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**CITY OF OAKLAND
AGENDA REPORT**

TO: Office of the City/ Agency Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: March 8, 2005

RE: RESOLUTION ACCEPTING A TRANSPORTATION FOR LIVABLE COMMUNITIES (TLC) PLANNING GRANT FOR \$75,000 FROM THE METROPOLITAN TRANSPORTATION COMMISSION, ACCEPTING UP TO \$50,000 IN MATCHING FUNDS FROM THE REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT, APPROPRIATING SUCH FUNDS TO PAY FOR THE FOOTHILL/SEMINARY PUBLIC TRANSIT HUB STREETScape PROJECT, AND AUTHORIZING A CONTRACT WITH A STREETScape CONSULTANT TO DEVELOP A COMPREHENSIVE PLAN FOR PEDESTRIAN AND TRANSIT SAFETY STREETScape FOR THE FOOTHILL/SEMINARY AREA WITHOUT RETURNING TO COUNCIL; AND,

RESOLUTION APPROPRIATING UP TO \$50,000 OF CENTRAL CITY EAST REDEVELOPMENT PROJECT FUNDS AS MATCHING FUNDS FOR A METROPOLITAN TRANSPORTATION COMMISSION PLANNING GRANT TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT TO FUND A COMPREHENSIVE PEDESTRIAN INFRASTRUCTURE AND TRANSIT SAFETY STREETScape PLAN FOR THE FOOTHILL/SEMINARY COMMERCIAL DISTRICT

SUMMARY

This item is a request for City Council and Redevelopment Agency approval of two resolutions regarding the acceptance and appropriation of a Transportation for Livable Communities (TLC) grant, contracting for services and the required matching funds from the Metropolitan Transportation Commission (MTC). MTC has awarded the City \$75,000 to fund a comprehensive pedestrian and traffic safety streetscape plan for the Foothill/Seminary area of Council District VI. Adoption of these resolutions will assist the City and Agency in planning to improve the pedestrian safety and transportation deficiencies in the Foothill/Seminary commercial corridor. This project will define pedestrian oriented infrastructure improvements throughout the Foothill/Seminary commercial district in this Central East Oakland neighborhood. The project will focus on the intersection of Foothill Boulevard and Seminary Avenue in Central East Oakland, extending approximately one block from the intersection on both corridors.

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FISCAL IMPACT

The program requires a matching fund of at least twenty percent (20%) of the grant award. The City will receive a grant from MTC of \$75,000 and the funds will be appropriated to Metro Transportation Com-Program Grant Fund (2163), NCR & SDS Organization (88569), under a Project number to be established, to develop a comprehensive pedestrian and transit safety streetscape plan. The required match of \$50,000 will be covered by funds from the Redevelopment Agency's Central City East Operations Fund (9540), NCR & SDS Organization (88569), under a project number to be established.

On Monday, March 7, 2005, the CCE PAC will take action on the request to allocate \$50,000 Central City East Operations Fund (9540), NCR & SDS Organization (88569), under a project number to be established) appropriated to the Foothill/Seminary neighborhood commercial district in the Capital Expenditures-Infrastructure/Community Facilities category in the CCE Redevelopment Area Five Year Implementation Plan. This plan was approved under ORA Resolution No. 2005-0003 on January 18, 2005. The \$50,000 will cover the \$15,000 local match and Public Works Agency technical assistance costs. An oral presentation of the PAC vote will occur at the March 8, 2005 CED meeting.

BACKGROUND

On May 10, 2004, MTC announced the availability of the Transportation for Livable Communities (TLC) Community Design Planning and Capital Program funds and invited Bay Area cities, counties, and non-profits to apply for the funds. The purpose of the TLC is to support community-based transportation projects that bring new vibrancy to downtown areas, commercial and transit corridors. The grants are awarded on a competitive basis to projects with clear focus on transportation and community planning issues that address the pedestrian and traffic safety deficiencies in a community. The grant application was prepared by the Office of Pedestrian Safety and the Oakland Citizens Committee for Urban Renewal (OCCUR) and was awarded the sum of \$75,000 to develop a comprehensive pedestrian safety infrastructure and transit streetscape plan for the Foothill/Seminary commercial corridor. The project will be administered by the CEDA Neighborhood Commercial Revitalization (NCR) Unit.

Project Description

The MTC grant will be used to hire a consultant to develop a comprehensive transportation streetscape plan for the Foothill/Seminary commercial corridor of Central East Oakland, Council District VI. The plan will focus on Foothill Boulevard and Seminary Avenue in Central East Oakland, extending approximately one block from the intersection of both corridors. The plan will address all transportation modalities including pedestrian safety infrastructure, bicyclists and public transit needs. A consultant will be selected using a Request for Proposal (RFP) process.

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This grant project will utilize an inclusive community outreach process to develop a streetscape plan that will:

- Identify infrastructure improvements that enhance the experience for public transit riders and encourage pedestrian usage of the commercial district with improved access and the introduction of streetscape amenities.
- Stimulate private investments in the commercial district by developing a plan for future public investment in pedestrian oriented infrastructure improvements.
- Serve as a model for other neighborhood commercial districts that serve as a hub for public transit in Oakland, employing the recommendations and principles of the Safe Routes to Transit and Oakland's Pedestrian Master Plans.

The plan will utilize the information gathered from the existing conditions report, which will include a thorough survey of existing and planned projects, studies and policies, as well as standard traffic data, and the newly collected data. This could include information on the public right-of-way in the project area, property ownership, data from transit operators on the basic needs for their buses to maneuver on the corridor, any plans the transit operator has for service changes along the streets, forecasts of future vehicular traffic volumes, City of Oakland zoning and land use information and proposed public capital improvements and major development projects.

KEY ISSUES AND IMPACTS

The Foothill/Seminary project area includes active businesses, vacant storefronts and lots, a busy YMCA Teen Center, and several churches, some of which occupy former retail storefronts. The surrounding neighborhood consists primarily of single family detached homes with multi family units on the major commercial corridors of Foothill Boulevard, Seminary and Bancroft Avenues. The historic Picardy Avenue neighborhood of the 1920's and the Mills College campus is located at the northern end of Seminary Avenue above Foothill Boulevard. The residents in this area tend to have higher incomes and nearly half own their homes. Below Foothill Boulevard the household incomes are lower and the number of residents that use public transit as a primary means of transportation to travel to and from the neighborhood is high. A recent market analysis conducted by OCCUR in the area indicates that there is a solid economic base to support a revitalized commercial district.

While the streetscape design developed as an outcome of this planning effort will focus on enhancing the pedestrian experience of the Foothill/Seminary area with an orientation to public transit riders, it will also endeavor to link two economically distinct neighborhoods. The project will plan safe and convenient routes to public transit stops through an improved pedestrian

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infrastructure. The area above Foothill Boulevard currently exhibits many amenities of a walkable neighborhood; however, this environment stops abruptly at the Foothill/Seminary commercial district. Improving the physical appearance of the commercial district with a pedestrian friendly streetscape will serve to link the surrounding neighborhoods and stimulate private investment in the commercial district.

The Community and Economic Development Agency's (CEDA) Neighborhood Commercial Revitalization (NCR) Unit will serve as the lead in this planning process and oversee the work of consultants. CEDA will form a Technical Advisory Committee (TAC) that will include representatives from AC Transit, City of Oakland's Public Works Agency, specifically Traffic Engineering and Streets and Structural Design, as well as CEDA Redevelopment staff. Community participation in the project shall be frequent and extensive throughout the planning duration. Oakland Citizens Committee for Urban Renewal (OCCUR), a co-applicant for this grant, will handle the community organizing and facilitation of all the community meetings for the duration of the planning process.

SUSTAINABLE OPPORTUNITIES

Economic:

The implementation of the pedestrian safety, infrastructure and transit streetscape design plan will stimulate private investment in the Foothill/Seminary commercial district. Improvements in traffic calming, pedestrian safety and infrastructure along the Foothill/Seminary commercial district will help the area's desirability as a destination and as a neighborhood.

Environmental:

The streetscape plan, when implemented, will increase pedestrian infrastructure and transit safety along the Foothill/Seminary commercial corridor and will encourage the walk-ability of the neighborhood as well as increase the use of other transportation modes that will help reduce vehicular traffic.

Social Equity:

This project will endeavor to link two economically distinct neighborhoods, above and below Foothill Boulevard.

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DISABILITY AND SENIOR CITIZEN ACCESS

The plan will comply fully with the Americans with Disabilities Act (ADA) and to all City of Oakland regulations that ensure adequate access for senior citizens and persons with disabilities.

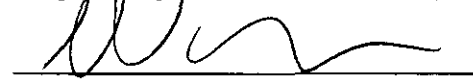
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the Council and Agency authorize acceptance of a transportation for Livable Communities (TLC) planning grant from Metropolitan Transportation Commission (MTC), accept and appropriate matching funds from the Redevelopment Agency, authorize contracting with a streetscape consultant to develop a comprehensive plan for pedestrian and transit safety streetscape for the Foothill/Seminary area of Council District VI.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council and Agency approve the two resolutions regarding the acceptance, appropriation and expenditure of the TLC planning grant for \$75,000 from MTC, accept and appropriate up to \$50,000 in matching funds from the Redevelopment Agency, authorize entering into a contract with a streetscape consultant to develop a comprehensive plan for pedestrian and transit safety streetscape for the Foothill/Seminary area of Council District VI.

Respectfully submitted,



Daniel Vanderpriem, Director of
Redevelopment, Economic Development,
Housing and Community Development

Reviewed by:

Stephanie Floyd-Johnson, Manager

Prepared by:

Prince Ujoh Solomon, UEA III
Neighborhood Commercial Revitalization Unit


APPROVED AND FORWARDED TO THE
COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE



OFFICE OF THE CITY/AGENCY ADMINISTRATOR

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Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION ACCEPTING A TRANSPORTATION FOR LIVABLE COMMUNITIES (TLC) PLANNING GRANT FOR \$75,000 FROM THE METROPOLITAN TRANSPORTATION COMMISSION, ACCEPTING UP TO \$50,000 IN MATCHING FUNDS FROM THE REDEVELOPMENT AGENCY UNDER THE COOPERATION AGREEMENT, APPROPRIATING SUCH FUNDS TO PAY FOR THE FOOTHILL/SEMINARY PUBLIC TRANSIT HUB STREETScape PROJECT, AND AUTHORIZING A CONTRACT WITH A STREETScape CONSULTANT TO DEVELOP A COMPREHENSIVE PLAN FOR PEDESTRIAN AND TRANSIT SAFETY STREETScape FOR THE FOOTHILL/SEMINARY AREA WITHOUT RETURNING TO COUNCIL

WHEREAS, the City of Oakland desires to accept and appropriate a Transportation for Livable Communities (TLC) planning grant in the amount of \$75,000 from the Metropolitan Transportation Commission (MTC) for the purpose of developing a comprehensive pedestrian and transit safety streetscape plan for the Foothill/Seminary commercial district; and

WHEREAS, the co-applicants for the grant, the Oakland Citizen Committee for Urban Renewal (OCCUR) and Mills College, will work with City staff to support an extensive process of public outreach and community participation; and

WHEREAS, OCCUR and Mills College will leverage an existing grant awarded by the City to develop and implement strategies to revitalize targeted commercial districts in Central East Oakland including the Foothill/Seminary area; and

WHEREAS, the Redevelopment Agency has identified up to \$50,000 in Central City East Redevelopment project funds as local matching funds for the MTC grant; and

WHEREAS, MTC and the Redevelopment Agency funding will assist the Foothill/Seminary community and the City in developing a comprehensive streetscape plan for pedestrian infrastructure and transit safety, thus enabling the City and the community to seek future implementation monies for projects defined by the comprehensive plan; and

WHEREAS, the City finds that the services to be funded by the grant are of a professional nature and will be temporary in duration; and

WHEREAS, the City finds that the professional services contract funded by the grant will not result in the loss of employment or salary by any person having permanent status in the competitive service; and

WHEREAS, the City and the Redevelopment Agency entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies; now therefore be it

RESOLVED: That the City Administrator is authorized to accept \$75,000 in Transportation for Livable Communities (TLC) planning grant funds, Fund Metro Transportation Com-Program Grant (2163), NCR & SDS Organization (88569) from the Metropolitan Transportation Commission (MTC) under a Project number to be established; and be it

FURTHER RESOLVED: That the City Administrator is authorized to accept \$50,000 from the Redevelopment Agency as matching funds Fund 9540, Organization 88569 for the MTC grant under a Project number to be established; and be it

FURTHER RESOLVED: That the City Council authorizes the City Administrator to negotiate and enter into a contract in an amount not to exceed the amount appropriated under this Resolution with a streetscape consultant chosen by the City Administrator under a Project Number to be established, to develop a comprehensive pedestrian and transit safety streetscape plan for the Foothill/Seminary commercial district, without returning to Council; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or her designee to negotiate grant terms, appropriate revenue, make expenditures, and take all other actions with respect to the MTC grant and this project in accordance with this Resolution and its basic purposes; and be it

FURTHER RESOLVED: That all documents shall be reviewed and approved by the City Attorney's Office prior to execution, and all copies will be placed on file with the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS

Interim City Clerk and Clerk of the
Council of the City of Oakland,
California

FILED
OFFICE OF THE CITY CLERK
APPROVED AS TO FORM AND LEGALITY:
BY: *[Signature]*
2005 FEB 21 PM 6:15
AGENCY COUNSEL

REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

RESOLUTION No. _____ C.M.S.

RESOLUTION APPROPRIATING UP TO \$50,000 OF CENTRAL CITY EAST REDEVELOPMENT PROJECT FUNDS AS MATCHING FUNDS FOR A METROPOLITAN TRANSPORTATION COMMISSION PLANNING GRANT TO THE CITY OF OAKLAND UNDER THE COOPERATION AGREEMENT TO FUND A COMPREHENSIVE PEDESTRIAN INFRASTRUCTURE AND TRANSIT SAFETY STREETScape PLAN FOR THE FOOTHILL/SEMINARY COMMERCIAL DISTRICT

WHEREAS, the City of Oakland (the "City") is receiving a Transportation for Livable Communities (TLC) planning grant in the amount of \$75,000 from the Metropolitan Transportation Commission (MTC) for the purpose of developing a comprehensive pedestrian and transit safety streetscape plan for the Foothill/Seminary commercial district in the Central City East Redevelopment Project Area; and

WHEREAS, the MTC grant requires a match of twenty percent (20%) of the total grant amount; and

WHEREAS, Section 33131 of the California Health and Safety Code authorizes a redevelopment agency to prepare plans for the improvement of blighted areas; and

WHEREAS, the City and the Redevelopment Agency entered into a Cooperation Agreement on July 1, 2004, which governs the provision of assistance and the payment of funds between the two agencies; now therefore be it

RESOLVED: That the Redevelopment Agency hereby appropriates up to \$50,000 in Redevelopment Agency's Central City East Operations funds, Fund (9540), NCR & SDS Organization (88569) to serve as the required local match for the MTC grant under a Project number to be established; and be it

FURTHER RESOLVED: That the Agency hereby authorizes the Agency Administrator or her designee to take all actions necessary with respect to the grant and the Agency funding in accordance with this Resolution and its basic purposes.

IN AGENCY, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, AND
 CHAIRPERSON DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
 LATONDA SIMMONS
INTERIM SECRETARY, REDEVELOPMENT AGENCY
 OF THE CITY OF OAKLAND