



## MEMORANDUM

**To:** MAPC Council Representatives and Other Local Officials  
**From:** Marc D. Draisen, Executive Director  
**Subject:** Call for Project Concepts  
**Date:** November 26, 2019

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 the winter/spring of 2020.

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. Projects that serve multiple communities and projects that advance the *MetroFuture* priorities of smart growth, regional collaboration, and/or advancing equity in the region, will always receive preference. As you may be aware, MAPC is in the process of updating *MetroFuture* with a new regional plan, *Metro Common 2050*. For more information, see <https://metrocommon.mapc.org/>. Project proposals that address the draft provisional goals of *Metro Common* will also be considered.

Eligible projects cover a wide variety of topics, including but not limited to: housing and economic development; regionalization and shared services; public safety; public health; climate change (mitigation or adaptation); clean energy; fair housing; equitable transit-oriented development (E-TOD); bicycle/pedestrian mobility; environmental and resource protection; creative community placemaking; and arts and culture planning (with a preference for projects that serve two or more communities).

In February 2017, MAPC released its five-year update to the *State of Equity in Metro Boston Indicators Report*. With this round of technical assistance funding, MAPC is particularly interested in seeing projects that help to break down barriers to equity on issues such as housing, economic mobility, public health, public safety, and the integration of marginalized populations. For example, we would be interested in projects that advance policies designed to revitalize low-income neighborhoods without displacing the residents already there, while also opening up high-opportunity communities to a broader range of people.

Additionally, we will have a particular objective of assisting communities seeking to participate in Governor Baker and Lieutenant Governor Polito's Housing Choice Program. For further information about Housing Choice, see <https://www.mass.gov/housingchoice>. We are also eager to apply TAP funds to complement funds from other state programs that advance smart growth objectives, including Community Compact, Chapter 40R Smart Growth Overlay Districts, Complete Streets, and Executive Office of Energy and Environmental Affairs (EEA) Planning Assistance Grants.

### 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 a scope of work, an appropriate budget, funding sources to

support the work, and a timetable for completion of the project. Just come up with the best concepts you can in accordance with the guidelines in this memo, and we will try to fund as many projects as possible through our technical assistance resources or by working with you to apply to state grant programs.

### Applying for Assistance

Please submit a short, 1-2 page maximum project concept on municipal letterhead to TAP Manager Ralph Willmer at [rwillmer@mapc.org](mailto:rwillmer@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 1-3 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 <https://www.mapc.org/about-mapc/funding-opportunities/>.
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, etc. 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, people with disabilities, etc.
6. Project Timeline: Outline the anticipated project timeline and associated project milestones, e.g., must be completed in time for close of a Town Meeting warrant.
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 space rental, refreshments, or translation and interpretation. Note that a cash match is not a requirement, but may help MAPC to prepare a broader scope of work, or may assist in stretching our Technical Assistance funds so that we can take on additional projects.
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), which originates from funds appropriated by the Legislature and Governor;
- Planning for MetroFuture Technical Assistance (PMTA), which originates from municipal assessments that you all contribute to cover MAPC's regional activities; and
- Grants from private foundations.

MAPC actively fundraises to expand our technical assistance budget by seeking funds from philanthropic sources. This year, the Barr Foundation has provided generous support to assist in several topical areas, such as arts and culture, E-TOD, and climate mitigation and adaptation. We also leverage funds from state-administered grant programs, including significant resources from the Commonwealth Community Compact (CCC) Program, the Department of Housing & Community Development (DHCD), and Executive Office of Energy and Environmental Affairs (EEA).

Although the CCC Program was not funded in the original FY20 state budget, the currently-proposed drafts of the FY20 supplemental budget do include funding for this program. A community considering the preparation of a Master Plan, Housing Production Plan, or Open Space and Recreation Plan; or interested in working on Climate Change Adaptation and Resilience, or Regionalization/Shared Services best practices; or a community that is interested in undertaking a project to implement one of these above efforts, should contact MAPC or look at the CCC web site to determine if they should also apply for funds through CCC for the applicable Best Practice. This could provide an opportunity to leverage funding for the project, which in many cases cannot be fully funded by any one source. For more details on the CCC Program, see <https://www.mass.gov/orgs/community-compact-cabinet>.

## Decision-Making Timeline

Although there is no specific deadline for the submission of project concepts, MAPC strongly encourages that proposals be submitted by **January 31, 2020**. Proposals submitted after that date will be considered if technical assistance funding is still available. MAPC will acknowledge receipt of proposed project concepts within two business days. MAPC anticipates beginning the review of submitted applications beginning in after January 31st on a rolling basis, pending the availability of funding. For proposals submitted by January 31st, it will be MAPC's goal to announce decisions no later than March 20, 2020. To check on the status of your submittal, contact TAP Manager Ralph Willmer at 617.933.0734 or [rwillmer@mapc.org](mailto:rwillmer@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 Director 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)
- Community Engagement Manager and Coordinator of Subregions Emily Torres-Cullinane, 617.933.0735, [etorres@mapc.org](mailto:etorres@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 Lizzie Grobbel, 617.933.0762, [lgrobbel@mapc.org](mailto:lgrobbel@mapc.org)
- MetroWest Regional Collaborative (MWRC) Coordinator Leah Robins, 617.933.0710, [lrobins@mapc.org](mailto:lrobins@mapc.org)
- North Shore Task Force (NSTF) Coordinator – currently open – contact Manager of Subregions Emily Torres-Cullinane at 617-933-0735, [etorres@mapc.org](mailto:etorres@mapc.org)
- North Suburban Planning Council (NSPC) Coordinator Alex Koppelman, 617.933.0779, [akoppelman@mapc.org](mailto:akoppelman@mapc.org)
- South Shore Coalition (SSC) Coordinator Betsy Cowan, 617.933.0746, [bcowan@mapc.org](mailto:bcowan@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 Josh Eichen, 617.933.0722, [jeichen@mapc.org](mailto:jeichen@mapc.org)