

**SOLICITATION FOR APPLICATIONS TO  
2022 PLANNING FOR EMERGING CENTERS  
PROGRAM**



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## FY 2022 PLANNING FOR EMERGING CENTERS

### PROGRAM DESCRIPTION

**There will be an information session held virtually on April 6 at 1:00 p.m. Full proposals are due on May 16 at 4 p.m.** All potential applicants are encouraged to attend the information session.

Questions about the solicitation ***must be submitted in writing*** to the NJTPA. Questions for the **Planning for Emerging Centers** program should be directed to the attention of Blythe Eaman by e-mail at [beaman@njtpa.org](mailto:beaman@njtpa.org) (with a copy to Jeff Perlman at [jperlman@njtpa.org](mailto:jperlman@njtpa.org)). Inquiries should reference ***“FY 2022 Planning for Emerging Centers Program Solicitation.”*** Copies of all questions, and any replies as well as the information session presentation, will be made available on the NJTPA website: ([Solicitation-for-Planning-for-Emerging-Centers](#))

### INTRODUCTION

The purpose of the NJTPA Planning for Emerging Centers Program is to provide technical assistance to municipalities or groups of municipalities, on a competitive basis, for planning studies that advance sustainable transportation and land use planning and comprehensive approaches to strategic planning at the local level. These studies will involve robust participation from stakeholders and the public as well as involve implementation agencies at the municipal, regional, and state level (such as the NJ Department of Transportation, NJ TRANSIT, Transportation Management Associations, and counties). Recommendations produced from these studies shall be consistent with the NJTPA Long Range Transportation Plan (LRTP), *Plan 2050: Transportation. People. Opportunity.* (<https://njtpa.org/Plan2050>) and advance the actions identified in the Together North Jersey Regional Plan (TNJ Plan) (<http://togethernorthjersey.com/>).

The Planning for Emerging Centers Program supports the development of municipal plans and regulatory updates that address the demographic, land use, mobility, environmental, and economic changes taking place within the NJTPA region. Program activities address increased demand for diverse, mixed-use development that supports transit, bicycling and walking as well as implements the strategies and actions developed through the Together North Jersey planning process. The NJTPA Planning for Emerging Centers Program is complimentary with and advances the goals of the Transit Friendly Planning Program ([NJtransit.com/transitfriendly](http://NJtransit.com/transitfriendly)) and the Transit Village Initiative, which is administered by NJ TRANSIT in coordination with NJDOT. (<http://www.state.nj.us/transportation/community/village/index.shtml>). NJTPA-supported planning activities under this program do not imply or suggest that Transit Village designation will be awarded or guaranteed upon completion of the effort.

Municipalities are encouraged to propose studies that complement or advance previously completed municipal planning efforts as well as advance planning efforts conducted by the NJTPA. Studies should capitalize on opportunities to develop and strengthen relationships

between adjacent municipalities, counties, and regional and state agencies that lead to coordination of land use planning and transportation project implementation.

**This program provides technical support but no direct funding to municipalities.** Selected municipalities are expected to provide staff participation in support of their proposed planning effort.

### **ELIGIBILITY REQUIREMENTS**

Eligible activities under this year's program include:

1. Development of a comprehensive land use and mobility master plan that integrates the transportation and land use element to include economic vitality, enhanced pedestrian and bicycle access and land use patterns that support public transit, improved quality of life and the creation of an environment that fosters sustainability.
2. Planning efforts that enhance mobility around a transit facility.
3. Efforts that lead to the creation and adoption of complete streets policies as well as the implementation of complete streets elements in near-term capital improvement projects.

The NJTPA seeks to bring together all interested parties in inclusive planning processes to ensure that recommendations have the buy-in of implementing agencies. Each study will require the creation of a Technical Advisory Committee, consisting of representatives from all agencies/entities who can assist in implementing anticipated recommendations. This includes, but is not limited to, county and/or municipal departments of engineering and/or public works, NJDOT, and NJ TRANSIT. Successful studies must also include public input opportunities.

Upon acceptance of a study into the Planning for Emerging Centers program, the NJTPA will develop, in collaboration with the successful municipality or group of municipalities, a Request for Proposals (RFP) for consultant services for the study. The RFP and consultant selection process will follow all applicable guidelines and regulations for the use of federal funds. The NJTPA will serve as project manager and oversee all consultant activities and deliverables. The municipality will be responsible for coordinating stakeholder and public input, assisting with data collection and analysis, reviewing project deliverables, and participating in other tasks necessary for successful completion of the planning project.

### **Eligible Applicants:**

Eligible applicants are municipalities that are nominated by a member (host) county of the 13-county NJTPA region (Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, and Warren). Municipalities must provide a letter of support from their host county (see appendix A for a sample letter). As NJTPA subregions, the City of Newark and City of Jersey City are directly eligible and do not need letters of support from their respective counties. Municipalities selected for this program must adopt a resolution of support prior to the initiation of the project.

**Ineligible Applicants:**

Consultant firms cannot apply directly to this program. Counties may apply to the NJTPA's competitive Subregional Studies Program (SSP) for many of the activities in the Planning for Emerging Centers Program. Counties may also apply for activities on behalf of a constituent municipality or municipalities through the SSP. More information on the Subregional Studies Program can be found on the NJTPA website <https://www.njtpa.org/Planning/Subregional-Programs/Studies.aspx>

Municipalities who have already received technical assistance through this program are not eligible to apply.

**Project Duration:**

Technical support is anticipated to begin in the spring of 2023 and have a duration of 12-15 months.

**Local Match:**

Municipalities are required to dedicate in-kind staff time for public and stakeholder outreach, project management, data collection, supplies related to demonstration projects, and other tasks as necessary for successful completion of the project. This staff time commitment should be reflected in the proposal. No financial match is required.

**Required Project Elements**

All studies conducted through this program should include the following:

1. *Demonstrate Integration with the Metropolitan Planning Process:* Proposed studies must address at least one goal from the NJTPA's Long Range Transportation Plan (*Plan 2050: Transportation. People. Opportunity.*, <https://njtpa.org/Plan2050>)
2. *Address Equity and Environmental Justice:* NJTPA-funded planning studies must be consistent with federal regulations concerning Environmental Justice, including consistency with Title VI of the 1964 Civil Rights Act, identification and assessment of the transportation needs of low-income, minority and foreign-born populations, and the incorporation of public involvement processes that eliminate participation barriers for underserved populations. See <https://www.njtpa.org/TitleVI> for more information.
3. *Engage the Public:* The Planning for Emerging Centers Program requires transparency and the active and substantive participation of the public, with special attention paid to engaging historically underrepresented and non-English speaking communities. In keeping with the NJTPA's [Public Engagement Plan](#), public outreach and engagement should be an integral part of, and occur concurrently with, the study tasks. Innovative public engagement methods are encouraged, such as conducting outreach at free community events (to reach people where they live, work, shop, and play) and including an online and/or social media participation option where possible to boost participation. In addition, public outreach efforts may include non-English translation services. For planning studies that make policy, regulatory, or project recommendations, a minimum

of two public workshops, pop-up outreach events or other meetings shall be held prior to the finalization of interim products to gather community input and feedback, and to vet recommendations. The extent of public outreach will be determined in collaboration with the selected municipality.

4. *Facilitate Project Partnerships/Technical Advisory Committee (TAC)*: For planning studies that make policy, regulatory, or project recommendations, a Technical Advisory Committee (TAC) shall be created consisting of local stakeholders and representatives from agencies or entities that can reasonably be expected to implement plan recommendations. The role of the TAC is to review and to provide comments on all technical memoranda and draft final deliverables. NJTPA staff will coordinate with state agencies and county staff, and the municipality will be responsible for municipal and local stakeholder coordination. The NJTPA will participate in determining the membership of this committee prior to initiation of the study. The TAC may include representatives from the following entities, where applicable:
  - a. NJDOT: Potential for recommendations affecting a state highway, NJDOT owned or managed facility, or a bicycle/pedestrian trail.
  - b. NJ TRANSIT: Potential for recommendations affecting the agency's existing bus, light rail, or commuter rail network, or affecting other property owned or managed by NJ TRANSIT.
  - c. The Port Authority of New York & New Jersey (PANYNJ): Potential for recommendations affecting the Port Authority Trans-Hudson (PATH) system, stations along the PATH, Newark-Liberty International Airport, the Port of New York & New Jersey, and bridges/tunnels between New Jersey and New York, or other Port Authority owned or managed properties.
  - d. NJ Department of Environmental Protection (DEP): Potential for recommendations related to open space preservation, brownfields remediation, and those promoting air quality and reduced air pollution.
  - e. State Special Planning Agencies: Potential for recommendations affecting the Highlands, Meadowlands, Pinelands, or Fort Monmouth special planning districts.
  - f. Private Transit Operators: Potential for recommendations affecting the state's private bus and ferry services.
  - g. Transportation Management Associations (TMAs): Potential for recommendations affecting provision of last-mile or other shuttle services or Travel Demand Management (TDM) strategies.

- h. County and/or municipal officials, including but not limited to planning, engineering or public works, or other officials involved in recommendations affecting land use planning, zoning, community form, buildings, parking, sidewalks and pedestrian travel, or the county and municipal street/road network.

In addition to the TAC, a local stakeholder committee will be established. The role of a stakeholder committee is to ensure representation of all groups and voices including historically underrepresented and non-English speaking communities; assist in identifying important stakeholders and community groups; participate in public workshops and meetings; advise on outreach materials and logistics; and participate in field investigations, if needed. Members of a stakeholder committee may include but not be limited to non-profit organizations, schools and businesses. The NJTPA will work with selected municipalities to determine if a local stakeholder committee is warranted.

### **REGIONAL GOALS**

Applicants will consider regional goals when developing proposals and must address at least one goal from the NJTPA Long Range Transportation Plan (*Plan 2050*). Proposals that address multiple goals and that are clearly advancing state and regional goals will be evaluated most favorably.

#### Long Range Transportation Plan (required)

Federal regulations require that NJTPA-funded planning efforts advance the goals and strategies found in *Plan 2050*, the current long-range plan (<https://www.nitpa.org/Plan2050>). Proposals must specifically identify how a proposed study implements the goals and strategies embodied in the plan. These goals are to:

- Protect and improve natural ecosystems, the built environment, and quality of life.
- Provide affordable, accessible and dynamic transportation systems responsive to current and future travelers.
- Retain and increase economic activity and competitiveness.
- Enhance system coordination, efficiency, safety and connectivity for people and goods across all modes of travel.
- Maintain a safe, secure and reliable transportation system in a state of good repair.
- Create great places through select transportation investments that support the coordination of land use with transportation systems.
- Improve overall system safety, reducing serious injuries and fatalities for all travelers on all modes.

## ELIGIBLE PLANNING ACTIVITIES

All regulatory work conducted through this program must be consistent with the Municipal Land Use Law (NJSA 40:55D-1 et seq.) and/or the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.) ([http://www.state.nj.us/dca/divisions/dlgs/programs/au\\_docs/40a\\_12a\\_1.pdf](http://www.state.nj.us/dca/divisions/dlgs/programs/au_docs/40a_12a_1.pdf)) and the Fair Housing Act (<http://www.nj.gov/dca/services/lps/hss/regulations.html>) (NJSA 52:27D-301 et seq.) and all other relevant municipal, county, and state laws and regulations.

The planning activities eligible under the Planning for Emerging Centers Program are listed below. While the program remains flexible, allowing municipalities to pursue a variety of planning efforts that address critical local planning needs, all planning and regulatory efforts undertaken through this program shall serve to advance sustainable transportation and land use policies. Below are some examples of work products municipalities may develop through this program:

### 1. Integrated Land Use/Mobility Plans

Municipalities may develop an integrated land use/mobility plan that creates better connections between the transportation system and housing, employment, community facilities, and open space. Benefits include increased availability and diversity of housing, economic vitality, enhanced pedestrian and bicycle access and land use patterns that support public transit, improved quality of life and creation of an environment that fosters sustainability. Municipalities proposing to develop these plans are encouraged to review the previous Planning for Emerging Centers Program study [Morristown Moving Forward](#) plan. Adoption of a combined land use/mobility plan element is the first step in creating an integrated development code to replace or improve traditional zoning.

### 2. Transit Area and Transit Supportive Planning

Municipalities may conduct a planning effort that brings together state and county agencies, regional entities, and transit providers to facilitate or enhance mobility around transit facilities, including commuter rail, PATH, light rail stations and major bus terminals. This activity is critical in helping the region prepare for the increasing demand for transit-accessible, walkable, mixed-use communities and advances the goals of *Plan 2050* and Together North Jersey. Activities may also include planning, redevelopment, and regulatory documents and ordinances that support revitalization and redevelopment of the area around a transit facility that increases the availability of housing into compact, mixed-use neighborhoods.

Eligible station area and other transit supportive plans are limited to local governments that host either a fixed transit station (rail or bus) and/or high frequency bus service with at least 12 minute or less headways. The study area for Transit Area or Transit Supportive Studies may be up to a one mile of the transit station or high frequency bus service, but no shorter than one-half mile. These plans are intended to be complementary to the Transit Friendly



Planning Program administered by NJ TRANSIT. A guide is located here: <https://transit-friendly-planning-njtransit.hub.arcgis.com/pages/guide>. Municipalities proposing to develop these plans are encouraged to review the previous Planning for Emerging Centers Program study [Boonton Transit Village Initiative](#).

### 3. Complete Streets Policy Implementation Plans

Municipalities may develop comprehensive complete street policy implementation plans that result in new or updated policies and ordinances, and identify strategies that advance complete streets. Complete streets policies and ordinances developed from this program will provide for the needs of all users but with a focus on vulnerable users such as bicyclists, pedestrians, seniors, disabled, and children. Policy implementation plans may include preparation of complete streets checklists to institutionalize implementation of complete streets elements at all phases of project development and design guidelines that specify preferred roadway features for a variety of mode specific strategies. Examples include identifying specific streets for bicycle lanes or boulevards; identifying locations for bicycle parking; identifying sidewalks and street crossing improvements that will complete gaps in the existing pedestrian network; identifying locations for bus supportive facilities such as bus priority treatments and bus stop turnouts; and consideration of freight mobility including curb management for local deliveries. Municipalities proposing to develop these plans are encouraged to review the previous Planning for Emerging Centers Program study [Hoboken Street Design Guide](#).

## HOW TO APPLY

**Informational Session:** An informational session will be held virtually on **April 6 at 1 p.m.** Attendance at the informational session is **strongly encouraged.**

The deadline for inquiries is **April 13 at 2 p.m.** Late inquiries may not be reviewed or considered.

### **Proposals:**

Proposals should contain the following sections and information:

- 1. *Project Overview:*** The Project Overview should be no more than two pages in length and should describe the study, include the goals and intended outcome of the study; major proposed tasks, including outreach; rationale for the study; and anticipated key stakeholders and local project team members.
- 2. *Project Description***
  - Describe the study's purpose and need, including highlights of supporting data (population and other demographic changes, traffic counts, asset and facility conditions, origins and destinations)
  - Detailed description of the project, including a map and/or photos of the study area (where applicable), goals and objectives, potential public outreach process, and anticipated methodology and deliverables
  - At least one (1) specific link to the goals of the NJTPA *Plan 2050*
  - Description of related prior work and funding, and how this effort advances this previous work
  - Identify the municipal staff committed to the study and the anticipated staff time decided to the study (expressed as a percentage of total staff time)
  - Anticipated future work/funding
- 3. *Regional Impact:*** Explain why the study is a priority and describe its expected costs/benefits to the region beyond the municipality and potentially to the entire NJTPA region. Identify other agencies and jurisdictions that will be involved and/or affected by the project.
- 4. *Project Partnerships:*** Study area state and local agencies, county or facility operators, or other critical stakeholders (such as business owners for a downtown parking demand management study) must be asked to provide letters of participation, which are to be included with the proposal. Sample participation request letters are provided in Appendix A.

### **Submission Requirements:**

Submit the full proposal in a MS Word file (font – Times New Roman, Size 12) via email to Blythe Eaman, Director of Environmental and Sustainability Planning. The full proposal submission deadline is **May 16, 2022 at 4 p.m.**

#### **Blythe Eaman**

Director, Environmental and Sustainability Planning  
North Jersey Transportation Planning Authority  
One Newark Center, 17<sup>th</sup> Floor  
Newark, NJ 07102  
[beaman@nitpa.org](mailto:beaman@nitpa.org)  
973-735-6356

### **Proposal Selection Criteria**

Proposals will be scored by a selection committee determined by the NJTPA. Committee members will score proposals based upon the following criteria:

#### **Demonstration of a Regional Need (25 points)**

How well and to what extent does the proposal address a regional need as identified through *Plan 2050*, implement a previously completed NJTPA led study or Subregional Study; address State emphasis areas; and address other regional or state planning initiatives?

#### **Innovation, Partnerships and Equity (20 points)**

How innovative is the approach to the eligible activities identified in the solicitation? How strong are the demonstrated commitment of local partnerships and to public engagement? Is the project benefitting or located in a historically underrepresented, low-income, minority and/or non-English speaking community?

#### **Methodology / Clarity of Approach and Product Deliverables (35 points)**

Does the methodology and clarity of the proposal's approach meet its stated goals? Is the proposal complete and comprehensive?

#### **Potential for Future Implementation (20 points)**

What is the proposal's potential and viability for future implementation and application at the local, county, state or federal level? Proposals that lack a written commitment to participate from key implementation partners will be scored lower.

## APPENDIX A: SAMPLE COUNTY PARTICIPATION REQUEST LETTER

Date

Name of County Freeholder/Administrator

Title

Street Address

RE: Participation in Proposed NJTPA/[Insert Name] Planning Study

Dear [Addressee],

The North Jersey Transportation Planning Authority (NJTPA) is the federally authorized Metropolitan Planning Organization for 7 million people in the 13-county northern New Jersey region. Each year, the NJTPA oversees more than \$2 billion in transportation improvement projects and provides a forum for interagency cooperation and public input into funding decisions. It also sponsors and conducts studies, assists county planning agencies and monitors compliance with national air quality goals.

[Municipal name] is applying to participate in the NJTPA FY2022 Planning for Emerging Centers Program. Should their application be accepted, [insert subregion] would partner with the NJTPA to study [insert name/topic of study]. This study is scheduled to kick off in the spring of 2023 and conclude no later than June 30, 2024.

The purpose of the study is to [enter purpose and or importance of the proposed study]. This study will focus on [general topic] in [location] and may result in the identification of needs and the recommendation of operational or capital improvements to your county's streets or other aspects transportation network, or changes to the county's master plan or regulations.

[Insert subregion]'s participation on the Steering Committee for this proposed project will be critical to its success. Such participation would entail providing vital input and feedback to the project team, reviewing and providing comment on needs and recommendations, and participation in at least two Steering Committee meetings to discuss [County]'s input and feedback with project sponsors and other interested parties.

NJTPA approval of this application is dependent on your willingness to participate in the Steering Committee. Participation in this committee will not, in any way, be construed or portrayed as an endorsement of the study's findings or conclusion.

Please indicate your willingness to participate by responding to this letter (or by e-mail) to Blythe Eaman (beaman@njtpa.org) no later than May 16, 2022. Please let me know if you have any questions.

Sincerely,

[Planning for Emerging Centers Project Manager]  
[Title]