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GCRA Housing Programs Update (NB)

The GCRA will release a suite of five housing related programs in FY22. Each program is a piece of a comprehensive strategy addressing the Area’s objectives to implement initiatives that directly benefit community members by maintaining the culture and population of an area. The 10 Year Reinvestment Plan outlines the housing objectives of the area to add new infill housing, improve existing homes in the district, and provide quality housing at different price points for renters and homeowners.

The suites of program offerings are as follows:

1. The ***My Neighborhood Grant Program*** offers a \$25,000 incentive forgivable loan to recipients who purchase a home or lot in a neighborhood they grew up in. Eligible neighborhoods include: Cedar Grove II, Duval, Fifth Avenue, North Lincoln Heights, Pleasant Street, Porters, Springhill and Sugarhill. This program was approved by the City Commission on August 5, 2021.
 - a. *Update:* Staff are currently planning a community outreach campaign that will include a workshop and communication with local churches and neighborhood associations.
2. The ***Neighborhood Paint Program*** provides free pressure washing and paint services to the exterior of single-family residential homes. Eligible neighborhoods include: Duval, Fifth Avenue, Pleasant Street, Porters, Springhill and Sugarhill.
 - a. *Update:* A Request for Proposals (RFP) was posted, and closed on May 24, 2021. Two out of town vendors responded, and the City Manager’s Office requested a rebid to encourage local contractors to respond. Staff anticipates the new RFP to be posted this month.
3. The ***Heirs’ Property Program*** offers free probate legal assistance to individuals with an heirs’ property. The program is offered district-wide.
 - a. *Update:* On July 15, 2021 the City Commission approved the award to Three Rivers Legal Services as the primary vendor and Lippes-Mathias-Wexler as the secondary vendor. Staff anticipates this program to go live once contracts are signed by the middle of October. Staff are currently planning a community outreach campaign that will include a workshop and

communication with local churches and neighborhood associations.

4. The ***GCRA-CWC Partnership*** is an agreement between the GCRA and Community Weatherization Coalition to offer home energy tune-ups and more permanent home energy upgrades to homeowners, renters, and lessors. The program is offered district-wide and awards are based on needs identified through the CWC's Home Energy Tune-Up Program.
 - a. *Update:* On July 19, 2021 the City Commission approved this partnership between the GCRA and CWC. Next steps include working with GRU staff and the City Attorney's office to see about leveraging funding and administration.
5. The ***Historic Home Stabilization Program*** will be presented during today's agenda.

GCRA staff is preparing a community outreach campaign plan to educate neighbors about these opportunities. To inform the community, GCRA staff will attend neighborhood association meetings and host community workshops to help interested applicants apply. Neighborhood members will be sent postcards through the mail, and brochures will be distributed at community centers. A press release will be sent out to news outlets, information will be posted online and through social media, and an advertisement will be broadcasted through TV and radio.

As these are all pilot programs, the GCRA has committed to reviewing the efficacy of each program and any suggested changes will be brought back prior to the first year anniversary of each program.