

C/CAG

CITY/COUNTY ASSOCIATION OF GOVERNMENTS OF SAN MATEO COUNTY

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C/CAG Priority Development Area (PDA) Parking Policy Technical Assistance Program Guidelines

Program Goals

The C/CAG PDA Parking Policy Technical Assistance Program is part of a regional initiative to finance planning in areas of the region that are designated as PDAs through the Association of Bay Area Governments (ABAG). PDAs are locally-identified areas near existing or planned transit service that are planning to accommodate the majority of the region's projected growth in housing and jobs over the next three decades. These areas play an important role in the region's Sustainable Communities Strategy, which seeks to coordinate future land uses with transportation investments to reduce greenhouse gas emissions.

Parking policies can play a key role in supporting the local vision for growth and development in the PDAs in San Mateo County. Recent studies sponsored by the Grand Boulevard Initiative (GBI) and the Metropolitan Transportation Commission (MTC) suggest that excessive on-site parking requirements can reduce the feasibility of infill development and increase housing costs.¹ These studies recommend the development and implementation of new parking management strategies to raise revenues for improvements in PDAs, manage traffic congestion, and/or encourage alternative modes of transportation. Such strategies include, but are not limited to:

- User fees;
- Parking credits, impact, or in-lieu fees;
- Reduced parking ratios;
- Shared parking;
- Residential permit parking programs;
- Signage and real-time parking information; and
- Transportation Demand Management (TDM) programs.

The C/CAG PDA Parking Policy Technical Assistance Program will provide consultant support to project sponsors to complete planning projects that facilitate the implementation of parking management strategies supportive of the local vision for growth and development in PDAs in the county. The consultant(s), which will be selected and assigned to projects by C/CAG in coordination with project sponsors, will perform work directly for project sponsors; however, C/CAG will assume all contract administration responsibilities, i.e. approving consultant invoices and monitoring project budgets, scopes, and schedules.

Project sponsors will be expected to lead project outreach efforts, provide technical oversight,

¹ Recent GBI reports include the "Removing Barriers to Implementation: Economic & Housing Opportunities (ECHO) Phase II Final Report" and the "GBI Infrastructure Needs Assessment and Financing Strategies Final Report". MTC has also developed a number of technical resources in support of parking policy reform across the region:

http://www.mtc.ca.gov/planning/smart_growth/parking/.

review consultant deliverables, attend project meetings, provide data as necessary, and coordinate with C/CAG staff on contract administration. Project sponsors and/or consultants may be required to prepare a short presentation for C/CAG advisory committees and/or the C/CAG Board of Directors as a way to share knowledge and experience.

Eligible Applicants

Given that parking policies are largely managed by local jurisdictions with land use authority, only local governments (cities, towns, and the county) in San Mateo County are eligible applicants for technical assistance through the program. Transit agencies that serve PDAs, such as the San Mateo County Transit District (SamTrans), Bay Area Rapid Transit (BART), and the Peninsula Corridor Joint Powers Board (JPB), must partner with local governments. Applicants are encouraged to involve local non-profit groups and community-based organizations. Multiple jurisdictional planning projects are also encouraged.

Eligible Project Locations

Areas approved as planned or potential PDAs in San Mateo County through ABAG. For a list of eligible PDAs, see Attachment 1: San Mateo County Priority Development Areas.

Eligible Activities

The C/CAG PDA Parking Policy Technical Assistance Program is part of a larger regional initiative to finance planning projects in areas of the region that are designated as PDAs. Therefore, only planning projects that directly support PDAs in San Mateo County are eligible for technical assistance. Design/construction activities are ineligible.

Potential activities include the preparation of parking management plans, zoning code updates, technical studies and analyses, and parking policy implementation plans. Projects that consider innovative approaches to addressing parking problems and/or incorporate active transportation elements (i.e. bicycle parking and access, etc.) are encouraged. Additionally, projects capable of demonstrating significant impact and early implementation will receive additional points during the scoring process. Other activities not specifically described in this section but consistent with the overall program goals and other funding requirements may be considered on a case-by-case basis.

Funding Details

There is a total of approximately \$342,000 available. Given that federal Surface Transportation Program (STP) funds are the source of funding for this program, all projects must meet STP funding eligibility requirements and demonstrate a transportation nexus. A local cash match is not required for program eligibility; however, applicants that demonstrate a commitment of local staff and resources to the project will receive additional points during the scoring process. There is no minimum or maximum grant size.

All projects selected for the program will have a final project scope, budget, and schedule that will be agreed upon by the project sponsor, consultant, and C/CAG. C/CAG will require regular progress reports and carefully track the project scope, schedule and budget. Any exceptions to the agreed upon scope, schedule, or budget will require C/CAG staff approval.

Evaluation Criteria

The proposed project screening and evaluation criteria for the program are described below.

C/CAG PDA Planning Program Evaluation Criteria	Max Points
Screening Criteria	
1. Project Location. Project directly supports a PDA in San Mateo County.	Required
2. Eligible Activity. Project is a planning activity.	Required
Project Evaluation Criteria	
1. Location within a Community of Concern. Project is located within or serves a Community of Concern as defined by MTC's Lifeline Transportation Program. See http://www.mtc.ca.gov/planning/snapshot/0_COC_Reference_Map_11_17.pdf .	5
2. Project Impact. Project facilitates the implementation of parking management strategies that are supportive of the local vision for growth in the PDA. Project addresses existing or future parking, congestion, and/or access issues that are a significant concern to the local community. Project considers innovative approaches to addressing parking problems and/or incorporates active transportation elements. Project supports implementation of new parking policies and programs in the near-term.	25
3. Project Approach/Scope of Work and Timeline. Project has a well-defined scope of work identifying the key goals and objectives and a detailed timeline describing the expected tasks and deliverables.	20
4. Commitment of Local Staff and Resources to Project. Project sponsor dedicates staff time and resources to the project and demonstrates a commitment to supporting the project and coordinating with C/CAG on contract administration.	10
5. Existing Policies and Related Accomplishments. Jurisdiction has completed a long-term plan for the PDA in which the project is located and/or accomplished related plans and projects that support the project. Additionally, the jurisdiction demonstrates a commitment to a future vision for growth and development in the PDA through existing policies and plans, such as supportive zoning regulations and general plan policies, transportation demand management strategies, affordable housing policies, sustainability policies, etc.	20
6. Support. Project demonstrates support from local city council(s), major property owner(s), neighborhood association(s), and relevant transit operator(s) (i.e., public involvement to date, letters of support). Project includes components that involve the local community in the planning process.	10
7. Commitment to Implementation. Project sponsor has a commitment to and a clear approach and timeframe for plan or project implementation once planning efforts and/or studies are completed.	10

Application Submission

Applicants must submit 5 bound copies and 1 unbound copy of the completed application along with all of the required materials. All applications must be received at the C/CAG office by **Monday, December 1, 2014 at 5:00 pm**. A workshop for prospective applicants will be held on October 28, 2014 from 1:00 - 2:00 p.m. in the SamTrans Auditorium (1250 San Carlos Ave, San Carlos, CA; 2nd Floor).

Please submit applications to:

Wally Abrazaldo
C/CAG
555 County Center, 5th Floor
Redwood City, CA 94063

C/CAG PDA Parking Policy Technical Assistance Program Schedule

Event	Date*
Call for Projects Issued	October 10, 2014
Application Workshops	October 28, 2014
Applications Due	December 1, 2014
Selection Panel Reviews Applications	December 2014
C/CAG Committees Review Selection Panel Recommendations	January 2015
C/CAG Board Approval	February 2015

*All dates are tentative contingent on MTC and FHWA approval

After projects are awarded, C/CAG will work with project sponsors to select the appropriate consultant or consultant team and finalize the project scope, budget, and schedule.

If the program remains undersubscribed after the application deadline and/or the awarding of projects, project applications will be accepted on a rolling basis until program funds are depleted.

For any questions regarding the program or application process please contact Wally Abrazaldo at 650-599-1455 or wabrazaldo@smcgov.org.

Attachment 1: San Mateo County Priority Development Areas

Jursidiction or Area Name	PDA Name	Place Type	Status
Belmont	Villages of Belmont	Mixed-Use Corridor	Potential
Brisbane	San Francisco/San Mateo Bi-County Area	Suburban Center	Planned
Burlingame	Burlingame El Camino Real	Transit Town Center	Planned
Daly City	Bayshore	Transit Town Center	Potential
	Mission Boulevard	Mixed-Use Corridor	Potential
East Palo Alto	Ravenswood	Transit Town Center	Planned
Menlo Park	El Camino Real Corridor and Downtown	Transit Town Center	Planned
Millbrae	Transit Station Area	Mixed-Use Corridor	Planned
Redwood City	Downtown	City Center	Planned
	BroadwayVeterans Boulevard Corridor	Mixed-Use Corridor	Planned
San Bruno	Transit Corridors	Mixed-Use Corridor	Potential
San Carlos	Railroad Corridor	Transit Town Center	Planned
San Mateo	Downtown	City Center	Planned
	El Camino Real	Mixed-Use Corridor	Planned
	Rail Corridor	Transit Neighborhood	Planned
South San Francisco	Downtown	Transit Town Center	Potential
C/CAG	El Camino Real	Mixed-Use Corridor	Planned/Potential
	<i>Daly City</i>	Mixed-Use Corridor	
	<i>Colma</i>	Mixed-Use Corridor	
	<i>South San Francisco</i>	Mixed-Use Corridor	
	<i>San Bruno</i>	Mixed-Use Corridor	
	<i>Millbrae</i>	Mixed-Use Corridor	
	<i>San Mateo</i>	Mixed-Use Corridor	
	<i>San Carlos</i>	Mixed-Use Corridor	
	<i>Redwood City</i>	Mixed-Use Corridor	
	<i>Menlo Park</i>	Mixed-Use Corridor	
	<i>Unincorporated Daly City</i>	Mixed-Use Corridor	
	<i>North Fair Oaks</i>	Mixed-Use Corridor	
	<i>Unincorporated County</i>	Mixed-Use Corridor	