



## METROPOLITAN TRANSPORTATION COMMISSION LOCAL PARKING MANAGEMENT PROGRAM: PLANNING GRANTS FEBRUARY 2023

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### Local Parking Management Program: Planning Grant Application Guide

The Metropolitan Transportation Commission (MTC) is soliciting proposals from local agencies for planning assistance to develop parking management plans or conduct specific planning activities necessary to implement parking management projects or programs. The **Local Parking Management Program Planning Grants** aim to support planning projects that align with [Plan Bay Area 2050](#) strategies by managing parking demand to reduce vehicle miles traveled (VMT), greenhouse gas (GHG) emissions and advance other regional priorities.

For this planning grant program, MTC will administer consultant service contracts to complete selected projects for local public agencies.

For questions, please review the program guidance below or contact James Choe, [jchoe@bayareametro.gov](mailto:jchoe@bayareametro.gov).

#### Program Goals

As part of the Climate Initiatives from [Plan Bay Area 2050](#), the Local Parking Management Program seeks to achieve the following goals:

- **Climate** – Reduce greenhouse gas (GHG) emissions by managing travel and parking demand to reduce vehicle miles traveled (VMT) and improving access to low carbon transportation options.
- **Regional Priorities** – Advance associated regional priorities, such as MTC’s Transit Oriented Communities (TOC) Policy, including improving transportation connectivity and access to all communities, focusing affordable housing and economic development oriented around transit, and improving safety for all users of the transportation system.
- **Equity** – Mitigate disproportionate impacts and advance equitable outcomes, such as by minimizing affordability challenges of parking pricing or improving access to mobility choices for low-income households.
- **Scalability** – Support innovative and effective approaches that can be scaled or replicated in areas across the region.

To achieve these program goals, parking management planning projects should consider strategies that:

- Minimize parking development and right-size parking supply to increase more affordable residential and commercial development
- Maximize the efficient use of existing parking and on-street space, including coordination of on- and off-street resources and establishment of shared parking policies and programs
- Support active or shared mobility options (e.g., bicycle, pedestrian, transit, shared micromobility, carshare) as alternatives to driving and parking personal vehicles
- Price parking through parking benefit districts or parking enterprise programs to fund active and shared transportation services or infrastructure to provide alternatives to driving and parking personal vehicles

- Mitigate potential spillover impacts of reduced parking development
- Allocate curb space to accommodate and equitably balance demand for parking, active and shared mobility, delivery, and other uses
- Reduce commute driving trips, such as through employee parking pricing, cash-out, and transportation demand management (TDM) policies and programs
- Mitigate inequitable impacts of parking projects and programs
- Support implementation and compliance with MTC regional initiatives, including:
  - Transit-Oriented Communities [Policy](#)
  - Active Transportation [Plan](#) and [Network](#)
  - Complete Streets [Policy](#)
  - Plan Bay Area Growth [geographies](#)
  - Regional Safety/Vision Zero [Policy](#)

These strategies and others are described in MTC's [Parking Policy Playbook](#), an implementation guidebook for parking policies and parking management programs.

### Eligible Applicants

Cities, counties, and transit agencies. Sponsors must also have a demonstrated ability to meet timely use of funds deadlines and requirements.

### Eligible Activities

Two categories of activities are eligible for assistance:

- **Category 1. Comprehensive parking management plans:** Develop a comprehensive parking management plan for a city, county, or planning area to identify land use development policies, parking management programs, transportation and access strategies, and other parking-related strategies to minimize new parking development and maximize efficient use of existing parking resources in alignment with the regional program goals and priorities. Plans will include elements such as the following:
  - Vision and Objectives – Describe plan vision, project objectives, policy framework, and alignment with regional and local plans and policies.
  - Existing and Future Conditions – Identify existing plans, policies, and programs, including relevant development and public realm standards and capital improvement projects. Collect and analyze data establishing baseline parking or curb space demand and utilization. Assess future parking or curb space supply and demand.
  - Strategies – Identify and prioritize parking, curb, and transportation demand management strategies, including policies, programs, and capital projects.
  - Implementation Plan – Define actions and investments with associated dates, responsible parties, and cost estimates. Address design and construction of capital improvements, necessary policy updates, enforcement and compliance approach, ongoing financing or business model for sustainable operations, and process for ongoing tracking and reporting.
  - Engagement – Describe community, stakeholder, and decision maker engagement completed, feedback received, and comment responses.
- **Category 2. Parking management implementation studies:** Conduct a specific study, analysis, or other planning task necessary to complete a parking or curb management capital project, program, or other initiative that is otherwise ready to be implemented. Examples include:

- Collect parking utilization data to establish new parking pricing rates
- Collect curb inventory and utilization data to reallocate spaces for different uses or establish a curb management program
- Assessment of parking and other on-street uses for quick-build, vendors (such as restaurants) or similar projects at the curb
- Analyze existing parking demand and model future demand
- Conduct assessment and develop shared parking policies, frameworks, and programs

Regardless of category, all projects must include planning for at least one of the following locations:

- [Priority Development Areas](#) (PDAs)
- [Transit-Oriented Community](#) (TOC) policy locations

Planning should include the consideration of surrounding areas to address potential spillover parking demand from these locations. Additionally, applicants should consider including planning for [Equity Priority Communities](#) (EPCs) and how the project will help advance equitable outcomes.

### Programming Policies and Requirements

The anticipated source for these competitive planning grants is federal Surface Transportation Block Grant (STBG) Program funds. All projects must meet STBG eligibility and requirements. Federal grant source will be determined by MTC based on funding availability and project eligibility. Unless otherwise noted within these guidelines, OBAG 3 General Programming Policies (see MTC Resolution No. 4505, Attachment A, pages 14-19), and Regional Project Funding Delivery Policy (MTC Resolution No. 3606) apply.

- Project sponsors
  - Cities, counties, and transit agencies
- Grant Size
  - Minimum: \$75,000
  - Maximum: \$400,000
- Local Match
  - None

Projects must be completed within 18 months of grant award.

### Application Process

All interested applicants must submit an application by **March 31, 2023, 4pm** using the online form: <https://www.surveymonkey.com/r/MTC2023ParkingPlanning>. See Appendix A for the list of information requested in the online application.

### Evaluation

Applications will be evaluated according to the following criteria:

- Climate Action: Supports reduction of vehicle miles traveled (VMT) and associated greenhouse gas (GHG) emissions (25%)
- Alignment with Regional Initiatives: Complies with and advances implementation of regional policies, programs, Plan Bay Area 2050 strategies, or other initiatives (20%)

- Implementation of Local Initiatives: Serves as a critical step or otherwise advances implementation of a local public plan, policy, or project that address the Local Parking Management goals (20%)
- Quality of Proposal: Explains need for assistance with link to regional goals, provides well-defined and appropriate scope and budget, and demonstrates approach for sustained and successful implementation (20%)
- Equity: Advances planning in Equity Priority Communities (EPCs), mitigates disproportionate impacts, and advances equitable outcomes (10%)
- Scalability: Demonstrates innovative planning approaches that can be scaled or replicated across the region (5%)

### Timeline

Activity	Date (subject to change)
<b>MTC issues Call for Planning Projects</b>	Tuesday, February 14, 2023
<b>Pre-Application Workshop</b> <ul style="list-style-type: none"> <li>• 3:00-3:30 PM: <a href="#">Regional Mobility Hubs planning or construction grant overview and Q&amp;A</a></li> <li>• 3:30-4:00 PM: Parking management planning grant overview and Q&amp;A</li> </ul>	Wednesday, March 1, 2023, 3-4pm Zoom Meeting: <a href="https://bayareametro.zoom.us/j/81147823495?pwd=ZkgrTVJia0E3bVBIMmJHT2pHQ29oZz09&amp;from=addon">https://bayareametro.zoom.us/j/81147823495?pwd=ZkgrTVJia0E3bVBIMmJHT2pHQ29oZz09&amp;from=addon</a> Meeting ID: 811 4782 3495 Passcode: 237963
<b>Application Deadline</b>	Friday, March 31, 2023, 4pm
<b>Review Process and Follow Up with Project Sponsors</b>	April 1 – April 30, 2023
<b>Recommended Program of Projects and Commission Approval (tentative)</b>	June 2023

### Contact Information

For questions, please contact James Choe, Climate Program Manager, at [jchoe@bayareametro.gov](mailto:jchoe@bayareametro.gov).

## Attachment A: Application

**All interested applicants must submit an application using the online form:**

<https://www.surveymonkey.com/r/MTC2023ParkingPlanning>. The information requested in the form is listed below.

### Applicant Information

1. Project Sponsor
  - a. Jurisdiction/Agency
  - b. Name
  - c. Title
  - d. Department
  - e. Email
  - f. Phone
2. Additional project partner(s), internal or external, if applicable (*list Department or Organization; Contact Name; and Email*)
3. Has your jurisdiction formally adopted Vehicle Miles Traveled (VMT) thresholds, screen, and mitigations compliant with Senate Bill 743 (SB 743)?
  - a. Yes (please provide a link to the applicable City Council or Board of Supervisors resolution):
  - b. No (please indicate on what date it will be adopted):

### Project Description

4. Project Type:
  - a. Category 1: Comprehensive parking management plan – A jurisdiction-wide or planning area parking or curb management plan that will support Local Parking Management Program, regional, and local goals
  - b. Category 2: Parking management implementation study – A specific study, analysis, or other planning task necessary to complete a parking or curb management capital project, program, or other initiative that is otherwise ready to be implemented
5. Project title
6. Short project description (max 25 words)
7. Describe the proposed project, including the purpose and need for the project and the benefits of the project in alignment with program, regional, and local goals. *If applying for a Category 2 project, describe the parking or curb management project or program for which this planning request is a critical step and the readiness of that project or program.* (max 500 words)
8. Define the area covered by the planning project and list the [Priority Development Area \(PDA\)](#) or [Transit-Oriented Community \(TOC\)](#) Policy location(s) the project will serve.
9. List regional policies, programs, [Plan Bay Area 2050 strategies](#), or other initiatives that this planning project supports or helps implement
10. List local policies, programs, plans, or other adopted initiatives that this planning project supports or helps implement (e.g., Parking Management Plan, General/Specific/PDA Plan, TDM Program).
11. Describe how the planning project (or for Category 2, the associated capital/implementation project) would result in reduced VMT and GHG emissions and any policies, programs, plans, or

initiatives that would guide the development of this project to reduce VMT and GHG from driving and parking.

12. Describe how the planning project (or for Category 2, the associated capital/implementation project) will include considerations of mitigating inequitable impacts or advancing equitable outcomes and any policies, programs, plans, or initiatives that would guide the development of this project to address equity. Also list any [Equity Priority Community \(EPC\)](#) included in the planning project area.
13. Describe how the planning project (or for Category 2, the associated capital/implementation project) will incorporate new or innovative approaches that can be scaled or replicated in other areas or otherwise advance the state of practice.
14. What approvals are required for plan or policy adoption or completion of the proposed project? Please list any steps requiring approval or adoption, including any steps in the scope of work:
  - a. Planning Commission: \_\_\_\_\_
  - b. City Council or Board of Supervisors: \_\_\_\_\_
  - c. Other: \_\_\_\_\_
15. Estimated cost of requested services (excluding public agency staff time). Costs for services can range from \$75k to \$400k. No local match is required.
16. Upload a single file using the [template](#) provided to outline the scope of work with the following information:

**Jurisdiction/Agency Name:**

**Project Title** (same as Q5):

**Short Project Description** (same as Q6):

Task #	Task	Task Description	Key Deliverable(s)	Estimated Cost	Estimated length of task
1, 2, etc.	Only necessary to list primary tasks	High-level description of task	Only necessary to list key deliverables associated with task	Est. cost of task. Sum of all task costs should equal total cost in Q15	Overall project must be completed within 18 months of grant award

*Only primary tasks, high-level task descriptions, and key deliverables are necessary at this stage, although more detailed breakdown of any scope items will be accepted.*

### Additional Information

17. (optional) List here any additional files associated with the planning project (e.g., relevant plans or policies, letters of support, planning area maps, associated parking management capital/implementation project) that you will submit by email. Please email files to [jchoe@bayareametro.gov](mailto:jchoe@bayareametro.gov) and include the Jurisdiction/Agency Name and Project Title in the email subject.