

Chapter 5 Funding





CHAPTER 5. FUNDING

The recommended strategies in this Sustainable Transportation Plan provide numerous opportunities to help the City achieve its transportation goals of a more balanced and sustainable transportation network. To advance these strategies, the City will need to develop plans for funding. This chapter provides potential funding sources for the City of Emeryville to pursue.

Funding Considerations

This section identifies a series of potential funding opportunities to help pay for the various transportation strategies outlined in this Plan. The purpose is not to identify a specific funding source to fully fund each strategy, but rather to outline revenues that have potential applicability for the recommended strategies. Some small projects/programs may be fundable through existing funding streams that are already available to the City. However, for larger projects and programs, the City will have to both use existing funding options and access new funds at the local, state, and/or federal level. Figure 5-1 and Figure 5-2 review federal, state, regional, local and private sector funding sources, indicating their purpose, intended use and applicability to the recommended strategies. The focus of this section is to identify and provide an overview of all potential revenue sources, with particular attention paid to new and innovative revenue sources. Given the current economic climate of constrained city and county budgets, securing funding for transportation projects and programs is very challenging especially because of other community priorities. However, the Bay Area is unique and has some funding opportunities that are specifically intended for sustainable transportation strategies

that are outlined in this Plan. The programs and projects noted in the figures below by no means cover the full extent of funding opportunities available; they are intended to represent a comprehensive sample of programs to assist in funding projects and programs that will help advance a sustainable transportation future in Emeryville.

Local and Regional Funding Programs

Many of the local and regional funding sources are programmed and allocated by the Metropolitan Transportation Commission and the newly formed Alameda County Transportation Commission (Alameda CTC). A description of the local and regional funding programs, their applicability to the various strategies and where to get more information on each source is presented in Figure 5-1.

State and Federal Funding Programs

In addition to local and regional programs, state and federal programs may offer potential funding for sustainable transportation strategies in Emeryville. Most of these funds are from Caltrans, the Federal Transit Administration (FTA) and the Federal Highway Administration (FHWA). Federal and state funding sources are typically available for one-time capital investments, are highly competitive and tend to have the most requirements such as matching funds.

Funding Summary

This section presented several opportunities to provide the financial resources for the recommended strategies. It identified traditional transportation and innovative funding programs and demonstrated that there is no one funding program or revenue stream that will necessarily fully fund individual strategies. There are several fund sources that could be pursued to “jump start” a strategy and/or provide support during a demonstration phase. For any of the strategies to be financially feasible in the short-term, it will require a lead agency or champion to cobble together a comprehensive funding strategy that incorporates a variety of funding sources including creative, innovative and bold revenue enhancements. In the longer term many of the strategies have the potential to be self-sustaining when minimal or no funds are needed for ongoing operations or there will be an established public/private partnership that largely covers day to day costs.

Figure 5-1 Local and Regional Funding Sources

| Agency | Program | Description | Applicability to Strategies | Further Information |
|--|--|--|---|--|
| ETMA member commercial, public and industrial property owners | Property-Based ETMA Business Improvement District (PBID) | In 1965, the California Legislature passed AB 103 in response to declining economic activity in central business districts. BIDs provide a means for businesses to assess themselves to improve the surrounding areas. A property-based improvements districts (PBID) collects money from property owners rather than business owners. Owners of commercial, industrial and public properties within 1000 feet of Emery Go-Round stop and not in residential zones are assessed as PBID members. | The District can advance public/ private funding for any strategies provided they benefit within the District boundaries. Commercial, Industrial or public property owners. | The ETMA PBID funds the Emery Go-Round, as new properties are served, their fees help pay for the new service. |
| Private Developers and the Redevelopment Agency of Emeryville | Public/ Private Partnerships | Public/ Private partnerships can increase overall funding by leveraging “outside” dollars and is mutually beneficial to all parties. Emeryville is well positioned to work with private business/ developers to fund improvements that may provide mutual benefits in improved mobility through access to transit, aesthetics, non-motorized safety and others. | All strategies could benefit from public/ private partnerships, especially improvements on, near or serving the development site. | The City has several examples of successful public/ private partnerships. |
| Local Emeryville Businesses and Merchants | Merchants Contributions | Retailers may share in the cost of transportation improvements particularly for one-time capital improvements or contributions. | Potential contributions for many strategies especially for advertising and donating bicycles and related equipment during demonstration phase. | Potential follow-up could be with the Emeryville Chamber of Commerce to reach out to local businesses. |
| Local major employers | Employer Contributions | Employers may share in the cost of specific transportation improvements if beneficial to their employees; typically prefer to fund one-time contributions. | Primarily capital projects; also operations in some situations. As an example, Employers could subsidize carsharing membership cost for employees. | Many major employers already contribute to the Emery Go-Round as part of the city’s business improvement district. |
| New developments in Emeryville | Traffic Impact Fee (TIF) | Transportation impact fees are assessed by the city governments on new development in order to pay for the increased services and new infrastructure necessary to serve the residents and/ or employees of the new development. | The fee must demonstrate a “rational nexus” between the impact of a new developments and the fee charged. | Emeryville is updating its TIF to fund all modes of transit. |

| Agency | Program | Description | Applicability to Strategies | Further Information |
|---|---------------------------------|---|--|--|
| Participating or implementing agencies for sustainable strategies. | In-Kind Services | City, County, transit agencies and other public entities could provide in-kind services in the form of staff time to “jump start” a new service or program. This could include administrative support, marketing services, oversight, evaluation and other related activities. | Nearly all strategies could benefit from in-kind services whether provided by transit agencies, cities, or local organizations. | An effort on behalf of a public agency to provide in-kind services could support for any strategy with goal of longer-term sustainability. |
| Emeryville Public Art Fund | Developer Fee | Must be used for public art. | Has been and will be used to fund bus shelters featuring art. | Emeryville Public Art Committee staff in Economic Development and Housing Department. |
| Emeryville Redevelopment Agency | City Redevelopment Agency Funds | Funds can be used to eliminate economic, social, physical, and visual blight Provide for economic revitalization Preserve and improve existing residential areas Establish a more beneficial mix of land uses Restore the public infrastructure | Enhancing pedestrian and bicycle facilities and projects, and establishing pedestrian programs could be good candidates. | City of Emeryville Redevelopment Agency http://www.ci.emeryville.ca.us/index.aspx?nid=383 |
| Alameda County Transportation Commission (CTC) | Measure B | Measure B is the County’s 1/2 cent sales tax for transportation projects through March 2022. An update of the Countywide Transportation Plan (CTP) and Expenditure Plan (EP) is underway. | Several strategies could be eligible for the reauthorization of Measure B including transit, pedestrian and bicycle strategies. They must be identified in the updated CTP and EP. | The Alameda CTC is a newly consolidated organization comprised of the Alameda County CMA and the Alameda County Transportation Improvement Authority (ACTIA). http://www.alamedactc.com |
| Alameda CTC and Bay Area Air Quality Management District (BAAQMD) | Alternative Shuttles | BAAQMD has funding for existing and pilot feeder shuttles. | These funds can be used to purchase or lease clean-air shuttle vehicles to rail stations and must coordinate with rail schedules. | http://www.baaqmd.gov/Divisions/Strategic-Incentives/Alternative-Transportation/Shuttles-and-Ridesharing.aspx http://www.alamedactc.com |
| Alameda CTC | Vehicle Registration Fee | The Alameda County Vehicle Registration Fee could provide up to \$11 million per year in new transportation funds through a \$10 per year vehicle registration fee .This measure (known as Measure F) was approved by Alameda County on November 2, 2010 with 63% of the votes. | Measure F revenues will be used for projects in Alameda County including road repairs, new bike lanes and improvements to public transportation, Many strategies in this Plan would be eligible for these funds. | http://www.alamedactc.com |

| Agency | Program | Description | Applicability to Strategies | Further Information |
|--|----------------------------|--|---|---|
| Bay Area Air Quality Management District (BAAQMD) | Bicycle Facility Program | The Bay Area Air Quality Management District's Bicycle Facility Program (BFP) provides grant funding to reduce motor vehicle emissions through the implementation of new bikeways and bicycle parking facilities in the Bay Area. | The Bicycle sharing demonstration program, bicycle signals and bicycle parking are excellent candidates for these funds. | http://www.baaqmd.gov/Divisions/Strategic-Incentives/Alternative-Transportation/Bicycle-Facility-Program.aspx |
| Metropolitan Transportation Commission (MTC) | One Bay Area Grant Program | This Program will allocate the Highway administrations surface transportation Program/ Congestion Mitigation and Air Quality funds through County Congestion Management Agencies, largely to jurisdictions with Priority Development Areas and policies on affordable housing, parking pricing, bicycle-pedestrian facilities. | Alameda CTC may allocate funds for safe routes to school and transit, transit-oriented development, and bicycle, pedestrian and transit facilities. | http://www.mtc.ca.gov/funding/onebayarea |
| Property Purchasers and the City of Emeryville | Property Transfer Trigger | A property transfer trigger would take effect at the sale of a property and requires a landowner to meet certain requirements before any final transaction can occur. | On-site bicycle parking is a good candidate | This is not a new concept as some cities require certain building standards to be met before a property is sold. |

Sources: ABAG, Alameda CTC, BAAQMD, City of Emeryville, MTC, Caltrans, TransForm

Figure 5-2 State and Federal Funding Programs

| Agency | Program | Description | Applicability to Strategies | Further Information |
|--|---|--|---|--|
| Caltrans Division of Local Assistance | Transportation Local Assistance Program | Funding from various federal and state programs designed to assist in meeting the transportation needs of local agencies. | Funds can be used for infrastructure and service projects. | http://www.dot.ca.gov/hq/LocalPrograms |
| Federal Transit Administration | FTA Section 5309 Capital Program (Congressional Earmarks) | These are discretionary funds that are “earmarked” by Congress. These funds can be used for transit capital projects such as bus and bus facilities. | These funds could be used for a major capital project for the Emery Go-Round service such as bus procurements or bus stop improvements. | Work with Congressional delegation to secure federal funding of high priority large-scale capital projects in the next transportation bill (2011). Large projects and even small scale project may be positioned to receive “earmarks” in the next funding cycle if they have regional support. Projects should be included in the Bay Area’s Regional Transportation Plan, and have political support to be well positioned for earmark funding. http://www.fta.dot.gov/grants |
| US Department of Transportation Federal Highway Administration (and Caltrans) | Transportation Enhancement Activities (TEA) | Three of the twelve eligible activities within the TEA program are directly related to non-motorized modes. They are: 1) pedestrian and bicycle facilities, which include: sidewalks, walkways or curb ramps; bike lane striping, wide paved shoulders, bike parking and bus racks; off-road trails; bike and pedestrian bridges and underpasses; 2) pedestrian and bicycle safety and educational activities; and 3) conversion of abandoned railway corridors to trails. | Funds can be used to fund non-motorized capital projects (bicycle/pedestrian projects including bicycle parking). | http://www.fhwa.dot.gov/environment/te/ |

Sources: Caltrans, FHWA