



ABAG

PDA STAFFING ASSISTANCE PROGRAM

PROGRAM GUIDELINES



Bay Area Metro (MTC and ABAG) staff 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 Staffing Assistance Program* is described below, along with the application process/application.

PDA Staffing Assistance Program Description

Staff reductions in past years have made it difficult for cities with PDAs to carry out neighborhood planning efforts critical to Plan Bay Area 2040 implementation. The objective of the PDA Staffing Assistance program is to offer consultant assistance to cities to help address these needs.

PDA Staffing Assistance differs from PDA Technical Assistance in that Staffing Assistance projects have a more complex scope of work requiring longer than 6 months to complete, as well as a budget larger than \$65,000.

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 Application Information section on Page 4.

Eligible Applicants

Local governments (cities and counties) with PDAs are eligible for PDA Staffing Assistance. 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).

Eligible Planning Activities

Staffing is limited to projects that provide a clear transportation/land use nexus. Examples of eligible types of projects include, but are not limited to:

- Transit-oriented affordable housing policy development and implementation (PDA-specific or jurisdiction-wide)
- Planning for mixed-income neighborhoods near transit: increasing affordability with location efficiency
- 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 connected to new land uses
- Bicycle and pedestrian planning connected to new land uses
- Implementing SB743: VMT-based transportation impact standards
- Evaluating transit corridors and their relationship to transit-oriented development (TOD)
- Planning and implementing Complete Communities (mix of land uses, diversity of incomes, multi-modal connections to transit, etc.)

Funding Details

<u>Administration:</u>	Consultant(s) under contract with MTC will be assigned to work directly with local jurisdictions to complete identified projects. No local match is required.
<u>Award minimum:</u>	NA
<u>Award maximum:</u>	\$200,000
<u>Required local match:</u>	None

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 @ 4pm
Planning timeframe: No longer than 18 months following award and finalized workscope

EVALUATION CRITERIA & APPLICATION PROCESS

PART ONE: Screening Criteria

- (a) Project is located in a PDA
- (b) Proposed staffing project is eligible for funding
- (c) Application is complete and responsive

PART TWO: Evaluation Criteria (100 POINTS TOTAL)

1. **Project area includes a Community of Concern as defined by MTC's Lifeline Transportation Program or is at high risk for displacement (5 points)** (See: *Community of Concern*) or *High Risk for Displacement*)
2. **Project areas is in one of sixteen cities taking on over 70% of the region's housing growth in Plan Bay Area 2040 (5 points)** (See Attachment 1 for a list of these cities)
3. **Proposed Project /Project Performance and Impact (45 points)**
Extent to which proposed staffing project will facilitate developing, adopting or implementing a PDA plan or any of its components that address intensified land uses near transit; codifying standards for affordable housing; and/or other policies that support transit-accessible livable and complete communities.
4. **Existing Policies (15 points)**
Extent to which jurisdiction has demonstrated a commitment to providing an increase in housing and transportation choices exhibited through existing policies, such as innovative parking policies, TOD zoning, transportation demand management strategies, citywide affordable housing policies and approved projects, supportive general plan policies, sustainability policies, etc.
5. **Local Commitment (15 points)**
Extent to which applicant demonstrates local commitment to implementation of the PDA plan, community support for the plan (or project is intended to build community support), support from the relevant Congestion Management Agency (CMA) and Transit Agency/agencies, and local financial support by leveraging other funding or current/past planning efforts.
6. **Implementation (15 points)**
Extent to which jurisdiction is committed to implementing its PDA plan or proposed staffing project that will facilitate PDA plan development, adoption or implementation. Applicant has a clear sense of implementation timeframe.

APPLICATION PROCESS/TIMELINE

Phase 1: Call for Applications issued in December 2017.

Phase 2: Attend a pre-application workshop at Bay Area Metro (MTC/ABAG) 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.

Phase 3: Application submitted by March 5, 2018, 4:00PM deadline

Phase 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.*

Phase 5: Projects are assigned to on-call consultant(s) by Bay Area Metro (MTC/ABAG) staff by June 2018 pending MTC consultant selection approval process.

Phase 6: Bay Area Metro, jurisdiction and consultant finalize workscope. Project is completed within 18 months.

Timeline Summary

Call for Applications Issued	December 2017
Pre-Application Workshops	January 11, 2018, 1-3PM at Bay Area Metro January 17, 2018, 2-4PM at VTA
Submittal Due Date	March 5, 2018, 4pm
Review Process	March 5 – April 4, 2018
Programming & Allocations Committee meeting	April 11, 2018
Commission Approval	April 25, 2018
Bay Area Metro assigns consultant(s) to project	By June 2018 (pending consultant selection approval process)
Bay Area Metro, jurisdiction and consultant finalize workscope, begin project	July – September 2018
All work completed	December 2019

Applications for Staffing Assistance must be submitted in electronic format only. E-mail application materials to Mark Shorett, PDA Planning Program Manager, at mshorett@bayareametro.gov.

PDA STAFFING ASSISTANCE Application

*Application Deadline: March 5, 2018, 4:00 PM
Submit to mshorett@bayareametro.gov*

Review PDA Staffing Assistance Program Guidelines for additional information

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
<p>a. Request for staff to work on the following project(s):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Affordable housing policy development and implementation <input type="checkbox"/> Implementing SB743: VMT-based transportation impact standards <input type="checkbox"/> Planning and implementing transit connectivity to employment, housing and services <input type="checkbox"/> Planning and implementing transit connectivity to employment, housing and services <input type="checkbox"/> Evaluating transit corridors and their relationship to transit-oriented development (TOD) <input type="checkbox"/> Planning for expanding housing opportunities near transit <input type="checkbox"/> Parking management and pricing <input type="checkbox"/> Bicycle and pedestrian planning <input type="checkbox"/> Planning and implementing Complete Communities (mix of uses, diversity of incomes, etc., near transit) <input type="checkbox"/> Other (project must have a clear transportation/land use nexus) (describe further in Part 4 below): _____
<p>b. Expected Work Product :</p> <ul style="list-style-type: none"> <input type="checkbox"/> Adopted Plan, Policy, or Standards <input type="checkbox"/> Technical Tool <input type="checkbox"/> Design Standards/Document <input type="checkbox"/> Other (specify): _____ <p><i>Note: All projects will result in a written report in addition to outcome described above</i></p>
<p>c. Brief Project Description (50 words max.):</p>
<p>d. Estimated Cost of Requested Services (Maximum award - \$200,000 over 18 months):</p>

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
<i>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.</i>
<p>Please describe the project(s) that the requested staff would complete. Include all of the following in your description:</p> <ul style="list-style-type: none"> • 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.

Part 6 – MAP OF PLANNING AREA

Attach a map showing the PDA or proposed planning area with relevant information related to land uses, transit station location(s) etc.

All images must be in PDF form and should not exceed 5 mb combined.

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