



Commonwealth of Massachusetts
**EXECUTIVE OFFICE OF HOUSING &
ECONOMIC DEVELOPMENT**

Deval L. Patrick, Governor ♦ Gregory Bialecki, Secretary

NOTICE OF FUNDING AVAILABILITY

**PARKING DEMAND MANAGEMENT PLANS (PDMP)
December 2014**

In August 2014, Governor Deval Patrick signed “An Act to Promote Economic Growth in the Commonwealth” (Chapter 287 of the Acts of 2014). The Act included creation of a grant program to fund demand-based parking management plans on the municipal level, with total funding at \$1 million. On November 19, 2014, the total funding for this program was reduced to \$200,000 under Chapter 29, section 9C. This new program is administered by the Executive Office of Housing and Economic Development, in consultation with MassDOT. This Notice of Funding Availability outlines the program’s goals, grant eligibility, application process and award criteria. Eligible entities may apply effective immediately and awards will be made on a rolling basis.

I. PROGRAM GOALS

The immediate goal of funding Parking Demand Management Plans (PDMPs) is to support municipalities that are growing and require use of best practices that manage demand through improved utilization of supply and through demand-pricing mechanisms. The growth may be due to residential, commercial or industrial development, and may be increasing the parking needs of employees, business customers or tourists. There is a growing consensus in the transportation and parking management community that responding to increased demand for parking primarily by increasing supply is often a costly and counterproductive response. There is increasing interest in implementing measures that manage demand through improved utilization of supply and through demand-pricing mechanisms.

The long-term goal of funding PDMPs is to promote sustainable economic growth and lessen traffic and parking concerns that become an argument against development, particularly in smart growth locations.

II. ELIGIBLE APPLICANTS

Eligible applicants consist of cities and towns within the Commonwealth. Only municipalities will be allowed to enter into contracts with EOHEd as Grantees under this program. (Municipal parking authorities or similar local quasi-public agencies may be actively involved in the process but only municipalities may be the contracting party.) Municipalities may enter into third party agreements with consultants approved by EOHEd. For purposes of this NOFA, MassDevelopment and Regional Planning Agencies are considered consultants.

Joint applications involving two or more communities within a region or with similar parking challenges are permitted. Joint applications may be submitted by a lead municipality or by a Regional Planning Agency on behalf of the municipalities.

III. GRANT REPORTING

Grantees must agree to submit periodic reports during grant implementation to EOHED on progress made in completing the grant funded activities. At the conclusion of grant funded activities, Grantees must provide EOHED with a closing letter signed by the municipal CEO identifying the PDMP that has been implemented or, if not, explaining why the grant has concluded with no changes in parking management.

Grantees must agree to share the end products of their funded activities with EOHED and with other communities through reports, meetings and workshops, and to highlight these activities in print, on the web or other media, as appropriate.

IV. AWARD AMOUNT

The amount of PDMP funds awarded will be commensurate with the proposed deliverable and the anticipated impact of proposed activities on parking demand. Grants will generally not exceed \$50,000. However, municipalities that demonstrate an average daily visitor population of at least 30,000 shall be eligible for priority grants up to \$100,000. Visitors may be business employees, customers or tourists. Grants must be completed within twelve months from the date of contract execution.

V. USE OF FUNDS

Funds are to be used exclusively for consultant services. Applicants must submit a proposed budget and workplan with their application. Municipalities will be responsible for attesting that all funds have been expended for their intended purpose. Grantees may select consultants from EOHED's list of pre-qualified consultants¹ or select consultants in compliance with M.G.L. Chapter 30B (Uniform Procurement Act). EOHED will review and approve the grantee's choice of consultant(s) and scope of services and budget, as appropriate.

VI. SCOPE AND ELIGIBLE ACTIVITIES

The project deliverable will generally be a comprehensive parking management plan that includes (but is not limited to) the following within its scope: optimization, pricing and regulation of on-street and off-street parking in the relevant area; responsibility for parking management, whether through a new entity or one or more existing entities; and implementation. Eligible activities include:

Collection of data on existing and projected demand and supply, including:

- Compiling data on the number of residents and visitors (including employees, customers and tourists) who park in the municipality
- Obtaining information on expected prevailing land uses, existing pedestrian and bike facilities, public transit and future development
- Inventory of the number of parking spaces available on-street and off-street in privately- and publicly-owned locations
- Utilization of existing supply at different times of the days and week

¹ EOHED is issuing a Request for Responses in order to establish such a consultant list and anticipates that the list will be available in early 2015. When the list is issued, it will be available on the Commbuys system (<https://www.commbuys.com/bsa/login.sdo>).

- Identifying any existing programs or technology within the municipality that reduce or manage demand, such as shared-parking arrangements, or employer transit or parking programs
- Collecting data on current parking policies and patterns, including hours of operation, use of kiosks/meters, and how they affect parking demand and supply
- Organizing, conducting or participating in meetings to obtain public comment

Collection of other information on the existing parking management system as needed, including:

- Management
- Revenues and costs of the existing system

Assessment of options for parking demand management and recommendation of options or a plan to municipal officials, including:

- Analyzing collected data
- Assessing options and making recommendations, particularly in light of national best practices
- Preparing presentations and reports as needed

Assist municipal officials during the process of considering and adopting a PDMP or changes in parking management, including:

- Organizing, conducting or participating in public meetings
- Preparing presentations and reports as needed
- Working with stakeholders

Work with municipal officials to launch implementation of any adopted plan or changes in parking management, including:

- Preparing a detailed implementation plan
- Coordinating with municipal officials and stakeholders
- Assisting the municipality in identifying funding sources, reviewing or drafting zoning ordinances, vendor selection and contract negotiation
- Preparing web and other materials to educate the public

VII. APPLICATION PROCESS

1. Communities are encouraged to meet with EOHEd staff to discuss their proposed funding requests/activities prior to application submission. To schedule a meeting or to seek assistance, please contact Victor Negrete, at the email below or at 617-788-3601.
2. **EOHEd will launch this program on a rolling application process. Applications for the initial round will be accepted immediately.**
3. Submit an electronic copy of the application to Victor.Negrete@state.ma.us. The electronic application is available as a word document at www.mass.gov/hed; search: **PDMP**.
4. Submit one hard copy of the application with the CEO's original signature by mail to:

Attention: Victor Negrete
 Executive Office of Housing and Economic Development
 One Ashburton Place, 21st Floor
 Boston, MA 02108

5. Fax copies of the application will not be accepted.

6. It is the responsibility of the applicant to ensure that its application is received by EOHED.
7. All applications will be logged as to date and time received and kept on file as public record.
8. EOHED and MassDOT will review the applications. EOHED reserves the right to request additional information from the applicant or external sources as may be necessary in order to complete the application review.

VIII. APPLICATION EVALUATION CRITERIA

Threshold Criteria

Applications will be reviewed to determine: (1) eligibility, and (2) whether the municipality has demonstrated an average daily visitor population of at least 30,000 (whether they be employees, business customers or tourists) and therefore falls into the priority category. Once these threshold determinations are made, the applications will be scored.

Scoring Criteria

Applications will be evaluated to determine how well the proposed activity meets the program goals. Points will be given based on how well the proposed project meets the criteria below. An application can score a maximum of 50 points. Depending on the strength of applications submitted, EOHED may hold applications with lower scores for a future round or a rolling application phase and provide the applicant with an opportunity to revise their application.

0 – Does Not Meet; 1 – Minimally Meets; 3 – Meets; 5 – Exceptionally Strong Response

1. Need Addressed: Extent to which the applicant is experiencing or will be experiencing growth in employees, residents and visitors that is increasing demand for scarce parking spaces in identified area(s) within the municipality.
2. Demand-based Parking Management: Extent to which the proposed activity is designed to develop and/or implement a demand-based parking management system to address the imbalance between demand and supply.
3. Best Practices are Proposed/Under Consideration: Extent to which the community proposes to use/consider national best practices such as demand pricing, shared parking arrangements and employer parking programs.
4. Community Support: Evidence of local commitment to demand-based parking management and/or a plan to engage local stakeholders so that the parking management plan ultimately proposed (or specific implementation activities if a plan exists) receives community support.
5. Need for Funding: Extent of need for PDMP funding, including the lack of other available sources of local funding and/or documentation of previous efforts to fund proposed activity.
6. Workplan: Demonstrates reasonableness of the proposed tasks and timeline.
7. Budget: Demonstrates reasonableness of costs and extent to which other sources of funding are committed, as appropriate.
8. Capacity to Undertake Activity: Demonstrates staff capacity to oversee/manage specific tasks and overall activity in a timely manner (e.g., examples of other similar projects successfully completed).
9. Readiness to Proceed: Extent to which the proposed project is ready to proceed. Identification of a proposed consultant is not necessary but is a plus.
10. Impact of Effective Parking Management Plan: Degree and nature of impact that an effective plan would have on the neighborhood, city/town and region and its likely effect on future growth.