

Information Session 1: CARE Power-Building and Engagement (Pb+E) Grants

Information Session: 12–1 p.m.

Office Hours: 1–3 p.m.

September 9, 2025



Agenda

INFORMATION SESSION (12–1 p.m.)

1. Welcome, Agenda & Session Outcomes
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. Q&A

OFFICE HOURS (1–3 p.m.)

- Breakout Room A — General Questions
- Breakout Room B — Confidential or Project Specific Questions
- Breakout Room C — Housing Questions
- Breakout Room D — Transportation Questions

Office Hours Instructions: Three Steps

- **Room A (General)**
- **Room B (1:1)**
- **Room C
(Transportation)**
- **Room D (Housing)**

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 - Our program staff consultants will meet with potential applicants for 10 minutes. *We'll do our best to serve everyone.*
 - If you choose to attend another Breakout Room (A, C or D) first, we may not have room for you in the one-on-one queue before the session ends at 3 p.m.
3. If you find yourself in the wrong room, ask our staff to move you to the main room. Staff in the main room will place you in the correct room.

Session Outcomes

Understand the application time, process, requirements and scoring rubric.

Understand what makes a competitive application and feel prepared to apply.

Have an opportunity to ask questions.



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.**



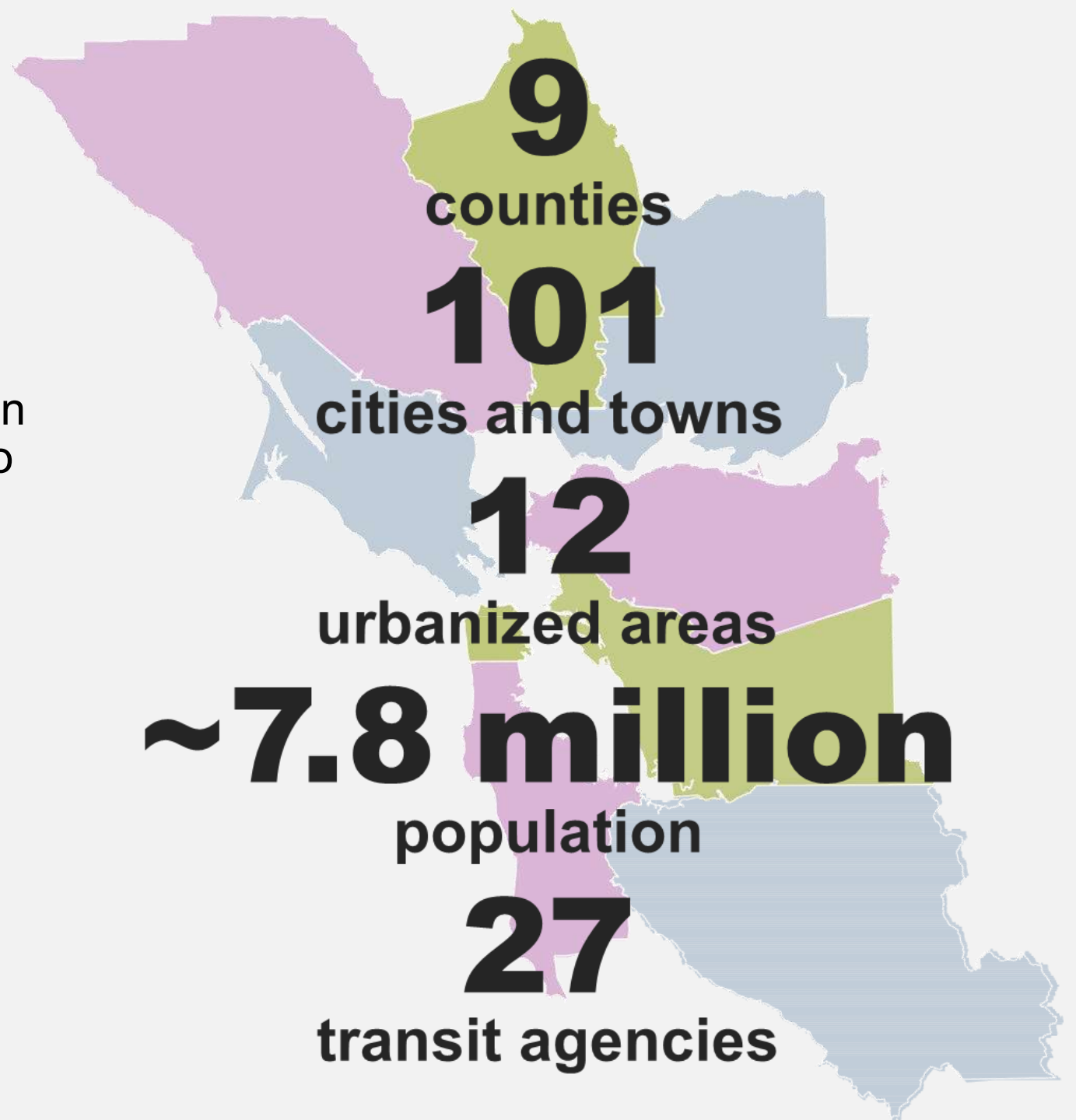
Introduction to the Metropolitan Transportation Commission (MTC)

Metropolitan Transportation Commission

- Metropolitan Planning Organization for the Nine-County San Francisco Bay Area
- Plans, funds, 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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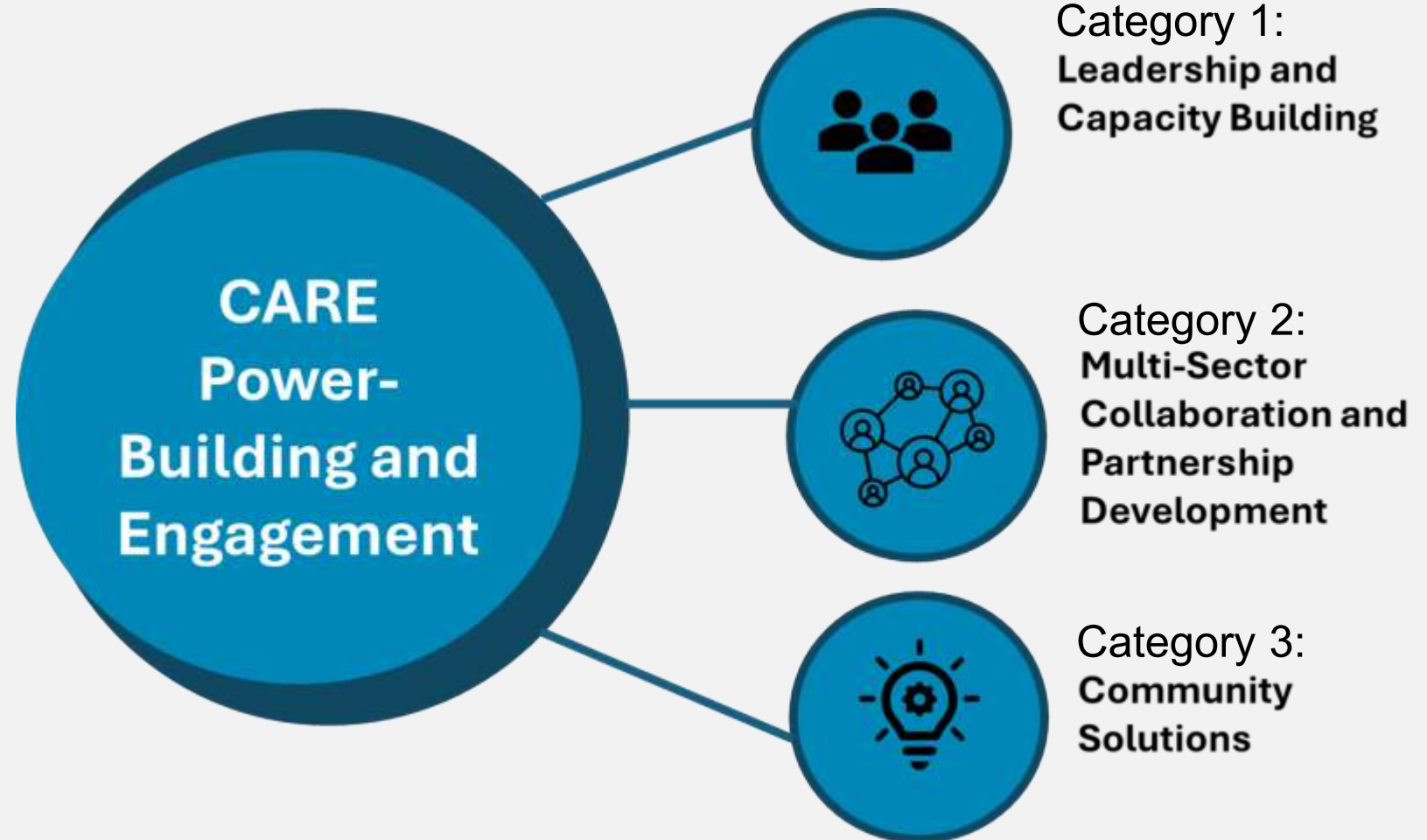
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Innovation and thoughtful community partnership is key to moving from vision to reality.



Intro of Pb+E



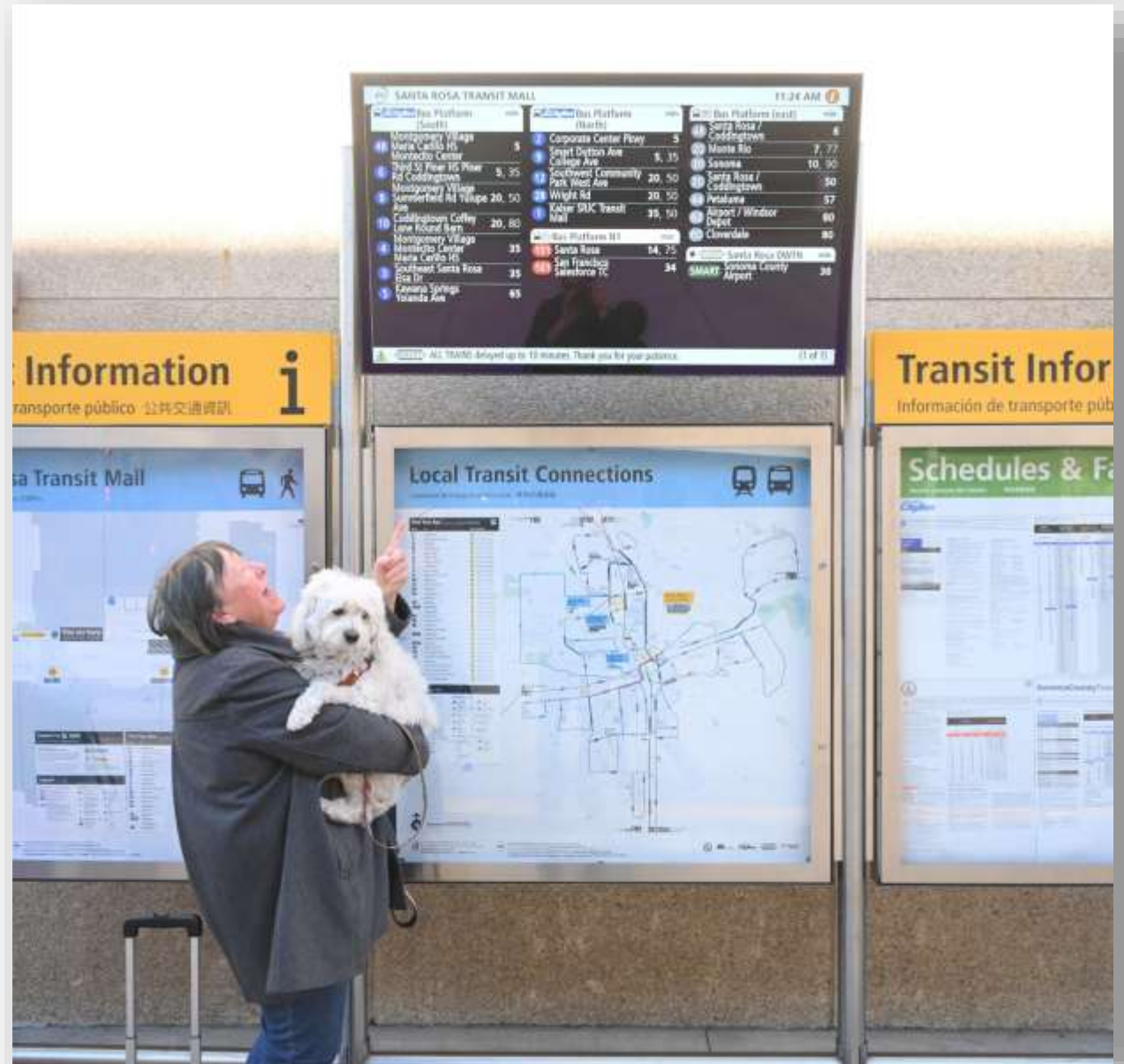
Regional Early Action Planning (REAP 2.0) Funding and Goals

Regional Early Action Planning (REAP 2.0) Grant

Goal: accelerate progress towards communities achieving California's housing and climate goals

Prioritizes the following efforts:

- Lowering vehicle miles traveled (VMT)
- Affirmatively furthering fair housing (AFFH)
- Accelerating infill housing development



Accelerating Infill Development

Specifically, projects that:

- Support an increase in housing supply, choice and affordability
- Improve connections between housing and transit
- Will increase the supply of long-term affordable housing for low- and moderate-income households



Affirmatively Furthering Fair Housing (AFFH)

Specifically, projects that:

- Combat housing discrimination
- Overcome patterns of segregation and foster inclusive communities



Reducing Vehicle Miles Traveled (VMT)

Specifically, projects that:

- Shift travel away from driving by supporting active transportation options
- Implement pedestrian, bicycle, transit and other alternative transportation programs



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
<p>Applicant is CBO, with 501(c)(3) status or fiscal sponsor, and works with/in Equity Priority Communities</p>	<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>
<p>Demonstrated Transportation/Housing/Climate Experience</p>	<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)
<p>Financial Capacity (or applicant and/or fiscal sponsor)</p>	<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

Threshold Requirements (cont'd)

Threshold Requirement	Description
Application Complete and Submitted by Deadline	5:00pm PST, October 9th, 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. The header includes the MTC logo, a search bar, and language options (English, Español, 中文(繁體)). The navigation menu is dark blue with white text, highlighting the 'Funding' section. Below the navigation, a breadcrumb trail reads: Home / Funding / Funding Opportunities / Community Action Resource & Empowerment (CARE) Program / CARE Power-Building and Engagement (Pb+E) Program. A left sidebar contains a 'Funding' menu with various categories, including 'Funding Opportunities' which is expanded to show 'Power-Building and Engagement (Pb+E) Program'. The main content area features a 'Thursday, September 4, 2025 Update' and a large blue heading: 'CARE Power-Building and Engagement (Pb+E) Program'. Below the heading is a paragraph describing the program's goals and the upcoming 'Call for Projects' in September 2025. At the bottom, there are two green buttons: 'Information Session #1' and 'Information Session #2'.

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

English · Español · 中文(繁體)

Search

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

Thursday, September 4, 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

Information Sessions

- [Register for Information Session #1:](#) [Tuesday, September 9, 12 to 1 p.m.](#)
- [Register for Information Session #2:](#) [Thursday, September 18, 1 to 2 p.m.](#)

Office Hours

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

- [Register for Office Hours on Tuesday, September 9, 1 to 3 p.m.](#)
- [Register for Office Hours on Thursday, September 18, 2 to 4 p.m.](#)

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.](#)

Frequently Asked Questions

View the [Frequently Asked Questions.](#)

[Back To Top](#)

Technical Assistance Providers

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

Office Hours

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- Room A (General)
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- Room C (Transportation)
- Room D (Housing)



Resources on the Pb+E Webpage

- Call for Projects
- Application Worksheet
- Application Documents (Workplan and Budget Templates)
- Staff Contacts
- Technical Assistance
- FAQ

The screenshot displays the 'Funding' section of the Pb+E webpage. The navigation bar includes 'About MTC', 'Planning', 'Operations', 'Funding', 'Advocacy', 'Meetings & Events', 'News & Media', 'Tools & Resources', and 'Jobs & Contracts'. The 'Funding' tab is active.

Related Documents

- CARE Pb+E Call for Projects (536.14 KB PDF)
- CARE Pb+E Application Worksheet (471.34 KB DOCX)

Digital Library

The Power-Building and Engagement (Pb+E) program will distribute \$1.3 million from March 2026 through October 2026.

All grantees will receive professional coaching, technical assistance (as needed), peer learning opportunities and in-person convenings.

Note: the Call for Projects document was revised September 3, 2025. Download the latest version.

Staff Contact

Email: care-powerbuilding@bayareametro.gov
Phone: (510) 255-1215

Inquiries received between September 2 and October 7, 2025 will be answered within two business days.

Mailing List

- Join the CARE Pb+E Mailing List
- Join the general CARE Program Mailing List

Program Details

- Grant Categories
- Important Dates

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

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THANK YOU!



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TRANSPORTATION
COMMISSION**

