Commonwealth of Massachusetts
Executive Office of Economic Development

COMMUNITY ONE STOP FOR GROWTH
Application Guidance Webinar

February 7, 2024

Webinar 2

Roadmap

1. Recall Session 1: Community One Stop for Growth Overview

2. Your Project and the Development Continuum

3. Key Takeaways

4. Frequently Asked Questions

5. Next Steps

One Stop Overview: One Stop Programs

Executive Office of Economic Development

- MassWorks Infrastructure Program
- Rural Development Fund
- Urban Agenda Grant Program
- Massachusetts Downtown Initiative

Executive Office of Housing and Livable Communities

- HousingWorks Infrastructure Program
- Housing Choice Grant Program
- Community Planning Grants Program
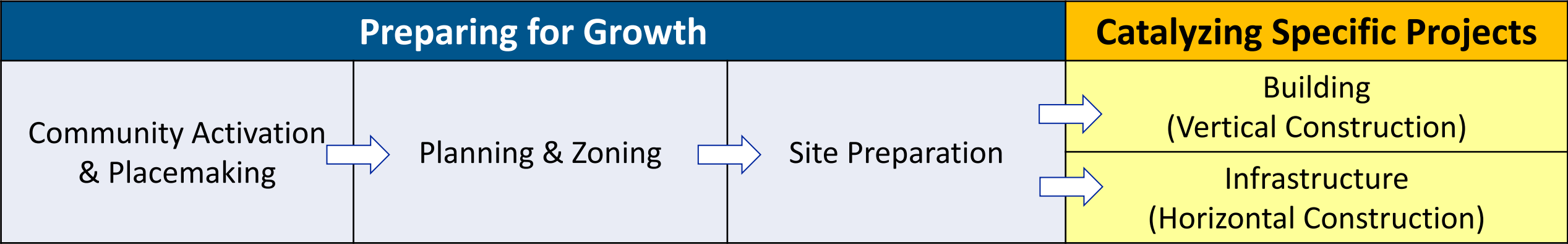
MassDevelopment Finance Agency

- Underutilized Properties Program
- Site Readiness Program
- Collaborative Workspaces Program
- Brownfield Redevelopment Fund
- Real Estate Services Technical Assistance

Recap: Development Continuum

- The One Stop uses a Development Continuum that describes how a typical community economic development project moves from concept to reality.

- The Development Continuum was designed to help applicants articulate the **specific funding needs of a given project** and how the project fits into **broader community economic development goals**.

- This continuum separates economic development activities into two broad categories:

  o **Preparing for Growth** - Grants to support activities and initial steps by community-based actors to attract and guide private investment in a community.

  o **Catalyzing Specific Projects** - Grants to support the private development of commercial, industrial and residential investment projects that further the community vision.

Preparing for Growth			Catalyzing Specific Projects
Community Activation & Placemaking	Planning & Zoning	Site Preparation	Building (Vertical Construction)
			Infrastructure (Horizontal Construction)

Recap: Development Continuum - Preparing for Growth

Community Activation & Placemaking	Planning & Zoning	Site Preparation
Technical Assistance for Downtowns Identify strategies to improve the community's downtown **Programming to Promote Equitable Workforce and Business Development** Fund the operations of programming with the goal of advancing economic progress	**Community Plan** Conduct planning activities that will guide the community's vision **Zoning Revision** Update to a community's current zoning (including updating zoning to comply with the Multi-Family Zoning Requirement for MBTA Communities) **Planning for Housing** Planning activities to advance housing development, preservation, and/or rehabilitation. **District Redevelopment Technical Assistance** Planning to identify opportunities for growth within a commercial, industrial, or mixed-use district.	**Brownfield Site Clean Up** Environmental assessment and/or remediation on a contaminated site to prepare for future development **Site Improvements to Unlock Development** Conduct site work to prepare a parcel for future development **Municipal Surplus Property Disposition** Study the potential future uses of surplused municipally owned property

Building	Infrastructure
Underutilized Property Rehabilitation Design or construction of improvements essential to the occupancy of an existing building not operating within its full potential. **Creation of a Collaborative Workspace** Projects to prepare for or fit-out a collaborative workspace (i.e., a co-working space, shared commercial kitchen, makerspace, etc.) **Community Led Housing Production*** Funding to allow communities to further support the production, rehabilitation, and/or preservation of housing. *Available only to public organizations within a Housing Choice community*	**Public Infrastructure to Support Housing Production (Residential Only)** Design, construction, or improvement of public infrastructure that directly supports housing development, rehabilitation, and/or preservation. **Public Infrastructure to Support The Development of New Mixed-Use and/or Commercial/Industrial Space** Design or construction of public infrastructure to support new mixed use or commercial/industrial development. **Small Town Road Improvements to Enhance Public Safety*** Construction of road improvements to improve safety within a small town *Available only to communities with a population of 7,000 or less*

Recap: The One Stop Full Application

- A **Full Application** consists of three forms that applicants must complete:

Form 1. Applicant Information:	Information about the organization submitting the application.
Form 2. Project Information:	Details related to the project being considered for funding.
Form 3. Certification:	Signature page certifying the authority to submit the application on behalf of the applying entity and attesting that all responses are true and accurate.

- Applicants seeking funding for multiple projects must **submit a separate application for each project.**

  o   There is **no limit on the number of applications** any one organization can submit.

- Be mindful that **similar applications will likely compete against each other.**

- In **Question 2.4.**, the applicant indicates the type of project for which they are seeking funding.

- The selections made will drive the questions that appear throughout the rest of Form 2 and will largely determine which programs review the application.

- There are three layers to question 2.4 that the applicant must answer to indicate the project category:

  1. **Development Continuum Category -** Where the project falls within the Development Continuum.
  2. **Project Type** - A general description of project's purpose.
  3. **Project Focus -** A more specific indicator of how grant funding would be used.

     o In some cases, the applicant will be asked to indicate a fourth project sub-focus layer

Development Continuum Category:

○ Community Activation and Placemaking

○ Planning and Zoning

◉ Site Preparation

Project Type:

◉ Brownfield Site Clean Up

Generally reviewed by the Brownfields Redevelopment Fund

Project Focus:

○ Brownfields Site Assessment

◉ Brownfields Remediation

○ Site Improvements to Unlock Development

○ Municipal Surplus Property Disposition

○ Building

○ Infrastructure

Example #1 – Technical Assistance for Downtowns

Project Description:

A community is looking for a consultant to facilitate a public engagement process to create a wayfinding and branding program to connect the main downtown and commercial areas.

Key Takeaways:

- In this case, the end-product would likely be a study with recommendations on how to move forward with a wayfinding and/or branding program, based on the conditions and nuances of the downtown.

- Technical Assistance for Downtowns is tied to the Massachusetts Downtown Initiative provides $25,000 worth of consultant services to study way to drive downtown revitalization.

- The program does not fund any material/equipment purchases or any labor expenses.

Development Continuum Category:

◉ Community Activation and Placemaking

Project Type:

◉ Technical Assistance for Downtowns

Project Focus:

○ Downtown Design Consultant Services

○ Downtown Mobility/Parking Consultant Services

◉ Downtown Wayfinding/Branding Consultant Services

○ Economics of Downtown Consultant Services

○ Pedestrian Orientation/Placemaking Consultant Services

○ Small Business Support/E-commerce Consultant Services

○ Forming a Downtown Management District

○ Equitable Workforce and Business Development Programming

○ Planning and Zoning

Example #2 – Zoning to Comply with Section 3A of MGL c. 40A

Project Description:

A town with a commuter rail station requests funding to develop a new zoning bylaw to come into compliance with the Multi-Family Zoning Requirement for MBTA Communities. In addition to being an MBTA community, the town has received Housing Choice designation.

Key Takeaways:

- The Community Planning Grant Programs funds three Project Types within the Planning & Zoning category: Community Plan, Zoning Revision, and Planning for Housing.

- MBTA Communities can apply for funding to support the update of their zoning to comply with the MBTA Communities Law.

- Because the town is also a Housing Choice community, the application is eligible for funding by the Housing Choice Grant Program.

  o To be considered by funding by the Housing Choice Grant Program, the applicant must complete the Housing Choice Additional Questions.

Development Continuum Category:

- ○ Community Activation and Placemaking
- ◉ Planning and Zoning

  Project Type:
  - ○ Community Plan
  - ◉ Zoning Revision

    Project Focus:
    - ◉ Zoning Revision to Comply with Section 3A of MGL c.40A
    - ○ Comprehensive Zoning Review & Revision
    - ○ Other Zoning Update
  - ○ Planning for Housing
  - ○ District Redevelopment Technical Assistance
- ○ Site Preparation
- ○ Building
- ○ Infrastructure

Example #3 – District Redevelopment Technical Assistance

Project Description:

A city would like to engage with a consultant to study strategies to encourage redevelopment within a commercial district containing buildings that are largely underutilized and blighted.

Key Takeaways:

- Real Estate Services Technical Assistance will now fund planning projects focused on driving economic development activities within a commercial, industrial, or mixed-use district.

- The district should have public surplus property and/or underutilized properties within the area.

- District redevelopment technical assistance projects could include:
  - District Redevelopment Strategies
  - Corridor Studies
  - District Improvement Financing (DIF)

Development Continuum Category:

- ⚪ Community Activation and Placemaking
- 🟡 Planning and Zoning

  Project Type:
  - ⚪ Community Plan
  - ⚪ Zoning Revision
  - ⚪ Planning for Housing
  - 🟡 District Redevelopment Technical Assistance

    Project Focus:
    - 🟡 Planning for Growth in a Commercial/Industrial or Mixed-Use District

- ⚪ Site Preparation
- ⚪ Building
- ⚪ Infrastructure

Example #4 – Site Improvements to Unlock Development

Project Description:

A rural community would like to improve a vacant tract of town-owned land next to an industrial park to attract future private development. The town seeks funding to prepare a subdivision design of the site prior to conducting physical sitework.

Key Takeaways:

- The goal of this project is to make a site that is not currently valued by the private market attractive for future private investment.

- The applicant would choose Site Readiness Pre-Construction as the Project Focus as the scope of work entails earlier stage engineering/predevelopment work and is not yet ready for construction activities.

  o In this case the applicant is required to indicate an additional layer of specificity when selecting the Project Focus.

- Because this is a Site Preparation application submitted by a public organization in a rural community, the application is eligible for review by the Rural Development Fund.

Example #5 – Brownfield Site Clean Up

Project Description:

A town seeks funding to conduct a site assessment on a former industrial site that is now owned by the town. Potential developers are hesitant to invest in the property due to the fears of contamination.

Key Takeaways:

- The Brownfield Redevelopment Fund provides grants to conduct site assessment and/or remediation to make publicly-owned contaminated sites more attractive for private development.

- The applicant must answer a series of questions within the application to prove that they are eligible for the program.

- Brownfield funding within the One Stop is only available to public organizations (municipalities, redevelopment authorities, etc.)

- The applicant cannot have owned the site at the time of contamination and/or contributed to the contamination.

Site Preparation

Project Type:

Brownfield Site Clean Up

Project Focus:

Brownfields Site Assessment

Brownfields Remediation

Site Improvements to Unlock Development

Municipal Surplus Property Disposition

Building

Example #6 – Infrastructure to Support Housing Development

Project Description:

A city must extend its water and sewer infrastructure to make the development of a new apartment complex feasible. The development will bring much needed housing to the community.

Key Takeaways:

- The Infrastructure category is now broken down by the type of development supported by the public infrastructure project:
    - Public Infrastructure to Support Housing Growth (Residential Only)
    - Public Infrastructure to Support Mixed-Use and Commercial/ Industrial Growth
- This project supports the construction of a fully residential development, so **Public Infrastructure to Support Housing Growth** is the correct Project Type.
- HousingWorks Infrastructure Program provides funding to public entities for infrastructure related activities to support and unlock housing opportunities.

Project Description:

A municipality requests funding to support streetscape functionality and safety improvements needed to allow a major development to move forward. The supported development includes street level commercial space along with 30 units of housing.

Key Takeaways:

- The MassWorks Infrastructure Program is focused on funding the public infrastructure activities required to make private commercial, industrial, and mixed-use development feasible.

- To be competitive, the public infrastructure improvements should directly support a private development project, with a developer identified.

- Infrastructure projects supporting the construction of a public building (i.e. public safety, community center, etc.) or a recreation facility generally are not competitive for MassWorks funding.

Infrastructure

Project Type:
- ○ Public Infrastructure to Support Housing Growth (Residential Only)
- ● Public Infrastructure to Support Mixed-Use and Commercial/Industrial Growth

Project Focus:
- ○ Preconstruction: Design / Engineering Documents Only
- ● Construction
  - ● Roadway / Streetscape Improvements
  - ○ Bridge / Culvert Repair or Replacement
  - ○ Water / Sewer Infrastructure
  - ○ Public Utility Project (Gas, Electric, etc.)

Example #8 – Small Town Road Improvement

Project Description:

A small town requests funding to improve the safety of one of the community's major roadways. The road is particularly dangerous in inclement weather and accidents are common. The project includes a full depth reclamation, as well as drainage, subdrain, culverts and guardrail improvements.

Key Takeaways:

- Funding for Small Town Road Improvements to Enhance Public Safety is available to municipalities with a population of 7,000 or less.
    - Only eligible applicants will see this option available when answering question 2.4.
- Awards for these projects are capped at $1 million and must demonstrate that the existing conditions present a public safety risk.

Development Continuum Category:

- ○ Community Activation and Placemaking
- ○ Planning and Zoning
- ○ Site Preparation
- ○ Building
- ● Infrastructure

Project Type:

- ○ Public Infrastructure to Support Housing Growth (Residential Only)
- ○ Public Infrastructure to Support Mixed-Use and Commercial/Industrial Growth
- ● Small Town Road improvements to enhance public safety (aka STRAP)

Project Focus:

- ● Construction of Road Improvements to Enhance Public Safety

Example #9 – Applicant with Multiple Projects

Project Description:

A non-profit seeks funding to create a new, entrepreneurial collaborative workspace and would also like to request funding to support the operation of a youth workforce development program that will operate out of the new workspace.

Key Takeaways:

- Although related, this scenario includes two separate projects:
  1. A **Building** project to create a collaborative workspace
  2. A **Community Activation & Placemaking** project to operate a workforce development program.
- Applicants with multiple projects must submit multiple applications (one project per application).
- Each application should focus on the scope, needs, impacts, etc. of the project for which funding is being requested.

Application 1:

Application 2:

Example #10 – Applicant with Multiple Projects

Project Description:

A for-profit developer seeks funding to support the redevelopment of an underutilized, historic property into 10 housing units with retail space on the street level. The developer also owns a previously abandoned property three blocks away and seeks additional funding to make the building code compliant to allow for the construction of new commercial space.

Key Takeaways:

- Projects that have similar scopes of work but are in different locations need to be submitted as separate applications.
  - These projects have different addresses, and therefore must be submitted separately to the One Stop.
- All applications submitted will be considered individually by the programs reviewing the applications.
- The applicant should consider prioritizing these projects as the two applications will naturally compete against each other.

Application 1:

Application 2:

Where Does My Project Fit?

- Prospective applicants should submit an **Expression of Interest (EOI)** for guidance on where your project falls within the Development Continuum.

- The **EOI launches February 9, 2024**, and remains open through April 30, 2024.

- The EOI is now a short webform **accessed directly from the One Stop website**.

- The EOI Feedback Report informs the applicant whether their project is a fit for the funding offered through the One Stop.

  o If the project is a fit, the Feedback Report will include tips on how to submit a strong application.

- Applicants are also encouraged to attend and ask questions during the new **Virtual Office Hour** series.

Development Continuum Category	Based on the description, this project would likely fit in the Community Activation & Placemaking Development Continuum category.
Program Focus	Based on the answers provided, this project best aligns with the Urban Agenda Grant Program. The applicant should review the program guidelines to learn about program requirements and how an application would likely be evaluated.
Application Directions	When completing the Full Application, the applicant should select the following options in question **2.4. Project Category for Grant Consideration:** <table><tr><td>Development Continuum:</td><td>Community Activation & Placemaking</td></tr><tr><td>Project Type:</td><td>Equitable Workforce and Business Development Programming</td></tr><tr><td>Project Focus:</td><td>Community Organizing and Leadership Development</td></tr></table>
How to Be Competitive	• Applicants to the Urban Agenda program should propose projects that support community economic development that is grounded in collaboration and local leadership development. Generally, applicants should base their project proposal on locally significant economic opportunities. The key is that the project be in direct response to a need or opportunity that the community group has identified and deemed important and is likely to result the long-term development of economic opportunity.
Project Implementation Feedback	**Budget** • Urban Agenda awards have a maximum of $100,000, with typical awards ranging from $50,000 - $100,000. While there is no specific match requirement generally speaking competitive projects are supported by other sources of funding. The primary concern with the budget is that all funds can be spent by the grantee by the end of the fiscal year they are awarded in, so it is critical applicants be prepared to implement their project immediately upon signing a contract. **Timeline** • Urban Agenda funds must be spent by June 30th of the fiscal year they are awarded in. For instance, a project awarded in October of 2023 must draw all funds by June 30, 2024. **Ineligible Activities** • Applications seeking funding for building and renovations activities are not eligible to receive Urban Agenda funding. In addition, applicants without a meaningful local partner participating in the project are unlikely to be funded.

Takeaways

- The **Community One Stop for Growth** is intended to boost accessibility of state guidance and partnership, improve alignment of various funding programs, reduce administrative burden on communities, and support strategic project planning.

- The **Development Continuum category, Project Type, and Project Focus** options selected in Question 2.4. Project Category for Grant Consideration drive the questions asked throughout the application and largely determines which program(s) will conduct the review.

- Applicants should always submit **one project per application**.

- The Community One Stop for Growth builds in **opportunities for applicants to receive guidance** on their project ideas through the **Expression of Interest** and **Virtual Office Hours**.

Frequently Asked Questions

- I think my project fits into more than one category. What should I do?

- I have 3 projects I want to submit to the One Stop. How many applications do I submit? Is there a limit?

- We are considering submitting two applications for projects that fall within the same Development Continuum category. Is this allowed?

Next Steps

A significant benefit of the Community One Stop for Growth is that it creates **additional opportunities for state reviewers to engage with applicants regarding their projects** and for applicants to help reviewers understand how their project fits into broader community economic development goals.

→ **WATCH WEBINARS:** Applicants and staff are strongly encouraged to watch the recorded webinars to learn about the One Stop, receive guidance on how to develop a strong application, and access training on the application platform.

→ **REVIEW NOFA AND GUIDELINES:** Carefully read the Community One Stop for Growth NOFA and program guidelines, to understand. Go to mass.gov/onestop for the NOFA, program guidelines, and all other materials.

→ **SUBMIT AN EXPRESSION OF INTEREST:** The Expression of Interest **opens on February 9**. The EOI is now offered as a short webform, accessed directly through the One Stop website. The EOI becomes available February 9 and will remain open through April 30.

→ **ATTEND OFFICE HOURS:** Applicants are encouraged to join the new **Virtual Office Hour** series. One Stop staff will host **General One Stop Office Hours** to answer questions about the One Stop process and technology. Staff from each One Stop program will host a **Individual Program Office Hour** session to answer applicant questions specific to the program.

→ **CONTACT THE ONE STOP:** You can contact the One Stop Team with any additional questions at onestop@mass.gov.