



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



2024-25 HUD Funding: Annual Action Plan Public Hearing #2

DEPARTMENT OF
NEIGHBORHOOD AND BUSINESS DEVELOPMENT
MAY 22, 2024



Meeting Agenda

1. Background on the Consolidated Plan and Annual Action Plan
2. Review Proposed 2024-25 Annual Action Plan Projects and Budgets
 - a) CDBG Programs
 - Economic Development
 - Neighborhood Service Centers
 - Rehab and Demolition
 - Recreation and Human Services
 - b) Housing Support and Development Programs
3. Annual Action Plan schedule and next steps



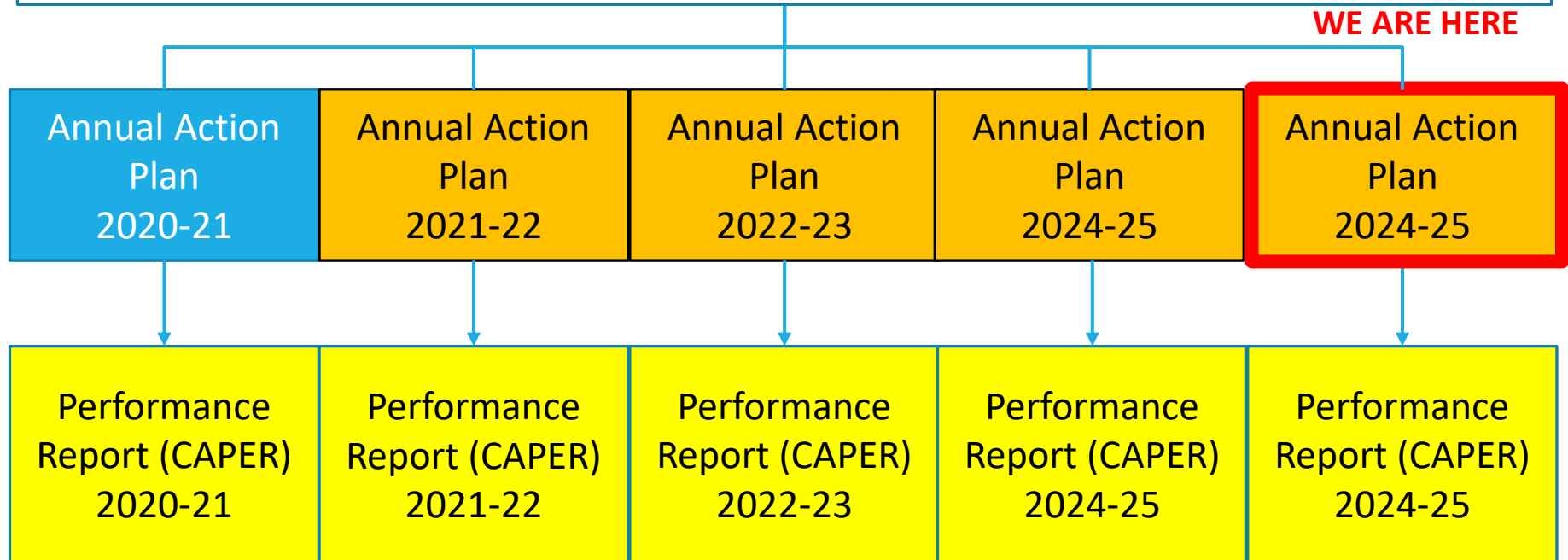
HUD Funding Background

- Rochester receives about \$13M in HUD grant 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 the *Rochester 2034 Comprehensive Plan*:
 - Neighborhood reinvestment
 - Expanding homeownership
 - Affordable rental units in mixed income developments
 - Stabilizing housing through code enforcement
 - Park and playground improvements
 - And much more!



5-Year Consolidated Plan – 2020-2025

1. Citizen Participation Plan
2. Needs Assessment
3. Market Analysis
- 4. Strategic Plan**
 - **Priority Needs**
 - **Goals**
5. Year 1 Annual Action Plan



2024-25 Annual Action Plan

- Posted for 30 days for public comment from May 13 through June 13, 2023
- Plan covers the period from July 1, 2024 through June 30, 2025
- Details Rochester's budget and planned activities for funding for Year 5 of the five-year Consolidated Plan
- Includes:
 - 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 American Rescue Plan or the CARES Act to respond to COVID-19

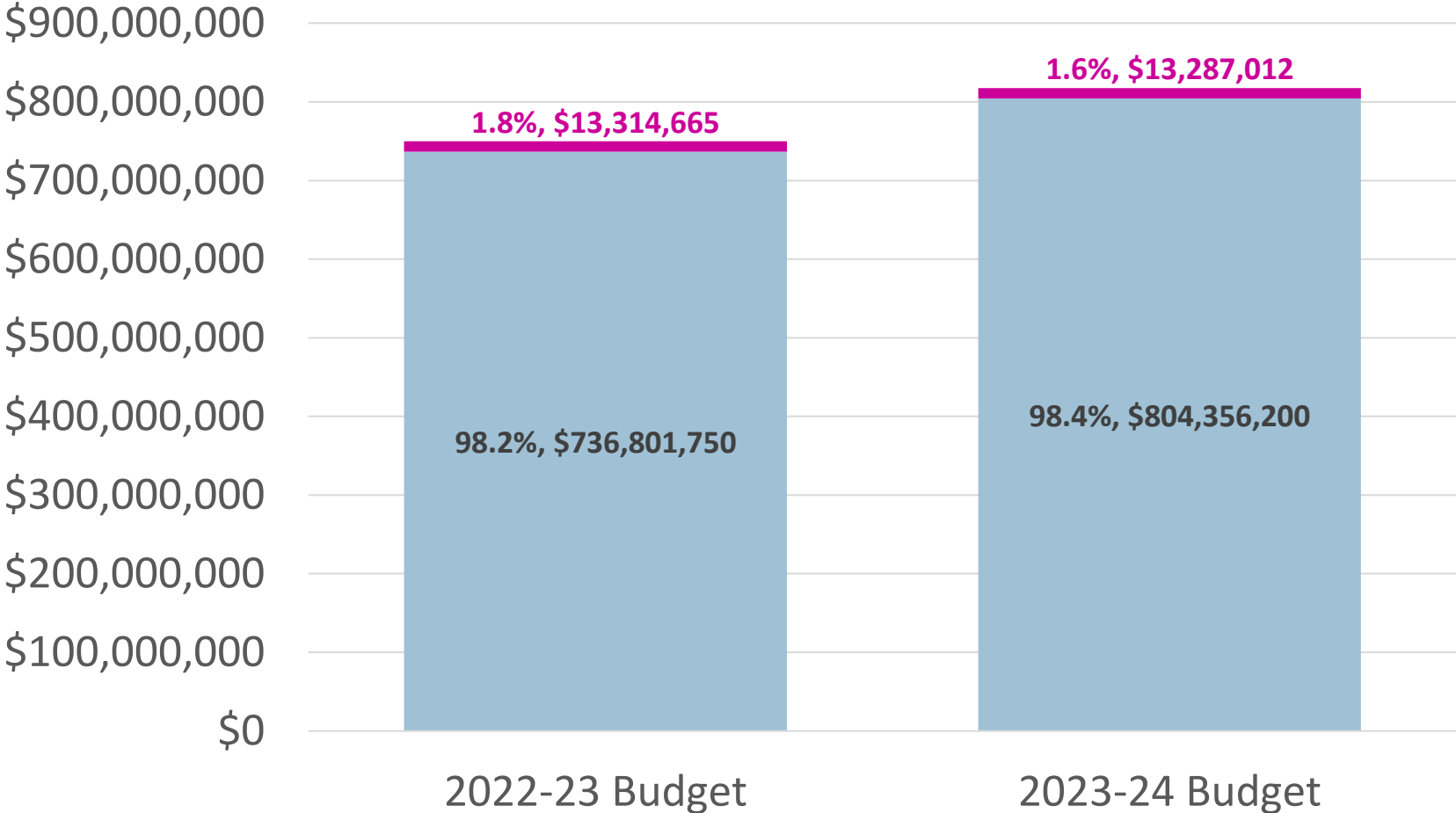


Recent History of HUD Grant Awards and Program Income

	2022-23	2024-25	2024-25	Diff 2023 to 2024	% Diff
CDBG	\$8,175,063	\$8,132,502	\$8,201,087	\$68,585	0.8%
HOME	\$2,755,981	\$2,760,094	\$2,340,323	-\$419,771	-15.2%
ESG	\$704,815	\$718,502	\$714,761	-\$3,741	-0.5%
HOPWA	\$1,028,806	\$1,125,914	\$1,132,150	\$6,236	0.6%
Formula Grants Subtotal	\$12,664,665	\$12,737,012	\$12,388,321	-\$348,691	-2.7%
Program Income	\$650,000	\$550,000	\$475,000	-\$75,000	-13.6%
<u>GRAND TOTAL</u>	\$13,314,665	\$13,287,012	\$12,863,321	-\$423,691	-3.2%



HUD Funding Makes Up Only 2% of City of Rochester Annual Spending



Requirements/Limitations: CDBG Eligible Activities

Economic Development

- Business Loans & Grants

Neighborhood Development

- Street Liaisons
- Plan Development
- Public Improvement and Beautification

Rehabilitation and Clearance (Demo)

Public Services

- Recreation and Youth/Human Services
- Support for the Elderly

Infrastructure Improvements

- Play Apparatus and Public Facilities

Housing

- Acquisition and Rehabilitation of Housing
- Support for People Facing Housing Insecurity

Please note:

The City attempts to balance many funding priorities in the Annual Action Plan budget. There is far more need in the community than HUD funding can serve.

Increasing one program's budget would require cutting from another program.



Next Up: Overview of Proposed Programs + Budgets

Instructions for Public Questions/Comments:

- At the end of each topic area presentation, there will be **up to 10 minutes for Q&A** on the topic just presented
- Members of the public should raise hand and will be provided a microphone. **Please keep question/comment under 2 minutes**
- Questions/comments should be directly related to the proposed 2024-25 Annual Action Plan document and proposed projects
- The PowerPoint and the recording of this meeting will be uploaded to CityofRochester.gov/ConsolidatedPlan2020 shortly
- You can submit written input and comments on the Annual Action Plan to HUDFunding@CityofRochester.gov or via online survey at the webpage above.



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:**
 - Grants and low-interest loans
- **Goals & objectives for 2024-25:**
 - Continue to stimulate economic growth and create/retain jobs
 - Supporting significant projects, including a large clothing manufacturer and a high technology company, both of which anticipate retaining a large number of jobs while creating additional positions.

Program	2024-25 Funding	Proposed Accomplishments
Business Development Financial Assistance Program	\$302,455	6 businesses assisted, 70 jobs created/retained
Neighborhood Commercial Assistance Program	\$25,205	4 businesses assisted, 16 jobs created/retained
Total	\$327,660	



CDBG: Economic Development

Comments/Questions? Up to 10mins

Up next: Neighborhood Service Centers

Erica Hernandez

Neighborhood Service Center Administrator



CDBG: Neighborhood Service Centers

- Street Liaisons deliver essential services to the business community to support business growth, attract new businesses, and support economic development

Program	2024-25 Funding	Proposed Accomplishments
Street Liaison	\$90,000	200 businesses assisted
Total	\$90,000	



CDBG: Neighborhood Services Centers

Comments/Questions? Up to 10mins

Up next: Neighborhood Beautification
and Financial Empowerment Center

Henry Fitts

Grants Management and Research Coord.



CDBG: Neighborhood Public Improvement and Beautification

- ***New program for 2024-25***
- Funding will be used to support small community-driven public improvements that beautify public spaces in City neighborhoods
- Projects must be located in the City controlled right-of-way or on City owned land
- **Examples:** neighborhood signage/branding, lighting, trash receptacles, public art, etc.

Program	2024-25 Funding	Proposed Accomplishments
Neighborhood Public Improvement and Beautification Program	\$80,655	20,000 nearby residents
Total	\$80,655	



CDBG: Financial Empowerment Center- *New for 2024-25*

- Provides free, professional, one-on-one financial counseling
- Support households setting and achieving goals for credit repair, debt reduction, homeownership
- Since launching in 2020, the program has served over 3,000 clients who have cumulatively increased their savings by more than \$2 million and reduced their debt by more than \$4 million.

Program	2024-25 Funding	Proposed Accomplishments
Financial Empowerment Center (FEC)	\$50,000	225 households assisted
Total	\$50,000	



CDBG: Neighborhood Public Improvement and Beautification & FEC

**Comments/Questions?
Up to 10mins**

Up next: Rehab and Demolition

Conrad Floss

Associate Community Housing Planner



CDBG: Rehab and Demolition

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

Program	2024-25 Funding	Proposed Accomplishments
Demolition Program	\$1,822,452	52 buildings demo'd
Emergency Assistance Program	\$201,637	67 houses assisted
Owner Occupant Housing Rehabilitation Program	\$953,470	38 units rehabilitated
Lead Hazard Control Program	\$400,000	16 units rehabilitated
Total	\$3,377,559	



CDBG: Rehab and Demolition

Comments/Questions? Up to 10mins

Up next: Recreation and Human Services

Sara Scott

Director of Programs and Parks Stewardship



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.

Program	2024-25 Funding	Proposed Accomplishments
Job Creation / Youth Development	\$403,273	750 persons assisted
STEAM Engine	\$102,835	2,000 persons assisted
Connecting Children to Nature	\$50,000	500 persons assisted
Employment Opportunity Job Training Support	\$50,000	100 persons assisted
Youth Leadership & Civic Engagement	\$65,000	200 persons assisted
International Plaza	\$50,000	2,500 persons assisted
Total	\$721,108	



CDBG: Recreation and Human Services

**Comments/Questions?
Up to 10mins**

Up next: Housing Programs

Linda Hedden

Assistant to the Manager of Housing



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
- 2024-25 goals and objectives: continue to help maintain and improve housing stability for low- and moderate income households

Program	2024-25 Funding	Proposed Accomplishments
HOME Rochester Program Management	\$187,522	Combined with CHDO goals
Aging in Place	\$60,000	192 households assisted
Legal Services for Seniors	\$40,000	35 persons assisted
Tenant Landlord Services	\$90,000	467 persons assisted
Foreclosure Prevention	\$100,819	87 households assisted
Total	\$478,341	



HOME Investment Partnership Program (HOME)

- Strictly for housing activities to assist low- and moderate-income households
 - Homeownership assistance
 - New construction
 - Rehabilitation
- Since 1992 83% of City HOME assisted rental units have benefited households under 50% AMI

Program	2024-25 Funding	Program Goals
HOME Admin (up to 10%)	\$234,032	
CHDO Reserve (15% of annual allocation, not including PI)	\$351,049	11 rehabbed units sold to first-time buyers
Affordable Housing Fund	\$1,980,242	42 units (29 rental; 13 owner)
Total	\$2,565,323	



Housing Opportunities for Persons with AIDS (HOPWA)

- Housing assistance and supportive services for low-income persons with HIV/AIDS and their families
- Partner with Trillium Health and Catholic Charities Family and Community Services to provide housing services

Program	2024-25 Funding	Proposed Accomplishments
HOPWA Administration (up to 3%)	\$33,776	
Housing Opportunities for Persons with AIDS- Trillium Health	\$546,069	108 persons assisted
Housing Opportunities for Persons with AIDS- Catholic Charities Family and Community Services	\$546,069	108 persons assisted
Total	\$1,125,914	



Emergency Solutions Grants (ESG)

- Street outreach and emergency shelter activities
- Homeless assistance
- Homelessness prevention
- Partner with many community agencies to provide housing services

Program	2024-25 Funding	Proposed Accomplishments
ESG Administration (up to 7.5%)	\$53,607	
ESG Programming	\$661,154	<ul style="list-style-type: none"> • 96 Households Assisted: Tenant-based Rental Assistance/Rapid Rehousing • 1141 Persons Assisted: Homeless Person Overnight Shelter • 27 Persons Assisted: Homelessness Prevention • 50 Persons Assisted: Street Outreach
Total	\$714,761	1,314 persons/households assisted



Housing Support and Development Programs

Comments/Questions? Up to 10mins

Up next: Substantial Amendment, Timeline and Next Steps
Henry Fitts
Grants Management and Research Coord.



CDBG: Substantial Amendments 2017-18 and 2022-23 Annual Action Plans

The amendments are being proposed to facilitate timely spending of the grant funds before they expire.

Plan Year	Project	Funding Type	Current Budget	Amended Budget	Difference
2017-18	32. Homeownership Assistance Program for Vacant Houses	CDBG	\$125,000	\$0	-\$125,000
2017-18	7. Demolition-Commercial/Industrial	CDBG	\$700,000	\$825,000	+\$125,000
2022-23	15. Project Phoenix	CDBG	\$48,813	\$0	-\$48,813
2022-23	13. Housing Rehabilitation Program	CDBG	\$561,870	\$610,683	+\$48,813



Next Steps and Key Dates: Public Engagement Schedule

Item	Dates
1 st Public Hearing ✓	February 28, 6:30pm
<ul style="list-style-type: none"> • Publish Draft Annual Action Plan ✓ • Start of 30-Day Public Comment Period ✓ 	May 13
2 nd Public Hearing ✓	May 22, 6:30pm
<ul style="list-style-type: none"> • 3rd Public Hearing (Held by City Council) <ul style="list-style-type: none"> • Deadline for Public Comments 	June 13, 6:00pm
Approval by Rochester City Council	June 18
Submission of Plan to HUD	Late June
2024-25 Program Year Starts	July 1



Contact Info for Comments and Next Steps

Deadline for Public Comments: June 13, 7:00pm

Contact for Comments/Questions

Henry Fitts, Rita Rajca

City of Rochester/Neighborhood and Business Development

HUDFunding@cityofrochester.gov

The PowerPoint will be uploaded shortly to:

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

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



General Comments/Questions

**Comments/Questions?
Time Permitting
Hearing Ends 8:00pm**

