How A Little “TLC” Can Go A Long Way

November 2, 2007
Commission Chair Bill Dodd
from the densest city in Northern California
to the wine country and rural coasts
...with every kind of mass transit available
and a long history of community involvement
The MTC Region

9 San Francisco Bay Area counties
7 Million people; almost 4 million jobs
26 Public transit operators
101 Municipalities
2 of the 3 Elected Transit Boards in US
Separate MPO and COG
New Joint Policy Committee
Livable Communities = More Travel Options

1. More inviting, safer transit stations & stops
2. Better connections to transit from surrounding neighborhoods
3. More housing, jobs and retail near transit to develop higher ridership
4. “Filling in” our older rail station park-and-rides with TOD
5. Getting more short trips to be taken on foot or by bike
MTC Funding Incentives Overview

1. TLC Planning ($3M)
   - 67 community-led plans

2. TLC Capital ($84M)
   - 81 capital projects - 40 cities
   - Additional $35M subvened to 9 counties

3. Housing Incentive Program ($40M)
   - 11,800 market rate bedrooms
   - 4,800 affordable rate bedrooms

4. Station Area Planning ($9M)
   - to support new TOD policy
Santa Rosa Downtown Pedestrian Linkages

- Newly established pedestrian connections between east and west sides of downtown Santa Rosa, historic Railroad Square, social service centers and future Food/Wine Marketplace

Santa Rosa Sonoma County

Capital Grant: $900,000
Fruitvale Transit Village

Oakland
Alameda County

Library, health clinic, senior center, retail, 47 rental units 300+ housing units in phase 2

TLC planning: $47,000
TLC Capital Grant: $2 million
Downtown Petaluma River Apartments

A 81-unit affordable housing complex next to the Petaluma River, bus lines and potential future commuter rail in downtown Petaluma

**HIP Grant:** $266,000

**TLC Grant:** $358,000
Downtown Napa Transit Center

Project will include bus bays with shelters, a station platform for planned rail and a plaza. Joint development will include a series of mixed-use buildings containing transit offices, approximately 75 housing units, and 30,000 square feet of retail.

TLC Planning Grant: $30,000

TLC Capital Grant: $328,000
Evolution of Annual Funding

<table>
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<tr>
<th>Year</th>
<th>Station Area Plans</th>
<th>HIP</th>
<th>County TLC</th>
<th>TLC capital</th>
<th>TLC planning</th>
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TLC Evaluation: Key Findings

- 78% report increased pedestrian volumes
  - 59% report increased bicycling
  - 46% report increased transit usage

- TLC funds leveraged over $200 million in local match

- 57% reported new development or redevelopment in the project area

- 97% say their TLC project enhanced their community’s sense of place and quality of life
New Regional FOCUS Program

- “Priority Development Areas”
- Strategic plan for livable communities
- Goal to free up addt’l $$ for livable community projects
# New CA State Bonds as Incentives

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<tr>
<th>Source</th>
<th>Account</th>
<th>Funding (Millions)</th>
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<tbody>
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<td>Prop 1C - Housing Bond</td>
<td>Regional Planning, Housing and Infill Incentives</td>
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<td>Transit-oriented Development</td>
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<td>Housing-related Parks</td>
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<td>Urban Forestry</td>
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<td>Local and Regional Parks</td>
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<td>Planning Grants and Loans</td>
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<td>TOTAL NEW BOND FUNDING</td>
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2009 Regional Transportation Plan

- Attempting to reach aggressive 2035 targets
  - Reduction in CO2
  - Reduction in congestion
  - Reduction in driving
  - Reduction in costs for low income households
- Smart Growth and Transportation Pricing key solutions
- Incentives for PDAs and livable communities significant part of debate as plan unfolds in 2008
Lessons Learned

1. Small Funding Can = Big Changes
2. Federal Funding Flexibility Key
3. Political Leaders & Champions
4. Community Role in Project Planning
5. Direct Small Funding and Leverage Big Funding