

Capital Category Application

2022 GREEN MEANS GO FUNDING PROGRAM



Summary

This document provides the application and instructions for SACOG’s Capital category (Category C) of the 2022 Green Means Go funding round. The Capital category will fund non-transportation infrastructure investments that accelerate infill housing development (and improve housing affordability) in locally adopted Green Zones.

The fund estimate for the Capital category is \$21.3 to \$26.3 million. The final total within the category will be based on submitted applications’ alignment with program objectives in this and the companion Planning category (Category B). Together, Categories B and C will award approximately \$31 million in Green Means Go grant funds.

Project scopes submitted to this Capital category should be for non-transportation (defined as water, wastewater, stormwater, dry utilities and/or broadband) infrastructure components that serve to accelerate infill housing in a broader Green Zone area (in other words, a non-transportation infrastructure investment at the corridor-level, not site-specific).

Reference Material

Green Means Go Program Guidelines

The [Green Means Go Program Guidelines](#) provides background about the Green Means Go (GMG) program, its objectives and how it is structured. All project sponsors are encouraged to review the program guidelines prior to beginning an application to the Capital category, as the guidelines will provide context for the application process covered in this document.

Green Means Go Funding Program Data Tool

The Capital application asks for simple data metrics across each of the five program objectives. The metrics (found in the data tables that open each objective section of the application) will either be provided by the applicant or produced through a custom [Green Means Go funding program data tool](#) (the data table in each section notes if the metric is produced by the applicant or the data tool). Please be sure to use the data tool found in links throughout this application (but not the generic Green Zone map). The Capital category uses the same data tool as the other two categories—Early Activation and Planning—so some of the metrics listed in the data tool will not apply to this Capital category.

To access the metrics produced by the Green Means Go data tool, the applicant:

- [Opens the GMG funding program data tool](#)
- Scrolls down the list of Green Zones on left of tool to click on the zone
- Copies over the relevant metric from the tool table into the application data tables

Instructions – Capital (Category C) Application

Complete the data tables and prompts contained in this application. The application provides suggested lengths for narrative responses, but does not require a minimum or maximum length. If necessary, you may expand any of the application text boxes to answer the question more fully, including carrying the response onto a new page, though most answers should fit in the space provided.

In addition to this application, submittals to the Capital category must include a separate timeline attachment ([linked in the application packet](#)) as well as a letter of support from a Community Based Organization (CBO) or similar organization.

Ref. No.	Application Content: Category C – Capital	Template provided by SACOG?	Submit as
1	Project Application	Yes	PDF
2	GMG Project Scope Timeline	Yes	PDF
3	Community Based Organization (or similar organization) Letter of Support	No	PDF

Application Submittal

Applications are due by **4:00 p.m. PST on Thursday, October 27, 2022**. Submit your completed application via email (i.e., no paper submittals will be accepted) to:

Garett Ballard-Rosa
gballard-rosa@sacog.org

In the submittal email include each application element as a separate attachment (i.e., the application as one attachment, the timeline as a second attachment, and the letter of support as a third). All submittals will receive a confirmation of receipt email.

Definitions

This application asks for information both about the discrete infrastructure scope element to be funded through the Capital category of Green Means Go (GMG), as well as the larger Green Zone area this infrastructure scope element serves.

- **GMG Project Scope:** the funding requested from Capital category for a discrete infrastructure activity (for example, a sewer main line upgrade, stormwater management system, etc.).
- **Benefitting Green Zone:** the Green Zone served by the specific GMG project scope. Many of the application questions will ask about housing potential in this Green Zone area, as the program recognizes that the GMG infrastructure investment is an early component of what is needed to bring housing to the corridor. As such, many of the applications questions about the Green Zone will be more forward looking about the vision and planning for the corridor and how soon this vision could be realized given the market environment.

Capital (Category C) Application

Project Background

GMG Project Scope Title	Broadway Broadband Project
Name of benefitting Green Zone (click link to check Green Zones)	Placerville Broadway Corridor

Project Description

Provide a one sentence description of the **GMG Project Scope** and a one sentence description of the **benefitting Green Zone** it serves.

Construct new High Speed Broadband Internet to provide service to residential and businesses to enhance work from home opportunities, encourage development of mixed use housing, and stimulate job growth. This project will benefit the Broadway Corridor Green Zone in the City of Placerville.

Lead (Sponsoring) Agency Contact Information

Name	M. Cleve Morris
Position	City Manager
Agency	City of Placerville
Phone	530-642-5200
E-mail	cmorris@cityofplacerville.org

Implementing Agency (if different than lead agency)

Agency Name	City of Placerville
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Project Funding Request (round costs to the nearest thousand dollars)

Capital Category funding request	\$3,250,000
Total cost of the GMG Project Scope (if different than above. I.e., the Capital funding request plus any match from other funding sources)	\$3,500,000

Project Screening Criteria	Yes	No
Is your project located in a locally-adopted Green Zone?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is the lead/sponsoring agency for this application a city or county in the SACOG region?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is the GMG Project Scope for non-transportation infrastructure that is supportive of increased residential infill development?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
If awarded funds, can you commit to fully expending the grant award by June of 2026?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Evaluation Criteria

Objective #1: Accelerate Infill Residential Development that Improves Housing Affordability (30 points possible)

Objective #1 Data Table

Indicator	Metric	Metric produced by
How much of the benefitting Green Zone is zoned for 30 or more dwelling units per acre? (i.e., maximum allowed is at least 30 DU/acre)	0% Maximum in the City is 20 Units per acre.	Applicant
Number of planned lower-income units in Green Zone (regional housing elements site inventory)	0	Green Means Go data tool
Number of planned moderate-income units in Green Zone (regional housing elements site inventory)	0	
Green Zone area (acres)	114	

Objective #1 Narrative Question (1 of 2)

What is the vision (in relation to housing) for the benefitting Green Zone? How will the ultimate housing production in the corridor (facilitated by the GMG Project Scope) improve housing affordability? (for example, through supply, densities, design approaches, subsidized rents, etc. Your answer should not rely solely on an increase in supply as the means of meeting this objective).

Suggested length: 1 paragraph.

The City is participating in a Civic Lab Project to develop opportunities for Affordable Mixed Use Housing in the Broadway Corridor. The Civic Lab Project will present those opportunities to property owners encouraging development of housing. Of great importance to both housing and business is availability of high speed internet, especially in today’s world. The Broadband Fiber project will extend broadband from the connection point on Main Street in Placerville to Broadway and run the full length of Broadway. This will provide high speed service to both businesses and residents, again encouraging new housing.

Relying on the designs and recommendations of the Civic Lab Project along with the Broadband Fiber Project, this can be a catalyst to Mixed Use Housing in the Broadway Commercial Corridor.

Objective #1 Narrative Question (2 of 2)

Describe the market environment (in relation to housing) in the Green Zone: Is housing production realistic in the next several years? If not, what are the key barriers? How would the GMG project scope help accelerate the timeline to get to increased housing production?

Suggested length: 1 paragraph.

As in most cities in the area, affordable and moderate-income housing is greatly needed in Placerville. Providing missing middle housing for our hospital workers, police officers, school teachers and others is paramount. We believe this project will enhance the marketability of mixed use housing on the Corridor. We are in discussion with one developer on the Corridor regarding adding housing to his project. The main barriers at this time are simply high construction costs. By providing Broadband Fiber to each business and resident in the Corridor, housing not only becomes more affordable, due to removing this requirement from the developer, but also increases marketing ability due to the availability of high speed internet. In addition, this option adds flexibility for work from home options.

Objective #2: Reduce Vehicle Miles Travelled (20 points possible)

Objective #2 Data Table

Indicator	Metric	Metric produced by
Project community type	Small Town Established Community	Green Means Go data tool
VMT/capita estimate (VMT 2016)	12.23	
Services within 15-minute drive	88	
Services within 30-minute bike	38	
Services within 30-minute walk	19	
Services within 45-minute transit trip	29	
Job access within 30-minute drive	65286	
Job access within 30-minute bike	9098	
Job access within 30-minute walk	4761	
Job access within 45-minute transit trip	7469	

Objective #2 Narrative Question

What are the characteristics of the **benefitting Green Zone** area that will help reduce vehicle miles travelled (VMT) by residents of new infill housing? Projects will be compared to those in similar community types (i.e., urban, suburban, and rural communities). Some elements you can consider in your response include how the project helps lead to:

- New housing in an area with a mix of (or accessibility to) residential, employment, education, and service land uses
- A better jobs/housing balance or fit
- Development in an area with travel choices, such as bicycle/pedestrian infrastructure, transit service, electric or alternative fuel vehicles, short vehicle trips, and/or innovative mobility options.

Suggested length: 1-2 paragraphs.

The Broadway Corridor has grown over the past 10 years in terms of providing services to the Community. Grocery shopping, clothing shopping and other necessary shopping are all available. In addition, other services such as medical and dental services are in close proximity. As noted these services also provide jobs for the community. The City of Placerville, as the El Dorado County Seat, is one of the job centers for the western slope of the County. Employment opportunities include Marshall Hospital, El Dorado County, El Dorado Irrigation District, as well as schools in the City. By adding housing to the Corridor, we will increase opportunities for employees to live closer to their employment as opposed to driving to areas outside of the City.

As noted, over 65,000 jobs are available within a 30 minute drive. In addition, a major transit stop is located adjacent to the Corridor providing commuter bus to areas throughout the County and into the Sacramento Area. In 2023, the City will construct new sidewalks and bike lanes along the corridor providing full bike and pedestrian access throughout the corridor. This will also increase non-motorized transportation options. For example, bike access to Marshall Medical Center is only a 7 - 11 minute ride from the Corridor. The Corridor is also adjacent to the El Dorado Bike Trail which provides additional amenities in terms of recreation and exercise.

Objective #3: Foster Inclusive Communities and Affirmatively Further Fair Housing (20 points possible)

Objective #3 Data Table

Neighborhood Demographics	Race/Ethnicity (%)	Metric produced by
White Non-Hispanic	75	Green Means Go data tool
Black Non-Hispanic	0	
Hispanic	10	
Other Non-Hispanic	15	
Neighborhood Income Cohorts	Incomes (%)	Green Means Go data tool
Below \$40,000	34	
\$40,000 to \$75,000	24	
Above \$75,000	42	
Designation on TCAC/HCD Opportunity Areas *	Moderate Resource	Green Means Go data tool

**If the GMG data tool gives a designation of 'N/A', this means the Green Zone spans multiple TCAC/HCD areas. In these instances, go direct to the [TCAC/HCD map](#) (or you can access the layer through the 'stacked squares' icon in the top right of the GMG data tool) and use the designation that covers the largest portion of your project's location.*

Objective #3 Narrative Question (1 of 2)

Describe how the community, including representation from underserved groups, has been engaged in the planning for the corridor/Green Zone. How has community input shaped the vision for the area?
Suggested length: 1 paragraph.

Objective #3 Narrative Question (2 of 2)

If the project is in a *'highest resource'* or *'high resource'* designation on the [TCAC/HCD opportunity map](#):

How will the ultimate housing production (facilitated by the GMG project scope investment) open the high resource area to low and moderate-income households and historically underserved communities?

or

If the project is in a *'moderate resource,' 'low resource,'* or *'high segregation and poverty'* designation on the [TCAC/HCD opportunity map](#):

What community revitalization or other place-based strategies are in place or being considered in the Green Zone to enhance community vitality? If the project is located within a *'low resource'* or *'high segregation and poverty'* designation, this response must include a discussion of mitigation or anti-displacement measures for the ultimate housing production (facilitated by the GMG project scope investment).

In short, answer one of the two prompts, based on the project location's designation on the TCAC/HCD opportunity map. In answering, you can reference the policies and programs included in your locally adopted housing elements as a means of complying with [Affirmatively Furthering Fair Housing rules](#). Suggested length: 1 paragraph.

Objective #4: Deliver Cost Effective Projects (10 points possible)

Cost-Effectiveness (5 points)

Objective #4 Data Table

Indicator	Metric	Metric produced by
Total Cost of GMG Project Scope	\$2,000,000	Applicant

Objective #4 Narrative Question (cost)

Provide a brief, more technical description of the GMG Project Scope. For example, provide its length, amount/capacity of infrastructure added (e.g., sewer line diameter, etc.) and/or any design features that help contextualize the project's cost.

Suggested length: 2-3 sentences.

Delivery (5 points)

Add the GMG Project Scope Timeline as a separate attachment. The review will look at the timeline in tandem with the below narrative question.

Objective #4 Narrative Question (delivery)

Describe any risks to implementing the **GMG Project Scope** by October of 2026, including any funding gap. How are you tracking these risks and what strategies could be used to mitigate?

Suggested length: 1 paragraph.

Objective #5: Leverage Partnerships and Policy Match (20 points possible)

Objective #5 Table: Match to GMG Project Scope

List any direct financial match **specifically on the GMG Project Scope**. You may add more lines to the table if there are additional matching funds. Note there is no required match in the program. Projects with no match should focus their attention on the ‘Partnerships’ and ‘Policy Commitments’ components.

Match to GMG scope	Amount (\$)	Metric produced by
Capital category funding request	\$	Applicant
Financial match (list entity name in same box as amount)	\$ <i>entity</i>	Applicant
Total GMG Project Scope cost (funding request plus match)	\$	Applicant

Objective #5 Narrative Question: Partnerships

List any other **lead agency** investments in support of accelerating infill housing in the Green Zone (e.g., the lead agency had donated land, has completed a transportation improvement, etc.). If applicable, list any other **partnerships** (besides city/county and developer contributions) in support of accelerating infill and reducing VMT in the Green Zone. Examples could include activities by the transit, utility or air district, a financial commitment on the project, in the community, or on a recently completed housing project from another funder, community or neighborhood efforts, etc.

Suggested length: bullet points with brief description per bullet.

Objective #5 Table: Policy Toolkit Indicators

Indicator	Metric	Metric produced by
In how much of the benefitting Green Zone is the minimum required off-street parking spaces per housing unit one or fewer?	%	Applicant
What percent of the residential zoned land in the Green Zone is zoned exclusively for single family?	%	Applicant
In how much of the benefitting Green Zone is multifamily development allowed by right ¹ ?	%	Applicant

Objective #5 Narrative Question: Local Policy Commitments

Describe the local policies in place in support of accelerating infill housing development in the benefitting Green Zone. As a resource, the [Housing Policy Toolkit](#) gives a menu of policy options and best practices in support of infill housing.

Suggested length: 1 paragraph.

¹ By right means the jurisdiction shall not require a conditional use permit, a planned unit development permit, or any other discretionary, local-government review or approval that would constitute a “project” as defined in Section 21100 of the Public Resources Code (California Environmental Quality Act “CEQA”).