



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council



# 2021-22 HUD Funding: Annual Action Plan Public Input Meeting

DEPARTMENT OF NEIGHBORHOOD AND  
BUSINESS DEVELOPMENT

MARCH 4, 2021



# Meeting Agenda

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- Background on the Consolidated Plan and Annual Action Plan
- CDBG Program Presentations and Q & A
  - Economic Development
  - Neighborhood Service Centers
  - Rehab and Demolition
  - Recreation and Human Services
- Housing Support and Development Program Presentation and Q & A
- Annual Action Plan schedule and next steps



# HUD Funding Background

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- Rochester receives about \$12M in HUD funding/year
- The City of Rochester adopted a new 5 Year HUD Consolidated Plan in July 2020
- HUD funds can be used for many activities that are recommended in *Rochester 2034*:
  - Neighborhood reinvestment
  - Expanding homeownership
  - Affordable rental units in mixed income developments
  - Stabilizing housing through code enforcement
  - Park and playground improvements
  - And many, many more!



# Current Consolidated Plan

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- Covers 5 years: July 1, 2020 thru June 30, 2025
- We will be starting the **second** year of this plan
- *Consolidates* the planning for four programs into one document:
  - Community Development Block Grant (CDBG)
  - HOME Investment Partnerships (HOME)
  - Emergency Solutions Grants (ESG)
  - Housing Opportunities for Persons with AIDS (HOPWA)



# 2021-22 Annual Action Plan

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- Covers the period from July 1, 2021 through June 30, 2022
- Details Rochester's budget and planned activities for funding for Year 2 of the five-year Consolidated Plan
- Includes:
  - Budget and anticipated accomplishments for funding allocated for CDBG, HOME, HOPWA, and ESG programs
  - Framework to address priorities established by the City in the Rochester 2034 plan
  - Input from the public
- Does not include funds allocated to the City through the CARES Act to respond to COVID-19



# Four HUD Programs in Rochester

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- Community Development Block Grant (CDBG)
- Housing Support and Development Programs:
  - HOME Investment Partnership Program (HOME)
  - Housing Opportunities for Persons with AIDS (HOPWA)
  - Emergency Solutions Grants (ESG)



# HUD GRANT AMOUNTS

HUD Program	2020-21	2021-22	Change
CDBG	\$8,297,074	\$8,262,859	- \$34,215
HOME	\$2,513,637	\$2,478,281	- \$35,356
ESG	\$708,965	\$707,618	- \$1,347
HOPWA	\$975,953	\$1,002,981	+ \$27,028
Program Income	\$1,500,000	\$500,000	- \$1,000,000
<b>Total</b>	<b>\$13,995,629</b>	<b>\$12,951,739</b>	<b>- \$1,043,890</b>



# CDBG National Objectives

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



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



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



3. Meet **urgent needs** when health and welfare are threatened





# CDBG Eligible Activities

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- Economic Development
  - Business Loans & Grants
- Neighborhood Development
  - Street Liaisons
  - Plan Development
- Rehabilitation and Clearance (Demo)
- Public Services
  - Recreation and Youth/Human Services
  - Support for the Elderly
- Infrastructure Improvements
  - Play Apparatus and Public Facilities
  - Street Rehabilitation
- Housing
  - Acquisition and Rehabilitation of Housing
  - Support for People Facing Housing Insecurity



# Participant Information

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- Ask a question in the chat box at any time
  - Questions may be answered in the chat or read aloud and answered
- At the end of each program managers' presentation, there will be up to 10 minutes for Q & A
  - To speak during the Q & A time, press “raise hand” button
  - When it's your turn, you will be unmuted and will have **one minute** to ask a question
- The PowerPoint and the recording of this meeting will be uploaded to [CityofRochester.gov/ConPlan](http://CityofRochester.gov/ConPlan) shortly
- You can submit written input and comments on the Annual Action Plan [here](#)



# CDBG: Economic Development

- **Business Development Division's priorities:**
  - Create and retain jobs
  - Increase investment
  - Assist businesses with providing products & services for the community
- **Business Development programs:**
  - Small Business Matching Grants: advertising, computers, signs, & equipment
  - Grants and low interest loans
  - New: ORDER Grant to assist business with online ordering software
- **Recently completed projects include:** EFPR Group, Butler/Till, and ITX

Funding	Program	2019-20 Accomplishment
CDBG	Economic Development	21 businesses assisted, 36 jobs created/retained

- \$604,000 allocated for 2020-21 programming
- **Goals & objectives for 2021-22:**
  - Continue to stimulate economic growth and create/retain jobs
  - Supporting significant projects, including Zweigle's expansion and Sibley/Mercantile
- Q & A



# CDBG: Neighborhood Service Centers

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- **NSC Street Liaison Program priorities:**
  - Deliver essential services to the business community within the targeted commercial corridors in their quadrants by providing access to information to support business growth, attracting new businesses, and supporting economic development
  - Work closely with the City's Neighborhood Service Centers (NSCs) to accomplish annual goals and objectives for each quadrant
  - Help to accomplish neighborhood improvement projects, i.e. locally commissioned public art, outdoor furniture, and gateway signs resulting in neighborhood branding and pride
- \$80,000 CDBG funding allocated to street liaisons in 2020-21
- Q & A



# CDBG: Rehab and Demolition

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- **Priorities:**
  - Analyze City neighborhoods to determine areas of greatest need that would benefit most from CDBG funding
  - Undertake planning and analysis of the City's program delivery systems to address areas of weakness and to capitalize on program strengths
  - Address child lead poisoning through the City's lead hazard Control program
  - Address the housing repair needs of low to moderate income homeowners
- **Past and current programs:**
  - Rehab programs – remediate lead based paint hazards and address health and safety issues.
  - Leverage lead dollars – most recent award was \$5.6 million in 2019
  - Emergency Assistance Repair Program (EARP) – funds are used to replace non-working water tanks & furnaces and broken water lines
  - Demolition – stabilize and improve our neighborhoods by removing unsafe, blighted and abandoned structures



# CDBG: Rehab and Demolition, continued

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Funding	Program	2019-20 Accomplishment
CDBG	Property rehabilitation	127 homeowner housing rehabilitated
CDBG	Demolition	99 buildings demolished

- **2020-21 CDBG budget allocations:**
  - \$1,800,000 for the Demolition Program
  - \$1,065,374 for the Housing Repair/Rehab Program
  - \$200,000 for the Emergency Assistance Repair Program
- Q & A



# CDBG: Recreation and Human Services

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- **Priorities:** Develop programs & services that promote youth employment readiness and career skills, positive youth development, and civic engagement; as well as capital funding for parks and playground improvements.
- **2019-20 Accomplishments:** *(figures impacted by COVID-19 shutdown):*
  - Summer of Opportunity youth employment program: Trained and employed ~80 youth in summer jobs
  - ROTM/STEAM Engine: Assembled and distributed 3,200 'Play @ Home' kits
  - ROCmusic: Provided weekly, on-line private music classes to 85 youth musicians (strings and brass)
  - Roc Paint Division: Designed and published three themed activity books & distributed 6,000 copies through R-Centers & libraries
  - Youth Voice One Vision: Engaged ~300 City youth in on-line activities related to COVID safety & mental health awareness
  - Park & playground improvements: 1st Street Park, 4th and Peck Park, Tacoma Park, Troup Street Park, Don Samuel Torres Park & TC Hope R-Center
- **2020-21 CDBG Budget Allocations:**
  - \$1,050,000 for play apparatus
  - \$400,000 for job creation/youth development
  - \$743,000 for educational youth programming
  - \$46,000 for operation of La Marketa at the International Plaza
  - \$50,000 new Cities Connecting Children to Nature - Environmental education

- Q & A



# Housing Support and Development Programs

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





# CDBG: Housing Programs

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

Funding	Program	2019-20 Accomplishment
CDBG	Foreclosure prevention services	142 families receiving services
CDBG	Aging in place	103 seniors served
CDBG	Landlord-tenant services	115 families receiving services
CDBG	Home Rochester Program Management	18 households purchased a fully rehabilitated home



# CDBG Housing Programs, continued

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- Total 2020-21 Housing CDBG budget allocation is \$504,600:
  - HOME Rochester Program Management: \$186,000
  - Aging in Place: \$40,000
  - Senior Legal Services: \$30,000
  - Landlord Tenant Services: \$100,000
  - Foreclosure Prevention: \$148,600
- 2021-22 goals and objectives: continue to help maintain and improve housing stability for low- and moderate income households



# HOME Investment Partnership Program (HOME)

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- Strictly for housing activities to assist low- and moderate-income households
  - Homeownership assistance
  - New construction
  - Rehabilitation
  - Tenant-based rental assistance
- \$2,513,637 received for 2020-21

Funding	Program	2019-20 Accomplishment
HOME	New rental housing	11 new units constructed (Stadium Estates II)
HOME	Homebuyer assistance	79 first-time homebuyers assisted



# Housing Opportunities for Persons with AIDS (HOPWA)

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- Housing assistance and supportive services for low-income persons with HIV/AIDS and their families
- \$975,953 received in 2020-21

Funding	Program	2019-20 Accomplishment
HOPWA	Trillium Health and Catholic Charities	136 households assisted



# Emergency Solutions Grants (ESG)

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- Street outreach and emergency shelter activities
- Homeless assistance
- Homelessness prevention
- \$708,965 received in 2020-21

Funding Source	Program	2019-20 Accomplishment
ESG	13 various projects	4,843 persons assisted



# Housing Support and Development Programs

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- Q & A



# 2021-22 Annual Action Plan Schedule

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Item	Dates
Public Meeting	March 4
Publish Draft Annual Action Plan	Mid-April to Early May
Second Public Meeting	Late April to May
Approval by Rochester City Council	May or June Council Meeting
Submission of Plan to HUD	Following Council Approval
2021-22 Program Year Starts	July 1



# More Information on HUD Funding and Next Steps

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For more info, contact:

Amy Ventura, CDBG Coordinator

City of Rochester/Neighborhood and Business Development

[HUDFunding@cityofrochester.gov](mailto:HUDFunding@cityofrochester.gov)

- The PowerPoint and the recording of this meeting will be uploaded to [CityofRochester.gov/ConPlan](http://CityofRochester.gov/ConPlan) shortly.
- To view current and past HUD budget and reporting documents, visit: [CityofRochester.gov/ConPlan](http://CityofRochester.gov/ConPlan).
- Submit written feedback on the Annual Action Plan [here](#).
- Info on the next HUD Funding public meeting will be posted online and invitations will be emailed to our community email list. Join the email list [here](#).

