PDA PLANNING GRANT PROGRAM
CYCLE SEVEN

PROGRAM GUIDELINES

Bay Area Metro (MTC/ABAG) are accepting applications from jurisdictions with Priority Development Areas (PDAs) for the following regional programs - *PDA Planning Grant, PDA Technical Assistance and PDA Staffing Assistance.* The **PDA Planning Grant Program** is described below, along with the application process/application.

PDA Planning Grant Program Description

The PDA Planning Program is an initiative to fund comprehensive planning in PDAs that will result in intensified land uses around public transit hubs and bus and rail corridors in the nine-county San Francisco Bay Area. The key goals of this program are to:

(1) Increase both housing supply, including affordable housing for low-income residents, and jobs within the planning area;
(2) Boost transit ridership and reduce vehicle miles traveled (VMT) by PDA residents, employees and visitors by increasing land use intensities in the planning area;
(3) Increase walking, bicycling, carpooling and carsharing by effectively managing parking and driving while promoting multimodal connections for residents, employees and visitors within the PDA;
(4) Retain and expand community assets, and locate key services and retail within the planning area

Eligible Applicants

Local governments (cities and counties) with PDAs are eligible for PDA planning funds. While all jurisdictions are eligible to apply, priority will be given to the 16 jurisdictions taking on over 70% of the region's housing growth in Plan Bay Area 2040 (See Attachment 1).

At a minimum, planning areas must be at least 100 acres. Local governments must involve the transit providers serving the PDA, as well as the relevant county congestion management agency in order to receive funding. Partnerships with local non-profit groups and community-based organizations are also strongly encouraged.

> **Responding to North Bay Fires**
> Staff will favorably consider applications that support PDAs directly affected by the North Bay Fires. Applicants seeking funding to address recovery from the fire(s) should describe the impact of the fire(s) on the PDA in the General Information section on Page 6.

Eligible Planning Activities

The PDA Planning Program provides financial support for planning processes that seek to intensify land uses as noted above. Planning processes that have the greatest potential for resulting in land use zoning and policy changes leading to new development will be the most competitive. Specific plans—or an equivalent—are preferred due to the ability to conduct programmatic Environmental Impact Reports (EIRs) and zoning updates that facilitate and streamline the development process. Grant funded plans must include an EIR and a zoning code update or be within an area with a recently adopted programmatic EIR and zoning code update that will not need significant revision as a result of the plan.

In some cases, jurisdictions may have already completed some planning elements, but need funding to complete others. Funding to complete planning elements that will lead to the completion/adoption of a specific plan, or equivalent, are also eligible. In this case, applicants should clearly describe how funding for their planning request will lead to plan completion, adoption and implementation. Jurisdictions may also consider adding supplemental or innovative elements to their planning requests such as establishing trip caps, healthy communities design guidelines or infrastructure finance districts.

Jurisdictions may also apply for funding to update outdated plans, EIRs or zoning code.

In all cases, there must be a strong implementation component for any planning process funded through this program, including agreement by the local jurisdiction to formally adopt the completed plan, as well as corresponding zoning code and General Plan amendments. Jurisdictions that do not formally adopt an MTC-funded plan, along with corresponding zoning and appropriate General Plan amendments, will be subject to repayment of the grant.

Refer to the chart below for specific award guidelines by place-type.

Award Guidelines by Place-type

Place-type*	Regional Center, City Center, Suburban Center, Urban Neighborhood	Transit Neighborhood, Transit Town Center, Mixed-Use Corridor
Award	▪ Specific Plan with EIR: Up to $800,000; ▪ EIR only: Up to $400,000 ▪ Plan, zoning code or EIR update: to be determined based on project scope	▪ Specific Plan with EIR: Up to $500,000; ▪ EIR only: Up to $250,000 ▪ Plan, zoning code or EIR update: to be determined based on project scope
Outcome	Adopted Specific Plan/equivalent, programmatic EIR, corresponding zoning code and General Plan amendments	Adopted Specific Plan/equivalent, programmatic EIR, corresponding zoning code and General Plan amendments

* PDA place-type as identified in the *MTC Station Area Planning Manual*

Projects funded under this program should address the Station Area Planning Principles outlined in the *Station Area Planning Manual)*. At a minimum, specific plans (or equivalent) should include the planning elements listed below.

In some cases, jurisdictions may have completed or adopted some of the planning elements within the past ten years, or may propose to follow another planning process. In these cases, applicants must clearly describe how an alternative planning process will lead to plan completion, adoption and implementation and/or how all planning elements not included in the grant request have been satisfied through previously completed/adopted documents. Several elements are *required* for all grants regardless of previous planning efforts: PDA Profile, Community Involvement, Affordable housing/Anti-Displacement Strategy, Implementation Plan and Financing Strategy, and updates to the General Plan and Zoning Code resulting from the plan's adoption.

Applicants should review **Attachment 2** for a detailed description of each planning element prior to developing an application.

Planning Elements
1) **PDA Profile**: Assessment of the PDA to serve as the basis for community engagement and development of the alternatives and Plan
2) **Community Involvement:** Collaborative, inclusive process with meaningful input from a full range of community stakeholders that utilizes proven and innovative methods of engagement
3) **Alternatives and Supportive Strategies:** Multiple visions for the future of the PDA and set of supportive policies to facilitate discussion and lead to a community-supported concept that forms the basis for the Specific Plan
   3a. **Alternatives:** Approximately three development patterns, including housing, employment, community infrastructure, and transportation networks
   3b. **Affordable Housing & Anti-displacement Strategy:** Meeting anticipated housing needs at all income levels; preserving existing affordable housing; preventing displacement during plan implementation; financing preservation and production of affordable housing; supporting local businesses
   3c. **Multi-Modal Access & Connectivity Strategy:** Implementing complete streets; improving pedestrian and bicycle-friendly circulation; enhancing multi-modal transit station access; creating first and last mile connections
   3d. **Pedestrian-Friendly Design/Placemaking Strategy:** Design standards focusing on pedestrian-oriented placemaking; Preservation and enhancement of community-identified cultural assets and services integration of community-led placemaking (e.g. cultural plazas, public art) into public works and development projects
   3e. **Accessible Design Strategy:** Ensuring paths of travel to transit stations are fully accessible to persons with disabilities along paths of travel; ensuring new development is accessible or visitable
   3f. **Parking Analysis & Policy Strategy:** Reducing parking demand through zero or reduced and maximum parking ratios, pricing, unbundled residential parking, employer-sponsored programs, and incentives supporting alternative modes
   Optional: Innovative Additional Strategies: Trip caps, healthy communities design guidelines, infrastructure finance districts, zero carbon districts, or other innovative strategies and policies proposed by applicant

4) **Specific Plan:** User-friendly Specific Plan that translates the preferred alternative and supportive strategies into a coherent set of policies and programs that facilitate short- and long-term implementation
5) **Environmental Impact Report (EIR):** Document analyzing the potential environmental impacts and identifying mitigations to minimize impacts.
6) **Plan Adoption:** City Council or Board of Supervisors Resolutions and Ordinance adopting Plan and amending General Plan, Zoning Code, Zoning Map, and other relevant regulatory documents

Funding Details

Type of Funds:	Federal Surface Transportation Program[1]
Grant minimum:	$100,000
Grant maximum:	$800,000 see pg. 2 - Award Guidelines by Place-type
Required local match:	12% - a local match of **12% of the total project budget** is required. Only local funds can be used as a match – federal funds cannot be used.
Pre-Application workshops:	**January 11, 2018, 1-3 PM at Bay Area Metro** (375 Beale Street, Yerba Buena Room, San Francisco, CA 94105) **January 17, 2018, 2-4 PM at VTA** (3331 N 1st St, Auditorium, San Jose CA 95134)
Application deadline:	March 5, 2018
Planning timeframe:	Plans *must be completed within 30 months*

from the effective date of the funding agreement between the applicant and MTC.

Award and Project Completion Timeframe
Grantees will enter into funding agreements within six months of grant award by MTC (grant award expected April 2018, funding agreements to be signed by October 31, 2018). **Plans *must be completed within 30 months* from the effective date of the funding agreement between the applicant and MTC.**

Additional Match Information
▪ How to calculate match
The match is based on *total project cost*, not the amount of the grant. For example - a jurisdiction with a $550,000 planning project could apply for $484,000 in grant funding (88% of $550,000) with a $66,000 match (12% of $550,000).
▪ Can the match include staff costs?
The grant and match can cover direct project costs, including staff and project management. Up to 10% of the total project cost could be spent on project management by the jurisdiction. Using the example above, with a $550,000 planning project, up to $55,000 could be spent on project management (but not required). If a jurisdiction is paying planning staff to manage the project, then this $55,000 could be used towards the required $66,000 match.
▪ The match covers the span of the project timeframe, which is up to 30 months (2.5 years).

Jurisdictions must be prepared to comply with all <u>federal</u> contracting requirements associated with planning grant funds. Applicants can learn more about these requirements at the January 2018 pre-application workshop.

Grant funding works on a *reimbursement basis* for agreed-upon deliverables associated with the scope of work for the project. The grant and match are to cover direct project costs, including staff and project oversight.

No more than 1/3 of the available funding in this cycle will be awarded to one jurisdiction. Jurisdictions with previously-awarded incomplete PDA/Station Area Planning & Land Use grants must indicate available staff capacity to manage any new planning grants.

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[1] For more information about Surface Transportation Program funds see http://mtc.ca.gov/our-work/fund-invest/federal-funding

EVALUATION CRITERIA & APPLICATION PROCESS

PART ONE: Screening Criteria
(a) Planning area is a planned or potential PDA in Plan Bay Area 2040 **and** is at least 100 acres
(b) Applicant is partnering with relevant congestion management agency and transit providers serving planning area
(c) Applicant has committed minimum local match amount (12% of **total project cost**)
(d) Application is complete and responsive

PART TWO: Evaluation Criteria (100 points total)

1. Project area includes a Community of Concern or is at high risk for displacement (5 points)
Project area includes a Community of Concern as defined by MTC's Lifeline Transportation Program
(See: Community of Concern) - High Risk for Displacement)

2. Within a top sixteen growth city in Plan Bay Area 2040 (5 points) (See Attachment 1)

3. Project Impact (25 points)
(a) Potential to increase the following within the PDA to achieve Plan Bay Area 2040 objectives:
  ▪ Housing, particularly affordable housing
  ▪ Employment, key services and retail
  ▪ Transit ridership and multi-modal transportation options
(b) If applicable, potential for the transit station and/or transit serving the station or planning area to be operational within 10 years

4. Existing Policies (7 points)
Jurisdiction has demonstrated a commitment to increase housing and transportation choices by adopting policies such as innovative parking standards, affordable housing production and preservation incentives and standards, TOD zoning, transportation demand management strategies, supportive general plan policies, sustainability policies, etc.

5. Planning Process (25 points)
For full Specific of equivalent Plans: Potential for plan to complete the *planning elements* described on pages 2-3 and draw upon the planning principles in the *Station Area Planning Manual*. Narrative should include the strategic approach to completing all of the planning elements, highlighting any related local issues or conditions, indicating how they may factor into the planning process.

If any of the planning elements described on pages 2-3 will **not** be included in plan because the jurisdiction has completed or updated a plan or planning elements in the last 10 years, the narrative must describe how policies, programs or analyses satisfies the intent of each element.

For partial plans/select planning elements: Narrative should clearly describe how funding for a partial plan or select planning elements will lead to the completion, adoption and implementation of a Specific Plan.

For EIR, plan or zoning updates: Narrative should describe how updates will increase the potential to improve implementation of an adopted Plan that addresses the planning elements as described on pages 2-3 and in the *Station Area Planning Manual.*

6. Local Commitment (15 points)
(a) Planning process is ready to begin – the jurisdiction **will be able to enter into a funding agreement** with MTC by October 31, 2018 following grant award in April 2018. Jurisdiction is prepared to see the plan through to City Council/Board of Supervisor adoption and implementation, including any relevant General Plan and zoning code updates.
(b) Demonstration of community, major property owner(s), City Council, relevant transit operator(s) and congestion management agency support for planning process (public involvement to date, letters of support, etc.).

7. Transportation Agency Support (3 points)
Application includes letters of support from the Congestion Management Agency (CMA) for the county in which the PDA is located and the primary transit agency/agencies providing service to the PDA.

8. **Implementation (15 points)**
(a) Plan, EIR, zoning code, and General Plan amendments are intended for adoption by City Council or Board of Supervisors
(b) Narrative outlines jurisdiction process to ensure that development proposals conform to both the plan and community expectations

PART THREE: APPLICATION PROCESS
Step 1: Call for Applications issued December 2018.

Step 2: Potential applicants attend a pre-application workshop at the Bay Area Metro offices (375 Beale Street, Yerba Buena Room, San Francisco CA 94105) on January 11, 2018 from 1-3PM, or at the Valley Transportation Authority (3331 N 1st St, Auditorium, San Jose CA 95134) on January 17, 2018 from 2-4PM.

Step 3: Applications submitted by deadline of March 5, 2018, 4:00PM

Step 4: Applications are evaluated using the criteria outlined above. *Staff reserves the right to screen applications prior to evaluation review to determine whether applications are incomplete or non-responsive to key elements of the program.*

Step 5: Based on the final recommendations of the evaluation team, and funding availability of the overall program, MTC staff will make a final funding recommendation to the Commission in April 2018.

Step 6: Following the Commission's approval, grant recipients will enter into a funding agreement with MTC **within 6 months of the grant award** and initiate the planning process.

Step 7: **PDA Plans must be completed within 30 months from execution of the funding agreement.** Planning funds not invoiced within 30 months may revert back to the planning program. Jurisdictions that do not formally adopt an MTC-funded plan, along with corresponding zoning and appropriate General Plan amendments, will be subject to repayment of the grant.

Timeline Summary

Issue Call for Applications	December 2017
Pre-application Workshops	January 11, 2018, 1-3 PM at Bay Area Metro January 17, 2018, 2-4 PM at VTA
Application Due Date	March 5, 2018
Review Process	March 5 – April 4, 2018
Programming & Allocations Committee Meeting	April 11, 2018
Commission Approval	April 25, 2018
Funding Agreements Signed with MTC	October 31, 2018
All Work Completed	April 30, 2021* *Within 30 months of signed funding agreement

Applications for funding under the PDA Planning Program must be submitted in electronic format only. E-mail application materials to Mark Shorett, PDA Planning Program Manager, at mshorett@bayareametro.gov.
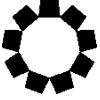
Application Deadline: March 5, 2018, 4:00 PM
Submit to mshorett@bayareametro.gov

Please review Attachment 1, PDA Planning Program Guidelines for additional information

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: ☐ Specific Plan ☐ Precise Plan ☐ EIR   Partial Plan: ☐ Partial Plan/Select Planning Elements   Updates: ☐ Plan update/amendment ☐ Zoning update/amendment ☐ EIR update/addendum   ☐ Other (describe in narrative below)

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?	☐	☐
b. If you answered yes to (a), has a consultant already been hired to assist in the development of the plan?	☐	☐
c. If a new transit station is proposed within the planning area, is it currently recognized in the General Plan?	☐	☐
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	☐	☐
e. Will the plan and any zoning updates/General Plan amendments be formally adopted by the City Council or Board of Supervisors?	☐	☐
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.	☐ Completion date:	☐

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?

Part 7 – PLANNING ELEMENTS		
CHECK EACH ELEMENT TO BE COMPLETED WITH GRANT FUNDING *For full specific plan/EIR grants, most boxes will be checked* *For partial grants, check boxes as appropriate* (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.	☐	☐
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.	☐	☐
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.	☐	☐
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.	☐	☐

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.	☐	☐
4. Specific Plan	☐	☐
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.	☐	☐
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:_____	☐	☐
5. Environmental Impact Report (EIR)	☐	☐
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.

ATTACHMENT 1
PDA Planning, Technical Assistance and Staffing Assistance Programs

PlanBayArea 2040 Housing Unit Growth (2010-2040)
Ranking by Housing Unit Growth*

Rank	County	City	Housing Unit Growth
1	SC	San Jose	149,900
2	SF	San Francisco	137,800
3	Ala	Oakland	87,700
4	SC	Sunnyvale	30,800
5	SC	Mountain View	26,300
6	CC	Concord	20,100
7	Ala	Fremont	19,200
8	CC	Richmond	18,800
9	Son	Santa Rosa	16,400
10	SC	Santa Clara	14,000
11	Ala	Emeryville	13,200
12	SM	San Mateo	12,600
13	Ala	Dublin	11,600
14	SC	Milpitas	11,200
15	Ala	Livermore	10,600
16	SM	Redwood City	10,100
		Total	*590,300*
Cumulative Share of Regional Growth: 72%			
(590,300/818,700) (top 16)			

* Source: Plan Bay Area Supplementary Report, Land Use Modeling Report, PlanBayArea 2040 Final Supplemental Report

ATTACHMENT 2
PDA Planning Grant Program

Planning Process and Elements - Description & Guidance

The following pages describe suggested planning process and planning elements for grants funded through the PDA Planning Program, including outcomes, deliverables, and approaches. This information also provides potential grantees with an expectation of what Bay Area Metro (MTC/ABAG) will be looking for in grant scopes of work and submitted deliverables.

MTC anticipates that all planning grants will lead to implementation, including agreement by the local jurisdiction to formally adopt the completed plan, as well as corresponding zoning code and General Plan amendments. Jurisdictions that do not formally adopt an MTC-funded plan, along with corresponding zoning and appropriate General Plan amendments, will be subject to repayment of the grant.

Planning Process

Sequence of Planning Process (table suggests general order)
1. PDA Profile
2. Community Involvement
3. Alternatives & Supportive Strategies
4. Specific Plan
5. EIR
6. Plan Adoption

Planning Elements

1. PDA Profile
Outcome: Assessment of the PDA that serves as the basis for community engagement and shapes the Alternatives, Supportive Strategies, and Plan

The geographic area assessed in the profile should encompass the PDA, but may also include surrounding neighborhoods for context. Bay Area Metro staff will be available to provide data or recommend sources. The PDA profile should address the following:

- **Population and Households:** Race/ethnicity, age, household income, poverty status, level of education, primary language spoken at home, and place of birth
- **Housing:** Units by type, tenure, rent/mortgage—including cost as a share of income; home value
- **Economy:** *For PDA residents*--place of work, industry, occupation and wage; *For employees of PDA businesses*—place of residence, industry, occupation, and wages
- **Growth:** Projected housing, job, and population growth in adopted local plans and Plan Bay Area 2040; breakdown of population growth by age, household size, and other demographic factors; breakdown of job growth by industry, occupation, and associated wage
- **Travel Patterns:** *For residents and employees*—Commute distance, mode, and travel time; *additional data for residents*—vehicle availability
- **Displacement Risk:** Level of displacement risk; specific groups at risk of displacement
- **Infrastructure:** Water, energy, waste, and stormwater; including any current or anticipated capacity issues
- **Community Services & Amenities:** parks, schools/playgrounds, schools, libraries, social services, healthcare, community centers, grocery and drug stores
- **Climate and Resilience:** Estimated GHG emissions, natural hazard, air quality, health outcomes
- **Known issues or concerns to be addressed in planning process**

Deliverable: Web-based and print PDA Profile containing the above-referenced categories

2. Community Involvement

Outcome: Collaborative, inclusive planning process with meaningful input from a full range of community stakeholders, including residents, local businesses, developers, transit agencies, service providers, utilities, schools, community- and faith-based organizations, and property owners. The following elements should be included:

- **Community Involvement Plan:** Strategy outlining a process to involve community members throughout the planning process and to ensure input is integrated into the Alternatives, Supportive Strategies and Specific Plan. It should be developed concurrent with PDA Profile, taking into account data from the Profile. The Involvement Plan should identify:
  - A schedule and set of task descriptions for carrying out all of the Community Involvement activities described in this section or alternative approaches that achieve the intended outcomes of these activities
  - Direct engagement with low-income communities and communities of color identified in the PDA Profile section, including roles of local service providers (e.g. community centers, clinics, etc). Identify translation needs (required for all non-English languages spoken by 10% or more of PDA residents) and document how these will be met throughout the process
  - Potential members of the Technical Advisory Committee (TAC) and Citizens Advisory Committee (CAC) and/or selection process
  - Specific ways that community input at various phases of the planning process will be integrated into Alternatives, Supportive Strategies and the Specific Plan

- **Community Advisory Council (CAC):** Meetings involving a cross-section of PDA residents (for PDAs that are new development sites, residents of surrounding neighborhoods), service providers, and property owners—including at least one annual update on plan progress.

- **Technical Advisory Committee (TAC):** Meetings involving staff from local, county, and regional agencies and service providers, such as utilities, transit agencies, congestion management agencies, air and water quality management districts, and the Bay Area Metro (ABAG/MTC) grant manager.

- **Direct Outreach and Information Gathering:** Interactive events engaging community members outside the context of traditional workshops, with an emphasis on reaching low-income communities and communities of color--incorporating translation needs. If possible, involve community members/service providers into outreach and operation of events. Grantees should tailor direct outreach to meet the needs of their community; successful direct outreach identified by previous PDA grantees include:

  - Community Asset Mapping: Engage community members to create an inventory and map of specific cultural assets and spaces to preserve or enhance, such as community gathering places, cultural institutions, and shops providing daily necessities and culturally-specific goods

  - Walk and Bike Audits: Community member assessments of walking and bicycling conditions, community assets, opportunities, and challenges

  - "Pop up" Workshop: Booths or tents at public events such as Farmer's Markets, shopping streets, grocery stores, and festivals to raise awareness of the plan and solicit input; can include intercept surveys and interviews

  - Design Charrette in the Community: Drop-in workshop held in a location with foot traffic such as a storefront, library, or community center; community members work with the project team to design alternatives for the future of the PDA and develop supportive policies

  - Art and story-based visioning: Drop-in or scheduled events inviting community members to share stories or art capturing their experiences and aspirations for the PDA

- **Online and Print Engagement:** Create a project website and provide additional electronic and traditional outreach materials. Suggested approaches include:

  - Fact Sheets, updates and workshop invitations mailed to community members and posted in public places such as libraries, businesses, community centers, and places of worship
  - Online and mail surveys to educate residents and solicit feedback about needs, values and tradeoffs
  - Online discussion forums
  - Social media accounts (i.e. Twitter, Instagram) to announce meetings, provide updates and links to project material, and solicit feedback

  In all outreach material, consider "branding" the plan using a consistent logo and tag line/motto to increase visibility

- **Elected Official Engagement:** Dedicated sessions, or briefings with individual councilmembers, to provide Council with an overview of the planning process, an opportunity to review and comment on alternatives and provide input during the development of the Draft Plan to help ensure buy-in and smooth the plan adoption process

- **Public Workshops:**

  o Plan Kickoff and Goal-setting Workshops: Incorporate activities to identify community assets, challenges and opportunities in the plan area, develop goals and targets for the plan, and shape Alternatives and Supportive Strategies. Encourage locations within plan area during times to maximize participation. Provide any translation services identified in the Community Engagement Plan and childcare.

  o Alternatives & Strategies Workshops: Highlight input from previous workshops and engagement, gather public input on Alternatives and Supportive strategies to shape Specific Plan; consider using live polling or similar tool to gather responses to strategy options, visual preference surveys, and other questions. Encourage workshop location within plan area during times to maximize participation. Provide any translation services identified in the Community Engagement Plan and childcare.

- **Additional Community Involvement Components:**

  o Public workshop or other option to present Draft Plan
  o Focus groups and interviews to obtain in-depth feedback from key stakeholders, including developers
  o Partnerships with local schools and community-based organizations (CBOs) that provide services to residents and often are not involved in planning processes
  o Outreach to local media, including ethnic newspapers, radio, and TV stations

Deliverables: Community Engagement Plan; Materials, Summaries, and Outcomes from: TAC and CAC meetings, public workshops and direct outreach activities, elected official engagement, and focus groups and other forms of engagement; Project Website; Online and Print engagement materials

3. Alternatives & Supportive Strategies

Outcome: Community-supported concept for the future of the PDA that provides the basis for developing the Specific Plan

Alternatives and Supportive Strategies are intended to work together as a holistic approach to creating options for the PDA's future. *Alternatives* are visions for the future built environment of the PDA, described with a variety of media and at a variety of levels of detail to engage the population identified in the Community Involvement Plan. Grantees should create approximately three alternatives for discussion at public workshops and, following identification of a preferred alternative, integration into the Plan. *Supportive Strategies* are complementary policies, incentives, and financing tools that may apply to individual, multiple, or all alternatives. The order in which different supportive strategies are produced (i.e. before, concurrent, or following development of alternatives) is at the discretion of grantees, but each must be completed before the Draft Plan. For example, in some communities it may be appropriate to complete Affordable Housing and Anti-Displacement strategies to inform the development of Alternatives, while in others these strategies may be developed to support a preferred Alternative.

Each Alternative will introduce a range of design options or policies for discussion, refinement and integration into the Plan. Grantees will be asked to demonstrate how a preferred alternative and supportive strategies are incorporated into the Plan. Topics to be address in the Alternatives and Supportive Strategies are described below:

3a. Alternatives
- *Land use and urban design*—Scale of development, mix of land uses, opportunity sites, and design approaches to integrating this growth into the existing community
- *On- and off-street multi-modal pedestrian, bicycle, transit and auto circulation networks,* including detailed concepts for key streets and trails that integrate complete streets and green infrastructure features
- *Public space network*—existing and future parks, formal and informal community gathering spaces, and primary walking paths and greenways
- *Location and characteristics of preserved, enhanced, or new community assets* such as plazas local shopping streets and markets, public art, community centers, clinics and other services, and natural habitat

- *Infrastructure and public facilities improvements,* including water and energy systems needed to accommodate new development—focusing on sustainable practices—and new public facilities such as schools that meet needs of new and existing population of plan area

Deliverable: Alternatives Report and maps, presentations, and workshop materials related to Alternatives.

3b. Affordable Housing & Anti-displacement Strategy

- *Existing Conditions (Drawing from PDA Profile)*

  o Demographic characteristics of the existing population in the plan area, including factors such as income levels, ethnic/racial composition, and presence of low-income renters (who are at greatest risk of displacement)
  o Housing characteristics in the plan area, including factors such as housing tenure, household size, and housing affordability for both deed-restricted and market-rate units
  o Displacement risk
  o Market conditions that affect the provision of affordable housing, such as land availability and value, obstacles to development in the plan area, and existing affordable housing policies (e.g., inclusionary zoning, rent control or stabilization policies, housing preservation programs, etc.)

- *Affordable Housing Need:*

  o Expected need for affordable housing, by income level, in the plan area based on the characteristics of the existing and expected future population, taking into account RHNA allocation and future industry growth. *The statement of need should not be limited by estimates of what seems feasible.*
  o Gap between need, by income level, and anticipated provision through private investment and available subsidies

- *Strategies & Policies*

  o Opportunity sites: Pipeline of housing and mixed-use development sites (including size, tenure, market or affordable), potential sites for affordable and mixed-income housing (including but not limited to RHNA opportunity sites)
  o Preservation opportunities: location and type of at-risk units occupied by low and moderate income households for potential acquisition and rehabilitation as permanently affordable units
  o Preservation and Production Policies: Inclusionary zoning; density bonus; 1:1 replacement; reduced parking standards; condominium conversion ordinance; acquisition/rehabilitation/conversion program; land trusts; foreclosure mitigation, etc.
  o Anti-Displacement policies: Just cause evictions; rent stabilization; SRO and mobile home preservation ordinance; Community benefits zoning; Protection or integration of locally owned businesses into new development, local hire, targeting industries that meet residents' skill levels, etc.
  o Funding Sources and strategies: Local sources (bonds, impact fees, commercial development impact fees; housing trust fund, etc.); State and Federal sources (HOME, CDBG, tax credits, grants, etc.); New/Innovative strategies and sources
  o Filling the gap: Quantify the impact of proposed policies and funding sources on the gap identified between housing need and anticipated production

Deliverable: A report that outlines the plan's approach to providing a range of affordable housing options to existing and future residents, based on the elements identified above. Report should identify how report findings will be incorporated into the final plan.

3c. Multimodal Access & Connectivity Strategy

- *Pedestrian Access & Circulation:*

  o Assessment of pedestrian routes between station/terminal, local transit, neighborhood amenities and activity nodes in the planning area, including impediments and locations of conflict with automobiles
  o Policies to improve pedestrian movement and safety such as consolidating and minimizing driveways, limiting block sizes, requiring bulb outs and other pedestrian friendly design features

- *Bicycle Access & Circulation:*

  - Assessment of routes to adjacent activity centers, nodes, and regional routes including class of streets and current impediments/safety issues

  - Policies to improve bike circulation, such as lane width and treatment, intersection treatment, and bike parking standards for new development

  - Implementation of connections to countywide and city bike plans, as well as regional trails

- *Transit Connectivity:*

  - Existing feeder bus service/hubs at stations/terminals, various lines serving stations, and routes and stops within the planning area; ridership by route and stop

  - Policies and design standards: locate bus stops and intersections; bus bulb outs; bus shelters

  - Intermodal access, including way-finding signage, accessible transit information, real-time technology, schedule coordination, fare coordination and last-mile connecting services

  - Ensure close and early consultation/coordination with all affected transit operators

- *Auto Circulation:*

  - Current routes from core planning area parking structures/ lots to arterials, expressways, and freeways.

  - Current and anticipated auto-intensive land uses

  - Policies and design standards: Minimize auto and pedestrian/bicycle conflicts; keep vehicular circulation to a minimum in pedestrian core area; relocate auto oriented land uses in highly pedestrian trafficked areas. Including vehicular entrances of parking structures

Deliverable: Multimodal access and connectivity plan/memo and pedestrian-friendly design standards or similar (See also Community Vitality and Placemaking). Deliverable should identify how findings will be incorporated into the final plan.

3d. Pedestrian-Friendly Design/ Placemaking Strategy

- *Community assets (spatial and cultural, as identified by community members through the PDA Profile or direct outreach activities)*

- *Placemaking strategies*

  - Policies to preserve and enhancing existing assets

  - Opportunity sites—preservation and enhancement of community assets and new public spaces (parks, paseos, plazas, community centers) designed to meet community needs and support community aspirations for the PDA

  - Process for integrating community-led placemaking (e.g. cultural plazas, public art) into future public works and development projects;

- *Design Guidelines (level of detail is at discretion of jurisdiction based upon desired specificity; higher detail is most appropriate for plans incorporating a form-based code or similar mechanism), and may include guidelines for architectural, public realm and public facility design.*

Deliverable: Memo outlining placemaking and design standards or policies. Deliverable should identify how findings will be incorporated into the final plan.

3e. Accessible Design Strategy

- *New Housing:* Requirements for new units in the planning area, including townhomes, to incorporate universal design or be habitable and visitable by persons with mobility limitations (e.g have accessible bathrooms and bedrooms, or can be converted through universal design)

- *Transit station access:* Conditions resulting from plan will create a fully accessible path of access to and from transit and essential services within ½ mile of existing and planned housing units in the planning area;

Description should include width of sidewalks, presence of curb cuts, physical barriers that would prevent persons with mobility limitations from access, and enhancements that would facilitate access.

- *Key Definitions:*
    - Accessible: Housing and routes to transit that meet the needs of a person with mobility limitations
    - Adaptable: Housing that allows some features of a building or dwelling to be readily changed to be accessible
    - Habitable: Dwelling where a person with a disability can live with an accessible bedroom
    - Townhome: A multi-story residence that is connected by a common wall to another residence
    - Visitable: Dwelling where a person with a disability can visit with an accessible restroom
    - *Universal Design (UD)*:
        1. The design of products and environments to be usable by all people, to the greatest extent possible, without adaptation or specialized design
        2. A user-friendly approach to design allowing people of any culture, age, size, weight, race, gender and ability to experience an environment that promotes their health, safety and welfare today and in the future

Deliverable: Memo containing how the planning area will accommodate persons with disabilities, both in path of travel to/from transit and surrounding destinations, as well as habitable and visitable housing units. Deliverable should identify how findings will be incorporated into the final plan.

3f. Parking Analysis and Policy Strategy:

- *Suggested policies for new development and reuse:*
    - Eliminate or reduce parking minimums to levels consistent with AB 710 (Skinner), as proposed in 2011, specifically: City requirements of no more than 1 space per residential unit and 1 space per 1,000 square ft of commercial space
    - Establish parking maximums at a level of no higher than one and one-half the minimums above, i.e., 1.5 spaces per residential unit and 1.5 spaces per 1,000 sq ft commercial space
    - Trip Caps that establish maximum trips for new commercial development

Strategies can be used in combination, i.e., both a lower or no minimum and a maximum. Consider other strategies to support these approaches: Unbundling, car-share, bicycle parking, pedestrian accessibility, shared parking, and transit passes.

- *Suggested policies for employers:*
    - Commuter Benefit Ordinance requiring employers (of 50 or more) to choose one of the following
        - Pre-tax dollars- Employer sets up a deduction program under existing IRS code 132(f), allows employees to make monthly pretax deductions to purchase transit passes or vanpool rides.
        - Employer Subsidy, see CommuterBenefits.org or the IRS Fringe Benefits Guide at IRS.gov/publications/p15b/index.html for more information
        - Employer Provided -Employer offers workers free shuttle service on company-funded bus/van.
    - Parking cash-out based on city enforcement of state law, as per SB 728, Lowenthal, passed 2010
    - Transportation Demand Management - participation in an active Transportation Management Association (TMA)

Additional information on parking planning and management approaches, steps and strategies is available in the MTC Parking Toolbox.

Deliverable: Parking management plan/memo incorporating elements listed above. Deliverable should identify how findings will be incorporated into the final plan.

Optional: Market demand strategy, Trip caps, Healthy Communities Design Guidelines, Infrastructure finance, Zero Carbon Districts, other innovative Planning Element identified by applicant.

Deliverables: Memo or report summarizing findings and new policies or guidelines. Deliverable should identify how findings will be incorporated into the final plan.

4. Specific Plan

Outcome: Adopted user-friendly Specific Plan that translates the preferred alternative into a coherent set of policies and programs that facilitate short- and long-term implementation

Specific Plan Sections/Topics—The sections below represent one way to organize the Specific Plan. Plans may be organized differently, but should address each topic.

- **Introduction:** Intent, organization and summary of Plan
- **Vision:** Plan goals, concepts and desired outcomes. Include key findings from the community engagement and Alternatives processes and describe how they inform the Plan
- **Development Standards:** Zoning Districts (land uses, density, height); Urban & Architectural Design (setbacks, building façades, solar orientation, groundfloor transparency); Parking (maximum parking ratios, shared parking, adaptability to autonomous vehicles and reduced car ownership); Conservation (energy, water, and waste reduction standards; green building strategies exceeding Title 24 if applicable); Community Benefits (e.g. affordable housing, public spaces, community facilities, or other amenities that can be provided in exchange for higher densities or other developer benefit)
- **Open Space:** Parks and public spaces; Off-street trails; Habitat conservation and enhancement areas; Public and private open space standards
- **Streetscape and Circulation:** Street designations (identifying streets in plan area by designation); Complete streets design standards (standard cross-sections, including provisions for pedestrians, bicycles, transit, parking, and green infrastructure where applicable—should be at appropriate level of detail to guide future projects); Accessibility
- **Community Resources:** Schools/job training centers; Health care and social services; Community centers
- **Infrastructure and Utilities:** Water supply (including water recycling/reuse); Stormwater/Green Infrastructure; Sewage and Solid Waste; Energy (including renewable energy generation and distribution)
- **Resilience:** Policies to increase seismic and flood safety; Disaster response
- **Implementation and Financing Strategy:** Project administration; Implementation actions and programs—identifying responsible parties, timelines, and costs; Capital improvements (specific street segments, trails, community facilities, etc required to complete plan—including cost estimates, funding sources and timelines.)
- **Optional implementation sections:** Trip Caps, Healthy Infill development standards, Infrastructure Finance, innovative proposals by applicants
- **Appendices:** General Plan Amendments; Zoning Amendments; Additional policies/regulations (e.g. design guidelines)

Deliverables: Administrative Draft Specific Plan; Public Draft Specific Plan; Redline version of Specific Plan adopted by City Council or Board of Supervisors; Digital and print versions of published Final Specific Plan

5. Environmental Impact Report (EIR)

Outcome: Certified environmental document that meets the requirements of the California Environmental Quality Act (CEQA) and provides adequate analysis of potential impacts resulting from implementation of the Specific Plan, and mitigations to address these potential impacts, to minimize the need for additional review of future projects consistent with the Plan, and to facilitate the use of CEQA streamlining provisions for infill development.

Exceptions to completing the full EIR will be allowed if applicant can demonstrate that a programmatic environmental analysis that includes the entire planning area and the level of growth anticipated in the plan has been certified within the past 5 years, eliminating the need for substantial additional environmental analysis for projects consistent with the Plan.

EIR Components:
- **Notice of Preparation (NOP)/Initial Study:** Brief description of the Draft Plan, its location, and probable environmental effects

- **Scoping Meeting(s) & Report:** Public meeting(s) to receive feedback on NOP/initial study and to identify additional issues pertinent to the Draft Plan; following the meeting(s), report documenting feedback
- **Draft Environmental Impact Report (DEIR):** Document analyzing the potential environmental impacts identified in the Initial Study and wherever possible identifying mitigations to minimize impacts. Refer to the California Office of Planning and Research (OPR) Guide for additional guidance
- **Notice of Completion:** Document indicating that a DEIR has been prepared for the Draft Plan
- **Final Environmental Impact Report (FEIR):** Copy of, or revision to, the Draft EIR; comments on the Draft EIR and response to these comments; and any additional information
- **Notice of Determination:** Brief notice indicating approval of EIR
  All environmental documents must incorporate provisions of SB375, SB743 and any recent CEQA-related legislation

Deliverables: *NOP; Scoping Report; Administrative DEIR; Public DEIR; FEIR*

6. Plan Adoption, Zoning Code Update, & General Plan Amendment:

Outcome: City Council or Board of Supervisors Resolutions and Ordinance adopting Plan and amending General Plan, Zoning Code, Zoning Map, and any other relevant policies and regulatory documents

Deliverables: *Resolution(s) and Ordinance(s) adopting Plan; Resolution(s) and Ordinance(s) amending Zoning Code, General Plan, and any other relevant policies*