

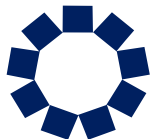
Regional Growth Framework Planning Grants Webinar for applicants



Priority Development Areas (PDA)



Priority Production Areas (PPA)



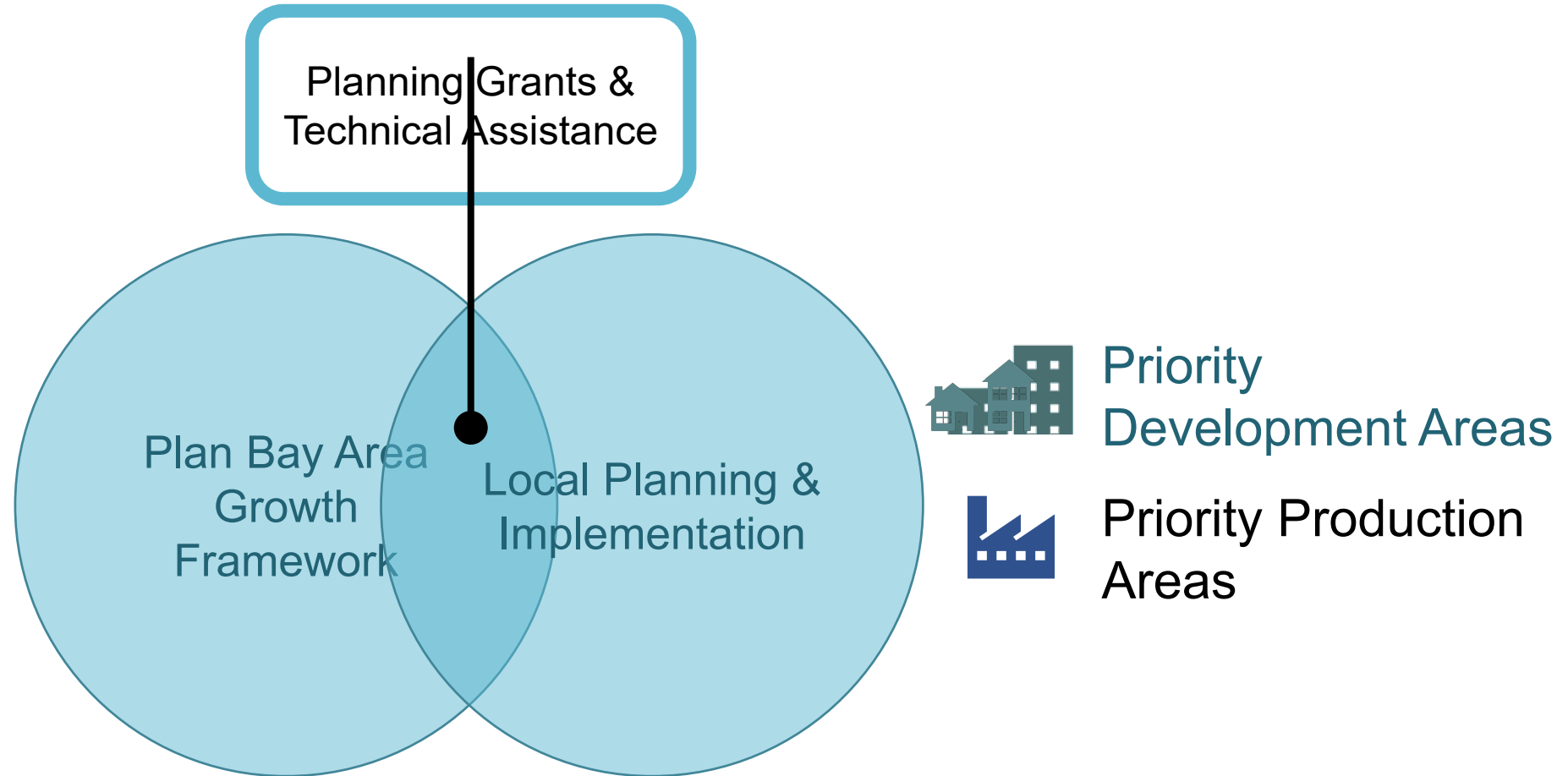
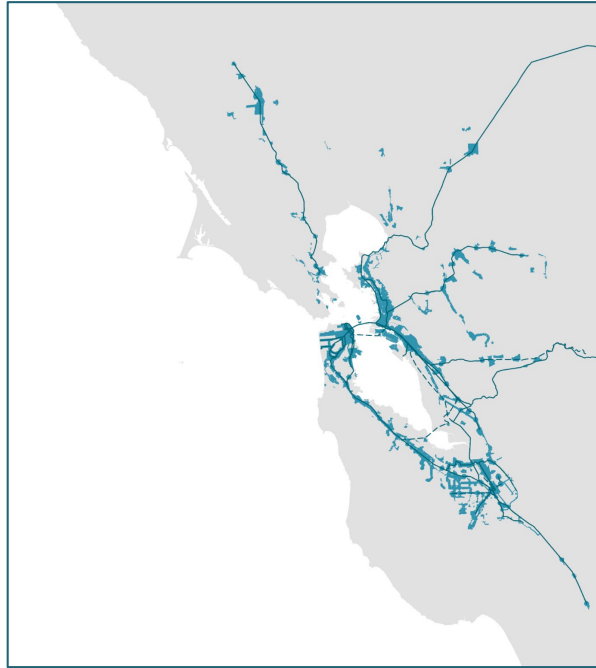
ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

What we will cover in this webinar

1. Context
2. PDA Grant Opportunity
3. PPA Grant Opportunity
4. Q&A



Context: Regional & Local Partnership

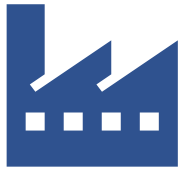


Context: Program Background



Priority Development Area (PDA) Program

- 80 Planning and 50 Technical Assistance grants since 2007
- Added capacity for more 150,000 homes and 100,000,000 commercial square feet
- Identified improvements are supported through OBAG program



Priority Production Area (PPA) Pilot

- New program introduced in Plan Bay Area 2050
- Goal: assist local governments preserve and expand their PPAs, strengthening the region's economy and creating middle wage jobs.

PDA Grants





PDA Grants: Who, What, When & Where

Who is eligible?

Local governments

What is eligible?

Plans, Plan Amendments, &
Plan Implementation

When is the Deadline?

To apply: February 23, 2023

To finalize contract: August 31, 2023

To complete project: 36 months from contract

Where do I apply?

Visit [PDA Grant webpage](#)

Complete [Application](#)





PDA Grants: Key Requirements

✓ Plan to be completed, amended, or implemented will include:

- Development standards
- Public realm standards
- Community and equity policies
- Capital improvements
- Implementation plan
- Consistent zoning
- Programmatic CEQA clearance (e.g., programmatic EIR)

Note: Plan organization, such as chapter titles and order, may be different as long as it meets program requirements (see [Applicant Guide](#))

✓ Council or Planning Commission support

✓ Consistent with MTC's Transit-Oriented Communities (TOC) Policy

**Find out
more:
Applicant
Guide
Attachment A**





PDA Grants: Example of Ineligible Applications

- × Any activity that does not result in adopted policy during the grant period
- × Standalone studies or strategies
- × CEQA with Level of Service (LOS) analysis
- × Plan for area around a rail station, ferry, or BRT stop that is not anticipated to comply with MTC's Transit-Oriented Communities Policy





PDA Grants: Evaluation Criteria

Screening:

- Final plan must contain all required elements
- Local support: resolution or information item
- Housing Element: substantial compliance by 12/31/23
- Consistent with Transit Oriented Communities policy

Scoring:

- Program priorities (e.g., Specific Plans for unplanned PDAs)
- Housing protection, preservation, and production
- Mobility and VMT reduction
- Inclusive communities (e.g., racial equity strategies, universal design)
- Strategic impact (e.g., Plan Bay Area, RHNA implementation)

**Find out
more:
Applicant
Guide
Attachment B**





PDA Grants: Tips

When applying:

- Use the checklist in the applicant guide (p 2. of [Applicant Guide](#))
- Secure elected official support ASAP (see template [resolution](#), [staff report](#), and [presentation](#))
- Anticipate staff time required for project management if awarded grant

Once you've received an award:

- Get started on a consultant RFP, if applicable, right away
- Continue to allocate enough staff time throughout project
- Communicate with MTC/ABAG grant managers frequently
- Brief elected officials throughout plan

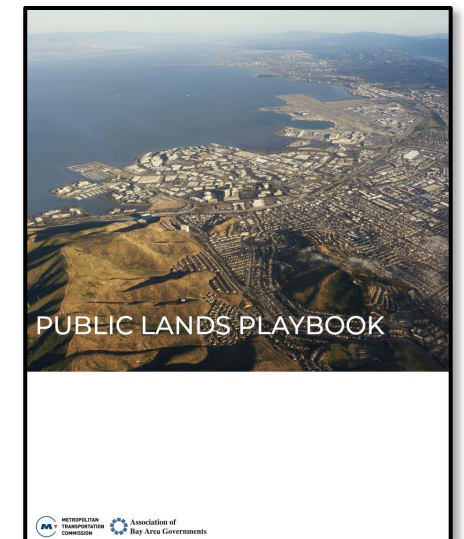




Complementary Technical Assistance

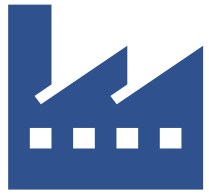
MTC/ABAG offers a variety of technical assistance that can support projects ineligible for this round of PDA funding

- [Housing](#)
- [Parking](#) (apply for grants now)
- [Complete Streets](#)
- [LOS to VMT](#) (SB743)
- [Mobility Hubs](#) (apply for grants now)



PPA Grants





PPA Grants

Who, What, When & Where

Who is eligible?

Local Jurisdictions, County-based economic development agencies, County Transportation Authorities, or community colleges in partnership with local jurisdictions with PPAs

What is eligible?

Plans and Technical Assistance
(Multi-jurisdiction TA encouraged)

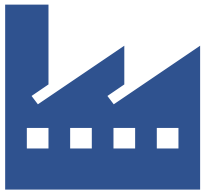
When is the Deadline?

To apply: February 23, 2023
To finalize contract: August 31, 2023
To complete project: 36 months from contract

Where do I apply?

Visit [PPA Grant Webpage](#)
Complete [Application](#)

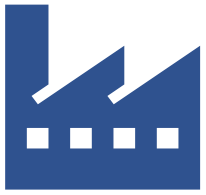




PPA Grants: Key Requirements

- **Implementation Focused** - proposals that will result in adoption of program, policies, or plan.
- **Quantifiable Goals with Targeted Impact** – jobs created/preserved, infrastructure costs/investment, establishing development standards and fees.
- **PPA Centered** – while other industrial areas may benefit, the focus of analysis and program implementation must be oriented towards improved outcomes for, and performance of PPAs.





PPA Grants: Evaluation Criteria

Screening:

- Application must identify PPA(s) included in Plan Bay Area 2050
- Draft scope of work and deliverables

Scoring:

- Program priorities: increasing opportunity, expanding employment in a community with a jobs-housing imbalance, benefiting low or moderate-resource communities, meets a demonstrated funding need
- Strategic impact
- Consistency with local plans and policies



How to Apply





Online Applications



To apply for PPA Grants

Pilot Priority Production Area Grant Application

Introduction

Metropolitan Transportation Commission (MTC) is soliciting proposals for Priority Production Areas (PPAs) that have been adopted into the Plan Bay Area Growth Framework.

The Priority Production Area (PPA) Pilot Program is soliciting proposals in the following categories:

- Individual Jurisdiction Planning Grants (up to \$750,000)** – Grants for local jurisdictions to develop specific plans establishing development standards and identifying capital improvement needs and financing strategies.
- Individual Jurisdiction Technical Assistance Grants (up to \$250,000)** – Technical assistance to local jurisdictions for discrete projects, such as feasibility analyses of proposed policies/programs or implementation of specific economic strategies. It is expected that TA grants will produce the analysis and materials necessary to get the proposed program implemented or policy adopted.
- Multi-Jurisdiction Technical Assistance Grants (up to \$750,000)** – Technical assistance projects focused on developing shared analyses or frameworks for implementing programs/policies across multiple PPAs. It is expected that multi-jurisdiction TA grants will provide the feasibility analysis, framework, and template materials necessary for local staff to get PPA-related programs or policies adopted.

The following application must be submitted by **11:59 p.m. February 23, 2023** to be considered.

NOTE: As long as you use the same device and web browser, you should be able to start the application and return to it. A cookie is stored in the browser that remembers your survey responses. Once you click "Done" you will not be able to go back to the application and make changes.

Applicant Information

* 1. Project Sponsor

Jurisdiction/Agency *

Project Manager

Email Address *

Phone Number *

<https://www.surveymonkey.com/r/KWLZNQB>



To apply for PDA Grants

PRIORITY DEVELOPMENT AREA (PDA) PLANNING GRANT APPLICATION

Overview & Instructions

Before completing this application, please review the [applicant guide and application checklist](#). **Applications are due Thursday, February 23rd, 2023 at 11:59 PM.**

Jurisdictions may apply for a maximum of two (2) PDA Planning or Plan Implementation grants total. Please submit a separate application for each.

NOTE: Your work here cannot be saved. As long as you use the same device and web browser, you should be able to start the application and return to it. A cookie is stored in the browser that remembers your survey responses. Once you click "Done" you will not be able to go back to the application and make changes.

To see a complete list of questions before beginning the form [click here](#).

Please submit any outstanding questions to pdas@bayareametro.gov and someone from the PDA team will get back to you.

Applicant Information

Applicant Project Manager

Job Title

Local Jurisdiction

County

Email Address

Phone Number

Please upload documentation of local support for this application. This may include:

- A City Council/Board of Supervisors or Planning Commission resolution (recommended), or
- An agenda from a City Council or Board of Supervisors meeting at which the application was discussed.

(To get started, download a [template resolution](#), [template staff report](#), and [template briefing](#).)

<https://www.surveymonkey.com/r/G276QBZ>



Regional Growth Framework Grants

How to apply step by step

1. Assess program goals with internal team.
2. Email pdas@bayareametro.gov or ppas@bayareametro.gov to schedule discussion of preliminary ideas with MTC/ABAG staff at weekly “office hours” Wednesday 9AM-12PM.
3. Confirm alignment with existing policies and get policy maker support for application if necessary.
4. Submit online proposal by February 23rd



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