

City of Bessemer



FY 2022-2026 Neighborhood Revitalization Strategy Area (NRSA) Informational Meeting

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Community Development Department**

March 29, 2022

Prepared by ASK Development Solutions, Inc.

Agenda

- ❖ Welcome and Introductions
- ❖ Participation Guide
- ❖ Background and Context
- ❖ What is a Neighborhood Revitalization Strategy Area (NRSA)
- ❖ Criteria and Benefits
- ❖ Map of Proposed Area
- ❖ Community Input and participation
- ❖ NRSA approval process
- ❖ Review of demographics and other trends
- ❖ Q&A, concerns, and next steps



Guide for Virtual & Teleconference Participation

- ❖ We will keep your audio muted when not speaking
- ❖ We will provide breaks for questions
- ❖ Ask questions or make comments in the chat box
- ❖ Click on the “raise hand” icon if you wish to speak
- ❖ We welcome your ideas and participation
- ❖ For telephone participants, provide your comments and questions to the telephone facilitator



Background and Context

- The City of Bessemer receives federal Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development (HUD)
- CDBG Funds will be used to:
 1. Create affordable housing opportunities
 2. Improve living environments
 3. Create jobs and other economic opportunities
- Primarily to assist low-income areas and persons

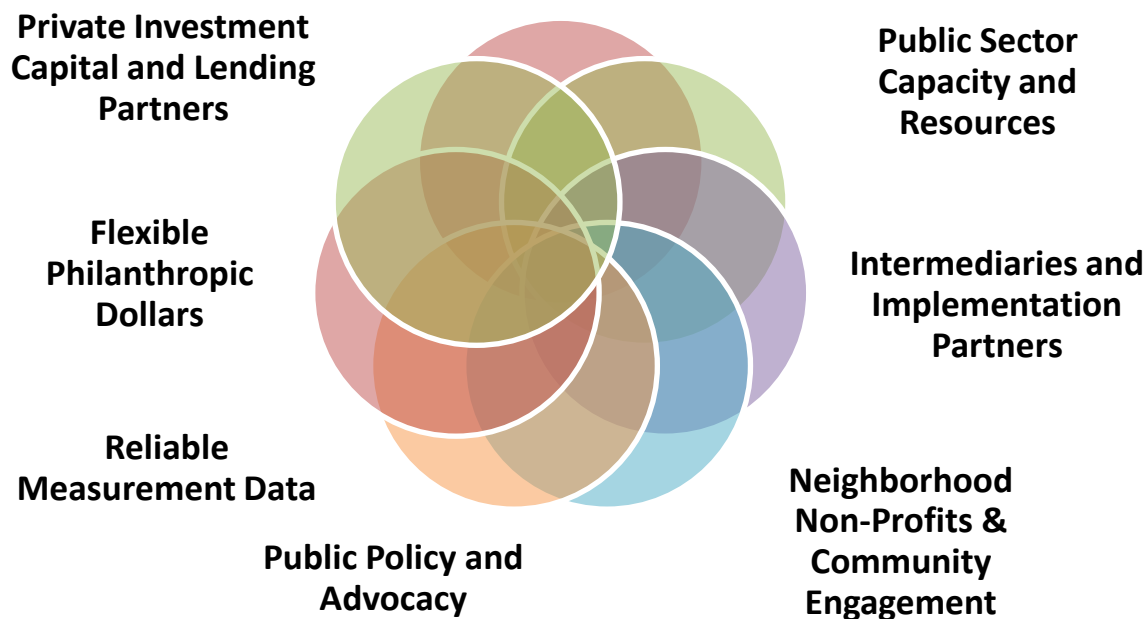


What is a Neighborhood Revitalization Strategy Area (NRSA)?

- A planning tool to target CDBG grants to a specific area
- Designed to address housing and economic opportunity needs for long-term community improvements
- No additional federal funding
- Gives the City more flexibility with the use of the grant
- Attracts and leverages private sector and other government funding
- Five-year limit on NRSA- may request an extension
- Designation reviewed and approved by HUD



ATTRIBUTES OF AN EFFECTIVE SERVICE DELIVERY SYSTEM



Neighborhood Investment Strategy



What are the Criteria for Designating an NRSA?

- Primarily residential area where at least 70% of the residents are low-and-moderate-income (LMI) residents
- LMI means 80% of Area Median Income (AMI) or less
- NRSA boundaries must be contiguous
- All residents may be served regardless of income.
- At least 51% of the activities must serve LMI persons
- Opportunity to leverage existing philanthropic and private sector investments



BESSEMER NRSA Q & A

- **Concerns and suggestions**
- **Questions and answers**



BENEFITS OF A NRSA

Job Creation or Retention

- Eliminate the need for businesses to track incomes of hires

Aggregation of Housing Units

- Allows assistance for housing units of households with incomes above 80% AMI & 51% are LMI



BENEFITS OF A NRSA

Aggregate Public Benefit Standard

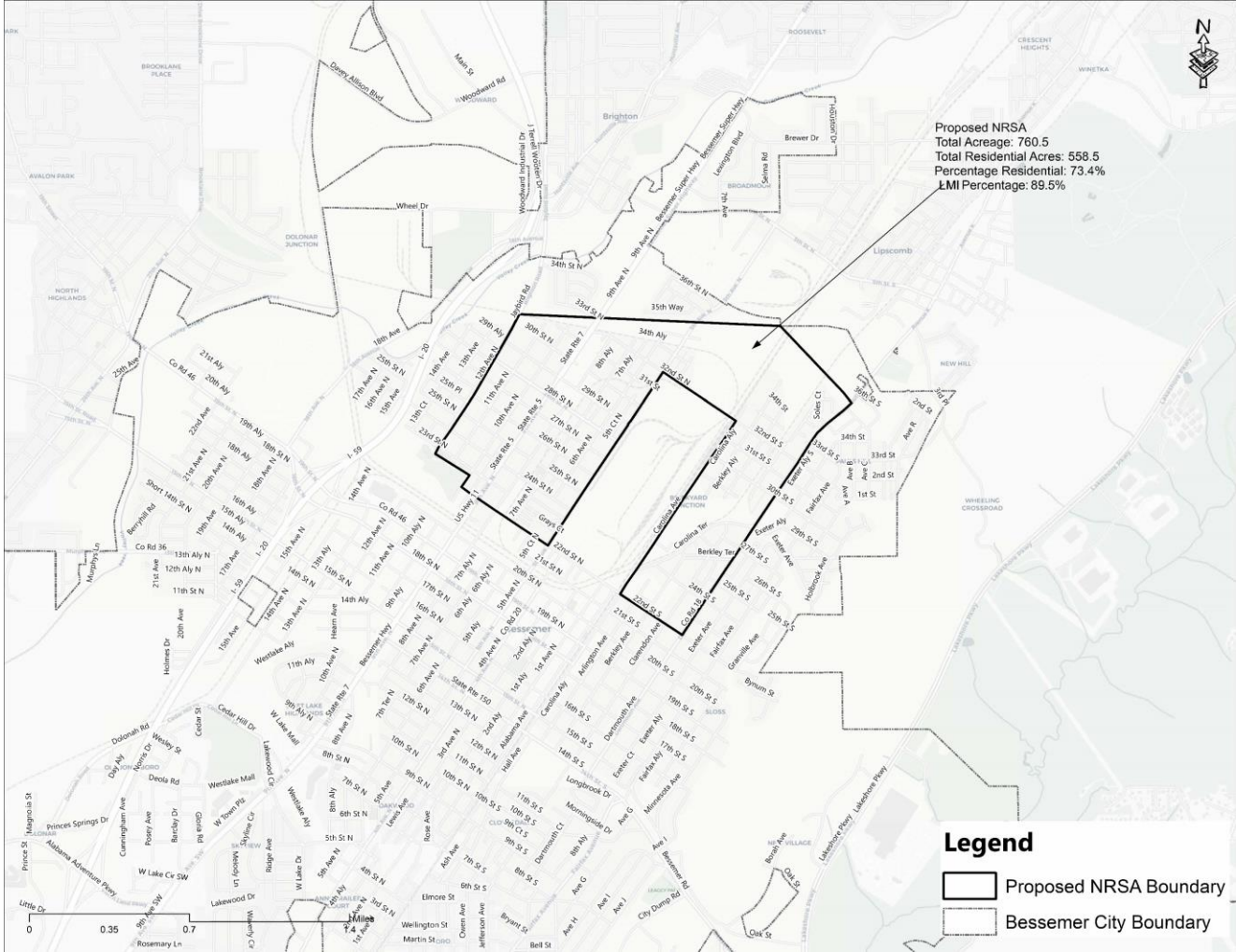
- Special economic development activities exempt from \$35K job rule

Public Service Cap Exemption

- Public services by Community Based Development Organizations (CBDOs) exempt from 15% cap



PROPOSED BESSEMER NRSA AREA MAP



The boundaries of the target area are 12th Avenue to the west, 22nd Street N to the south, Dartmouth Avenue to the east, and 35th Street N to the north.



NRSA BEST PRACTICE AREAS AND STRATEGIES

Cities with NRSA's

- Titusville, FL
- Goldsboro, NC
- Durham, NC
- Yuma, AZ
- Detroit, MI

Strategies

Housing:

- Improve the quality of housing stock
- Stabilization through owner-occupied rehab
- Expand homeownership opportunities
- Rental code enforcement and rehabilitation

Economic Development:

- Economic vitality and business assistance
- Job creation, availability, and training
- Commercial and business improvements

Physical environment and quality of life:

- Minor infrastructure and gateway improvements
- Removal of slum and blight through demolition



COMMUNITY INPUT AND ENGAGEMENT

- Community input throughout the process is key
- Strong community leadership can be capitalized to drive neighborhood improvements

How will we get input?

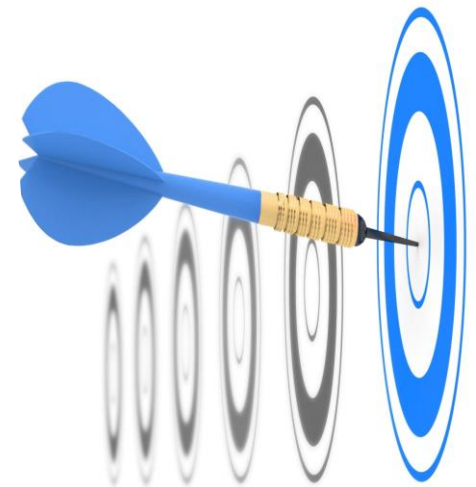
- Two public meetings
- Newspaper ads, radio spots, flyers, email blast, and social media
- Online surveys – consult resident, business, and agencies
- The City's website
- Meetings with City Department staff
- 15-30-day comment period
- Public hearings before City Council



What is needed for NRSA approval?

NRSA Designation Process

- The application for NRSA designation is submitted to HUD for approval
- Must assess Housing & Economic conditions and improvement opportunities
- Plan strategies including leveraging non-federal funded activities
- Must have clear performance measurements and reporting plan
- Identify and work with strategic partners
- Have an implementation plan
- Tracking and monitoring activities and goals



BESSEMER NRSA

TRENDS & DATA

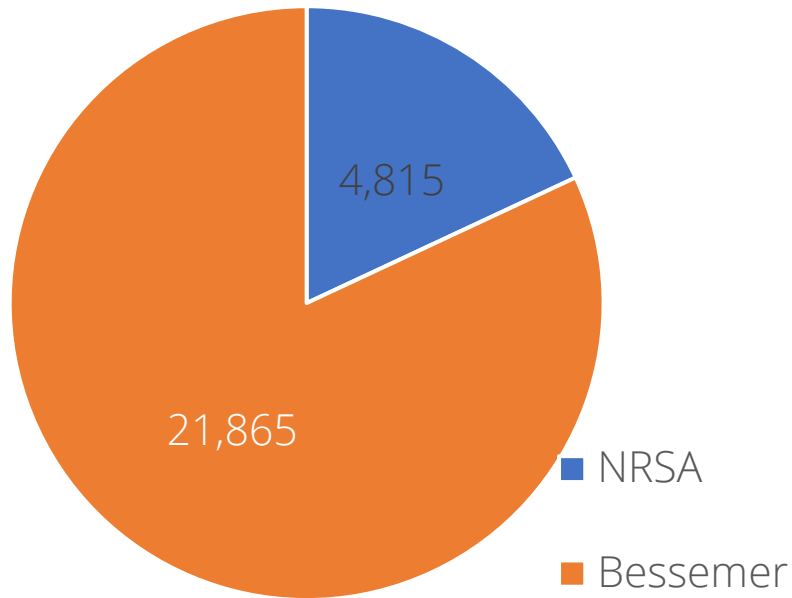


Population

NRSA makes up 18% of Bessemer's total population. The NRSA also reflects the overall population composition by race and ethnicity with a high proportion of Black and African American residents

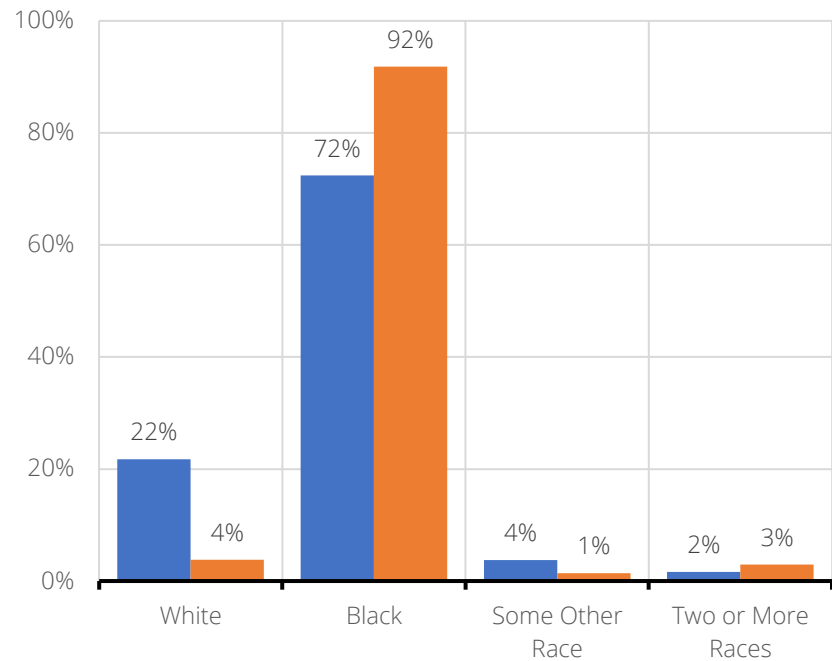
Total Population

Source: ACS 5-Year Estimates



Population by Race

■ Bessemer ■ NRSA



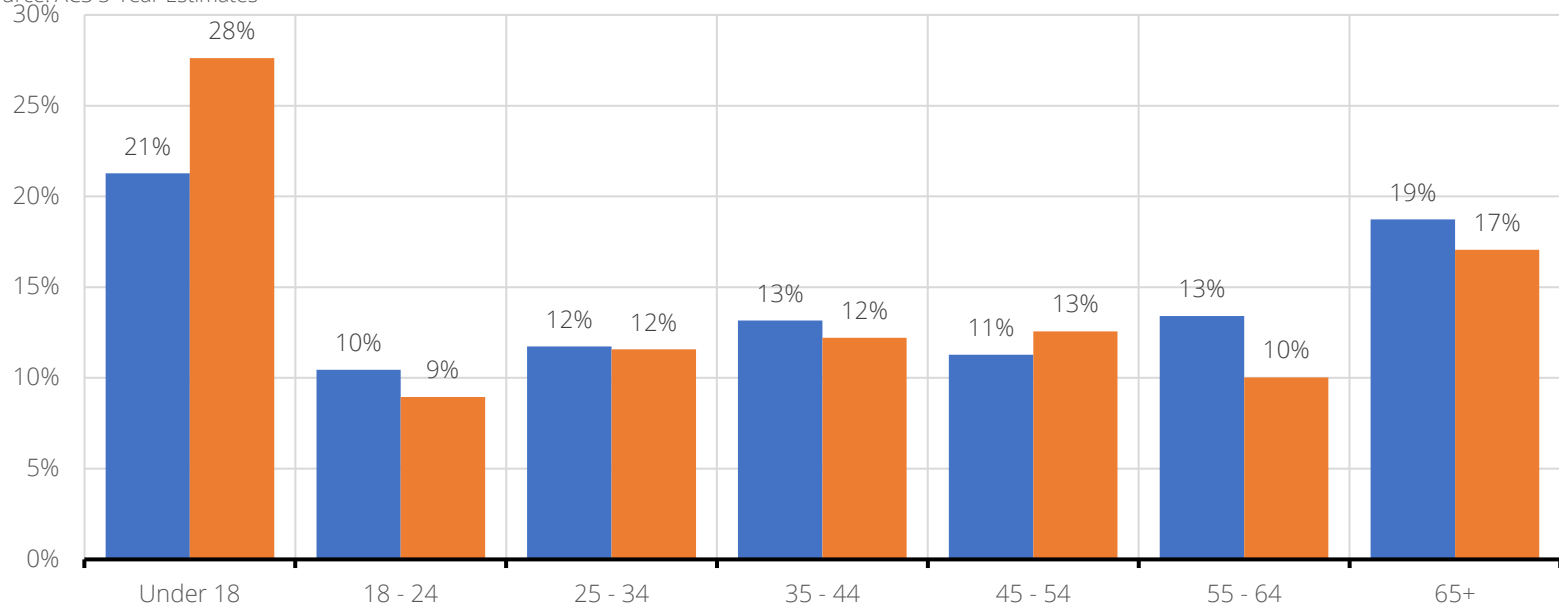
Population by Age

The NRSA has a higher percentage of residents under the age of 18 as well as 35 – 54. It also has a lower percentage of residents ages 55 and older.

Population by Age

Source: ACS 5-Year Estimates

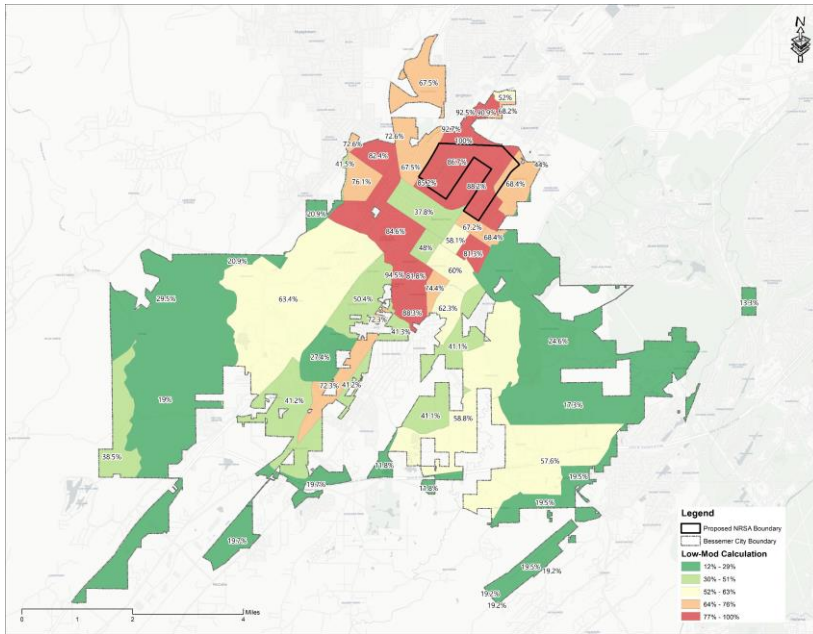
■ Bessemer ■ NRSA



Incomes

Low-and-Moderate Income Persons

Source: HUD, ACS 5-Year Estimates



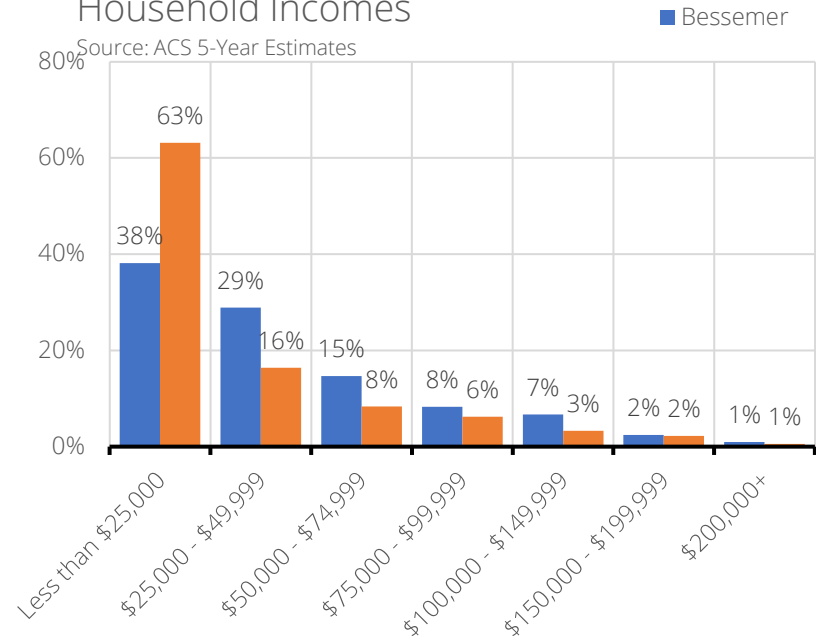
Bessemer
Median: **\$32,301**

NRSA Median:
\$23,029

The NRSA has a higher percentage of households earning less than \$25,000 compared to Bessemer. Only 12% of households in the NRSA earn more than \$75,000.

Household Incomes

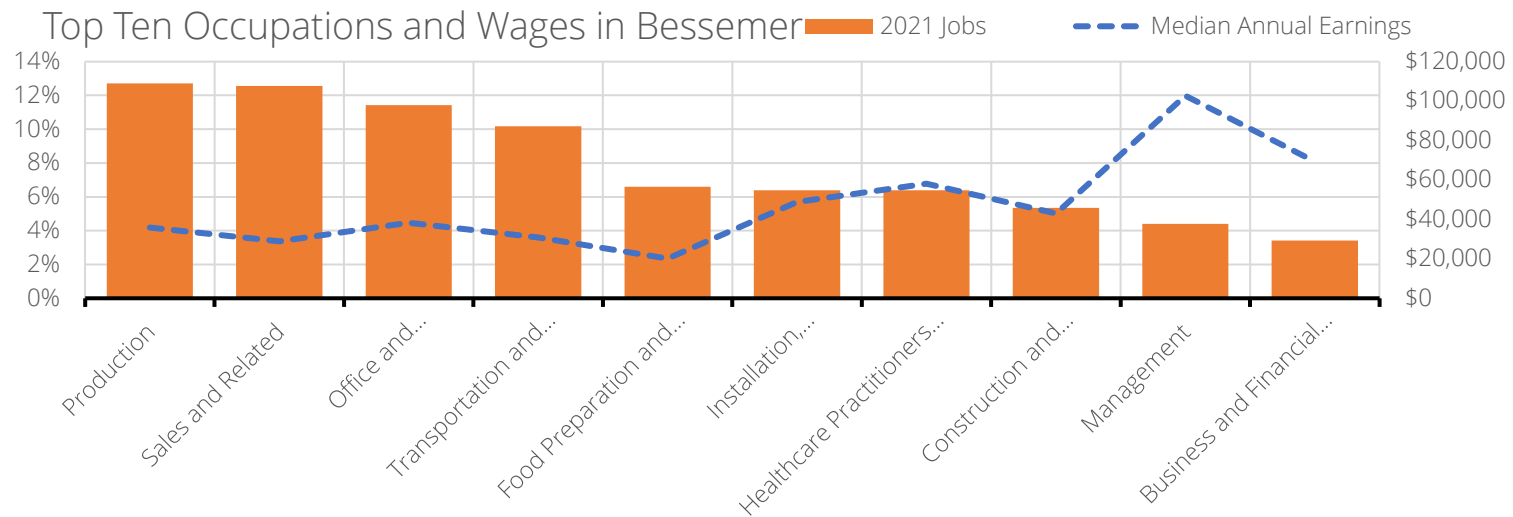
Source: ACS 5-Year Estimates



Educational Attainment & Occupations

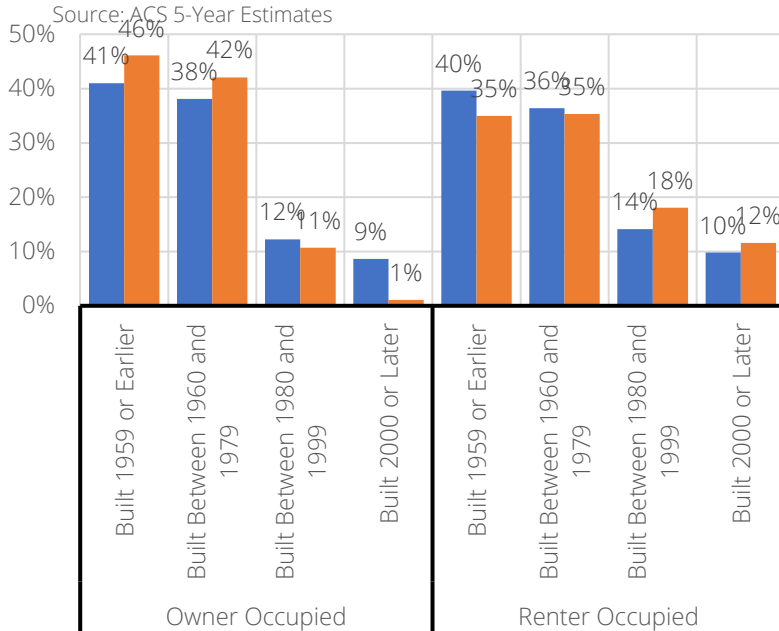
About 10% of residents in the NRSA have a bachelor's degree or higher, which is 4% lower than the city. Across Bessemer most of the employment by occupation is in production, sales, transportation and office support; all of which on average, earn comparable incomes to the city's median annual income, \$32,301 .

Educational Attainment	Bessemer	NRSA
No High School	17%	16%
High School Graduate	38%	44%
Some College	31%	30%
Bachelor's Degree or Higher	14%	10%



Housing

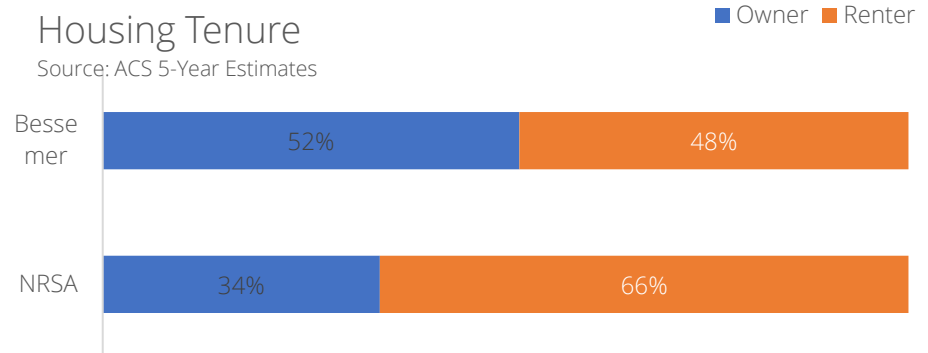
Residential Structure by Year Built



- The majority of residential structures were built prior to 1980
- The NRSA has higher rates of renter households compared to the City of Bessemer
- Total vacancy in the NRSA reflects citywide trends

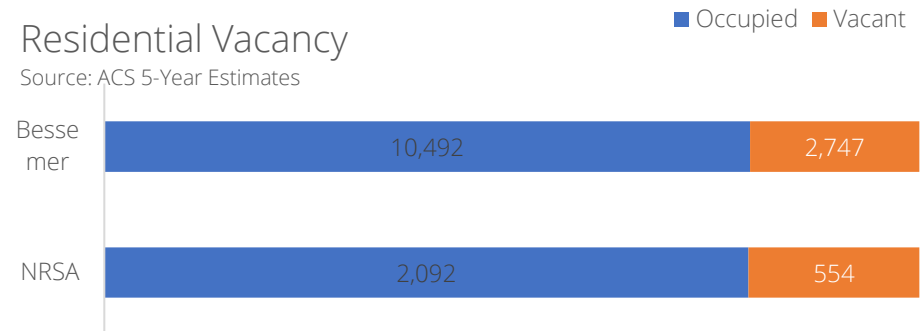
Housing Tenure

Source: ACS 5-Year Estimates



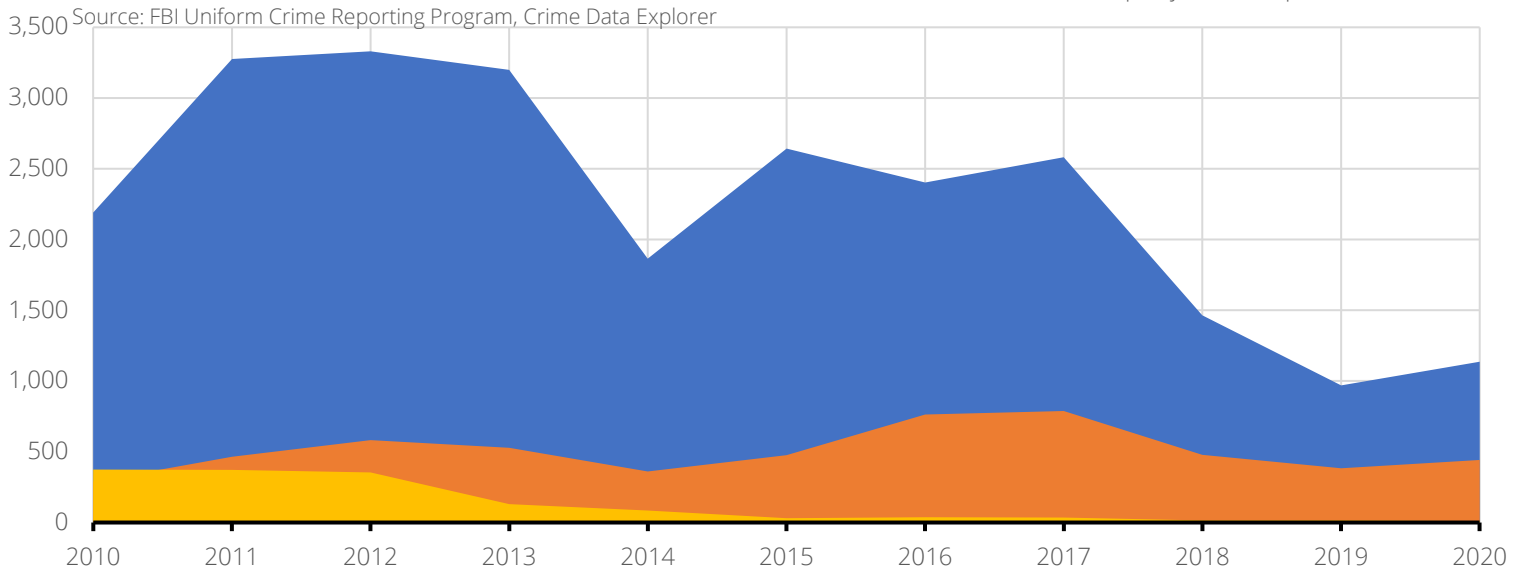
Residential Vacancy

Source: ACS 5-Year Estimates



Crime Rate

Summary Crime Reported by Bessemer Police 2010 – 2020



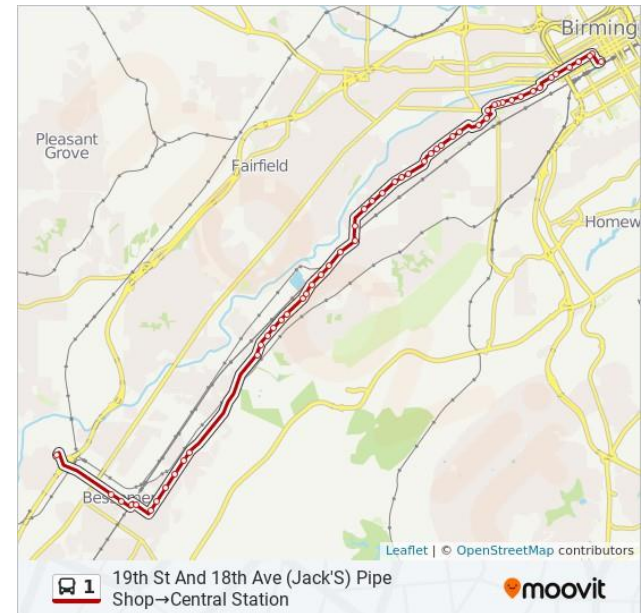
- According to the Reported Summary Reporting System (SRS) data from the Bessemer Police Department (aggregated by FBI Data Program), between 2010 and 2020 incidents of crime in Bessemer were largely related to property crimes.
- Across that same timeframe, instances of property crime decreased while the instances of all violent crimes remained relatively consistent year over year. In the more recent years, 2019 and 2020 saw less reported crime than every year prior over the last decade.



Transportation Access

Based on the maps, and the [Bessemer Impediments to Fair Housing Community needs assessment](#), public transportation remains an area of need within the city. Public transit in Bessemer is administered by the Birmingham-Jefferson County Transit Authority which operates two routes (1 & 45) through the city of Bessemer. Route 1 provides bus services to South Bessemer and makes stops downtown, in the pipe shop community and the Bessemer Wal-Mart. Route 45 services stops in the city's downtown as well as the Ninth Avenue Business corridor and into Birmingham.

Both buses also provide services to the Amazon Fulfillment Center which is one of Bessemer's largest employers. Residents participating in the community needs assessment indicated that there were not enough shelters on the bus stops and there is a high need for more public transit services as residents depend on the buses to access employment, medical services, and social services as well as shopping for basic needs.



BESSEMER NRSA WRAP UP

- **Concerns and suggestions**
- **Questions and answers**
- **Next Steps**



BESSEMER NRSA – NEXT STEPS

We want to hear from you!

Help us to identify needs, set priorities, and allocate funding

Please use the web links below to complete a survey needs in your community:

For residents and other community stakeholders please click below:

Community Survey link: <https://www.surveymonkey.com/r/community>

For business owners/operators, please click below:

Business Survey link: <https://www.surveymonkey.com/r/businesses>

- Second public meeting to review result of surveys and plan strategies
- Check the City's website: [Bessemer Community-Development Department](#) for more information



BESSEMER NRSA – CONTACTS

If you have any questions, please contact us:

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ASK Development Solutions, Inc.

