

PDA Planning Pre-Application Workshop

January 11, 2018

Agenda

- Welcome and Introductions
- Program Overview
 - PDA Planning
 - PDA Technical Assistance
 - PDA Staffing Assistance
- Guidelines and Application Walk-through
- Federal Contracting Requirements
- Q&A

Program Overview

- PDA Planning
 - Specific Plan, or equivalent
 - Programmatic EIR
 - Zoning code, general plan, related amendments
 - Partial grants available for adopted plans requiring:
 - New or updated EIR
 - Zoning code update
 - Plan or EIR amendments, addenda
- Technical & Staffing Assistance
 - Small-scale grants to advance implementation of an adopted plan

Guidelines/Application Walk Through

PDA Planning Guidelines

- Eligible Applicants
- Eligible Activities
 - Awards by place-type
- Planning Elements
- Funding Details
- Evaluation

PDA Planning Application

Part 1 - GENERAL INFORMATION	
a. Lead Applicant (City/County) Contact information (email/phone):	
b. Partner Transit Agency Contact information (email/phone):	
c. Partner Congestion Management Agency (CMA) Contact Information (email/phone):	
d. Name of PDA	
e. Size of Planning Area (in acres)	
f. Place-type(s)*	
g. Other Transit Agencies Serving Planning Area	
h. Local Stakeholder and Community Partners (attach letters of support if applicable)	
i. Is the PDA directly affected by the 2017 North Bay Fires? (If so, indicate impact of fire(s) on PDA).	

*Place-types for each PDA are identified in the PDA Showcase: <http://gis.abag.ca.gov/website/PDAShowcase/>

Part 2 - FUNDING REQUEST Maximum award is \$800,000*	
a. Total Grant Request from MTC*	
b. Local Match - 12% of total project budget - required	
c. Total Project Budget	
d. Source of Local Matching Funds	

*See Award Guidelines by Place-type on page 2 of PDA Planning Program Guidelines; maximum award is \$800,000

Part 3 - TYPE OF PLANNING ACTIVITY (check all that apply)	
Full Planning Effort: <input type="checkbox"/> Specific Plan <input type="checkbox"/> Precise Plan <input type="checkbox"/> EIR	
Partial Plan: <input type="checkbox"/> Partial Plan/Select Planning Elements	
Updates: <input type="checkbox"/> Plan update/amendment <input type="checkbox"/> Zoning update/amendment <input type="checkbox"/> EIR update/addendum	
<input type="checkbox"/> Other (describe in narrative below)	

PDA Planning Application Cont'd

Part 4 – PDA GROWTH INFORMATION	
a. Projected future PDA housing unit growth*	
b. Projected future PDA employment growth*	
c. Projected Plan Bay Area 2040 citywide household growth**	
d. Projected Plan Bay Area 2040 citywide employment growth**	
e. Available Transit Service(s) now and projected in Plan Bay Area 2040	
f. Will the planning effort for which you are applying meet or exceed your growth projection for the PDA?	

*Based upon adopted local plans or best staff estimate; specify time period

**See [Final Land Use Modeling Report - PlanBayArea 2040](#)

Part 5 - ADDITIONAL INFORMATION		
	Yes	No
a. Is the request for this planning grant to augment an existing planning effort that is already partially funded?	<input type="checkbox"/>	<input type="checkbox"/>
b. If you answered yes to (a), has a consultant already been hired to assist in the development of the plan?	<input type="checkbox"/>	<input type="checkbox"/>
c. If a new transit station is proposed within the planning area, is it currently recognized in the General Plan?	<input type="checkbox"/>	<input type="checkbox"/>
d. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, concept plans) been developed within the last 10 years that cover the project area? Note: If yes, please attach list of individual planning efforts and date completed	<input type="checkbox"/>	<input type="checkbox"/>
e. Will the plan and any zoning updates/General Plan amendments be formally adopted by the City Council or Board of Supervisors?	<input type="checkbox"/>	<input type="checkbox"/>
f. Does your jurisdiction have any open/incomplete MTC-funded PDA/Station Area Planning grants? If yes, indicate when the grant/planning process(es) will be complete. If the date is after April 2018, please describe available staff capacity to manage any new planning grants in the Narrative in Part 7.	<input type="checkbox"/>	<input type="checkbox"/>
	Completion date:	

PDA Planning Application Cont'd

Part 6 –NARRATIVE

Attach a no more than THREE-page (8½ x 11 paper – single spaced, 12 pt. font) narrative to your proposal that addresses all of the following questions and provides any other relevant information.

1. Introduction/Vision

- What is the vision for the PDA?
- What is the potential for this PDA plan to help meet or exceed the PDA projections for households and employment included in Plan Bay Area 2040?
- What type of plan or update will be produced and why?
- If specific plans, EIRs, or other similar plans have been prepared for the PDA in the past, please explain the reason for updating the planning documents now, or producing a new plan. Please describe how the previous plan(s) were implemented, or obstacles to implementation that the work funded by the grant will overcome.

Please attach a list of planning efforts that have been developed for the project area within the last 10 years. Include dates completed and adopted policies.

2. Existing Policies

- Describe any local policies adopted in the past five years that will help provide additional housing, employment and transportation choices in the PDA and/or citywide, such as innovative parking policies, affordable housing policies, and pedestrian-oriented design standards. Describe any support for relevant policies that the Planning Commission and/or City Council have shown to date. If none, please explain and describe any recent changes that could lead to increased support.

3. Proposed Planning Elements

- Briefly describe your strategic approach to completing each Planning Element on pages 2-3 of the PDA Planning Guidelines. Include any current conditions or relevant issues in your community related to each planning element, why they are important, and how they may factor into the planning process.
- If any of the planning elements described on pages 2-3 of the PDA Planning Guidelines will **not** be included in plan, please describe how existing policies, programs or analyses satisfies the intent of each planning element. Cite any citywide policies, program, analyses or adopted/ amended Plans (within the past 10 years) that satisfy these grant requirements.

4. Project Readiness/Local Commitment to the Plan and Implementation

- Describe the level of market-rate and non-profit developer interest in this area, including applicable permit activity. If low, describe how the plan could facilitate interest.
- Are there any major public (e.g. transit agencies, public agencies) or private property owners, or key opportunity sites, in the planning area? Will they be part of the planning process? (If so, note specific sites and/or stakeholders and the properties they own).
- Describe the city's commitment to ensure completion and adoption of the plan, such as by providing adequate staffing and financial resources.
- How will your jurisdiction ensure that policies established in the plan are supported and enacted? Will your jurisdiction be adopting an EIR, new zoning and any related general plan amendments?

PDA Planning Application Cont'd

Part 7 – PLANNING ELEMENTS		
<i>CHECK EACH ELEMENT TO BE COMPLETED WITH GRANT FUNDING</i>		
<i>For full specific plan/EIR grants, most boxes will be checked</i>		
<i>For partial grants, check boxes as appropriate</i>		
(SEE ATTACHMENT 2 FOR DETAILED DESCRIPTION OF EACH ELEMENT)		
	To be included in plan?	
	Yes	No
1. PDA Profile* Description: Brief initial report detailing demographic and socio-economic characteristics of the PDA/station area, as well as transit/travel patterns and use, etc. Results from the PDA Profile should inform the PDA Elements listed below.	REQUIRED	
2. Community Involvement* Description: An outline describing the outreach strategy to be used in the plan, including all public meetings, notices, charrettes, and other outreach tools for the plan, with special attention paid to effective methods towards involving community groups and minority, low-income, youth, renter, and non-English speaking populations.	REQUIRED	
3a. Alternatives Description: Development of several land use alternatives or visions over the long term, their impacts upon the existing community and neighboring land uses, the feasibility of instituting each alternative, and the selection of a preferred development scenario. Should include analysis of potentially incompatible land uses and resulting exposure issues, and be complemented by the strategies in elements 3b-3f below.	<input type="checkbox"/>	<input type="checkbox"/>
3b. Affordable Housing/Anti-Displacement Strategy* Description: An analysis of existing housing stock and policies and how well they provide a range of housing choices, both in type and affordability. Strategies (including land use policies, other policies and programs) to meet affordable housing goals, provide housing affordable to low-income residents and prevent displacement of existing residents due to implementation of the plan should be analyzed.	REQUIRED	
3c. Multi-modal Access & Connectivity Strategy Description: Strategies for improving bus access to rail stations and ferry terminals and frequency of feeder services (in consultation with transit providers) as well as pedestrian, bicycle and auto access and safety. Multi-modal connections between the transit stations and surrounding neighborhoods should be emphasized.	<input type="checkbox"/>	<input type="checkbox"/>
3d. Pedestrian-Friendly Design/Placemaking Strategy Description: Building, open space and street design standards that focus on pedestrian-oriented design that enhances the walking environment and increases pedestrian comfort and convenience as well as the safety and security of transit patrons in and around the station area. Capitalizes on physical and cultural assets.	<input type="checkbox"/>	<input type="checkbox"/>
3e. Accessible Design Strategy Accessible design for people with disabilities and the elderly that ensures fully accessible transit stations, accessible paths of travel between the stations and surrounding areas, and visitable and habitable housing units adjacent to the station(s) where feasible.	<input type="checkbox"/>	<input type="checkbox"/>

3f. Parking Analysis & Policy Strategy An analysis of existing and future parking demand/supply to create a parking policy and management element that aims at reducing parking demand/supply through pricing, zoning, and support for alternative modes.	<input type="checkbox"/>	<input type="checkbox"/>
4. Specific Plan	<input type="checkbox"/>	<input type="checkbox"/>
Implementation Plan & Financing Strategy* Description: A list of measurable actions detailed in plan, and estimated timeline for their implementation, including adoption of new policies, phasing of new infrastructure and public developments, creation of new programs and, identification of near and longer-term priorities.	REQUIRED	
Infrastructure Development & Budget Description: An analysis of current and future public infrastructure needed in the planning area (including schools, libraries, parks, sewers and other facilities) to serve the existing and future needs of the anticipated population. Financing strategies should propose specific mechanisms to fund necessary improvements, expansions, and maintenance of existing services.	<input type="checkbox"/>	<input type="checkbox"/>
Optional: Additional Planning Element Description: Proposed planning strategy not identified in this document as an Element. Examples could include establishing transportation demand management policies such as trip caps, healthy communities design guidelines, infrastructure finance districts, etc. Proposed Planning Element: _____	<input type="checkbox"/>	<input type="checkbox"/>
5. Environmental Impact Report (EIR)	<input type="checkbox"/>	<input type="checkbox"/>
6. Plan Adoption, Zoning Code Update, General Plan Amendment*	REQUIRED	

* Required for all grant recipients, regardless of planning previously completed

Part 8 – MAP OF PLANNING AREA
Attach a map showing the proposed planning area that includes at least a half mile radius around any transit station in the area, as well as any other relevant information for land uses, station location etc. Photos of current conditions in the planning area are optional.

PDA Planning Application Cont'd

Evaluation

- Community of Concern (5)
- Top 16 Growth City (5)
- **Project Impact (25)**
- Existing Policies (7)
- **Planning Process (25)**
- **Local Commitment (15)**
- Transportation Agency Support (3)
- **Implementation (15)**

PDA Technical & Staffing Assistance Guidelines

- Eligible Applicants
- Eligible Activities
- Funding Details
- Evaluation
 - Same criteria as PDA Planning with one addition
 - Regional Innovation and Replicability
 - Points awarded differently from PDA Planning
- Consultant Assignment

Technical Assistance Application

Part 1 – APPLICANT INFORMATION	
a. Lead Applicant (City/County)	
Contact information (email/phone):	
b. Name of PDA	
c. Is the PDA directly affected by the 2017 North Bay Fires? (If so, indicate impact of fire(s) on PDA).	
Part 2 – TECHNICAL ASSISTANCE SERVICE REQUESTED	
a. Type of Service:	
<input type="checkbox"/> Affordable housing or anti-displacement policies	<input type="checkbox"/> Development feasibility analysis
<input type="checkbox"/> Transportation Demand Management	<input type="checkbox"/> TOD or infrastructure financing mechanisms
<input type="checkbox"/> VMT-based impact standards	<input type="checkbox"/> Infrastructure planning and design
<input type="checkbox"/> Transit station access and circulation	<input type="checkbox"/> TOD-supportive design, zoning or placemaking
<input type="checkbox"/> Parking policy and demand management	<input type="checkbox"/> Multi-jurisdiction initiatives
b. Expected Work Product :	
<input type="checkbox"/> Adopted policy or standard(s)	<input type="checkbox"/> Technical Tool
<input type="checkbox"/> Establishment of new entity (e.g. TMA)	<input type="checkbox"/> Detailed project design
<input type="checkbox"/> Other (specify): _____	
<i>Note: All projects will result in a written report in addition to outcome described above</i>	
c. Date local decision-making body discussed/approved Technical Assistance project for submission:	
d. Project Title:	
e. Brief Project Description (50 words max.):	
f. Estimated Cost of Requested Services/Budget (Program Maximum - \$65,000):	
Part 3 –PDA GROWTH INFORMATION	
a. Projected future PDA housing unit growth*	
b. Projected future PDA employment growth*	
c. Projected Plan Bay Area 2040 citywide household growth**	
d. Projected Plan Bay Area 2040 citywide employment growth**	

Technical Assistance Application

Part 4– REGIONAL CONTEXT

Is the project area fully or partially in the following:	Yes	No
a. Community of Concern or is a high risk for displacement*	<input type="checkbox"/>	<input type="checkbox"/>
b. City among the top 16 in housing growth in Plan Bay Area 2040**	<input type="checkbox"/>	<input type="checkbox"/>

*See *Community of Concern* or *High Risk for Displacement*

** See Attachment 1

Part 5– PROJECT SCOPE

Attach no more than a TWO page (8½ x 11 paper – single spaced, 12 pt. font) narrative that addresses the following and provides any other relevant information.

- The objective of the PDA Technical Assistance Program is to support discrete projects that will advance implementation of PDA-related plans in support of regional goals. How will your proposed project advance implementation of your PDA plan?
- Describe the scope of the requested technical assistance. Please include information on the expected process, deliverables, outcomes, timeframe and estimated budget for your proposed project (reference supporting documentation as needed).

Part 6 – LOCAL PDA PLAN COMMITMENTS

1. List past and current planning efforts related to the PDA, including completion/adoption dates.
2. Describe how the local community has been involved in the planning process that has led to the plan associated with the PDA.
3. Has an implementation and/or financing plan been completed for the PDA? If so, provide a URL for the document, or attach the implementation plan to the application.

4. What funding is available or has been committed for implementation? Will the outcome of the requested Technical Assistance project leverage other funding or planning efforts? If so, please describe.

Technical Assistance Application

Part 6b – IMPLEMENTATION OUTCOMES

Describe the implementation steps or outcomes from your proposed project that you anticipate will occur in the following timeframes?

Short-term: 1-3 years: _____

Medium term: 3-5 years: _____

Long term: 5+ years: _____

Part 7 –INNOVATION

- Describe how your proposed technical assistance project demonstrates innovative planning and/or provides useful ideas and strategies to inspire other jurisdictions.

Part 8 – SUPPORTING DOCUMENTATION

Please attach the following:

- A map identifying the boundaries of the Priority Development Area(s), future land uses, transit stations, etc.
- Estimated budget/deliverables for requested services
- Any other relevant information, i.e. letters of support, etc.

Staffing Assistance Application

Part 1 – APPLICANT INFORMATION

a. Lead Applicant (City/County) Contact information (email/phone):	
b. Name of PDA	
c. Is the PDA directly affected by the 2017 North Bay Fires? (If so, indicate impact of fire(s) on PDA).	

Part 2 – STAFFING ASSISTANCE REQUESTED

a. Request for staff to work on the following project(s):

Affordable housing policy development and implementation

Implementing SB743: VMT-based transportation impact standards

Planning and implementing transit connectivity to employment, housing and services

Planning and implementing transit connectivity to employment, housing and services

Evaluating transit corridors and their relationship to transit-oriented development (TOD)

Planning for expanding housing opportunities near transit

Parking management and pricing

Bicycle and pedestrian planning

Planning and implementing Complete Communities (mix of uses, diversity of incomes, etc., near transit)

Other (project must have a clear transportation/land use nexus) (describe further in Part 4 below):

b. Expected Work Product :

Adopted Plan, Policy, or Standards Technical Tool Design Standards/Document

Other (specify): _____
Note: All projects will result in a written report in addition to outcome described above

c. Brief Project Description (50 words max.):

d. Estimated Cost of Requested Services (Maximum award - \$200,000 over 18 months):

Part 3 –PDA GROWTH INFORMATION

a. Projected future PDA housing unit growth*	
b. Projected future PDA employment growth*	
c. Projected Plan Bay Area 2040 citywide household growth**	
d. Projected Plan Bay Area 2040 citywide employment growth**	
e. Available Transit Service(s) now and projected in Plan Bay Area 2040	
f. How will the planning effort for which you are applying help to meet or exceed your growth projection for the PDA?	

If project involves multiple PDAs, please include cumulative growth and all transit services

*Based upon adopted local plans or best staff estimate; specify time period

**See Final Land Use Modeling Report - PlanBayArea 2040

Part 4 – REGIONAL CONTEXT

Is the project area fully or partially in the following:	Yes	No
a. Community of Concern/High Risk for Displacement*	<input type="checkbox"/>	<input type="checkbox"/>
b. City among the top 16 in housing growth in Plan Bay Area 2040**	<input type="checkbox"/>	<input type="checkbox"/>

* See: Community of Concern or High Risk for Displacement

**See Attachment 1

Part 5 –NARRATIVE

Attach a no more than THREE-page (8½ x 11 paper – single spaced, 12 pt. font) narrative that addresses the following and provides any other relevant information.

Please describe the project(s) that the requested staff would complete. Include all of the following in your description:

- Anticipated tasks
- Interim deliverables and final work products
- Timeline for completion of work
- Staff reporting structure (city staff who will manage assigned staff person)
- Need for staff person to complete the work requested - how critical is the staffing request to completing the project(s)?
- Level of experience required to complete the work (entry, mid-level, senior staff, etc.). Describe any specialized skills you think are required to complete the project(s).
- Indication of how the work to be completed by requested staff person advances PDA planning or implementation.

Timeline

	DATE
Call for Applications	December 19, 2017
Pre-Application Workshops	January 11 & 17, 2018
Applications Due	March 5, 2018, 4PM
Programming & Allocations Committee Reviews Award Recommendations	April 11, 2018
Commission Approves Awards	April 25, 2018
Consultants assigned to Technical & Staffing Assistance projects, work begins	June-September 2018
Planning Grant Funding Agreements signed with MTC	October 31, 2018
Technical Assistance work completed	February-March 2019
Staffing Assistance work completed	December 2019
Planning Grants completed	April 30, 2021* *Within 30 months of signed agreement

Federal Contracting Requirements

Contact information:

LCampos@bayareametro.gov

Questions?

Contact information:

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