



**Smart Growth America**  
Making Neighborhoods Great Together

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# Application for Smart Growth Technical Assistance

Year One of Five (2011-2012)

This technical assistance program is funded under a grant from US EPA's Office of Sustainable Communities through their Building Blocks for Sustainable Communities Program



## Summary

Smart Growth America, through a grant from the US EPA's Office of Sustainable Communities' Building Blocks for Sustainable Communities Program, is offering free technical assistance to help communities implement smart growth strategies to build stronger economies while protecting human health and the environment. Any unit or subdivision of local, tribal or regional government is eligible to apply. The deadline for Smart Growth America Technical Assistance applications is October 26, 2011 at 5:00 pm EDT. Applications shall be uploaded to the Smart Growth America web page application portal at [www.smartgrowthamerica.org/leadership-institute/sc-tech-assistance/application](http://www.smartgrowthamerica.org/leadership-institute/sc-tech-assistance/application) by this time. Smart Growth America shall hold a webinar to discuss the technical assistance program and the application on October 12, 2011 at 2:00 pm EDT. Interested parties may register at <https://cc.readytalk.com/cc/schedule/display.do?udc=s01ftv28bdi4>. Pre-application assistance and inquiries should be directed to [assistance@smartgrowthamerica.org](mailto:assistance@smartgrowthamerica.org).

## Smart Growth America providing free technical assistance

Smart growth strategies help towns and cities across the country grow stronger economically. By using land strategically, making the most of existing resources and investing public funds strategically to catalyze private development that provides quality jobs and an enhanced taxbase, local leaders can build stronger economies now and for generations to come. As a national leader in the field, Smart Growth America has accumulated extensive experience working with communities to reach these outcomes by providing direct technical assistance to local leaders. We are now offering free technical assistance to local communities interested in building stronger local economies and realizing fiscal cost savings while protecting human health and the environment. This assistance will help local leaders in urban, suburban and rural communities create local smart growth strategies that make sense for your community. Together we will help your community grow in ways that suit your local needs.

## Technical Assistance free of charge and ready to go

Smart Growth America technical assistance is free of charge and offers twelve “ready-to-go” technical assistance tools that facilitate economic growth, encourage government savings, protect clean air and water, and improve local quality of life. This assistance is in the form of one or two-day workshops in the topic areas detailed below. The assistance is being competed through this open request for applications. The twelve technical assistance tools are

- Implementing smart growth 101
- Planning for economic and fiscal health
- Regional planning for small communities
- Sustainable land use code audit
- Smart growth zoning codes for small cities

- Complete streets
- Walkability workshop/audit
- Transportation performance measurement
- Parking audit
- Implementing transit-oriented development 101
- Cool planning: local strategies to slow climate change
- Using LEED-ND to accelerate the development of sustainable communities

Recipients of technical assistance will report regularly (at a minimum 30 days, six months, and a year after the assistance) on progress implementing any local solutions that result from the assistance.

## Eligibility for assistance

Any unit or subdivision of local government, Indian tribe, or regional government is eligible to apply for this service.

## Selection process and criteria

Applications for Smart Growth America technical assistance will be evaluated on the basis of criteria established by SGA in consultation with EPA's Office of Sustainable Communities.

- SGA staff shall review each application for completeness. Only complete applications shall advance to the next step.
- A proposal review committee shall review each proposal per the criteria listed below.
- SGA will determine which applications best meet the selection criteria and offer technical assistance to those communities.
- SGA reserves the right to reject any or all applications as not meeting its requirements.
- Successful proposers will be notified by November 12, 2011.

The primary selection criteria are:

- **Interest in smart growth solutions (20% of score)** – The community's application should demonstrate interest in smart growth solutions and show that the requested technical assistance tool is an appropriate way to address the community's issues— that it helps them overcome barriers to implementing smart growth and sustainable community solutions.
- **Need for technical assistance (20% of score)** – SGA wants to work with communities that are interested in smart growth and/or sustainable communities development strategies but lack the capacity or expertise to implement local solutions.

- **Involvement of key community leaders (20% of score)** – The degree to which local government, business and community leaders demonstrate their commitment and capacity to implement the results of the technical assistance. Smart Growth America requires a letter of commitment signed by the mayor, county commission chair, or comparable elected leader that states the commitment of local leaders to implement any local initiatives that result from the smart growth technical assistance offered. This letter must be uploaded with the application.
- **Readiness to implement (20% of score)** – Is the community ready to act based upon the tools supplied? Evidence that the community is ready for action will help SGA to determine which communities will benefit most from technical assistance.
- **Public Involvement Plan (20% of score)** – The community’s capacity to carry out public engagement (particularly to low income and disadvantaged communities) and the quality of the proposed engagement plan (how will they get the word out? is the location accessible? do they have letters of support from relevant partners?).

Other factors that will affect the selection of communities to receive technical assistance:

- **Geographic diversity** – SGA desires to work in a variety of states, regions, and communities and with a diverse set of populations.
- **Equity** – The degree to which the application contributes to the diversity of the communities being assisted through this program—and the diversity of communities that have adopted smart growth more broadly—with an emphasis on low income, disadvantaged, and rural communities.
- **Past receipt of assistance** – Has the community received related technical assistance from EPA or other federal agencies in the past? Is the community currently applying for technical assistance from EPA, other federal agencies, or other EPA Building Blocks for Sustainable Communities Program grant recipients? If yes, how will the assistance being requested with this application complement or leverage the other assistance already received or being applied for?

## Application form

- Name of applicant agency
- Agency CEO or other individual authorized to enter into agreements
- Contact person
- Address, phone, email, web page

- Form of government (local, regional, tribal)
- Tool being applied for (limit one per application)
- Why are you applying to this smart growth tool? How will this tool help your community overcome the barriers to implementing smart growth?
  - Text box (350 word limit)
- What is the community's interest in smart growth solutions?
  - Text box (125 word limit)
- What is the community's need for technical assistance?
  - Text box (125 word limit)
- To what level are community leaders (elected, business, community) committed to pursuing smart growth solutions?
  - Text box (125 word limit)
- To help us assess community support for smart growth solutions, Smart Growth America requires a letter of commitment signed by the mayor, county commission chair, or comparable elected leader. The letter should state the commitment of local leaders to implement any local initiatives that result from the smart growth technical assistance offered. This letter must be uploaded with the application.
- How does the community propose to implement the smart growth solution once assistance is received?
  - Text box (200 word limit)
- Describe your plan for involving the public in the technical assistance?
  - Text box (125 word limit)
- To what degree does your plan address equity issues?
  - Text box (125 word limit)
- Have you received related technical assistance from EPA, other federal agencies, or their contractors or grantees in the past? (Yes/No) If so, describe the assistance, including how the new assistance you are

requesting of Smart Growth America would build upon or complement the past assistance

- Text box (125 word limit)
- Are you applying for related technical assistance from EPA, other federal agencies, or their grantees or contractors? (Yes/No) If so, describe the assistance, including how that assistance would complement the assistance you are requesting of Smart Growth America
  - Text box (125 word limit)

## Application deadline

The deadline for Smart Growth America Technical Assistance applications is October 26, 2011 at 5:00 pm EDT. Applications shall be uploaded to the Smart Growth America web page application portal at [www.smartgrowthamerica.org/leadership-institute/sc-tech-assistance/application](http://www.smartgrowthamerica.org/leadership-institute/sc-tech-assistance/application) by this time. Applications received after this deadline will not be reviewed.

## Pre-Application Assistance and Communication

SGA shall hold a webinar to discuss the technical assistance program and the application on October 12, 2011 at 2:00 pm EDT. Interested parties may register at <https://cc.readytalk.com/cc/schedule/display.do?udc=s01ftv28bdi4>.

Any communication regarding this proposal shall be in writing to [assistance@smartgrowthamerica.org](mailto:assistance@smartgrowthamerica.org). The SGA project team will contact you promptly. SGA requests that applicants not contact other SGA staff.

## Building Blocks for Sustainable Communities Program

US EPA's Office of Sustainable Communities' Building Blocks for Sustainable Communities Program funds quick, targeted assistance to communities that face common development programs. The Office of Sustainable Communities works closely with the Department of Housing and Urban Development and the Department of Transportation under the Partnership for Sustainable Communities.

Want to learn more about the Partnership for Sustainable Communities? Join the Sustainable Communities Network, an online community of state and local government officials, business leaders and non-profit professionals interested in the Partnership for Sustainable Communities. The Network provides opportunities to ask questions, learn best practices and share ideas with others from around the country. The Network also shares updates about federal initiatives, upcoming events, webinars and conferences to support

vibrant, sustainable communities. Follow

[http://action.smartgrowthamerica.org/p/salsa/web/common/public/signup?signup\\_page\\_KEY=3212](http://action.smartgrowthamerica.org/p/salsa/web/common/public/signup?signup_page_KEY=3212) to subscribe.