



## BART's Transit-Oriented Development Program



El Cerrito City Council Meeting  
February 5, 2019



BART TOD Program

## TOD Policy & Goals

### Highlights

- A. **Complete Communities:** Full Build-Out of BART Property by 2040: 20,000 Units, 4.5 million sq. ft. office/commercial
- B. **Sustainable Communities Strategy:** 23% of PDA Housing Growth, 7.2% of PDA Job Growth on BART Land
- C. **Ridership:** Encourage TDM Programs in East Bay Job Centers
- D. **Value Creation/Capture:** Innovative Value Capture tools tested
- E. **Transportation Choice:** Reduce overall car ownership on BART property
- F. **Affordability:** 35% Target => 7,000 affordable units on BART property

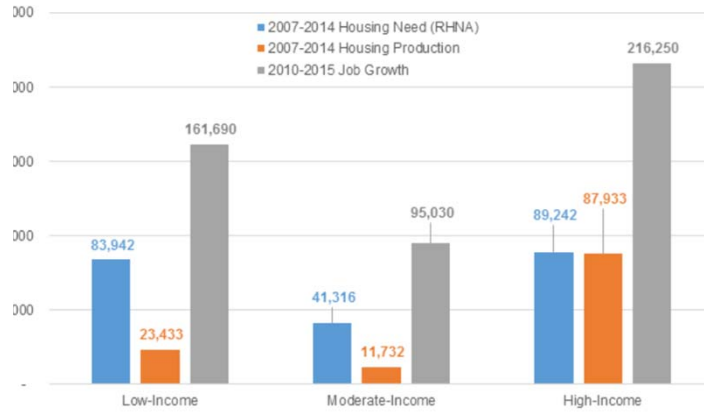
**BART** Why TOD at BART Stations?

*Help housing growth catch up with job growth*

**Regional Growth**  
**2010-2015:**  
**617,000 Jobs**  
**56,000 housing units**  
**11:1 ratio**

(Source: MTC)

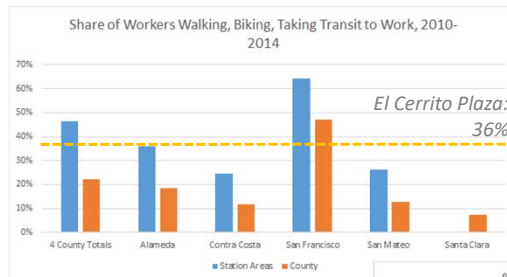
**Jobs Growth and Housing Production, Bay Area**



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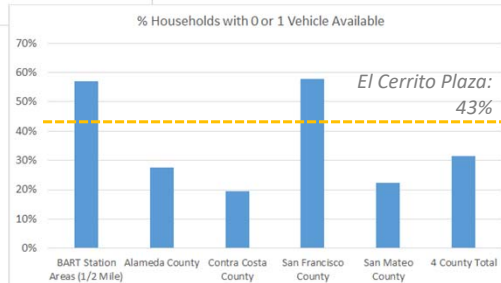
**BART** Why TOD at BART Stations?



**Offer Transportation Choices:**

Almost half of commuters living 1/2 mile from BART walk, bike or take transit to work, vs. less than 1/4 in the 4 county area

**Reduce Auto Dependence:**  
 More than half of households living 1/2 mile from BART own 1 or fewer cars – equivalent to San Francisco rates



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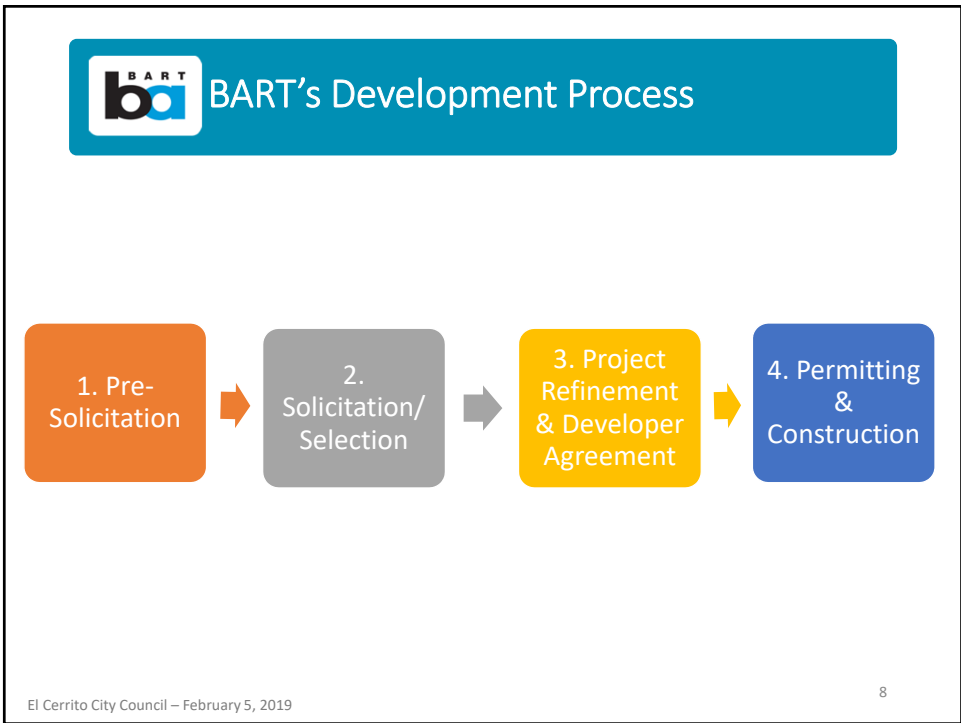
# Why TOD at BART Stations? Create places, enhance safety

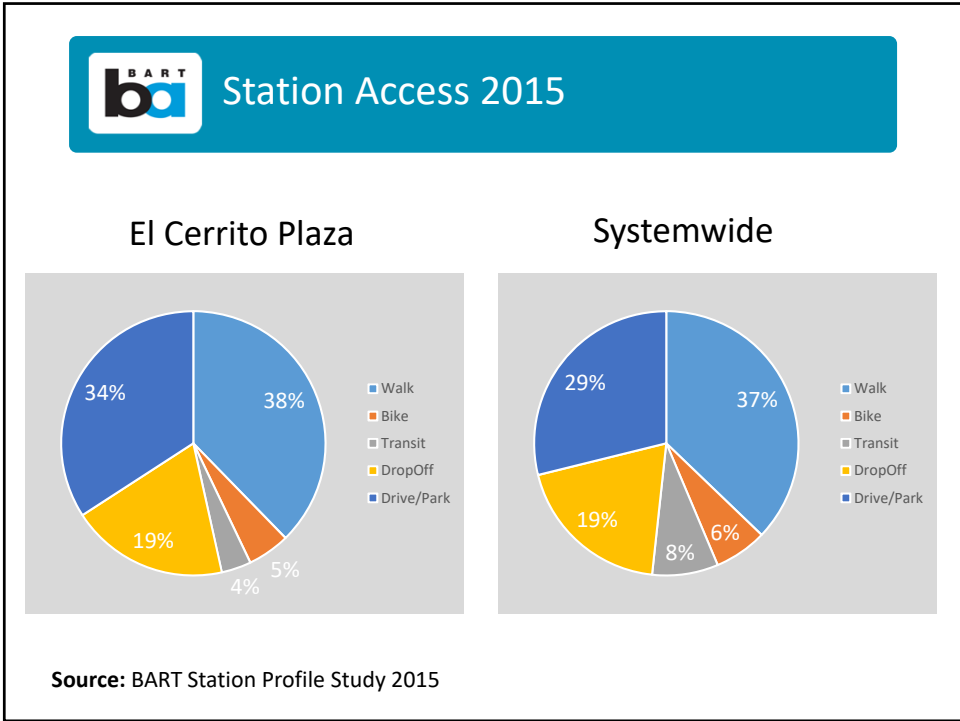
Pleasant Hill/Contra Costa Centre Station



## Fruitvale BART Paseo - Before







**Plaza Station – Sustainable Access Strategy for TOD**

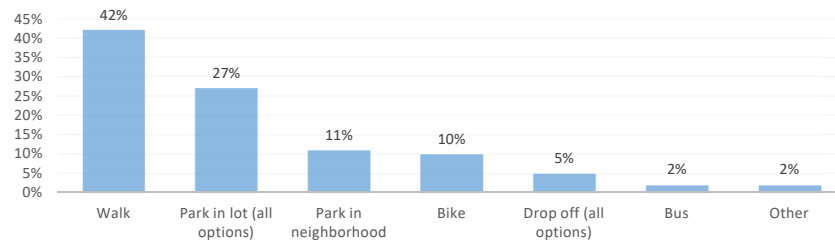
- **Purpose:** Engage the El Cerrito community in a conversation about Transit-Oriented Development (TOD), parking, and access at El Cerrito Plaza Station.
- **Method:** Review past plans and studies, engage the community through surveys, meetings, and public events, and analyze various parking replacement and access strategies.
- **Outcome:** A thorough analysis of parking-replacement strategies, access improvements, and policy changes to support a sustainable TOD project at El Cerrito Plaza that meets the needs of BART and the City of El Cerrito.
- **Next Steps:** Community outreach and development of conceptual alternatives – Spring 2019



## Intercept Survey – Initial results

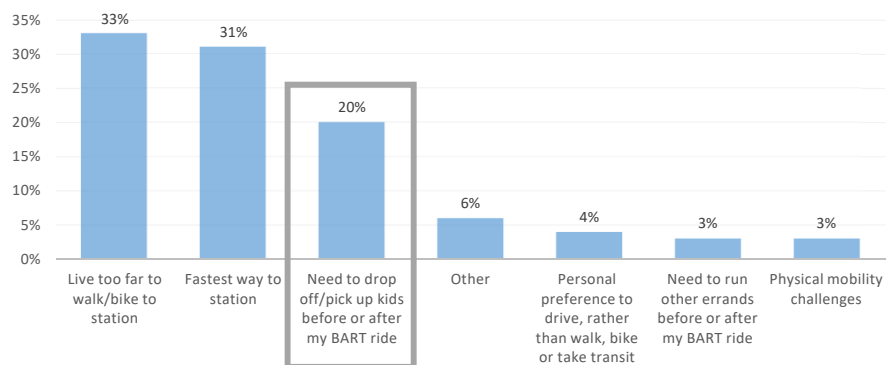
- BART employees handed out postcards to people entering El Cerrito Plaza in mid-January.
- 500+ responses
- Provide a foundation for future study of travel patterns and policy/infrastructure solutions

How do you usually get to the El Cerrito Plaza BART station? Please select primary travel mode.



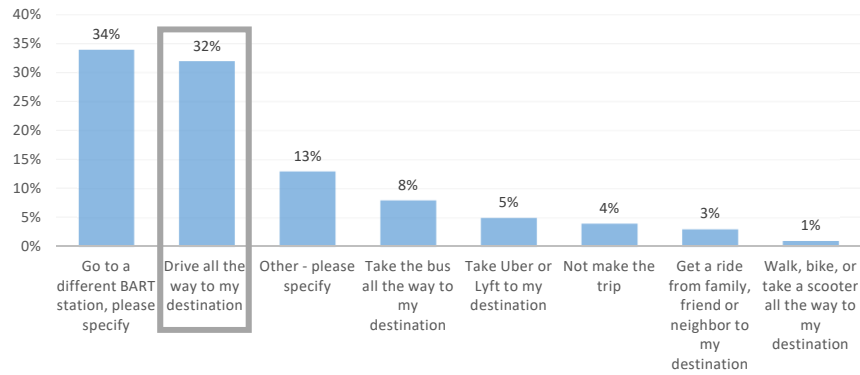
## Intercept Survey – Initial results

What is the primary reason you drove to El Cerrito Plaza station today?



**BART** Intercept Survey – Initial results

Q18 - How would you get to your destination if there were no parking available in the El Cerrito Plaza BART parking lot?



**BART** Intercept Survey – Initial results

Q17 - How would you get to BART if there were no parking available in the El Cerrito Plaza BART parking lot? Please select primary travel mode.

