



Commonwealth of Massachusetts
Executive Office of Housing and
Economic Development

COMMUNITY ONE STOP FOR GROWTH

Application Guidance Webinar

February 2, 2021
Webinar 2



Roadmap



- 1. Recall Session 1: Community One Stop for Growth Overview**
- 2. Topics We Will Address Today – How to think about a project in context of the One Stop**
 - Fitting a project into the Development Continuum
 - Understanding a “project” in One Stop terms
 - Accessing programs you’ve applied for in the past
 - Approaching projects with multiple funding needs
 - Accessing resources as you develop an application
- 3. Key Takeaways**
- 4. Frequently Asked Questions**
- 5. Next Steps and Reminder: Register for Webinar 3: Technology Webinar on February 4, 2021**

Presenters:

Ashley Stolba, Undersecretary for Community Development

Juan Vega, Assistant Secretary for Communities and Programs

Helena Fruscio Altsman, Assistant Secretary for Program and Performance Management



Recall: Programs in Community One Stop for Growth

Beginning in January 2021, ten programs will be administered through the Community One Stop for Growth – one application door to access programs offered by the Executive Office of Housing and Economic Development, Department of Housing and Community Development, and MassDevelopment.

COMMUNITY ONE STOP FOR GROWTH PROGRAMS

Executive Office of Housing and Economic Development

- Mass Works
- Urban Agenda
- 43D Expedited Permitting

Department of Housing and Community Development

- Housing Choice Capital Grants
- Massachusetts Downtown Initiative
- (NEW) Community Planning Grants
- (NEW) Rural Development Fund

MassDevelopment

- Brownfields
- Site Readiness
- (NEW) Underutilized Properties



Recall: Development Continuum

All grant programs within the Community One Stop for Growth will fall into the Continuum. The following are allowable uses of funds within each category:

Preparing for Growth			Catalyzing Specific Projects		
Grants to support activities and initial steps by community-based actors to attract and guide private investment in a community.			Grants to support private, commercial, industrial, and residential investment projects that further the community vision.		
					
Community Capacity Building	Planning & Zoning	Site Preparation	Predevelopment & Permitting	Buildings (Vertical)	Infrastructure (Horizontal)
Technical Assistance for Improving a Downtown or Commercial Center Early Stage Strategy Development Strategy Implementation by an Existing Cross-Sector Consortiums or Coalition	Master Plan Urban Renewal Plan Land Use Plan Downtown Plan Parking Management Plan Housing Production Plans Market Feasibility Studies Zoning Review & Updates Other Strategic Plans	Site Concept Plan Site Market Study Site Acquisition, related tasks Demolition Construction of site related upgrades Brownfields Site Assessment Brownfields Remediation	Buildings: Building Condition Study Structural Engineering Reports Code Compliance Studies Development Feasibility Studies Indoor Survey Seismic Code Assessments Site/Infrastructure: Engineering Documents Pre-Permitting and Permitting Pro-Forma Development Due Diligence	Capital Improvements	Design, Engineering, Permitting Bidding Construction Construction Admin



Your Project and the Continuum

- 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**.
- To this end, applicants should envision their project within the Continuum. **Most (if not all) projects will fit into a specific funding category in the Continuum**, or will have several funding needs that each have a correlating funding category in the Continuum.
- **Applicants are strongly encouraged to make a case for funding in a funding category, as this is how their application will be assessed by state reviewers.** Applicants should make a case for their project based on the reality of the project readiness and need, and not attempt to qualify for multiple funding sources with one funding need.



One Application Per Project

- The Community One Stop for Growth is a single application portal. **Each application represents all the funding requests tied to a single project location** for this fiscal year.
- Applicants should consider the project in its entirety and identify the funding category(ies) of the Development Continuum which best fit its funding needs.
- A **Full Application** consists of **Core Questions** about the project, as well as **Additional Funding Questions** for each type of funding the applicant is seeking.
- Previously, applicants in need of multiple types of funding for a single project location would submit separate applications to multiple grant programs. Now, applicants need only submit **one application to access multiple funding sources** for a single project location.
- Applicants seeking funding for multiple project locations must submit more than one application (one application for each project). **There is no cap on the number of applications one applicant can submit.**

Example #1



Project Description

A request from a local community partnership to implement English language training and other prerequisite trainings, including coverage for child care and transportation, which will result in either acceptance to a training or a job interview for the Latino population within a community.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY

 Community Capacity Building	 Planning & Zoning <i>Not Applicable</i>	 Site Preparation <i>Not Applicable</i>	 Predevelopment & Permitting <i>Not Applicable</i>	 Buildings (vertical) <i>Not Applicable</i>	 Infrastructure (horizontal) <i>Not Applicable</i>
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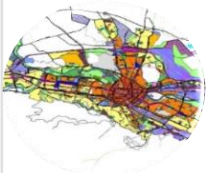




Key Takeaways

- For applicants that previously applied to “Urban Agenda” or any other program in the One Stop, there is still a simple path to access those resources. Urban Agenda is a Community Capacity Building program and requires the applicant to complete only the Core Questions and the Additional Questions for the Community Capacity Building category within the Full Application.
- All programs in the One Stop are still accessible as a standalone resource, as each activity of those programs correlates with a category of the Continuum.
- This is the most likely path for most applications. Most projects fit into just one category in the Continuum, as the Continuum is sequential.



Recall: Program Overlay onto Continuum

The **FY22 funding rounds for existing programs will be implemented through the Community One Stop for Growth**. There are also new programs, authorized by the 2020 Economic Development Bill, incorporated into the One Stop. The table below **overlays existing and new programs with the new Continuum framework** (for guidance purposes only).

<u>Programs</u>	 Community Capacity Building	 Planning & Zoning	 Site Preparation	 Predevelopment & Permitting	 Buildings (vertical)	 Infrastructure (horizontal)
Urban Agenda	✓					
Mass Downtown	✓	✓				
NEW Community Planning		✓				
Brownfields			✓			
Site Readiness			✓	✓		
NEW Under Utilized Properties				✓	✓	
MassWorks				✓		✓
Housing Choice		✓	✓	✓	✓	✓
NEW Rural Development		✓	✓	✓	✓	✓

Example #2



Project Description

The project consists of (1) acquisition of a key site within a neighborhood and (2) changing the zoning of that site to allow for additional multi-family housing to be constructed.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY

 Community Capacity Building <i>Not Applicable</i>	 Planning & Zoning	 Site Preparation	 Predevelopment & Permitting <i>Not Applicable</i>	 Buildings (vertical) <i>Not Applicable</i>	 Infrastructure (horizontal) <i>Not Applicable</i>
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Key Takeaways

- The benefit of the One Stop shines through as projects become more complex. The One Stop allows applicants to submit one application for multiple funding sources related to the same project.
- This example allows an applicant to request funding for both zoning changes and site acquisition, pairing the two programs for the betterment of the project. In the past, you may have applied to Site Readiness and the (new) Planning and Zoning program, but the One Stop simplifies the process.
- While a project might not be awarded both types of funding, it will be fully considered by the programs within each category and awards will be determined based upon the programmatic criteria.

Example #3



Project Description

A downtown revitalization effort that includes sidewalk widening to support a 50 unit market-rate housing development; this project does not have a developer and needs a proforma before proceeding with construction.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY

 Community Capacity Building <i>Not Applicable</i>	 Planning & Zoning <i>Not Applicable</i>	 Site Preparation <i>Not Applicable</i>	 Predevelopment & Permitting	 Buildings (vertical) <i>Not Applicable</i>	 Infrastructure (horizontal) <i>Not Applicable</i>
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Key Takeaways

- Predevelopment and permitting have a dedicated category within the Development Continuum, to provide projects with funding for planning documents related to both Buildings (vertical construction) and Infrastructure (horizontal construction).
- “Predevelopment & Permitting” is meant for the preliminary work that a project needs before it is ready for construction funding in the “Buildings” or “Infrastructure” categories. This category of the Continuum seeks to bridge any funding gaps and provide support for the further preparation of specific sites.

Example #4



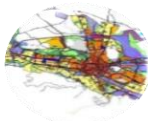
Project Description

A downtown revitalization effort that includes sidewalk widening to support a 50 unit market-rate housing development; this project has a developer and is ready to break ground.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY

					
Community Capacity Building	Planning & Zoning	Site Preparation	Predevelopment & Permitting	Buildings (vertical)	Infrastructure (horizontal)
<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	<i>Not Applicable</i>	

Key Takeaways

- This project has a developer and private development ready to go. In addition, most of the planning and design work is finished. Because of this, the project is a better fit for the “Infrastructure” category, rather than “Predevelopment & Permitting.”
- This category awards grants through MassWorks; the application must be submitted by the municipality or any otherwise eligible public entity.
- Think of these awards as implementation funding for shovel ready projects.

Example #5




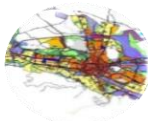




Project Description

A downtown revitalization effort that contains a site that needs demolition of a structure and a brownfield clean up, a plan to create a businesses improvement district, and the crafting of a proforma to determine the feasibility of developing 50 units of market-rate housing.

CORE QUESTIONS



ADDITIONAL QUESTIONS BY CATEGORY

 Community Capacity Building <i>Not Applicable</i>	 Planning & Zoning	 Site Preparation	 Predevelopment & Permitting	 Buildings (vertical) <i>Not Applicable</i>	 Infrastructure (horizontal) <i>Not Applicable</i>
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Key Takeaways

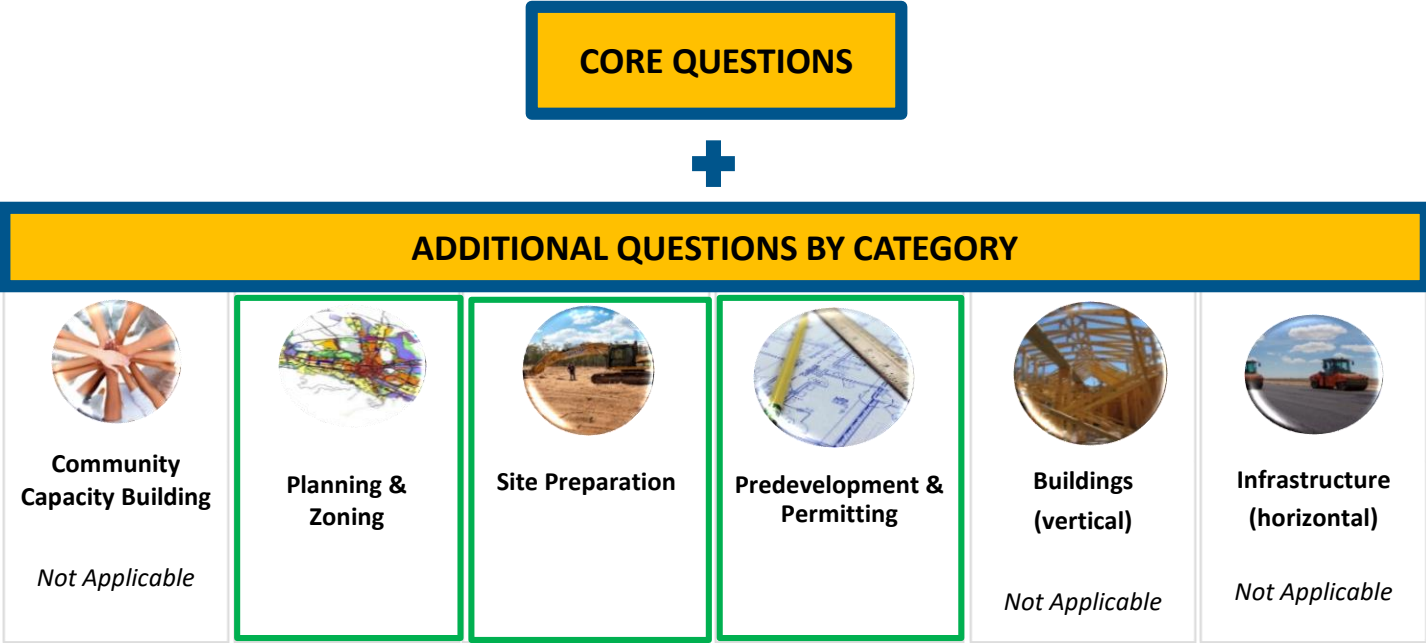
- The applicant's project needs multiple funding sources but is focused on a single project location; therefore, the applicant completes one Full Application, consisting of Core Questions about the project and Additional Questions for each funding category.
- Funds for a plan to create a Business Improvement District fall in the "Planning and Zoning" category in the Continuum. Funds for demolition and brownfield cleanup fall in the "Site Preparation" category. Funds for a proforma fall into the "Predevelopment & Permitting" category.
- These large multi-category projects may be less frequently submitted, but it is possible with the One Stop application. While a project might not be awarded all types of funding, it will be fully considered by the programs within each category and awards will be determined based upon the programmatic criteria.



Example #6 - Housing Choice or Rural/Small Town

Project Description

A downtown revitalization effort in a Housing Choice Community, that contains a site that needs demolition of a structure and a brownfield clean up, a plan to create a businesses improvement district, and the crafting of a proforma to determine the feasibility of developing 50 units of market-rate housing.



Key Takeaways

- The process for Housing Choice Communities and Rural/Small Towns applying for funding within the Development Continuum is the same as for other applicants. However, these communities will receive **additional, special consideration** for their application in any of the funding categories.
- Eligible communities do not need to take any additional action to receive this “second look” at a completed Community One Stop for Growth Application.
- The Baker-Polito Administration is committed to supporting communities as they build more housing. The Administration also understands that many of our Rural and Small Towns in Massachusetts work at a smaller scale for economic development.



Example #7 – Housing Choice/Rural Special Project

Project Description

The applicant is a Housing Choice community and wants to make repairs and improve accessibility of the entrance to City Hall. The project is important to the community, but there is no private development related to the project.



Key Takeaways

- In addition to funding through the Continuum, Housing Choice Communities and Rural/Small Towns will have access to **additional capital funding** for special projects that may not fit neatly into a specific funding category in the Continuum.
- Eligible applicants interested in review of a project should mark their interest for special project capital funding in their application in **Section 3, Question 3.1**.
- A Housing Choice or Rural/Small Town Special Project **will not be considered** for any other category of funding. Carefully consider if your project fits into the Continuum. If it fits, apply in the appropriate category in order to be considered for all available funding and to receive a “second look.”



Example #8 – Applicant with Multiple Projects

Project Description

A municipality is interested in developing a Downtown Plan as well as producing engineering documents for a publicly-owned site on the outskirts of downtown. The applicant fills out two applications, one for each project: (1) the Core and Additional Information section for Planning and Zoning; and (2) the Core and Additional Information section for Predevelopment and Permitting.



Key Takeaways

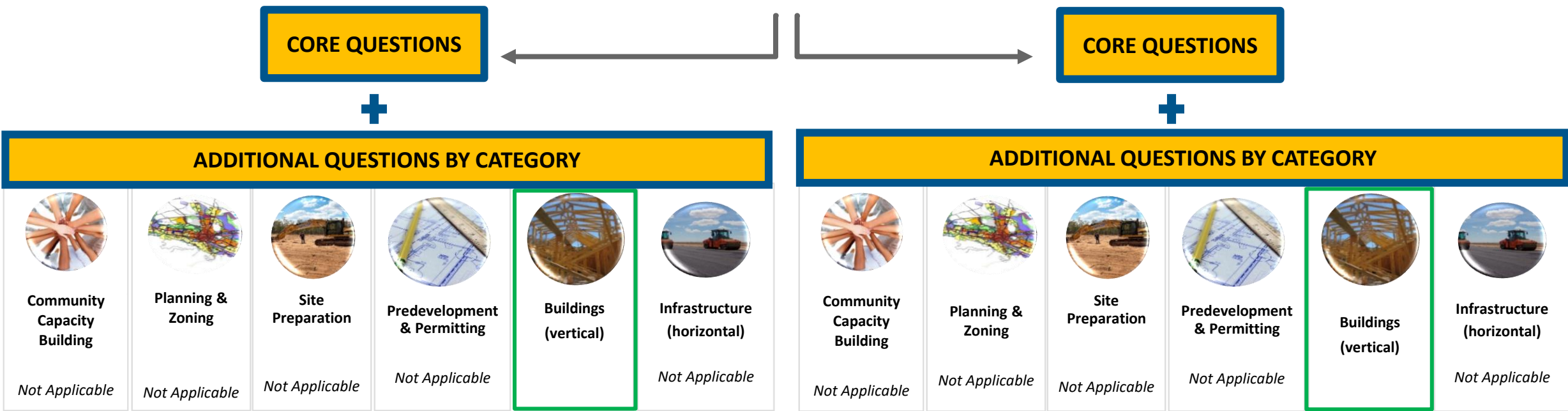
- If an applicant has projects that are in different areas or have differentiating factor of the projects, we suggest you submit two Full Applications into the One Stop.
- Projects may be connected, but the details, scale or scope is different and it would be easier for both the applicant and the program staff to fill out separate applications.
- Applicants with multiple project locations need to submit multiple applications (one application per project).



Example #9 – Applicant with Multiple Projects

Project Description

A municipality is interested in working on building on a main road that requires sprinkler installation and a building a block away that needs accessibility upgrades including a ramp. The applicant fills out two applications, one for each project: (1) the Core and Additional Information section for Buildings; and (2) the Core and Additional Information section for Buildings.



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.
- The Expression of Interest is a great opportunity to evaluate and get guidance on how to best submit your projects for consideration. When in doubt, submit separate applications for your projects.
- Again, an applicant may submit multiple applications. All will be fully considered by the programs in the selected funding categories, but all might not be awarded funding. There is no cap on the number of applications one applicant can submit.



Recall: Eligibility in Continuum Funding Categories

Applicant Type	 Community Capacity Building	 Planning & Zoning	 Site Preparation	 Predevelopment & Permitting	 Buildings (vertical)	 Infrastructure (horizontal)
Public Entity						
Municipal	✓	✓	✓	✓	✓	✓
Other Public	✓		✓	✓	✓	✓
Non-Public Entity						
Non-Public Not-For-Profit	✓		✓	✓	✓	
Non-Public For-Profit				✓	✓	

Also, if eligible: Housing Choice and Rural and/or Small Towns

- **Non-municipal public entities also are eligible to apply to the One Stop.** However, any non-municipal applicant is encouraged to open a discussion with their municipal leadership to ensure coordination and local support.
- **Non-public entities may submit a One Stop application jointly with a public entity,** but will be considered for funding only under those programs that allow for financial assistance to private entities.
- **All applications should include a letter of support from the municipal chief executive officer** or, if not available, a letter from the applicant explaining why the municipal letter was not forthcoming.

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 hassle for communities, and support strategic project planning.
- Whereas in prior years, applicants may have submitted multiple grant applications associated with a single project, **applicants to the Community One Stop for Growth need apply only once per project** for consideration for **multiple grant programs**.
- It is most likely that applicants will select a **single funding category on the Continuum** for their project, but in some cases, a project may appropriately fit in multiple categories.
- The Community One Stop for Growth builds in **opportunities for applicants to consult with state reviewers** regarding their project via the (optional but recommended) Expression of Interest (EOI). Submit your EOI early to benefit from this guidance.



Recall: Community One Stop for Growth Phases and Timeline



- **Final Virtual Session:** February 4, 2021 at 12 pm
- **Expression of Interest and Guidance**
 - Open: NOW
 - Submit: February 8, 2021 – April 2, 2021
- **Full Application**
 - Open: NOW
 - Submit: May 3, 2021 – June 4, 2021
- **Review and Evaluation (June 2021 – September 2021)**
- **Notification of Awards and Referrals (October 2021 – November 2021)**
- **Contracting (November 2021 – December 2021)**
- **Reporting (Annual, year following award)**





Frequently Asked Questions

Continue to email your questions to onestop@mass.gov

Answers will be posted at [mass.gov/onestop](https://www.mass.gov/onestop)



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. Go to mass.gov/onestop for all One Stop materials.
- **SUBMIT AN EXPRESSION OF INTEREST:** Starting next week (February 8th) applicants may submit an Expression of Interest to demonstrate their vision, goals, and challenges in community economic development (the “big picture”). They can share information on up to five top priority projects or initiatives.
 - State reviewers (such as EOHED, DHCD, MDFA, DLS, DOT, and EEA) will provide feedback and guidance in response to the Expression of Interest, helping applicants to refine their project application(s) before submission.
 - Guidance in response to an Expression of Interest may also include referral to one or more of the thirteen funding programs aligned with the Community One Stop for Growth, if better suited to the project needs.