



**ARC**  
Atlanta Regional Commission

# 2024 APPLICATION GUIDEBOOK





# TABLE OF CONTENTS

<b>Program Overview</b>	<b>3</b>
<b>Study Characteristics</b>	<b>6</b>
<b>Study Priorities</b>	<b>11</b>
<b>Project Examples</b>	<b>17</b>
<b>Schedule for Selection</b>	<b>24</b>
<b>Selection Criteria</b>	<b>26</b>
<b>Frequently Asked Questions</b>	<b>28</b>
<b>Application Checklist</b>	<b>33</b>
<b>Contact Information</b>	<b>35</b>





# PROGRAM OVERVIEW





# PROGRAM GOALS

- Encourage the co-location of diverse housing, employment, recreational, and cultural amenities at major transit, local, and regional centers for people of all ages, abilities, and income levels;
- Enhance access to a range of travel modes including transit, roadways, walking, and biking and increase connectivity and improve access for all users; and,
- Foster public-private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including community-based organizations and those who are historically underserved or underrepresented.



# PROGRAM OVERVIEW

- Reimbursable grant program
- ARC pays up to 80% of the study amount
- Applicant must be a CID or local government
- Total federal funds available for 2024 grants - approximately \$1.6 M





# STUDY CHARACTERISTICS





# STUDY TYPES

## CATALYTIC

### FOCUS ON VISIONS

Study funds may be used to create long term master plans or visioning plans for an LCI area.

## TACTICAL

### FOCUS ON IMPLEMENTATION

Study funds may be used to prepare detailed studies that foster specific LCI plan implementation for an LCI area that has a completed catalytic plan.



# What is a Catalytic LCI Study?



- **Creating a master plan for an existing or future planned transit node.**
- **Developing a vision for the growth of a community's downtown district.**
- **Envisioning a multimodal and multijurisdictional corridor with nodal development.**
- **Each Catalytic Study contains an implementation strategy, including a 100-day Action Plan, 5 Year Work Program, implementation partners, and funding sources.**



# What is a Tactical LCI Study?



- Undertaking a detailed feasibility study for a trail proposed in a Catalytic LCI study.
- Revising development regulations to incorporate changes proposed in the Catalytic LCI study.
- Creating detailed right-of-way design and cost estimates for a streetscape concept proposed in the Catalytic LCI study.
- Providing specific site-level design for transportation recommendations.



# LCI FOCUS AREAS



## MAIN STREETS & DOWNTOWNS

These areas are the region's traditional Main Street and downtown communities. These are identified on The Atlanta Region's Plan [Unified Growth Policy Map](#).



## TRANSIT AREAS

These are areas that have a direct connection to the high-capacity regional transit system. These centers will have a fixed-guideway or bus rapid transit stop existing or planned within 1/4-mile of the LCI study area.



# LCI PRIORITY ISSUES



## Affordable Housing

*Image courtesy of Urbanize Atlanta*



## Smart Technology

*Image courtesy of bluewhaleapps.com/blog/all-you-need-to-know-about-smart-city-in-2020-and-beyond*



## Creative Placemaking

*Image courtesy of charmaineminnifield.com/ritual/murals*



## Green Infrastructure

# HOUSING

- How will the study address housing challenges identified by the [REGIONAL HOUSING STRATEGY](#) for the area?
- What [HOUSING SOLUTIONS](#) will be explored further?





# CREATIVE PLACEMAKING

- What type of investments are you looking to make?
- How will the arts community be involved in the planning process?







# GREEN INFRASTRUCTURE

- What climate concerns do you want to address? What innovations do you want to pursue?
- How will the study incorporate green infrastructure or other climate resiliency components into transportation projects?





HOUSING



CREATIVE  
PLACEMAKING

SMART CITY  
TECHNOLOGY

GREEN  
INFRASTRUCTURE

# BRINGING IT ALL TOGETHER



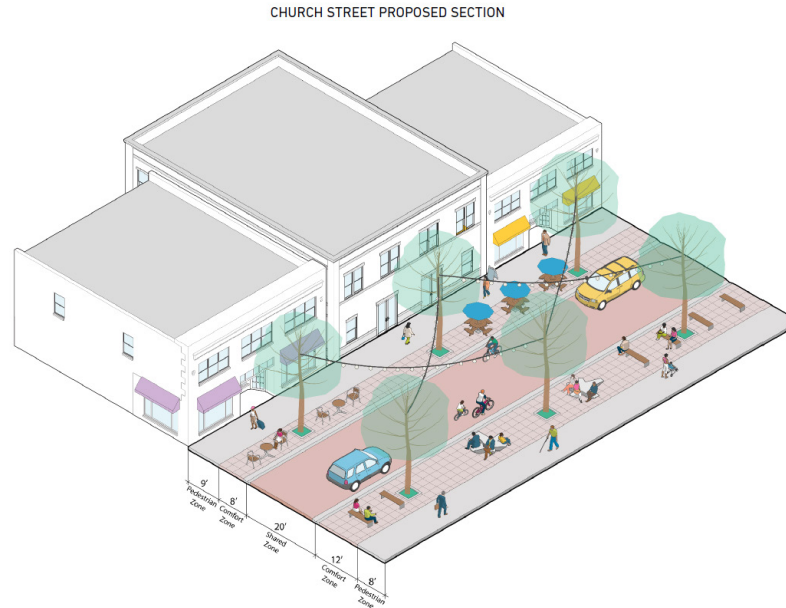


# PROJECT EXAMPLES





# Douglasville TC Revised Implementation Strategy



## Catalytic LCI Plan

This strategy prioritizes projects, programs, and policies from past planning efforts and provides a path forward for the city to prioritize resources to meet the needs and vision of the community.

**Year Funded/Cost:**  
2021/\$200,000

**Sponsor:**  
City of Douglasville

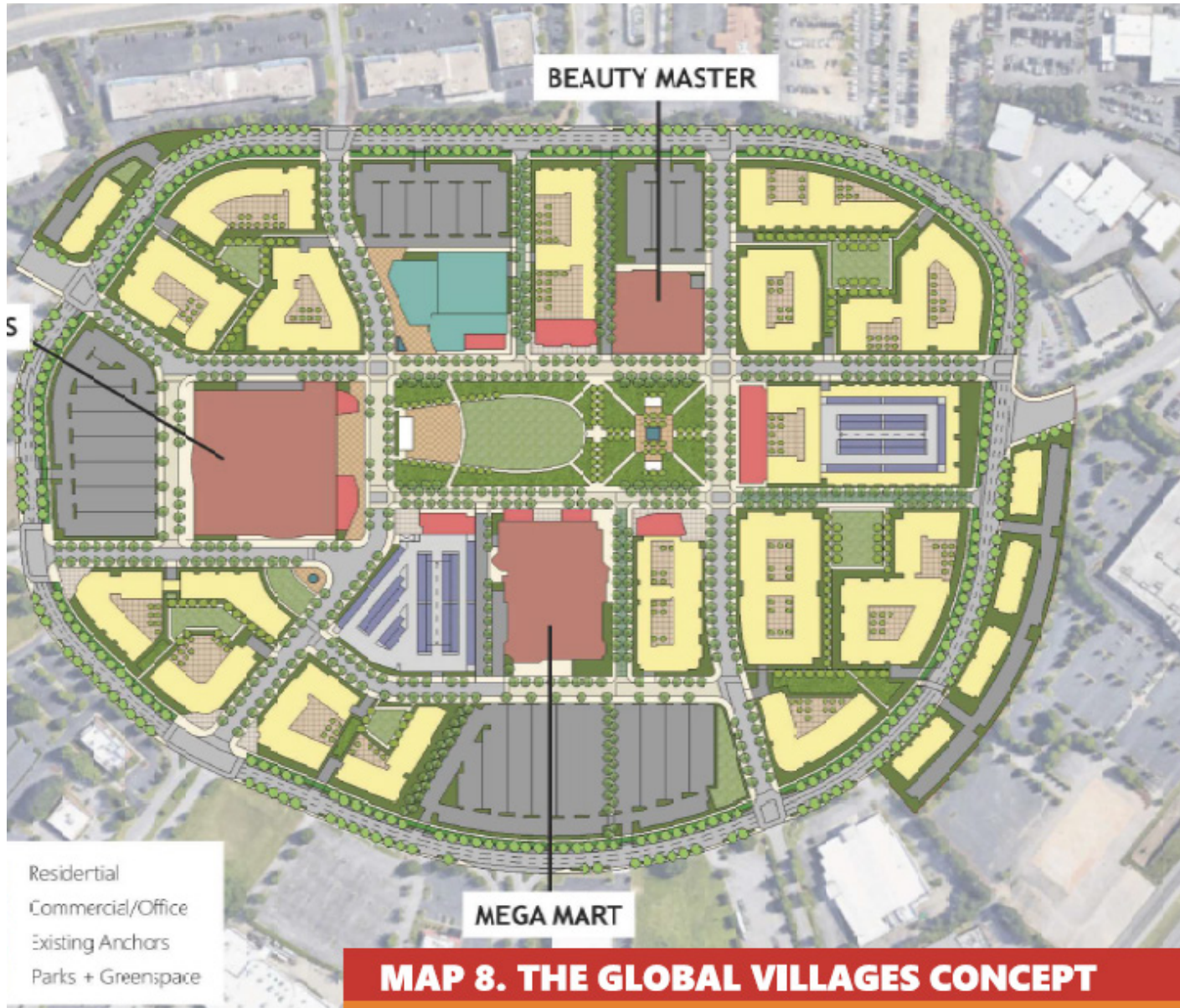
**Lead Consultant:**  
Toole Design Group

[View the Plan](#)





# Gwinnett Place Mall Revitalization Strategy



## Tactical LCI Plan

An combined effort between the CID and Gwinnett County, this strategy incorporated extensive community engagement and provides an action plan for transforming the mall site into the Global Villages, an international arts and culture-filled neighborhood.

**Year Funded/Cost:**  
2021/\$275,000

**Sponsors:**  
Gwinnett Place CID,  
Gwinnett County

**Lead Consultant:**  
VHB

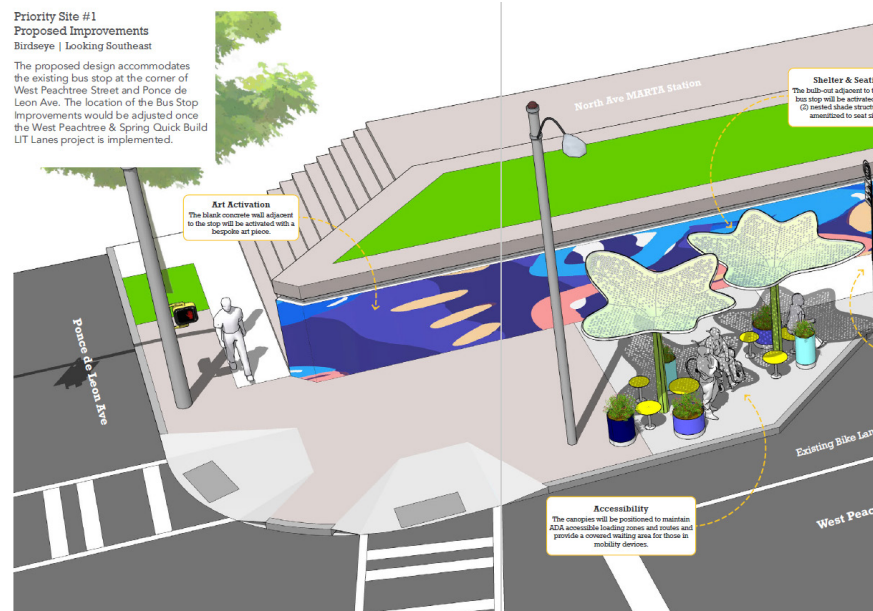
[View the Plan](#)

# Midtown Bus Stops Enhancement Plan



## Priority Site #1 Proposed Improvements Birdseye | Looking Southeast

The proposed design accommodates the existing bus stop at the corner of West Peachtree Street and Ponce de Leon Ave. The location of the Bus Stop Improvements would be adjusted once the West Peachtree & Spring Quick Build LIT Lanes project is implemented.



## Tactical LCI Plan

This study identified strategies for improving the comfort, convenience, character, and accessibility of bus stops in Midtown, along W. Peachtree and Spring Streets, between 17th St. and North Avenue.

**Year Funded/Cost:**  
2021/\$100,000

**Sponsor:**  
Midtown Alliance

**Lead Consultant:**  
MKSK

[View the Plan](#)



# SMART Woodstock Strategy



Signal Priority (Transit, Bike, and Pedestrian)



Adaptive Signal Traffic Control

## Citywide Strategy Evaluation and Results



## Downtown Corridor Strategy Evaluation and Results



## Tactical LCI Plan

In partnership with Georgia Tech, Woodstock DDA, and local tech start up Black Airplane, this study examined technological solutions to improve multi-modal mobility and safety in Downtown Woodstock, focusing on Main Street and Towne Lake Parkway.

**Year Funded/Cost:**  
2019/\$125,000\*

**Sponsor:**  
City of Woodstock

**Lead Consultant:**  
Pond

[View the Plan](#)

\*Includes in-kind funding and payment directly to GA Tech.

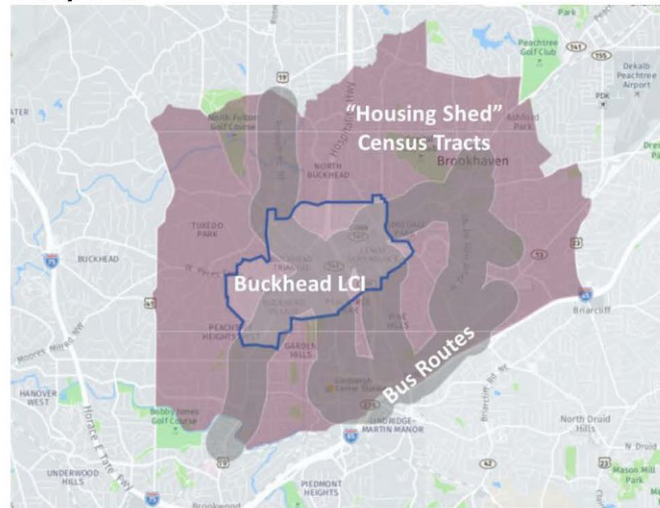
# Buckhead Housing and Commuting Study

## MARKET OVERVIEW | DEFINING THE STUDY AREA

The housing study area was drawn using a larger catchment area that incorporates single-family and multifamily units accessible by existing bus routes.

Using available data sources, HR&A created a profile of existing supply for the census tracts in the study area, accounting for all housing supply that could be potentially reached by existing bus and MARTA routes into the commercial core. This led to the identification of a total of 20 census tracts. Within the Buckhead commercial core boundary, there are 75,700 workers; the larger housing shed census tracts contain 51,400 households.

Study Area



### Workforce Study Area

**75,700**  
Workers currently within the commercial core boundaries

### Housing study area

**51,400<sup>1</sup>**  
Households currently in the greater housing shed, including:

- 40% in the commercial core, and
- 60% surrounding the core

1. Note: This number does not include vacant units.

MARKET OVERVIEW

HR&A Advisors, Inc.

## Tactical LCI Plan

This study examined opportunities to incorporate housing strategies within the Buckhead LCI to improve transportation options.

**Year Funded/Cost:**  
2018/\$120,000

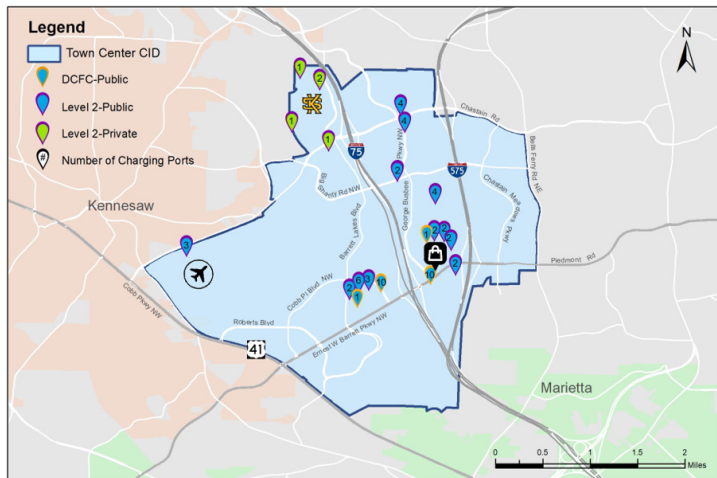
**Sponsor:**  
Livable Buckhead

**Lead Consultant:**  
HR&A Advisors

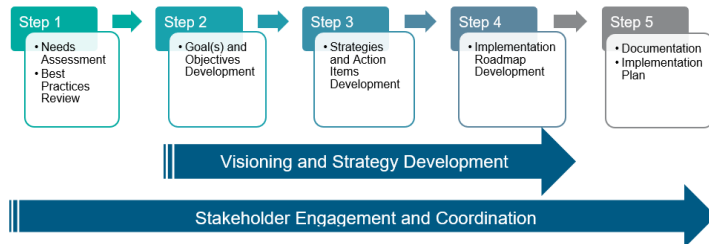
[View the Plan](#)



# TCCID Electrification Study



<b>Objective 1: Improve connectivity and quality of life by promoting equitable access to EVCI</b> <b>Implementation Strategies:</b> 1A. Install EVCI at high-demand areas and low coverage areas 1B. Promote expanded EVCI at or near transportation hubs and activity centers 1C. Promote EVCI at multi-family dwellings 1D. Conduct marketing and public outreach to improve equitable access to EVCI 1E. Promote collaboration with micro-mobility companies (Uber and Lyft) to establish micro-mobility hubs at EV charging stations
<b>Objective 2: Identify funding support for EVCI expansion in the TCCID</b> <b>Implementation Strategies:</b> 2A. Identify funding opportunities for TCCID 2B. Identify funding opportunities for individual businesses within the TCCID 2C. Identify public-private partnerships with the intention of steering resources/funding toward TCCID EVCI expansion 2D. Conduct marketing and public outreach to identify funding support for EVCI 2E. Utilize carbon reduction program funding from Infrastructure Investment and Jobs Act (IIJA) for deploying zero-emission delivery zones
<b>Objective 3: Maximize coordination with government agencies to clearly identify policies that support EVCI implementation</b> <b>Implementation Strategies:</b> 3A. Work with Cobb County and other permitting authorities to streamline permitting processes, policies, and guidelines for expansion of EVCI 3B. Maximize alignment with state and regional priorities 3C. Encourage government agencies to maximize electric fleet adoption 3D. Promote greenhouse gas (GHG) emissions reduction and EVCI in partnership with Cobb County
<b>Objective 4: Define opportunities to leverage EVCI to promote TCCID's economic development</b> <b>Implementation Strategies:</b> 4A. Promote discussions of EV incentives for public-private partnerships 4B. Understand and coordinate with existing and contemplated economic development initiatives/policies of Cobb County 4C. Conduct public outreach and education to inform the public of EVCI opportunities 4D. Streamline utility interconnection for charging stations to leverage developer investments into the TCCID



## Tactical LCI Plan

This study determined the Town Center CID's readiness and priority actions needed to support the development of a regional and national Electric Vehicle Charging Infrastructure (EVCI) network.

**Year Funded/Cost:**  
2022/\$150,000

**Sponsor:**  
Town Center CID

**Lead Consultant:**  
AtkinsRealis

[View the Plan](#)

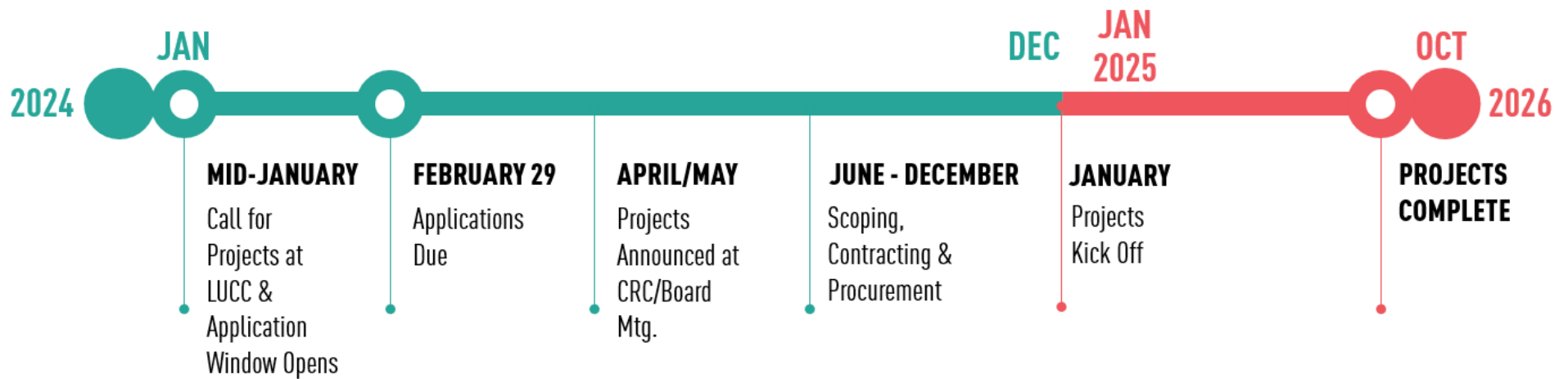


# SCHEDULE FOR SELECTION





# 2024 LCI SCHEDULE



The image is a composite of two photographs. The top photograph shows a street view of historic brick buildings with white window frames and balconies. A small dome is visible in the distance. The bottom photograph shows a town square with a large, active fountain. Several people are standing around the fountain, and a man in a red vest is in the foreground. The background features a large building with columns and a street sign for 'Market St'.

# SELECTION CRITERIA



# SELECTION CRITERIA

- **Study Need and Innovation**

Does the application clearly identify the need for the study along with outcomes?  
Is the project innovative in its deliverables and approach?

- **LCI Program Goals**

Does the application and study support the LCI Goals?

- **LCI Priority Issues**

Does the application explain how the study would address one or more LCI Priority Issues?

- **Commitment and Ability to Implement**

Has this Sponsor demonstrated the commitment, willingness, and ability to implement LCI study recommendations, and can complete a study on time? For new LCI studies, has the sponsor shown project discussion and implementation of the goals of LCI?

- **Geographic Diversity**

- **Inclusive Engagement**

Does the applicant identify minority populations, artists, and community-based organizations (CBOs) that will be a part of the co-creation of the plan, and how they will be involved?



# FREQUENTLY ASKED QUESTIONS





# FREQUENTLY ASKED QUESTIONS

Q

**WILL I STILL BE ABLE TO REQUEST ASSISTANCE FROM ARC'S COMMUNITY DEVELOPMENT GROUP OUTSIDE THE CALL FOR PROJECTS?**

A

Yes, ARC is still a resource for local governments at all times of the year. The annual call for projects will be the primary way to source technical assistance from the Community Development Group. However, communities should reach out to ARC with questions or ideas anytime. Staff capacity and resources will determine the ability to respond to any specific request.

Q

**I MAY NOT BE ABLE TO OBTAIN A LETTER OF COMMITMENT FROM MY CHIEF ELECTED OFFICIAL. IS A LETTER STILL REQUIRED?**

A

A letter of commitment from your chief elected official is a requirement. The letter must also acknowledge a commitment of funding from your local government. If a resolution is required by your local procedures, you may submit the application and then submit the resolution once approved, but before the award announcement. Please state the meeting date on which action will be taken on the application and contact ARC Staff to make us aware of the pending resolution.

# FREQUENTLY ASKED QUESTIONS

**Q**

**I AM A CID, DO I NEED A LETTER OF SUPPORT FROM THE LOCAL GOVERNMENT?**

**A**

Yes, a letter of support from the local government is still required to ensure that your project is not in conflict with any local government actions and will be supported by the local government once completed.

**Q**

**IF I WANT TO UPDATE OUR COMMUNITY'S LCI PLAN, DO I NEED TO INCLUDE ALL THE FOCUS AREAS IN MY SCOPE OF WORK?**

**A**

No, select focus areas that you think will have the greatest impact in your community. In addition, creativity in how you are applying those focus areas is strongly encouraged.



# FREQUENTLY ASKED QUESTIONS

**Q**

**MY QUALIFIED LOCAL GOVERNMENT STATUS HAD LAPSED, AND WE HAVE NOT COMPLETED OUR NEEDED UPDATE. ARE WE STILL ELIGIBLE FOR FUNDS?**

**A**

No, unless you have already submitted your update to ARC to be approved by DCA.

**Q**

**MY LCI AREA DOES NOT HAVE PLANNED TRANSIT NOR IS IT A TOWN CENTER. ARE WE STILL ELIGIBLE FOR LCI FUNDS?**

**A**

Unfortunately, not at this time. However, CDAP can provide assistance at the same levels as LCI, or your community can apply for general TIP funds to conduct a transportation study.

# FREQUENTLY ASKED QUESTIONS

Q

## HOW MANY PROJECTS WILL BE SELECTED?

A

There is no set number of projects that will be selected. Once all requests have been received, funding resources and grant amounts will determine the final list of projects.

Q

## WE ALREADY HAVE A CONSULTANT UNDER CONTRACT TO DO PLANNING, CAN WE USE THEM?

A

Maybe, depending on the method of procurement. It may be possible, but prior approval from ARC is needed in writing. However, ARC cannot pay for any work undertaken before entering into a contract with ARC. Consultants who prepare applications for selected studies are precluded for bidding on that selected study.





# APPLICATION CHECKLIST



# APPLICATION CHECKLIST\*

- ☐ Completed Application
- ☐ Letter of Support from host local government, if applicable
- ☐ Funding Resolution or letter from Chief Elected Official or CID Board Chair/Director
- ☐ Letter(s) of Support from local businesses, stakeholder groups, impacted parties, etc.
- ☐ If entities other than the applicant are providing matching funds, please include letters of commitment to the matching amount from those funders which includes when those funds will be available
- ☐ Report of Accomplishments for the Action Plan from your most recent catalytic LCI study or plan update, to illustrate implementation efforts to date

**\*Applicants will receive notification from ARC within 1 - 2 business days if they are missing required information or documentation from their application. Applicants will have one week from the date of notification to submit the missing information to ARC or their application will be eliminated from consideration for LCI funding.**





**QUESTIONS?**

**CONTACT**

**LAUREN BLASZYK, AICP**  
[LBlaszyk@atlantaregional.org](mailto:LBlaszyk@atlantaregional.org)

**ARC**