

A COMMUNITY ENGAGEMENT PROCESS FOR PROPOSED PROJECTS IN CATALYST AREAS of ALAMEDA POINT, INCLUDING POTENTIAL PROJECTS (I.E. LARGE SCALE AND MIXED-USE, INDUSTRIAL, COMMERCIAL, or RESIDENTIAL PROJECTS) THAT MAY BE FOR ALL OR A MAJOR PORTION OF A CATALYST AREA: THE 'PRE-ENA ALAMEDA POINT CATALYST AREA WORKING GROUP'

Step 1. Project Proposed For Catalyst Area, Such as SOM Town Center or Waterfront Areas of Alameda Point

Step 2. Staff interact with project proponent with a project for a AP Catalyst Area
Key Organizational Background Questions Raised By Staff During Initial Intake (preliminary minimum set of questions)
 What is project proponent's experience in managing/implementing similar projects of same or larger scale?
 How much equity is project proponent bringing into the proposed project?
 Does the proponent have verifiable financial commitments or contributions for this and for past projects: equity investors?
 Does the proponent have verifiable financial commitments or contributions for this and for past projects: lenders?
 Does the proponent have verifiable financial commitments or contributions for this and for past projects: other sources of capital?
 What is the proponent's objective in pursuing the project: get entitlements, other project approvals, and then sell to others who will then hold/manage/directly operate the project?
 What is the proponent's objective in pursuing the project: get entitlements, other project approvals, build the project, and then sell?
 What is the proponent's objective in pursuing the project: get entitlements, other project approvals, build the project, and hold/manage/directly operate the project?
 Has the proponent conducted an initial assessment of above-the-ground soft and hard costs of project, and what are bases for such?
 Has the proponent conducted an initial market feasibility analysis demonstrating how proposed project is positioned relative to market demand/market supply, particular competitive projects in the pipeline, competition in general, target rents, and, if applicable, sales prices?
 Does the proponent have any experience in developing/building at former military bases?
 What is the proponent's corporate organization: publicly-traded development company? privately-held development company? Sole proprietorship? Working out of garage converted into an office?
 What are the proponent's corporate financial indicators, in terms of dollar volume of corporate-wide economic activity (annual revenues, corporate net worth, corporate assets, corporate liabilities, annual net profit, cumulative retained earnings, etc.) for each year for the past five years?
 What contracts or agreements (tentative or otherwise) has the project proponent entered into (and with whom) for purposes of pursuing the project?
 Who is on the proponent's project development team, with resumes, and how long has the proponent worked with team members who are architects, engineers, land planners, and construction?
 Does the proponent have references?
Key Project-Related Questions Raised By Staff During Initial Intake (preliminary minimum set of questions)
 Has project proponent read any or all key planning documents? What parts of any of the planning documents for Alameda Point does the proposed project address, particularly the re-use plan or the SOM Conceptual Framework?
 Within any broad land-use categories such as residential, commercial, industrial or mixed, what particular market niches will this serve?

Step 3. Based on Step 2 in-take, Initial Determination By Staff: proceed with Catalyst Area COMMUNITY ENGAGEMENT to next step (or not)

Staff elects to NOT to proceed

Proposed project is small scale or outside catalyst areas: proceed along ordinary approvals process

Step 4. Staff advises City Council of potential project for feed-back on whether to proceed further with Catalyst Area COMMUNITY ENGAGEMENT (or not), with the clear understanding that any "notice to proceed to the next step" within this process is not a guarantee of project success or acceptance, which ultimately hinges on a number of factors, most especially having more detailed understanding of the project flushed out during ENA/DDA phases, as well as going through regulatory approval process

Proposed project not satisfactory to staff

Step 5. City Council elects to proceed with Catalyst Area COMMUNITY ENGAGEMENT (or not)

Council elects NOT to proceed

Council elects to NOT proceed w/ COMMUNITY ENGAGEMENT - seeks other project approval path

Step 6. Staff and Council forward project proponent to "Pre-ENA Alameda Point Catalyst Area Working Group" consisting of (1) part or all of Mayor's Economic Development Advisory Task Force (i.e. economic development/business perspective); (2) a representative from the Alameda Point Collaborative (i.e. housing and social justice perspective); (3) a representative from workforce development arena, such as College of Alameda or labor (i.e. job creation perspective); (4) an AUSD representative appointed by the school board (i.e. local education perspective); and (5) four persons appointed by each Councilmember respectively (i.e. any other perspectives in addition to ones articulated above)

Step 7. Working within framework of established policies, plans and evaluation criteria, and with guidance from CC, the "Pre-ENA Alameda Point Catalyst Area Working Group" establishes own meeting rules, goals and objectives, officers, timelines, process, for express purposes of serving as THE community sounding board (outside of normal CC, PB, or other relevant project approval channels, most of which takes place after CC has entered into an ENA) during the project evaluation phase with respect to assisting City Council leading up to an ENA.

Step 8. Present findings/ make recommendation to City Council as to range of issues and questions it should pursue with respect to proponent of a project in the catalyst area

Step 9. City Council formally accepts Pre-ENA Alameda Point Catalyst Area Working Group findings/recommendations in full or in part during open session of regular Council meeting.