Agenda

1. Team Introductions (3:20-3:30 PM)

2. Scope of Work and Project Schedule (3:30-3:45 PM)

3. Fund History and Initial Analysis (3:45-4:00 PM)

4. Additional Questions and Discussion (4:00-4:15 PM)

5. Next Steps (4:15-4:20 PM)
Team Introductions
HR&A Advisors is a leading mission-driven advisory firm of analysts, planners, and policy experts who care deeply about the future of cities.

Our work translates the ideas of communities and their advocates into meaningful systems change within local government. We launch programs that center racial equity, advance social and economic justice, and inform policy. **We work with communities so that they can be the most effective at using the levers available to them to make more equitable projects, neighborhoods, and cities.**

Strata Design is an Albuquerque-based, women-owned planning firm (LLC) that has been serving diverse New Mexico communities for over 10 years. Strata brings combined experience in the fields of planning, landscape and architectural design and is committed to comprehensive asset-based community neighborhood development. The firm has first-hand experience working with local non-profits, community-based groups and local governing organizations to build local capacity, access community needs and develop strategies for implementation.
Project Team

Paul Silvern  Alex Stokes  Alex Meeks*  Mark Kubaczyk  Michelle Negrette*

Partner-in-Charge  Project Manager  Project Advisor  Analyst  Planner, Community Engagement Specialist

*Currently residing in Albuquerque.
Scope of Work and Project Schedule
Scope of Work

Phase 1: Discovery (April-May 2021)
- Review past planning materials
- Analyze the Pocket of Poverty
  - Socioeconomic conditions
  - Market conditions
- Evaluate the 2002 HNEDF Fund Plan

Phase 2: Community Planning (June-July 2021)
- Develop Community Engagement Strategy
- Public Visioning Session
- Digital Survey
- Focus Groups and 1-on-1 Interviews
- HNEDF Committee Meetings

Phase 3: Plan Drafting and Approval (August-September 2021)
- Draft a new Ten-Year Comprehensive HNEDF Plan
- HNEDF Feedback
- Revision and subsequent approval
PHASE I: Discovery

PHASE II: Community Planning Process

PHASE III: Plan Drafting & Approval

= HNEDF Committee Meeting

April 27
Answer initial questions about our project scope and present initial analysis.

May 25
Present findings from data analysis and HNEDF program review. Present community engagement plan.

July 27
Discuss findings from community engagement efforts and preview final report content.

August 31
Present first report draft for feedback.
Committee Questions: Project Scope and Schedule

• When does the Consultant recommend conducting the kick-off meeting?
• Do you think it would be useful to present updates at future HNEDF meetings?
• What is the timeline for plan drafting?
• Does the Team have a sense of the priority and distribution of effort among the various scope of work and activities? What is the general timeline?
Outreach Process

Community Engagement Strategy

Public Visioning Session

Digital Survey

Focus Groups & 1-on-1 Interviews

Goals

• Engage community in all aspects of outreach moving forward
• Prioritize outreach to underrepresented groups
• Leverage a broad range of outreach approaches, in line with public health protocols
• Offer genuine engagement efforts to build trust with community members
Committee Questions: Engagement

• Who should be engaged in evaluating the 2002 Plan?
• Has HR&A conducted a virtual visioning session before?
• How often do you plan to engage the HNEDF Committee?
• What role should the HNEDF Committee take in conducting media outreach? In identifying community stakeholders?
• Can you use toll-free dial-in phone lines for public visioning session to reach people without internet access? How will you get input from hard-to-reach populations, particularly the homeless?
• How do you plan to engage with groups who are fatigued by community outreach and planning efforts?
• How do you build trust among skeptical community members?
• How will you plan to conduct community engagement, especially given the COVID-19 pandemic and the conditions it presents?
S. San Pedro and Elder homestead Neighborhoods - Community Issues and Recommendations

Strengths:
Community: People, young people, support for residents, some landlords do maintain property.
Location: Close to UNM, Close to Sandia and Kirtland, Good Access.

Existing Infrastructure: Parks, historical buildings, schools (could be improved but close), ethnic restaurants, Transit.

Weaknesses:
Community: Increase in homelessness, imbalance in income, lack of home ownership, lack of connection between owners and absentee landlords.
Infrastructure: Lack of walkability and difficult to bike, Lack of sense of place, Lack of identity, Lack of lighting. Need more parks and to improve current.
Transportation: Speeds too high on San Mateo, not enough 4 way stops, bike route stops on other side of San Mateo.

Zoning/Land use: Too many apartments, zoning does not reflect single family land use in some areas.

Opportunities:
Community: Community involvement/reporting, Events that encourage involvement/get to know neighbors, neighborhood clean up, build neighborhood pride.
Infrastructure: Parks and playgrounds should be multi-age, more lighting.
Transportation: Kathryn as bike path, decrease speed on San Mateo.

Zoning/Land use: Condos instead of apartments, more mixed income residents, empty shopping center on San Mateo, vacant/underutilized property, commercial property which could be residential, more community gardens, more mixed income residential, definable pedestrian places.

Challenges:
Infrastructure: Water wasting landscaping.
Transportation: Speeding on San Mateo.
Zoning/Land Use: Large empty shopping center, vacant/underutilized property, R-3 zoning, too much commercial zoning.

International District Sector Development Plan
You can help to, or encourage others to help with:

- Keeping Time
- Note Taking + Screen Sharing
- Asking Questions to Keep Discussion Going
United for Housing, New York, NY
Campaign Facilitation, Stakeholder Engagement, and Community Videography (2019-2021)
HAGA QUE SE 
ESCUCHE TU 
OPINIÓN. 
RESPONDA LA 
ENCUESTA HOY EN: 
THRIEVE305.ORG

“Thrive 305” Miami-Dade County, FL 
Remote Community Engagement for Mayoral 
Transition (2021)
HNEDF Plan Approval

After revising the new HNEDF Plan with the Committee’s feedback, we will:

• Present a revised version of the report to the HNEDF Committee for final approval

• Host two public meetings to discuss the Comprehensive Plan

• Meet with the Mayor and present the Comprehensive Plan

• Meet with the City Council and present the Comprehensive Plan

The timeline for these meetings will be subject to public approvals and scheduling availability with all parties.
Fund History and Initial Analysis
To qualify for Urban Development Action Grants (UDAGs) as a Pocket of Poverty:

- The “Pocket” must be contiguous and contain at least 10K people or represent at least 10% of a city’s population.
- At least 70% of Pocket residents must have incomes below 80% AMI for the jurisdiction.
- At least 30% of residents must have incomes below the national poverty threshold.

The Comprehensive Neighborhood Development Plan should:

- Assess housing and economic development conditions within the Pocket of Poverty
- Split fund income 50-50 between housing and economic development projects
- Issue a financial plan for fund income, detail long-range goals and objectives, and recommend strategies for implementation, project evaluation, and monitoring.
- Be presented at one public hearing before recommendations are presented to City Council and the Mayor
Prior HNEDF Plans

<table>
<thead>
<tr>
<th>1993 Plan</th>
<th>2002 Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Identified Challenges</strong></td>
<td><strong>Identified Challenges</strong></td>
</tr>
<tr>
<td>• 70% of households were “lower income” (below 80% AMI for the County)</td>
<td><strong>Continued Challenges</strong></td>
</tr>
<tr>
<td>• Poverty rates were twice as high in the Pocket of Poverty compared to Bernalillo County</td>
<td>• A new Intel plant, gambling expansions, and new call centers brought economic growth to the city, but most jobs in the PoP remained low-paying.</td>
</tr>
<tr>
<td>• 73% of female-headed families with children under 6 years old lived in poverty.</td>
<td>• A study identified 468 vacant lots in the PoP—50% of which were suitable for development.</td>
</tr>
<tr>
<td>• A disproportionate share (more than 20%) of Albuquerque’s poor, single residents lived in the PoP,</td>
<td>• The PoP commercial corridors like N 4th St and and N Broadway were still in decline.</td>
</tr>
<tr>
<td>• 55% of PoP homes were built before 1950, a disproportionately high rate for the County</td>
<td><strong>1993-2002 Progress</strong></td>
</tr>
<tr>
<td>• 62% of PoP residents worked fewer than 40 weeks/year, compared to 70% at the county level.</td>
<td>• Revitalization of S 4th St. represents the most dramatic change since the 1993 plan.</td>
</tr>
<tr>
<td></td>
<td>• As a result of public and private investment, the commercial corridor along Lomas Blvd. improved.</td>
</tr>
</tbody>
</table>
Prior HNEDF Plans

1993 Plan

<table>
<thead>
<tr>
<th>Identified Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
</tr>
<tr>
<td>• Housing allocations were split between <strong>new housing construction</strong> ($1.3M) and rental housing rehabilitation ($440K).</td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
</tr>
<tr>
<td>• Economic development allocations were focused on job generation ($1.1M), commercial revitalization ($350K), and educational services ($260K).</td>
</tr>
</tbody>
</table>

2002 Plan

<table>
<thead>
<tr>
<th>Identified Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
</tr>
<tr>
<td>• Construct <strong>affordable infill housing developments</strong> ($1.4M) and rehab existing rental housing ($800K).</td>
</tr>
<tr>
<td>• $2M—Revolving Housing Construction Loan Fund.</td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
</tr>
<tr>
<td>• Acquire, rehabilitate, and redevelop commercial properties ($2M), improve the physical environment ($800K), and <strong>train and educate</strong> PoP residents ($250K).</td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
<tr>
<td>• $1M—<strong>Innovative ideas</strong> outside HNEDF’s scope</td>
</tr>
</tbody>
</table>
## Prior HNEDF Plans

<table>
<thead>
<tr>
<th>1993 Plan</th>
<th>2002 Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcomes (per 2002 Plan)</strong></td>
<td><strong>Outcomes (Through 2008, per City Report)</strong></td>
</tr>
<tr>
<td>• 295 housing units constructed or rehabilitated</td>
<td>• At least <strong>171 housing units</strong> constructed or rehabilitated</td>
</tr>
<tr>
<td>• 230 jobs created, 186 for low/moderate-income residents and <strong>126 for PoP residents.</strong></td>
<td>• At least <strong>70 jobs created</strong></td>
</tr>
<tr>
<td>• Attracted close to $1M in private investment</td>
<td>• At least <strong>199 housing façades</strong> were improved</td>
</tr>
<tr>
<td>• 94 businesses received loans and 592 received technical assistance</td>
<td>• At least <strong>377 students benefited from educational services.</strong></td>
</tr>
</tbody>
</table>
2002 HNEDF Plan Funding Allocations - $11.8M

Total Allocated by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Funding Allocations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$0.3M</td>
</tr>
<tr>
<td>2004</td>
<td>$3.7M</td>
</tr>
<tr>
<td>2005</td>
<td>$1.1M</td>
</tr>
<tr>
<td>2006</td>
<td>$2.9M</td>
</tr>
<tr>
<td>2007</td>
<td>$0.1M</td>
</tr>
<tr>
<td>2008</td>
<td>$3.7M</td>
</tr>
</tbody>
</table>

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Albuquerque HNEDF Committee | 24
## 2002 HNEDF Plan Funding Categories and Examples

### Housing

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Amount</th>
<th>Timing</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sawmill Lofts (Sawmill Community Land Trust)</td>
<td>$100K grant</td>
<td>October 2004</td>
<td>To complete appraisal, design, and market study for 60 multi-family units for those 60% AMI or below.</td>
</tr>
</tbody>
</table>

### Economic Development

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Amount</th>
<th>Timing</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>WESST Corp Business Incubator</td>
<td>$1.36M loan</td>
<td>June 2004-December 2035</td>
<td>37K SF LEED Silver facility supporting 20 light manufacturing, service, and technology businesses</td>
</tr>
<tr>
<td>Big Brothers, Big Sisters</td>
<td>$25K grant</td>
<td>August 2003</td>
<td>Expand services to include 20 additional children at Gonzales Elementary School.</td>
</tr>
</tbody>
</table>

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Albuquerque HNEDF Committee | 25
HNEDF Fund Balance Growth: +$2.3M since 2009

Change in Fund Balance
(due to project allocations, interest earnings, loan repayments, etc.)
Committee Questions: Data Analysis

• Whose/what data will be used to do the socioeconomic analysis of Pocket of Poverty (PoP) demographics?

• How do you plan to conduct the analysis of the Pocket of Poverty? Will it be based on existing data or original analysis? What data sources are available?

• How will the team evaluate the 2002 plan given the lack of documentation and institutional memory?

• What is the role of the HNEDF Committee in identifying sources of information?
Pocket of Poverty – Current Boundaries
Initial Data Analysis: Population Growth and Poverty

Population Growth since 2000

- Pocket of Poverty: 0.7%
- Bernalillo County: 24.2%

2020 Poverty Rate

- Pocket of Poverty: 30%
- Bernalillo County: 16%

Source: ESRI, ACS
Initial Data Analysis: Unemployment and Median Income

2020 Unemployment Rate

Pocket of Poverty: 14.1%
Bernalillo County: 12.1%

2020 Annual Median Income

Pocket of Poverty: $28,200
Bernalillo County: $51,800

Source: ESRI, ACS

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Initial Data Analysis: Mapping Income and Poverty

Source: ESRI, ACS

Median Income:
- $100K+
- $75K-99K
- $50K-$74K
- $25K-$49K
- Below $25K

Poverty:
- 40%+
- 30%-39%
- 20%-29%
- 10%-19%
- Below 10%

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Initial Data Analysis: Mapping Unemployment and Internet Access

Unemployment

Lack of Internet Access

Source: ESRI, ACS

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Initial Data Analysis: Mapping Poverty Rates by Race

Source: ESRI, ACS

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Initial Data Analysis: Retail

Retail Rent Growth

- **2010**: $14.90 (Pocket of Poverty), $14.50 (Bernalillo County)
- **2020**: $18.60 (Pocket of Poverty), $14.55 (Bernalillo County)

Retail Vacancy

- **2010**: 6.3% (Pocket of Poverty), 6.7% (Bernalillo County)
- **2020**: 3.8% (Pocket of Poverty), 5.3% (Bernalillo County)

*Historical data only available through 2007
Source: Costar
Initial Data Analysis: Office

**Office Rent Growth**

- 2010: Pocket of Poverty - $15.10, Bernalillo County - $15.40
- 2020: Pocket of Poverty - $18.70, Bernalillo County - $17.75

**Office Vacancy**

- 2010: Pocket of Poverty - 9.7%, Bernalillo County - 11.1%
- 2020: Pocket of Poverty - 5.4%, Bernalillo County - 6.1%

*Historical data only available through 2007
Source: Costar
Initial Data Analysis: Multi-family Residential

*Historical data only available through 2007
Source: Costar

Multifamily Rent Growth

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket of Poverty</td>
<td>$1.00</td>
<td>$1.15</td>
</tr>
<tr>
<td>Bernalillo County</td>
<td>$0.85</td>
<td>$1.10</td>
</tr>
</tbody>
</table>

Multi-family Vacancy

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pocket of Poverty</td>
<td>7.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Bernalillo County</td>
<td>5.0%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

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Initial Data Analysis: Market Deliveries

Increase in Built Area By Use
2010-2020

- Retail: 4.1% Pocket of Poverty, 3.8% Bernalillo County
- Office: 1.3% Pocket of Poverty, 1.2% Bernalillo County
- Multi-family: 14.1% Pocket of Poverty, 9.1% Bernalillo County
## Initial Data Analysis: Observations

<table>
<thead>
<tr>
<th>The Pocket of Poverty is still experiencing economic distress.</th>
<th>The Pocket of Poverty real estate market has improved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• High unemployment rates</td>
<td>• Increasing rents</td>
</tr>
<tr>
<td>• High poverty rates</td>
<td>• Lower vacancies</td>
</tr>
<tr>
<td>• Inconsistent access to internet</td>
<td>• New developments delivered to the market in recent years, particularly multifamily projects</td>
</tr>
<tr>
<td>• Difficulty accessing quality jobs</td>
<td>• Strengthening real estate market threatens existing residents and businesses with displacement</td>
</tr>
<tr>
<td>• Low median incomes</td>
<td></td>
</tr>
<tr>
<td>• Increasing rents/gentrification</td>
<td></td>
</tr>
</tbody>
</table>
Next Steps
Next Steps

**Analyze Pocket of Poverty**
- Confirm PoP boundaries
- Further analyze socioeconomic conditions
- Further assess the real estate market

**Evaluate 2002 HNEDF Plan**
- Review past planning efforts
- Understand project monitoring and evaluation methodology
- Interview City and community stakeholders

**Produce Community Engagement Strategy**
- Target underrepresented groups
- Provide a variety of forums, while also accounting for participant safety and public health
HNEDF COMMITTEE PRESENTATION
ALBUQUERQUE POCKET OF POVERTY STRATEGY
04.27.2021
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