

**ITEM 8 - Action**  
October 15, 2008

Briefing on Status of the Transportation/Land-Use Connections (TLC) Program, and Approval of Releasing the Call for Project Applications and Revised Project Selection Process for FY 2009

**Staff**

**Recommendation:** Approve releasing the Call for TLC Project Applications and the revised selection process for FY 2009 with an application deadline of December 19, 2008, as described in the enclosed materials.

**Issues:** None

**Background:** The Board will be briefed on the status of the TLC Program, including an evaluation of the FY 2008 round of technical assistance projects, a follow-up report on the FY 2007 pilot round of projects, and an update and proposed improvements for the TLC Clearinghouse. The Board will also be briefed on proposed changes to the TLC project application and selection process. The Board will be asked to approve releasing the Call for TLC Project Applications and the revised selection process for FY 2009 with an application deadline of December 19, 2008.

# **National Capital Region Transportation Planning Board**

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## **MEMORANDUM**

**TO:** Transportation Planning Board Technical Committee

**FROM:** Darren Smith  
Sarah Crawford  
Department of Transportation Planning

**SUBJECT:** Update on the Transportation/Land-Use Connections (TLC) Program and Proposed Changes to Technical Assistance Project Application and Selection Process

**DATE:** October 9, 2008

The TPB initiated the Transportation/Land-Use Connections (TLC) Program in 2007 to provide support to local jurisdictions as they deal with the challenges of integrating land use and transportation planning at the community level. There are two major components to the TLC Program: The Regional Clearinghouse ([www.mwcog.org/tlc](http://www.mwcog.org/tlc)) and the Technical Assistance Program.

This memorandum presents a background discussion on the TLC Program along with a summary and evaluation of recently completed technical assistance projects as well as the status of projects completed in the FY 2007 pilot round. It also presents proposed changes to the application and selection process for TLC technical assistance projects in FY 2009 and an update on activities related to the TLC Clearinghouse.

The Technical Committee was briefed on September 5 and October 3 on the refinements proposed for the FY 2009 TLC Program. The TPB will be briefed on the status of the program and asked to approve proposed plans for the FY 2009 technical assistance round at the October 15 TPB meeting. Staff requests the TPB's approval of two separate elements: 1) the issuance of a call for projects, with a revised application form that incorporates new information related to project evaluation and scalability, and a weighted scoring system to evaluate the projects; and 2) a revised project selection process that incorporates an expert selection panel. Both elements are described in greater detail below, beginning on page 9. Approval of the call for projects is necessary at the October 15 meeting in order to facilitate an application deadline of December 19, 2008.

## **BACKGROUND ON THE TLC PROGRAM**

In 1998, the TPB adopted a regional transportation policy framework, the Vision, which identified regional goals for our future transportation system. These goals included the promotion of regional activity centers, a decrease in driving (measured as per capita "vehicle miles of travel" or VMT) and an increase in transit use. In recent years, the

TPB's Regional Mobility and Accessibility Scenario Study has shown that certain actions, based on the goals of the Vision, can make a positive impact on future travel conditions. These actions include locating jobs and housing closer together, promoting development closer to transit stations, and improving multimodal transportation options.

However, TPB outreach activities have also shown that while community leaders and citizens might agree with these broad regional goals and strategies, they often have valid apprehensions about local impacts. During outreach forums on the TPB's Scenario Study, citizen comments have included such phrases as "we need to do density right" and "we support good TOD (transit-oriented development), but not bad TOD." Facing increased densities and other growth pressures, many people are concerned about traffic impacts, affordable housing or changes in community identity. In some cases, citizens and local planners want to know what small improvements – such as streetscaping, sidewalks or lighting – can make a good project even better.

By providing technical assistance to neighborhood-level planning efforts, the TLC Program helps to address some of these local concerns. The program facilitates proactive, innovative solutions to local challenges, and shares information among local leaders, professional planning staff and other stakeholders throughout the region.

### *PROGRAM COMPONENTS*

The TLC Program currently includes two components: 1) the TLC Clearinghouse ([www.mwcorg.org/tlc](http://www.mwcorg.org/tlc)), which is a vehicle for sharing knowledge, and 2) consultant-provided technical assistance to local jurisdictions.

**1) Clearinghouse:** The TLC Clearinghouse is a web-based source of information about transportation/land use coordination, including regional and national experience with transit-oriented development and other key strategies.

**2) Technical Assistance:** TLC technical assistance projects use pre-qualified consultants to provide focused technical assistance to recipients who are member jurisdictions of the TPB. Projects may include a range of services, such as public participation and visualization; streetscape design and roadway standards; pedestrian and bicycle planning; public space/aesthetics; mixed-use market analysis; transit demand analysis; stakeholder identification and cooperation; zoning and design standards revisions; parking management planning; and other services.

Additional information about recent and planned updates to the TLC Clearinghouse can be found at the end of this memorandum. A list of all completed TLC technical assistance projects is also attached (Appendix A).

## *TECHNICAL ASSISTANCE PROGRAM IMPLEMENTATION*

### **FY 2007 Pilot Phase**

Since its inception, the TLC Technical Assistance Program has grown in an incremental fashion. The TPB initially funded five location-specific technical assistance projects at \$20,000 each during the TLC's pilot phase in FY2007. Those projects, which were implemented between March and June 2007, addressed a number of key issues including pedestrian safety, urban roadway design standards, traffic flow near transit stations and forthcoming changes under BRAC. In addition, the TLC Program commissioned the development of a public presentation called "Understanding Density." This briefing was presented to the College Park City Council on April 15, 2008, and to a community audience in Takoma Park on May 7, 2008.

### **VDOT Grant Funding**

In the summer of 2007, the Virginia Department of Transportation (VDOT) funded five additional projects in Northern Virginia as part of the VDOT 2007 Multimodal Planning Grants Program. These projects were selected from the applications that the TPB had received, but could not fund, during the program's pilot round. These five Virginia projects are complete and are summarized in the next section of this memorandum. TPB staff submitted an application to VDOT for continued funding of TLC technical assistance projects through the 2008 Multimodal Planning Grants Program. This application was not chosen for funding.

### **FY 2008 Projects**

On November 20, 2007, the TPB issued a call for projects for FY 2008. Minor refinements were made to the technical assistance program in response to a staff-conducted evaluation of the FY 2007 pilot round, including an earlier call for projects to allow more time for completion. At the time of that solicitation, DTP staff anticipated that the TPB would fund six projects – two each in D.C., Virginia and Maryland – during this fiscal year. Again the project funding level was set at \$20,000 for each project. Because a large number of applications were received from Maryland jurisdictions, MDOT staff agreed to make available \$100,000 in funds from Maryland's Technical Assistance account in the TPB's Unified Planning Work Program (UPWP) to fund an additional five projects.

Combining five additional Maryland projects with the six projects that the TPB had already expected to fund, the TPB approved 11 new TLC projects on February 20, 2008. These projects are also summarized in the next section of the memorandum.

## **SUMMARY OF RECENT TECHNICAL ASSISTANCE PROJECTS**

### *VDOT 2007 MULTIMODAL GRANT PROGRAM PROJECTS*

The 2007 VDOT Multimodal Grant Program allowed for an 18-month period for project completion, which corresponded to a deadline of December 31, 2008. However, all five TLC projects funded through this program have been completed. The information

provided below is a brief summary of the projects. More information on all of the projects may be found at [www.mwcog.org/tlc](http://www.mwcog.org/tlc) under “Completed Projects.”

- **Bus Rapid Transit (BRT) Feasibility Study - Leesburg (Loudoun County)**  
This analysis looked at the potential for Bus Rapid Transit (BRT) from Leesburg to the terminus station of the Dulles Metrorail extension. The consultant reviewed land use, traffic patterns, and existing transit use to determine potential alignments and station locations within the corridor. The study addresses potential barriers to project feasibility, including estimated capital and operating costs, and considers relevant case studies from the region. The study will inform local land use decisions and provide a framework for inter-agency discussion of future transit service.
- **Look Back at Rezoning Cases to Compare Projected and Actual Transportation Impacts - Fairfax County**  
This analysis of several rezoning cases in Fairfax County compared the current built environment and travel behavior with past estimates of land-use and transportation conditions. The results of this exploration will allow County planners to more accurately project the trip generation and transportation impacts of land-use changes, and assist in the evaluation of development proposals and the determination of appropriate mitigation measures.
- **Examination of Potential for Development Near the VRE Rail Station – City of Manassas Park**  
This project was designed to support the city’s goal of “creating a livable, walkable, mixed-use city center focused on the Virginia Railway Express (VRE) and Potomac and Rappahannock Transportation Commission (PRTC) mass transit systems.” The selected consultant focused on framing future growth in terms of three development principles – town centers, corridors, and nodes – that can be applied where appropriate within the study area. The report includes recommendations for transportation strategies and investments that correspond to each development principle, and would accommodate vehicular travel while creating a pedestrian-friendly environment and a sense of place.
- **Corridor Planning on Washington Street – City of Falls Church**  
The consultant for this project identified a slate of both short-term and long-term interventions designed to improve walkability in this corridor and facilitate a desired land-use vision for the area. The report addresses issues such as site access, on-street parking locations, and pedestrian safety and mobility. The project has catalyzed an inter-agency and inter-jurisdictional dialogue about potential improvements to the corridor.
- **Transportation Management Plan (TMP) Review – City of Alexandria**  
This study provides recommendations for improving the Alexandria Transportation Management Plan (TMP) Program, which was designed to increase multimodal transportation use around dense development. The consultant reviewed best practices on TMP programs around the country and interviewed staff, stakeholders, and residents involved in different aspects of the TMP Program in order to develop a set

of recommendations that addresses both the policy framework and the implementation of the program.

### *FY 2008 TECHNICAL ASSISTANCE PROJECTS*

On February 20, 2008, the TPB approved the following eleven projects for inclusion in the FY 2008 round of TLC technical assistance. The information provided below is a brief summary of the projects. More information on all of the projects may be found at [www.mwcog.org/tlc](http://www.mwcog.org/tlc) under “Completed Projects.”

#### **District of Columbia**

- **“Multimodal Takoma!”**  
The District of Columbia Office of Planning guided a project that evaluated multimodal access for the area surrounding Takoma Metrorail Station. The consultant developed a scorecard that provided level of service (LOS) rankings for intersections and roadway segments around the station area. The report also developed recommendations for improving the pedestrian, bicycle, and transit experience in the Takoma neighborhood.
- **Performance-based Parking Pilot Program**  
The District Department of Transportation requested assistance in implementing performance-based parking regulations in various high-activity areas in the District. The consultant provided information on a policy framework for performance-based parking and guidance on collecting data and implementing regulations that would maximize the use of scarce on-street parking in these areas.

#### **Maryland**

- **City of Bowie – Pedestrian and Bicycle Trail Planning**  
The City of Bowie requested assistance to conduct a charrette to gather feedback on a trail link between a City revitalization area, Old Town Bowie, and the MARC commuter rail station, where a mixed-use center is planned near Bowie State University. The consultant led a series of charrettes designed to solicit community input on the trail and provided the City with several options for constructing the trail.
- **City of Frederick / Frederick County – Fort Detrick Multimodal Access**  
The City of Frederick and Frederick County jointly requested technical assistance to review pedestrian, bicycle, and transit access to Fort Detrick in light of the pending expansion of personnel due to the Base Realignment and Closure (BRAC) decision. The consultant studied current conditions and facilities around Fort Detrick and presented needs for transit, bicycles, and pedestrians at a public meeting.

- City of Frederick – East Street Crossing Options**  
 The City of Frederick planned and developed the Carroll Creek Park to enhance the quality of life for the Frederick community and provide a dedicated pedestrian passage across the city. The City applied for technical assistance for design guidance on a difficult intersection of the Carroll Creek pedestrian park with East Street, a road that will soon carry the majority of vehicular traffic into the City. Consultants provide several design options and recommendations to the City.
- City of Greenbelt – Transit Options Assessment**  
 The City of Greenbelt applied for technical assistance for a public input process to assess existing transit options and future transit opportunities in Greenbelt. The consultant developed recommendations to ensure maximum use and efficiency of transit options that service the Greenbelt community, while noting the potential for transit-oriented development around the Greenbelt Metro Station.
- Montgomery County/Bethesda Urban Partnership – Bethesda Circulator**  
 In order to improve transit service within Bethesda, the Bethesda Urban Partnership applied for technical assistance to study the current service and route of the Bethesda Circulator. The consultant identified possible improvements and future expansion of service, as well as how the Bethesda Circulator can most effectively serve the needs of the Bethesda Medical Center, which is expanding due to BRAC.
- Prince George’s County – Landover Metro Station Potential**  
 The Prince George’s County Maryland National Capital Parks and Planning Commission (M-NCPPC) applied for technical assistance to analyze the potential for transit-oriented development around the Landover Metro Station. The consultant provided recommendations for phasing of development around the station area, including sensitivity to the challenges of dealing with land that is semi-industrial and potentially environmentally degraded.
- Prince George’s County – Prince George’s Plaza Complete Streets**  
 The Prince George’s County M-NCPPC applied for technical assistance to identify pedestrian and bicycle needs in the Prince George's Plaza Transit District. The County also requested that the consultant provide recommendations to create "complete urban streets" within the transit district. The consultant developed recommendations for all modes of transportation with the transit district and associated necessary costs to complete the short- and long-term goals.

**Virginia**

- Arlington County – Review of Parking Approval Process**  
 Arlington County applied for technical assistance to review the site plan and parking management plan approval process and to recommend measures for incorporating parking management earlier in the development process. The consultant interviewed County departments involved in the site plan approval process, as well as developers. Combined with best practices research, the

synthesized interview dialogues led to recommendations for improvements to the parking management program.

- **Prince William County – Yorkshire Revitalization**  
Prince William County applied for technical assistance to develop strategies for transportation and land use that would accomplish the County vision for a vibrant community in Yorkshire, along the Route 28 Corridor. The consultant developed a toolkit for community centers that focuses on “Centers of Community” principles developed by the County and can be applied around the County and the region.

## **RESULTS OF TLC PROGRAM EVALUATIONS**

TPB staff conducted several evaluations of the TLC Program: a one-year follow-up with recipients of technical assistance from the FY 2007 pilot round of the TLC Program; interviews with recipients and consultants who participated in the VDOT Multimodal Grant Program projects; and an ongoing evaluation of recipients and consultants participating in the FY 2008 round. Evaluation forms may be found in Appendix B; a brief summary of the evaluations follows.

### *A YEAR IN REVIEW*

Generally, the jurisdictions reflected favorably on their experience participating in the TLC Program. Several of the jurisdictions submitted applications for the FY 2008 round and participated in a second round of projects. Each of the participants felt their experience with the TLC Program was worthwhile.

Two of the projects sparked larger planning efforts that branched off the work produced through the TLC technical assistance. The Takoma/Langley Crossroads Pedestrian Safety Study preceded work on the Takoma/Langley Crossroads Sector Plan, a process that is currently underway and is a joint effort between the Montgomery and Prince George’s Maryland-National Capital Parks and Planning Commission (M-NCPPC) offices. The Potomac Avenue Metro Station Project was folded into the Pennsylvania Avenue, SE planning effort.

The major lesson learned from the one-year interviews is that the jurisdictions often lack the funding and personnel to implement the recommendations from the planning efforts. In fact, one jurisdiction relayed that, “money is the largest obstacle to implementation.” Several opportunities present themselves for future rounds of the TLC Program. Consultants can be encouraged to develop a list of potential funding sources for the implementation measures they recommend. In addition, the TPB could recommend promising implementation measures for consideration in the annual update of the region’s Transportation Improvement Program (TIP).



## *VDOT GRANT PROGRAM AND FY 2008 TLC PROJECTS*

At the beginning of calendar year 2008, the TPB had 16 technical assistance projects open. TPB staff contacted recipients and consultants for the five VDOT projects at the end of the fiscal year and is currently conducting interviews with participants in the eleven FY 2008 TLC projects. Through these interviews, several themes have surfaced that may be considered for future rounds of the TLC Program.

### **Proactive Approach to Beginning the Planning Process**

The TLC Program allowed jurisdictions to take a proactive step to begin projects for which internal resources did not exist. With technical assistance through the TLC Program, jurisdictions can plan for and initiate projects earlier and more methodically. This leverage assists jurisdictions to lay the groundwork for important projects that may not have a high priority for local funding.

In contrast to assisting jurisdictions to address local issues, participants appreciated the overarching theme of regional applicability of the projects. The dual purposes of the TLC program provide both a “top-down, bottom-up” approach to each project, focusing on local issues within the regional context. The jurisdictions have said they appreciate this regional approach and want to learn more about the TLC project conducted in other jurisdictions. The TLC Program can help jurisdictions work toward building consensus with their communities, jurisdictions, and with partners.

### **Coordination within and between Jurisdictions**

The convening benefit of the technical assistance portion of the TLC Program is a theme that is again echoed by the jurisdictions this year. Participants said that the TLC projects help them better coordinate and communicate on both the inter- and intra-jurisdictional level. At the most basic level, participants appreciate the role of TPB in bringing the jurisdictions and consultants together and also in handling the tedium of the contracting process.

Two projects in particular exemplified inter-jurisdictional coordination: Leesburg Bus Rapid Transit (BRT) Feasibility Study and the City of Frederick / Frederick County Fort Detrick Accessibility Study. Staff from the Town of Leesburg and Loudoun County jointly guided the effort to study the potential of routing a BRT line from downtown Leesburg, along the Dulles Greenway, and ending at the planned terminus station of the Metrorail Extension to Dulles Airport. Because Fort Detrick is in both the City of Frederick and Frederick County, both jurisdictions realized the need to work together to identify better multimodal access to the Fort in light of the pending BRAC employment shifts. Working relationships were strengthened between these jurisdictions as a result of both of these TLC projects.

While intra-jurisdiction coordination is typically a part of every TLC project, it was particularly instrumental to the success of two projects. During the review of the Alexandria Transportation Management Plan (TMP) Program, the consultant interviewed staff from various city departments on their experience with the TMP Program. Alexandria transportation staff said this interaction has informed other city personnel

about the benefits of the program and has led to more productive and efficient relationships between staff. In Manassas Park, where consultants helped the city define their vision for growth and development around the Virginia Railways Express (VRE) station, each department within the jurisdiction now has a specified, common vision for how they envision development occurring around the Park Center development.

### **Funding**

One participant described the TLC technical assistance as a “teaser grant that leaves you wishing for more.” Many jurisdictions shared the sentiment that with more money, they could have expanded upon their projects in ways that would have increased the utility of the product for their jurisdictions. As mentioned in the summary of the one-year review, jurisdictions also noted that while they are appreciative of the work and would like to implement the recommendations, they typically have no funding to do so. Several participants noted the need for capital funding to accomplish small projects within their jurisdictions. In contrast, several jurisdictions felt the level of funding was sufficient, as it forced the projects to stay on schedule, which they valued for their specific needs. Because the response to funding and timing issues was so varied, the approval by the TPB in January of a range of funding options should better meet the technical assistance needs of the individual jurisdictions.

### **TLC Website**

All participants interviewed felt toolkits on basic transportation and land-use planning topics would be beneficial to the TLC Program. Many said they would use such a tool if it existed, and one added that the toolkits should be developed to help constituents understand complex planning issues. One thing they suggested that the TPB improve upon is to better market the website and completed projects.

More often than not, the consultants provided helpful feedback on the TLC website. They provided the suggestion to create a frequently asked questions (FAQs) page that would explain basic concepts with respect to coordinating transportation and land-use, as well as how to apply for TLC funding. Consultants also suggested adding a glossary of terms and designing a mechanism to succinctly showcase all the projects by subject matter.

### **General Themes**

TPB staff received a number of creative ideas to expand and improve the TLC Program. One participant suggested having an annual conference in the fall to showcase the recently completed projects and generate interest and ideas for new projects. Similarly, they commented that the TPB could improve upon communicating recently completed work. This concept builds on the idea introduced above, encouraging the TPB to more effectively market the TLC Program as an efficient and successful way for the region’s planners to share concepts and ideas.

## **PROPOSED CHANGES TO TECHNICAL ASSISTANCE PROGRAM**

Based on experience with the program to date, along with the results of the previous evaluation, the TPB Scenario Study Task Force began considering the future direction of

the TLC Program in late 2007. From its inception the TLC Program has been linked to the Scenario Study, and reflects a desire by many observers and stewards of the study on the TPB and related committees to move from “what if” to “how to.” The TLC Program represents a way for the TPB to assist local jurisdictions in implementing a strategy of concentrating mixed-use development in regional activity centers, which the Scenario Study indicates could have regional benefits in reducing congestion and emissions, and creating vibrant local communities.

In January 2008, the Scenario Study Task Force recommended that the TPB amend the FY 2009 Unified Planning Work Program to reflect the following goals for the future of the TLC Program:

- *Optimize funding flexibility:* It has been noted that the effectiveness of the TLC projects could be optimized by offering some funding flexibility to applicants. Therefore, for the next cycle the Task Force recommended offering a range of funding between \$10,000 and \$60,000.
- *Encourage implementation and follow-up:* The Task Force recommended that the TLC technical assistance program focus increasingly on identifying specific transportation projects and other implementation activities that are needed to advance the recommendations of the TLC projects. The program would encourage funding for such projects through local and state programming processes or as part of the TPB’s Transportation Improvement Program (TIP).
- *Develop regional resources:* The Task Force also recommended that TPB staff develop one or more “toolkits” to address key challenges to implementing a strategy of concentrated development in activity centers, including housing affordability and multimodal transportation accommodation.

At its January 16, 2008 meeting, the TPB approved an amendment to the TLC Program element in the FY 2009 UPWP that implemented the recommendations advanced by the Scenario Study Task Force. Because this represents a significant refinement of the TLC technical assistance program, TPB staff has determined that modifications are necessary to the application, selection, and delivery processes for the technical assistance projects. The recommended modifications are also informed by the recent program evaluation detailed above.

#### *FY 2009 CALL FOR PROJECTS AND SELECTION PROCESS*

##### **Application**

Staff proposes that largely the same application for technical assistance (Appendix C) be used for the FY 2009 program as was used in the pilot round and the FY 2008 program. In the written portion of the application, however, jurisdictions will be required to describe how they plan to address implementation recommendations derived from the study. The jurisdiction will also be asked to identify potential funding sources for implementation, or to state that no such funding source exists. As the TLC Program

grows, it may become appropriate to make identification of capital projects a more explicit priority of the technical assistance.

A minimum of \$180,000 from the FY 2009 UPWP funding for the TLC Program will be made available for technical assistance projects in this application cycle. In addition, the State of Maryland has committed \$80,000 from its Technical Assistance fund in the FY 2009 UPWP to be used for additional TLC projects in Maryland during this cycle. In the FY 2009 program, technical assistance will be provided in amounts from \$10,000 to \$60,000, with the potential for scaling applications to provide the greatest benefit for all applicants.

Jurisdictions applying for technical assistance in excess of \$30,000 will be required to submit supplemental information, including the justification for additional funding. Additionally, applicants applying for larger amounts of technical assistance must speak to the scalability of the project, so that the selection panel can make informed decisions about funding amounts, including the possibility of recommending a project at a smaller amount than was requested.

### **Selection**

In prior years, TPB staff worked with Reconnecting America, the TLC lead consultant, to select a slate of projects to recommend for inclusion in the program. The team used selection criteria (Appendix D) that reviewed projects based on factors such as a project's readiness to proceed, timing and cohesion with other local and regional efforts, consistency with TLC principles, the likelihood that a project could be completed with \$20,000, the impact a project could have on a locality and on the region, and potential lessons to be learned from a project that might be applied around the region. Staff also sought to achieve a geographic balance for each round as well as a mix of project types.

A recommended slate of projects was then presented to the State Technical Working Group for comment, and to the TPB Officers for their approval. The slate was then presented to the full TPB for approval, following which consultant procurement could commence. This process has worked well for selecting small-scale projects that were similar in nature with respect to the amount of work that could be completed and the scope of each project. As the TLC Program expands this year and into the future, however, staff believes that a more formalized selection process for TLC technical assistance projects is necessary. As such, staff is proposing a process based on the Coordinated Human Services Transportation Plan selection process for the Job Access Reverse Commute (JARC) and New Freedom grant programs administered by the TPB.

The selection criteria developed two years ago still reflect the spirit of the program and will continue to be used with the following amendments (see Appendix E):

- Projects will receive a weighted score for each category.
- Projects that demonstrate clear potential for implementation steps to occur after project completion will receive preference, including projects that seek to identify needed capital improvements as part of the project itself.

Beginning with the FY 2009 program, staff proposes the formation of a selection panel, also modeled after the Human Service Transportation Coordination Task Force. The TPB would invite staff from nationally recognized organizations that work in transportation, land-use planning, and urban design. The panel would be chaired by a TPB member in a non-voting capacity. This level of participation from the TPB has worked well for the Human Service Transportation Coordination Task Force in providing a regional perspective and facilitating communication directly with the TPB. Members of the panel would be offered an honorarium for their time. Below is a preliminary list of target organizations from which representatives would be sought for service on the selection panel:

- American Institute of Architects
- American Planning Association
- Brookings Institution
- Institute of Transportation Engineers
- Transportation Research Board
- Urban Land Institute

### **Delivery**

Staff anticipates that greater flexibility in project funding will necessitate greater flexibility in project completion timeline. Previous technical assistance rounds have allowed for at most a four-month period between when a slate of projects is approved by the TPB and the end of the fiscal year, when funding for those projects expires. Logistically, however, procuring consultants and completing project work has been challenging, and will likely be more so with projects that could be three times larger in scope. Therefore, staff proposes a two-pronged approach to providing greater flexibility in timing.

TPB staff is asking the TPB to approve the solicitation for project applications and the evaluation criteria at its October 15 meeting. Based on a recommendation from the TPB Technical Committee for an extended solicitation period, staff will issue a call for projects with a December 19, 2008, deadline, and convene the selection committee to provide a recommended slate of projects for approval by the TPB at its February 18, 2009, meeting. This timeline roughly follows the timeline from the FY 2008 technical assistance program due to the extended application period and the timing of the project selection process with the holiday season. Therefore, staff proposes that any projects approved with a scope of \$30,000 or greater would allow for carryover of consultant work on projects into the FY 2010 UPWP and the latter half of calendar 2009. (This assumes continuation of the TLC Program element in the UPWP in FY 2010 at similar funding levels.)

In past rounds of the TLC Program, staff has attempted to complete a full cycle of the technical assistance program in one fiscal year. This work includes conducting the evaluation on the previous fiscal year to inform aspects of the next round of technical assistance, conducting the call for projects, evaluating applications, recommending applications to the TPB for funding, TPB approval, and the actual work associated with the selected technical assistance projects. After the TPB approves the FY 2010 Unified Planning Work Program (UPWP) in March 2009, TPB staff proposes to begin the project

solicitation process, with a call for projects in April or May of 2009 for the FY 2010 round of TLC technical assistance. Ideally, the work on technical assistance projects will commence in July shortly after the start of the fiscal year. This revised schedule for the TLC technical assistance program will allow for projects to be conducted and evaluated during the fiscal year in which they are funded. This schedule responds to a need identified during the evaluation process of more time for project completion.

## **RECENT AND PLANNED UPDATES TO THE TLC CLEARINGHOUSE**

The TPB believes that by pursuing a strategy of concentrated, walkable, mixed-use development near transit, local jurisdictions help create a better region by helping to reduce congestion and undesirable impacts of driving such as diminished air quality. But implementing this strategy is rarely easy. The technical assistance element of the TLC Program is designed to help local planners with specific challenges on a case-by-case basis. Through the TLC Clearinghouse, the program can assist local planners through the sharing of information.

In the course of program evaluations and interaction during technical assistance projects, local planners have identified two key informational needs. One is information to help planners and elected officials make the case for more concentrated development (which often involves changes to existing communities through redevelopment at higher densities) to a skeptical citizenry. In addition, planners seek information about ways in which the impacts of such changes within communities can be mitigated and the full benefits obtained. This includes everything from how to retrofit suburban locations with bicycle and pedestrian accommodations, to how governments can capture revenue for public infrastructure from the increased land values resulting from added transit facilities.

The TLC Clearinghouse on the program website ([www.mwcog.org/tlc](http://www.mwcog.org/tlc)) already contains useful resources on the benefits of pursuing TLC strategies and ways to make sure implementation is “done right.” The nonprofit organization Reconnecting America, which serves as the lead advisory consultant for the TLC Program has developed overviews of relevant issues that include national best practice and case study information along with links to more detailed resources. The Clearinghouse also houses a searchable, online database, now with more than 100 records describing relevant development, planning, and policy activity around the Washington Region. The TLC Program website also contains summaries of each of the completed TLC technical assistance projects, and in most cases provides access to final reports and other products of that work.

The FY 2009 TPB work program provides funding for further development of the TLC Clearinghouse resources. This will include development of at least two “TLC Toolkits” focused on specific information needs. Planned for completion by June 2009 are an “Affordability Toolkit” and a “Bicycle and Pedestrian Accommodation Toolkit,” both designed to help local jurisdictions address common challenges and public concerns regarding concentrated development. TPB staff is working with staff at Reconnecting

America in an effort to compile existing resources and develop new materials where necessary to comprise these toolkits.

The Affordability Toolkit is expected to include these elements:

- *Measures of Affordability:* Methods for calculating housing and transportation affordability including affordability profiles/case studies of neighborhoods in the Washington Region, and online affordability calculators. This element will make use of existing tools, such as the Center for Neighborhood Technology (CNT) and Center for Transit-Oriented Development (CTOD) Housing + Transportation Affordability Index, and expand upon them through use of data available to the TPB such as the Commuter Connections State of the Commute report.
- *Affordability Strategies:* Best practices information to help individuals, employers, and policymakers positively impact affordability in the region. This will build off of previous work including COG's housing affordability toolkit, and include detailed information about model policies and programs in the region.

The Bicycle and Pedestrian Accommodation Toolkit is expected to include these elements:

- *Principles of Complete Streets:* An attempt to comprehensively define the concept of "Complete Streets" through compiling state-of-the-practice information from various sources.
- *Catalog of Bicycle/Pedestrian Access Strategies and Traffic Calming Techniques:* An inventory of techniques for improving bicycle and pedestrian access to key destinations such as transit stations, job centers, and retail centers, as well as ways to improve safety through traffic calming measures. (Several of the products from TLC technical assistance projects contain this sort of information and could be referenced.)
- *Multimodal Level-of-Service Measurement Techniques:* An update on innovative ways of measuring facility levels of service for multiple modes, including results from TLC technical assistance projects with this focus.
- *Overview of Bicycle and Pedestrian Laws in the Washington Region:* A survey of the laws that regulate these modes in the region, in the interest of increasing awareness and understanding.

Both toolkits will be a mixture of existing resources and new research conducted by TPB staff and Reconnecting America staff. In particular, the toolkits can serve as compilations of some of the best information and resources produced by consultants as part of the individual TLC technical assistance projects, thus maximizing the return on this investment.

## TLC TECHNICAL ASSISTANCE PROJECTS Fiscal Years 2007 and 2008

### PILOT PHASE – FY 2007 (March – June 2007)

- **Langley/Takoma Crossroads Pedestrian Safety Study  
Montgomery/Prince George’s Counties**  
*This pedestrian safety study supports planning efforts for the Takoma/Langley Crossroads Sector Plan, which among other things is expected to be a location for the planned Purple Line light rail project. This study won an award in February 2008 from the National Capital Region Chapter of the American Planning Association.*
- **Recommendations on Urban Roads Standards  
Charles County (St. Charles Urbanized Area)**  
*These recommendations will be used to revise the county’s Urban Road Design Standards to accommodate the county’s vision for denser, walkable communities with a mix of residential, commercial, and community amenities.*
- **Review of Automobile “Levels of Service” in Transit Station Areas  
Fairfax County**  
*This report provides a summary of best practices from jurisdictions around the country that have taken steps to balance multi-modal options in transit oriented developments.*
- **Scoping Assistance for BRAC Impacts  
Prince William County**  
*A scope of work was developed for use in the county’s application for Department of Defense funding and to incorporate potential Base Realignment and Closure (BRAC) transportation and land use impacts into the Potomac Communities Revitalization Plan.*
- **Scoping Assistance for the Potomac Avenue Metro Station Area  
District of Columbia**  
*The “Potomac Avenue Revitalization Strategy” prioritizes planning elements which will be analyzed during the full planning effort for this neighborhood.*
- **“Understanding Density” – Public Presentation on Density Issues  
For Use in Multiple Jurisdictions As Requested**  
*A presentation has been developed on key issues related to density. The presentation was conducted for the College Park City Council on April 15, 2008, and for residents of Takoma Park on May 7, 2008.*

### VDOT MULTIMODAL GRANT PROGRAM FUNDING (initiated fall 2007; currently ongoing)

- **Bus Rapid Transit (BRT) Feasibility Study  
Leesburg (Loudoun County)**  
*This analysis reviews the potential for Bus Rapid Transit (BRT) from Leesburg to the terminus station of the Dulles Metrorail extension.*
- **Look Back at Rezoning Cases to Compare Projected and Actual Transportation Impacts  
Fairfax County**



*An analysis of several rezoning cases in Fairfax County will compare the current built environment with past estimates of land use and transportation conditions.*

- **Examination of Potential for Development Near the VRE Rail Station  
Manassas Park**  
*This study supports the city's goal of "creating a livable, walkable, mixed-use city center focused on the Virginia Railway Express (VRE) and Potomac and Rappahannock Transportation Commission (PRTC) mass transit systems."*
- **Corridor Planning on Washington Street  
Falls Church**  
*This project identifies transportation strategies and investments needed to facilitate the desired land-use vision for this corridor, and will address issues such as site access, on-street parking locations, and pedestrian and transit improvements.*
- **Transportation Management Plan (TMP) Review  
Alexandria**  
*This study provides recommendations for improving the Alexandria Transportation Management Plan (TMP) Program, which was designed to increase multimodal transportation use around dense development.*

**FY2008 ROUND** (including additional funding through MDOT Technical Assistance Account)

- **"Multimodal Takoma!" – Development of a Multimodal Scorecard  
District of Columbia**  
*At the request of the District Office of Planning, a "scorecard" was developed to evaluate current multimodal access and potential improvements for the area surrounding the Takoma Metrorail Station.*
- **Recommendations for Performance-Based Parking Regulations Near the Ballpark  
District of Columbia**  
*This study for the District Department of Transportation analyzed data on parking management for several high-activity areas of the District and provided recommendations for performance-based parking regulations.*
- **Charrette on a Potential Pedestrian Link to the Bowie MARC Station  
City of Bowie**  
*A classic public involvement tool, a "charrette," was used to gather feedback on a pedestrian link between a city revitalization area, Old Town Bowie, and the MARC commuter rail station, where a mixed-use center is planned near Bowie State University.*
- **Assessment of Pedestrian Crossing Options on East Street  
City of Frederick**  
*A study examined alternatives for a pedestrian crossing at Carroll Creek linear urban park and East Street, which will become the new gateway to the city in the fall of 2009.*
- **Assessment of BRAC Impacts at Fort Detrick  
Frederick County/City of Frederick**  
*This analysis identified the needs for transit, bicycle/pedestrian, and intersection improvements for transportation facilities around Fort Detrick in response to the forthcoming Base Realignment and Closure (BRAC) changes.*

- **Assessment of Potential and Current Transit Options  
City of Greenbelt**  
*This project assessed existing transit options and future transit opportunities in Greenbelt, and made recommendations to ensure maximum use and efficiency of transit. The project included a well-attended public meeting.*
- **Recommendations for the Bethesda Circulator  
Bethesda Urban Partnership (Montgomery County)**  
*This study examined the current service and route of the Bethesda Circulator to identify possible improvements and future expansions to enhance circulation in central Bethesda, a well-established area of transit-oriented development.*
- **Identification of Appropriate TOD Strategies for the Landover Metro Station  
Prince George's County MNCPPC**  
*The report recommended strategies for transit-oriented development (TOD) around the Landover Metro Station. An analysis of an area like Landover that is semi-industrial and potentially environmentally degraded provided new perspectives to the TLC program.*
- **Recommendations for "Complete Streets" in the Prince George's Plaza Transit District  
Prince George's County MNCPPC**  
*This study identified pedestrian and bicycle needs, and provided recommendations to develop "complete streets" near this Metro station. A complete streets approach recognizes that streets should be designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and bus riders of all ages and abilities.*
- **Development of Transportation and Land-Use Strategies for the Yorkshire Corridor  
Prince William County**  
*Strategies were developed for transportation and land-use that helped to realize the county's vision for a vibrant community along Route 28, which is typical of the post-war strip retail corridors that have arisen in suburban areas across the country, and is an area long identified by the county for redevelopment.*
- **Recommendations for Process Improvements for Approving Parking for New  
Development  
Arlington County**  
*This project reviewed the current approval processes for site plans and parking management plans. The study also recommended measures to incorporate parking management earlier in the development process.*

**TPB Transportation/Land-Use Connections (TLC) Program  
Technical Assistance Program  
FY 2007 One-Year Evaluation**

Person interviewed \_\_\_\_\_

Date \_\_\_\_\_

Jurisdiction \_\_\_\_\_

1. Through your participation in the TLC Program, has your jurisdiction been able to accomplish something you otherwise would not have been able to accomplish (or accomplish as quickly)? Please explain.

2. Has your jurisdiction begun to implement any of the recommendations that were identified through the TLC project?

- *If yes:* Which recommendations were implemented and why were they selected as priorities?

- *If no:* What were some of the barriers to implementing the recommendations?

3. What do you see as the long-term benefits of the project for your locality? What is your opinion on the effectiveness of the TLC Program for the region as a whole?

4. The next round of the TLC Technical Assistance Program will offer the option to apply for varying levels of technical assistance up to \$60,000. After the first round, we received feedback encouraging the TPB to allow jurisdictions to apply for funding based on their current needs. How likely are you or your jurisdiction to apply for technical assistance in future rounds of the TLC Program?

5. For what type of projects, planning efforts, or studies would your jurisdiction most likely apply for TLC technical assistance? This survey of potential project ideas helps us to best anticipate regional needs for both future rounds of the TLC program, as well as TPB derived initiatives, such as the regional toolkits.

6. Are there any components that could be added to the TLC program that would better assist the planning efforts of your jurisdiction?

**TPB Transportation/Land-Use Connections (TLC) Program**  
**FY 2008 Technical Assistance Program**  
**VDOT Multimodal Grant Program**  
**Awardee Questionnaire**

Person interviewed \_\_\_\_\_ Date \_\_\_\_\_

Jurisdiction \_\_\_\_\_

3. Through your participation in the TLC Program, was your jurisdiction able to accomplish something you otherwise would not have been able to accomplish (or accomplish as quickly)? Please explain.

4. Drawing on your experience with the TLC Program through your technical assistance project, please share your thoughts on how the program could be improved in future rounds. Use the following questions as a guide, but feel free to include other comments as necessary:

- *Application Process:* Were the application process and expectations for your submission clear as you prepared to apply for TLC funding?

- *Consultant Selection and Performance:* Do you think the consultant selected was an appropriate match for your project? If not, how might the selection process be improved? Are you satisfied with that firm's performance?

- *Project Limitations:* Was the amount of technical assistance provided and the time allotted for its performance sufficient for the work proposed, and for making a significant contribution to your jurisdiction's efforts?

- *Project Management:* Was the role and involvement of TPB staff appropriate for the needs of the project?

- *Other Suggestions for Improving the Program:*

3. a. What do you see as the potential short-term benefits and long-term benefits of this project for your locality.

3. b. How did this project contribute to improving the coordination of land-use and transportation planning in your jurisdiction?

4. Based on comments from last year's evaluation, the FY 2009 technical assistance program will offer the flexibility to apply for technical assistance from \$10,000 to \$60,000. How likely are you or your jurisdiction to apply for technical assistance in future rounds of the TLC Program?

5. Have you visited the TLC Program Website at [www.mwcog.org/tlc](http://www.mwcog.org/tlc)?  
(If yes, please answer the following questions, if no, please consider briefly visiting the site in order to complete the rest of this questionnaire.)

- Is the "TLC Clearinghouse" information on the site useful to you?
  
- Do you have any suggestions for improvements to the site?

**TPB Transportation/Land-Use Connections (TLC) Program  
FY 2008 Technical Assistance Program  
VDOT Multimodal Grant Program  
Consultant Questionnaire**

Person interviewed \_\_\_\_\_ Date \_\_\_\_\_

Company / Project \_\_\_\_\_ / \_\_\_\_\_

1. a. Do you believe that the project in which you were involved helped the local agency client(s) accomplish something they otherwise would not have been able to accomplish (or accomplish as quickly)? Please explain.

1. b. Did you feel the project advanced the goals of the TLC Program to promote the integration of land-use and transportation actions by local governments?

2. Please share your thoughts on how the TLC Program could be improved in future rounds. Use the following questions as a guide, but feel free to include other comments as necessary:

- *Procurement Process:* Were expectations of you as a consultant reasonable, as far as the information you were asked to provide and the time you were asked to commit in advance of being awarded a contract?

- *Project Limitations:* Was the amount of technical assistance provided and the time allotted for its performance sufficient for the work expected, and for making a significant contribution to the efforts of the local agency clients?

- *Project Management:* Was the role and involvement of TPB staff appropriate for the needs of the project, particularly regarding facilitating communication between you and the local agency clients?

- *Other Suggestions for Improving the Program:*

3. If asked to submit a proposal for a future TLC technical assistance project, how likely is your company to submit a proposal? Are there potential changes to the TLC Program that may influence your decision?

4. Have you visited the TLC Program Website at [www.mwcog.org/tlc](http://www.mwcog.org/tlc)?  
(If yes, please answer the following questions, if no, please consider briefly visiting the site in order to complete the rest of this questionnaire.)

- Is the “TLC Clearinghouse” information on the site useful to you?
  
- Do you have any suggestions for improvements to the site?



# TLC Technical Assistance Application

## APPLICATION DEADLINE FOR THE NEXT ROUND OF TECHNICAL ASSISTANCE: December 19, 2008

The Technical Assistance component of the Transportation Planning Board's Transportation/Land-Use Connections (TLC) program provides focused consultant assistance to local jurisdictions working on creative plans and projects that integrate transportation and land use planning.

### Application Process:

*To apply, simply fill out this form and attach:*

- 1) A letter of transmittal and endorsement from the jurisdiction's chief elected official or chief administrative officer.*
- 2) A brief description (1-2 pages) of the following:*
  - The overall scope and location of the project, and the specific service requested;*
  - How the project and requested service will benefit the applicant's community and the National Capital Region;*
  - How the project implements one or more of the TLC Program Strategies ([www.mwcog.org/tlc/strategies.asp](http://www.mwcog.org/tlc/strategies.asp))*
  - How your jurisdiction will address recommendations that may arise from the project and how they would potentially be implemented/funded; and*
  - If applicable, a short description (including contact information) of how the applicant has collaborated with other agencies in developing the application.*
- 3) Additional information for a project requesting greater than \$30,000 in technical assistance. In addition to the above items, please include the following information on an additional page:*
  - Description as to how the project may be scaled to \$30,000 or less. Please provide specific details as to which aspects of the project will change and how that is reflected in the budget; and*
  - A short description (including contact information) of how the applicant has collaborated with other agencies in developing the application (this information is required for projects over \$30,000).*

### Application Considerations:

- Any local jurisdiction in the Metropolitan Washington region that is a member of the TPB is eligible to apply. Each application should be accompanied by a letter of transmittal and endorsement from the jurisdiction's chief elected official or chief administrative officer.
- The deadline for applications for the current round of technical assistance is **December 19, 2008**.
- Recipients will receive short-term consultant services. Recipients will not receive direct financial assistance.
- Recipients are eligible to receive between \$10,000 and \$60,000 in technical assistance.
- Applicants are encouraged to explain how the technical assistance will enhance current efforts.
- Proposed scopes of work and budget allocations will be reviewed by a panel of industry experts based on criteria approved by the TPB. The panel will recommend a package of projects to the TPB before technical assistance resources are authorized.
- The TPB will seek to ensure that assistance is provided to a broad cross-section of jurisdictions throughout the region.
- Applicants are encouraged to work with partner agencies, including transit, land-use, transportation, state, and regional partners.
- This application form and more details about the program can be found at [www.mwcog.org/tlc](http://www.mwcog.org/tlc). For questions or more information, please contact Darren Smith (202-962-3273, [dsmith@mwcog.org](mailto:dsmith@mwcog.org)) or Sarah Crawford (202-962-3237, [scrawford@mwcog.org](mailto:scrawford@mwcog.org)).

# TLC Technical Assistance Application

**APPLICATION DEADLINE FOR THE NEXT ROUND OF TECHNICAL ASSISTANCE: December 19, 2008**

The Technical Assistance component of the Transportation Planning Board's Transportation/Land-Use Connections (TLC) program provides focused consultant assistance to local jurisdictions working on creative plans and projects that integrate transportation and land use planning.

**Project Name:**

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**Jurisdiction:**

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**Primary Contact:**

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**Title:**

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**Agency:**

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**Address:**

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**City:**

**State:**

**Zip:**

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**Phone:**

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**Email:**

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**Secondary Contact:**

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**Agency:**

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**Phone:**

**Email:**

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**Contact for Collaborating Agency (if applicable):**

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**Agency:**

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**Phone:**

**E-mail:**

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This application form, evaluation criteria, Frequently Asked Questions (FAQs), information about past projects, and more details about the program can be found at [www.mwcog.org/tlc](http://www.mwcog.org/tlc). For questions or more information, please contact Darren Smith (202-962-3273, [dsmith@mwcog.org](mailto:dsmith@mwcog.org)) or Sarah Crawford (202-962-3237, [scrawford@mwcog.org](mailto:scrawford@mwcog.org)).

**Submit Applications To:**

Ronald Kirby, Director of Transportation Planning  
Metropolitan Washington Council of Governments  
777 North Capitol Street, NE, Suite 300  
Washington, DC 20002-4290

or

E-mail to [TLC@mwcog.org](mailto:TLC@mwcog.org),

or

Fax to (202) 962-3202, Attn.: TLC Program

**TLC TECHNICAL ASSISTANCE – APPLICATION EVALUATION FORM**  
(FY 2007 Pilot Round and FY 2008)

APPLICANT: \_\_\_\_\_ PROJECT #: \_\_\_\_\_

REVIEWER: \_\_\_\_\_ DATE OF REVIEW: \_\_\_\_\_

**1. PROJECT VIABILITY:**

a. Is the project time-sensitive? Yes \_\_\_ No \_\_\_  
Comments:

b. Can we achieve the scope within the limit of \$20,000? Yes \_\_\_ No \_\_\_  
Comments:

c. Other concerns/comments about getting the project done:

**2. LOCAL PLANNING CONTEXT:**

a. Could the proposal provide for long-term positive impact in the locality?  
Yes \_\_\_ No \_\_\_  
Comments:

b. Does the project add on to an existing process/activity? Yes \_\_\_ No \_\_\_  
Is this work that would be funded anyway? Yes \_\_\_ No \_\_\_  
Comments:

c. Will the project likely yield clearly defined implementation priorities or next steps? Yes \_\_\_ No \_\_\_  
Comments:

- d. Does the project create linkages between jurisdictions and/or agencies?  
Yes \_\_\_ No \_\_\_  
Comments:

**3. REGIONAL MODELS:**

- a. Will the project provide lessons-learned or models for the region?  
Yes \_\_\_ No \_\_\_  
Explain:

- b. Is the project consistent with TPB policies, goals or past activities?  
Yes \_\_\_ No \_\_\_  
Explain:

4. **MORE INFO:** Do we need more information to evaluate the application?

**TLC TECHNICAL ASSISTANCE – APPLICATION EVALUATION FORM**  
(Proposed for FY 2009)

APPLICANT: \_\_\_\_\_ PROJECT #: \_\_\_\_\_

REVIEWER: \_\_\_\_\_ DATE OF REVIEW: \_\_\_\_\_

**1. PROJECT VIABILITY (20 points) :**

a. Is the project time-sensitive?

b. Can we achieve the scope within the amount of funding requested?

**2. LOCAL PLANNING CONTEXT (50 points) :**

a. Could the proposal provide for long-term positive impact in the locality?

b. Will the project yield clearly defined implementation priorities or next steps?

c. Does the project create linkages between jurisdictions and/or agencies?

**3. REGIONAL MODELS (30 points) :**

- a. Will the project provide lessons-learned or models for the region?
- b. Is the project consistent with TPB policies, goals or past activities?
- c. Will the project implement one or more of the TLC Strategies (see list below)?

**4. MORE INFO:** Do we need more information to evaluate the application?

**TLC Strategies** ([www.mwcog.org/tlc/strategies.asp](http://www.mwcog.org/tlc/strategies.asp))

- Integrate Transportation and Land-Use Planning at All Scales
- Build and Plan for Communities Today and in the Future with a Mix of Jobs, Housing, and Civic Uses
- Develop Housing Affordable for a Range of Incomes around Regional Transit Networks
- Foster Public Involvement in Planning Transportation Choices and Great Places
- Broaden Regional Mobility Choices and Improve Safety and Access for Alternative Modes
- Maximize Existing Investments and Effectively Link New Infrastructure by Focusing Development Around Transit
- Improve the Health of Communities and the Environment through Development