



# Chicago Metropolitan Agency for Planning

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## MEMORANDUM

**To:** Local Coordinating Committee

**From:** Bob Dean, Deputy Executive Director for Local Planning

**Date:** May 2, 2012

**Re:** Next Call for Projects

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On May 9, the new call for local planning projects will begin. This call for projects is being coordinated with the RTA, and will allow applicants to request either staff assistance through CMAP's Local Technical Assistance (LTA) program, or grants and consultant assistance through the Community Planning program, administered by both the RTA and CMAP.

As discussed with the Local Coordinating Committee in February, applicants will be able to request assistance through four programs during the call for projects. They will be able to:

1. Apply for a **Community Planning Program grant from the RTA**. This will be administered in a similar way to the 2011 Community Planning Program grants.
2. Apply for a **Community Planning Program grant from CMAP**. As above, this will be administered in a similar way to the 2011 Community Planning Program grants.
3. Apply for technical assistance through CMAP's **Local Technical Assistance (LTA)** program. This will be administered in a similar way to CMAP's initial call for LTA projects in December 2010, which led to over 200 applications.
4. Request **review of existing plans and ordinances** by CMAP. This is a new, fairly small-scale activity. This review service will not be as intense as an LTA project, as CMAP will simply review the documents and offer comments, rather than managing the development of new plans and ordinances.

### APPLICATION MATERIALS

The first two assistance types, which involve applications for grant funding, will use a shared application form developed jointly by the RTA and CMAP. The third and fourth assistance types primarily involve staff assistance rather than formal grants, and use a shorter and simpler

application form. A draft of this short form will be shared with the Committee the meeting on May 9 and formally released later that day.

Materials describing each program will also be released on May 9. These will include brochures and fact sheets on the joint RTA and CMAP program, which have been developed jointly by the two organizations. An informational document which includes frequently asked questions has also been prepared by CMAP to describe each of its programs, and will be released on May 9 as well. This will be updated throughout the application cycle as additional questions are asked.

## **SCHEDULE**

The schedule for the application and project selection process is below.

- May 9 – begin call for projects
- May 24 – “Ideas Exchange” event
- May/June – informational meetings and presentations to potential applicants
- August 1 – applications due
- Late September – special meeting of Local Coordinating Committee to consider recommending approval of program (if necessary)
- October 10 – CMAP Board and MPO Policy Committee consider approval of program

An upcoming informational event, the “Ideas Exchange” event on May 24, will be an opportunity for potential applicants to discuss the results of the first year of the LTA program, learn about this year’s call for projects, and network with other potential applicants and technical assistance providers. Further information is contained on the [event website](#) as well as in the attached flyer. Board and working committee members are encouraged to attend.

## **COMMUNICATIONS AND OUTREACH**

In 2011, the first call for projects for the Local Technical Assistance program involved a very comprehensive outreach strategy. This included a letter about this program from CMAP along with follow-up phone calls to every mayor, village president, or planning/community development director in the region. This level of outreach was due to the fact that this was a brand new program and staff wanted to ensure that local governments were aware of this opportunity. It was a heavy lift on the part of staff, but this effort resulted in the number of applications CMAP received.

During CMAP’s second call for projects staff will employ a more targeted outreach strategy. CMAP will continue to utilize existing communications methods like the CMAP weekly email, social media, Councils of Governments, and the planning liaisons, to help spread the word to potential applicants. However, there will be a few things staff will do differently for the 2012 call for projects. First, CMAP will be hosting the LTA Ideas Exchange event, as described above. This event has been marketed as an opportunity for potential applicants to hear from CMAP about what a successful application will look like this year. Staff anticipates that this event will draw upwards of 200 attendees who are interested in applying.

In addition to the event, staff is in the process of developing a plan for direct outreach to local governments and community-based organizations. The goal of CMAP’s direct outreach this time around will be to target geographic and demographic gaps that we saw in the first round

of applications. Specifically CMAP will reach out to African American and Latino organizations as well as communities identified as having greatest need in our region. To assist in reaching our goals, staff has been engaging partners from the regional consortium CMAP created to set up this program, like the Chicago Community Trust and the City of Chicago's Department of Housing and Economic Development.

#### **EXPECTATIONS OF AVAILABLE RESOURCES**

Based on last year's experience and the interest shown by potential new applicants, CMAP expects that there will be a considerable number of applications submitted this year – potentially as many as the first year (220). However, because of ongoing commitments to projects that are currently underway, the number of selected projects will be lower. It is expected that it is possible to complete 25-30 additional projects – including both staff assistance and grant-funded projects – by the end of the HUD grant, which expires in January 2014. Therefore, this application cycle will result in approximately 25-30 new projects being selected as priorities.

This is lower than the 60 projects chosen initially, primarily because CMAP deliberately selected two years of projects during the first call for projects to allow staff time to be scheduled out over a multi-year period. This year, since some of these initial projects are still ongoing, only one year of projects will be selected. Therefore, competition for resources will be even tighter this year than it was during the initial call for projects. CMAP intends to communicate this clearly to applicants, even while encouraging local governments and community-based organizations to submit applications.

**ACTION REQUESTED:** Discussion.

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# IDEAS EXCHANGE EVENT

## PLANNING FOR LIVABILITY WITH THE CMAP LOCAL TECHNICAL ASSISTANCE PROGRAM

Dozens of communities throughout our metropolitan Chicago region have been planning their futures through CMAP's **Local Technical Assistance (LTA) program**, which began in March 2011. Join us on **May 24** for an exciting **Ideas Exchange** event to learn how you can build on successes of others who are working with CMAP and partner organizations to implement the GO TO 2040 comprehensive regional plan and enhance their communities' livability, economic prosperity, and quality of life. Visit [www.cmap.illinois.gov/lta](http://www.cmap.illinois.gov/lta) for more details.

Attendees will learn about grant opportunities such as the new **LTA Call for Projects**, which will be available on May 9 along with the new project application for the joint CMAP and Regional Transportation Authority (RTA) **Community Planning program**. At the event, The Chicago Community Trust will announce grantees of its **Community-Based Sustainable Development program** that promotes implementation of GO TO 2040.

Elected officials, municipal planners and other staff, community-based organizations, and other nonprofit and civic organizations should attend. Panel discussions will highlight local best practices in planning for sites, sustainability, demographic change, and more from communities of many types and sizes.

CMAP's first LTA Call for Projects in 2011 prompted over 220 proposals from more than 130 municipalities, counties, interjurisdictional groups, and nongovernmental organizations. This year may be even more competitive, and priority will be given to applicants who partner with neighbor communities or other organizations. **You can give your community's 2012 proposal a significant advantage by attending the May 24 event.**

**May 24, 2012**  
**9:00 a.m. to 3:30 p.m.**

**UBS Tower**  
**1 N Wacker Drive**  
**2nd Floor**  
**Chicago, IL 60606**

The LTA program is funded through the U.S. Department of Housing and Urban Development's Sustainable Communities Initiative.

***Space is limited, so register now!***

*Local governments and other public agencies:*

First guest free, additional guests **\$40**

*Nonprofits and philanthropic groups:*

First guest free, additional guests **\$40**;

*Consultants, private firms, and individuals: \$40*

For more details or to RSVP online, visit [www.cmap.illinois.gov/lta](http://www.cmap.illinois.gov/lta). Questions? Contact Yesenia Ambriz at [yambriz@cmap.illinois.gov](mailto:yambriz@cmap.illinois.gov) or (312) 386-8671.



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