

# METROPOLITAN TRANSPORTATION COMMISSION

## TOC SPECIFIC PLANS AND ZONING CHANGES

### Grant Application Form



**Grant application due Friday, November 22, 2023**

MTC is making \$8 million available for one-time grants to jurisdictions in the nine-county Bay Area to address the TOC policy of Increasing residential and commercial densities around station areas.

Applicants may apply for specific plans that comprehensively implement the Transit Oriented Communities (TOC) Policy or for technical assistance to support activities necessary to update zoning and amend existing plans to be TOC compliant. If you are interested in submitting applications for more than one specific plan, please reach out to Ada Chan (contact below) to discuss.

The TOC Policy seeks to ensure that local planning policies and zoning regulations enable new development within TOC areas to be built at sufficiently high densities to support transit ridership and increase the proportion of trips taken by transit. Please review the [TOC Policy Administrative Guidance](#) to see each TOC Transit Tier's density/intensity standards for new residential and commercial office development.

The plans should be comprehensive and address overall TOC Policy compliance. In addition to meeting TOC Policy requirements, plans must align with federal, state, regional, and local goals and policies and industry best practices (e.g., [Mobility Hubs Implementation Playbook](#), [Parking Policy Playbook](#), [Complete Streets Policy](#), [Plan Bay Area 2050](#) ).

Examples of eligible projects include specific plans to comprehensively address multiple components of the TOC Policy, plan amendments, updates to zoning regulations or re-zoning parcels and the related work necessary for adoption, including code amendments, community outreach, analysis, presentations and CEQA.

Refer to the [2024 Call for Projects Application Guide](#) for more information.

Submit application **by November 22 at 4pm** to Ada Chan at [achan@bayareametro.gov](mailto:achan@bayareametro.gov) with following email subject line: "JURISDICTION NAME 2024 TOC Planning/Rezoning Grant Application"

Provide the application form in both Word and PDF versions.

Project Information	
<b>Project Name:</b>	<b>Density for New Residential and Commercial Office Development</b>
<b>Local Jurisdiction:</b>	City of Santa Rosa
<b>County</b>	Sonoma
<b>Applicant/Project Manager</b>	Amy Nicholson & Sheila Wolski Supervising Planner, City Planner
<b>Contact Information</b>	anicholson@srcity.org; swolski@srcity.org 707-543-3258
<b>Housing Element Certification</b>	April 7, 2023
<b>What type of grant are you applying for?</b>	<input type="checkbox"/> Plan (Maximum award 1.2 million) <input checked="" type="checkbox"/> Plan Amendment (Maximum grant award \$650,000) <input type="checkbox"/> Technical Assistance for zoning updates and related activities minimum grant award \$100,000

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<b>Amount Requested</b>	\$300,000.00
<b>Brief Project Description:</b>	This project would consist of reviewing and amending density and FAR standards and policies related to commercial and residential developments in the North Station Area Specific Plan to ensure compliance with TOC policies. This effort will require research, community outreach, Specific Plan amendments, revisions to Zoning and General Plan maps, General Plan and Zoning Code text amendments, and environmental review under the California Environmental Quality Act.
<b>Project Information and Expectations for Work to be Completed</b>	
<b>For a plan or plan amendment:</b> <i>Respond to following questions</i>	<p>All plans must either:</p> <ul style="list-style-type: none"> <li>• Include all of the required sections below</li> <li>• Integrate previously adopted or concurrent plans and policies for any sections not included</li> <li>• Amend or adopt a plan that includes each section.</li> </ul> <p>Check each section below that will be completed or amended, through this grant. The minimum grant requirements are available in the <a href="#">2024 Call for Projects Application Guide</a>.</p> <p> <input checked="" type="checkbox"/> Plan Section: Development Standards  <input type="checkbox"/> Plan Section: Public Realm Standards  <input type="checkbox"/> Plan Section: Community and Equity  <input type="checkbox"/> Plan Section: Capital Improvements  <input checked="" type="checkbox"/> Plan Section: Implementation  <input checked="" type="checkbox"/> Zoning and General Plan Amendments (to achieve consistency with plan)  <input checked="" type="checkbox"/> Environmental Document  <input type="checkbox"/> Community Assessment  <input checked="" type="checkbox"/> Community Engagement         </p> <p>If you did not check one or more of the boxes above, please indicate the planning process through which it was, or will be, completed, and provide a link documenting its completion (250 words max)</p> <p><i>Address minimum requirements 250 words maximum.</i></p>
<b>Scope of work and budget</b>	<i>Submit proposed scope of work and preliminary budget with application.</i> Noted and included.
<b>For Technical Assistance and/or staffing assistance proposals</b>	Provide description of activities that will be funded and your approach as well as how the proposed activities will allow the jurisdiction to become TOC compliant:
<b>ALIGNMENT WITH PROGRAM GOALS AND APPROACH (20 points)</b>	

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<p><b>Demonstration of understanding and commitment to meeting all TOC policy requirements</b></p>	<p>This TOC policy seeks to enable new development in TOC areas to build at sufficiently higher densities in order to support transit ridership and increase the proportion of trips taken by transit. By incorporating minimum densities in the TOC areas for new residential and commercial development, this will increase the likelihood of sufficiently higher densities that would support transit ridership and increase transit trips. The City of Santa Rosa has consistently prioritized housing production, particularly affordable housing, within its Priority Development Areas (PDAs). The City's two Transit-Oriented Communities (TOCs)—the Downtown Station Area and the North Station Area—are designated PDAs with adopted Specific Plans. In November 2024, the City Council approved an ordinance to encourage and expedite multi-family housing within PDAs and affordable housing projects citywide by streamlining the Design Review process. Earlier this month, the Council launched a pilot program waiving capital facilities fees for affordable housing projects. Additionally, the City offers a supplemental density bonus program applicable to both TOC areas. These efforts demonstrate Santa Rosa's strong commitment to simplifying processes and incentivizing the development of multi-family housing, with a focus on affordability. The City has also engaged with mobile home residents, adopting a mobile home rent stabilization ordinance in 2022, which addresses most—but not all—requirements outlined in the TOC Policy. Following Council direction, staff are working to apply a Senior Housing Overlay to certain existing mobile home parks. Santa Rosa remains proactive in exploring funding opportunities to support the production, preservation, and protection of affordable housing. These initiatives resulted in the creation and preservation of over 300 deed-restricted affordable units in 2023.</p>
<p><b>Plan Bay Area 2050 Goals and Strategies</b> <i>How does the project align with Plan Bay Area 2050.</i></p>	<p>Which Plan Bay Area 2050 Strategies will this project support? (check all that apply)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Preserve Existing Affordable Housing</li> <li><input checked="" type="checkbox"/> Allow a Greater Mix of Housing Densities and Types in Growth Geographies</li> <li><input checked="" type="checkbox"/> Build Adequate Affordable Housing to Ensure Homes for All</li> <li><input type="checkbox"/> Integrate Affordable Housing into All Major Housing Projects</li> <li><input type="checkbox"/> Transform Aging Malls and Office Parks into Neighborhoods</li> <li><input type="checkbox"/> Accelerate reuse of public and community -owned land for mixed-income housing and essential services.</li> <li><input type="checkbox"/> Advance Regional Vision Zero Policy through Street Design and Reduced Speeds</li> <li><input type="checkbox"/> Invest in High-Speed Internet in Underserved Low-Income Communities</li> <li><input checked="" type="checkbox"/> Allow greater commercial densities in Growth Geographies</li> <li><input type="checkbox"/> Protect Shoreline communities affected by sea level rise, prioritizing areas of low costs and high benefits</li> <li><input type="checkbox"/> Expand Transportation Demand Management Initiatives</li> <li><input type="checkbox"/> Modernize and expand parks, trails and recreation facilities.</li> <li><input type="checkbox"/> Build a Complete Streets Network</li> <li><input type="checkbox"/> Support community-led transportation enhancements in Equity Priority Communities</li> <li><input type="checkbox"/> None of the Above</li> <li><input type="checkbox"/> Other (s) Please Describe</li> </ul> <p><i>Click and enter description here</i></p>
<p><b>ALIGNMENT WITH MTC PROGRAMS PRIORITIES (20 points)</b></p>	

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<p><b>Regional Programs and policies</b></p>	<p>Select the regional programs and policies with which the project is aligned:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> TOC areas with Priority Development Area (PDA) or specific plan</li> <li><input checked="" type="checkbox"/> MTC <a href="#">Priority Sites</a></li> <li><input checked="" type="checkbox"/> <a href="#">Mapping and Wayfinding</a> Pilot Station</li> <li><input checked="" type="checkbox"/> The TOC Policy area is also in/overlaps with an MTC <a href="#">Equity Priority Communities</a> (EPCs)</li> </ul> <p>Describe how the project aligns with the selected regional priorities, funding programs and geographies. If your TOC area has a completed or in-progress PDA or specific plan, please indicate the name of the plan/adoption date. If your TOC area is also an MTC priority site or mapping and wayfinding site, or is in/overlaps with an MTC EPC, please identify the relevant sites/EPC.</p> <p>Updating the North Station Area Specific Plan, adopted September 18, 2012, aligns with both regional priorities and TOC areas. The North Station Area Plan is an MTC Priority Site, as linked above, and is a pilot mapping and wayfinding site (including for SMART). This TOC area is within an MTC Equity Priority Area. This project aligns well with regional priorities to intensify development within close proximity to transit and services. Both of Santa Rosa's TOCs have adopted Specific Plans. Santa Rosa has focused streamlining measures for design review, and provides supplemental density bonuses within these two TOCs. Both of these TOCs are within/overlap MTCs EPCs within the City. Santa Rosa's Downtown Station Area is also a Wayfinding Pilot location. Four MTC priority sites are within the City's two TOCs.</p> <p>Indicate how the proposed work will integrate or overlap with any in-progress planning processes related to your selections.</p> <p>The proposed work will overlap with State-mandated required Housing Element programs. Housing Element Program H-1, which encourages the development of housing to meet the needs of all Santa Rosa residents, includes a policy to facilitate infill housing near high frequency transit areas to increase transit ridership, in keeping with this TOC policy. Similarly, Housing Element Program H-4 addresses facilitating higher-density and affordable housing in Priority Development Areas near the rail transit corridor. Additionally, several other Housing Element programs speak directly to new housing development types in transit areas (H-22, H-23, H-24, H-25, H-26). Housing Element Program H-7 is focused on maintaining the City's Prohousing Designation, which relies on policies that significantly contribute to accelerating housing production. Increased density via this Specific Plan Update would assist the City in achieving progress toward this program. The proposed work also overlaps with Transportation/Public Works projects and improvements, such as future pilot wayfinding programs. The City is currently working to implement its 6th Housing Element. Housing Element Program H-39 is focused on revising parking standards to ensure they are not a constraint on the development of housing and to consider modifications to the City's Zoning Code to better encourage infill development, consider parking reductions, eliminate parking minimums, and explore instituting parking maximums. Planning staff are currently in contract with a consultant who is exploring these options. These options will first be reviewed by staff, and then will be presented to the Planning Commission and Council for adoption. Housing Element Program H-4 requires facilitation of higher-density and affordable housing, which would be achieved not only through the Specific Plan Update, but also through the City's Inclusionary Housing Ordinance.</p>
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IMPACT (40 points)	
<b>TOC Station/Stop (s)</b> that will be impacted by this application	Santa Rosa North SMART
<b>Parcels</b> that will be rezoned for residential as part of this effort.	This TOC Station Area was largely developed 50 years ago. As a part of the Specific Plan update, the City would review lower density zoning designations to allow for higher density development, supportive of TOC policies. This effort would require community engagement. Another option would be to rezone lower density zoning designations to Transit Village which could provide for densities in the range of 40 dwelling units per acre.
<b>Increase in total housing unit capacity</b> resulting from project.	The increase in total housing units with an update to the Specific Plan could range between 1,635-2,180 new housing units. Lower density zoning districts are largely provided a maximum density of 2.0-8.0 dwelling units/acre. Allowing for multi-family and mixed use could provide densities in the range of 18.0-30.0 dwelling units/acre. Another option would be to rezone some lower density zoning districts to Transit Village, which could provide for densities in the range of 40 dwelling units per acre.
<b>Projected increase in deed-restricted affordable housing</b> units resulting from proposal	Any new development would be required to comply with the City's Inclusionary Housing Ordinance. Based on the land use amendments that could be realized with a Station Area Update, this could be 81-109 deed-restricted units.
<b>Increase square footage - commercial</b>	The City will be amending minimum height requirements for commercial development which will comply with the 1.0 FAR required by the TOC policy, resulting in approximately 850,000 sf of commercial space.
<b>Describe impact of proposed project</b> on jurisdiction's overall TOC compliance	This project will provide more opportunities for transit ridership by providing for increased potential for new development at higher densities, as well as more housing opportunities. Without grant funding, no amendments would be possible in order to comply with TOC policies.
PROJECT READINESS (10 points)	
<b>Capacity</b>	<p><i>no</i> Is this work included in your current annual workplan?</p> <p>yes Is the work proposed in this application included in your housing element or other General plan elements?</p> <p>Will this grant augment or provide staff capacity to implement TOC policies? Yes. An award of grant funds is expected to provide for designated staff time as well as consultant work to bring the City into TOC compliance and eligible for future OBAG grant funds. Without grant funding, no amendments would be possible in order to comply with TOC policies.</p>
<b>Schedule</b>	<p>Briefly describe the project's timeline and status, such as any preliminary work that has been done or is underway.</p> <p>Staff has spent considerable time reviewing zoning/general plan designations in the TOC areas in order to estimate increased density opportunities as well as note existing zoning/general plan designation discrepancies in the TOC areas. City staff is currently working with MTC staff to review current policies and projects. City staff has also audited tracking systems to ensure accuracy of housing dashboards and reporting, as well as expanded new tracking methods.</p> <p>Submit further details in the budget schedules at end of application.</p>

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Category 1 Post Award Requirements	
<b>Post Award</b>	<p>Please check the boxes to indicate understanding of the post-award requirements if awarded funding:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Adopt a <a href="#">Resolution of local support</a> Resolution of local support</li> <li><input checked="" type="checkbox"/> Submit drafts and deliverables for MTC review and approval.</li> <li><input checked="" type="checkbox"/> MTC Project Manager will be included on any Technical Advisory Committee and outreach for community meetings and hearings.</li> <li><input checked="" type="checkbox"/> Procurement of consulting services are subject to CalTrans procurement and DBE requirements</li> </ul>

**2024 Transit Oriented Communities (TOC) Planning Grant Application:  
PRELIMINARY SCOPE OF WORK TEMPLATE**

**SCOPE OF WORK**

**NORTH STATION AREA SPECIFIC PLAN UPDATE**

**Task 1 – PROJECT KICKOFF**

The land use consultant will meet with City staff to review objectives for the project and community engagement, as well as the scope of work, budget, and schedule. The kickoff meeting will identify data sources, clarify roles and responsibilities, establish communication protocol, review community engagement program components – identify key stakeholders, responsible and partner agencies, and property owners. Following the kickoff meeting, staff and consultants will tour the planning area. Following the kickoff meeting and site tour, consultant will prepare a summary memo detailing attendees, topics discussed, and action items/next steps.

**Kickoff meeting**

- Review objectives for the project and community engagement scope of work, budget, and schedule
- Identify data sources, clarify roles and responsibilities, establish communication protocol
- Review community engagement program components – identify key stakeholders, responsible and partner agencies, and property owners
- Tour the planning area
- Consultant to prepare a summary memo detailing attendees, topics discussed, and action items/next steps

***Task 1 Deliverables:***

- 1.1: Summary memo detailing attendees, topics discussed, and action items/next steps following kickoff meeting

**Task 2 – COMMUNITY ENGAGEMENT STRATEGY**

Collaborate with City staff to develop a Community Engagement Strategy. The focus of the strategy will be on providing meaningful opportunities for public input into and actively engaging a range of stakeholders.

- Consultant to collaborate with City staff to develop a Community Engagement Strategy. The focus of the strategy will be on providing meaningful opportunities for public input and actively engaging a range of stakeholders.
- Consultant will design a bilingual (English-Spanish) project website that will serve as the primary web portal for the Specific Plan. The site will contain the purpose of the project, to include a timeline and FAQs; a project boundary map; a regularly updated library of project documents, presentations, and meeting materials as they are completed; and alert the public to upcoming meetings and other means of participation.

- Using information from the City and focused field work, a GIS database of the planning area will be compiled, showing parcels, key natural features, and other information germane to the project. A planning area basemap will be created for use throughout the project. City Staff will provide GIS information on land use (such as building area, housing units, improvements value, etc.), as available.

***Task 2 Deliverables:***

- 2.1: Development of a Community Engagement Strategy
- 2.2: Development of a project website

**Task 3 – EXISTING CONDITIONS AND OPPORTUNITIES**

Prepare a memo documenting existing conditions, issues, and opportunities within the planning area to inform the planning process going forward. The memo will focus on areas and issues where circumstances have changed since adoption of the current plan, providing new data and information as needed to deliver a current summary of critical issues. Data and information collected and summarized as part of this task will also be used for environmental review later in the process in order to streamline the workflow and timeline.

- Land use maps and text will summarize:
  - Existing (on the ground) land use in the Planning Area. This will be based on information from the City.
  - Existing plans, including the existing North Station Area Specific Plan, General Plan land use and zoning districts, and regional policies and planning efforts, including the Transit Oriented Communities Policies.
  - Public facilities, including schools, parks, and fire stations, will be mapped.
  - Approved and proposed development, and public improvement projects.
  - Vacant land be mapped/tabulated. Using metrics such as development density/intensity.
- In concert with a traffic consultant, a focused mobility evaluation will be completed to address existing multimodal transportation infrastructure and network connectivity with a focus on primary connections between the SMART station and the Downtown Transit Center. The study will evaluate the impact of increased density on multimodal transportation. This will involve review of existing, readily available plans and data documenting parking conditions within the study area.

***Task 3 Deliverables:***

- 3.1: Memo documenting existing conditions, issues, and opportunities within the planning area, focusing on areas and issues where circumstances have changed since adoption of the current plan
- 3.2: Land use maps and text
- 3.3: Mobility evaluation

**Task 4 – LAND USE & CIRCULATION ALTERNATIVES**

Prepare land use and circulation alternatives that respond to the existing conditions, opportunities, constraints identified in Task 3 as well as input received from the initial outreach and engagement with stakeholders. Represent the alternatives conceptually with illustrations and examples to facilitate understanding.

- Prepare two land use and circulation alternatives based on the analysis and public input gathered. The report will consist of a series of maps, graphics, images, and accompanying text, so the information is concise and easily understood.
- Identify key transit access and planned service improvements that will inform the circulation alternatives, with a focus on developing two alternatives that improve multimodal circulation within the North Station Area Specific Plan for traveling by all modes.
- Community outreach to receive feedback from the public regarding the alternatives. Outreach is anticipated to consist of a survey, public meeting(s) and any other proven and effective outreach methods to solicit feedback.

***Task 4 Deliverables:***

4.1: Land use and circulation alternatives

4.2: Community outreach and data collection on preferred land use and circulation alternatives

**Task 5 – PREFERRED PLAN**

Develop specific recommendations to be included in the update to the North Station Area Specific Plan, including a preferred land use and circulation plan, and a parking analysis and strategy.

- The Preferred Plan for land use and circulation will be prepared. Quantified development potential of the plan will include:
  - Land use
  - Multimodal circulation
  - Projected per capita VMT
  - Parking analysis
- Community outreach efforts will be undertaken to disseminate the preferred plan to the public, including the project webpage.
- Consultant will provide a presentation and request recommendations on the preferred plan to the Planning Commission.
- Consultant will provide a presentation and request recommendations on the preferred plan to the City Council.

***Task 5 Deliverables:***

5.1: Preferred Plan

5.2: Community outreach

5.3: Planning Commission meeting

5.4: City Council meeting

**Task 6 – DRAFT FOCUSED UPDATE TO THE NORTH STATION AREA SPECIFIC PLAN**

Consultant will prepare a focused update to the North Station Area Specific Plan, incorporating the content developed during the preceding tasks.

- Prepare an administrative draft of the focused update
- Conduct community outreach to disseminate the administrative draft to the public and receive feedback

***Task 6 Deliverables:***

- 6.1: Administrative Draft
- 6.2: Community outreach and feedback

**Task 7 – ZONING REGULATIONS AND GENERAL PLAN AMENDMENTS**

Prepare all necessary documents and changes at the time of Plan adoption to proceed immediately with Plan implementation.

- Working with staff, consultant will identify any required amendments to the General Plan to ensure consistency between the General Plan and the updates to the North Station Area Specific Plan based on the Preferred Plan. Staff will make the actual amendments to General Plan maps, figures, and text.
- Working with staff, consultant will identify any zoning amendments identified in the Preferred Plan and prepare use tables corresponding to the districts/uses identified in the Preferred Plan.

***Task 7 Deliverables:***

- 7.1: Identification of any required General Plan amendments
- 7.2: Identification of any Zoning amendments and preparation of use tables

**Task 8 – ENVIRONMENTAL ANALYSIS**

Conduct thorough environmental analysis to satisfy the requirements of CEQA and facilitate subsequent projects that are consistent with the Draft Plan for the North Station Area Specific Plan. Identify any potentially significant impacts of the Draft Plan and assist in determining the appropriate level of CEQA analysis. Structure the work plan to streamline environmental review and facilitate timely completion of the project.

- Consultant to identify any potential significant impacts
- Consultant to determine the appropriate level of CEQA analysis
- Consultant to draft the appropriate CEQA document based on analysis
- Staff to file appropriate CEQA document

***Task 8 Deliverables:***

- 8.1: CEQA document
- 8.2: Draft and file appropriate CEQA document

**Task 9 – PUBLIC REVIEW AND ADOPTION**

Conduct public review and successfully take the updated North Station Area Specific Plan and required environmental review through the public hearing process. The Plan will be revised after adoption, if necessary, to reflect the City Council's decision.

- Planning Commission public hearing to include staff report, PowerPoint presentation, and delivery of presentation.
- City Council public hearing to include staff report, PowerPoint presentation, and delivery of presentation.
- Consultant to revise the Draft plan, if necessary, based on recommendations of Planning Commission and final review by City Council.

***Task 9 Deliverables:***

- 9.1: Planning Commission staff report, PowerPoint presentation, and delivery of presentation.
- 9.2: City Council staff report, PowerPoint presentation, and delivery of presentation.
- 9.3: Consultant prepares final version of updated Plan, to include specific text and diagram changes.

## PRELIMINARY SCHEDULE & BUDGET

<b>DELIVERABLE</b>	<b>ESTIMATED DATE OF COMPLETION</b>	<b>ESTIMATED BUDET</b>
Task 1 – North Station Area Specific Plan Update Project Kickoff	September 2025	\$10,000.00
1.1: Summary memo detailing attendees, topics discussed, and action items/next steps following kickoff meeting	August 2025	
Task 2 - Community Engagement Strategy	October 2025	\$25,000.00
2.1: Development of a Community Engagement Strategy	October 2025	
2.2: Development of a project website	October 2025	
Task 3 - Existing Conditions and Opportunities	January 2026	\$25,000.00
3.1: Memo documenting existing conditions, issues, and opportunities within the planning area, focusing on areas and issues where circumstances have changed since adoption of the current plan	December 2025	
3.2: Land use maps and text	January 2026	
3.3: Mobility evaluation	January 2026	
Task 4 - Land Use & Circulation Alternatives	April 2026	\$50,000.00
4.1: Land use and circulation alternatives	March 2026	
4.2: Community outreach and data collection on preferred land use and circulation alternatives	April 2026	
Task 5 - Preferred Plan	October 2026	\$20,000.00
5.1: Preferred Plan	June 2026	
5.2: Community outreach	July 2026	
5.3: Planning Commission meeting	September 2026	
5.4: City Council meeting	October 2026	
Task 6 - Draft Update to the North Station Area Specific Plan	December 2026	\$60,000.00
6.1: Administrative Draft	November 2026	
6.2: Community outreach and feedback	December 2026	
Task 7 - Zoning Regulations and General Plan Amendments	January 2026	30,000.00
7.1: Identification of any required General Plan amendments	January 2026	

<b>DELIVERABLE</b>	<b>ESTIMATED DATE OF COMPLETION</b>	<b>ESTIMATED BUDET</b>
7.2: Identification of any Zoning amendments and preparation of use tables	January 2026	
Task 8 – Environmental Analysis	July 2026	\$60,000.00
8.1: CEQA document	May 2026	
8.2: Draft and file appropriate CEQA document	July 2026	
Task 9 – Public Review and Adoption	August 2026	20,000.00
9.1: Planning Commission staff report, PowerPoint presentation, and delivery of presentation.	June 2026	
9.2: City Council staff report, PowerPoint presentation, and delivery of presentation.	July 2026	
9.3: Consultant prepares final version of updated Plan, to include specific text and diagram changes.	August 2026	

# 2024 TRANSIT-ORIENTED COMMUNITIES (TOC) PLANNING & IMPLEMENTATION GRANTS - Parking Management Application Form



## Grant application due November 22, 2024 at 4pm

Refer to the [grant guide](#) for more information

(<https://abag.ca.gov/tools-resources/digital-library-498>)

Submit application to Joel Mandella at [jmandella@bayareametro.gov](mailto:jmandella@bayareametro.gov) with following email subject line:

“**JURISDICTION NAME 2024 TOC Parking Management Grant Application**”

Provide the application form in Word format

The purpose of the Transit-Oriented Communities (TOC) Policy Parking Management requirements is to reduce automobile trips and prioritize the limited land area near transit for other shared transportation modes and active transportation. Please review the [TOC Policy Administrative Guidance](#) to understand the required parking standards for new residential and commercial development, bicycle parking, and shared, unbundled, and complementary local parking policies.

Through this call for projects, MTC is proposing a standardized parking management scope of work (found in Attachment A) to help jurisdictions achieve compliance with the TOC Policy parking management requirements. Given existing jurisdictional parking management policies and standards that may comply (or partially comply) with the TOC Policy, jurisdictions are encouraged to review Attachment A and consider how some or all of the tasks will help to achieve parking management TOC Policy compliance when completing this application.

Project Information	
<b>Project Name:</b>	<i>North Station Parking, Curb Management, and Access Plan</i>
<b>Sponsor Agency:</b>	<i>City of Santa Rosa</i>
<b>Sponsor/Project Manager Contact:</b>	<i>Chad Hedge</i>
	<i>707-543-3464</i>
	<i>chedge@srcity.org</i>
<b>Brief Project Description:</b> <i>100 words max</i>	Santa Rosa’s Downtown and North Station Area Specific Plans (both TOCs) call for a more walkable and transit accessible, with new and denser development. These visions forward the City’s Climate Action Plan that calls for reducing GHG emissions by 25% below 1990 levels. Santa Rosa is prioritizing people and access over parking, which will mark a considerable change to our TOC areas. Given this transformation, the city needs a stable parking strategy for the future. With the number of new developments and the reduction in parking supply, it will be critical that the new/existing supply is efficiently used to share parking with the new developments, mitigate spillover impacts, reduce circling, prioritize curb space, and support mobility and climate goals.
<b>Partner Agency(ies)</b>	Sam Schwartz, Convey Inc, SCTA, SMART, GG Transit

# 2024 TRANSIT-ORIENTED COMMUNITIES (TOC) PLANNING & IMPLEMENTATION GRANTS - Parking Management Application Form



<b>Grant Request:</b>	\$150,000
<b>Housing Element Certification</b>	Does your jurisdiction have a 6th Cycle Housing Element certified by HCD? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Proposal Impact – 40 points</b>	
<b>Proposal Impact</b>  40 points  What impact will the proposed work have on the TOC Policy area and those that frequent it? What impact will the proposed work have on the jurisdiction's TOC Policy compliance?	<ol style="list-style-type: none"> <li>List the Transit-Oriented Communities within your jurisdiction that the project will apply to. See the <a href="#">TOC map</a> or <a href="#">list of TOC areas by jurisdiction</a>  <input checked="" type="checkbox"/> Applies to all TOCs in jurisdiction  <i>Santa Rosa North SMART and Santa Rosa Downtown SMART</i> </li> <li>A standardized scope of work (found in Attachment A below) is proposed here to help jurisdictions achieve compliance with the TOC Policy parking management requirements. Describe your jurisdiction's existing parking policies and standards, and the breadth and depth of impacts that the standardized scope of work would have upon these. Detail any proposed deviations from the standardized scope, if applicable.  <i>The North Station Parking, Curb Management, and Access Plan will set a path for how parking and curb management, operations, technology, and policy work as part of the holistic strategy to achieve the City's goals. It will also show the region how space dedicated to parking can be successfully repurposed for housing and ensure the parking and transportation system still works for people and business. The Plan will work with the community and stakeholders and take a data-based approach to determine how the City can efficiently manage parking to create active and people oriented spaces and programs. It will study how to modernize the parking financial and pricing system to manage supply and improve equity. The Plan will help the City prioritize limited curb space potentially from parking to active uses and develop a strategy for EV charging to encourage people to transition to low and zero emission vehicles.</i> </li> <li>Describe the depth of impact of your proposal on the number of residents, transit riders, and those traveling within the TOC station area(s). Applicants are encouraged to include estimated numbers here for current and/or future conditions to help quantify impact, if available.  <i>With the elimination of parking minimums in Santa Rosa Downtown area we have seen several market rate and affordable housing projects begin construction. As we expand our study to the North Area TOC, we expect the impacts to be the same. However, there is no city public parking available in the North area. To establish the correct TOC Policy parking management program (City wide) which could include minimums, maximums, districts,</i> </li> </ol>

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	<p><i>shared parking, and unbundled parking policies we need a better understanding of the current street parking to ensure we can accommodate additional developments to support the TOC Policies and realize the additional residential and commercial development that the North Station Area Specific Plan envisions.</i></p> <p>4. How will this proposal impact your jurisdiction's TOC Policy compliance? Do you anticipate that your jurisdiction will achieve TOC Policy compliance for parking management as a result of the work requested in this proposal? <i>Yes. The current Downtown Parking Area Access Plan that is underway will achieve TOC Policy compliance for parking management for the Downtown SMART TOC, and if awarded these funds we would achieve TOC compliance in the North Smart TOC area as well.</i></p>
<p><b>Alignment with TOC Policy Goals and Approach – 30 points</b></p>	
<p><b>Alignment with TOC Policy Goals and Approach</b></p> <p>30 points</p> <p><i>How does the project align with achieving TOC Policy goals and approach, as well as Plan Bay Area 2050 goals?</i></p>	<p>1. Most jurisdictions have some TOC Policy parking management components already in place. Does your jurisdiction have:</p> <p><input checked="" type="checkbox"/> Parking minimums, and describe where applicable, if so: <i>The City currently has parking minimums based on land use throughout the City with the exception of the Downtown Station Area where parking minimums were eliminated with adoption of the Specific Plan in October 2020.</i></p> <p><input type="checkbox"/> Parking maximums, and describe where applicable, if so: <i>Please describe</i></p> <p><input type="checkbox"/> Parking districts/area caps, and describe where applicable, if so: <i>Please describe</i></p> <p><input checked="" type="checkbox"/> Shared parking requirements or policies, and describe where applicable, if so: <i>The City's Zoning Code expressly allows shared parking to satisfy the parking minimums within both areas the North Station Area through approval of a Minor Use Permit under Zoning Code §20-36.050 Adjustments to parking requirements. While shared parking is allowed within the Downtown Station Area, it is not required because there are no parking minimums.</i></p> <p><input checked="" type="checkbox"/> Unbundled parking requirements or policies, and describe where applicable, if so: <i>The City's Zoning Code expressly allows unbundled parking to satisfy the parking needs within both areas (Downtown Station Area and North Station Area) under Zoning Code § 20-36.050 Adjustments to parking requirements. While</i></p>

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	<p><i>unbundled parking is allowed within the Downtown Station Area, no specific approvals are required because there are no parking minimums.</i></p> <p><input checked="" type="checkbox"/>Any complementary parking policies or TDM measures, such as those outlined in the MTC/ABAG <a href="#">Parking Policy Playbook</a>, or additional ones not listed there. List each and describe where applicable, if so: <i>The City has reduced parking requirements for affordable housing projects which are 0.5 fewer spaces per unit than the requirements for the equivalently sized market rate multi-family unit.</i></p> <p><input checked="" type="checkbox"/>Bicycle parking requirements, and describe where applicable, if so: <i>Minimum bicycle parking requirements apply Citywide for nearly all land uses under Zoning Code Section 20-36.040.</i></p> <p>2. Briefly describe the policies, plans, documents or standards related to parking management checked in #1 above, or any other policies, standards, or requirements that are already in place or in progress relevant to parking management (see <a href="#">TOC Policy Administrative Guidance</a> for more information).  <i>We are currently working on the Downtown Station Parking, curb management, and access plan study that is funded through a grant from MTC. This covers the ½ mile radius around the Downtown Station SMART TOC, and this study will help us to align our policies with TOC guidelines but does not include the North Station Smart TOC.</i></p> <p>3. Given your jurisdiction’s existing (or in progress) relevant policies, requirements or standards described in #1 and #2 above, how does your proposal manage to ‘close the gap’ between existing conditions and achieving TOC Policy compliance?  <i>Cities across the region have vast amounts of underutilized parking but have not yet made the decision to repurpose it for people centered land uses. Surplusing parking facilities is challenging, given that cities are often faced with community pushback. Santa Rosa’s decision to surplus parking facilities to build housing and affordable housing near transit, and maximize the value of its land is an important case study for the region. With that policy is the need to develop a parking, curb, and access management strategy that ensure the parking and transportation system still works for people and business. If the parking and transportation system fails, there could be repercussions from the community. Funding from this grant will ensure Santa Rosa has a successful system and will show other decision makers and regional leaders the potential for underutilized parking assets to achieve our regional goals for housing and transportation and ensure the community is on board. Santa Rosa is also using this study to develop a charging master plan, a necessary component for advancing electrification and developing a blueprint for similar cities.</i></p>
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	<p>4. Briefly describe how the project supports the following goals related to <a href="#">Plan Bay Area 2050</a>:</p> <ul style="list-style-type: none"> <li>• <b>Climate</b> – Reduces greenhouse gas (GHG) emissions by managing travel demand to reduce vehicle miles traveled (VMT) and improving access to low carbon transportation options</li> <li>• <b>Regional Connectivity Priorities</b> – Beyond MTC’s TOC Policy, advances regional priorities to improve transportation connectivity and access to all communities, and improve safety for all users of the transportation system</li> <li>• <b>Equity</b> – Mitigates disproportionate impacts and advances equitable outcomes in climate, access, mobility, and safety</li> </ul> <p><i>This project will directly reduce VMT and GHG emissions by managing parking more efficiently and effectively and using technology to reduce drivers circling looking for available parking spaces, pricing parking to encourage people to use alternative ways of travel to reduce driving and parking personal vehicles, using parking revenue to fund transit and bike and scooter share passes for low-income residents, and installing public EV charging infrastructure to encourage the transition to electric vehicles, especially for those low-income residents living in new affordable housing units that otherwise would not have access to chargers. The Plan will support affordable housing development downtown by allowing the city to surplus public parking and repurpose it for affordable housing. The Plan will also analyze how the parking enterprise fund and a modern parking pricing strategy can provide for low-cost parking for low-income residents as well as supply transit passes, and bike, scooter, and carshare memberships that will reduce transportation costs and provide alternatives to driving and the need for vehicle ownership.</i></p>
<p><b>Alignment with other MTC programs or grants underway – 20 points</b></p>	
<p><b>Alignment with other MTC programs or grants underway</b></p> <p>20 points</p> <p><i>How does the project align with other regional priorities, funding programs and geographies?</i></p>	<p>Select the regional plans and policies with which the project is aligned:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> TOC areas with Priority Development Area (PDA) or specific plans completed or in progress</li> <li><input checked="" type="checkbox"/> MTC <a href="#">Priority Sites</a></li> <li><input checked="" type="checkbox"/> <a href="#">Mapping and Wayfinding</a> Pilot location</li> <li><input checked="" type="checkbox"/> The TOC Policy area is also in/overlaps with an MTC <a href="#">Equity Priority Community (EPC)</a></li> </ul> <p>Describe how the project aligns with the selected regional priorities, funding programs and geographies. If your TOC area has a completed or in-progress PDA or specific plan, please indicate the name of the plan/adoption date. If your TOC area is also an MTC priority site or mapping and wayfinding site, or is in/overlaps with an MTC EPC, please identify the relevant sites/EPC.</p>

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	<p><i>This project aligns well with regional priorities to intensify development within close proximity to transit, and services. Both of Santa Rosa's TOCs have adopted Specific Plans. The Downtown Station Area Specific Plan was adopted in October 2020. The North Station Area Specific Plan was adopted in September 2012. Santa Rosa has focused streamlining measures for design review, and provides supplemental density bonuses within these two TOCs. Both of these TOCs are within/overlap MTCs EPCs within the City. Santa Rosa's Downtown Station Area is also a Wayfinding Pilot location. Four MTC priority sites are within the City's two TOCs.</i></p> <p>Indicate how the proposed work will integrate or overlap with any in-progress planning processes related to your selections.</p> <p><i>The City is currently working to implement its 6th Housing Element. Housing Element Program H-39 is focused on revising parking standards to ensure they are not a constraint on the development of housing and to consider modifications to the City's Zoning Code to better encourage infill development, consider parking reductions, eliminate parking minimums, and explore instituting parking maximums. Planning staff are currently in contract with a consultant who is exploring these options. These options will first be reviewed by staff, and then will be presented to the Planning Commission and Council for adoption. Additionally, as previously stated, the City is in contract with a consultant on a Parking Management Study for the Downtown Station Area TOC.</i></p>
<p align="center"><b>Project Readiness – 10 Points</b></p>	
<p><b>Project Readiness</b></p> <p><i>10 points</i></p>	<ol style="list-style-type: none"> <li>1. Describe the project's timeline and ability to complete the project within 18 months of grant award. <i>The project has already begun with a MTC grant award. We need the additional funds to incorporate our second TOC area into this project ensuring the policy going forward can incorporate both areas.</i></li> <li>2. Describe internal coordination among relevant jurisdiction departments to deliver the proposed project – i.e. planning, transportation, public works. Have the relevant department staff engaged on the development of the proposed work? <i>Yes. This is a multi-departmental project, that will help to set standardized policy going forward. This application is being submitted with Planning and Economic Development, Transportation and Public Works, and Parking collaboration.</i></li> <li>3. Has the jurisdiction City Council given support or direction to complete the work included in the proposed project? If not, what is the plan to achieve this? <i>Yes.</i></li> </ol>

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Post Award Requirements	
Post Award	Please check the box to indicate understanding of the post-award requirement: <input checked="" type="checkbox"/> Adopt a <a href="#">Resolution of support before contract is finalized.</a>
<p align="center"><b>Attachment A –Standardized Scope of Work proposed by MTC</b></p> <p align="center"><b>Based on jurisdiction need, MTC will award up to \$300,000 to complete the scope of work</b></p> <p align="center"><i>MTC will procure and administer consultant contracts to help successful applicants come into compliance with the TOC Policy’s Station Access and Circulation requirements. Jurisdictions may request funds to hire their own consultants but must do so in coordination with MTC.</i></p>	
<p align="center"><b>Scope of Work for Parking Maximums and Parking &amp; Transportation Demand Management Policy Adoption</b></p> <p>Please reference this scope of work to complete your proposal for technical assistance for parking management. This standardized scope of work anticipates including the following tasks (with each task listing example activities that may be performed):</p> <p><b><u>Parking Maximums and Parking &amp; Transportation Demand Management Policy Adoption</u></b></p> <p><b>A. Review of Existing Policies and Conditions</b></p> <ul style="list-style-type: none"> <li>Comprehensive review of existing policies and requirements (local policies in addition to regional and state legislation regarding parking requirements); data collection</li> <li>Possible deliverables: draft and final existing policy memo</li> </ul> <p><b>B. Community and Stakeholder Engagement</b></p> <ul style="list-style-type: none"> <li>Outreach effort to gather the input of stakeholders, including residents, developers, businesses, etc. to be considered within the updated parking requirements</li> <li>Possible deliverables: stakeholder engagement plan, outreach materials</li> </ul> <p><b>C. Determine approach for achieving parking maximums and supportive TDM policies</b></p> <ul style="list-style-type: none"> <li>As outlined in the TOC Policy Administrative Guidance, adopt one of the following two approaches for meeting the TOC Policy’s maximum parking standards:             <ol style="list-style-type: none"> <li>Adopt an overlay zone or updates to a parking use table or chapter.</li> <li>Adopt a parking district, station area cap, or other methods that limits parking.</li> </ol> </li> </ul>	

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- Possible deliverables: existing code language and modifications needs; draft and final recommendations for revisions

## D. **Revise Parking Code for TOC Areas**

- Determine options to update Municipal Code to meet TOC requirements to eliminate parking minimums, enact parking maximums, allow shared parking and unbundled parking, and meet standards for bicycle parking in new residential and commercial office developments
- Possible deliverables: existing code language and modifications needs; draft and final recommendations for revisions

## E. **Parking & Transportation Demand Management (PTDM) Policy**

- Develop policy to reduce automobile trips and VMT and complement a parking maximum policy; Identify a toolbox of PTDM strategies and methods for estimating and monitoring effectiveness; Establish monitoring requirements
  - Include complementary policies for parking management (shared parking, parking benefit district, pricing and/or demand responsive pricing)
  - Include bike parking requirements
- Deliverables: policy document

## F. **Ordinance Adoption**

- Present parking maximum and PTDM policies to appointed officials for consideration and recommendation
  - Includes pre-meetings (i.e., planning commission listening sessions) before going to city councils
- Possible deliverables: public hearing(s)

Note: It is recommended that **Parking Maximums and Parking & Transportation Demand Management Policy Adoption** connect to Station Access and Circulation for a holistic transportation approach to the TOC area.

Please note that the anticipated assistance activities listed above are subject to change. Final scope of work for each selected applicant may also depend on planning already completed by the applicant.