



Legislation Text

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GCRA Housing Programs Update (NB)

The GCRA 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.

A community outreach campaign began in January 2022 with the goal to educate the community about the program by focusing on “word-of-mouth” techniques. Each program will be marketed through different avenues, depending on their reach and purpose, but general outreach techniques are as follows:

- ☐ present at neighborhood association/crime watch meetings;
- ☐ issue a press release;
- ☐ advertise in Gainesville Sun and Guardian newspapers;
- ☐ host a meeting for local church pastors;
- ☐ contact housing related local non-profit, government, and private agencies;
- ☐ send mailers to heirs’ property owners;
- ☐ host application workshops by neighborhood;
- ☐ continue work one-on-one with applicants to ensure follow through; and,
- ☐ continue social media outreach.

The suite 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 which they grew up. 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.

Update: The application window for this program is open from January 18, 2022 until March 31, 2022. GCRA staff continues to work with the City Attorney’s office for documents necessary for closing.

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. There will be three application periods open for specific neighborhoods in 2022. They will be as follows: January 1-March 3: Greater Duval Neighborhoods; April 30-June 30: Porters, Springhill, and Sugarhill Neighborhoods; September 30-November 30: Fifth Avenue, and Pleasant Street Neighborhoods.

Update: A Request for Proposals (RFP) “Painting and Pressure Washing Services for the Neighborhood Paint Program” was posted and bids have been evaluated. The recommendation for award will be submitted for approval at the February 3, 2022 City Commission Meeting.

3. The Heirs’ Property Program offers free probate legal assistance to individuals with an heirs’ property.

The program is offered district-wide.

Update: Applications are currently accepted on a rolling basis. Currently there are three applications submitted and in process with the Program attorney.

4. The GCRA-CWC Partnership is an agreement between the GCRA and Community Weatherization Coalition (CWC) 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.

Update: The GCRA is partnering with GRU on a combined contract with the CWC. The program will be ready for applicants in January.

5. The Historic Home Stabilization Program proposes to offer funding for stabilization improvements to historic homes.

Update: This program is returning to the Board at today's meeting.

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.

None.

GCRA Advisory Board to receive update from staff