

2) Be aggressive about affordable housing, and embrace the varying degrees of density needed for accomplishing it. Building new housing around transit makes sense and is now required by MTC regulation.³ **It is also an opportunity to make the waterfront accessible to lower-income residents.** The City should take advantage of the market and use the new market rate units to help fund a significant number of affordable units. Increased density along the waterfront helps make the case for ferry funding and makes affordability possible. This may require building upwards in order to maintain open space and preserve jobs. With good design and careful land use and transportation planning, the 311-acre ferry zone can accommodate a range of income levels while preserving the views and quality-of-life for existing Marina Bay residents.

- The City, the WTA and the MTC should allocate the resources to immediately and efficiently model different density options for the waterfront.
- The model should consider the housing market, development economics, possibilities for affordable housing, geology, viewsheds and design-elements which are critical to making an informed decision about how much housing to build on the waterfront.



3) Commit to improving transit throughout the city, including useful connections to the waterfront. A 2003 Community Based Transportation Plan funded by MTC provided a list of priority transit needs and amenities for low-income families in Richmond who mainly reside in the Iron Triangle, Parchester Village, Coronado and Santa Fe neighborhoods. With so many competing needs for improved bus services, the city should explore additional funding opportunities to pay for AC Transit feeder service to the ferry, especially since many Bay Area ferry riders tend to use park and ride lots and are unwilling to use other forms of transit.⁴

- Parking fees could prove to be an important source of revenue to pay for transit improvements and amenities, especially since parking capacity is typically scarce around the most successful transit-oriented developments.⁵
- Transit impact fees for future waterfront businesses and residential development can help the City raise funds for better transit connectivity and amenities and also help support reduced fares for low-income families.
- Transportation Demand Management Strategies (TDM) such as employer provided eco-passes, promoting carpools, rideshare and other bike, pedestrian and transit incentives could reduce congestion and vehicle miles traveled, and when combined, promote a more sustainable and healthy waterfront.

4) Take the next step on waterfront jobs. The current plan is to be commended for its attention to preserving jobs and industrial land, and the use of buffer zones is wise. Yet, 2,000-3,000 new residents on the Ford Peninsula will only increase pressures on industrial land, and new and preserved jobs do not assure new work for current Richmond residents.

- The City should develop an industrial land use and employment plan, including expansion of jobs in the green economy, rather than continuing to make land use decisions on a purely case-by-case basis.
- The City should adopt measures to mandate and expand local hiring and better develop the ability of Richmond residents to take advantage of good-paying jobs in local and clean industries.

A truly equitable and public waterfront will not happen by accident. The ferry is a wonderful opportunity for the City of Richmond to stimulate investment along the waterfront that could generate good jobs, affordable housing, and spectacular open and public spaces. Developing a plan that makes equity a priority by building in key land use, economic development, housing, transportation and environmental requirements not only helps make our case for funding for the ferry, but ensures the sustainable integrated waterfront that Richmond deserves.

For more information on REDI, our campaign and our ideas for the Richmond General Plan Update, visit www.urbanhabitat.org/richmond, or contact Richmond Campaign Coordinator Sheryl Lane at (510) 839-9608.

REDI is a diverse coalition of organizations committed to growth that benefits rather than burdens existing Richmond residents and that involves low-income residents in the decisions that impact their lives and neighborhoods.

³ MTC Regulation 3434.

⁴ Water Transit Oriented Development, Draft Discussion Paper submitted by DC&E Consulting for the Metropolitan Transportation Commission, April 18, 2007 p.3-32

⁵ Water Transit Oriented Development, Draft Discussion Paper submitted by DC&E Consulting for the Metropolitan Transportation Commission, April 18, 2007 p. 3-64