



## El Cerrito Plaza Transit-Oriented Development BART Goals & Objectives

### A. Complete Communities

1. **Regularly engage with the community** in the development of the project and associated access investments, and trade-offs between parking, housing and community amenities.
2. **Enhance the Ohlone Greenway's role** in increasing connectivity, sustainability and placemaking.
3. **Create visual and physical connection** between the BART station, adjacent neighborhoods, and shopping/services in El Cerrito Plaza, and along San Pablo Avenue and Fairmount Avenue.
4. **Create an active ground floor on Fairmount Avenue**, with a mix of uses that complements and leverages the surrounding area and generates revenue to the City and BART. Consider integration of office as part of site development.
5. **City to manage area parking** – with BART's support - to ensure neighborhood and business needs can be met.
6. **Explore options for integrating a public library** into the TOD in partnership with City.

### B. Sustainable Communities Strategy

1. **Deliver community serving facilities and dense residential mid-rise uses at the station** to support envisioned growth in the "San Pablo Avenue Corridor" Priority Development Area and the San Pablo Avenue Specific Plan.
2. **Address the regional housing need** while simultaneously helping the City put in place transportation management tools to avoid potential congestion and traffic impacts of population growth.
3. **Incorporate green and sustainable design** to minimize vehicle- and building-related greenhouse gas emissions.

### C. Ridership

1. **Increase BART ridership at times and locations when BART has capacity.**
2. **Attract BART patrons from the larger San Pablo Avenue Specific Plan area** and beyond through sustainable access alternatives.

### D. Value Creation & Value Capture

1. **Deliver a feasible development** that generates long term revenue to support BART and City operations.
2. **Participate in any future area-wide financing efforts** (such as a developer supported set up of a parking benefit district, enhanced infrastructure financing district or business district) to capture value changes resulting from TOD to support community amenities and other investments.
3. **Leverage innovative third-party funding and financing options** that deliver TOD-related BART infrastructure and programming.

### E. Transportation Choice

1. Per BART's Access Policy, **increase the share of patrons who walk, bike, or take transit to BART** through access improvements that offer safe, viable non-auto alternatives to BART patrons, including accessible demand responsive services.
2. **Minimize the need for BART patron parking replacement** in an on-site garage by exploring and developing other parking and access options for patrons who do not live near the station, and by maximizing the use of existing available parking capacity in close proximity to the station.
3. Per BART's TOD Policy, develop an **Access Plan** to identify future access needs and strategies to implement them.
4. **Enable new residents of the development to reduce their reliance on cars** by providing transportation alternatives through GreenTRIP certification or equivalent on site transportation demand management.
5. **Expand the pedestrian and bicycle network** – particularly connecting to the Ohlone Greenway – to support the City and BART's active transportation goals.
6. **Embrace the rapid evolution of mobility trends and technologies** to adapt to future transportation needs.

### F. Affordability

1. **A minimum of 20% of housing units will be affordable** to low and very-low income households or below. Support BART's 35% systemwide affordability goal by aiming for a higher percentage of affordable units.
2. **Support local economy through project labor agreements** for construction of project. Aim for Small Business Enterprise inclusion in design and construction of the TOD.