

City of Bessemer



FY 2022-2026

Neighborhood Revitalization Strategy Area (NRSA) 2nd Public Informational Meeting

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Community Development Department**

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Prepared by ASK Development Solutions, Inc.

Agenda

- ❖ Introductions and Agenda Review
- ❖ Guide for Virtual Meeting
- ❖ Recap of NRSA purpose and criteria
- ❖ Community Participation and Input
- ❖ Planning for 5-year NRSA
- ❖ Discuss goals, strategies, partners, measures, and outcomes
- ❖ Review some planned public/private sector NRSA investment
- ❖ Capacity building and implementation
- ❖ Timeline for NRSA and ongoing accountability
- ❖ Wrap up and next steps



Guide for Virtual & Teleconference Participation

- ❖ We will be recording the session
- ❖ 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



Neighborhood Revitalization Strategy Area (NRSA) Recap

- HUD tool to deploy targeted neighborhood investment of CDBG funding with greater flexibility over five years
- Attracts and leverages private and public funding. No new CDBG \$
- Allows assistance to a wider range of households up to 120% AMI
- Supports job creation & retention – less paperwork & per job \$\$
- Use of Community Based Development Organization (CBDO) for new construction and more public services funding (no 15% cap)
- Use of partnerships between government, private sector, community organizations and residents for implementation

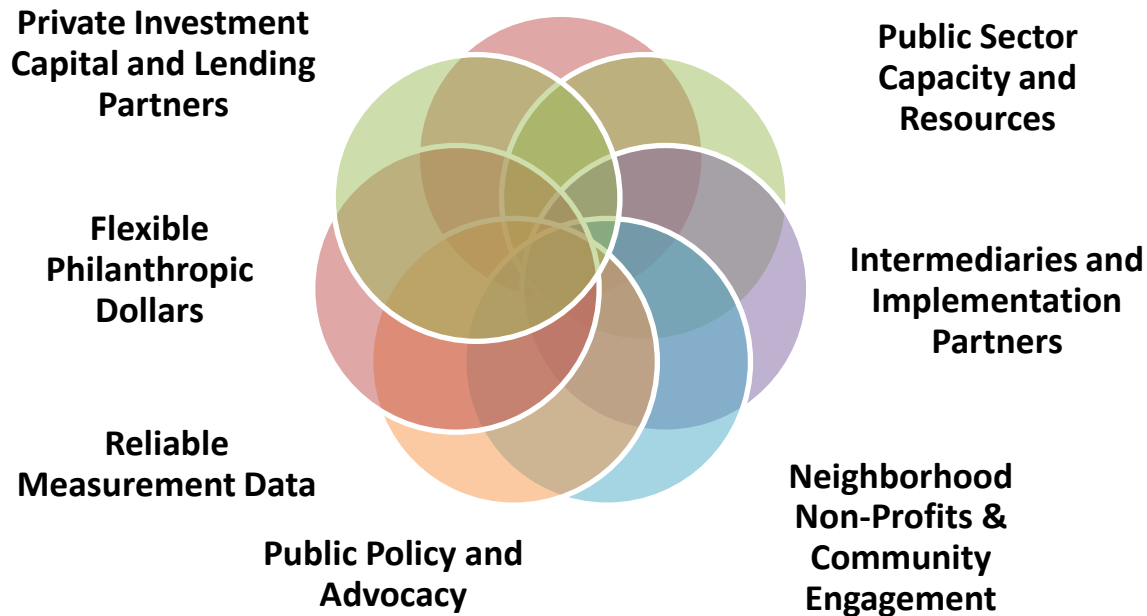


Recap of Criteria for Designating an NRSA

- ❖ Primarily residential with at least 70% low-to-moderate income residents.
- ❖ NRSA boundaries must be contiguous.
- ❖ All residents may be served regardless of income.
- ❖ At least 51% of services must serve low to moderate income (80% AMI and \leq) but allows mix of incomes.
- ❖ Ongoing community consultation and input
- ❖ Opportunity to leverage existing philanthropic and private sector investments



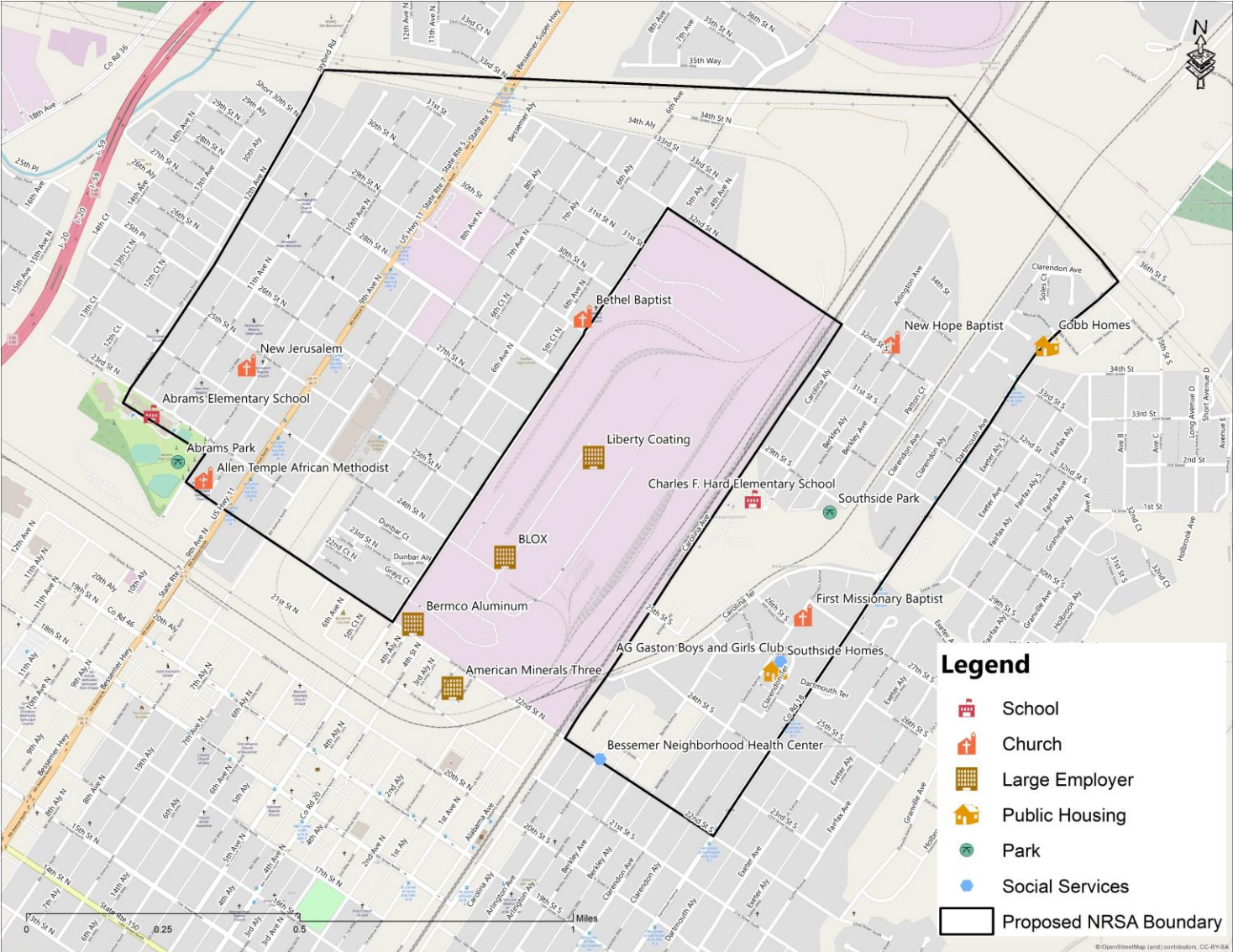
ATTRIBUTES OF AN EFFECTIVE SERVICE DELIVERY SYSTEM RECAP



Neighborhood Investment Strategy



BESSEMER NRSA BOUNDARY 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.



COMMUNITY INPUT AND ENGAGEMENT

- Community input throughout the process is key
 - Strong community leadership can be used to drive NRSA changes
 - Continues at least annually after implementation
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- Two public meetings and one developer meeting
 - Newspaper ads, flyers, email blast, and social media
 - Online surveys – consult residents and businesses
 - Key person interviews with agencies and HUD staff
 - City of Bessemer's website
 - Meetings with City Department staff
 - 15-30-day comment period on NRSA application
 - Public hearings before City Council



COMMUNITY INPUT AND ENGAGEMENT

Survey Results

- Received survey responses from seven residents and two business owners
- 55 Bessemer residents responded to the Consolidated Plan survey.
- Combined NRSA and 2020 Consolidated Plan survey results to determine needs
- Majority (over 80%) of respondents were homeowners and were mainly residents of zip code 35020
- Most respondents required major repairs in their homes.
- Most residents felt that drugs and alcohol, domestic violence, robbery & burglar, and gang activities had major impact on the NRSA. Most residents felt that vehicle traffic problems had moderate impact
- The overall condition of the neighborhood was judged by most as fair



COMMUNITY INPUT AND ENGAGEMENT (cont.)

Priority Needs from Surveys

- Substandard housing and major repairs to owner-occupied houses, accessibility improvements
- Rental housing
- Affordable and workforce housing
- Down payment and closing cost assistance
- Maintenance, drainage, and flooding for infrastructure improvements
- Public services for seniors, adults, and youth, substance abuse, crime and safety, transportation
- Job creation
- Street improvements



COMMUNITY INPUT AND ENGAGEMENT (cont.)

Summary of Key Person Interviews

- Conducted 10 interviews with Key Persons representing a broad cross-section of local organizations/agencies serving or located in area
- Interviews designed to collect information on:
 - Role of the organization/agency in the area
 - Planned (current and future) investments
 - Sources of funding those investments
 - Identify potential bank/lending partners
 - Experience assembling volunteers
 - Top three most pressing needs in the area
 - Crime and security concerns



COMMUNITY INPUT AND ENGAGEMENT (cont.)

Summary of Key Person Interviews

Consensus of Interview Responses:

- Overall high degree of interest in pursuit of NRSA
- Strong existing commitment to foster positive change and build upon recent momentum
- Profound level of community pride and strong belief that conditions can significantly improve with coordinated plan
- Efforts to locate/obtain funding will expand following the NRSA designation
- 5 most common challenges: crime reduction, housing conditions, lack of public facilities/parks, small business support and food access



BESSEMER NRSA Q & A

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



5-year NRSA PLANNING FRAMEWORK

- ▶ **GOAL:** What do we want to accomplish?
- ▶ **STRATEGY:** How are we going to accomplish that goal?
- ▶ **CAPACITY:** What capacity we will need to carry this out and what it will cost?
- ▶ **METRICS:** What will we measure to know that we are making progress? Are there specific milestones we aim to meet? Over what timeframes?
- ▶ **OUTCOMES:** How much progress have we made toward our goal at a given point in time?



AFFORDABLE HOUSING

	Goal to Address Aggregate Root Cause (Why)	Strategy Buckets (How Part I)	Beneficiaries/ Partners (Who)	Outcomes (Progress/Impact)
Affordable Housing	Build units of affordable housing to increase the supply of adequate housing	<ul style="list-style-type: none"> Construct or preserve affordable housing Provide down payment & closing cost assistance 	<ul style="list-style-type: none"> CBDs Local & national developers LMI households up to 120%AMI 	<ul style="list-style-type: none"> Increase use of CDBG funds for new construction Deconcentrating poverty Increased affordable homeownership and rental housing opportunities
	Repair owner-occupied single-family houses to preserve affordable housing stock	<ul style="list-style-type: none"> Preserve affordable housing Develop specialty home repair programs i.e., disability retrofits, lead, elderly, emergency repairs 	<ul style="list-style-type: none"> CBDs Homeowners (at least 51% LMI) Special needs population 	<ul style="list-style-type: none"> Improved, affordable, and healthy homes Mix of incomes served Special needs populations such as the elderly to remain in their homes
	Acquire & rehabilitate vacant properties for homebuying & rental	<ul style="list-style-type: none"> Construct or preserve affordable housing Increase housing opportunities for renters and homebuyers Partner with public housing authority 	<ul style="list-style-type: none"> For-profit & non-profit developers Public housing authority Large and small families 	<ul style="list-style-type: none"> Create opportunities for partnerships with funders Add to affordable housing stock Mix of incomes served
	Conduct feasibility and develop a land bank to do early acquisition and holding property	<ul style="list-style-type: none"> Construct or preserve affordable housing Facilitate early acquisition and lessen speculation 	<ul style="list-style-type: none"> CBDs and non-profit developers 	<ul style="list-style-type: none"> Reduce speculation and preserve affordability Reduce gentrification and deconcentrating poverty

What do you like about the strategies?

What would you change ?

ECONOMIC DEVELOPMENT

	Goal to Address Aggregate Root Cause (Why)	Strategy Buckets (How Part I)	Beneficiaries/ Partners (Who)	Outcomes (Progress/Impact)
Economic Development	Create or retain jobs through financial assistance to small businesses/microenterprises in the NRSA	<ul style="list-style-type: none"> Create program design Market job creation program to existing & new businesses 	<ul style="list-style-type: none"> Small business & microenterprises Unemployed residents Public Housing Authority residents 	<ul style="list-style-type: none"> Eliminate need for businesses to track income & reduce paperwork Reduce business eligibility requirements by waiving public benefit standards Expanded economic base
	Provide workforce development services to residents in the NRSA	<ul style="list-style-type: none"> Peer agency partnerships to provide workforce support Connect to existing workforce program 	<ul style="list-style-type: none"> Unemployed residents Workforce agencies 	<ul style="list-style-type: none"> Increase in resident readiness to take advantage of jobs/contracts Improved economic status
	Fund workforce development agencies that serve the NRSA	<ul style="list-style-type: none"> Peer agency partnerships to provide workforce support Connect to existing workforce program 	<ul style="list-style-type: none"> Unemployed residents Workforce agencies 	<ul style="list-style-type: none"> Increase in resident readiness to take advantage of jobs/contracts Improved economic status

What do you like about the strategies?

What would you change?



NEIGHBORHOOD IMPROVEMENTS

	Goal to Address Aggregate Root Cause (Why)	Strategy Buckets (How Part I)	Beneficiaries/ Partners (Who)	Outcomes (Progress/Impact)
Neighborhood Improvements	Reduce crime by _____ percentage each year? Create crime watch program	<ul style="list-style-type: none"> Develop youth services programs Create crime watch programs/ association 	<ul style="list-style-type: none"> Residents Police Department Non-profit organizations Public housing authority 	<ul style="list-style-type: none"> Improved neighborhood conditions Increased community stability
	Demolitions of _____ unsafe structures and _____% increase in code enforcement	<ul style="list-style-type: none"> Identify properties - windshield surveys Code inspections 	<ul style="list-style-type: none"> Property owners Residents Code enforcement staff 	<ul style="list-style-type: none"> Improved neighborhood conditions Reduction in crime Increased community stability
	Increase in # of _____ public spaces beautified. Pocket parks, community gardens. Tree planting and neighborhood signs	<ul style="list-style-type: none"> Improve street and sidewalks Beautify community spaces and curb cuts 	<ul style="list-style-type: none"> Residents Public Works staff Public housing authority Non-profits 	<ul style="list-style-type: none"> Improved neighborhood conditions Reduction in crime Increased community stability
	Increase in # of _____ public services to support the NRSA strategies	<ul style="list-style-type: none"> Assess capacity of social services Benefit from 15% public service waiver for NRSA 	<ul style="list-style-type: none"> Renters Homeowners Social service providers 	<ul style="list-style-type: none"> Increased neighborhood capacity Implementation of NRSA strategies

What do you like about the strategies?

What would you change?



CAPACITY BUILDING & IMPLEMENTATION

- ❖ Implementing agency or work group (City staff & partners)
- ❖ Use of CBDO designation (City not HUD)
 1. Non-profit community development entity, LMI focus, specific area
 2. Board must be 51% percent LMI community representation (residents, businesses, organizations serving LMI)
 3. HOME CHDOs auto qualify if serving single area
 4. Allows access to CDBG for new construction and public services
- ❖ Work with existing social service agencies and non-profit developers in the NRSA
- ❖ Ongoing capacity building – recruitment of new partners



SOME PLANNED INVESTMENTS IN THE NRSA

❖ City and partner planned investments over NRSA 5-year period:

1. Lowe's distribution center - \$40 million
2. Carvana Distribution Center - \$47 million
3. FedEx Distribution - \$40 million
4. City road improvements and water lines- \$2.08 million
5. City rail trail - \$1 million
6. Southside community park improvements - \$80,000
7. Total City investment -\$17.2 million
8. Bessemer Public Housing Authority - \$50 million

❖ With increased investment, need for more social services:

1. Homebuyer counseling with increased houses for sale
2. Workforce development and training for new jobs
3. Financial education for family income and wealth building
4. Community gardens and community safety
5. Youth and senior services programs and education



PERFORMANCE MEASURES & REPORTING

- ❖ Create measurable outputs and outcomes
- ❖ Develop policies and procedures for performance tracking, monitoring, tracking leverage, program adjustments
- ❖ Semi-annually performance data collection and entry in IDIS
- ❖ Ongoing community input
- ❖ Reporting on NRSA progress in Consolidated Annual Performance and Evaluation Report (CAPER)
- ❖ Reporting on progress to the community and getting public comment through CAPER and/or separate meeting



BESSEMER NRSA WRAP UP

➤ **Concerns and suggestions**

➤ **Questions and answers**

➤ **Next Steps**



➤ Check the City's website: [Bessemer Community-Development Department](#) for more information



BESSEMER NRSA – NEXT STEPS

We still 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>

- Completion of the NRSA application - by 6/15/2022
- Consolidated Plan amendment and NRSA Public Comment Period - 06/16-30/2022
- Submission to HUD – 07/15/2022
- HUD approval of NRSA's – 10/01/2022 (estimated)



BESSEMER NRSA – CONTACTS

If you have any questions, please contact us:

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