Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development
- Affordable Housing
- Pedestrian, Bicycle, Transit Access Improvements
- Public Art
Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development (On BART Property)
- Affordable Housing (Beyond BART Property?)
- Pedestrian, Bicycle, Transit Access Improvements
- Public Art
Why Consider Beyond BART Property?

BART Ridership vs San Francisco County Jobs by Location
Correlation with San Francisco County Jobs is Extremely Strong

Fare Revenue ($M)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16 (Forecast)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>308.9</td>
<td>317.5</td>
<td>331.4</td>
<td>342.7</td>
<td>366.5</td>
<td>406.1</td>
<td>415.7</td>
<td>461.9</td>
<td>490.1</td>
</tr>
</tbody>
</table>
Beyond BART Property: Access from Home to BART

- With BART’s parking supply approximately flat since 2008, ridership growth has been accommodated by walking, cycling or getting dropped off at stations. Fewer are driving or taking transit.

Q: How did you get from (origin trip purpose) to the (entry station) for this trip?
Base: weekday trips with home origins
PRELIMINARY RESULTS FROM 2015 STATION PROFILE SURVEY
*Includes motorcycle/motorized scooter and carpool
The “BART Premium”

Property Value Premiums – Single Family Homes

Source: Strategic Economics, County Assessor Data, 2013

Bar chart showing the percentage increase in property value premiums based on proximity to the nearest BART station. The breakdown is as follows:

- **Within 1/2 mile**: 10.7%
- **1/2 to 1 mile**: 9.6%
- **1 to 2 miles**: 5.4%
- **2 to 5 miles**: 4.6%

Source: Strategic Economics, County Assessor Data, 2013
The “BART Premium”

Property Value Premiums - Condos

Source: Strategic Economics, County Assessor Data, 2013
The “BART Premium”

Office in East Bay and N. San Mateo County, vs. outside ½ Mile

Road Distance to Nearest BART Station

The “BART Premium”

Office in East Bay and N. San Mateo County, vs. outside ½ Mile

Road Distance to Nearest BART Station

<table>
<thead>
<tr>
<th>Distance</th>
<th>BART Proximity Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 1/4 Mile</td>
<td>13.7%</td>
</tr>
<tr>
<td>1/4 to 1/2 Mile</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

$65 million/year in added revenue

Array of Placemaking Tools

- Station Modernization Program
- Transit-Oriented Development
- Affordable Housing
- Pedestrian, Bicycle, Transit Access Improvements
  - District Financing
- Public Art
Station Modernization Program

$150 \text{ M (Prop 1B)}, $10 \text{ M (BART)},$
$80 \text{ M (Dedicated Local)}$

* Does not include Alameda County BB
$90 \text{ M} + \text{ SF Prop A $30M}$
A. Increase **transit ridership** and enhance **quality of life** at and around BART stations…

B. Increase transit-oriented development projects **on and off BART property** …

C. Enhance the **stability of BART's financial base** through the value capture strategies of transit-oriented development.

D. **Reduce the access mode share of the automobile** by enhancing multi-modal access to and from BART stations…
Transit-Oriented Development

• Joint Development – Marea Alta w/ Bridge Housing

• Partnerships – Proposition 1C, Cap & Trade AHSC Applications

• Planning – Support Station Area Plans

• Should we be doing more?
Transit Benefit Assessment Districts:

Special vs. General Benefit

“Special:” Property owners directly gain more than everyone else

70% Special
30% General

“General:” Everyone gains equally
Access Improvements and Value Capture
Transit Benefit Assessment Districts (TBADs)

Likely Candidates

Pedestrian Bridges, Paths

Demand Management Programs, Infrastructure

Noise Walls near Stations

Landscape, Lighting
1. VISION

The overall vision for Pedestrian and Bicycle Access Improvements to the San Leandro BART station defines and expands on the strategies described in the San Leandro Downtown TDD Plan (2007).

- Street Improvements
  - Streetscape and Landscape improvements – lighting, signage, attractive landscape (street trees/plantings), streetscape furnishings (frosting, trash/recycling receptacles, etc.)
  - Pedestrian and Bicycle Improvements - sidewalk improvements, bicycle facilities (bicycle lanes, bicycle racks, etc.)
  - Building facades facing the street, narrow or zero setbacks, ground floor transparency and active uses to create a positive pedestrian environment

- Pedestrian and Bicycle Way Improvements
  - No vehicular traffic
  - Safe connections for pedestrians and bicyclists
  - Sidewalk lighting
  - Pedestrian and bicycle amenities
  - Attractive landscape (trees/plantings)

- Greenway
  - Preferred East Bay Greenway Project alignment along the UP Rail Spur

- Intersection Improvements
  - Pedestrian and bicycle safety improvements

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DRAFT FOR DISCUSSION
11/9/2015

SAN LEANDRO BART

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3. UNCOMMITTED / UNFUNDED VISION IMPROVEMENTS

The following Vision Improvements are not currently planned or funded, but are needed to complete the overall vision of the BART Station Area.

- Street Improvements
- Pedestrian and Bicycle Way
- Greenway
- Intersection Improvements
- New Rail Crossing
- BART Property
- BART Rail Line
- Union Pacific Niles Subdivision Rail Line
- Union Pacific Oakland Subdivision Rail Spur

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11/30/2015

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Conclusions

- Station area is critical, and BART has vested interest
- Placemaking requires proactive rather than responsive approach
- Establish the vision and need, then seek $$$
- Partnerships are key, but take staff time to build!