

LOCAL RAPID RECOVERY PLANNING

DECEMBER 9, 2020



AGENDA



- Introduction
- Program Overview
- Program Details
- Q&A
 - Please submit your Questions **through the Q and A function**

INTRODUCTIONS



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PROGRAM OVERVIEW



PARTNERSHIPS FOR GROWTH AND RECOVERY PLAN



RECOVERY INITIATIVES

- ❑ Support Small Business
- ❑ Continue to Innovate and Lead

- ❑ Revitalize Downtowns

- ❑ Get people back to work

- ❑ Housing Equity, Opportunity and Stability

Support Business Competitiveness

Build Vibrant Communities

Train a Skilled Workforce

Respond to the Housing Crisis

PLAN PILLARS

LOCAL RAPID RECOVERY PLANNING: GOALS

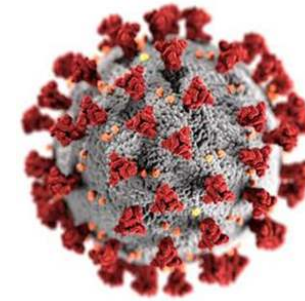


- Provide a **rapid** (6 month) process to identify actions that will help communities recover economic losses
- Offer communities an analysis of short, medium and long-term recovery goals and develop a list of projects or actions.
- Provide opportunity for assistance to all 351 cities and towns through a simple application.
- Enable the collection of standardized data to demonstrate how COVID-19 has impacted downtowns throughout the Commonwealth

COVID IMPACTS IN MASSACHUSETTS



- LRRPs must address the impacts of COVID-19 on the local economy and your community's businesses



LOCAL RAPID RECOVERY PLANNING: BUDGET



Budget \$10 Million

Program: \$9,500,000

No Minimum grant amount

Maximum – depends on size and complexity

Simple, Typical, Complex and Very Complex

Admin: \$500,000

Overall Technical Assistance Provider: Streetsense

Contract Assistant Program Coordinator

COMMUNITY CATEGORIZATION



Small Community

Population: < 7,000

Example: New Salem



Medium Community

Population: 7,000 – 25,000

Example: North Reading



Large Community

25,000 – 75,000

Example: Everett

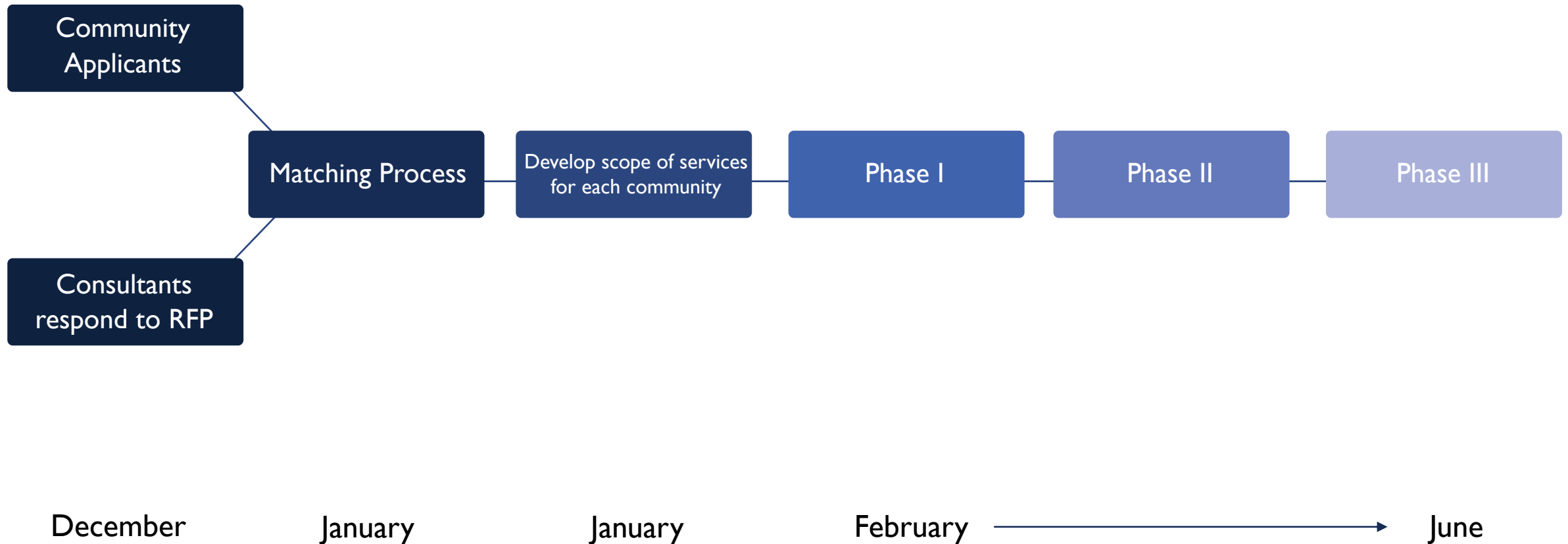


Extra Large Community

Population: 75,000 +

Example: Quincy

PROGRAM OVERVIEW



WHAT DO COMMUNITIES GET FROM THIS EFFORT?



- Support from Pre-Qualified Consultant(s)
- Baseline data to help understand and communicate the impact of COVID-19 on your community
- Clearly defined and actionable projects that have been vetted by your community
- Learning opportunities
 - We will be bringing together cohorts to share projects and generate ideas

WHAT LEVEL OF COMMITMENT IS EXPECTED FROM COMMUNITIES?



- Participation in the **scoping process** with consultant
- Provision of **support to consultant(s) for outreach** and community/business feedback
- A **commitment to participate and remain engaged** throughout the planning process
- Ability to **support implementation and execution** of project

PROGRAM DETAILS



PROGRAM DETAIL: KEY DEFINITIONS



- **Lead Community/Lead Applicant:** The primary applicant who will serve as point of contact for the application and dedicate staff for the planning effort
- **Group Application:** A group of up to four public and/or non-profit entities who apply together
- **Study Area:** Geographic area that reflects the boundaries of the “Node”, “Corridor”, “Downtown”, “Town Center” or “Commercial Area” that will be the focus of the planning effort

PROGRAM DETAIL: ELIGIBLE APPLICANTS



- **Public Entities** include all cities and towns in the Commonwealth
- **Non-Profit Entities** may include:
 - Business Improvement Districts
 - Community Development Corporations
 - Chambers of Commerce
 - Educational Institutions (local college or university)

In all cases, Non-Profit Entities a letter of support from the municipality will also be required.

EXAMPLES OF APPLICATIONS



- **Single Applicant, Single Study Area** – e.g., an applicant applies for a single Study Area within their community for Rapid Response Planning
 - **Example:** Northampton, Great Barrington
- **Single Applicant, Multiple Study Areas** – e.g., an applicant applies for multiple Study Areas within their community for Rapid Response Planning
 - **Example:** Brookline
- **Group Application, Multiple Study Areas** – e.g., up to four applicants apply for multiple Study Areas within their combined communities for Rapid Response Planning.
 - **Example:** The Hilltowns, Cambridge + District Management Entities

PROGRAM DETAIL: CONSULTANT SUPPORT



Plan Facilitators

Planners who lead diagnostic, project development and are responsible for final plan creation.

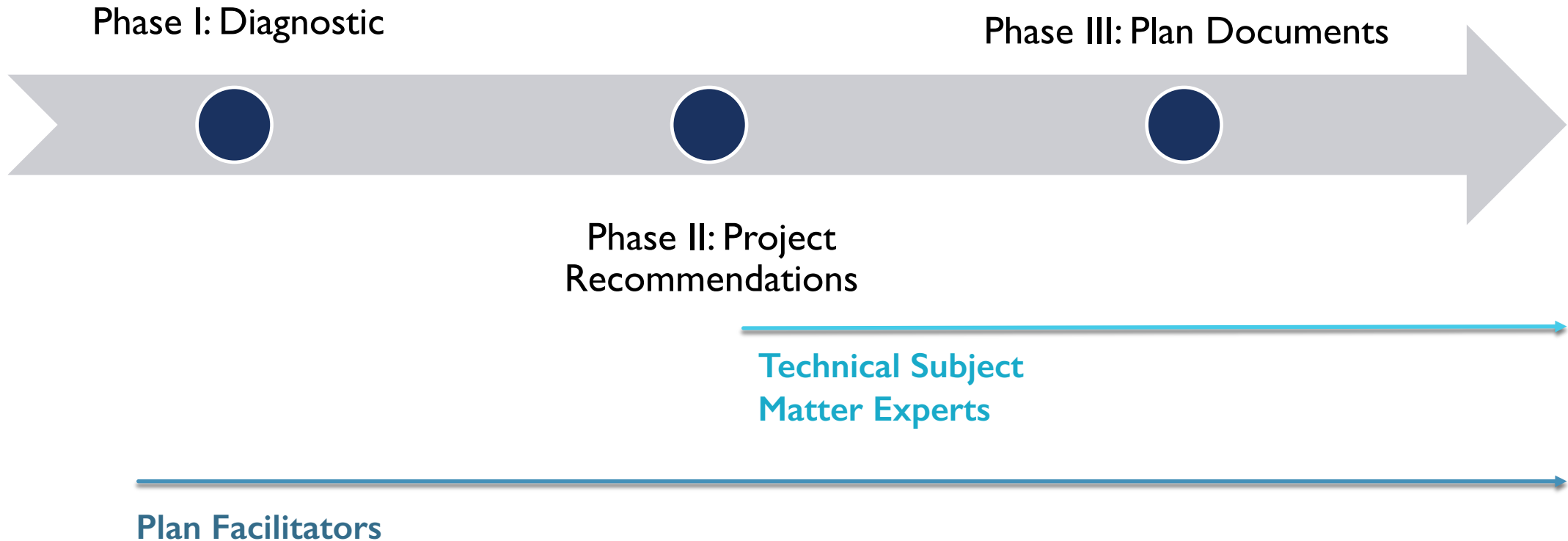


Subject Matter Experts (SME)

SME's provide guidance on an as-needed basis in support of best practice identification as well as guidance and refinement of projects.

SME's may include Architects, Transportation Planners, BID formation experts, Placemaking specialists, Lighting Designers, etc.

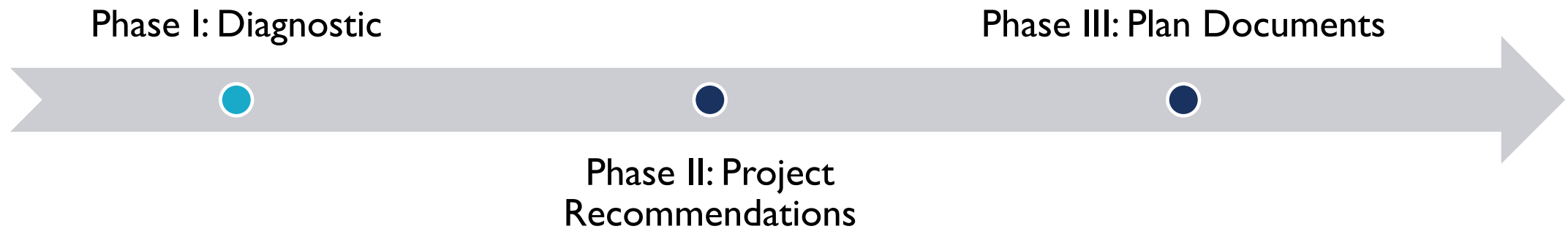
WHAT HAPPENS DURING A RAPID RECOVERY PLANNING PROCESS?



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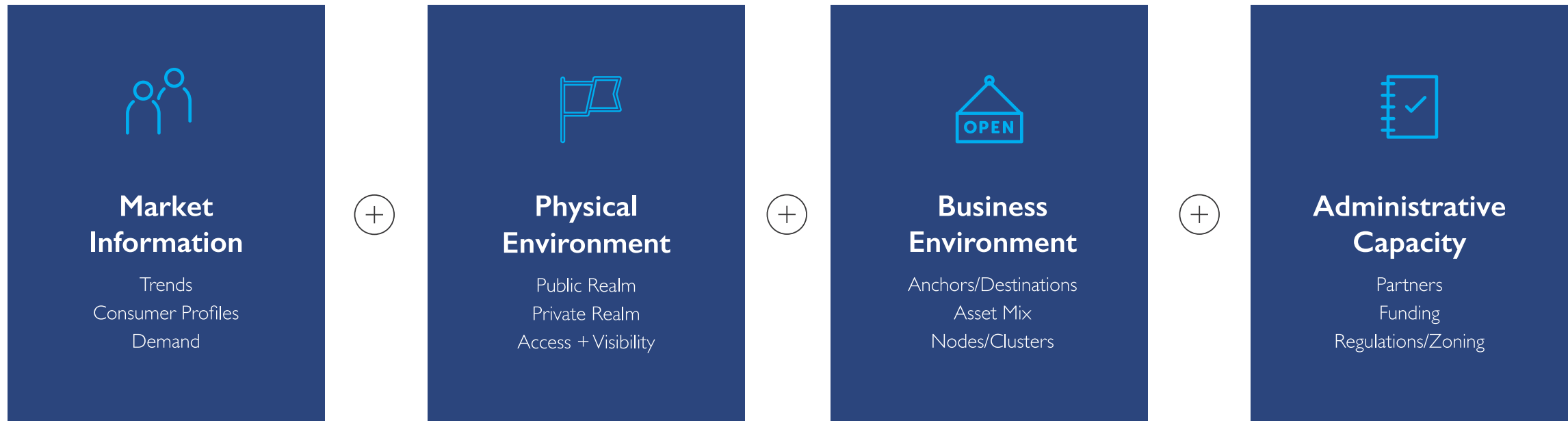
- Phase I: Diagnostic
 - Assessment of Needs
 - Cataloguing of COVID-19 Impacts
 - Outreach and Consensus Building



WHAT HAPPENS DURING A RAPID RECOVERY PLANNING PROCESS?



■ Diagnostic: Assessment of Needs



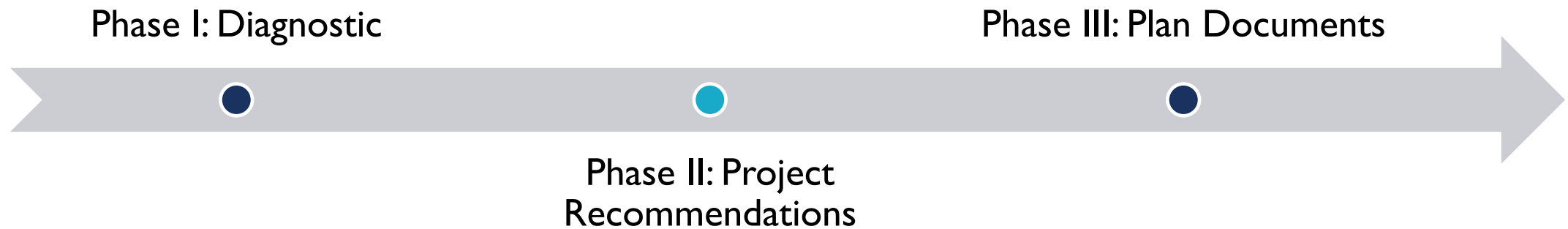
Note: The Diagnostic approach is adapted from "Preparing a Commercial District Diagnostic" authored by Larisa Ortiz, published by the Local Initiative Support Corporation (LISC), and funded in part by Citi Community Development. For more information <https://www.lisc.org/our-initiatives/economic-development/commercial-corridor-resource-hub/guides-templates/>

WHAT HAPPENS DURING A RAPID RECOVERY PLANNING PROCESS?



- **Phase II: Project Recommendations**

- Project identification and development of project details in consultation with Lead Applicant, community and stakeholders









WHAT HAPPENS DURING A RAPID RECOVERY PLANNING PROCESS?



Recommendations Strategy Matrix

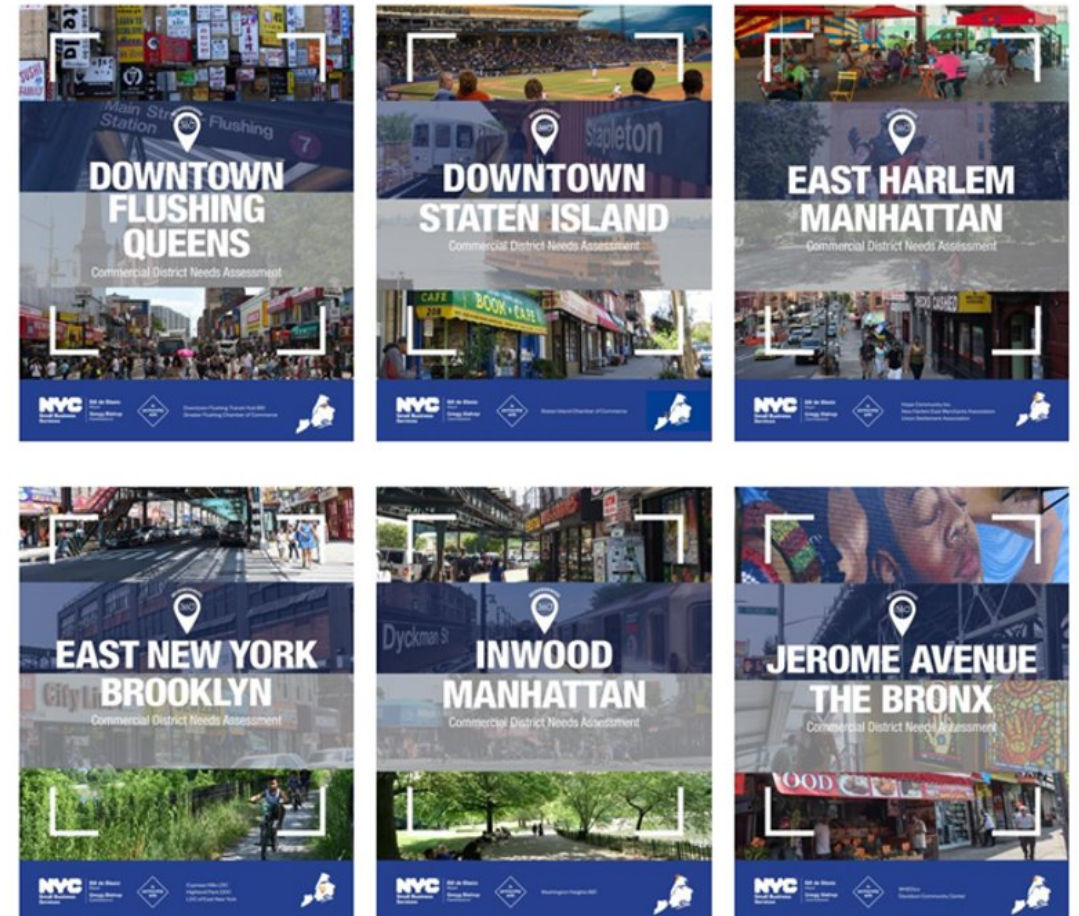
Barceloneta/Manatí Recommendations

Project	Category	Timeframe	Budget
1 Establish Frutos del Guacabo as the agro-culture hub of the North Region	 (Agro-Culture Supply)	Short	\$ \$ \$
2 Connect Coastal Assets and Waterfront Dining Clusters by a Shared Multi-Use Trail		Medium	\$ \$ \$
3 Establish a coalition of agro-culture tourism assets in the North Region	 (Agro-Culture Supply)	Short	\$ \$ \$
4 Revitalize Playa Los Tubos		Medium	\$ \$ \$
5 Enhance Visitor Experience at Playa Mar Chiquita		Medium	\$ \$ \$
6 Revitalize the Urban Center of Manatí		Medium	\$ \$ \$

WHAT HAPPENS DURING A RAPID RECOVERY PLANNING PROCESS?



- Phase III: Final Rapid Recovery Plans
 - Actionable plans for defined Study Areas
 - COVID-19 impact data



Note: The Commercial DNA approach has been adopted as the dominant planning framework in New York City, where CDNA's are issued for individual commercial corridors and help inform public resource allocation and investments.

KEY MILESTONES



2020

- **November 30:** Application Issued
- **December 18:** Application Due
- **December:** RFR for LRRP Consultants

2021

- **January:** Notice of Community Award and Contracting with Plan Facilitators
- **January 30:** Contract Execution*
 - Contract may not be executed until Jan 30, but start date can be earlier
- **February:** Contracting with Subject Matter Experts
- **January – May:** LRRP Webinars
- **February – June 30:** LRRPs developed

FAQ



- Can I select a consultant I've worked with before?
- What is the final deliverable for this engagement?
- Are RPA's eligible to be consultants?
- Is it possible to apply for a project in multiple program areas?
- Is there any advantage to submitting our application as a single community rather than a group of communities/region?
- Where are the funds for implementing these plans?

Q&A



Q&A



- Please submit your questions through Q & A function