



**NORTHERN WATERFRONT
ECONOMIC DEVELOPMENT INITIATIVE
AD HOC COMMITTEE**

September 16, 2019

10:00 A.M.

Paramount Room, 777 Arnold Drive, Martinez

Supervisor Diane Burgis, District III
Supervisor Federal Glover, District V

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

1. Welcome and Introductions
2. ACCEPT public comments on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to three minutes).
3. REVIEW and APPROVE the draft meeting record for Dec. 5, 2018.
4. RECEIVE updates on Northern Waterfront work program updates and PROVIDE direction to staff.
5. Committee Member Comments
6. Adjourn to Next Meeting (date to be set)

The Northern Waterfront Economic Development Initiative (NWEDI) Ad Hoc Committee will provide reasonable accommodations for persons with disabilities planning to attend committee meetings. Contact the staff person listed below at least 72 hours before the meeting.

Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the NWEDI Ad Hoc Committee less than 96 hours prior to that meeting are available for public inspection at the Department of Conservation & Development, 30 Muir Road, Martinez, during normal business hours. Staff reports related to open session items on the agenda are also accessible on line at www.co.contra-costa.ca.us.

Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact: Amalia Cunningham, Economic Development Manager
Phone (925) 674-7806
amalia.cunningham@dcd.cccounty.us



Contra Costa County Board of Supervisors

Subcommittee Report

AIR-39244

NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE AD HOC CTE

Meeting Date: 09/16/2019

Subject: Meeting Record for December 2, 2018

Submitted For: John Kopchik, Director, Conservation & Development Department

Department: Conservation & Development

Referral No.: #3

Referral Name: N/A

Presenter: Amalia Cunningham

Contact: Amalia Cunningham,
925-674-7869

Referral History:

The draft meeting record from the Northern Waterfront Ad Hoc Committee's last meeting on December 5, 2018, is attached.

Referral Update:

N/A.

Recommendation(s)/Next Step(s):

REVIEW and APPROVE the draft meeting record for Dec. 5, 2018.

Attachments

Dec. 5, 2018 Meeting Record

**NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE
AD-HOC COMMITTEE MEETING RECORD - DRAFT
December 5, 2018 11:00 AM**

AGENDA ITEMS:

1. Introductions and Welcome

Supervisor Glover called the meeting to order at 11 AM and welcomed the approximately 30 members of the public in attendance.

2. Public comment on any item not on this agenda (speakers may be limited to three minutes) None at this time.

3. Review meeting record from the October 2, 2018 meeting

The Committee approved the meeting record.

4. RECEIVE updates and PROVIDE guidance to staff and/or recommendations to the full Board on the Northern Waterfront Economic Development Initiative (NWEDI) work program including:

A. Recent and upcoming economic development activity

Staff (Economic Development Manager Amalia Cunningham) gave an overview of recent DCD staff activities, including Opportunity Zone research, trademarking marketing phrases, and a magazine-style handout in draft form, which was passed around the Committee and among the audience.

Cunningham then introduced Workforce Development Board Executive Director Donna Van Wert who spoke to the recent changes in service delivery intended to provide services closer to job seekers, particularly in East Contra Costa County. She also invited attendees to have a quick tour of the office and career center on site following the Ad Hoc Committee's meeting.

Cunningham then introduced the County's Sustainability Coordinator Jody London, who spoke briefly about her role in implementing the Climate Action Plan. She elaborated on a current project, which is a partnership among many agencies to develop a blueprint for electric vehicle readiness in the County. The Blueprint has a workforce training component involving Pittsburg Unified School District Adult Education, among others.

B. Draft Strategic Action Plan, and preliminary concept for a Memorandum of Understanding (MOU) with city partners

Supervisor Glover and Conservation and Development Director John Kopchik introduced lead consultant Gary Craft of Craft Consulting, who very briefly covered the origins of the

Northern Waterfront Economic Development Initiative, and the mission statement and vision of the plan. He reiterated the goals from prior meetings and presentations, and noted some updates were made in response to the dialogue during and comments submitted after the October 2 Ad Hoc Committee meeting. He explained the actions were laid out in the full draft Strategic Action Plan (SAP), which was sent out in the agenda packet, and copies were handed out by staff during the meeting.

Both Supervisors indicated their interest in forwarding the Strategic Action Plan to the full Board for approval and thus moving out of the planning phase and into the implementation phase of the Initiative. They also indicated support for a Northern Waterfront event in the first half of 2019, to be further coordinated by staff and partners.

Five members of the public spoke on the item. Marti Roach requested increasing the environmental focus of the SAP, and provided written comments at the meeting (attached to this meeting record). Commercial broker Eric Rehn spoke about a new development project he is working on in Concord that meets many of the goals in the SAP, and provided a handout (attached to this meeting record). EC2 member Vin Rover spoke to interest in moving ahead to the implementation phase as well, and said his organization would be happy to partner with the County on an event. Demetrius Burnett of the San Francisco Foundation inquired if a racial lens would be used to evaluate the success of the Initiative. Iris Archuleta and Keith Archuleta of Emerald HPC, who wrote a prior NWEDI work product, the Conceptual Framework for Human Capital, commented in response, and there was further dialogue with both members of the Ad Hoc Committee on the topic. Charles Davidson spoke on increasing the focus of the advanced materials target industry to green/cleantech industries.

The Committee directed staff to incorporate comments where possible, and to bring forward the full SAP and the MOU, whether in outline or final form, to the Board of Supervisors, along with the presentation on the Conceptual Framework for Human Capital, in 2019 as soon as possible. Staff noted a meeting with the city partners would be scheduled soon to discuss the MOU outline more, and the Board presentation scheduled thereafter.

5. Committee Member Comments None at this time.

6. Adjourn to next meeting (date to be determined)

The Committee adjourned the meeting at 12:20 PM.

Attachments: Two written handouts from members of the public at the meeting.

Meeting record prepared by Economic Development Manager Amalia Cunningham.

NWEDI comments by Marti Roach, 12-5-18

1. I appreciated the receptivity to some of the language that was suggested by myself and the other 22 signers of the letter submitted last month. There are many in our County deeply concerned about the threats to our health and environment due to climate change impacts and who know that, due to the national position of our country it is up to states and local government to lead to the solutions that can meet our obligations to the world and our residents.

For this reason, we believe that important initiatives undertaken by the County need to infuse into the center of each a clear commitment to this vision of reduced use of fossil fuel and innovation to move us to the clean energy economy we all want.

All county activity, really, should be aligned with climate awareness and executed with mitigation and adaptation of the climate threat in mind. Seeing climate action plans as the repository for effective County action without integration with other key County efforts can easily lose the important opportunities for action.

It is critically important that the right “scaffolding” is set in the **principles, vision and goals** of this plan related to commitments to environmental protection, ensuring no growth of fossil fuel industrial processes and use of green city principles of development. Other great and green ideas may be mentioned in this plan, but ultimately it will be the core framework where we can hold accountability for delivering to our communities what is in the plan. So, this step is very important. **I think the language in these elements could be made stronger in this regard. The excitement about this project and a brand that supports maximum success could very well be that CCC and its city partners see the future and it is clean and green.**

There is a growing body of literature and case studies on environmentally sustainable economic development strategies. This is a focus that ensures environmental protection, ensures action to address climate threats and thirdly promises healthy local community benefits and healthy economic outcomes.

(James Hurd Nixon, President and Dr. Marc A. Weiss, Chairman and CEO, Global Urban Development.)

Finally, as a professional I work with local governments, non-profits and collaborations to support effective precipitation and stakeholder engagement in order to secure commitment and buy in to implementing solutions. Finding ways to keep local community members at the table is important. This engagement also includes the MOU process. This is a key step for all partners to NWEDI to feel co-ownership and the best way for this to happen is to have a process to co-develop the MOU—a facilitated process. Full throated commitment to execute needs the participation and the buy in that comes from helping to create something, not just say okay to it.

Written handout submitted at meeting 12/5/18

Northern Waterfront Industrial Incubator

Maker Space Project

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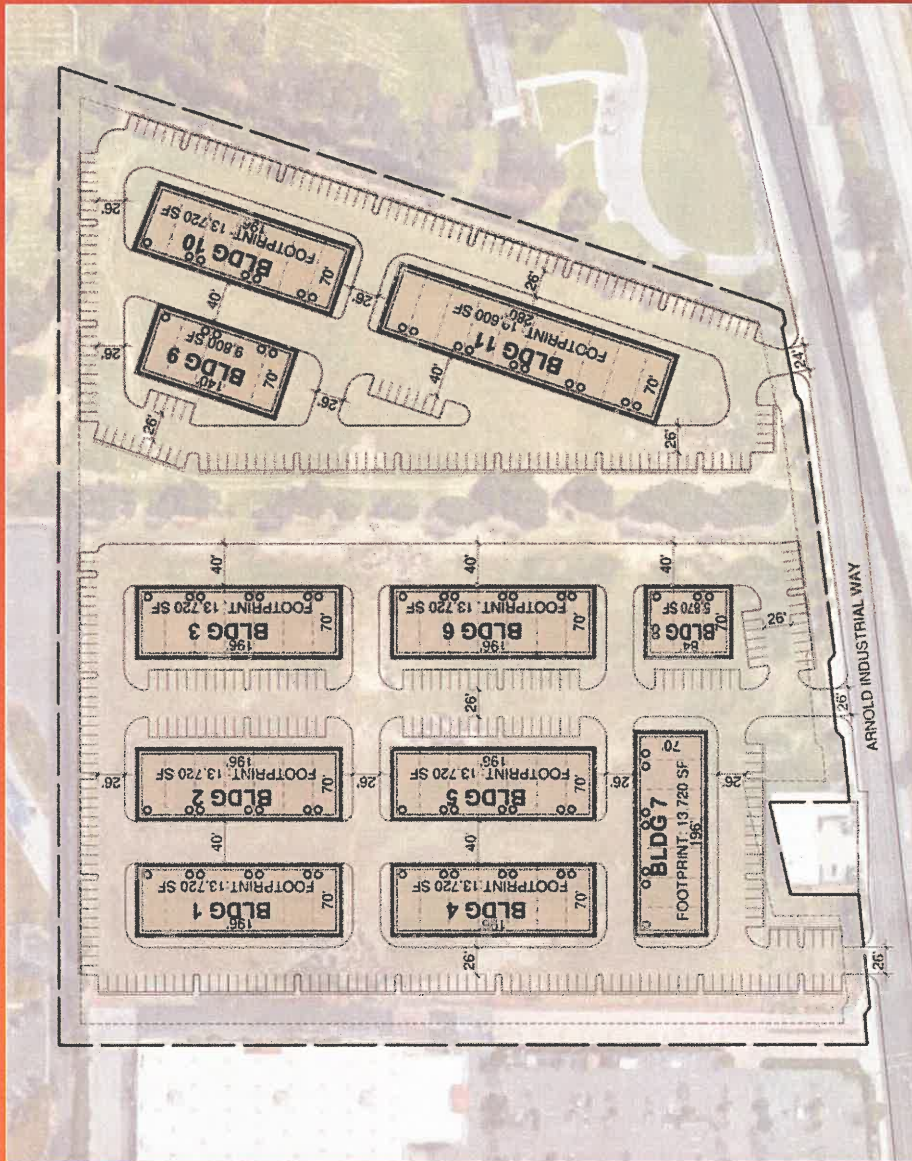


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Overview

- ❑ Light Industrial Incubator Project
- ❑ 150K sq. ft. over 12+ acres
- ❑ 12-14 buildings
- ❑ Small unit/bay size - 2,000 sq. ft.
- ❑ “Maker Space” ideal for startups
- ❑ Former industrial yard site

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Benefits

- ❑ Location for 75 start-up/small businesses
- ❑ High job multiplier for industrial/manufacturing
- ❑ Middle of the Northern Waterfront area
- ❑ Increased tax revenues & base due to improvements & jobs created
- ❑ Synergistic with the Naval Weapons Station project
- ❑ Over +300 new jobs

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Hurdles

- ❑ Time frame for zoning change
- ❑ Costs to determine costs
- ❑ Fees, fees, fees, & more fees
- ❑ Construction costs increasing faster than rents
- ❑ “Is this in the City or the County?” mixed support unless a perceived direct benefit
- ❑ Lack of understanding of current market dynamics

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Ask

- ☐ City/County cooperation - “Regional Project”
- ☐ Identification of all applicable fees
- ☐ Accelerated approval process
- ☐ Adjustment of “fixture fees” that are over weighted on smaller unit sizes
- ☐ Any help we can get

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Contra Costa County Board of Supervisors

Subcommittee Report

AIR-39323

NORTHERN WATERFRONT ECONOMIC DEVELOPMENT INITIATIVE AD HOC CTE

Meeting Date: 09/16/2019

Subject: Northern Waterfront Economic Development Initiative Work Program Updates

Submitted For: John Kopchik, Director, Conservation & Development Department

Department: Conservation & Development

Referral No.: #4

Referral Name: N/A

Presenter: Amalia Cunningham

Contact: Amalia Cunningham

Referral History:

Since the last meeting of the Northern Waterfront Ad Hoc Committee in December 2018, and presentations and updates to the Board of Supervisors in January, February, and June 2019, various elements of the Northern Waterfront Economic Development Initiative have proceeded. This report includes updates on multiple efforts.

Referral Update:

Since the June 2019 meeting of the Board of Supervisors, at which the full Board approved entering into a Memorandum of Understanding (MOU) with the seven cities who form the Northern Waterfront partnership, all seven cities have approved the MOU by unanimous votes of their City Councils. The City Councils that approved the MOU as a discussion item offered many positive comments about the benefits of working cooperatively with the County and the other cities to undertake joint projects for the benefit of their residents.

Additional recent economic development activity under the umbrella of the MOU includes:

- The staff-level working group for regional branding in East Contra Costa has developed a preliminary work plan for a one-year program that would result in a recommended branding campaign tying into the Northern Waterfront initiative's goals. The discussions are moving along and there will be a board order with the final recommendation for a consultant and the County's share of the cost later this fall. City of Brentwood is planning to act as the administrative lead.
- The short-line rail feasibility study on Wilbur Avenue in Antioch, unincorporated Contra Costa County, and Oakley is underway. The preliminary findings are expected around December. The project is managed by the Department of

Conservation and Development transportation group with significant cooperation from both cities, especially Antioch as much of the study area is within Antioch. The study is funded by a grant of \$37,500 from the U.S. Economic Development Administration with a matching cost allocation from the County.

- Tour of the Northern Waterfront with Metropolitan Transportation Commission (MTC) staff, to make sure the area's unique characteristics are better understood by one of the main regional agencies preparing long-term plans for the Bay Area. This was a daylong event on Sept. 12, with a stop in and participation from each city. This was an opportunity for each city to highlight a key site for the regional officials, and to illustrate the overarching principle of partnership and regional collaboration that is a hallmark of the Northern Waterfront Initiative.
- In accordance with direction from the Board of Supervisors on Sept. 10 (Attachment A), letters of interest were submitted today (Sept. 16) for three Priority Production Areas (PPAs) within unincorporated Contra Costa County - Pacheco/North Concord, Bay Point, and Byron Airport. PPAs are a new program of MTC being piloted in 2020. Staff has been tracking the PPA program since it was first announced and is looking forward to participating in the pilot program.

The Northern Waterfront work is funded by the Board of Supervisors' approval of \$500,000 in 2017. Staff continues to manage the programs within this allocation, with no new funding requests anticipated in the current fiscal year (2019-20). Of the implementation projects below that were approved by the full Board in February 2019, they are all ongoing for the fiscal year, with the exception of the Forum. The Forum was a one-time event in May 2019, and when the final accounting is complete, will be under the estimated budget number below thanks to the partnership with EC2 to secure lunch sponsors and defray costs.

Northern Waterfront Initiative Implementation Budget

| | |
|---|-----------------|
| Northern Waterfront funding approved by Board in 2017 | \$500,000 |
| <i>Previously committed to short-line rail grant match and consultant contracts</i> | \$263,000 |
| Remaining for projects and programs: | \$237,000 |
| 2019-20 projects and preliminary allocation approved by Board in Feb. 2019 | \$142,500 |
| <i>Hercules potential bioscience site predevelopment costs</i> | \$50,000 |
| <i>Northern Waterfront Forum 2019</i> | \$12,500 |
| <i>Crockett waterfront issues</i> | \$10,000 |
| <i>Marketing, such as branding and promotional video</i> | \$70,000 |
| Remaining Northern Waterfront economic development funds for 2019-20: | \$94,500 |

Various other exciting complementary events are taking place around the region to help market the strengths and opportunities of the Northern Waterfront, such as EC2's Brokers' Breakfast in Pittsburg on October 7 and the Workforce Development Board's Untapped Talent forum in Antioch on October 9. Staff and partners have also been participating in or tracking regional collaborative efforts with similar goals, such as the East Bay Leadership Council's Economic Development Task Force, and a new effort called the Diablo Valley Tech Initiative hosted by Diablo Valley College.

Staff continues to investigate small business assistance programs that may be of benefit to Northern Waterfront entrepreneurs, as recommended by the adopted Northern Waterfront Strategic Action Plan. Recently staff has been researching, in conjunction with City staff partners, programs for microloans, revolving loan programs, and equity ownership programs. Staff has also asked BART staff to hold a small/disadvantaged business event in the County. Staff will bring more information to the Committee when there is more information or a recommendation on any of these business assistance programs.

Meanwhile, industrial vacancy rates countywide for the second quarter of 2019 were estimated at between 2-4% by various brokerage houses, helped greatly by Bombardier's lease of more than 100,000 square feet in Pittsburg for BART car assembly in the Northern Waterfront region. Sales tax from unincorporated County outlets was up 2.7% in the first quarter of 2019 compared to the first quarter of 2018. Finally, the unemployment rate in Contra Costa County was 3.4% in July 2019 according to the Employment Development Department, below the California rate of 4.4%.

Recommendation(s)/Next Step(s):

RECEIVE updates on the Northern Waterfront Initiative work program and PROVIDE direction to staff.

Attachments

Attachment A: Sept. 10 Board Order - PDAs and PPAs



Contra
Costa
County

To: Board of Supervisors

From: John Kopchik, Director, Conservation & Development Department

Date: September 10, 2019

Subject: MTC Priority Development Areas and Priority Production Areas

RECOMMENDATION(S):

AUTHORIZE the Conservation and Development Director to submit the following to the Metropolitan Transportation Commission (MTC):

1. Letter of Interest to expand the "Downtown El Sobrante" Priority Development Area (PDA);
2. Letter of Confirmation to document plans for reducing vehicles miles traveled in the "Downtown El Sobrante" PDA;
3. Letter of Interest to expand the Pittsburg/Bay Point PDA;
4. Letter of Interest to establish three Priority Production Areas (PPA) through the PPA Pilot Program; Pacheco, Bay Point Waterfront, and Byron Airport, supporting the Northern Waterfront Initiative.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **09/10/2019** ☐ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: September 10, 2019

Contact: Colin Piethe
(925) 674-7755

David J. Twa, County Administrator and Clerk of the Board of
Supervisors

By: , Deputy

FISCAL IMPACT:

Failing to update, expand, or establish Priority Area designations may prevent the County from receiving MTC or other grant funding for transportation, housing, and economic development projects in existing and potential Priority Areas throughout the county.

BACKGROUND:

On June 17, 2019, the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG) released an open call for letters of interest and letters of confirmation for Priority Areas based on new criteria developed by MTC. The basis for MTC's Priority Area policies is established in climate change legislation, AB32 (2006) the Global Warming Solutions and SB 375 (2008) Sustainable Communities and Climate Protection Act.

Priority Areas include PDAs, Priority Production Areas PPAs, a new pilot program, and Priority Conservation Areas (PCAs). MTC assigned policy criteria to these locally designated planning areas to coordinate transportation, housing, and job growth, as well as manufacturing, distribution, or similar types of industries. PDAs and PCAs are part of MTC's Plan Bay Area 2050's Regional Growth Framework. These areas inform MTC's investments, and are often used as grant eligibility criteria by other agencies or organizations.

This call allows local jurisdictions to revise existing Priority Area boundaries and nominate new Priority Areas, but also requires jurisdictions with existing or new "Connected Community" Priority Development Areas to adopt policies to reduce Vehicle Miles Traveled (VMT). The County must submit formal requests in order to comply with MTC's updated criteria, and to revise or apply for new Priority Areas. The following sections list these criteria and explain the rationale behind staff recommendations.

As stated above, one critical reason for refining and establishing the PDAs and PPAs is to ensure eligibility for funding. That funding has typically come in the form of competitive grants. Once new grant cycles are announced, staff will develop a proposed response, coordinate with the District offices, and seek Board of Supervisors approval for grant applications. Given the multijurisdictional nature of the Northern Waterfront Economic Development Initiative, staff will investigate opportunities with neighboring agencies for a collaborative approach in order to increase our chances of success.

1. Priority Development Areas

MTC's PDA Planning Program, defines PDAs as geographic areas that are:

- Within an urbanized area;
- Planned for significant housing growth, including affordable housing; and
- Served by an existing or planned rail station, ferry terminal, or bus stop served by a route, or routes, with peak bus frequencies of 20 minutes or less.

This [map](#) shows current PDA designations which are defined below:

"Transit-rich" PDA's follow the above criteria but the majority of their land area must be within a half mile of an existing or planned rail station, ferry terminal, or intersection of 2 or more bus routes with peak frequencies of 15 minutes or less (meets state definition for Transit Priority Area).

"Connected Community" PDA's must have the majority (50% or more) of their land area within a half mile of an existing or planned bus route with frequencies of no more than 30 minutes in peak periods. They must also have one of the following criteria: 1. Located in a High Resource Area (HRA), as defined by the California Department of Housing and Community Development (HCD); or 2. Have adopted, or shown

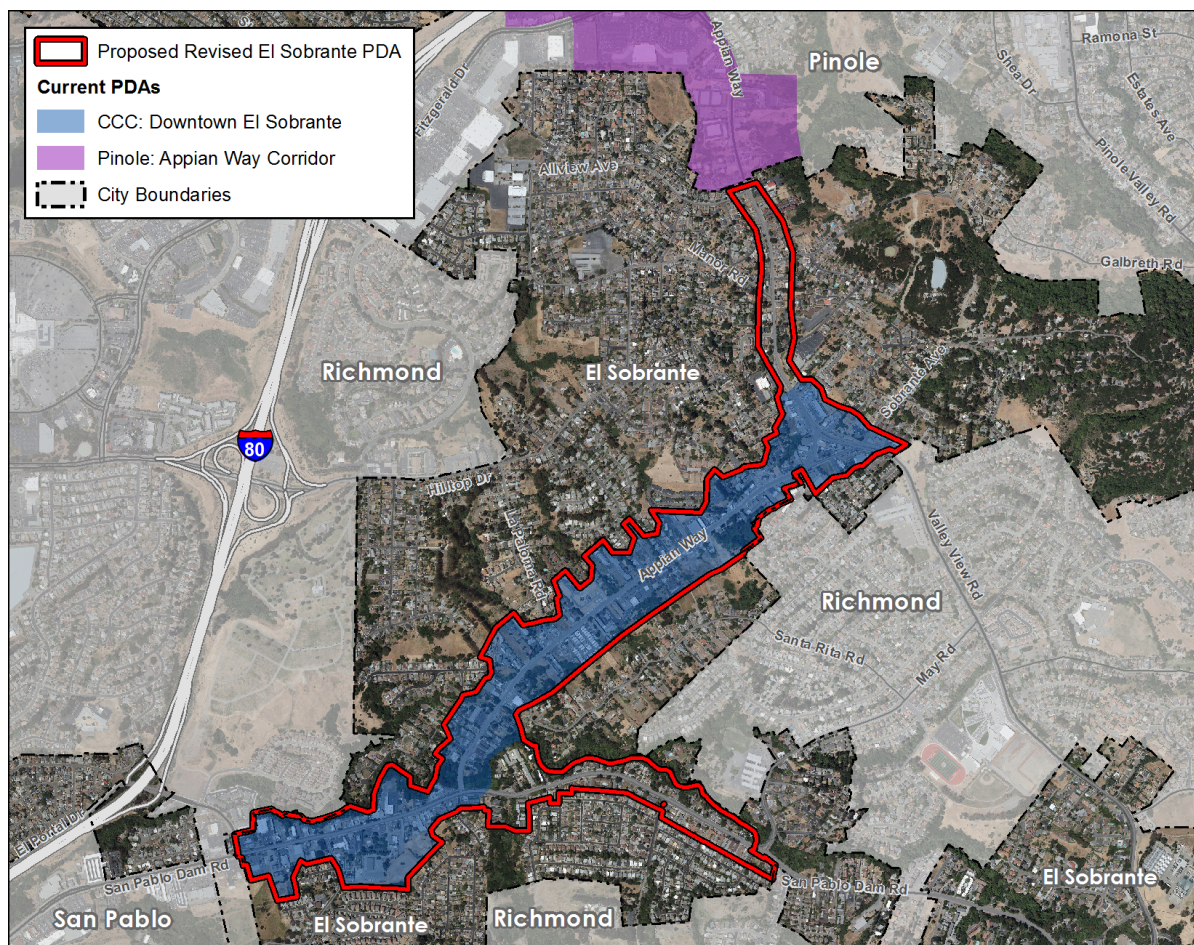
commitment to adopt two or more policies shown to reduce vehicle miles traveled (VMT).

Revised PDAs -Downtown El Sobrante

Staff recommends the County expand the Downtown El Sobrante “Connected Community” PDA North along Appian Way until Dalessi Drive, where the “Appian Way Corridor PDA” begins in Pinole (see Figure 1) and east along San Pablo Dam Road to just east of May Road to include multifamily and commercial land uses. The County is currently updating its General Plan, and at a visioning meeting on May 30th 2019, residents expressed a desire for more mixed-use development along Appian Way, and to make the downtown area more pedestrian-friendly.

- The County wishes to stimulate economic development in El Sobrante to work towards a better spatial balance of jobs and housing.
- Per General Plan policies 5-J, 5-L, and 5-24, investing in infrastructure for transit and active modes will reduce reliance on driving.
- Expanding this PDA will help the County be more competitive for grant opportunities, which will help achieve goals set by both residents and the County.

Figure 1. Proposed Revision to Downtown El Sobrante PDA



Letter of Confirmation - Downtown El Sobrante

MTC requires jurisdictions to maintain “Connected Community” PDA status by submitting a “Letter of Confirmation” to confirm the jurisdiction’s intent to adopt a VMT-reduction policy in one of three ways: 1. Parking and Transportation Demand Management Ordinance or Citywide Impact Fee, 2. Vision Zero/Safety Plan or Bicycle and Pedestrian Infrastructure Plan, or 3. Another policy or plan documented by research to achieve significant VMT reduction.

DCD staff is currently developing a Vision Zero Plan in collaboration with the Public Works Department. CalTrans recently awarded the County a Sustainable Communities Grant to create a bicycle and pedestrian action plan for unincorporated County areas. These plans will be finished before 2025, and fulfill policy option 2 in the Letter of Confirmation.

Revised PDAs - Pittsburg/Bay Point

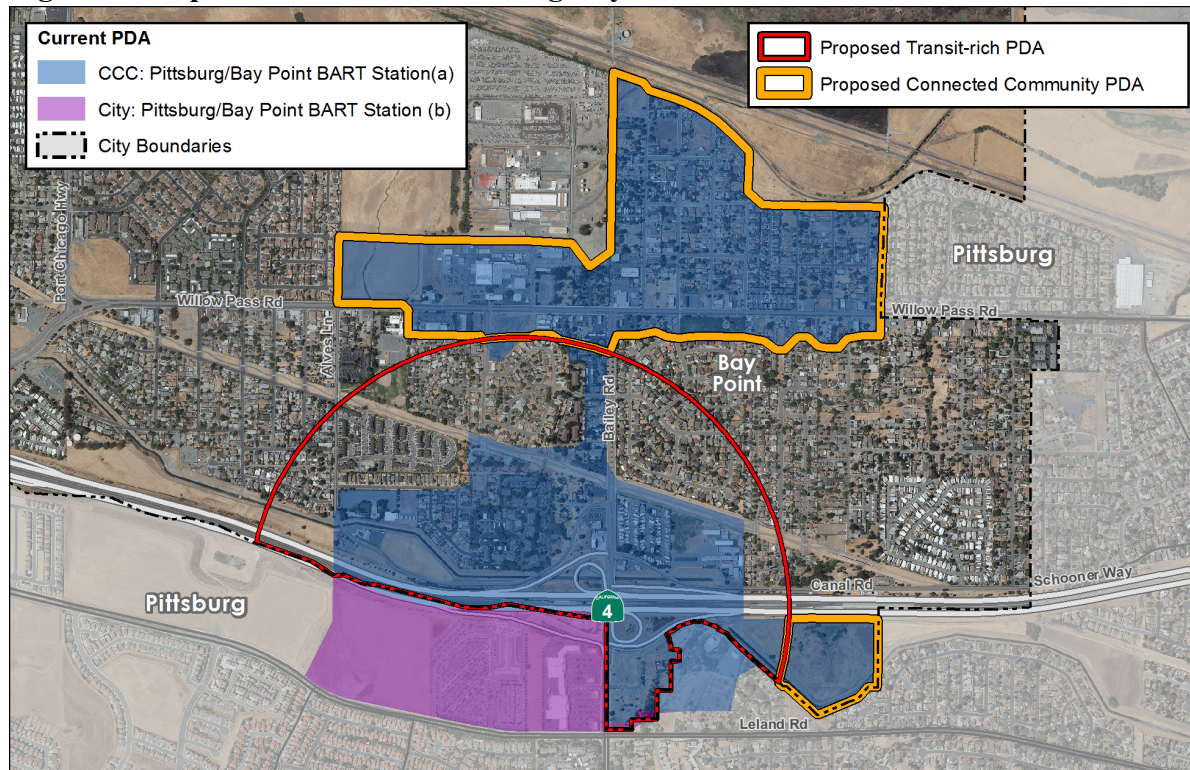
The existing Pittsburg/Bay Point PDA is proposed to be expanded to a half-mile radius around the Pittsburg/Bay Point BART station because those are Transit-Rich PDA-eligible areas (see Figure 2). Because portions of the existing PDA falls outside of the “transit-rich” eligible areas, CCTA will submit a letter of confirmation to designate those areas as a Connected Community PDA. CCTA is currently discussing the feasibility of increasing transit service through these areas with TriDelta Transit and MTC to achieve that Connected Community designation. According to MTC staff, confirming these designations will be conditional upon CCTA and TriDelta Transit’s funding capacity and plans for bus frequencies in these PDA areas.

At the April 18, 2019 General Plan Update visioning meeting for Bay Point and Clyde, residents expressed a desire for better connectivity, including better access to parks.

An expanded PDA boundary will increase the areas in which the County can coordinate transportation improvements with focused growth around the Pittsburg/Bay Point BART station.

The County’s PDA needs to contract in one small area south of Highway 4 because it was annexed to the City of Pittsburg subsequent to the County originally proposing to include it in the PDA.

Figure 2. Proposed Revision to Pittsburg/Bay Point PDA



Remaining PDAs

DCD staff has reviewed the status of all the PDAs in, and impacting unincorporated Contra Costa County. The County's PDA at Contra Costa Centre is in compliance with no further action required at this time. The County's PDA in North Richmond will require a Letter of Confirmation from CCTA regarding transit service status.

The San Pablo Avenue PDA is a multijurisdictional effort among the West County cities and the County, and will require a Letter of Confirmation from CCTA and/or WCCTAC regarding the status of transit service. DCD Transportation staff is in discussions with those agencies regarding the provision of necessary documentation by the September 16 deadline.

New PDAs

While consideration was given to nominating Saranap, Crockett, and Pacheco as new PDAs, these communities fall outside of PDA-eligible areas indicated on MTC's "[2019 Priority Development Area Letter of Interest Guide Map](#)". MTC requires that PDA nominations for such areas submit plans for transit serving the area to reach 30 minute frequencies. There is currently no funding mechanism available to reach that level of transit service. According to estimates from County Connection staff it would cost nearly \$500,000 annually to reach 30 minute frequencies on Route 1 on Boulevard Avenue, in Saranap. Crockett and Pacheco have similar limitations with no funding mechanism to meet the headway requirement. Staff has and will continue to explore options for identifying additional transit funding. At the present time, given these constraints, staff does not recommend nominating any new PDAs.

2. Priority Production Areas

This is a new program that MTC is piloting as part of the Plan Bay Area 2050 regional planning effort. The County has been advocating that MTC develop a jobs-oriented incentive program for several years.

The intention of the pilot program is to protect and support the Bay Area's industrial and manufacturing sector through the provision of resources and implementation of streamlining actions. Thus, these PPAs should be whole districts that are consistent with current land use designations, have the capacity to add jobs, spur economic growth and result in other desirable land use outcomes. However, at this point in the pilot program, there is no associated grant funding. MTC is seeking PPA Letters of Interest from jurisdictions, using the following selection criteria:

- Has industrial/manufacturing uses and zoned for industrial uses;
- Does not include land within one-half mile of a regional rail station;
- No overlap with a PDA;
- Within an urbanized area; and
- Located in a jurisdiction that has a certified Housing Element.

There are a number of ways in which the County might benefit from identifying potential PPAs. The designated areas will be officially recognized in the region's long-range plan, Plan Bay Area 2050, which will promote and position them for future investment. Similar to grant programs associated with PDAs, the assumption is that the PPA program will eventually include a grant program through ABAG and MTC. Other investment may come from businesses that are looking to take advantage of the PPA designation.

Staff reviewed areas throughout unincorporated Contra Costa, with a special focus on the Northern Waterfront Initiative area, for compatibility with the PPA criteria and goals with a special focus on the Northern Waterfront. Ultimately, staff recommends submitting Letters of Interest for three potential PPAs: Pacheco/North Concord (includes Northern Waterfront), Bay Point (includes Northern Waterfront), and Byron Airport. These areas each contain large, contiguous portions of land that are already zoned for industrial-type uses. The Pacheco/North Concord and Bay Point areas are within the Northern Waterfront, and Byron Airport is considered complementary to the Northern Waterfront. Moreover, the proposed PPAs do not overlap with PDA-eligible land, allowing for the option of future expansion of the PDAs down the road. The Pacheco and Bay Point PPAs are well situated near affordable housing and transit, while the Byron Airport and Pacheco PPAs have the unique asset of regional airports which could drive aviation and innovation companies to locate there.

Pacheco PPA

The proposed Pacheco PPA (Figure 3) is a collection of parcels zoned for manufacturing, light industrial, and heavy industrial and commercial use in the Pacheco-unincorporated North Concord-Buchanan Field area. It is bordered by the Urban Limit Line to the north, City of Martinez to the west, City of Concord to the south, and by natural barriers to the east. The zone also includes Buchanan Airport and is only a couple of miles from shipping channel docks. Highway 680 and Highway 4, both major arterials, also border this zone, while rail tracks run along its northern section. There is a large cluster of industrial activities currently in this area, considered to be within the Northern Waterfront Economic Development Initiative area, with the biggest being the Tesoro Golden Eagle Refinery. Advanced manufacturing is a key industry for its middle-wage jobs.

Figure 3. Proposed Pacheco PPA



Bay Point Waterfront PPA

The proposed Bay Point Waterfront PPA (Figure 4) is centrally located in Bay Point and primarily zoned for heavy industry within the existing P-1 overlay. It is bordered by marshland to the north, residential neighborhoods east and west, and both Willow Pass Road and an existing PDA to the south. Suisun Bay access is just to the north, while the Willow Pass Road and Highway 4, both major arterials, are just south of the proposed PDA. The Henkel Corporation and Criterion Catalyst are existing large employers within the proposed PPA, and are also some of the largest employers in the unincorporated County. As this area is also within the Northern Waterfront Economic Development Initiative area and has large developable parcels, advanced manufacturing is a target industry to retain and attract.

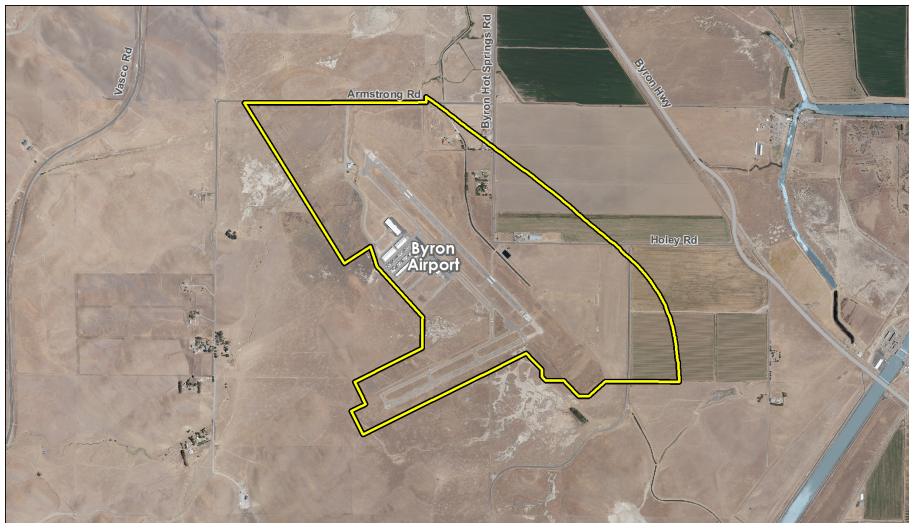
Figure 4. Proposed Bay Point Waterfront PPA



Byron Airport PPA

The Byron Airport PPA (Figure 5) is the area within the ULL, but not designated Open Space, surrounding the Byron Airport. It is primarily zoned P-1, with some agricultural designations. It is bordered by protected open space and habitat lands, on all sides except the east, where agricultural lands are found. Vasco Road is a major arterial to the west. Currently, there is minimal industry at this proposed PPA and it may not meet MTC's "urbanized" standard. However, the County has worked to promote private investment and development at the airport for many years, and there is anticipated growth in the innovation and aviation industry.

Figure 5. Proposed Byron Airport PPA



In addition to the three PPAs within the unincorporated County, the staff recommendation includes a letter of support for the PPA proposal for the Wilbur Avenue corridor (within the Northern Waterfront) that will be submitted by the City of Antioch. A small section of Wilbur is unincorporated, but the preponderance is incorporated, so Antioch will be the administrative lead for the submittal. The County and City are already cooperating in this area on the short-line rail feasibility study underway by the County.

3. Priority Conservation Areas

The County has previously coordinated with MTC to establish and maintain Priority Conservation Areas throughout the County and staff has not identified the need for additional designations. A [map](#) of existing PCAs can be found here. No action is necessary regarding Priority Conservation Areas (PCAs); no changes to the program are currently being proposed by MTC.

CONSEQUENCE OF NEGATIVE ACTION:

Failing to update Priority Area designations may prevent the County from receiving MTC or other grant funding for transportation, housing, and economic development projects in Priority Areas throughout the county.