



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



2022-23 HUD Funding: Annual Action Plan Public Input Meeting

DEPARTMENT OF NEIGHBORHOOD AND
BUSINESS DEVELOPMENT

MARCH 3, 2022



Meeting Agenda

1. Background on the Annual Action Plan
2. Overview of CDBG Programs, Q/A
 - a) Economic Development
 - b) Neighborhood Service Centers
 - c) Rehab and Demolition
 - d) Recreation and Human Services
3. Overview of Housing Programs, Q & A
4. Amendment to Citizen Participation Plan
5. Next Steps, Schedule



HUD Funding Background

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



Current Consolidated Plan

- Covers 5 years: July 1, 2020 thru June 30, 2025
- We will be starting the **third** 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)



2022-23 Annual Action Plan

- Covers the period from July 1, 2022 through June 30, 2023
- Details Rochester's budget and planned activities for funding for Year 3 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 through the CARES Act or American Rescue Plan Act for COVID response



Four HUD Programs in Rochester

- 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	2021-22	2022-23 Estimated	Change
CDBG	\$8,262,859	\$8,262,859	\$0
HOME	\$2,478,281	\$2,478,281	\$0
ESG	\$707,618	\$707,618	\$0
HOPWA	\$1,002,981	\$1,002,981	\$0
Program Income	\$500,000	\$2,450,000	+ \$1,950,000
Total	\$12,951,739	\$14,901,739	+ \$1,950,000



Requirements: CDBG National Objectives

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



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



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



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



Requirements: CDBG Eligible Activities

- 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



Next Up:

Overview of City Programs

- **Participants:** ask a question or submit a comment in the Q/A box at any time
 - Questions may be answered in the chat or read aloud and answered
- **Please note:** program outcome data does not include CARES act activities
- Up to 10 minutes of Q & A after each program presentation
- 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 or state a comment
- The PowerPoint and the link to the recording of this meeting will be uploaded to CityofRochester.gov/ConsolidatedPlan2020 shortly



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:** Zweigle's expansion and Sibley/Mercantile

Funding	Program	2020-21 Accomplishment
CDBG	Economic Development	42 businesses assisted, 42 jobs created/retained

- \$550,000 allocated for 2021-22 programming
- **Goals & objectives for 2022-23:**
 - Continue to stimulate economic growth and create/retain jobs
 - Supporting significant projects, including: 10 Winthrop Street (RDG + Partners CPA), Vigneri Chocolates, Potential Large Optics Firm
- Q & A



CDBG: Neighborhood Service Centers

- **NSC Street Liaison Program :**
 - Deliver essential services to the business community within the targeted commercial corridors in their quadrants by providing access to information to support business growth, attracting new businesses, and supporting economic development
 - Work closely with the City's Neighborhood Service Centers (NSCs) to accomplish annual goals and objectives for each quadrant
 - Help to accomplish neighborhood improvement projects, i.e. locally commissioned public art, outdoor furniture, and gateway signs
 - \$90,000 CDBG funding allocated to street liaisons in 2021-22
- **Neighborhood and Asset Based Planning**
 - \$85,000 CDBG allocated in 2021-22: Lyell and CONEA plans, Neighborhood Leadership Training Program
- Q & A



CDBG: Rehab and Demolition

- **Priorities:**
 - Determine areas of greatest need that would benefit most from CDBG funding
 - Undertake planning and analysis of the City's program delivery systems to address areas of weakness and to capitalize on program strengths
 - Address child lead poisoning through the City's Lead Hazard Control Program
 - Address the housing repair needs of low to moderate income homeowners
- **Past and current programs:**
 - Rehab programs – remediate lead based paint hazards and address health and safety issues.
 - Emergency Assistance Program (EAP) – funds are used to replace non-working water tanks, furnaces, or broken water lines
 - Demolition – stabilize and improve our neighborhoods by removing unsafe, blighted and abandoned structures



CDBG: Rehab and Demolition, continued

Funding	Program	2020-21 Accomplishment
CDBG	Property rehabilitation	135 homeowner housing rehabilitated
CDBG	Demolition	138 buildings demolished

- **2021-22 CDBG budget allocations:**
 - \$1,800,000 for the Demolition Program
 - \$575,000 for the Housing Repair/Rehab Program
 - \$100,000 for the Emergency Assistance Repair Program
- Q & A



CDBG: Recreation and Human Services

- **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.
- **2020-21 Accomplishments:** *(figures impacted by COVID-19 restrictions):*
 - **Summer of Opportunity youth employment program:** Trained or employed 107 youth in summer jobs and job readiness workshops.
 - **ROTM/STEAM Engine:** Engaged over 800 youth in free mobile recreation programming that incorporates a STEM focus in everyday play in underutilized City parks.
 - **ROC Music:** Provided weekly music classes to 125 youth musicians both virtually and at City R-Centers (strings/brass/percussion).
 - **Roc Paint Division:** Designed and installed murals at Jackson R-Center, Gantt R-Center, Roxie Sinkler R-Center, and TC Hope R-Center.



CDBG: Recreation and Human Services, Continued

2020-21 Accomplishments, Continued:

- **Youth Voice One Vision:** Engaged 94 youth in civic engagement, work readiness and community service projects to prepare them to be productive and civically engaged community members.
- **Park & playground improvements:** TC Hope R-Center and Don Samuel Torres Park and continued development of projects at University Avenue Playground, Troup Street Park, Edgerton R-Center Playground and Lower Maplewood Park Playground.

2021-22 CDBG Budget Allocations:

- \$1,050,000 for play apparatus
- \$400,000 for job creation/youth development
- \$225,000 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

- 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	2020-21 Accomplishment
CDBG	Foreclosure prevention services	53 families receiving services
CDBG	Aging in place	345 seniors served
CDBG	Landlord-tenant services	110 families receiving services 793 landlords receiving services
CDBG	Home Rochester Program Management	6 households purchased a fully rehabilitated home



CDBG Housing Programs, continued

- Total 2021-22 Housing CDBG budget allocation was \$290,600:
 - HOME Rochester Program Management: \$186,000
 - Senior Legal Services: \$30,000
 - Landlord Tenant Services: \$30,000
 - Foreclosure Prevention: \$44,600
- 2022-23 goals and objectives: continue to help maintain and improve housing stability for low- and moderate income households



HOME Investment Partnership Program (HOME)

- Strictly for housing activities assisting low- and moderate-income HH's
- \$2,528,281 received for 2021-22:
 - \$371,743 – Community Housing Development Organization (CHDO) – 15% requirement
 - \$247,828 – Administration
 - \$300,000 – Homebuyer Assistance Program
 - \$1,608,710 – Affordable Housing Fund

Funding	Program	2020-21 Accomplishment
HOME	New rental housing	67 new units constructed
HOME	Homebuyer assistance	19 first-time homebuyers assisted



Housing Opportunities for Persons with AIDS (HOPWA)

- Housing assistance and supportive services for low-income persons with HIV/AIDS and their families
- \$1,002,981 received in 2021-22

Funding	Program	2020-21 Accomplishment
HOPWA	Trillium Health and Catholic Charities	138 households assisted



Emergency Solutions Grants (ESG)

- Street outreach and emergency shelter activities
- Homeless assistance
- Homelessness prevention
- \$707,618 received in 2020-21

Funding Source	Program	2020-21 Accomplishment
ESG	14 various projects	3,652 persons assisted



Housing Support and Development Programs

Questions?



Proposed Amendment to Citizen Participation Plan

- Plan outlines the public meeting and review/comment process the City will follow for annual plans and amendments
- State of emergency/disaster allowed public meetings to be held virtually (Zoom) during the pandemic
- The City documented significantly increased participation in HUD public process using virtual meetings
- Proposed amendment would enable the City to hold public meetings via Zoom even after pandemic to maintain higher engagement level

Questions?



Coming Soon: More Public Engagement!

April 20th, 6:30-8:00pm

1. Review draft 2022-23 Annual Action Plan
2. Review draft amendment to Citizen Participation Plan
3. Review draft amendment to 2021-22 Annual Action Plan
 - a) HOME ARP Spending Plan
 - b) Reallocating \$100,000 from **Business Development Financial Assistance Program** to the **Neighborhood Commercial Assistance Program**, and removing the matching requirement for businesses in Low-Mod Census Tracts



2022-23 Annual Action Plan Public Engagement and Approval Schedule

Item	Dates
Public Meeting	March 3
Publish Draft Annual Action Plan	Early April
Second Public Meeting	April 20
Approval by Rochester City Council	May or June Council Meeting
Submission of Plan to HUD	Following Council Approval
2022-23 Program Year Starts	July 1



More Information on HUD Funding and Next Steps

For more info, contact:

Henry Fitts

City of Rochester/Neighborhood and Business Development

HUDFunding@cityofrochester.gov

- The PowerPoint and the recording of this meeting will be uploaded to <https://cityofrochester.gov/ConsolidatedPlan2020/> shortly.
- To view current and past HUD budget and reporting documents, visit: <https://cityofrochester.gov/ConsolidatedPlan2020/>.
- 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](#).

