

APPENDIX TO:

FOCUSED INVESTMENT FOR MAXIMUM IMPACT

An Evaluation of the Focused Investment Strategy (FIS)
Neighborhood Revitalization Program

June 27, 2016

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City of Rochester
Department of Neighborhood and Business Development

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FIS EVALUATION
APPENDIX I

2008
HOUSING
POLICY

I. HOUSING POLICY (2008)

This chapter of the Appendix presents the City's Housing Policy, adopted in March 2008, for which the Focused Investment Strategy became the implementation tool. While FIS supported many of the policy's provisions, Item 5.B. lays the groundwork for the targeted work of FIS.

City of Rochester Housing Policy

Adopted March 18, 2008

The City of Rochester will engage stakeholders and foster public/private partnerships to improve neighborhoods, create healthy real estate markets, stabilize and enhance the tax base, and provide a broad array of housing options to address the needs of diverse households.

To accomplish the goals of this Housing Policy, the City shall:

1. Promote rehabilitation, redevelopment and new construction of housing through:
 - A. Maintenance, rehabilitation and/or historic preservation to enhance the well-built and diverse housing stock, which offers a variety of different products than are available throughout much of the region.
 - B. Redevelopment of residential, non-residential and mixed use structures to address market demand for currently underrepresented housing types in the existing housing inventory and/or provide for the preservation of historic structures.
 - C. Assembly of appropriate vacant land through management of the inventory of foreclosed properties, demolition of obsolete portions of the existing housing stock to reduce vacancy, and the strategic acquisition of land to create development opportunities and open space assets that enhance existing residential areas.
 - D. Development of new housing and/or the development of new housing types that address market demand. Efforts will include an emphasis on capitalizing on such unique assets as the Genesee River, Lake Ontario, and the Erie Canal; significant historical, architectural and landscape features; and economic, educational and cultural institutions.
 - E. Enhancement of existing and creation of new public and private financial products that support rehabilitation, redevelopment and new construction
 - F. Encouragement of environmentally sensitive rehabilitation, redevelopment, demolition and new construction methods.
 - G. Encouragement of housing development that supports neighborhood commercial corridors.

2. Promote home ownership through:
 - A. Helping homeowners retain their homes through the use of a variety of programs that prevent foreclosure and predatory lending.
 - B. Cultivating new homeowners through marketing, pre-and post-purchase counseling and training programs, encouraging the development of quality financial products, and developing housing types that create an inventory of housing options to address market demand.
3. Support efforts to strengthen the rental market through:
 - A. Support for owners of rental property to be successful business owners while being accountable for providing quality local management and maintaining housing quality standards.
 - B. Support for the coordination of tenant services that reduce unwanted transiency, encourage accountability, and result in longer-term tenancies.
4. Promote housing choice through:
 - A. Support for fair housing programs that offer housing opportunities to members of protected classes, low- and moderate-income households, people with disabilities, and a full range of age groups.
 - B. Working toward the de-concentration of poverty in City neighborhoods through efforts that attract more middle- and upper-income households and expand housing choices for lower-income households.
 - C. Ongoing efforts with other jurisdictions to ensure that a fair share of housing opportunities is available throughout the region for households with restricted choices.
 - D. Development of permanent supportive housing that meets the needs of populations requiring supportive services, and encouraging the fair share of such housing outside the City.
5. Support the implementation of neighborhood and asset-based planning through interdepartmental collaboration, and:
 - A. Ensuring that citizen-based planning is at the core of efforts to establish a neighborhood vision and plan, advise the City, and provide feedback on development projects.
 - B. Cost-effective use of federal and state grants in order to make dramatic improvements by identifying neighborhoods for the implementation of plans to improve housing market vitality, reduce code violations, decrease transiency, and increase assessed valuations.
 - C. Conducting data-based research and ongoing measurement and monitoring of outcomes to drive decisions on public investments.
 - D. Using market-based strategies as the foundation for all planning efforts.

FIS EVALUATION
APPENDIX II
 GLOSSARY
 OF
 ACRONYMS

II. ACRONYM GLOSSARY

This chapter of the Appendix lists and defines the acronyms used as abbreviations throughout the report.

ACS	American Community Survey
AHC	Affordable Housing Corporation
CDBG	Community Development Block Grant
CDFI	Community Development Financial Institution
CGR	Center for Governmental Research
CHILD	Childhood Integrated Longitudinal Data System
DES	City of Rochester Department of Environmental Services
DRYS	City of Rochester Department of Recreation and Youth Services
EAHI	Employer Assisted Housing Initiative
ELDI	East Liberty Development, Inc.
ESRI	Environmental Systems Research Institute
FHLB	Federal Home Loan Bank
FIS	Focused Investment Strategy
HACP	Housing Authority of the City of Pittsburgh
HEALD	Healthy Eating/Active Living by Design
HFA	Housing Finance Agency
HOME	Home Investments Partnership Program
HPAP	Home Purchase Assistance Program
HTF	Housing Trust Fund
HUD	US Department of Housing and Urban Development
LIHTC	Low Income Housing Tax Credit
MVA	Market Value Analysis
NBD	City of Rochester Department of Neighborhood and Business Development
NEAD	NorthEast Area Development Corporation
NEO CANDO	NorthEast Ohio Community And Neighborhood Data for Organizing
NNIP	National Neighborhood Indicators Project
NST	Neighborhood Stabilization Team
NYS	New York State
OISI	Office of Innovation and Strategic Initiatives
R-MAPI	Rochester-Monroe Anti-Poverty Initiative
RES	Real Estate Strategies, Inc.
RG&E	Rochester Gas & Electric
RIT	Rochester Institute of Technology
RPD	Rochester Police Department
TIGER	Transportation Investment Generating Economic Recovery
TRF	The Reinvestment Fund
UCSUR	University Center for Social and Urban Research (at University of Pittsburgh)
URA	City of Pittsburgh Urban Redevelopment Authority

III. PUBLIC PROCESS

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- i. Record of Outreach & Opportunities for Public Input
- ii. Survey Results

RECORD OF OUTREACH & OPPORTUNITIES FOR PUBLIC INPUT

This chapter of the Appendix contains a record of the meetings, interviews, and opportunities for the public to offer input on the Focused Investment Strategy (FIS) Evaluation, as well as a count and tabulation of all of the surveys received.

The study and accompanying public process unfolded over a five month period, January through May, 2016.

Interviews

The study team conducted 20 interviews with people who offered a range of perspectives on the FIS program, some intimately familiar with program administration in a particular FIS area, and others able to speak from a more general program administration or citywide point-of-view. The confidential conversations covered program successes and shortfalls as well as suggestions for future approaches to targeted community development.

The following people participated in an interview in support of the FIS Evaluation:

Bob Cullen, RE/MAX Realty Group
Bret Garwood, formerly of NBD
Carol Wheeler, NBD, Division of Housing
Colleen Bracci, RE/MAX Realty Group
Conrad Floss, NBD, Division of Housing
Curt Amesbury, CEM Properties
Dalton LaBarge, NCSCDC
Eileen Thomas, South Wedge Planning Committee (SWPC)
Eric Van Dusen, NeighborWorks Rochester
George Moses, North East Area Development (NEAD)
Henry Fitts, Mayor's Office of Innovation & Strategic Initiatives
Hubert Van Tol, PathStone Enterprise Center
Jean Lowe, Greater Rochester Housing Partnership
Jim Farr, Public Market Manager
Joel Kunkler, The Housing Council at PathStone
Kathy Lewis, retired community development leader and volunteer
Kyle Crandall, Beechwood Neighborhood Coalition
Lynnette Robinson, Changing of the Scenes Neighborhood Association
Theo Finn, formerly of NBD, Division of Housing
Ty Concepcion, Marketview Heights Association

Focus Groups

The study team also conducted two focus groups, open to the public to share findings from the study and invite feedback. The focus groups were held:

- Monday, May 2 from 5:30 to 7:00 PM at the Phillis Wheatley Community Library, with representatives from the Jefferson and Dewey Driving Park FIS Areas in attendance, as well as an interested citizen from the Southwest Quadrant
- Tuesday, May 3 from 5:30 to 7:00 PM at the David F. Gantt Recreation Center, with representatives from the Marketview Heights and Beechwood FIS Areas in attendance, as well as neighborhood leaders from the EMMA neighborhood

Surveys

At the request of the Steering Committee, the study team developed five public surveys, one tailored to each of the four FIS areas specifically for residents and stakeholders in an FIS Area, Impact Area or nearby, and one for respondents from elsewhere in the city and region. The surveys were available online via SurveyMonkey and in hard-copy at the following locations:

CITYWIDE

- City Hall, Department of Neighborhood and Business Development
- Central Library of Rochester and Monroe County

MARKETVIEW HEIGHTS

- Northeast Neighborhood Service Center
- Lincoln Branch Library

BEECHWOOD

- Southeast Neighborhood Service Center
- Sully Branch Library

JEFFERSON

- Southwest Neighborhood Service Center
- Phillis Wheatley Community Library

DEWEY DRIVING PARK

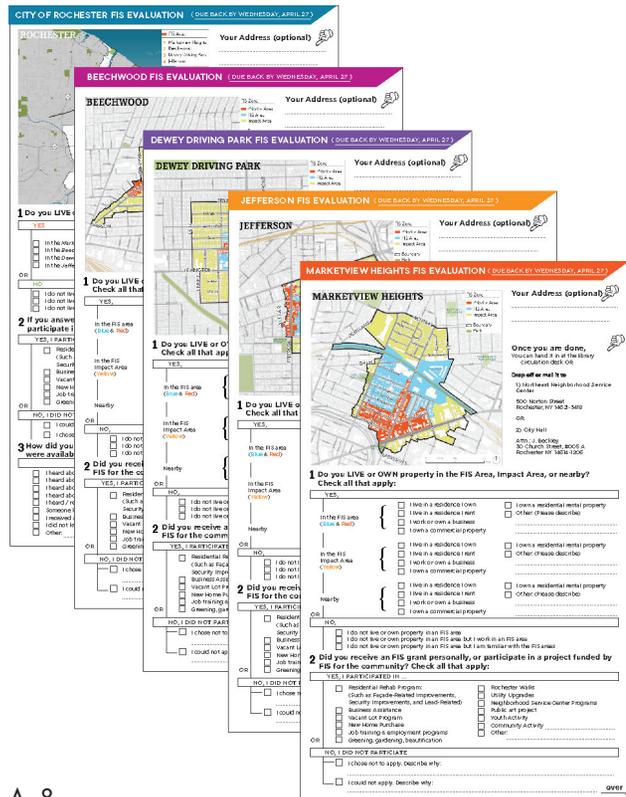
- Northwest Neighborhood Service Center
- Maplewood Community Library

The survey window was open officially from April 4 through April 27, and extended through April 30 because submissions were still being received. In all, the study received **278 total responses**, the results of which are detailed on the following pages.

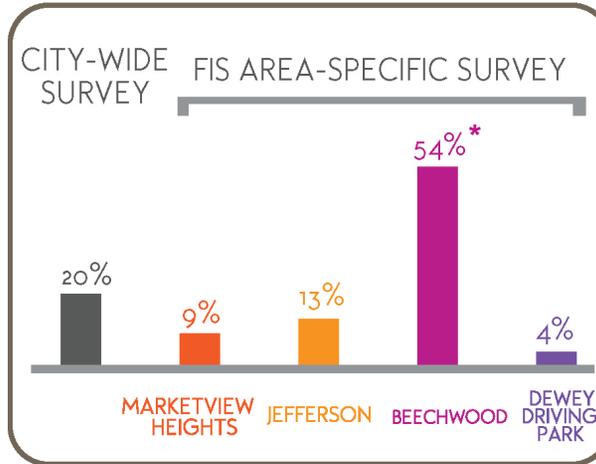
SURVEY RESULTS

The relatively short FIS Evaluation survey asked respondents about their relationship to the FIS program, how they heard about the program, changes they have observed in FIS areas, and how their quality of life has or has not been affected, among other questions.

Data from all paper copies received were entered into the online database to facilitate the tabulation of all responses. The pages that follow contain graphic summaries and the raw results.

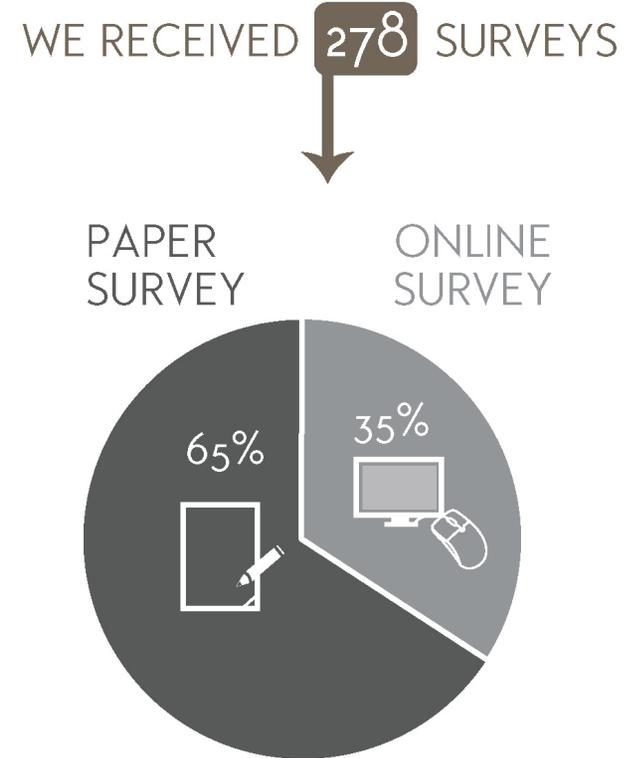


Survey Figure 1. Participant Breakdown

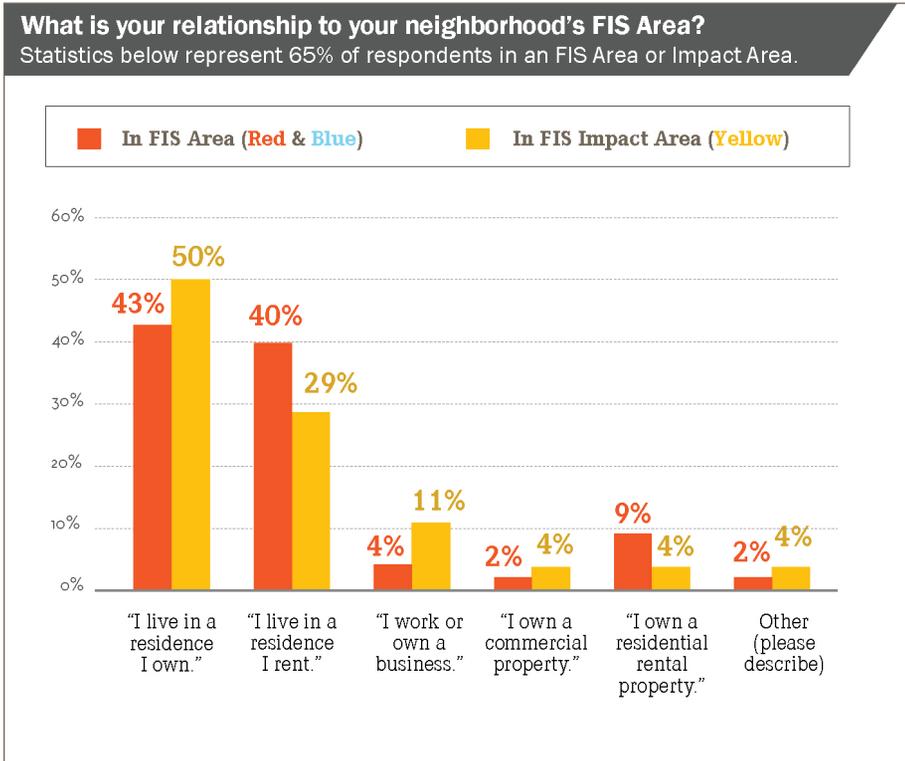


*Community partners in Beechwood undertook an ambitious door-to-door survey to collect feedback on FIS, boosting the number of completed FIS Evaluation Surveys from Beechwood stakeholders.

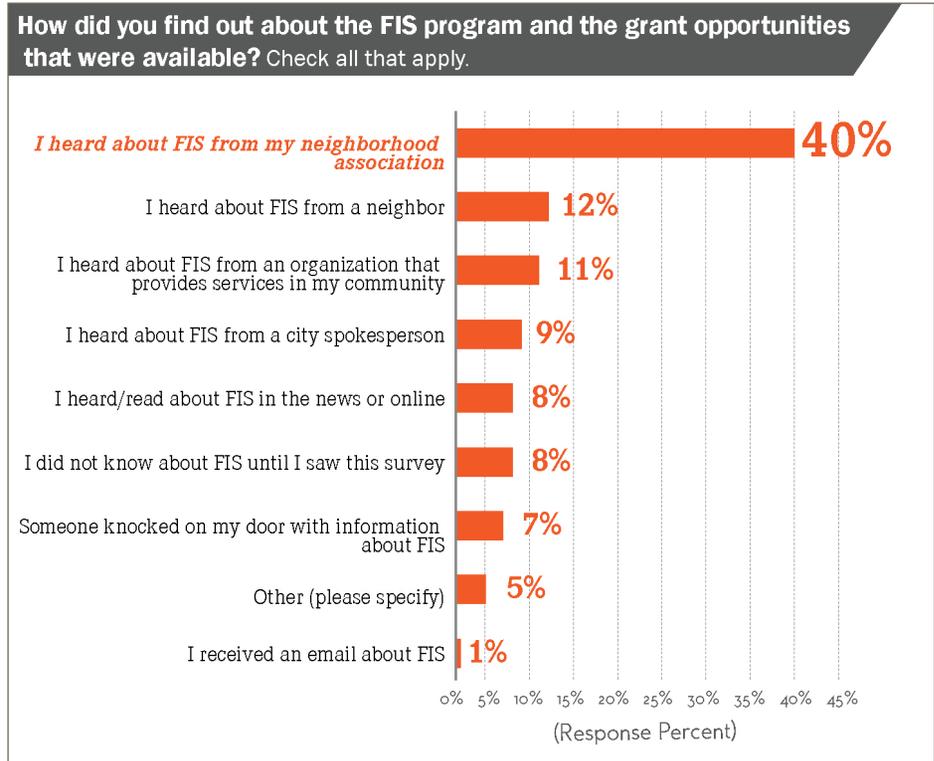
Survey Figure 2. Paper Survey vs. Online Survey



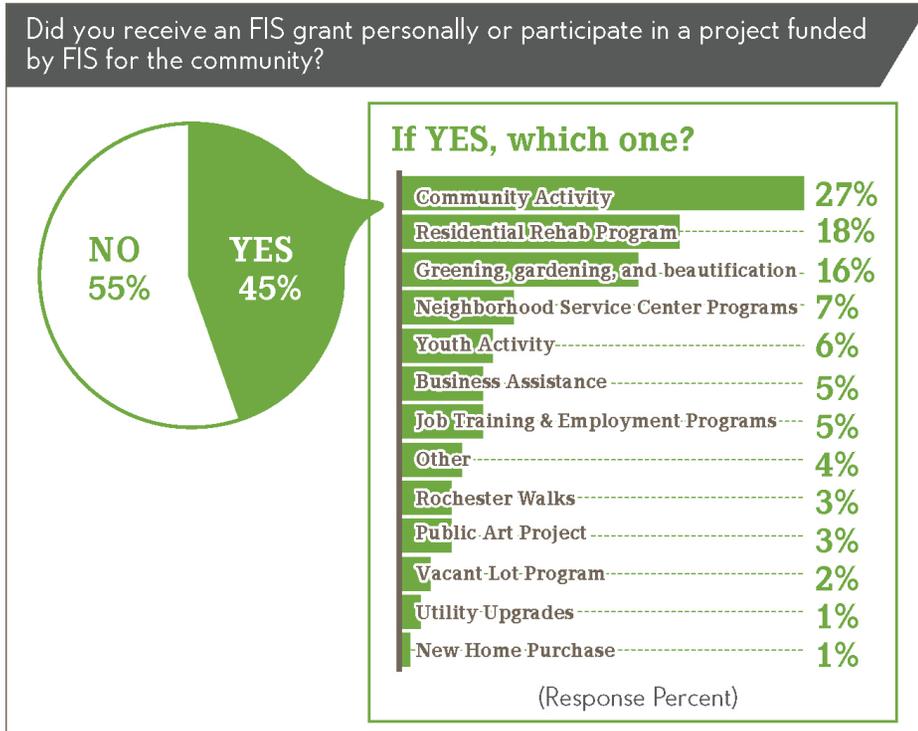
Survey Figure 3. How People Heard about FIS



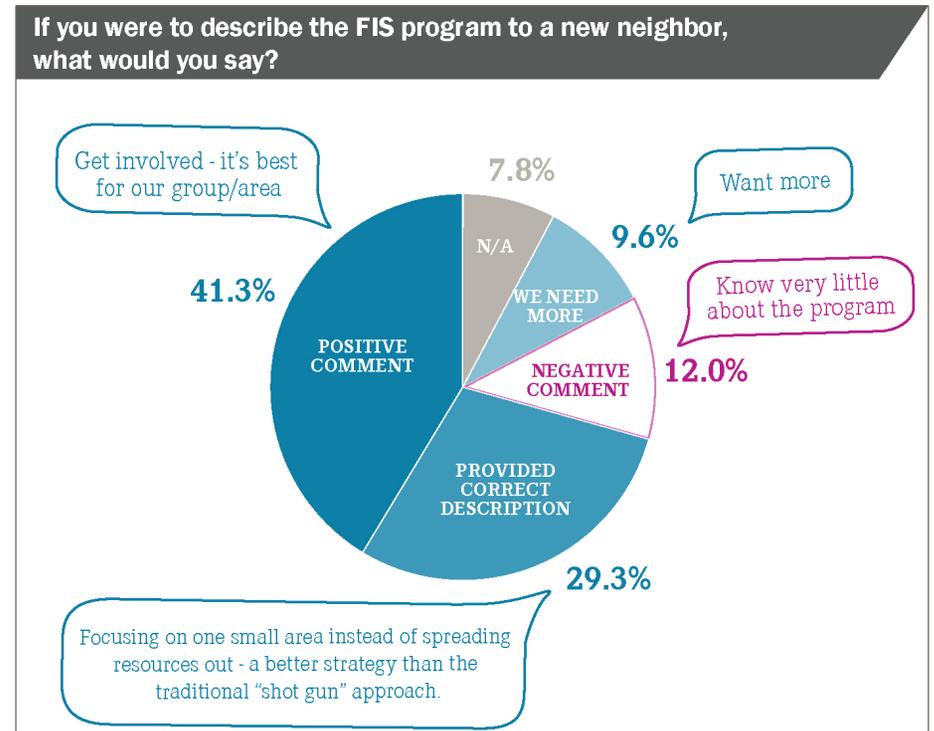
Survey Figure 4. Who Took the Survey



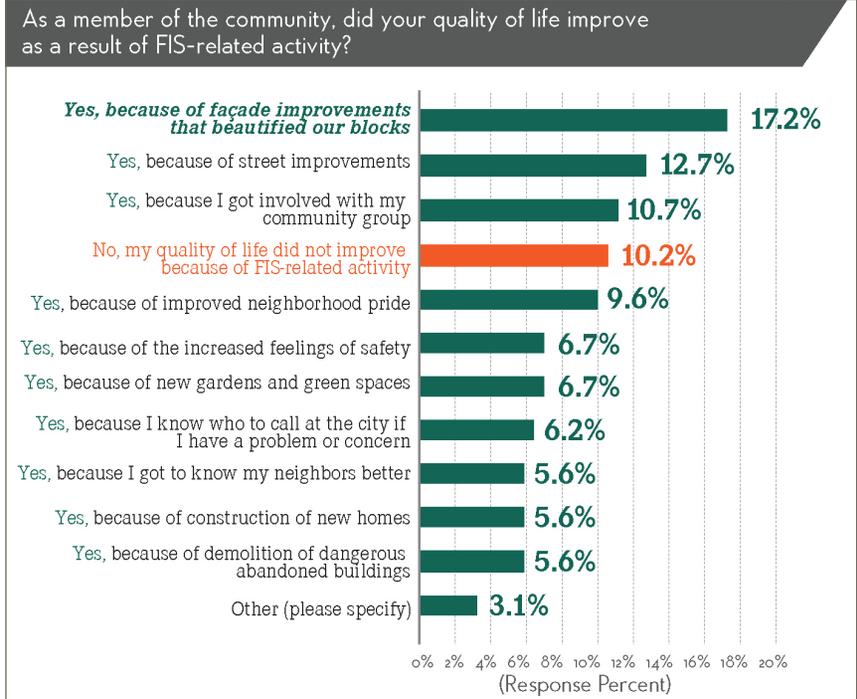
Survey Figure 5. Program Participation



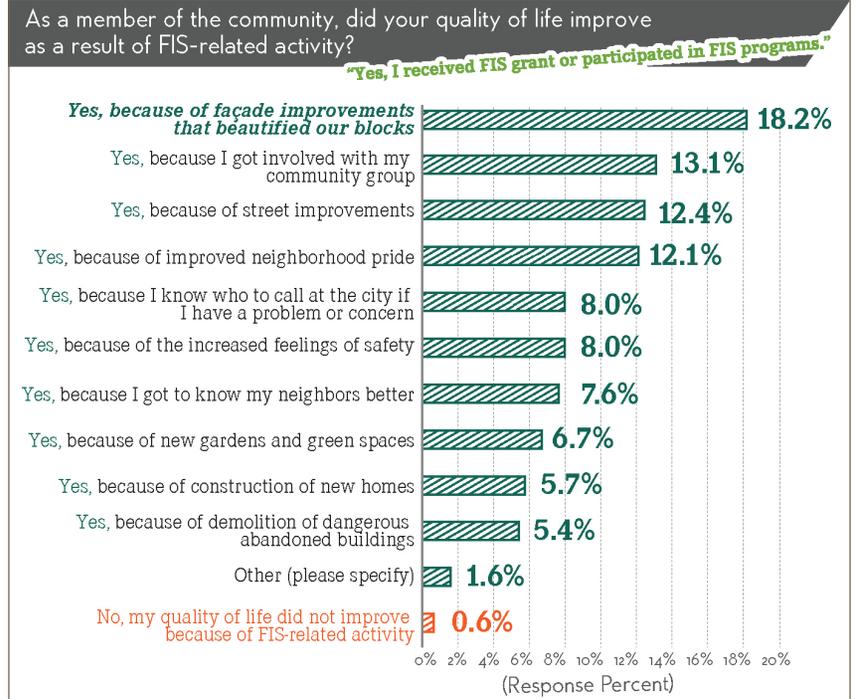
Survey Figure 6. Program Understanding



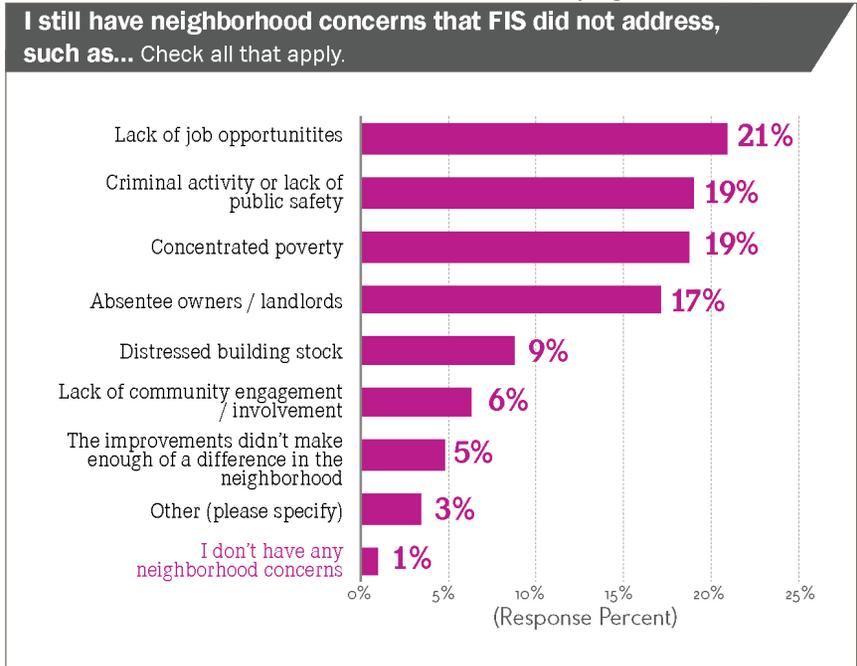
Survey Figure 7. All Respondents/Impact of FIS on Quality of Life



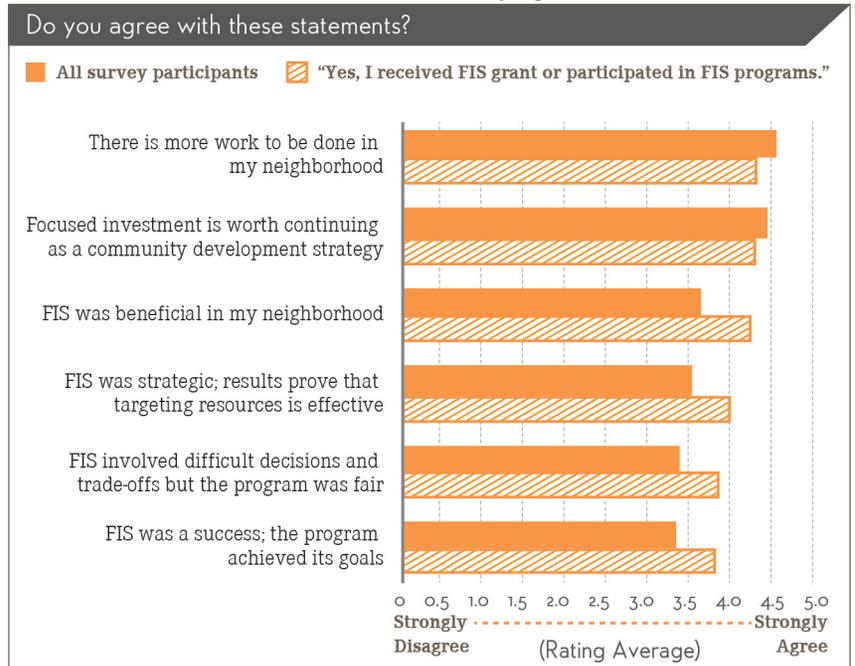
Survey Figure 8. Program Participants/Impact of FIS on Quality of Life



Survey Figure 9. Ongoing Concerns



Survey Figure 10. Reflections of FIS Impact



Survey Figure 11. Results Data 1 of 13

FIS EVALUATION SURVEY RAW DATA	(%)	COUNT
■ : Citywide Survey Questions ■ : FIS-specific Survey Questions ■ : Indicates questions answered by both types of surveys		
CITY WIDE SURVEY QUESTION) WHICH FIS AREA IS IN THE QUADRANT WHERE YOU LIVE?		
MARKETVIEW HEIGHTS - NORTHEAST QUADRANT	8%	4
BEECHWOOD - SOUTHEAST QUADRANT	50%	25
DEWEY DRIVING PARK - NORTHWEST QUADRANT	8%	4
JEFFERSON - SOUTHWEST QUADRANT	10%	5
I DO NOT LIVE IN THE CITY, BUT I'M INTERESTED IN FIS	24%	12
CITY WIDE SURVEY QUESTION) HAVE YOU NOTICED ANY CHANGES IN OR NEAR THE FIS AREAS IN THE PAST FIVE OR SEVEN YEARS?		
NO, I DID NOT NOTICE ANYTHING	17%	16
YES, I HAVE NOTICED HOUSES WITH IMPROVED FAÇADES	16%	15
YES, I HAVE NOTICED STREETS LOOKING BETTER	11%	10
YES, I HAVE NOTICED VACANT LOTS BEING UTILIZED	10%	9
YES, I HAVE NOTICED NEW BUSINESSES OPENING	9%	8
YES, I HAVE NOTICED BUSINESSES DOING BETTER	8%	7
YES, I HAVE NOTICED NEW HOMES BEING BUILT	6%	6
YES, I HAVE NOTICED MORE PEOPLE WALKING AROUND	6%	6
YES, I HAVE NOTICED NEIGHBORHOOD SERVICE CENTER PROGRAMS	6%	6
YES, I HAVE NOTICED STREETS FEELING SAFER	5%	5
*OTHER (PLEASE SPECIFY)	4%	4
Good usage at #33 school with library and rec center I do not travel or drive in the area In the Marketview Heights area there have been some changes. Noticed activity		
YES, I HAVE NOTICED JOB TRAINING & EMPLOYMENT PROGRAMS BEING OFFERED	1%	1
FIS AREA SPECIFIC SURVEY QUESTION) WHICH FIS NEIGHBORHOOD ARE YOU MOST FAMILIAR WITH?		
BEECHWOOD - SOUTHEAST QUADRANT	66.8%	155
JEFFERSON - SOUTHWEST QUADRANT	16.4%	38
MARKETVIEW HEIGHTS - NORTHEAST QUADRANT	12.1%	28
DEWEY DRIVING PARK - NORTHWEST QUADRANT	4.7%	11
FIS AREA SPECIFIC SURVEY QUESTION) DO YOU LIVE OR OWN PROPERTY IN OR NEAR THE FIS AREA?		
YES; IN THE FIS AREA (RED & BLUE)	42%	92
YES; NEARBY, BUT NOT WITHIN THE FIS BOUNDARIES	25%	55
YES; IN THE FIS IMPACT AREA (YELLOW)	23%	50
NO, I DO NOT LIVE OR OWN PROPERTY HERE BUT I'M FAMILIAR WITH THE FIS AREA	11%	24

*Comments and "Other" have been organized alphabetically.

(continued)

Survey Figure 12. Results Data 2 of 13

FIS AREA SPECIFIC SURVEY QUESTION) IN THE PREVIOUS QUESTION, YOU TOLD US THAT YOU LIVE OR OWN A PROPERTY IN THE FIS AREA (RED & BLUE). TELL US MORE BY CHECKING ALL THAT APPLY.		
I LIVE IN A RESIDENCE I OWN	43%	43
I LIVE IN A RESIDENCE I RENT	40%	40
I WORK OR OWN A BUSINESS	4%	4
I OWN A COMMERCIAL PROPERTY	2%	2
I OWN A RESIDENTIAL RENTAL PROPERTY	9%	9
*OTHER (PLEASE DESCRIBE)	2%	2
I have created programs and connected with many community resources like faith communities, John James Audubon School 33 Public Market regular/worked @the market		

FIS AREA SPECIFIC SURVEY QUESTION) IN THE PREVIOUS QUESTION, YOU TOLD US THAT YOU LIVE OR OWN A PROPERTY IN THE FIS IMPACT AREA (YELLOW). TELL US MORE BY CHECKING ALL THAT APPLY.		
I LIVE IN A RESIDENCE I OWN	50%	28
I LIVE IN A RESIDENCE I RENT	29%	16
I WORK OR OWN A BUSINESS	11%	6
I OWN A COMMERCIAL PROPERTY	4%	2
I OWN A RESIDENTIAL RENTAL PROPERTY	4%	2
*OTHER (PLEASE DESCRIBE)	4%	2
I also live in a residence that I own nearby I live in an apartment partially funded by the Housing Authority		

FIS AREA SPECIFIC SURVEY QUESTION) IN THE PREVIOUS QUESTION, YOU TOLD US THAT YOU LIVE OR OWN A PROPERTY NEARBY THE FIS NEIGHBORHOOD. TELL US MORE BY CHECKING ALL THAT APPLY.		
I LIVE IN A RESIDENCE I OWN	50%	36
I LIVE IN A RESIDENCE I RENT	21%	15
I WORK OR OWN A BUSINESS	13%	9
I OWN A COMMERCIAL PROPERTY	6%	4
I OWN A RESIDENTIAL RENTAL PROPERTY	7%	5
*OTHER (PLEASE DESCRIBE)	4%	3
I have my own faith based ministry I work in an FIS area I work with a NFP Community Organization		

*Comments and "Other" have been organized alphabetically.

(continued)

Survey Figure 13. Results Data 3 of 13

FIS AREA SPECIFIC SURVEY QUESTION) DID YOU RECEIVE AN FIS GRANT PERSONALLY OR PARTICIPATE IN A PROJECT FUNDED BY FIS FOR THE COMMUNITY?		
YES	45%	86
NO	55%	107
FIS AREA SPECIFIC SURVEY QUESTION) YOU ANSWERED "YES" TO THE PREVIOUS QUESTION. PLEASE SPECIFY WHICH PROGRAM YOU PARTICIPATED IN OR WHICH GRANT YOU RECEIVED. CHECK ALL THAT APPLY.		
COMMUNITY ACTIVITY: WRITE WHICH ACTIVITY IT WAS IN THE COMMENT BOX BELOW	27%	39
RESIDENTIAL REHAB PROGRAM (SUCH AS, FAÇADE-RELATED IMPROVEMENTS, SECURITY IMPROVEMENTS, AND LEAD-RELATED)	18%	27
GREENING, GARDENING, AND BEAUTIFICATION	16%	23
NEIGHBORHOOD SERVICE CENTER PROGRAMS	7%	11
YOUTH ACTIVITY; WRITE WHICH ACTIVITY IT WAS IN THE COMMENT BOX BELOW	6%	9
BUSINESS ASSISTANCE	5%	8
JOB TRAINING & EMPLOYMENT PROGRAMS	5%	8
*OTHER; WRITE YOUR OWN ANSWER IN THE COMMENT BOX BELOW	4%	6
Block gatherings & pre-teen lawn business. Advocacy on behalf of neighbor tenants against negligent landlords. Clean Street Up Clean Sweep, National Night Out, G-F Crosswalk, Community Gardens Community Gardens (specifically St. Mark's and St. John's Garden of Eden) Fence for the yard Freedom School Freedom Market Have been approved however have not seen any monies for our project yet. (3-4 yrs so far) I could not apply for a grant because I earn too much I participated in the monthly FIS community meetings Jefferson Avenue Business Association Lead-Related MVHCAP National Night Out PLEX		
ROCHESTER WALKS	3%	5
PUBLIC ART PROJECT	3%	5
VACANT LOT PROGRAM	2%	3
UTILITY UPGRADES	1%	2
NEW HOME PURCHASE	1%	1
FIS AREA SPECIFIC SURVEY QUESTION) YOU ANSWERED "NO" TO THE PREVIOUS QUESTION. PLEASE TELL US WHY IN A FEW WORDS.		
I CHOSE NOT TO APPLY BECAUSE...(WRITE YOUR ANSWER BELOW)	15.3%	15
I COULD NOT APPLY BECAUSE...(WRITE YOUR ANSWER BELOW)	65.3%	64
*OTHER (WRITE YOUR ANSWER BELOW)	19.4%	19

see next page...

*Comments and "Other" have been organized alphabetically.

(continued)

Applied but did not qualify
 Because it never easy to get one
 Conflict of interest
 Didn't know anything about the program
 Didn't know there was an opportunity to apply
 Don't need to
 Funds not available to our section of the street
 Have to pay tax
 I live nearby, but not inside the designated FIS area. I imagine I make more money than the annual income threshold that qualifies people to participate.
 I am a recent (Dec 2015) property owner in Beechwood.
 I did not live in the area.
 I don't know anything about it. Purchased house in March 2015. Also assuming my income would be too high for assistance programs.
 I don't know if I can apply; I only moved in one year ago and I don't know how to apply
 I don't think I was eligible
 I live in the EMMA community and FIS did not cover the area of EMMA boundaries
 I live in the Impact Area - not eligible for a grant
 I live one door down from FIS
 I received a grant from the city, but I don't know if it was FIS-specific
 I rent
 I was not eligible
 I was not within the project area
 I was on the planning committee and not within boundaries
 I wasn't in need of a grant
 I'm late 70s, retired woman. If FIS is really a free grant, I will apply for it. My home was not in need of any major work or upgrades.
 Not eligible as not living in the target area though adjacent to it
 Over income limit
 Too late
 Was not living there at the time
 We haven't had help in 10 years

***QUESTION FOR BOTH SURVEY TYPES) AS A MEMBER OF THE COMMUNITY, DID YOUR QUALITY OF LIFE IMPROVE AS A RESULT OF FIS-RELATED ACTIVITY? Check ALL that apply.**

YES, BECAUSE OF FAÇADE IMPROVEMENTS THAT BEAUTIFIED OUR BLOCKS	17%	95
YES, BECAUSE OF STREET IMPROVEMENTS	13%	70
YES, BECAUSE I GOT INVOLVED WITH MY COMMUNITY GROUP	11%	59
NO, MY QUALITY OF LIFE DID NOT IMPROVE BECAUSE OF FIS-RELATED ACTIVITY	10%	56
YES, BECAUSE OF IMPROVED NEIGHBORHOOD PRIDE	10%	53
YES, BECAUSE OF NEW GARDENS AND GREEN SPACES	7%	37
YES, BECAUSE OF THE INCREASED FEELINGS OF SAFETY	7%	37
YES, BECAUSE I KNOW WHO TO CALL AT THE CITY IF I HAVE A PROBLEM OR CONCERN	6%	34
YES, BECAUSE OF DEMOLITION OF DANGEROUS ABANDONED BUILDINGS	6%	31
YES, BECAUSE OF CONSTRUCTION OF NEW HOMES	6%	31
YES, BECAUSE I GOT TO KNOW MY NEIGHBORS BETTER	6%	31
*OTHER (PLEASE SPECIFY)	3%	17

see next page...

*Comments and "Other" have been organized alphabetically.

(continued)

<p>Did not do my house I was thrilled to see the interest and influx of young people who purchased homes, started intentional communities, and started outreach (i.e., Parsells Avenue 441 Ministries, Little Flower Community and their gardens, bicycle repair and giveaway events with R-Community Bikes, Covenant Church offering innovative outreach to the neighborhood, and community appreciation and pride for the old historic homes and their affordability. It helped me with a job Just learning about the program Most of our neighborhood block activities have been in parallel with FIS - not directly influenced by it. New businesses around public market No clue what this is and I've been living in my house for 14 months. No FIS in my area Only moved here 2 years ago The whole area began to look better. It tied in well with the Jefferson streetscape project. These items have helped with the overall look but we are still having the same problems with drug sales/loitering. This has been a significant waste of money while some places had exterior work done (most of them rentals to owners who could afford to and should have fixed them up there has been no improvement in the area i.e. storefronts, etc. It still looks miserable i.e. Maplewood Books building facade failing off and that is in the heart of the FIS area; lacked community involvement. Totally superficial improvements Unclear. I moved into the neighborhood in 2012 so I can't compare the DDP area now to what it was like before FIS began. Worked with neighborhood groups Yes, it improved the property</p>	
<p>*COMMENT BOX</p>	<p>- 17</p>
<p>Disturbed by very loud car music... Strange activation? Does not improve my immediate living area, but the route that I use to commute has improved. FIS did not extend across Main St. into the area in which I live although there are serious issues of blight and evidence of neglect of resources applied to the community. I did not know about this opportunity I didn't get any help I don't live there - only rent out a house I don't understand how with beautifying the neighborhood, residents still don't take initiative to clean simple trash and debris, maybe we can do something around promoting this, everyone should and can easily do this if nothing else. I moved into my home after the FIS was already underway (2014) It's really nice to see new businesses opening up, and new improvements occurring all along East Main St and around the Public Market. May also have improved for other reasons, but not sure what efforts were part of FIS. Only few in the Beechwood are controlling all resources they think they know it all but live in their own created circle of very few out of touch folks unfortunately City Hall caters to them too much and think they are the true voice of people when they are not. Same issue still: non-working males wander streets during the day! I am concerned about the drug dealers living in FIS rehab housing (328 Webster Ave) - loud music, drinking, no change in tenants. See previous comments. There was/is no accountability to the City or to the community as to what was spent, who benefits and what were the expected outcomes and where they met. City staff kept changing. Not sure when the last FIS meeting was. As a community we need accountability. I have seen some of the other FIS areas and there is some visual, tangible changes there not in Maplewood/Edgerton. The boarded house across the street was there for 3 years+. It appeared to me that most of the properties were rental. The DDP area doesn't look noticeably different to me. I know that a number of new homes and updates were done to homes in the area but I think many of those were on side streets that aren't easily visible from the street. I know that some businesses received grants as well, but since most of the businesses didn't get rehab grants - including two of the most prominent buildings, the Maplewood Books and the PriceRite - most of the intersection continues to be blighted by vacant buildings and unattractive parking lots. These would all apply however have not been able to make the necessary improvements due to no monies released to us. They're not helping anyone in this area. We need help!</p>	

*Comments and "Other" have been organized alphabetically.

(continued)

*QUESTION FOR BOTH SURVEY TYPES) IF YOU WERE TO DESCRIBE THE FIS PROGRAM TO A NEW NEIGHBOR, WHAT WOULD YOU SAY?

(TOTAL COMMENTS RECEIVED)	60%	167
<p>A community development program that provides an opportunity to enhance properties and communities by offering grants to those that are eligible in specific neighborhoods</p> <p>A larger proportion of resources are focused on transitional neighborhoods in order to make an impact.</p> <p>A pot of money that can help you improve your property</p> <p>An attempt to revitalize the area</p> <p>An opportunity for residents and caring persons to get engaged and involved in the life of the city - we all matter</p> <p>An opportunity to improve your home or rental property, if you can't afford to do it yourself</p> <p>Apply for grants to fix up your neighborhood</p> <p>Area in need of support</p> <p>Assistance with home improvements and security</p> <p>Attempt to improve Webster Ave. While it has improved a portion of that street, it did not penetrate into deep the neighborhood</p> <p>Based on the trouble a neighbor had getting funds once approved while many rental properties on Rosewood had work done, I question the program being helpful for homeowners. We asked for a list of properties getting funds and/or the percent of rental to owner grants and did not get it. NEAD is tight lipped.</p> <p>Be careful of contractors</p> <p>Beneficial towards me and the community.</p> <p>Better for community</p> <p>City effort to focus on some improvements in our neighborhood with hope of impacting a larger areas</p> <p>City investment in the neighborhood, while critical, is only part of the process to improving the quality of life for a neighborhood. It also requires community involvement and commitment.</p> <p>Don't know enough yet to say. I think it's a revitalization effort.</p> <p>Fantastic</p> <p>FIS involves residents and investor-owners to upgrade property appearances. It's contagious. You want to upgrade your property because you see others are investing too. Less risk, greater impact.</p> <p>FIS is a focused investment strategy, where the City is focusing resources and attention on particular blocks to enhance economic and residential development.</p> <p>FIS is a set of built-environment improvements in a targeted neighborhood</p> <p>FIS is an effort to improve the community. It is a form of block grant dollars, provided by the federal government and then administered by the city. These dollars are our tax dollars. In the past, we could only plant flowers and the it paid salaries to city staff members. However the monies have gotten smaller. It went from 20M down to about 17M. Also in the past, the money was dispersed all across the city. Now, there is a Focused administering of funding to give more of an impact to improve neighborhoods. This is why you are seeing the change in certain areas.</p> <p>FIS is an opportunity for homeowners and community residents and businesses invested in their community to apply for funds and resources to improve the quality of the environment addressing issues of blight, disrepair and neglect.</p> <p>FIS is trying to make our neighborhoods safe and productive</p> <p>FIS program is very good. But you must watch the contractors closely to make sure the work is right.</p> <p>see next page...</p>		

It's a way to concentrate funding in smaller areas to increase the overall impact of the funding invested.
 It's for the community
 It's helping people
 It's like a community spring cleaning, spruce up.
 It's OK
 I've lived in upper Monroe for 14 years, I would discuss the importance of making all city neighborhoods are vibrant as ours
 Join it and go to the meetings
 Know very little about the program
 Learn about it to see if it's something you can get involved in
 Let's distract from the real, systemic problems of our fair city with some buzzwords!
 Life saver (if it were not for FIS, I would have had to sell my house)
 Look at the rehabbed houses
 Look into it
 Looks better in the neighborhood
 Lot more needs to be done
 Lots of money spent to upgrade housing, but we have not seen a reduction in crime.
 Vacant houses across from Ryan Center on Webster Ave.
 Make sure you get involved
 Makes a difference
 Missed a lot of properties.
 Money to help
 More
 Most help needed
 Need more programs like it
 Not familiar with the process
 Not informed enough to mention this to neighbors.
 Nothing to lose by checking it out, possibly gain
 Plan to improve neighborhood
 Possible grant/loan opportunity to repair neighborhood
 Provide grants to home owners for repair/improvement of outside of buildings (siding, fencing, windows, roof), also supply plans for gardens
 Put sign neighborhood watch
 Rehab of facade
 Satisfactory
 See them at NEAD
 Seems to be helping neighborhoods in a strategic manner.
 Take advantage of this program if you need help with costs
 Taking run down parts of the neighborhood in need and make them better
 Talk to NEAD
 That is a program that addresses physical blight through home improvement grants and investment in public infrastructure enhancements and improvements.
 That it's a wonderful program that helps people grow
 That we should participate in taking the survey because it is for the good of where we live.
 The City and neighbors together with shared goals, action, and advocacy.
 The City choose to concentrate their efforts using some small targeted neighborhoods hoping to see the investment spur other housing and economic opportunities.

The city initiative to improve the quality of resident life has to start somewhere. It is best that the initiative is concentrated allowing data to be quantified/measured.
 The City of Rochester has focused needed resources in key areas with a long-term vision of prosperity in mind.
 The City provided grant funds and other infrastructure investments over the past several years via a program specific to our neighborhood.
 The city spends money in certain areas to make improvements. But I have no idea how it is spending that money in Beechwood or how it's making a difference.
 The City's FIS Program is a strategy for spending on infrastructure improvements in a geographically focused way. The hope is that it will inspire positive spill over and investment into surrounding areas.
 The FIS has put Beechwood on the radar of the City.
 The FIS program is a dedicated effort to increase the economic stability of an area of our city that has great assets and still challenges; the goal is to provide an intense and focused response to increase home ownership, commercial corridors and to improve the quality of life for those who live and work in this targeted area
 There's a grant program to help us.
 They are helping; just haven't gotten to our side
 They are improving the neighborhood
 They are only doing improvement on certain streets, and FIS picks and chooses the houses to be fixed. And they are going by your income.
 They really need to know someone who can make it happen
 This area has improved tremendously - people care and it shows. People want better lives in the area.
 Want more
 Was a great opportunity to improvement the quality of life in that area.
 Waste of time and money in Maplewood. Poorly run. Not much tangible. No accountability. Money poorly spent.
 We need more help in my area.
 Well, the city's trying to improve some targeted neighborhoods in the city.
 You should get involved.

*Comments and "Other" have been organized alphabetically. In relevant instances, repetitive comments have been omitted.

(continued)

*QUESTION FOR BOTH SURVEY TYPES) THE BIGGEST SUCCESS/MOST TRANSFORMATIVE CHANGE THAT FIS BROUGHT TO MY NEIGHBORHOOD IS...

(TOTAL COMMENTS RECEIVED)	51%	142
<p>#33 School with library and rec programs A few homes were built, I think, so a few people got to move into nice new homes (but they're on a side street), so I'm not sure how much community benefit that provides. A few new homes have been built, but don't seem to be being kept up. A few rental properties facades have been fixed HOWEVER it is never been pointed out/listed as to what might have been done by the owner vs funded by FIS. I would say nothing really tangible. The garden at Driving Park/Dewey is done by the Maplewood Garden Team who would have done it anyway. The "pop up" entertainment events were a flop. Limited publicity/notification to the neighborhood to come stand in a parking lot at an intersection. A more vibrant community atmosphere. A sense of community team work Almost entire streets no longer look like slums Beautification of the entire street. Beautification of the houses Better looking homes Better looking, but police patrols on foot are needed. Better neighborhood Better to the community, neighbors seem more organized Brought diversity, creativity, support and freedom of expression together to create a win-win for the neighborhood and our City! Cleaned up Community involvement Cosmetic improvement and improvements in previously run down properties Creating awareness around city issues, rallying citizens to assist in the changes they wanted to see in their neighborhoods Difference in the neighborhood Facade improvements Fix up the street, look like they got some people off the corner Fixing houses up Getting the community together to improve the neighborhood Getting to know others Got the neighbors talking Greater awareness of my community's needs and ways to help our area look better, have greater opportunities and be part of the economical development. Have yet to see one Helping and providing help in the neighborhood by cleaning Holy Rosary Apartments and the Mary's Place Outreach Center, as well as facade improvements at Dewey Driving Park intersection. Home improvements and energy saving improvements Hope, it brought about visible hope. House remodeling Houses are great Houses look better I feel safer, my quality of life I know my neighbors better, and feel safer I live in another SE neighborhood I need help too</p> <p>see next page...</p>	<p>Improved facades, which make the neighborhood look nicer. This caused my neighbors to take more pride in their houses and community. Improved homes and new businesses Improvement of housing stock in appearance and value Improvement of streetscape, construction of new housing Improvements around the neighborhood Improvements to/around the Public Market and on stretches of East Main St, including new apartments for people in need It brought schooling and food services. Also - clean up It helped It makes the neighborhood look and feel better It's a pleasure to drive up/down Webster Ave due to improvements to homes and green spaces. Revitalization of Webster Ave. Jefferson Avenue development Looking better Looks like a number of new houses were built or rehabbed on Struab St, but that is off the main road and a narrow one-way street so the visual impact along Driving Park is limited and it isn't visible from Dewey at all. The most visible changes to the DDP intersection that I notice are the bike lanes along Dewey and the garden in the tree lawn next to the Dewey Ave bus shelter by the Family Dollar, but I'm not sure if those were part of FIS or not. Making improvement on houses. Making the area near the public market look a little nicer More attractive, to have more communication with the police. Neighborhood pride - something is really being done! Neighborhood watch / inform crime suspects secretly to police Neighbors working together New houses New roofs, security for homes Nicer neighborhood NONE! FIS did not reach or address the issues and concerns of my community of residence. Not sure, but I am always happy to see new businesses start up. I would love to see the ugly corner on Humboldt and N. Winton used for something other than a place for trucks to park and dump dirt when road work is being done. Parking lot improvements which are still in the works. Cleaner area. Physical improvement in neighborhood Picked up the outlook - both mentally and physically - of the area! Pride Pride in community, Beautification of community Renovations to homes Rental properties were upgraded. But their taxes did not follow the improvements. Safety Satisfactory Significantly nice to look at the houses. Slight hope Steps are being made to solve the most urgent issues. Street level improvements on Webster Ave. That I am aware of green gardening and youth service centers That is hard to evaluate. The community looks revitalized and appears less impoverished</p>	

(continued)

The East Main St corridor between Downtown and Goodman Ave is really improving
 - businesses have been opening up (Jim's, an auto shop, it looks like some thing's going in to what was Anthony's right by Press Coffee) and the new apartments are going into the old dental dispensary.

The Freedom Market - able to buy fresh veg

The Hardy Properties

The houses around the neighborhood look better

The housing stock in the FIS areas looks much improved. The exterior improvements such as new roofs, windows, porches, fencing, etc along with new street lights and other public realm improvements are the most transformative changes in my opinion

The increased investment has resulted in noticeable improvements along Webster Ave, and has identified other side streets where homes and businesses have been targeted for improvement

The nice looking homes

The quality of green space has improved significantly - from abandoned vacant lots to thriving gardens.

The whole area looks better!!

There is a visible positive change in property appearance. You can tell something good is happening here as you drive through.

Too small to be seen

Visibility and housing

Webster Ave face lift plus other streets

Webster Ave looks totally different

When people drive down the street, it looks better. Upgrade to the community.

*Comments and "Other" have been organized alphabetically. In relevant instances, repetitive comments have been omitted.

***QUESTION FOR BOTH SURVEY TYPES) I STILL HAVE NEIGHBORHOOD CONCERNS THAT FIS DID NOT ADDRESS, SUCH AS... CHECK ALL THAT APPLY**

LACK OF JOB OPPORTUNITIES	21%	153
CRIMINAL ACTIVITY OR LACK OF PUBLIC SAFETY	19%	139
CONCENTRATED POVERTY	19%	137
ABSENTEE OWNERS / LANDLORDS	17%	125
DISTRESSED BUILDING STOCK	9%	64
LACK OF COMMUNITY ENGAGEMENT / INVOLVEMENT	6%	46
THE IMPROVEMENTS DIDN'T MAKE ENOUGH OF A DIFFERENCE IN THE NEIGHBORHOOD	5%	35
OTHER (PLEASE SPECIFY)	3%	25

see next page...

(continued)

<p>Bad corner stores Boarded up houses and roofs! Community inclusion in the process at all stages. Community/neighborhood awareness about the positives of what kids and teens are doing Drug activity, especially noticeable in warm weather Gentrification I don't know what/if FIS did in my area I would like to see the police force patrolling on foot and horse - connect with the community I'm not sure that it attracted positive new neighborhood-serving engaged businesses to the intersection, don't see a noticeable physical impact on the businesses and residences right along the two key streets (Dewey and Driving Park), the Maplewood Books (one of the largest and most prominent buildings in the intersection) is still abandoned run down and a blight on the area and the PriceRite (which is even larger and more impactful on the appearance of the intersection) continues to be extremely unattractive, and the intersection continues to be dominated by ugly parking lots on three of the intersection's corners. More green space and other improvements to public spaces Ongoing litter and unkempt businesses and sidewalks, vacant commercial buildings Overgrown trees in every back yard are causing damage to homes Parking rights for residents. 91 Prince is abandoned lot; keeps drug users and a nuisance. Residents not keeping their homes/apartments up properly. Street improvements The roadways aren't always conducive to a healthy neighborhood - East Main needs some serious improvements, and everything (well, quite a lot) between Goodman and Culver is in really bad shape. I'm close to beautiful neighborhoods and resources - but close to some really awful ones, too. Transportation options and amenities Trash rats, viable public transportation and bike lanes</p>		
<p>I DON'T HAVE ANY NEIGHBORHOOD CONCERNS</p>	<p>1%</p>	<p>7</p>
<p>COMMENT BOX</p>	<p>-</p>	<p>13</p>
<p>Beautification is only a fragment of the overall solution. Beechwood is a wonderful community. This is why we want to be able to move forward with our projects so we have a nicer area and streetscape which is safe, inclusionary and gives arts and culture opportunities to these wonderful community members who may not be able to financially afford to attend other venues. FIS was a lofty goal, but not improbable. The longer it took to implement, the more changes to funding (ex, increased cost for solution) occurred and subsequently impacted expected outcomes. I believe this is mostly due to poor education or unconcerned people in our community I still find the process of reporting problem properties owned by landlords to be a barrier for tenants and caring homeowners like myself. It is a daunting and seemingly unfair process and I believe it needs to be addressed systemically so that short and long term solutions can be tested and created. Incentives for people to volunteer in the community. Food, discounts, entertainment. The more involved the community members in their own community the more I think we will see improvements. Many things look better but there are still many to go... and although those that were done that look better.. how long will it last? What's the education and or information to keep it up and not get stuck in the same situation 10, 15 years from now? Need more police presence. No information provided to neighborhood group by NEAD.</p>	<p>The lack of attention the City has paid to FIS areas over the last two years has really shown and been felt. There was no transition AWAY from the neighborhood...the effort was simply ABANDONED. The opportunity for community inclusion is critical to the success of improving a community. People don't want a handout, they want participation and to be involved in the process of the work to be done. Community residents want to be respected and empowered to be responsible and to provide input and to work in partnership with all stakeholders and participants. We take ownership of our responsibility to be involved and accountable to each other in the process. Rather than a select few people who neither live in the communities nor are connected or in productive and positive relationship with the community being assisted. The selection of any future FIS areas should be data driven There are deep-seated issues that remain, but at least FIS visibly improved property appearance. Coordinated investment by RPD on Jefferson is helping. Coordination with jobs / poverty is welcome; too bad the anti-poverty effort did not target this neighborhood.</p>	

(continued)

*QUESTION FOR BOTH SURVEY TYPES) THE BIGGEST SHORTFALL OR FRUSTRATION I HAVE WITH FIS IS...

(TOTAL COMMENTS RECEIVED)	40%	110
<p>Bad landlords get funding - a necessary evil Bigger Area Burglar broke my windows and stole my niece's iPad and my brother's iPhone during the daytime. Closed process. No information as to who gets the funds. Not interested in names but at minimum rental/owner percentages. Communication could improve. Maybe the community could know FIS is here. Continue the FIS momentum post 2015, still more to do. Continuing auto-oriented development/lack of emphasis on transit Don't know anything about it or how it's making a difference in my neighborhood. Drug dealers Help I didn't receive one I don't believe anything will get done; no improvements made. I don't believe we were able to engage the neighbors who are often affected most, the poor. Engagement is a challenging and on-going process but really must be addressed. There are many neighbors who do not have access to the internet, and who may not trust folks who are leading the efforts so perhaps might not have participated. I don't think it will work fast enough to impact our youth and their ability to gain economically. I feel the process that offered grants to landlord before property owners was unfair because rental properties generate income that landlords should be using for property upkeep. I have had no direct contact with FIS; I have no frustrations I have no frustration I need help with home and repairs I would like to see even greater focus (2 improvement areas instead of 4) even if it not in my neighborhood. I'm worried it will fizzle out Information - need funding and opportunities It hasn't extended to my place of residency. It is taking too long to create meaningful change, especially with problematic convenience stores and slum lords. It left those of us outside of the specific areas with no resources for 7 long years. I understand the goal, but other areas need help too. It was not offered to my neighborhood. It's a great example of what's wrong with the city's status quo power structure as it relates to city governance. Just don't spend too much time in planning and not enough time/effort in pushing toward results and action Lack of a comprehensive marketing of what has been achieved (at the granular level). Landlords that participated have raised the rents for tenants Leaves other neighborhoods out of the spotlight, increasing the possibility that necessary attention and resources aren't available for non-FIS neighborhoods that need them. Missing critical properties, City Hall control/holding back progress. More funding needed Need more help</p>	<p>Needs to be priority for long time Needs to move out more Next steps - how to spread it out / need even more roofing and foundation and lead abatement grants. No accountability. No transparency in what was targeted to be done and what was done, who benefited, etc. No obvious impact. Not always making its way to most deserving Not being consistent with the clean up of the streets, which they do a good job with Not doing more Not doing more homes Not enough communication with the home owners, you have to use the money how they tell you not how you would like to. Not enough funds to cover more streets Not enough long-term commitments Not including all of Jefferson Avenue. Not informed enough to answer. Not knowing what is or has happened as part of this Not more of it Not moving faster Not seeing community take ownership Ongoing maintenance - after money has been spent. Owners need to keep up! Outreach to home owners with siding and roofing needs to offer assistance and help making their homes look better. Also, need to get rid of phantom houses in the city. Quality of material used for workmanship. Contractors that we had to pick from. Red tape involved to get the work done Resource limitations. Seems like it picked 1 street and focused on just the buildings, not the causes of the problems Shifting zoning to inflate/illustrate successful outcomes (ex. Large part of the NE is now considered part of the SE). In my opinion it changed the average income and "diminished" poverty of NE when truly it is still quite an impoverished area. Should have had a neighborhood wide tree trimming to prevent problems down the line with giant backyard trees Sorry work, no accountability, period. Still guns and crime - Webster, Ellison, Copeland Still some drug activity (selling) in side streets (Ellison, Stunz) Stop the violence Strange cut off boundaries, how some who are eligible let the opportunity pass them by when others wish they could be involved. Some neighborhoods have so many to fix, it would be nice to perhaps focus on those who only have a few so an entire street could look better with a minimal investment and perhaps get to more areas instead having to fix an entire street and only get to a few streets That it doesn't fully address the underlying issues that lead to blight; could be enhanced by addition / coordination of programs and services that deal with the social issues, workforce development; trainings on being a responsible landlord/homeowner, etc.</p>	

(continued)

That the current administration has abandoned the effort. It is fine to make policy changes, but the neighbors and residents deserve more than to simply be brushed away after an election.

The city needs a focused strategic plan on creating a certain environment. Right now seems sporadic throughout different areas. Would like to see an emphasis on biking, to be accessible around the city and reconnect to the parks, river, historic landmarks etc then also to business and residential. Bike lanes, paths etc. Could see biking as a huge thing in Rochester if more friendly for.

The contractors were slack in their work quality. I was never repaid for all the work I had to repair.

The limited amount of information and involvement in the process of including community residents and the fact the money is gone before the most needy residents, SENIORS, know about or get access to the information. Poverty is sustained by outside people having and maintaining control of the resources in and for the community and invested homeowners NOT being included from beginning to end! The patterns of exclusion do not seem to change or when change does occur a very limited few benefit from the expenditure of vast sums of money. Poor neighborhoods are created by the same of mistrust, missed communication, broken systems, exclusion and poverty pimping where the money is spent on top heavy administrative fees, consultants and the real money never “trickles down” to the most in need of services and resources. Mismanagement, favoritism and politics also are factors.

There are streets where there are gaps in development and investments, which is why this program must continue.. we need to fill in the “missing teeth” in so many of our streets

There probably wasn't enough funding to be able to meet intended goals, but the biggest shortfall is two-fold: 1) not enough visible positive change in the intersection and along the major streets(Dewey and Driving Park), and 2) focus only on visible facades of buildings doesn't address deeper neighborhood issues of vacancy, wanting to attract more positive businesses to the area, housing quality and stability (inside the façade), litter, lack of community engagement/organizing, criminal activity, etc

There's so much that needs to be done - and I understand that the city can only do so much. I just wish East Main St were nicer, and that things north of Main St could be as nice as everything south of Main St

They are helping landlords fix their houses, when they are collecting rent as a income on the houses. But FIS tells home owners they can only make a certain income. I am quiet sure the landlords income are higher, they work an most of them own many houses.

Vacant houses and poor landlords

Very concentrated changes. Some streets got new facades while others did not. Very slow with the actual funding. We have been trying to secure funding from FIS for 3-4 years at this point and our building to be renovated still sits vacant. We could have used more - the loan was too low.

We need a bike track along Monroe Ave

Without extreme care, FIS leads to gentrification pushing the issues to another neighborhood rather than solving them.

Would recommend that more publicity about program be made Citywide.

*Comments and “Other” have been organized alphabetically. At relevant instances, repetitive comments have been omitted.

FIS AREA SPECIFIC SURVEY QUESTION) DO YOU AGREE WITH THESE STATEMENTS? MAKE YOUR SELECTIONS ON THE SCALE BELOW

	I STRONGLY DISAGREE	I DISAGREE	MAYBE	I AGREE	I STRONGLY AGREE	RATING AVERAGE	COUNT
FIS WAS A SUCCESS; THE PROGRAM ACHIEVED ITS GOALS	9	18	112	64	21	3.31	224
FIS WAS BENEFICIAL IN MY NEIGHBORHOOD	14	23	54	78	55	3.61	224
THERE IS MORE WORK TO BE DONE IN MY NEIGHBORHOOD	5	2	14	55	151	4.52	227
FIS INVOLVED DIFFICULT DECISIONS AND TRADE-OFFS BUT THE PROGRAM WAS FAIR	11	17	100	67	25	3.35	220
FIS WAS STRATEGIC; RESULTS PROVE THAT TARGETING RESOURCES IS EFFECTIVE	7	19	88	70	37	3.50	221
FOCUSED INVESTMENT IS WORTH CONTINUING AS A COMMUNITY DEVELOPMENT STRATEGY	7	1	21	60	136	4.41	225

(continued)

*QUESTION FOR BOTH SURVEY TYPES) ANY LAST COMMENTS?

(TOTAL COMMENTS RECEIVED)

14%

40

Abandoned house next door is unsafe to live beside. Bring it back.
 Don't know enough about the program.
 FIS needs to be restructured. I think it has value but needs to be more concrete with documenting its outcomes/projects/timeframes/benefits. It must be transparent to have the community understand it and see value in it. No mechanism for the community to give feedback during the process.... this is the 1st opportunity to give any feedback.
 FIS ought to be continued!
 For the most part I agree however the program has not yet achieved its goals as we have not been given any funding towards our project. The staff at the city are very nice to work with but there is not much communication unless we call them.
 Hard for me to answer since my neighborhood was not a FIS area
 He should have used the original plan and the materials were improper. Will never use [this] contractor again.
 Hope that my input is appreciated
 However; I am hopeful that this time around lessons can be learned from the past and a new attitude and approaches are forthcoming that will make a real change in the planning, processes and implementation of strategies that will successfully affect change, improvement and renewal for the FIS communities. More community involvement is necessary for better success even if the processes are challenging the result will be an empowered community investing in its own wellness and recovery from poverty. Young people also need to be involved and taught leadership and involvement in community issues for their future involvement in their own communities.
 I agree but it should focus on making the most impact and broaden its range - pick streets that don't need as much work and see results affect a greater area
 I do think that the Rochester Police (Department) are trying hard to better our city - needs more.
 I only work here
 I support the idea of focusing investments, but think there needs to be more coordination/leverage of resources to go beyond building facades as well as better selection of areas for focus based on clear strategic criteria rather than political jockeying.
 I was in a meeting at City Hall re. choosing priorities for Beechwood.
 Improvement in community involvement (more numbers) and biking, paths. Increase accessibility.
 In regards to the drive way the contractor did an improper job. Contractors were not qualified. If you are [this] contractor and you train your son, you should be professional. They were defecating and urinating in the yard garbage.
 Incorporate help to the people of the neighborhood simultaneously with the program teaching life skills

It's clear that "focusing" produced more visible impact and hope than would have happened with scattered-site projects.
 Keep on trying to make Rochester great again!
 Keep up the good work - we need more Freedom Markets
 Keep up the great work and keep listening to the community.
 More work to be done, but exciting times!
 Need more publicity on this; I work in an FIS area, and I was unaware of eligibility or purpose. Need to expand FIS.
 Needs to improve behind the Public Market, Garson Park.
 No comment. I did not know about FIS. How does FIS help senior citizens?
 Please follow up with noise, guns, drugs, drunk people, poor landlords. Help us take back our streets.
 Public safety still needs to improve.
 See me - don't let Marketview be inspectors.
 Surveys should be sent to the residents of the area where the program takes place
 The contractors ripped old materials to replace parts and did not put new things on the property.
 The program should only be focused on owners not rental property. Landlords should be forced to make their own investments to bring their property up to code.
 They should have helped more people
 Time is still needed to herald the success of FIS. There was a lot done but we need to continue the work that was started. CDBG was great as a quick infusion of dollars to start the change; we need more employers large and small as well as mom & pop businesses that will help in the sustainability efforts. We need these things in neighborhoods to help foster and nurture change. In retrospect, 8 yrs really isn't enough time to create the widespread systemic changes needed when it took Rochester decades to get where we are now. The FIS strategy overall is a great strategy, but again, more time and money is needed to make it truly successful.
 Would love to see greater focus! In the next round I'd love to see more opportunity for community-minded groups to apply for small grants through the FIS to implement small projects within focus areas. It would be awesome to have RACF's neighborhood grants coordinated better with City's FIS program.
 Yes, keep it going.

FIS AT WORK IN

MARKETVIEW
HEIGHTS

FIS EVALUATION

APPENDIX IV

North Union Street Streetscape Improvements



Public Market Tram

Market Apartments at Corpus Christi



Eastman Gardens Under Construction



“The biggest accomplishment was getting grants in the hands of new people who never asked for them before – lots of elderly got their homes spruced up, many handicapped people received assistance.”
- Community Partner

IV. MARKETVIEW HEIGHTS

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Accomplishments

The Marketview Heights FIS Area had perhaps the strongest assets upon which to build at the outset of FIS. The area is adjacent to the Rochester Public Market and very close to downtown. In addition to the 67 homes renovated and built through FIS, the Marketview Heights FIS Area hosted several unique and larger-scale investments. **North Union Street has a new and improved streetscape**, with branded crosswalks, curb bumpouts, and stormwater management integrated at crosswalks leading to the Public Market. **The rail bridge over North Union has been converted into a walkway into the Market**, connecting a new parking area west of Union with the Market on the east side of the street. The route to the market has also been improved by active neighbors organized by the Marketview Heights Collective Action Project (CAP), who have planted colorful gardens atop formerly vacant land.

East Main Street is undergoing transformation now, with two highly visible and creative adaptive reuse projects leveraged by the City’s demonstrated commitment to the area: the **Market Apartments at Corpus Christi** which offer 42 affordable rental units with a preference for artists and **Eastman Gardens**, which will soon offer 52 affordable rental units for seniors.

New Residential



“The last grant recipient was an elderly couple who had been skeptical and had held out. Once they saw the work on neighbors’ properties, they wanted to get on board.”

- Community Partner

Vacancy in the Urban Renewal District



Successes

The Marketview Heights FIS Area had many notable successes. CAP, a community association organized prior to FIS, did an excellent job facilitating community engagement over the course of FIS. Through CAP, community leaders spread word about the program, and neighbors have continued to meet and work together, picking up trash, taking back control, and bringing all residents together annually at a roving block party hosted by a different block each year. Homes that were renovated and built sold quickly, demonstrating demand for the FIS housing products, and the before and after photos are a source of pride for many neighbors. Furthermore, the North Union Street streetscape improvements and parking and circulation investments at the Public Market have served a very broad population of Market-goers who have taken note of the positive changes afoot in Marketview Heights.

“Our neighborhood leader is the conduit for all information. He spread the word, and the calls came in.” - Community Partner

“Having Scio and Union look much nicer has helped keep patrons coming [to the Public Market]. More people are coming on foot and by bike too, which contributes to a feeling of safety.”

- Public Market Manager

Challenges

The main challenge reported by the community partner, Marketview Heights Association (MHA), was that the need in the area is so great that the grants were not enough – both at an individual level for owners whose homes had interior needs necessitating improvement and at the neighborhood scale. Residents and community leaders are proud of the visible changes along Union and Scio, Weld and Woodward, but people believe the FIS program **“ran out of money before we got to the worst block.”** There is community support for implementing the Urban Renewal District Plan funded by FIS to address Lewis Street and the blight, safety, and nuisance issues that persist there in such close proximity to the Public Market.

Other challenges include:

- An active drug trade that still dominates the area, mere blocks from the transformed FIS Priority Area
- A need for landlord education and accountability in tenant selection post FIS-renovations to protect recent investments
- The lack of a can-do mentality among some neighbors who need to better understand their role in maintenance and stewardship
- A need for follow up blight-removal and garage demolitions along alleyways
- A need for improved program promotion and messaging to spread the word
- Lack of eligibility for owners who owed back taxes
- Forms that were not user friendly

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

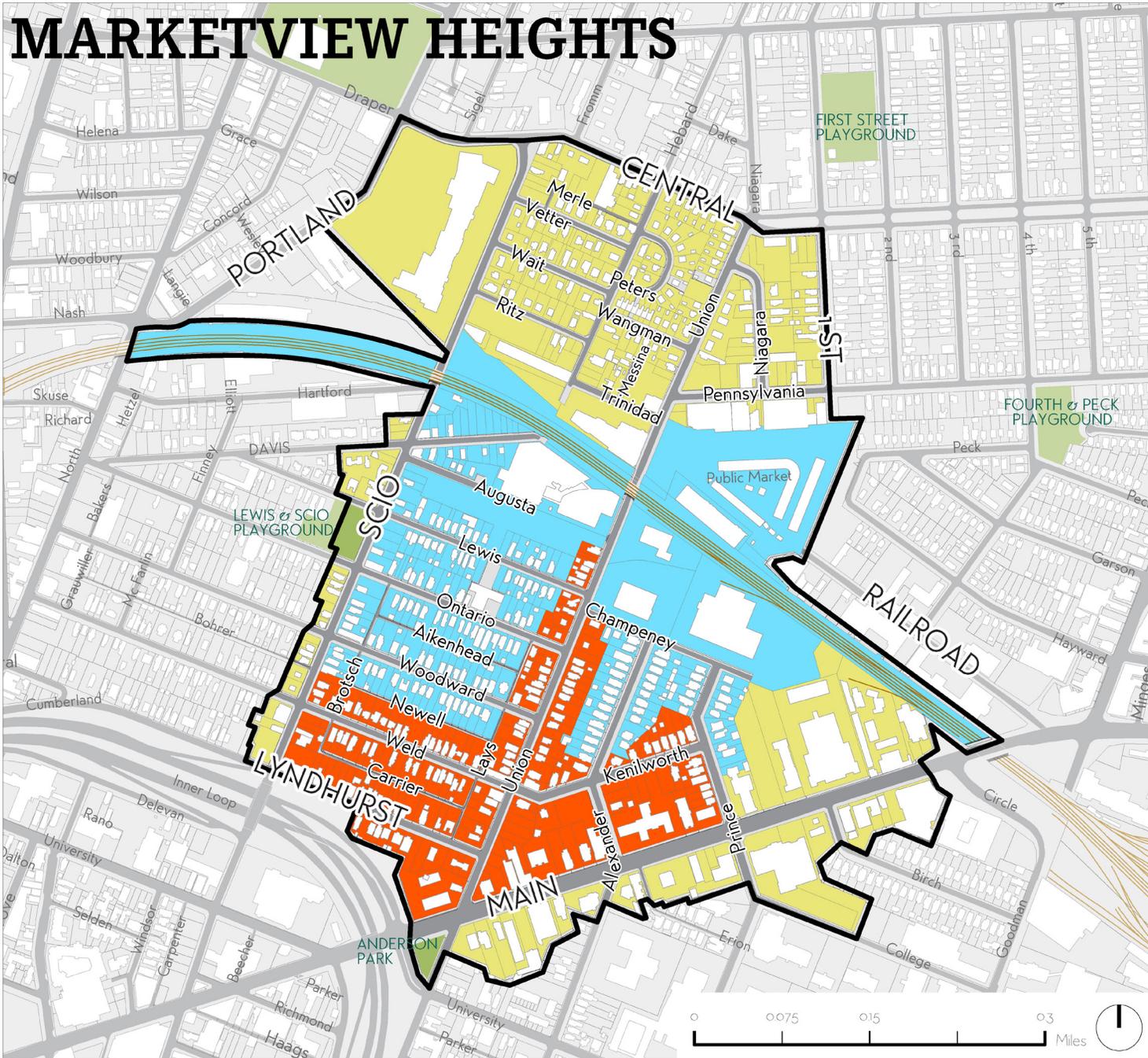
MVH 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
FIS AREA	1,123	936	930	929	-17%
IMPACT AREA	1,878	1,659	1,643	1,635	-13%
HOUSEHOLDS					
FIS AREA	450	397	400	402	-11%
IMPACT AREA	739	652	652	651	-12%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	16.2%	17.8%	16.5%	16.2%	1.8%
IMPACT AREA	19.6%	21.1%	19.7%	19.1%	0.5%
% VACANT HOUSING UNITS					
FIS AREA	16.6%	22.0%	22.2%	22.4%	34%
IMPACT AREA	14.0%	19.1%	19.6%	20.1%	40%
HOUSING UNITS					
FIS AREA	541	509	514	517	-4.9%
IMPACT AREA	859	806	811	815	-5.5%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$18,615	\$17,566	\$18,021	-
IMPACT AREA	-	(2013 ACS) \$21,535	\$19,606	\$20,993	-
RACE					
% WHITE ALONE					
FIS AREA	-	24.3%	23.0%	22.3%	-
IMPACT AREA	-	26.7%	25.4%	24.8%	-
% BLACK ALONE					
FIS AREA	-	56.1%	55.1%	54.1%	-
IMPACT AREA	-	54.2%	53.3%	52.5%	-
% ASIAN ALONE					
FIS AREA	-	0.5%	0.5%	0.5%	-
IMPACT AREA	-	1.2%	1.2%	1.2%	-
% SOME OTHER RACE					
FIS AREA	-	19.1%	21.4%	23.1%	-
IMPACT AREA	-	17.9%	20.0%	21.5%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	30.9%	34.2%	37.2%	-
IMPACT AREA	-	29.5%	32.7%	35.7%	-
UNEMPLOYMENT					
FIS AREA	-	-	20.0%	-	-
IMPACT AREA	-	-	14.4%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING MVH IMPACT AREA	(CENSUS 2000) 34.0%	(2013 ACS) 37.6%	(2014 ACS) 39.5%	-	-

The FIS Area geographies are much smaller than a Census Block Group. With the exception of poverty status, the demographic data present data down-sampled from a Geographic Information System software program (ESRI) to match the demographic data to the FIS Area and Impact Area boundaries.

Poverty data were not accessible at a geographic smaller than Census Block Group. Race and ethnicity data were not available at the smaller geography for 2000.

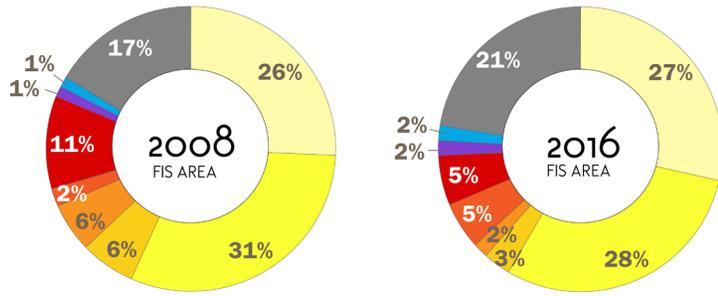
ii. Base Map



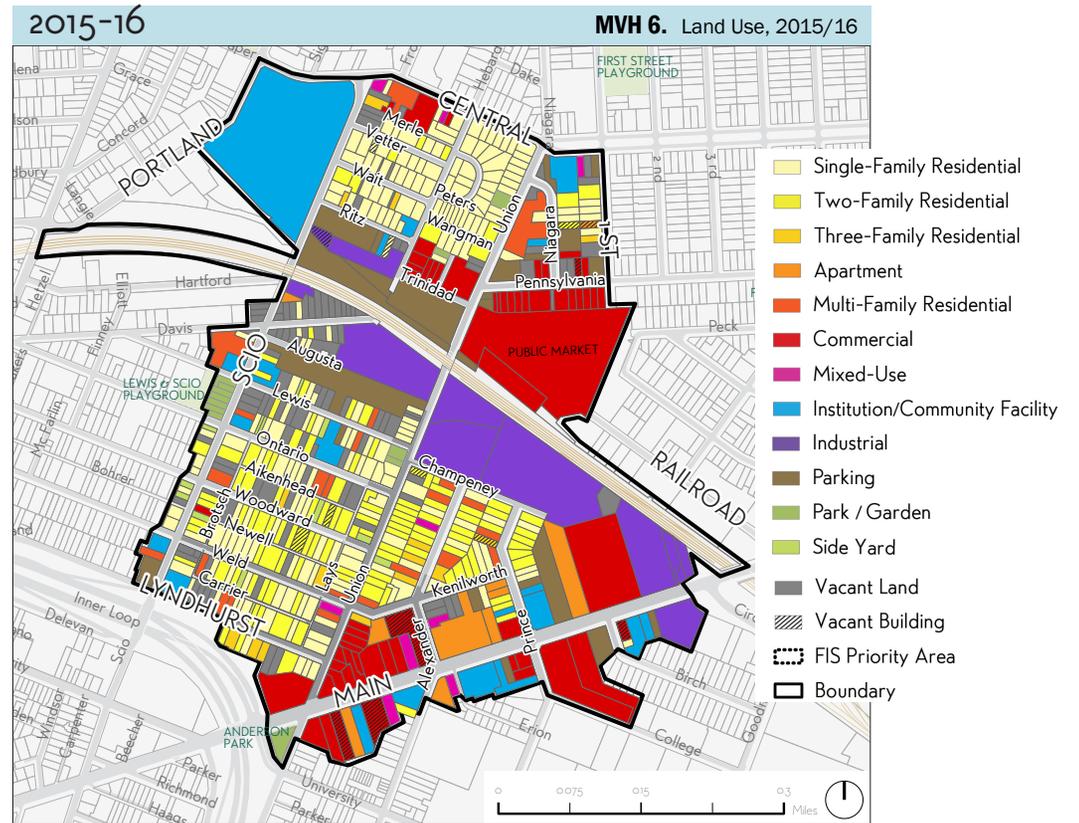
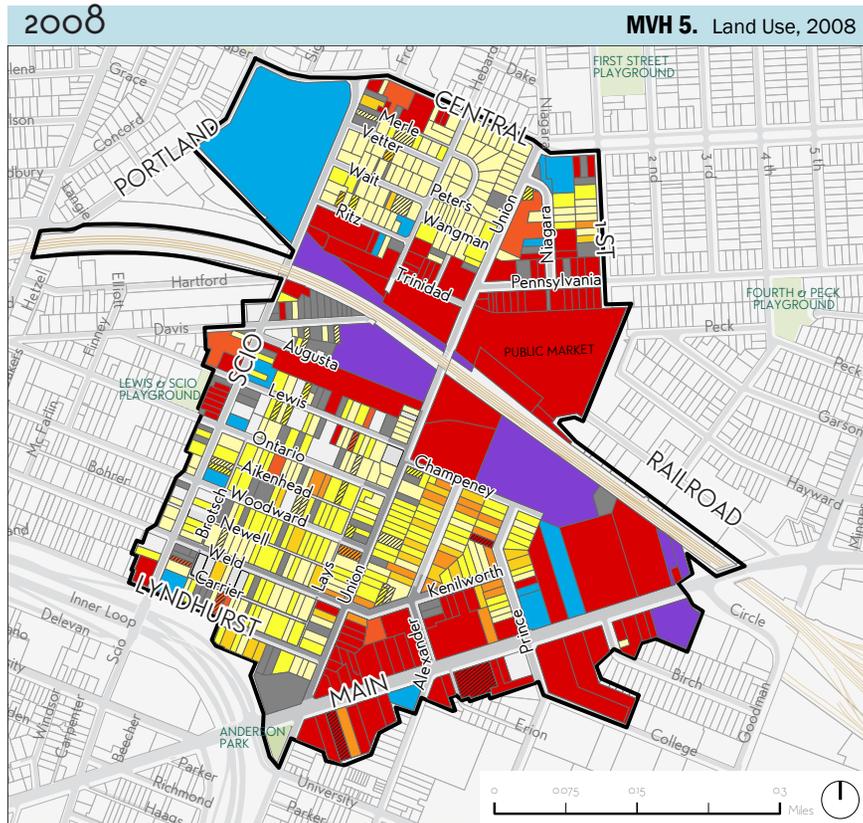
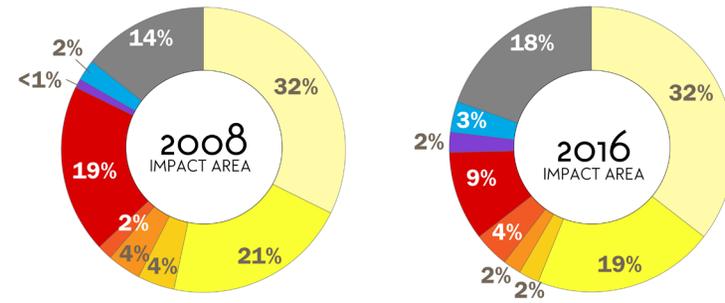
iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2015 & 2016

MVH 3. Land Use Composition in FIS Area, 2008-2016



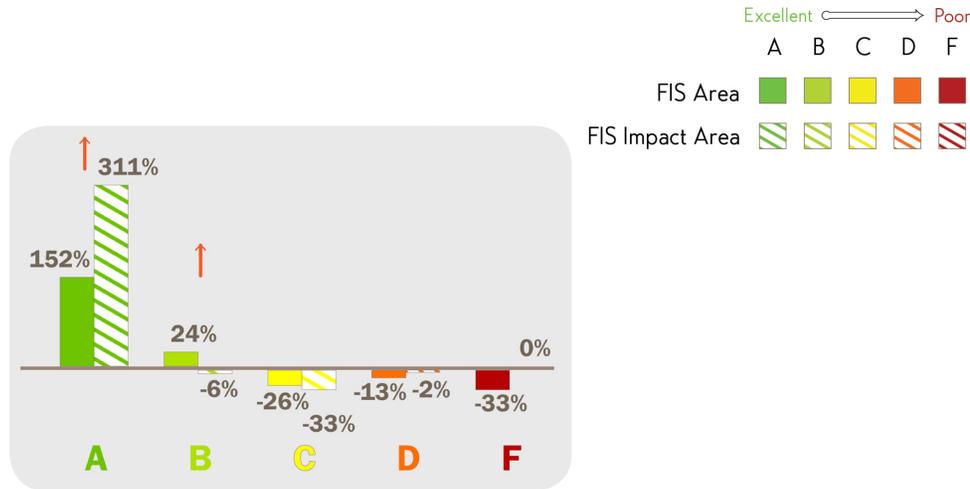
MVH 4. Land Use Composition in FIS Impact Area, 2008-2016



iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2015 & 2016

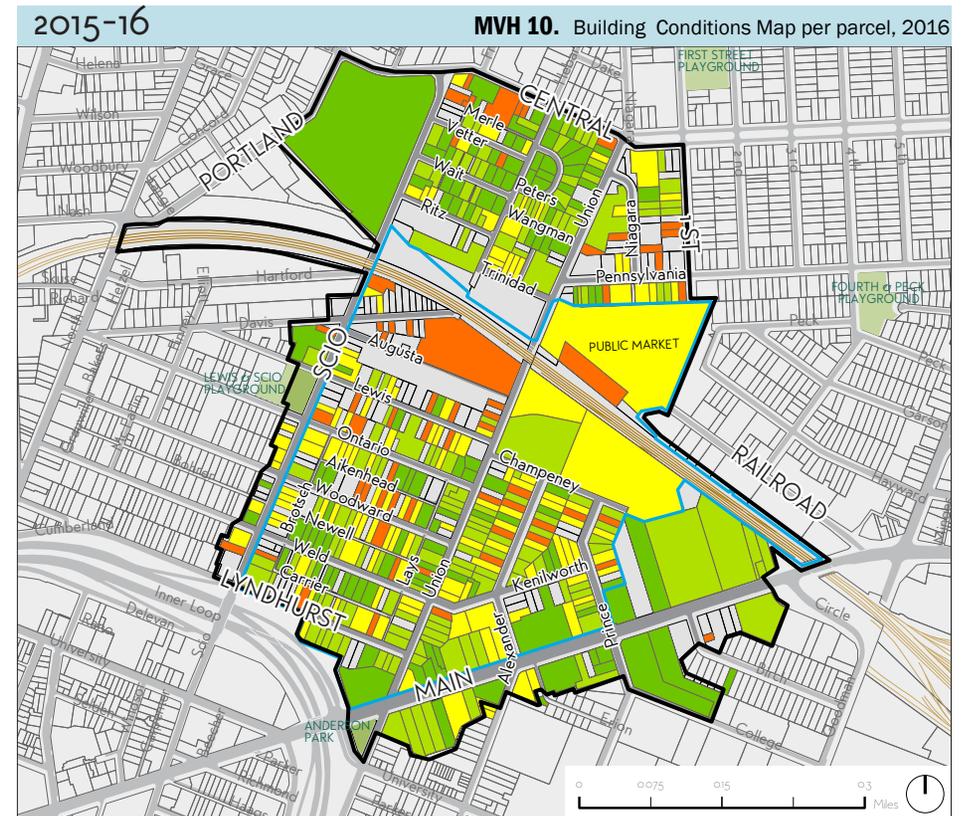
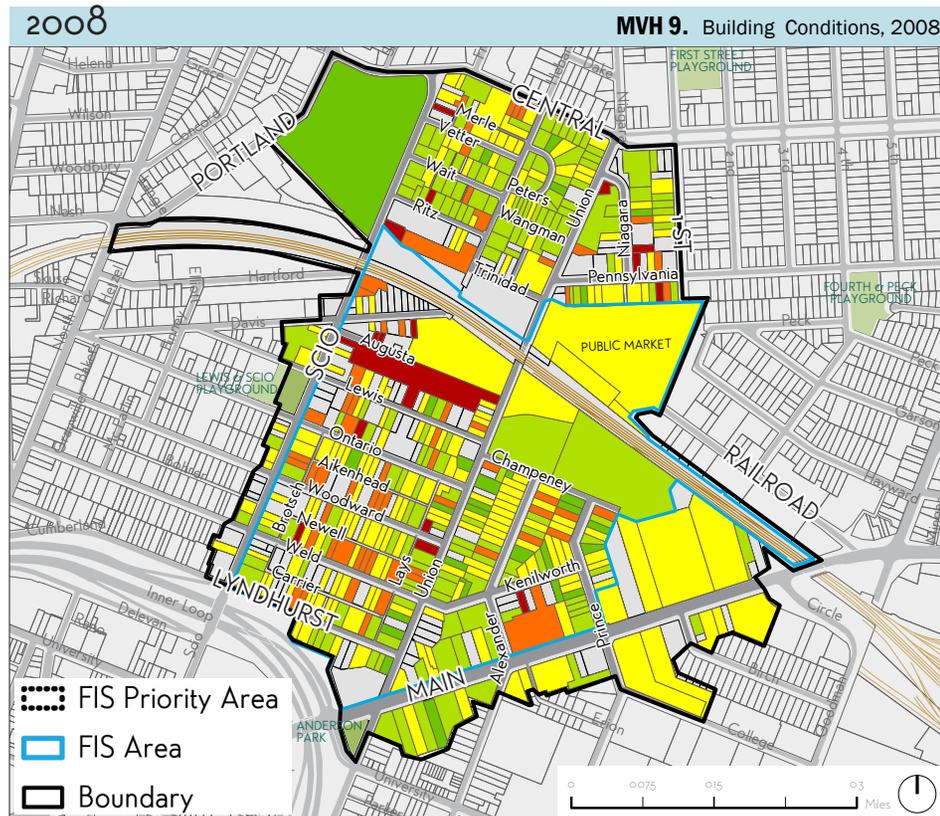
MVH 7. Change in Building Conditions between 2008 & 2016



MVH 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2015/16

FIS AREA (BY PARCEL COUNT)	2008		2015/16		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	21	8%	53	19%	32	152%
B	70	26%	87	31%	17	24%
C	123	46%	91	33%	-32	-26%
D	47	17%	41	15%	-6	-13%
F	9	3%	6	2%	-3	-33%

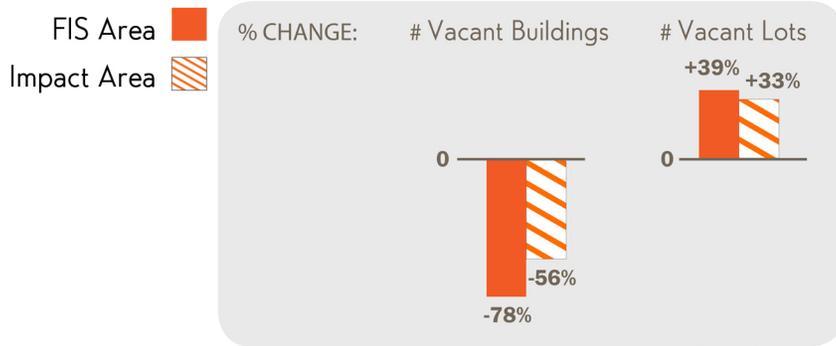
IMPACT AREA (BY PARCEL COUNT)	2008		2015/16		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	28	6%	115	24%	87	311%
B	160	35%	151	32%	-9	-6%
C	189	42%	127	27%	-62	-33%
D	62	14%	61	13%	-1	-2%
F	16	4%	16	3%	0	0%



v. Vacancy

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

MVH 11. Change in Vacant Buildings & Lots 2008-2015/16

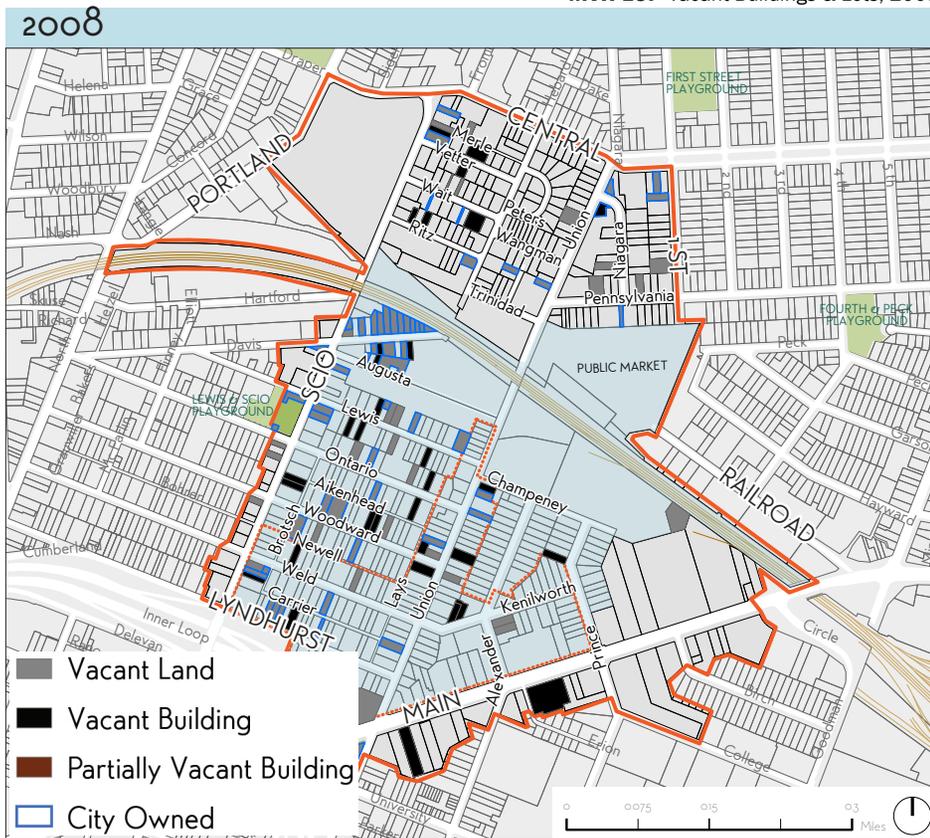


MVH 12. Vacancy data for FIS Area and Impact Area, 2008 & 2015/16

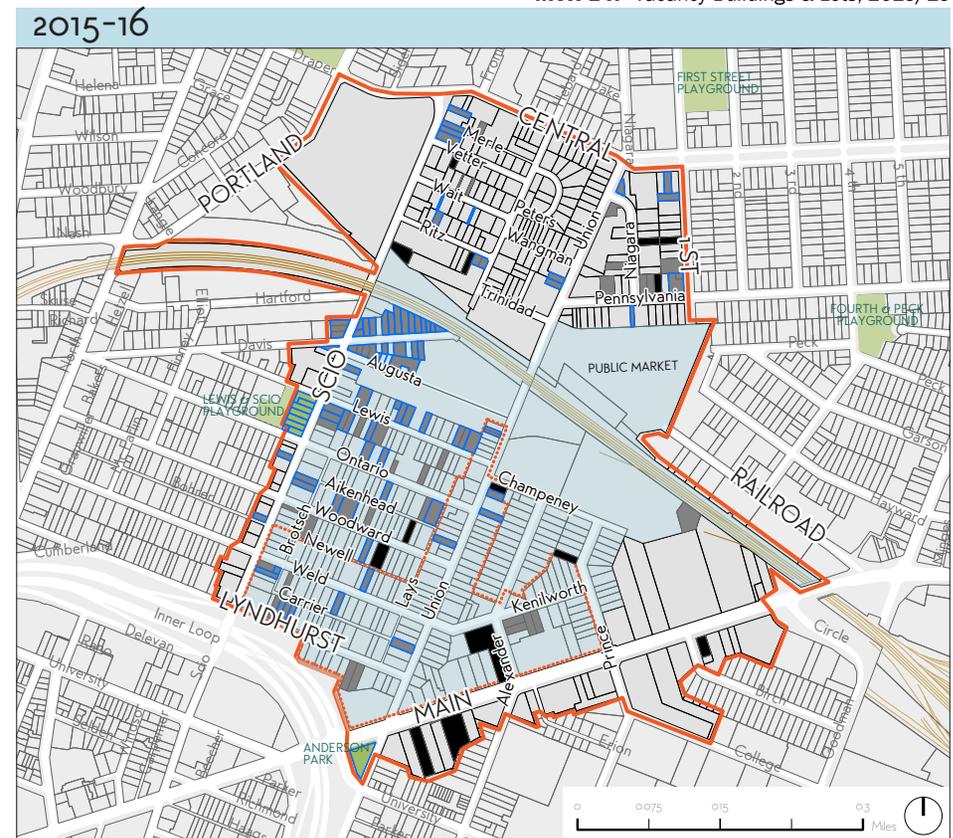
FIS AREA	2008	2015/16	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	23	5	-18	-78%
VACANT LOT	57	79	22	39%

IMPACT AREA	2008	2015/16	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	32	14	-18	-56%
VACANT LOT	84	112	28	33%

MVH 13. Vacant Buildings & Lots, 2008



MVH 14. Vacancy Buildings & Lots, 2015/16



vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

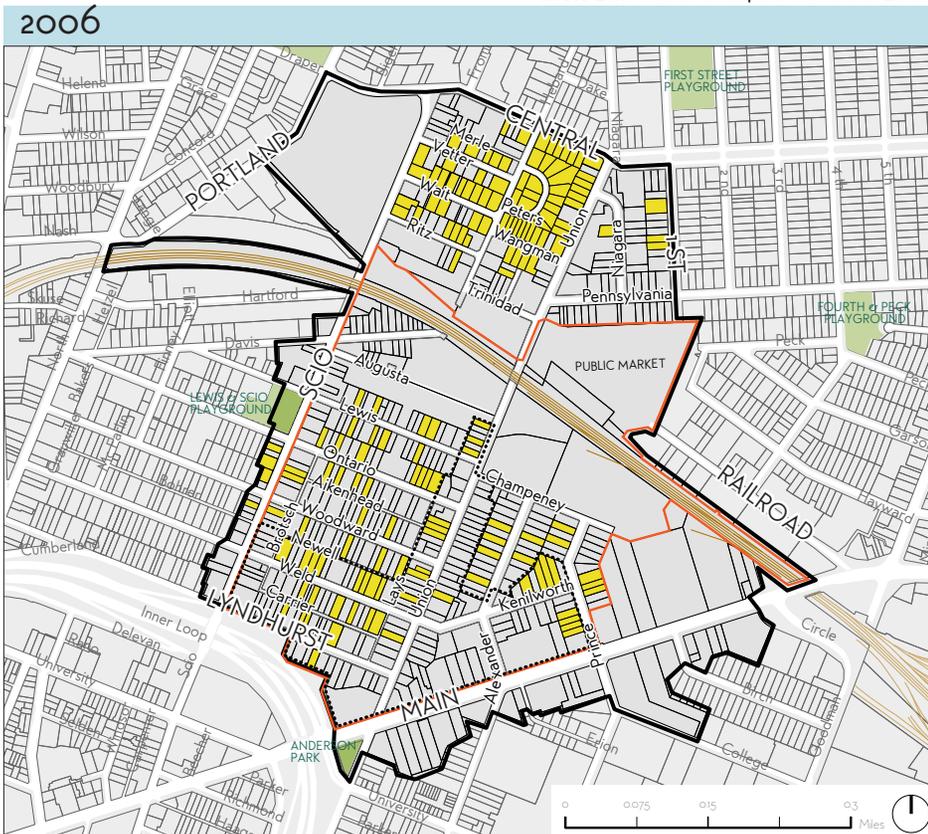
FIS Priority Area

FIS Area

39%= 160 parcels (Impact)

28%= 77 parcels (FIS)

MVH 15. Owner-Occupied Parcels in 2006

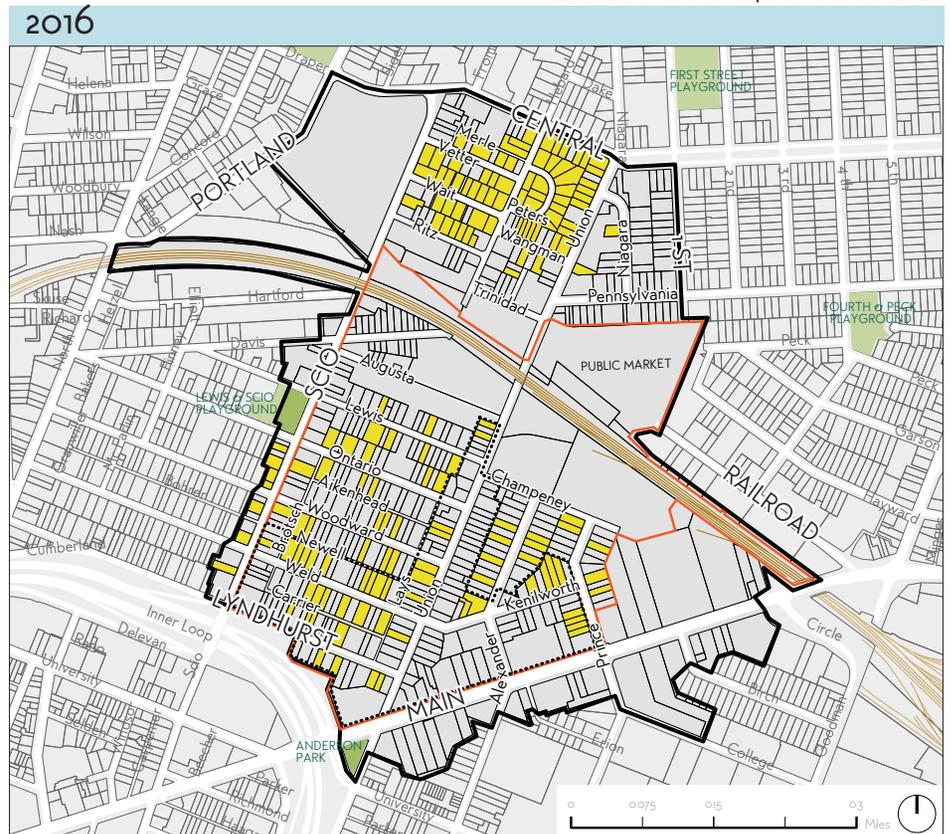


MARKETVIEW HEIGHTS

43%= 158 parcels (Impact)

33%= 78 parcels (FIS)

MVH 16. Owner-Occupied Parcels in 2016



MVH-9

vii. Recent Investments & Planned Developments

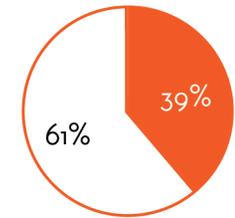
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

MVH 17. Recent Investments & Developments as of May 2016

Count of FIS Projects in Area & Housing Tenure, 2016

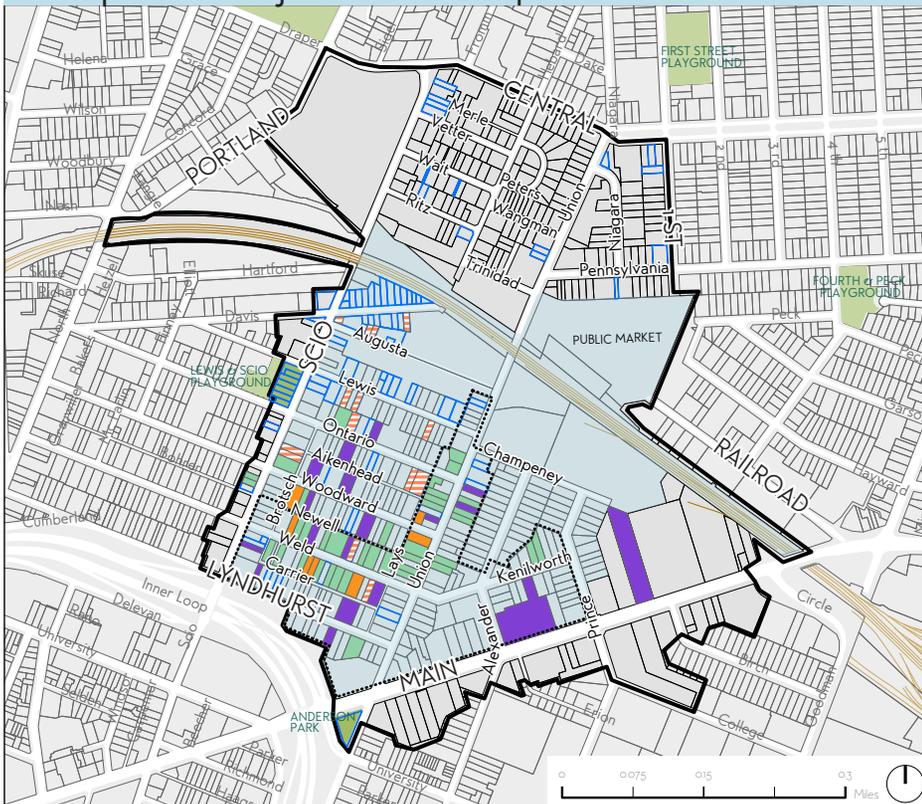
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	16	7	3	26	39%
Renter Occupied	30	11	0	41	61%
Total FIS Projects per Zone	46	18	3	67	100%

■ Owner Occupied
 Renter Occupied



MVH 18. Recent Investments & Developments as of 2014

Completed Projects as of 2014



- Demolition
- Future Project
- New Construction
- Rehabilitation
- Vacant Lot Program
- Business Assistance
- City Owned
- FIS Priority Area
- FIS Area
- Boundary

Housing Rehab

Before



After



Sofrito Garden



Corpus Christi Apartments



Streetscape Enhancements



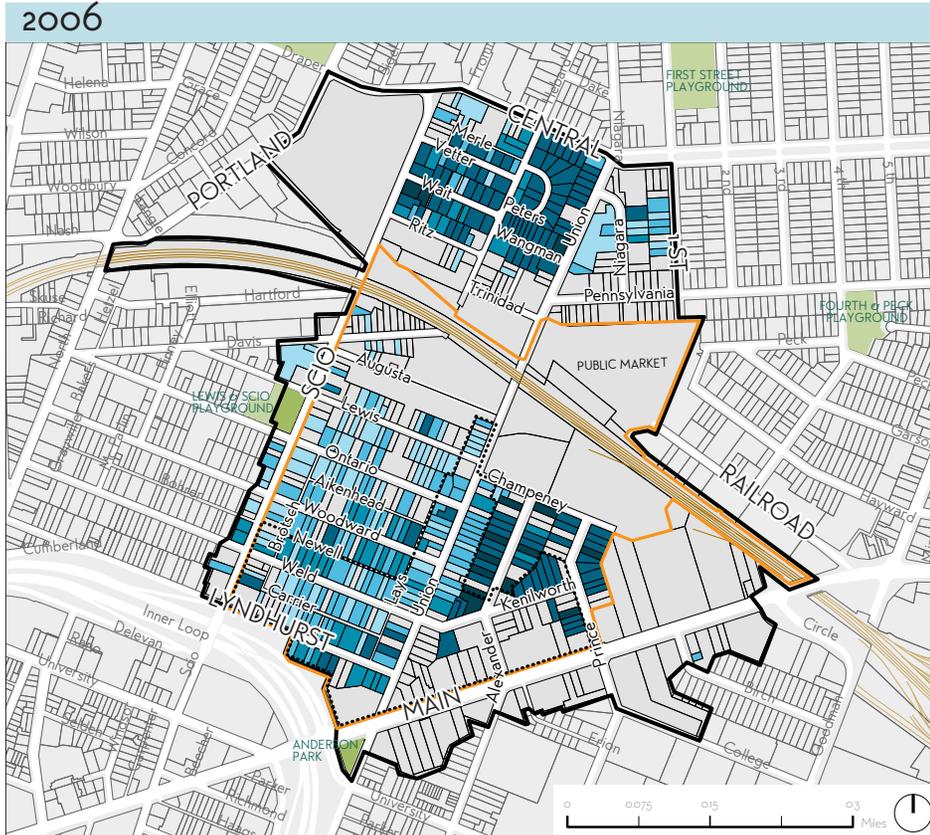
“The quality of green space has improved significantly - from abandoned vacant lots to thriving gardens.”

- Survey Participant

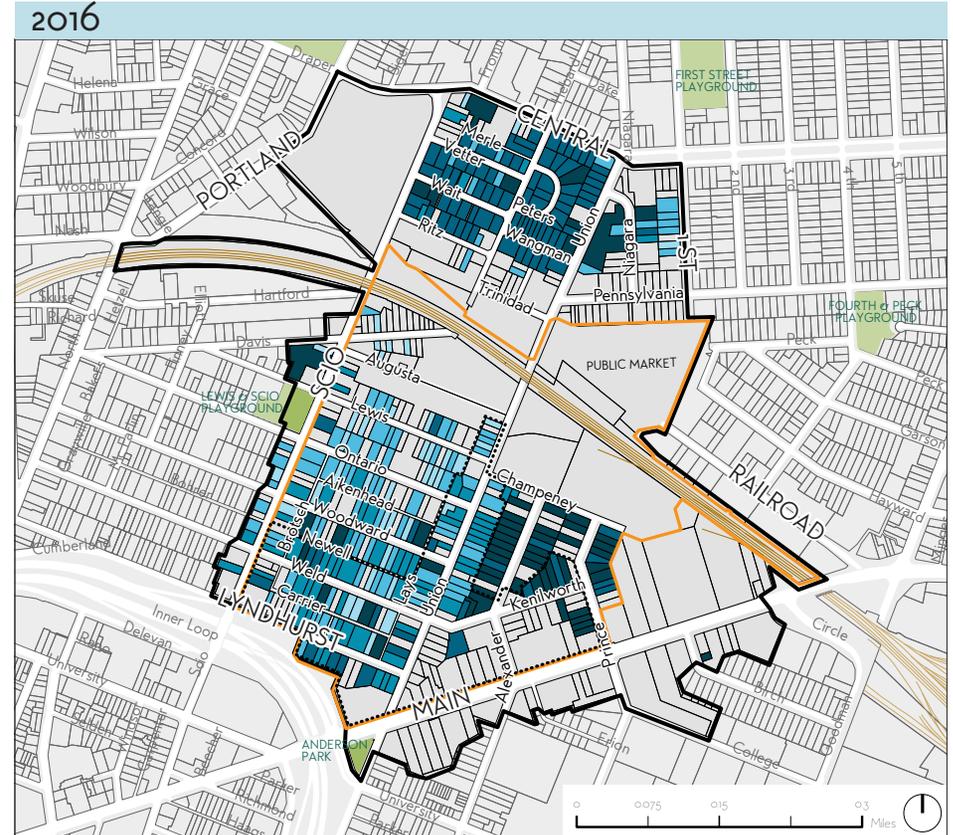
viii. Residential Assessed Value

Source: City of Rochester

MVH 19. Residential Assessed Value in 2006



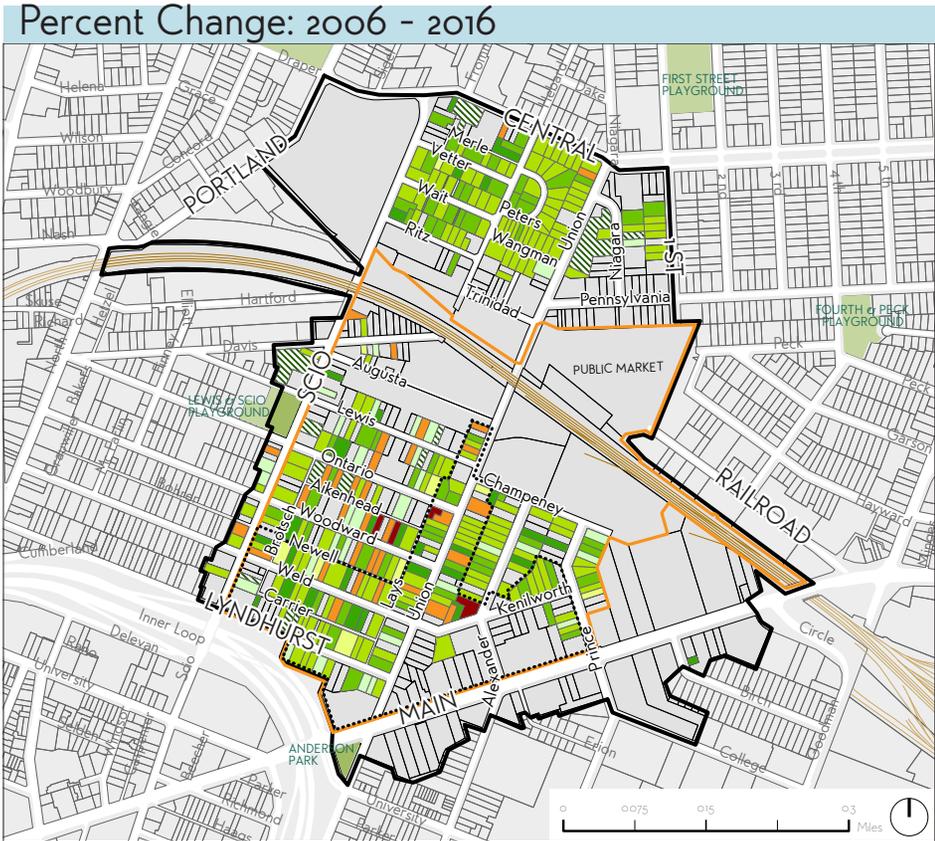
MVH 20. Residential Assessed Value in 2016



Assessed Value

- \$1,000 - \$25,000
- \$26,000 - \$35,000
- \$26,000 - \$48,000
- \$49,000 - \$68,000
- Greater than \$68,000
- FIS Priority Area
- FIS Area
- Boundary
- Park

MVH 21. Residential Assessed Value change between 2006 and 2016



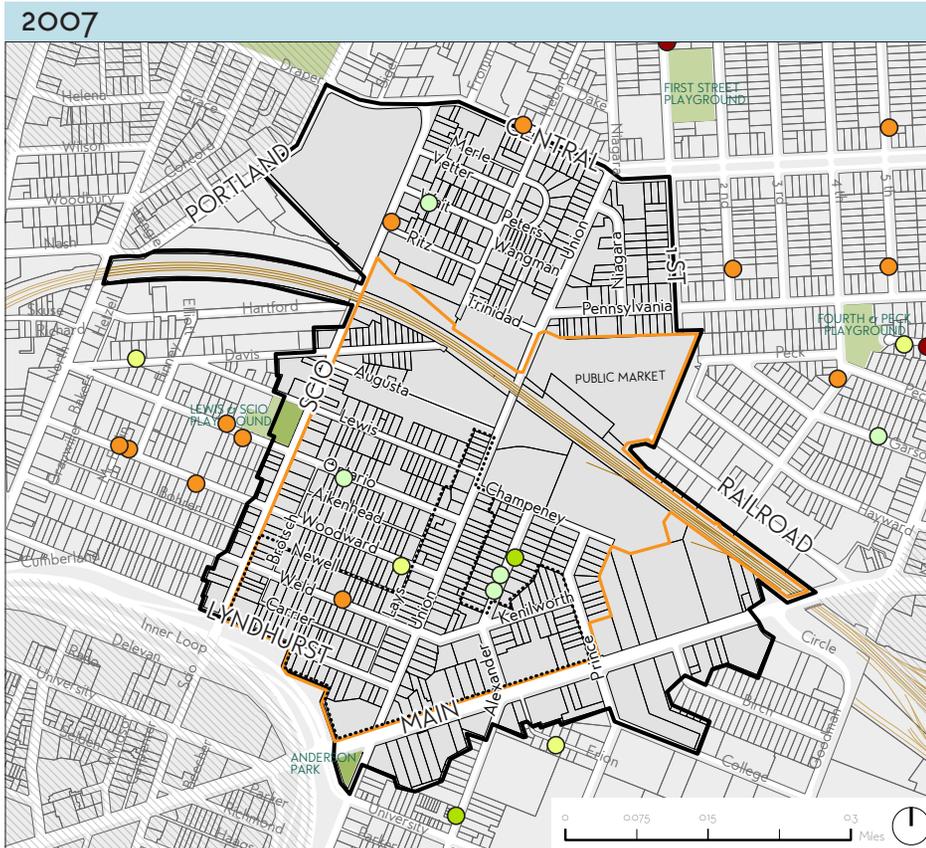
Percent Change in Residential Assessed Value

- -90% to -25%
- -24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- ▨ No value in 2006

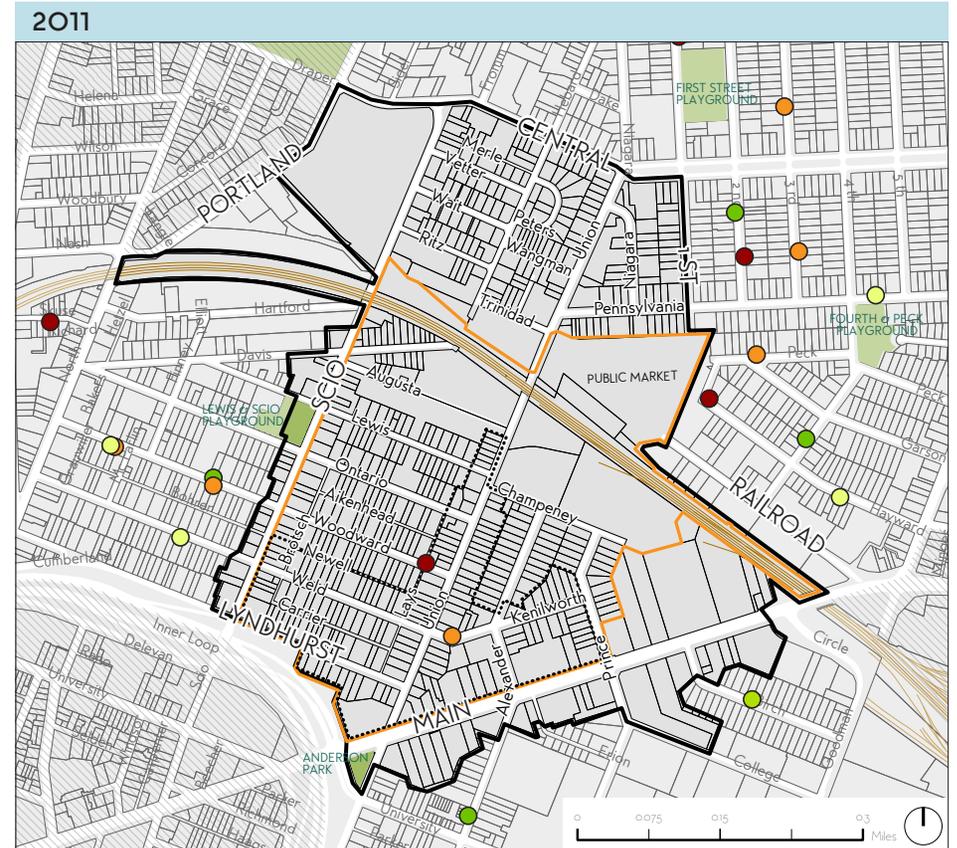
ix. Residential Sales by Price

Source: CoreLogic

MVH 22. Residential Sales in 2007



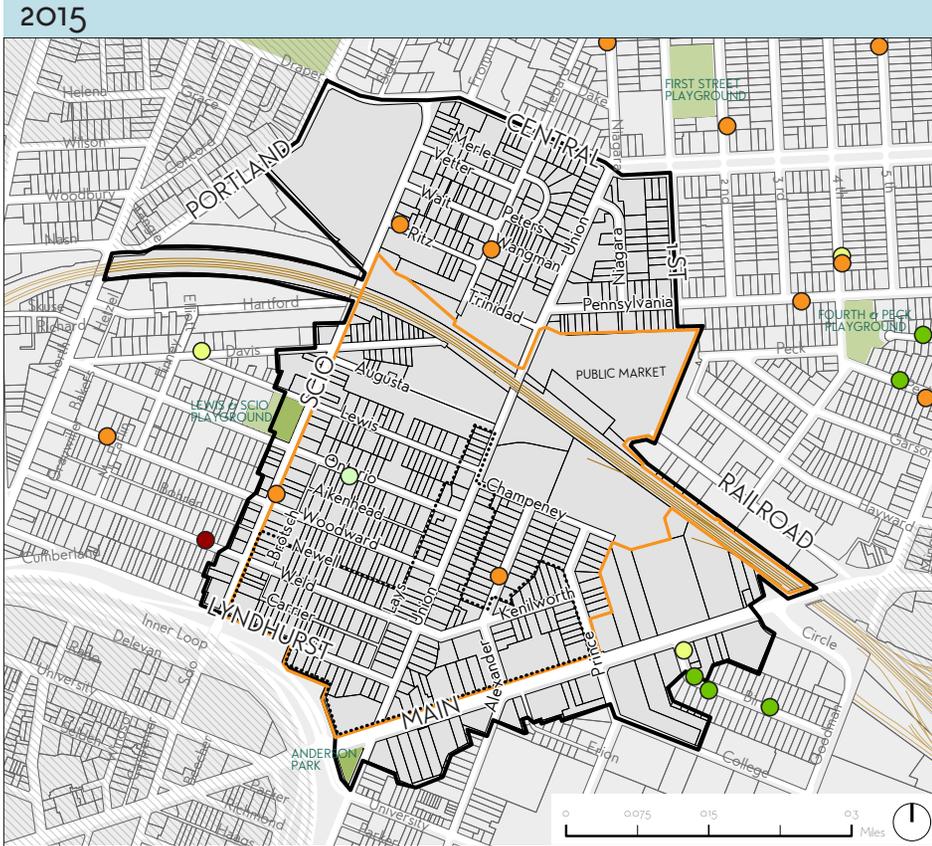
MVH 23. Residential Sales in 2011



Residential Sale Price

- Less than \$20,000
- \$20,001 - \$30,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- More than \$100,000
- No Data Displayed

MVH 24. Residential Sales in 2015

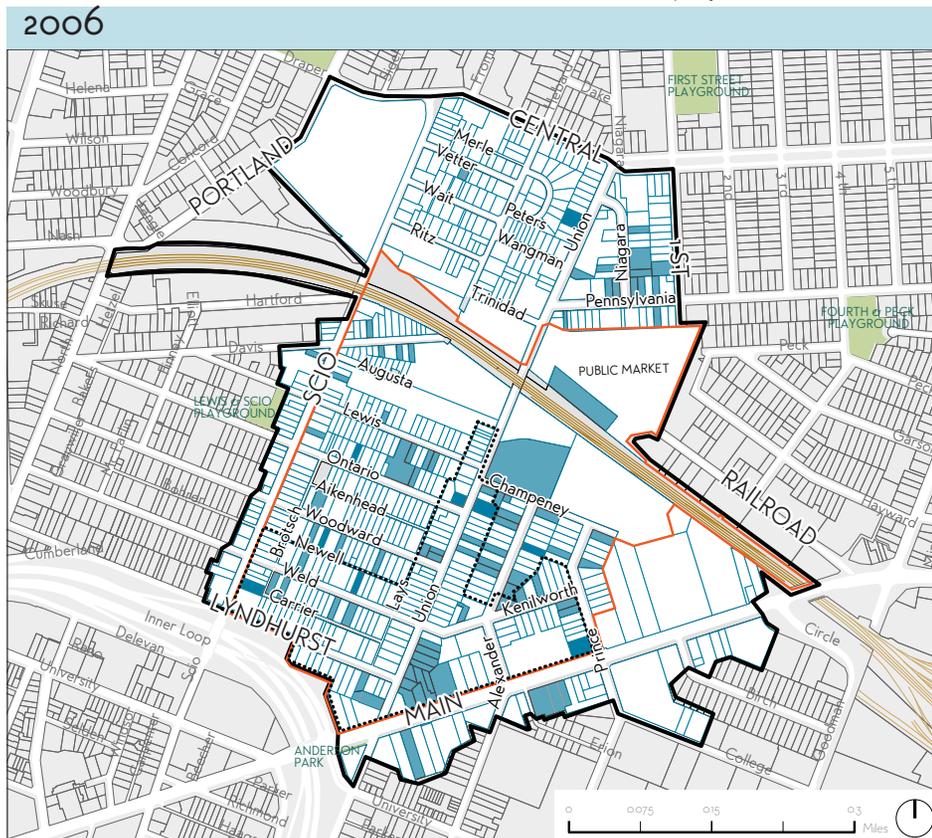


x. Property Owner Location

- In Rochester
- In State
- Out of State
- Out of Country

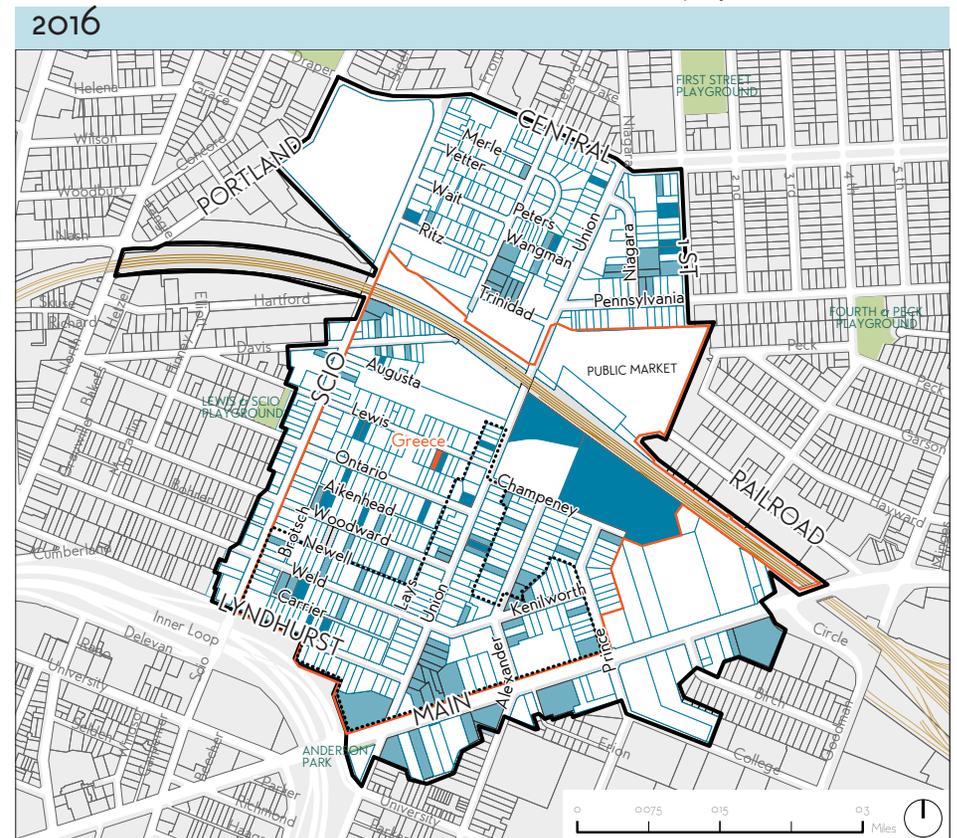
FIS		IMPACT	
2006	2016	2006	2016
82%=328	80%=290	86%=575	83%=510
16%=64	14%=51	13%=84	13%=80
2%= 8	6%= 21	1%= 9	4%= 27
0%= 0	0%= 1	0%= 0	0%= 1

MVH 25. Property Owner Location in 2006



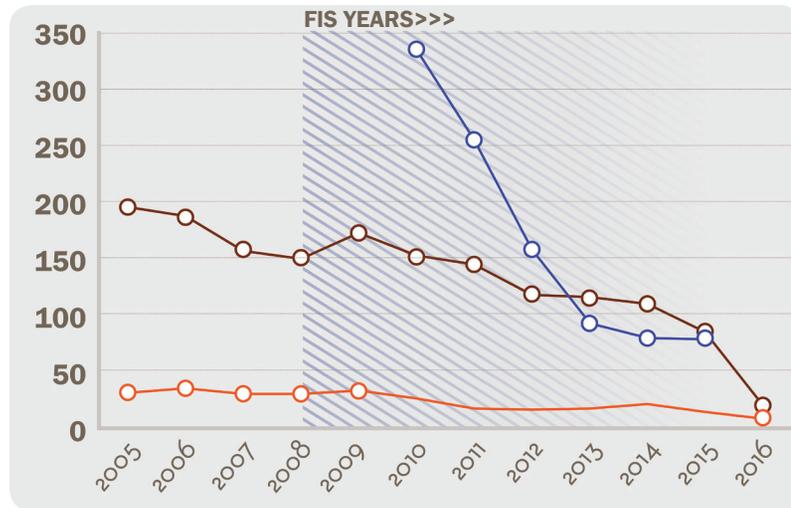
MVH-16

MVH 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Maps

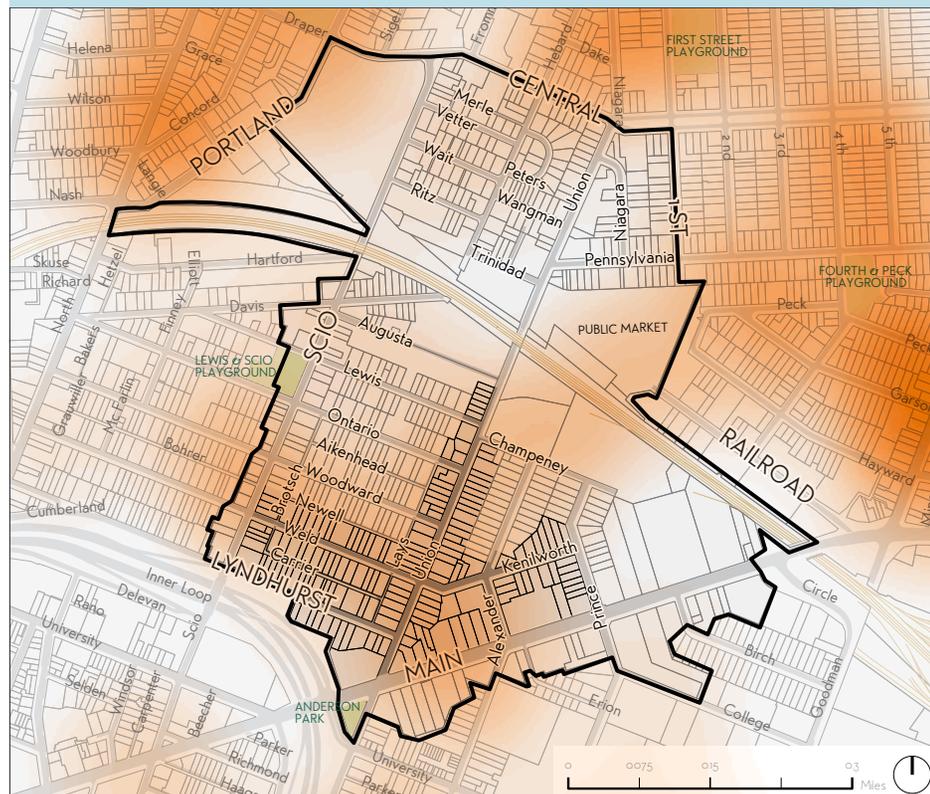
Source: Rochester Police Department, April 2016



MVH 27. Crime Trends by Type, 2005-2015

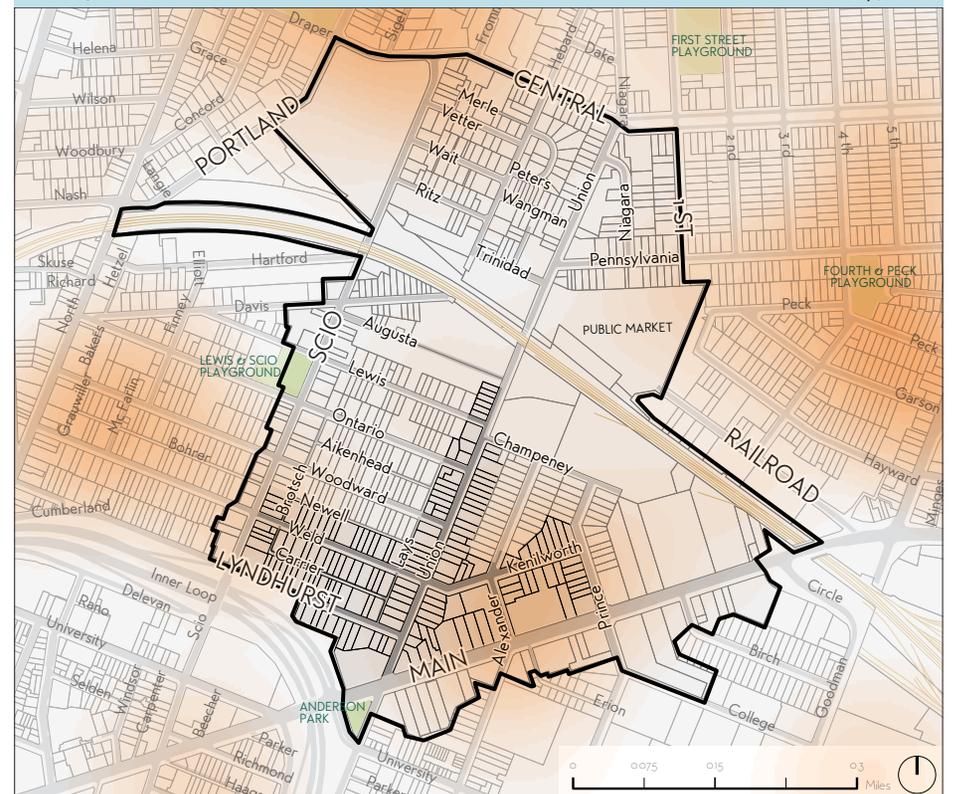
- Part 1 Violent Crime
- Part 1 Property Crime
- Vice A & B
- Murder
- Burglary
- Narcotics
- Rape, forcible
- Larceny
- Gambling
- Robbery
- Mv theft
- Prostitution
- Aggravated assault

2008 **MVH 28.** Violent Crime Heat Map, 2015



MARKETVIEW HEIGHTS

2015 **MVH 29.** Violent Crime Heat Map, 2015



MVH-17

(cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

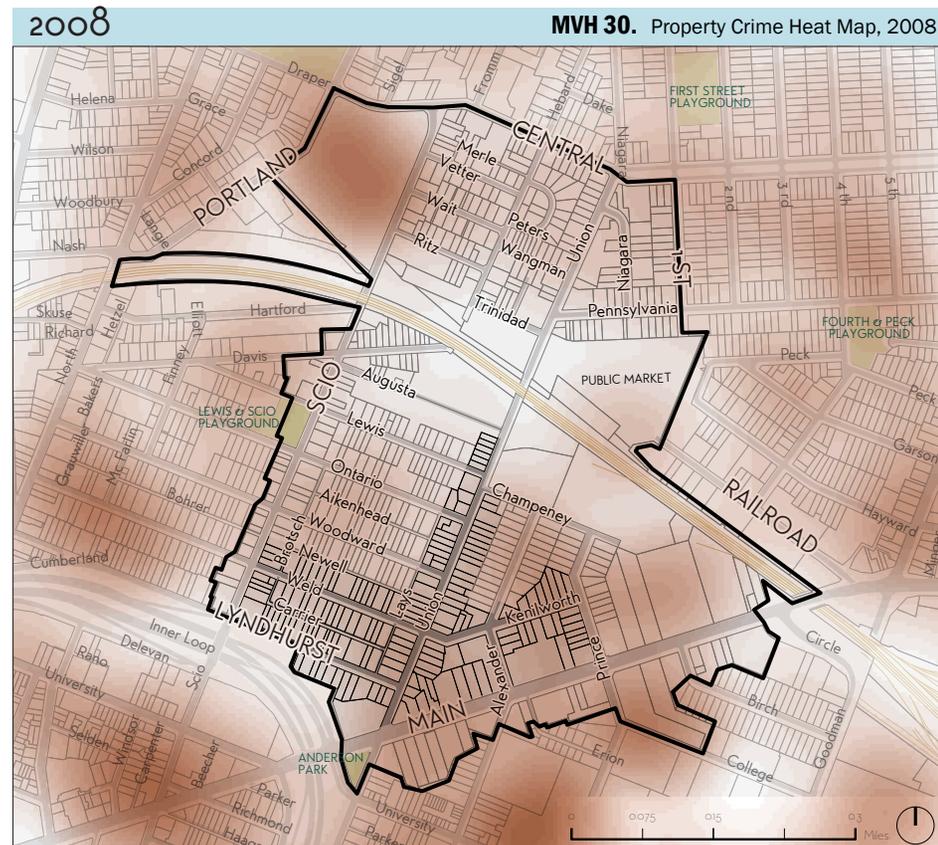
Density of Crime Incidents

■ Part 1 Property Crime

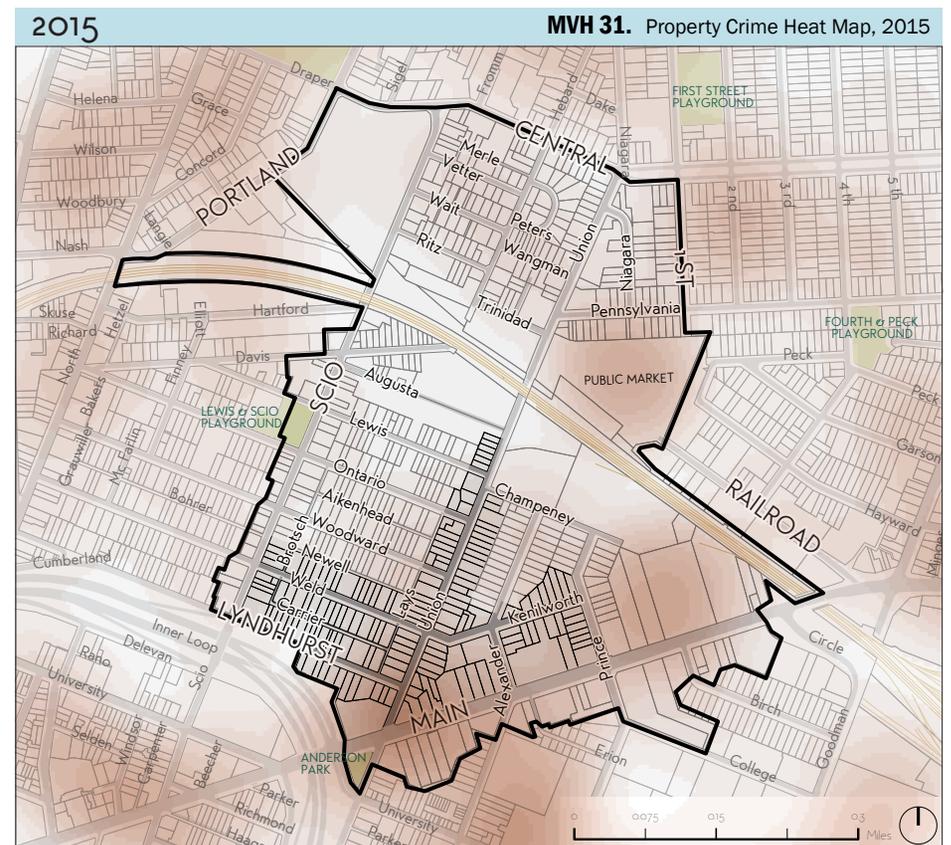
Burglary

Larceny

Motor Vehicle Theft



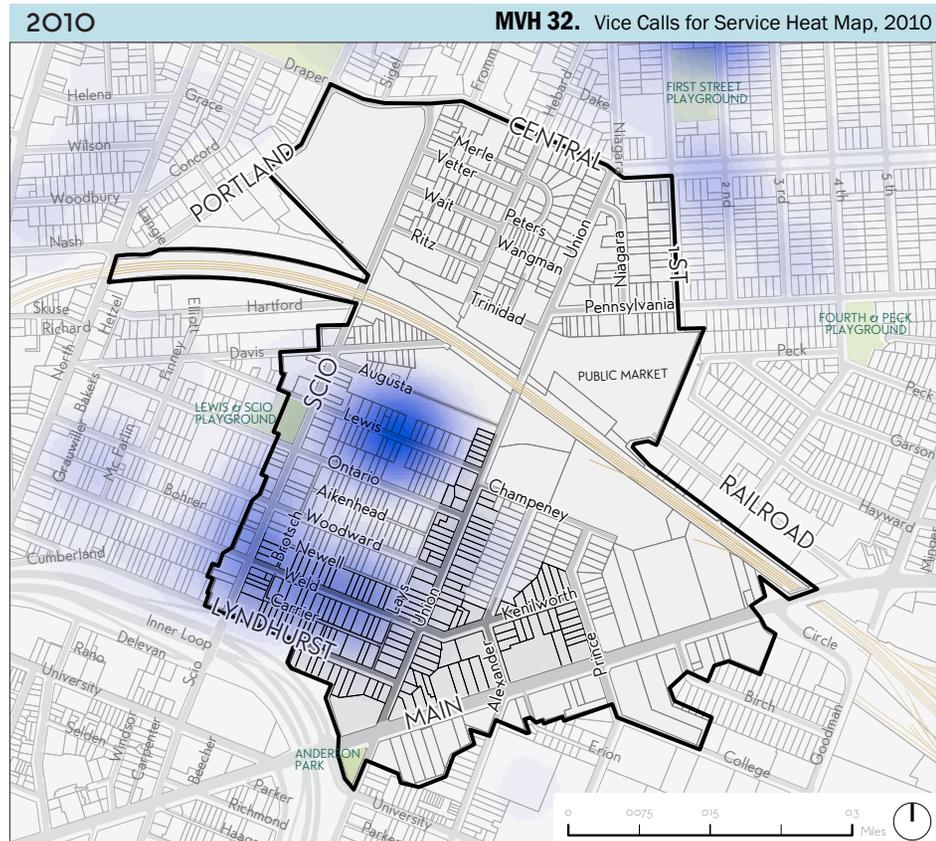
MVH-18



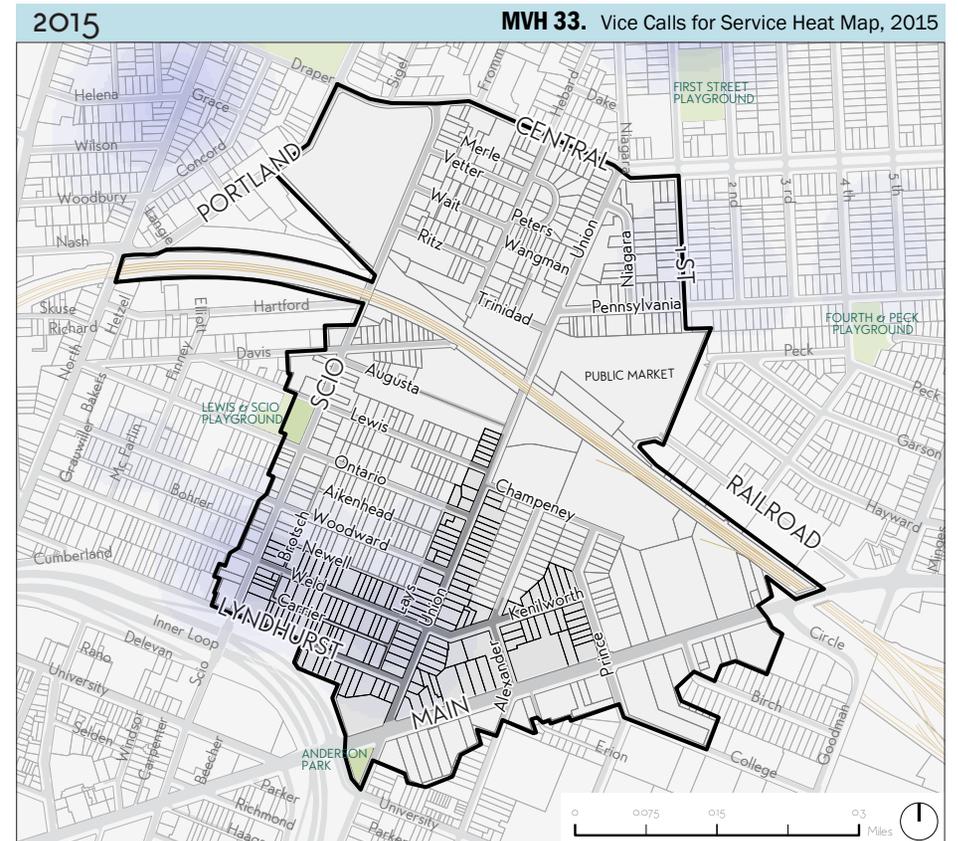
EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

Density of Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution



MARKETVIEW HEIGHTS

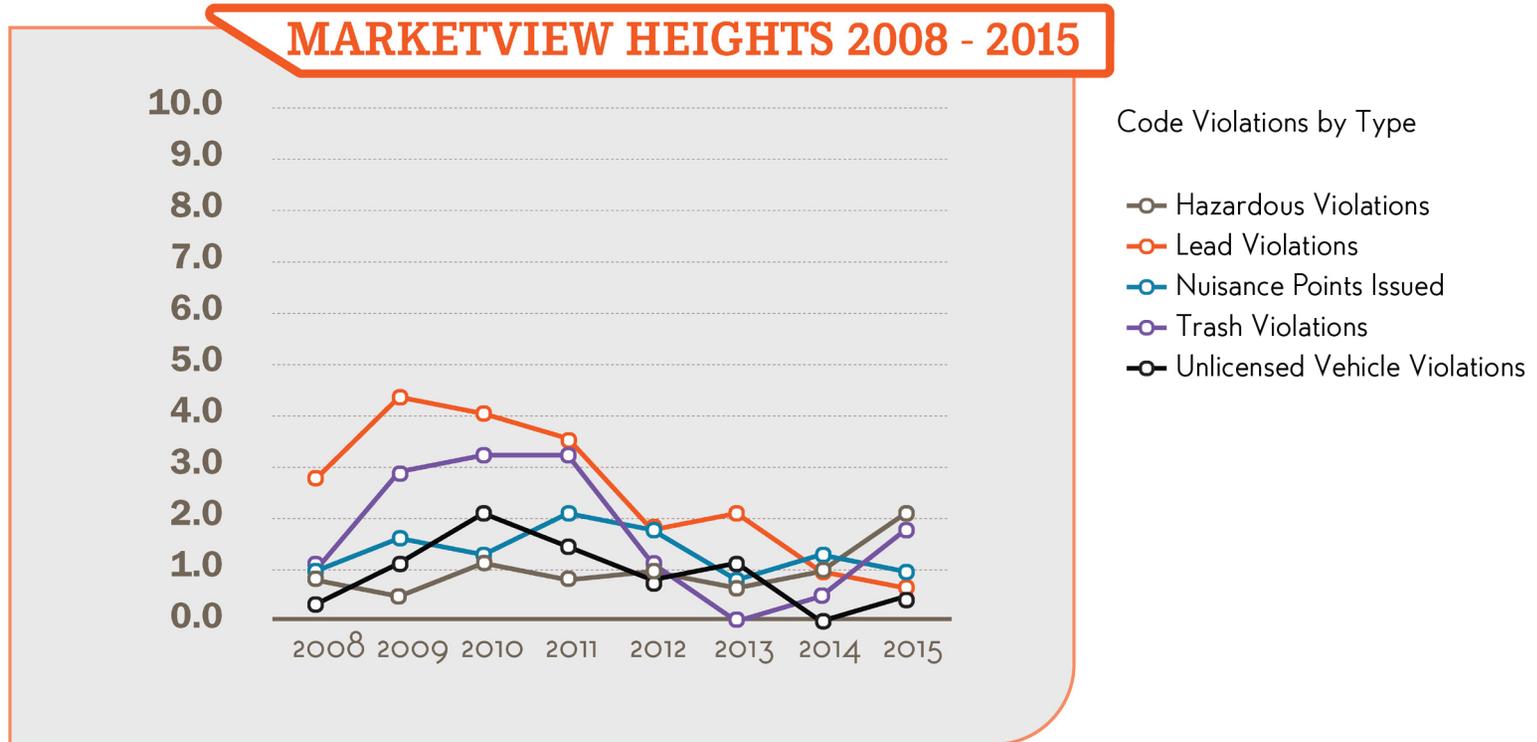


MVH-19

xii. Code Violations

MVH 34. Rate of Code Violations by Type 2008 - 2015

VIOLATIONS PER 100 PROPERTIES



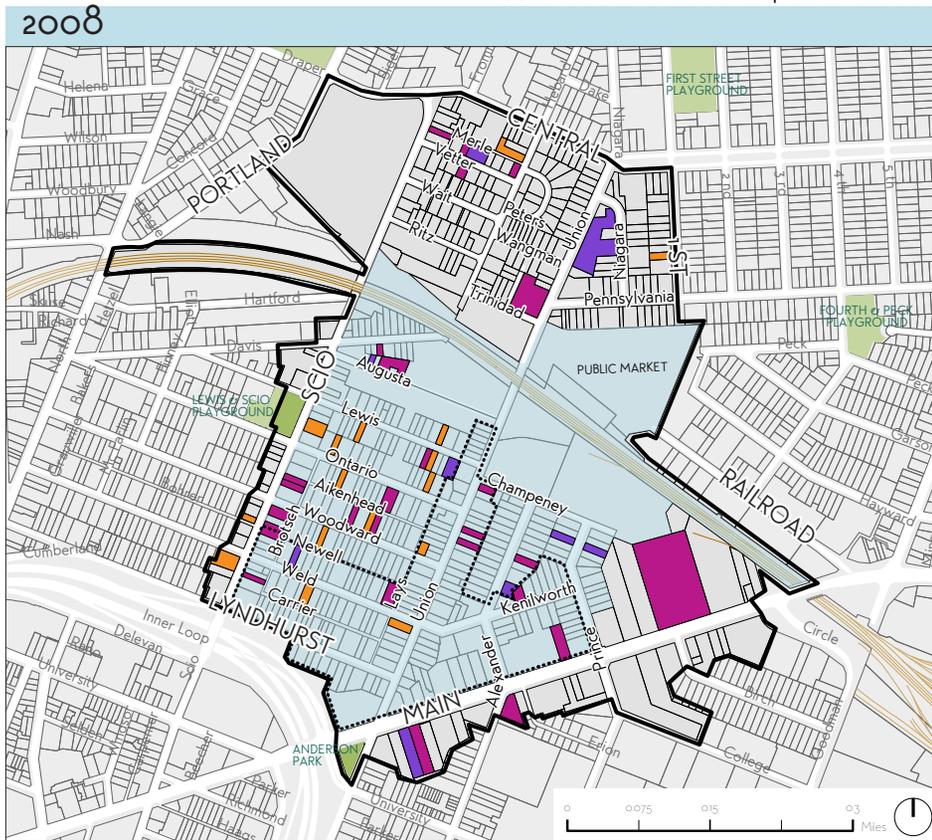
MVH 35. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	5	3	7	5	6	4	6	13
LEAD VIOLATION	17	27	25	22	11	13	6	4
NUISANCE ISSUED	6	10	8	13	11	5	8	6
TRASH VIOLATION	6	18	20	20	7	0	3	11
UNLICENSED VEHICLE VIOLATION	2	7	13	9	5	7	0	3

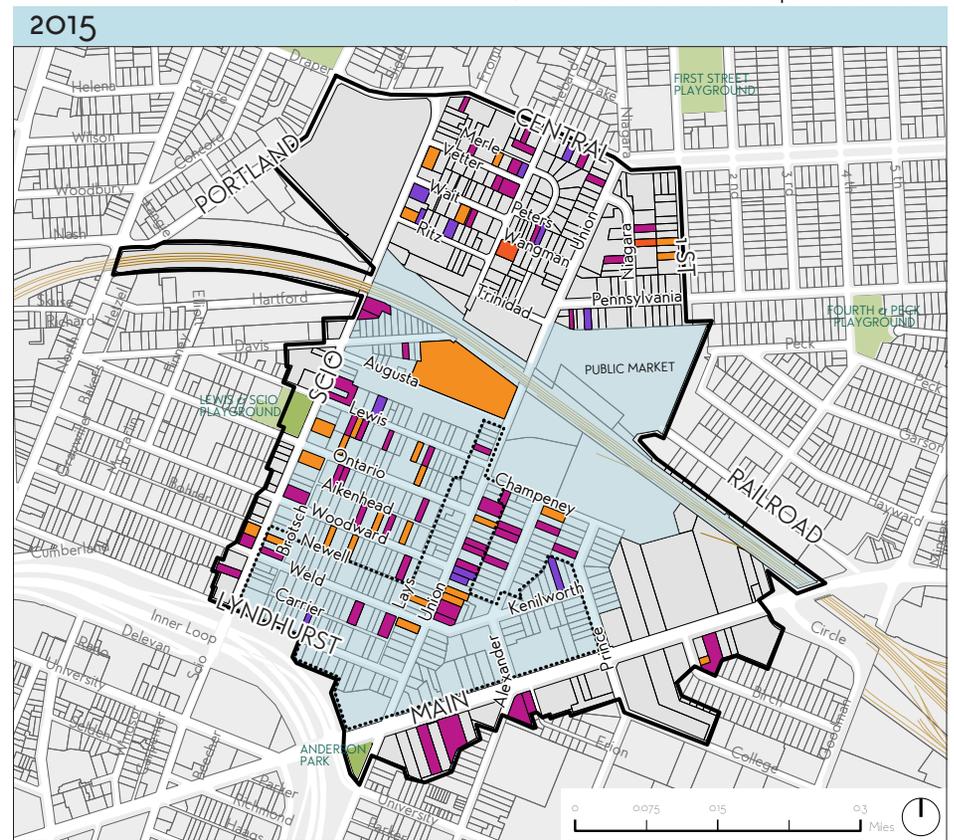
● 160% between 2008-2015

● -76% between 2008-2015

MVH 36. Count of Code Violations per Parcel in 2008



MVH 37. Count of Code Violations per Parcel in 2015



Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

xiii. Summary



Notable progress or achievement of goal



Limited change or progress toward goal



Regressed or lost ground

Evaluation of Progress Toward FIS Goals

PROGRAM GOALS	IMPROVE LOCAL HOUSING MARKET AND NEIGHBORHOOD VITALITY	INCREASE PROPERTY VALUES (ASSESSED RESIDENTIAL VALUE)
MARKETVIEW HEIGHTS		
Major Projects or Program Accomplishments	Built or renovated 67 homes; 94 new units added through tax credit developments Demand for new / renovated product demonstrated	Area with significant issues at outset of FIS kept pace with City in increased assessed residential values
Comparison to City Average	Median sale price fell (-30%); city experienced increases	+18% = +18% for city
Comparison to Control Areas	<i>Inconclusive; control area results were extremely varied</i>	Range of assessed values exceeds all control areas; rate of median increase far surpassed (0%, +4%, +7%)



MAXIMIZE IMPACT OF FEDERAL FUNDS

EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS

MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



\$32.4M leveraged; Corpus Christi, Eastman Gardens, Union St Improvements, Market Parking & Circulation
Large-scale development based on Urban Renewal District Plan not yet achieved

Marketview Heights Collective Action Project remains active; beautification ongoing; block parties initiated

Market-goers benefit from public realm improvements; non-grantees benefit from gardens and sense of community
Reductions in violent and property crime rates out-paced city, though rates remain higher than city averages

N/A

N/A

Vice calls for service dramatically reduced; rate lower than city

N/A

N/A

Out-performed 2/3 control areas in violent crime and vice calls for service; underperformed in property crime



FIS AT WORK IN

BEECHWOOD

**FIS EVALUATION
APPENDIX V**

V. BEECHWOOD

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- i. Demographic Profile
- ii. Base Map
- iii. Land Use, 2008 & 2016 - Change in Land Use
- iv. Building Condition, 2008 & 2016 - Change in Building Condition
- v. Vacancy, 2008 & 2016 - Change in Vacancy
- vi. Owner Occupants, 2006 & 2016
- vii. Recent Investments and Planned Developments
- viii. Assessed Value, 2006 & 2016 - Percent Change in Assessed Value
- ix. Residential Sales by Price, 2007, 2011, & 2015
- x. Property Owner Location, 2006 & 2016
- xi. Crime Trends & Crime Heat Maps
- xii. Code Violations, 2008 & 2015
- xiii. Summary

Sully Branch at Ryan Center



source: visit-nioga-libraries-jim-doyle.weebly.com/monroe-system.html

“Beechwood and EMMA are catching on. FIS put us on the map.”

- Community Leader

Accomplishments

Designation of the Beechwood FIS Area sought to build upon the \$27 million **Ryan Recreation Center, completed in 2009 and co-located with the Sully Library Branch and School #33**. This state-of-the-art community facility is a draw for neighbors and is located at the juncture of varied neighborhood conditions. The northeastern portion of the FIS Impact Area is largely stable and well-maintained, while the FIS Area and Priority Area to the west along Webster Avenue and Rosewood host much more distressed conditions. In addition to the 84 home renovations and new construction projects, **FIS investments yielded commercial development along Webster Avenue. The Freedom Market**, which offers fresh produce in the neighborhood is a major accomplishment, as are **Speedy Slice, Caring & Sharing Daycare, and the Dazzle dance school** for students with a range of abilities. Community leaders tie momentum built during the FIS years to more recent developer interest along East Main Street.

“Beechwood can be part of the crescent, or it can become another stable neighborhood.” - Resident

Freedom Market



source: www.Rochester.edu

“It’s a pleasure to drive up and down Webster Ave due to improvements to homes and green spaces.”
- Survey Participant

Lingering Distressed Housing Stock



Successes

Community networks have strengthened, and engagement and participation with the NorthEast Area Development Corporation (NEAD) and the Beechwood Neighborhood Coalition have blossomed. NEAD has used FIS to connect with neighbors and the organization remains connected, turning in 150 FIS Evaluation surveys from Beechwood alone! More than 80 residents attend monthly meetings of the Beechwood Neighborhood Coalition, and the email list is close to 500. NEAD leveraged Beechwood’s FIS designation to secure \$1 million in grant funding from Wegmans, the Farash Foundation, and the Greater Rochester Health Foundation for use in the broader area, emphasizing that grantors would not be investing in **“an island, but rather an area of focus by the City.”** The Rochester Housing Authority (RHA) also invested \$2.5 million near the Beechwood FIS Area. Residents not eligible for FIS grants undertook home improvements to “keep up with the Jones’,” and many residents report feelings of pride and appreciation, particularly for the changes visible along Webster Avenue. Lastly, though vice calls for service are on an upswing, community leaders interpret this as a positive trend, noting that, **“before, people were apathetic; now, we’re telling people to report crimes.”** The statistics show FIS at work.

“FIS is why some neighbors stayed.”
- Community Partner

Challenges

Community leaders note that a key challenge is Beechwood is that **“residents were not prepared for how long it takes to turn a neighborhood around.”** Frustrations abound related to ongoing nuisance activity, and a lack of jobs and workforce or training opportunities. Though 48 of the 84 homes built or rehabbed during FIS were owner-occupied (57 percent), neighbors were outspoken about their belief that FIS grants should place greater priority on owner-occupants rather than investor-owners who have an income stream from rents collected property-by-property. Sales of new and rehabbed homes have been successful in some portions of the Beechwood FIS Area, but the market has been soft in other areas due to prevalence of the drug trade, requiring developers reduce the listing price.

Administrative challenges included:

- Unrealistic expectations for participation, as some properties could not benefit from FIS support due to income eligibility, overdue taxes, or absenteeism
- A desire for better advertisement of program activity and successes to help people recognize, celebrate, and build upon the changes underway

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

BWD 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

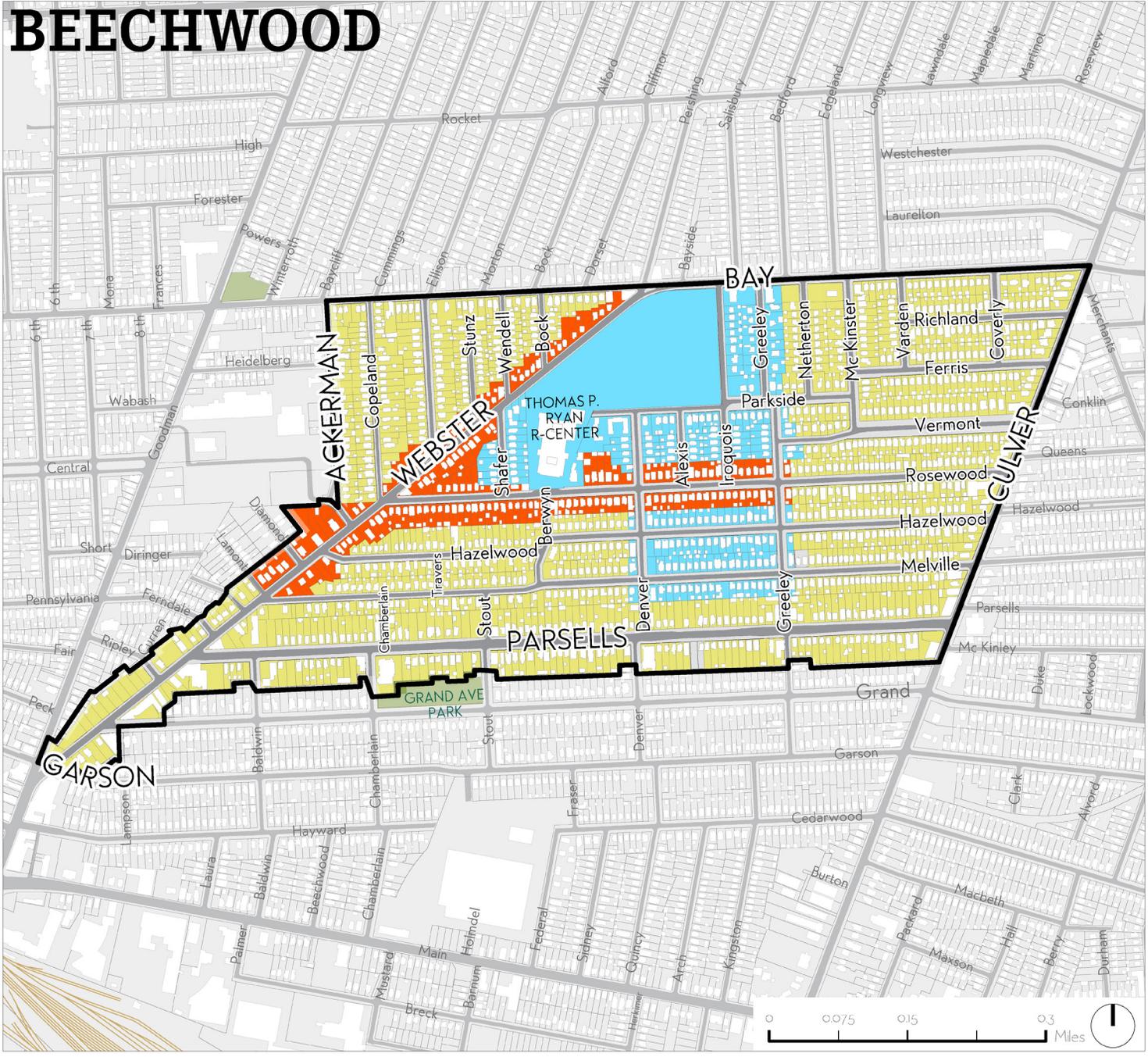
	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
FIS AREA	826	824	843	859	2%
IMPACT AREA	4,752	4,682	4,669	4,672	-2%
HOUSEHOLDS					
FIS AREA	284	279	287	293	1%
IMPACT AREA	1,692	1,625	1,628	1,633	-4%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	50.7%	45.2%	43.2%	42.1%	-14.8%
IMPACT AREA	42.9%	39.1%	36.9%	36.2%	-14.0%
% VACANT HOUSING UNITS					
FIS AREA	10.4%	10.9%	10.6%	9.0%	1.9%
IMPACT AREA	13.7%	13.8%	14.5%	14.3%	5.8%
HOUSING UNITS					
FIS AREA	317	313	321	322	1.2%
IMPACT AREA	1,961	1,885	1,904	1,905	-2.9%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$35,907	\$39,088	\$44,253	-
IMPACT AREA	-	(2013 ACS) \$29,878	\$31,954	\$35,149	-
RACE					
% WHITE ALONE					
FIS AREA	-	29.5%	27.5%	25.7%	-
IMPACT AREA	-	26.4%	24.6%	23.2%	-
% BLACK ALONE					
FIS AREA	-	58.7%	59.4%	60.0%	-
IMPACT AREA	-	59.6%	59.9%	60.0%	-
% ASIAN ALONE					
FIS AREA	-	1.0%	0.9%	0.8%	-
IMPACT AREA	-	1.2%	1.2%	1.2%	-
% SOME OTHER RACE					
FIS AREA	-	10.8%	12.1%	13.4%	-
IMPACT AREA	-	12.8%	14.4%	15.6%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	12.5%	14.5%	16.3%	-
IMPACT AREA	-	16.2%	18.4%	20.4%	-
UNEMPLOYMENT					
FIS AREA	-	-	4.4%	-	-
IMPACT AREA	-	-	8.1%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING BEECHWOOD IMPACT AREA	(CENSUS 2000) 36.1%	(2013 ACS) 40.3%	(2014 ACS) 40.9%	-	-

The FIS Area geographies are much smaller than a Census Block Group. With the exception of poverty status, the demographic data present data down-sampled from a Geographic Information System software program (ESRI) to match the demographic data to the FIS Area and Impact Area boundaries.

BWD-4

Poverty data were not accessible at a geographic smaller than Census Block Group. Race and ethnicity data were not available at the smaller geography for 2000.

ii. Base Map

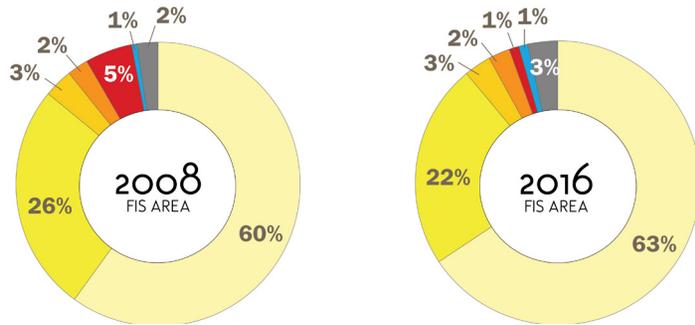


- FIS Zone
- Priority Area
 - FIS Area
 - Impact Area
 - Boundary
 - Park

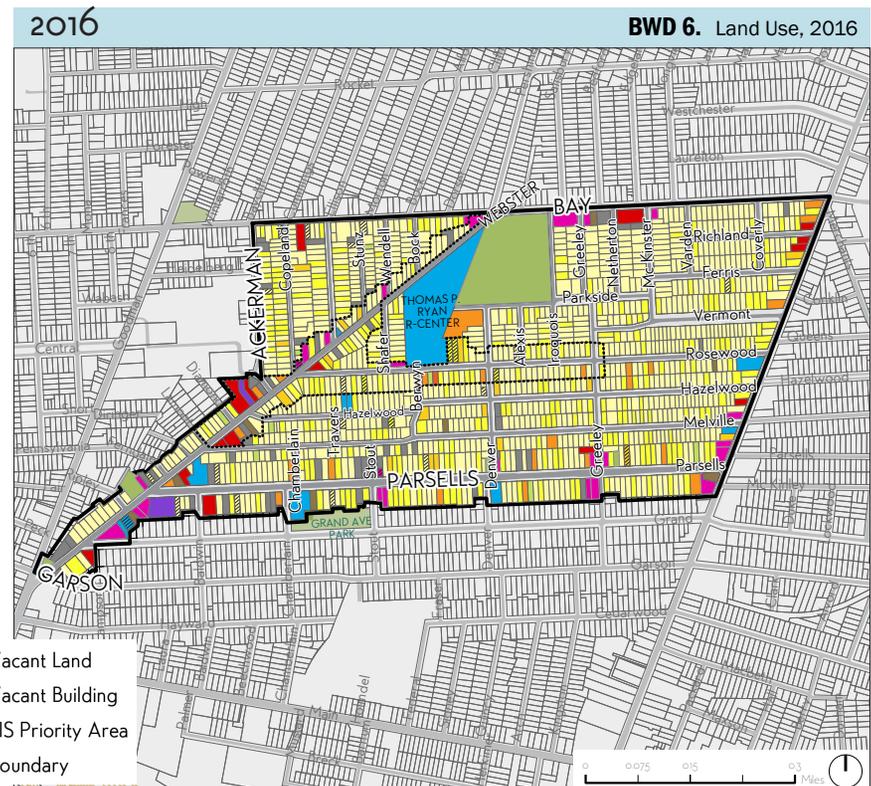
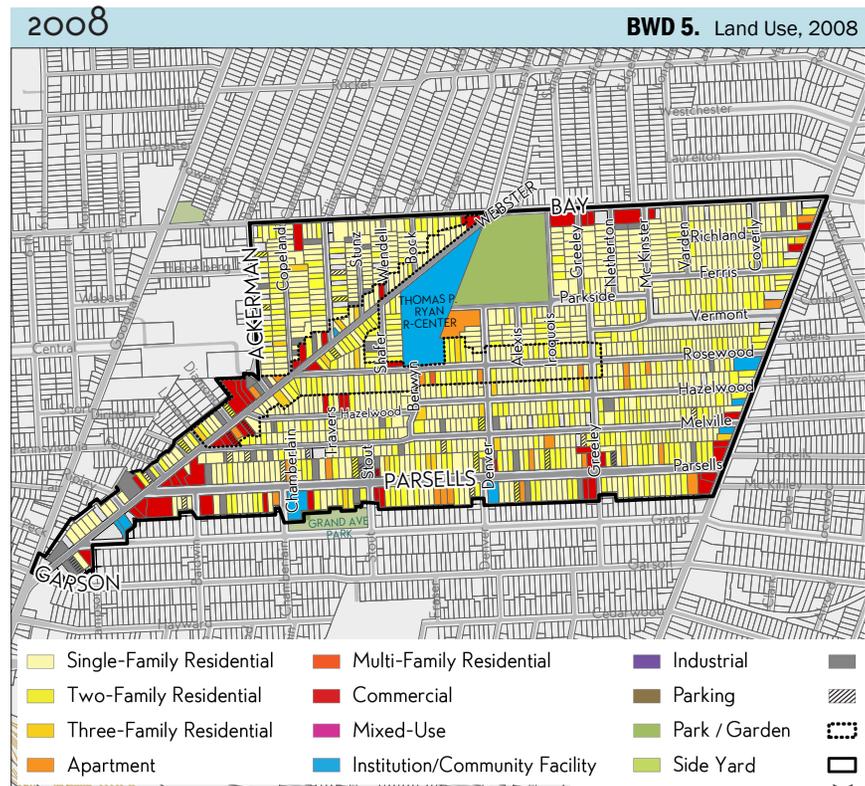
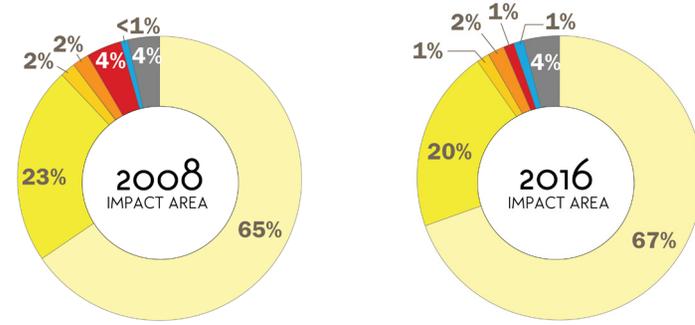
iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

BWD 3. Land Use Composition in FIS Area, 2008-2016



BWD 4. Land Use Composition in Impact Area, 2008-2016

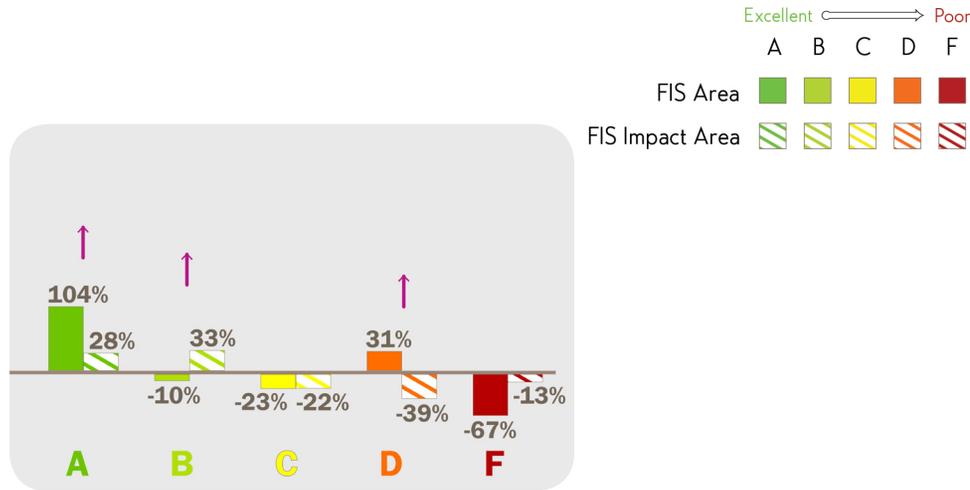


BWD-6

iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

BWD 7. Change in Building Conditions between 2008 & 2016

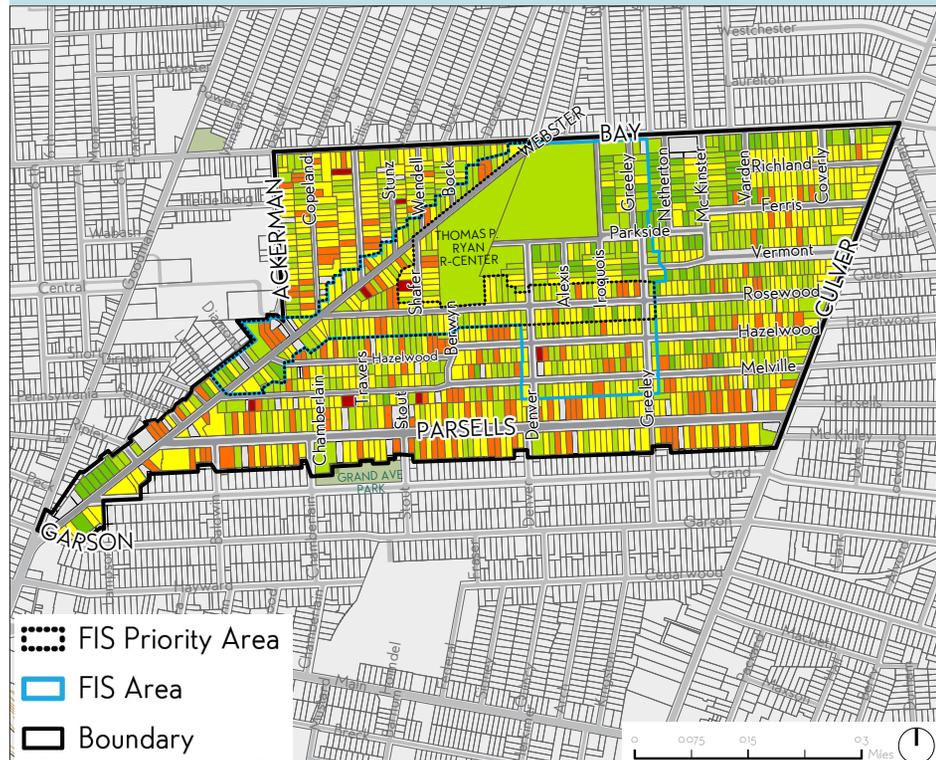


BWD 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2016

FIS AREA	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	27	2%	55	4%	28	104%
B	138	11%	124	10%	-14	-10%
C	135	11%	104	8%	-31	-23%
D	29	2%	38	3%	9	31%
F	3	0%	1	0%	-2	-67%

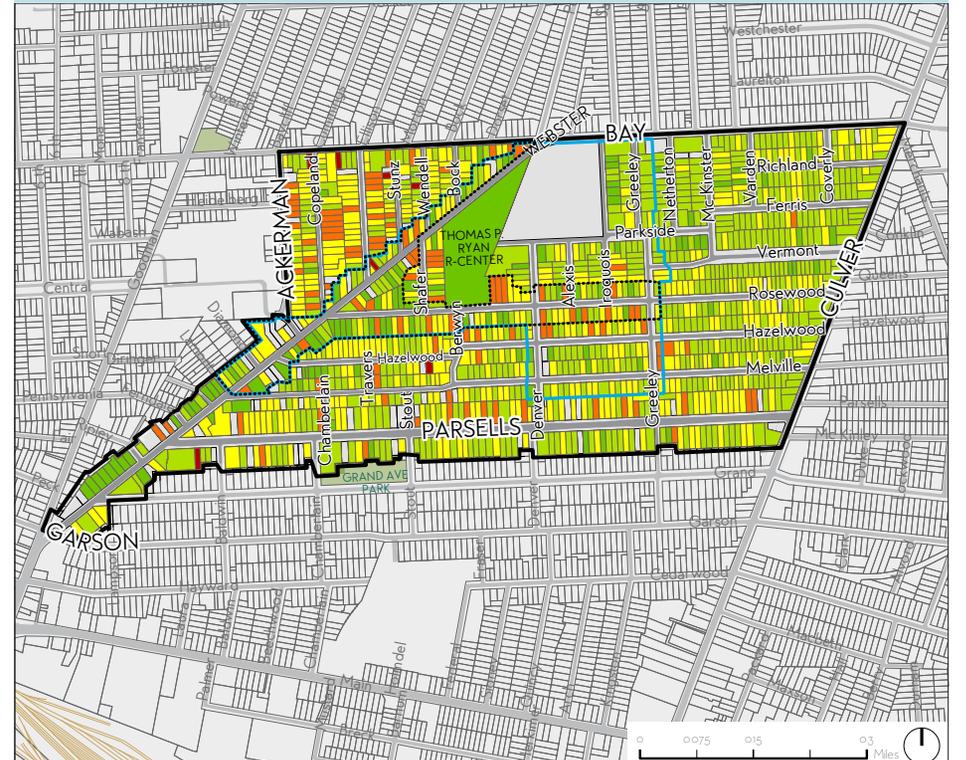
IMPACT AREA	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
A	85	7%	109	9%	24	28%
B	437	35%	580	47%	143	33%
C	562	45%	436	35%	-126	-22%
D	169	13%	103	8%	-66	-39%
F	8	1%	7	1%	-1	-13%

2008 **BWD 9.** Building Conditions, 2008



BEECHWOOD

2016 **BWD 10.** Building Conditions, 2016

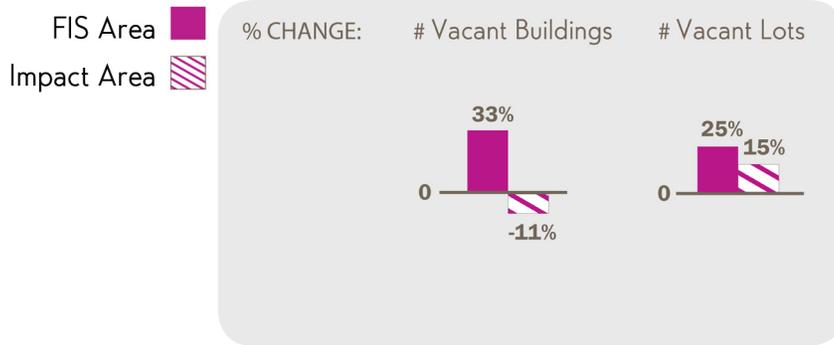


BWD-7

v. Vacancy

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

BWD 11. Change in Vacant Buildings & Lots, 2008-2016

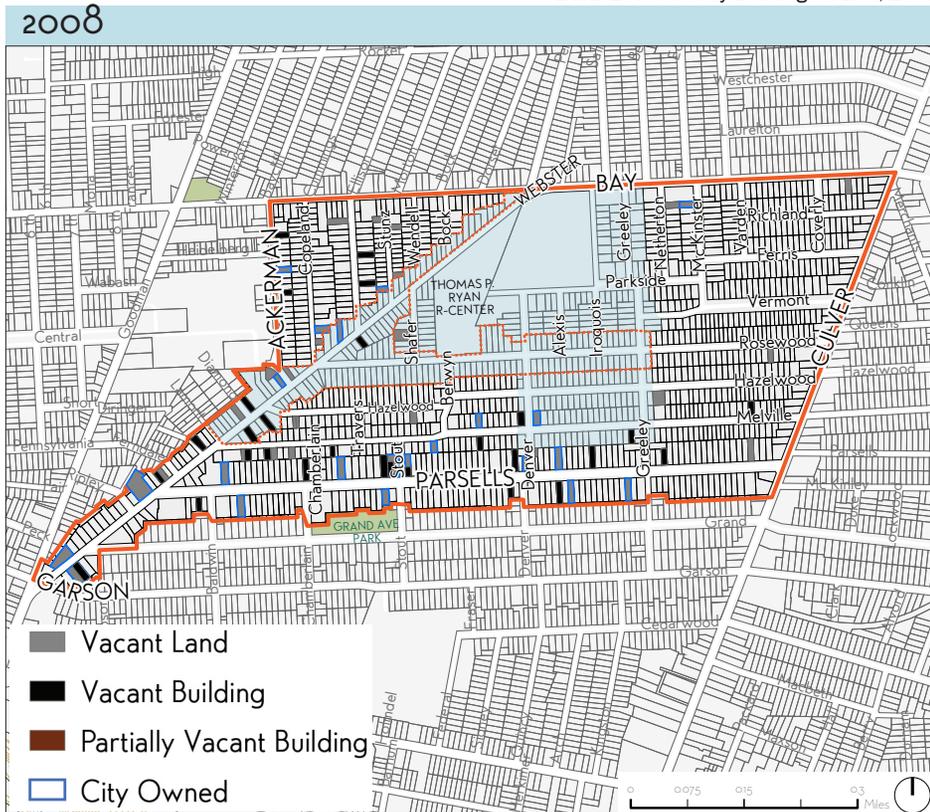


BWD 12. Vacancy data for FIS Area and Impact Area, 2008 & 2016

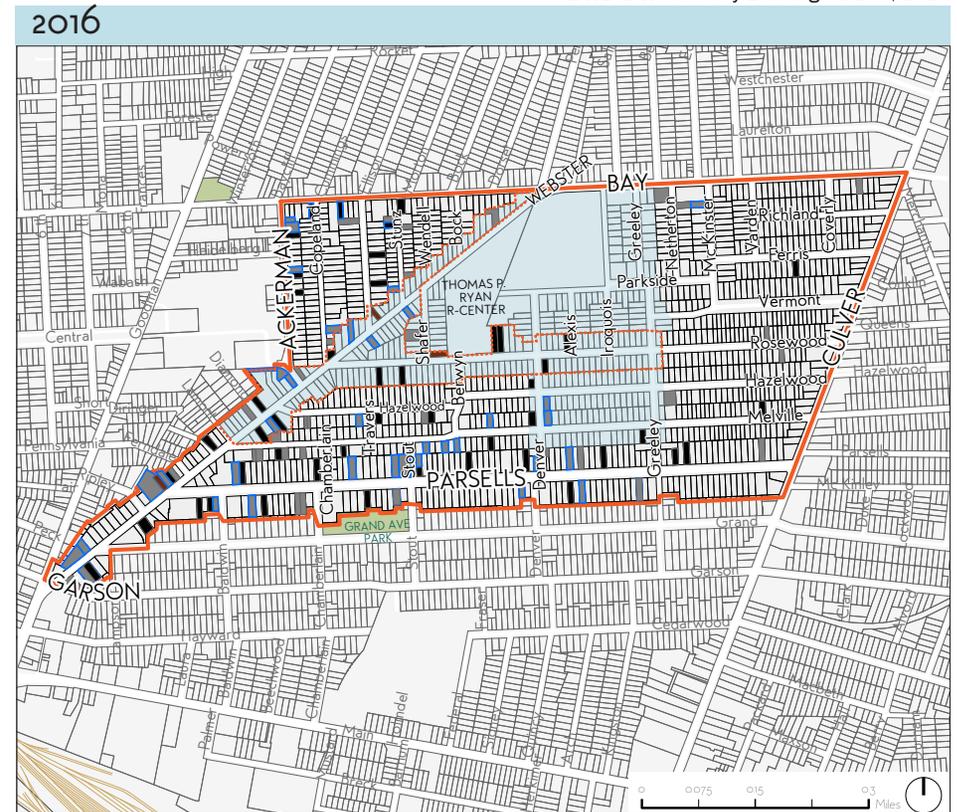
FIS AREA	2008	2016	CHANGE	
	COUNT	COUNT	COUNT	(%)
(BY PARCEL COUNT)				
VACANT BUILDING	9	5	-4	-44%
VACANT LOT	4	3	-1	-25%

IMPACT AREA	2008	2016	CHANGE	
	COUNT	COUNT	COUNT	(%)
(BY PARCEL COUNT)				
VACANT BUILDING	53	36	-17	-32%
VACANT LOT	16	21	5	31%

BWD 13. Vacancy Buildings & Lots, 2008



BWD 14. Vacancy Buildings & Lots, 2016



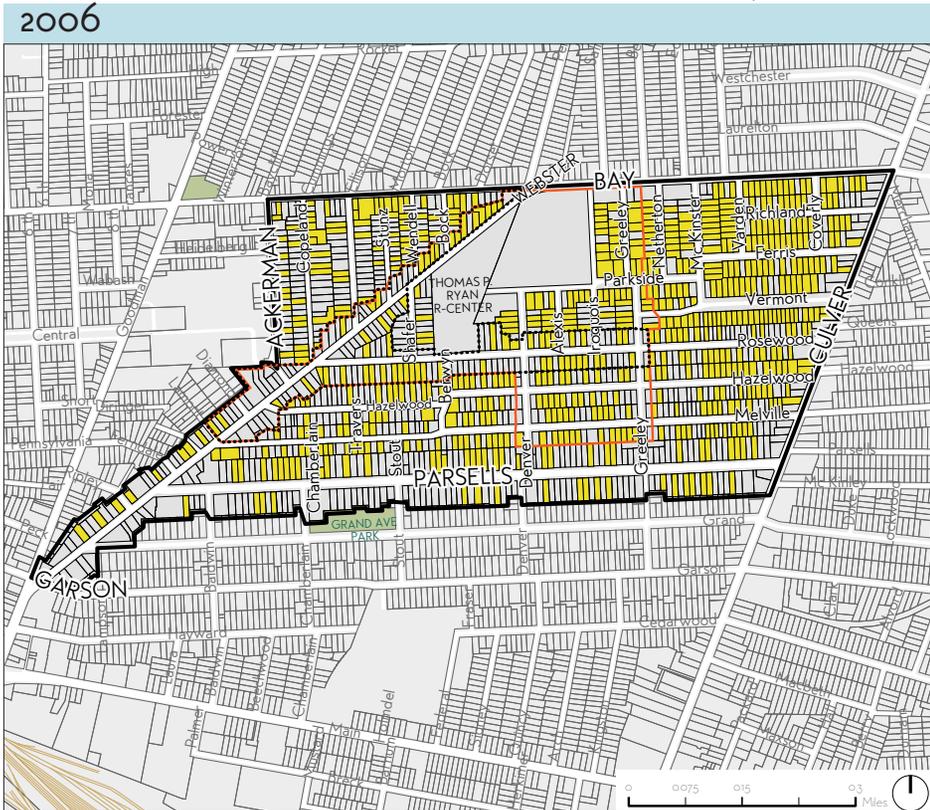
vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

- Owner Occupied
- FIS Priority Area
- FIS Area

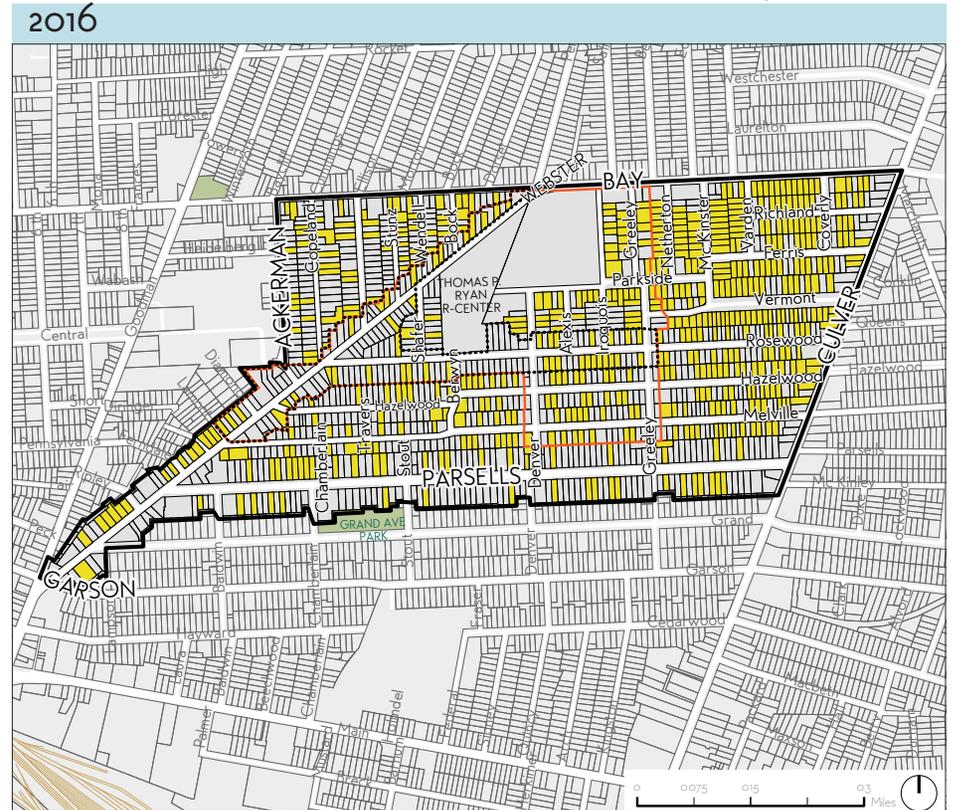
53%= 641 parcels (Impact)
53%= 167 parcels (FIS)

BWD 15. Owner-Occupied Parcels in 2006



47%= 556 parcels (Impact)
37%= 125 parcels (FIS)

BWD 16. Owner-Occupied Parcels in 2016



vii. Recent Investments & Planned Developments

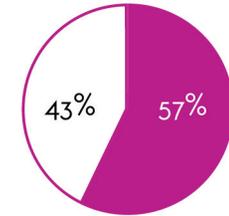
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

BWD 17. Recent Investments & Developments as of May 2016

Count of FIS Projects in Area & Housing Tenure, 2016

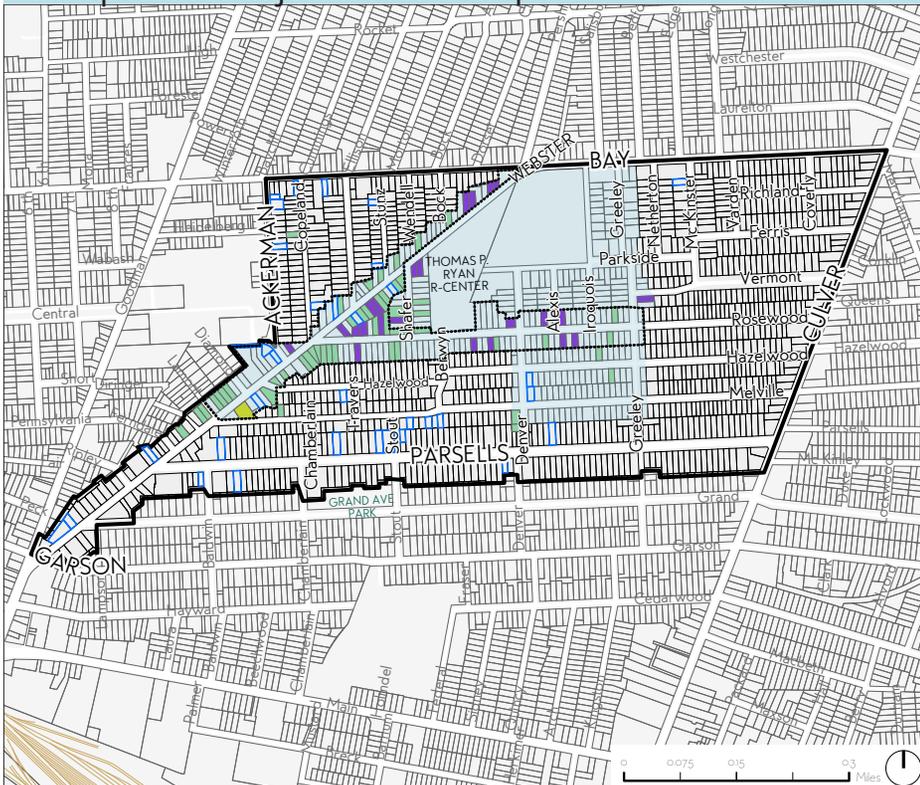
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	38	10	0	48	57%
Renter Occupied	32	4	0	36	43%
Total FIS Projects per Zone	70	14	0	84	100%

■ Owner Occupied
 Renter Occupied



BWD 18. Recent Investments & Developments as of 2014

Completed Projects as of 2014



- Demolition
- Future Project
- City Owned
- New Construction
- Rehabilitation
- Vacant Lot Program
- Business Assistance
- FIS Priority Area
- FIS Area
- Boundary

Housing Rehab

Before



After



Sully Library



Freedom Market



BEECHWOOD

Webster Avenue

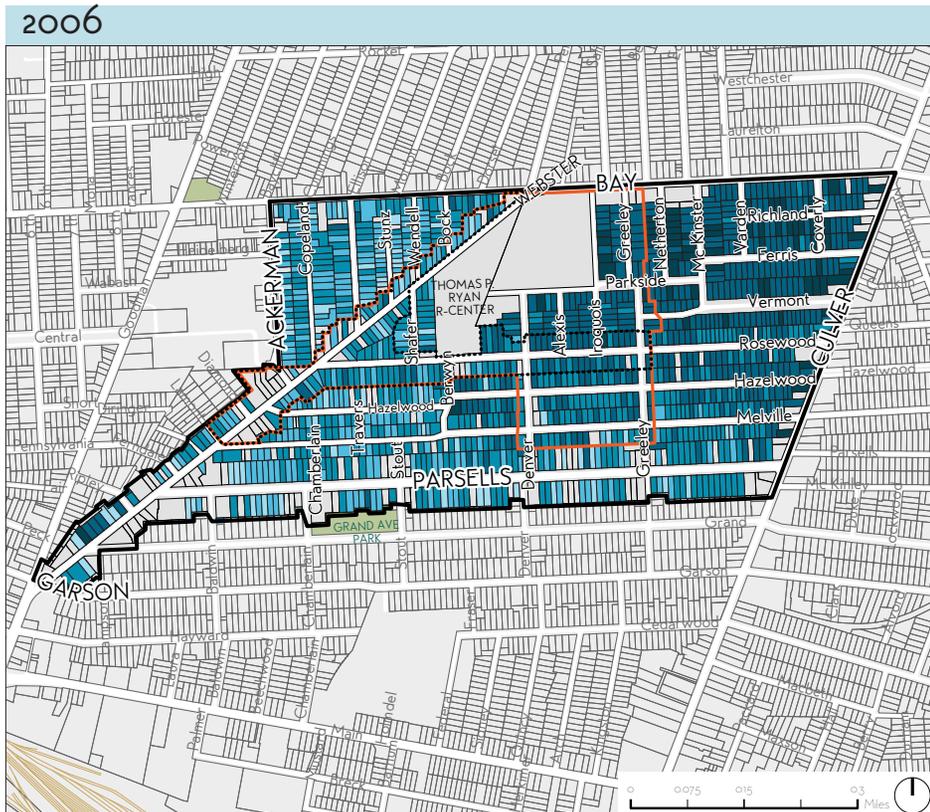


“The increased investment has resulted in noticeable improvements along Webster Ave and [on] other side streets where homes and businesses have been targeted for improvement.”
- Survey Participant

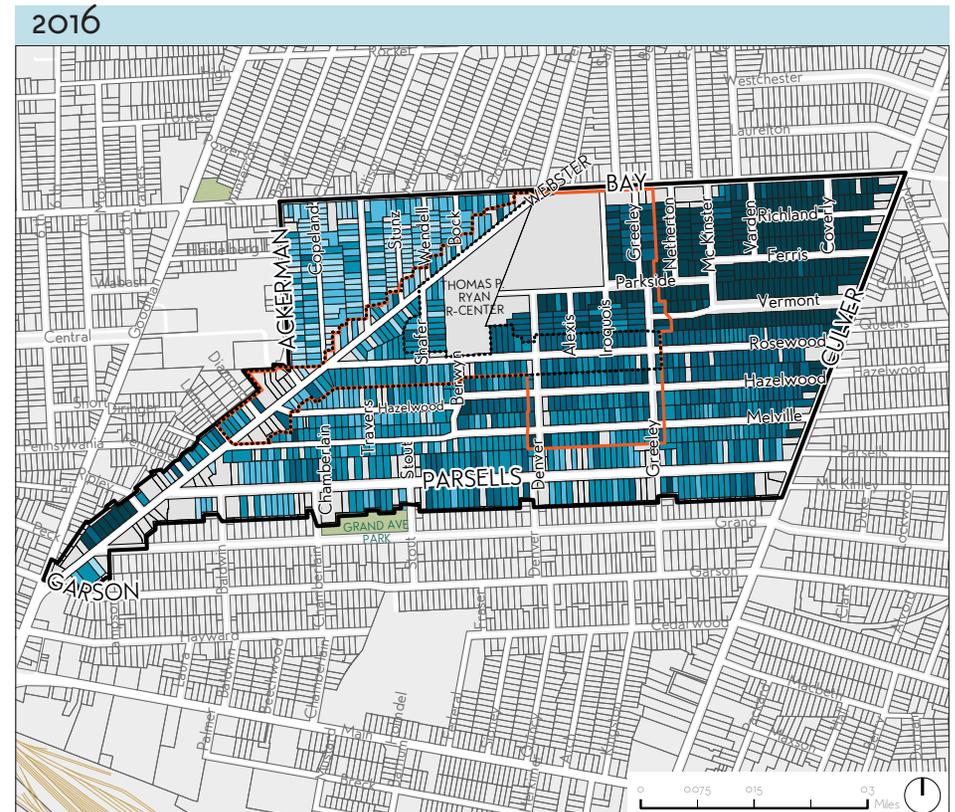
viii. Residential Assessed Value

Source: City of Rochester

BWD 19. Residential Assessed Value in 2006



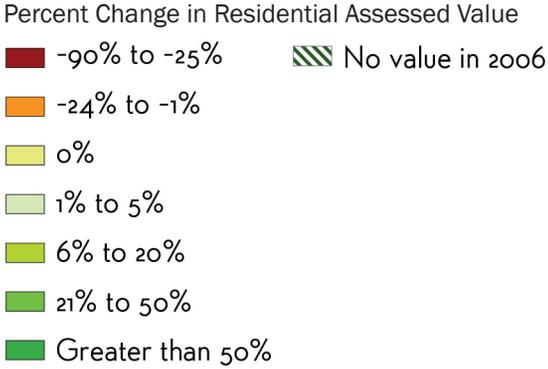
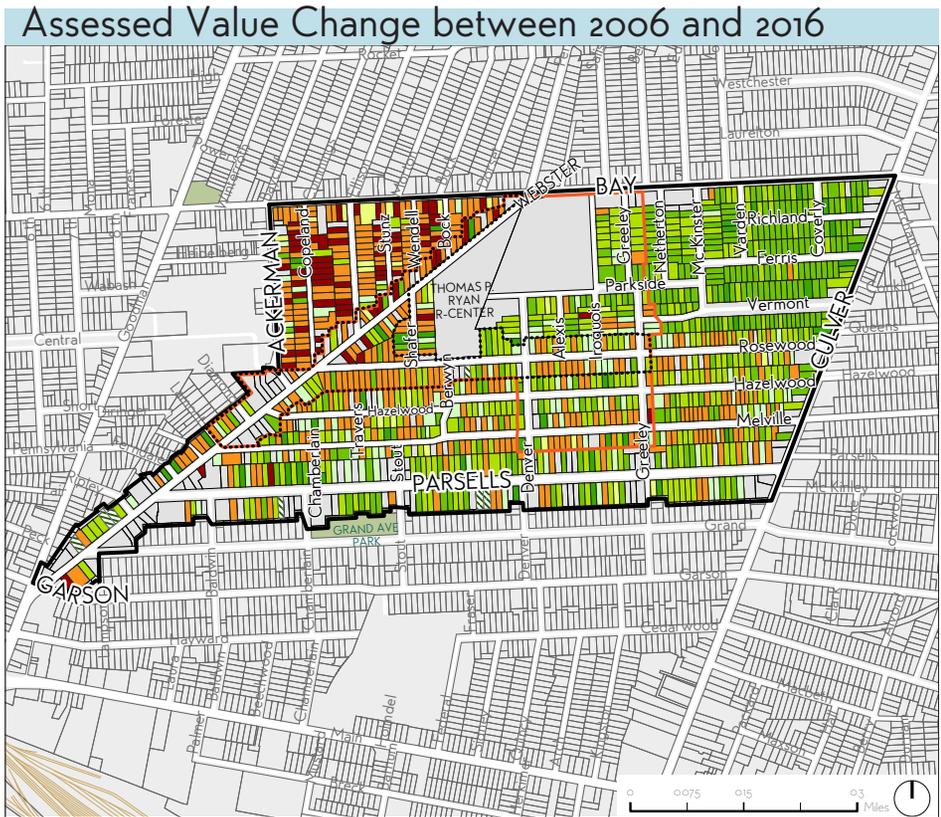
BWD 20. Residential Assessed Value in 2016



Assessed Value

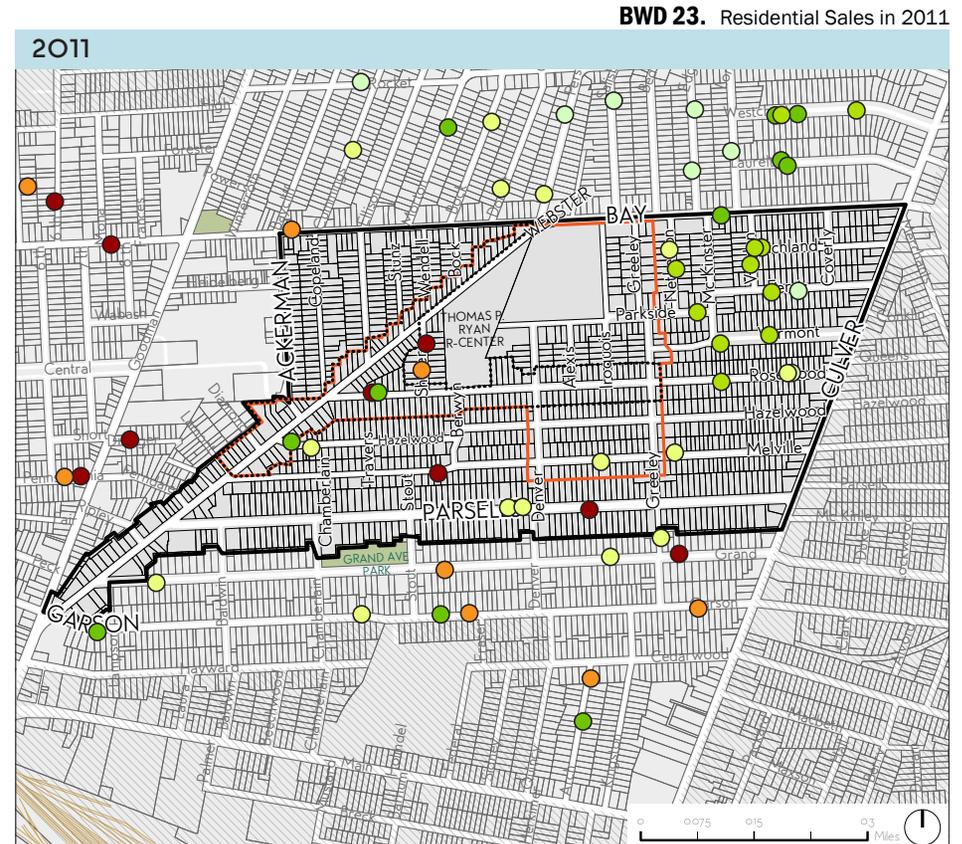
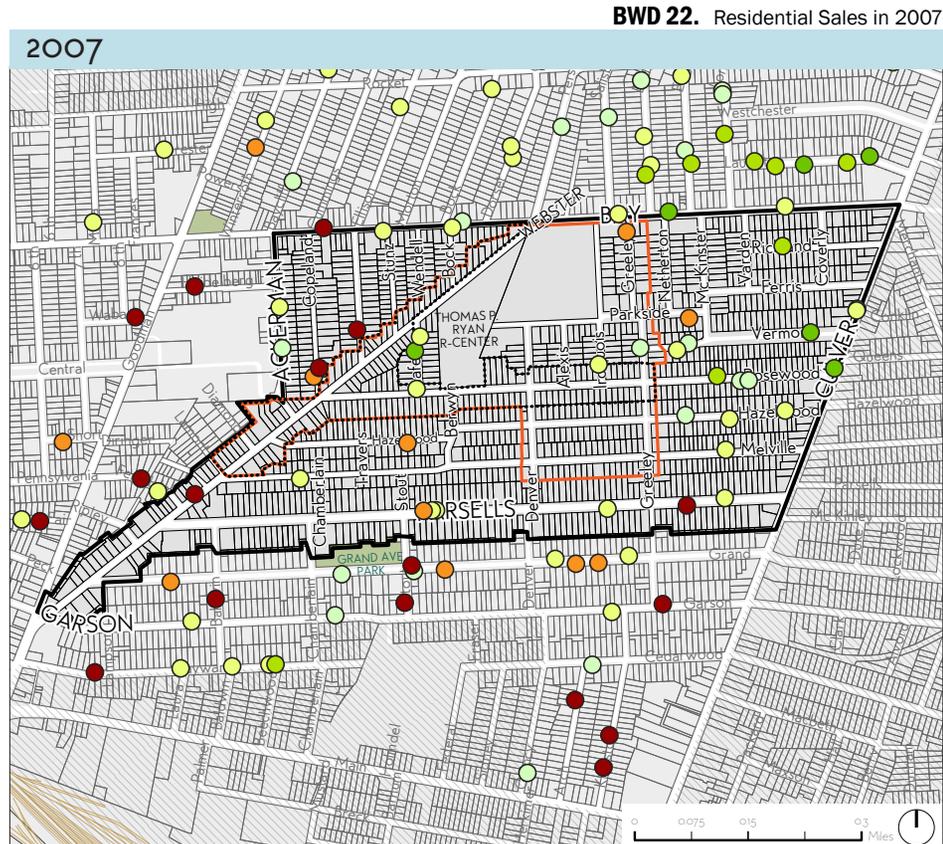
- \$1,000 - \$25,000
- \$26,000 - \$35,000
- \$26,000 - \$48,000
- \$49,000 - \$68,000
- Greater than \$68,000
- FIS Priority Area
- FIS Area
- Boundary
- Park

BWD 21. Residential Assessed Value change between 2006 and 2016



ix. Residential Sales by Price

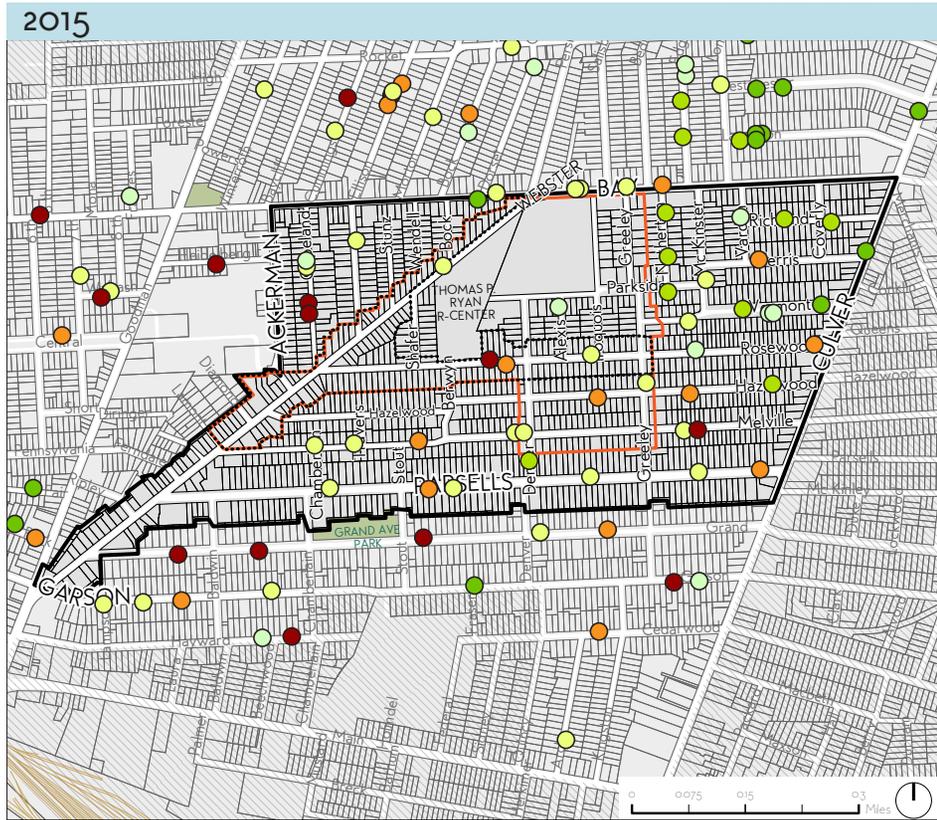
Source: CoreLogic



Residential Sale Price

- Less than \$20,000
- \$20,001 - \$30,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- More than \$100,000
- No Data Displayed

BWD 24. Residential Sales in 2015

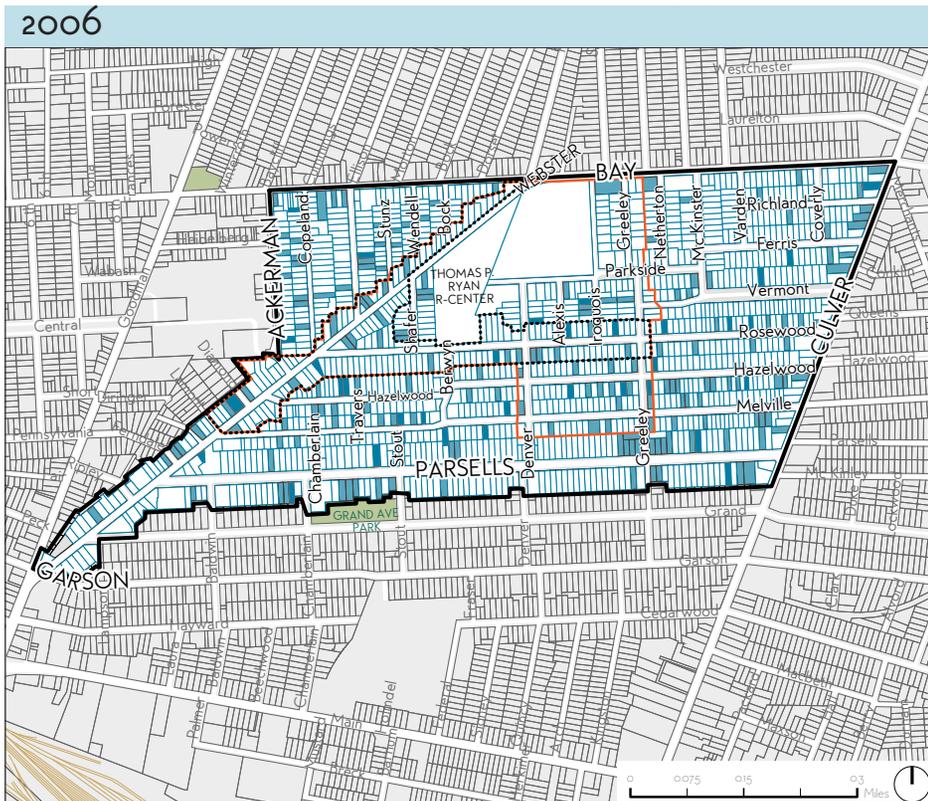


x. Property Owner Locations

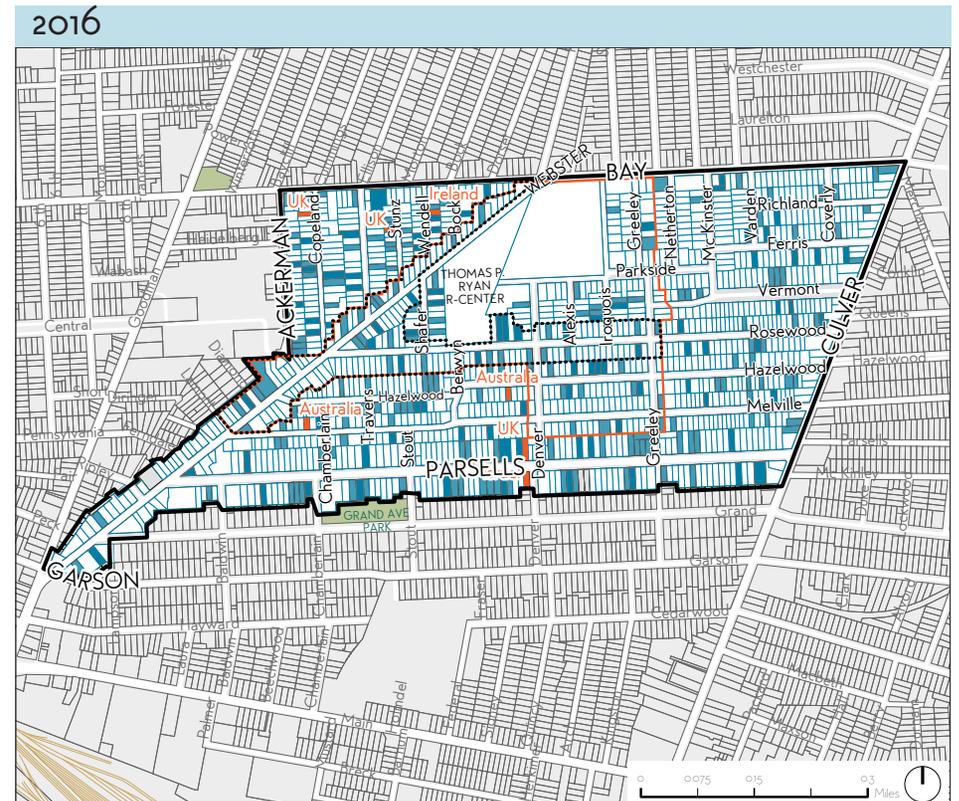
- In Rochester
- In State
- Out of State
- Out of Country

FIS		IMPACT	
2006	2016	2006	2016
83%=287	78%=266	85%=1125	79%=1050
14%=47	14%=48	13%=171	13%=173
3%=10	7%=25	3%=34	7%=89
0%=0	0%=0	0%=0	1%=7

BWD 25. Property Owner Location in 2006



BWD 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Map

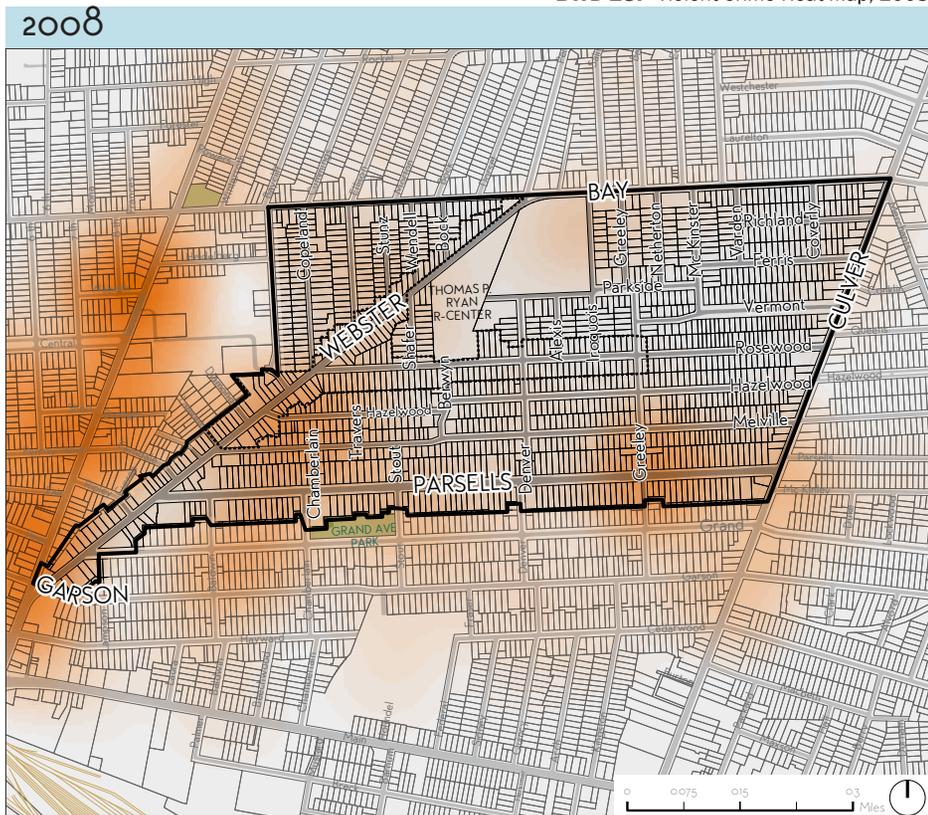
Source: Rochester Police Department, April 2016



BWD 27. Crime Trends by Type, 2005-2015

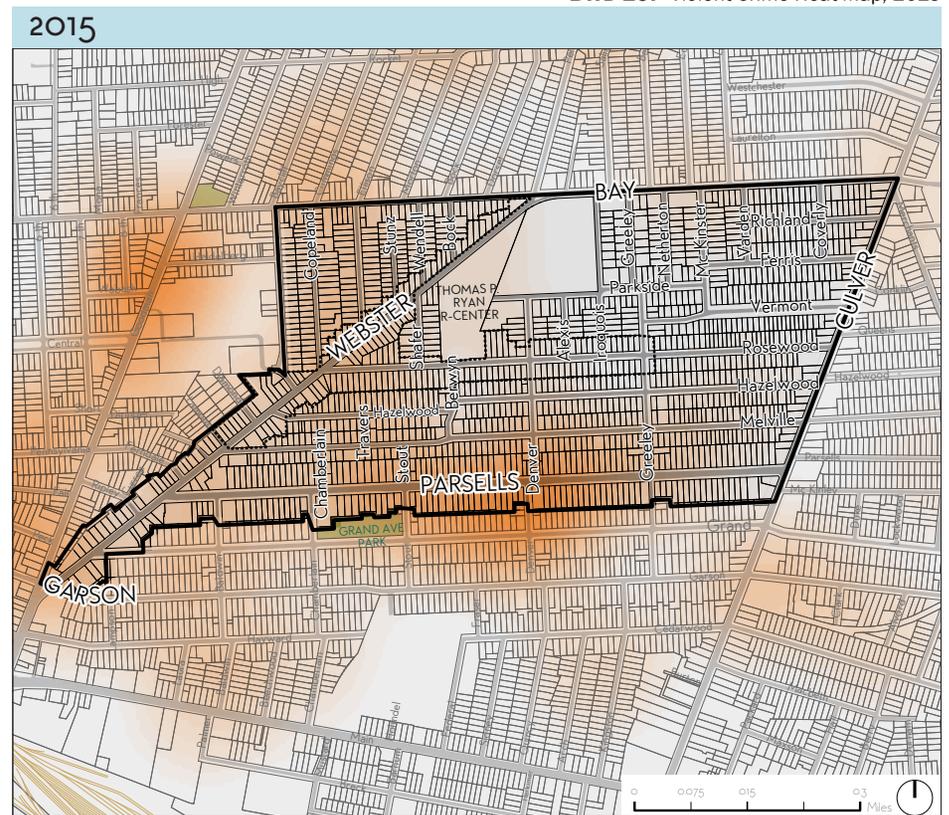
- Part 1 Violent Crime
 - Murder
 - Rape, forcible
 - Robbery
 - Aggravated assault
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Mv theft
- Vice A & B
 - Narcotics
 - Gambling
 - Prostitution

BWD 28. Violent Crime Heat Map, 2008



BEECHWOOD

BWD 29. Violent Crime Heat Map, 2015



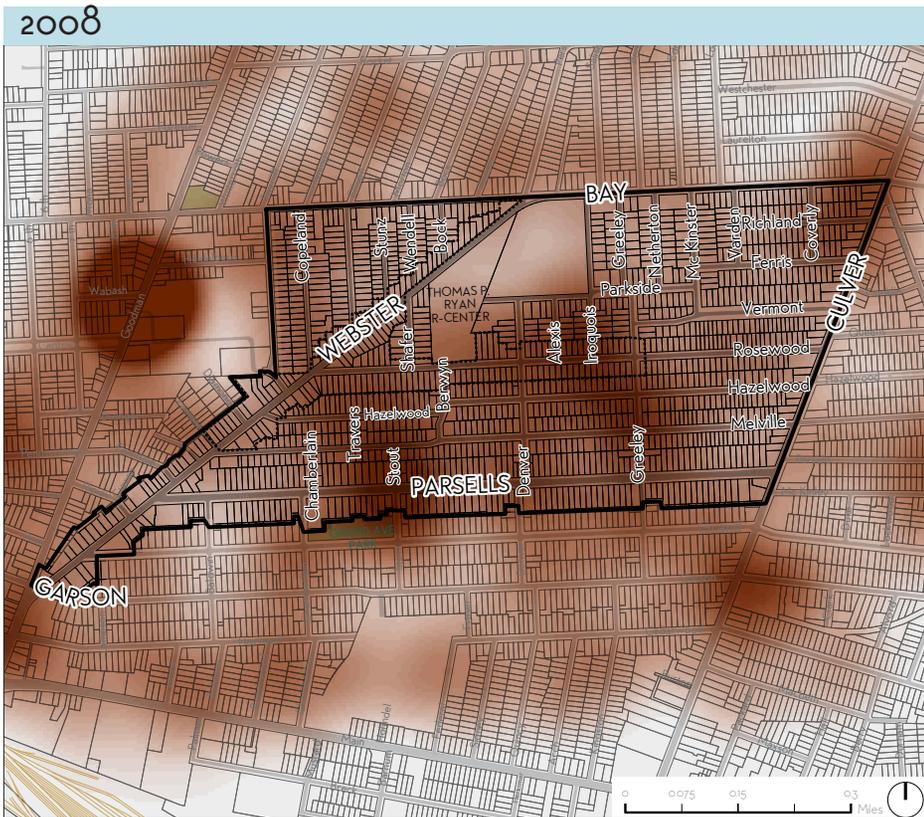
BWD-17

(cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

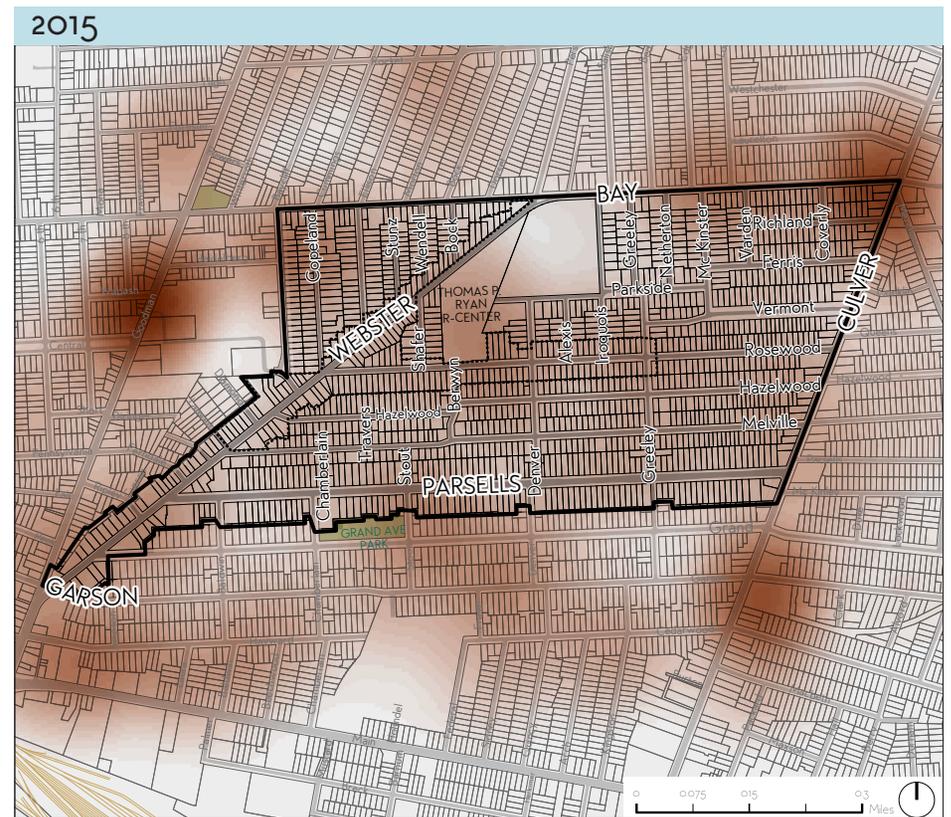
- Density of Crime Incidents
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft

BWD 30. Property Crime Heat Map, 2008



BWD-18

BWD 31. Property Crime Heat Map, 2015

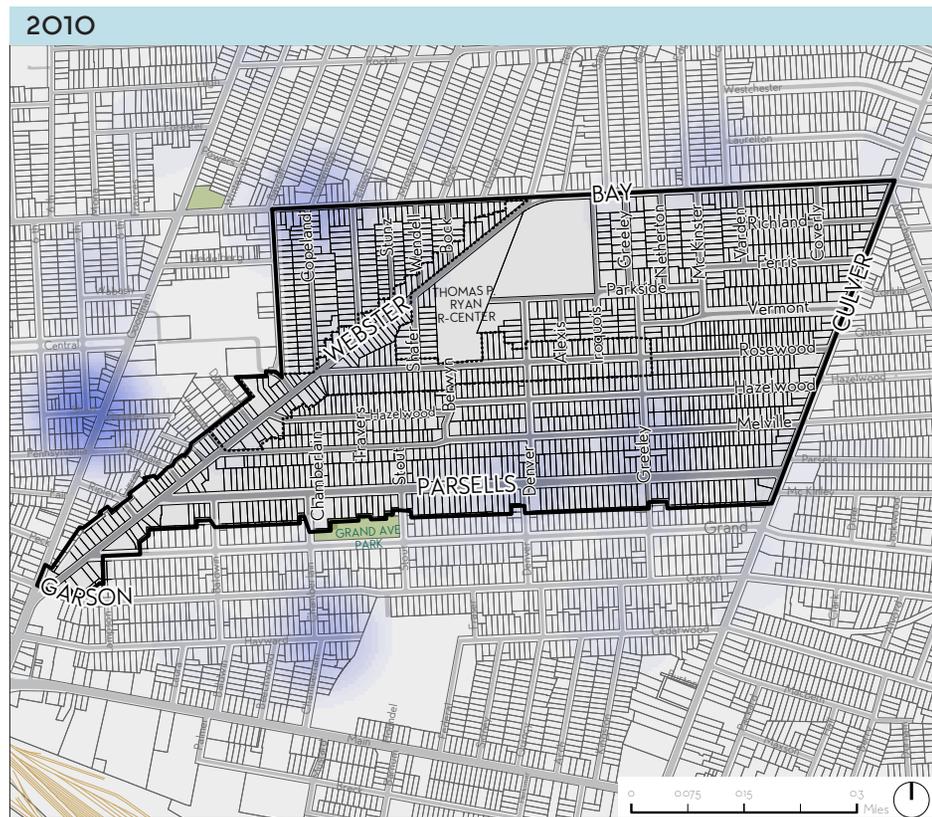


EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

Density of Calls for Service

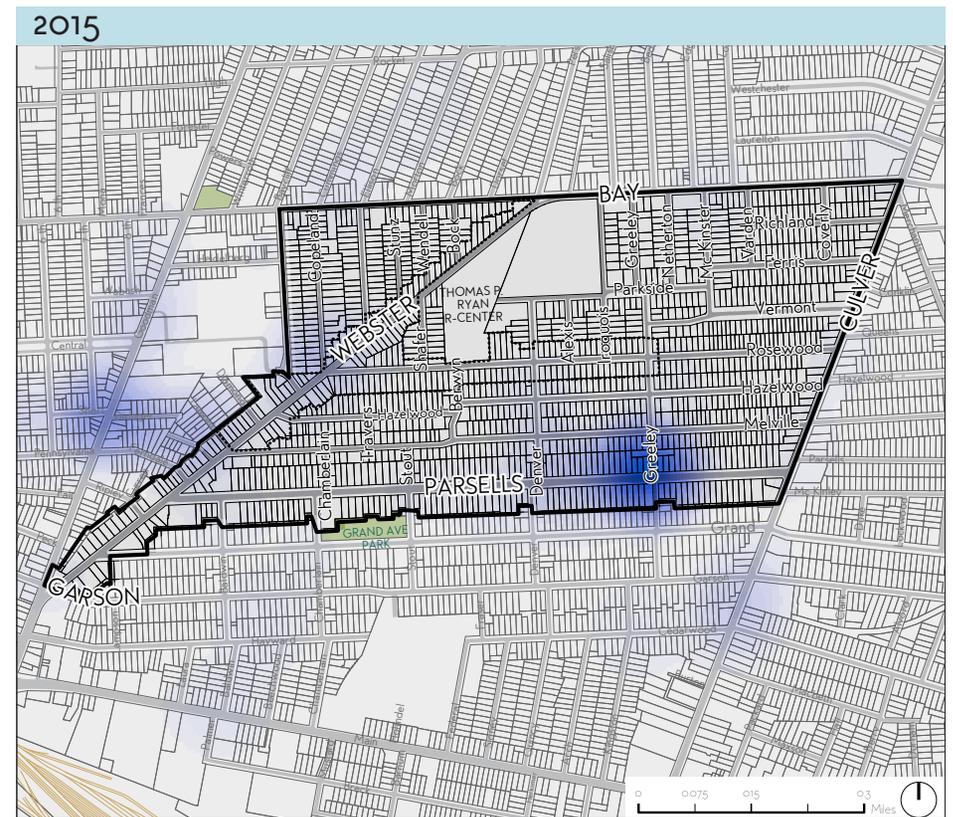
- Vice A & B
- Narcotics
- Gambling

BWD 32. Vice Calls for Service Heat Map, 2010



BEECHWOOD

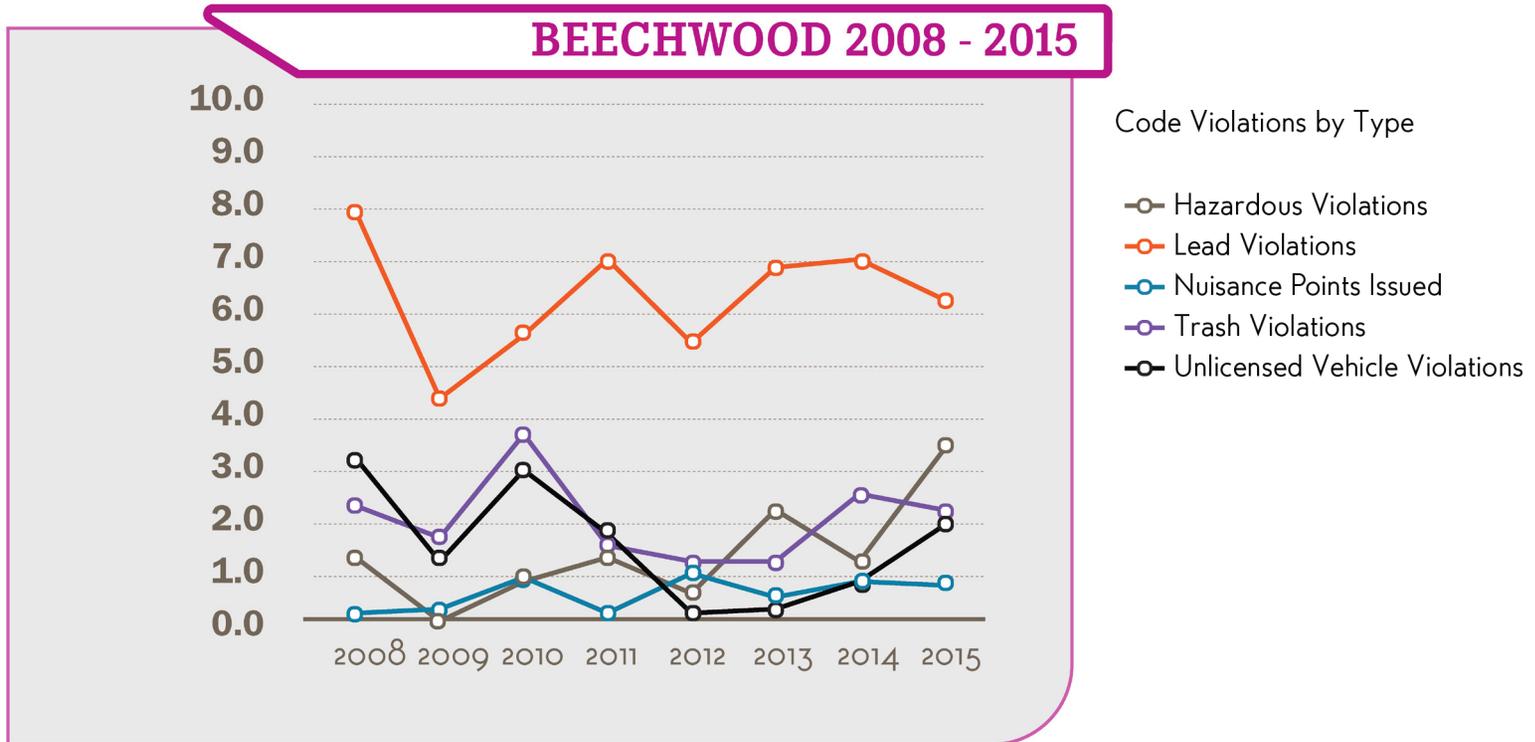
BWD 33. Vice Calls for Service Heat Map, 2015



BWD-19

xii. Code Violations

BWD 34. Rate of Code Violations by Type 2008 - 2015
VIOLATIONS PER 100 PROPERTIES



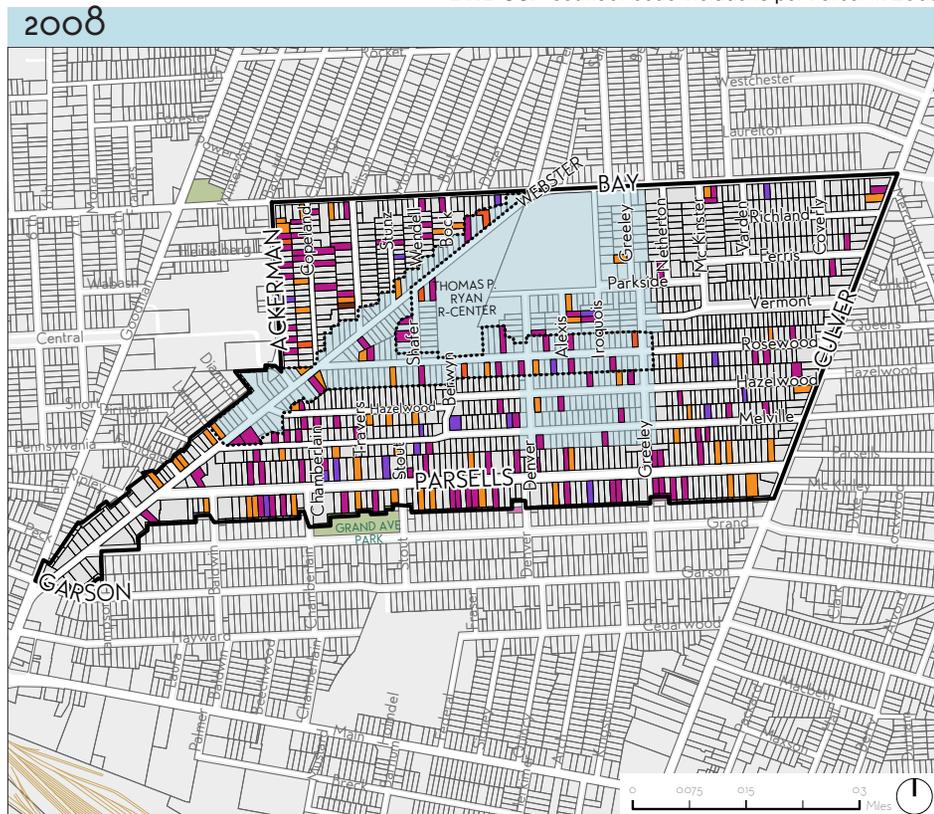
BWD 35. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	18	2	12	18	9	30	17	45
LEAD VIOLATION	105	58	74	93	72	91	93	83
NUISANCE ISSUED	4	5	13	4	14	8	12	11
TRASH VIOLATION	31	23	49	21	17	17	34	30
UNLICENSED VEHICLE VIOLATION	43	17	40	24	4	5	12	26

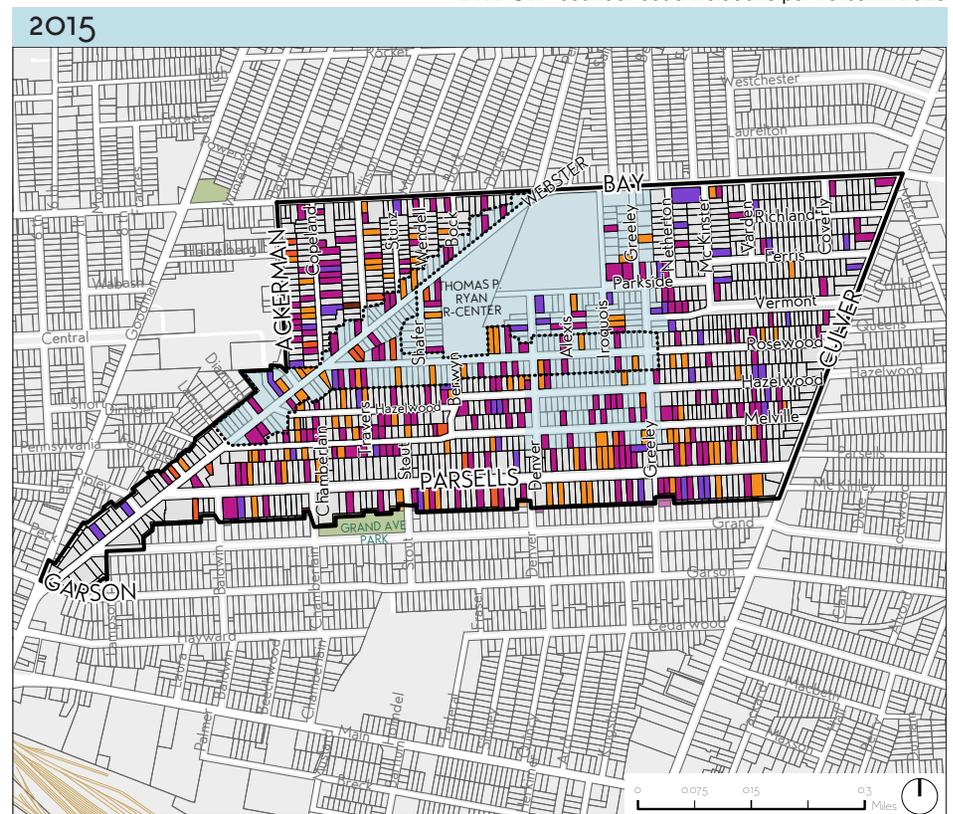
• 150% between 2008-2015

• -21% between 2008-2015

BWD 36. Count of Code Violations per Parcel in 2008



BWD 37. Count of Code Violations per Parcel in 2015



Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

xiii. Summary



Notable progress or achievement of goal



Limited change or progress toward goal



Regressed or lost ground

Evaluation of Progress Toward FIS Goals

PROGRAM GOALS	IMPROVE LOCAL HOUSING MARKET AND NEIGHBORHOOD VITALITY	INCREASE PROPERTY VALUES (ASSESSED RESIDENTIAL VALUE)
BEECHWOOD		
Major Projects or Program Accomplishments	<ul style="list-style-type: none"> Built or renovated 84 homes Softer market in some areas required price reductions 	Area with significant issues at outset of FIS kept pace with City in increased assessed residential values
Comparison to City Average	Median sale price fell (-16%) while city experienced increases; fared better than all other FIS Areas	Median assessed value held steady (-2%); value is roughly = to city median
Comparison to Control Areas	<i>Inconclusive; control area results were extremely varied</i>	Range of assessed values exceeds all control areas; median value 34% higher than control areas



MAXIMIZE IMPACT OF FEDERAL FUNDS

EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS

MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



Webster streetscape and business assistance match; non-profit leveraged \$3.5M in added investment

NEAD and Beechwood Neighborhood Coalition regularly convene neighbors to drive local change

Webster Ave improvements and new commercial benefit all

City leveraged \$269K; no site to accommodate large-scale redevelopment project

Youth employment program trained teens in field survey work and technology

Reductions in property crime rate out-paced city; rate is lower than city average; slight reduction in violent crime

N/A

N/A

Vice calls for service dramatically increased, reflecting new vigilance and reporting by organized community members

N/A

N/A

Rates of violent and property crime, and vice calls for service lower than 2/3 control areas

**FAMILY
LAB**

FIS AT WORK IN

**DEWEY
DRIVING
PARK**



**FIS EVALUATION
APPENDIX VI**



VI. DEWEY DRIVING PARK

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- i. Demographic Profile
- ii. Base Map
- iii. Land Use, 2008 & 2016 - Change in Land Use
- iv. Building Condition, 2008 & 2016 - Change in Building Condition
- v. Vacancy, 2008 & 2016 - Change in Vacancy
- vi. Owner Occupants, 2006 & 2016
- vii. Recent Investments and Planned Developments
- viii. Assessed Value, 2006 & 2016 - Percent Change in Assessed Value
- ix. Residential Sales by Price, 2007, 2011, & 2015
- x. Property Owner Location, 2006 & 2016
- xi. Crime Trends & Crime Heat Maps
- xii. Code Violations, 2008 & 2015
- xiii. Summary

Accomplishments

Buoyed by the Maplewood neighborhood north of Driving Park, the Dewey Driving Park FIS area was closer to the definition of a “transitional” neighborhood sought out for FIS improvements at the outset of the program. Major accomplishments in the Dewey Driving Park FIS Area include the **60-unit adaptive reuse of the Holy Rosary Campus and nearby scattered sites**, coupled with strategic infill nearby. **Dewey Avenue benefited from some streetscape and safety improvements**, and **FIS’s Flower City Looking Good campaign brought beautification efforts** to residential blocks as well. Business assistance and capacity building was a focus in this FIS Area, bisected by two commercial corridors, and a street liaison is now in place to guide the work of the new Dewey Driving Park Merchants Association. Though the realignment of the Dewey-Driving Park intersection has not yet taken place, FIS laid the groundwork for this major investment, and effected much change on surrounding blocks.

“We have a strong network of business owners now.”
- FIS Administrator

New construction



“The new Americans are becoming homeowners; it’s one of the biggest successes in the area.”

- Community Partner

Intersection awaits realignment



“The houses are big. People have to have resources – or they need to be handy – to keep up their homes.”

- Resident

“I don’t see a noticeable physical impact on the businesses and residences right along the two key streets (Dewey and Driving Park).”

- Survey Participant

Successes

The program successfully renovated, built, and sold new and rehabbed housing products, a success attributed in recent years to the growing community of new Americans – the Nepalese who are now becoming homeowners after several years of renting and saving. With the elimination of a large and blighted industrial building on Straub and Pierpont just north of Lexington, FIS was able to concentrate a cluster of new owner-occupant homes on Straub and Broezel, effectively extending the area of market strength south from Driving Park to Lexington. Community partner NCSCDC successfully augmented FIS improvements by blending funding from the State Affordable Housing Corporation and Federal Home Loan Bank to address interior issues suffered by grant recipients such as hot water tanks and lead. Lastly, organizing and advocacy through FIS lead to the recently emerged Dewey Driving Park Merchants Association, which will be a key voice for business owners as the slated intersection realignment moves forward.

“There’s a line of people who want to buy those houses.”

- Developer Partner

Challenges

The realignment of the intersection of Dewey and Driving Park was to be the hallmark of FIS investments in the Dewey Driving Park FIS Area. However, major public works initiatives like a roadway reconstruction take many years to design and implement, and the area still awaits this transformative change. Though the Holy Rosary adaptive reuse project is visible along Driving Park, the majority of the 63 FIS home renovations and new construction projects are situated along side-streets, somewhat hidden from view along the area’s main thoroughfares. The lack of visibility leads some to note that FIS did not make as visible an impact in Dewey Driving Park as it did in other target areas.

Other challenges include:

- Two neighborhoods intersect in this FIS area, each with a different community organization; bridging these communities and community organizations proved difficult
- Community building efforts struggled; resident involvement waned after grants were received, and there is a lack of sustained involvement
- The FIS boundary created tension among neighbors on the same block where the boundary line followed the street centerline
- Business grants were difficult to administer because most businesses rent, and the grants required a match although the lasting value goes to the property owner

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

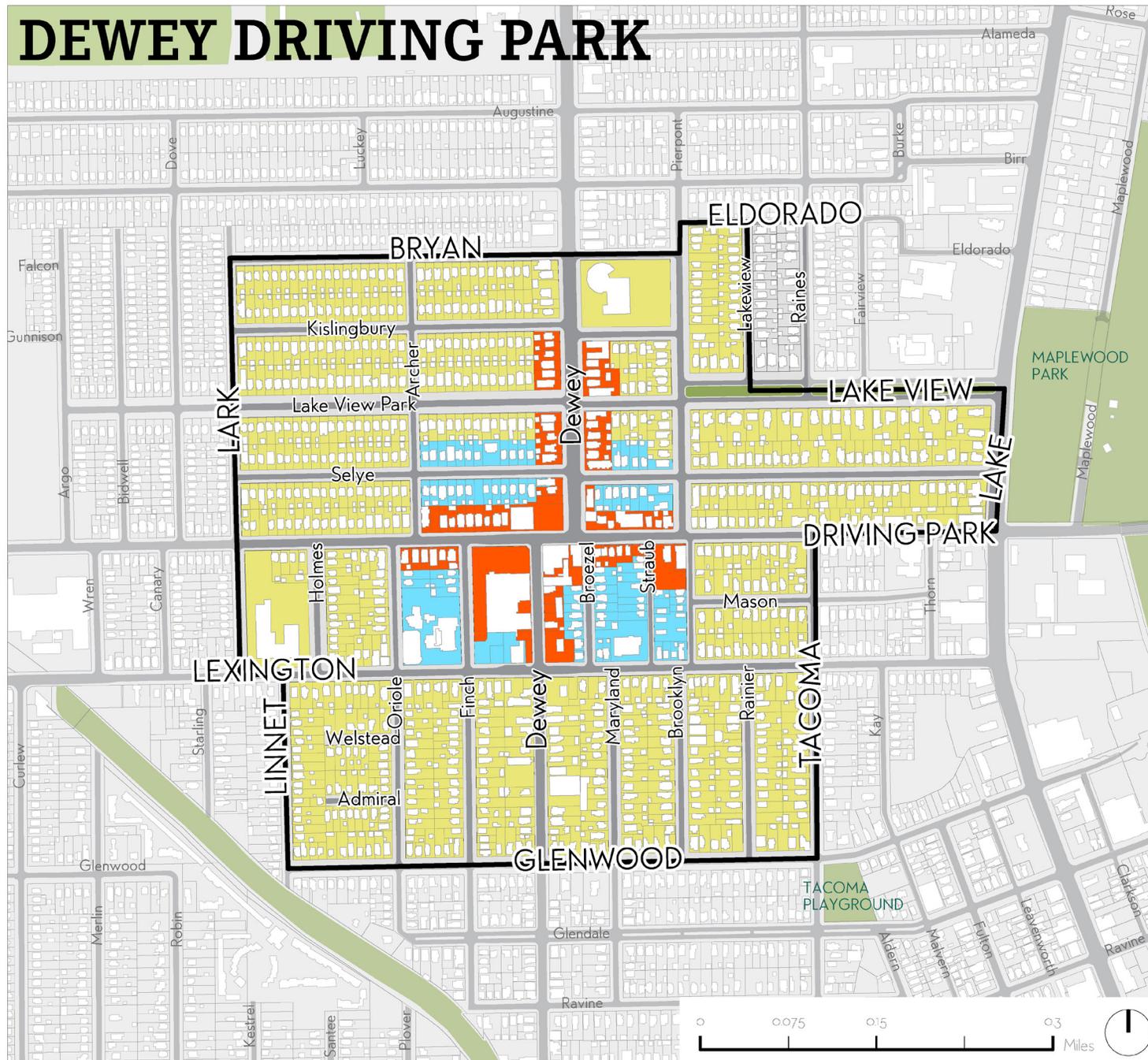
DDP 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
FIS AREA	568	586	566	555	0%
IMPACT AREA	3,716	3,776	3,706	3,668	0%
HOUSEHOLDS					
FIS AREA	202	203	197	193	-2%
IMPACT AREA	1,312	1,313	1,294	1,284	-4%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	35.8%	31.5%	29.9%	29.0%	-14.2%
IMPACT AREA	37.5%	32.1%	30.2%	29.5%	-19.5%
% VACANT HOUSING UNITS					
FIS AREA	19.6%	18.8%	21.2%	22.8%	8.2%
IMPACT AREA	14.4%	13.3%	14.9%	15.9%	14.9%
HOUSING UNITS					
FIS AREA	250	250	250	250	0%
IMPACT AREA	1,532	1,515	1,521	1,527	-0.7%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$26,162	\$27,966	\$29,865	-
IMPACT AREA	-	(2013 ACS) \$25,523	\$30,254	\$32,450	-
RACE					
% WHITE ALONE					
FIS AREA	-	33.1%	30.7%	29.0%	-
IMPACT AREA	-	34.0%	31.5%	29.5%	-
% BLACK ALONE					
FIS AREA	-	43.2%	43.8%	44.1%	-
IMPACT AREA	-	42.5%	43.1%	43.5%	-
% ASIAN ALONE					
FIS AREA	-	7.8%	7.6%	7.6%	-
IMPACT AREA	-	6.9%	6.8%	6.8%	-
% SOME OTHER RACE					
FIS AREA	-	15.9%	17.8%	19.4%	-
IMPACT AREA	-	16.6%	18.7%	20.2%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	19.1%	21.9%	24.3%	-
IMPACT AREA	-	19.9%	22.8%	25.5%	-
UNEMPLOYMENT					
FIS AREA	-	-	11.4%	-	-
IMPACT AREA	-	-	11.6%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING DEWEY DR PARK IMPACT AREA	(CENSUS 2000) 26.6%	(2013 ACS) 38.8%	(2014 ACS) 36.2%	-	-

The FIS Area geographies are much smaller than a Census Block Group. With the exception of poverty status, the demographic data present data down-sampled from a Geographic Information System software program (ESRI) to match the demographic data to the FIS Area and Impact Area boundaries.

Poverty data were not accessible at a geographic smaller than Census Block Group. Race and ethnicity data were not available at the smaller geography for 2000.

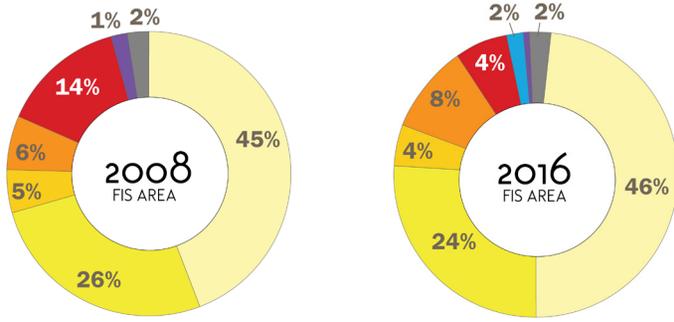
ii. Base Map



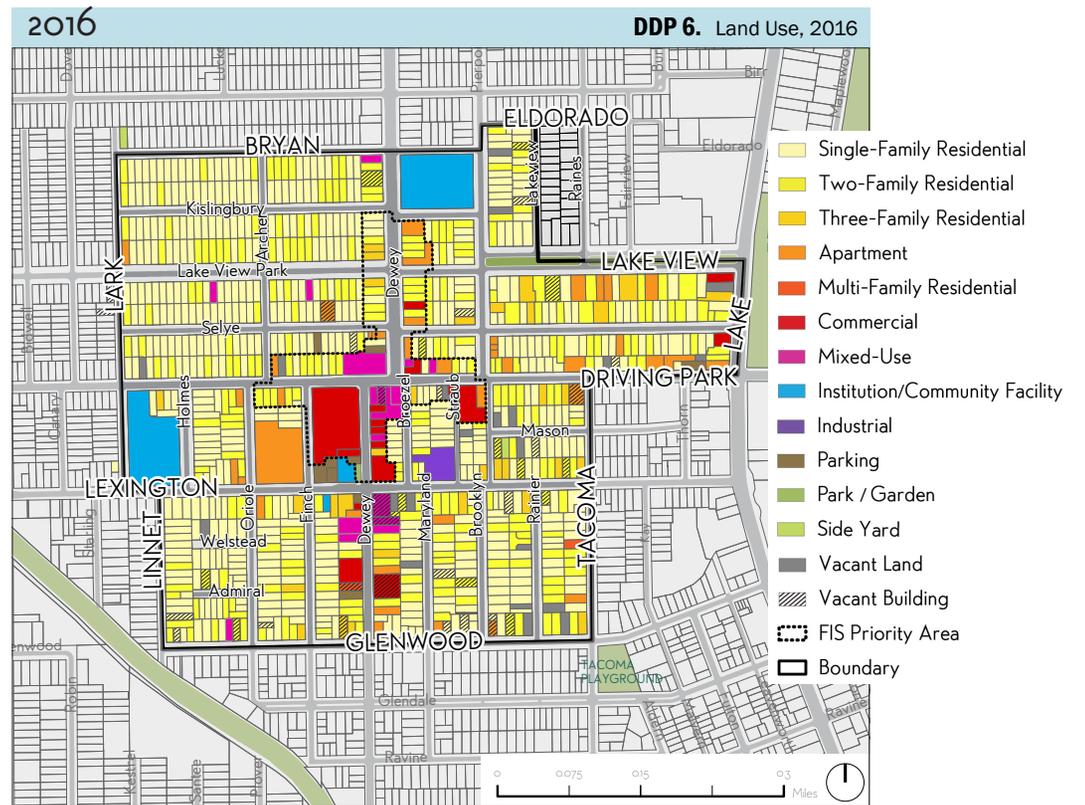
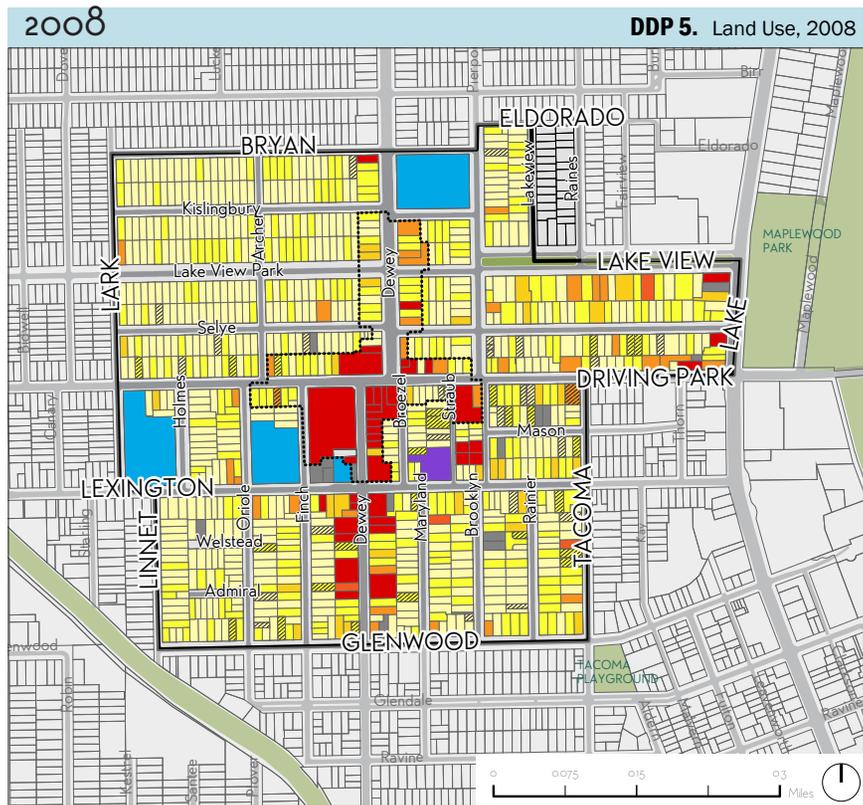
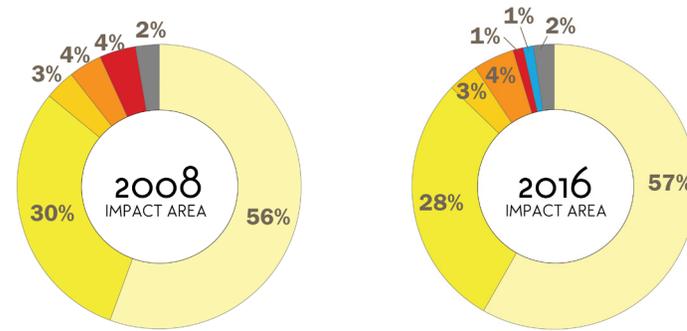
iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

DDP 3. Land Use Composition in FIS Area, 2008-2016



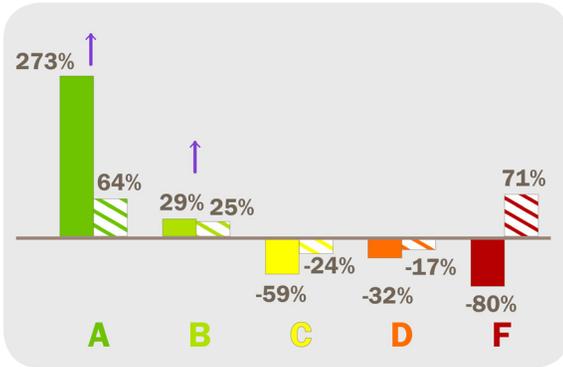
DDP 4. Land Use Composition in Impact Area, 2008-2016



iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

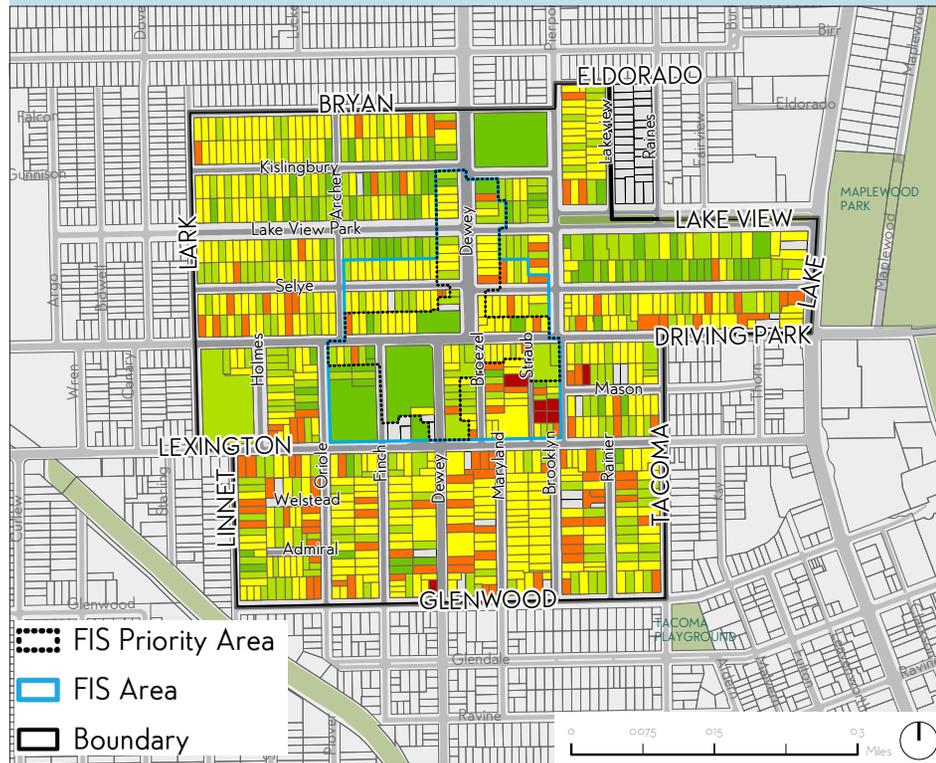
DDP 7. Change in Building Conditions between 2008 & 2016



DDP 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2016

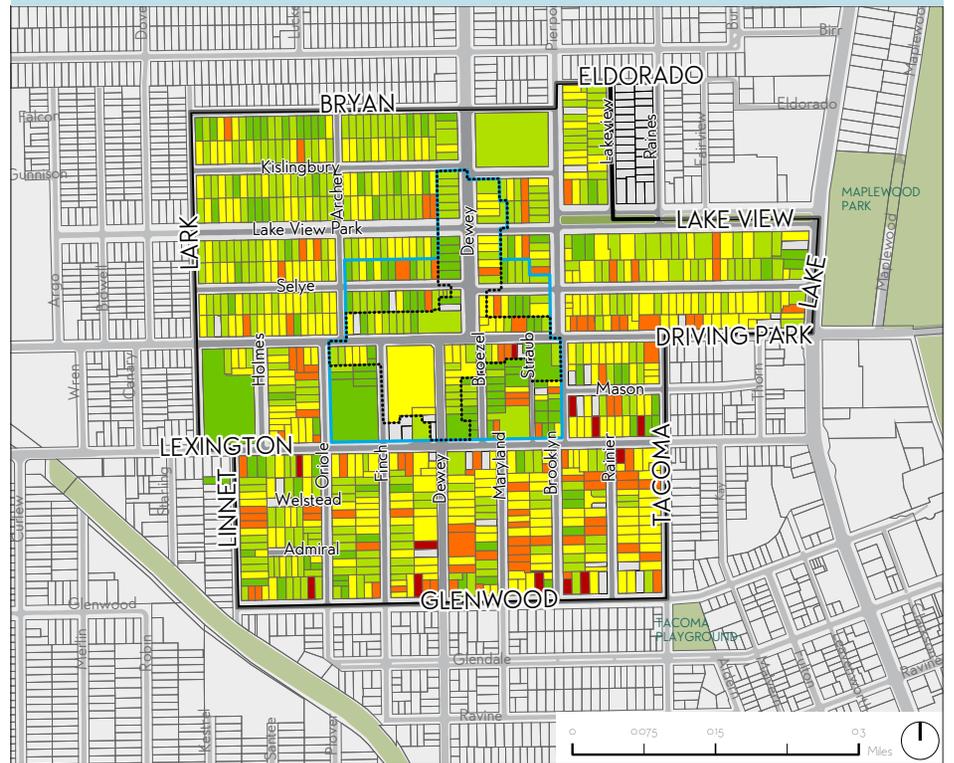
FIS AREA	2008		2016		CHANGE		
	COUNT	(%)	COUNT	(%)	COUNT	(%)	
(BY PARCEL COUNT)							
A	15	9%	56	36%	41	273%	
B	41	26%	53	34%	12	29%	
C	78	49%	32	21%	-46	-59%	
D	19	12%	13	8%	-6	-32%	
F	5	3%	1	1%	-4	-80%	
IMPACT AREA		2008		2016		CHANGE	
(BY PARCEL COUNT)							
A	77	9%	126	14%	49	64%	
B	256	28%	319	36%	63	25%	
C	443	49%	337	38%	-106	-24%	
D	121	13%	100	11%	-21	-17%	
F	7	1%	12	1%	5	71%	

2008 **DDP 9.** Building Conditions, 2008



DEWEY DRIVING PARK

2016 **DDP 10.** Building Conditions, 2016

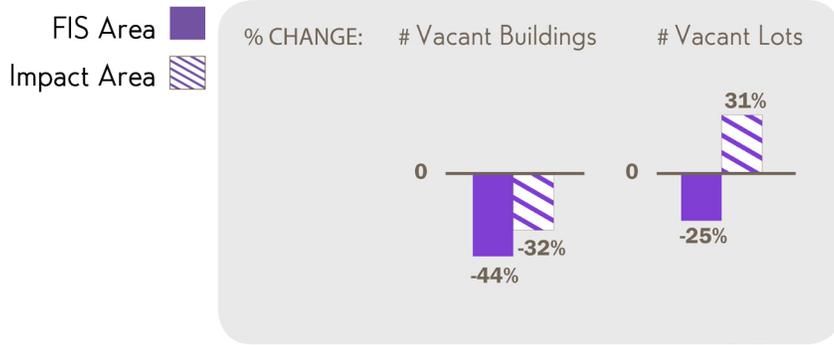


DDP-7

v. Vacancy

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

DDP 11. Change in Vacant Buildings & Lots 2008-2016

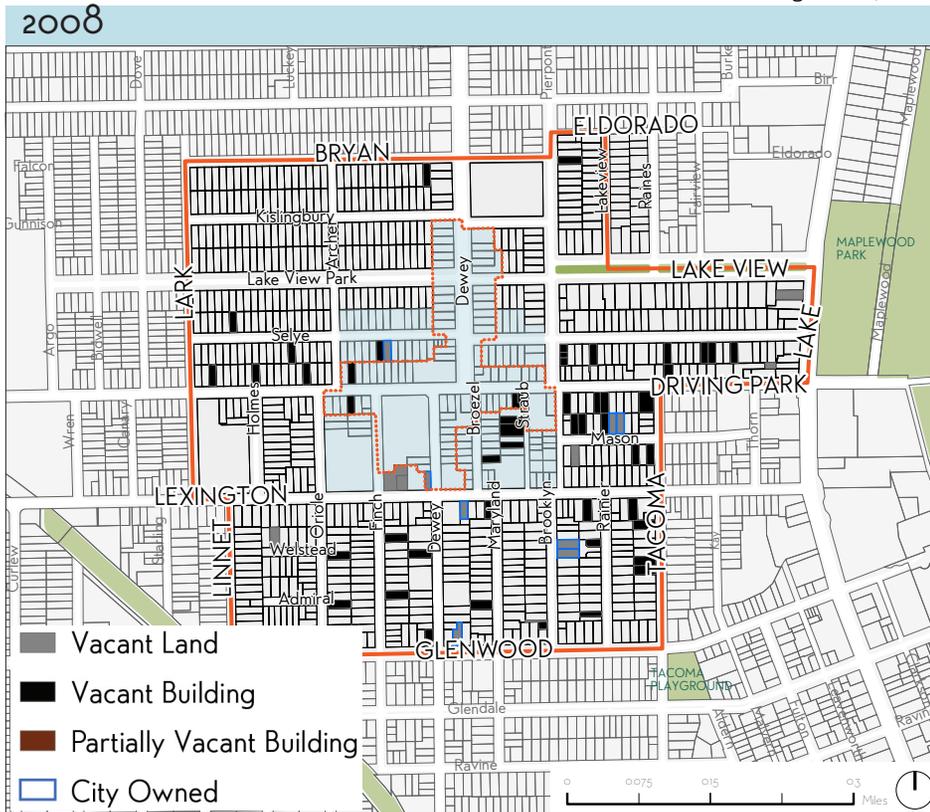


DDP 12. Vacancy data for FIS Area and Impact Area, 2008 & 2016

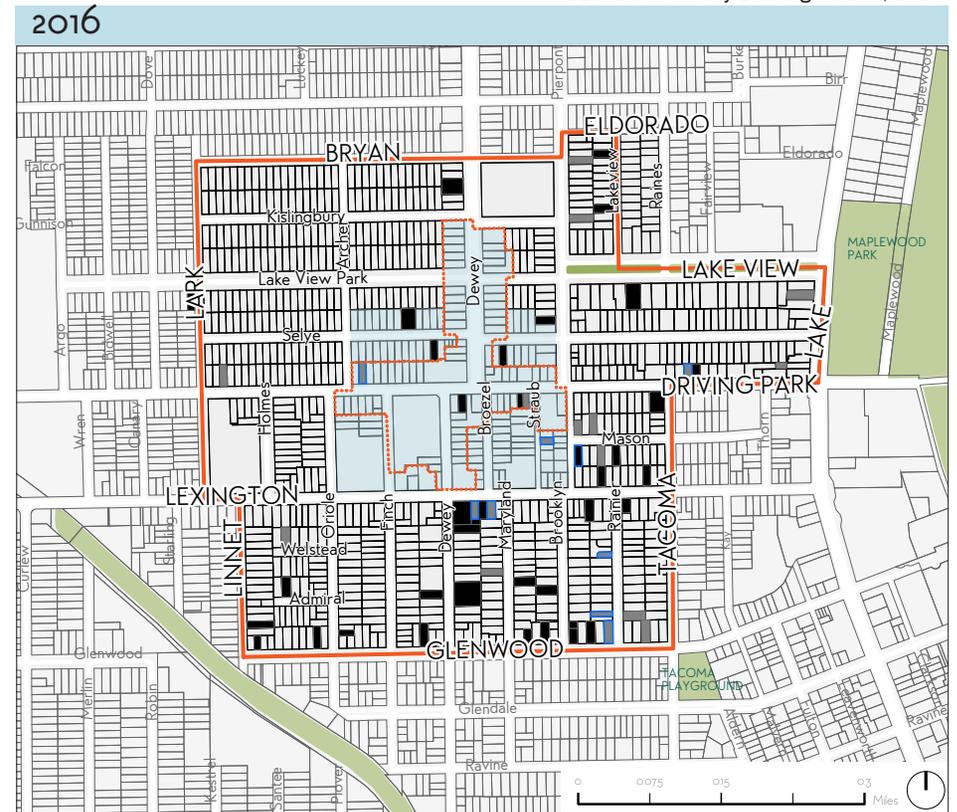
FIS AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	9	5	-4	-44%
VACANT LOT	4	3	-1	-25%

IMPACT AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	53	36	-17	-32%
VACANT LOT	16	21	5	31%

DDP 13. Vacant Buildings & Lots, 2008



DDP 14. Vacancy Buildings & Lots, 2016



vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

 Owner Occupied

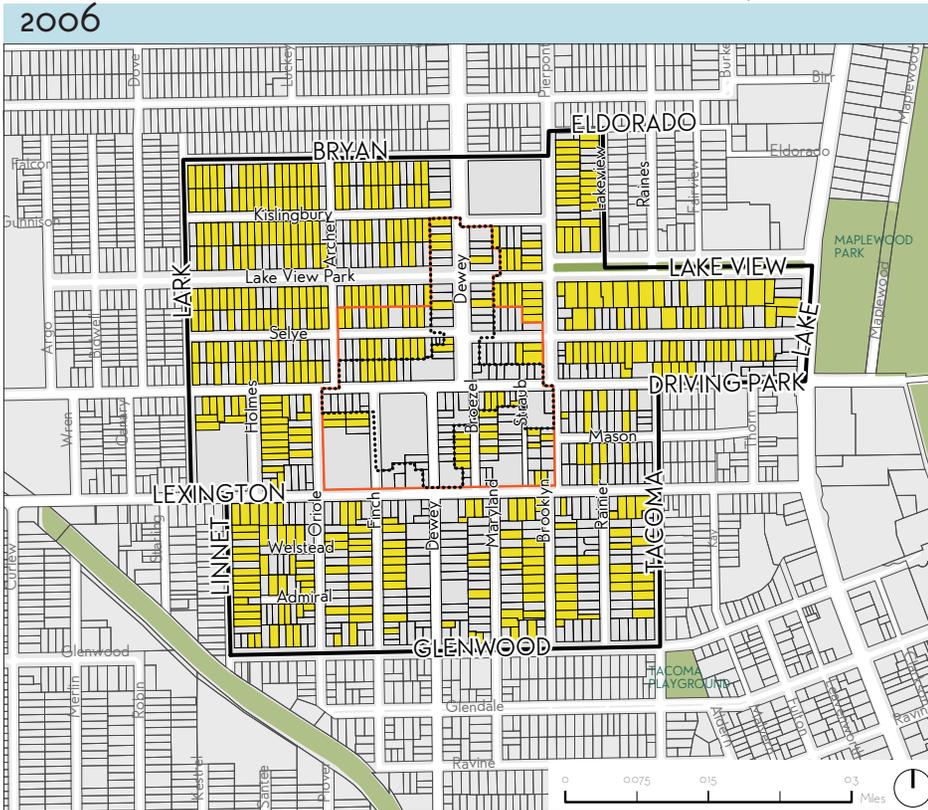
 FIS Priority Area

 FIS Area

52%= 456 parcels (Impact)

40%= 53 parcels (FIS)

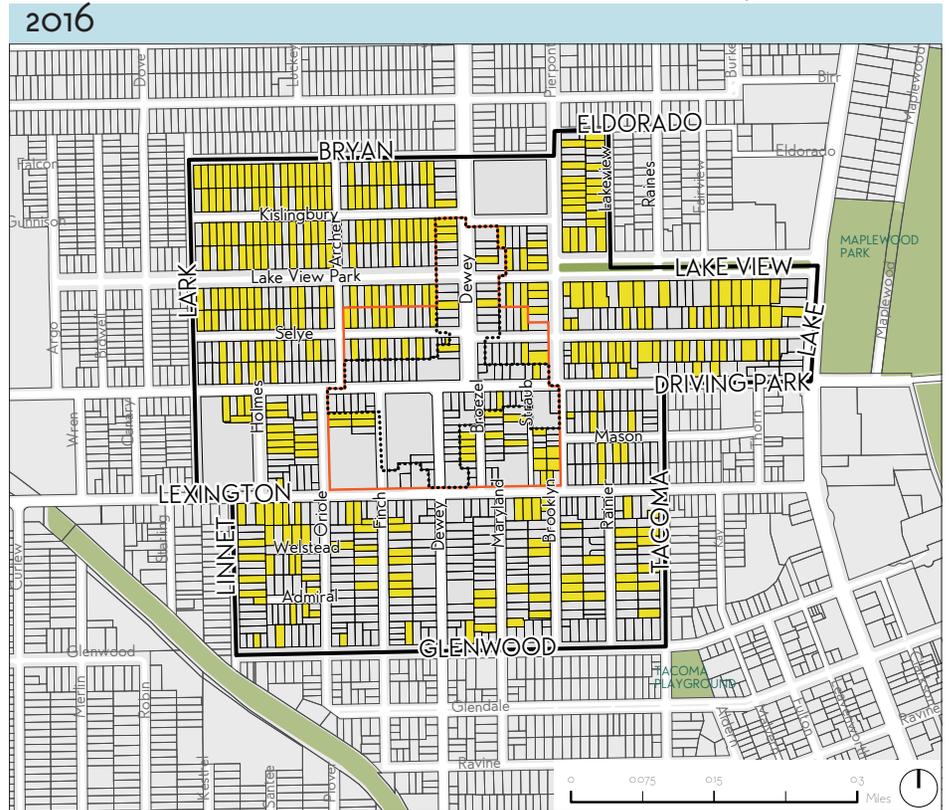
DDP 15. Owner-Occupied Parcels in 2006



42%= 358 parcels (Impact)

36%= 48 parcels (FIS)

DDP 16. Owner-Occupied Parcels in 2016



vii. Recent Investments & Planned Developments

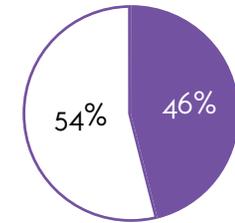
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

Dewey.17 Recent Investments & Developments as of May 2016

Count of FIS Projects in Area & Housing Tenure, 2016

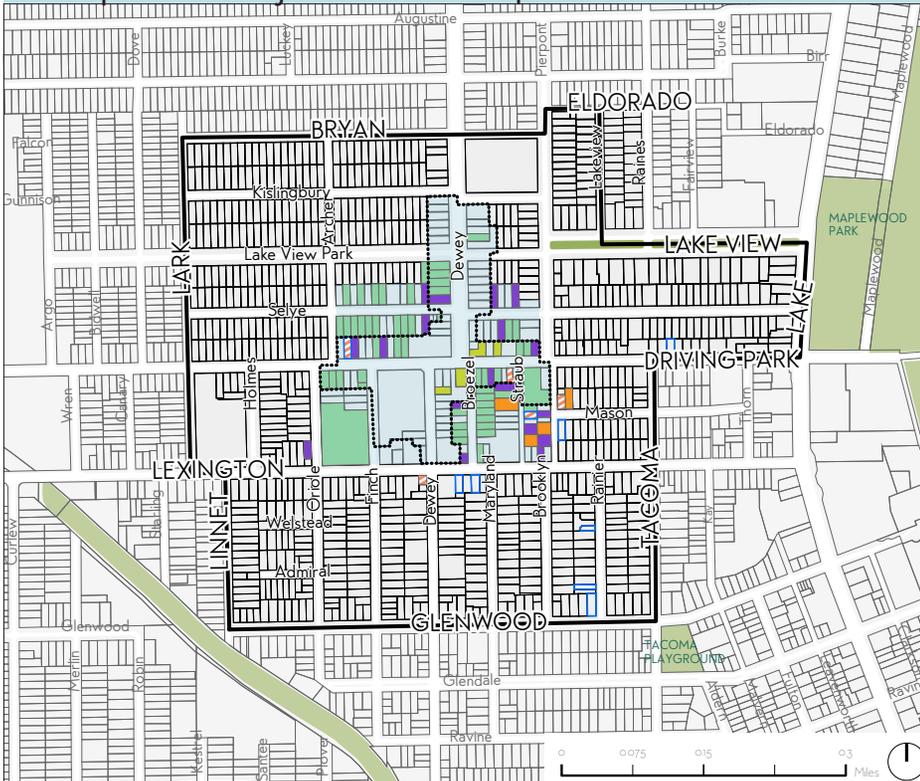
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	8	19	2	29	46%
Renter Occupied	14	18	2	34	54%
Total FIS Projects per Zone	22	37	4	63	100%

Owner Occupied
 Renter Occupied



Dewey.18 Recent Investments & Developments as of 2014

Completed Projects as of 2014



- Demolition
- Future Project
- New Construction
- Rehabilitation
- Vacant Lot Program
- Business Assistance
- City Owned
- FIS Priority Area
- FIS Area
- Boundary

Housing Rehab

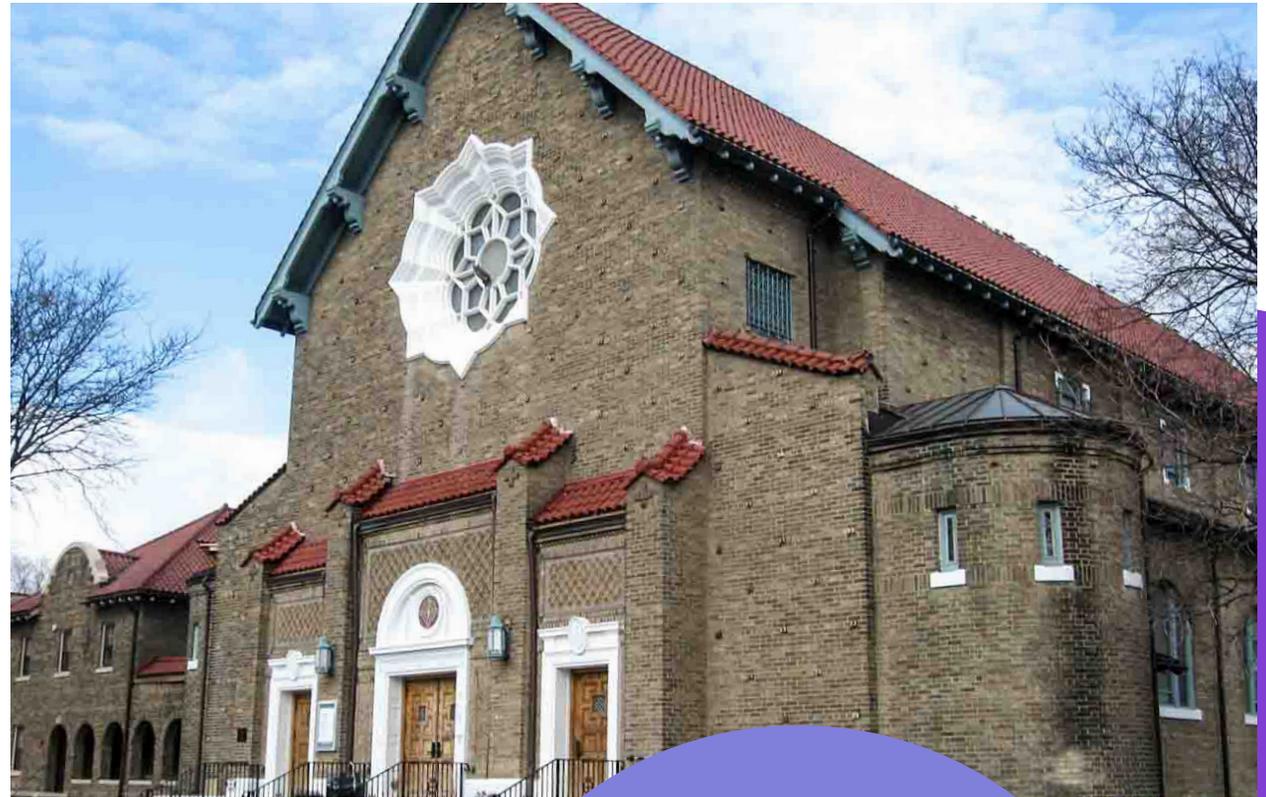
Before



After



Holy Rosary Apartments



Commercial Façade Improvements

Before



After



DEWEY DRIVING PARK

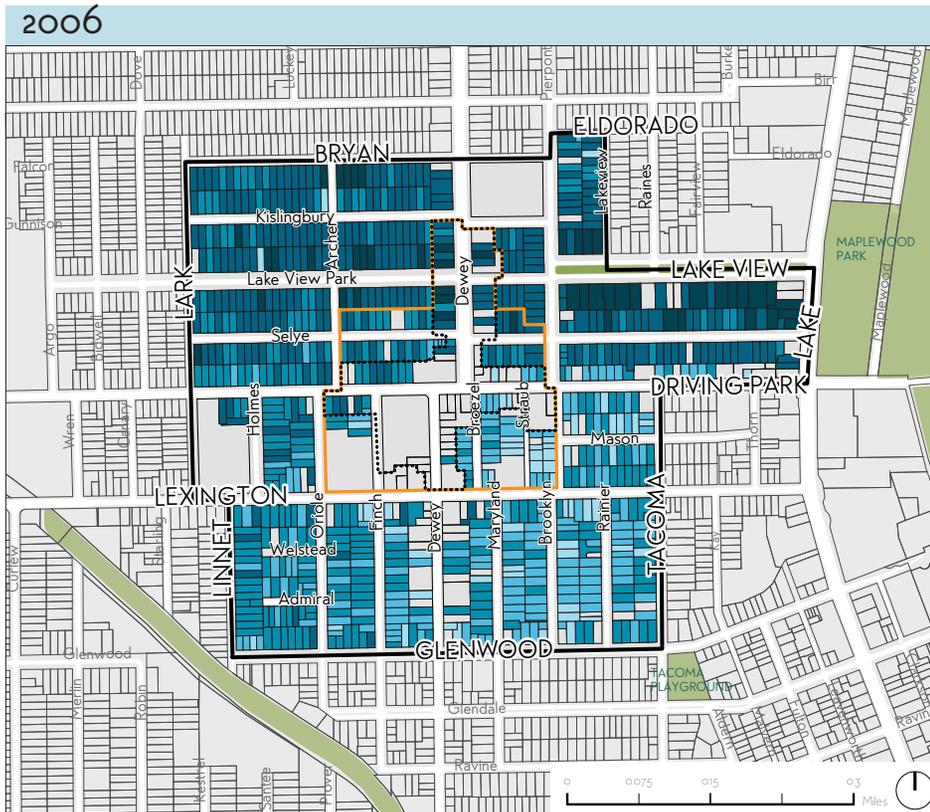
“Looks like a number of new houses were built or rehabbed on Struab, but that is off the main road ... so the visual impact along Driving Park is limited and it isn't visible from Dewey.”

- Survey Participant

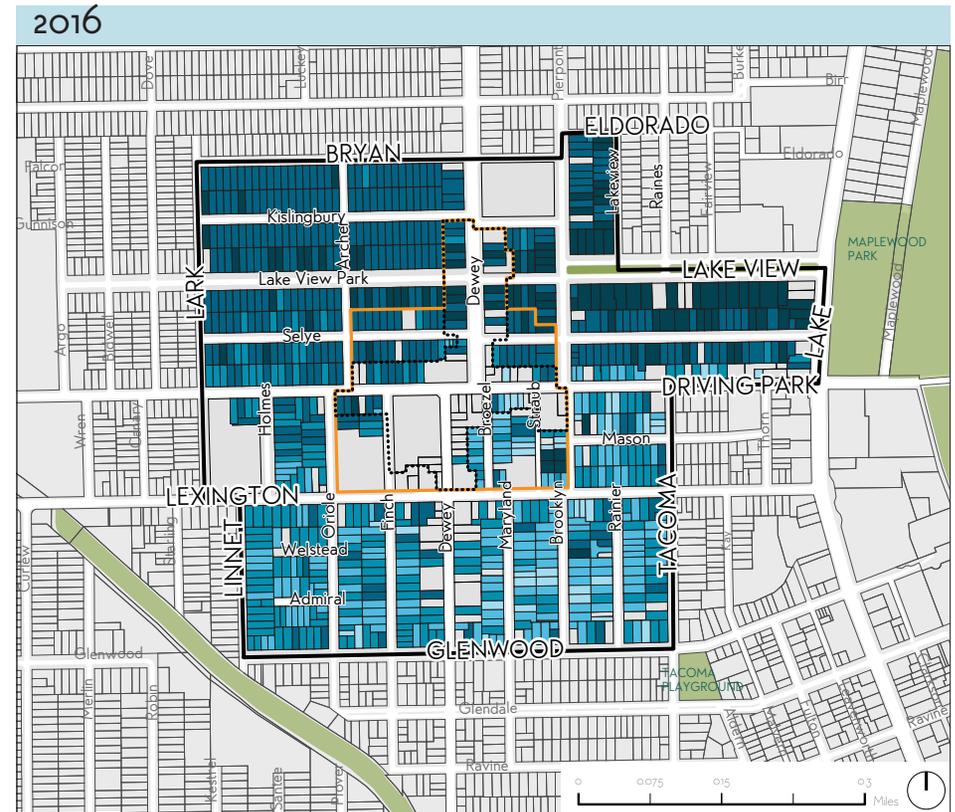
viii. Residential Assessed Value

Source: City of Rochester

DDP 19. Residential Assessed Value in 2006



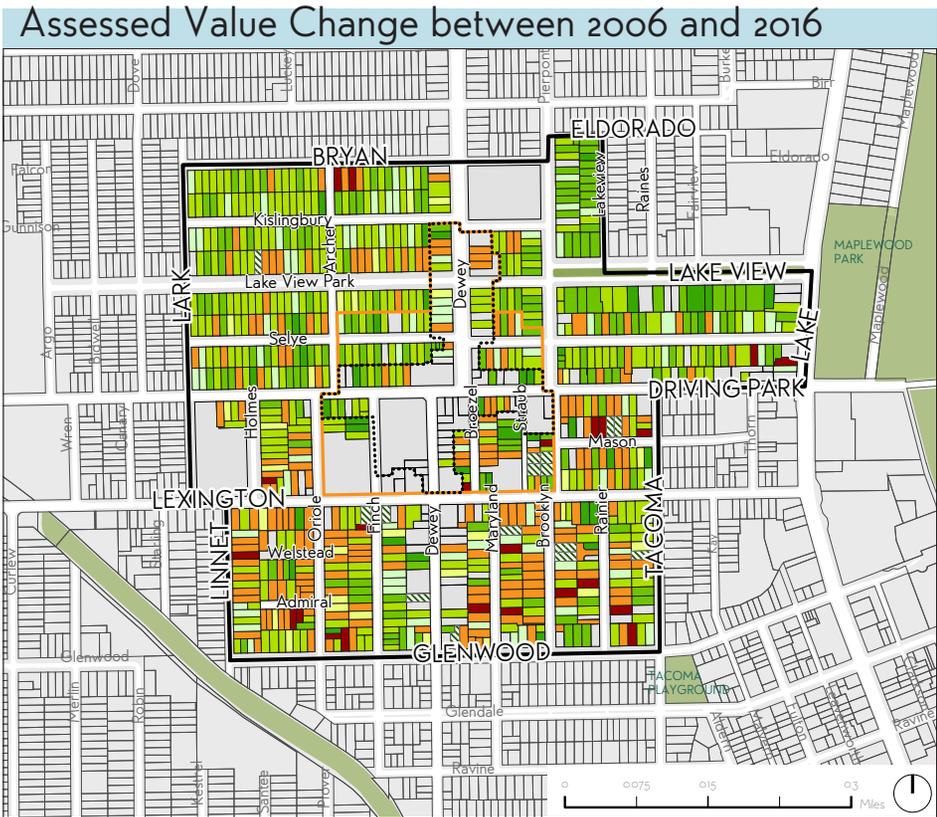
DDP 20. Residential Assessed Value in 2016



Assessed Value

- \$1,000 - \$25,000
 - \$26,000 - \$35,000
 - \$26,000 - \$48,000
 - \$49,000 - \$68,000
 - Greater than \$68,000
- FIS Priority Area
 - FIS Area
 - Boundary
 - Park

DDP 21. Residential Assessed Value change between 2006 and 2016



Percent Change in Residential Assessed Value

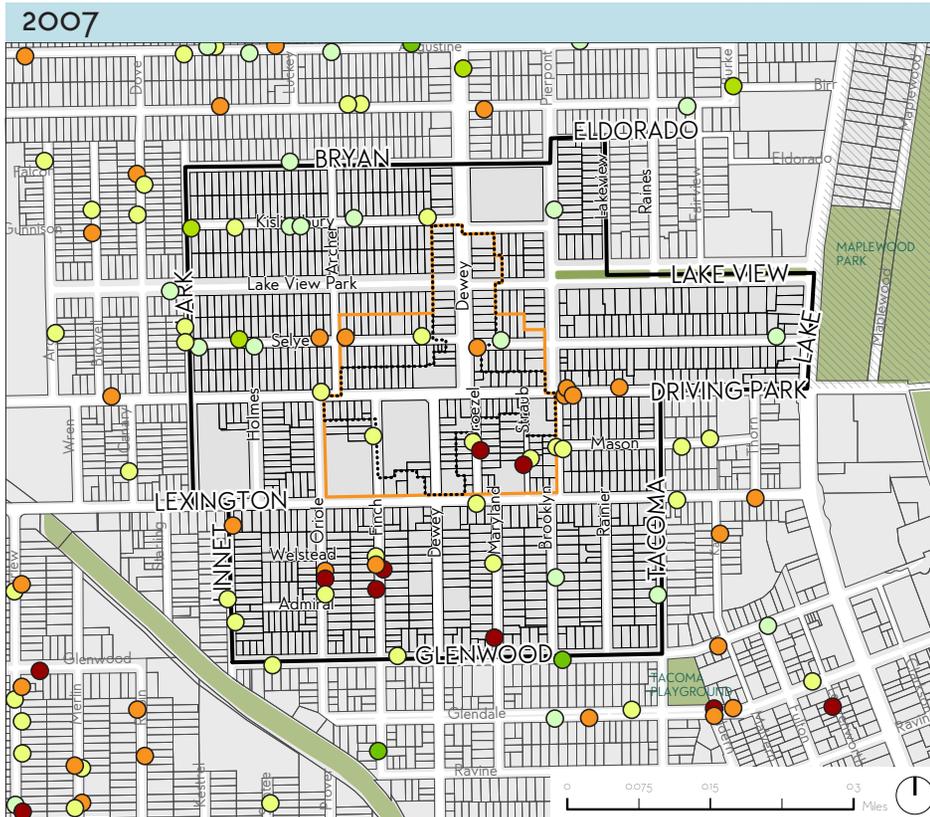
- -90% to -25%
- -24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- ▨ No value in 2006

DEWEY DRIVING PARK

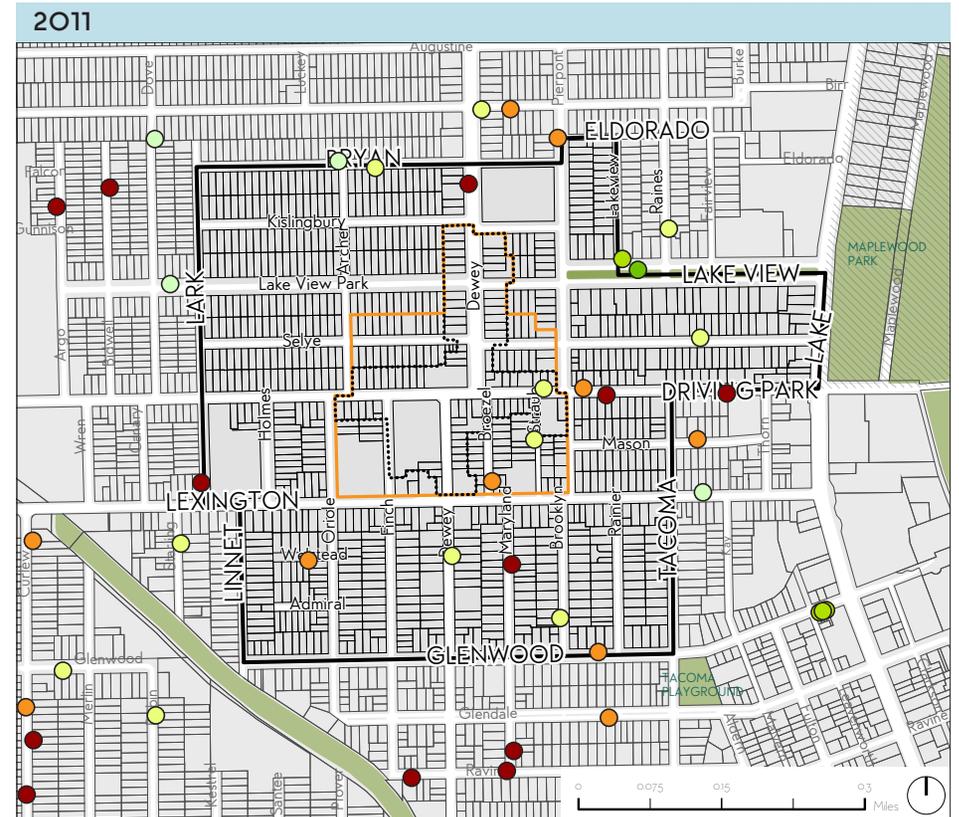
ix. Residential Sales by Price

Source: CoreLogic

DDP 22. Residential Sales in 2007



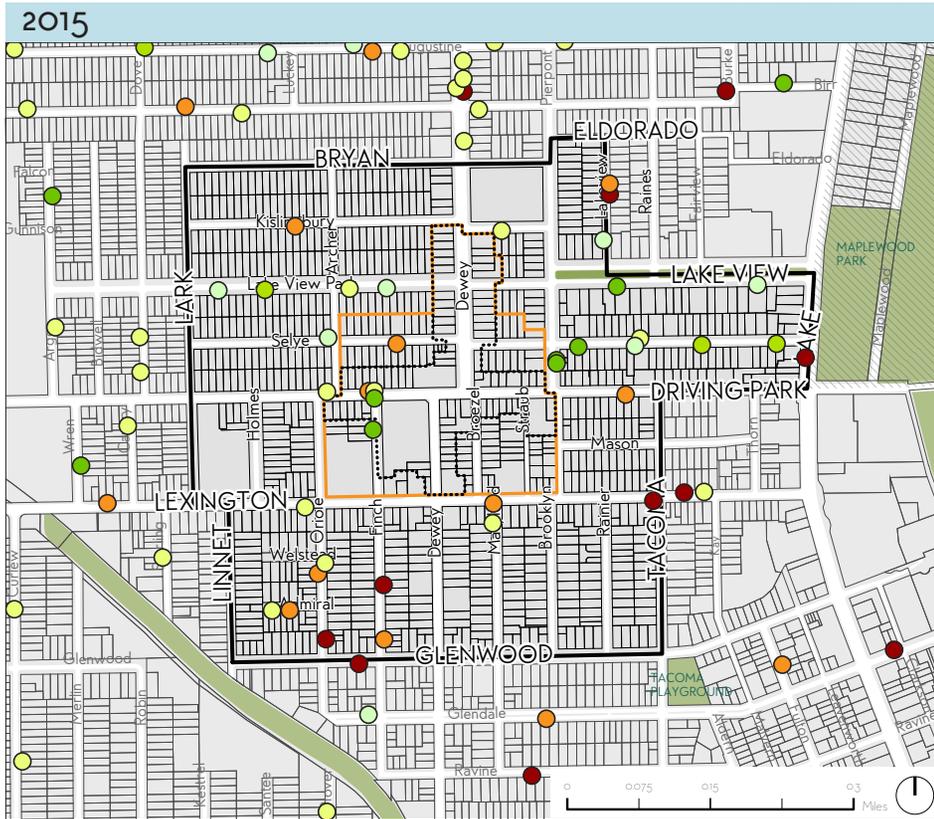
DDP 23. Residential Sales in 2011



Residential Sale Price

- Less than \$20,000
- \$20,001 - \$30,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- More than \$100,000
- ▨ No Data Displayed

DDP 24. Residential Sales in 2015



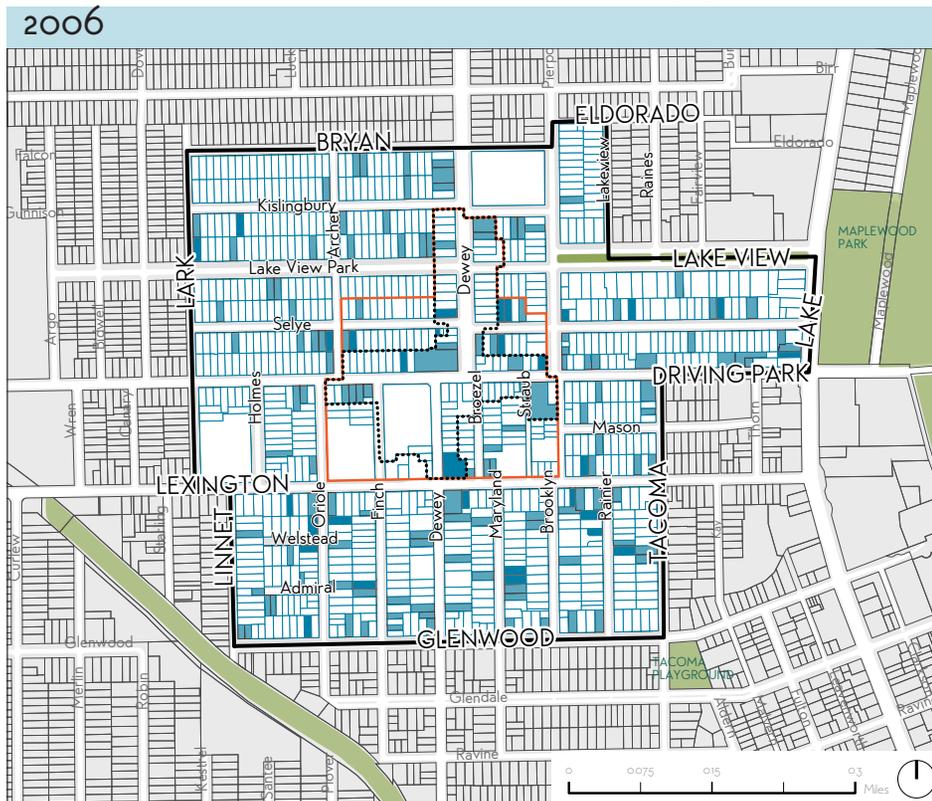
x. Property Owner Locations

Source: City of Rochester 2006 and 2016

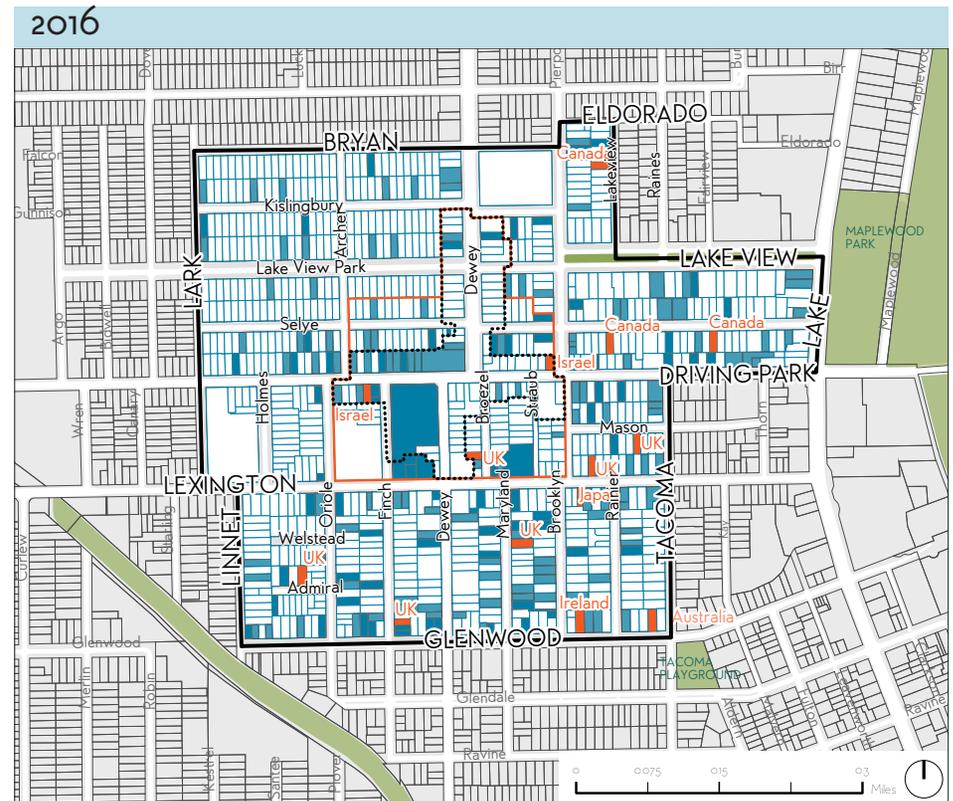
- In Rochester
- In State
- Out of State
- Out of Country

FIS		IMPACT	
2006	2016	2006	2016
81%=131	74%=122	83%=775	77%=717
14%=22	13%=21	14%=126	13%=121
6%= 9	11%= 18	3%= 30	8%= 75
0%= 0	2%= 3	0%= 0	2%= 14

DDP 25. Property Owner Location in 2006



DDP 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Maps

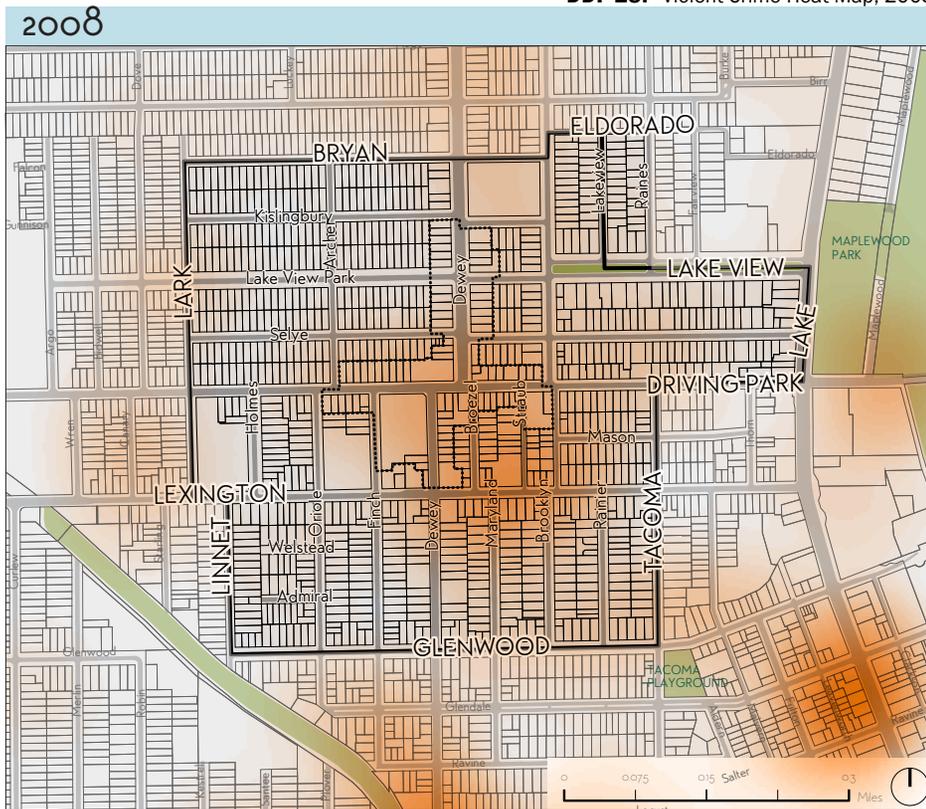
Source: Rochester Police Department, April 2016



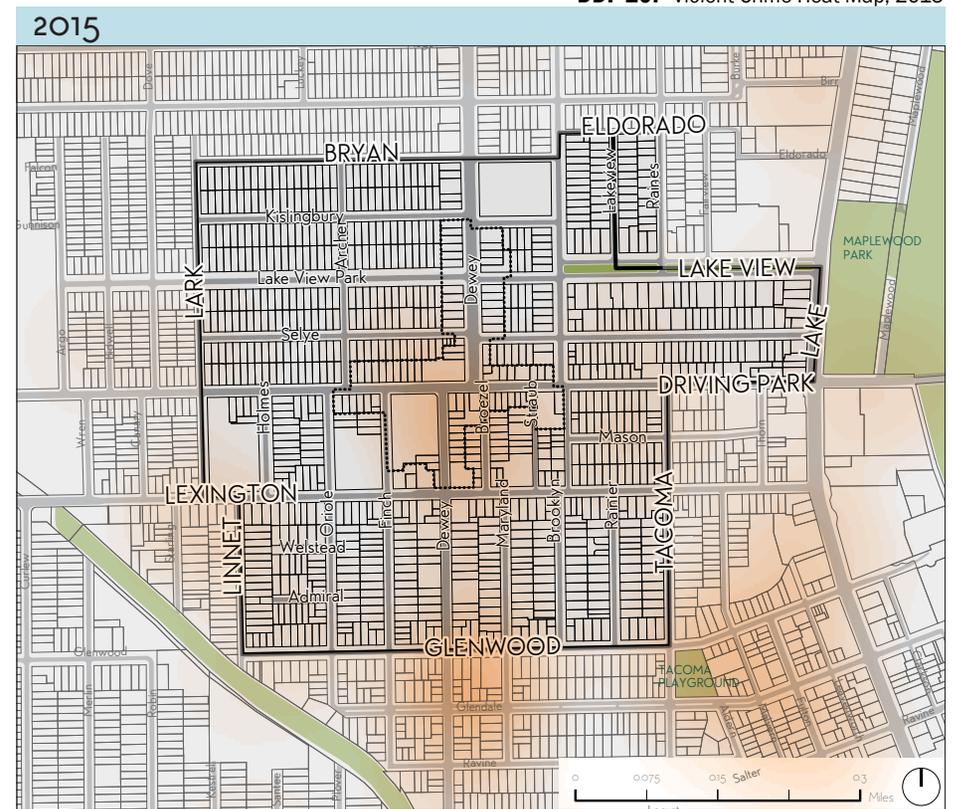
DDP 27. Crime Trends by Type, 2005-2015

- Part 1 Violent Crime
 - Part 1 Property Crime
 - Vice A & B
- | | | |
|--------------------|----------|--------------|
| Murder | Burglary | Narcotics |
| Rape, forcible | Larceny | Gambling |
| Robbery | Mv theft | Prostitution |
| Aggravated assault | | |

DDP 28. Violent Crime Heat Map, 2008



DDP 29. Violent Crime Heat Map, 2015

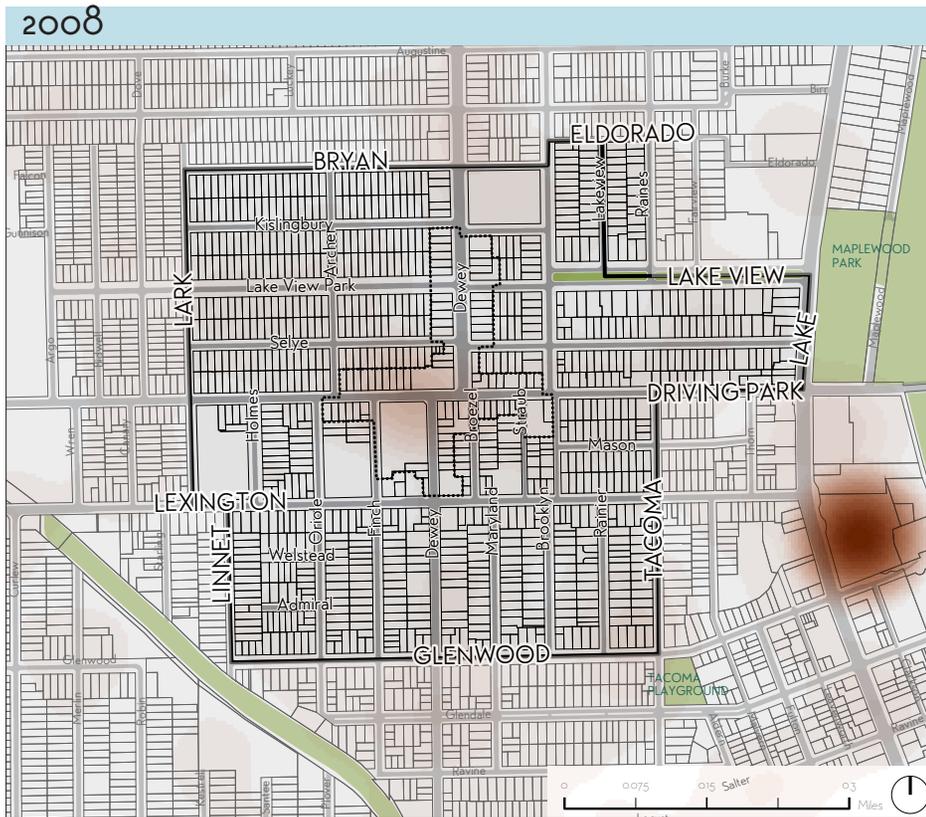


(cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

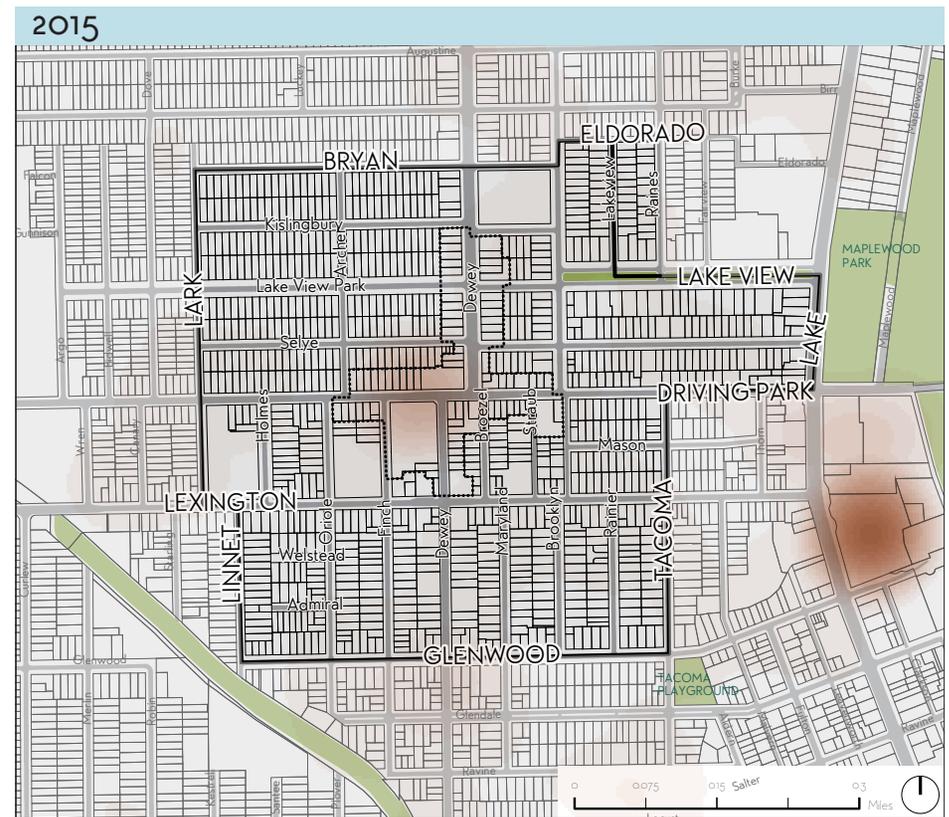
- Density of Crime Incidents
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft

DDP 30. Property Crime Heat Map, 2008



DDP-18

DDP 31. Property Crime Heat Map, 2015

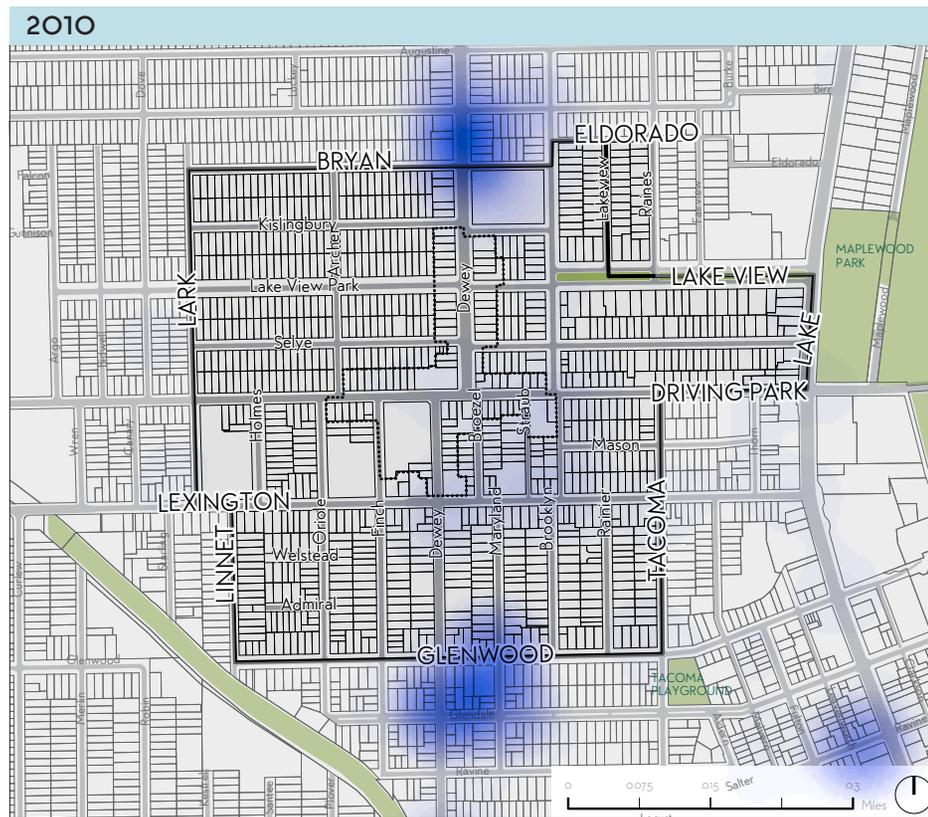


EVALUATION OF THE FOCUSED INVESTMENT STRATEGY

Density of Calls for Service

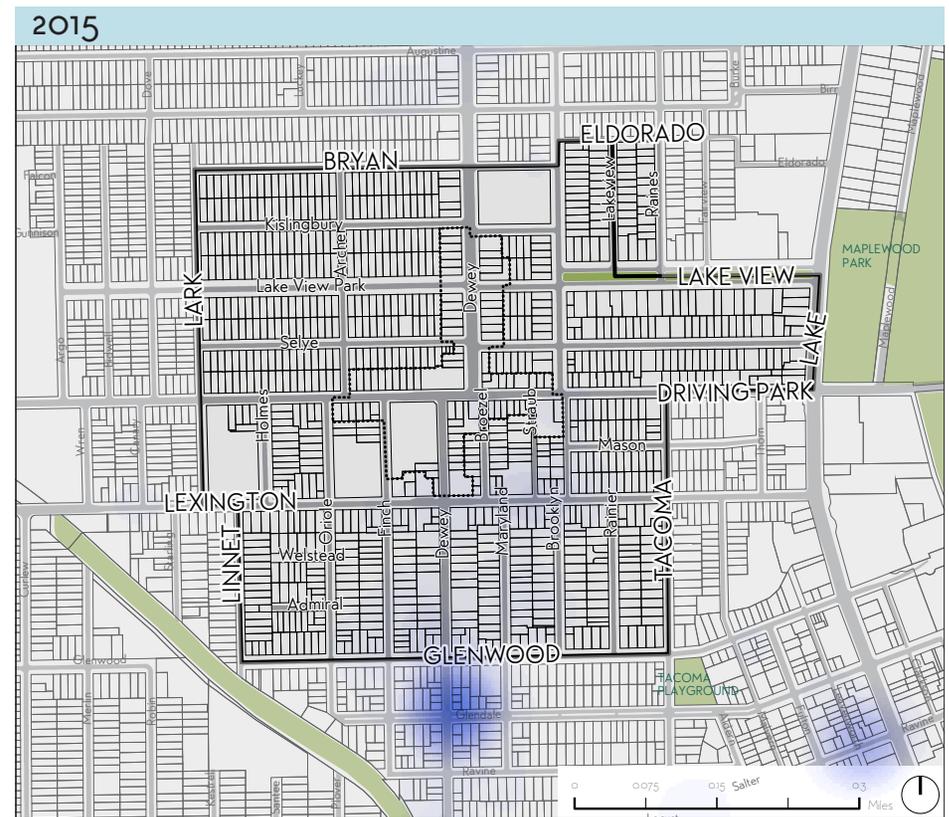
- Vice A & B
- Narcotics
- Gambling
- Prostitution

DDP 32. Vice Calls for Service Heat Map, 2010



DEWEY DRIVING PARK

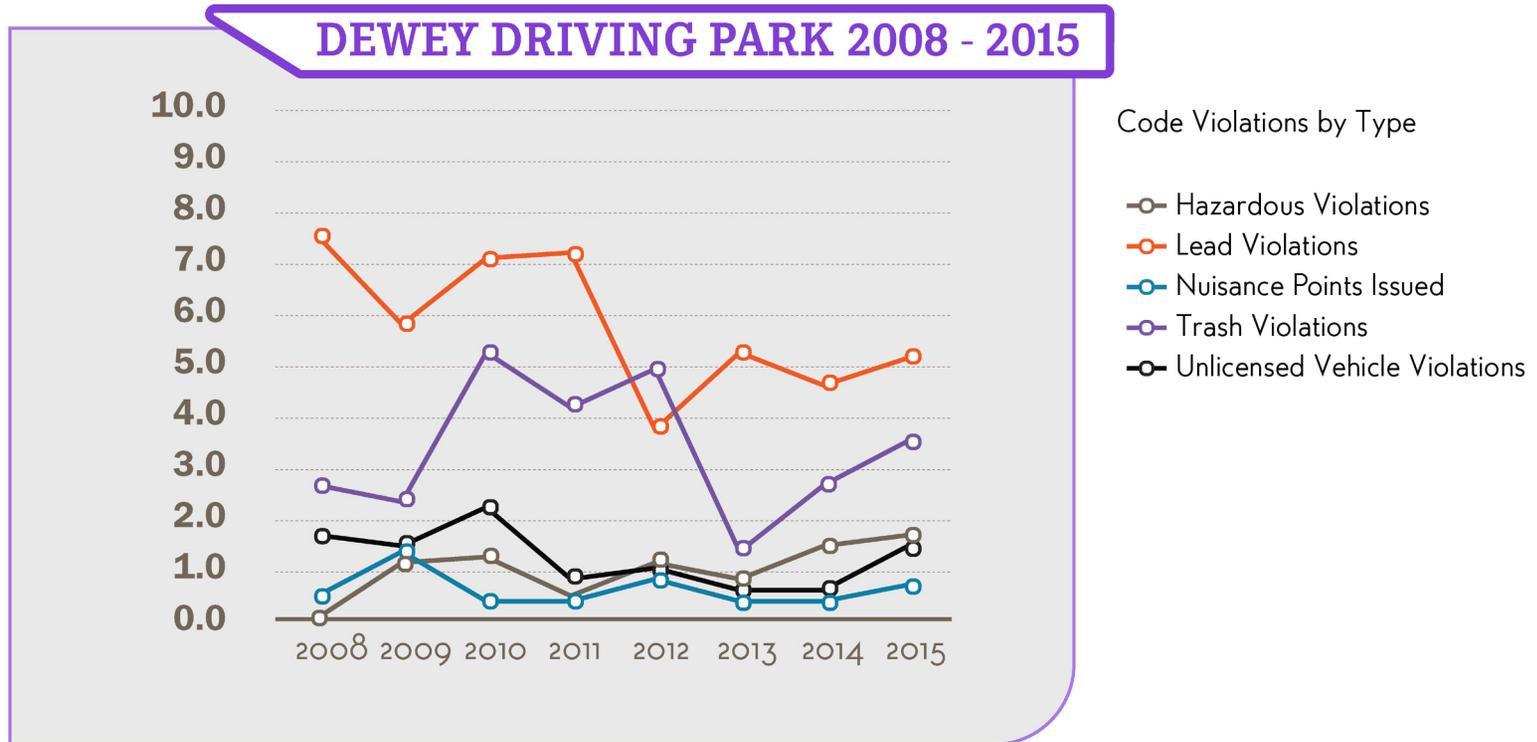
DDP 33. Vice Calls for Service Heat Map, 2015



DDP-19

xii. Code Violations

DDP 34. Rate of Code Violations by Type 2008 - 2015
VIOLATIONS PER 100 PROPERTIES



DDP 35. Count of Code Violations by Type 2008 - 2015

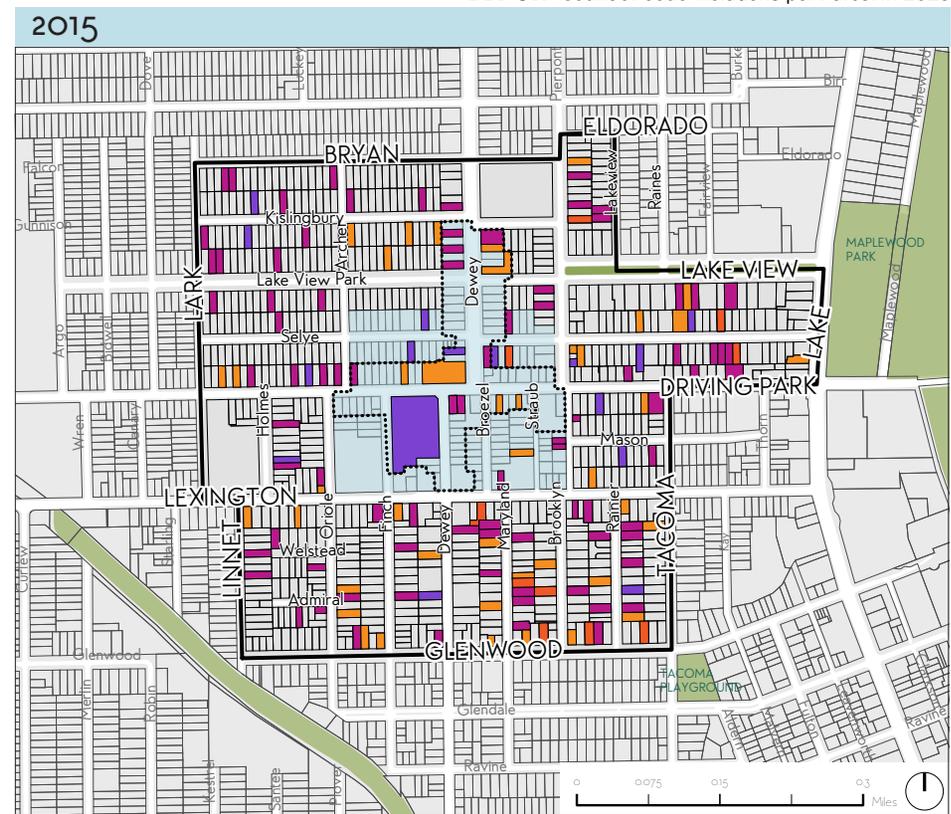
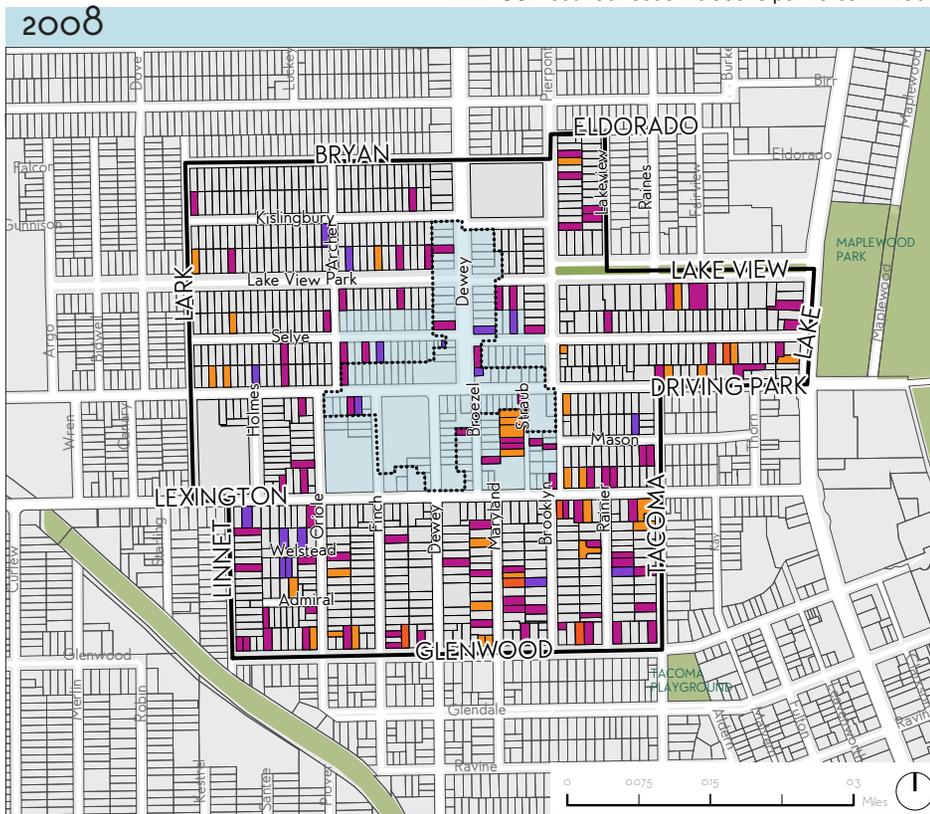
CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	1	11	12	5	11	8	14	16
LEAD VIOLATION	70	54	66	67	35	49	43	48
NUISANCE ISSUED	5	13	4	4	8	4	4	7
TRASH VIOLATION	25	22	49	39	46	13	25	33
UNLICENSED VEHICLE VIOLATION	16	14	21	8	10	6	6	14

1500% between 2008-2015

-31% between 2008-2015

DDP 36. Count of Code Violations per Parcel in 2008

DDP 37. Count of Code Violations per Parcel in 2015



Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

xiii. Summary



Notable progress or achievement of goal



Limited change or progress toward goal



Regressed or lost ground

Evaluation of Progress Toward FIS Goals

PROGRAM GOALS	IMPROVE LOCAL HOUSING MARKET AND NEIGHBORHOOD VITALITY	INCREASE PROPERTY VALUES (ASSESSED RESIDENTIAL VALUE)
DEWEY-DRIVING PARK		
Major Projects or Program Accomplishments	Built or renovated 63 homes; 60 new units added through tax credit development Demand for new / renovated product demonstrated; new Americans becoming owner-occupants	Out-paced City by 7 percentage points in increased assessed residential values
Comparison to City Average	Median sale price fell (-44%); city experienced increases	+25% > +18% for city
Comparison to Control Areas	<i>Inconclusive; control area results were extremely varied</i>	Range of assessed values exceeds all control areas; median value 38% higher than control areas; rate of median increase far surpassed (0%, +4%, +7%)



MAXIMIZE IMPACT OF FEDERAL FUNDS



EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS



MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



\$20.6M leveraged; Holy Rosary Adaptive Reuse

Dewey Driving Park Merchants Association emerging

Safety improvements on Dewey Avenue benefit all

Intersection realignment design; not yet implemented

Struggled to bridge two neighborhood groups and sustain community involvement

Reductions in violent and property crime rates out-paced city; rates are comparable to city average

N/A

N/A

Vice calls for service dramatically reduced; rate lower than city

N/A

N/A

Out-performed 2/3 control areas in violent crime and vice calls for service; underperformed in property crime

FIS AT WORK IN



JEFFERSON

FIS EVALUATION
APPENDIX VII



VII. JEFFERSON

TABLE OF CONTENTS

- i. Demographic Profile
- ii. Base Map
- iii. Land Use, 2008 & 2016 - Change in Land Use
- iv. Building Condition, 2008 & 2016 - Change in Building Condition
- v. Vacancy, 2008 & 2016 - Change in Vacancy
- vi. Owner Occupants, 2006 & 2016
- vii. Recent Investments and Planned Developments
- viii. Assessed Value, 2006 & 2016 - Percent Change in Assessed Value
- ix. Residential Sales by Price, 2007, 2011, & 2015
- x. Property Owner Location, 2006 & 2016
- xi. Crime Trends & Crime Heat Maps
- xii. Code Violations, 2008 & 2015
- xiii. Summary

Accomplishments

The Jefferson **FIS Area** built upon the momentum of a large-scale housing development, the **Anthony Square Apartments** constructed south of West Main Street prior to FIS. Several housing developments followed, leveraged by FIS, among them the **Voters Block Community** and the rehabilitation of the **Hardy Apartments**. Together these housing developments create a transformed gateway to the Changing of the Scenes neighborhood, which hosts the Jefferson FIS Area. According to the data and comments offered during interviews, the Jefferson Area was by many counts the most distressed for the FIS Areas at the outset of FIS; FIS has therefore made a very visible, tangible impact, but as neighborhood leaders attest, the impacts have also been intangible. **“FIS helped neighbors get organized, and together we made progress with gang elimination and overall neighborhood health.”**

FIS renovations



FIS renovations next door to problem property



Successes

In addition to the large-scale housing developments at Voters Block and the Hardy Apartments, FIS helped build and renovate 69 stately homes within the neighborhood fabric. Jefferson Avenue has been upgraded with new lighting and streetscape improvements, and Troup Street Park is now **“actively used by neighborhood children – not drug dealers – in the summertime,”** according to a neighborhood leader. FIS spurred a grassroots door-knocking initiative led by Changing of the Scenes Neighborhood Association, which got neighbors talking. A community leader started a block group, which seeded three new block groups. Neighbors connected not just with other neighbors, but also with established neighborhood institutions. The Jefferson Avenue Seventh Day Adventist Church has become a key partner; inspired by FIS and the positive trends in the Jefferson Area, the Church decided against leaving the neighborhood – instead staying and investing in its property and in the social life of the community. While sales in the Jefferson FIS Area have been slower than in the other areas, developers report that prices for new construction have improved by roughly \$10,000.

Challenges

The housing stock in the Jefferson FIS Area presented unique challenges. The houses and lots in the area are bigger than in the other FIS Areas, and thus were more expensive to stabilize and renovate. The population in the neighborhood is older than in the other FIS Areas, and many residents struggled to complete the FIS forms and navigate the FIS process. The housing market in the Jefferson FIS Area was and is the weakest of the four FIS Areas, and developers have had to reduce the sale price in order to move the inventory. In common with the other FIS areas, community leaders noted a need to support grant recipients with education and resources for property maintenance so as to preserve the FIS investments. Community leaders also noted a need to cultivate a culture of volunteerism within the community – a “can-do” attitude to sustain the organizing and actions undertaken during FIS.

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

JEF 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

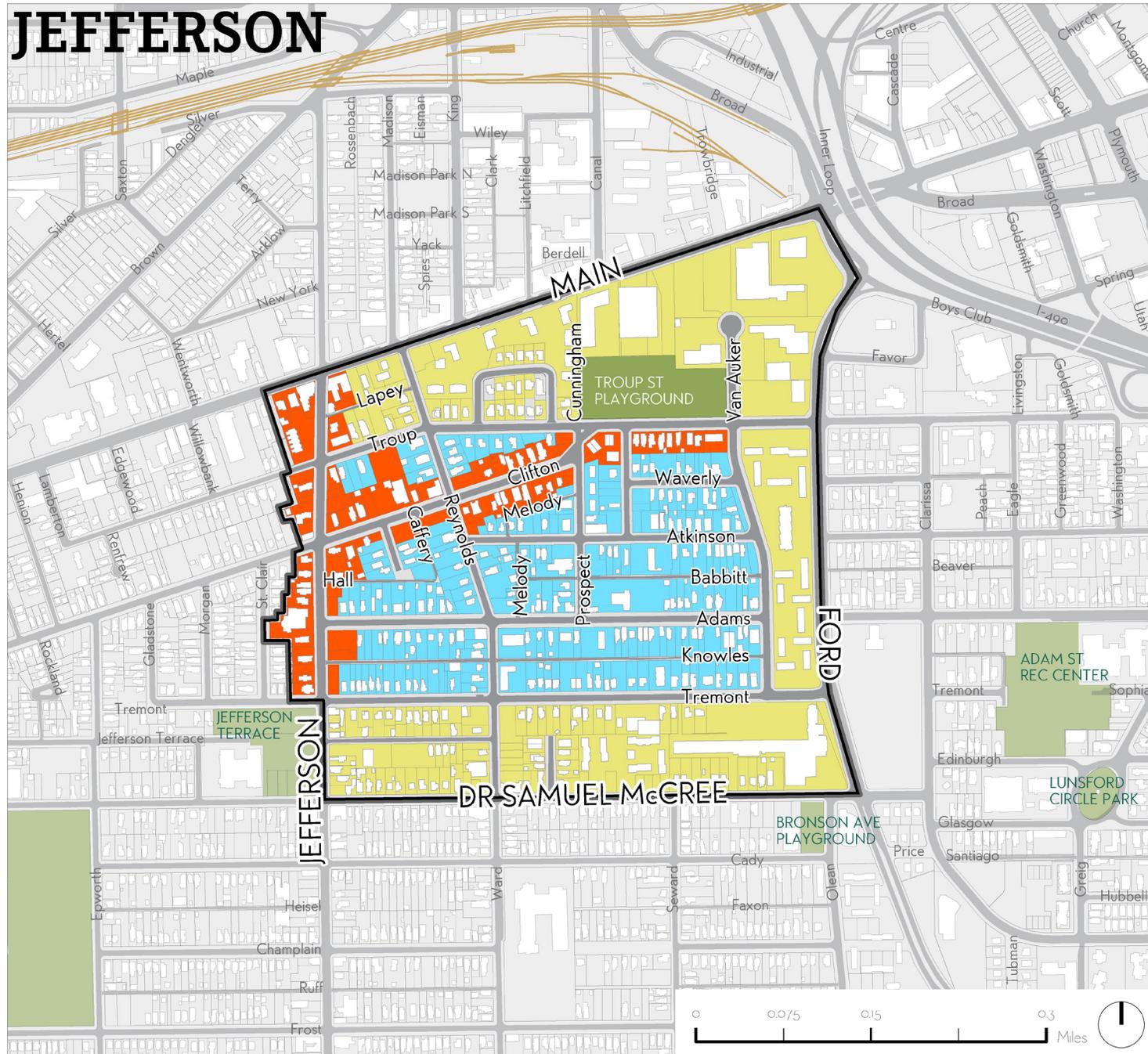
	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
FIS AREA	841	845	862	874	2%
IMPACT AREA	2,045	2,098	2,128	2,154	4%
HOUSEHOLDS					
FIS AREA	299	287	292	296	-2%
IMPACT AREA	750	749	762	773	2%
% OCCUPIED UNITS: OWNER-OCCUPIED					
FIS AREA	29.1%	28.6%	26.1%	25.4%	-10.3%
IMPACT AREA	24.0%	24.3%	22.2%	21.5%	-7.5%
% VACANT HOUSING UNITS					
FIS AREA	23.9%	20.5%	20.7%	20.4%	-13.3%
IMPACT AREA	14.6%	11.6%	11.8%	11.5%	-19.2%
HOUSING UNITS					
FIS AREA	393	361	368	372	-6.3%
IMPACT AREA	878	847	864	873	-1.6%
HOUSEHOLD INCOME					
FIS AREA	-	(2013 ACS) \$18,142	\$23,074	\$25,564	-
IMPACT AREA	-	(2013 ACS) \$20,534	\$22,747	\$25,324	-
RACE					
% WHITE ALONE					
FIS AREA	-	5.1%	5.1%	5.1%	-
IMPACT AREA	-	11.1%	10.1%	9.5%	-
% BLACK ALONE					
FIS AREA	-	87.2%	86.4%	86.0%	-
IMPACT AREA	-	81.5%	81.6%	81.8%	-
% ASIAN ALONE					
FIS AREA	-	0.4%	0.3%	0.3%	-
IMPACT AREA	-	0.4%	0.4%	0.4%	-
% SOME OTHER RACE					
FIS AREA	-	7.3%	8.1%	8.4%	-
IMPACT AREA	-	7.0%	7.9%	8.4%	-
% HISPANIC OF ALL RACES					
FIS AREA	-	9.1%	10.4%	11.8%	-
IMPACT AREA	-	8.0%	9.2%	10.4%	-
UNEMPLOYMENT					
FIS AREA	-	-	12.2%	-	-
IMPACT AREA	-	-	10.7%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING JEFFERSON IMPACT AREA	(CENSUS 2000) 29.4%	(2013 ACS) 37.8%	(2014 ACS) 47.2%	-	-

The FIS Area geographies are much smaller than a Census Block Group. With the exception of poverty status, the demographic data present data down-sampled from a Geographic Information System software program (ESRI) to match the demographic data to the FIS Area and Impact Area boundaries.

Poverty data were not accessible at a geographic smaller than Census Block Group. Race and ethnicity data were not available at the smaller geography for 2000.

ii. Base Map

JEF 2. Base Map



FIS Zone

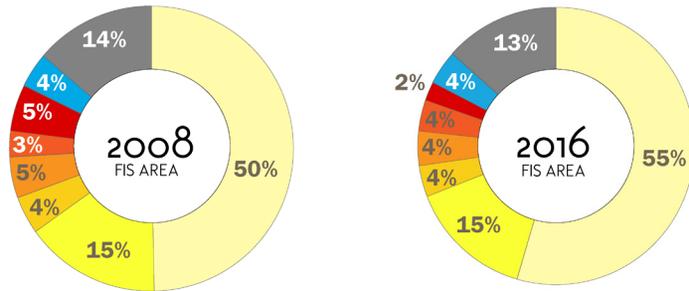
- Priority Area
- FIS Area
- Impact Area

- Boundary
- Park

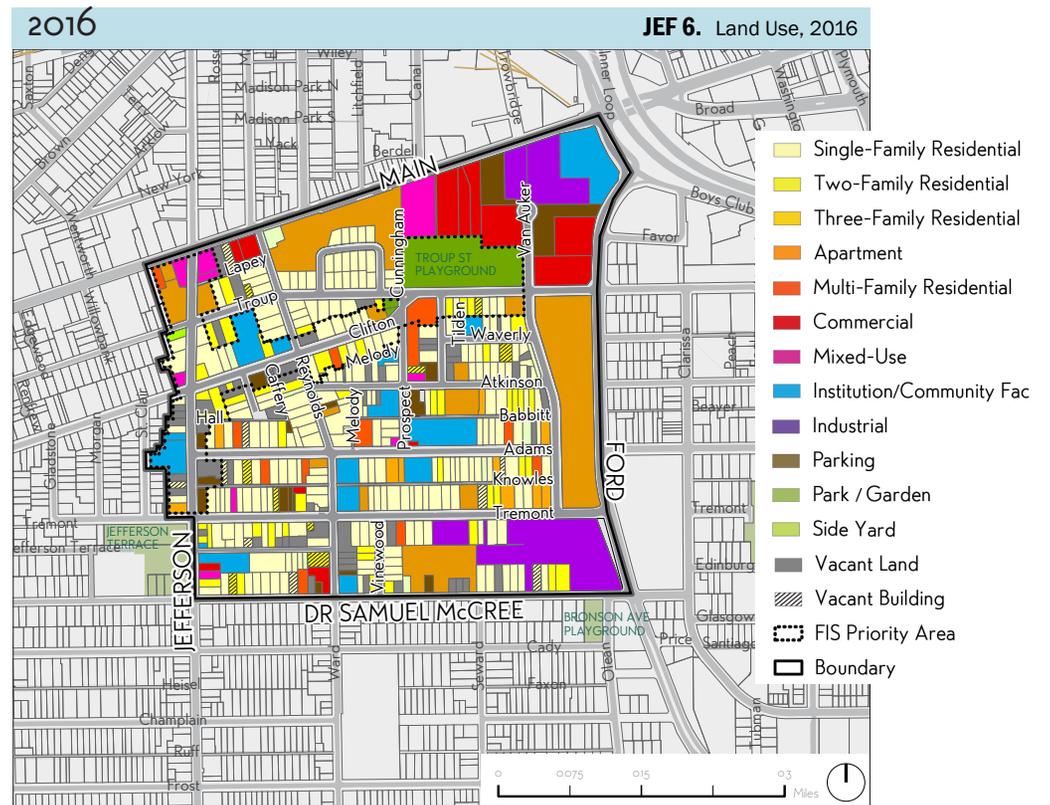
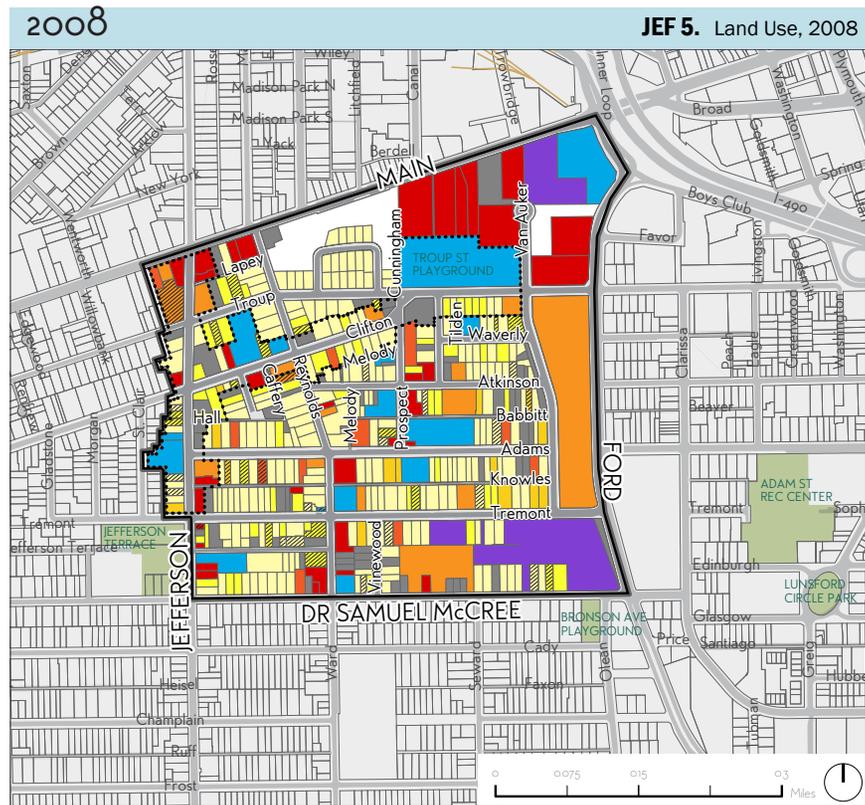
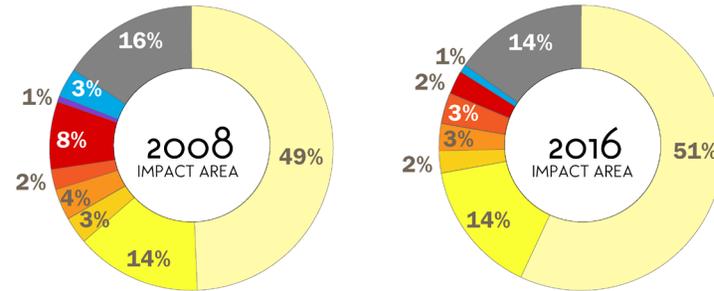
iii. Land Use

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

JEF 3. Land Use Composition in FIS Area, 2008-2016



JEF 4. Land Use Composition in Impact Area, 2008-2016

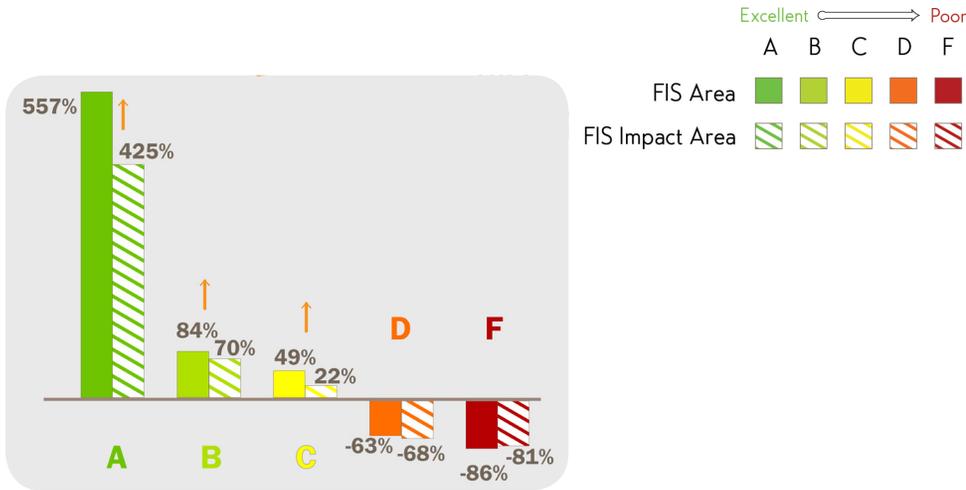


JEF-6

iv. Building Condition

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

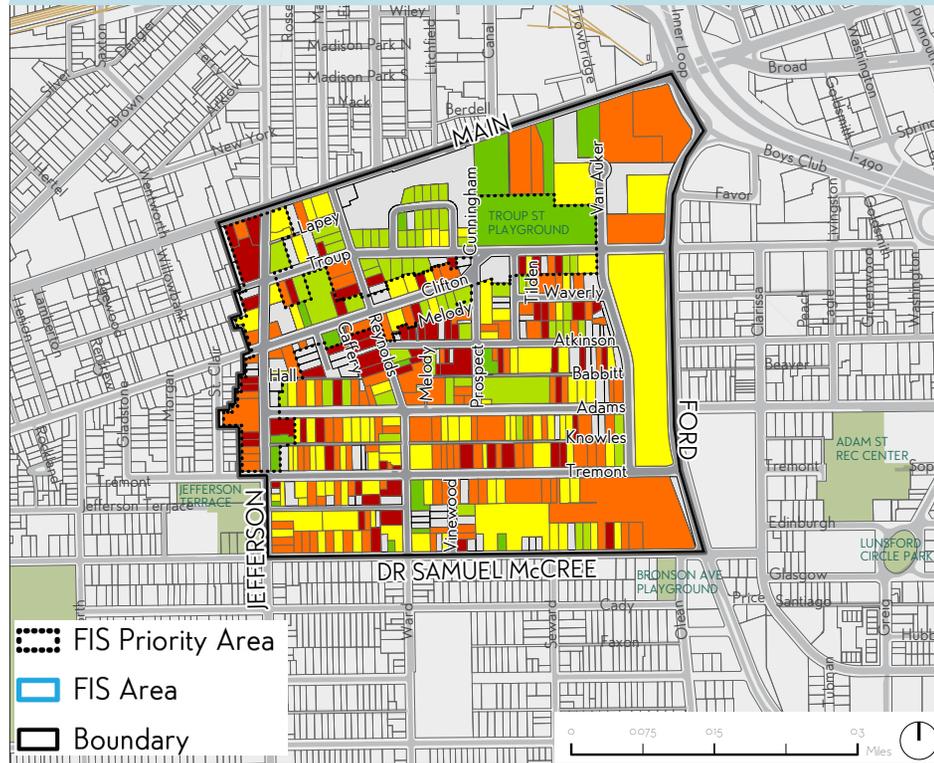
JEF 7. Change in Building Conditions between 2008 & 2016



JEF 8. Building Conditions data for FIS Area and Impact Area, 2008 & 2016

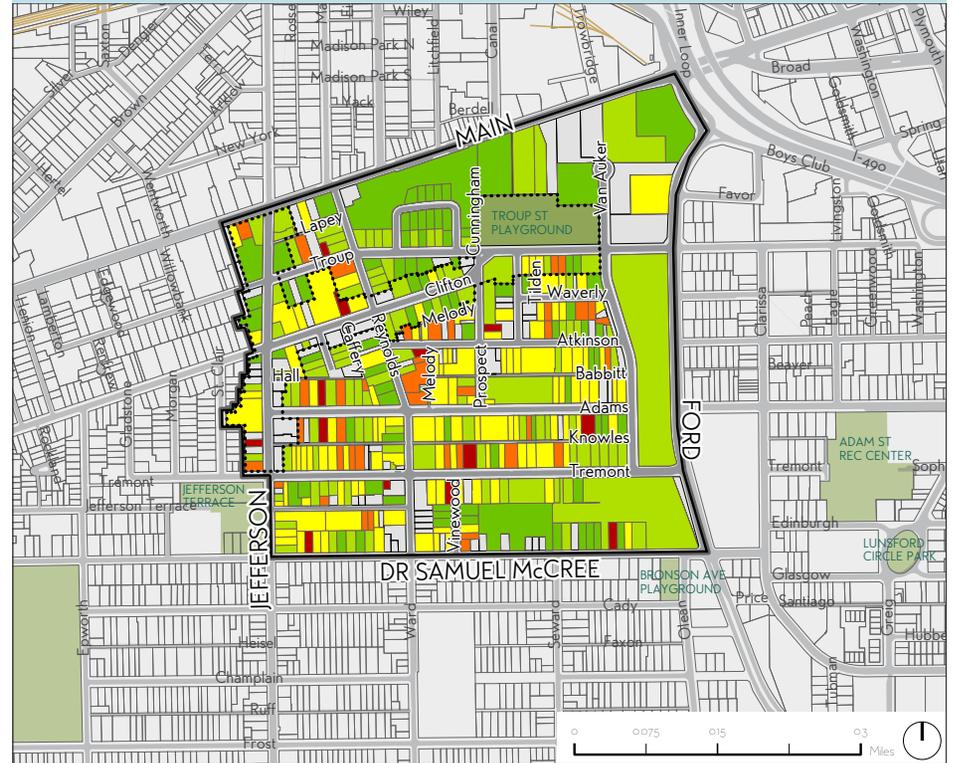
FIS AREA	2008		2016		CHANGE	
	COUNT	(%)	COUNT	(%)	COUNT	(%)
(BY PARCEL COUNT)						
A	7	3%	46	19%	39	557%
B	38	15%	70	29%	32	84%
C	59	24%	88	36%	29	49%
D	83	34%	31	13%	-52	-63%
F	59	24%	8	3%	-51	-86%
IMPACT AREA						
(BY PARCEL COUNT)						
A	16	4%	84	24%	68	425%
B	61	17%	104	29%	43	70%
C	97	27%	118	33%	21	22%
D	119	33%	38	11%	-81	-68%
F	69	19%	13	4%	-56	-81%

2008 **JEF 9.** Building Conditions, 2008



JEFFERSON

2016 **JEF 10.** Building Conditions, 2016

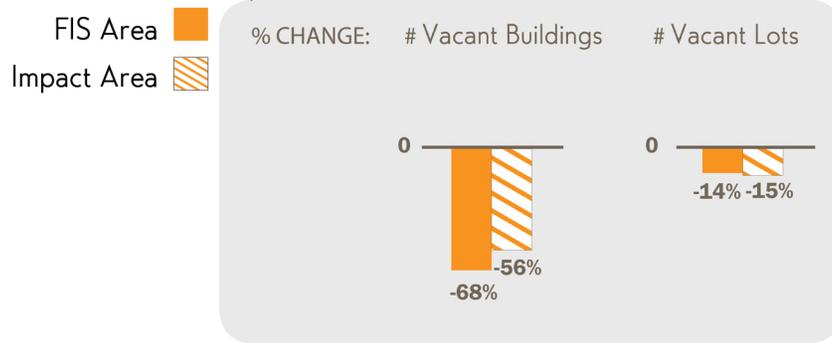


JEF-7

v. Vacancy

Source: Enterprise Community Partners 2008, Interface Studio Field Survey 2016

JEF 11. Change in Vacant Buildings & Lots 2008-2016

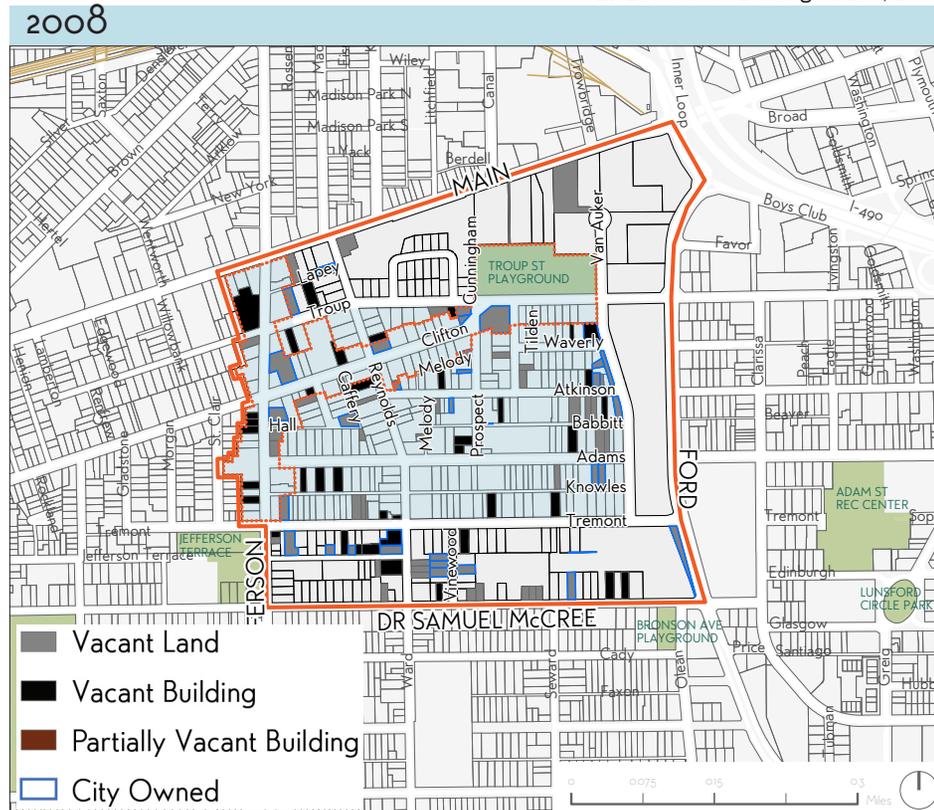


JEF 12. Vacancy data for FIS Area and Impact Area, 2008 & 2016

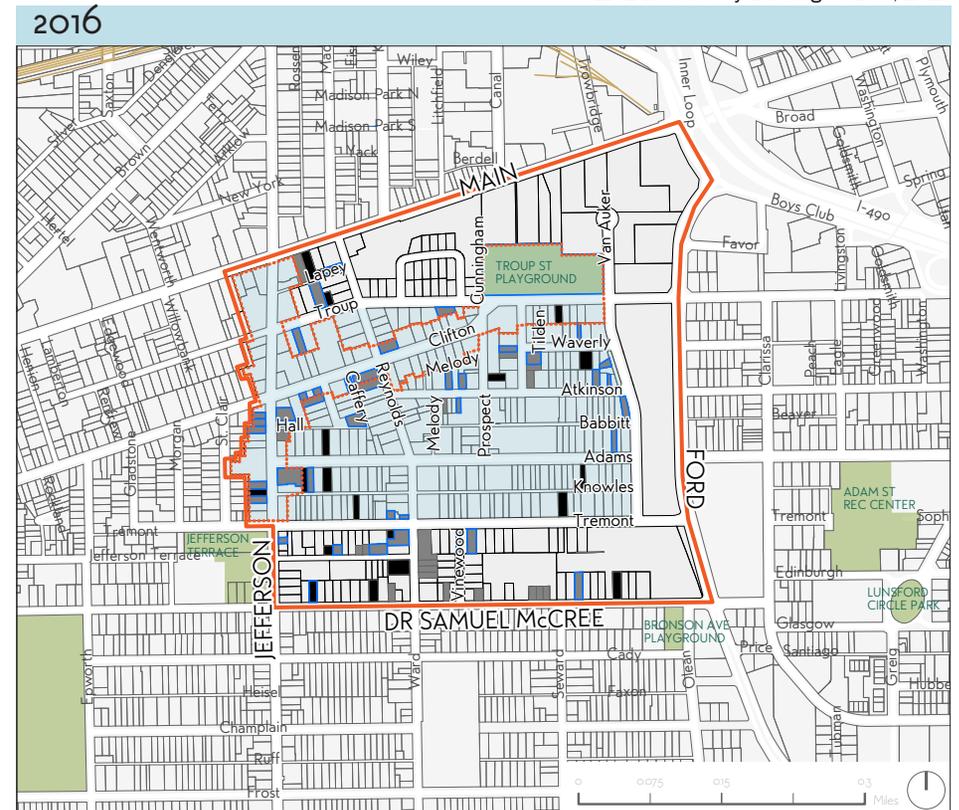
FIS AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	28	9	-19	-68%
VACANT LOT	42	36	-6	-14%

IMPACT AREA	2008	2016	CHANGE	
(BY PARCEL COUNT)	COUNT	COUNT	COUNT	(%)
VACANT BUILDING	39	17	-22	-56%
VACANT LOT	71	60	-11	-15%

JEF 13. Vacant Buildings & Lots, 2008



JEF 14. Vacancy Buildings & Lots, 2016



vi. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

 Owner Occupied

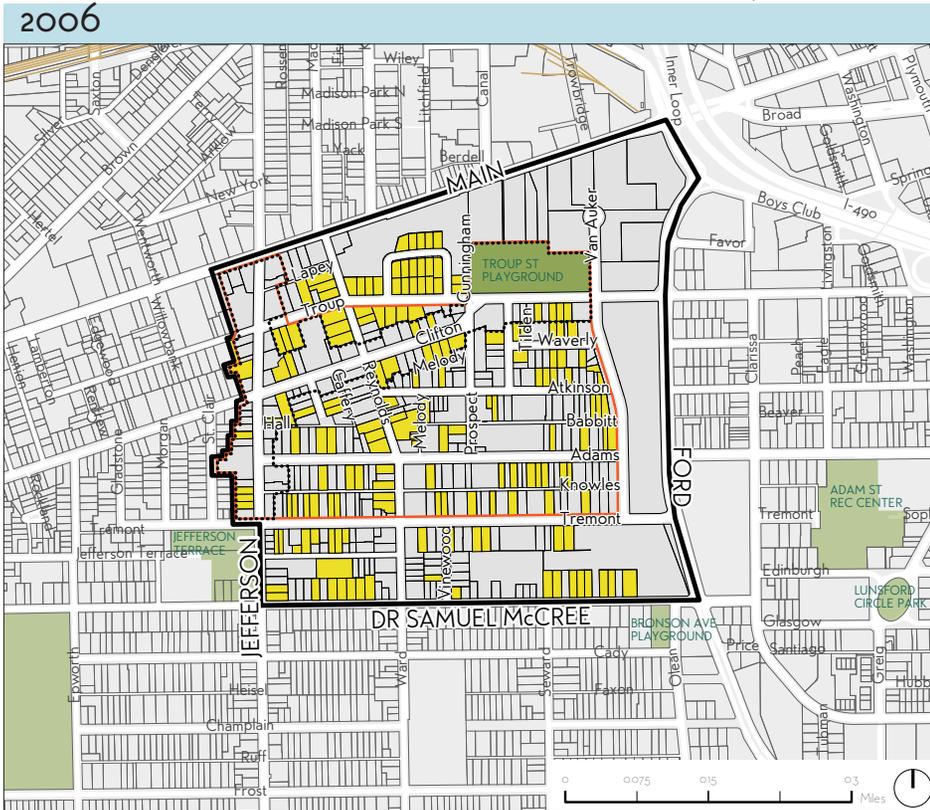
 FIS Priority Area

 FIS Area

50%= 169 parcels (Impact)

45%= 105 parcels (FIS)

JEF 15. Owner-Occupied Parcels in 2006

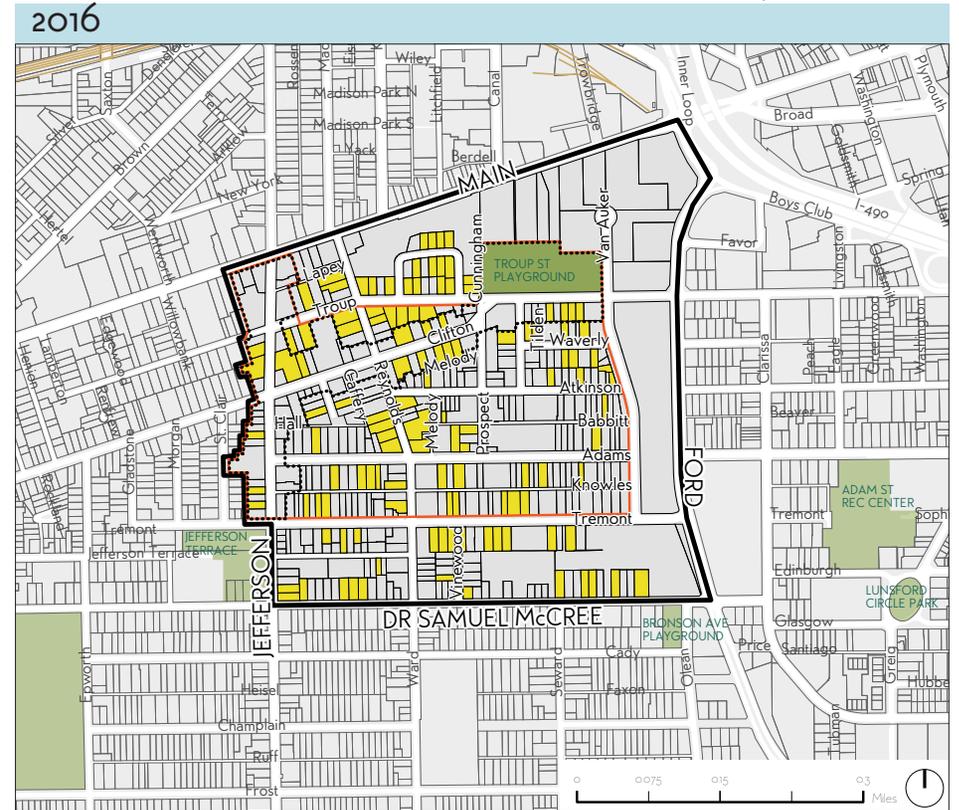


JEFFERSON

39%= 124 parcels (Impact)

35%= 78 parcels (FIS)

JEF 16. Owner-Occupied Parcels in 2016



JEF-9

vii. Recent Investments & Planned Developments

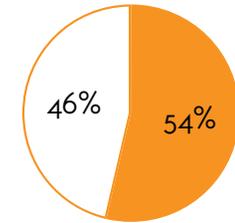
Source: City of Rochester, Rochester's Focused Investment Strategy - Building Conditions Status Report, 2014

JEF 17. Recent Investments & Developments as of May 2016

Count of FIS Projects in area & Housing Tenure, 2016

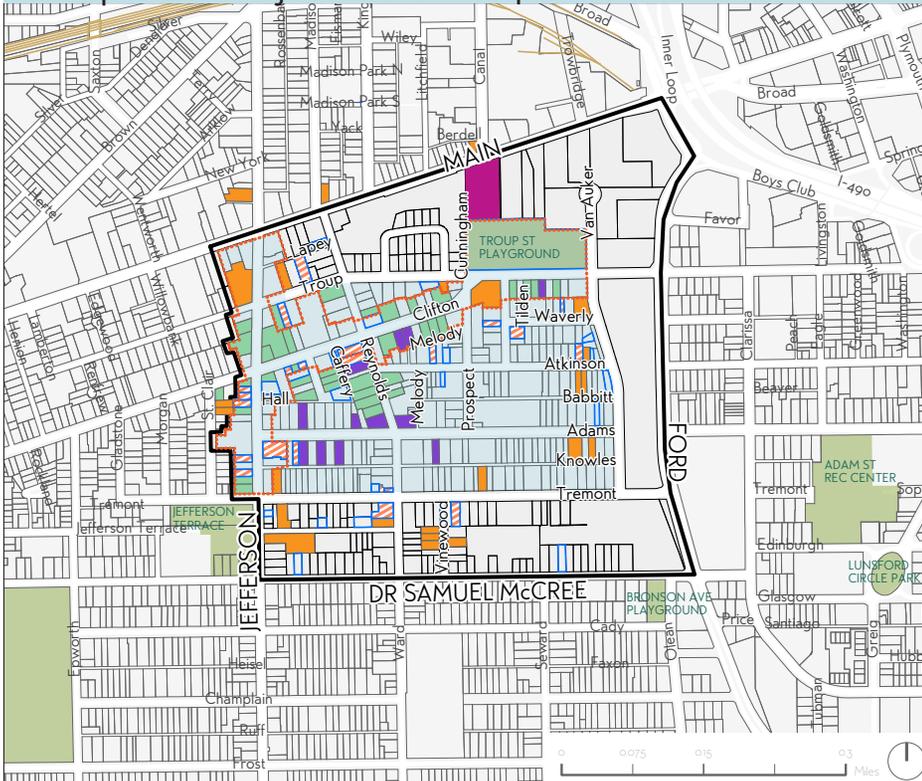
Type	FIS Priority Area	FIS Area	FIS Impact Area	All Area	Total %
Owner Occupied	22	15	0	37	54%
Renter Occupied	14	18	0	32	46%
Total FIS Projects per Zone	36	33	0	69	100%

■ Owner Occupied
 Renter Occupied



JEF 18. Recent Investments & Developments as of 2014

Completed Projects as of 2014



- Demolition
- Future Project
- New Construction
- Rehabilitation
- Vacant Lot Program
- Business Assistance
- City Owned
- FIS Priority Area
- FIS Area
- Boundary

Housing Rehab

Before



After



Hardy Park Apartments



Voters Block Community - Infill Development and West Main Street



JEFFERSON

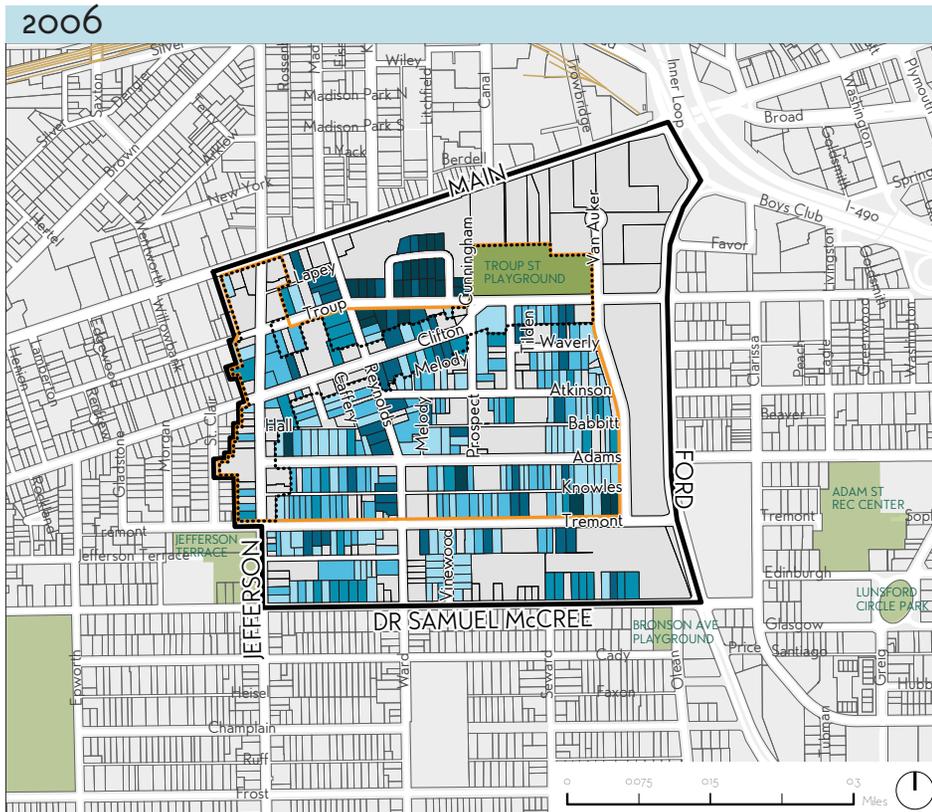
“There is a visible positive change in property appearance. You can tell something good is happening here as you drive through.”

- Survey Participant

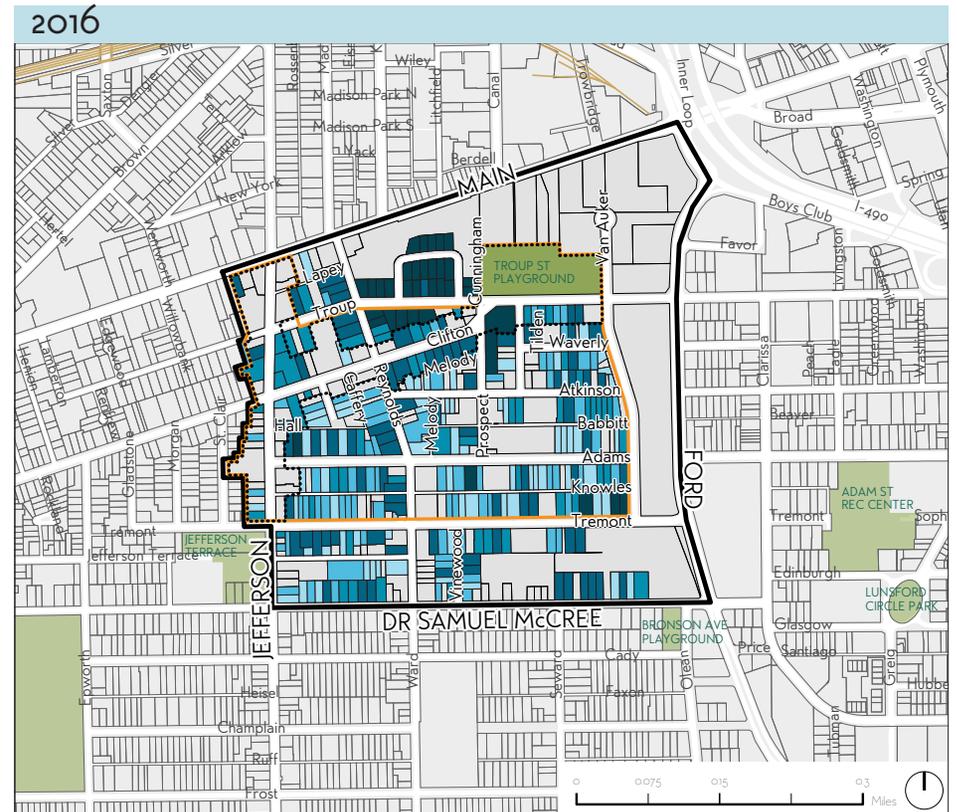
viii. Residential Assessed Value

Source: City of Rochester

JEF 19. Residential Assessed Value in 2006



JEF 20. Residential Assessed Value in 2016

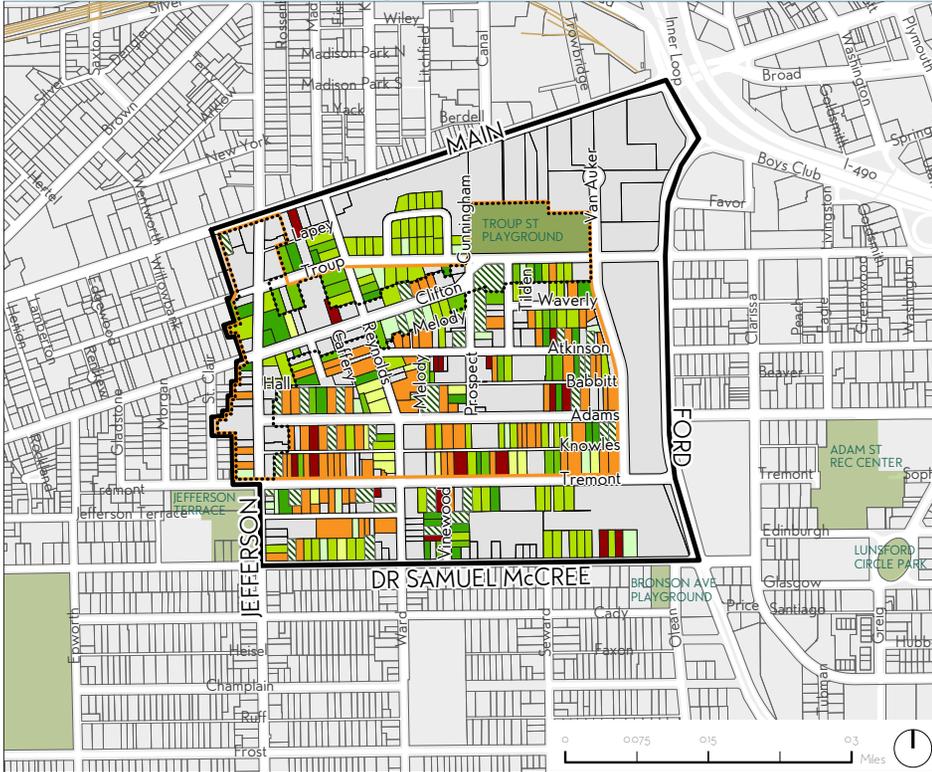


Assessed Value



JEF 21. Residential Assessed Value change between 2006 and 2016

Assessed Value Change between 2006 and 2016



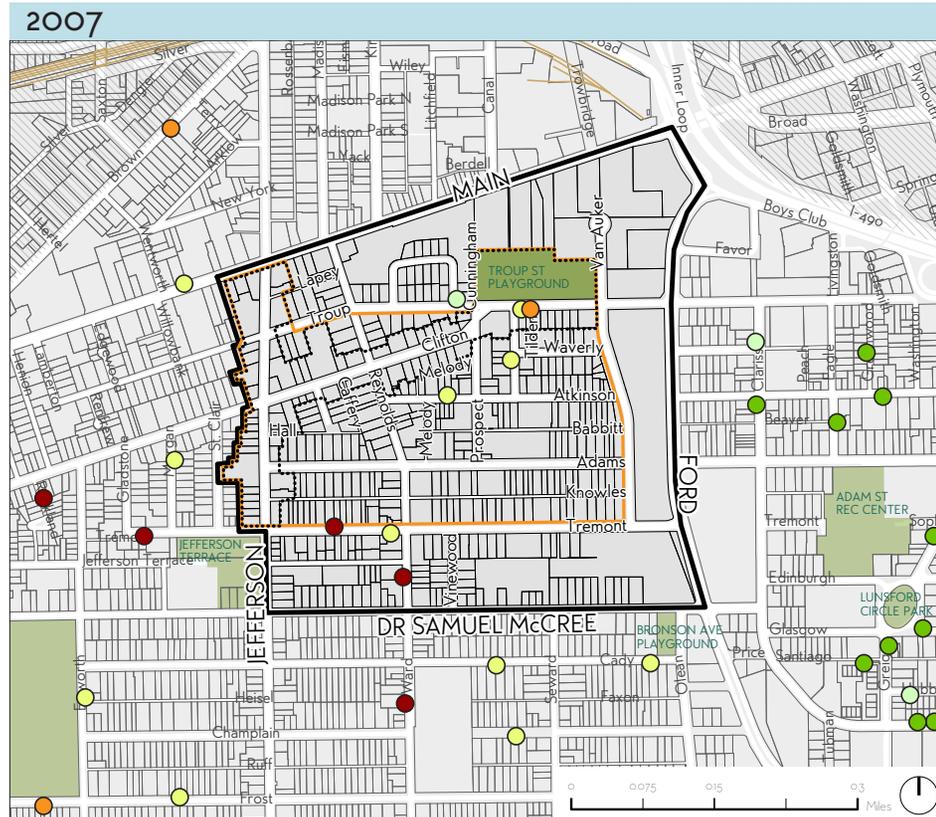
Percent Change in Residential Assessed Value

- -90% to -25%
- -24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- ▨ No value in 2006

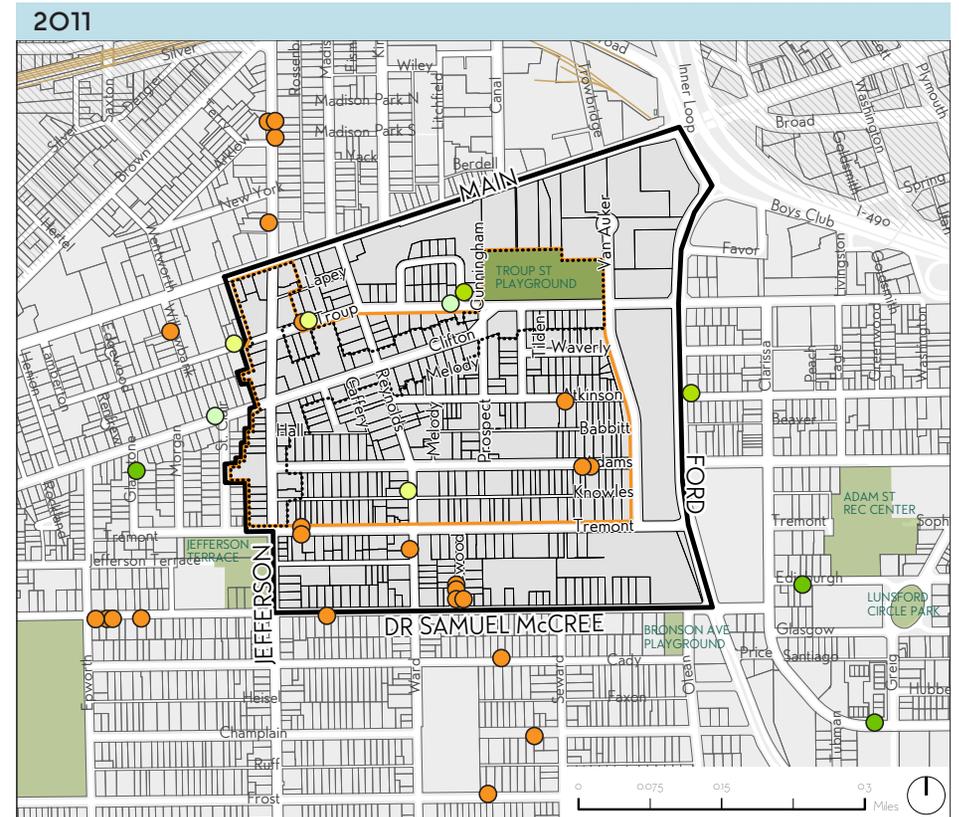
ix. Residential Sales by Price

Source: CoreLogic

JEF 22. Residential Sales in 2007



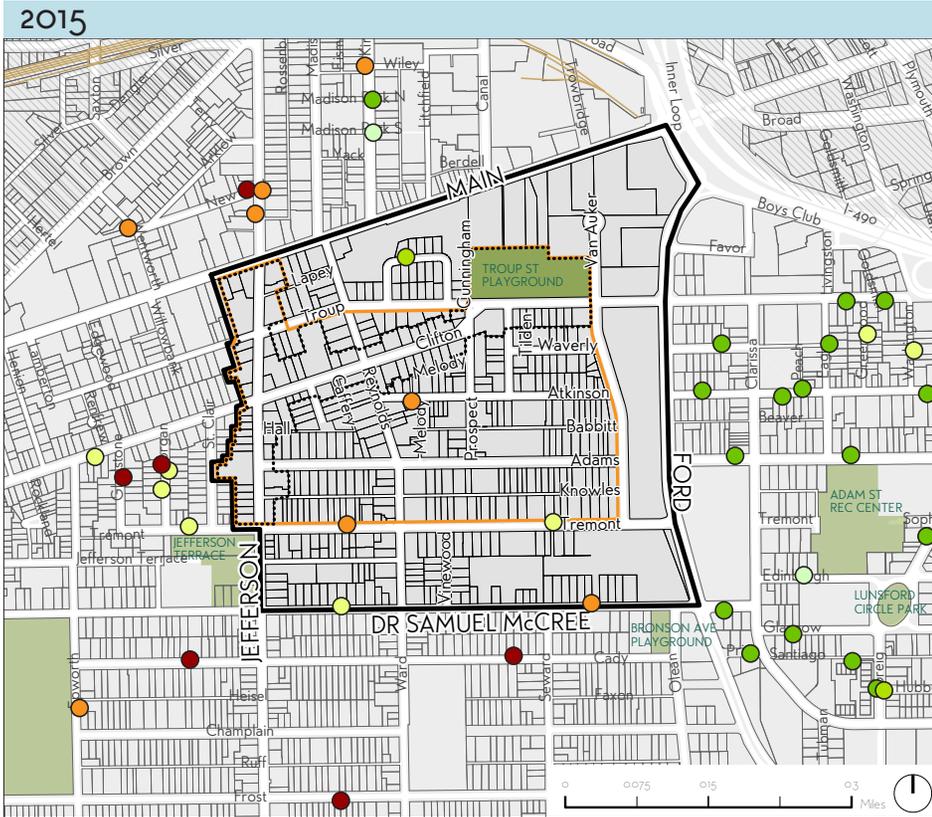
JEF 23. Residential Sales in 2011



Residential Sale Price

- Less than \$20,000
- \$20,001 - \$30,000
- \$40,001 - \$60,000
- \$60,001 - \$80,000
- \$80,001 - \$100,000
- More than \$100,000
- ▨ No Data Displayed

JEF 24. Residential Sales in 2015



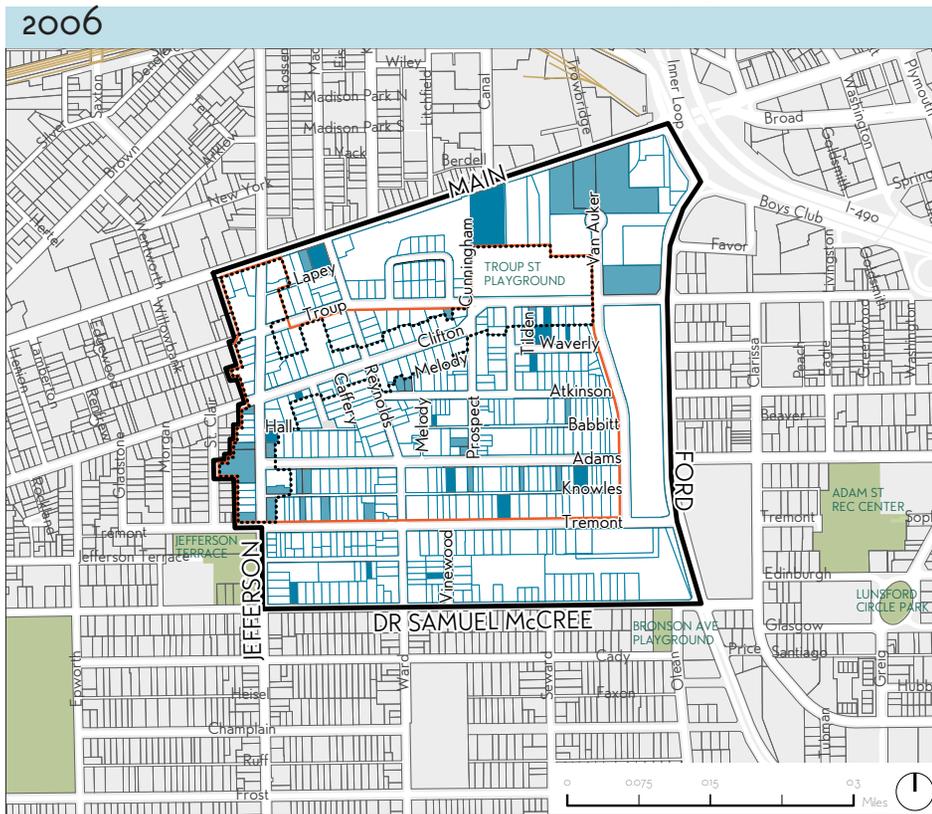
x. Property Owner Locations

Source: City of Rochester 2006 and 2016

- In Rochester
- In State
- Out of State
- Out of Country

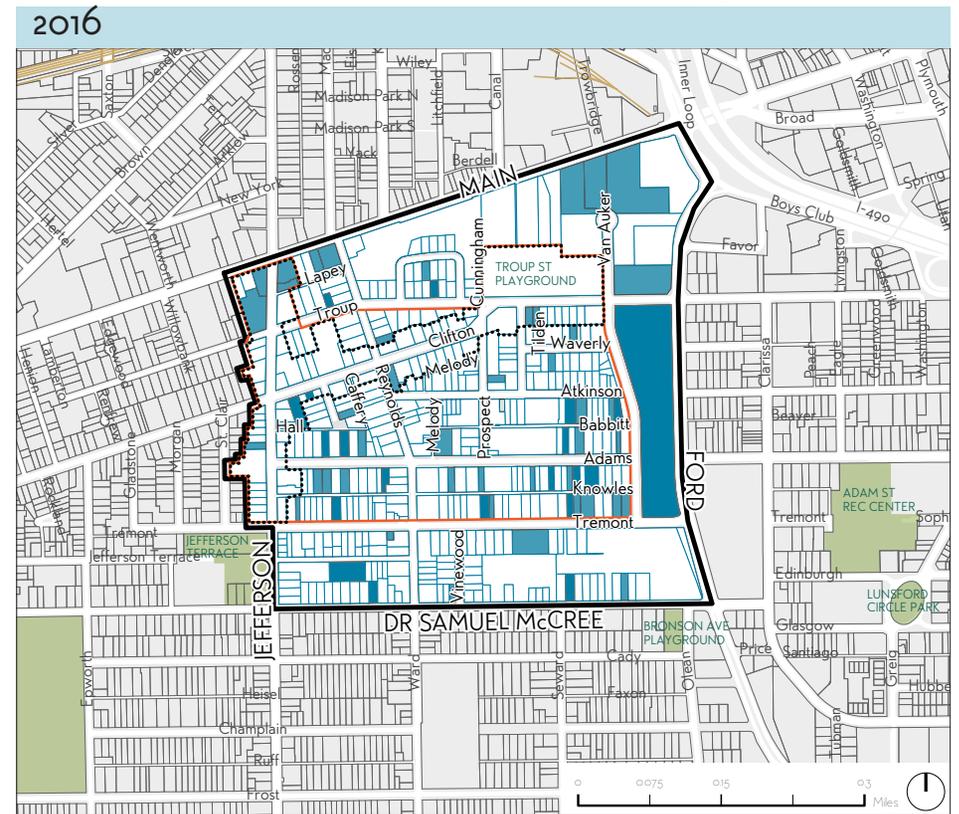
FIS		IMPACT	
2006	2016	2006	2016
90%=300	85%=257	91%=459	86%=394
7%=23	11%=23	6%=28	9%=43
3%=10	5%=14	3%=15	4%=20
0%=0	0%=0	0%=0	0%=0

JEF 25. Property Owner Location in 2006



JEF-16

JEF 26. Property Owner Location in 2016



xi. Crime Trends 2005-2015 & Crime Heat Maps

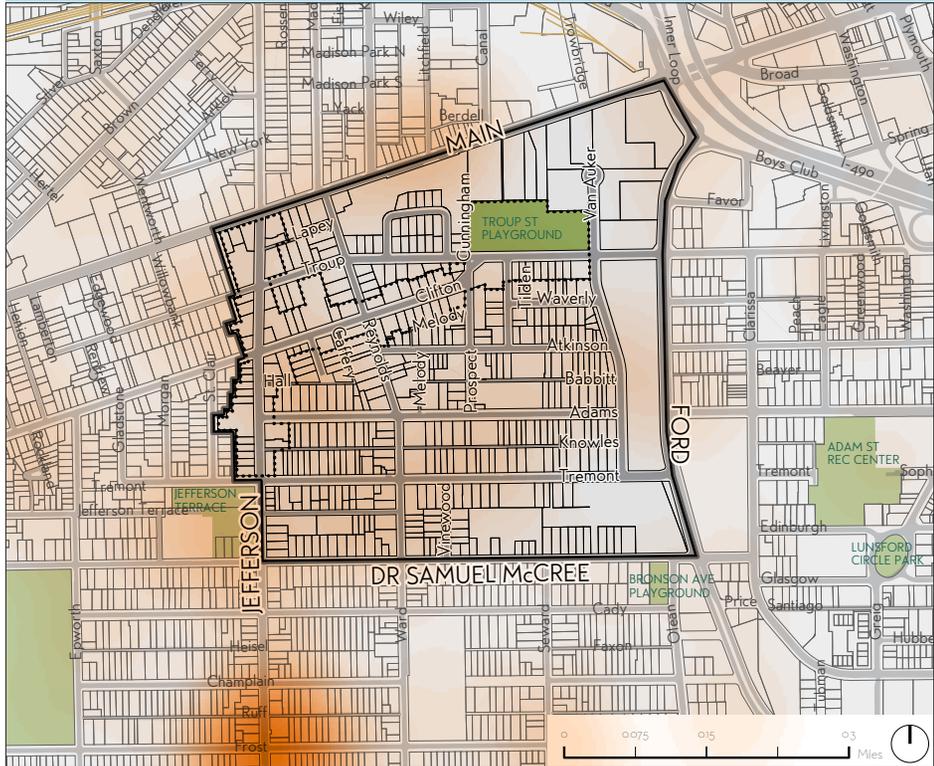
Source: Rochester Police Department, April 2016



JEF 27. Crime Trends by Type, 2005- 2015

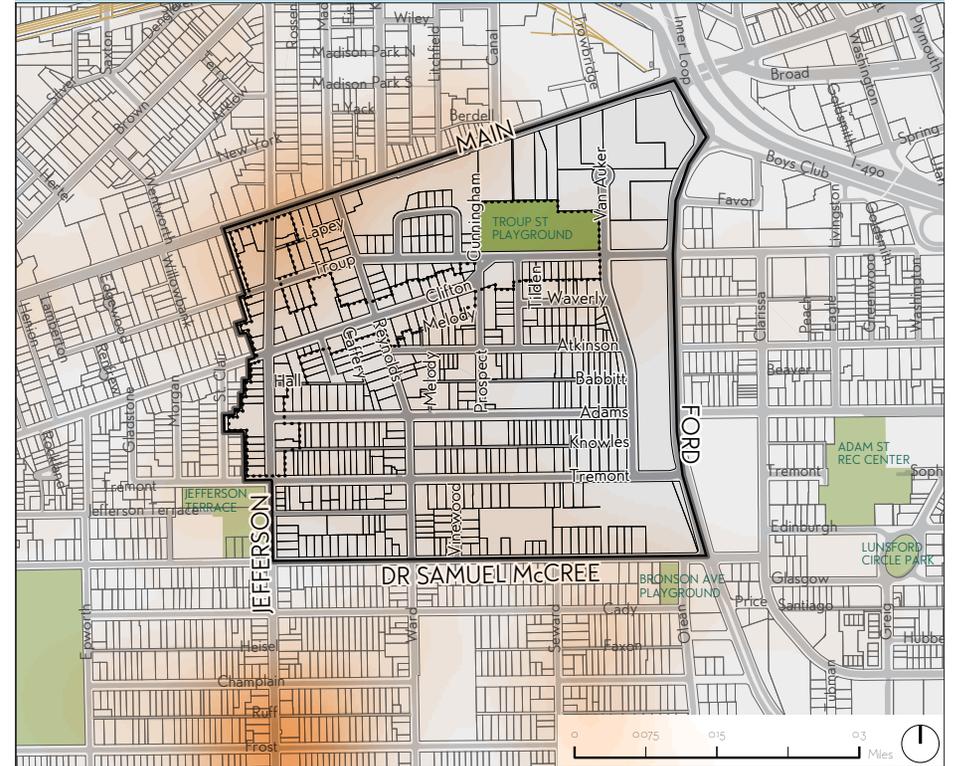
- Part 1 Violent Crime
 - Murder
 - Rape, forcible
 - Robbery
 - Aggravated assault
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Mv theft
- Vice A & B
 - Narcotics
 - Gambling
 - Prostitution

2008 JEF 28. Violent Crime Heat Map, 2008



JEFFERSON

2015 JEF 29. Violent Crime Heat Map, 2015



JEF-17

(cont.) Crime Heat Maps

Source: Rochester Police Department, April 2016

Density of Crime Incidents

■ Part 1 Property Crime

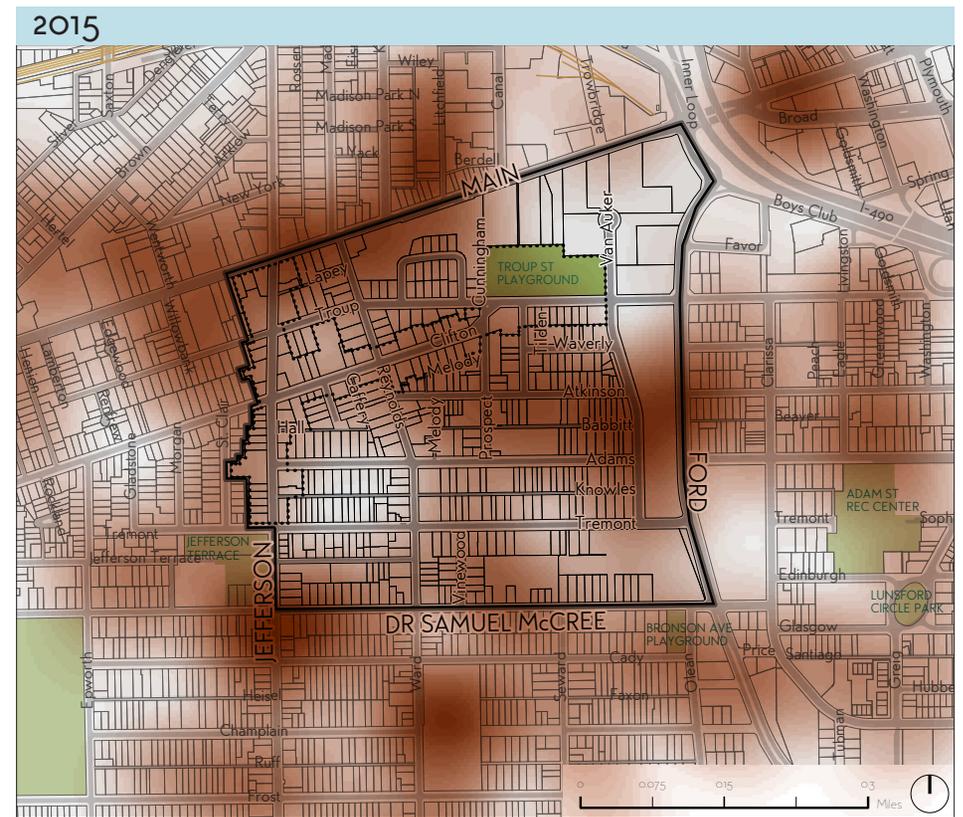
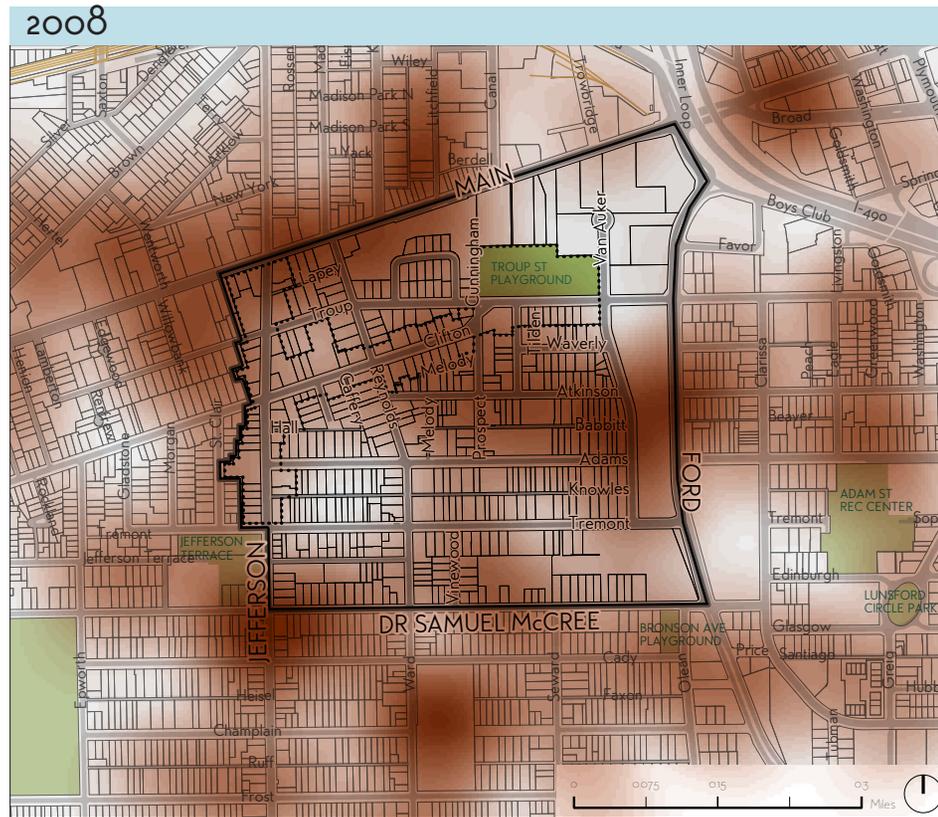
Burglary

Larceny

Motor Vehicle Theft

JEF 30. Property Crime Heat Map, 2008

JEF 31. Property Crime Heat Map, 2015

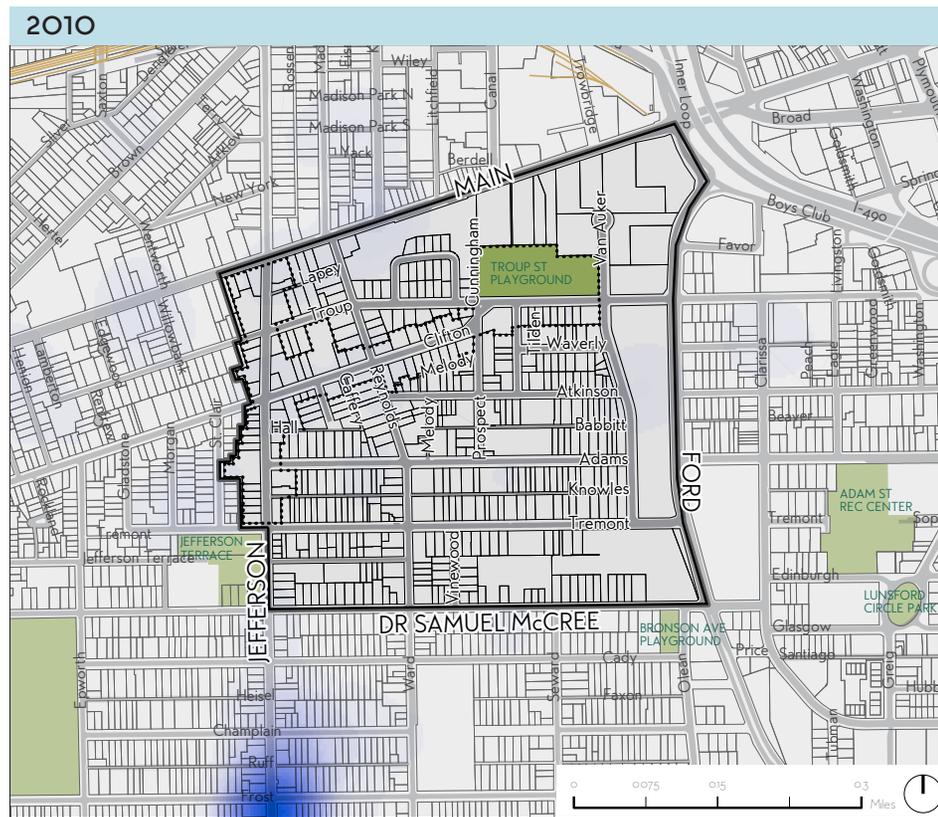


JEF-18

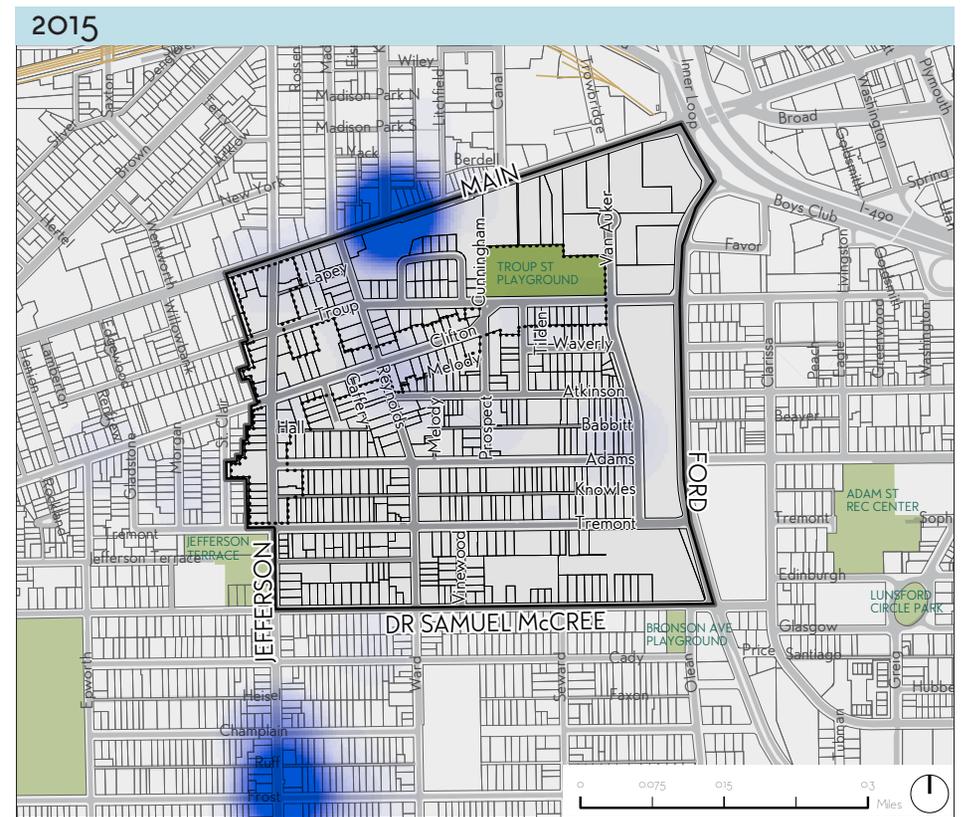
Density of Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution

JEF 32. Vice Calls for Service Heat Map, 2010



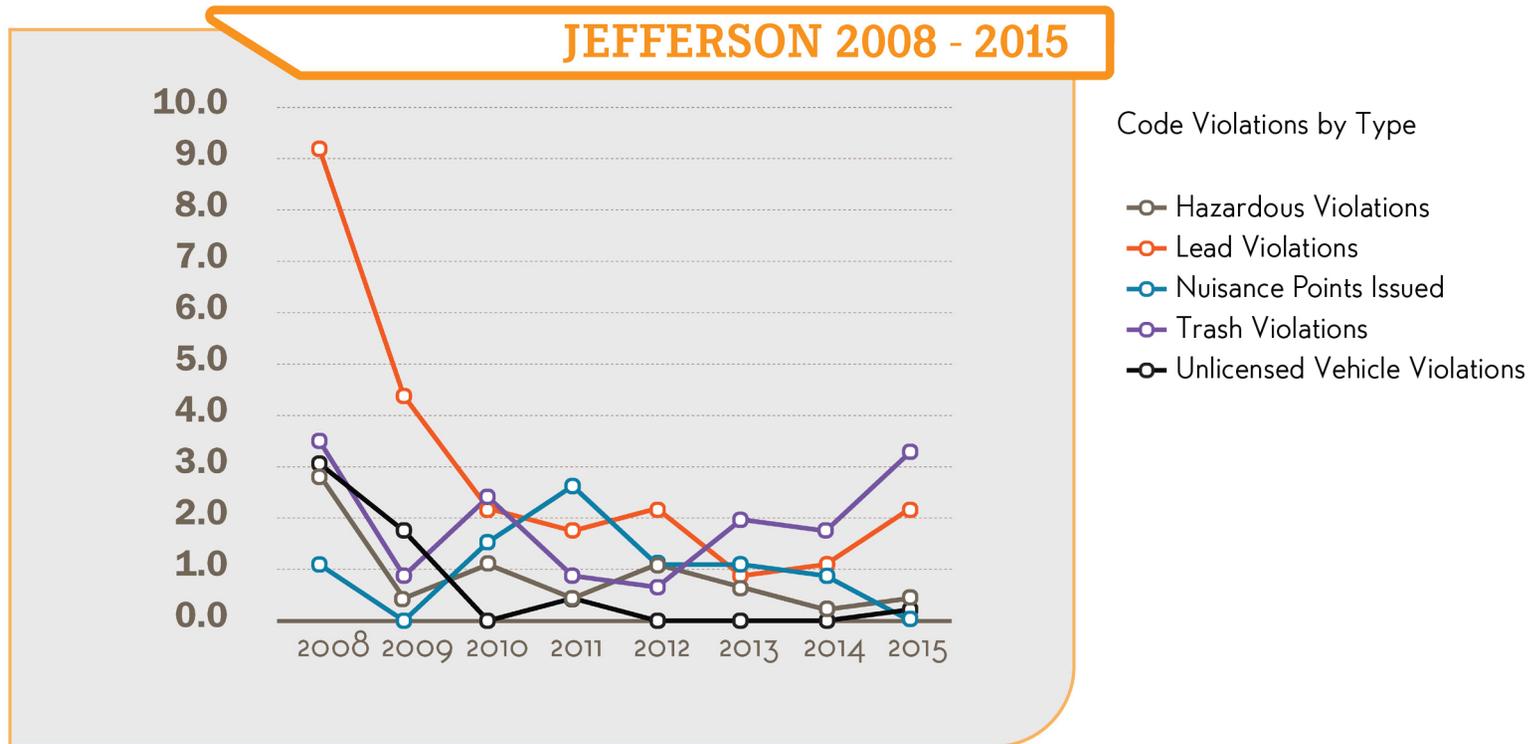
JEF 33. Vice Calls for Service Heat Map, 2015



xii. Code Violations

JEF 34. Rate of Code Violations by Type 2008 - 2015

VIOLATIONS PER 100 PROPERTIES



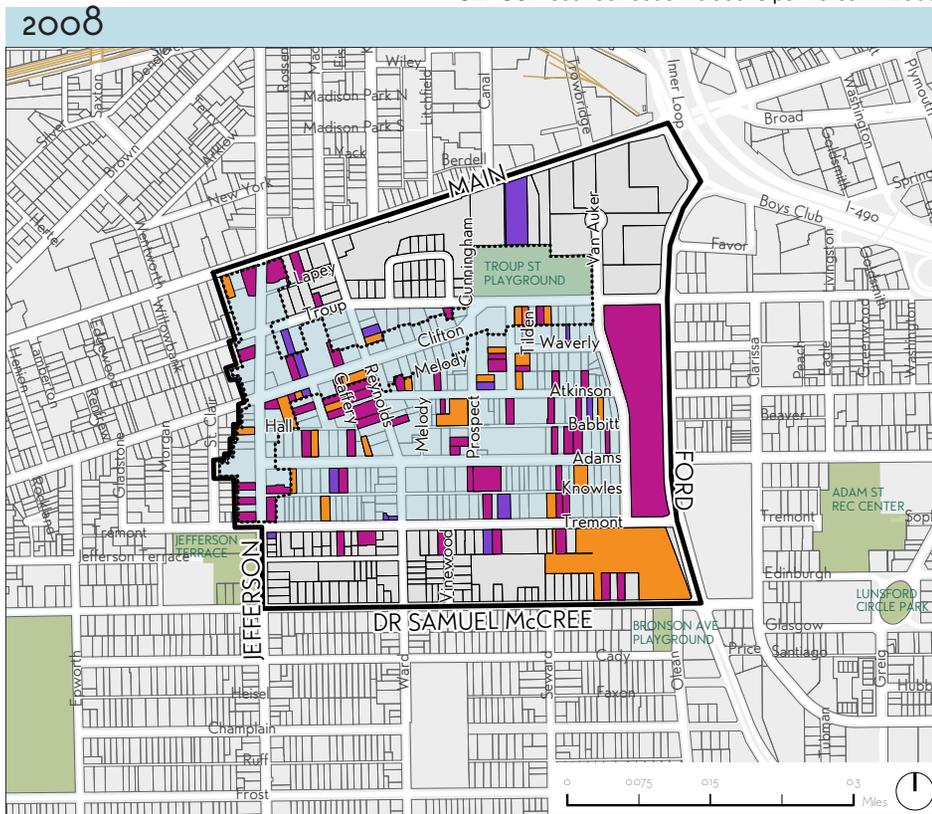
JEF 35. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	13	2	5	2	5	3	1	2
LEAD VIOLATION	42	20	10	8	10	4	5	10
NUISANCE ISSUED	5	0	7	12	5	5	4	0
TRASH VIOLATION	16	4	11	4	3	9	8	15
UNLICENSED VEHICLE VIOLATION	14	8	0	2	0	0	0	1

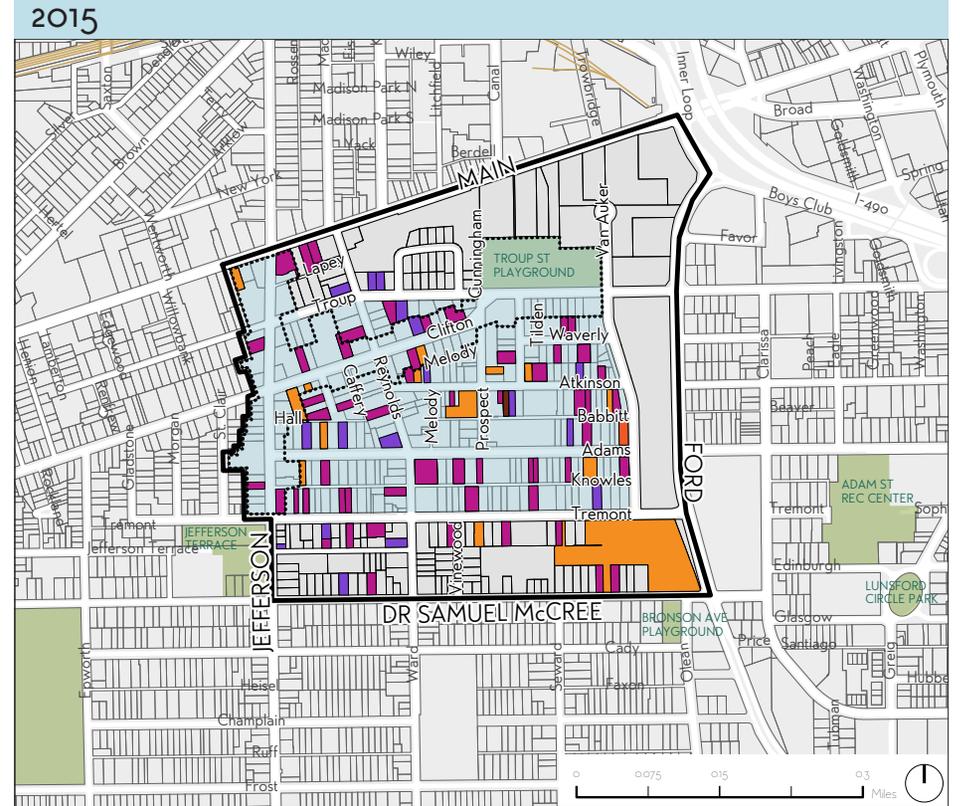
-85% between 2008-2015

-76% between 2008-2015

JEF 36. Count of Code Violations per Parcel in 2008



JEF 37. Count of Code Violations per Parcel in 2015



Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

xiii. Summary



Notable progress or achievement of goal



Limited change or progress toward goal



Regressed or lost ground

Evaluation of Progress Toward FIS Goals

PROGRAM GOALS	IMPROVE LOCAL HOUSING MARKET AND NEIGHBORHOOD VITALITY	INCREASE PROPERTY VALUES (ASSESSED RESIDENTIAL VALUE)
JEFFERSON		
Major Projects or Program Accomplishments	<p>Built or renovated 69 homes; 102 new units added through tax credit developments</p> <p>Softer market required price reductions</p>	Area with significant issues at outset of FIS kept pace with City in increased assessed residential values
Comparison to City Average	Median sale price fell (-50%); city experienced increases	+16% nearly equivalent to +18% for city
Comparison to Control Areas	<i>Inconclusive; control area results were extremely varied</i>	Range of assessed values comparable to control areas; rate of median increase far surpassed (0%, +4%, +7%)



MAXIMIZE IMPACT OF FEDERAL FUNDS

EMPOWER NEIGHBORS AS ACTIVE PARTICIPANTS

MAXIMIZE NUMBER OF RESIDENTS BENEFITING BEYOND THE DIRECT RECIPIENTS



\$29.3M leveraged; Voters Block, Hardy Apartments, Jefferson Avenue streetscape improvements

Changing of the Scenes Neighborhood Association strengthened and remains active today
Community and church-driven programming ongoing

Improvements to Jefferson Avenue and Troup Street Park benefit all

N/A

N/A

Reductions in violent and property crime rates out-paced city; Vice calls for service doubled, reflecting new vigilance and reporting by organized community members

N/A

N/A

Out-performed 2/3 control areas in violent crime and vice calls for service; out-performed 1 in property crime



FIS EVALUATION
APPENDIX VIII

**CONTROL
AREAS**

VIII. MAPPING CHANGE IN THE CONTROL AREAS

TABLE OF CONTENTS

- i. Introduction
- ii. Emerson & Sherman
- iii. Clifford & Clinton
- iv. Olean & Champlain

I. INTRODUCTION

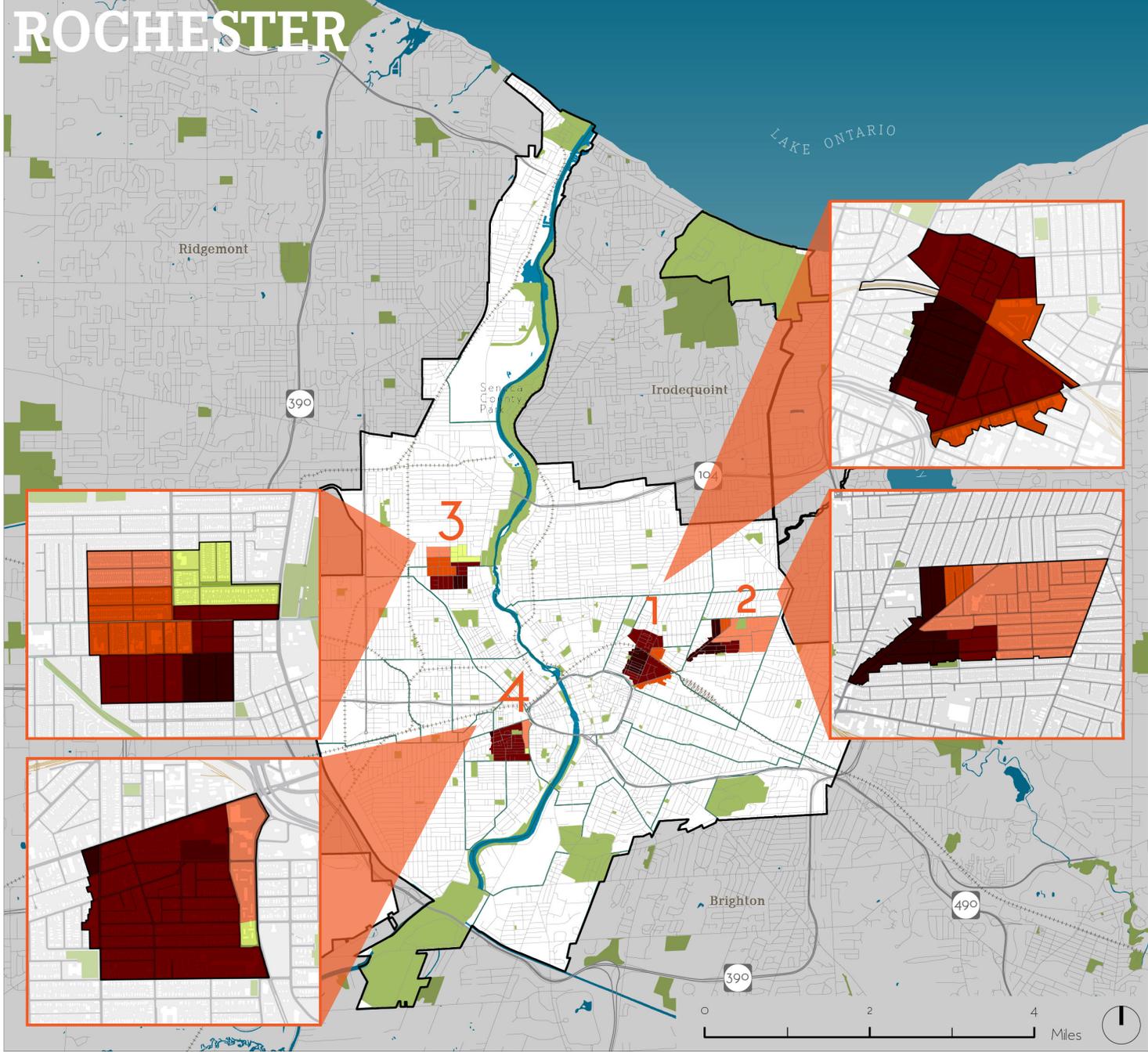
To help measure and evaluate change in each FIS area and contextualize revitalization progress, the study also tracks change in three “Control Areas,” or areas that did not receive FIS dollars. The consultant team worked with the Steering Committee to select three control areas that are comparable in size to the four FIS areas and that were, to the extent possible, comparable in existing conditions at the outset of the FIS program.

To determine existing conditions at the outset of the FIS program, the study referred back to the 2006 Neighborhood Classifications, which were published with the 2007 *Citywide Housing Market Study*. Those neighborhood classifications were based on a synthesis of data indicators (vacancy, code violations, median income, homeownership, assessed value, building permits, violent crime, and property crime), which resulted in a scale of block conditions (exceptional, stable, transitional high, transitional low, depreciated, and distressed).

The 2006 block compositions of the FIS areas were as follows:

- **Marketview Heights:** majority depreciated, with some areas distressed, and some areas transitional low
- **Beechwood:** majority transitional high, with distressed conditions along Webster Avenue, branching into the neighborhood with blocks that were depreciated and transitional low
- **Dewey Driving Park:** very mixed, with almost equal parts stable, transitional high, transitional low, depreciated, and distressed
- **Jefferson:** majority depreciated, with a sliver of transitional high along the eastern edge

CA 1. 2006 Neighborhood Classifications of FIS Areas



- FIS Area
- 1 Marketview Heights
- 2 Beechwood
- 3 Dewey Driving Park
- 4 Jefferson

2006: Neighborhood Classifications

- Exceptional
- Stable
- Transitional High
- Transitional Low
- Depreciated
- Distressed
- Park
- Water

Control Area Selection

The control areas selected for the FIS Evaluation are named for key intersections within each area:

- **Emerson & Sherman:** located adjacent to the southwest of the Dewey Driving Park FIS Area, this pocket of the city hosted a mix of transitional high, transitional low, depreciated, and distressed blocks back in 2006
- **Clifford & Clinton:** located mid-way between the Dewey Driving Park and Marketview Heights FIS areas, the southern part of this area was distressed in 2006 with depreciated and transitional low areas in its northern half
- **Olean & Champlain:** located immediately to the south of the Jefferson FIS Area, this portion of the city was mostly depreciated in 2006, with some distressed blocks at its southern edge

Two of the three control areas experienced some investment (public or private) during the FIS years, providing opportunity to compare and contrast the impacts or ripple effects of such investments. In the Clifford & Clinton control area, El Camino Recreational Trail was built with \$1.5 million in federal, state, city, and private dollars. Ibero-American Development Corporation developed El Camino Estates, an affordable rental development of 50 units built in two phases, while also undertaking Project HOPE, funded by the Greater Rochester Health Foundation, to improve health and well-being in the community through resident engagement and action.

At the edge of the Olean & Champlain control area, Carlson Commons was constructed through a federal HOPE VI grant awarded to the Rochester Housing Authority. The Cornerstone Group developed the 77 homes and townhomes, and Providence Housing manages the development.

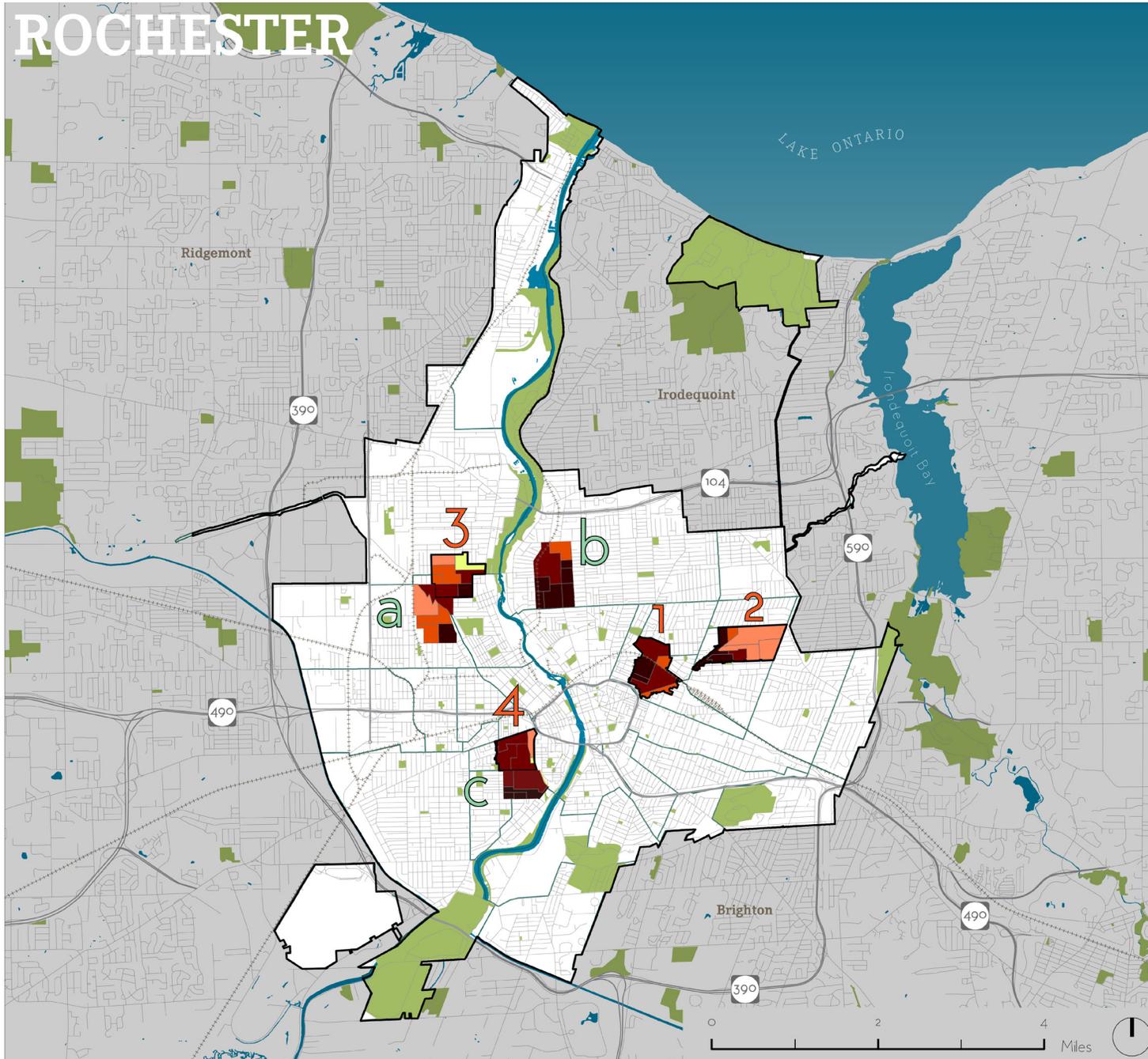
Available Data for Comparison

Since the control areas were not under study at that outset of the FIS program, the historic data available for comparison over time is more limited, and includes:

- Percent Change in Residential Assessed Value, 2006 – 2016
- Residential Sales by Price, 2007, 2011, 2015
- Owner Occupancy, 2006 and 2016
- Long Distance Landlords, 2016
- Crime Trends, 2005 – 2015
- Crime Heat Maps, 2008 and 2015
 - Violent Crime: Murder, Rape, Robbery, Aggravated Assault
 - Property Crime: Burglary, Larceny, Motor Vehicle Theft
- Vice Calls for Service Heat Maps, 2010 and 2015
 - Narcotics, Gambling, Prostitution
- Code Violations, 2008 and 2015

No field survey data on land use, vacancy, or building condition were available for analysis.

CA 2. 2006 Neighborhood Classifications of FIS Areas and Selected Control Areas



- FIS Area

- 1 Marketview Heights
- 2 Beechwood
- 3 Dewey Driving Park
- 4 Jefferson

- Control Group

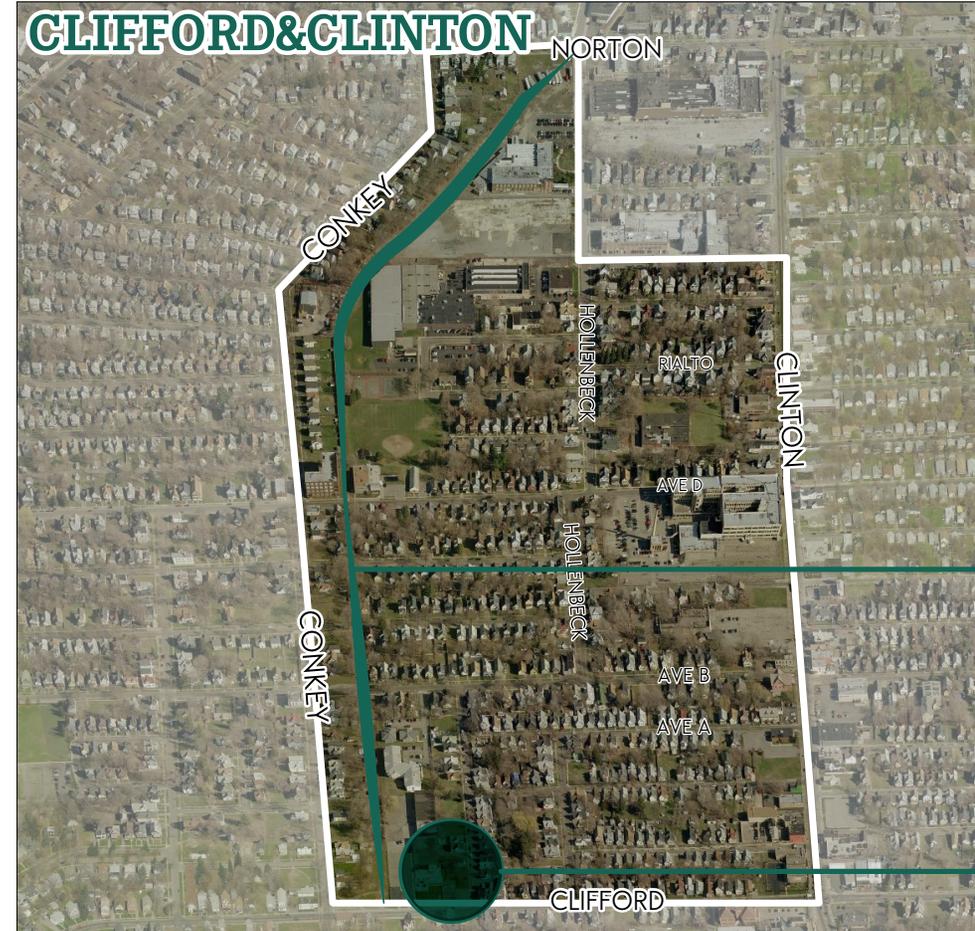
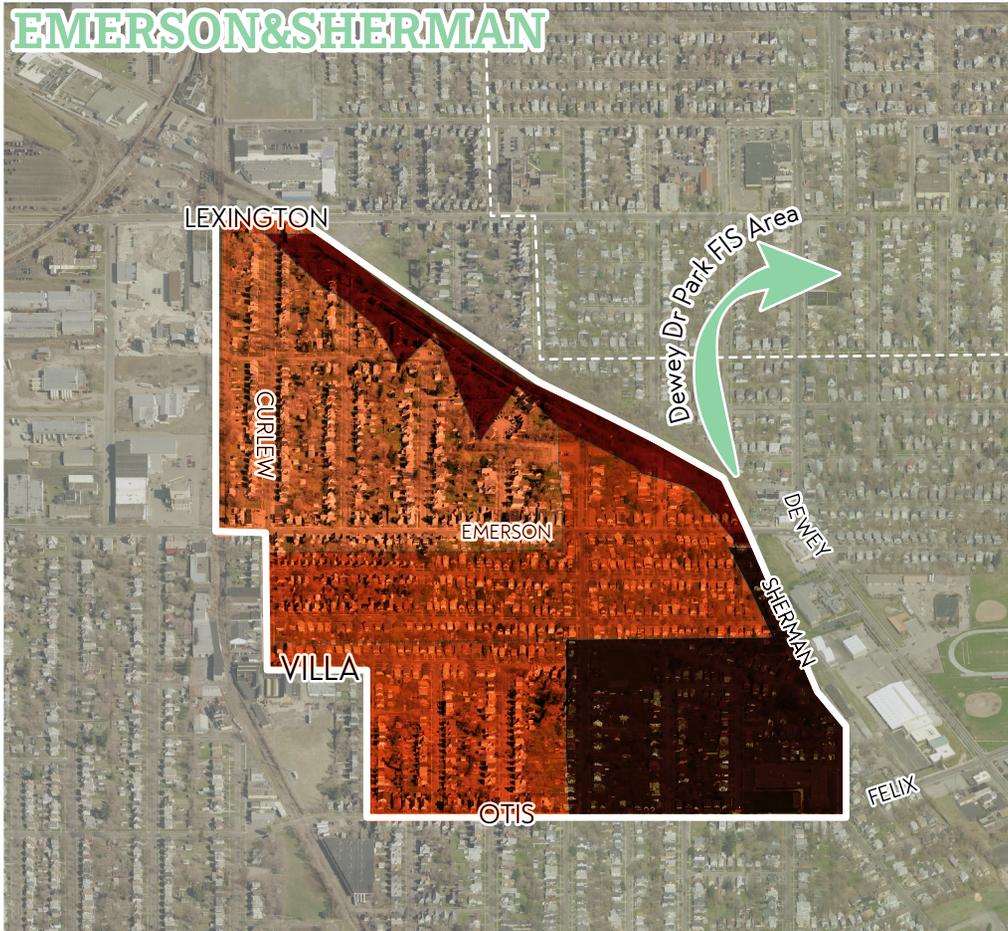
- a Emerson & Sherman
- b Clifford & Clinton
- c Olean & Champlain

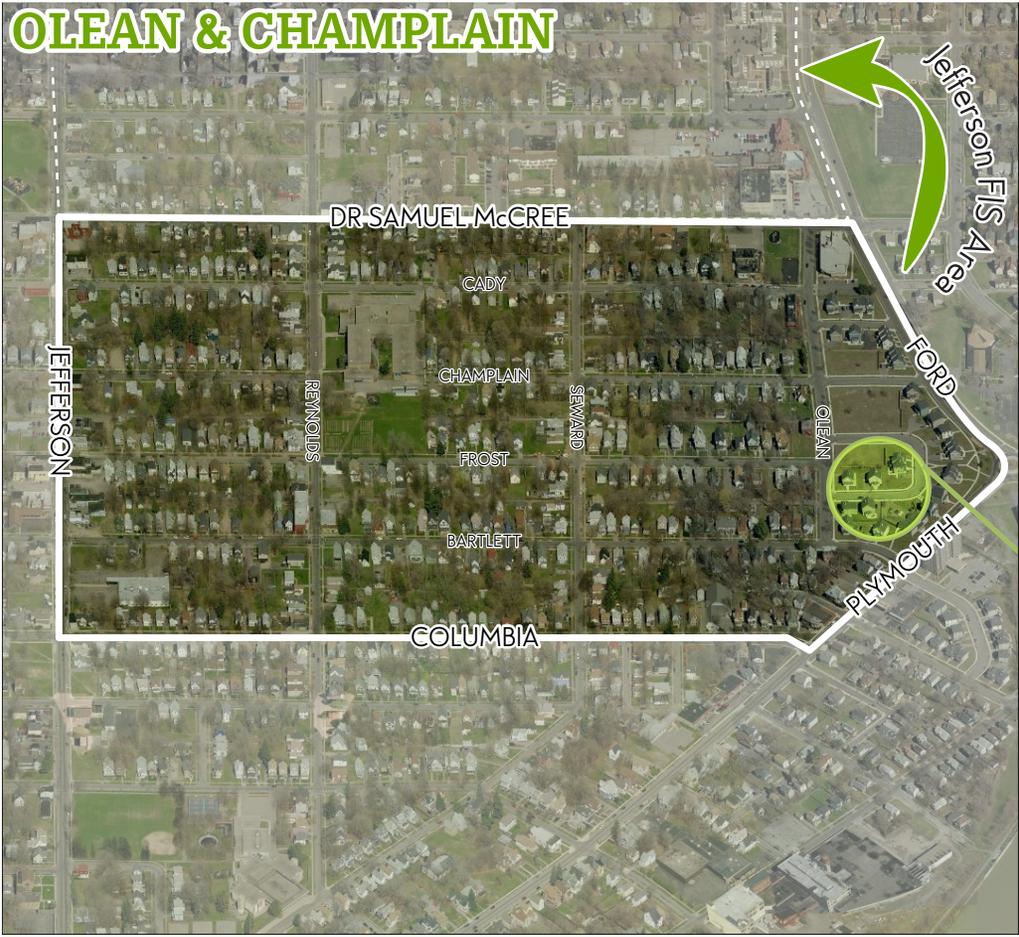
2006: Neighborhood Classifications

- Exceptional
- Stable
- Transitional High
- Transitional Low
- Depreciated
- Distressed
- Park
- Water

CONTROL AREAS

CA 3. Aerial maps of selected control areas





State Investment:



Non-Profit Investment:
El Camino Estates
(IBERO)

Investment from
Providence Housing



• Adjacent to Jefferson
FIS Area

II. EMERSON & SHERMAN CONTROL AREA

- a. Demographic Profile
- b. Base Map
- c. Percent Change in Residential Assessed Value, 2006-2016
- d. Residential Sales by Price, 2007, 2011 & 2015
- e. Owner Occupants, 2006 & 2016
- f. Property Owner Locations, 2006 & 2016
- g. Crime Trends, 2005-2015 and Crime Heat Maps, 2008 & 2015
- h. Code Violations, 2008 & 2015

a. Demographic Profile: 2000 - 2015

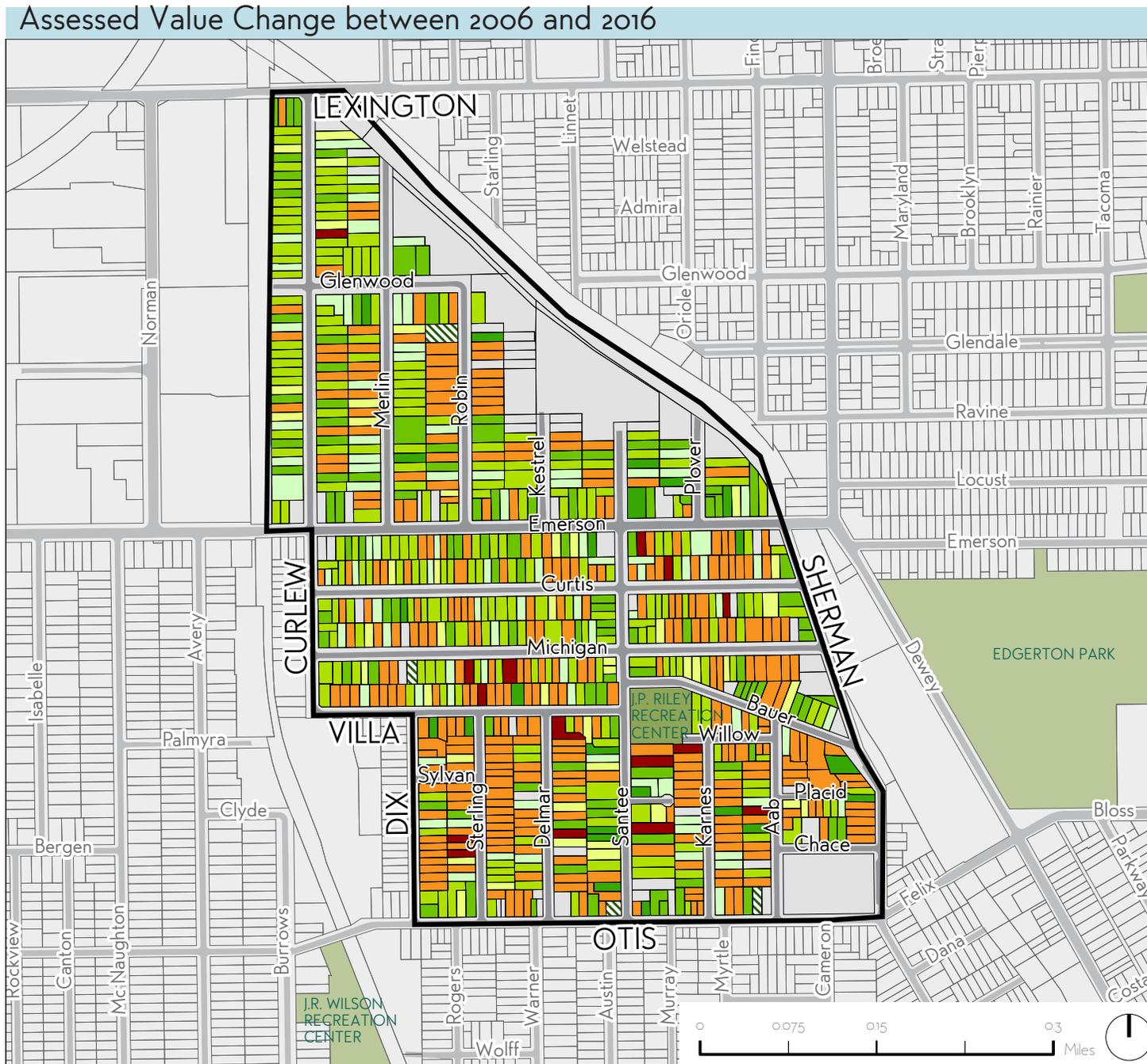
Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

E&S 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
AREA	2,694	2,736	2,809	2,871	4%
HOUSEHOLDS					
AREA	1,007	1,015	1,054	1,083	5%
% OCCUPIED UNITS: OWNER-OCCUPIED					
AREA	44.9%	34.3%	32.2%	32.1%	-28.3%
% VACANT HOUSING UNITS					
AREA	12.4%	9.1%	9.3%	9.1%	-0.3%
HOUSING UNITS					
AREA	1,149	1,117	1,162	1,192	1.1%
HOUSEHOLD INCOME					
AREA	-	(2013 ACS) \$21,588	\$21,695	\$23,973	-
RACE					
% WHITE ALONE					
AREA	-	34.6%	32.3%	30.4%	-
% BLACK ALONE					
AREA	-	46.3%	46.8%	47.2%	-
% ASIAN ALONE					
AREA	-	4.7%	4.6%	4.6%	-
% SOME OTHER ALONE					
AREA	-	14.4%	16.4%	17.7%	-
% HISPANIC OF ALL RACES					
AREA	-	22.4%	25.5%	28.4%	-
UNEMPLOYMENT					
AREA	-	-	21.5%	-	-
POVERTY STATUS					
CENSUS BLOCKS INCLUDING THE AREA	(CENSUS 2000) 32.9%	(2013 ACS) 39.1%	(2014 ACS) 47.8%	-	-

c. Percent Change in Assessed Residential Value, 2006 & 2016

Source: City of Rochester, 2006 and 2016



E&S 3. Residential Assessed Value Change between 2006 and 2016

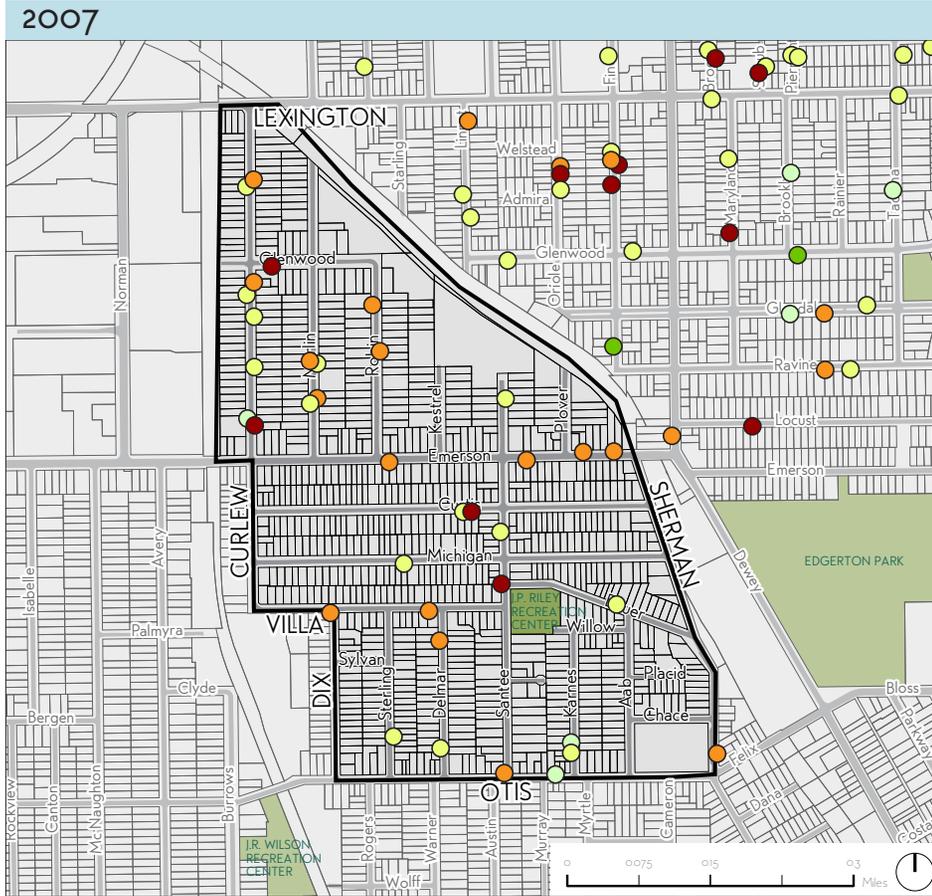
Percent Change in Residential Assessed Value

- 90% to -25%
- 24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%

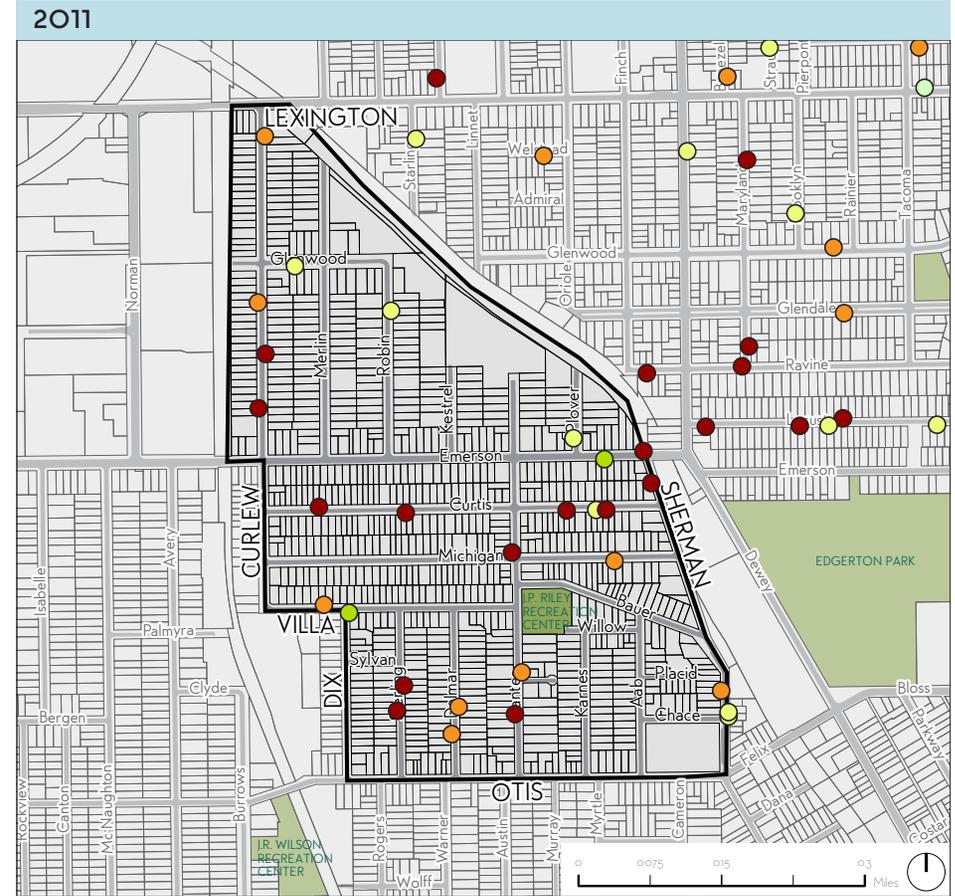
- Boundary
- Park

d. Residential Sales by Price

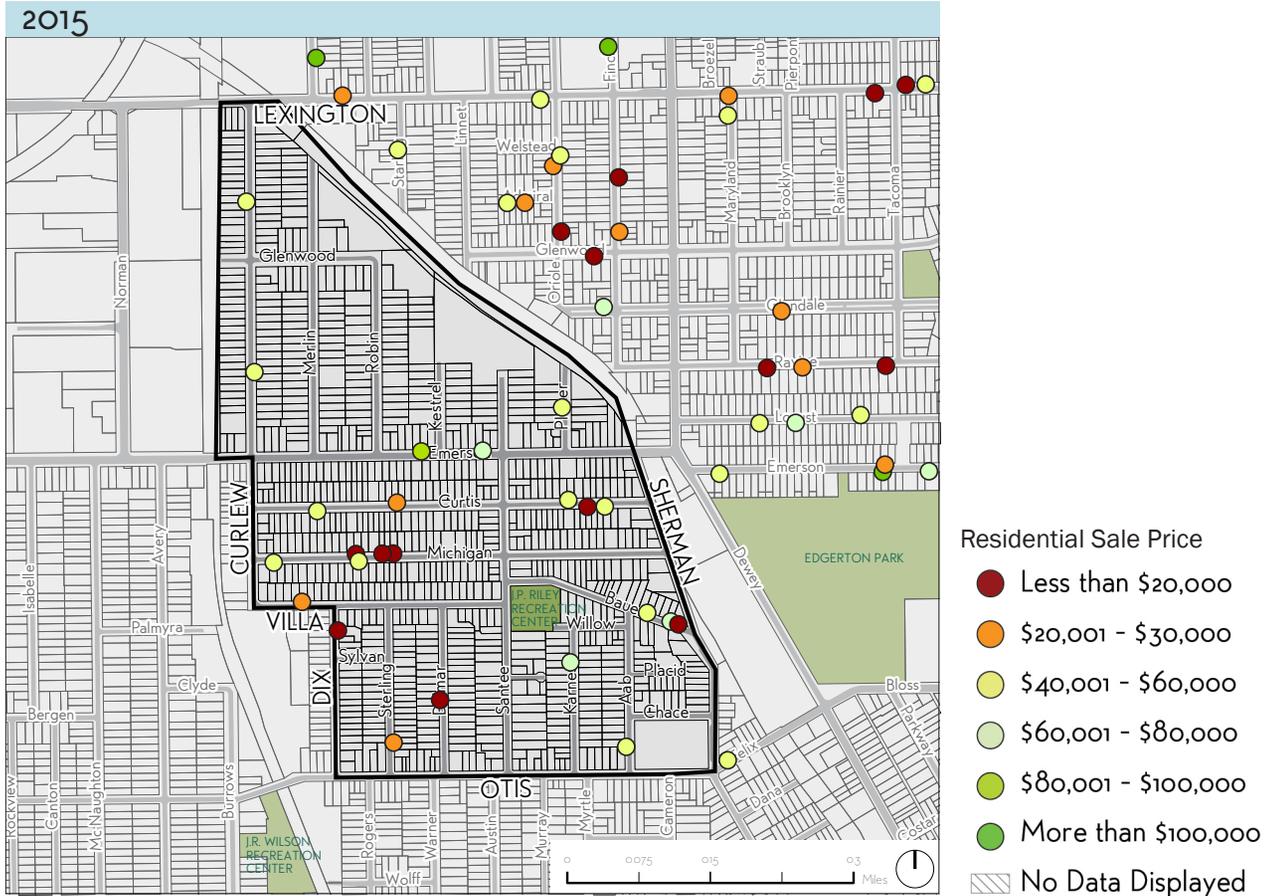
E&S 4. Residential Sales in 2007



E&S 5. Residential Sales in 2011



E&S 6. Residential Sales in 2015



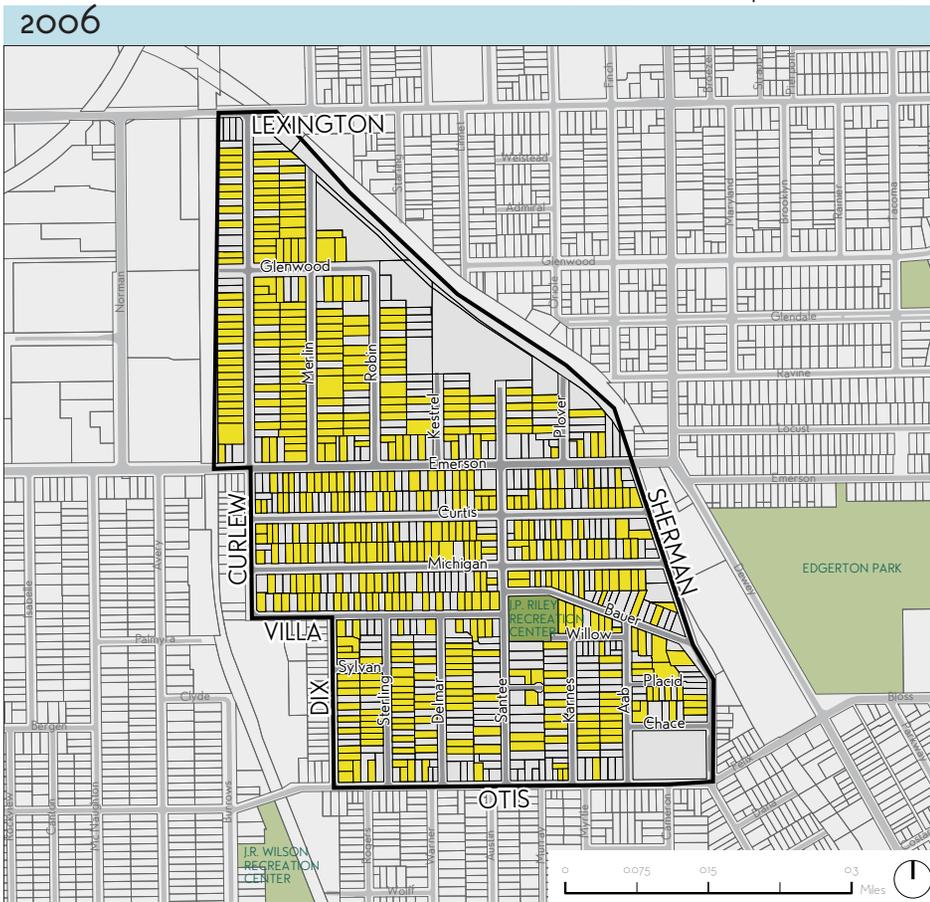
e. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

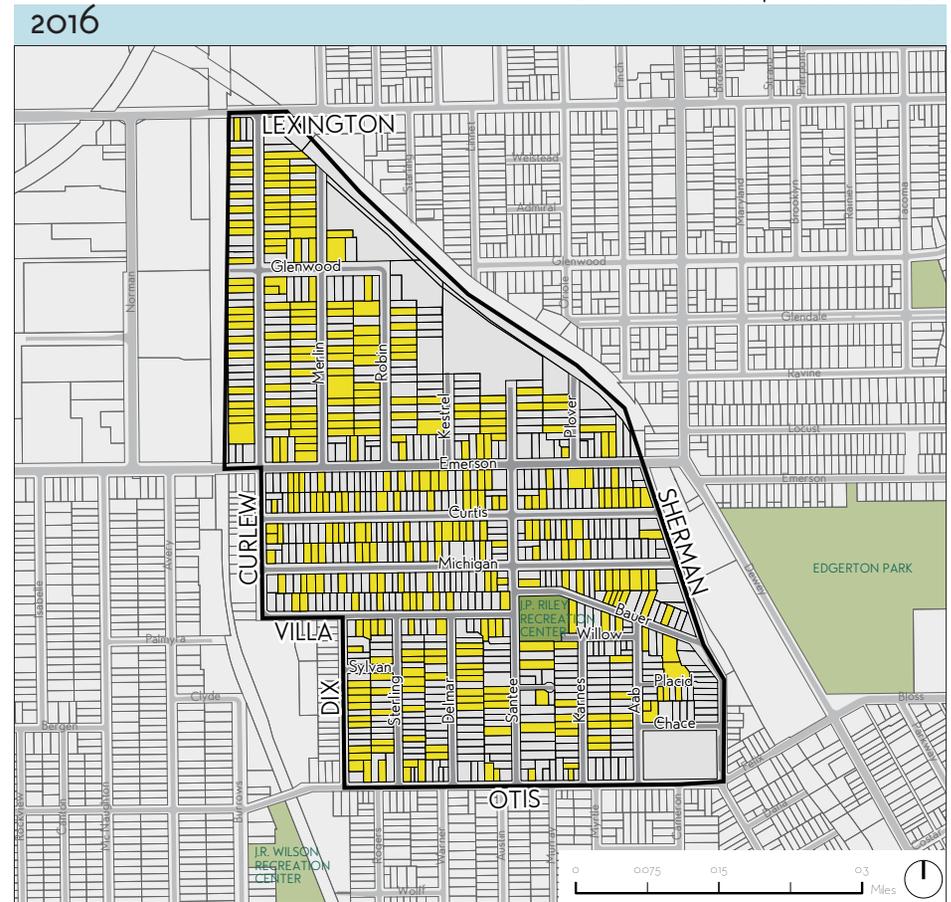
58%= 447 parcels

E&S 7. Owner-Occupied Parcels in 2006



41%= 331 parcels

E&S 8. Owner-Occupied Parcels in 2016



f. Property Owner Locations

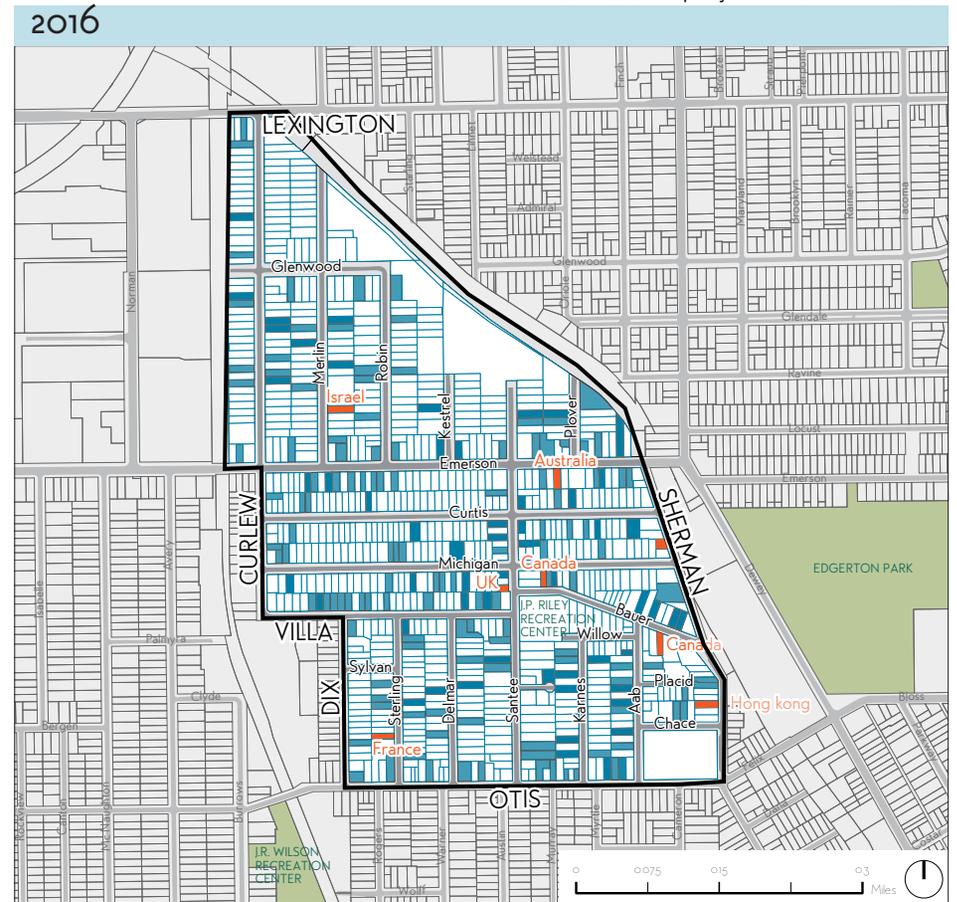
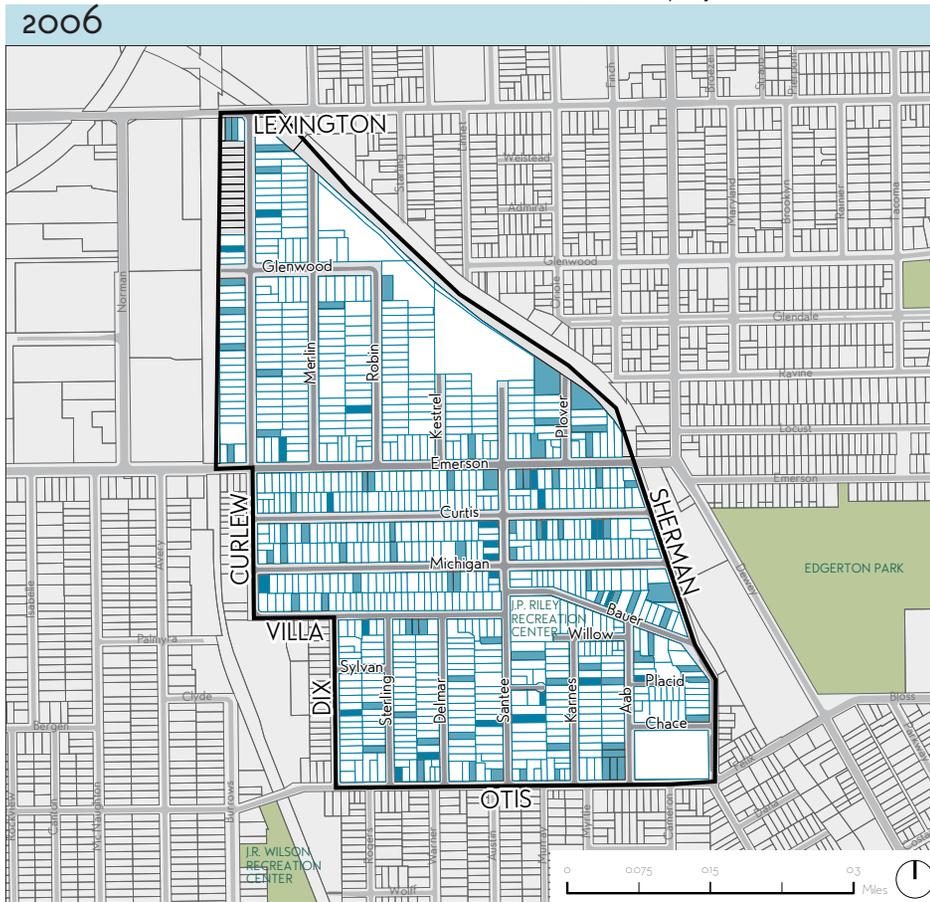
- In Rochester
- In State
- Out of State
- Out of Country

2006
 88%=756 parcels
 10%=82 parcels
 3%= 25 parcels
 0%= 0 parcels

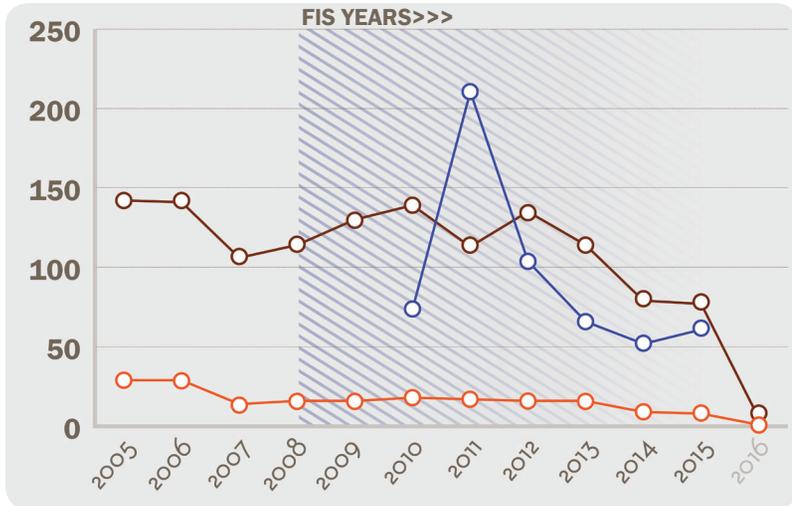
2016
 78%=686 parcels
 14%=126 parcels
 6%= 56 parcels
 1%= 8 parcels

E&S 9. Property Owner Location in 2006

E&S 10. Property Owner Location in 2016

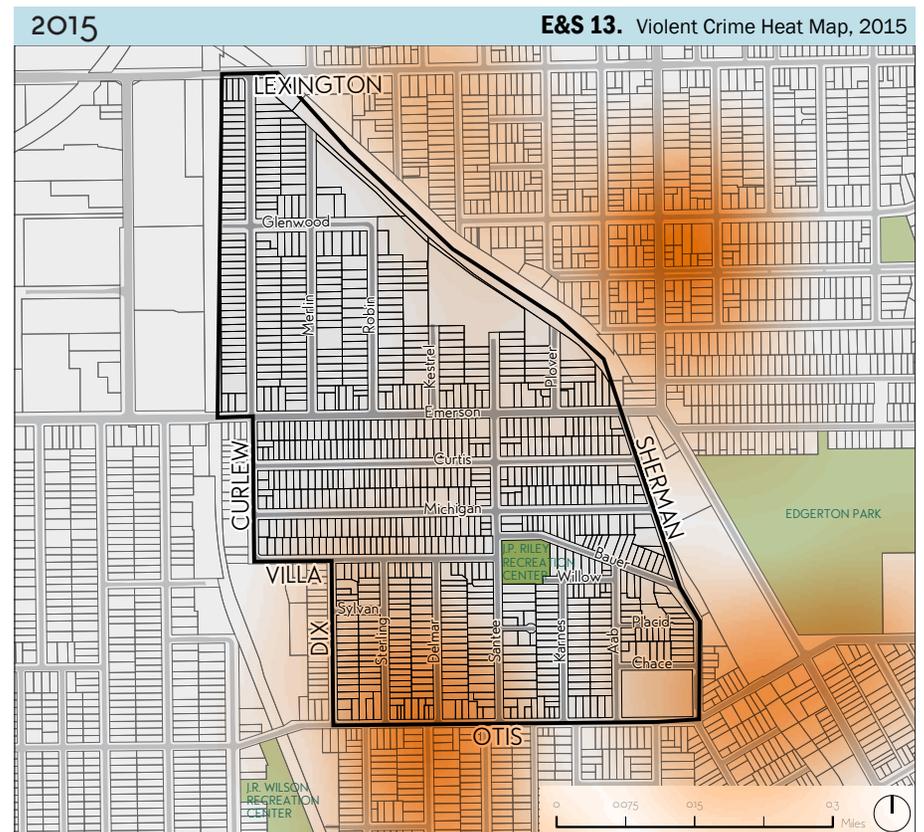
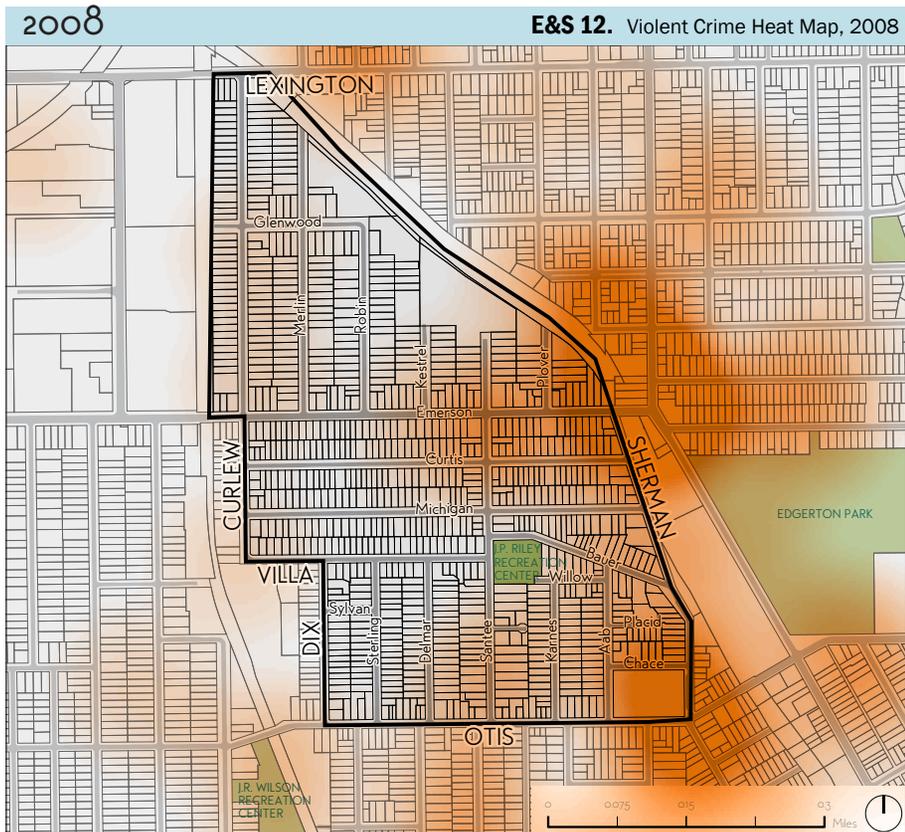


g. Crime Trends 2005-2015 & Crime Heat Maps

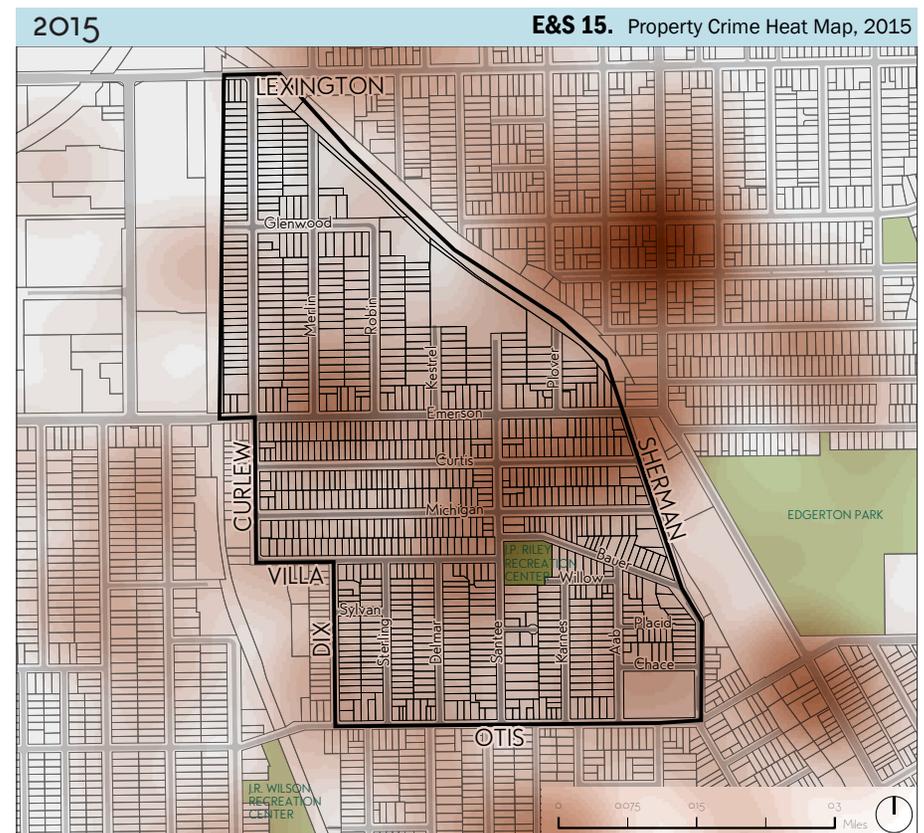
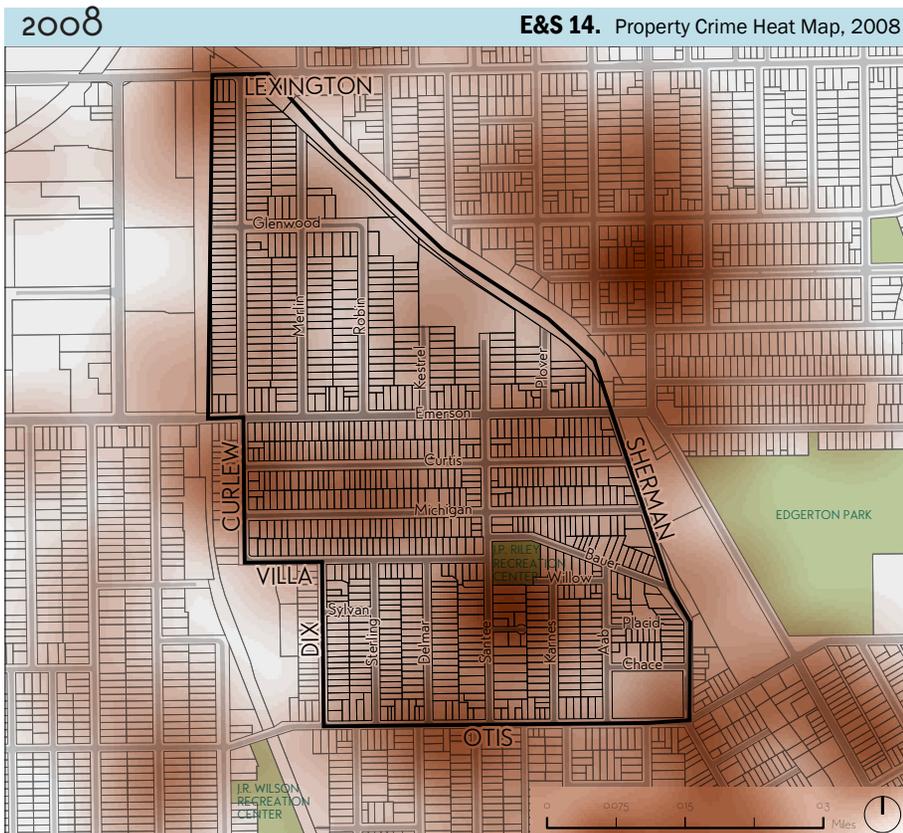


E&S 11. Crime Trends by Type, 2005-2015

- Part 1 Violent Crime
 - Murder
 - Rape, forcible
 - Robbery
 - Aggravated assault
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Mv theft
- Vice A & B
 - Narcotics
 - Gambling
 - Prostitution



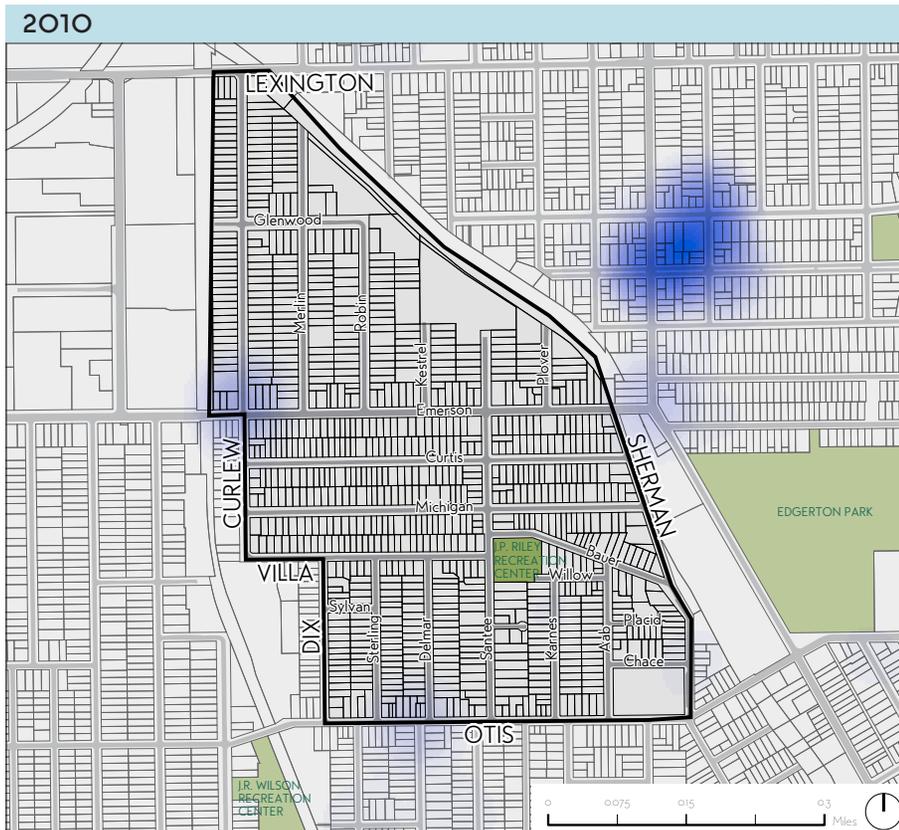
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft



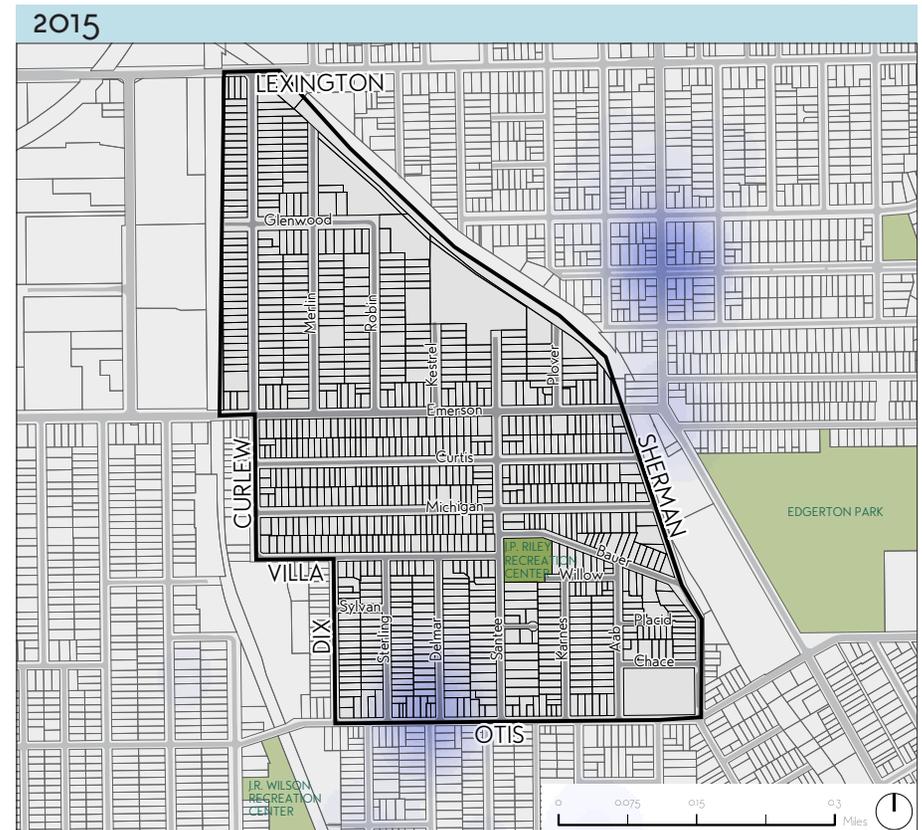
Density of Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution

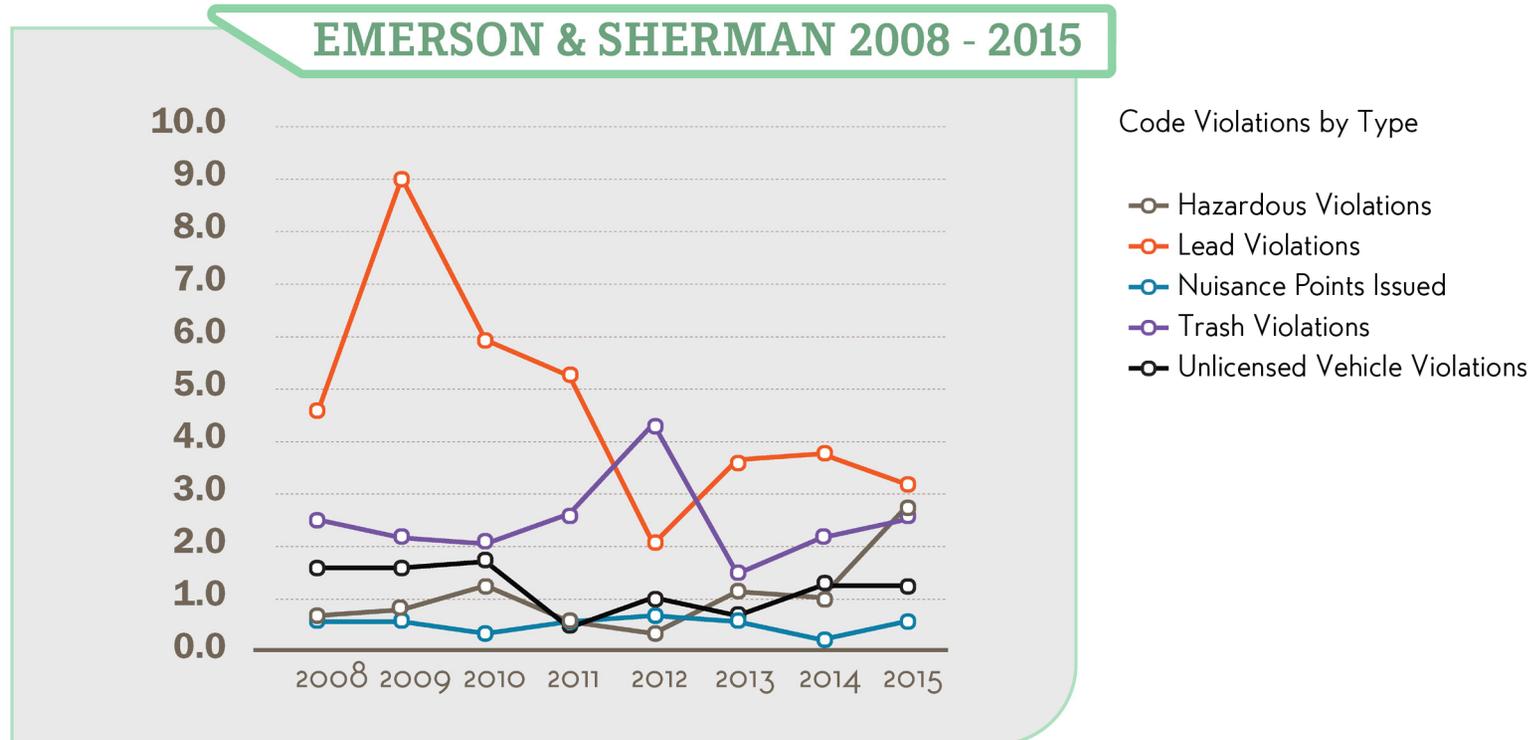
E&S 16. Vice Calls for Service Heat Map, 2010



E&S 17. Vice Calls for Service Heat Map, 2015



E&S 18. Rate of Code Violations by Type, 2008 - 2015



E&S 19. Count of Code Violations by Type, 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	6	7	11	5	3	10	9	24
LEAD VIOLATION	40	79	52	46	18	32	33	28
NUISANCE ISSUED	5	5	3	5	6	5	2	5
TRASH VIOLATION	22	19	18	23	38	13	19	22
UNLICENSED VEHICLE VIOLATION	14	14	15	4	9	6	11	11

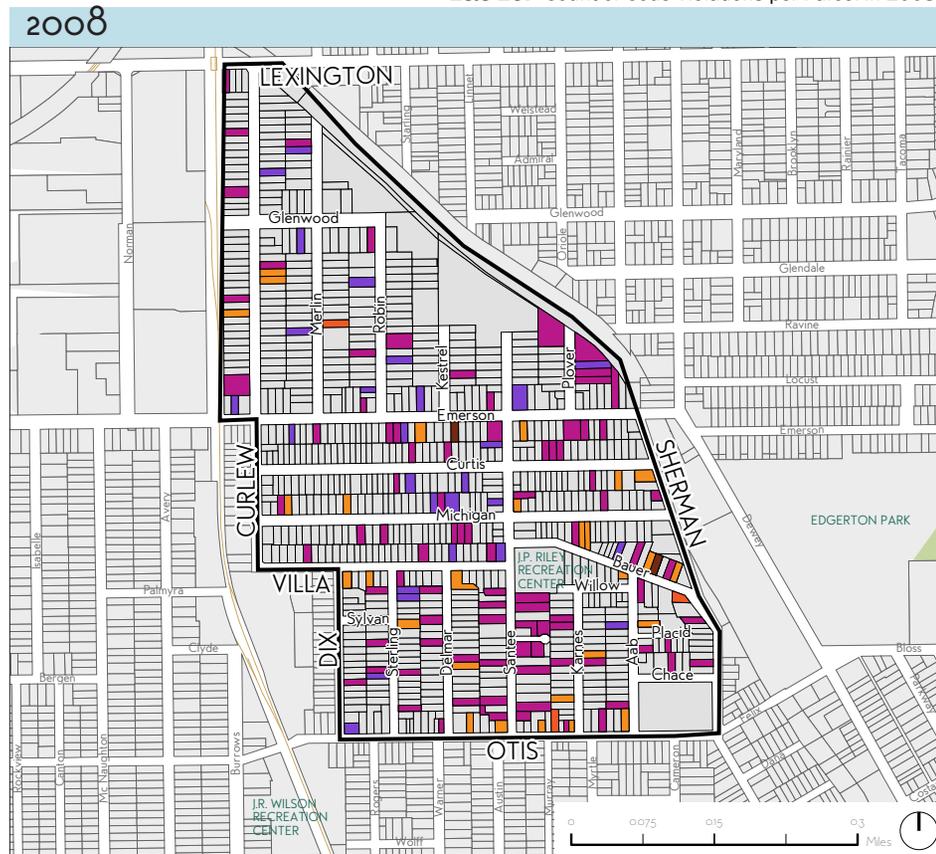
300% between 2008-2015

-30% between 2008-2015

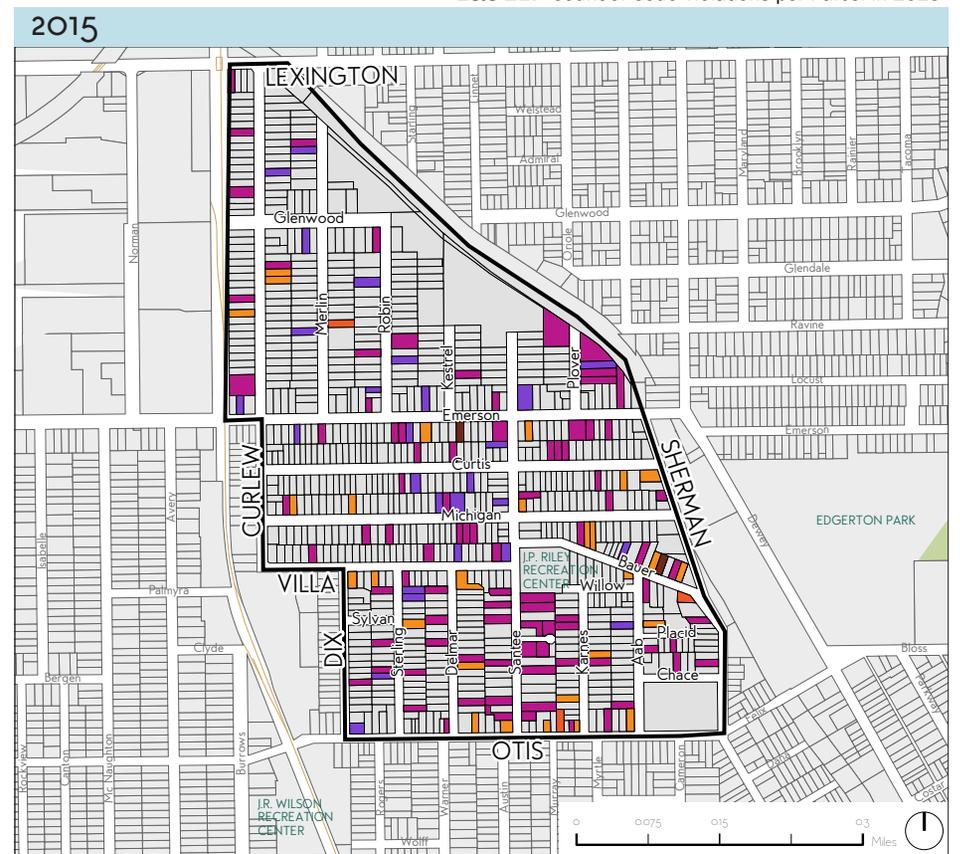
Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

E&S 20. Count of Code Violations per Parcel in 2008



E&S 21. Count of Code Violations per Parcel in 2015



III. CLIFFORD & CLINTON CONTROL AREA

- i. Demographic Profile
- j. Base Map
- k. Percent Change in Residential Assessed Value, 2006-2016
- l. Residential Sales by Price, 2007, 2011 & 2015
- m. Owner Occupants, 2006 & 2016
- n. Property Owner Locations, 2006 & 2016
- o. Crime Trends, 2005-2015 and Crime Heat Maps, 2008 & 2015
- p. Code Violations, 2008 & 2015

i. Demographic Profile: 2000 - 2015

Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

C&C 1. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
AREA	2,515	2,084	2,079	2,083	-17%
HOUSEHOLDS					
AREA	752	659	666	670	-11%
% OCCUPIED UNITS: OWNER-OCCUPIED					
AREA	33.5%	34.0%	31.6%	30.3%	31.6%
% VACANT HOUSING UNITS					
AREA	16.4%	19.8%	21.0%	22.0%	21.0%
HOUSING UNITS					
AREA	900	822	843	859	-6.3%
HOUSEHOLD INCOME					
AREA	-	(2013 ACS) \$19,826	\$25,026	\$25,860	-
RACE					
% WHITE ALONE					
AREA	-	20.0%	19.6%	19.5%	-
% BLACK ALONE					
AREA	-	48.2%	46.4%	44.9%	-
% ASIAN ALONE					
AREA	-	4.6%	4.4%	4.4%	-
% SOME OTHER ALONE					
AREA	-	27.2%	29.6%	31.2%	
% HISPANIC OF ALL RACES					
AREA	-	39.4%	42.6%	45.2%	-
UNEMPLOYMENT					
AREA	-	-	32.7%		
POVERTY STATUS					
CENSUS BLOCKS INCLUDING THE AREA	(CENSUS 2000) 40.0%	(2013 ACS) 47.3%	(2014 ACS) 43.5%	-	-

j. Base Map



C&C2. Base Map

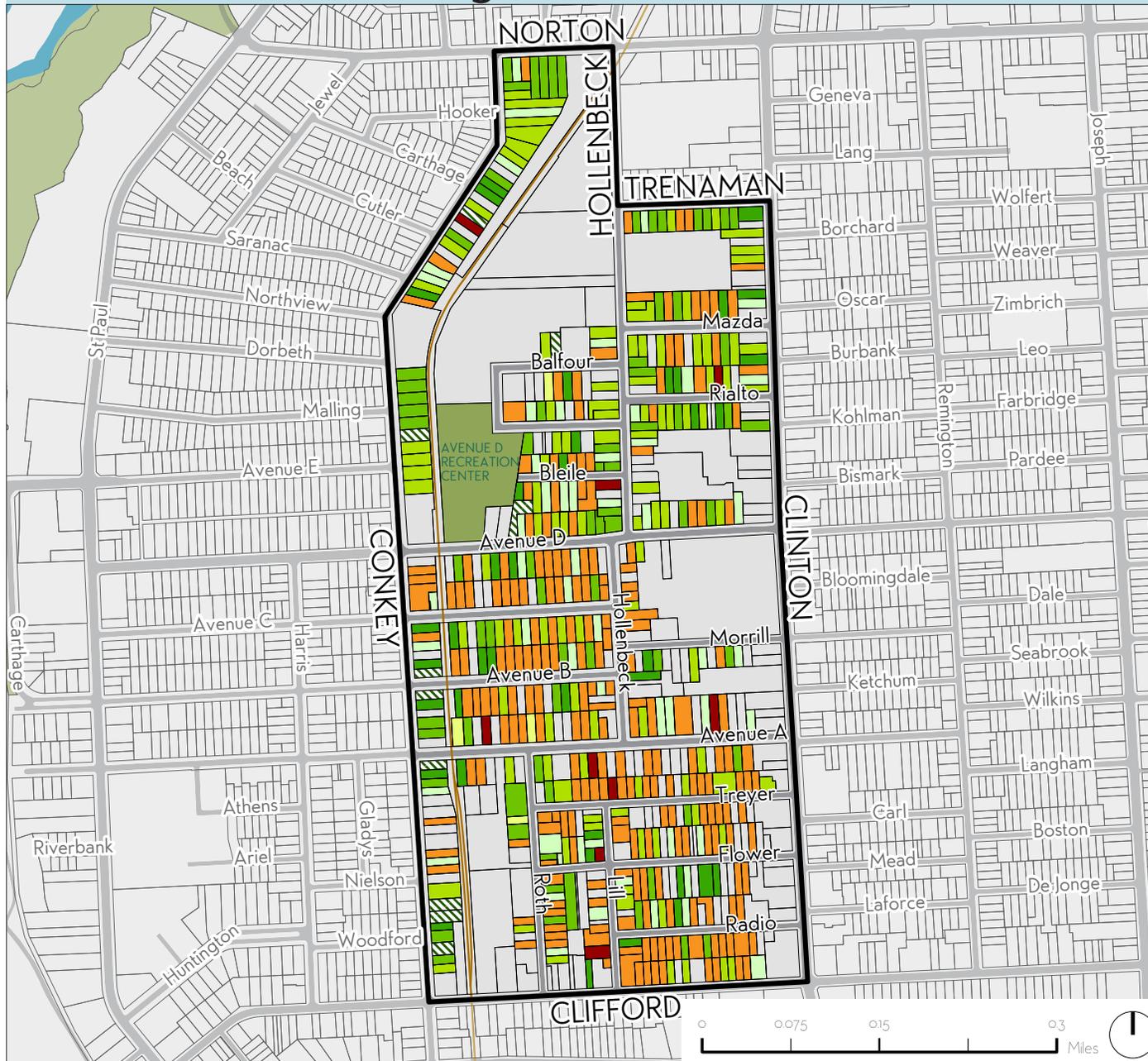
- Boundary
- Park

k. Percent Change in Assessed Residential Value, 2006 & 2016

Source: City of Rochester, 2006 and 2016

Assessed Value Change between 2006 and 2016

C&C 3. Assessed Value change between 2006 and 2016



Changes in Percentages

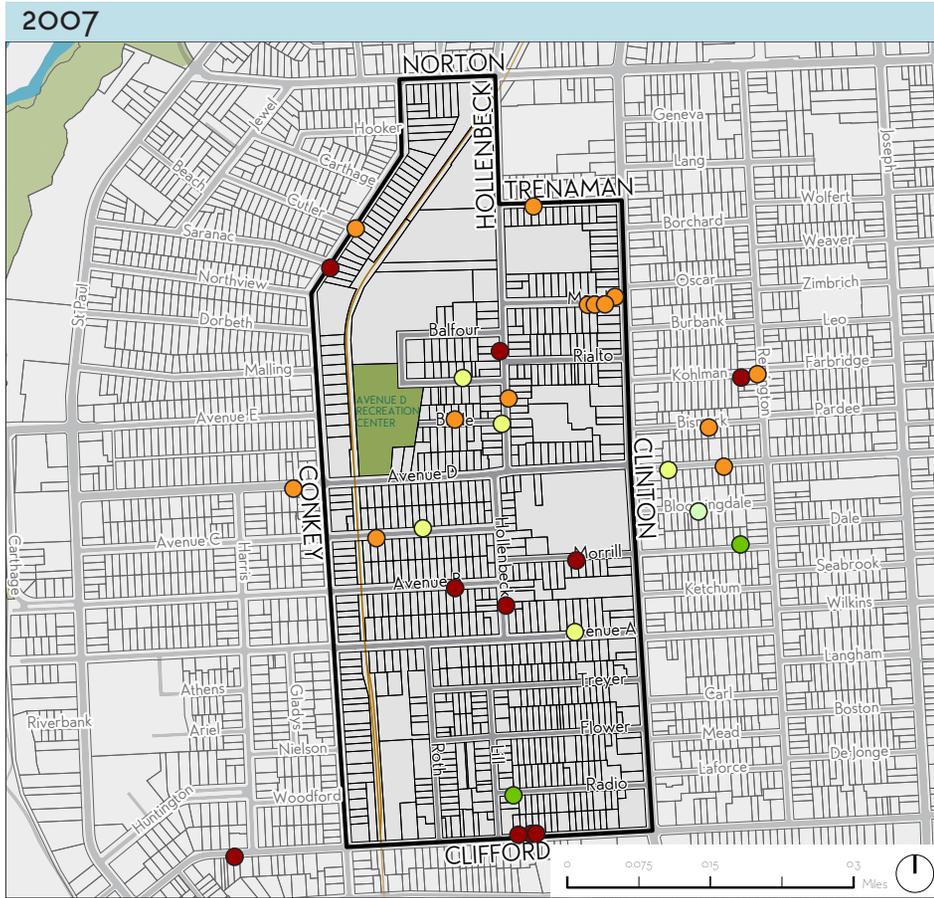
- 90% to -25%
- 24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- No value in 2006

Boundary

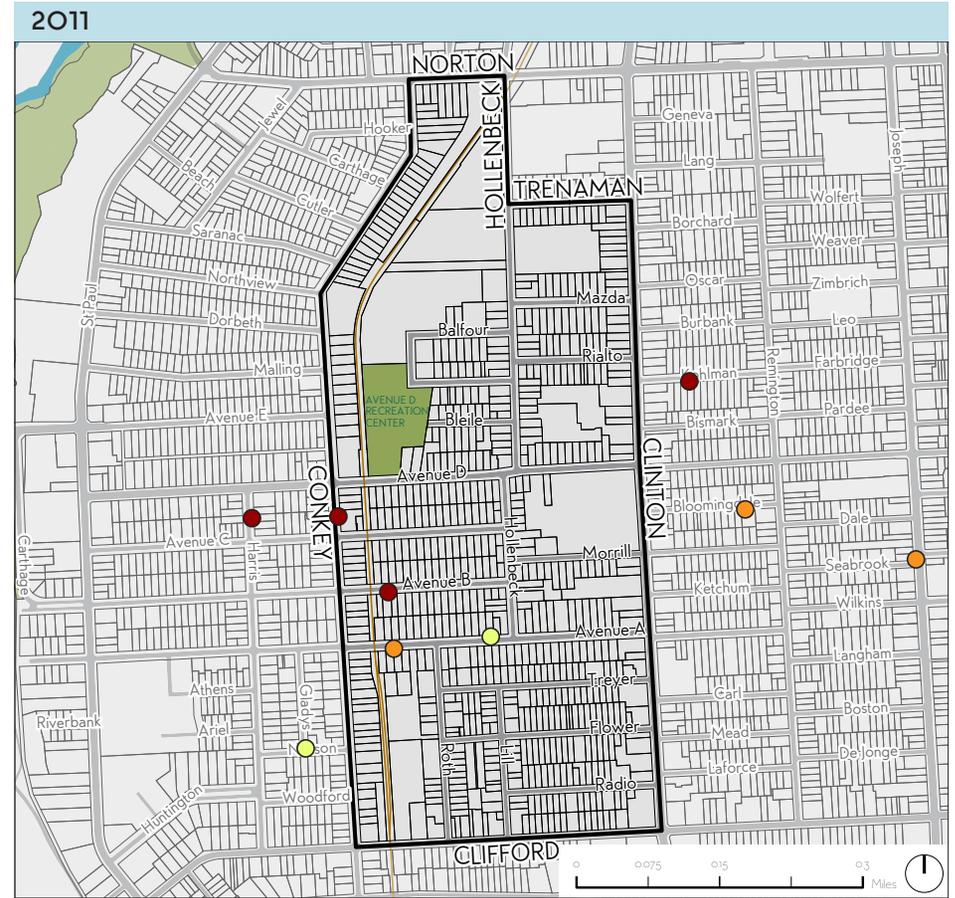
Park

I. Residential Sales by Price

C&C 4. Residential Sales in 2007



C&C 5. Residential Sales in 2011



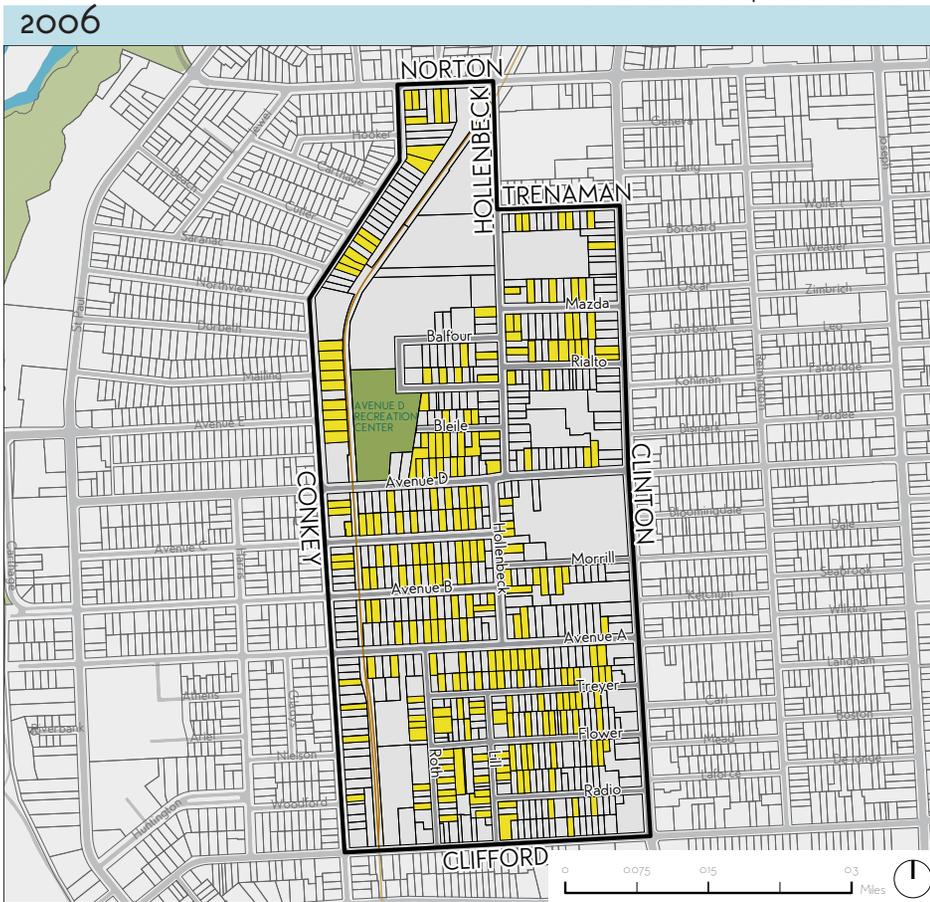
m. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

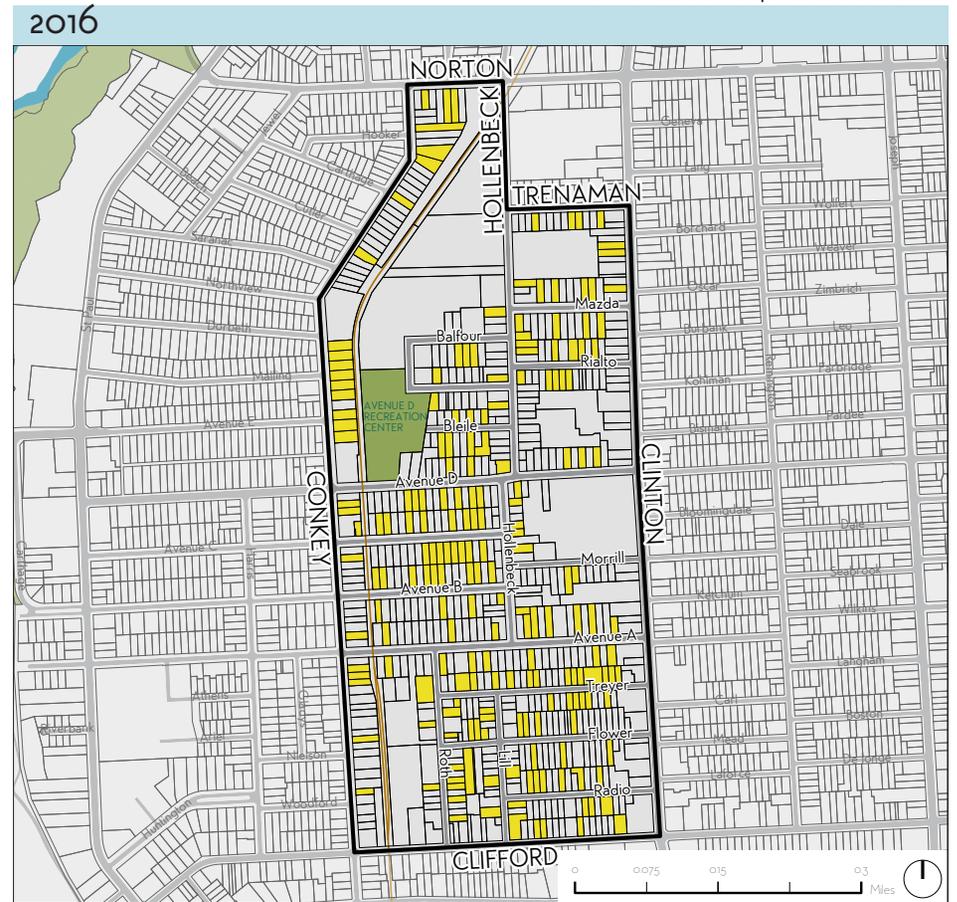
39%= 230 parcels

C&C 7. Owner-Occupied Parcels in 2006



39%= 197 parcels

C&C 8. Owner-Occupied Parcels in 2016



n. Property Owner Locations

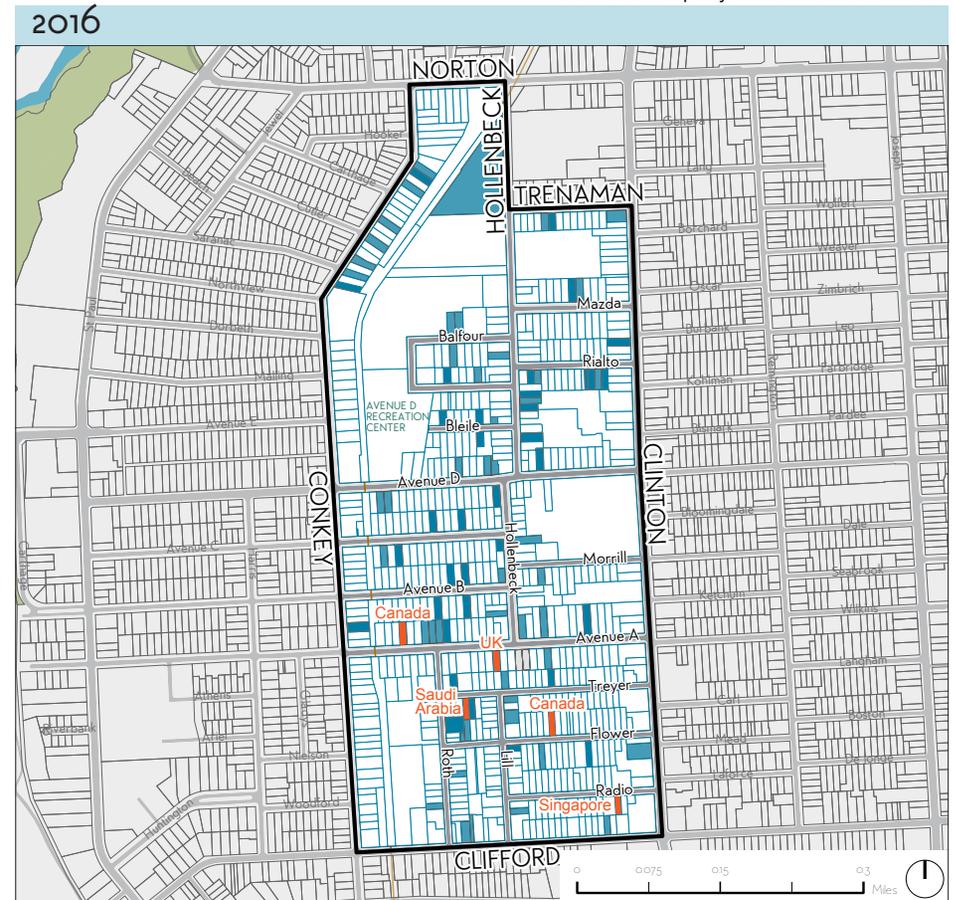
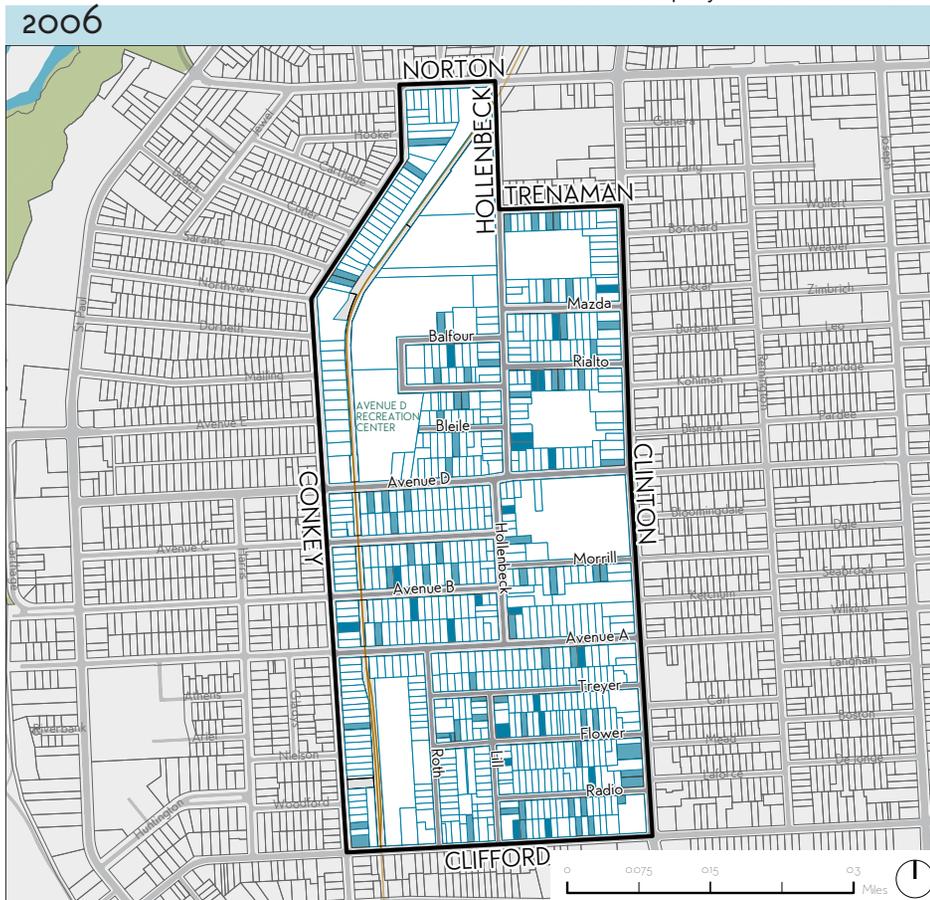
- In Rochester
- In State
- Out of State
- Out of Country

2006
 87%=625 parcels
 10%=71 parcels
 23%= 3 parcels
 0%= 0 parcels

2016
 87%=605 parcels
 7%=48 parcels
 5%= 35 parcels
 1%= 5 parcels

C&C 9. Property Owner Location in 2006

C&C 10. Property Owner Location in 2016



o. Crime Trends 2005-2015 & Crime Heat Map

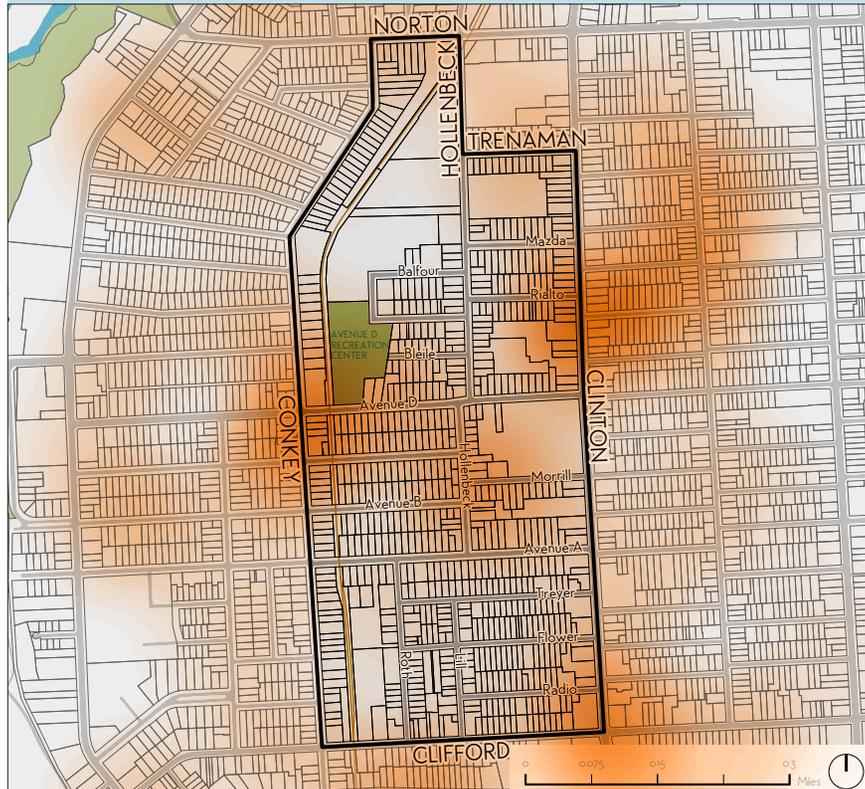
Source: Rochester Police Department, April 2016



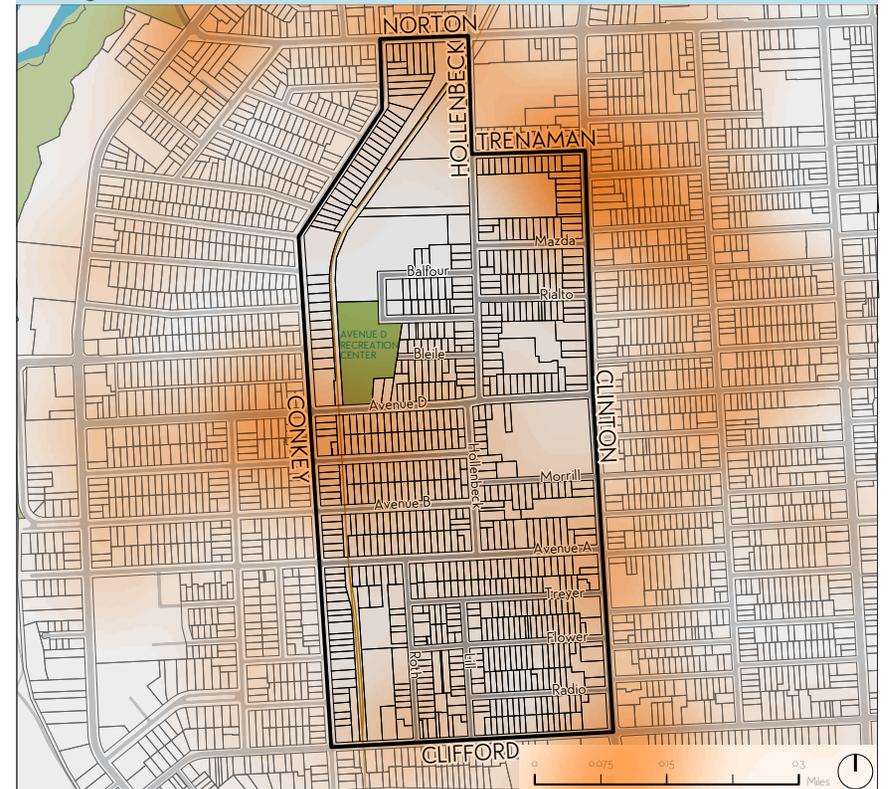
C&C 13. Crime Trends 2005-2015

- Part 1 Violent Crime
 - Murder
 - Rape, forcible
 - Robbery
 - Aggravated assault
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Mv theft
- Vice A & B
 - Narcotics
 - Gambling
 - Prostitution

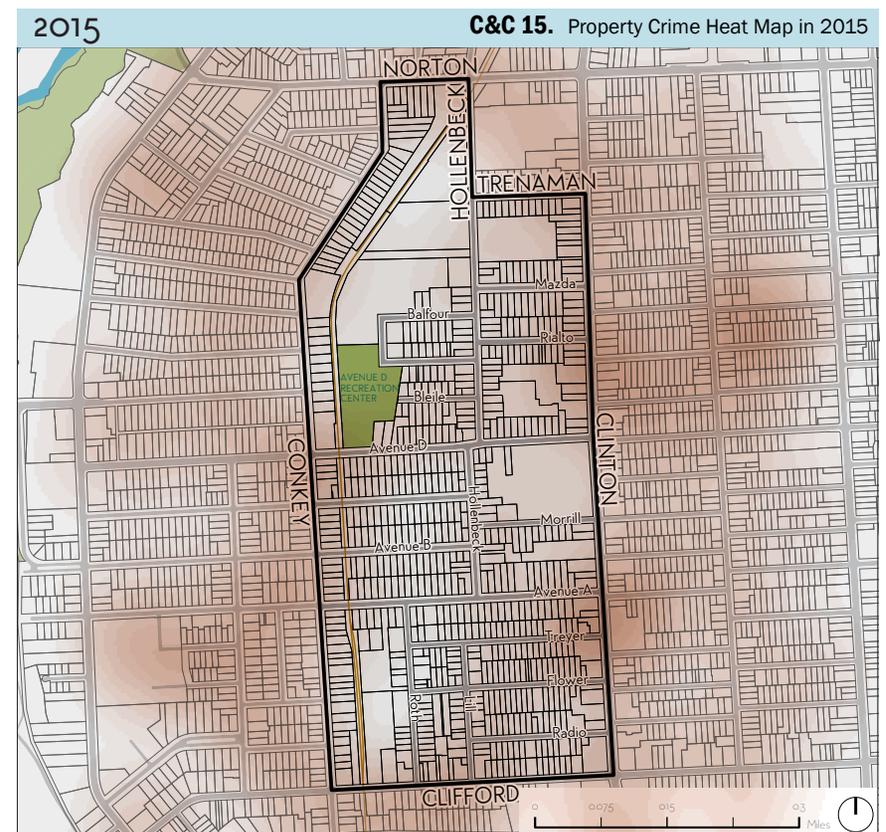
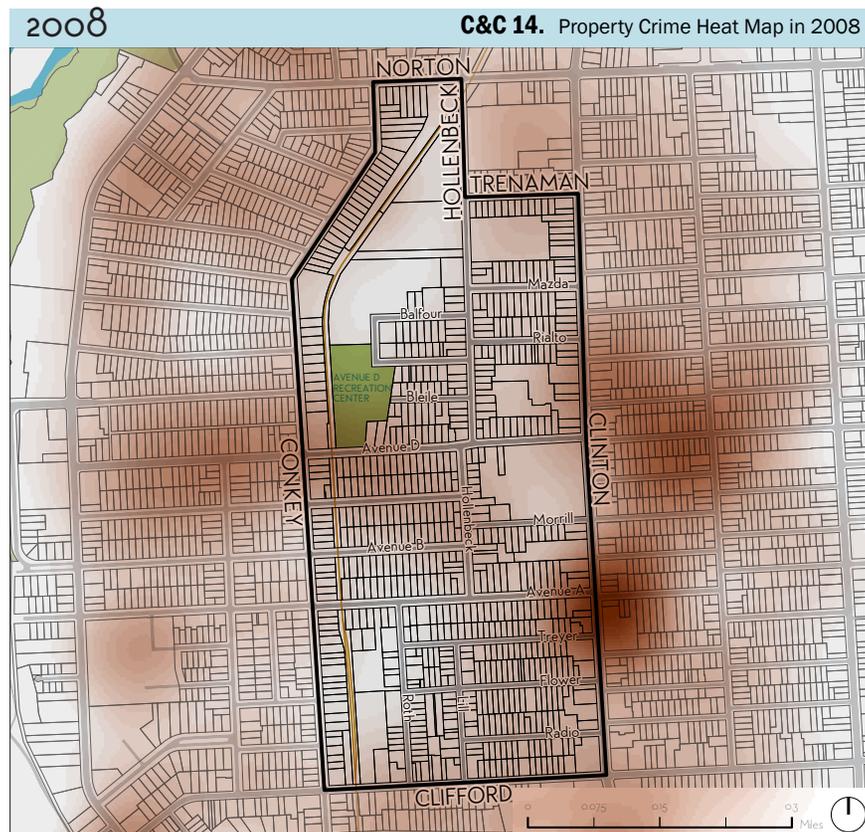
2008 C&C 11. Violent Crime Heat Map in 2008



2015 C&C 12. Violent Crime Heat Map in 2015



- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft

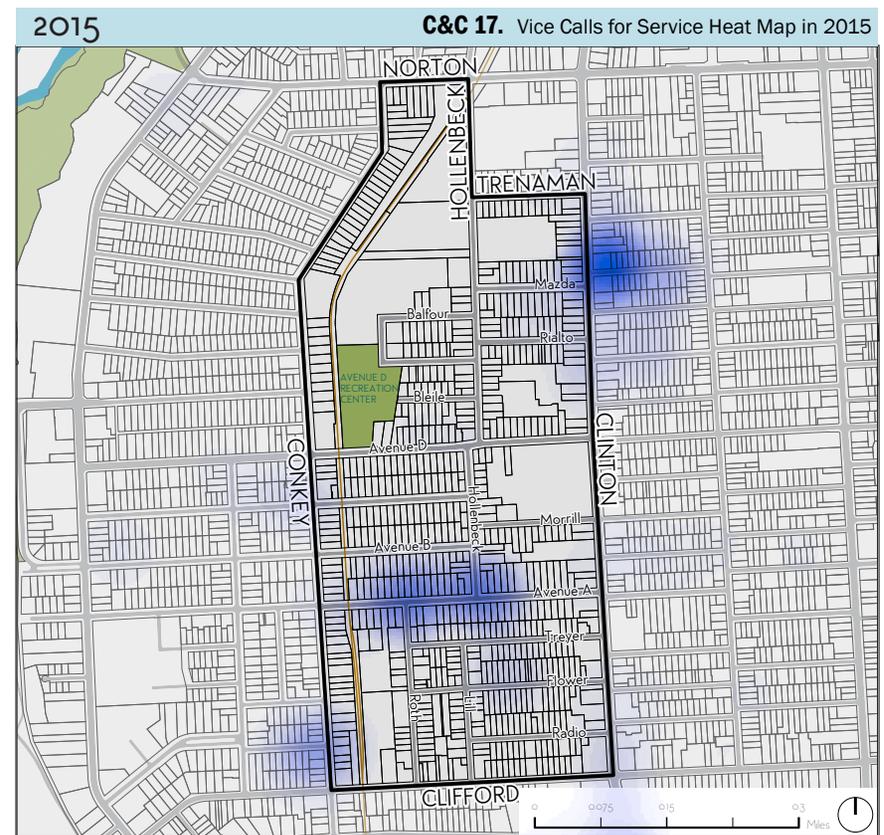
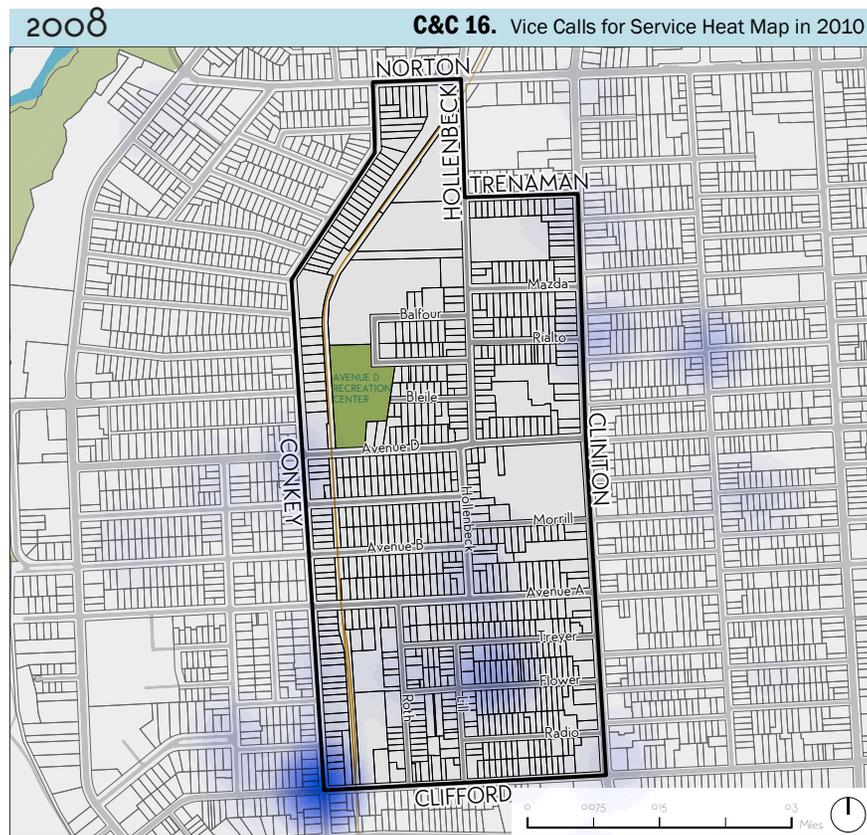


(cont.) Crime Heat Map

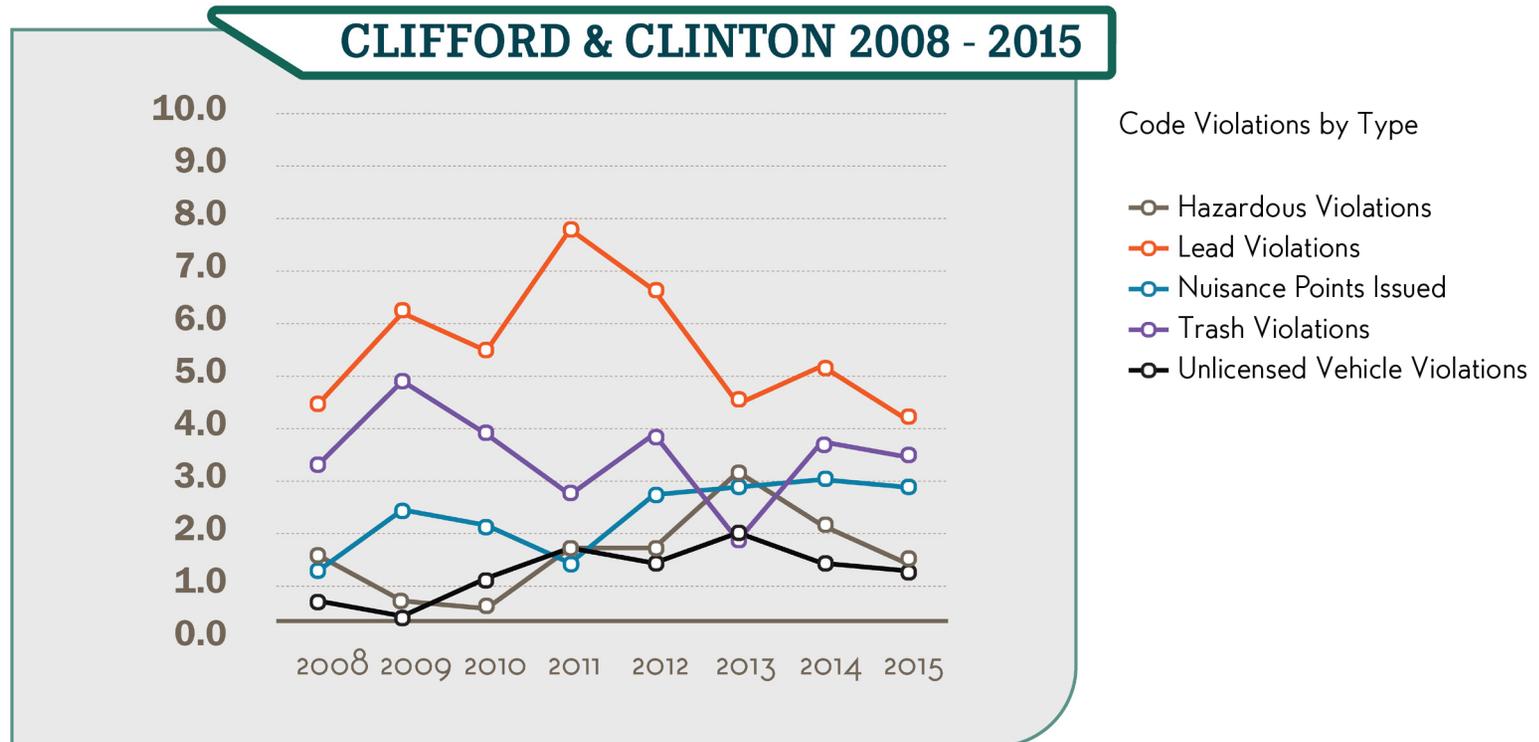
Source: Rochester Police Department, April 2016

Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution



C&C 18. Rate of Code Violations by Type 2008 - 2015



C&C 19. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	11	5	4	12	12	22	15	10
LEAD VIOLATION	31	43	38	54	46	31	36	29
NUISANCE ISSUED	9	17	15	10	19	20	21	20
TRASH VIOLATION	23	34	27	19	27	13	26	24
UNLICENSED VEHICLE VIOLATION	5	3	8	12	10	14	10	9

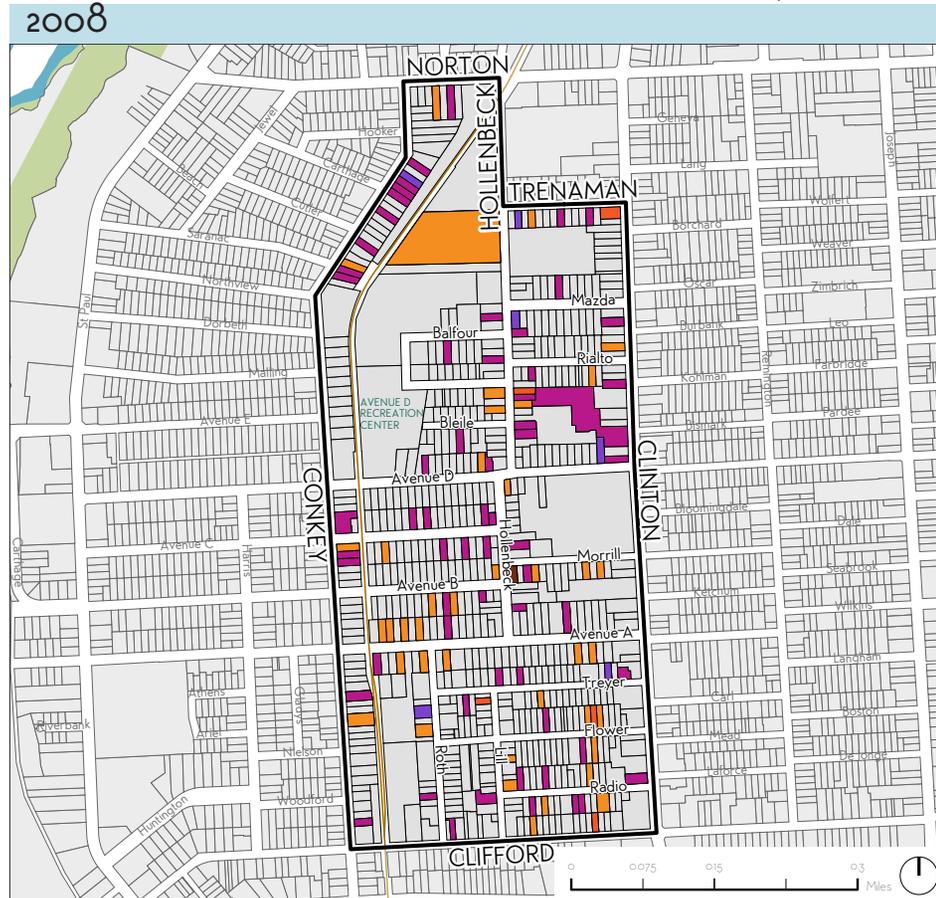
-9% between 2008-2015

-6% between 2008-2015

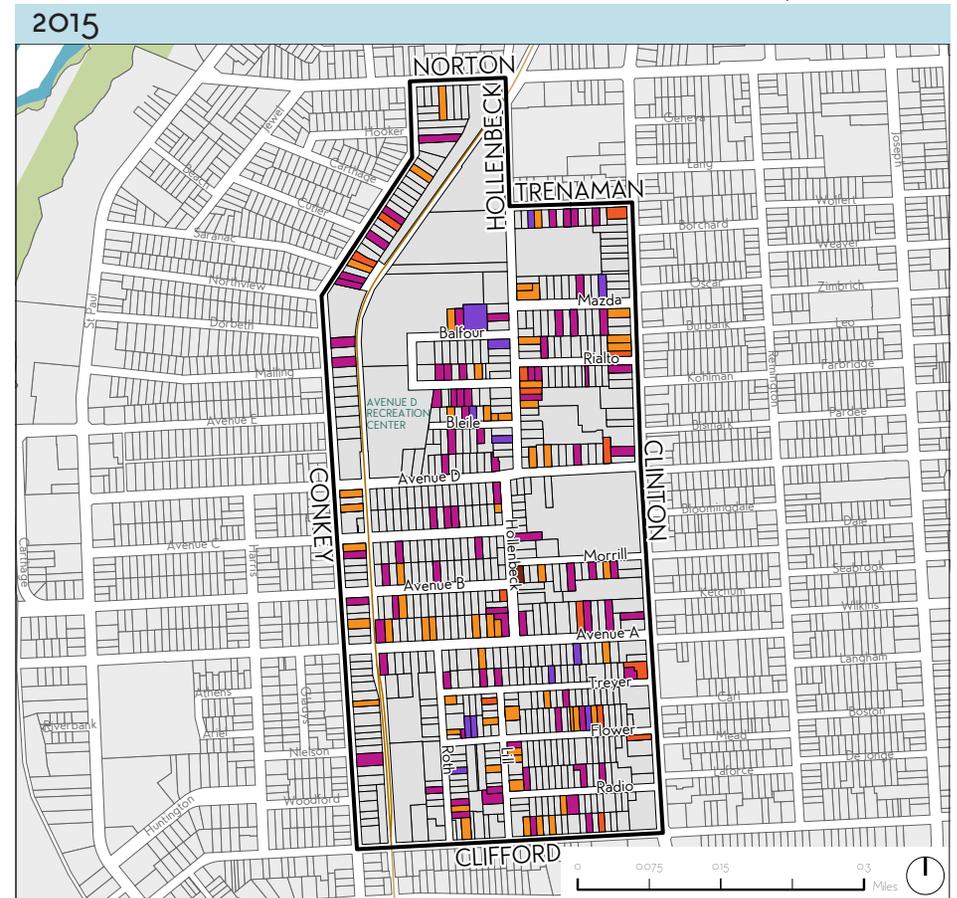
Total Code Violation Count by Parcel

- 1
- 2-5
- 6-10
- 11-15
- 16-20

C&C 20. Count of Code Violations per Parcel in 2008



C&C 21. Count of Code Violations per Parcel in 2015



IV. OLEAN & CHAMPLAIN CONTROL AREA

- q. Demographic Profile
- r. Base Map
- s. Percent Change in Residential Assessed Value, 2006-2016
- t. Residential Sales by Price, 2007, 2011 & 2015
- u. Owner Occupants, 2006 & 2016
- v. Property Owner Locations, 2006 & 2016
- w. Crime Trends, 2005-2015 and Crime Heat Maps, 2008 & 2015
- x. Code Violations, 2008 & 2015

q. Demographic Profile: 2000 - 2015

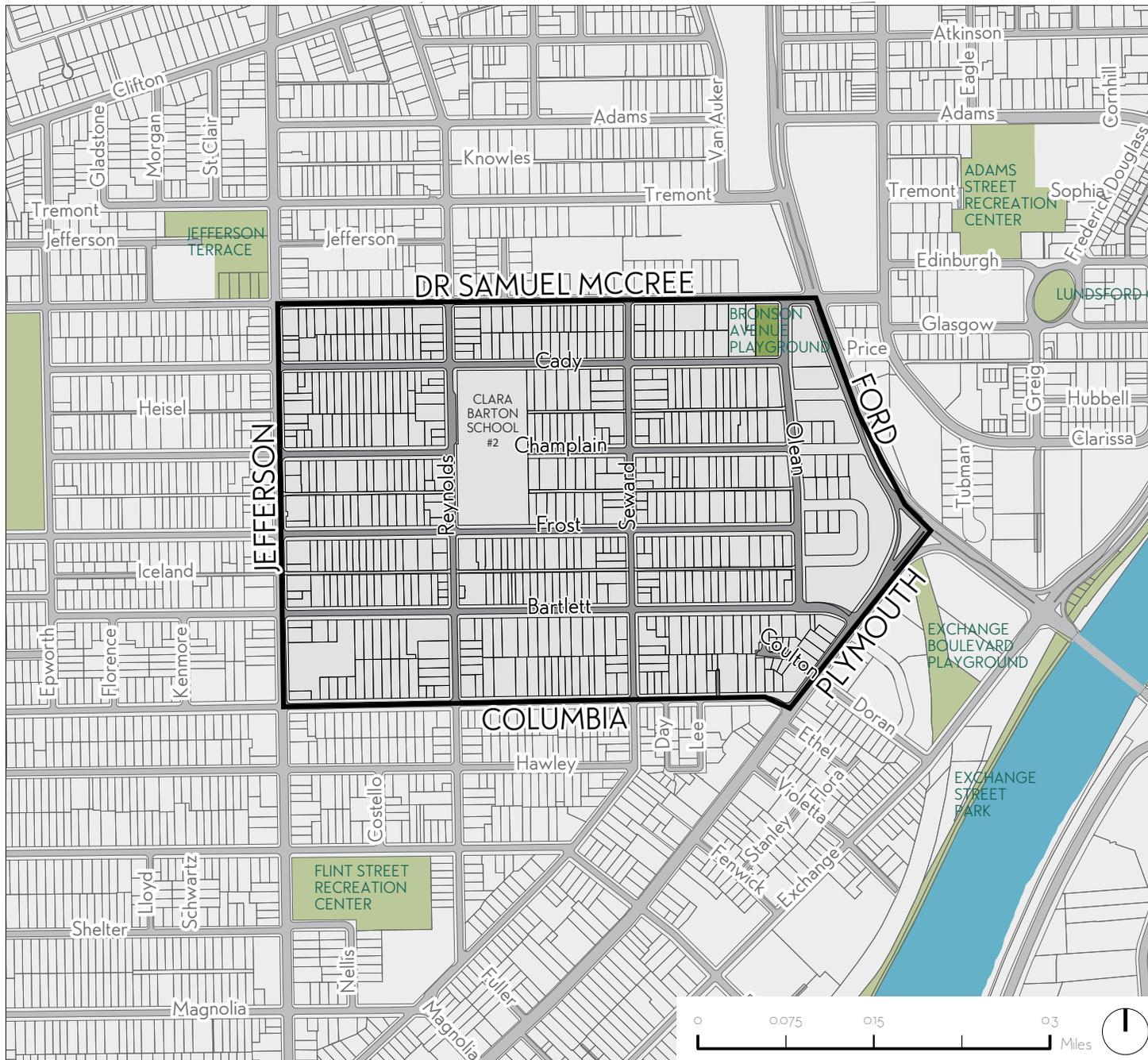
Source: Census 2000, Census 2010, ACS 2013, ACS 2014, ESRI 2015 Estimates

O&C 22. Demographic Profile Change since 2000 in the FIS Area and the Impact Area

	2000	2010	2015 ESTIMATES	2020 PROJECTION	% CHANGE, 2000-2015
POPULATION					
AREA	1,816	1,536	1,457	1,419	-20%
HOUSEHOLDS					
AREA	612	558	535	523	-13%
% OCCUPIED UNITS: OWNER-OCCUPIED					
AREA	35.3%	28.8%	26.3%	25.5%	-19.8%
% VACANT HOUSING UNITS					
AREA	20.8%	19.2%	22.9%	24.9%	10.1%
HOUSING UNITS					
AREA	773	691	694	696	-10.2%
HOUSEHOLD INCOME					
AREA	-	(2013 ACS) \$16,851	\$19,490	\$21,304	-
RACE					
% WHITE ALONE					
AREA	-	3.6%	3.3%	3.0%	-
% BLACK ALONE					
AREA	-	90.8%	90.8%	90.9%	-
% ASIAN ALONE					
AREA	-	1.0%	1.0%	1.0%	-
% SOME OTHER ALONE					
AREA	-	4.6%	4.9%	5.1%	
% HISPANIC OF ALL RACES					
AREA	-	3.0%	3.3%	3.6%	-
UNEMPLOYMENT					
AREA	-	-	22.8%		
POVERTY STATUS					
CENSUS BLOCKS INCLUDING THE AREA	(CENSUS 2000) 35.0%	(2013 ACS) 48.4%	(2014 ACS) 45.5%	-	-

r. Base Map

O&C 23. Base Map

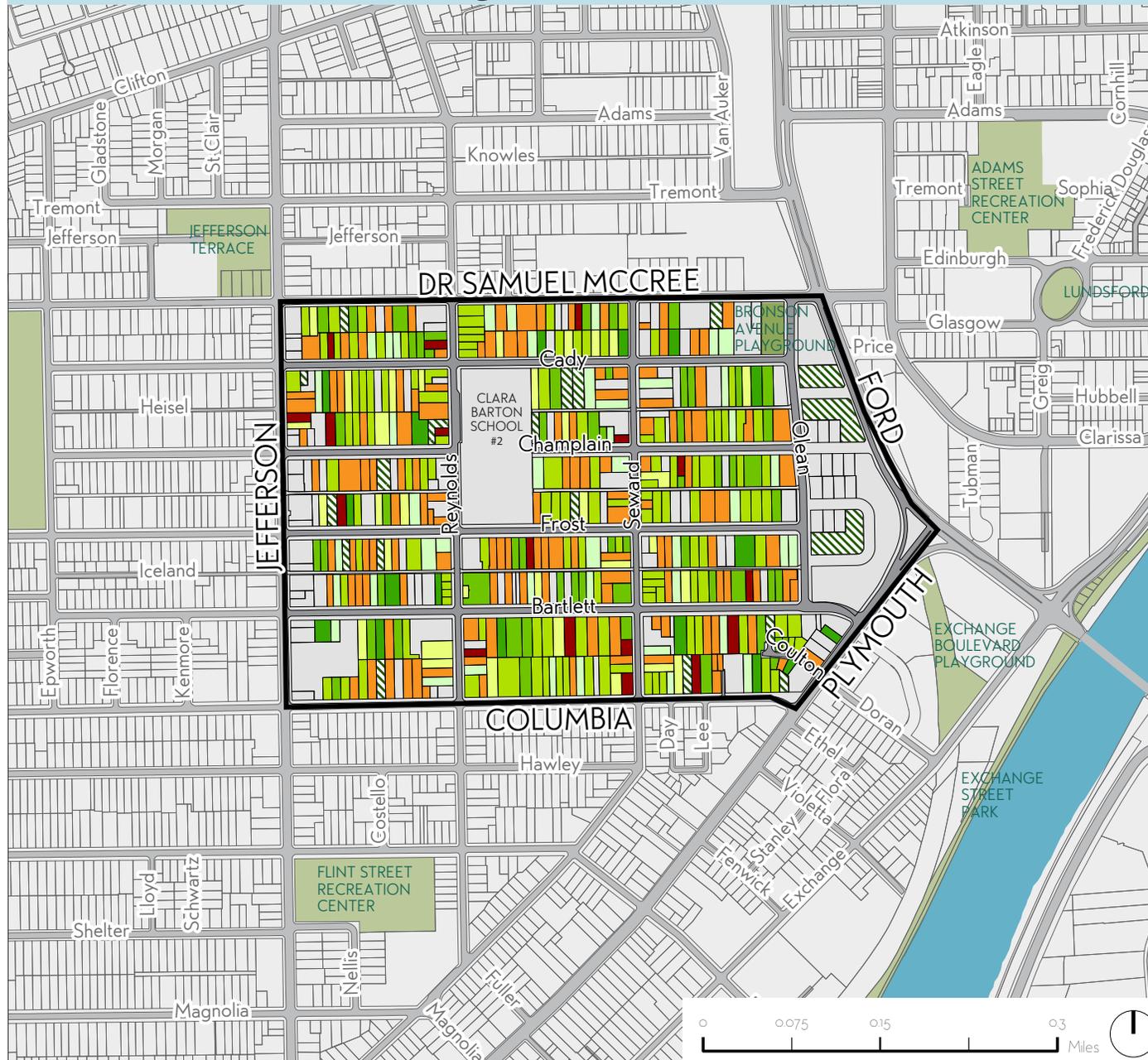


s. **Percent Change in Assessed Residential Value, 2006 & 2016**

Source: City of Rochester, 2006 and 2016

Assessed Value Change between 2006 and 2016

O&C 24. Assessed Value change between 2006 and 2016



Changes in Percentages

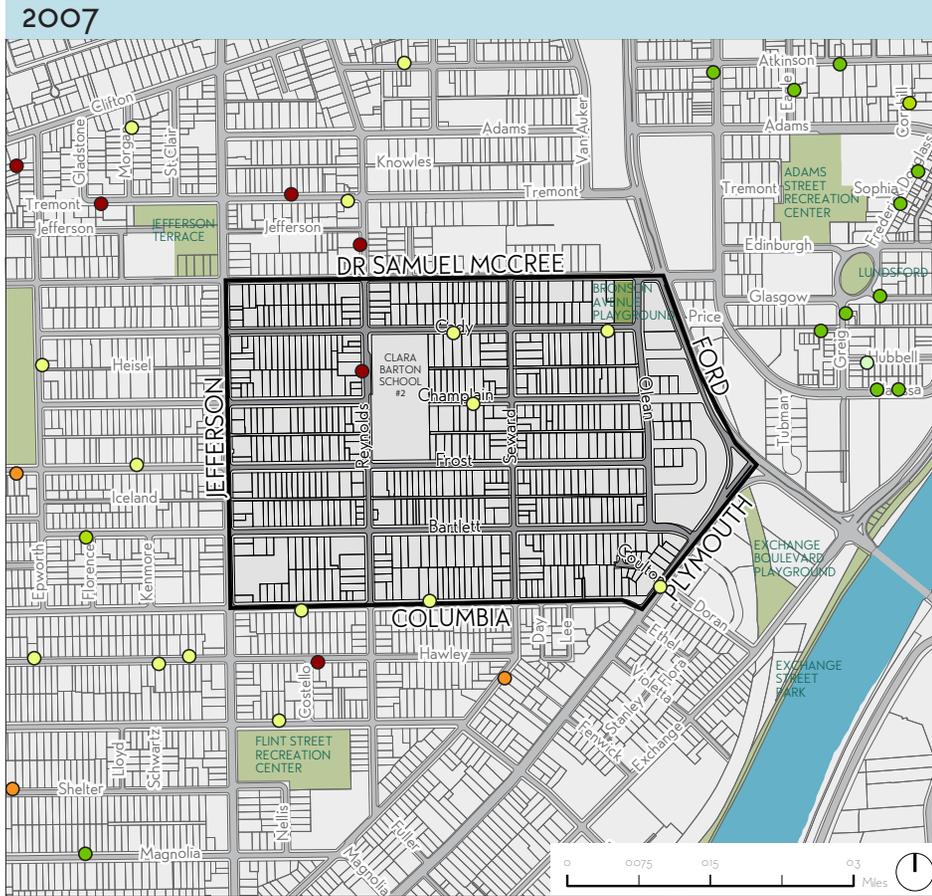
- 90% to -25%
- 24% to -1%
- 0%
- 1% to 5%
- 6% to 20%
- 21% to 50%
- Greater than 50%
- No value in 2006

- Boundary
- Park

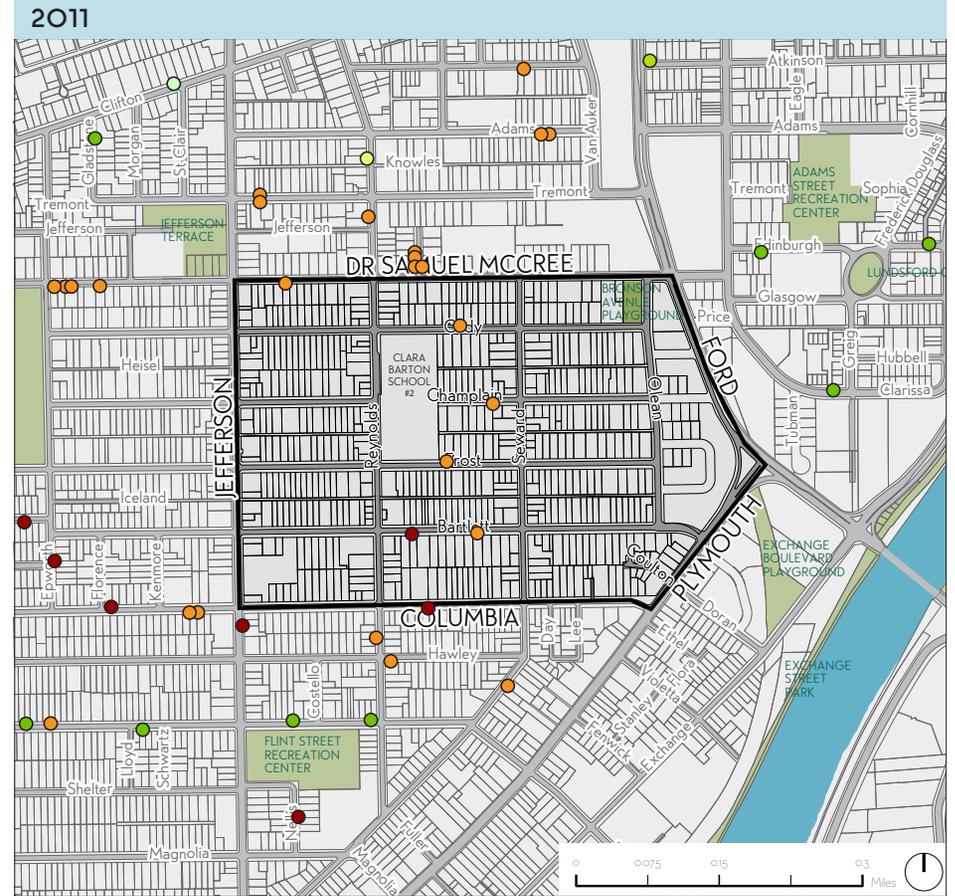
CONTROL AREAS

t. Residential Sales by Price

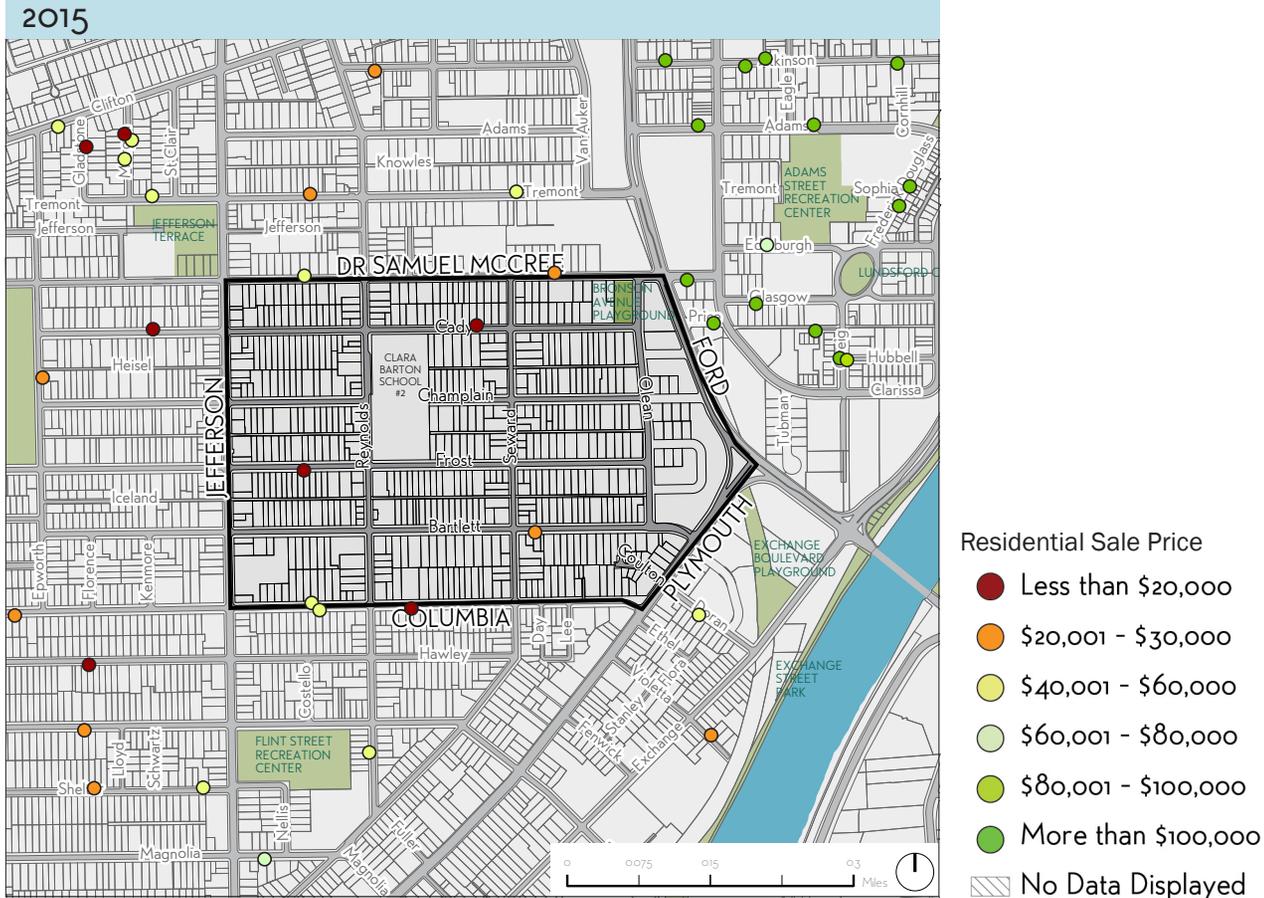
O&C 25. Residential Sales in 2007



O&C 26. Residential Sales in 2011



O&C 27. Residential Sales in 2015



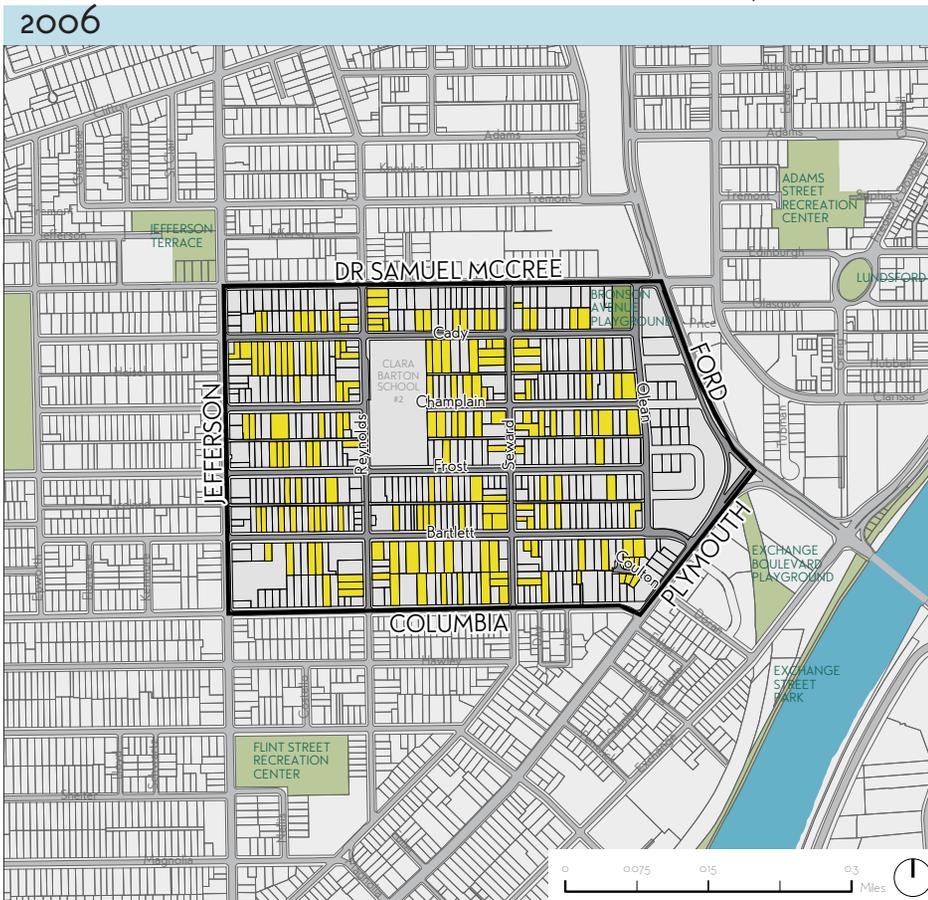
u. Housing Tenure: Owner-Occupants

Source: City of Rochester 2006 and 2016

Owner Occupied

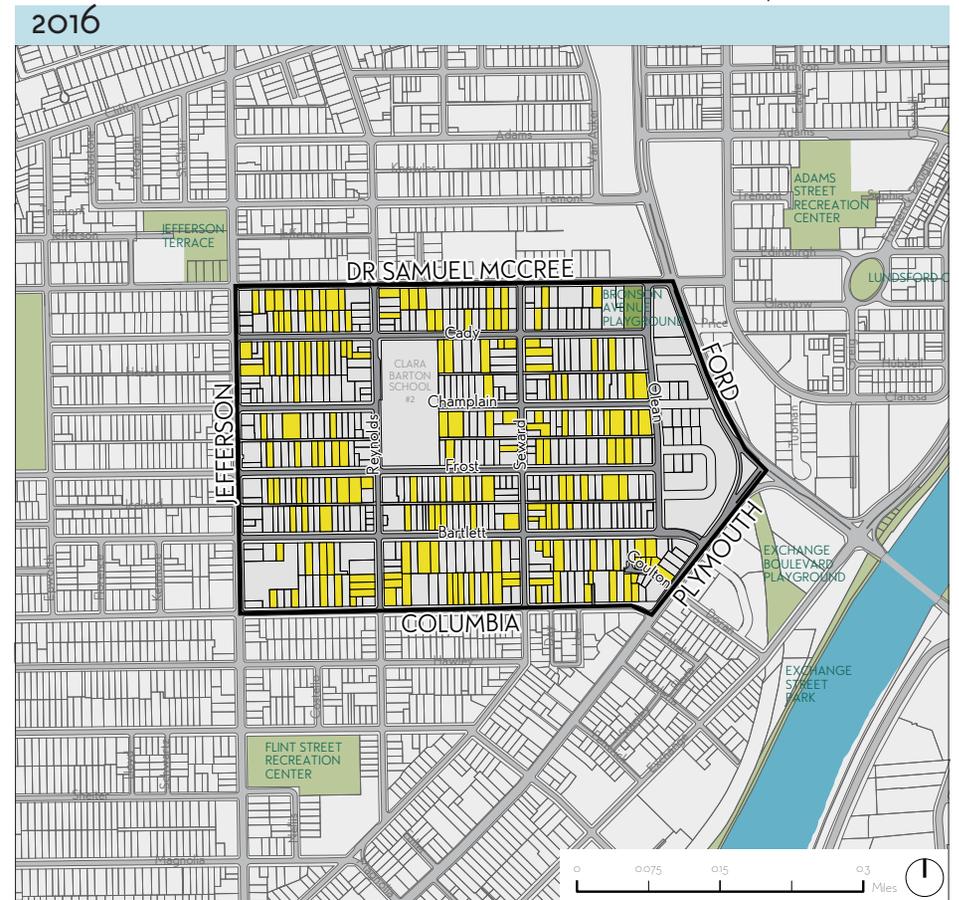
35%= 167 parcels

O&C 28. Owner-Occupied Parcels in 2006



33%= 181 parcels

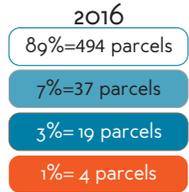
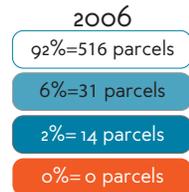
O&C 29. Owner-Occupied Parcels in 2016



v. Property Owner Locations

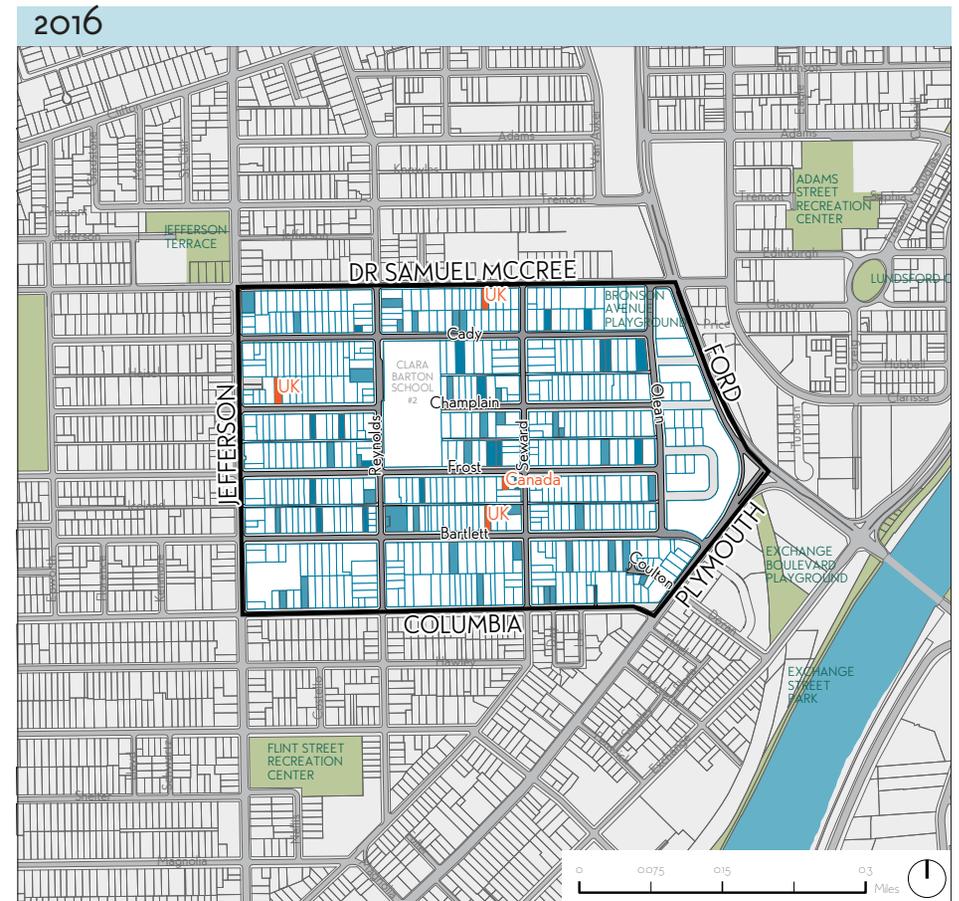
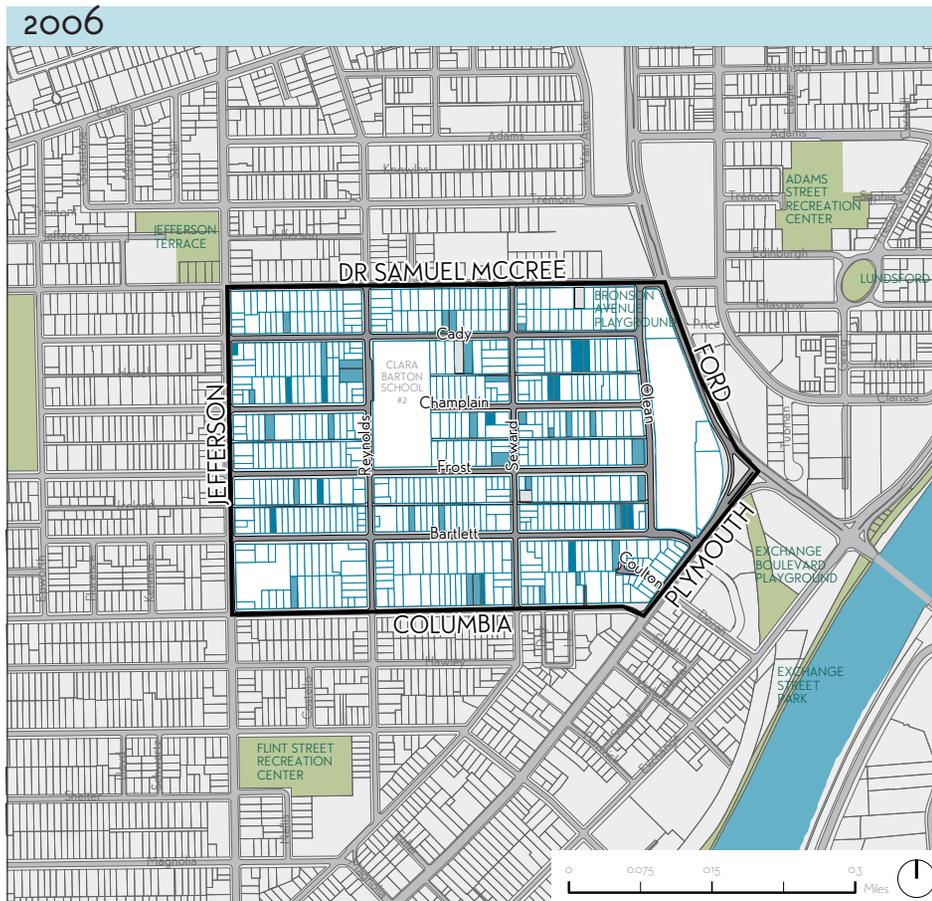
Source: City of Rochester 2006 and 2016

- In Rochester
- In State
- Out of State
- Out of Country

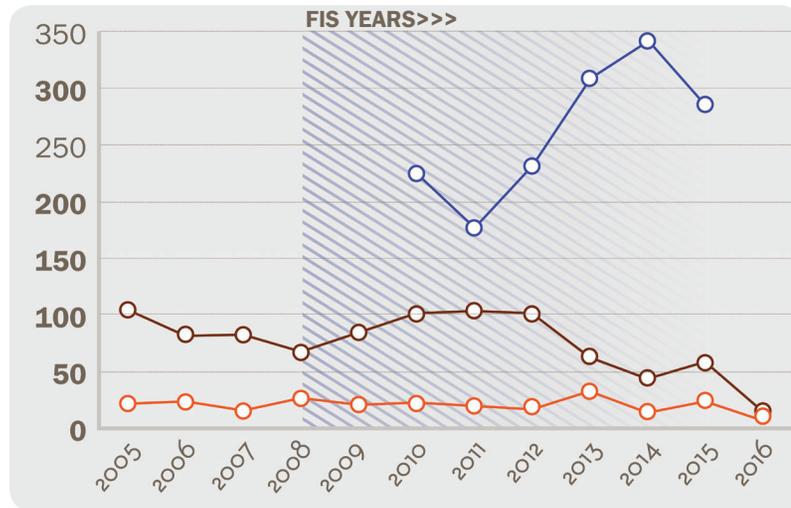


O&C 30. Property Owner Location in 2006

O&C 31. Property Owner Location in 2016



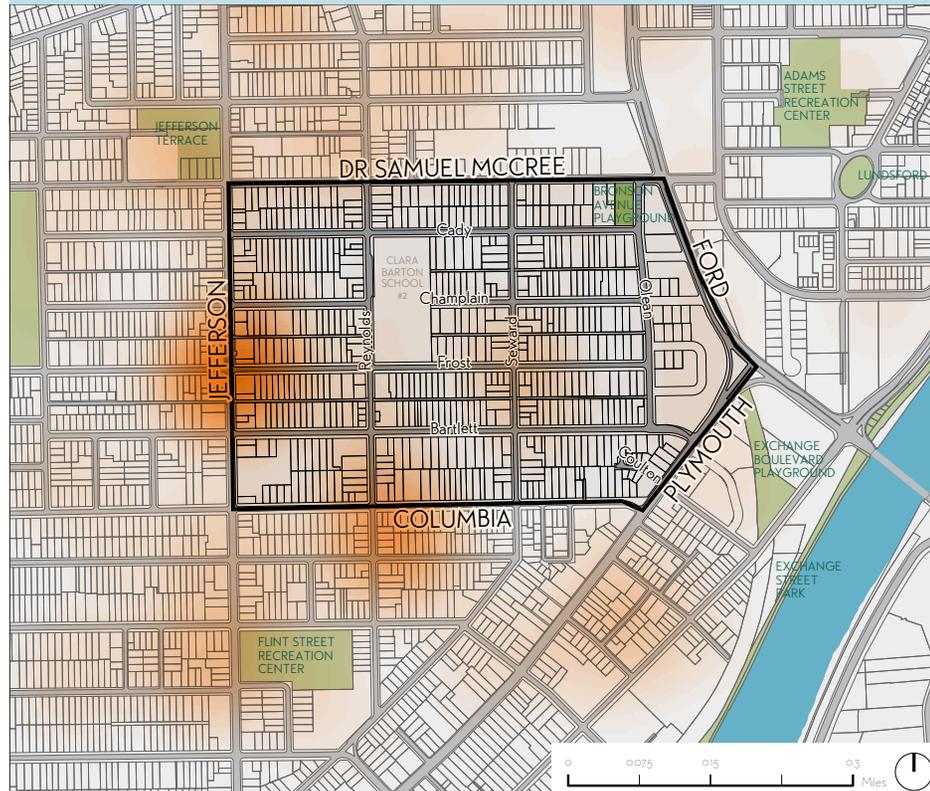
w. Crime Trends 2005-2015 & Crime Heat Map



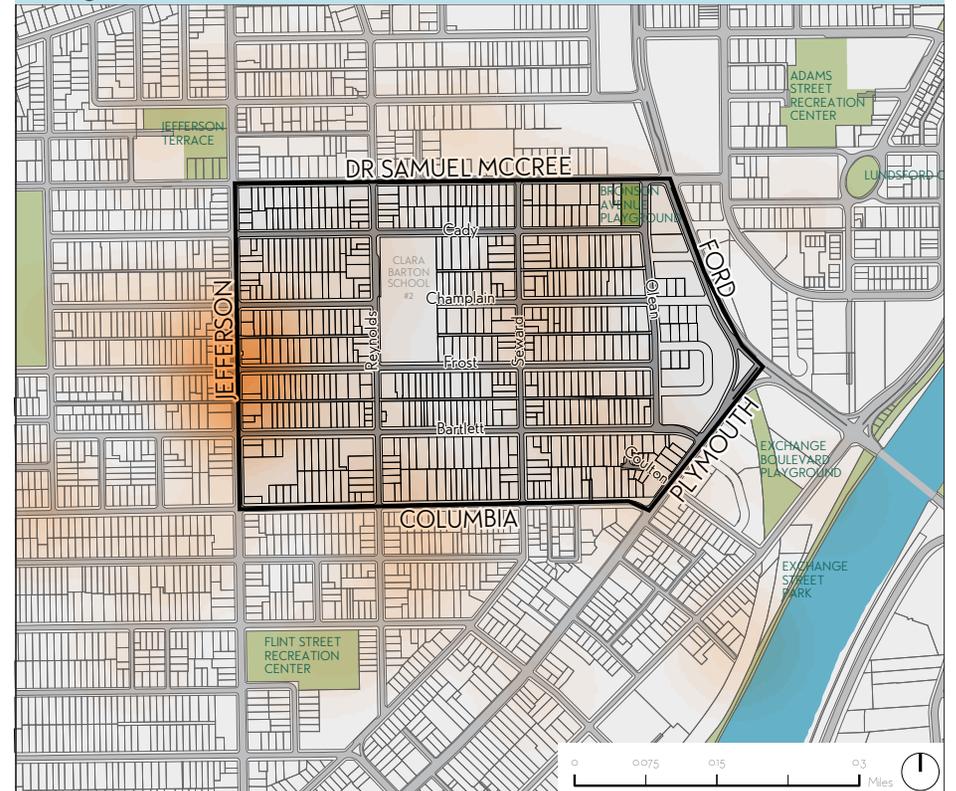
O&C 32. Crime Trends by Type 2005-2015

- Part 1 Violent Crime
 - Murder
 - Rape, forcible
 - Robbery
 - Aggravated assault
- Part 1 Property Crime
 - Burglary
 - Larceny
 - Mv theft
- Vice A & B
 - Narcotics
 - Gambling
 - Prostitution

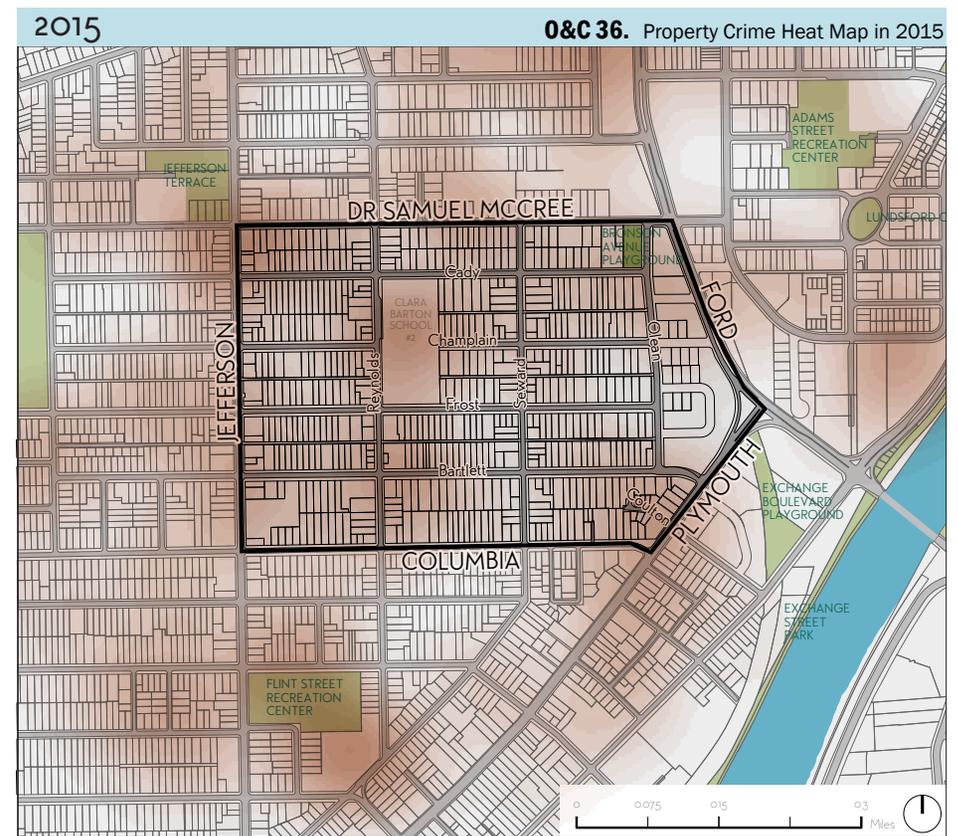
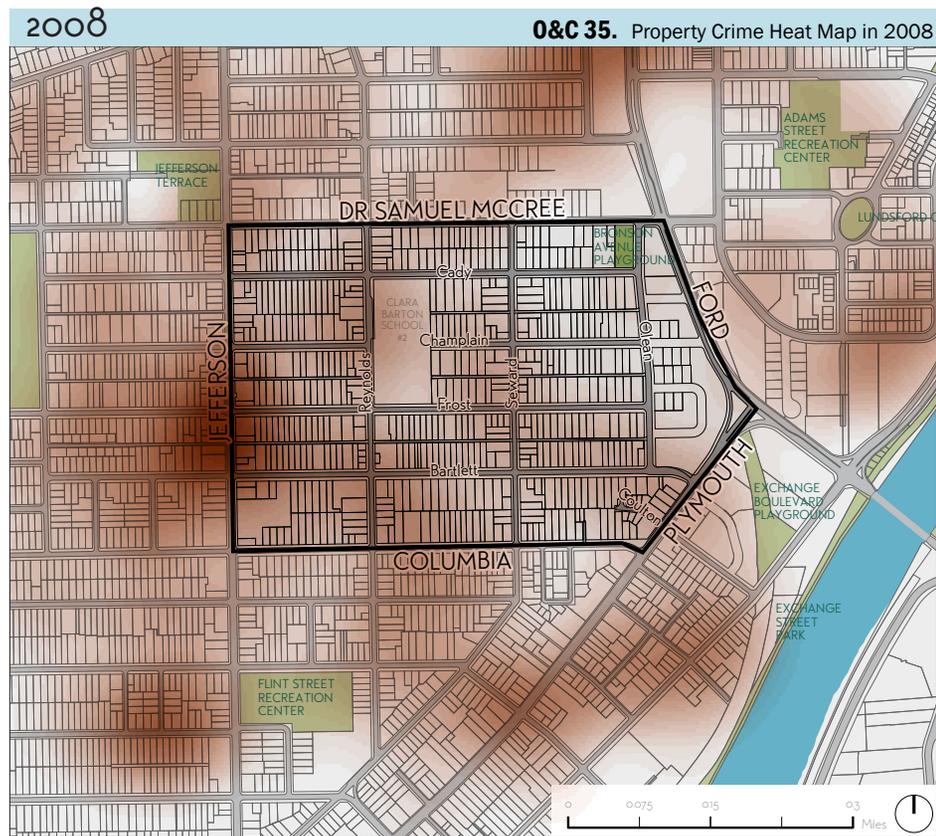
2008 **O&C 33.** Violent Crime Heat Map in 2008



2015 **O&C 34.** Violent Crime Heat Map in 2015



- Part 1 Property Crime
 - Burglary
 - Larceny
 - Motor Vehicle Theft

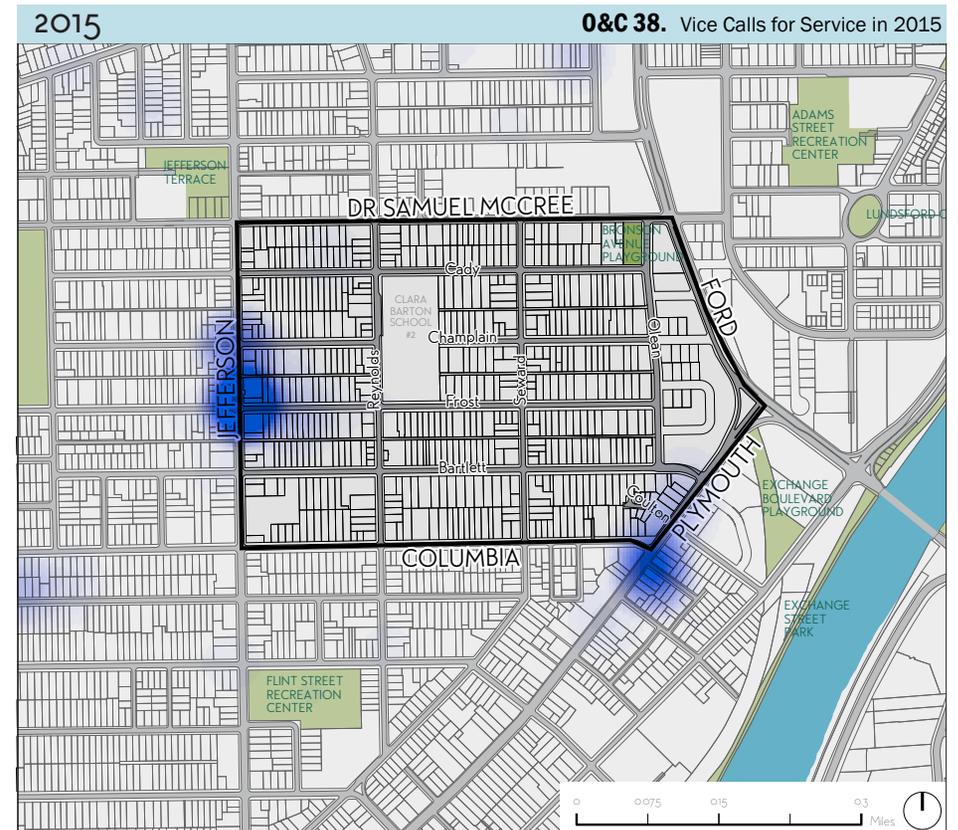
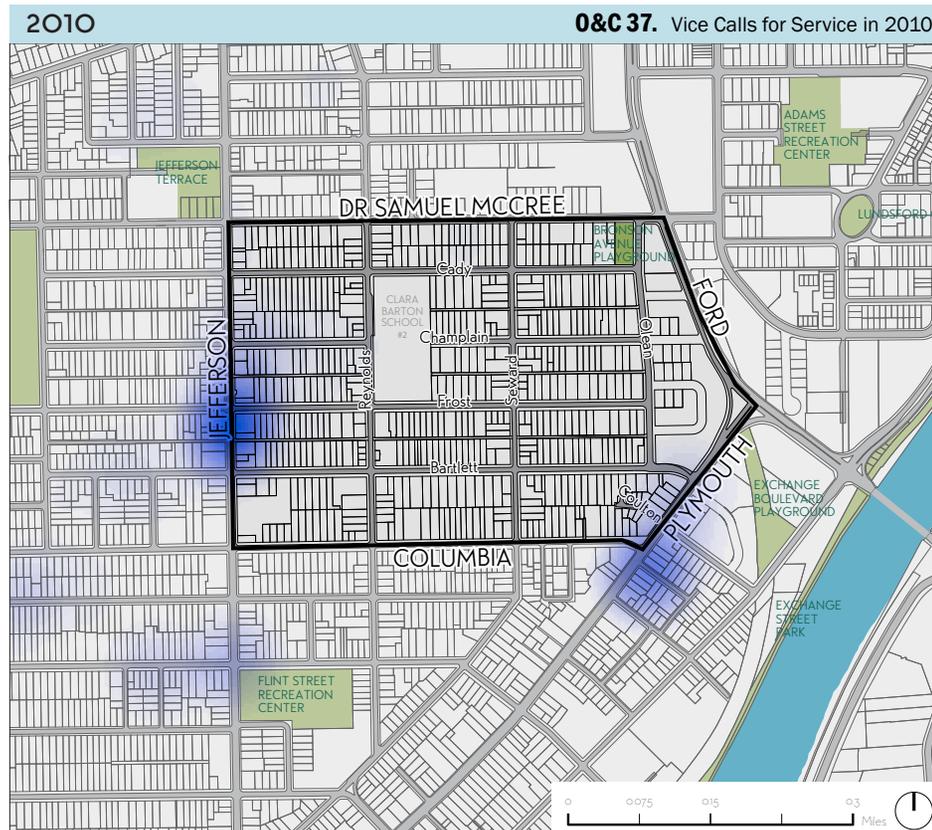


(cont.) Crime Heat Map

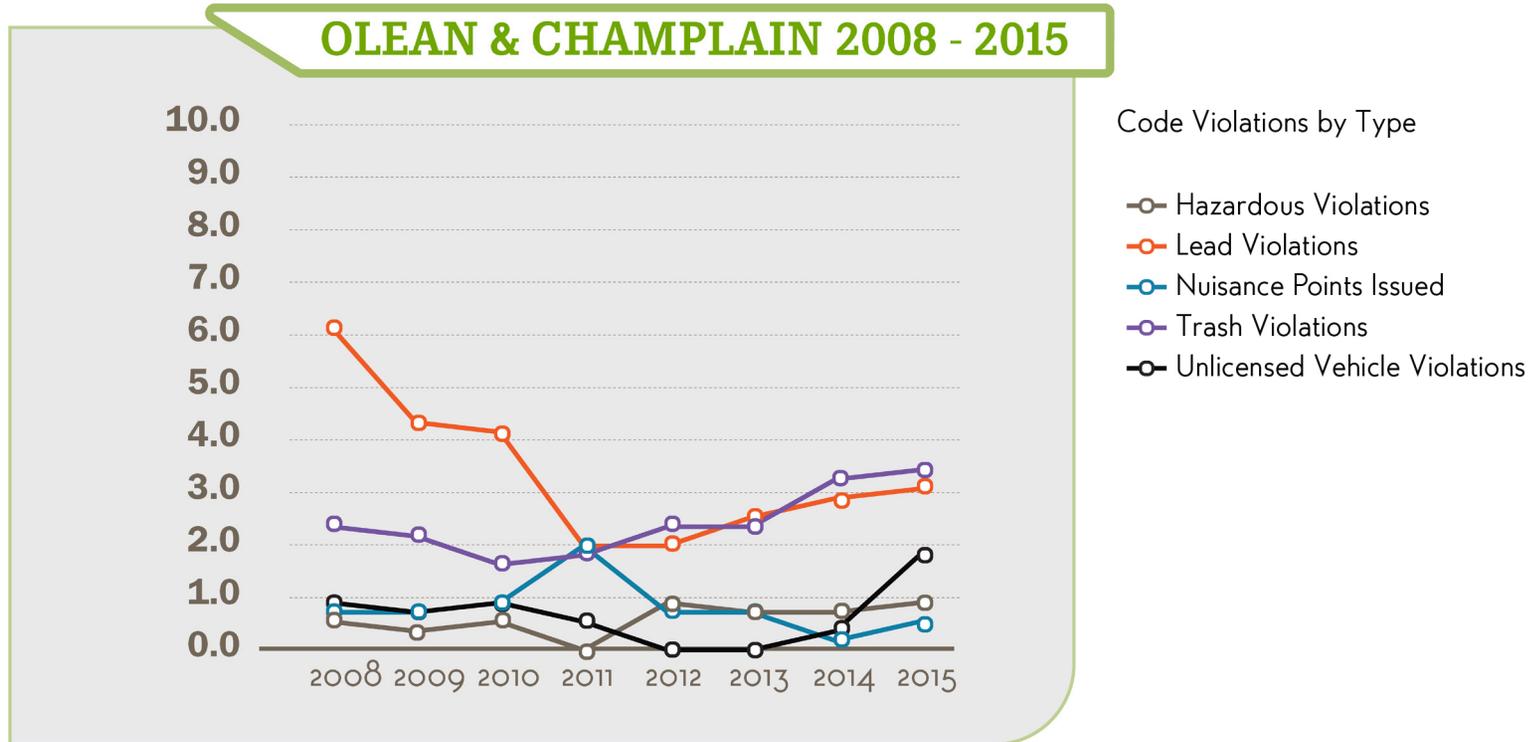
Source: Rochester Police Department, April 2016

Calls for Service

- Vice A & B
- Narcotics
- Gambling
- Prostitution



O&C 39. Rate of Code Violations by Type 2008 - 2015



O&C 40. Count of Code Violations by Type 2008 - 2015

CODE BY COUNT & YEAR	2008	2009	2010	2011	2012	2013	2014	2015
HAZARDOUS VIOLATION	3	2	3	0	5	4	4	5
LEAD VIOLATION	34	24	23	11	11	14	16	17
NUISANCE ISSUED	4	4	5	11	4	4	1	3
TRASH VIOLATION	13	12	9	10	13	13	18	19
UNLICENSED VEHICLE VIOLATION	5	4	5	3	0	0	2	10

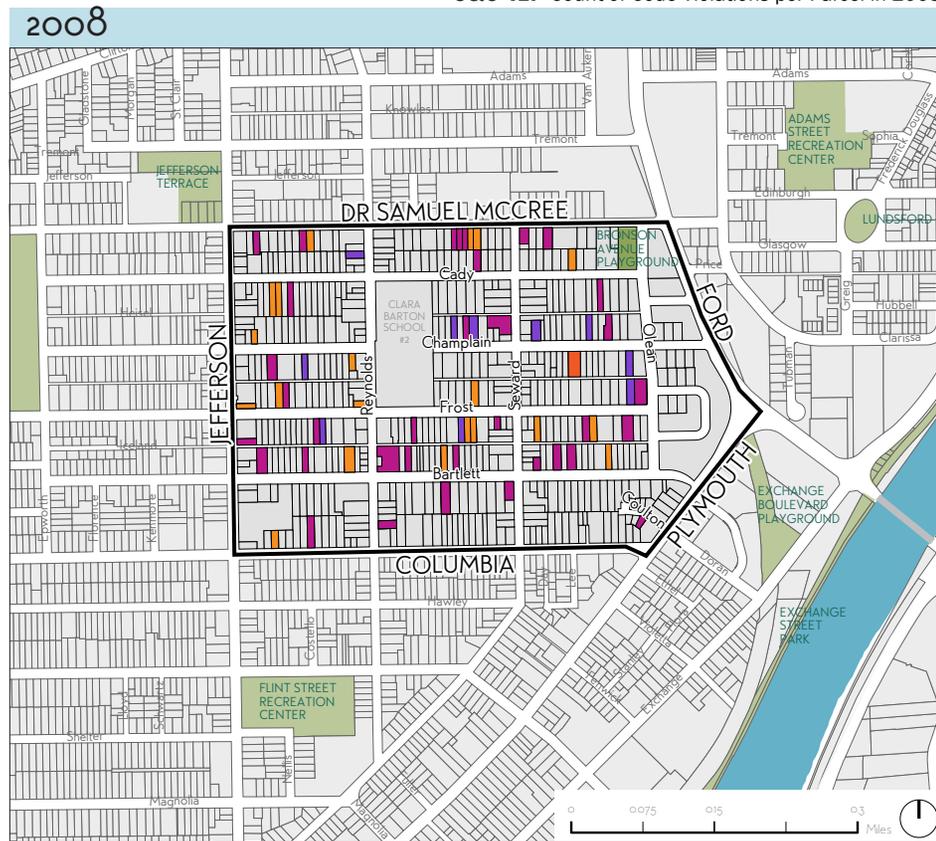
● 67% between 2008-2015

● -50% between 2008-2015

Total Code Violation Count by Parcel

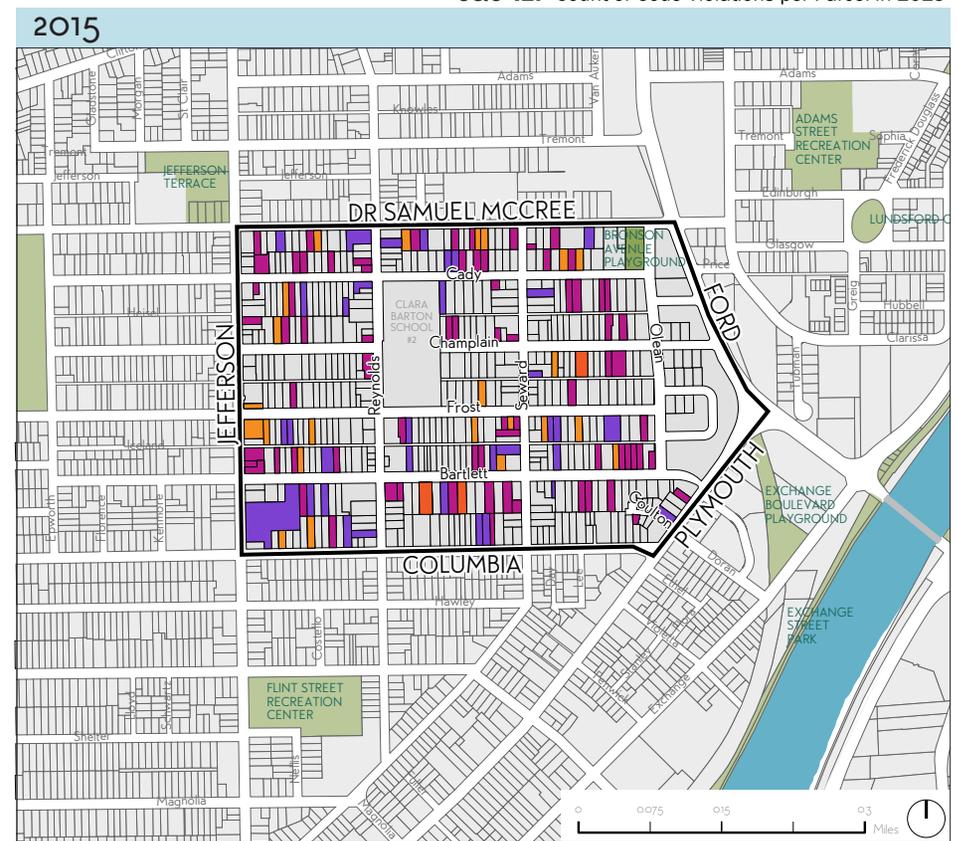
- 1
- 2-5
- 6-10
- 11-15
- 16-20

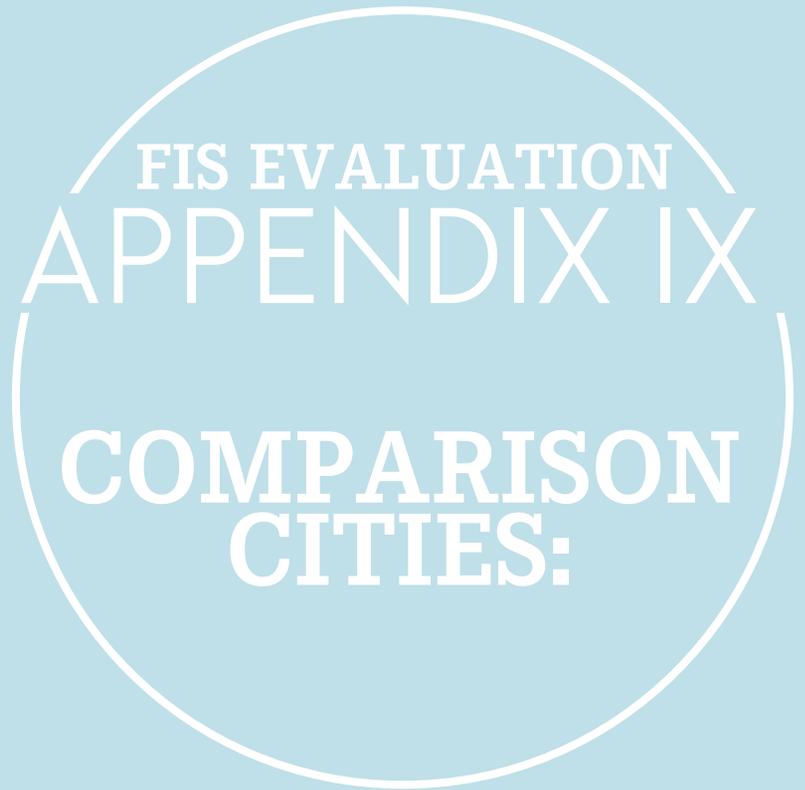
O&C 41. Count of Code Violations per Parcel in 2008



CA-48

O&C 42. Count of Code Violations per Parcel in 2015





FIS EVALUATION
APPENDIX IX
COMPARISON
CITIES:

IX. COMPARISON CITIES: CLEVELAND, OHIO & PITTSBURGH, PENNSYLVANIA

EXPERIENCE WITH DATA & PROGRAM EVALUATION

OUR ASSIGNMENT

As part of our Scope of Work, the Interface team was asked to research the experience of two comparison cities having techniques in place to gather information and data routinely and to report on results achieved. **Rochester officials selected Cleveland, Ohio and Pittsburgh, Pennsylvania** from a list of cities that participate in the National Neighborhood Indicators Project.

These two rustbelt cities have addressed many of the challenges faced by Rochester officials, including losses of manufacturing jobs, population declines resulting from out-migration, housing abandonment and vacancy issues, high unemployment rates in the core city, and related social issues. The presence of these similar challenges indicated the likelihood that experience in these cities would be relevant for Rochester even though the US Census Bureau reported both comparison cities had somewhat larger populations during 2013 than Rochester:

- **Cleveland - 390,113**
- **Pittsburgh - 305,841**
- **Rochester - 210,358**

Our research examined processes in both cities related to the techniques used to collect data, as well as actual use of data in connection with program implementation. **Our process included research of the types of data collected, correspondence and interviews with representatives of institutions involved with data collection, and discussions with local officials who are data users.**

Both Cleveland and Pittsburgh have advanced information systems addressing neighborhood conditions in their cities, as well as in the counties around them. For both cities, information is collected by a third-party intermediary affiliated with a university participating in the National Neighborhood Indicators Project. In addition, the City of Pittsburgh has entered into at least four contracts for data collection pursuant to another neighborhood-based information system, Market Value Analysis (MVA), of The Reinvestment Fund (TRF). The following are descriptions of these two data collection systems.

DATA COLLECTION INFORMATION SYSTEMS USED IN CLEVELAND AND PITTSBURGH

National Neighborhood Indicators Project (NNIP)

Both Cleveland and Pittsburgh are NNIP partner cities and as such, join with 28 other U.S. cities “in a peer learning network of local organizations that share a mission to improve low-income neighborhoods by empowering residents and local institutions to use data in their community building and policymaking”. NNIP was established in 1996 and is coordinated by the Urban Institute, a non-profit think tank based in Washington, DC. On May 31, 2016, the Urban Institute formally released a new publication, *NNIP’s Guide to Starting a Local Data Intermediary*. A link to the publication may be found on the NNIP website,

<http://www.neighborhoodindicators.org/>

The Guide reports that “about a third of active NNIP partners are in university research centers, a third are nonprofits, and the remaining third are a mix of other institutional forms and collaborations. NNIP partners demonstrate that the data intermediary’s type of institution is less important than the role it plays in its community.”

There are three major categories of activities for NNIP’s local data intermediary partners:

- Assemble, transform, and maintain data
- Disseminate information and apply the data to achieve impact
- Use data to strengthen civic capacity and governance

Particularly relevant for Rochester is the use of data collected by NNIP local partners to target investments and strategies to neighborhoods where funds can be used most efficiently. Moreover, NNIP local partners typically retain data over time, which enables the monitoring of trends related to properties and neighborhoods over time. These functions performed by a local data intermediary would provide Rochester officials with consistent data to monitor and evaluate neighborhood changes over time.

Also applicable for Rochester is the information dissemination function of NNIP local partners. As described in the *Guide* (page 9):

“The intermediaries can help stakeholders identify emerging issues; efficiently target resources and investments; and analyze local conditions, programs, and policies. Intermediaries also use the data to motivate disparate stakeholders to see solutions they had not recognized before and to open doors for them to work together on a common agenda. Finally, they support longer-term endeavors, such as helping stakeholders use data to inform the design, program management, and evaluation of comprehensive community initiatives.”

NNIP local partners consolidate and make data available – usually on an open source basis – to address a broad range of topics such as student performance, crime, public assistance, and housing markets, in a one-stop shop for local officials, representatives of community-based organizations, corporations, academic researchers, and other users in the community. When data are more confidential, these data intermediaries compile them to levels assuring that privacy is respected.

Participation by a local Rochester NNIP partner could ensure a steady flow of data to assist with funding decisions involving limited resources and help to identify pressing problems and target funds to address them. Evaluation of the impact of program initiatives would be available annually. While most NNIP local partners commence by gathering data related to housing and community development, most expand over time to collect data that are indicators of both physical and social problems and issues. Property level data enable responses to be fine-tuned to address specific problems at the neighborhood level.

Participation by a local Rochester NNIP partner could ensure a steady flow of data to assist with funding decisions involving limited resources and help to identify pressing problems and target funds to address them.

Market Value Analysis (MVA)

The Reinvestment Fund (TRF), a Philadelphia-based non-profit organization, has developed another technique for evaluating neighborhoods, which is the MVA. As described by TRF, “the MVA uses spatial and statistical analysis to identify and characterize local conditions throughout a city.” Since the first MVA, which was Philadelphia in 2001, TRF has completed over 30 MVAs. As described on the MVA website, TRF’s philosophy is to “Build from Strength” with five of underlying assumptions:

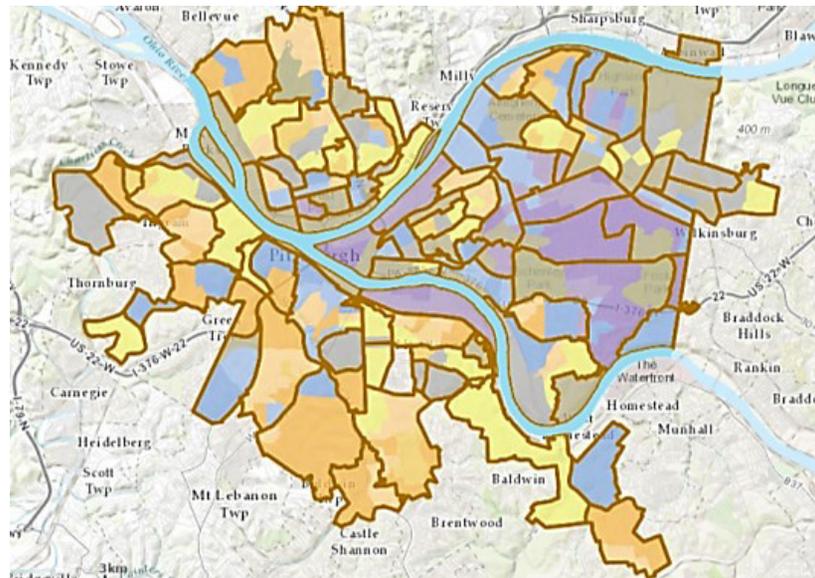
1. Public subsidy is scarce and it alone cannot create a market where there is none;
2. Public subsidy must leverage or clear the path for private investment;
3. Public subsidy in distressed markets should build from local nodes of strength, (i.e. transportation hubs, parks, public amenities and anchor institutions);
4. Decisions about places must be informed by empirical data; and
5. All city residents are consumers that expect quality services.”

The MVA process builds from data for Census block groups by placing them into categories or types based on their housing market conditions. Data typically are indicators obtained from local jurisdictions and include real estate sales transactions, variability in the value of those transactions, mortgage foreclosures, owner occupancy, mixture of commercial and residential land uses, vacant land/buildings, new construction/substantial rehabilitation, and subsidized rental stock. Most of the indicators are acquired at the property address level and are then aggregated to the block group level. As stated by TRF, the objective of the

MVA is to provide “an analytic basis for allocating and prioritizing public, private, and philanthropic resources in service of positive change.” Once the MVA is complete, TRF works with local stakeholders to identify a subset of indicators, such as sale transaction and foreclosures that are updated on a regular basis. For a number of cities, including Pittsburgh, TRF has prepared multiple MVAs on a cycle of about three years. Figure 1 below shows the MVA categories of neighborhoods, using Pittsburgh as an example.

For Rochester’s FIS, which focused on housing and physical development in the targeted neighborhoods, MVA would have offered a baseline of conditions at the commencement of FIS. Commissioning TRF to conduct additional MVA analyses at three-year intervals would have provided the data needed to conduct an evaluation of the program’s effectiveness. The most notable inconsistency would have been MVA’s reliance on block groups delineated by the U.S. Census, since the FIS boundaries are not consistent with these boundaries.

Comparison Cities Figure 1. Participant Breakdown



Source: City of Pittsburgh Department of City Planning; Real Estate Strategies, Inc.

Cluster	# BG	Median Sales Price 2011-2013	Variance Sales 2011-2013	Foreclosure 2011 - 2012 by Sales	% Commercial & Industrial, 2013	% Owner Occupied 2010	% Vacant Residential Land, 2013	% Public Housing 2013	% Violations 2011 - 2012	% All Permits 2011-2012
A	31	\$333,578	0.50	4.70%	21.29%	58.12%	3.06%	0.61%	7.65%	4.28%
B	34	\$191,998	0.49	11.39%	39.31%	23.90%	3.04%	3.09%	13.84%	3.53%
C	39	\$119,922	0.55	17.95%	12.50%	60.70%	11.53%	2.50%	14.79%	1.37%
D	33	\$84,342	0.64	14.08%	45.72%	35.88%	10.51%	9.93%	19.17%	2.08%
E	49	\$69,816	0.52	28.20%	11.54%	72.89%	9.75%	2.33%	15.79%	0.60%
F	18	\$45,819	0.79	28.47%	18.58%	47.88%	16.90%	59.53%	26.65%	1.59%
G	38	\$40,787	0.79	30.92%	13.13%	59.93%	18.22%	5.15%	23.25%	1.08%
H	42	\$19,282	0.89	32.64%	25.53%	51.66%	23.49%	21.81%	29.89%	1.50%
I	35	\$8,790	0.92	32.46%	16.17%	48.75%	36.42%	11.84%	34.07%	0.45%
Not Classified	45	NULL	NULL	17.96%	34.38%	30.64%	33.28%	14.86%	16.23%	12.11%
Study Area	364	\$97,938	0.67	22.21%	23.44%	49.81%	17.11%	10.80%	19.87%	3.02%

Important Differences – NNIP and MVA

Data Collection and Dissemination

The NNIP data collection process involves the designation of one or more local institutions, non-profit organizations, and/or local/regional organizations and government agencies who establish ongoing data collection procedures pursuant to which local, county, and regional agencies supply data. The data intermediary compiles data from different sources, updates the data on a regular basis, maintains data systems that have broad access, develops formats for reports and interfaces of data from multiple sources, provides training for users, and ensures ease of access.

Local agencies and organizations have less involvement in preparing a MVA. TRF is responsible for compiling data from local sources and preparing the MVA as of a point in time pursuant to a contract and with a specified fee. **TRF is responsible for compiling and analyzing the data, including scrubbing and validating it. Selected variables can be updated by stakeholders.** A complete update requires an additional contract with TRF.

Scope of Data Collected

NNIP partners are encouraged to include, and make broadly available, data from an extensive range of sources that address demographic, economic, housing, income, poverty, neighborhood, health, education, and social conditions at various levels of geography ranging from property-level data to data for cities, counties, and regions. Sources of the data typically will include the U.S. Census, Home Mortgage disclosure Act data from lending institutions, crime data from police departments, vital statistics from state health departments, data from schools, juvenile justice, and social service agencies.

As indicated previously, **the MVA is focused on housing and neighborhood conditions** and places census block groups in categories based on such factors as home sales prices, foreclosures, percent of commercial/industrial properties, percent owner-occupied properties, percent vacant residential land, and percent publicly assisted housing. This focus is particularly useful for agencies and organizations seeking to monitor and evaluate changes in housing conditions in neighborhoods.

Local Participation in Both NNIP and MVA

Some cities have active NNIP partners and also have commissioned TRF to prepare Market Value Analyses. Pittsburgh is one such city, as are Baltimore, New Orleans, Detroit, Milwaukee, and St. Louis. As the Pittsburgh example shows, **both NNIP and MVA enable local officials to target limited resources more effectively and provide data to evaluate program impacts.**

Regardless of the nature of the data system used and the associated data collection process, the common thread is the critical need to establish a way to use objective data as a basis for effective communications among local officials, community leaders, stakeholders, funders, and neighborhood residents about local conditions. Data compiled for NNIP and MVA can be the starting point for discussions about strategies for deploying resources, as well as ways to measure results and outcomes.

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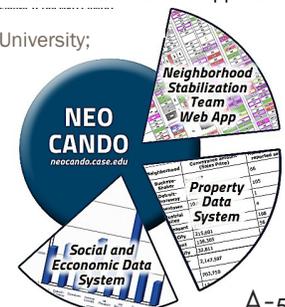
Cleveland's Data Systems and Uses of Data

For the City of Cleveland and the 17-county Northeast Ohio Region, the NNIP local partner is the Center on Urban Poverty and Community Development (the Center or the Poverty Center), a research institute housed at Case Western Reserve University's Mandel School of Applied Social Sciences. The Center first developed a data system called **NEO CANDO (Northeast Ohio Community and Neighborhood Data for Organizing)**, a free and publicly accessible social and economic data system. NEO CANDO resulted from the **collaboration of various non-profit organizations, foundations, and government agencies, which played very important roles in providing data for use by a wide variety of organizations and individuals.**

The NEO CANDO data system can be accessed after free registration at the website, <http://neocando.case.edu/neocando-2010-plus.shtml>. Access to data for the entire region, or for specific neighborhoods within the region is available based on 2010 Census geographies; older data are available at 2000 Census geographies and some have been translated into 2010 geographies. Users, including community and economic development professionals, public officials, academic researchers, business leaders, neighborhood activists, and concerned citizens can use the system to obtain data on all aspects of the area including population trends, poverty, employment,

Comparison Cities Figure 2. The NEO CANDO Suite of Applications

Source: Case Western Reserve University; Real Estate Strategies, Inc.



educational attainment, housing, and crime. Data can be generated in tables, maps, and charts. It can be printed or exported into Word and Excel files.

The foreclosure crisis in Northeast Ohio resulted in a next generation of data being compiled and folded into the NEO CANDO data system because of the resulting critical need for local property-level data. Figure 2 shows the current components of the data system maintained by the Poverty Center, which expanded NEO CANDO's property-level data capacity to respond to the needs of community development officials in Cleveland and Cuyahoga County, as well as to funders, and developed a new data application during 2010. This application, which is specifically targeted to community development practitioners, is called the Neighborhood Stabilization Team Web Application, or NST Web App. The NST Web App focuses exclusively on presenting data at the individual property level, combining the latest data from numerous different sources. Since the data often are time-sensitive, updates can be as often as weekly. While NEO CANDO is available to all users, some of the NST Web App data are more sensitive and are not shared broadly. The NST Web App contains data on all 588,000 individual properties in Cuyahoga County and can be accessed by specific geographies. The system contains a Resources Page that includes a user's guide, data dictionary, and ArcGIS online interactive maps. There are resources and reporting forms for use in code enforcement and a CDBG report template and instructions. In addition to on-line tutorials, the Poverty Center offers training so individuals can use the system.

A representative of the Poverty Center emphasized that the platform of data was built to be used by local officials and departments and also by community development corporations. While the NST Web App is used for program evaluation, it is intended even more

to help with actual practice on the ground. In fact, the Poverty Center runs data for the City's Code Inspectors so that their information is up to date.

About 50 measures are referred to as "Progress Drivers", which are measures that are tracked. These include arms-length sales, demolitions, and vacancies. Figure 3 provides details on the sources and types of data incorporated in the NST Web App, including information on the frequency of updates and the method used to transfer the data.

Analyses of the data have resulted in reports looking at the effects of demolitions of vacant properties compared with leaving abandoned properties. Other research has addressed the effects of vacancy on crime and trends in deed transfers on rates of homeownership. Deed transfer data show

the locations of bulk purchases to investors and resulting vacancies and tax delinquencies for some of the properties. Since reporting is built up from the individual property level, geographies can be tailored to respond to a particular analytical need.

It should be noted that the Poverty Center maintains another data system, called CHILD, which is the ChildHood Integrated Longitudinal Data system. CHILD is a comprehensive integrated data system used to carry out research and evaluation in order to improve child health and wellbeing in Cuyahoga County, Ohio. This system, which has been in place since 1992, compiles information from about 20 different data providers (education, justice, housing, health and mental health organizations, etc.) as a basis for research and evaluation related to child well-being.

Comparison Cities Figure 3. Data incorporated in the NST Web App

Source: NST; Real Estate Strategies, Inc.

Data Source	Data Type	Update Frequency	Method Obtained
Cuyahoga County Fiscal Office	Property characteristics	Yearly	Cleveland St. Levin College of Urban Affairs- transferred through CD
	Deed, mortgage, and other lien recordings	Weekly	Email transfer from Fiscal Office
	Tax billing file (tax delinquency, property values, tax abatements)	Monthly	USB drive transfer from Cuyahoga Planning Commission
	Deed transfers	Weekly	Email from Cuyahoga Planning Commission
City of Cleveland Department of Building and Housing	City of Cleveland condemnations, violations, permits, and demolitions	Weekly	Dropbox file transfer
	City of Cleveland rental registry	Irregular	USB drive
Cuyahoga County Court of Common Pleas	Foreclosure filings and court docket entries	Weekly	Screen Scraping
Cuyahoga County Sheriff's Department	Sheriff's sale information	Weekly	Screen Scraping
United States Postal Service	Vacancy	Every other month	DVD purchase from USPS data vendor
City of Cleveland Department of Community Development	Vacant and blighted survey	As conducted	Email
Cuyahoga Metropolitan Housing Authority	Section 8 vouchers (City of Cleveland only)	Irregular	Email from City of Cleveland Department of Building and Housing
Cuyahoga Land Bank	Programmatic data	Weekly	Email transfer
Neighborhood Progress, Inc. (NPI)	Programmatic data	Irregular	Various forms
Cuyahoga County Suburbs	Programmatic data	Irregular	Various forms
City of Cleveland CDCs	Programmatic and vacancy data	Irregular	Various forms

Data Systems in Use in Pittsburgh

Agencies and organizations in the City of Pittsburgh tap data from both the NNIP and MVA, having participated actively as users of both data systems for a number of years. The NNIP local partner is the University Center for Social and Urban Research (UCSUR) at the University of Pittsburgh. Data collection included preparation of profiles for 90 City of Pittsburgh neighborhoods published in 2015.

During 2015, UCSUR launched, and now manages and maintains a replacement site, the Western Pennsylvania Regional Data Center, created by UCSUR in partnership with the Allegheny County Department of Human Services. This Data Center provides an open data platform for local government and community organization partners in the region and also offers an array of services for data publishers and users. The system includes a total of 125 data sets from the City of Pittsburgh (58), Allegheny County (65), and the University of Pittsburgh (2). Since the system was launched in 2015, most data are relatively recent. The Data Center is supported financially by two foundations and the University of Pittsburgh. Data offerings are in the areas of arts, demographics, economy, education, environment, government, health, housing, public safety, sustainability, and transportation. A newsletter, *Pittsburgh Today*, measures Greater Pittsburgh's progress compared with 14 other regions using a series of 430 statistical indicators.

Pittsburgh's Use of MVA Data

Figure 4 highlights some of the documents created through use of data sets available in the Data Center. **City of Pittsburgh officials who were interviewed indicated that the City is actively using much of the information compiled by UCSUR and now in the Data Center, especially in the delivery of social services.**

Comparison Cities Figure 4. Example of available datasets in the Western Pennsylvania Regional Data Center
Source: www.wprdc.org

Data Center Showcase

See what others have created using our data. [Click here](#) to view all showcase items.

The showcase consists of ten items arranged in two rows of five:

- Property Information Extractor:** At our first Property Data User Group meeting, users mentioned that it was...
- Allegheny County Legislative District Maps:** Allegheny County's Geographic Information Systems Group provides State Senate and House of Representative district...
- Pittsburgh Permits Licenses, and Inspections Violation Search:** The City of Pittsburgh Department of Permits, Licenses, and Inspections now has...
- Lots to Love:** Lots to Love is a guide for community organizations and residents who are...
- County Roads and Bridges:** Interactive map of County-owned roads and bridges in Allegheny County. This application is...
- County Park Map:** Interactive Park Map in Allegheny County includes golf courses, park shelters, trails...
- Click that 'hood:** Click that 'hood is a fun game developed by a team of Code...
- Southwestern PA Community Profiles:** Southwestern PA Community Profiles provides information about communities in the region. It includes data...
- Pittsburgh Today:** Pittsburgh Today provides statistics, indicators, and news stories that will help you...
- PGH.ST trash collection schedules:** A product of the 2014 Steel City Codefest, PGH.ST provides trash & recycling collections...

Officials of the City note that from a development perspective, they use MVA because they can look at census tract and block group data and monitor trends and changes that are occurring over time. To be useful for development officials, the data must be current, rather than reflecting conditions from “several years ago”. Therefore, they insisted on retaining TRF to continue with the MVA because of the currency of the data and its availability at the block group level. These officials want to continue using MVA so they will be able to see the impacts on a geographic basis, and see where expenditures of scarce resources have had an effect.

Issues that have been in the forefront are the need to grow the City’s tax base and to have information available about whether gentrification is occurring. Pittsburgh’s tax base has continued to decline at about 0.5 percent per year, even though population has been stable. The ability to target resources may help to turn the situation around. While generating added tax revenue, however, neighborhood improvement has raised concerns about gentrification. MVA data has helped officials to address this concern because it shows that only ten census tracts in the City have real issues with housing affordability.

MVA provides useful data that can be the starting point for discussions with representatives of neighborhood groups and organizations. Credible data such as MVA provides can show the extent of problems that exist, such as a few vacant and abandoned homes that are adverse influences and a single nuisance house that is causing negative perceptions.

Pittsburgh officials are familiar with Cleveland’s property-level data and are working to develop such a database in Pittsburgh for use by municipal employees. The data would include permits, vacant lots and structures, and crime statistics. Until recently, Pittsburgh’s code officials were still using paper records. The City is participating in a demonstration with Loveland Technologies to test the use of a new property-level data system in one or two neighborhoods. The thought is that a new data system should be piloted, and the cost of a pilot project is in the \$10,000 to \$15,000 range.

Loveland Technologies
<http://makeloveland.com>

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East Liberty Case Study: neighborhood change takes TIME!

Change takes time

Despite the combination of a shared vision for the future, effective leadership, hard work, and commitments of funds, neighborhood change is not accomplished in a time frame of just a few years. Real Estate Strategies (RES), the market analyst on the consultant team, has been working on a number of initiatives in a Pittsburgh neighborhood, East Liberty, and an adjacent neighborhood, Larimer, for more than 20 years. As such, we have been involved with officials of the City of Pittsburgh, the Housing Authority of the City of Pittsburgh (HACP), community-based organizations, and real estate developers over the years. We have prepared analyses for community plans and redevelopment projects and we have observed the transformation of the East Liberty and nearby portions of the Larimer Neighborhood. Evolution in East Liberty has been featured in a New York Times article and is described in a May 2016 publication of The Urban Land Institute, “Reaching for the Future: Creative Finance for Smaller Communities”. A forthcoming update of another ULI publication, “Ten Principles of Successful Public-Private Partnerships” also will present information about the revitalization process. While East Liberty is a notable example of successful revitalization, it shows the amount of time and effort that is involved. And, there is more to be done.

Prior to change

In 1995, when RES was asked to prepare a market study for the substantial rehabilitation and repositioning of a large affordable housing project called Pennley Place, East Liberty was a neighborhood in decline. Urban renewal activities had closed Penn Avenue, the neighborhood’s main thoroughfare, to vehicular traffic and replaced it with a system of looped roads around East Liberty’s commercial core,

known as Pittsburgh’s Second Downtown. Stores were vacant, including a former Sears store – a large blue structure. A large high-rise project for low-income families straddled the western end of Penn Avenue; two other family high-rises were located near the eastern end. The City’s Busway separated East Liberty from the more prosperous Shadyside Neighborhood. As a neighborhood, however, East Liberty had some advantages: a Busway station, and proximity to stable neighborhoods including Shadyside, Oakland, and Highland Park. Historically, the neighborhood had been a commercial center with a very visible landmark, the East Liberty Presbyterian Church. In a city known for difficult topography, East Liberty is flat. The transit system and major roads linked it with employment centers in Oakland and downtown.

Rehabilitation and Developments

Rehabilitation and conversion of Pennley Place to New Pennley, a mixed-income residential redevelopment by East Liberty Development, Inc. (ELDI), and The Community Builders, Inc. was one of the earliest initiatives. However, the pivotal project early-on was the demolition of the former Sears and development of a new Home Depot store on the site. The store opened in 2000. Subsidies totaled 50 percent of Home Depot’s development costs, but the pay-off was far greater, including 250 jobs for area residents. Additional housing development, including additional phases of New Pennley and another development nearby and an affordable complex for seniors added to the pace of revitalization. Armed with these successes, ELDI prepared a first community plan in 1999. Called A Vision for East Liberty, this initial plan was “a long-term framework for revitalization”.

Additional redevelopment projects followed at a slow but steady pace. In 2002 a local development company, Mosites, opened a Whole Foods store at

Comparison Cities Figure 5. East Liberty Retail



Comparison Cities Figure 6. Home Depot in East Liberty



Comparison Cities Figure 7. New Pennley in East Liberty



Source: All images from Real Estate Strategies, Inc.

Comparison Cities Figure 8. Mixed-use Development by Mosites in East Liberty



Comparison Cities Figure 9. Fairfield Mixed-Income in East Liberty



Comparison Cities Figure 10. New Target in East Liberty



Source: All images from Real Estate Strategies, Inc.

a location convenient to attract shoppers from the Shadyside Neighborhood. Mosites then developed two levels of commercial/retail space adjacent to the Whole Foods parking lot with national retailers as tenants. The City's Urban Redevelopment Authority (URA) funded a pedestrian bridge connecting the upper level to the Shadyside Neighborhood on the opposite side of the Busway. In 2007, another local developer, Walnut Capital, acquired the vacant former Nabisco baking facility on a nearby site in the Larimer Neighborhood and began converting it into a mixed-use office/retail/hotel complex called Bakery Square. Among other tenants, the complex houses the Pittsburgh operations of Google. Bakery Square also has one of the two new hotels in East Liberty/Larimer, a 120-room Summerfield Suites property.

Deteriorated, obsolete low-income housing projects were demolished, including family high-rise structures. Replacement mixed-income residential developments have been built during the time frame from 2004 through the present, generally with a mix of rental units for very low income households, moderate income households, and those able to afford market-rate units. Developers have completed market-rate rental complexes on sites near Bakery Square and in the heart of East Liberty. ELDI has built new for-sale housing units on infill sites and has rehabilitated and sold older homes in the neighborhood.

Another landmark project came to East Liberty during 2011, some 15 years after revitalization activity commenced, when Mosites Company attracted a full-service Target to the site of one of the demolished residential high-rise structures. Mosites is now completing a mixed-use complex at the East Liberty Busway station, with assistance from a TIGER grant and other subsidy mechanisms. A last remaining deteriorated low-income project will be replaced in

2017 with another mixed-income residential rental complex; Larimer/East Liberty received a HUD Choice Neighborhood Transformation grant of \$30 million in 2014.

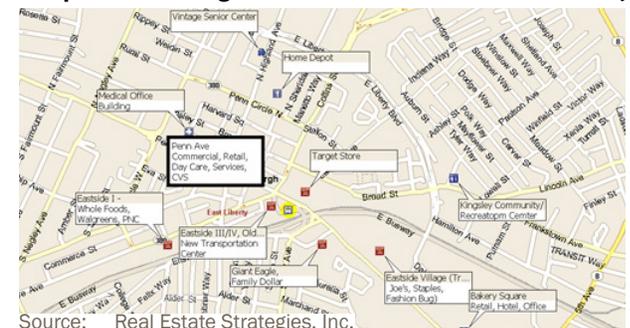
Comparison Cities Figure 11. East Liberty in Pittsburgh



Source: Real Estate Strategies, Inc.

Figure 11 shows the location of East Liberty in the City of Pittsburgh; figure 12 shows the location of commercial initiatives in East Liberty and nearby portions of the Larimer Neighborhood during the above-described time frame of more than 20 years. The encouraging note is that the revitalization process has been successful, thanks to the ongoing commitment of local officials and community leaders.

Comparison Cities Figure 12. Commercial initiatives in East Liberty



Source: Real Estate Strategies, Inc.