



▶ Transit-Oriented Development (TOD) at El Cerrito Plaza

West Contra Costa Transportation Advisory Committee
(WCCTAC)

September 17, 2021

Why Transit-Oriented Development (TOD)?

Increase Ridership: TOD residents are twice as likely to commute on BART vs non-TOD residents (43% vs. 22%)

Reduce Greenhouse Gas (GHG) Emissions: TOD can offset up to 30% of household GHG relative to conventional development

Enhance Neighborhoods, Improve Safety: Provide civic amenities and blend the boundaries between BART property and the surrounding community

Support Affordable Living: Household transportation costs are 24% lower near BART, and low-income households are more likely to live without a car



Growing Ridership via the Right Mix of Housing & Parking



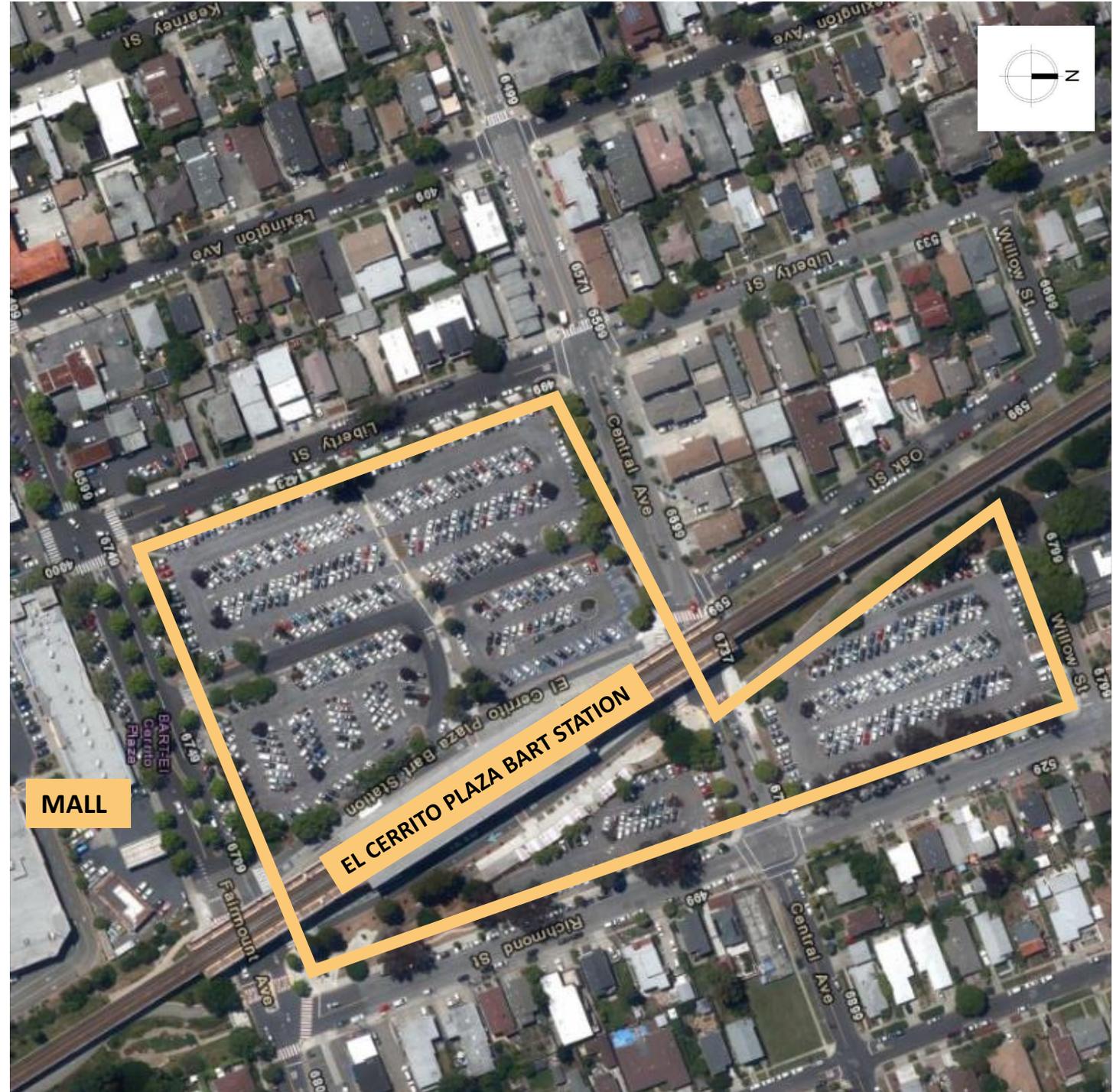
Fruitvale BART Paseo - *Before*



Fruitvale BART Paseo - *After*

El Cerrito Plaza TOD Site

- BART property is +/- 8 acres
- Mainly used as parking lots (740 spaces)
- City adopted San Pablo Ave. Specific Plan in 2014
- BART & City began collaborating in 2016 to advance TOD (after prior failed attempt in 1992)



Early Outreach & Input: Laying the Ground for TOD

- In 2019, community members helped shape the “Goals & Objectives” to guide TOD
 - Using local plans & BART Board-adopted goals as starting point
- 2019 – 2020 Public input opportunities
 - Rider survey, early 2019, and open houses
 - Community workshop, Oct 2019
 - 250+ participants
 - Special focus on how passengers get to El Cerrito Plaza station, or “station access”
 - Informed Goals & Objectives for TOD
 - City Council Nov 2019; BART Board Jan 2020



Goals & Objectives – Selected highlights

- A2. Enhance Ohlone Greenway's role in increasing connectivity & placemaking
- A4. Create an active ground floor on Fairmount Avenue
- A6. Explore options for integrating public library, in partnership with City
- B3. Incorporate sustainable design to minimize vehicle & building emissions
- F1. A minimum of 20% of housing will be affordable to low and very-low-income households

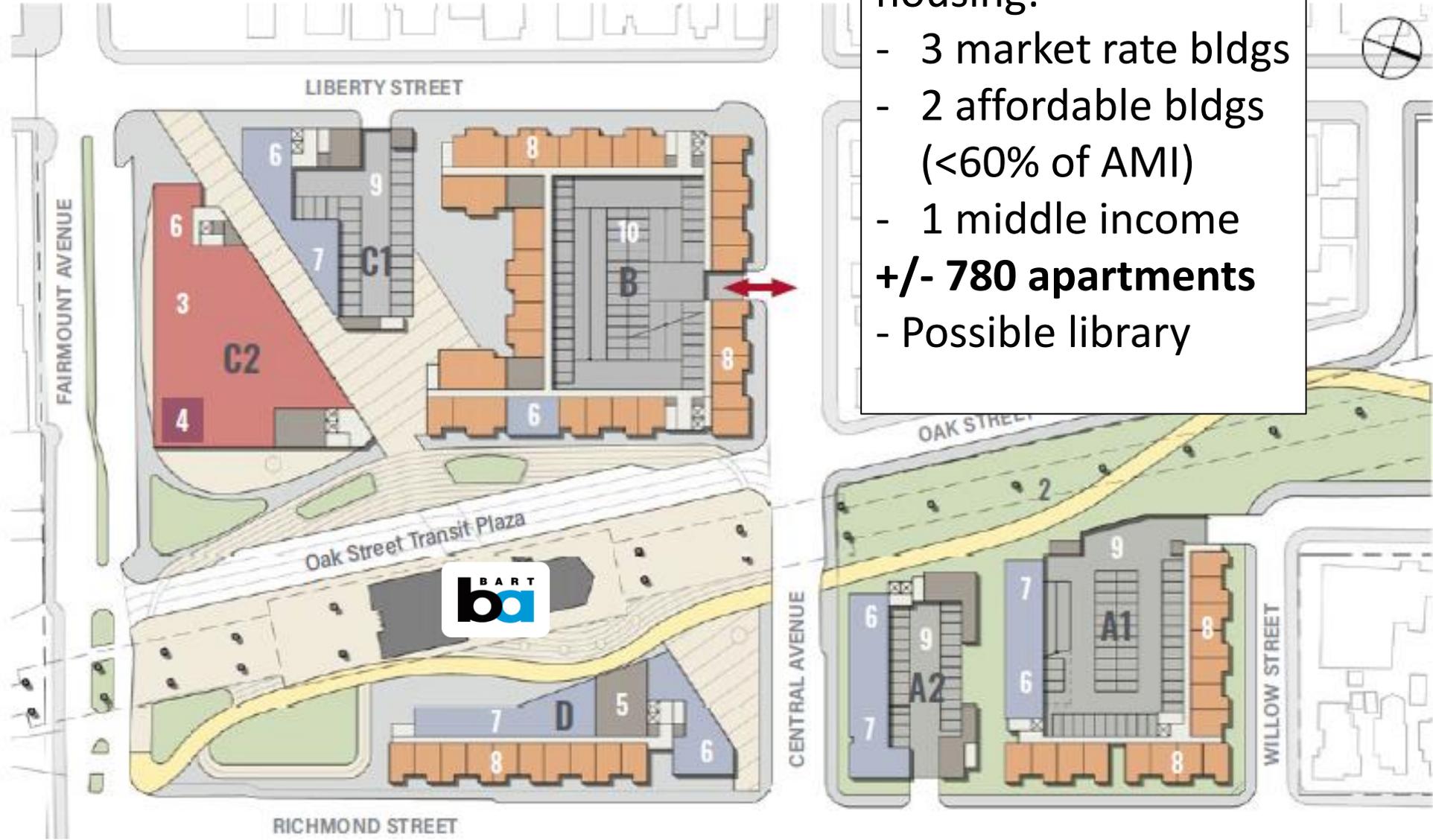


Preliminary Development Concept

6 buildings with housing:

- 3 market rate bldgs
- 2 affordable bldgs (<60% of AMI)
- 1 middle income
- +/- 780 apartments**
- Possible library

MALL



Next Steps: TOD

2021 - 2022

- Fall: Developer will begin preliminary master plan
- Winter: Community feedback on preliminary master plan
- Summer: City and BART review and approve preliminary master plan

2023

- Design, permitting, and financing

2024

- Construction planned to begin on first phase

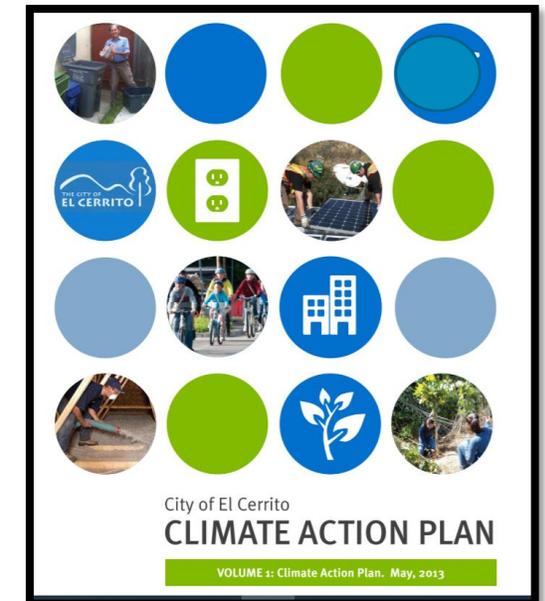
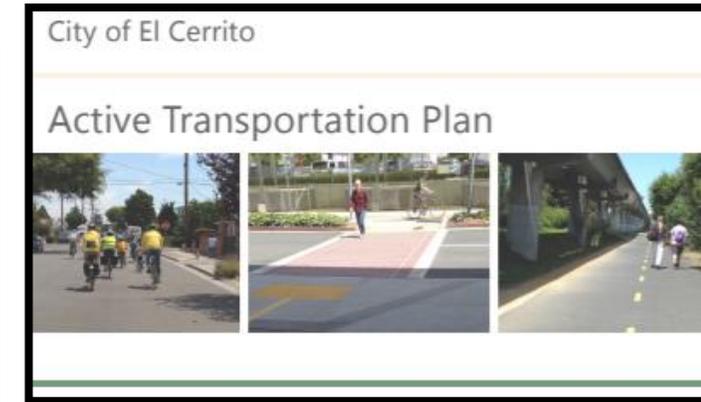
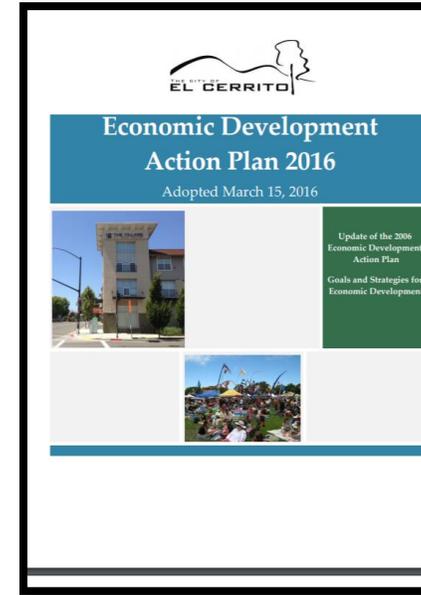
*Mayfair Apartments
El Cerrito del Norte BART
Holliday Development*



Station Access

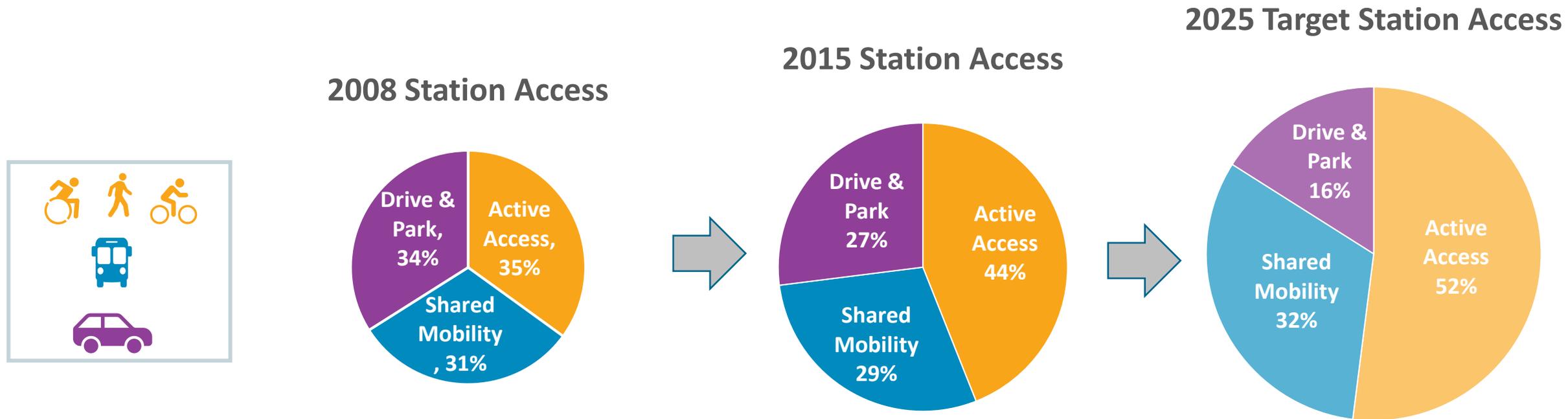
Goals & Objectives for El Cerrito Plaza BART Development – Access Related

- Increase % of people who walk, bike and take transit
- Minimize need for BART rider parking replacement in an on-site garage
- Expand the pedestrian & bicycle network – particularly connecting to the Ohlone Greenway
- Embrace evolution of mobility with new technologies



BART's Station Access Policy

Systemwide Performance Targets



Sources: www.bart.gov/about/planning/station-access/policy
2008 and 2015 Station Profile Survey Data (home-based trips)

BART station access trends at El Cerrito Plaza

People who Drive & Park (2008 / 2015)

42%



2008

34%



2015

Most riders (2/3) do not drive & park (pre-pandemic)



A low-income rider is almost **half as likely to drive and park** as a high-income rider



A low-income rider is **25% more likely to walk** than a high-income rider

Many El Cerrito Plaza BART parkers are not driving far

What the data tells us about BART parkers

58% live within a 15-minute walk, bus, or bike trip

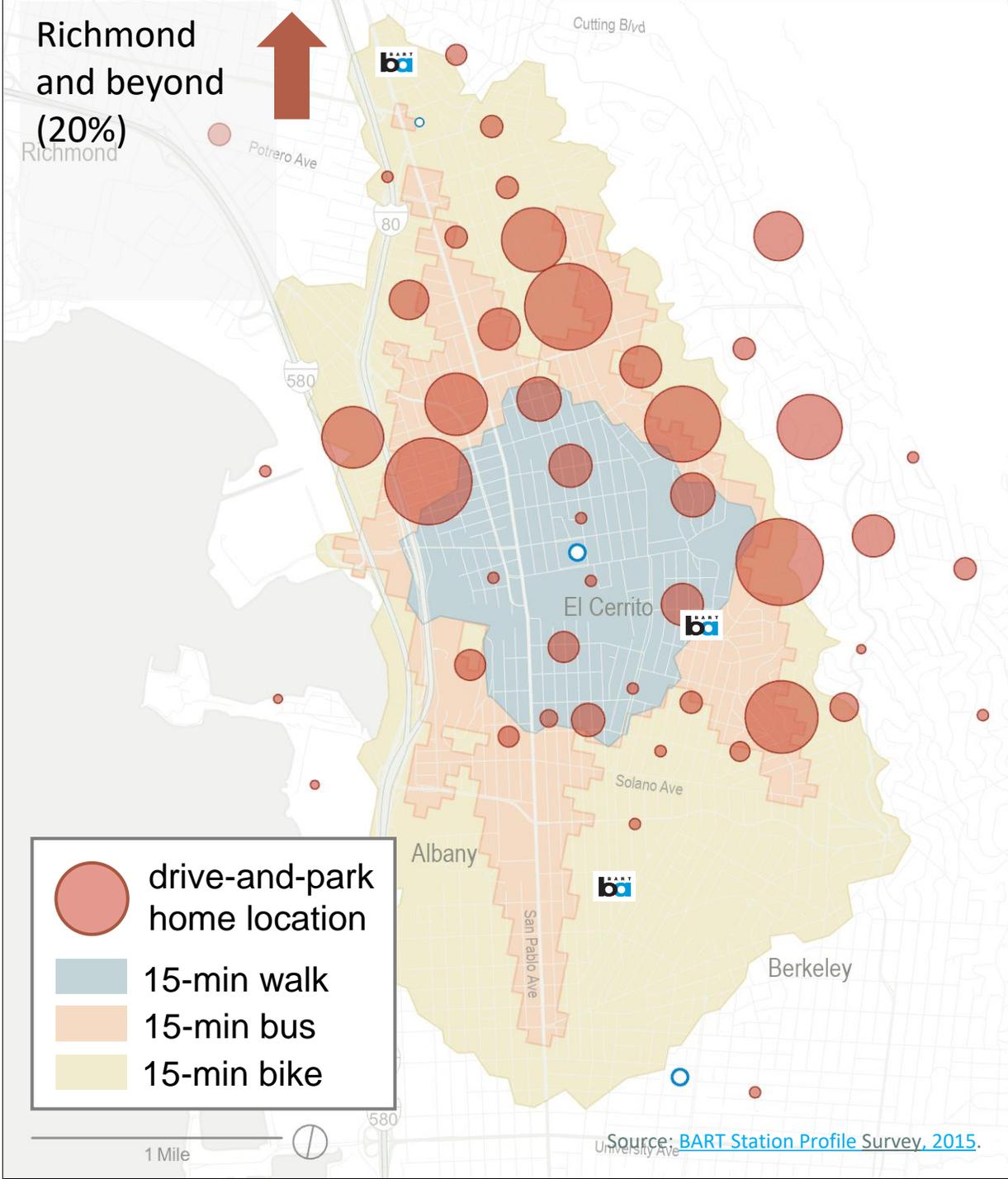
42% live outside of the 15-minute trip

Source: BART Station Profile Study, 2015

What we heard from BART parkers

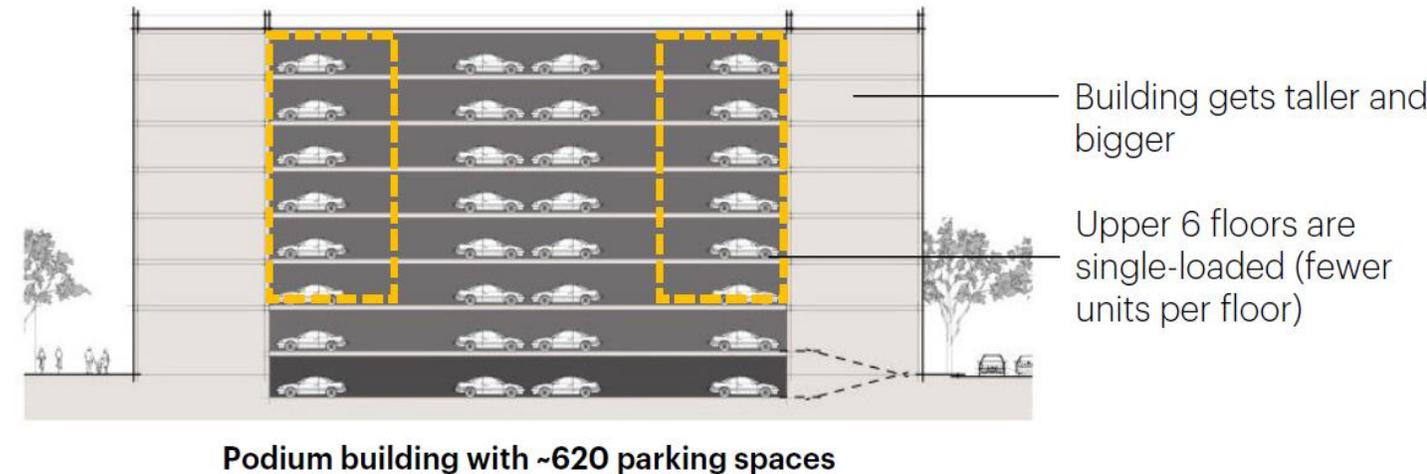
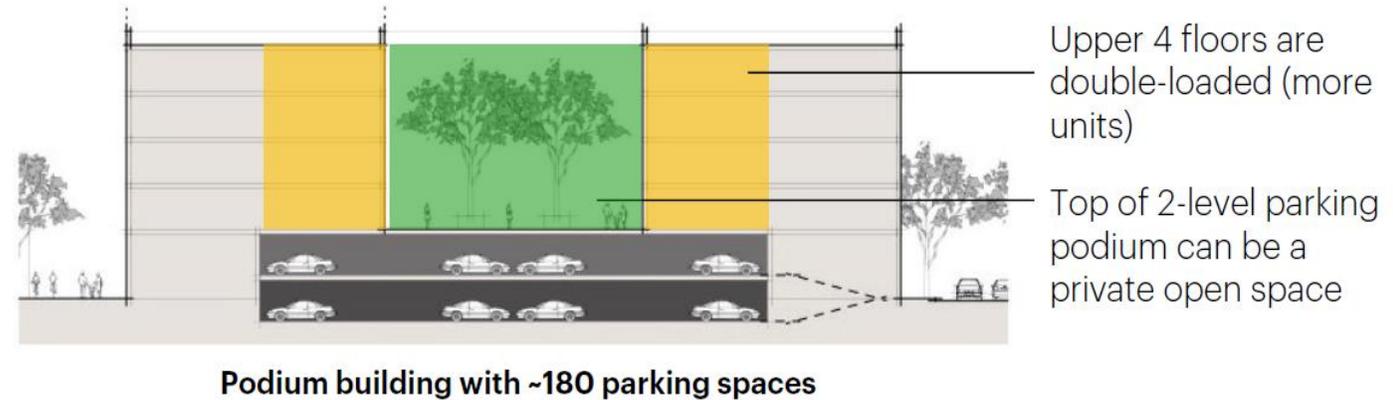
27% of them say they have no other access options (mobility challenges, pick up duties, etc.)

Source: BART El Cerrito Plaza Rider Survey, 2019



Why won't BART consider replacing all rider parking?

- Maximizing housing close to BART increases transit ridership, walking & biking
- Most riders getting to and from El Cerrito Plaza BART do not drive and park
- There is a limited amount of land
 - Parking requires a lot of space & reduces space available for homes and other amenities
 - A large parking garage would affect the size and community feel of the development



Source: Opticos "Guiding Design Principles + Massing Scenarios" (Berkeley City Council meeting May 9, 2019)

Why won't BART consider replacing all rider parking?

- Limited funds for all multimodal station access investments
- Costs for structured parking:
 - Capital Cost : ~\$70,000/space
 - Yearly O&M + lifecycle costs: ~\$1,000/space/year
- TOD project pro formas cannot cover the cost of parking replacement – myth that “developer profit” will pay for it
- Historically BART paid for replacement parking with: City-directed redevelopment funds, some grants and land value
- Current scenario:
 - Grants are more limited than before and very competitive
 - Board is prioritizing land value for other needs (operations, safety and security)

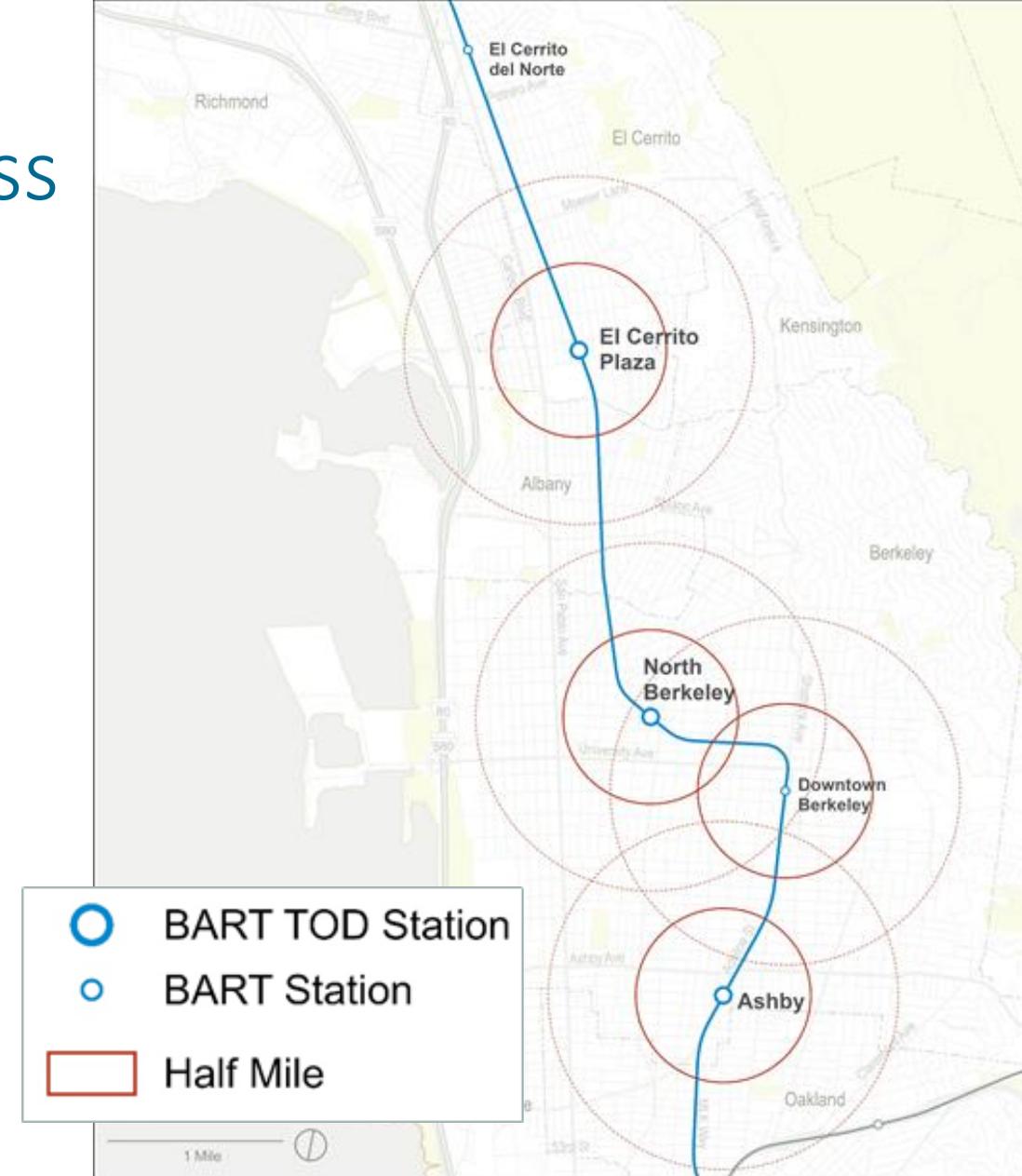


Pleasant Hill/Contra Costa Centre – Replacement parking (obscured by housing) funded by County redevelopment funds & BART land value

Once we reduce parking, how are people going to get to the station?

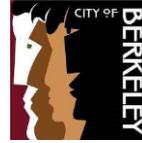
A Better Transportation Network: Berkeley-El Cerrito Corridor Access Plan

- Caltrans & FTA grant funds
- Focus on needs of existing riders
- Look at an area encompassing 4 stations (3 with development)
- Identify transportation & mobility improvements to:
 - City streets
 - San Pablo Ave (State Highway)
 - AC Transit options
- Explore new technologies (on-demand microtransit, electric-bike share, adaptive bikes or scooters, etc.)
- Set BART rider parking replacement range



Possible strategies

PARTNER AGENCIES



Investments and programs that improve walking, biking, taking transit & new mobility services (shared scooters, shared electric bikes, etc.)



Parking on BART property

- Dedicated BART rider parking
- Parking for persons with disabilities
- Better manage demand (pricing, carpool)
- Shared parking with TOD
- Parking at other BART stations (El Cerrito del Norte, Richmond, Downtown Berkeley)



Parking off BART property

- **City-led on-street managed parking near the station**
- Off-site shared parking opportunities (ex: churches, banks)

Create Well-Designed Access at the Station: El Cerrito Plaza Station Access Plan



- Developer funded plan to ensure development allows for station access needs:

- Bus transfer facility
- Passenger drop off/pick up
- Ohlone Greenway
- Bike parking
- Design of BART patron parking
- Street designs around station



Figure 35: 8th Street Frontage

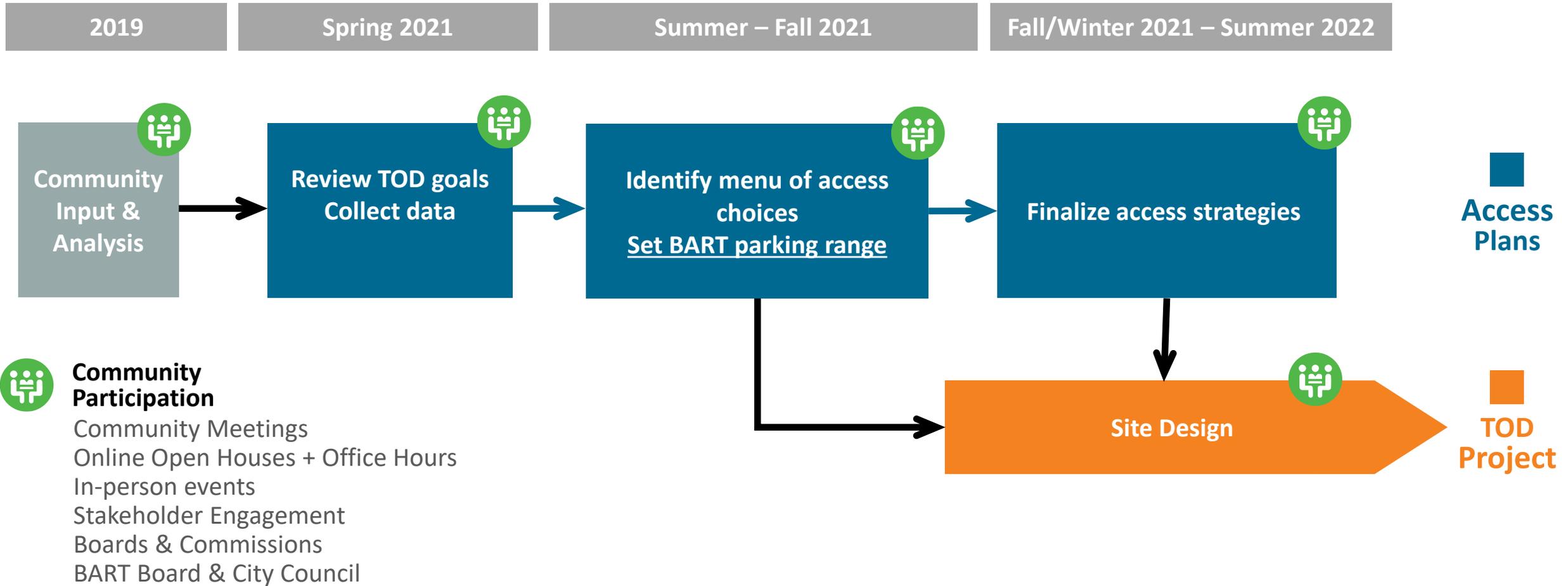
Block 1 ——— 9TH ST

Lake Merritt TOD. Images courtesy of EBALDC, Strada Investment Group. May 2021

Station Access Coordination & Funding Needs

- To ensure success of this transformative TOD project, regional coordination and for multimodal access enhancements is critical
- Funding for station access needs will include:
 - On-site replacement parking for BART riders
 - City-led on street parking management (for BART patrons and to manage spillover impacts) technical support & implementation
 - Bike/ped network, related infrastructure (bike parking, lighting)
 - Support for existing transit
 - Launching shared mobility programs

Station Access Planning Process



*Illustrative Timeline – Subject to Change

Station Access Planning: Next Steps

Topics	Events (dates)
Decision on El Cerrito Plaza BART rider replacement parking range & initial menu of access strategies	Community meeting & BART Board Meeting (Fall 2021)
Solicit feedback on preliminary access strategies	Online Open House #2 (Winter 2021/22)
Draft Corridor Access Plan (funding & implementation)	Online Open House #3 (Spring 2022)

How to Stay Involved

- Online Open House #1: bartberkeleyelcerritocap.participate.online (**SURVEY CLOSED**)
- More information about Station Access Planning: www.bart.gov/beccap
- Station Access Comments/Questions and Sign-Up for emails: www.bart.gov/beccap/comment
- El Cerrito Plaza TOD website: www.bart.gov/about/business/tod/el-cerrito-plaza

Questions? Feedback?