



## **MEMORANDUM**

**To:** MAPC Council Representatives and Other Local Officials  
**From:** Marc D. Draisen, Executive Director  
**Subject:** Call for Project Concepts  
**Date:** June 6, 2017

I am writing today to invite you to submit project concepts for work to be undertaken by the Metropolitan Area Planning Council (MAPC), for the benefit of your municipality through our Technical Assistance Program (TAP). Through this Call for Project Concepts, we are soliciting ideas for projects that will commence in summer or fall 2017. Direct calls for applications are generally released twice a year in the spring and fall. Awards are made on a rolling basis pending the availability of funding, with a batch of awards often made in the late fall and late spring of each year.

Through the TAP we are able to fund a diverse range of projects. Municipalities can submit concepts for individual, community-specific projects and for multi-community projects. At this time, due to funds generously granted to MAPC by the Barr Foundation, we are particularly able to address project ideas in the following categories. However, municipalities should feel free to suggest projects that meet other needs as well.

- Arts and Cultural Planning and Creative Placemaking: Projects that engage arts, culture, and creativity to advance municipal and regional planning objectives across a range of topics, such as revitalizing neighborhoods, downtowns, village centers, or old industrial sites; housing and economic development; advancing clean energy; reducing greenhouse gas emissions or adapting to climate change; improving public health outcomes; protecting the environment; improving mobility; or generally making your community more equitable, sustainable, and resilient. Projects can include creative placemaking, creative community development, cultural asset mapping, cultural planning, arts and cultural data collection and analysis, arts and cultural policy, and projects advancing equity and inclusion, including those that use creative approaches to engaging constituencies that are traditionally under-represented in the planning process. For examples of current projects, please visit: <http://www.mapc.org/artsandculture>.
- Equitable Transit-Oriented Development: Station area or corridor plans that focus on redevelopment opportunities around subway, light rail, commuter rail, bus rapid transit, or key bus routes. Projects are expected to include an emphasis on affordable or mixed-income housing, mixed-use development (residential along with commercial or industrial), and/or economic development in smart growth locations. You can also request market analyses for the study area. These planning processes generally include meaningful community engagement, with an emphasis on traditionally under-represented populations. They can also include related topics such as public health outcomes, minimizing or mitigating displacement, and/or clean energy improvements. For examples of previous plans, please visit: <http://www.mapc.org/TOD>.

I also would like to make you aware of an imminent technical assistance opportunity provided by the Executive Office of Energy & Environmental Affairs (EOEEA), called "Planning Assistance Grants." We are anticipating that this RFR will be released over the next few weeks. We expect that these funds

can be used for implementing smart growth recommendations such as housing bylaws and ordinances, climate adaptation recommendations, zoning for land preservation, and other smart growth land use practices. Remember that MAPC can be a technical assistance provider to your community on these grants, so you may want to discuss a concept with us if you plan to use MAPC services later. MAPC may also be able to provide additional funds to augment the state and local funds if a project scope exceeds the amount available from those sources.

### **Submit a Short Project Concept**

Guidance on what to include in your project concept is provided below. After you submit a concept, we will work with you to determine the best funding source or sources for each project, based on the specific ideas you present and the timetable and criteria of the funding sources that are best suited to fund the work. Just come up with the best concepts you can in accordance with the guidelines in this memo, and we will try and fund as many projects as possible through our technical assistance resources or by working with you to apply to state grant programs. Generally speaking, we give preference to projects that advance the regional land use and policy plan, *MetroFuture: Making a Greater Boston Region*. Projects that involve multiple municipalities and projects that will advance equity within the region are always considered important priorities. For further information on the program's priorities, please see [www.mapc.org/tap](http://www.mapc.org/tap).

### **Applying for Assistance**

Please submit a short, 1-2 page maximum project concept on municipal letterhead to Land Use Director Mark Racicot at [mracicot@mapc.org](mailto:mracicot@mapc.org). Please include the following:

1. Lead Municipality and Lead Contact for Submittal: Designate a lead contact for the submittal. In the event that this is a multi-municipal proposal, indicate the lead municipality for the submittal and whether firm commitments have been secured from participating municipalities.
2. Project Description and Context: Provide a 1-2 paragraph description of the project. Provide an overview of project context, including geographic location and relevant previous and current planning efforts, e.g., plans, reports or studies.
3. Project Need and Alignment with Local, Regional, and State Goals: Describe the community need(s) the project will address, and its alignment with local, regional and/or state goals. You can learn more about the overall priorities for the TAP and each funding source at [www.mapc.org/tap/faq](http://www.mapc.org/tap/faq).
4. Project Deliverable(s) and Outcomes: Identify the specific products expected from the project, e.g., master plan, community or corridor plan, draft or adopted bylaw or ordinance, inter-municipal agreement, streamlined permitting procedures, collective purchasing agreement. Also, identify the anticipated outcomes and changes in the municipality and/or region that you expect will be achieved.
5. Community Engagement: Explain how local officials, community groups, businesses and/or institutions will be involved in the planning process, as appropriate, and how the project will involve groups that are historically under-represented in planning processes, e.g., low-income individuals, racial/ethnic minorities, youth, seniors, recent immigrants, small business owners, etc.
6. Project Timeline: Outline the anticipated project timeline and associated project milestones, e.g., must be completed in time for close of fall Town Meeting warrant in August.
7. Municipal Commitment: Describe the municipal commitment to the project. Indicate the support of the mayor, city manager, or town administrator and municipal boards, committees, and/or commissions. For single-municipality and multi-municipal project

concepts, detail each municipality's commitment to move ahead with the project in a timely fashion, e.g., will establish a multi-municipal project advisory committee to move the project along.

8. **Municipal Contribution:** Define any in-kind and/or financial contribution by the municipality to the project, e.g., X hours of municipal planner staff time or Planning Board volunteer time to assist in analysis; X dollars towards direct costs, such as meeting refreshments and translation and interpretation.
9. **Signature:** The submittal must be signed by the mayor, city manager, or town administrator. In the case of a multi-community project, the lead municipality's representative will sign the approved scope of work after the project has been accepted. For multi-municipal project concepts, it is ideal—but not required—to verify support from the mayor, city manager or town administrator in each participating municipality in the form of a signature on the submittal by all participating municipalities.

## **Funding Sources**

The MAPC TAP is funded through various sources including District Local Technical Assistance (DLTA), Planning for MetroFuture Technical Assistance (PMTA), and grants. DLTA comes through a state appropriation, whereas PMTA arises from the assessment dollars that you all contribute to our region-wide work. MAPC actively fundraises to expand our technical assistance budget by seeking funds from philanthropic sources. This year, the Barr Foundation has also provided generous support to assist in several topical areas, arts and culture, E-TOD, and climate adaptation. We also leverage funds from state-administered grant programs, including significant resources from the Community Compact Program, the Department of Housing & Community Development (DHCD), and the Executive Office of Energy & Environmental Affairs (EOEEA).

Approved projects are awarded a funding allocation that is based on an assessment of anticipated tasks. If MAPC cannot fully fund the project, we will work with the municipality (or municipalities) to achieve additional funding from other sources. Most awards will draw upon a variety of funding sources—including DLTA, PMTA, grants from private foundations, leveraged grants from state programs, and fee-for-service contributions. Selected projects are assigned to a Project Manager, who works with municipalities to develop detailed scopes of work.

## **Decision-Making Timeline**

MAPC will acknowledge receipt of project concepts within two business days. MAPC reviews submitted applications on a rolling basis. To check on the status of your submittal, contact Land Use Director Mark Racicot at 617-933-0752 or [mracicot@mapc.org](mailto:mracicot@mapc.org).

## **Discuss a Project Concept with MAPC Staff**

Please feel free to contact any member of the MAPC staff with whom you have worked on a project in the past or any of the program staff listed below to discuss a potential project.

## Departments and Divisions

- Arts and Culture Manager Jenn Erickson: 617-933-0759, [jerickson@mapc.org](mailto:jerickson@mapc.org)
- Clean Energy Director Cameron Peterson: 617-933-0791, [cpeterson@mapc.org](mailto:cpeterson@mapc.org)
- Data Services Director Tim Reardon: 617-933-0718, [treardon@mapc.org](mailto:treardon@mapc.org)
- Environment Director Martin Pillsbury: 617-933-0747, [mpillsbury@mapc.org](mailto:mpillsbury@mapc.org)
- Land Use Director Mark Racicot: 617-933-0752, [mracicot@mapc.org](mailto:mracicot@mapc.org)

- Municipal Collaboration Director Mark Fine: 617-933-0789, [mfine@mapc.org](mailto:mfine@mapc.org)
- Public Health Director Barry Keppard: 617-933-0750, [bkeppard@mapc.org](mailto:bkeppard@mapc.org)
- Transportation Director Eric Bourassa: 617-933-0740, [ebourassa@mapc.org](mailto:ebourassa@mapc.org)

#### Subregional Coordinators

- Inner Core Committee (ICC) Coordinator Karina Milchman, 617-933-0738, [kmilchman@mapc.org](mailto:kmilchman@mapc.org)
- Minuteman Advisory Group on Interlocal Coordination (MAGIC) Coordinator Heidi Stucker, 617-933-0739, [hstucker@mapc.org](mailto:hstucker@mapc.org)
- MetroWest Regional Collaborative (MWRC) Coordinator Karen Adelman, 617-933-0704, [kadelman@mapc.org](mailto:kadelman@mapc.org)
- North Shore Task Force (NSTF) Coordinator Sam Cleaves, 617-933-0748, [scleaves@mapc.org](mailto:scleaves@mapc.org)
- North Suburban Planning Council (NSPC) Coordinator Amanda Chisholm, 617-933-0736, [achisholm@mapc.org](mailto:achisholm@mapc.org)
- South Shore Coalition (SSC) Coordinator Emma Schnur, 617-933-0758, [eschnur@mapc.org](mailto:eschnur@mapc.org)
- Southwest Advisory Planning Committee (SWAP) Coordinator Kasia Hart, 617-933-0745, [khart@mapc.org](mailto:khart@mapc.org)
- Three Rivers Interlocal Council (TRIC) Coordinator Christine Howe, 617-933-0732, [chowe@mapc.org](mailto:chowe@mapc.org)