

City of Raleigh

Public Project  
Community Support  
Fund



Raleigh



# Meeting Agenda

- What is the Public Project Community Support Fund?
- Prior Community Engagement
- Fund Background
- Feedback on Program Recommendations

# Public Project Community Support Fund



# Public Project Community Support Fund

## Defined

Provides support to businesses and residents in designated areas to offset the impacts of large-scale public investments.

# Proposed Guidelines for Qualifying Neighborhoods

## Neighborhood must meet 4 out of the 6 criteria

- Poverty rate  $\geq$  citywide rate
- % Rental units  $\geq$  citywide %
- People of Color  $\geq$  50% of population
- Median home value  $\leq$  citywide average
- High school diploma attainment  $\leq$  citywide average
- % of English Language Proficiency  $\leq$  citywide average

# Proposed Guidelines for Qualifying Neighborhoods

## **Neighborhood Edge within 1-mile of a catalytic public investment**

- Defined as a public investment with cumulative value of greater than \$50M (at 65% Design)
- Excludes maintenance or rehabilitation
- Adds additional amenity, desirability or development capacity

# Equitable Development Around Transit



# Equitable Development Around Transit

- Thinking about housing choice, affordability, jobs, walkability around planned bus rapid transit
- Focused on two questions: How much should we grow around transit, rather than driving? How do we ensure benefits of transit are shared equitably?





# Equitable Development Around Transit

- More than 1,000 participants in 2019-2020
- Strong support for growing around transit and investing in and planning for affordability



AVOIDING  
DISPLACEMENTS  
OF EXISTING  
HOMEOWNERS  
AND RENTERS



PRESERVATION OF  
EXISTING HOUSING



NEW HOUSING  
AND SUPPORTIVE  
LAND USES



JOB OPPORTUNITIES  
AND SUPPORT OF  
LOCAL BUSINESSES

# Equitable Development Around Transit

- Recommended zoning incentive for affordability (completed)
- Recommended new funding for housing affordability (completed, \$80 million housing bond)
- Recommended legalizing more inherently affordable housing types (completed)
- Recommended additional investments in affordability and small businesses assistance (potential funding through PPCSF)

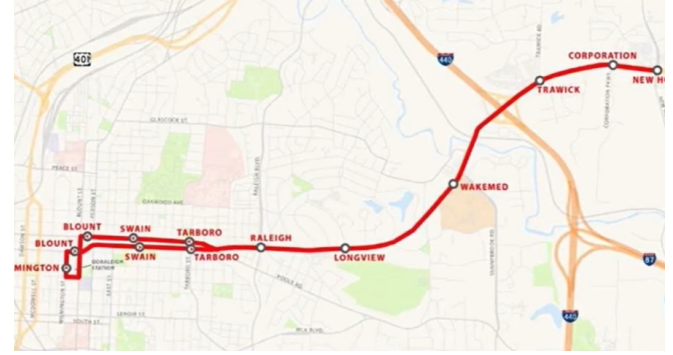


# New Bern Station Area Planning



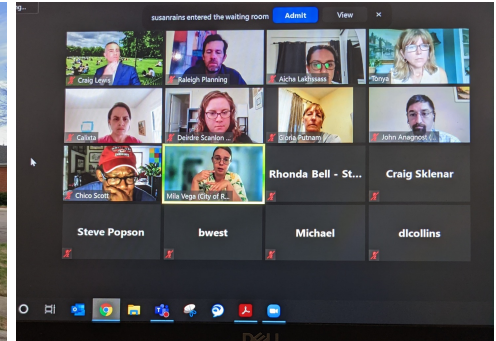
# New Bern Station Area Planning

- Built on Equitable Development around Transit
- Focus on housing choice, affordability, pedestrian safety, and more along 5.1-mile New Bern bus rapid transit route



# New Bern Station Area Planning

- More than 1,000 participants in 2021-2022; extensive collaboration with residents and community institutions
- Specific planning for housing, affordability, celebrating history of Black Raleigh, connecting people to opportunity, and more





# New Bern Station Area Planning

Plan adoption later this year/early 2023. Main actions include:

- Investing in long-term affordability, programs for current residents, businesses
- Allowing new housing in order to reduce competition for existing homes
- Investing in pedestrian safety
- Investing in community art/memory space to tell story of Black Raleigh
- Partnering with St. Augustine's to assist in creating campus “Main Street”



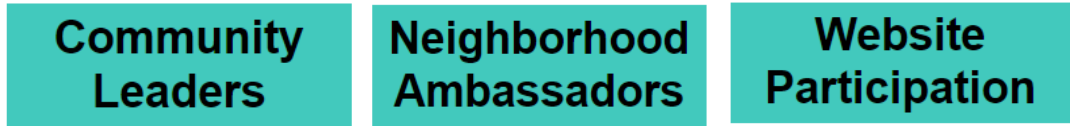
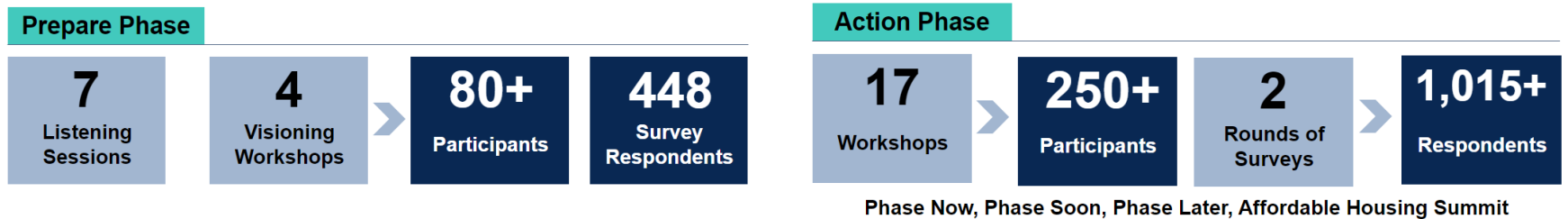
# Dix Edge Area Study



# Dix Edge Area Study

## Neighborhoods east of Dorothea Dix Park

- Project focus on affordable housing, displacement, land use, transportation.





# Dix Edge Area Study

- Major community interest in affordable housing, street connectivity, better places to walk and bike.
- City Council authorized rezoning of city-owned land for affordable housing.
- Funding for Fayetteville Street bike and pedestrian improvements, neighborhood stabilization outreach.

# Background on the Public Project Community Support Fund



# Original Concept

## Equity Fund

- Devote a percentage of new tax revenue generated within a quarter mile of each of the corridors to an Equity Fund
- Among the things the Equity Fund money might be spent on the following:
  - Affordable Housing
  - Homelessness
  - Support for community organizations
  - Public Art
  - Pedestrian safety

# Example Programs that Help Implement Plan and Community Priorities

- **Affordable Housing Bond & \$.01 for Affordable Housing**
- **CDBG/ Home**
- Outside Agencies Grants
- HRC Grants
- **Partnerships w/county & community agencies**
- Vision Zero Program
- **Small Business Assistance Programs**
- Workforce & Youth Development
- Sidewalk programs
- Bike and Greenway Planning and Funding
- Park Bond

# Deeper Dive: Example Programs

- Affordable Rentals: Gap financing for developers to build affordable rental housing;
- First-Time Homebuyers: Financial assistance for first-time homebuyers earning up to 80% of the Area Median Income (AMI)
- Homeowners: Funding for home repairs to homeowners earning up to 50% of AMI and who are 62 years or older and/or disabled
- Homelessness Assistance: HouseWake! Access Hub to assist persons experiencing/at risk of homelessness
- Building Upfit Grant: Up to \$25,000 matching reimbursement for small business owners activating underutilized commercial properties for new business use
- Business Resource Guide: Connects small businesses to support organization, financing and capital, technical assistance, and business planning resources

# Refining the Concept

- Broaden investment focus beyond Bus Rapid Transit and to include investments in people
- Focus on priorities that have limited funding/ difficult to fund through existing processes
- Equitable Development Around Transit, New Bern Station Area Plan, and Dix Edge Community Priorities
- Shift from value capture funding to proactive funding
- More descriptive name

# Proposed Fund Purposes

- Offer capacity building to existing communities to preserve sense of place and neighborhood stability
- Enable businesses to assist in neighborhood stabilization
- Enhance benefits of transit or other catalytic investments for existing adjacent communities through small capital projects
- Facilitate planning necessary to support targeted areas to prioritize investments across objective areas
- Offset impacts and leverage business opportunities due to catalytic public projects

Recommended Investment	Funding
New Bern conduit installation: future broadband partnership	\$375,000
Pedestrian and bicycle capital improvements Fayetteville Rd	\$250,000
Community outreach assistance re: neighborhood stabilization	\$200,000
Tarboro Rd improvements connecting St. Augustine & BRT	\$200,000
Enhanced Neighborhood Enrichment Program Funding	\$125,000
Collective and Individual Marketing Assistance New Bern Businesses	\$125,000
Financial and Business Planning Assistance New Bern Businesses	\$100,000
New Bern Construction Mitigation Activities	\$75,000
Pilot Planning and Implementation Services	\$50,000



# Recommended Investments

Capital Projects	Programs to be developed
Pedestrian and bicycle capital improvements Fayetteville Rd	Community outreach assistance: neighborhood stabilization
Tarboro Rd improvements connecting St. Augustine & BRT	Enhance Neighborhood Enrichment Program Funding
New Bern Construction Mitigation Activities	Collective and Individual Marketing Assistance New Bern Businesses
*Conduit Installation in New Bern Bus Rapid Transit	Financial and Business Planning Assistance New Bern Businesses
	Pilot Planning and Implementation

\*Creates an opportunity for future broadband partnership

## Community outreach assistance re: neighborhood stabilization (\$200,000)

Examples of potential investments: Community Organizing, Predatory Home Purchase Prevention/ Education, Community-based Repair Assistance, Personal Finance Planning, Outreach about City and Community Programs/ Assistance

1. Are there priorities that the City should focus on in scoping and contracting for services?
2. What types of partnerships should be established? Are there community organizations we should collaborate with?

# Enhanced Neighborhood Enrichment Program Funding (\$125,000)

The pilot will eliminate match (50%) and increase funding amounts up to \$15,000. Examples of potential investments: neighborhood newsletters or websites; community celebrations; signage or other neighborhood recognition; community art projects; lighting and beautification.

1. What kind of projects provide the most community benefit?
2. Are there neighborhood organizations or community leaders that can help spread the word/ help to identify potential projects?

# Collective and Individual Marketing Assistance New Bern Businesses (\$125,000)

Examples of potential investments: Coordinated Signage/ Streetscape improvements; Advertising; Focused Promotional Campaigns, Events or Festivals that Promote Small Local Businesses

1. Are there priorities that the City should focus on in scoping and contracting for services?
2. What types of partnerships should be established? Are there community organizations we should collaborate with?

# Financial and Business Planning Assistance New Bern Businesses \$100,000

Examples of potential investments: Professional services to assist small, local businesses planning for resiliency and growth; Financial Planning to include connections to City or other Small Business Assistance resources

1. Are there priorities that the City should focus on in scoping and contracting for services?
2. What types of partnerships should be established? Are there community organizations we should collaborate with?

# Pilot Planning (\$50,000)

Examples of potential investments: Development of future decision-making processes (i.e., structure); outreach to community for participation, data evaluation, and outreach to assist in future planning and allocation of funding

1. What information is most important for the City to collect?
2. How can we make past community-based planning recommendations and future planning processes more accessible?
3. What is the best way to share information about the pilot?

# Next Steps

- Feedback can be provided until June 30th to help staff develop next steps and future engagement opportunities
- [Community.engagement@raleighnc.gov](mailto:Community.engagement@raleighnc.gov)

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Thank You!

