



BART's Transit-Oriented Development Program



[Flickr: Zach Franzen](#)

**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 by aiming for a max of 0.9 car spaces/unit and 1.6 car spaces/1,000 sf office on BART property (average, district wide)
- F. **Affordability:** 35% Target => 7,000 affordable units on BART property



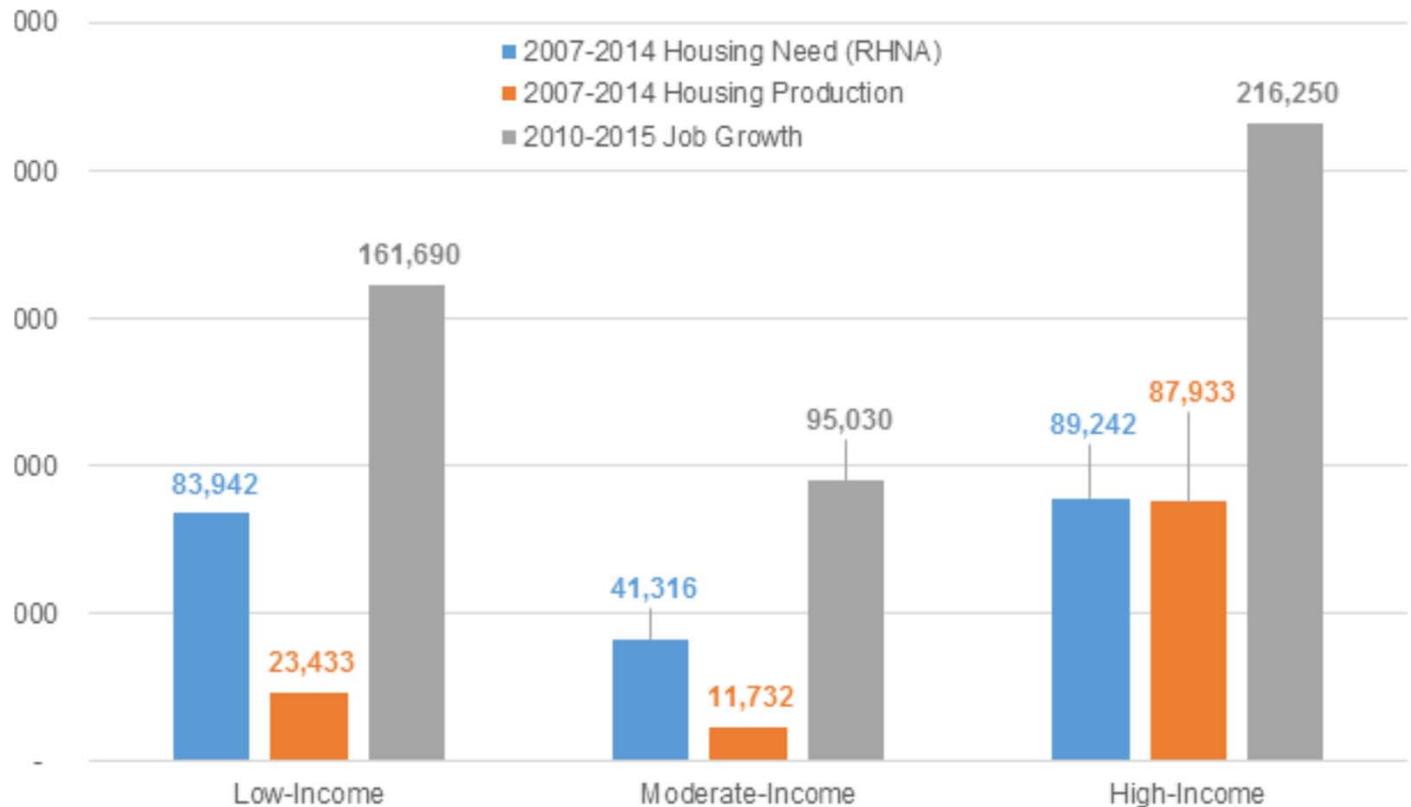
Why TOD at BART Stations?

Help housing growth catch up with job growth

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

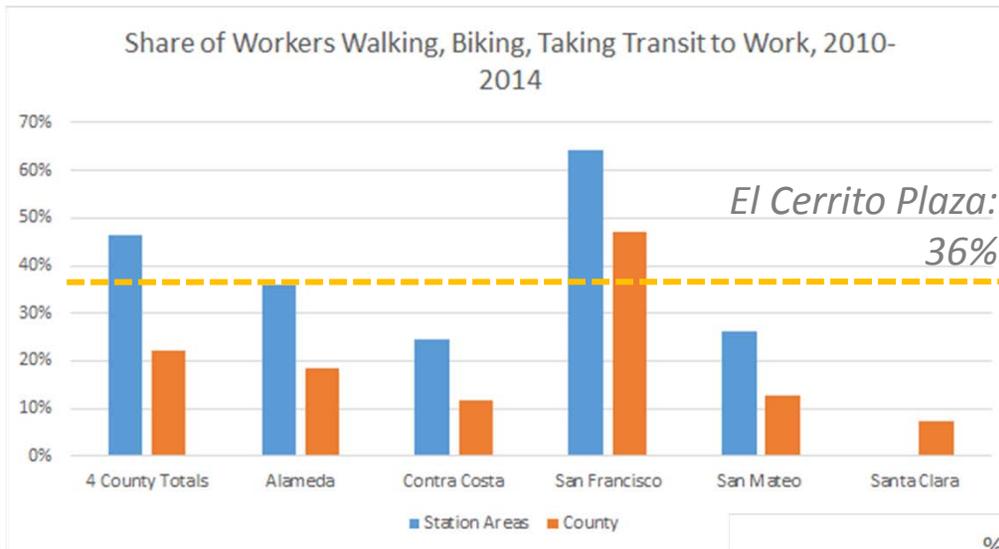
(Source: MTC)

Jobs Growth and Housing Production, Bay Area





Why TOD at BART Stations?

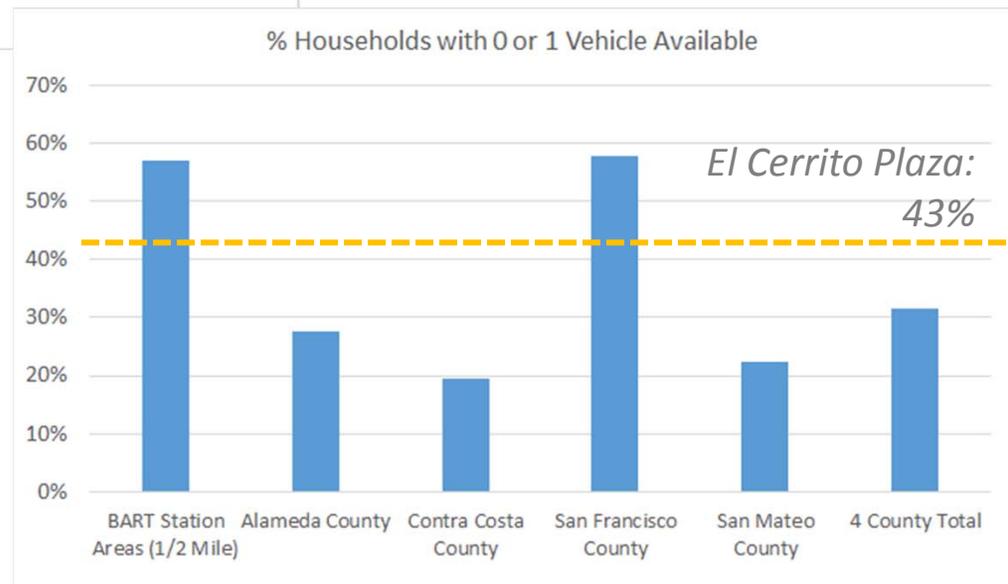


Offer Transportation Choices:

Almost half of commuters living ½ mile from BART walk, bike or take transit to work, vs. less than ¼ in the 4 county area

Reduce Auto Dependence:

More than half of households living ½ mile from BART own 1 or fewer cars – equivalent to San Francisco rates





Why TOD at BART Stations? Create places, enhance safety

Pleasant Hill/Contra Costa Centre Station



El Cerrito City Council – February 5, 2019

Fruitvale BART Paseo - Before



Fruitvale BART Paseo - After





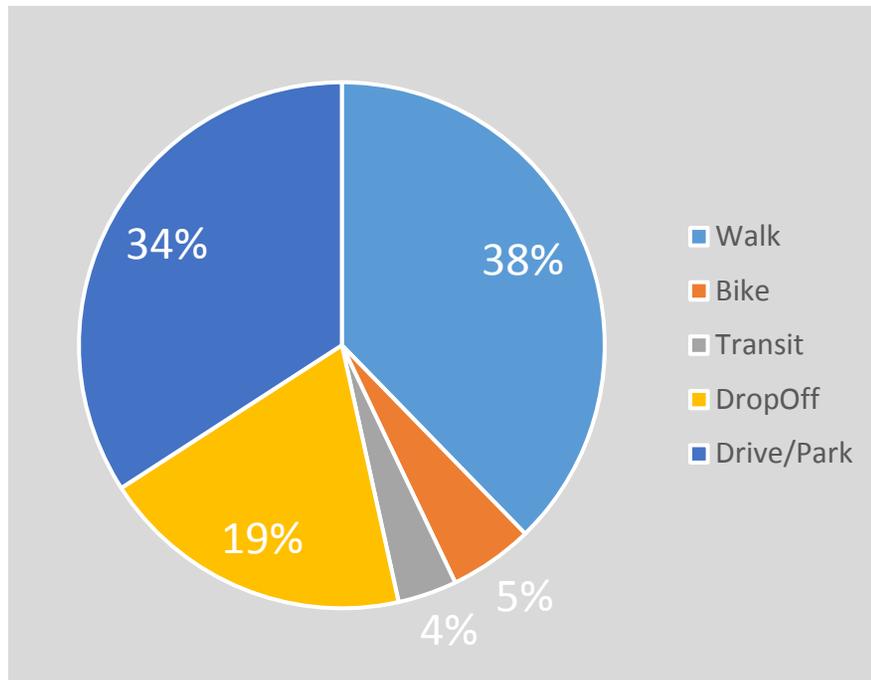
BART's Development Process



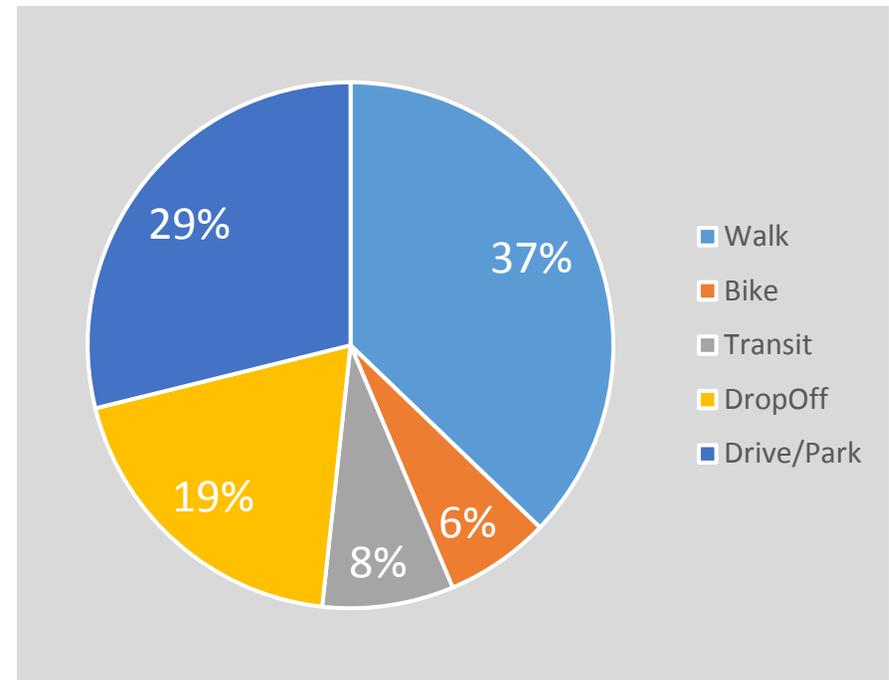


Station Access 2015

El Cerrito Plaza



Systemwide



Source: BART Station Profile Study 2015



Plaza Station – Sustainable Access Strategy for TOD

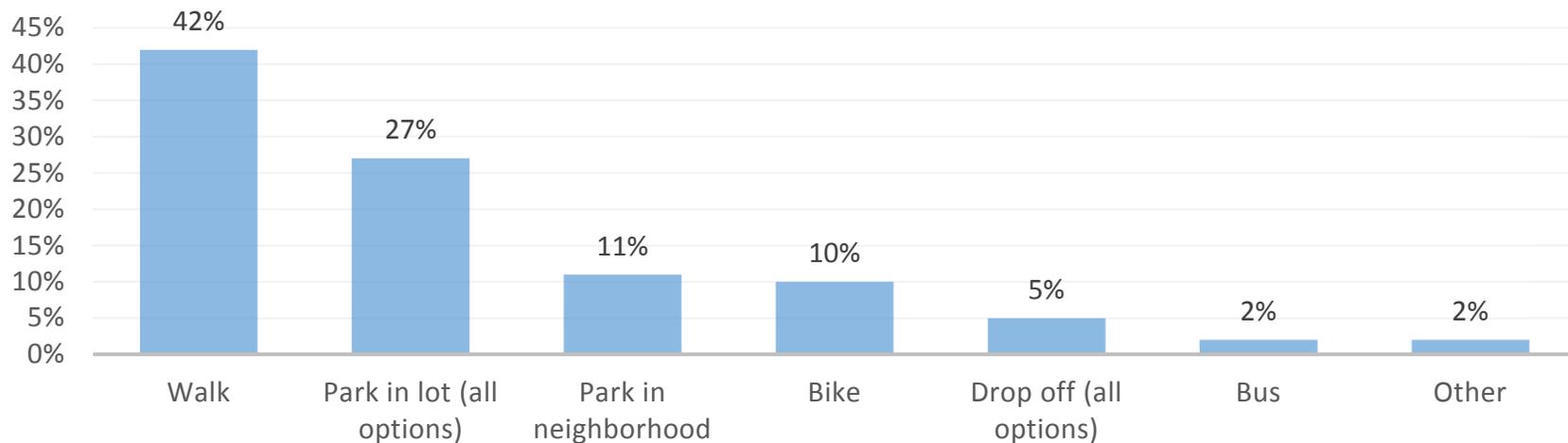
- **Purpose:** Engage the El Cerrito community in a conversation about Transit-Oriented Development (TOD), parking, and access at El Cerrito Plaza Station.
- **Method:** Review past plans and studies, engage the community through surveys, meetings, and public events, and analyze various parking replacement 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.



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

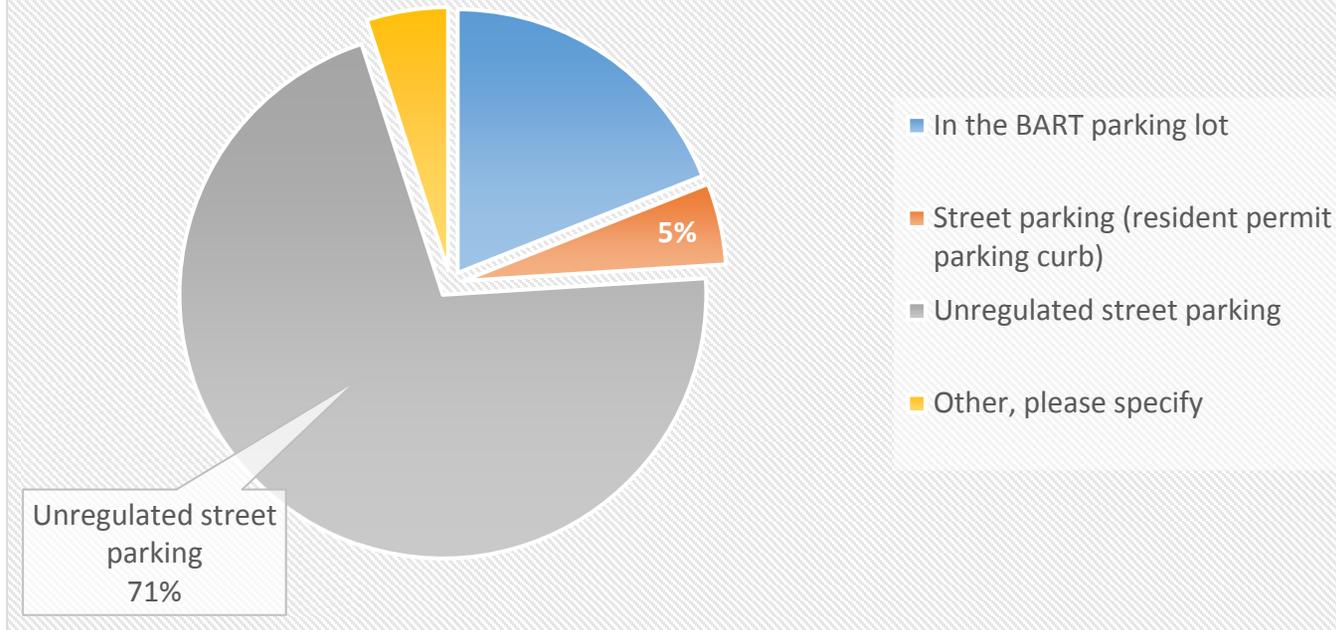
How do you usually get to the El Cerrito Plaza BART station? Please select primary travel mode.





Intercept Survey – Initial results

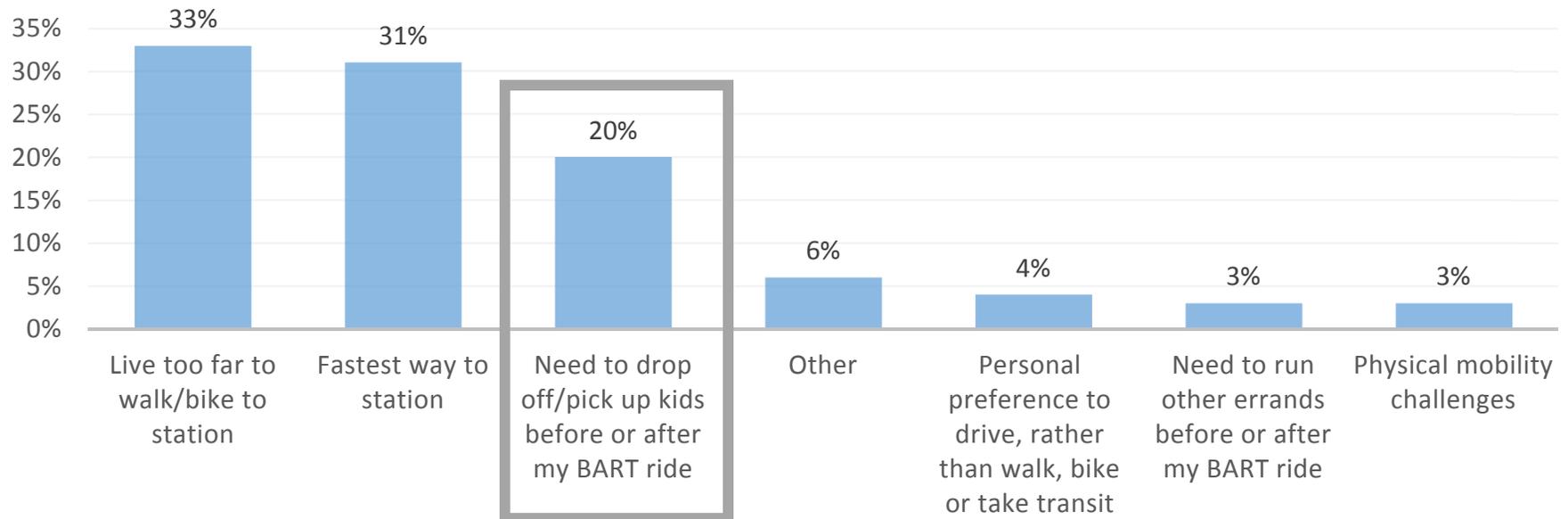
Where did you park when you drove to the El Cerrito Plaza station today?





Intercept Survey – Initial results

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





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?

