Measuring Success: Promoting Equity with TOD Developer’s Perspective
Observations: Challenges to Creating Equitable TOD

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- The Money Dance: Sometimes It’s Not Pretty
Long Term Vision May Not Match Today’s Economics

Policymaker Alternatives:

- Push Forward: Time, Co-Investment, Flexibility, Assurances to Private Capital
- Market Timing: Be Patient for Market to Match Vision
Push Forward

Lion Creek Crossing, Oakland
Housing Authority Owned Land
Housing Authority Predevelopment
RDA/State/OHA Funding
2 Master Developers
5 Phases, 10 Years

Community Benefits:
- Economic Development
- Supportive Services
- New Park
- Affordable Housing
Market Timing

Pleasant Hill BART, Contra Costa

30 Year Effort – Many Cycles

125 Acres, 250 Parcels

BART, County & Private Land

Mixed Use, Mixed Income

Community Benefits

▪ Affordable Housing
▪ Trails/Parks
▪ Childcare
▪ TDM - Joint Powers Authority
TOD Partners From Different Planets

Different Business Models
- Language
- Motivations
- Timing

Success
- Open
- Listen
- Flexible
- Creative
- Understand Internal Constraints
Coordinated TOD Takes a Longgg Time

MacArthur BART: Oakland
7 acres
BART Parking Lot + Acquisitions
Significant City Co-Investment
Significant State Investment
10 Year Program
City, RDA, State, 3 Developers, RWQCB, CalTrans, BART, AC Transit
Coordinated TOD Takes a Looonggg Time

MacArthur BART: Oakland

Community Benefits

- Affordable Housing
- Childcare
- Local Hiring
- Local Businesses
- LEED ND
- Increased Ridership
- TDM
What A Community Likes in Abstract May Not Be What They Like in Reality

San Leandro Crossings
Extensive Community Planning Process
No Height Limits
Reduced Parking
Pre-Zoned
Program EIR
State Funding
What A Community Likes in Abstract May Not Be What They Like in Reality

San Leandro Crossings
29 Meetings Later…
Affordable Housing Can Be a Catalyst for TOD

Mandela Gateway, Oakland
First Phase West Oakland BART Area
46 Units => 182 Units
20,000 s.f. Retail
Community Benefits:
- Affordable Rental/Ownership
- Retail Services/Fresh Food
- Safe Open Space
- Local Hiring
- Public Art
- Enviro Clean Up
The Money Dance: Sometimes It’s Not Pretty

Multiple Sources
Different Recipients
Multiple Policy Objectives
Conflicting Timing
Lessons Learned: Challenges to Creating Equitable TOD

- Political Leadership
- Upfront Patient Capital with Low/No Cost
- Embrace Your Partners
- Set Marathon Pace
- Be Ready to Take Advantage
- Build In Flexibility
- Don’t Let Go
- Don’t Lose Sight