

Information Session 2: CARE Power-Building and Engagement (Pb+E) Grants

Information Session: 1–2 p.m.

Office Hours: 2–4 p.m.

September 18, 2025



Agenda

INFORMATION SESSION (1–2 p.m.)

1. Welcome, Agenda, Session Outcomes & Housekeeping
2. Poll
3. Introduction to the Metropolitan Transportation Commission (MTC)
4. What is CARE and Power-Building and Engagement (Pb+E)?
5. Regional Early Action Planning (REAP 2.0) Funding and Goals
6. Pb+E Call for Projects and Application Overview
7. Application Support and Technical Assistance
8. Application Key Dates and Logistics
9. Break

OFFICE HOURS (2–4 p.m.)

- Q&A Breakout Room
- One-on-One Office Hours

Session Outcomes

- Understand the application timeline, process, requirements and scoring rubric.
- Understand what makes a competitive application and feel prepared to apply.
- Have an opportunity to ask questions.



Q&A

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- **DO NOT use the Chat for questions or comments.**
- Please type your questions/comments into the **Q&A box**.
 - We will do our best to answer all your questions during the Office Hours Q&A.
 - Questions will be answered live or in writing in the Q&A box.
- **FAQs are available on the Pb+E program webpage:**
<https://mtc.ca.gov/CAREPBE>

Office Hours

- **General Q&A**
- **One-on-One Office Hours**

***Additional appointments are available through October 8, 2025 at the same link.**

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Updates Since Info Session 1

- Updated the **FAQs**.
- Clarified information on **Equity Priority Communities** and **applicant eligibility**. See the FAQs.
- Application **Work Plan and Budget** templates are now available on the Pb+E webpage.
- Session 1 **slides and recording** are posted on the Pb+E webpage.

Who is in the room?

Poll

- 1. What county/counties does your organization serve?**
- 2. What areas does your organization focus on? In one or two words, please describe what topic areas your organization addresses, e.g., housing, transportation, emergency preparedness, etc.**



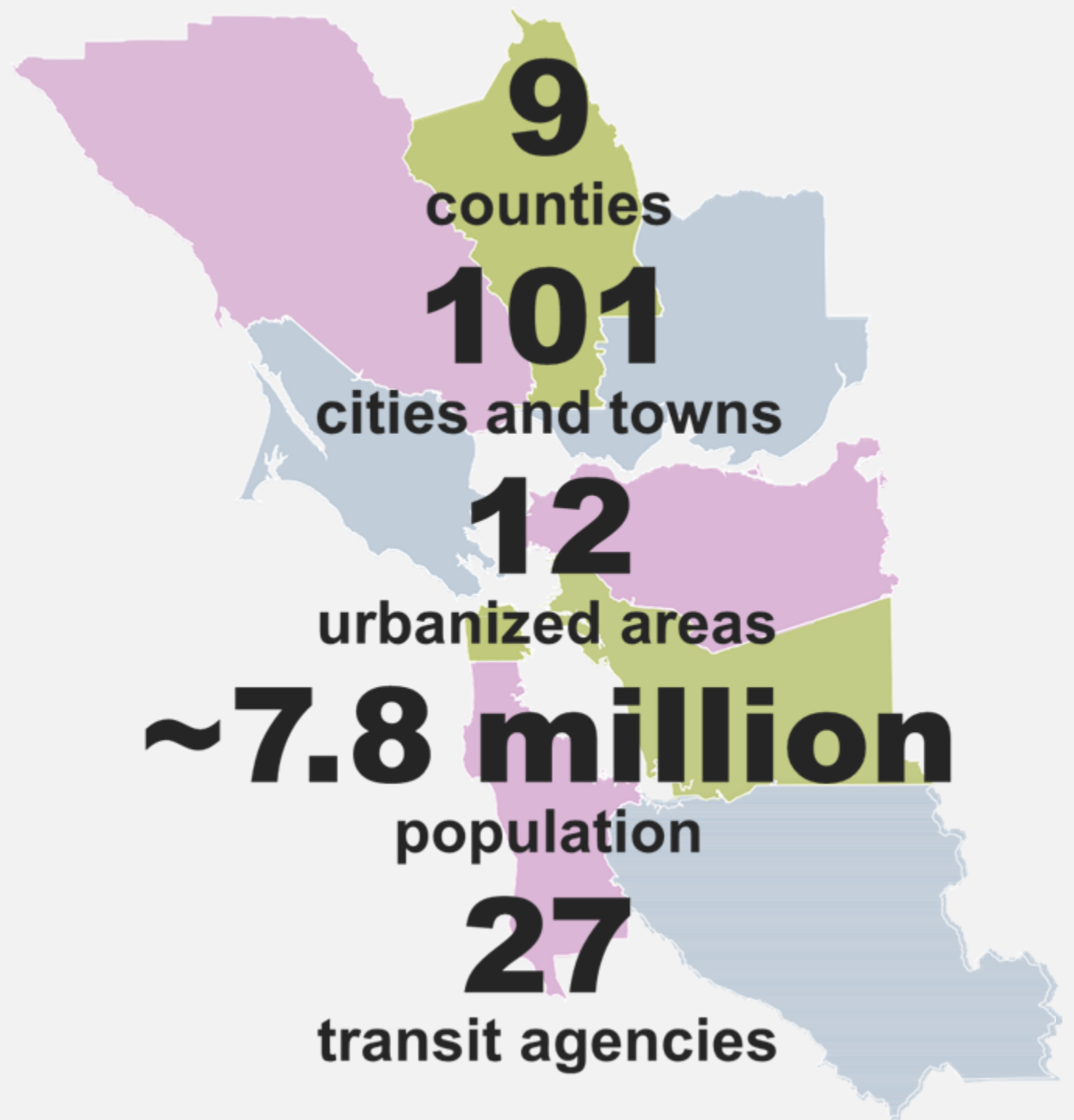
Introduction to the Metropolitan Transportation Commission (MTC)

Metropolitan Transportation Commission

- Metropolitan Planning Organization (MPO) for the nine-county San Francisco Bay Area
- Plans, funds, and coordinates transportation, and provides technical assistance to cities, counties, transit agencies and other partners.

Mission:

Advancing shared local and regional priorities for transportation, housing, and the environment.





ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION



Vision

A vibrant Bay Area that is connected, equitable, and sustainable.

Mission

Advancing shared local and regional priorities for transportation, housing, and the environment.

Values

- **Collaboration:** Commitment to partnership and valuing all voices and perspectives.
- **Equity:** Advancing a fair, just and inclusive Bay Area through policies, actions and investments.
- **Excellence:** Commitment to high-quality work products and services.
- **Innovation:** Commitment to continuous improvement through the exploration of new tools, technologies and approaches.
- **Integrity:** Be transparent, accountable and responsible in providing information and making decisions.

What is CARE and the Power Building and Engagement Program?

Why CARE?



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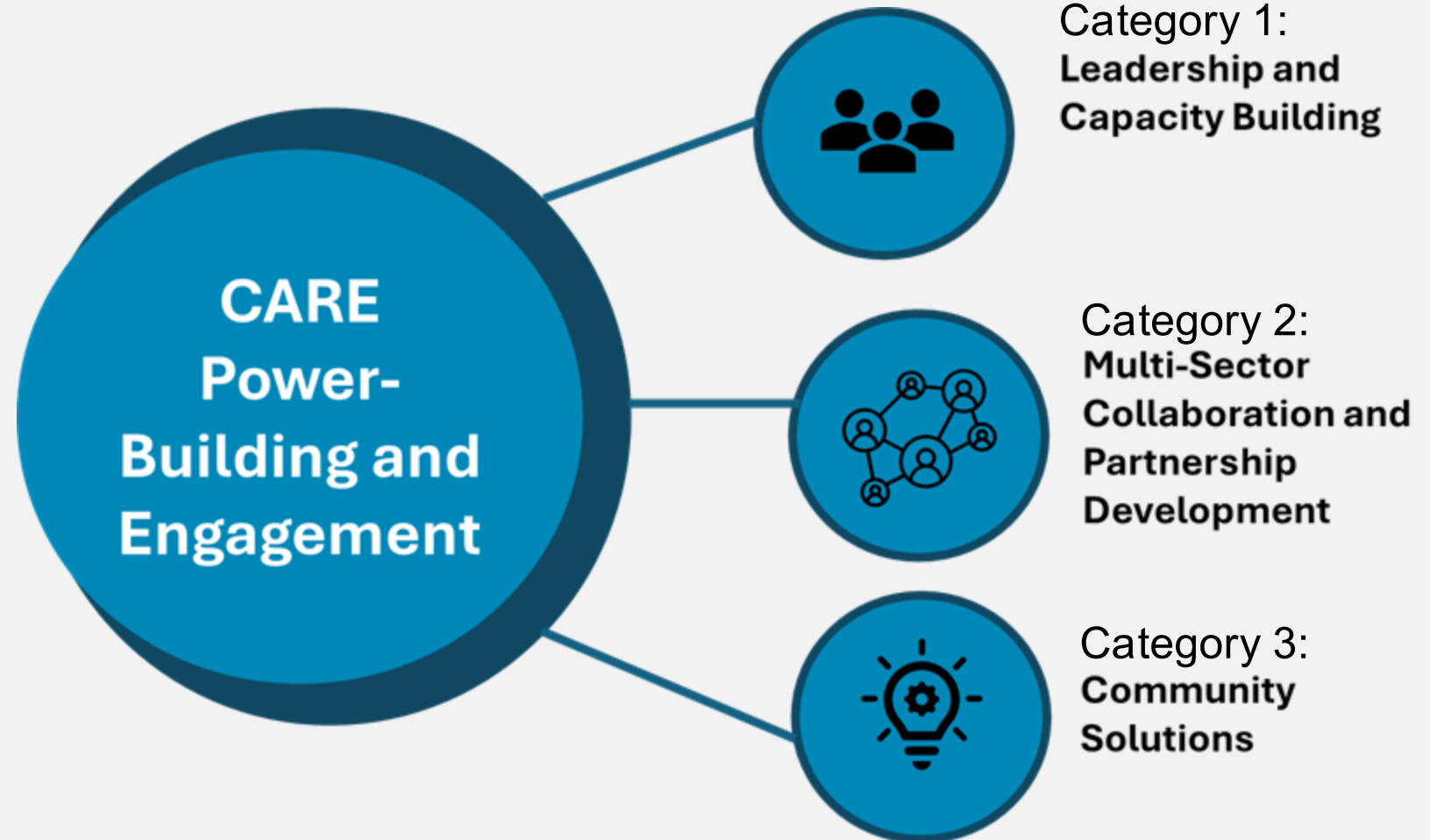
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Innovation and thoughtful community partnership is key to moving from vision to reality.



Intro of Pb+E



Community Advisory Working Group (CAWG): 15 Members Representing Nine Bay Area Counties

- Provide input on funding priorities and application criteria for CARE grant category 3: Community Power-Building and Engagement, or PB+E.
- Represent community needs and priorities on housing, transportation, and climate action funding programs.
- Support outreach to encourage organizations in your communities to apply for funding.

Regional Early Action Planning (REAP 2.0) Funding and Goals

Regional Early Action Planning (REAP 2.0) Grant

One time state funds available for planning efforts and/or implementation of existing plans, as relates to the following:

3 Grant Priorities:

- Lowering vehicle miles traveled (VMT's)
- Affirmatively furthering fair housing (AFFH)
- Accelerate infill housing development



Accelerating Infill Development

Specifically, projects that:

- Support an increase in housing supply, choice and affordability
- That improve connections between housing and transit
- Efforts that will increase the supply of long-term affordable housing



Photo by Karl Nielsen, MTC

Affirmatively Furthering Fair Housing (AFFH)

Specifically, projects that:

- Combat housing discrimination
- Overcome patterns of segregation
- Foster inclusive communities



Photo by Karl Nielsen, MTC

Reducing Vehicle Miles Traveled (VMT)

Specifically, projects that:

- Shift travel to active* transportation options
- Implement pedestrian, bicycle, transit and other alternative transportation programs



Photo by Joey Kotifca, MTC

Pb+E Call for Projects & Application Overview

Project Categories

Category	Focus	Max. Award
Category 1: Capacity Building	Strengthen local leadership, knowledge, skills, expertise, and access to resources in Equity Priority Communities to advance infill and fair housing and reduce vehicle miles traveled (VMTs).	Up to \$50,000* *Projects involving multiple orgs are eligible for funding up to \$100,000.
Category 2: Partnership Development	Partnership development to build mutually beneficial relationships for lasting, meaningful, inclusive collaboration around infill housing, reducing VMTs, and fair housing in Equity Priority Communities.	Up to \$100,000
Category 3: Community Projects	Community-prioritized projects to implement infill housing, fair housing, and increase mobility options for EPCs.	Up to \$250,000

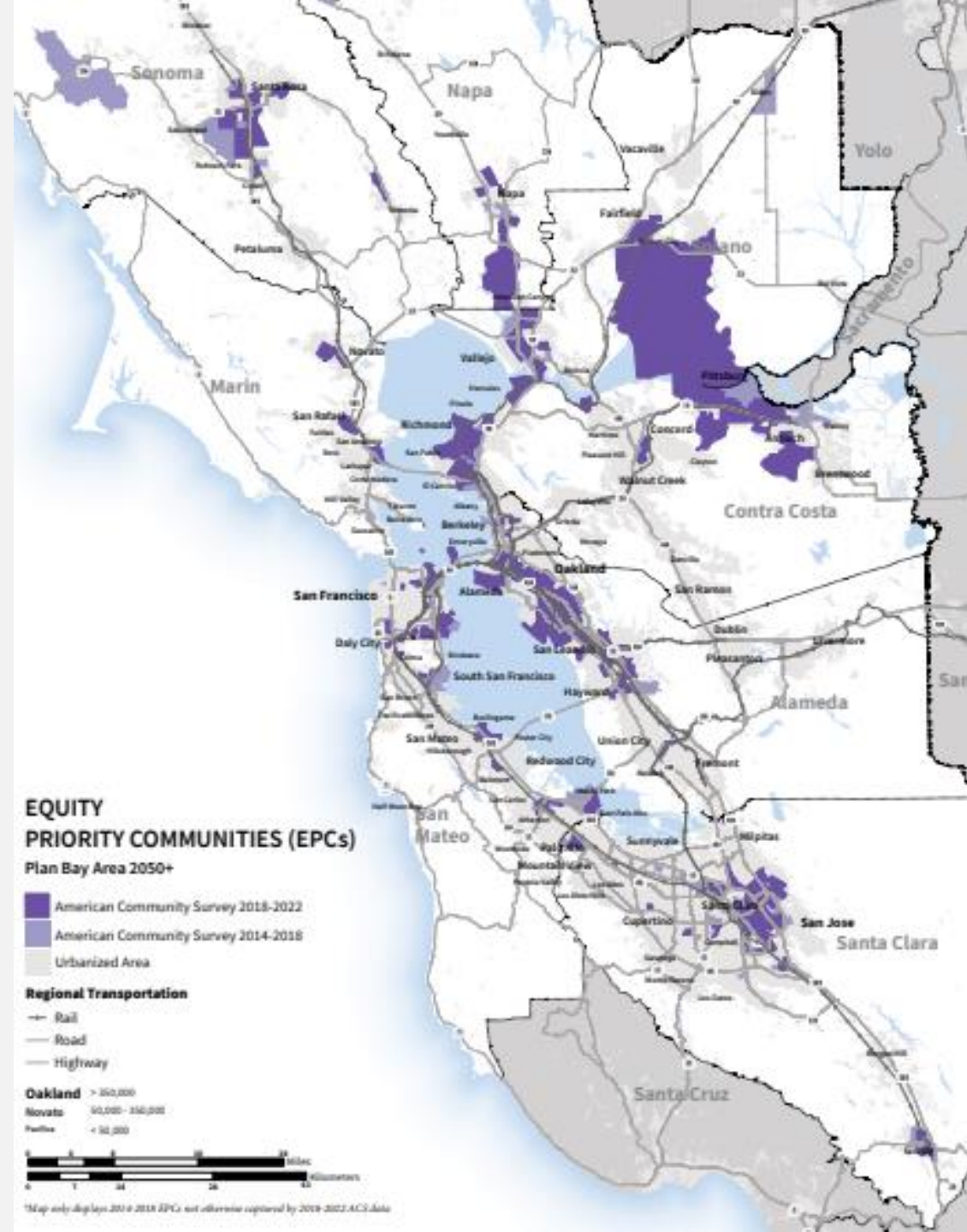
Threshold Requirements (p. 13-16)

Threshold Requirement	Description
Applicant is CBO, with 501(c)(3) status or fiscal sponsor, and works with/in Equity Priority Communities	<p>Community-Based Organization (CBO): A nonprofit or grassroots entity that operates within, serves, and is accountable to a specific geographic or demographic community, focusing on addressing local social, economic, health, or civic needs through direct services, advocacy, community organizing, and resident/worker engagement.</p> <hr/> <p>Equity priority Communities: Geographic areas identified by MTC that have historically faced disinvestment and continue to experience barriers to opportunity (see next slide).</p>
Demonstrated Transportation/Housing/Climate Experience	<ul style="list-style-type: none"> ● Organizational Experience: Documentation of projects/services in transportation, housing, or climate ● Staff Experience: Staff bios showing relevant background/credentials ● Partnership History: Previous collaborations with transit, housing, or climate organizations (public or nonprofit)
Financial Capacity (or applicant and/or fiscal sponsor)	<ul style="list-style-type: none"> ● Current with IRS Form 990 filings ● In good standing with the Secretary of State ● No outstanding IRS or state compliance issues ● Systems to track and report grant expenditures ● Previous experience meeting grant requirements ● Ability to submit invoices and expense documentation on schedule ● Annual budget >= \$25,000 (or fiscal sponsor) ● Board of directors reviews financial statements ● Not currently involved in any legal proceedings that could affect applicants operations, financial stability or ability to carry out proposed grant activities

Equity Priority Communities (EPCs)

Demographic factors used to create EPCs are:

- % people of color
- % low income (<200% FPL)
- % limited English proficiency
- % Zero-Vehicle Households
- % Seniors 75 and over
- % people with disabilities
- % single parent families
- % severely rent burdened



Threshold Requirements (cont'd)

Threshold Requirement	Description
Application Complete and Submitted by Deadline	5:00 p.m. PST, October 9, 2025
Ability to Advance REAP 2.0 Goals	<ul style="list-style-type: none"> ● Demonstrate alignment with at least one REAP 2.0 goals (MTC will work with grantees to ensure final projects show the ability to advance all three): <ul style="list-style-type: none"> ○ Accelerating infill development ○ Affirmatively furthering fair housing ○ Reducing vehicle miles traveled. ● New project or demonstrate a new component that expands or deepens the impact/reach of existing activities
Community Engagement Approach	<ul style="list-style-type: none"> ● Demonstrate meaningful engagement through: <ul style="list-style-type: none"> ○ Plan for engaging underrepresented demographic groups within EPCs ○ Culturally appropriate and effective engagement strategies ○ Plan for language interpretation, accessible meeting formats and/or compensation when appropriate ● Description for how community input will shape project implementation
Project Feasibility	<ul style="list-style-type: none"> ● Demonstrate organizational capacity to complete proposed project in timely manner: <ul style="list-style-type: none"> ○ Reasonable budget, work plan and staffing plan

Scoring Criteria (p. 17-18)

Scoring Category	Description	Category 1 Points	Category 2 Points	Category 3 Points
Capacity Building Impact	<ul style="list-style-type: none"> • Clear, effective, and feasible plan for enhancing community leadership, knowledge, and/or organizational capacity • Plan for partnerships and collaborations necessary to implement the project 	20	x	x
Partnership Development	<ul style="list-style-type: none"> • Clearly defined roles and responsibilities of each partner • Strategies for effective multi-sector collaboration • Plan for sustaining partnerships beyond the grant period 	x	20	x
Community Project	<ul style="list-style-type: none"> • Innovative approach that tests new models or scales proven community solutions • Evidence of community leadership in project design • Identification of potential challenges and how to address them • Potential for long-term impact beyond the grant period 	x	x	20
Project Need and Community Benefit	<ul style="list-style-type: none"> • Clear description of transportation/housing needs or gaps being addressed • Specific benefits to disadvantaged and historically underserved communities in Equity Priority Communities • Connection to previously identified community priorities (e.g., Community-Based Transportation Plans), if applicable 	10	10	10
Implementation Approach	<ul style="list-style-type: none"> • Clear, feasible work plan with a detailed and realistic timeline, measurable outcomes, and a plan for implementation • Appropriate staffing, partnerships, and collaborations necessary to complete the project activities and achieve the measurable outcomes 	20	20	20
Budget and Cost Effectiveness	<ul style="list-style-type: none"> • Reasonable costs relative to the proposed activities and measurable outcomes • Appropriate allocation of resources across project components 	10	10	10

Bonus Points

- **Innovative Strategies:** Innovative strategies or partnerships that can be replicated in other communities (+10 points)
- **Meaningful Involvement:** Meaningful involvement of youth, seniors, or people with disabilities in the design and implementation of the project (+10 points)
- **New Organizations:** New or emerging organizations (< 5 years old) or organizations that have not previously engaged with or received funding from MTC (+10 points)

Poll: Which category are you interested in applying for?

Category	Focus	Max. Award
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Application Support and Technical Assistance

Crafting a Competitive Application

✓	Review the Call for Projects and Scoring Criteria
✓	Respond directly to the question
✓	Make connections to transportation, housing, environment community priorities
✓	Provide context; what does evaluator need to know to understand the need?

<https://mtc.ca.gov/care>

Application Technical Assistance

The screenshot shows the Metropolitan Transportation Commission (MTC) website. At the top, there is a navigation bar with the MTC logo, a search bar, and language options (English, Español, 中文(繁體)). Below the navigation bar is a menu with categories: About MTC, Planning, Operations, Funding (highlighted), Advocacy, Meetings & Events, News & Media, Tools & Resources, and Jobs & Contracts. The main content area features a breadcrumb trail: Home / Funding / Funding Opportunities / Community Action Resource & Empowerment (CARE) Program / CARE Power-Building and Engagement (Pb+E) Program. A sidebar on the left lists various funding categories, with 'Funding Opportunities' expanded to show 'Power-Building and Engagement (Pb+E) Program' selected. The main content area displays a 'Tuesday, September 16, 2025 Update' and a large heading for the 'CARE Power-Building and Engagement (Pb+E) Program'. The text describes the program's goals and mentions a 'Call for Projects (September 2025)'. At the bottom, there are two green buttons: 'Information Session #1' and 'Information Session #2'.

METROPOLITAN TRANSPORTATION COMMISSION

MTC is the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area.

Search

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About MTC ▾ Planning ▾ Operations ▾ **Funding ▾** Advocacy ▾ Meetings & Events News & Media Tools & Resources Jobs & Contracts

Home / Funding / Funding Opportunities / Community Action Resource & Empowerment (CARE) Program / CARE Power-Building and Engagement (Pb+E) Program

Funding

- Investment Strategies & Commitments ▾
- Federal Funding ▾
- State Funding ▾
- Regional Funding ▾
- Fund Management System
- Funding Opportunities ▲
 - Bipartisan Infrastructure Law (BIL) Competitive Grants
 - Community Action Resource & Empowerment (CARE) Program ▲
 - Power-Building and Engagement (Pb+E) Program**
 - Grantee Resources: TOCs & PDAs
 - Housing Incentive Pool Grants
 - Priority Conservation Area Grants
 - Priority Development Area Grants
 - Priority Production Area Grants

Tuesday, September 16, 2025 Update

CARE Power-Building and Engagement (Pb+E) Program

The Power-Building and Engagement (Pb+E) program, part of MTC's Community Action Resource Empowerment (CARE) initiative, supports community-based organizations to strengthen community leadership, build partnerships and implement community-driven solutions that advance the expansion of housing choices and affordability and reduce car dependency. The first component of the Pb+E program is a Call for Projects (September 2025), followed by a Learning Action Lab in early 2026.

Call for Projects Now Open: Materials Available Below

Information Session #1 **Information Session #2**

Application Technical Assistance 9/15 – 10/8

Application Support

Frequently Asked Questions
View the [Frequently Asked Questions](#).

Information Sessions
Information Session #1: Tuesday, September 9, 12 to 1 p.m.

- [Info Session 1 presentation slides](#)
- [Info Session 1 video recording](#)
- [Info Session 1 meeting transcript \(.VTT\)](#)

Information Session #2: Thursday, September 18, 1 to 2 p.m.

- [Register for Information Session #2](#)

Office Hours
Office hours will be available for two hours following each information session:

- Have a brief question? [Register for a 10-minute Q&A appointment](#).

One-on-One Technical Assistance
Up to three hours of one-on-one technical assistance per applicant will be available to help prospective grantees tailor project ideas to program requirements. Support will be available upon request on a rolling basis until consultant hours are expended. [Sign up for application technical assistance](#).

Technical Assistance Providers

- **Beth Altshuler Muñoz**, BAM Consulting, Inc.
- **Ellen Wu**, Urban Habitat
- **Jen Lewis-Walden**, Co-Create Health
- **Mirella Rangel**, Colibri Collaborative
- **Randan Price**

Office Hours

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Resources on the Pb+E Webpage

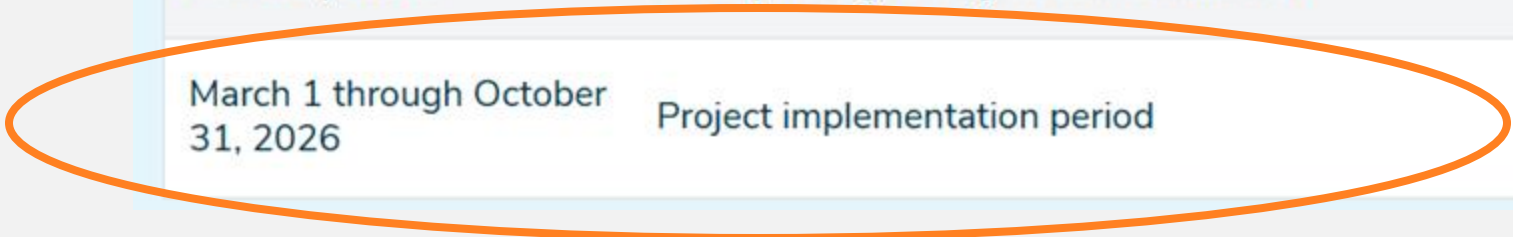
- Call for Projects
- Application Worksheet
- Application Documents (Work Plan and Budget Templates)
- Staff Contacts
- Technical Assistance
- FAQs

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Key Dates and Logistics

Key Dates

Date	Milestone
September 2, 2025	Call for Projects released
September 9, 2025	Information Session #1, 12 to 1 p.m., followed by office hours, 1 to 3 p.m. Register for Info Session #1.
September 18, 2025	Information Session #2, 1 to 2 p.m., followed by office hours, 2 to 4 p.m. Register for Info Session #2.
September 26, 2025	Application window opens (9 a.m. PST)
October 9, 2025	Application deadline (5 p.m. PST)
November 24, 2025	Award notifications
February 2026	Anticipated grant agreement execution
March 1 through October 31, 2026	Project implementation period



Updates Since Info Session 1

- Updated the **FAQs**.
- Clarified information on **Equity Priority Communities** and **applicant eligibility**. See the FAQs.
- Application **Work Plan and Budget** templates are now available on the Pb+E webpage.
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THANK YOU!



**METROPOLITAN
TRANSPORTATION
COMMISSION**

