

**BART Agreement Number: 6M6138**

**Approval Date: 04/02/24**

**Work Plan No. C.11-01 BART A-Line Jobs Attraction Study - Final Report**

**Scope:**

An analysis of the employment trends in the study area has been completed (Employment Trends Assessment: ARUP February 2023) and stakeholders' (Oakland, San

Leandro, County of Alameda, Hayward, Union City and Fremont) economic development goals and land use plans identified. The final task for the Jobs Attraction Study is development of the Strategy Report, which identifies the stations most compatible with employment trends and stakeholders' economic goals. The Strategy Report will use jobs and real estate metrics to evaluate local job growth and access potential at each station. The study will focus on more near term (i.e., through 2034) opportunities. The deliverables will include preliminary station strategies (PowerPoint), and a draft and final Strategy Report.

The Strategy Report should identify the key factors that BART and local jurisdictions can control or influence to "set the table" for a jobs-based end user. The requested analysis should address the following key questions and tasks:

- How has the pandemic created a new normal for the workplace and how can TOD capitalize on those trends?
- What types of job-based uses are most adaptable to TOD designs (employer size, industry, etc.)?
- The Implementation strategy will leverage the East Bay Economic Development Alliance's 2021 East Bay Forward report.
- Outline an implementation strategy that provides steps the local jurisdiction and BART can follow to attract desired land uses at strategic locations in the system.
- The Implementation strategy will be general enough to apply to the corridor but will also include station-specific recommendations where applicable.
- The final report will not include a test case scenario.

#### Task 0 – Project Management

This task includes time for HNTB to oversee invoicing and reporting, as well as high level oversight of the project.

#### Task 1 – Project Initiation

EPS will review background documents and coordinate with BART staff on study direction, data collection, and analysis.

#### Task 2 – Site Conditions Analysis

EPS will build from existing data to compile a site inventory and assessment of market potential that informs preliminary strategies. Task 2 will characterize demand for commercial development near each station. The findings from Task 2 will support preparation of recommendations to Cities and BART for public land joint development.

- PowerPoint presentation with site assessment by station

- Research findings matrix summarizing development opportunities and constraints by station
- Initial findings concerning development potential and station prioritization

### Task 3 - Jobs Attraction and Implementation Strategy

EPS will prepare a PowerPoint presentation with preliminary strategies for each station and the corridor overall. Recommendations will reflect findings from employment trends and site analysis, as well as critical review of BART joint development policy, consideration of funding opportunities, and other factors. EPS will meet with BART staff to preview, revise, and refine study recommendations. Strategies will be documented in a PowerPoint presentation for BART review and comment.

### Task 4 – Meetings

EPS will prepare for and attend one-on-one virtual meetings with City partners and East Bay EDA to discuss and refine preliminary local strategies (7 total)

### Task 5 – Deliverables

EPS will produce a draft A-Line Jobs Attraction Strategy Report with recommendations for BART and city joint development. Task 5 commences with preparation of an outline for Strategy Report. The Report is expected to be succinct (i.e., 10-30 pages plus 1-2 pages per station strategy), and include the following sections:

1. Study Overview and Exec Summary
2. Corridor & City Strategies & Market Considerations
3. Station Strategies
4. Implementation Strategy

### The Report should:

- Assess the real estate development potential of BART's property at each station, including BART parcels development potential and weaknesses, BART's parcel near-term opportunities, and which stations and BART's parcels have the highest opportunities for redevelopment in the near future versus long term.
- Identify barriers, if any, that could harm/undermine their redevelopment potential, zoning change recommendations, if any, etc.
- Develop phasing for development potential and the road map for the near-term jobs-focused development opportunities including:
- Identification of near-term BART Station areas well-suited to jobs-based development

- Types of potential development partners and potential tenants
- Consideration of illustrative, innovative solutions and/or non-traditional solutions (e.g., multi-tenant market space, ghost kitchens, etc.)
- Marketing strategy to attract potential partners/developers
- Other strategies as needed that could attract job-based development based on market shifts, current trends (i.e., remote work)
- Recommended future studies to be performed

EPS will deliver a draft Report to BART. Based on one round of consolidated comments from BART staff, EPS will revise the Report and produce a Final A-Line Jobs Attraction Strategy Report. The Report will offer recommendations for BART and City joint development projects.

**Prime: HNTB Corp**

<b>Subconsultant</b>	<b>Amount</b>	<b>DBE (Y/N)</b>	<b>SBE (Y/N)</b>
EPS	\$ 150,000	N	N

**Total Work Plan Value: \$ 157,897**