

BAY AREA REGIONAL ECONOMIC RECOVERY WORKPLAN

Bay Area Council Economic Institute
for
The California Business, Transportation & Housing Agency

Proposal Submission Guide

Thank you for your interest in the Bay Area Regional Economic Recovery Workplan, an economic development tool developed by the Bay Area Council Economic Institute at the request of the California Business, Transportation and Housing Agency (BT&H).

Background

For a full briefing on the context and process for the Bay Area Regional Economic Recovery Workplan, please review our general information document and other postings at www.bayareaeconomy.org/recovery.

We remind proposers that the Institute is not a funding entity and BT&H is not making funding decisions on proposals based entirely this process. Proposals for funding should be sent directly to the relevant government agency. This Workplan is directed toward strategic planning for regional and state economic development, with the goal of aligning federal stimulus funds and other state resources with key regional priorities.

The Bay Area Regional Economic Recovery Workplan is designed to add value to the project submission process, by enabling decision makers in Sacramento and Washington, DC to identify from the large numbers of proposals that are received, those projects most likely to yield the highest short and long-term economic benefit for the region. With this in mind, the process outlined below is designed not only to aggregate proposals, but also to relate specific project ideas to an integrated set of criteria that constitute a short and long-term regional economic strategy. For example, proposals that align with the region's key economic drivers and/or engage multiple jurisdictions or proposers may be most likely to deliver economic benefits on a large scale.

Proposal Submission Process and Deadline

The submission deadline for all proposals is Friday, April 24 at 11:59 p.m.

All proposals should be submitted to the Institute via the online tool linked at www.bayareaeconomy.org/recovery or directly accessed at <https://www.smartեսurveys.com/2009-03-111-99DE/login.html> (Username: bacei ; Password: recovery).

Information provided in your submission will be reviewed by the Bay Area Council Economic Institute and evaluated for inclusion in the Regional Workplan. Proposal content is considered public information and will be provided to State of California officials.

Entities with a large number of projects should contact the Institute for an alternative submission tool.

Questions regarding the submission process can be directed to the leaders of the region's economic development organizations, key city/county offices, and regional business councils, who are listed in the online regional outreach contact list. These organizations are working with BACEI to support the dissemination of Workplan-relevant information, advise the Institute on stakeholder concerns, and play a consultative role as feasible in framing proposals. You may also contact Paul Oliva and Kristen Durham, members of the project management team, with your enquiries.

Detailed Proposal Questions and Response Instructions

The following template mirrors the format for the online project proposal survey, and is intended to answer any questions regarding the information being requested and how to complete the survey.

Category / Question	Data Entry Requested	Instructions
General Project Information		
1. Indicate the name of the entity submitting the proposal	Short text: Max 100 characters	This may be a public agency, company, or public-private partnership and can be different than the organization name of the individual completing the form
2. List possible partners formally involved in the proposal	Long text box (approx 200 words)	Need not be exhaustive but should represent the principal parties
3. Type of project	[Check one] <ul style="list-style-type: none"> • Public • Private • Public Private Partnership 	
4. Type of entity submitting the proposal	[Check all that apply] <ul style="list-style-type: none"> • City • County • Economic Development Board • Civic organization • Private company • Education organization (e.g. community college, university, etc.) • Other (describe in 50 characters) 	Public-private partnerships, consortia or coalitions should specify the various types of entities coming together to submit the proposal. Additional detail may be provided in question 2 (partners) or question 7 (proposal description.)
5. Contact information	<ul style="list-style-type: none"> • Name • Title • Organization • Email • Phone number 	This is for contact purposes for questions only. Organization information provided for this question may be different from that provided for question 1
6. Proposal name	Short text (Max 100 characters)	Provide the concise name of your proposal
7. Provide a limited description of your proposal	Long text box (Max 1200 characters)	Submit a concise description that is as complete as possible, including its core objective and ultimate result. It is not necessary to provide full details on impact or strategic importance here, as these questions are covered in subsequent questions.
Strategic Components		
8. Indicate the Bay Area	[Check one]	We realize some proposals may spread

<p>strategic priority your proposal falls into</p>	<ul style="list-style-type: none"> • Transportation (e.g. 21st century infrastructure, improved regional mobility, and smart growth) • Water (e.g. reliability and security of the Bay Area’s water supply) • Energy/Climate (e.g. energy efficiency, smart grid transmission and other infrastructure) • Human Capital (e.g. workforce training and education) • Business Development (e.g. opportunities to reduce obstacles to project delivery, streamline funding flows, and stimulate job creation) • Science and Innovation (e.g. opportunities to leverage universities, laboratories, businesses, and other innovation drivers to advance science, technology, industry, and ultimately job creation. Projects with potential to increase productivity such as electronic medical records and broadband deployment.) • Housing (e.g. address housing foreclosures and finance, land use and affordable housing policies, and potential projects to support transit integration) 	<p>across several priority areas. However, please select only the main one. For instance, a workforce project may relate exclusively to water projects in the Bay Area, but as a workforce project you should likely select Human Capital. You can always provide clarification in question 7 (project description and question 9 (strategic impact).</p> <p>For additional guidance on these priorities, please see the subject matter strategy remarks at the end of this document.</p>
<p>9. Describe the overarching importance of your proposal to address the Bay Area’s regional economic competitiveness and the strategic priorities outlined above</p>	<p>Long text box (approx 200 words)</p>	<p>This is one of the most important questions on this form. Ideally, regional priority proposals would have broad impact across one or more areas (e.g., water or housing, with components relating to workforce or energy efficiency). Many proposals may be important for a local neighborhood or city but do not have a regional or cross-cutting impact</p>
<p>10. In which of the following counties does your proposal have a direct benefit/affect?</p>	<p>[Check all that apply]</p> <ul style="list-style-type: none"> • Alameda • Contra Costa • Marin • Napa • San Francisco • San Mateo 	<p>If your proposal benefits or affects counties outside of the nine-county Bay Area, please list them as space permits. As noted immediately above, in many instances (though not all instances), proposals with cross-jurisdictional impact may be of greatest interest in a regional workplan.</p>

	<ul style="list-style-type: none"> • Santa Clara • Solano • Sonoma • Other [List] 	
Project Planning and Timelines		
11. What is the current status of the project in terms of planning / implementation?	<p>[Check one]</p> <p><u>For Design-Bid-Build process:</u></p> <ul style="list-style-type: none"> • In design • Design completed • Ready to go to bid and/or hiring • Out to bid and/or hiring underway • Work is underway or can begin within 90 days of funding <p><u>For Design-Build process:</u></p> <ul style="list-style-type: none"> • Ready to go to bid and/or hiring • Bid is completed and design is underway • Design is completed and work is underway 	This question is appropriate for any proposal that has a hiring or contracting component, including not only construction, but also planning, training or other projects. The distinction between Design-Bid-Build and Design-Build is to accommodate public-private partnerships or planning-type projects that put the design process out to bid first.
12. What is the <i>main</i> delivery timeframe/project length of your proposal?	<p>[Check one]</p> <ul style="list-style-type: none"> • 6 months • 12 months • 24 months • Longer than 24 months 	This question seeks to understand the immediacy and concentration of your proposal's impact in calendar terms. Both short-term and longer-term proposals are invited.
13. In a best case scenario, when will you be able to start your project?	<p>[Check one]</p> <ul style="list-style-type: none"> • Project has commenced • Q3 2009 • Q4 2009 • Q1 2010 • Q2 2010 • Q3 2010 • Q4 2010 	This question in conjunction with question 12 allows us to project the economic impact in calendar terms. We recognize the uncertainty inherent in these projections in many instances.
14. What barriers affect or do you foresee affecting the execution of your proposal in the very short term?	<p>[Check all that apply]</p> <ul style="list-style-type: none"> • legal issues • regulatory issues • administrative issues • no issues • Comments 	We are interested in understanding small and large barriers to implementing high-impact proposals, and ways to address them. We are particularly interested in things that may be easy to resolve through quick regulatory refinement.
Project Funding		
15. What are the total costs of your proposal?	<p>[Costs in millions of dollars]</p> <ul style="list-style-type: none"> • Development costs • Training costs • Construction costs • Other (describe) 	Enter costs in millions of dollars. Decimals are allowed for fractions of millions (e.g., 1.7 for \$1.7mn, 0.45 for \$450,000, 1071.8 for \$1.0718 billion)

16. What are the total funding sources (committed and potential) for your proposal?	<p>[Costs in millions of dollars]</p> <ul style="list-style-type: none"> • State funding • Other federal funding • Other competitive grants • Private debt financing • Private equity funding • Other (describe) 	You should provide a snapshot of your funding sources as proposed, including those for which you have already applied or secured, and help us understand the rough percentage of the project that is already funded.
17. Would you say the timing of the funding needed for your proposal falls into:	<p>[Check one]</p> <ul style="list-style-type: none"> • Tier 1 / Immediate: Projects subject to immediate funding (use-it-or-lose-it) requirements. • Tier 2 / 24 months: Infrastructure or economic development projects that will be “shovel-ready” • Tier 3 / Other: Projects that do not fit into a one of the above funding timeframes or that are more long term or conceptual in nature 	<p>Identify whether the funding for your proposal can or should fall within specific time limits. Note that proposals may be strategically important for the region in any of these tiers. The purpose of this question is to indentify the time criticality of funding application or disbursement.</p> <p>Tier 1 projects may include strategies to overcome regulatory and operational barriers to project delivery (e.g., relating to procurement procedures, or permit review).</p> <p>Tier 2 projects should merit priority review within the next two years, with special priority given to projects that develop sustainable infrastructure. Tier 2 can include projects that could fit within this category with relatively simple policy adjustments to expedite the project, though these should be noted in question 14.</p> <p>Tier 3 may include proposals to improve the business environment or stimulate innovation that aren't essentially connected to Tier 1 or Tier 2 projects.</p>
18. Have you already applied for state and/or federal funding for this project?	<p>[Check one]</p> <ul style="list-style-type: none"> • Not yet applied • Applied and awaiting approval • Application approved, but funding is on hold • Disbursements have begun, and project is underway 	Many strategically important projects have already gone through an application process, and in some instances may even have been selected for funding or commenced work. Entering data for such proposals allows the Institute to incorporate important projects into the recovery workplan even though they may already be funded or have commenced.
Job Creation		
19. Number of people the proposal anticipates employing	<p>[Enter actual numbers of employees]</p> <p>a) in the 0-6 months following the</p>	This is a direct employment measure for the project, including the employees of contractors. We seek to understand the

	<p>launch of the project</p> <p>b) in the 6-12 months following the launch of the project</p> <p>c) in the 12-24 months following the launch of the project</p>	<p>jobs that will directly be produced by funding. For planning, training, or other types of grants, the direct employment may be low. Question 20 relates to the broader employment impact due to supply chain effects, new business formation, R&D activities, and the like.</p>
<p>20. Describe how this proposal may relate to sustainable job creation and long term competitiveness of the Bay Area workforce.</p>	<p>Long text box (approx 200 words)</p>	<p>This is your opportunity to provide detail on those jobs created by a project that are not solely dependent on stimulus funding and may be sustainable in the long-term.</p>
<p>Economic Impact</p>		
<p>21. The estimated net economic benefit that your proposal may deliver to the California economy is:</p>	<p>[Check one]</p> <ul style="list-style-type: none"> • under \$25 million • between \$25 and \$50 million • between \$50 and \$100 million • between \$100 million and \$500 million • above \$500 million 	<p>This question relates to the broad economic impact beyond jobs. Economists would express this as a gross domestic product (GDP) measure, which is meant to include the value of all the indirect, induced, business expansion, and capacity expansion effects that may have been considered in question 20.</p> <p>There are several broader and longer term impacts you may foresee from your proposal:</p> <ul style="list-style-type: none"> • Indirect impacts may occur at suppliers or vendors of contractors • Induced impacts may come from multiplier effects related to consumption (e.g. employees making purchases at local retailers) • Business creation or industry expansion (e.g. the activity triggers new business formation or even an entirely new industry due to new technology) • Expansion of Bay Area productive capacity (i.e., the proposal allows the Bay Area sustainably to support more residents or businesses)
<p>22. Briefly explain your answer to question 21</p>	<p>Long text box (approx 200 words)</p>	<p>You are invited to indicate other economic benefits that may extend beyond the expenditure of stimulus dollars (e.g., new business creation or expansion of productive capacity). Such projections are inherently imprecise, and not all proposers will be able to provide them. In recognition of that, questions 20 and 21 demonstrate your thinking about broad economic impacts and help the Institute to assess the</p>

		strategic importance of the proposal to the region and state.
Environmental Sustainability & Social Justice		
23. Describe the measures taken in your proposal that enhance environmental sustainability in the Bay Area and beyond. These measures would be beyond what existing State and Federal law require.	Long text box (approx 200 words)	Environmental sustainability may be related to resource efficiency, conservation, commute distance reduction, increased use of public transportation, increased use of renewable energy or supplies, reductions in greenhouse gas emissions, reduced pollution discharges, or any other environmental sustainability impacts relevant to your proposal.
24. Describe the measures taken in your proposal to address the needs of disadvantaged communities in the Bay Area?	Long text box (approx 200 words)	Positive impacts on disadvantaged communities may relate to hiring, training, access to services, reduced pollution, increased educational attainment, increased entrepreneurship, or any other measures or impacts that support improved quality of life and/or economic benefit for disadvantaged communities in the Bay Area.