




Office of the City Manager

CONSENT CALENDAR

April 7, 2015

To: Honorable Mayor and Members of the City Council  
From:  Christine Daniel, City Manager  
Submitted by: Eric Angstadt, Director, Planning & Development  
Subject: East Bay Corridors Initiative Memorandum of Understanding

RECOMMENDATION

Adopt a Resolution entering into a Memorandum of Understanding with the Association of Bay Area Governments (ABAG) and participating local jurisdictions for the East Bay Corridors Initiative.

FISCAL IMPACTS OF RECOMMENDATION

There are no direct fiscal impacts to the recommendation. The City may see increased ability to compete for and secure regional, State and Federal grant funds.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley has six Priority Development Areas (PDAs) identified in the *Plan Bay Area* regional plan adopted by the Association of Bay Area Governments (ABAG) on July 18, 2013. These PDAs include: South Shattuck Avenue, Telegraph Avenue, University Avenue, San Pablo Avenue, Downtown Area, and the Adeline Corridor. These PDAs are identified by the City as growth opportunity areas and have attracted numerous planning and capital grants to support City programs and infrastructure. Two examples are the coming Shattuck Avenue reconfiguration and the recently funded Adeline Corridor Study. Attachment 2 shows the City PDAs.

BACKGROUND

ABAG has approached Berkeley, along with fourteen other local governments which encompass or adjoin the *East Bay Corridors* (MOU, Exhibit A), and requested that the participants enter into an MOU committing to certain responsibilities quoted below.

*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.*

In addition, the MOU requests a commitment of staff time to attend appropriate meetings for the effort.

The goal of the East Bay Corridors Initiative is to identify a preliminary set of inter-jurisdictional strategies for implementing local PDAs and regional planning objectives for each segment of the corridor. Section C of the MOU, *Proposed Activities*, identifies inter-jurisdictional coordination, identifying and developing funding sources and endorsing multi-jurisdictional grant applications and strategies.

All six of the City of Berkeley PDAs are within the area covered by the MOU. Additional information and detail is available in the MOU (Exhibit A to the Resolution).

#### ENVIRONMENTAL SUSTAINABILITY

No direct sustainability improvements come as a result of adopting the MOU. However, any adopted projects and/or fees procured will be based on projects that support City of Berkeley and regional sustainability initiatives.

#### RATIONALE FOR RECOMMENDATION

Participating in the proposed regional collaboration for the East Bay Corridors Initiative will afford the City of Berkeley an opportunity to integrate its local development goals into future plans for development in these key areas and coordinate with neighboring jurisdictions.

#### ALTERNATIVE ACTIONS CONSIDERED

No alternative actions were considered.

#### CONTACT PERSON

Alex Amoroso, Principal Planner, Planning & Development, 981-7520

#### Attachments:

1: Resolution

Exhibit A: Memorandum of Understanding East Bay Corridors Initiative

2: Locations of City of Berkeley Priority Development Areas (PDAs)

RESOLUTION NO. ##,###-N.S.

ADOPTING THE MEMORANDUM OF UNDERSTANDING FOR THE EAST BAY  
CORRIDORS INITIATIVE

WHEREAS, the City of Berkeley recognizes the need for participation with the Association of Bay Area Governments (ABAG) in regional planning activities and programs; and

WHEREAS, regional planning activities and programs support sustainable development, social equity, community resilience and appropriate development of jobs, housing and transportation; and

WHEREAS, ABAG has asked the City along with fourteen other local governments to participate in the East Bay Corridors Initiative Memorandum of Understanding (MOU) and planning process; and

WHEREAS, the MOU and planning process support the City's Climate Action Plan and Housing Element implementation, and align the City to compete successfully for regional, State and Federal funding and resources; and

WHEREAS, the City supports inter-jurisdictional efforts with our neighboring communities, to form a more cohesive regional plan.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute the Memorandum of Understanding with the Association of Bay Area Governments and the identified jurisdictions for the East Bay Corridors Initiative along with any amendments.

Exhibits

A: Memorandum of Understanding East Bay Corridors Initiative

**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.

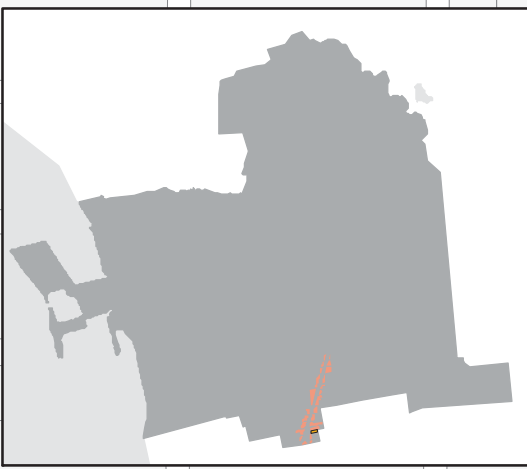
1. Continue to coordinate with Planning and Community Development Directors the development of multi-jurisdictional strategies to create a network of thriving neighborhoods and downtowns in Corridor PDAs. This coordination can include all Participants or subgroups, including but not limited to the subgroups 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.



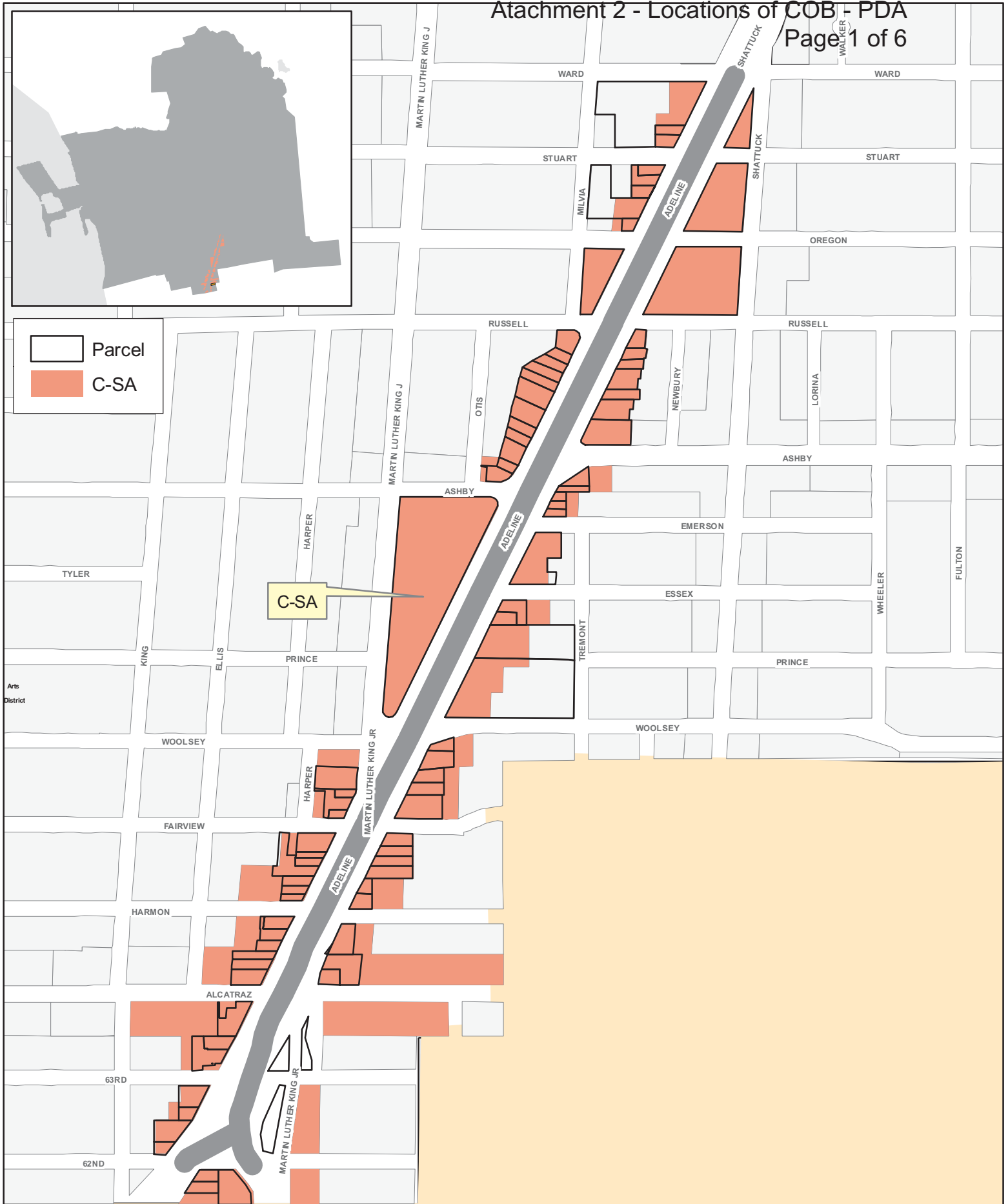




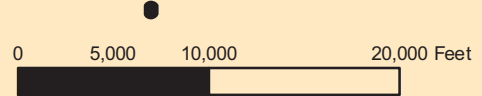


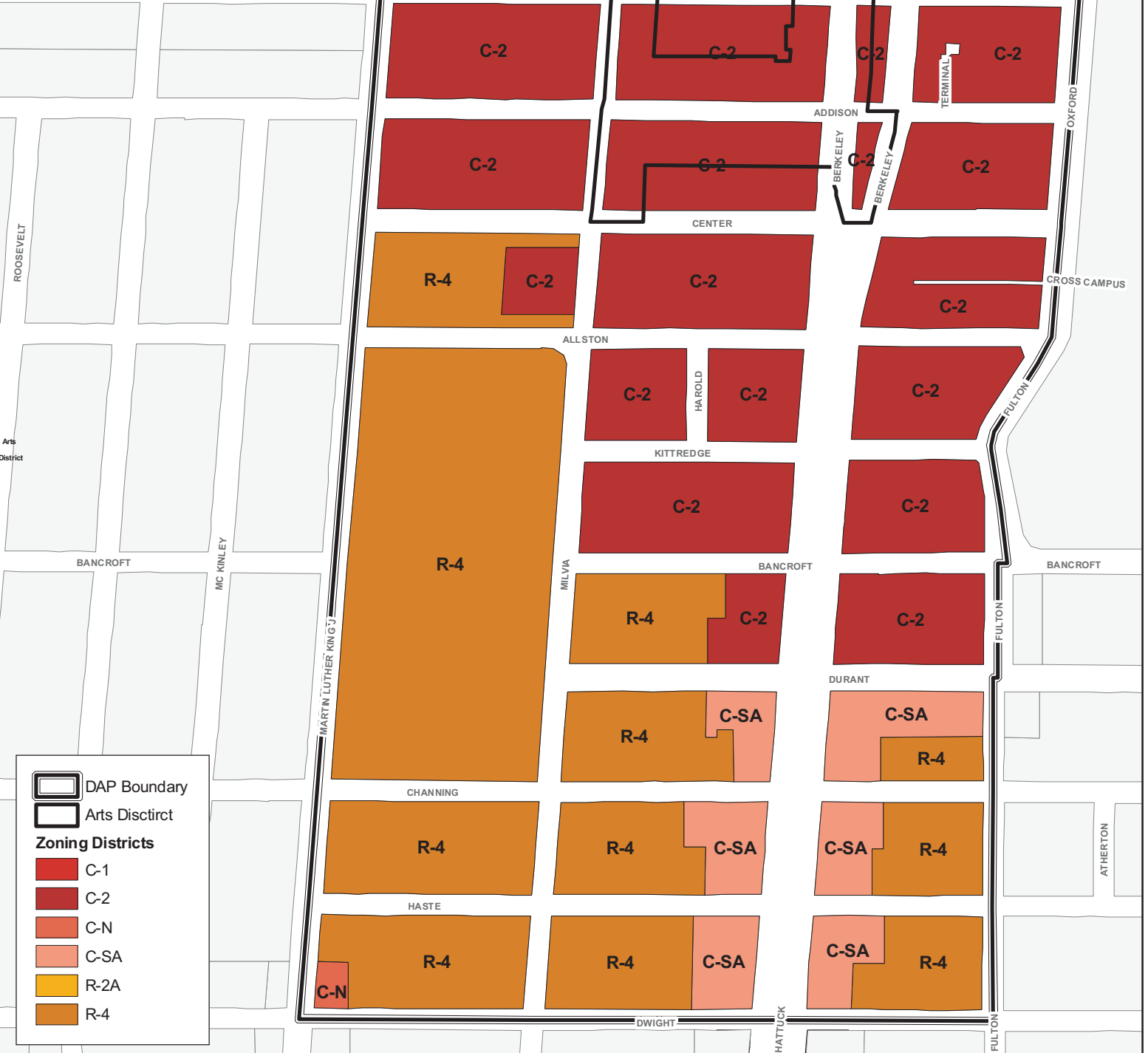
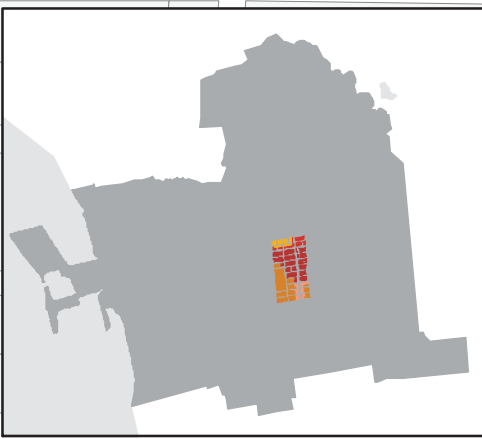


- Parcel
- C-SA



C-SA



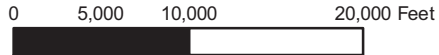


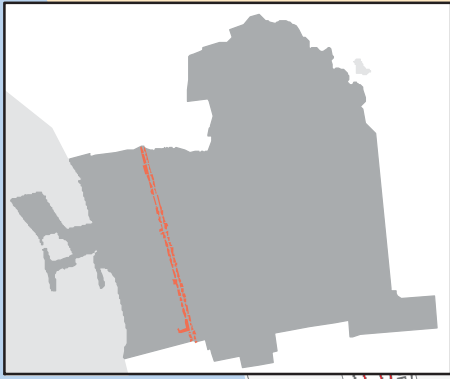
**DAP Boundary**  
 DAP Boundary

**Arts District**  
 Arts District

**Zoning Districts**

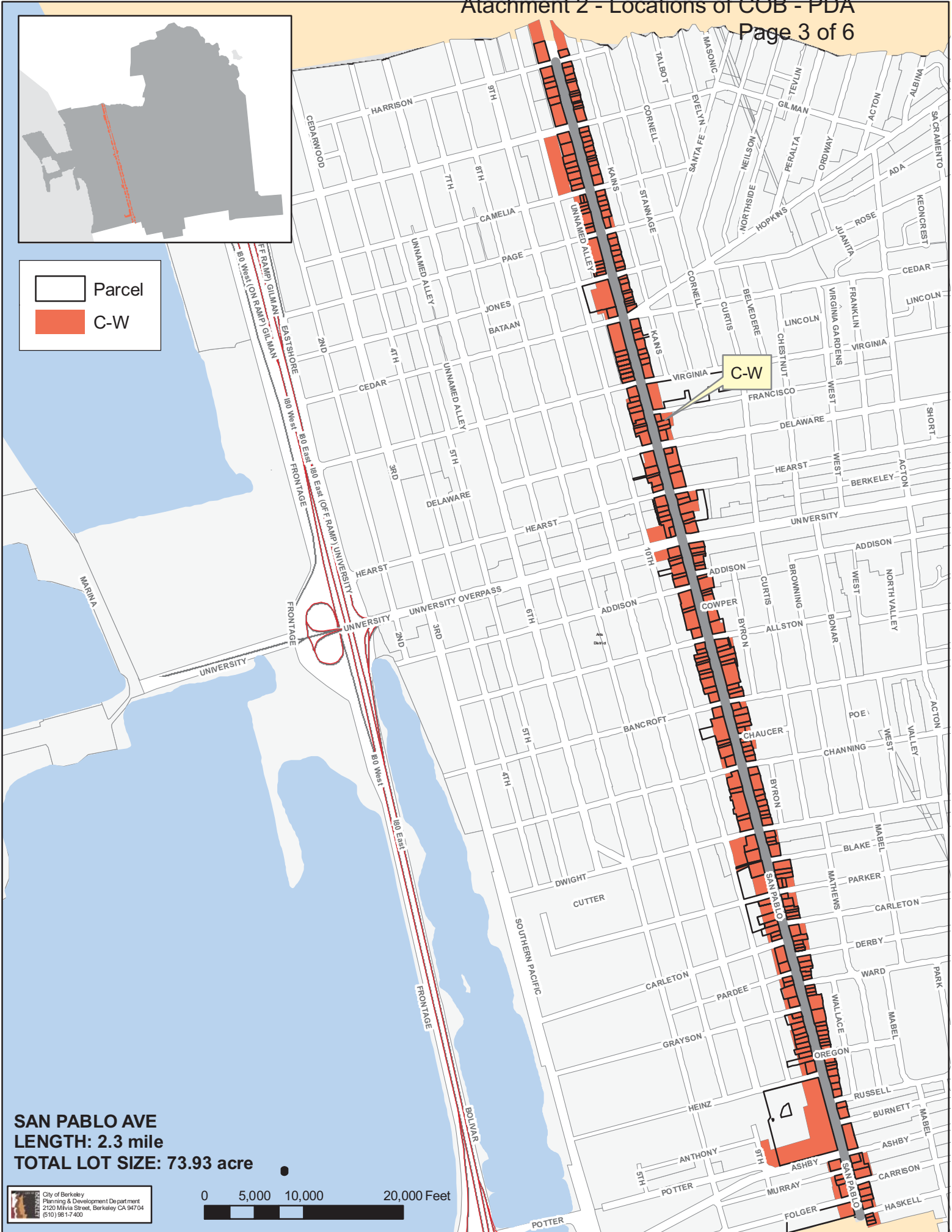
- C-1
- C-2
- C-N
- C-SA
- R-2A
- R-4



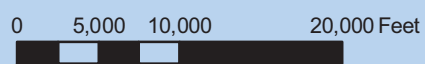


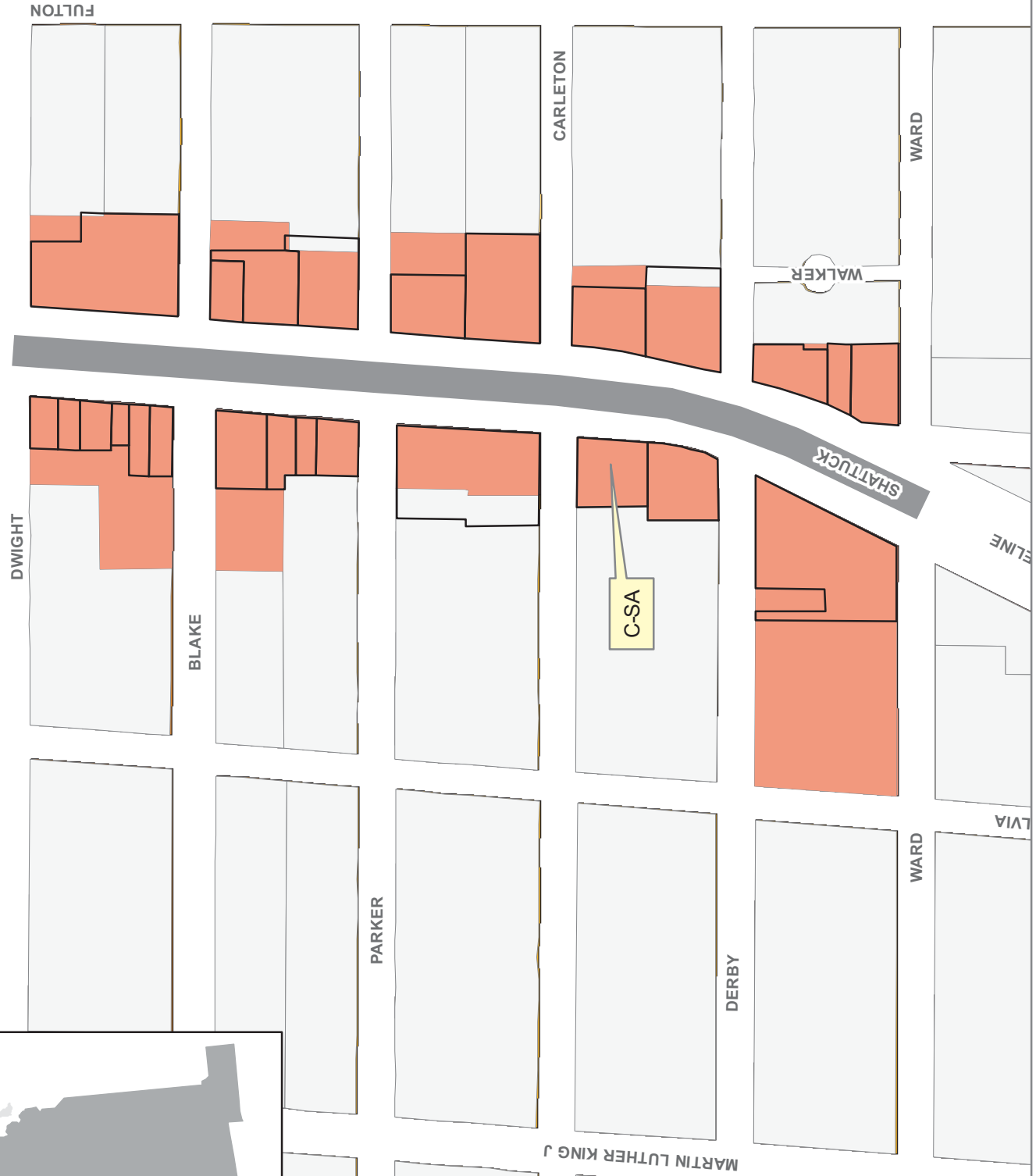
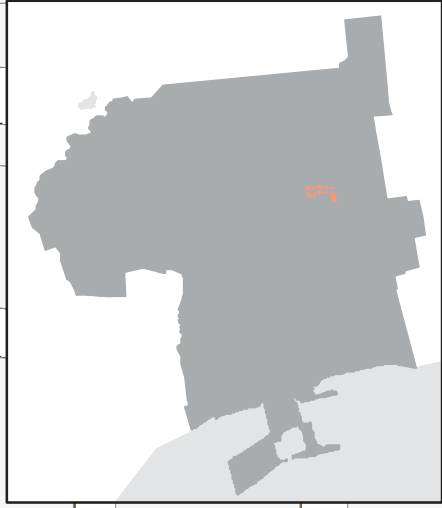
Parcel

C-W

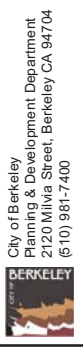


**SAN PABLO AVE**  
**LENGTH: 2.3 mile**  
**TOTAL LOT SIZE: 73.93 acre**

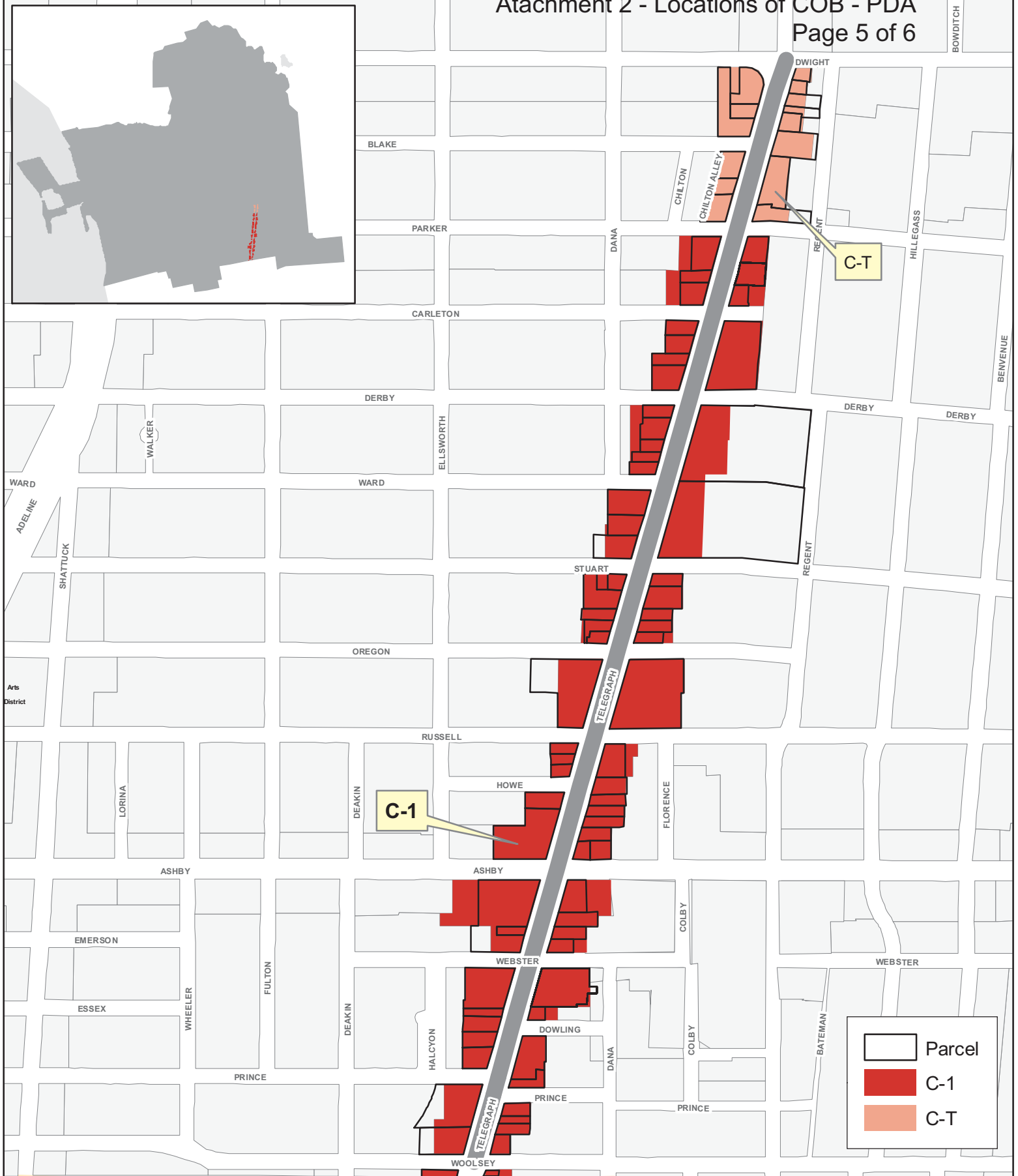
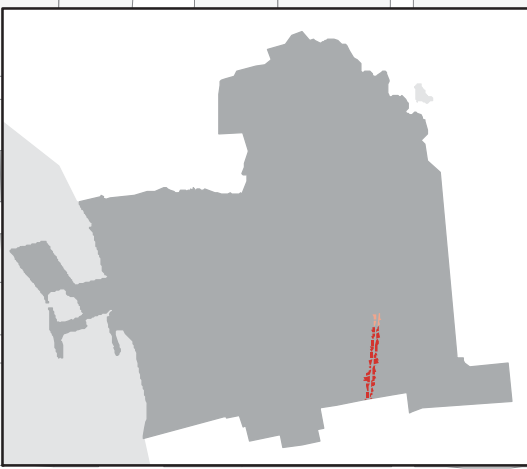




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	C-SA



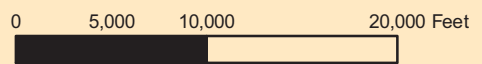
**SO. SHATTUCK FROM DWIGHT WAY TO WARD ST**  
**LENGTH: 0.32 mile    TOTAL LOT SIZE: 8.52 acre**

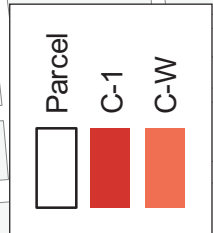
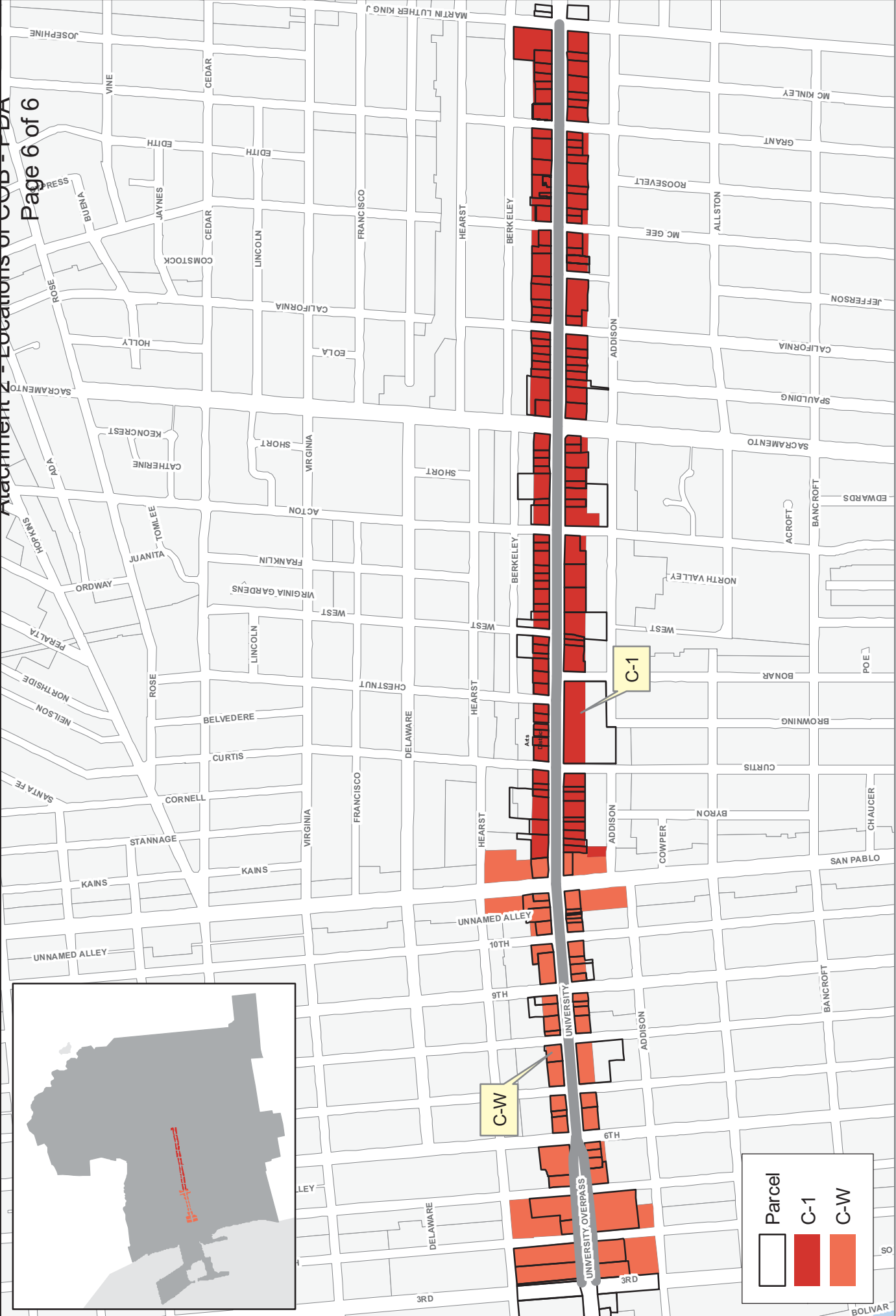


C-1

C-T

	Parcel
	C-1
	C-T





0 5,000 10,000 Feet

UNIVERSITY AVE FROM 3RD STREET TO MLK  
 LENGTH: 1.56 mile TOTAL LOT SIZE: 54.40 acre

