grant and Incentive Program Funds for the International Boulevard TOD Implementation Plan and the City received an award of \$999,836 for a three year period beginning on April 2, 2013; and

WHEREAS, as part of the State grant terms, indirect costs and overhead, such as the City's Central Services Overhead (CSO), are not reimbursable.

NOW, THEREFORE, BE IT RESOLVED, the City Council of the City of Oakland hereby authorizes the City Administrator, or his/her designee, to execute the Memorandum of

Understanding for the East Bay Corridors Initiative, and to take all actions necessary to implement the MOU; and be it

FURTHER RESOLVED: That a contribution from the General Purpose Fund in an amount equivalent to the program's Central Services Overhead charges in an estimated amount of \$105,000 will be made in connection with the State Strategic Growth Council grant funded programs.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2015

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB,
 KAPLAN, REID, and PRESIDENT GIBSON MCELHANEY

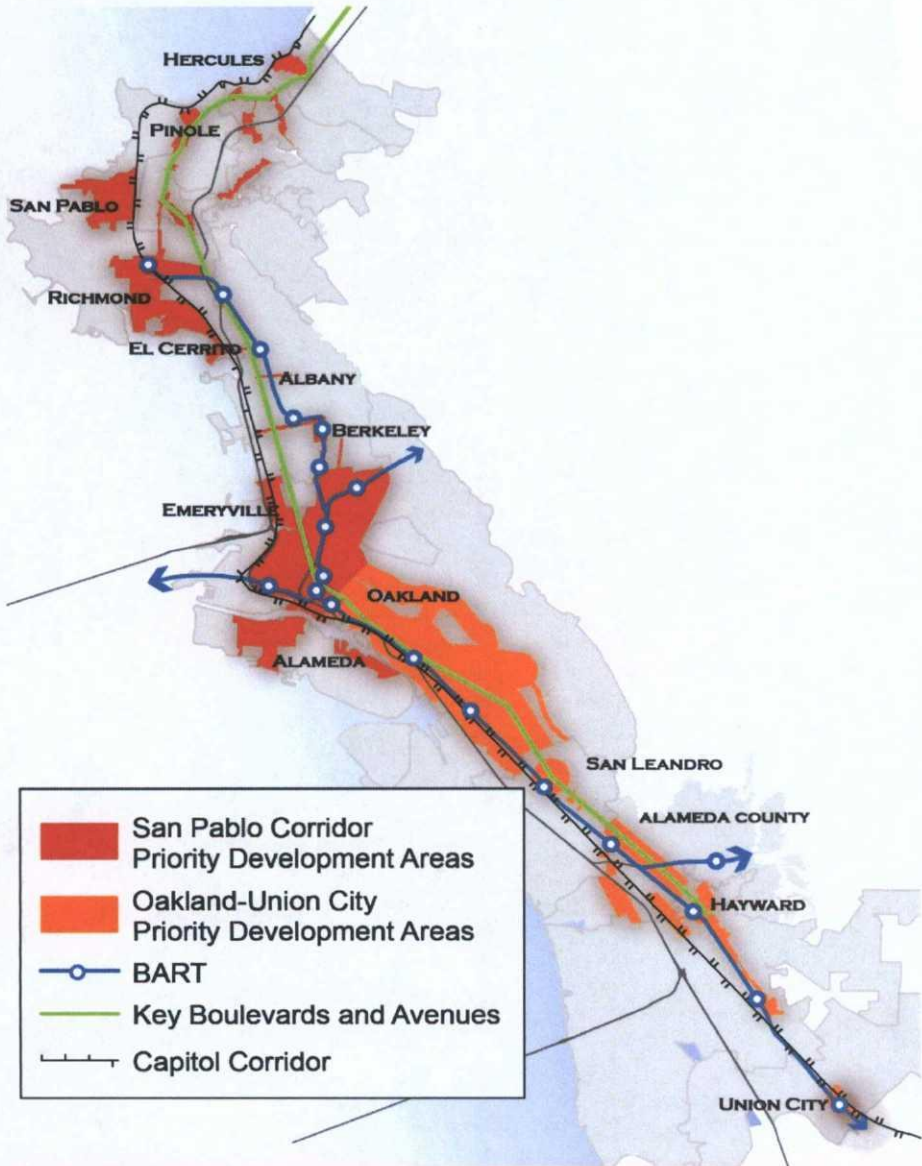
NOES-

ABSENT-

ABSTENTION-

ATTEST:
LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California

**EXHIBIT A
EAST BAY CORRIDORS
INITIATIVE AREA**



San Pablo Corridor Priority Development Areas
 Oakland-Union City Priority Development Areas
 BART
 Key Boulevards and Avenues
 Capitol Corridor

- Oakland-Union City Corridor Jurisdictions**
- Oakland
 - San Leandro
 - Unincorporated Alameda County (Ashland/Cherryland)
 - Hayward
 - Union City

- San Pablo Corridor Jurisdictions**
- Oakland
 - Emeryville
 - Berkeley
 - Alameda
 - Albany
 - El Cerrito
 - Richmond
 - San Pablo
 - Pinole
 - Hercules
 - Unincorporated Contra Costa County

**MEMORANDUM OF UNDERSTANDING
- EAST BAY CORRIDORS INITIATIVE -**

This Memorandum of Understanding (“MOU”) is entered into by and between the following participating entities (Participant; collectively, Participants):

Association of Bay Area Governments (ABAG)
City of Alameda (Alameda)
City of Albany (Albany)
City of Berkeley (Berkeley)
City of El Cerrito (El Cerrito)
City of Emeryville (Emeryville)
City of Hayward (Hayward)
City of Hercules (Hercules)
City of Oakland (Oakland)
City of Pinole (Pinole)
City of Richmond (Richmond)
City of San Leandro (San Leandro)
City of San Pablo (San Pablo)
City of Union City (Union City)
County of Alameda (Alameda County)
County of Contra Costa (Contra Costa)

A. Purpose. The activities undertaken under this MOU will constitute the East Bay Corridor Initiative (Initiative). The purpose of this MOU is to define and formalize the working relationship among regional and local agencies whose geographical boundaries include a portion or all of the East Bay Corridors, as further described below. This MOU defines the shared goals and objectives of these local and regional agencies working collaboratively to enhance livability, mobility and economic prosperity within the Corridors, and establishes the necessary administrative and governance structure to promote a cooperative relationship and for ensuring success of the Initiative.

B. Background. Plan Bay Area is an integrated land use and transportation strategy to accommodate the region’s projected population, housing and job growth between 2010 and 2040 which, if implemented, would achieve State targets for reductions in greenhouse gas emissions. Plan Bay Area is based primarily on the PDAs in the nine county San Francisco Bay Region, including those in the East Bay Corridor (Corridor PDAs). ABAG and the Metropolitan Transportation Commission (MTC) adopted Plan Bay Area in 2013. The strategy for implementation of Plan Bay Area includes investment of existing and anticipated resources in PDAs.

Reflecting strong transit access and a local commitment to planning and investment, Plan Bay Area projects that Corridor PDAs will grow at a faster rate than the region as a whole. Many of the investments included in Plan Bay Area connect and/or serve the cities and counties within the Corridor (Corridor Jurisdictions).

Compared to the region as a whole, residents of Corridor PDAs have lower household incomes; suffer more from poor air quality and other adverse environmental impacts; are at a higher risk during natural disasters; and are subject to displacement risk from rising housing costs. Many Corridor PDAs face obstacles to realizing the development envisioned in adopted plans. These range from limited local resources to build infrastructure and public spaces to a lack of funding for affordable housing and difficulties attracting private investment. At the same time, the Corridor PDAs are located in close proximity to jobs and institutions of higher education. Further, numerous economic clusters appear to be growing in, or near the Corridor PDAs. Given this opportunity, the potential positive impact of a complementary approach to planning and investment is substantial, and can potentially provide a model for other Bay Area sub-regions with similar challenges.

Between 2000 and 2014, Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Hercules, Oakland, Pinole, Richmond, San Leandro, San Pablo, Union City, Alameda County and Contra Costa (Corridor Jurisdictions) have adopted 25 land use plans for Priority Development Areas (PDAs), a locally-driven land use planning program of ABAG for sustainable development. All of these PDAs are located within the geography of East Bay Corridor (see Attachment 1).

In September 2013, the East Bay Corridors Initiative was presented to ABAG's Executive Board as a top implementation strategy for realizing Plan Bay Area. Between September and November 2013, staff from Participants, ABAG, and other public agencies met to identify obstacles to achieving the level and quality of growth planned for PDAs in these jurisdictions. To develop strategies, the group divided the East Bay Corridor into two segments: the Oakland-Union City Corridor and the San Pablo Corridor (see Attachment 1). The Oakland-Union City Corridor includes Oakland, San Leandro, Hayward, and Union City, as well as the Alameda County. The San Pablo Corridor includes Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond, San Pablo, Pinole, Hercules and Contra Costa.

During 2014, staff from Participant jurisdictions, ABAG and other public agencies held workshops to identify a preliminary set of inter-jurisdictional strategies for implementing local PDAs and regional planning objectives for each segment of the corridor. In 2015, Participants, ABAG and other public agencies will engage in working groups to solidify these strategies. This will set the stage for engagement with city leadership, development of partnerships with the non-profit and business communities, and obtaining funding to carry out the strategies.

C. Proposed Activities. The Participants will undertake the following activities.

1. Continue to coordinate with Planning and Community Development Directors the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs. This coordination can include all Participants or subgroups, including but not limited to the subgroups that comprise the Oakland-Union City Corridor and the San Pablo Corridor.
2. Identify and develop funding sources to implement agreed upon strategies.
3. Endorse joint applications by Participants for grants and other funding that support agreed upon multi-jurisdictional strategies.

D. Responsibilities. Each Participant will have the following responsibilities:

1. Each Participant will assign a representative to the Steering Committee.
2. Each Participant will participate in the development and/or review of relevant multi-jurisdiction strategies.
3. ABAG will coordinate the East Bay Corridors Initiative. This will not limit or supersede any other activities undertaken collaboratively by Participants.

E. Structure and Governance. For ease of formation and administration and to maintain flexibility, the East Bay Corridor Initiative is structured as an unincorporated association of local and regional public entities. The Participants agree that this MOU is independent of any other contract(s) or agreement(s) between or among the Participants, or the contract(s) or agreement(s) between or among any Corridor Jurisdiction that are promulgated to implement a grant or local PDA plan.

A Steering Committee made up of one representative from each Participant will coordinate activities undertaken pursuant to this MOU. Every Participant will appoint as its representative(s) to the Steering Committee or any subcommittee, a staff person with expertise and experience land use planning and development, presumably the local Planning Director. The Steering Committee may establish subcommittees to undertake activities that advance the East Bay Corridor Initiative that affect less than all Participants.

Through a unanimous vote of all Steering Committee representatives, the Steering Committee may establish rules related to decision-making for the entire Steering Committee or Subcommittees, including but not limited to voting and participation.

Every Participant also has the right, but not the obligation, to appoint an alternate to the Steering Committee or subcommittee. The alternate may attend any meeting of the Steering Committee or subcommittee. However, the alternate is not included in the quorum count, is not entitled to vote and may not participate in the deliberations of the Steering Committee or subcommittee, except in the absence of the representative for whom he/she is an alternate.

F. Participant Resources. The Participants acknowledge that the East Bay Corridor Initiative is likely to require some investment of resource for it to be effective. Each Participant will assign staff, at no cost, to act as its representative to the Steering Committee and any relevant subcommittee.

G. Other Matters. Each Participant shall indemnify and hold harmless the other Participants from the indemnifying Participant's share of liability, as determined by a court of law, for any and all claims, costs and liability for any damage caused by the negligence or willful misconduct of the indemnifying Participant and its officers, employees or agents in the indemnifying Participant's performance under this MOU. The obligations of the indemnifying Participant under this section shall not apply to any claim, cost or liability caused by the negligence or willful misconduct of any other Participant. Under no circumstances shall the indemnifying Participant be liable to any other Participant or any other person or entity for consequential or special damages, or for any damages based on loss of use, revenue, profits or business

opportunities arising from or in any way relating to performance of the indemnifying Participant under this MOU.

H. Withdrawal and Termination. This MOU will continue until terminated by majority vote of the Steering Committee, but Participants may withdraw from this MOU on 60 days' notice to other Participants. New Participants may be added by majority vote of the current Participants.

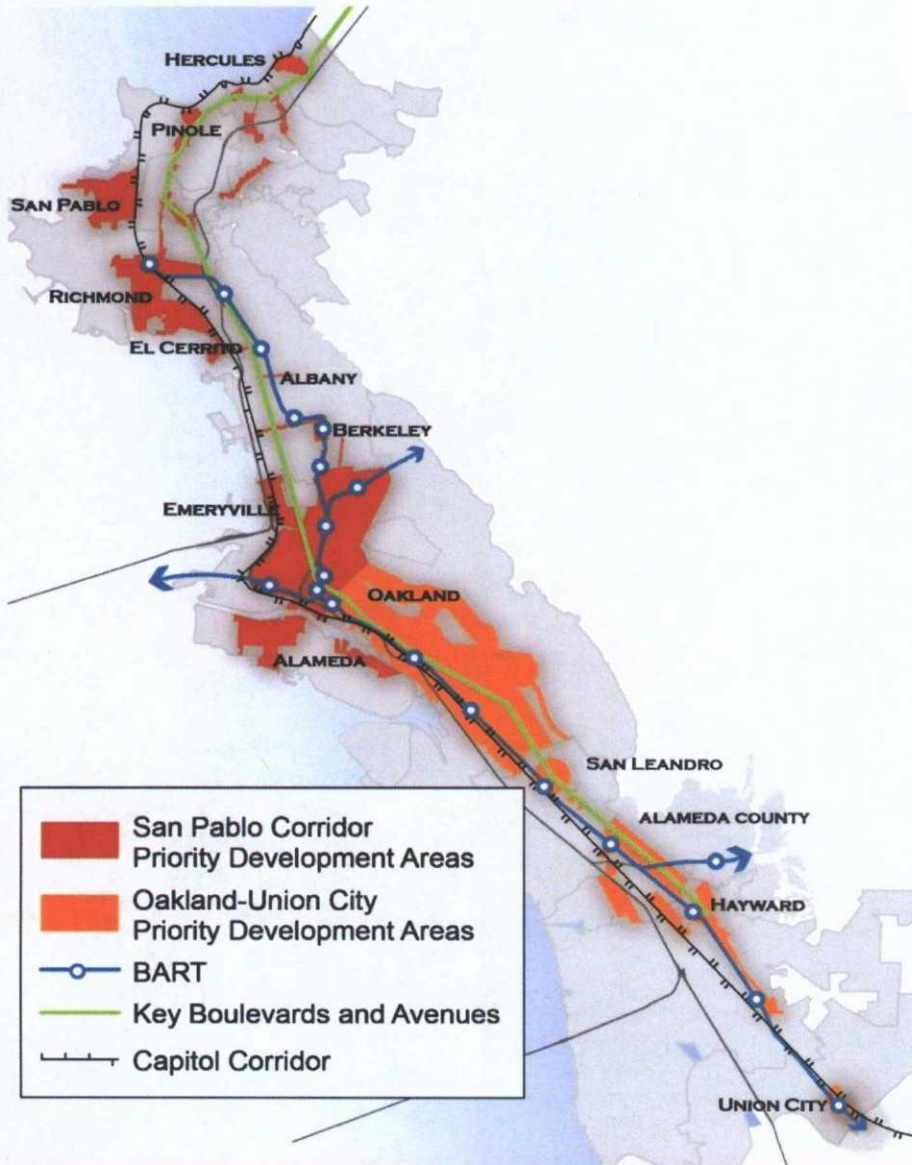
I. Amendments. This MOU may be amended by a written agreement executed by the Participant in the same manner as this MOU.

J. Counterparts. This MOU may be executed in counterparts, each of which is an original and all of which constitute one and the same instrument.

K. Effective Date. This MOU is effective upon the date a minimum of nine Participants have executed the MOU.

IN WITNESS WHEREOF, the Participants have caused this Memorandum of Understanding to be effective with the approval of their authorized representatives on the dates indicated below.

Attachment 1
EAST BAY CORRIDORS
INITIATIVE AREA



- San Pablo Corridor Priority Development Areas
- Oakland-Union City Priority Development Areas
- BART
- Key Boulevards and Avenues
- Capitol Corridor

- Oakland-Union City Corridor Jurisdictions**
- Oakland
 - San Leandro
 - Unincorporated Alameda County (Ashland/Cherryland)
 - Hayward
 - Union City

- San Pablo Corridor Jurisdictions**
- Oakland
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