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Staff Report for the Creation and Ratification of a 21-Member Community Advisory Committee for the Bay Fair Transit-Oriented Development (TOD) Specific Plan

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council create a 21-member Community Advisory Committee (CAC) to guide staff in the preparation of the Bay Fair Transit-Oriented Development (TOD) Specific Plan and ratify the CAC nominees, including six alternates (see Attachment A).

The nominees were reviewed and recommended by the Ad Hoc Selection Committee composed of Mayor Pauline Russo Cutter and Councilmember Ursula Reed (District 2). The CAC will be composed of 21 members, including 4 unincorporated County members.

BACKGROUND

In 2014, the City was awarded a \$440,000 Metropolitan Transportation Commission (MTC)/Association of Bay Area Governments (ABAG) Planning grant for Bay Fair TOD Specific Plan. See Attachment B for the existing Bay Fair TOD Specific Plan area boundaries, which may be subject to change during the planning process underway. The City also entered into a Memorandum of Understanding (MOU) with project partners BART, Madison Marquette and Alameda County to outline mutual goals and duties. BART and Madison Marquette pledged \$15,000 each as matching funds to complement the City’s \$40,000 cash contribution. The MTC grant requires that a CAC, as well as a Technical Advisory Committee (TAC), be formed as part of the planning process.

In 2015, the City selected (through a competitive process) and approved a contract with Raimi + Associates as lead planning consultant for the Bay Fair TOD Specific Plan (Plan). To date, work related to the Plan that has occurred includes:

- 1) project area tour & preparatory meetings with City staff, R+A & project partners;
- 2) Bay Fair TOD Specific Plan Overview to City Council & Planning Commission; and,
- 3) gathering of existing conditions data (i.e., demographics, market analysis, infrastructure, etc.) and preparation of draft documents (such as maps and community involvement strategy).

Analysis

The CAC application process opened on November 5, 2015 and closed on December 3, 2015. There was broad outreach to the community about the application process (see “Summary of Public Outreach Efforts” below). 61 applications were received: 41 from City residents, 3 from San Leandro businesses owners/representatives, 16 from unincorporated Alameda County, and 1 from Oakland. Below is a breakout of the 41 City applicants by Council district:

- District 1 (9 applications)
- District 2 (13 applications)
- District 3 (2 applications)
- District 4 (6 applications)
- District 5 (8 applications)
- District 6 (3 applications)

City staff processed applications and forwarded them to the CAC Ad Hoc Selection Committee (Mayor Cutter and Councilmember Reed) which met on December 15, 2015 to review the applications and make preliminary recommendations. Alameda County Supervisors Wilma Chan (County District 3) and Nate Miley (County District 4) provided input on the unincorporated County applications for the 4 CAC County seats. The Ad Hoc Selection Committee used selection criteria, including the following, to create a diverse, representative and experienced CAC:

- At least one representative per City Council District & At Large
- Diversity (e.g., race/ethnicity, gender)
- Business representation
- Resident representation
- Regional/local stakeholder groups (e.g., community organizations, business associations, local property owners)
- City Boards/Commissions representation
- Professional/technical expertise

The creation of a Technical Advisory Committee is also required under the MTC/ABAG grant. The TAC will consist of 10 members and will provide more detailed and expert analysis from varied public and private stakeholder perspectives. The TAC will consist of representatives of public agencies that are typically engaged in TOD planning projects. City Council approval of the TAC participants is not required. Below is a list of the organizations which will be represented on the TAC:

- City Community Development Department
- City Engineering and Transportation Department
- BART
- Alameda County Planning
- Alameda County Flood Control District

- Madison Marquette
- AC Transit
- Alameda County Transportation Commission
- Association of Bay Area Governments
- Caltrans

Below are key dates, subject to change, for the Bay Fair TOD Specific Plan planning process. Both the CAC and TAC will meet at least four times over the next 12 to 15 months.

- February 1, 2016 - City Council to ratify CAC membership
- February/March 2016 - CAC/TAC kick-off meetings
- April 2016 - CAC/TAC meetings
- April/May 2016 - City Council Work Session
- Fall 2016 - CAC/TAC Meetings
- Spring 2017 - Draft Specific Plan/Draft EIR completion
- Spring 2017 - City Council Work Session
- Spring/Summer 2017 - Final Specific Plan/Final EIR

Previous Actions

- On December 1, 2014, the City Council authorized the City Manager to execute the \$440,000 MTC Planning grant agreement and approved the MOU between the City, BART, Madison Marquette, and Alameda County.
- On May 18, 2015, the City Council approved a \$500,000 consulting services agreement with Raimi + Associates to serve as the lead planning consultant for the Bay Fair TOD Specific Plan. The \$500,000 is funded through the \$440,000 MTC Planning grant and \$60,000 in matching funds (\$30,000 from the City and \$15,000 match each from BART and Madison Marquette).

Applicable General Plan Policies

- General Plan Policy 8.10 - Bayfair Mall: Promote the revitalization of Bayfair Mall and its environs by introducing new and compatible uses, including new shops, services, community facilities, restaurants, entertainment venues, and offices.
- General Plan Policy 15.01 - Coordination with Service Providers: Work collaboratively with AC Transit and BART to ensure that public transit service remains safe, reliable, and affordable, and to improve service frequency and coverage within San Leandro neighborhoods and employment centers.

Board/Commission Review and Actions

- In August 2015, City staff and Raimi + Associates presented an overview of the Bay Fair TOD Specific Plan project to the Planning Commission.

Summary of Public Outreach Efforts

The one month long CAC application period (from early November to early December 2015) was extensively marketed. Public outreach efforts included: a press release, City Council weekly update,

Next Door online post, SL Next blog post (includes Facebook & Twitter), posting on City website, flyer postings at City facilities (such as the Main Library and Senior and Marina Community Centers), and publication in the San Leandro Times (article and City Corner ad). There was also direct mailing to over 950 residents, businesses, and property owners within a 500 foot radius of the Plan area and direct email to over 400 stakeholders including:

- HOAs
- City Boards/Commissions
- Alameda County Supervisors Chan & Miley
- AC Transit Board Directors Williams & Ortiz
- BART Board Directors Saltzman and Raburn
- SL Chamber of Commerce
- Eden Area Chamber of Commerce
- Business Councils (Asian, African-American)
- Business Associations
- Churches
- Bayfair Center owner/tenants
- Fashion Faire owner
- Fairmont Square owner
- Public service agencies

The CAC application was printed in English, Spanish and Chinese and the translated documents were posted on the City webpage.

Legal Analysis

The City Attorney's Office has reviewed and approved the staff report.

ATTACHMENTS

- Attachment A - Final CAC Nominees List
- Attachment B - Bay Fair TOD Specific Plan Area

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