

Employment Investment Areas Description and Criteria

Description

Employment Investment Areas are significant centers of economic activity that can be enhanced by local-serving retail, pedestrian and bicycle access improvements, focused growth around station areas, and last mile transportation solutions. Planning for Employment Investment Areas provides an opportunity to increase travel options for commuters, focus new jobs in locations accessible to the region's workforce—including transit dependent households—and allow employees to walk to daytime destinations, such as restaurants and coffee shops, that today would require auto trips.

Role in Regional Growth Strategy

Employment Investment Areas will join Priority Development Areas (PDAs), Priority Conservation Areas (PCAs) and Rural Community Investment Areas (pending approval) in implementing the Bay Area's Jobs-Housing Connection growth strategy and other regional efforts to integrate transportation investments with land use planning. Jurisdictions in which Employment Investment Areas are located must have a jobs/housing ratio at or below the regional average, or be planning to move toward providing more housing relative to jobs. The PDA growth strategies pursued by Congestion Management Agencies will seek opportunities to support the development of affordable housing along transit corridors with frequent service to Employment Investment Areas and other concentrations of employment.

Criteria for Eligibility

- **Transit Service** (current or planned with dedicated funding):
 - Peak headways of 20 minutes or less within a half-mile, shuttle services with these frequencies connected to a fixed rail station, or planned fixed rail service within a half mile.
Where some portions of an Employment Investment Area do not meet this guideline, OBAG funding and technical assistance will support projects in only those portions of the Area with service consistent with the guideline.
- **Land Use Mix** (current or planned):
 - Office; Research and Development; employee-serving food, retail, and services
- **Jobs/Housing Balance¹**:
 - 2010 jurisdiction jobs/housing ratio at or below regional ratio (1.3); or
 - Projected 2010-2040 incremental growth improves current Jobs/Housing balance
- **Density** (current or planned):



¹ Based upon 2010 figures in Appendix A of the Jobs-Housing Connection Strategy

- For jurisdictions with a 2010 jobs-housing ratio above the regional average, Floor Area Ratio (FAR) of at least 1.0

Table 1. Comparison: Employment Centers and Employment Investment Areas Criteria²

	Employment Centers	Employment Investment Areas
Transit Service	Service with peak headways of 20 minutes or less within a half-mile; shuttle services with these frequencies connected to a fixed rail station with peak headways of 20 minutes or less; or planned fixed rail service within a half mile.	No change
Land Use Mix	Greater intensity and mix of use	Specifies office, research and development, and employee-serving food, retail, and services
Jobs/Housing Balance	Sufficient housing near employment center to merit investment; 2035 general plan used to evaluate projected future jobs	Jurisdiction jobs/housing ratio ³ at or below regional ratio of 1.3; or projected 2010-2040 incremental growth improves jurisdiction's share of housing relative to jobs
Density	Commercial and mixed-use projects: ≥ 1.5 FAR; Minimum jobs/acre: ≥ 20	Density requirement applicable to jurisdictions with a 2010 jobs/housing ratio above the regional ratio; Minimum FAR changed to 1.0; Minimum jobs/acre criteria removed

Funding Opportunities

Staff is proposing that Employment Investment Areas would be eligible for competitive PDA technical assistance from ABAG and MTC. In addition, some projects in portions of Employment Investment Areas served by transit that meet the guidelines shown in Table 1 would be eligible for competitive One Bay Area Grant (OBAG) funding dedicated to PDAs. These projects should support the overall PDA growth strategy by expanding access to employment opportunities for households that live in transit-served PDAs (particularly low-income households), increasing the labor pool available to employers, and reducing vehicle miles travelled. Potential projects include shuttles linked to nearby regional transit stations, complete streets and pedestrian improvements, and Transportation Management Associations (TMAs) responsible for administering comprehensive TDM strategies for an Investment Area.

² Employment Centers proposal included in Staff Report submitted to ABAG executive board on 8/30/11. Available at:

<http://abag.ca.gov/abag/events/agendas/e091511a-Item%2010.pdf>

³ Based upon 2010 figures in Appendix A of the Jobs-Housing Connection Strategy

Table 2. Jobs/Housing Ratios in Jurisdictions with Proposed Employment Investment Areas

County	Jurisdiction	2010		2010 Ratio	2040 Ratio
		Jobs	Households		
Contra Costa	San Pablo	7,460	9,570	0.8	0.8
Santa Clara	Mountain View	47,800	31,960	1.5*	1.5
	San Jose	375,360	301,370	1.2	1.2
	Sunnyvale	74,610	53,380	1.4**	1.3
Solano	Benicia	14,240	10,690	1.3	1.5
Sonoma	Sonoma County Unincorporated	47,150	56,950	0.8	0.9
Bay Area Total		3,385,000	2,608,000	1.3	1.4

*Above regional ratio; 2010-2040 jobs/housing ratio is 1.6, making jurisdiction ineligible for an Employment Investment Area

**Above regional ratio; 2010-2040 jobs/housing ratio is 1.1, making jurisdiction eligible for an Employment Investment Area

Table 3. Employment Investment Areas

(Some Areas will be adjusted in advance of the July 2012 ABAG Executive Board meeting to achieve consistency with guidelines indicated above)

County	Employment Investment Area	Proposal for Approval
Contra Costa	San Pablo - Rumrill Boulevard	Approve with adjustment: clarification of portion of area served by qualifying transit
Santa Clara	Mountain View – East Whisman	Do not approve (jurisdiction does not meet jobs/housing criteria)
	San Jose – International Business Park	Approve with adjustment: clarification of portion of area served by qualifying transit
	San Jose – Old Edenville Employment Area	Approve with adjustment: clarification of portion of area served by qualifying transit
	Sunnyvale – Moffett Park	Approve with adjustments: clarification of portion of area served by qualifying transit; clarification of planned FAR
	Sunnyvale – Peery Park	Approve with adjustment: clarification of portion of area served by qualifying transit
	Sunnyvale – Reamwood	Approve with adjustments: clarification of portion of area served by qualifying transit; clarification of planned FAR
Solano	Benicia – Northern Gateway	Approve ⁴ with adjustment: clarification of portion of area served by qualifying transit
Sonoma	Sonoma County Airport Business Center ⁵	Approve with adjustment: clarification of portion of area served by qualifying transit

⁴ Already approved as PDA, proposal is to approve as Employment Investment Area with identified adjustment.

⁵ Previously included in a joint application with the Larkfield Rural Town Center; see attached letter supporting modification of place type.

Map 1. Employment Investment Areas

