



# Request for Qualifications: Transit-Oriented Development at El Cerrito Plaza Station



Pre-Submittal Meeting

August 4, 2020

Contact: Shannon Dodge ([sdodge@bart.gov](mailto:sdodge@bart.gov))

Abby Thorne-Lyman ([athorne@bart.gov](mailto:athorne@bart.gov))

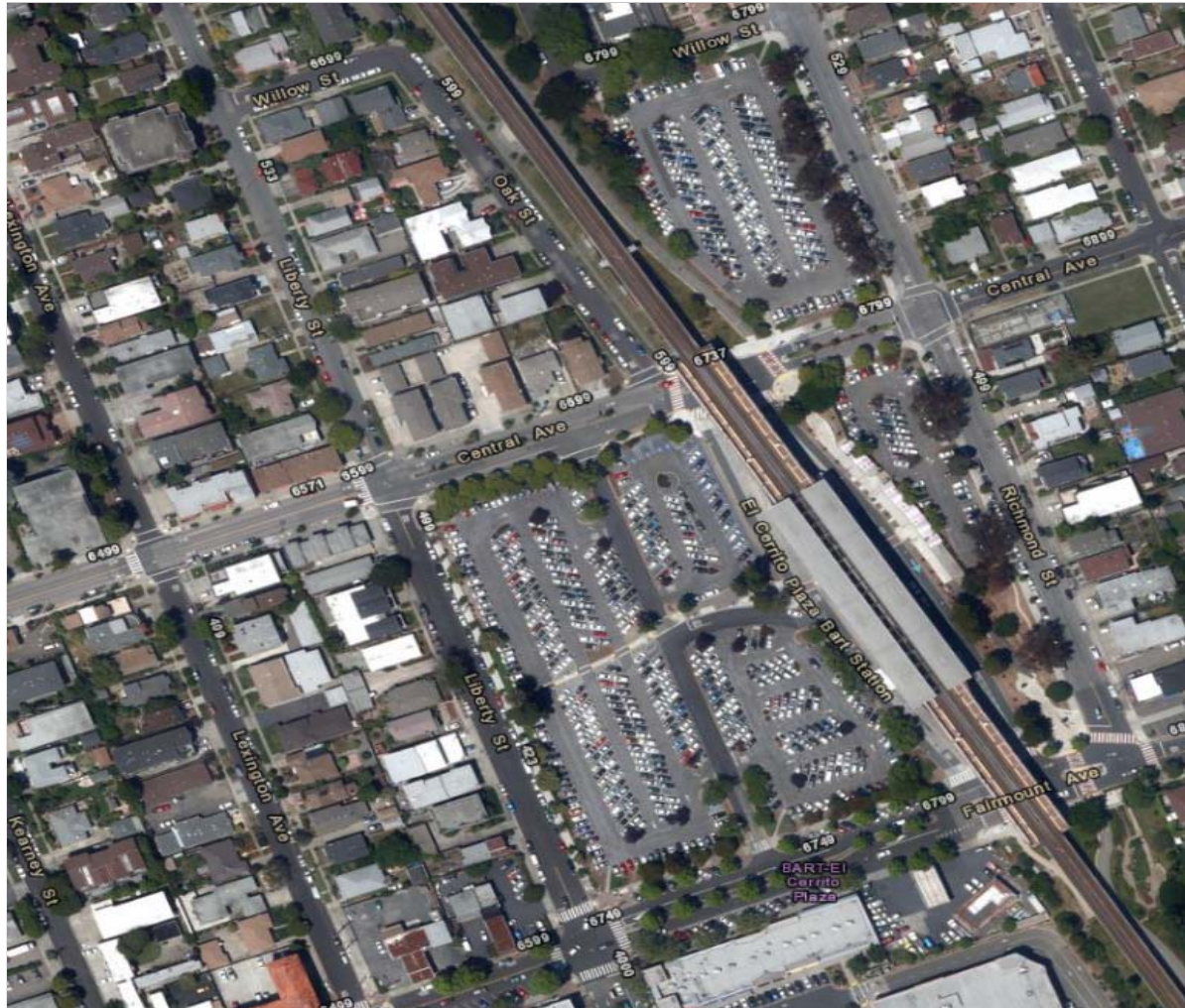


# Agenda

1. Introductions
2. BART and City Staff Presentation
3. Questions and Answers
  - Please type all questions into the chat window
  - Questions may also be submitted in writing until August 11; replies will be posted by August 20



# Summary of the Offering







# BART & City of El Cerrito joint Goals & Objectives

*(p. 9 of RFQ)*

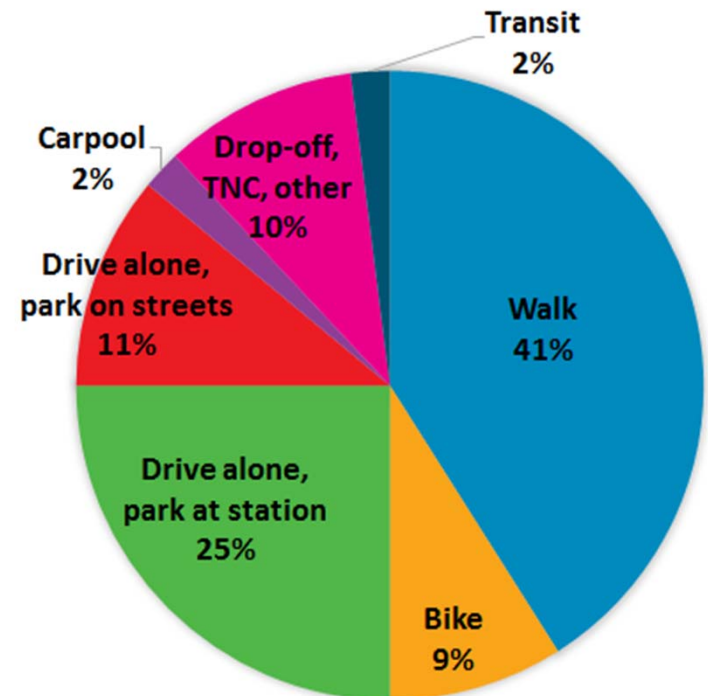
Goals	Objectives
Complete Communities	<ul style="list-style-type: none"><li>• Regularly engage with the community</li><li>• Enhance the Ohlone Greenway's role</li><li>• Create visual and physical connection</li><li>• Create active ground floor on Fairmount Avenue</li><li>• City to manage area parking</li><li>• Explore options for integrating public library</li></ul>
Sustainable Communities Strategy	<ul style="list-style-type: none"><li>• Address the regional housing need</li><li>• Deliver community serving facilities and dense residential mid-rise uses</li><li>• Incorporate green &amp; sustainable design</li></ul>
Ridership	<ul style="list-style-type: none"><li>• Increase BART ridership</li><li>• Attract BART patrons from the larger San Pablo Avenue Specific Plan area</li></ul>
Value Creation & Value Capture	<ul style="list-style-type: none"><li>• Deliver a feasible development that supports BART and City operations</li><li>• Participate in future area-wide financing efforts (e.g. parking benefits district)</li><li>• Leverage innovative third-party funding and financing options</li></ul>
Transportation Choice	<ul style="list-style-type: none"><li>• Increase the share of patrons who walk, bike, or take transit to BART</li><li>• Minimize the need for on-site BART patron parking replacement</li><li>• Enable new residents to reduce their reliance on cars</li><li>• Embrace the rapid evolution of mobility trends and technologies</li></ul>
Affordability	<ul style="list-style-type: none"><li>• Minimum of 20% units will be affordable to low and very-low income households</li><li>• Support the local economy through project labor agreements</li></ul>



## Station Access Considerations

- "Urban with Parking" station access type (aspirational)
  - Minimize the need for on-site parking replacement by maximizing multimodal access opportunities
- Assume 250 on-site parking spaces as a placeholder in the RFQ
- Actual parking replacement numbers will be informed by access planning and decided 1-2 years from now

El Cerrito Plaza Station Access Survey (January, 2019)





# Access Planning Underway at BART

## Caltrans Sustainable Communities grant **(in progress)**

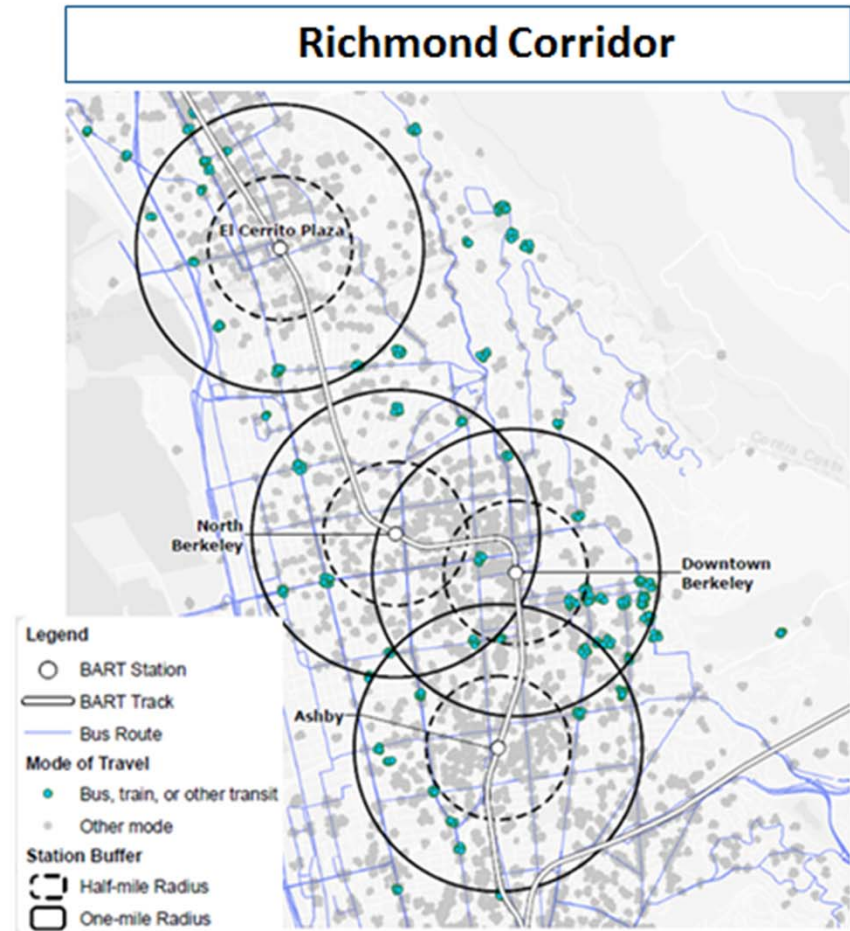
- Access strategy to minimize on-site BART replacement parking & maximize other access opportunities –to provide increased affordable housing and community benefits
- Efforts included: existing conditions assessment and stakeholder/community outreach.
- Next Steps: Feasibility of on-street parking management for BART patrons

## Caltrans Sustainable Communities + FTA TOD Pilot Grants **(to initiate in Winter 2020)**

- Future development at 3 consecutive stations within close proximity has significant potential to transform the corridor
- \$2.7M in grants to BART will support planning for comprehensive access improvements and transportation demand management (TDM) alternatives, as well as affordable housing

## El Cerrito Plaza Access study **(funded by Developer/managed by BART)**

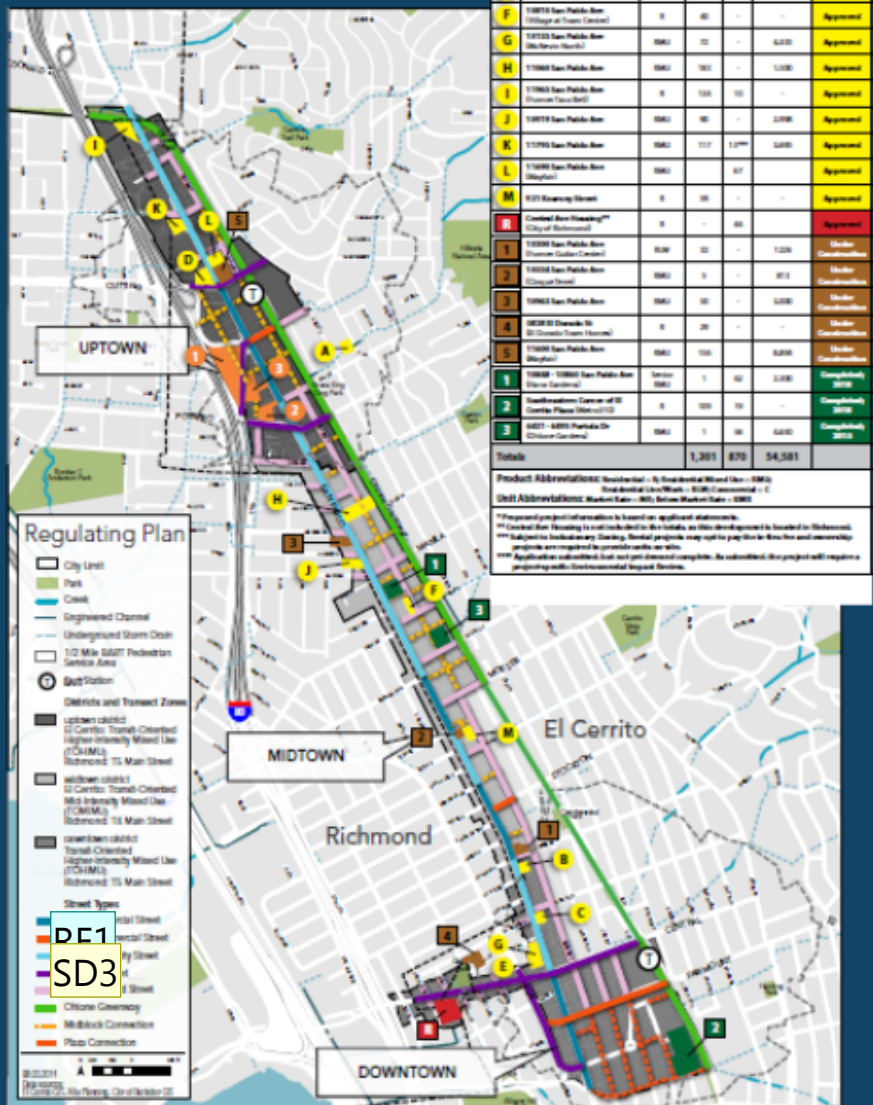
- Estimated cost: \$150-\$200k
- Grant-funded access planning efforts will inform Access Study





## El Cerrito San Pablo Avenue Corridor, Major Projects:

**Proposed, Approved, Under Construction,  
and Completed (as of 3/9/2020)**



Line	Project	Product	Units		Commercial Impact (\$)	Status
			MO	DMO		
1	10123 Eastside Bus Stop (Newman Street)	0662	1	0000	0.00	Proposed
2	8173 Parkway Bus Stop 10123/10 Eastside Bus	0662	50	0000	2.500	Proposed
3	10123 & 10123 Eastside Bus Stop (7000 Hwy 101 West)	0662 10 (New 201 revised)	10	0000	0.000 (allows 1.000 total)	Proposed
A	10123 Bus Stop	0	10	-	-	Agreed
B	10100 Eastside Bus Stop	0100	00	0000	1.000	Agreed
C	10123 Eastside Bus Stop	0	20	-	-	Agreed
D	10140 Eastside Bus Stop (Newman Street)	1040 (1218 Bus)	-	-	0.022	Agreed
E	10140 Eastside Bus Stop (Newman Street)	0	00	-	-	Agreed
F	10110 Eastside Bus Stop (Hillside at Ocean Central)	0	00	-	-	Agreed
G	10123 Eastside Bus Stop	0662	00	-	0.000	Agreed
H	10100 Eastside Bus Stop	0662	000	-	1.000	Agreed
I	10140 Eastside Bus Stop (Newman Street)	0	100	10	-	Agreed
J	10110 Eastside Bus Stop	0662	00	-	2.000	Agreed
K	10100 Eastside Bus Stop	0662	000	1.000	0.000	Agreed
L	10100 Eastside Bus Stop (Highway)	0662	00	-	0.00	Agreed
M	8173 Eastside Street	0	00	-	-	Agreed
N	Central Bus Stop (City of Richmond)	0	-	00	-	Agreed
1	10100 Eastside Bus Stop (Central)	0100	00	-	1.000	Under Construction
2	10100 Eastside Bus Stop (Highway)	0662	0	-	0.00	Under Construction
3	10100 Eastside Bus Stop	0662	00	-	1.000	Under Construction
4	8000 St. Francis St. St. Francis Plaza (New)	0	20	-	-	Under Construction
5	10100 Eastside Bus Stop (Highway)	0662	000	-	0.000	Under Construction
1	10100 - 10100 Eastside Bus Stop (Newman Street)	1000 0662	1	00	1.000	Completed 2019
2	10100/1000 Eastside Bus Stop (Newman Street)	0	100	10	-	Completed 2019
3	8000 - 8000 Eastside Bus Stop (Newman Street)	0662	1	00	0.000	Completed 2019
Totals:			1,300	070	\$4,501	

**Product Abbreviations:** *Acetaminophen* = *A*; *Acetaminophen & Mixed Use* = *AMU*  
*Acetaminophen & Ibuprofen* = *AI*; *Acetaminophen & Naproxen* = *AN*  
**Unit Abbreviations:** *Acetaminophen* = *AP*; *Ibuprofen* = *IB*; *Naproxen* = *N*

<sup>1</sup> *Frequency and/or duration of use is based on significant statements.*

<sup>2</sup> *Lowest dose showing is contraindicated in its entirety as this contraindication is located in *Warnings*.*

<sup>3</sup> *Indicated for Indication only. Several projects may opt to pay for the first few and necessary projects are recognized as possible on the site.*

<sup>4</sup> *Application of the *Acetaminophen* and *Ibuprofen* is not a complete. The submitters of the project will require a*



## Slide 7

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**RF1**

is this just the first phase as noted in the RFQ? what does that mean exactly? parking replacement numbers defined?

Rachel Factor, 8/3/2020

**SD3**

See p. 22-23 of RFQ.

Shannon Dodge, 8/3/2020





# The City of El Cerrito's San Pablo Avenue Specific Plan

## Plan Update

- Minor Update
- Program EIR
- 2019 Public Meetings
- Fall 2020 Kick Off EIR
- Approximately One Year (Fall 2021)
- Planning Commission, Design Review Board and City Council

[www.el-cerrito.org/SPASP](http://www.el-cerrito.org/SPASP)

## Entitlement/Approval Process

- Two Phases
  1. Pre Application
    - Community Engagement
    - Transportation/Parking
    - Preliminary DRB/PC Study Sessions
  2. Tier II/Tier IV
    - Design Review Board only (Tier II)
    - Planning Commission (Tier IV)
- Inclusionary Zoning



## Submittal Requirements

Site plans may be 11"x17", all other content 8.5"x11"

- A. Transmittal Letter
- B. Development Team Summary
- C. Small Business Participation (Attachment 1)
- D. Description of Relevant Experience: 3 projects completed by development team (maximum 3 pages each)
- E. Preliminary Development Concept with 2 alternatives (maximum 8 pages, including site plans and concept statement)
- F. Narrative (maximum 3 pages)
- G. Demonstration of Financial Capacity
- H. References



## Submittal Requirements Highlight 1: Library Feasibility (p. 32 – 33)

- Provide two preliminary development concept alternatives – one with a library and one without
  - Library alternative: 21,000 sq. ft. plus 63 dedicated parking spaces (p. 10)
- The cost of the library will not be borne by BART or the Selected Developer
- Concept Statement
  - Address the opportunities and tradeoffs involved with including a library in the TOD
  - In the Project Schedule, respondents may stipulate the date by which the City's decision is needed on inclusion of library





## Submittal Requirements Highlight 2: Affordable Housing (p. 32 – 33)

- Development Program should state the proposed amount of affordable housing, as both a number of units and share of housing provided.
- BART would like to see more than the minimum of 20% affordable housing provided
- However, local sources of funds for affordable housing are very limited
- Proposed amount of affordable housing should be realistic in local funding environment



## Submittal Requirements Highlight 3: Relevant Past Experience - Scoring Criteria

- Master planning for similarly sized, mixed-use projects including:
  - Mid-rise housing
  - Deed-restricted housing affordable to households with incomes below 80% of Area Median Income (AMI)
  - Retail and/or community facilities
- High quality transit-oriented development, including
  - Similar urban design, access, and transportation mgmt. goals
- Public agency partnerships/complex land transactions
  - Especially ground lease deals and transit agency partnerships
- Community engagement experience



## Submittal Requirements Highlight 4: Narrative (p. 33 – 34; max. 3 pages)

1. Some stakeholders are very concerned about **parking replacement** for BART patrons (including potential spillover impacts to adjacent neighborhoods) and ensuring access to the Station. Describe how you would approach future **engagement with the community** around this topic, and **relevant experience** that informs your proposed approach.
2. Describe any **experience your team may have in reducing parking** by accommodating multimodal access improvements or using transportation demand management strategies. Note any credentials, awards, or other highlights your team has received for relevant sustainable transportation work.
3. BART is seeking developers who will help “push the envelope” on innovation in sustainable development. Describe one or more **examples when you incorporated innovative elements**, processes, or strategies into a project despite resistance from the lending/investing community. How would you bring that experience to this project if selected?
4. Describe your approach and **experience to providing affordable housing in past projects**, and describe how this relates to any proposals to provide affordable housing in your development concept for El Cerrito Plaza.





## Submittal Requirements Highlight 5: Small Businesses

What  
Counts as a  
Small  
Business?

Small Businesses (SBs)  
certified by the CA Dept. of  
General Services



## Submittal Requirements Highlight 5 (cont'd): : Small Businesses Participation Scoring

- Proposers are required to indicate the Small Business participation commitment on Attachment 1 of the RFQ.
- Highest SB Participation commitment will be awarded 100% of the available points.
- Remaining SB Participation commitments will be awarded points based on a bell curve.

### Example SB Commitment Calculation:

Proposer	SB Commitment %	Percentile	Score
Firm 1	20	100	5
Firm 2	15	75	3
Firm 3	10	50	1

Percentile Range	Score
90 - 100	5
80 - 89	4
70 - 79	3
60 - 69	2
50 - 59	1
<49	0



## Teleconference Networking Session

- **NEW Date: Friday, August 14<sup>th</sup>**
- BART's Office of Civil Rights will be facilitating a teleconference Networking Session for interested firms to meet with Potential Developers
- Developers interested in participating in the Networking Session as a potential Developer are advised to contact Fei Liu, OCR, via email at **fliu@bart.gov** no later than Wednesday, August 12.
- Participating Potential Developers' RSVP contact information will be posted on BART's El Cerrito TOD webpage at [www.bart.gov/TODElCerritoPlaza](http://www.bart.gov/TODElCerritoPlaza).
  - Firms RSVP with potential Developers directly
  - Potential Developers will provide teleconference instructions
  - Potential Developers will provide to the District their RSVP schedules
- **Structure:** The Networking Session will last for 8 hours and interested firms will be given 5-minute time slots to introduce themselves to the participating potential Developers





## Pre-Development Costs

- **Exclusive Negotiating Agreement Deposit:** Selected developer to deposit \$100,000 to start, with expansion to be negotiated depending on BART needs, including but not limited to:
  - **Consultants and Outside Legal:** to negotiate the term sheet and lease option
  - **Access Study Reimbursement:** BART staff to lead access study to determine replacement parking, bus/shuttle needs, pedestrian/bike needs. Estimated cost \$150k-\$200k
  - **BART Staff Time** for Design & Construction Review upon design submittals post-entitlement; as needed to address impacts to station/system

SD2

## Slide 17

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**SD2**

Abby, no change to this as a result of receiving the grants, right?

Shannon Dodge, 7/31/2020



## Solicitation Timeline (subject to change)

August 11	RFQ Final Questions & Requests for Clarification due
August 12	Developer registration with BART for Networking Session
August 14	Networking Session Web Conference <i>(new date)</i>
August 20	BART Response to RFQ Questions and Requests for Clarification
Sept. 9, 4:00pm	Statements of Qualifications due
Week of Oct. 5	Interviews of Short-listed Teams
Nov. 19	Staff Recommendation to Board



## Submittal Instructions

Statements of Qualifications due **Sept. 9, 2020, 4:00 PM**  
1 unbound copy, 9 bound copies, 1 digital file, deposit\* to:

Attn: Shannon Dodge  
San Francisco Bay Area Rapid Transit District  
300 Lakeside Drive, 22<sup>nd</sup> Floor  
Oakland, CA 94612  
(510) 464-6936 (office)

\*Deposit check of \$25,000 payable to San Francisco Bay Area Rapid Transit District, noting in the memo: "El Cerrito Plaza Station ENA Deposit"

# Questions?



*Please type them into the chat window or email to [sdodge@bart.gov](mailto:sdodge@bart.gov) by Aug. 11.*

[www.bart.gov/TOD](http://www.bart.gov/TOD)

[www.bart.gov/TODElCerritoPlaza](http://www.bart.gov/TODElCerritoPlaza)



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