2021 CALL FOR PLANNING AND DEMONSTRATION PROJECTS

SUBMISSION GUIDEBOOK
Table of Contents

I. INTRODUCTION ........................................................................................................................ 3
   A. About the Planning Sustainable Places Program ................................................................. 3
   B. Call for PSP Projects ............................................................................................................. 4

II. AVAILABLE FUNDING .............................................................................................................. 4

III. CALL FOR PROJECTS SCHEDULE ........................................................................................ 5

IV. ELIGIBILITY ............................................................................................................................. 5

V. PROJECT CATEGORIES .......................................................................................................... 6
   A. Sustainable Places Plans .................................................................................................... 6
   B. Project Development ......................................................................................................... 7
   C. Implementation Activities ................................................................................................. 9

VI. EVALUATION CRITERIA ....................................................................................................... 10

VII. EVALUATION AND RECOMMENDATION PROCESS ......................................................... 11

VIII. CALL FOR PROJECTS WORKSHOP ................................................................................. 12

IX. SUBMISSION DATABASE ................................................................................................... 12
   A. Create an Account ............................................................................................................. 12
   B. Add a Project ..................................................................................................................... 12
   C. Revise a Project ................................................................................................................ 13
   D. Delete a Project ................................................................................................................ 13

X. RESOURCE MAPS ............................................................................................................... 13

XI. CONTACT INFO ................................................................................................................... 14

XI. SUBMISSION FORM SAMPLE ............................................................................................. 14
   A. General Information ......................................................................................................... 14
   B. Criteria .............................................................................................................................. 16
   C. Supplemental Information .............................................................................................. 20
I. INTRODUCTION

A. About the Planning Sustainable Places Program

In October 2010, a consortium of more than 60 regional partners, led by the Mid-America Regional Council, received a $4.25 million planning grant from the U.S. Department of Housing and Urban Development to advance the implementation of the Regional Plan for Sustainable Development, Creating Sustainable Places.

Creating Sustainable Places is not only a regional vision and plan to guide how we grow and develop, but a strategy for moving our communities from planning to action. This strategy includes the following steps:

- Organizing for Success – Building on the region's strong track record of collaboration to provide leadership, coordinate outreach and education activities, broaden public understanding of and involvement in sustainability issues, and strengthen stakeholder capacity to address them.
- Enhancing Decision Making – Developing new tools, policies and practices necessary to make sound investments and accelerate sustainable development.
- Demonstrating New Models – Applying these new tools to key corridors and activity centers through demonstration projects that can help transform the ways neighborhoods and communities grow and develop.

The 2013 Planning Sustainable Places Program (PSP) combined funds dedicated to the demonstration projects component of Creating Sustainable Places and the Livable Communities Surface Transportation/Bridge Program awards to provide local governments with financial support to advance detailed local planning and project development activities. The program received 37 applications and funded 18 projects.

The 2015 Planning Sustainable Places Program (PSP) was funded solely through the Livable Communities Surface Transportation Program and thus funding was only available to jurisdictions and other government entities within the eight county MARC metropolitan planning organization boundary. The program received 27 applications and funded 13 projects.

The 2017 Planning Sustainable Places Program (PSP) was funded solely through the Livable Communities Surface Transportation Program and thus funding was only available to jurisdictions and other government entities within the eight county MARC metropolitan planning organization boundary. The program received 37 applications and funded 25 projects.

The 2019 Planning Sustainable Places Program (PSP) was funded solely through the Surface Transportation Program and thus funding was only available to jurisdictions and other government entities within the eight county MARC metropolitan planning organization boundary. The program received 23 applications and funded 12 projects.

The Creating Sustainable Places Initiative and the region’s long-range plan, Transportation Outlook 2040, and the currently proposed long range plan, Connected KC 2050, outline a need to focus efforts on promoting concepts consistent with sustainable communities and place a focus on advancing site specific and project specific activities in support of these objectives. Projects awarded funding will be consistent with those goals. Additionally, projects should address creating vibrant communities that serve the needs of individuals of all ages and abilities.
The 2021 Planning Sustainable Places program will continue to serve as a single local government assistance program intended to specifically respond to these goals and facilitate the following objectives:

**Program Objectives:**

- Support the development and implementation of local activity center plans consistent with Creating Sustainable Places principles, identified regional activity centers, and the land use policy direction outlined in the upcoming [Connected KC 2050](#) long-range transportation plan.
- Support localized public engagement and community consensus building.
- Support the identification and conceptualization of land use strategies, transportation projects, and related sustainable development initiatives that help to realize and advance the objectives identified in the Creating Sustainable Places initiative, [Connected KC 2050](#), and the MARC Board’s adopted policy statement on regional land use direction.
- Support the conceptualization, development, and implementation of Creating Sustainable Places projects.

**B. Call for PSP Projects**

As funding of the program is limited, MARC and the Planning Sustainable Program Committee will conduct a regional solicitation and call for applications. The solicitation details and related application deadlines are outlined below.

- **Application Website:** [www.marc2.org/tr_psp/](#)
- **Application Opening:** May 4, 2020
- **Application Deadline:** June 19, 2020

**II. AVAILABLE FUNDING**

The Planning Sustainable Places program utilizes funding and programming of Livable Communities Surface Transportation Program (STP) awards.

- **$949,000 – Total Available Funding**
  - $349,000 – Missouri STP – Livable Communities Pilot Planning Program, FFY 2021
  - $600,000 – Kansas STP – Livable Communities Pilot Planning Program, FFY 2021

Missouri funds left over from the 2017 funding round will also be applied to the 2021 round.

**Local Match**

The Planning Sustainable Places program requires a minimum non-federal cash match of 20 percent. Applications with a higher local match percentage will receive additional consideration during the project selection process.
Maximum Funding to be Awarded Per Project

The maximum available Planning Sustainable Places federal funds award per study is $150,000. There is no minimum award, nor is there a minimum or maximum total project budget size.

Transportation Fees

Beginning in 2020, MARC will collect a project fee of 1.0% of federal funds awarded to any project selected through a MARC transportation project selection/programming process. The non-refundable fee is charged to the project sponsor.

III. CALL FOR PROJECTS SCHEDULE

The schedule for the Planning Sustainable Places call for projects is described in the following table. The solicitation database will open May 4, 2020 at www.marc2.org/tr_psp/. All projects must be submitted via the online database. The deadline to submit applications is June 19, 2020 at 4 p.m. Central Daylight Time (CDT).

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 4, 2020</td>
<td>Call for projects begins</td>
</tr>
<tr>
<td>May 19, 2020</td>
<td>Call for projects pre-application workshop at 1 p.m. via GoToWebinar</td>
</tr>
<tr>
<td>June 19, 2020</td>
<td>Project submission deadline at 4 p.m.</td>
</tr>
<tr>
<td>July 3, 2020</td>
<td>Project submission public comment period closes</td>
</tr>
<tr>
<td>June–July 2020</td>
<td>MARC staff technical analysis and scoring</td>
</tr>
<tr>
<td>July–Sept 2020</td>
<td>Sustainable Places Policy Committee evaluation and prioritization</td>
</tr>
<tr>
<td>Sept. 2018</td>
<td>MARC Total Transportation Policy Committee and MARC Board adoption</td>
</tr>
</tbody>
</table>

IV. ELIGIBILITY

Eligible Applicants

Jurisdictions (cities, counties and states) and transportation agencies located within MARC’s metropolitan planning boundary — Johnson, Leavenworth, Miami and Wyandotte counties in Kansas, and Cass, Clay, Jackson and Platte counties in Missouri — may apply for consideration.

Non-profit and other non-governmental organizations are encouraged to partner with a jurisdiction, transportation agency or other government entity but they may not participate in the PSP process as a project sponsor.
Eligible Locations
Areas within the MARC metropolitan planning organization boundary are eligible, but an emphasis will be placed on identified activity centers within our defined redevelopment area\(^1\). The selection of projects will be prioritized around areas that show a “confluence of opportunities,” areas that include multiple development opportunities that support regional goals.

V. PROJECT CATEGORIES

The Planning Sustainable Places Program will consider studies in three categories:

- Category A – Sustainable Places Plans
- Category B – Project Development
- Category C – Implementation Activities

All project proposals regardless of category will be required to comply with federal transportation funding eligibility guidelines\(^2\).

Example projects can be viewed in an interactive online map document [here](#).

A. Sustainable Places Plans

**Intent:** This first level of planning in the Planning Sustainable Places program focuses on looking at the big picture and crafting a vision that integrates transportation, land use and the environment and identifies project need. The project must meaningfully engage the community in a collaborative dialogue. This will be accomplished through the required localized public engagement process that engages multiple audiences (i.e. neighborhoods, businesses, historical society, community organizations); incorporates a variety of communication platforms; and utilizes a collaborative design process which is cyclical and tests, analyzes, and refines the design in response to citizen engagement.

**Pre-requisites:**
- Vision of Future Vibrancy

**Required Project Element:**
- Robust Public Engagement Process

**Required Deliverables:** Implementation Plan Detailing Project Timeline

**Examples:**
- 2019 Gladstone North Oak Complete Streets
- KCATA Wayfinding System Plan

---

\(^1\) The MARC redevelopment area is a representation of the 1990 urbanized area which contains: 1) 1990 Census tracts with a minimum of 1,000 population or employment per square mile (converted to 2012 Census blockgroups); and 2) 2010 blocks at least 30% developed in 1990, within 2010 urban area. Any land use change resulting in an increase in population or employment is defined as redevelopment in the long-range forecast.

\(^2\) [https://www.fhwa.dot.gov/fastact/factsheets/stbgfs.cfm](https://www.fhwa.dot.gov/fastact/factsheets/stbgfs.cfm)
KCATA Woodland Plaza
KCMAO 63rd Street Corridor
KCMAO/HEDC West 31st Street Corridor
KCMO Linwood Corridor
North Kansas City Bike Master Plan
Olathe Downtown Active Transportation Connectivity Plan
Shawnee RE-Imagine 75th

2017
Edgerton Downtown Edgerton Plan
Gardner Main Street Corridor Plan
KCATA Leavenworth Transit Plan
KCATA Southwest Johnson County Transit Plan
KCATA 75th & Metcalf Transit and Pedestrian Access
KCMO Truman Road Complete Street Redevelopment Plan
KCMO Midtown Complete Streets Corridor Plan
KCMO Gillham Road Corridor Bike Connections Plan
Lenexa Quivira Road Corridor Study
Louisburg Master Trail Plan
Olathe Get Active Bike Share Implementation Strategy
Overland Park Vision Metcalf: College Boulevard
Prairie Village City Wide Bike/Ped Plan
UG Kaw River Bike/Ped Connector Bridge
UG Rosedale University Town District: Fisher Park

2015
UG Tri-City Multimodal Redevelopment Plan,
Platte City Highway 92 Corridor Study

2013
Creating Sustainable Places Corridors
Independence Truman Road Green Gateway
Shawnee Nieman Road Connectivity Plan
Olathe Connectivity Plan

Possible Elements:

- New and/or revised land use strategies
- Transportation demand-reduction measures
- Internal mobility enhancements – traffic calming, pedestrian, transit, and/or bicycle circulation, safety and security for all modes
- Continuity of local streets in community
- Need/identification of future transit
- Connectivity of transportation to other centers
- Public and private investment and implementation strategy
- Assembly of Walk-friendly Community applications

B. Project Development

Important Note: Funding is available to support Project Development for locations that have previously developed local plans for the area or activity center in question, and that
have already developed the core plan elements outlined above. Demonstration of these previous efforts will be necessary to be eligible to receive Project Development funding.

**Intent:** This level of planning in the Planning Sustainable Places program focuses on drilling down into a Sustainable Places type of plan. The Sustainable Places Plan does not have to be the result of a Sustainable Places Plan through MARC. Communities that have completed work that meets the criteria of a Sustainable Places Plan are encouraged to utilize the Planning Sustainable Places Project Development opportunity to further develop their big picture plans to integrate project needs and concepts.

**Pre-requisites:**
- Vision of Future Vibrancy
- Timeline
- Elements developed in Sustainable Places Plan or equivalent

**Required Project Element:**
- Robust Public Engagement Process

**Required Deliverable:** Detailed Plan Including a Budget (Sources & Uses) Document

**Examples:**

- 2019 Gardner Destination Downtown
- 2017 Independence 24 Highway Fairmount Business District Plan
  - KCATA Swope Area – Prospect Connectivity Study
  - KCMO Independence Pedestrian Safety Improvements Study
  - KCMO Troost & Prospect Avenues ROW Enhancement Plans
- North Kansas City Armour Road Complete Street Plan
- Overland Park – Event and Transportation Hub
- UG Cambridge Connector Feasibility Analysis
- Westwood 47th Street Complete Street Evaluation
- 2015 Shawnee Linking Historic Shawnee
  - Louisburg Downtown Complete Street
  - Lenexa New Look at Old Town Lenexa
  - KCMO Waldo Streetscape
  - KCMO Independence Ave Overlay
- 2013 Independence Englewood Arts District Circulation
  - Overland Park Parking Plan

**Possible Elements:**

- Transportation project feasibility analysis
- Parking facility or management plan
- Bicycle/pedestrian project plan
- Transit project or facility plan
- Multi-modal corridor plans
- Green and complete streets
• Environmental mitigation plan or restoration plan
• Design guidelines

C. Implementation Activities

**Important Note:** Funding is available to support Implementation Activities for locations that have previously developed local plans for the area or activity center in question, and that have already developed the core plan elements outlined in the pre-requisites below. Demonstration of these previous efforts will be necessary to be eligible to receive funding.

**Intent:** The Implementation Activities level of planning in the Planning Sustainable Places program focuses on pulling together the final pieces necessary to move a project from planning to preliminary engineering. This level does not include PS&E (plans, specifications and estimates) nor would it include survey work.

**Pre-requisites:**
- Vision of Future Vibrancy
  - Elements developed in previous Sustainable Places plan, Project Development plan or equivalent
- 5 Year Schedule:
  - Timeline including adoption into TIP and CIP for design
  - Budget (Sources & Uses)

**Required Project Elements:**
- Robust Public Engagement Process

**Required Deliverable:** Sketch plans; renderings; memorandum/report of recommendations for environmental and design studies necessary to move to more project-specific detail; elements needed for a RFQ

**Examples:**
- 2019 Roeland Park Roe Boulevard and Johnson Drive Corridor Plan
  Independence Truman Connect
- 2017 Edwardsville Connecting Edwardsville
  KCMO Trails Nexus Study & Ordinance
- 2015 North Kansas City Burlington Corridor Complete Street Design
  Independence Truman & Winner Roads Commercial Node
  Olathe
- 2013 Project Category was not available

**Possible Elements:**
- Project scoping study
- Cooperative agreements
- Public information plan for implementation
• [Missouri] Planning and scoping alternatives which outline public information plan
• Typical cross-sections based on typical ROW, not site measured specifics
• Rough cost estimates for fitting in ROW but not design
• Finish Recommended Plan with deliverable as memorandum or report
• Identification of if ROW is needed but not specific details; identify critical issues of project
• Plan should address the final state for a long-term reality, i.e. moving from 2 lane to future arterial
• Outline street classification and associated ROW dimensions within ROW plan
• Outline how ROW will increase if planning for trail system
• Does not include National Environmental Policy Act (NEPA) process
• Alignment Studies

VI. EVALUATION CRITERIA

Applications requesting Planning Sustainable Places funding will be evaluated by the following criteria: (Further details can be found at: marc2.org/tr_psp/pdf/PSP_ScoringCriteria_2021.pdf. Also refer to Section XI of this guidebook for additional details and guidance.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>DESCRIPTION</th>
<th>MAXIMUM AVAILABLE POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUSTAINABLE PLACES PLAN</td>
<td>PROJECT DEVELOPMENT ACTIVITIES</td>
<td></td>
</tr>
<tr>
<td>Intent</td>
<td>The project promotes improved travel choices (e.g., bicycling, walking, transit use, transportation demand management strategies, etc.)</td>
<td>6 4 2</td>
</tr>
<tr>
<td></td>
<td>The project promotes sustainable land use patterns (e.g., mixed-use, transit-oriented, walkable, affordable housing, green, etc.)</td>
<td>6 4 2</td>
</tr>
<tr>
<td></td>
<td>The project advances environmental stewardship (e.g. air quality, water quality, green infrastructure, energy conservation, renewable energy, etc.)</td>
<td>6 4 2</td>
</tr>
<tr>
<td></td>
<td>The project promotes housing choice which may include rehabilitating existing, offering more choices, and/or development of new housing.</td>
<td>5 4 3</td>
</tr>
<tr>
<td></td>
<td>The project advances improved public health</td>
<td>5 4 2</td>
</tr>
<tr>
<td></td>
<td>The project supports investment in areas with existing infrastructure</td>
<td>5 3 3</td>
</tr>
<tr>
<td></td>
<td>The project improves economic growth (i.e. jobs retention, jobs generator, tax growth)</td>
<td>5 4 3</td>
</tr>
</tbody>
</table>
The project commits to using a planning resource(s) to understand project area and craft plan (e.g. scenario planning, data indicators, environmental data or comparable resources – for example list visit: http://marc2.org/tr_psp/pdf/Planning_Resources_Overview_2021_Final.pdf):

<table>
<thead>
<tr>
<th>Location</th>
<th>Partnerships</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The project promotes resiliency (physical and/or economic)</td>
<td>The project demonstrates partnership(s)</td>
<td>The project commits a non-federal match of greater than 20 percent (the minimum required)</td>
</tr>
<tr>
<td>The project includes innovation in project development, concepts, and/or public engagement</td>
<td>The project demonstrates sustained involvement with equity and/or typically underrepresented stakeholders</td>
<td>The applicant demonstrates a commitment towards implementation</td>
</tr>
<tr>
<td>The project serves a defined redevelopment area</td>
<td>The project demonstrates resource or financial commitment from project partner(s)</td>
<td>The project has taken steps toward implementation</td>
</tr>
<tr>
<td>The project serves a regional activity center on MARC’s map of activity centers</td>
<td></td>
<td>The project demonstrates a commitment from developer(s) and/or landowner(s)</td>
</tr>
<tr>
<td>The project serves a current or planned transit corridor or mobility hub (Smart Moves 3.0)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The project is within an environmental justice tract(s) or has areas with hidden environmental justice populations or provides environmental justice tracts connections to opportunities (i.e. jobs access, education, reduce health disparities)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS**

| 4 | 4 | 4 |
| 6 | 3 | 3 |
| 3 | 4 | 5 |
| 10 | 5 | 5 |
| 5 | 5 | 3 |
| 5 | 5 | 3 |
| 5 | 5 | 5 |
| 5 | 10 | 10 |
| 5 | 10 | 10 |
| NA | NA | 8 |
| 4 | 2 | 2 |
| 10 | 10 | 5 |
| NA | 10 | 10 |
| NA | NA | 10 |

**VII. EVALUATION AND RECOMMENDATION PROCESS**

Once the call for projects closes on June 19, 2020, MARC staff will conduct initial technical analysis for submissions in each project category. Projects will be scored based on how well they meet solicitation criteria and support the program goals. These scores will serve as one tool to help evaluate submissions.

Following staff analysis, the projects will be evaluated by the Sustainable Places Policy Committee, comprised of elected officials, local planners, community leaders and developers to name a few, in the Kansas City area.
The Sustainable Places Policy Committee will build on information and scores provided, and identify gaps, assess priorities and propose a recommended list of projects for funding through the Planning Sustainable Places program for MARC’s Total Transportation Policy Committee and MARC’s Board of Directors to approve.

VIII. CALL FOR PROJECTS WEBINAR

May 19, 2020
1 p.m.
Mid-America Regional Council
GoToWebinar
Registration link: https://attendee.gotowebinar.com/register/8124224754024826894

MARC will host a call for projects webinar on May 19, 2020 at 1 p.m. to explain the project nomination and evaluation process, walk through the submission database and allow time for questions. Attendance at the call for projects workshop is not required to nominate projects, but the session should help participants develop stronger applications. This webinar will be recorded and posted to the Resources Section of the Application Portal. Additionally, a PDF copy of the presentation slides will be posted to the Resources Section.

Topics covered at the workshop will include:
- Timeline for developing and submitting applications
- MARC available planning resources (NRI info, other info/tools)
- Overview of program objectives
- Eligible project types and examples
- How nominated projects will be evaluated and prioritized
- Demonstration of online submission form and mapping resources
- Question and answer session for participants

Questions about the workshop? Contact Beth Dawson at 816-701-8325 or bdawson@marc.org.

IX. SUBMISSION DATABASE

A. Create an Account
The submission database is located at www.marc2.org/tr_psp/.

The first time you use the database, click on "Create New User." Fill in the requested information to create a unique account. Multiple people from the same jurisdiction or agency can set up individual accounts.

B. Add a Project
Log in to the database and click on “Add Project” to add a new project. A blank submission form will open. You can incrementally add information about a project during multiple sessions, and the information will not be visible to the public. Please be aware that one of the initial screening questions for your application will ask about the project match amount. **If your non-federal funds match is less than 20% of the total, the system will not allow you to proceed with your application.**
If the session is about to time out due to inactivity, the project information will automatically be saved. But project information will not automatically be saved if a user closes their Internet browser without clicking on either “Save and Return to My Projects” or “Save and Next”.

All projects will be posted online for public review and comment after the submission deadline.

C. Revise a Project
Each time you log into the database, you will see a list of projects you have submitted or are working on. You can update information on an existing project or add a new one.

You can make changes to projects until the database closes at 4 p.m. CDT on June 19, 2020.

D. Delete a Project
To delete a project nomination, log in to the database and click on the “Delete” button next to a study in your list of projects on the main administration page.

If you need assistance with the submission database, contact Beth Dawson at 816-701-8325 or bdawson@marc.org.

X. RESOURCE MAPS
MARC has created an online mapping application that provides relevant information to project sponsors. The map can be used to view the proximity of nominated projects to important regional assets, like MetroGreen®, corridors and activity centers.

This ArcGIS Online viewer lets users see multiple map overlays at a time, click on features to get more information about them, and make simple measurements.

Layers in the ESRI viewer:
- MARC metropolitan planning organization boundary
- Activity Centers
- Bikeways and Trails (Existing)
- Congestion Management System
- Creating Sustainable Places Corridors
- Environmental Justice Tracts
- FHWA Functional Classification
- Freight Network
- Land Cover
- Land Use
- MetroGreen® Corridors
- Mobility Hubs
- Natural Resources Inventory Conservation and Restoration Map
- Planned Land Use
- Redevelopment area
• Regional Bike Plan
• RideKC Smart Moves
• Street base map
• Topographic

See Planning Sustainable Places Map Resource to access the map viewer. When accessing the ESRI viewer, select “Content” in the upper left to view the various layers provided in the map. The layers can then be toggled on and off for viewing.

XI. CONTACT INFO

For assistance with the online submission form, data and resources, or for questions about eligible projects, please contact Beth Dawson at bdawson@marc.org. We will also post answers to frequently asked questions at www.marc2.org/tr_psp/.

Mid-America Regional Council
600 Broadway, Suite 200, Kansas City, MO 64105-1659
Phone: 816/474-4240   Fax: 816/421-7758

XI. SUBMISSION FORM SAMPLE

A sample of the project submission form is listed in this section with explanations to help project sponsors answer questions and understand staff considerations during scoring, which is one piece of the evaluation. All projects must be submitted by means of the online application form. The deadline to propose projects is 4 p.m. CDT on June 19, 2020.

A. General Information

1. You must classify your project into one category. Select your category from the following list.
   - Sustainable Places Plan
   - Project Development
   - Implementation Activities

2. Contact person:

3. Project name:

4. Project location: (city, county, and general boundaries if site-specific plan)

5. Project Financial Information
   Please note: Sponsors that do not provide at least 20 percent cash match will not be allowed to continue with their application. If a project is not scalable it will not be penalized.
   - Total Cost
   - Federal Amount
   - Minimum Funding Amount
Non-federal Cash Match
Source of local match:

Is the project scalable?
If Yes, what is the minimum amount required for the scaled down request?

6. Project Description: Please describe the intention of the project and who would be the primary users.

7. Project Scope
Please provide an outline that includes activities to be carried out and expected deliverables.

8. Is the project consistent with the relevant adopted local comprehensive plan(s)?
Please explain.

9. If submitting a Project Development or Implementation Activities application that does not build on a previous PSP project, are the following core elements included in plans previously developed for the area or activity center in question?
If so, please describe the relevant plans and how the core plan elements are included in them:
   a) Localized public engagement process
   b) Integrated land use, transportation and environmental strategies
   c) Timeline

10. Describe how this project and its outcomes directly relate to transportation issues.
EXPLANATION: For this round of funding, Planning Sustainable Places uses transportation dollars so work under this program must have a transportation purpose. The project sponsor should describe how the project and expected outcomes relate to transportation issues, including, but not limited to, transit, cycling, walking, etc.

11. The Planning Sustainable Places program requires projects to include a robust citizen engagement component. Please outline this component.
EXPLANATION: A project that includes a robust citizen engagement component ensures that it engages multiple audiences (i.e. neighborhoods, businesses, historical society, community organizations); incorporates a variety of communication platforms; and utilizes a collaborative design process which is cyclical and tests, analyzes, and refines the design in response to citizen engagement. The project meaningfully engages the community in a collaborative dialogue.

12. One of the dominant goals of the Planning Sustainable Places program is to create or enhance vibrant communities. Please explain how this project will enhance future vibrancy. (See http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf for principles and concepts that contribute to a vibrant community.)
EXPLANATION: A project that results in multiple positive community benefits for compatible businesses and industries, improves recreational opportunities, enhances housing opportunities and generally improves the socioeconomic conditions in the community for enhanced livability.
13. For Project Development or Implementation Activities projects: The Planning Sustainable Places program looks to further those plans that advance implementation. Please provide the project’s timeline for implementation.

14. For Implementation Activities projects only: The Planning Sustainable Places program looks to further those plans that have developed an actionable budget (sources and uses document). Please provide budget documentation.

B. Criteria

PROJECT INTENT

The principles included in questions #15–23 listed below are representative of the principles outlined for both the Creating Sustainable Places initiative and in Connected KC 2050.

15. Describe how the project promotes improved travel choices (e.g., bicycling, walking, transit use, transportation demand strategies, etc.). For more information, as well as project and code examples, see the sustainability principle of Transportation Choice in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.

EXPLANATION: A project that promotes improved travel choices is one that includes a multimodal transportation system, with facilities for bicycling, walking, transit use and other modes of travel. Transportation demand strategies, such as flextime work schedules, telecommuting and ridesharing would also be considered as part of a suite of travel choices.

16. Describe how the project promotes sustainable land-use patterns (e.g., mixed use, transit-oriented, walkable, affordable housing, etc.). For more information, as well as project and code examples, see the sustainability principle of Housing Choice or Reinvestment in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.

EXPLANATION: A project that promotes sustainable land use patterns is one that includes compact, dense, affordable, mixed use development and is transit-friendly, walkable and bikeable.

17. Describe how the project advances environmental stewardship. For more information, as well as project and code examples, see the sustainability principle of Resource Conservation and Energy Efficiency or Unique Community Characteristics in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.

EXPLANATION: A project that advances environmental stewardship is one that protects natural areas, restores natural areas, includes green infrastructure focused stormwater solutions, uses native landscaping, includes renewable energy and energy conservation measures and includes other environmentally friendly elements.

18. Describe how the project promotes housing choice. For more information, as well as project and code examples, see the sustainability principle of Housing Choice in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.
EXPLANATION: A project that promotes housing choice may incorporate rehabilitating existing housing, offering more choices than are currently available, and/or develop new housing.

19. Describe how the project advances improved public health. For more information, as well as project and code examples, see the sustainability principle of Design for Healthier Lifestyles in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.

EXPLANATION: A project that advances improved public health is one that incorporates infrastructure that promotes active living, improved access to healthy food and health services, and includes other public health friendly elements.

20. Describe how the project supports investment in areas with existing infrastructure. For more information, as well as project and code examples, see the sustainability principle of Corridors & Activity Centers or Unique Community Characteristics in http://marc2.org/tr_psp/pdf/SustainablePlacesPrinciplesandConcepts.pdf.

EXPLANATION: A project that supports investment in areas with existing infrastructure is one that does not need new infrastructure and is found in an already established area as part of a redevelopment or infill plan.

21. Describe how the project improves economic growth (i.e. jobs retention, jobs generator, tax growth):

EXPLANATION: Projects outside the MARC metropolitan planning organization boundary are not eligible for this program. A project that improves economic growth is one that supports and stimulates sustainable growth and development, including improvements in job growth, workforce development, productivity, business attractiveness, business retention, strengthens community services capacity, and livability. If the answer is yes please provide a description of how it does so.

22. Describe how the project commits to using a planning resource(s) to understand the project area and craft the plan (e.g. scenario planning, data indicators, performance measures, environmental data or similar resources – for example list visit http://marc2.org/tr_psp/pdf/Planning_Resources_Overview_2021_Final.pdf).

EXPLANATION: A project that commits to using a planning resource(s) is one assists in making informed decisions by examining scenarios that achieve the best local outcome, incorporate data into understanding previous and current conditions, evaluate outcomes, integrate environmental data to understand ecological and human health and other resources that help make better decisions.

23. Describe how the project promotes resiliency (physical and/or economic).

EXPLANATION: A project that promotes resiliency, whether it be physical or economic, fosters a community’s ability to adapt to changes and challenges for long-term health and vitality. Examples of resiliency could include strategies to adapt to land use changes in response to industry changes such as the current changes occurring within the retail sector or strategies to address demographic changes. Additionally, it could involve developing alternatives should the original strategy not flourish as anticipated.
24. Describe how the project includes innovation in concept generation and public engagement:

EXPLANATION: Innovation is the use of new technologies, innovative methods or applying existing technology in new ways or implementing in a community where existing policies, regulations or general opinion have previously prevented their use. A project may overcome significant problems, barriers or limitations with a new solution or by creating a solution that is scalable and/or transferable.

PROJECT LOCATION

25. Does the project serve MARC’s defined redevelopment area? If yes, please describe.

EXPLANATION: Projects outside the MARC metropolitan planning organization boundary are not eligible for this program. Based on the maps provided, please identify if your project is within MARC’s redevelopment area. If the answer is yes, please provide a description of how the project serves the area.

26. Is the project located in an activity center identified on MARC’s map of activity centers? If yes, please describe.

EXPLANATION: Projects outside the MARC metropolitan planning organization boundary are not eligible for this program. Based on the maps provided, please identify if your project serves an activity center on MARC’s map of activity centers. If the answer is yes, please provide a description of how the project serves the center.

27. Does the project serve a current or future transit corridor or mobility hub (Smart Moves 3.0)? If yes, please describe.

EXPLANATION: Projects outside the MARC metropolitan planning organization boundary are not eligible for this program. If the project serves a current or future transit corridor or mobility hub (Smart Moves 3.0) please provide a description of how the project serves the corridor or mobility hub.

28. Does the project serve an environmental justice area(s) or has areas with hidden environmental justice populations or does the project provide connections to environmental justice area (s) with opportunities (i.e. jobs access, education, reduce health disparities, etc.)? If yes, please describe.

EXPLANATION: Projects outside the MARC metropolitan planning organization boundary are not eligible for this program. MARC incorporates environmental justice into its planning and decision-making process by identifying minority and low-income populations, engaging those populations in the transportation decision-making process so as to best determine how improvements in the region’s transportation system can best meet their needs, determine whether these disadvantaged populations are subjected to disproportionately high and adverse human health or environmental effects, and address and mitigate those effects. Based on the maps provided, please identify if the project serves an environmental justice tract(s) and/or connects environmental justice area(s) to opportunities. If the answer is yes, please provide a description of how the project serves the environmental justice area(s). If there is an area with hidden environmental justice populations then please provide documentation and a
description of the documentation process. (For further information regarding environmental justice please visit MARC’s [Environmental Justice Analysis](https://www.marc2.org/tr_psp/) to understand how we define it locally. For more information about the federal program please visit the [Federal Highway Administration's 2015 Reference Guide](https://www.marc2.org/tr_psp/).

**PARTNERSHIP**

29. Describe the partnerships formed to develop the project and the manner in which these partnerships will benefit the project. In particular detail project coordination within the sponsor entity and partnership with entities outside the sponsor entity.

**EXPLANATION:** Externally, partners can take the form of local governments, nonprofit agencies, community foundations, neighborhood organizations, economic development agencies, or other local stakeholders. Internally, partners can be two or more departments working together. Please provide a description of how the partnerships are of benefit and how they further an integrated approach. Please submit a letter of support and commitment from each entity with which you are partnering.

30. Describe if the project demonstrates sustained involvement with social equity and/or typically underrepresented stakeholders.

**EXPLANATION:** Project partners that include equity and/or typically underrepresented stakeholders (i.e. older adults, special need populations) facilitate a project that fully engages its community. Please document how sustained involvement will be achieved. Examples could include a letter of support from each entity that represents equity and/or typically underrepresented stakeholders, the inclusion of underrepresented stakeholders on the project steering committee, or commitment of resources to the project by underrepresented stakeholders. This criteria looks to evaluate how you are partnering with social equity and/or typically underrepresented stakeholders within your process. *This is above and beyond any outreach to social equity and/or typically underrepresented stakeholders.*

31. For Implementation Activities projects only, describe if a financial or resource commitment has been made by any of the project partners.

**EXPLANATION:** Projects with partners who contribute financial or other resources demonstrate commitment to the project and will receive additional consideration. Please submit a letter of support from each entity with which you are partnering that includes financial or other resource support. Examples could include meeting space or other resources beyond monetary support.

**IMPLEMENTATION**

**LOCAL MATCH**

See question #5 under Section A, General Information.

**EXPLANATION:** Projects that do not provide at least 20 percent non-federal cash match of the total project budget are not eligible for this program. For example, a federal funds request of $100,000 would require a non-federal cash match of $25,000 for a total project budget of $125,000.
32. Describe local activities that show commitment and ability to carry out the proposed project and support the stated project summary.

EXPLANATION: Examples of local activities include record of complementary projects (e.g., higher-density, mixed-use developments, universal design), previous projects that relate to the project area, project goals that are consistent with the local comprehensive plan, supporting local development controls to allow innovative development. Specific actions that show commitment and ability to complete include: a letter from the mayor; explaining how public engagement feedback has been used; Gold Level Communities for All Ages recognition; rezoning or administrative approval of the project has begun; or entitlements for the project are in place.

33. Implementation Activities projects only, describe how the project shows a commitment from developer(s) and/or land owner(s) to implement the proposed project and support the stated project summary.

EXPLANATION: Examples of commitment from other entities include a letter of commitment from a private developer or property owner within the project area.

C. Supplemental Information
A maximum of five files can be uploaded through this web page. Each file is limited to a maximum of 3 MB. We can only accept the following file types through this web page: PDF, JPG, Microsoft Word, and Microsoft Excel. To submit other file types, including any available GIS files for the project, please contact Beth Dawson at 816-701-8325 or bdawson@marc.org. Examples of supplemental information that previous sponsors have supplied include:

1. Project area in map form (11” x 17” maximum). The project area should be clearly defined, focused and of concise size/composition to be manageable and geographically illustrate the project summary. Also identify the project area location within the county. Ensure that all maps include a scale and north arrow.

2. Letter from the local government acknowledging commitment to develop the project and provide a non-federal cash match equivalent to at least 20 percent of the total study amount.

3. Letter(s) of support from entities with which you are partnering.

4. Other supporting documentation such as photos, related study summaries, supporting comprehensive plan policies, etc.