



# **Technical Assistance to Governments (TAG) Program**

## **FY 2022/23 Program Guidelines**

(Updated 10/27/22)



**Pre-Application Letters of Intent Deadline: Sep. 29, 2022**  
**Final Application Deadline: 5pm, December 8, 2022**

MAG's TAG Program is supported by funding contributions from the  
Utah Department of Transportation and Utah Transit Authority



# I. PROGRAM PURPOSE AND OBJECTIVES

The Technical Assistance to Governments (TAG) Program provides technical consultant services to local governments throughout Utah, Wasatch, and Summit Counties to proactively address growth. Program objectives include:

- Support local governments in creating opportunities for growth in existing centers
- Reduce vehicle miles traveled per household and improve transportation system performance by encouraging transportation-efficient land development served by compelling mobility options
- Promote multi-jurisdictional collaboration and outcomes of regional significance
- Increase regional prosperity and productivity through coordination with economic development plans and programs
- Support local outreach and engagement efforts that promote broad stakeholder involvement, including disadvantaged and underserved communities

As a result of TAG Program awards, MAG aims to spur innovative and transformative projects that would not have happened without technical assistance, would not have happened as soon, or would not have happened to the same high standard. This will be accomplished by:

- Filling information gaps and addressing barriers unique to each community and project
- Connecting partners and resources needed to implement local plans and projects
- Generating deliverables that directly feed future capital grant applications, the Transportation Improvement Program (TIP) project selection process, development agreements, and other funding strategies

**Table 1: Program Overview**

FY 2022 Cycle Funding	Project Size	Eligible Activities	Eligible Applicants	Local Match
Up to \$1,000,000 may be awarded in Cycle I, depending on the number and quality of applications received	To be determined on a case-by-case basis (please consult with program administrator)	Plans and studies that integrate transportation and land use to proactively address growth	Local governments in Utah, Summit, and Wasatch County	A minimum financial match of 6.77% is required
<b>Award Type:</b>				
<ul style="list-style-type: none"> <li>• Assistance will be provided in the form of consultant services.</li> <li>• Consultants will be selected by the applicant from a pool of over 80 pre-qualified consultants.</li> <li>• MAG will contract with the consultant on behalf of the grantee, who will serve as the project manager.</li> </ul>				

## II. EXAMPLE PROJECT TYPES AND TIPS FOR A COMPETITIVE APPLICATION

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Technical assistance may only be used for planning activities (no capital construction). So as not to limit the strategies, approaches, and tools available to local governments, a broad range of activities are eligible. Program funds may be used for planning activities that integrate land use and transportation, from visioning and analysis to planning and design work prior to entitlement and construction. Examples of such activities are listed below, with the understanding that some activities may need to be combined in order to integrate transportation and land use.

- Transit station area and corridor plans
- Community visioning process for a redevelopment site or project
- Community and stakeholder engagement
- Vacant and underutilized land assessment
- Community infrastructure capacity assessment
- Development of an infill and redevelopment incentive program
- Transportation + housing affordability study
- Disadvantaged communities mobility studies
- Transit oriented development plans and studies
- Trail oriented development plans and studies
- Place-making plans and studies
- Travel demand modeling
- First- and last-mile connectivity studies
- Integrated multimodal transportation facilities studies and plans
- Active transportation plans
- General plan updates (as related to the coordination and implementation of transportation and land use elements)
- Community visioning and technical analyses associated with the preservation of open space, agricultural lands, natural resources, and working landscapes
- Transit/pedestrian supportive design
- Transit demand assessment and transit service delivery strategies
- Impact analyses and cost estimating needed for development agreements
- Land use planning and ordinances that support transportation-efficient development and affordable housing
- Micromobility studies and business plans (e.g., scooter share, bike share, electric shuttle service)
- Other project types that directly shape future community development through public policy, partnerships, or public investment.

In addition to traditional planning components (e.g., existing conditions analysis, public engagement, goals and strategies, funding strategy, etc.), conceptual designs that communicate the form and function of proposed improvements are encouraged, including:

- Site plans
- Transportation infrastructure alignments and cross-sections
- Artistic renderings of development and transportation improvements

Plans may be community-wide, focus on a specific area (e.g., central business district, transit station area/corridor, etc.), and/or focus on a specific set of improvements (e.g., active transportation network, transit-related amenities, bicycle and pedestrian safety, etc.). Applicants are encouraged to consider project-specific gaps or obstacles that are preventing the implementation of city/county plans; barriers that are discouraging developers from carrying out transformational projects; and content needed for future capital grant applications.

### III. HOW TO APPLY FOR TECHNICAL ASSISTANCE

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The TAG Program application process is a two-step procedure.

- **STEP 1: Pre-Application Letter of Intent**

Once a project concept has been identified, interested applicants shall submit a letter of intent under the signature of the city mayor or county commissioner. By submitting a letter of intent, MAG staff are able to screen projects for compatibility with the TAG Program and/or other potential funding sources. This letter should include:

- Applicant's contact information
- Brief project description
- Type of assistance requested
- Estimated project cost
- Local match contribution

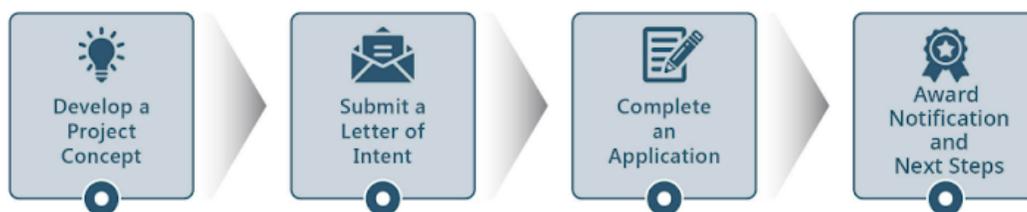
Supplemental materials may be attached as needed to help describe the project need and/or scope of work. Applicants are welcome to contact MAG to discuss project ideas prior to submitting a letter of intent. Pre-application letters of intent may also be submitted online using the provided form: <https://forms.gle/pzLwtMahA1bYXoDBA>

**Invitation to Submit** - Pre-application letters of intent will be screened to determine if the project is eligible and if other funding programs may be better aligned with the project. As part of this process, TAG Program staff may contact the applicant to discuss the project concept and suggest specific changes needed to be eligible and competitive. Applicants with project concepts that are eligible for TAG Program funding will be invited to submit a formal application.

- **STEP 2: Complete an Application**

Local governments that have been invited to submit an application shall use the electronic application form located online at [www.mountainland.org/TAG](http://www.mountainland.org/TAG) under the 'Resources' tab. See Attachment A for a sample application form. No hardcopy applications will be accepted.

**Pre-Application Consultation and Site Visit (Optional)** - Applicants may request one or more meetings with MAG staff to discuss the draft project application and receive feedback and suggestions for developing the most compelling project and application. As part of this process, the applicant and local stakeholders may also organize a project site visit for MAG staff.



- **AWARD NOTIFICATION AND NEXT STEPS**

Applicants will be notified in writing if their project application has or has not been selected to receive technical assistance. See Section IV and V of these guidelines for anticipated timeline and process details.

#### IV. FY 2022/23 CYCLE TIMELINE

<b>Letter of Intent</b>	
<b>Project Concept/Letter of Intent Deadline</b>	September 29, 2022
<b>Notice of Eligibility and Invitation to Submit</b>	October 21, 2022
<b>Formal Application</b>	
<b>Deadline to request Pre-Application Consultation</b>	Pre-application consultations may occur at any time prior to the application deadline; however, interested applicants are encouraged to contact MAG as early as possible
<b>Deadline to Submit Formal Application</b>	December 8, 2022
<b>Project Award and Administration</b>	
<b>Notice of Awards</b>	March 2023 (anticipated)
<b>Complete Awardee Letter of Concurrence</b>	April 2023 (anticipated)
<b>Technical Consultant Procurement and Contracting Process</b>	May - June 2023 (anticipated)
<b>Notice to Proceed</b>	To be provided once the letter of concurrence from the awardee and consultant contract have been finalized
<b>Project Completion Deadline</b>	To be determined based on project scope. All billable work must be completed no later than 12/31/024
<b>Project Close-Out Report Deadline</b>	60-days from project completion

## V. SCORING CRITERIA FOR FINAL APPLICATION

Applications received will be evaluated by a technical panel, composed of individuals representing MAG, UTA, and UDOT. Scoring criteria and points are outlined below. The minimum number of points required to receive technical assistance will be adjusted each cycle based on: 1) the availability of funding; and 2) the responsiveness of applications to the scoring criteria.

Minimum Threshold Screening		
<ul style="list-style-type: none"> <li>6.77% local match</li> </ul>		
Scoring Criteria	Evaluator Considerations	Points
<b>Transportation and Land Use</b>	<ul style="list-style-type: none"> <li>Does the application include a transportation and a land use component and describe how they are integrated to reduce automobile dependency and create more compelling mobility options? <b>(10 pts)</b></li> <li>Is all or part of the proposed planning area located in a community center, as identified in the Wasatch Choice Vision (see Community Centers map located here: <a href="https://wfrc.org/wasatch-choice-regional-vision-wcrv/">https://wfrc.org/wasatch-choice-regional-vision-wcrv/</a>)? If not, the applicant may choose to describe how the plan, if implemented, would effectively reduce the average number and distance of automobile trips per household. <b>(5 pts)</b></li> <li>Does the application identify specific mobility, housing, or other challenges and opportunities that will be addressed by the plan or study (versus generalized and generic statements)? <b>(5 pts)</b></li> </ul>	<b>20</b>
<b>TAG Program Goals</b>	<ul style="list-style-type: none"> <li>Does the application effectively address each of the three program goals?               <ul style="list-style-type: none"> <li>Create communities with opportunities to live, work, and play <b>(3 pts)</b></li> <li>Maximize the value of investment in public infrastructure <b>(3 pts)</b></li> <li>Increase travel options to optimize mobility <b>(3 pts)</b></li> </ul> </li> <li>Does the project support the Wasatch Choice Vision and, for projects located in Utah County, the TransPlan50 Regional Transportation Plan <b>(3 pts)</b></li> </ul>	<b>12</b>
<b>Value-Added Benefits</b>	<ul style="list-style-type: none"> <li>Does the project directly or indirectly serve disadvantaged communities as identified by the applicant? Alternatively, if the project does not serve disadvantaged communities, does the application describe additional positive outcomes targeted by the plan (e.g., enhanced public health, public safety, access to opportunity, economic development, etc.) and how these have been integrated into the proposed scope of work and deliverables? <b>(10 pts)</b></li> </ul>	<b>10</b>
<b>Stakeholder Engagement &amp; Partnerships</b>	<ul style="list-style-type: none"> <li>Does the application identify specific neighborhoods, groups, and organizations that may be affected by the plan? <b>(4 pts)</b></li> <li>Is there a clear and project-appropriate community engagement strategy designed to engage affected stakeholders? <b>(4 pts)</b></li> <li>Does the application include letters of support from key project stakeholders or community organizations that may be affected by the plan and/or will be instrumental in implementing the plan? <b>(3 pts)</b></li> <li>Have any resources or in-kind support been leveraged from the project stakeholders? <b>(3 pts)</b></li> </ul>	<b>14</b>

<b>Local Match</b>	<ul style="list-style-type: none"> <li>● Additional points may be awarded for local match beyond the minimum 6.77%, as follows: <ul style="list-style-type: none"> <li>○ 7.0 - 9.9% <b>(1 pt)</b></li> <li>○ 10.0% or more <b>(2 pts)</b></li> </ul> </li> </ul>	<b>2</b>
<b>Implementation Strategy</b>	<ul style="list-style-type: none"> <li>● Does the application provide a reasonable pathway to implementation once the plan has been completed? <b>(6 pts)</b></li> <li>● Have specific capital grant programs or other funding sources been identified for implementation? If yes, does the applicant demonstrate an understanding of the funding priorities associated with these programs and required application content? Will the proposed scope of work and deliverables help satisfy this content? <b>(6 pts)</b></li> </ul>	<b>12</b>
<b>Total Points</b>		<b>70</b>
<b>Post-Scoring Factors</b>		
<b>Rural Allocation Target</b>	<ul style="list-style-type: none"> <li>● A goal of 30% of program funding is targeted for eligible applicants in rural areas. Note that this is a funding target, not a set-aside. Actual distribution of funds will vary from year to year.</li> <li>● To support the rural funding target, the points cut off for funding may be adjusted to accommodate plans or studies located in rural areas.</li> </ul>	
<b>Exceptional need</b>	<ul style="list-style-type: none"> <li>● The points cut off for funding may be adjusted for communities that are able to demonstrate a dire need, acute pressure, or hardship that would benefit from technical assistance. To be considered, applicants are strongly encouraged to request a pre-application consultation with MAG TAG Program staff to discuss the specific circumstances and type of assistance needed.</li> </ul>	

## VI. ROLES AND OBLIGATIONS

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All awardees will be required to sign a letter of concurrence with MAG, outlining the general terms of the award and the roles and obligations of MAG and the awardee. Key expectations are outlined below.

MAG ROLE	AWARDEE ROLE
Administer consultant procurement process	Select prospective and final consultant(s)
Administer consultant contract	Day-to-Day Project Management
Participate on project technical advisory committee	Involve TAG Program staff on the project technical advisory committee
Provide additional technical support, as needed	Submit quarterly progress reports and final close-out report, including all deliverables

**Quarterly Reporting** - Quarterly reports must be submitted electronically no later than 30 days following the end of each fiscal year quarter. See Online Quarterly Report Form: <https://forms.gle/TuYjV4wk9JE5bmWZ6>

**Project close-out report** - Within 60 days of project close, a final close-out report must be submitted to MAG. The project close-out report shall contain the following information:

- Copy of all deliverables consistent with consultant agreement and letter of concurrence.
- Consultant performance evaluation (online form to be provided)
- Narrative discussion regarding anticipated next steps toward implementation, including any additional assistance needed to support implementation efforts.

## **Attachment A: Sample Online Application Form**

Note: Applicants may wish to prepare their application first in Word or Google Docs, then cut and paste their content into the Google Form

# Combined Application Form - TPA/TLC/TAG

dwayne@mountainland.org [Switch account](#)



The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response.

Any files that are uploaded will be shared outside of the organization they belong to.

**\* Required**

## Applicant Information

Agency \*

Your answer

Name of person submitting this application \*

Your answer

Name of primary point of contact for this application \*

Your answer

Email (primary point of contact) \*

Your answer



Phone (primary point of contact) \*

Your answer

Contact information for co-applicants, if applicable (local governments, project partners, etc.)

Your answer

Back

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## Location Information

TPA funding applies statewide. TLC funding applies to the area covered by WFRC. TAG funding applies to the area covered by MAG. Applications from jurisdictions within the WFRC and MAG areas will automatically be considered for TPA funding as well. Applications from jurisdictions outside the WFRC and MAG area will be considered for the TPA program only.

In which county is your jurisdiction located? \*

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## Project Cost and Community Contribution

Total Estimated Project Cost \*

Your answer

Requested Funding \*

Your answer

Local Financial Match (minimum 6.77% of total project cost) \*

Your answer



There is a minimum expectation that local government representatives will be responsive to UDOT/WFRC/MAG staff; participate in and help to coordinate project meetings; fulfill local government obligations in consultant advertisement and selection; accomplish necessary public noticing; guide the project to a product that is to the community's satisfaction (within scope limits); and ultimately support the adoption of the end product (if applicable). Beyond these minimums, please describe any additional anticipated roles for your community's staff and/or officials.

Your answer

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## Project Information

Project Name \*

Your answer

Project Type (check all that apply) \*

- Visioning
- General Plan Update
- Zoning Update
- Transportation Master Plan
- Active Transportation Plan
- Small Area Plan
- Open Space Plan
- Technical Study or Analysis
- Other:

Please describe your project in one or two sentences. \*

Your answer



Please describe the objective(s) of the project. \*

Your answer

Please describe the final deliverable(s) of the project and how you plan to implement them. \*

Your answer

Are there any previous or ongoing plans/studies that relate to or that overlap with the proposed project? If so, please explain. \*

Your answer

Please describe any current and/or planned collaboration on this project with other regional/local entities such as local governments, agencies, non-profits, or other organizations. \*

Your answer

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## Alignment with Program Goals

How will your project integrate/coordinate land use and transportation? \*

Your answer

How will your project maximize the value of investment in public infrastructure (existing or planned)? \*

Your answer

How will your project increase travel options to optimize mobility? Does this project enhance street connectivity? \*

Your answer

How does the project affect land use, such as housing mix, land use mix, intensity, etc., and how will your project create communities with opportunities to live, work, and play? \*

Your answer



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## TLC and TAG Specific Questions

The following questions are applicable only to those jurisdictions that wish to be considered for technical assistance through WFRC's TLC Program or MAG's TAG Program. Jurisdictions located outside of the WFRC/MAG MPO area do not need to complete this section.

Please describe how this effort relates to your City Centers, as identified in the Wasatch Choice Regional Vision and shown in the following map:  
<https://wfr.org/wasatch-choice-map/#currentTabIndex=0&sideBarClosed=false>

Your answer

How does the project enhance access to opportunities, such as providing better connection to key destinations?

Your answer

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## Attachments

Please attach the following, as applicable. Required attachments are indicated by a red asterisk.

Signed letter of support from the applicant's Mayor/Commissioner \*

[Add file](#)

Site/Project Area Map

[Add file](#)

Letters of support from interested parties or entities

[Add file](#)

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