

**FOCUS**  
FOCUSING OUR VISION



# 2009 FOCUS Technical Assistance Program

Program Workshop

August 6, 2009

9:30 – 11:30 AM

MetroCenter Auditorium

FOCUS is a partnership of four regional agencies.

[www.bayareavision.org](http://www.bayareavision.org) • [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov) • 510-464-7993



# Agenda

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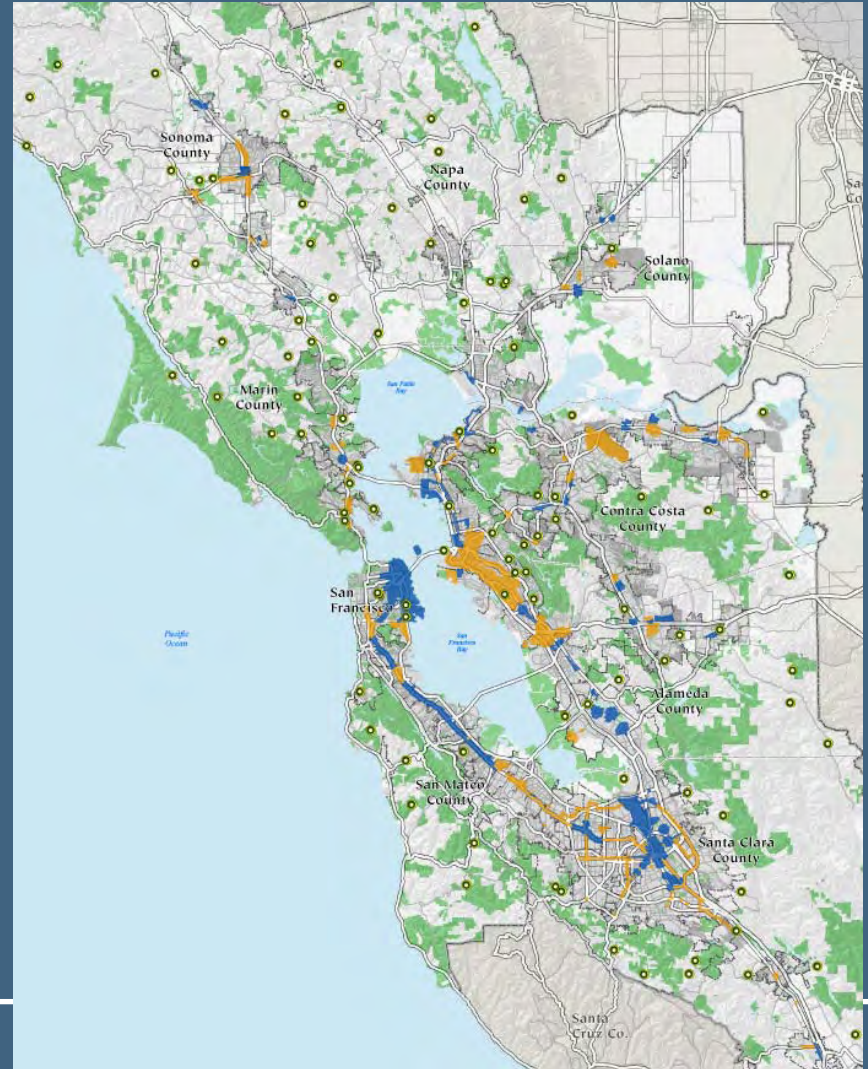
- FOCUS Overview
- Technical Assistance Program Overview
- Applicant and Project Eligibility
- Application Review and Evaluation
- Timeline
- Application Form Instructions
- Q&A

# FOCUS Program Overview

- Regional blueprint plan for the San Francisco Bay Area
- Focus growth in areas suitable for development (*Priority Development Areas*)
- Protect areas important for conservation and preservation (*Priority Conservation Areas*)

# FOCUS Milestones

- 100+ PDAs in over 60 local governments
- 98 PCAs designated
- Ongoing FOCUS Forum
- Online showcase of PDAs and PCAs
- Development without Displacement Grants



# FOCUS

a development and conservation strategy  
for the San Francisco Bay Area

# Financial Assistance

## Planning Grants

- Station Area Planning Funds:
  - \$10M awarded
  - add'l \$10M over next 3-4 yrs

## Capital Grants

- TLC: ~\$2 billion over 25 years
- Props 1C & 84
- Other funding opportunities

# Technical Assistance Program Overview

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- What it is:
  - Intended to advance implementation of PDAs by addressing barriers to development of successful TOD
- What it is not:
  - Support for parcel-level development
  - Support for major portions of station area plan

# Technical Assistance Program Overview

- Funding Availability
  - In-kind services provided by MTC's on-call consultants
  - No cash award
  - No local match required
  - Rolling program
    - Current available funding of \$120K
    - Anticipated additional near-term funding of \$400K

# Eligibility - Applicants

- Any town, city or county government
  - *Applications for multiple-jurisdiction projects welcomed*
- CMAs, transit agencies
  - *All impacted jurisdictions must demonstrate support*

# Eligibility - Projects

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- Must support implementation of:
  - Planned PDAs (with adopted plan)

OR

- Adoption of plan for:
  - Potential PDAs (with plan substantially underway)
- Requested services not to exceed \$50,000

# Eligibility - Projects

<b>Parking Policy &amp; Demand Analysis</b>	<b>Municipal Financing for TOD</b>
<b>Station Access for New &amp; Existing Developments</b>	<b>Development of Visualization or other Technical Tool</b>
<b>Infrastructure Planning &amp; Design</b>	<b>Market Demand Analysis for TOD</b>
<b>Equitable Development &amp; Affordable Housing Strategies</b>	<b>TOD-supportive Zoning, Form-based Code, or Smart Growth Design</b>
<b>Sustainability Analysis</b>	<b>Civic Engagement</b>
<b>Urban Parks Needs Assessments &amp; Financing Strategies</b>	<b>Other...</b>

# Application Review & Evaluation

- Evaluation Criteria (100 points total)
  1. Advancing Implementation (45 point)
  2. Focused Growth (25 points)
  3. Regional Innovation and Replicability (15 points)
  4. Project Feasibility (15 points)

# Application Review & Evaluation

- Point Threshold
  - Minimum point threshold required for consideration
- Advisory Committee
  - Comprised of regional agency staff and stakeholders
  - Review applications every 6-8 weeks
  - Final determination of award made by regional agency staff

# Timeline

<b>Applications accepted on rolling basis</b>	<b>September 1, 2009</b>
<b>First Advisory Committee review of applications</b>	<b>End of September 2009</b>
<b>Regional agency staff award projects</b>	<b>October 2009</b>
<b>MTC technical assistance consultant retained</b>	<b>December 2009</b>
<b>Technical assistance projects begin</b>	<b>January 2010</b>
<b>On-going Advisory Committee review of applications</b>	<b>Every 6 to 8 weeks after initial award</b>

# Application Form – Part 1

## FOCUS PROGRAM Application for Technical Assistance FY 09/10

Enter information in the spaces provided. E-mail this completed application form and attachments requested in this application form to [FOCUS@abag.ca.gov](mailto:FOCUS@abag.ca.gov). Applications accepted on a rolling basis beginning September 1, 2009.

### Part 1 - APPLICANT CONTACT INFORMATION

Lead Applicant -City/County	
Contact Person	
Title	
Department	
Street Address	
City	
Zip Code	
Phone Number	
Fax Number	
Email	

# Application Form – Part 2

## Part 2 – SCOPE OF TECHNICAL ASSISTANCE SERVICE REQUESTED

a. Type of Service:

- |  |  |
|--|--|
| <input type="checkbox"/> Parking Policy & Demand Analysis        | <input type="checkbox"/> Municipal Financing Mechanisms              |
| <input type="checkbox"/> Market Analysis/Development Feasibility | <input type="checkbox"/> Visualization, Web, or Other Technical Tool |
| <input type="checkbox"/> Equitable Development Analysis          | <input type="checkbox"/> Civic Engagement                            |
| <input type="checkbox"/> Infrastructure Planning and Design      | <input type="checkbox"/> Station Access & Circulation                |
| <input type="checkbox"/> TOD-Supportive Zoning/Form-based Code   | <input type="checkbox"/> Smart Growth Design Guidelines              |
| <input type="checkbox"/> Sustainability Analysis                 | <input type="checkbox"/> Urban Parks Policies/Financing Strategies   |
| <input type="checkbox"/> Other (specify): _____                  |  |

b. Expected Work Product :

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Written Report               | <input type="checkbox"/> Visual Aid or Technical Tool | <input type="checkbox"/> Event/Event Materials |
| <input type="checkbox"/> Adopted Plan/Design Document | <input type="checkbox"/> Other (specify): _____       |  |

c. Anticipated Start Date:

d. Anticipated End Date:

e. Total Technical Assistance Project Budget:

f. Estimated Cost of Requested Services:

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

# Application Form – Part 3

## Part 3 – PRIORITY DEVELOPMENT AREA INFORMATION

a. Priority Development Area Name			
b. Priority Development Area Status (Planned/Potential)			
c. Relevant Neighborhood/Specific Plan for PDA (please provide URL if available online)			
d. Transit Service			
e. Planned Land Uses and Densities (Provide FAR and/or Dwelling Units/Acre; Horizon Year: 2035)			
	CURRENT CONDITIONS	FUTURE GOAL (Horizon Year: 2035)	PERCENT CHANGE
f. Total PDA Housing Units (Market-rate/Affordable)	/	/	/
g. Total PDA Jobs			

# Application Form – Part 4

FOCUS  
Application for Technical Assistance

Sample Timeline Budget  
for Part 4 of the Application

ACTION	TIMELINE		COST		RESPONSIBILITY	FUNDING SOURCE
	Start	Finish	Total	Committed		
<b>Planning</b>						
City Council adoption of Neighborhood/Specific Plan		15-Jul-2009	n/a	n/a	Public	n/a
City Council adoption of EIR		15-Jul-2009	n/a	n/a	Public	n/a
<i>Proposed Technical Assistance Project; examples - Develop Infrastructure Financing Plan; Technical Assistance: Develop Form-based Code</i>	15-Jul-2009	15-Dec-2009	\$ 50,000	\$ 20,000	Public	TLC/HIP, etc
<b>Neighborhood/ Specific Plan Implementation - Short-term</b>						
<i>example - Phase I Infrastructure, including utilities and streetscaping</i>	2010	2012	\$ 16,000,000	\$ 8,000,000	Public/Private	Utility fees, Redevelopment, Developer, etc.
<i>example - Phase I - Site X Affordable Housing development</i>	2011	2013	\$ 45,000,000	\$ 13,000,000	Public/Private	LHTC, Developer, etc.
<b>Neighborhood/ Specific Plan Implementation - Long-term</b>						
<i>example - Phase II Infrastructure, including station access, bike/ped improvements</i>	2015?	2016	\$ 10,000,000	\$ -	Public/Private	Tax-increment Financing, 5 years operations TDA, Sales Tax, Developer
<b>TOTAL ESTIMATED BUDGET</b>			<b>\$ 61,050,000</b>	<b>\$ 21,020,000</b>		

Listed in order of priority

Short term 0-5 years; Medium term 5-10; Long term 10+

Note: Include all relevant past, current, and future planning and implementation items

# Application Form – Part 5

## Part 5 – NARRATIVE

Type below or attach separately a narrative that addresses the following questions and provides any other relevant information. Refer to supporting documentation as needed (no more than three pages, 8½ x 11 with 12 point font).

1. Project Scope

- What is the scope of the requested technical assistance? Please provide information on expected process, outcomes, and timeframe for proposed project (reference supporting documentation as needed).

2. Focused Growth

- What is the overall vision/plan for this PDA? Describe relevant current planning and implementation processes, including community engagement and support, and identify next steps.
- How will this PDA help achieve FOCUS Program goals of creating livable, compact, transit-oriented development and complete communities?
- Describe how the PDA plan and project will contribute to local and regional housing needs and improve the jobs/housing balance in your jurisdiction.

3. Advancing Implementation of PDA Plan

- How will the requested services advance implementation of the specific/neighborhood plan for the PDA and/or how does the project overcome a challenge to implementation or adoption of the plan? For example, does the project research and find solutions for unique site challenges, foster planning alliances to support PDA implementation, etc.?
- What funding is available or has been committed for planning/implementation? Do the requested services leverage other funding or planning efforts?

4. Regional Innovation and Replicability

- Describe how this technical assistance demonstrates innovative planning and/or provides useful ideas and strategies to inspire other cities and counties.

# Q & A

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## Questions?

FAQ will be posted on:

[www.bayareavision.org/technicalassistance](http://www.bayareavision.org/technicalassistance)

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