



City of Rochester, NY
Malik D. Evans, Mayor
Rochester City Council



2024-25 HUD Funding: Annual Action Plan Public Hearing #1

MARCH 18, 2024



Meeting Agenda

1. Background on the Annual Action Plan
2. Overview of CDBG Programs
 - a) Economic Development
 - b) Neighborhood Service Centers
 - c) Rehab and Demolition
 - d) Recreation and Human Services
3. Overview of Housing Programs
4. Next Steps, Key Dates
5. Breakout Tables by Topic for Q&A



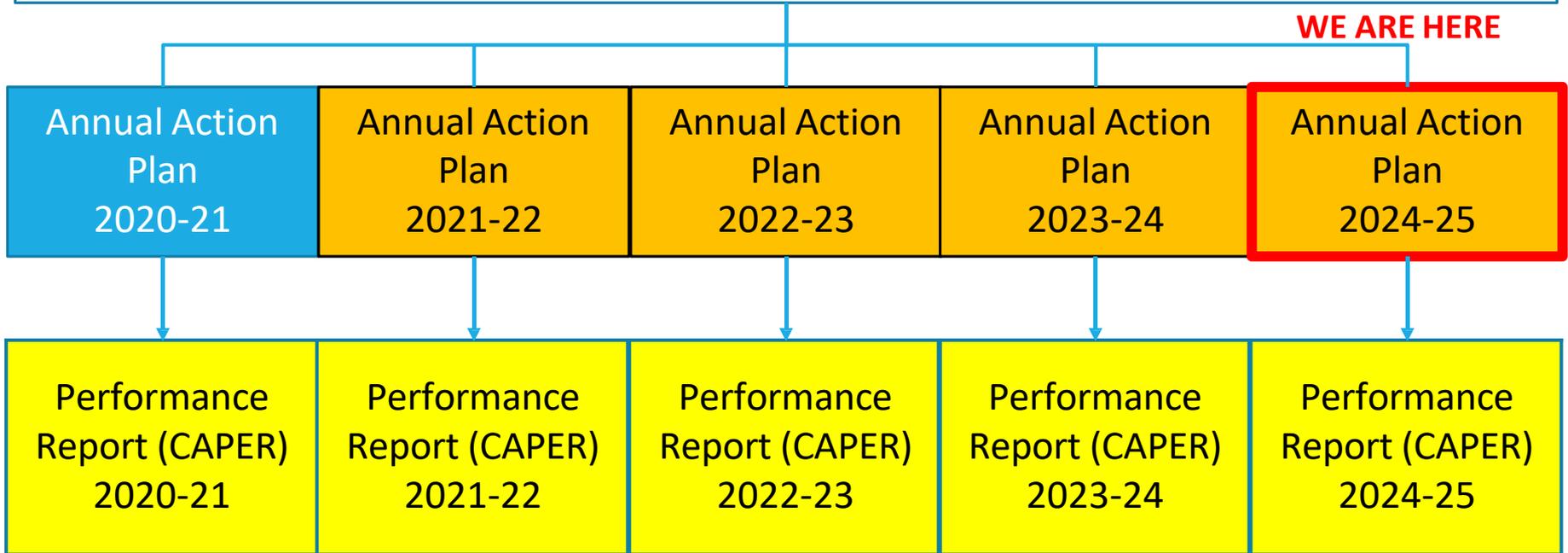
HUD Funding Background

- Rochester receives about \$12M in HUD funding/year
- The City of Rochester adopted a new 5 Year HUD Consolidated Plan in July 2020
- HUD funds can be used for many activities that are recommended in *Rochester 2034*:
 - Neighborhood reinvestment
 - Expanding homeownership
 - Affordable rental units in mixed income developments
 - Employment opportunities for youth
 - Public services that support community development goals
 - And many, many more!



5-Year Consolidated Plan – 2020-2025

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Citizen Participation Plan 2. Needs Assessment 3. Market Analysis 4. Strategic Plan <ul style="list-style-type: none"> ➤ Priority Needs ➤ Goals 5. Year 1 Annual Action Plan | <p>Consolidates the planning for four grant programs:</p> <ul style="list-style-type: none"> •Community Development Block Grant (CDBG) •HOME Investment Partnerships (HOME) •Emergency Solutions Grants (ESG) •Housing Opportunities for Persons with AIDS (HOPWA) |
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2024-25 Annual Action Plan

Covers the period from July 1, 2024 through June 30, 2025

Details Rochester's budget and planned activities for funding for Year 5 of the five-year Consolidated Plan

Includes:

- 1) Budget and anticipated accomplishments for funding allocated for CDBG, HOME, HOPWA, and ESG programs
- 2) Framework to address priorities established by the City in the Rochester 2034 plan
- 3) Summary of input from the public

Does not include funds through the CARES Act or American Rescue Plan Act (ARPA) for COVID response

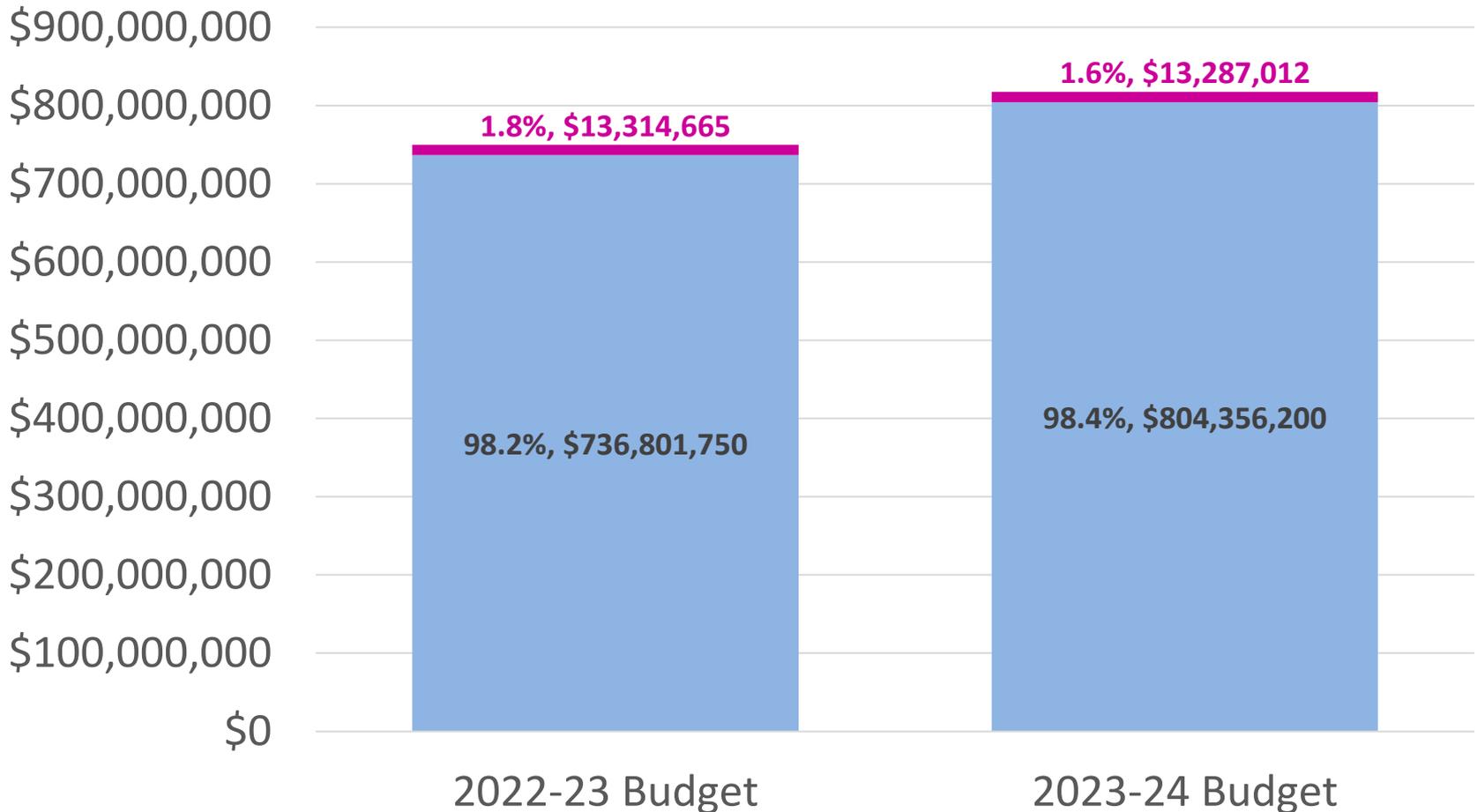


Recent History of HUD Grant Awards and Program Income

	2022-23	2023-24	2024-25 Estimate	Diff 2023 to 2024	% Diff
CDBG	\$8,175,063	\$8,132,502	\$8,132,502	\$0	0%
HOME	\$2,755,981	\$2,760,094	\$2,300,078	-\$460,016	-16.7%
ESG	\$704,815	\$718,502	\$718,502	\$0	0%
HOPWA	\$1,028,806	\$1,125,914	\$1,139,452	+\$13,538	1%
Formula Grants Subtotal	\$12,664,665	\$12,737,012	\$12,290,534	-\$446,478	-3.5%
Program Income	\$650,000	\$550,000	\$475,000	-\$75,000	-11.5%
<u>GRAND TOTAL</u>	<u>\$13,314,665</u>	<u>\$13,287,012</u>	<u>\$12,765,534</u>	<u>-\$521,478</u>	<u>-3.9%</u>



HUD Funding Makes Up Less Than 2% of City of Rochester Annual Spending



Requirements: CDBG National Objectives

Each CDBG project must meet one of the ***THREE NATIONAL OBJECTIVES***



1. Benefit low- and moderate-income persons
(at least 70% of grant amount)



2. Prevent or eliminate blight (not more than 30% of grant amount)



3. Meet urgent needs when health and welfare are threatened



Requirements: CDBG Eligible Activities

AREA	EXAMPLE ACTIVITIES
Economic Development	<ul style="list-style-type: none">• Business Loans and Grants
Neighborhood Development	<ul style="list-style-type: none">• Street Liaisons• Plan Development
Rehabilitation & Clearance	<ul style="list-style-type: none">• Demolition
Public Services	<ul style="list-style-type: none">• Recreation and Youth/Human Services• Support for the Elderly
Infrastructure Improvements	<ul style="list-style-type: none">• Play Apparatus and Public Facilities• Street Rehabilitation
Housing	<ul style="list-style-type: none">• Acquisition and Rehabilitation• Support for People Facing Housing Insecurity



Next Up:

Overview of City Programs

Please note: program outcome data does not include CARES act or ARPA activities

Please hold questions until the end of the presentation

There will be Q&A by topic afterwards at breakout tables

The PowerPoint and the link to the recording of this meeting will be uploaded shortly to:

CityofRochester.gov/ConsolidatedPlan2020



CDBG: Economic Development

Business Development Division's priorities:

- Create and retain jobs
- Increase investment
- Assist businesses with providing products & services for the community

Business Development programs:

- Small Business Grants: advertising, computers, signs, & equipment
- Grants and low interest loans

Recently completed projects include: PEKO Precision Products Expansion, Slay Beauty Bar, Merkato Ethiopian Market and Grocery, and Linda's New York Pizzeria.

Funding	Program	2022-23 CAPER Accomplishments
CDBG	Economic Development	11 businesses assisted, 23 jobs created/retained

\$256,280 was allocated for 2023-24 programming

Goals & objectives for 2024-25:

- Continue to stimulate economic growth and create/retain jobs
- Supporting significant projects, including: One large clothing manufacturing and a high technology company both anticipated to retain a large number of jobs while creating additional positions.



CDBG: Neighborhood Service Centers

NSC Street Liaison Program :

- Deliver essential services to the business community within the targeted commercial corridors in their quadrants by providing access to information to support business growth, attracting new businesses, and supporting economic development
- Work closely with the City's Neighborhood Service Centers (NSCs) to accomplish annual goals and objectives for each quadrant
- Help to accomplish neighborhood improvement projects, i.e. locally commissioned public art, outdoor furniture, and gateway signs
- \$90,000 CDBG funding was allocated to street liaisons in 2023-24



CDBG: Rehab and Demolition

Priorities:

- Determine areas of greatest need that would benefit most from CDBG funding
- Undertake planning and analysis of the City's program delivery systems to address areas of weakness and to capitalize on program strengths
- Address child lead poisoning through the City's Lead Hazard Control Program
- Address the housing repair needs of low to moderate income homeowners

Past and current programs:

- Rehab programs – remediate lead-based paint hazards and address health and safety issues.
- Emergency Assistance Program (EAP) – funds are used to replace non-working water tanks, and/or furnaces
- Demolition – stabilize and improve our neighborhoods by removing unsafe, blighted and abandoned structures



CDBG: Rehab and Demolition, continued

Funding	Program	2022-23 CAPER Accomplishments
CDBG	Property rehabilitation	278 homeowner/160 rental housing units rehabilitated
CDBG	Demolition	67 buildings demolished

2023-24 CDBG budget allocations:

- \$1,960,439 for the Demolition Program
- \$750,000 for the Owner-Occupied Housing Repair/Rehab Program
- \$190,000 for Rental Housing Repair/Rehab Program
- \$200,000 for the Emergency Assistance Repair Program
- \$400,000 for the Lead Hazard Control Program



CDBG: Recreation and Human Services

Priorities: Develop programs & services that promote youth employment readiness and career skills, positive youth development, civic engagement & environmental stewardship.

2022-23 CAPER Accomplishments:

- **Job Creation/Youth Development/Summer of Opportunity:** Trained or employed 82 youth in summer jobs and job readiness workshops.
- **ROC Paint Division:** Trained 15 youth on fine arts skills; installed public murals at Willie W. Lightfoot and Trenton & Pamela Jackson R-Centers.
- **Employment Opportunity Job Training Support program:** engaged 111 youth; 41 youth placed with employers in summer 2022.
- **STEAM Engine/ROTM:** Engaged over 4857 youth in free mobile recreation programming that incorporates a STEM focus in everyday play in underutilized City parks.
- **ROC Music:** Provided weekly music classes to 131 youth musicians both virtually and at City R-Centers (strings/brass/percussion).



CDBG: Recreation and Human Services, Continued

2022-23 CAPER Accomplishments, Continued:

- **Youth Voice One Vision:** Engaged 506 youth in civic engagement, work readiness and community service projects to prepare them to be productive and civically engaged community members.
- **Park & playground improvements:** Completed playground improvements at the Bronson Playground, Carter Street R-Center Playground, David Gantt R-Center Playground & Grand Avenue Playground, and continued development of projects at Martin Luther King Jr. Memorial Park and Lower Maplewood Park.

2023-24 CDBG Budget Allocations:

- \$404,364 for job creation/youth development
- \$74,685 for STEAM educational youth programming
- \$77,658 for youth leadership and civic engagement
- \$62,658 for employment opportunity job training support
- \$52,000 for operation of La Marketa at the International Plaza
- \$28,083 Cities Connecting Children to Nature - Environmental education



Housing Support and Development Programs

- Funded by:
 - CDBG
 - HOME
 - HOPWA
 - ESG



CDBG: Housing Programs

CDBG Housing Priorities and Activities:

- To provide decent housing and a suitable living environment for LMI households through public services and the rehabilitation of housing
- To help residents become more stable in their housing
- Activities include assistance to seniors to remain in their homes, landlord-tenant education, and mortgage default resolution
- Current programs: Foreclosure Prevention, Aging in Place, Legal Services for Seniors, and HOME Rochester Program Administration

Funding	Program	2022-23 CAPER Accomplishments
CDBG	Foreclosure prevention services	125 families receiving services
CDBG	Aging in place	154 seniors served
CDBG	Landlord-tenant services	210 families receiving services 393 landlords receiving services
CDBG	Home Rochester Program Management	Included in HOME Funded Accomplishments
CDBG	Senior Legal Services	75 senior households served



CDBG Housing Programs, continued

Total 2023-24 Housing CDBG budget allocation was \$506,000:

- HOME Rochester Program Management: \$186,000
- Senior Legal Services: \$40,000
- Landlord Tenant Services: \$100,000
- Foreclosure Prevention: \$120,000
- Aging in Place: \$60,000
- 2024-25 goals and objectives: continue to help maintain and improve housing stability for low- and moderate-income households



HOME Investment Partnership Program (HOME)

Strictly for housing activities assisting low- and moderate-income HH's
\$2,910,094 received for 2023-24:

- \$414,015 – Community Housing Development Organization (CHDO) – 15% requirement
- \$276,009 – Administration
- \$300,000 – Homebuyer Assistance Program
- \$1,920,070 – Affordable Housing Fund



HOME Investment Partnership Program (HOME) - Cont'd

Funding	Program	2022-23 CAPER Accomplishments
HOME	New rental housing	161 new units constructed- (25 HOME Assisted): <i>Zion Hill Sr. Apartments</i> – 45 Units (6 HOME Assisted), <i>Pueblo Nuevo I</i> – 75 Units (11 HOME Assisted) and <i>Jefferson Wollensak</i> – 41 Units (8 HOME Assisted)
HOME	Rehabbed rental housing	160 units rehabbed (11 HOME assisted) at St. Bernard's Senior Apartments
HOME	Homebuyer assistance	60 first-time homebuyers assisted to purchase homes



Housing Opportunities for Persons with AIDS (HOPWA)

Housing assistance and supportive services for low-income persons with HIV/AIDS and their families

\$1,125,914 received in 2023-24

Funding	Program	2022-23 CAPER Accomplishments
HOPWA	Trillium Health and Catholic Charities	159 households assisted



Emergency Solutions Grants (ESG)

- Street outreach and emergency shelter activities
- Homeless assistance
- Homelessness prevention
- \$718,502 received in 2023-24

Funding Source	Program	2022-23 CAPER Accomplishments
ESG	14 various projects	2,315 persons assisted



Next Steps and Key Dates: Public Engagement Schedule

Item	Dates
1 st Public Hearing ✓	March 18th, 6:30pm
Publish Draft Annual Action Plan	April 16th
2 nd Public Hearing	April 23rd, 6:30pm
3 rd Public Hearing (Held by City Council)	May 16th, 6:00pm
Approval by Rochester City Council	May 21st
Submission of Plan to HUD	Late May
2024-25 Program Year Starts	July 1st



More Information on HUD Funding and Next Steps

For more info, contact:

Henry Fitts, Rita Rajca

City of Rochester/Neighborhood and Business Development

HUDFunding@cityofrochester.gov

The PowerPoint will be uploaded shortly to:

<https://cityofrochester.gov/ConsolidatedPlan2020/>

To view current and past HUD budget and reporting documents, and submit public comments visit: <https://cityofrochester.gov/ConsolidatedPlan2020/>

Info on the next HUD Funding public meeting will be posted online and invitations will be emailed to our community email list. Join the email list by visiting: <https://cityofrochester.gov/ConsolidatedPlan2020/>



General Process Questions?

Please hold program specific questions /
comments for the breakout tables

