



HNEDF COMMITTEE PRESENTATION

ALBUQUERQUE POCKET OF POVERTY STRATEGY

HR&A
Analyze. Advise. Act.

strata
design llc.
architecture • landscape • planning

DRAFT FOR DISCUSSION

04.27.2021

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

HR&A

Paul Silvern



Partner-in-Charge

Alex Stokes



Project Manager

Alex Meeks*



Project Advisor

Mark Kubaczyk



Analyst

strata
design llc

Michelle Negrette*



Planner, Community
Engagement
Specialist

*Currently residing in Albuquerque.

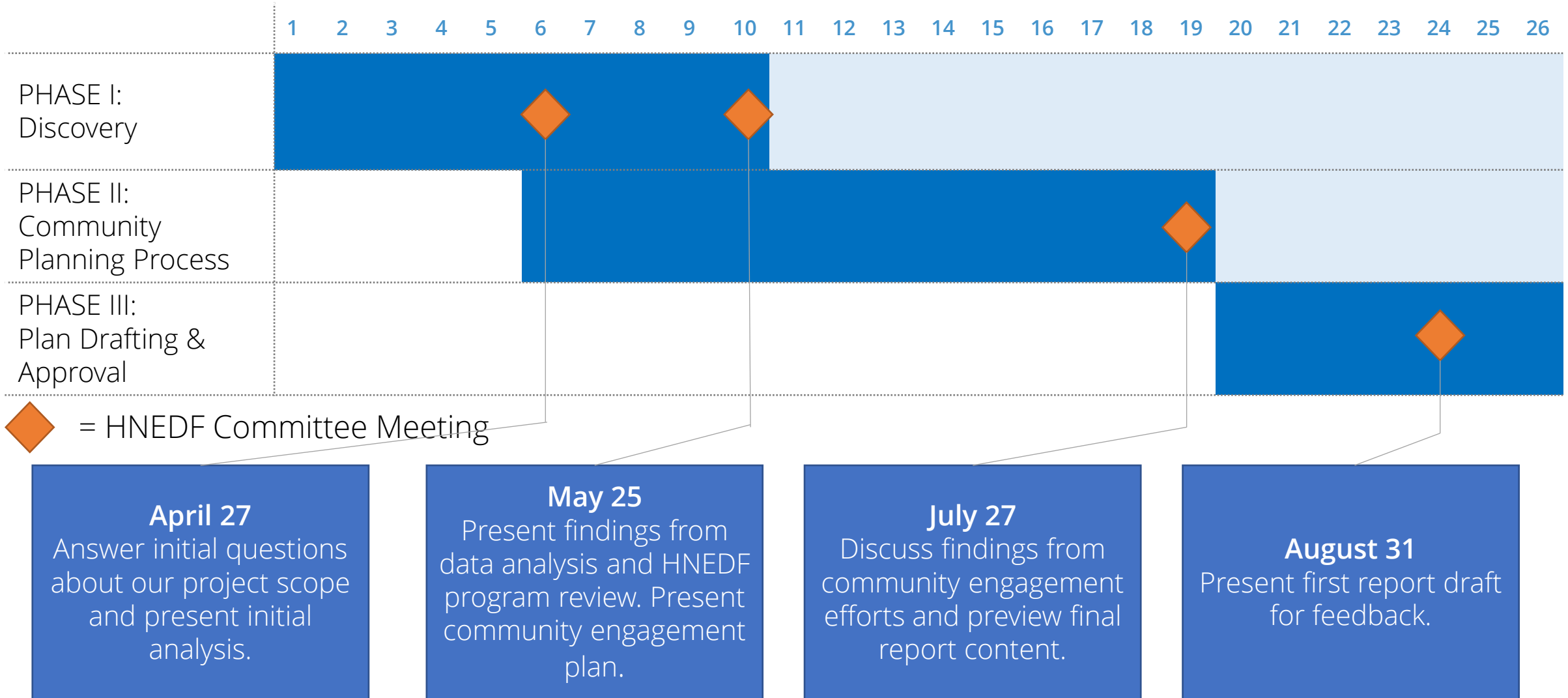
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Scope of Work and Project Schedule

Scope of Work



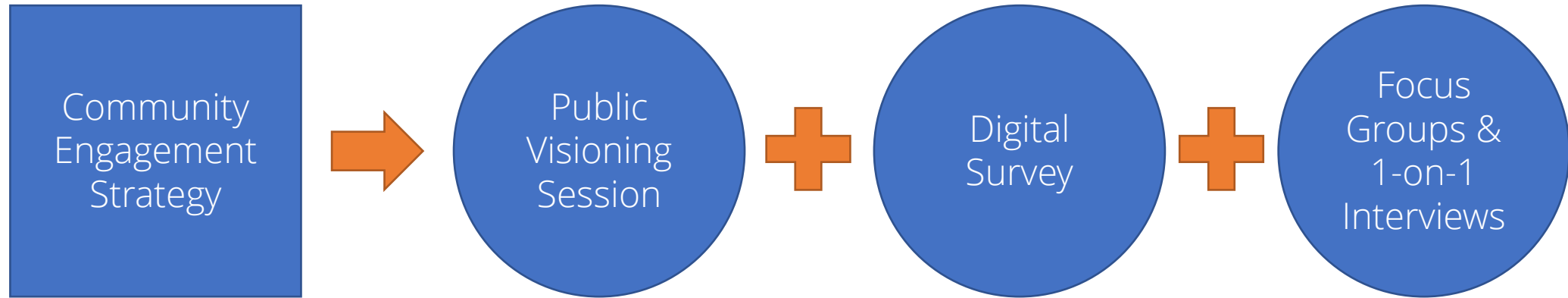
Project Schedule



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



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?



Pojoaque Arts & Cultural District

January 27 · 🌐

The Line Camp has so much history behind it. In it's day, it was not only the hub of night life in Pojoaque and the surrounding areas, but also the a popular venue for up and coming musicians around the country such as ZZ Top and Three Dog Night.

What are your memories of the Linecamp? What stories have you heard about it? What bands did you see there? Did you play in a band that opened up for a famous band? Do you have old memorabilia?

#PojoaqueArtsandCulturalDistrict #PAACD
#tellyourstory #Traditions #Posuwaegh #livemusic
#Nostalgia #Musicians #Memories #ZZTop
#ThreeDogNight #LineCamp



Pojoaque Arts & Cultural District

March 15 · 🌐

🏆 Comment to Win \$25 Gift Card to JR Clothing 🏆

Joe Gilbert "Willie" Serna's influence on Pojoaque Valley is responsible for many businesses in Pojoaque's history. Thanks to Willie, we were able to experience Tastee Freez on our way to pick up our mail but not before putting gas at the near by Speedway. Even after Tastee Freez and Speedway closed their doors, Dairy Queen, Titanic Express, Baja Tacos, and Allsup's opened theirs. Today, we still have the luxury of washing our car... [See More](#)

See The North
On Page B-1

Pojoaque Pueblo Arts and Cultural District

S. San Pedro and Elderhomestead 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



Imagine Gainesville

Working Groups Kickoff

Wednesday, January 27, 2021

Gainesville.

Citizen centered
People empowered

HR&A



Gainesville, FL Comprehensive Plan Update
Racial Equity Listening Sessions (2020)

Breakout Room Discussion Leaders

UNITED *for*
HOUSING
FROM THE GROUND UP | 2021

Lydia Gaby

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)



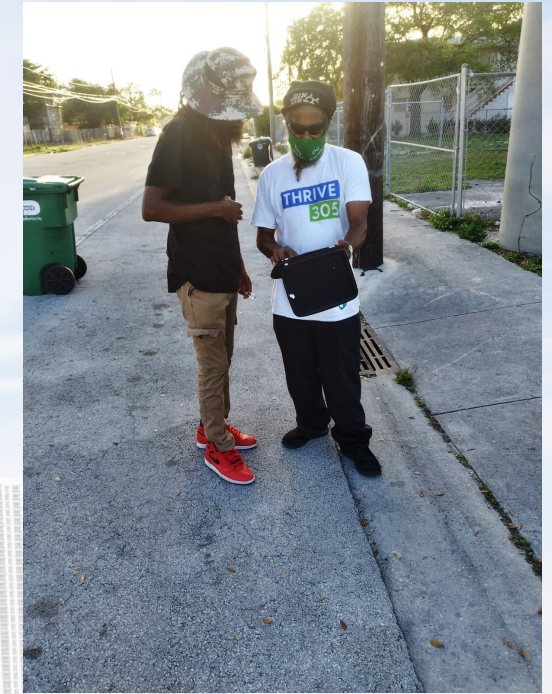
United for Housing, New York, NY
Campaign Facilitation, Stakeholder Engagement,
and Community Videography (2019-2021)



HAGA QUE SE
ESCUCHE TU
OPINI3N.

RESPONDA LA
ENCUESTA HOY EN:

THRIVE305.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

HNEDF Guidelines

Pocket of Poverty Designation

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**.

HNEDF Ordinance

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

1993 Plan

Identified Challenges

- **70% of households were “lower income”** (below 80% AMI for the County)
- **Poverty rates were twice as high** in the Pocket of Poverty compared to Bernalillo County
- **73% of female-headed families with children under 6 years old** lived in poverty.
- A **disproportionate share** (more than **20%**) of Albuquerque’s **poor, single residents** lived in the PoP,
- **55% of PoP homes were built before 1950**, a disproportionately high rate for the County
- **62% of PoP residents worked fewer than 40 weeks/year**, compared to 70% at the county level.

2002 Plan

Identified Challenges

Continued Challenges

- 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.**
- A study identified **468 vacant lots in the PoP—50% of which were suitable for development.**
- The **PoP commercial corridors** like N 4th St and N Broadway were **still in decline.**

1993-2002 Progress

- **Revitalization of S 4th St.** represents the most dramatic change since the 1993 plan.
- As a result of public and private investment, the **commercial corridor along Lomas Blvd. improved.**

Prior HNEDF Plans

1993 Plan

Identified Priorities

Housing

- Housing allocations were split between **new housing construction (\$1.3M)** and **rental housing rehabilitation (\$440K)**.

Economic Development

- Economic development allocations were focused on **job generation (\$1.1M)**, **commercial revitalization (\$350K)**, and **educational services (\$260K)**.

2002 Plan

Identified Priorities

Housing

- Construct **affordable infill housing developments (\$1.4M)** and rehab existing rental housing (\$800K).¹
- \$2M—Revolving Housing Construction Loan Fund.

Economic Development

- **Acquire, rehabilitate, and redevelop commercial properties (\$2M)**, improve the **physical environment (\$800K)**, and **train and educate PoP residents (\$250K)**.

Other

- \$1M—**Innovative ideas** outside HNEDF's scope

Prior HNEDF Plans

1993 Plan

Outcomes (per 2002 Plan)

- **295 housing units** constructed or rehabilitated
- 230 **jobs** created, 186 for low/moderate-income residents and **126 for PoP residents.**
- Attracted close to **\$1M in private investment**
- **94 businesses** received loans and 592 received technical assistance

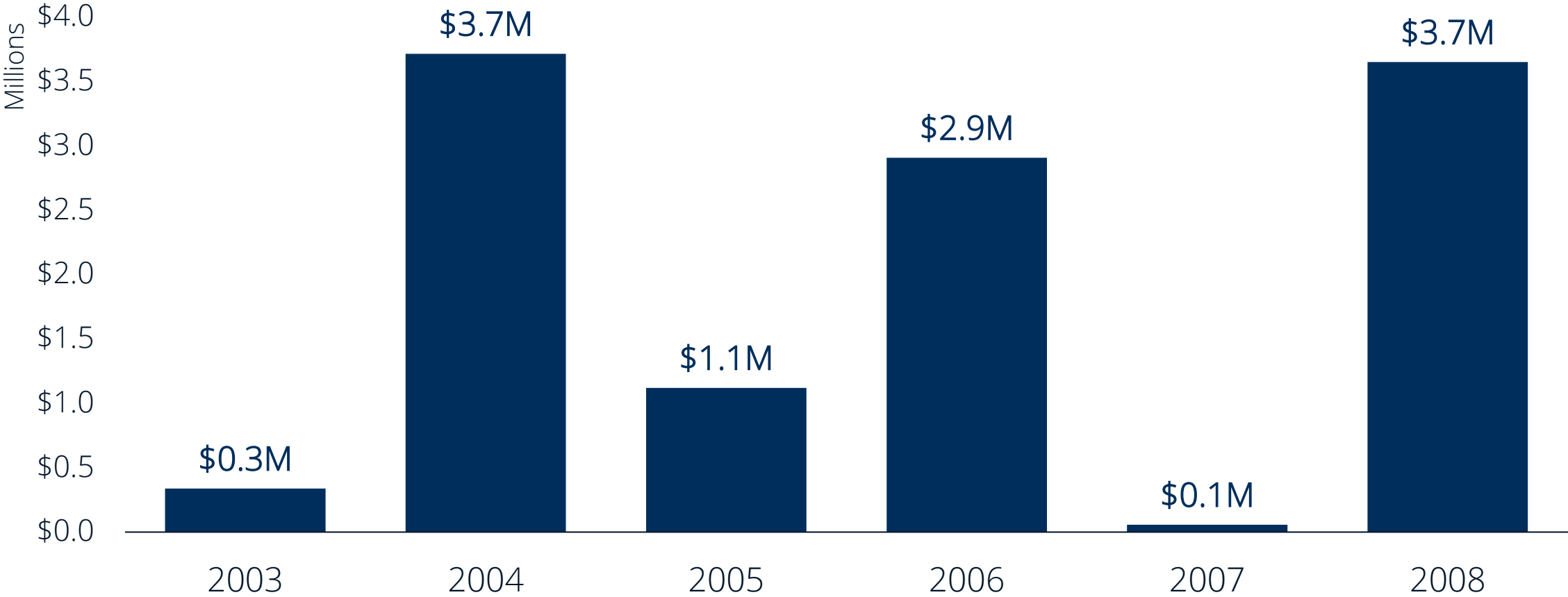
2002 Plan

Outcomes (Through 2008, per City Report)

- At least **171 housing units** constructed or rehabilitated
- At least **70 jobs created**
- At least **199 housing façades** were improved
- At least **377 students benefited from educational services.**

2002 HNEDF Plan Funding Allocations - \$11.8M

Total Allocated by Year



2002 HNEDF Plan Funding Categories and Examples

Housing

Economic Development

Capital



Sawmill Lofts (Sawmill Community Land Trust)

- Amount: \$100K grant
- Timing: October 2004
- Investment: To complete appraisal, design, and market study for 60 multi-family units for those 60% AMI or below.



WESST Corp Business Incubator

- Amount: \$1.36M loan
- Timing: June 2004-December 2035
- Investment: 37K SF LEED Silver facility supporting 20 light manufacturing, service, and technology businesses

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Operating



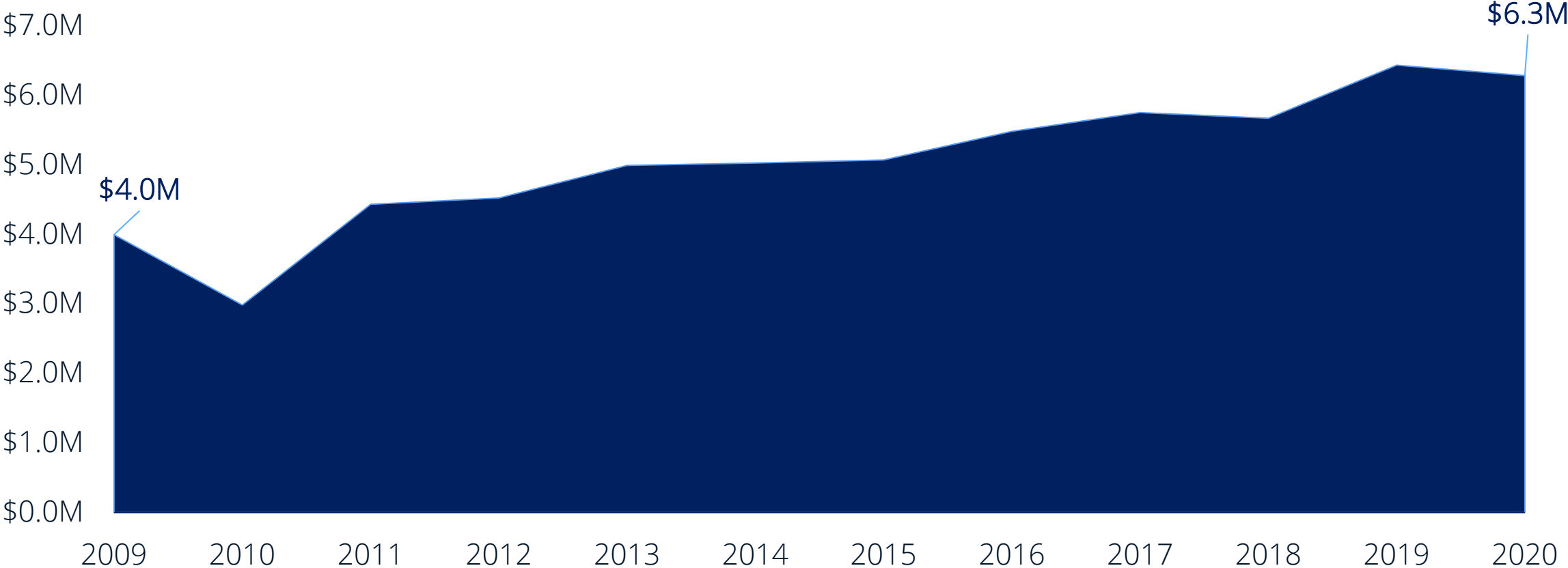
Big Brothers, Big Sisters

- Amount: \$25K grant
- Timing: August 2003
- Investment: Expand services to include 20 additional children at Gonzales Elementary School.

HNEDF Fund Balance Growth: +\$2.3M since 2009

Change in Fund Balance

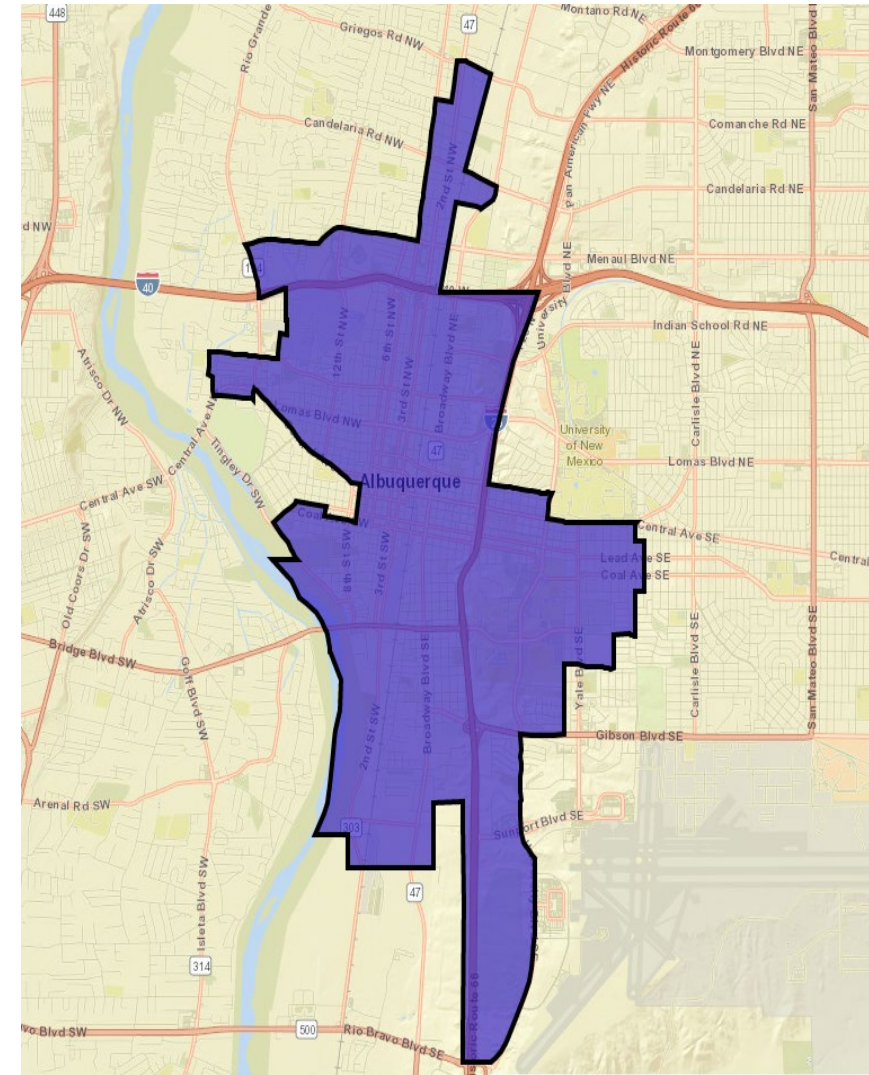
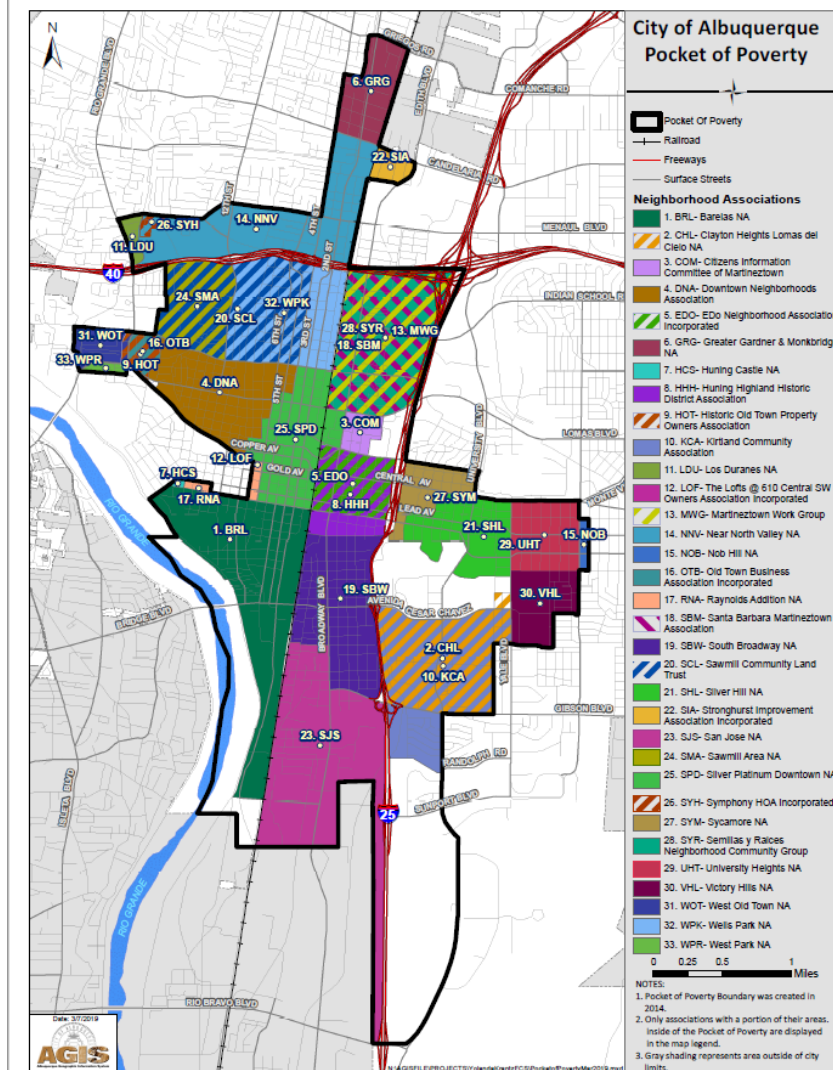
(due to project allocations, interest earnings, loan repayments, etc.)



Committee Questions: Data Analysis

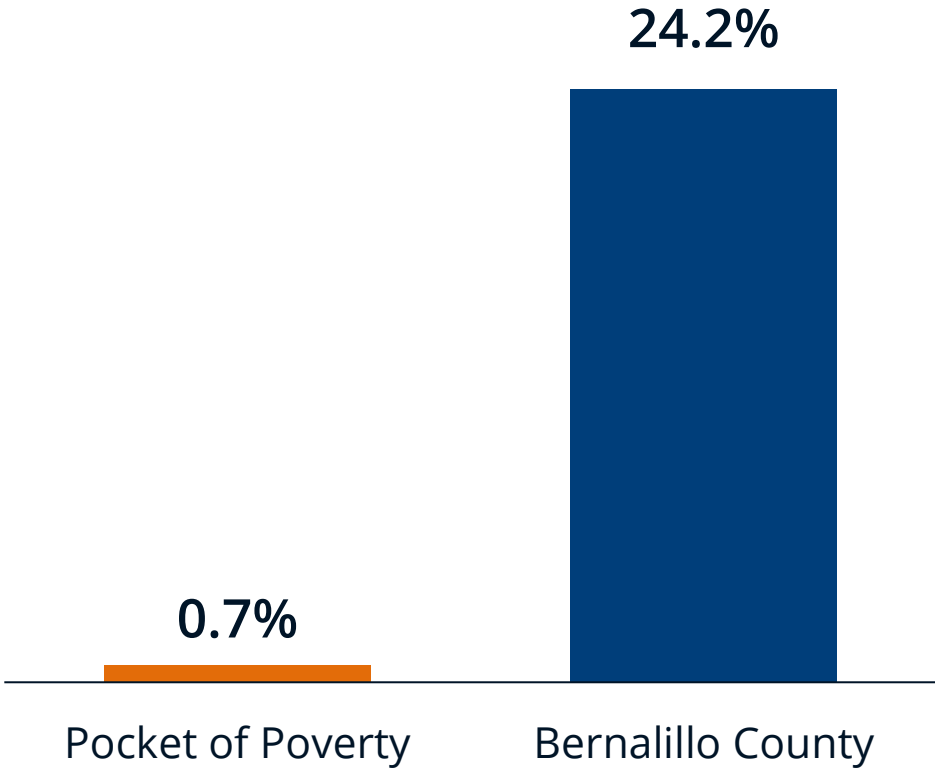
- Whose/what data will be used to do the socioeconomic analysis of Pocket of Poverty (PoP) demographics?
- How do you plan to conduct the analysis of the Pocket of Poverty? Will it be based on existing data or original analysis? What data sources are available?
- How will the team evaluate the 2002 plan 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

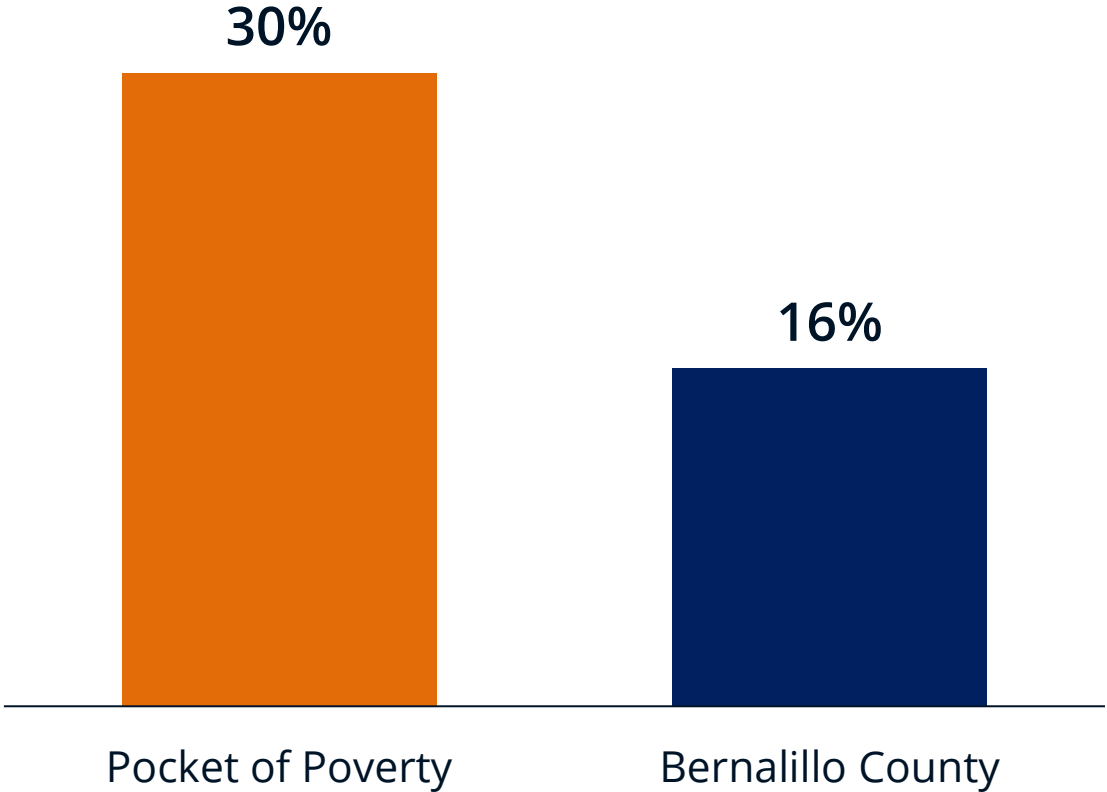


Initial Data Analysis: Population Growth and Poverty

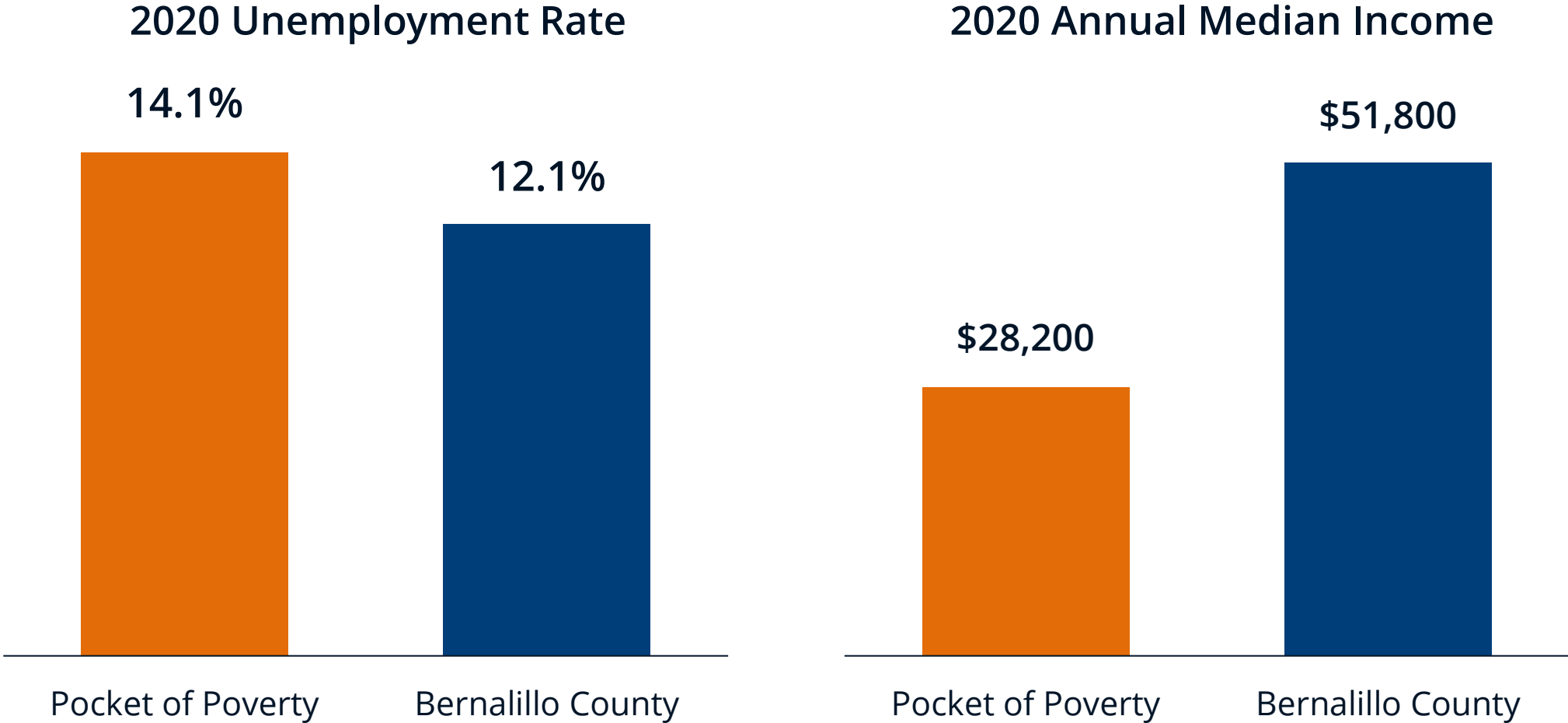
Population Growth since 2000



2020 Poverty Rate

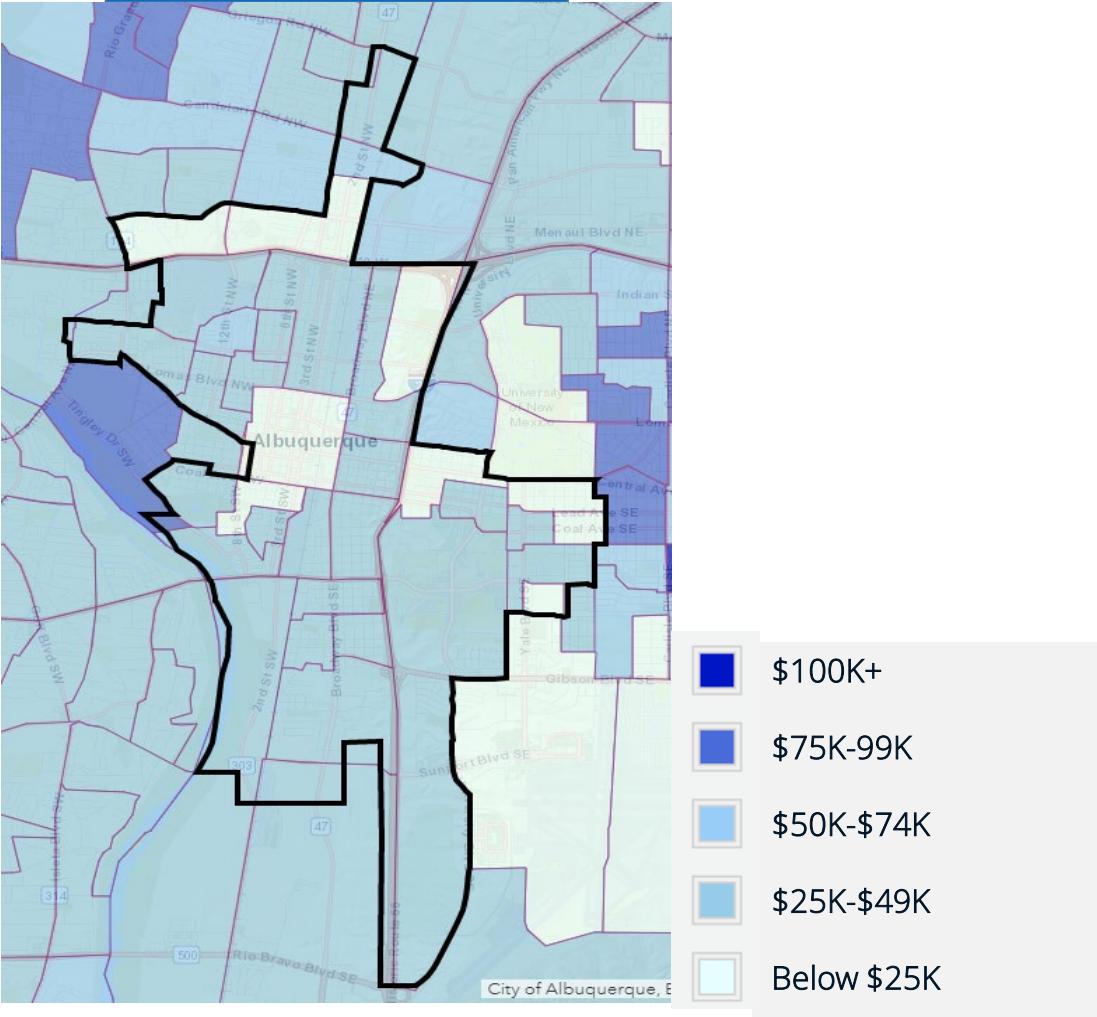


Initial Data Analysis: Unemployment and Median Income

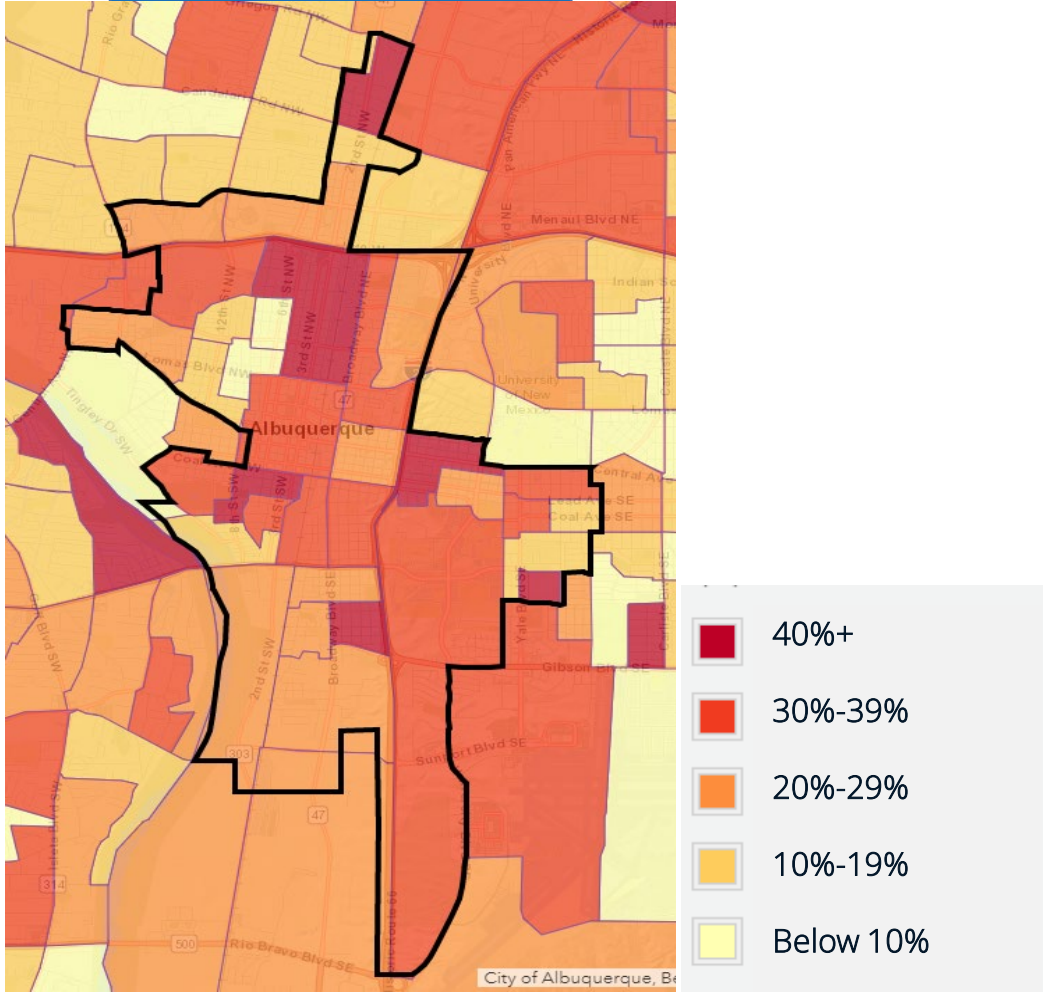


Initial Data Analysis: Mapping Income and Poverty

Median Income



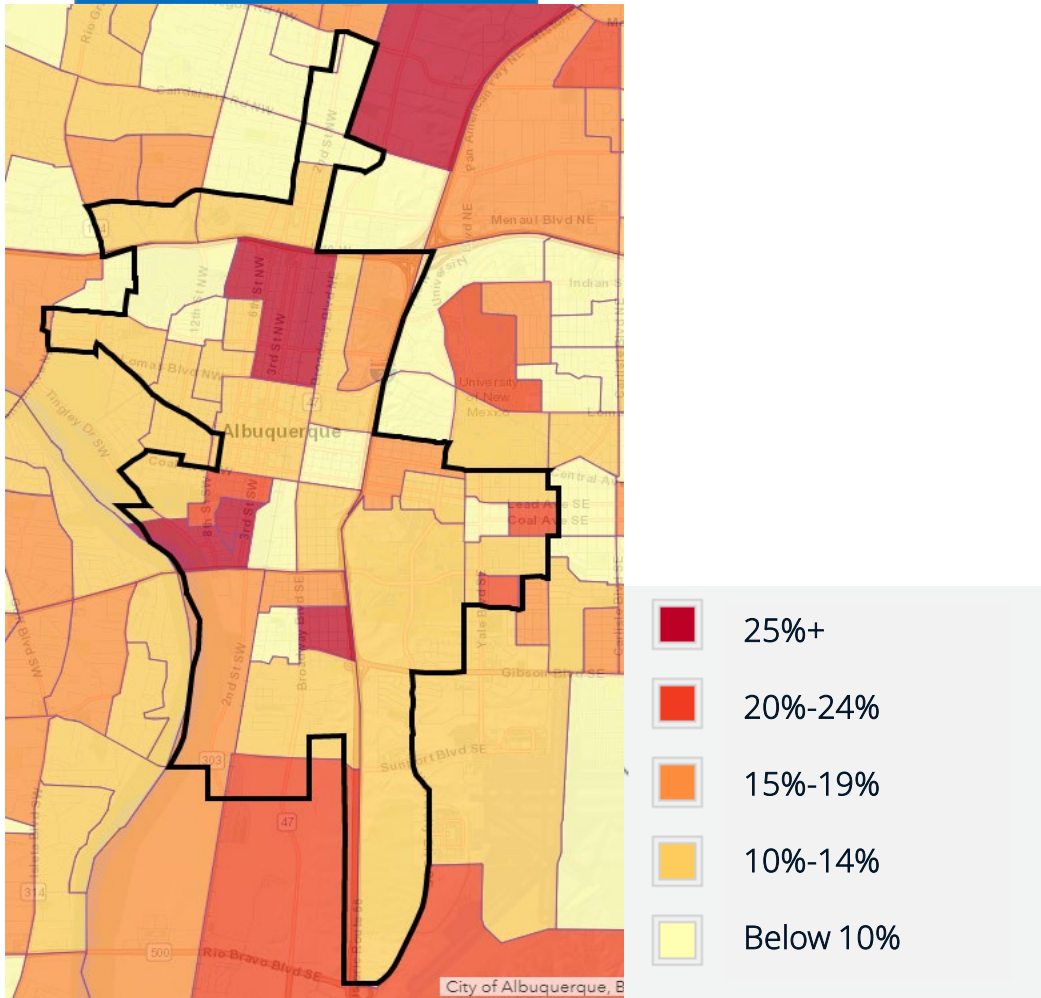
Poverty



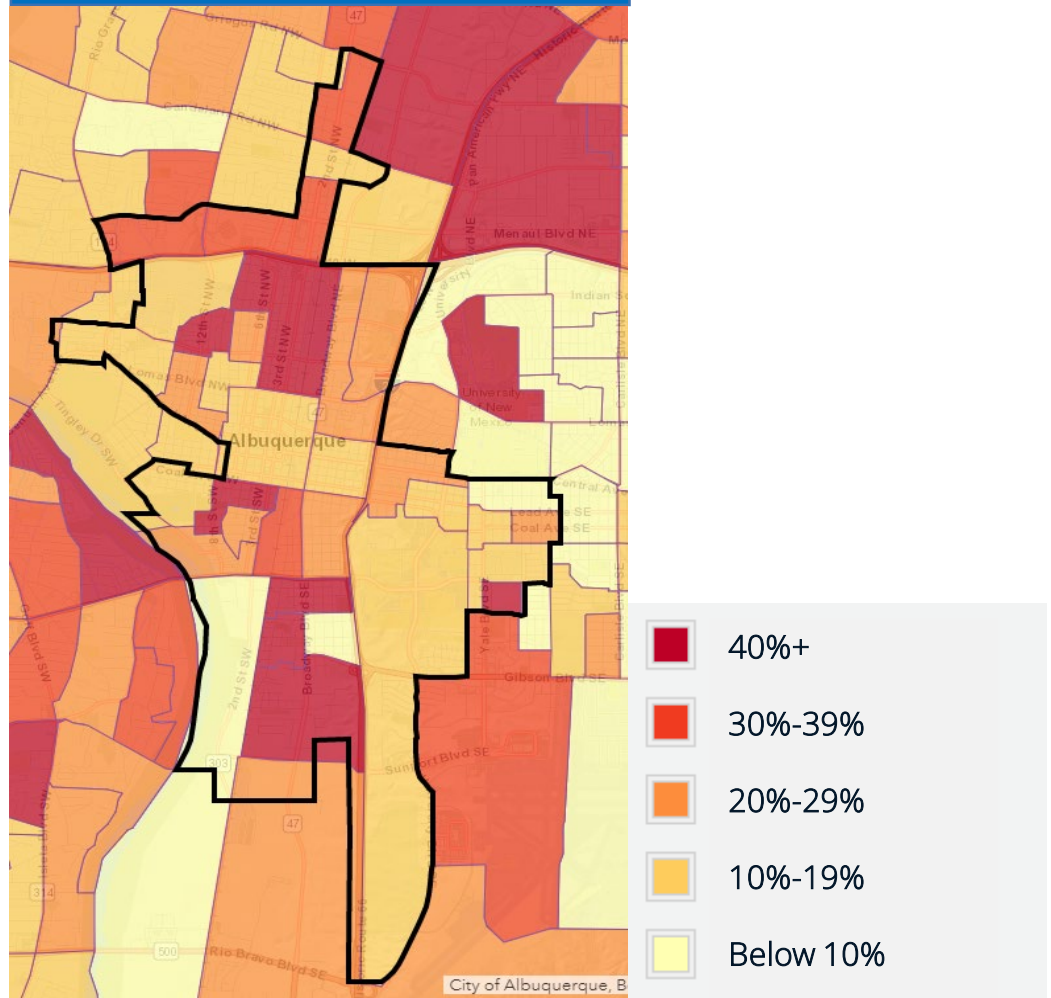
Source: ESRI, ACS

Initial Data Analysis: Mapping Unemployment and Internet Access

Unemployment



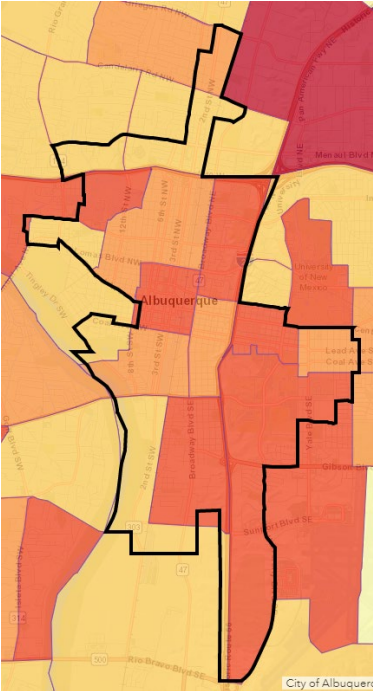
Lack of Internet Access



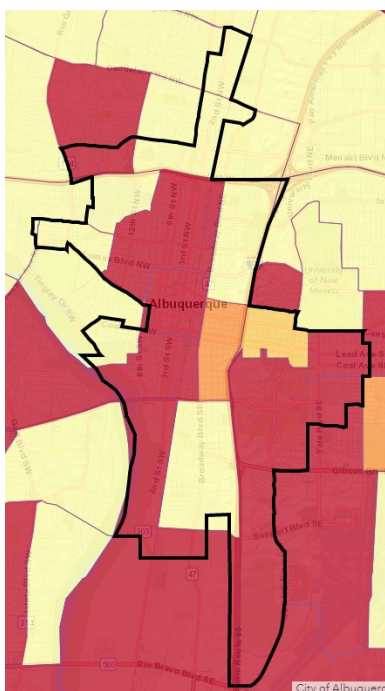
Source: ESRI, ACS

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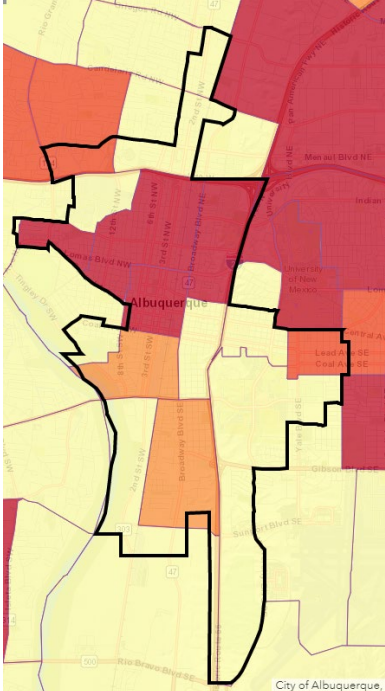
Initial Data Analysis: Mapping Poverty Rates by Race



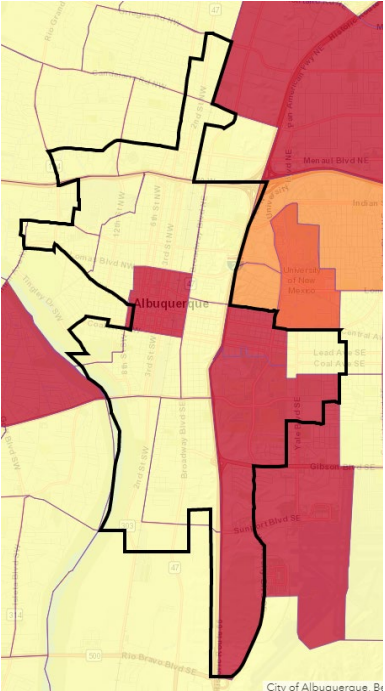
Non-Hispanic White



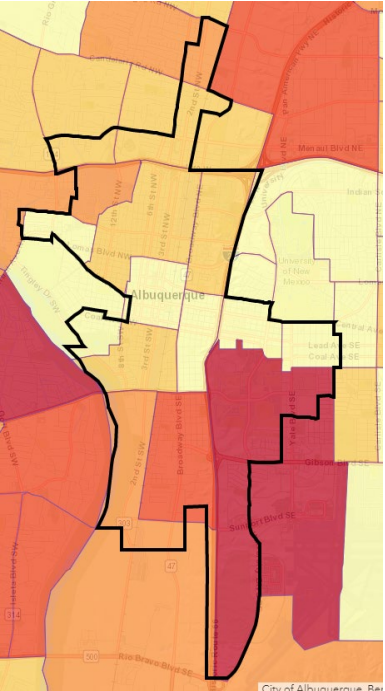
Black



Indigenous American



Asian

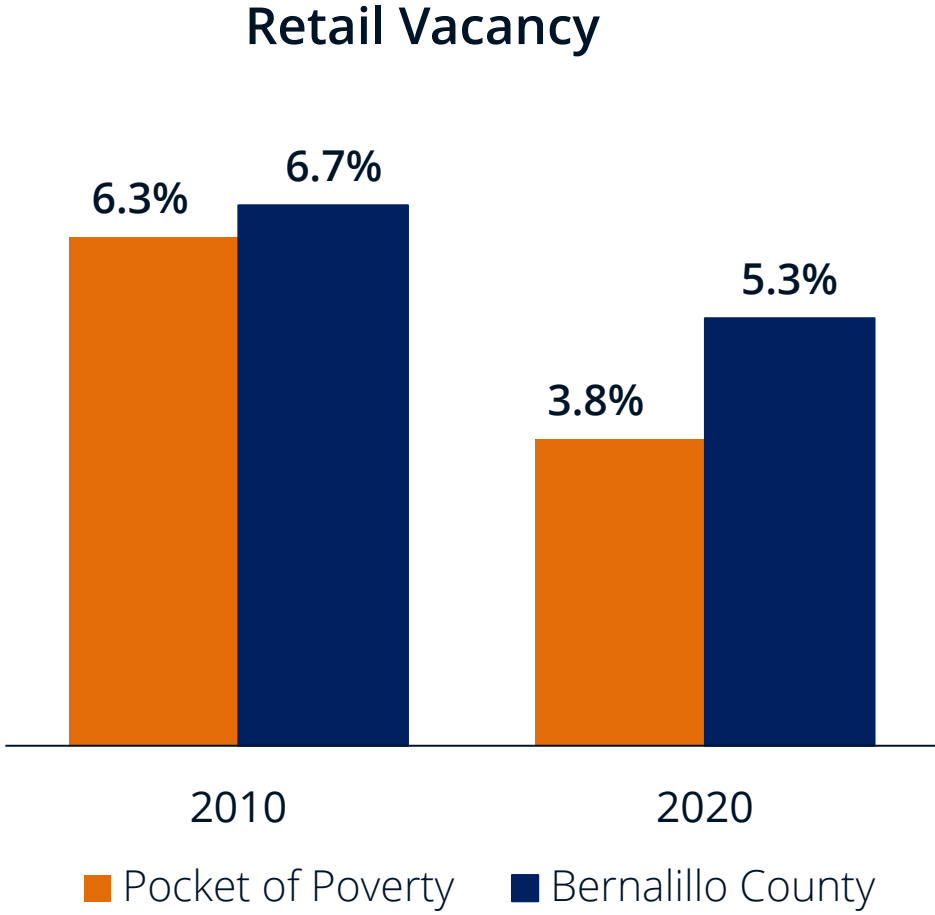
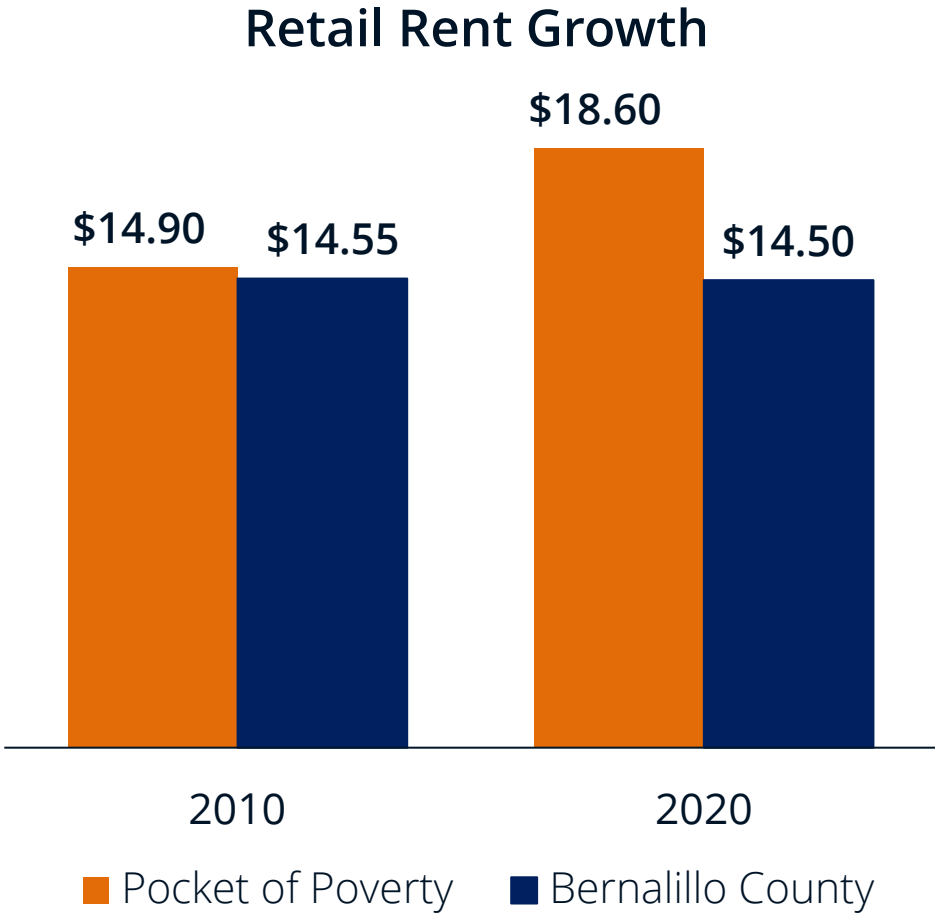


Hispanic



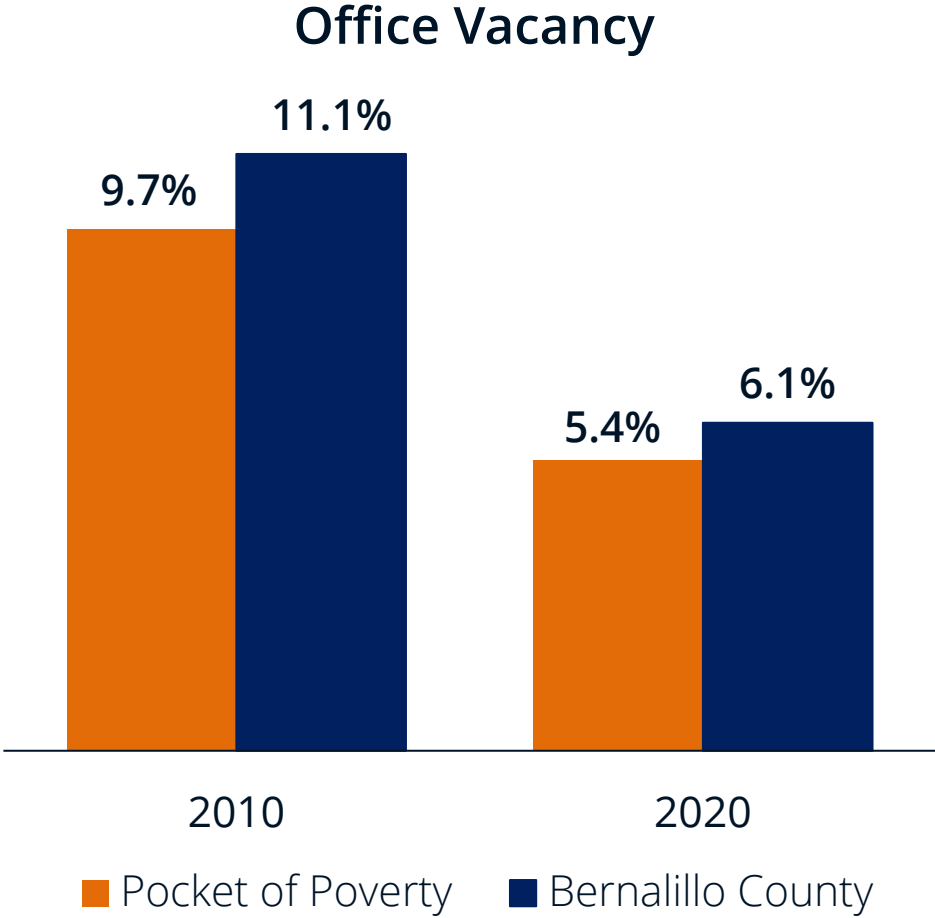
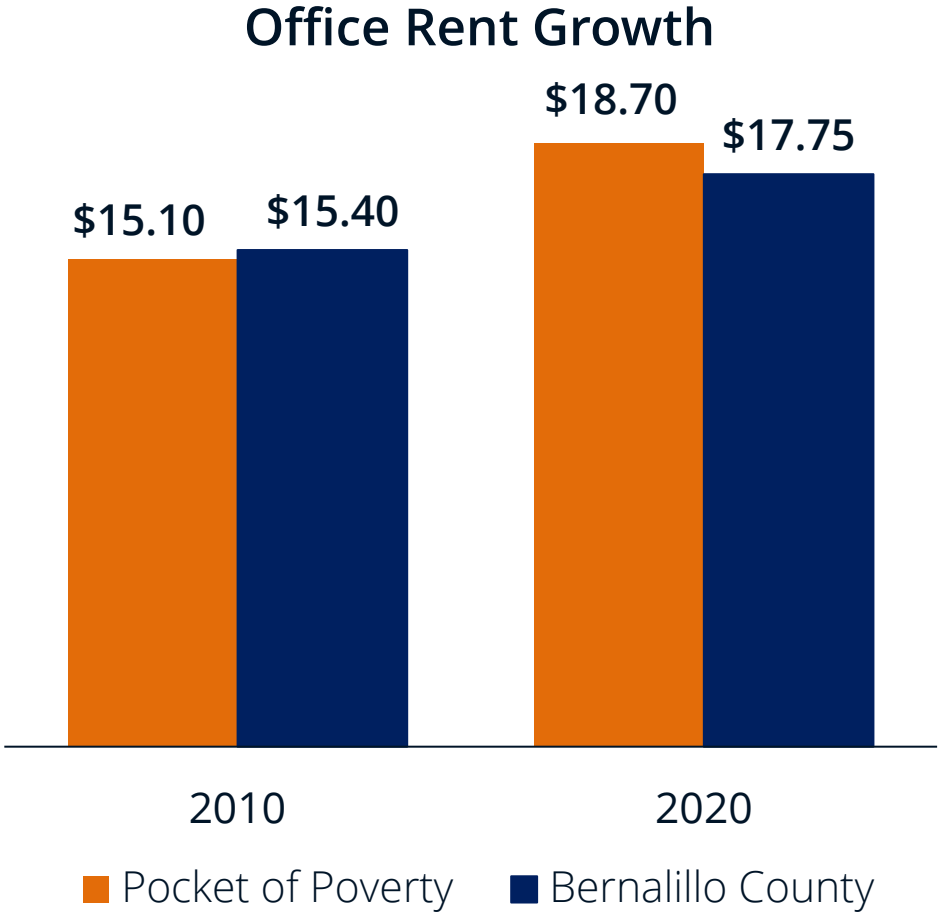
Source: ESRI, ACS

Initial Data Analysis: Retail



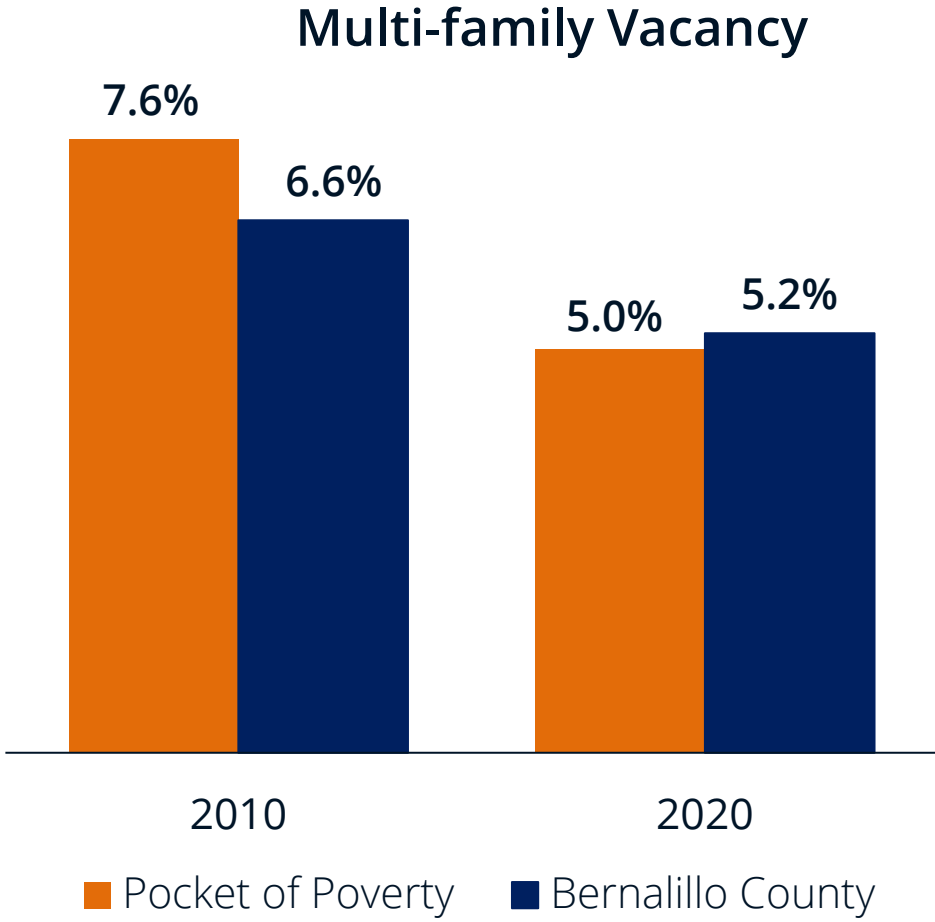
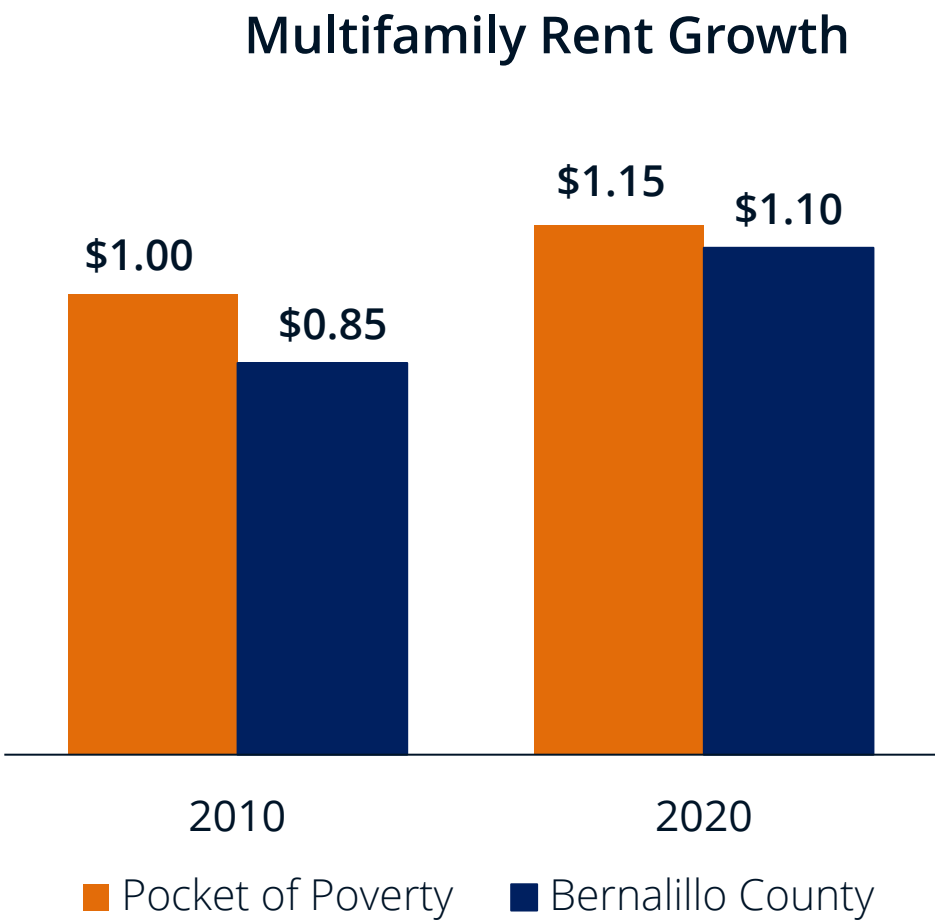
*Historical data only available through 2007
Source: Costar

Initial Data Analysis: Office



*Historical data only available through 2007
Source: Costar

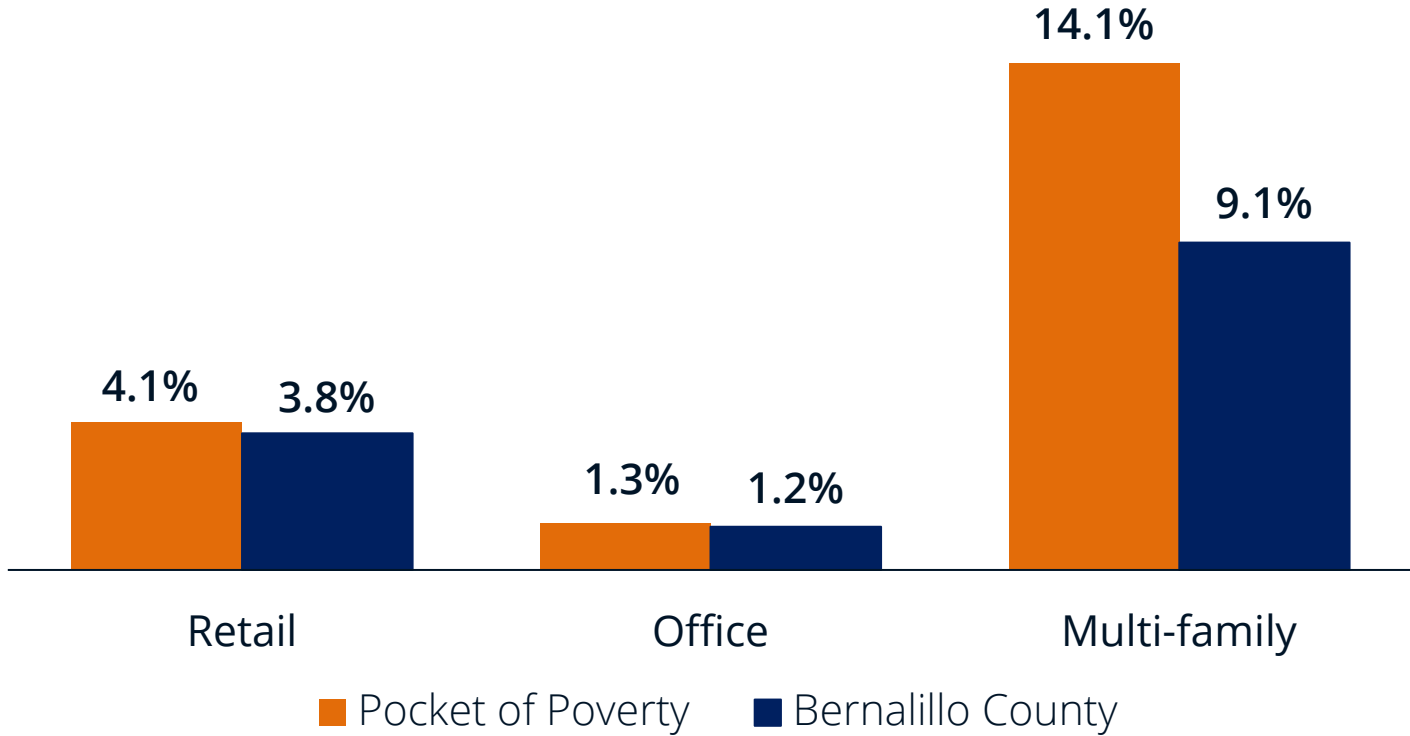
Initial Data Analysis: Multi-family Residential



*Historical data only available through 2007
Source: Costar

Initial Data Analysis: Market Deliveries

Increase in Built Area By Use
2010-2020



Initial Data Analysis: Observations

The Pocket of Poverty is still experiencing economic distress.

- High unemployment rates
- High poverty rates
- Inconsistent access to internet
- Difficulty accessing quality jobs
- Low median incomes
- Increasing rents/gentrification

The Pocket of Poverty real estate market has improved.

- Increasing rents
- Lower vacancies
- New developments delivered to the market in recent years, particularly multifamily projects
- Strengthening real estate market threatens existing residents and businesses with displacement

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



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