



# **HNEDF COMMITTEE PRESENTATION**

2021 ALBUQUERQUE POCKET OF POVERTY STRATEGY

**HR&A**  
Analyze. Advise. Act.

**strata**  
**design llc.**  
architecture • landscape • planning

**DRAFT FOR DISCUSSION**

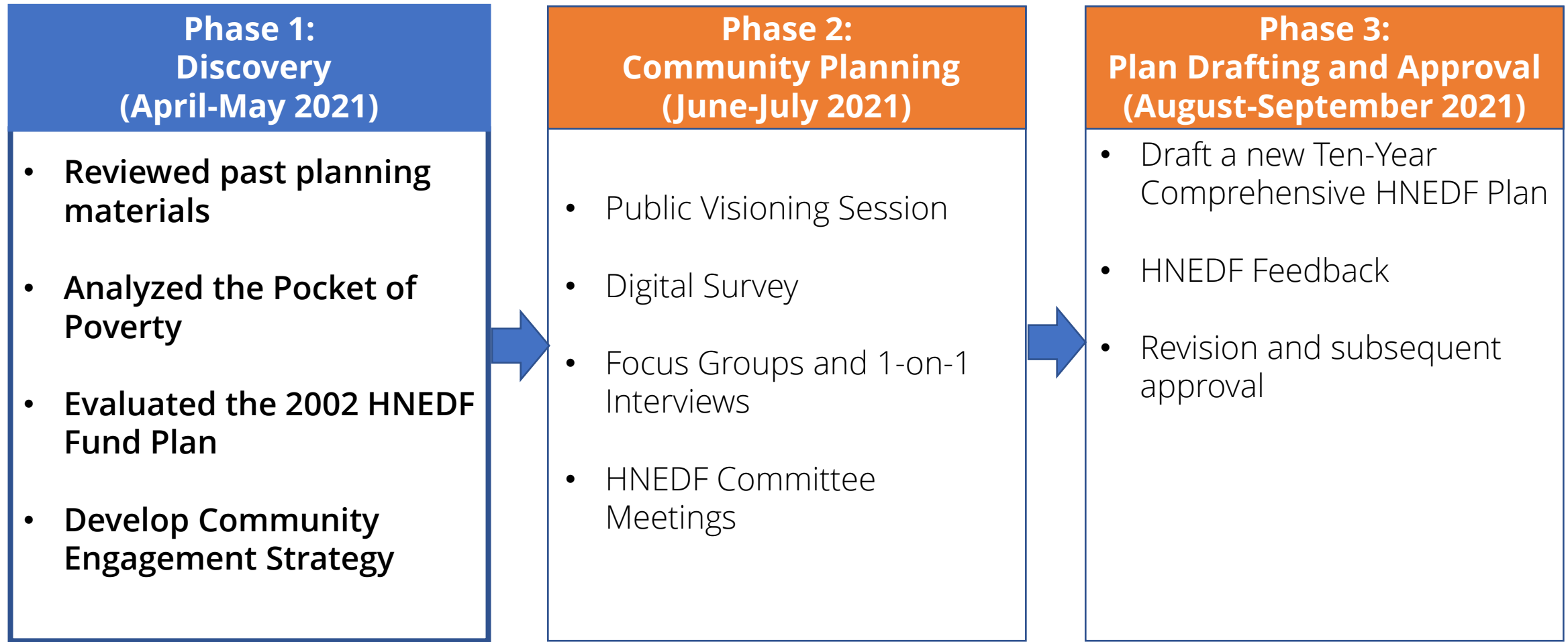
**05.25.2021**

# Agenda

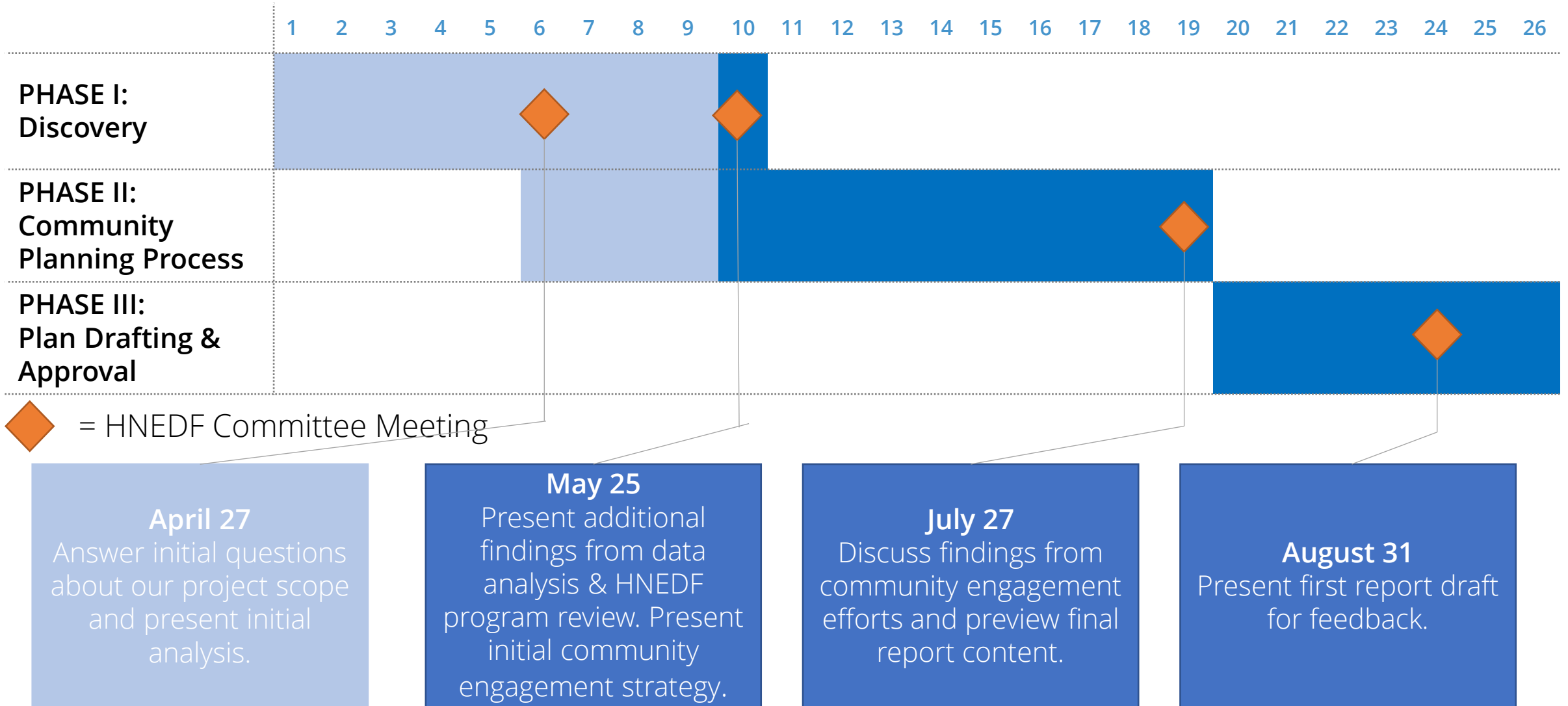
- 1. Introduction and Recap Scope & Schedule (3:20-3:25 PM)**
- 2. 2002 Fund Plan Review (3:25-3:35 PM)**
- 3. Updated Pocket of Poverty Data Analysis (3:35-3:45 PM)**
- 4. Consideration of Pocket of Poverty Boundaries (3:45-3:55 PM)**
- 5. Proposed Public Engagement Plan (3:55-4:15 PM)**
- 6. Next Steps (4:15-4:20 PM)**

# Introduction and Recap Scope & Schedule

# Scope of Work



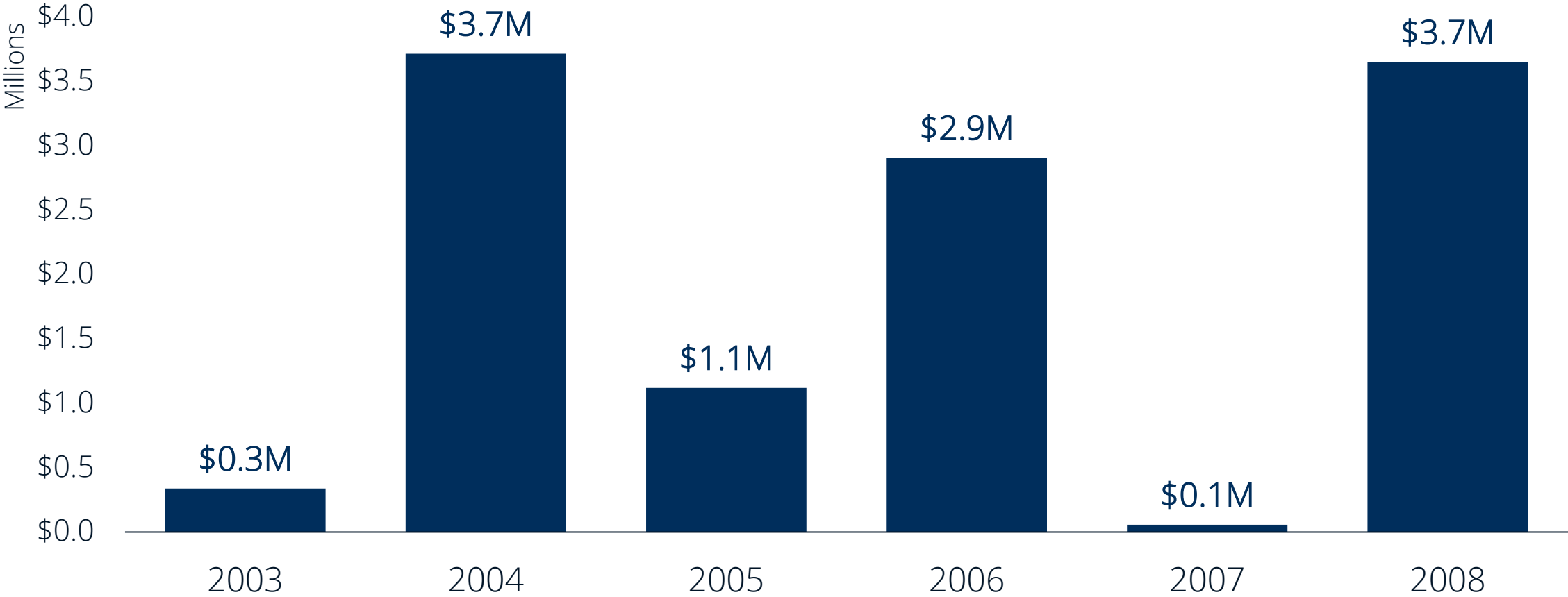
# Project Schedule



# 2002 HNEDF Plan Review

Allocations from the 2002 Fund Plan **began in 2003** and were distributed in spurts through 2008.

### Total Allocated by Year



2002 funding allocations **ranged from \$5K to \$3.5M**, supporting education programming, economic opportunity, and development funding.

Number of Projects Funded by Allocation





# 2002 HNEDF Plan Funding Categories and Examples

## Housing

## Economic Development

### Capital



#### Arbolera De Vida (Sawmill Community Land Trust)

- Amount: \$800K revolving construction loan
- Timing: March 2005
- Investment: Support construction of 30 single-family homes.



#### 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

### Operating

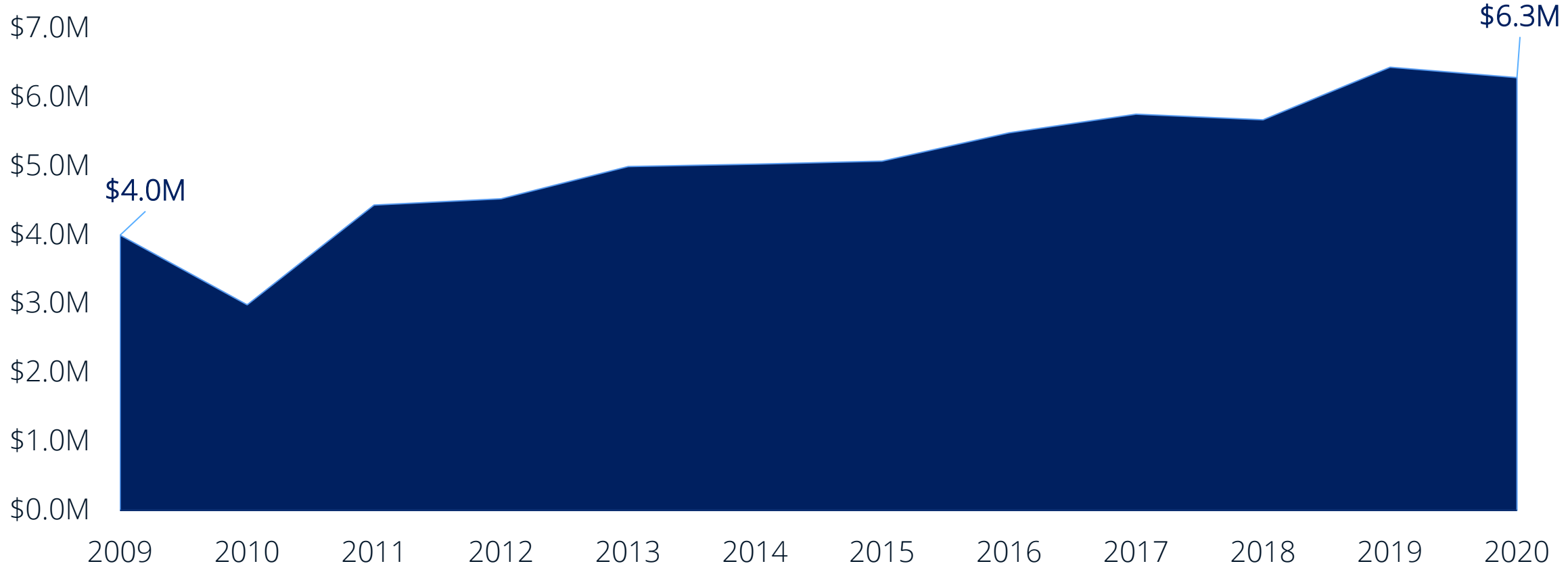


#### NM Community Development Loan Fund

- Amount: \$50K grant
- Timing: August 2004
- Investment: Create loan and training products to better suit the needs of business owners located in the POP.

Since the last allocation in 2008, the **Fund has grown to \$6.3M** through loan repayments and interest earnings.

### Change in Fund Balance

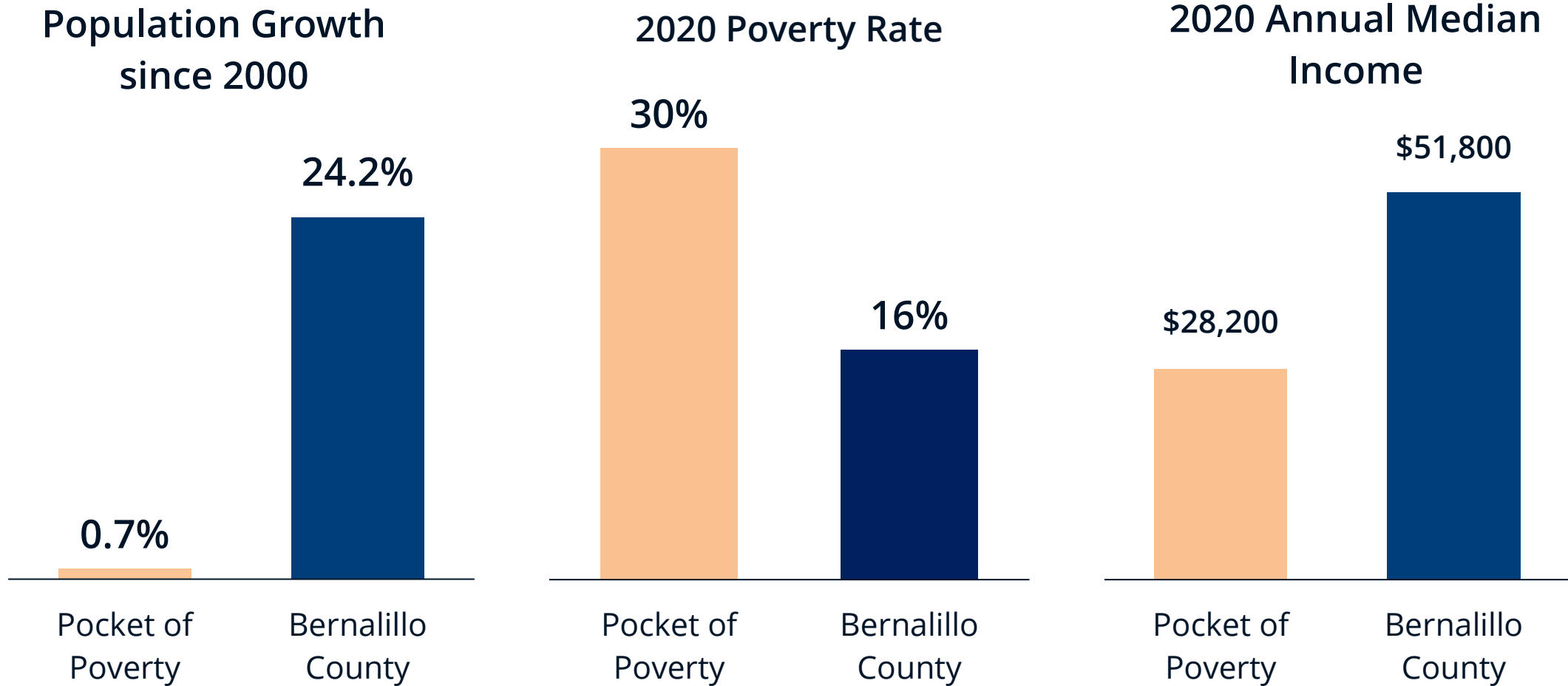


Outreach to previous HNEDF committee members and funding recipients suggests lessons to guide future funding decisions.

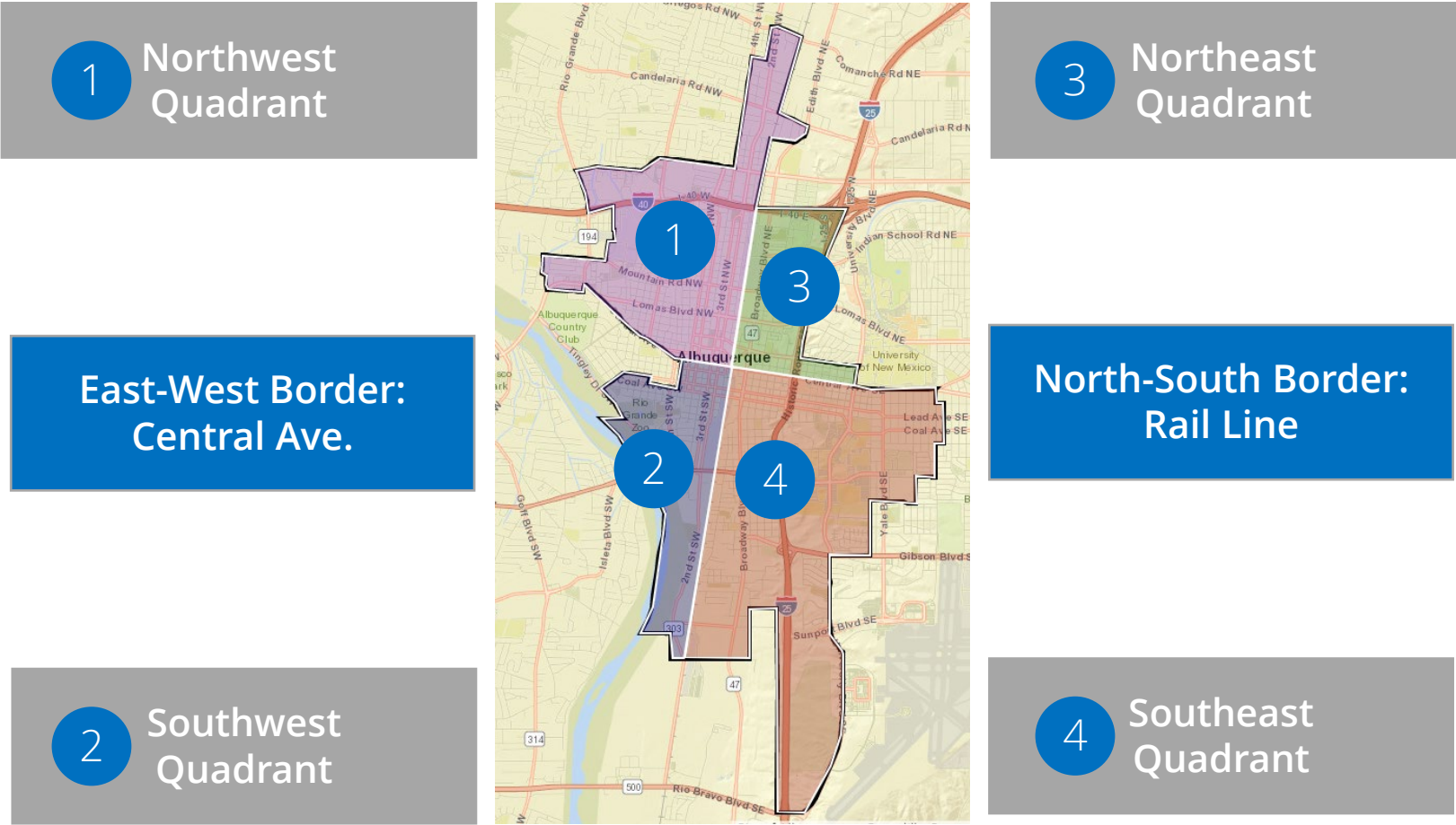
1. Individual projects receiving funding were generally seen as **worthy uses** of HNEDF funds.
2. Past allocations **helped many individuals** who received affordable housing, job training, and other support, **without eliminating broad-based neighborhood challenges** such as poverty and unemployment. The HNEDF fund can be part of the solution for the Pocket of Poverty's challenges, but **not the entire solution**.
3. While it may not be possible to predict what specific projects will seek HNEDF funding over the next decade, **a successful plan will provide a framework that can guide allocation decisions**.
4. The reduction in fund balance since 2002 suggests the need to **seek maximum impact**, including **pairing HNEDF funds** with complementary non-HNEDF sources to support impactful projects (e.g. Housing Trust Fund, federal EDA grants, housing tax credits, stimulus/infrastructure bill funding).

# Updated Pocket of Poverty Data Analysis

# Pocket of Poverty residents are **still experiencing economic distress.**



# To better understand how conditions shift across the Pocket, **we analyzed each of the Pocket of Poverty's four quadrants.**



Source: ESRI, ACS

# Neighborhood Associations by Pocket of Poverty Quadrant



## 1 Northwest Quadrant

- Greater Gardner & Monkbridge
- Near North Valley
- Wells Park
- Downtown
- Old Town
- Sawmill



## 2 Southwest Quadrant

- Barelas
- South Downtown



## 3 Northeast Quadrant

- Martineztown/  
Santa Barbara

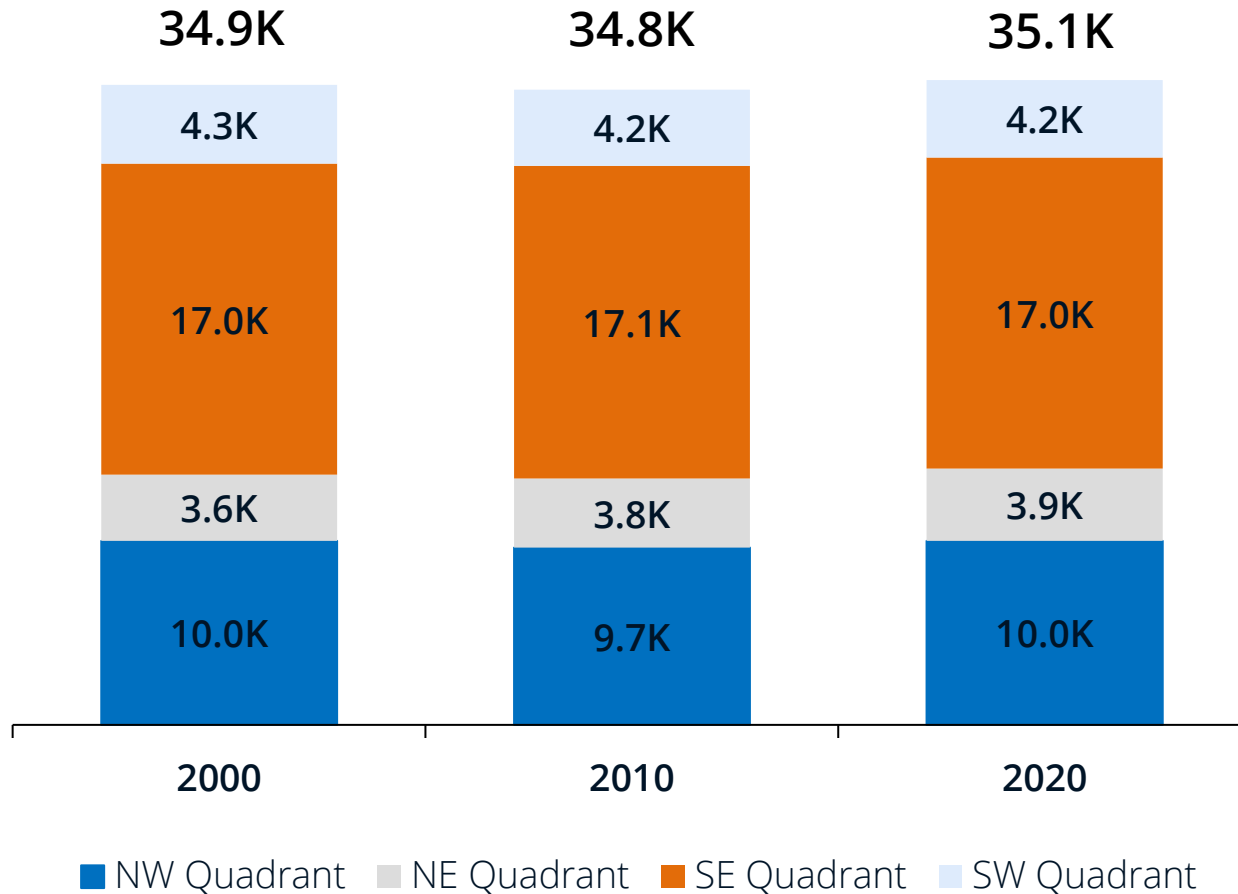


## 4 Southeast Quadrant

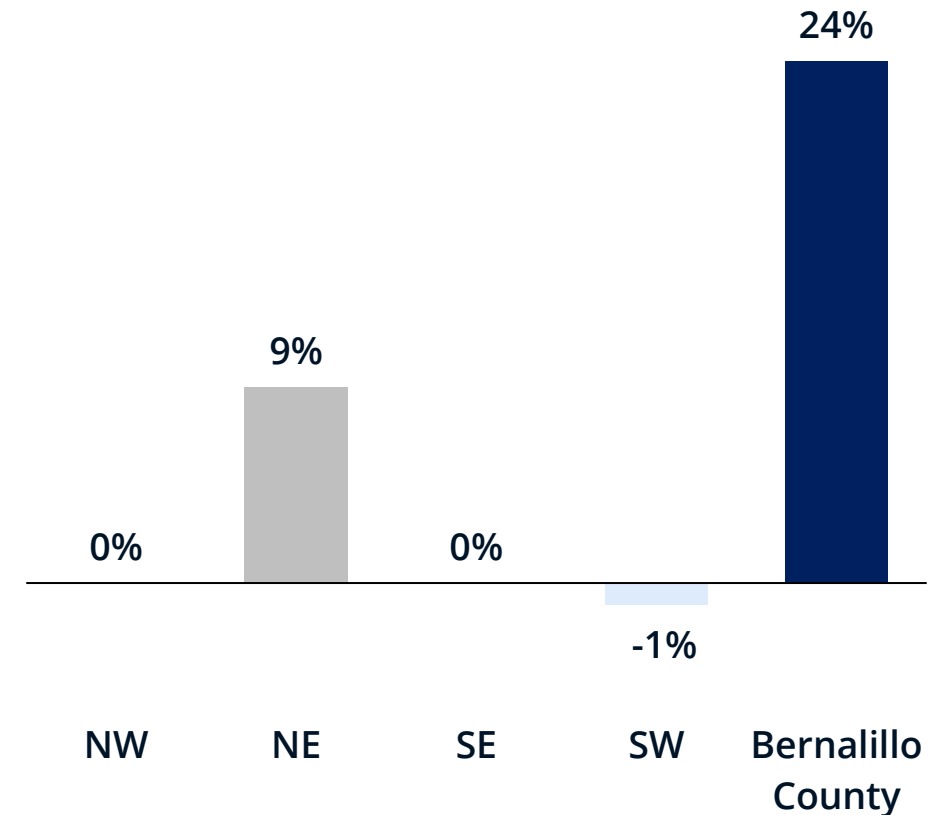
- Clayton Heights
- Huning-Highland
- South Broadway
- Sycamore
- Silver Hill
- University Heights
- Victory Hills

The NE Quadrant experienced modest population growth (+325) since 2000, but **growth was largely stagnant across the PoP as a whole**, while Bernalillo County population grew 24%.

PoP Population by Quadrant, 2000-2020



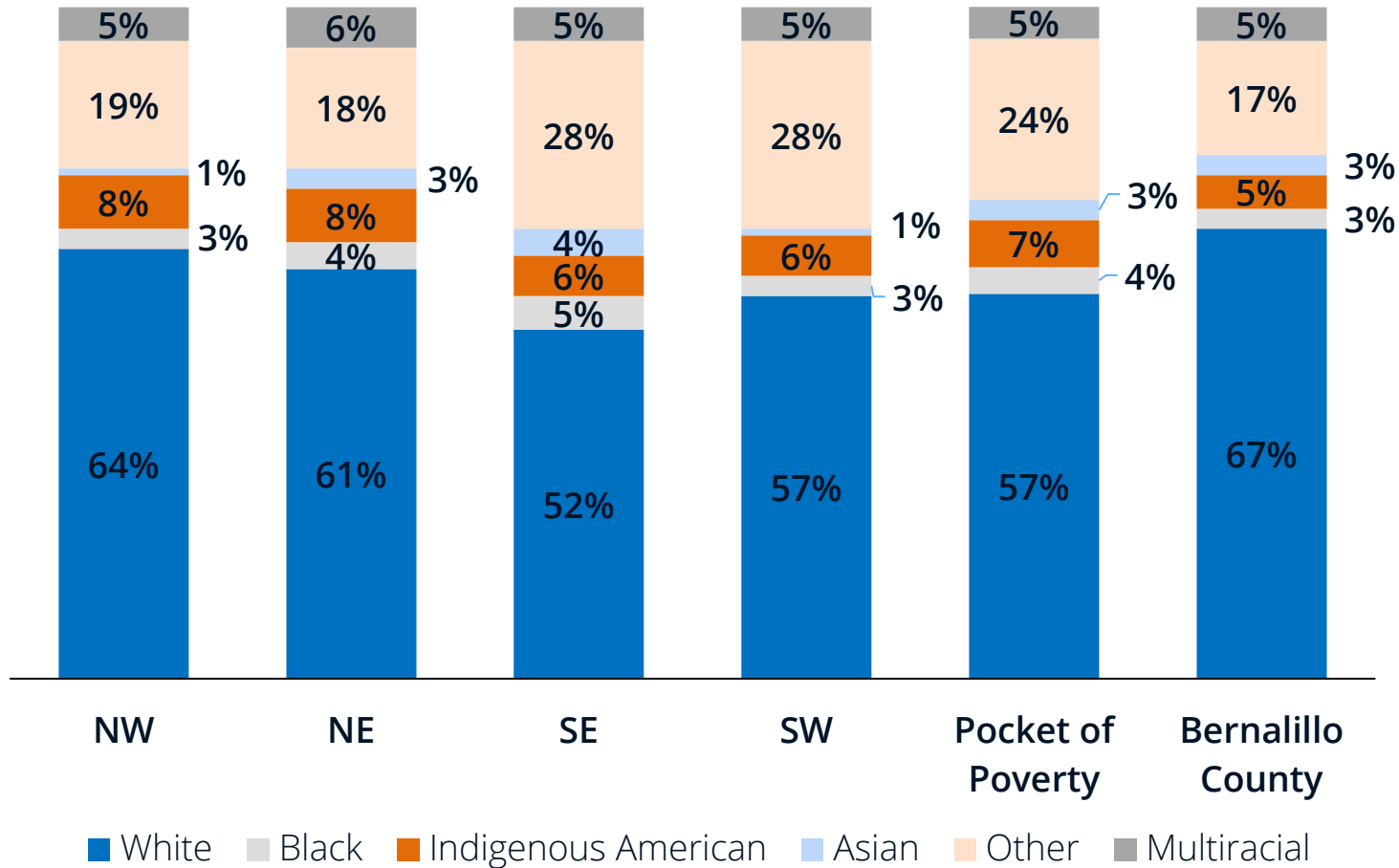
Population Growth, 2000-2020



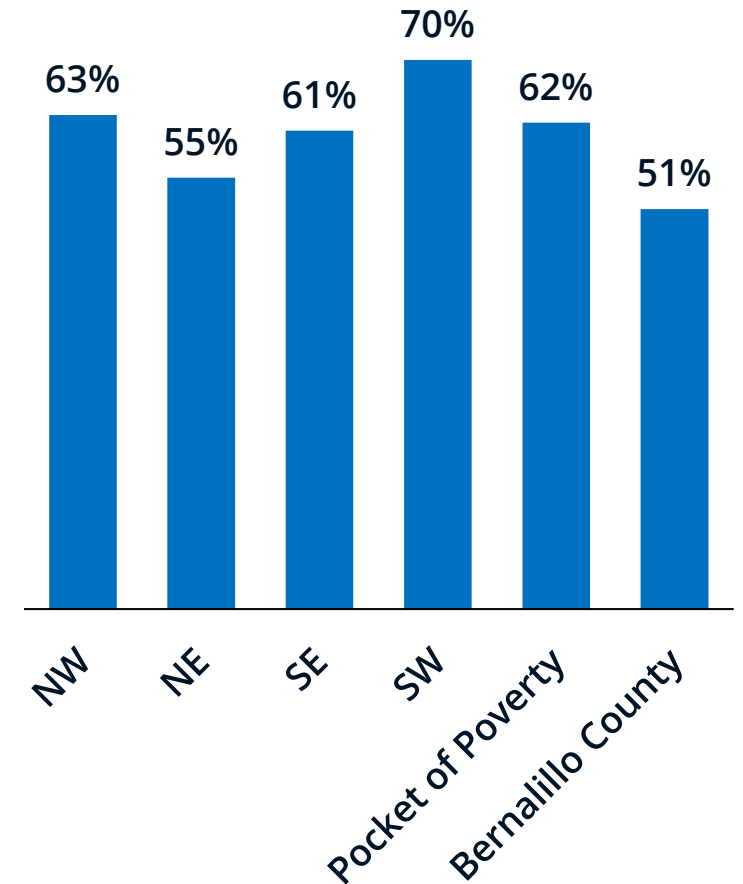


Pocket of Poverty residents are **more racially diverse than the County** and a greater percentage are of Hispanic origin.

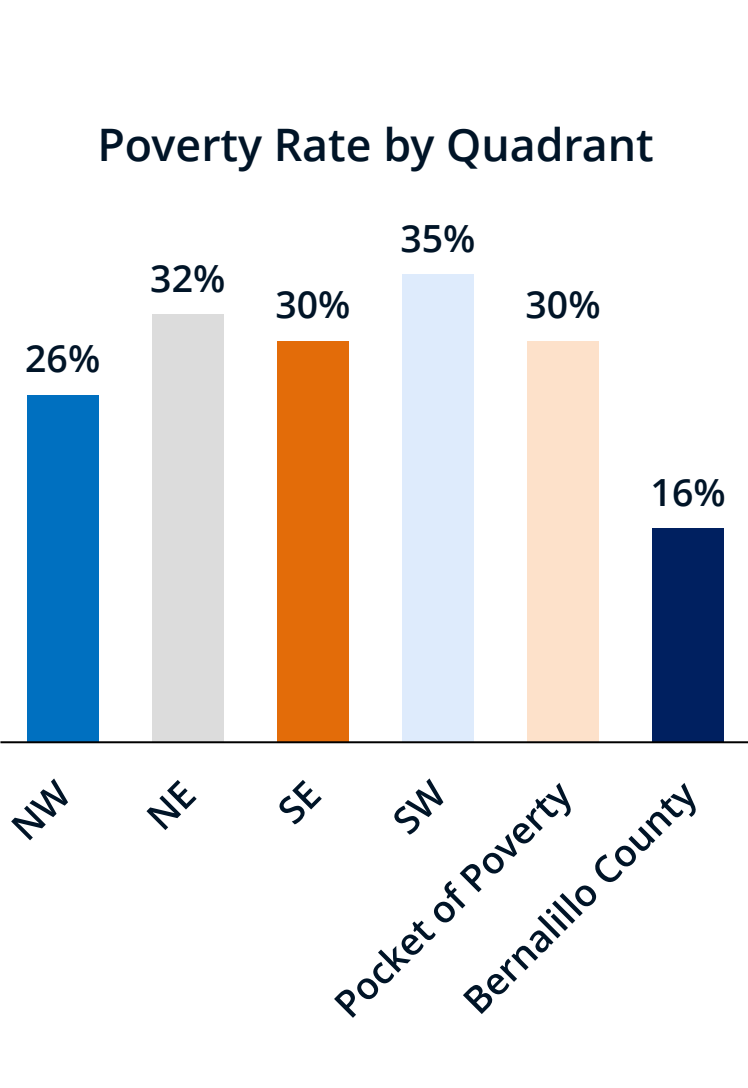
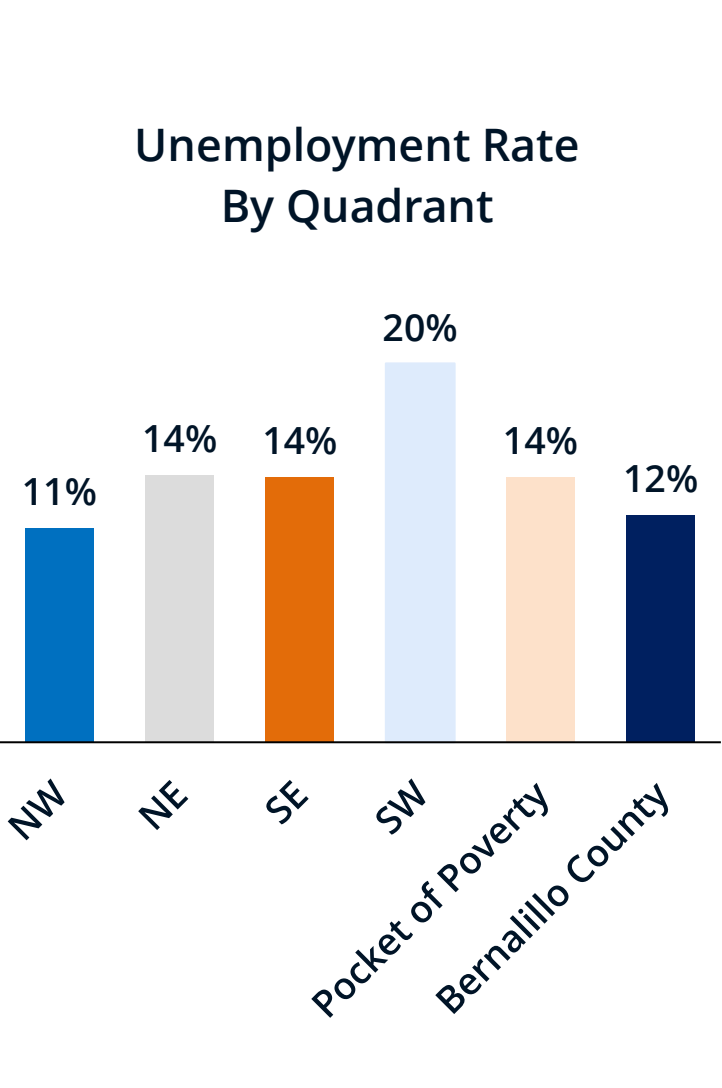
Race by Quadrant



Hispanic Origin (Any Race)



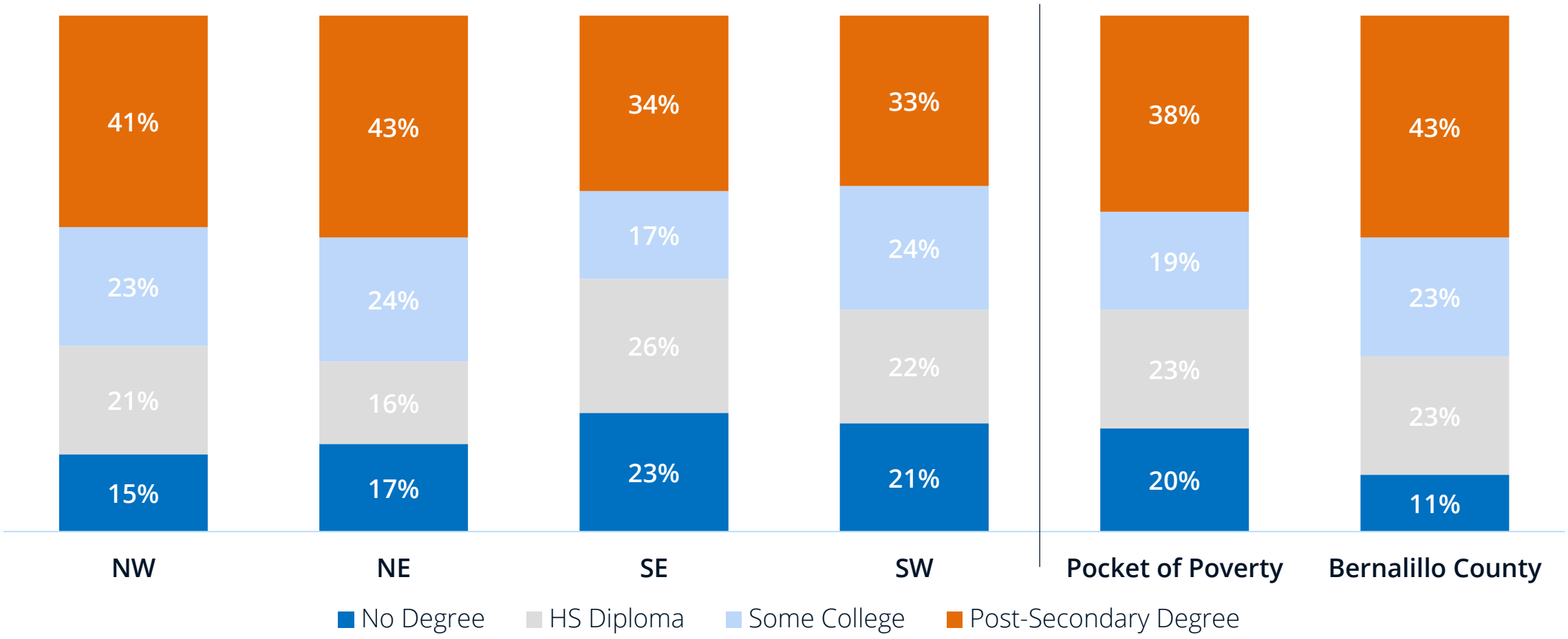
There is socioeconomic variation between PoP quadrants, but each quadrant is still characterized by **high unemployment, low incomes and high poverty**.



Source: ESRI

Northern POP residents have **higher educational attainment** compared to Southern POP residents and mirror county-wide rates.

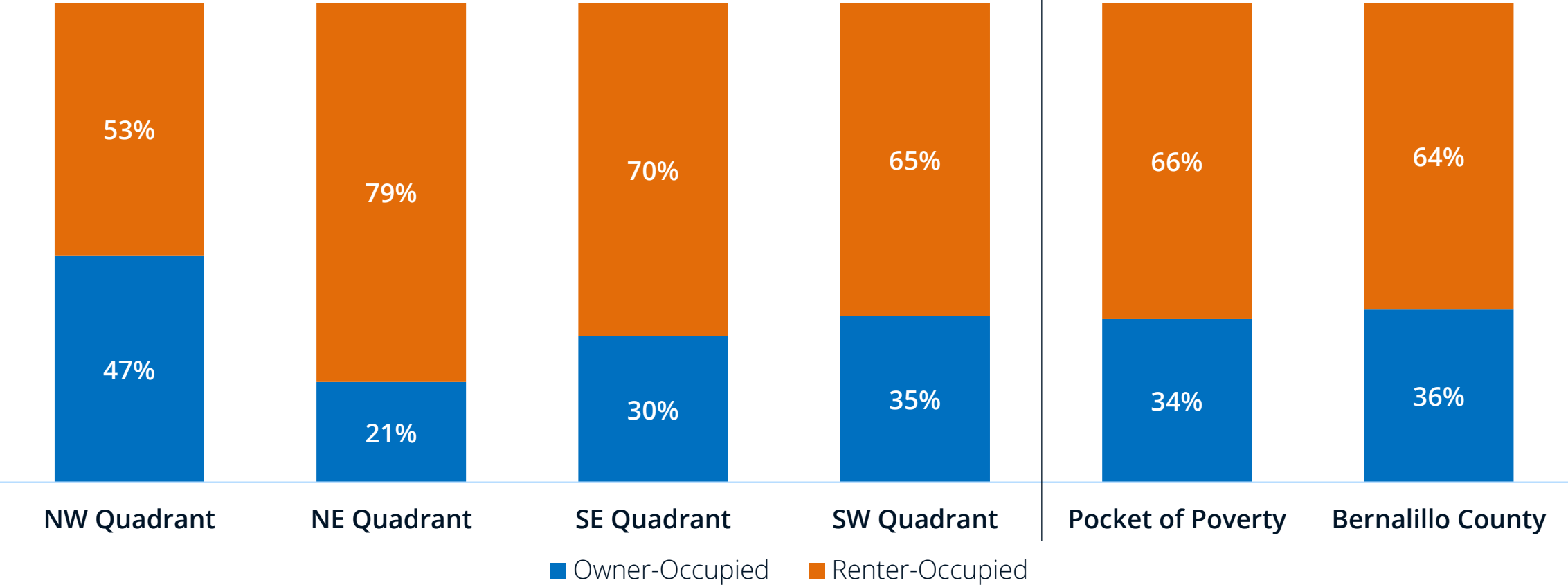
Educational Attainment by Quadrant



Source: ESRI

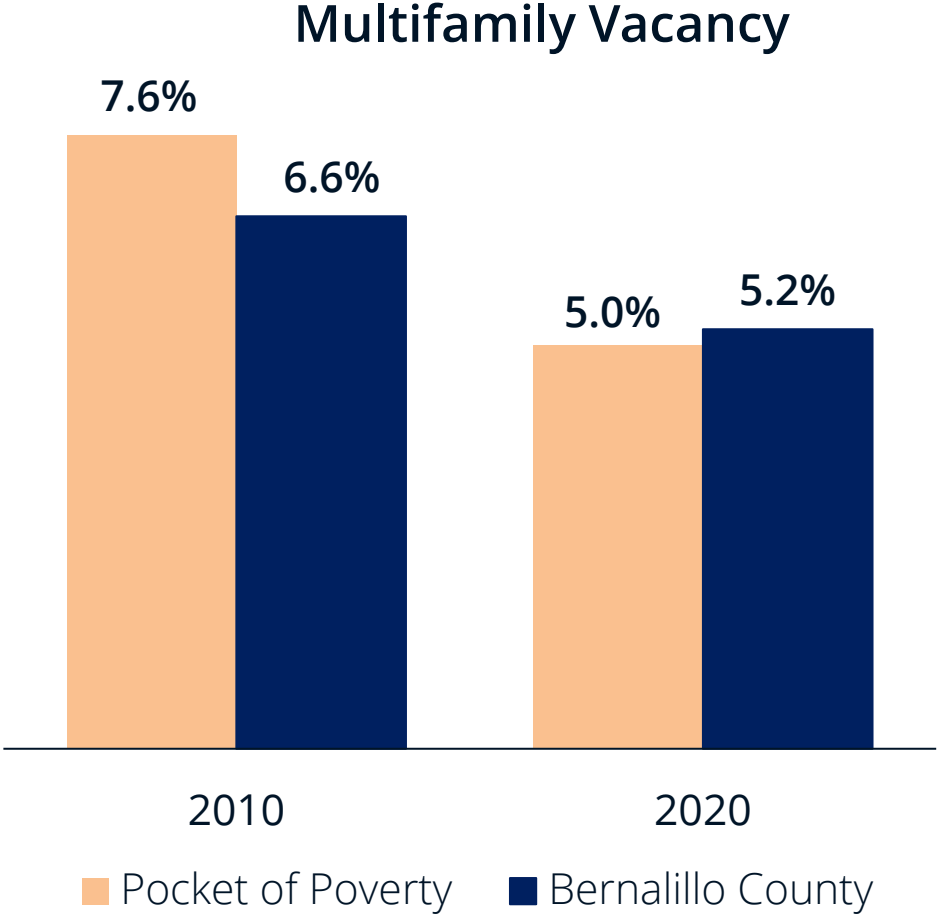
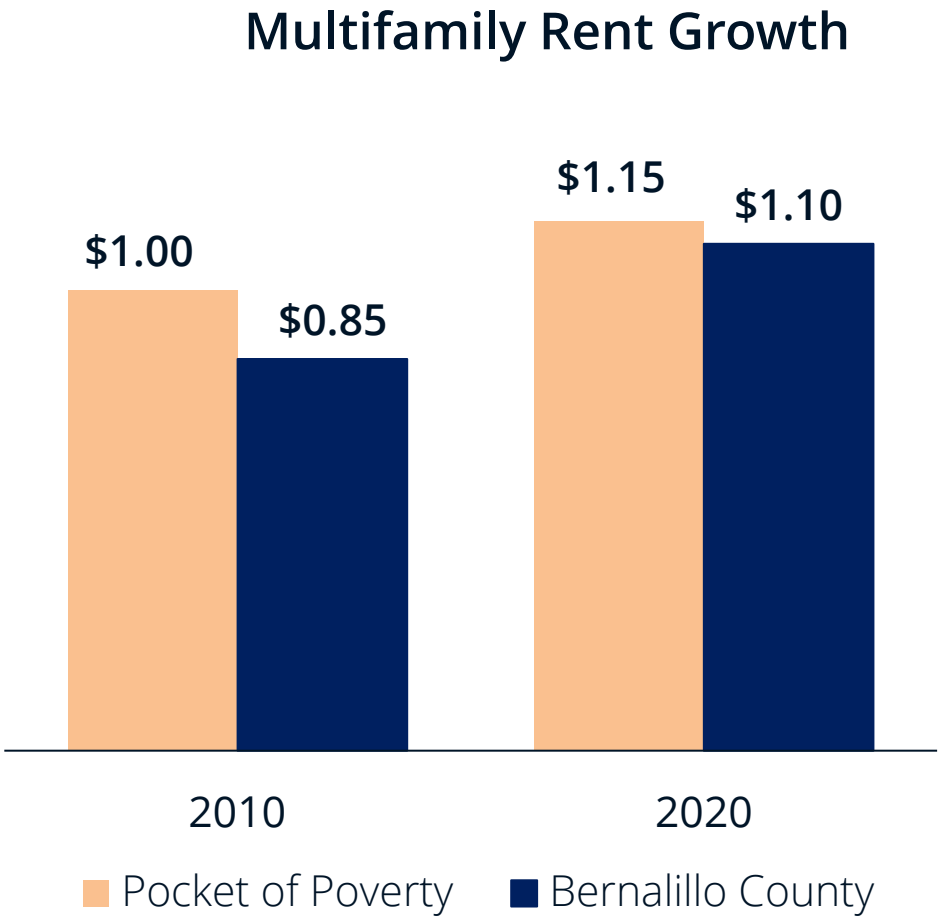
# The Pocket of Poverty housing market is largely characterized **by renter-occupancy.**

### Owner vs. Renter Occupancy By Quadrant



Source: ESRI


Since 2002, the PoP multi-family rental market **rents have increased, and vacancy has dropped.**



\*Historical data only available through 2007  
Source: Costar

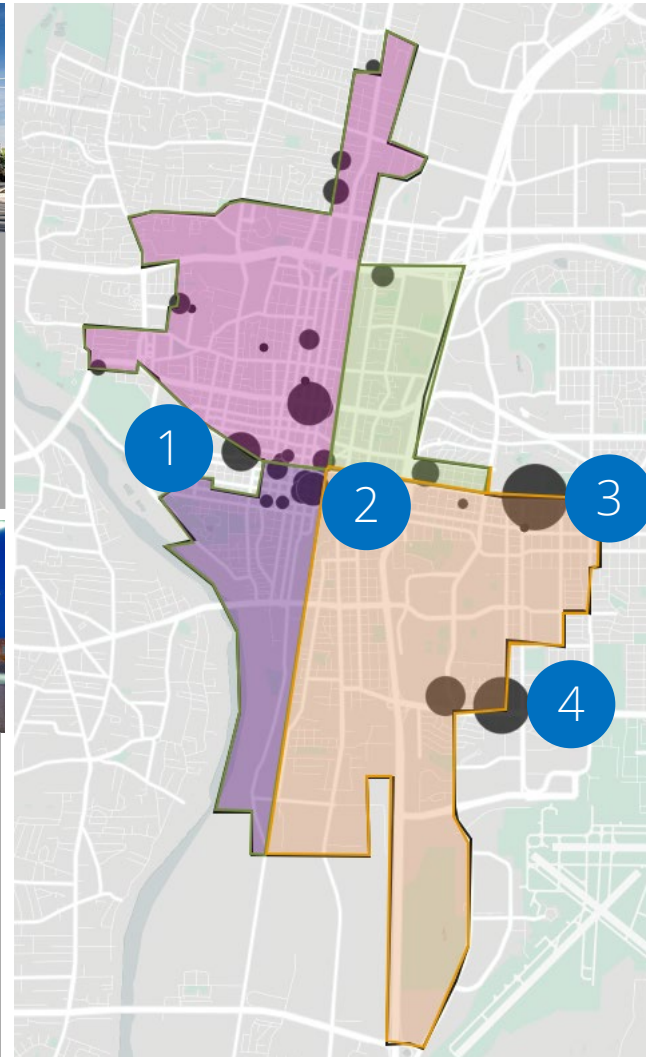
# Most delivered and proposed multi-family projects are **concentrated in the NW quadrant and along the PoP's eastern border.**

1



**Silver Moon Lodge**

154 Workforce Units  
\$1.25/SF  
530 SF/Unit Avg.  
Delivered 2014




3



**Highlands East**

288 Market-Rate Units  
Expected 2022


2



**Silver Gardens\***

121 Mixed-income Units  
\$0.98/SF  
614 SF/Unit Avg.  
Delivered 2010

4



**Broadstone Towne Center**

240 Market-Rate Units  
\$1.39/SF  
1037 SF/Unit Avg.  
Delivered 2009

**1,425**  
New multi-family rental units  
since 2002

**95%**  
Occupancy for post-2002  
product

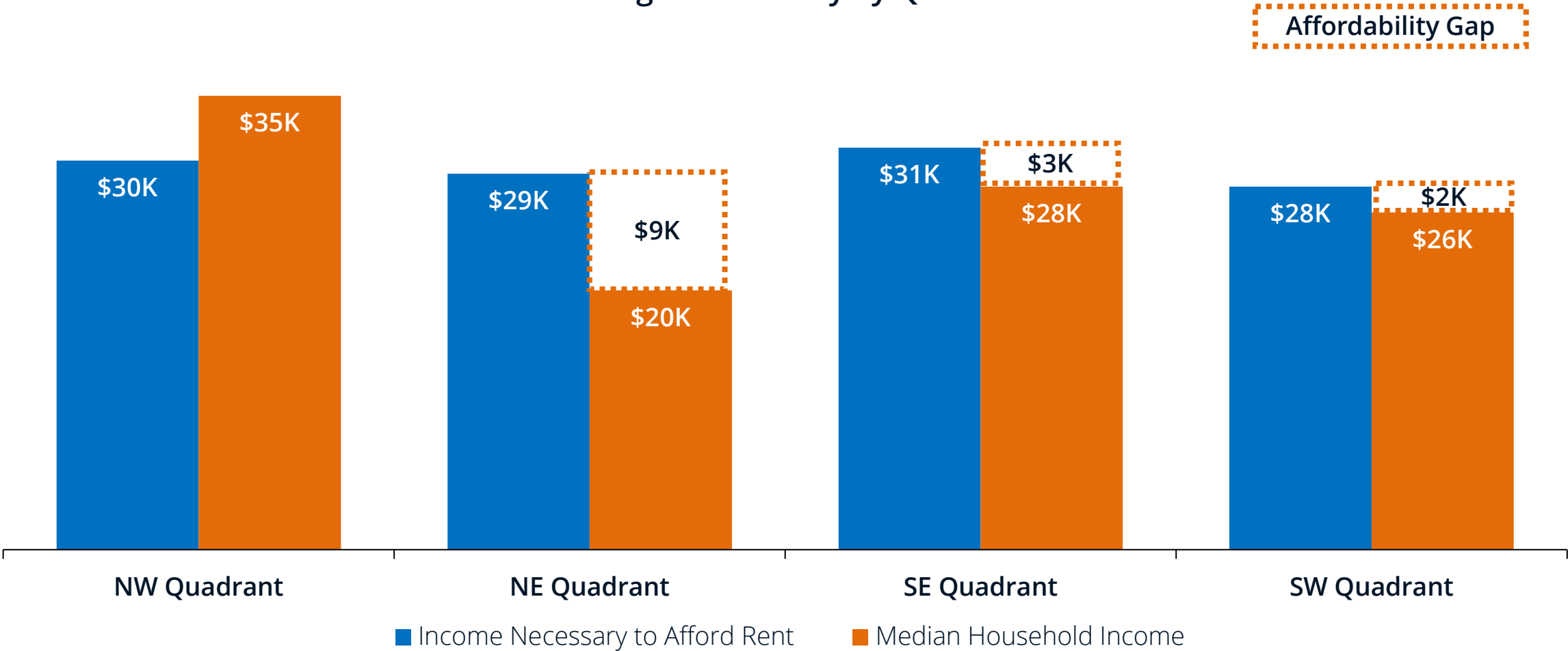
**1,475**  
Net multi-family unit  
absorption since 2002

\* HNEDF-supported project

Source: Costar

# Increasing rents and intensifying pressures from the pandemic's economic effects have **prompted concerns about housing affordability in the PoP.**

## Housing Affordability by Quadrant

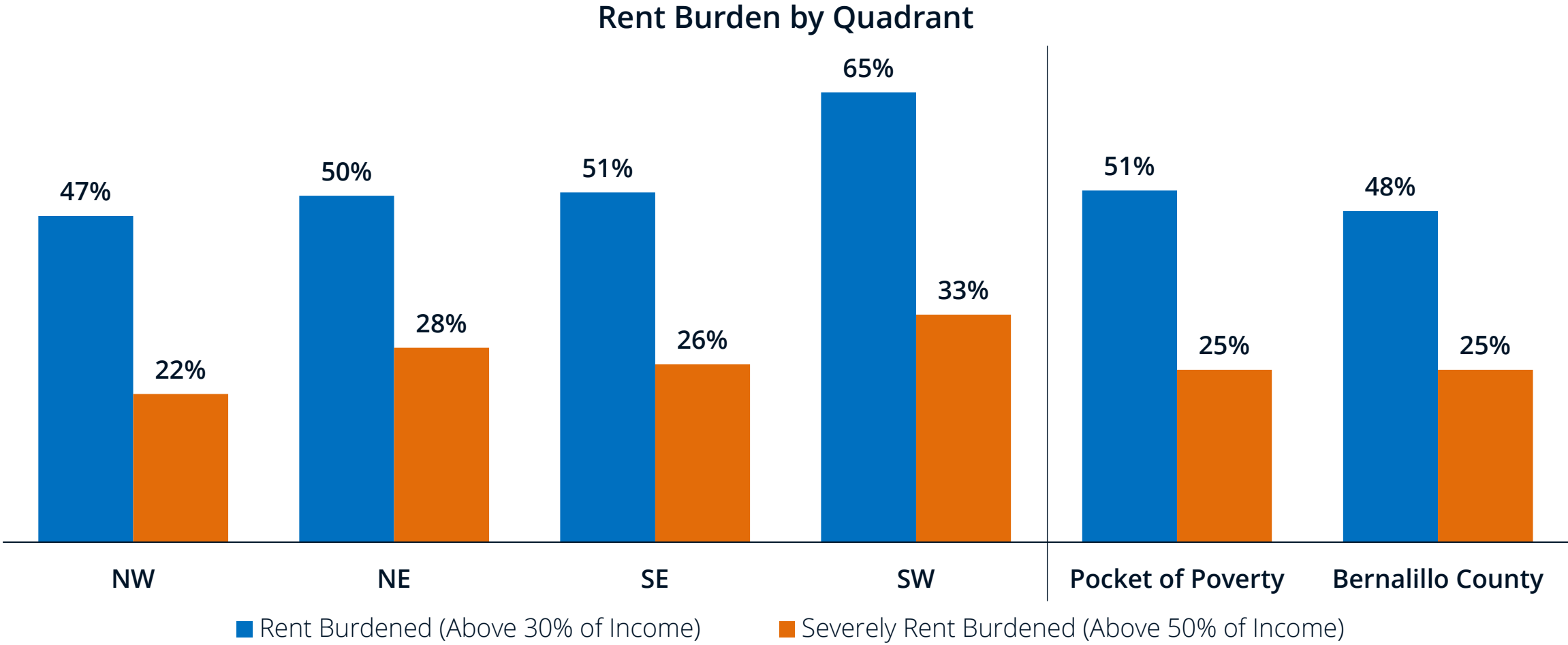


Note: According to the U.S Census Bureau, a household is "rent burdened" when it spends >30% of income on housing costs.

Source: Costar, ESRI

**DRAFT FOR DISCUSSION**

Across the PoP, more than half of households are rent-burdened, and **more than a quarter are severely rent burdened.**



Note: According to the U.S Census Bureau, a household is "rent burdened" when it spends >30% of income on housing costs.

Source: Costar, ESRI

**DRAFT FOR DISCUSSION**



Conversations with stakeholders revealed a homelessness crisis in Albuquerque with **people of color disproportionately affected.**

**3%**  
Percentage of Bernalillo County Population, African-American

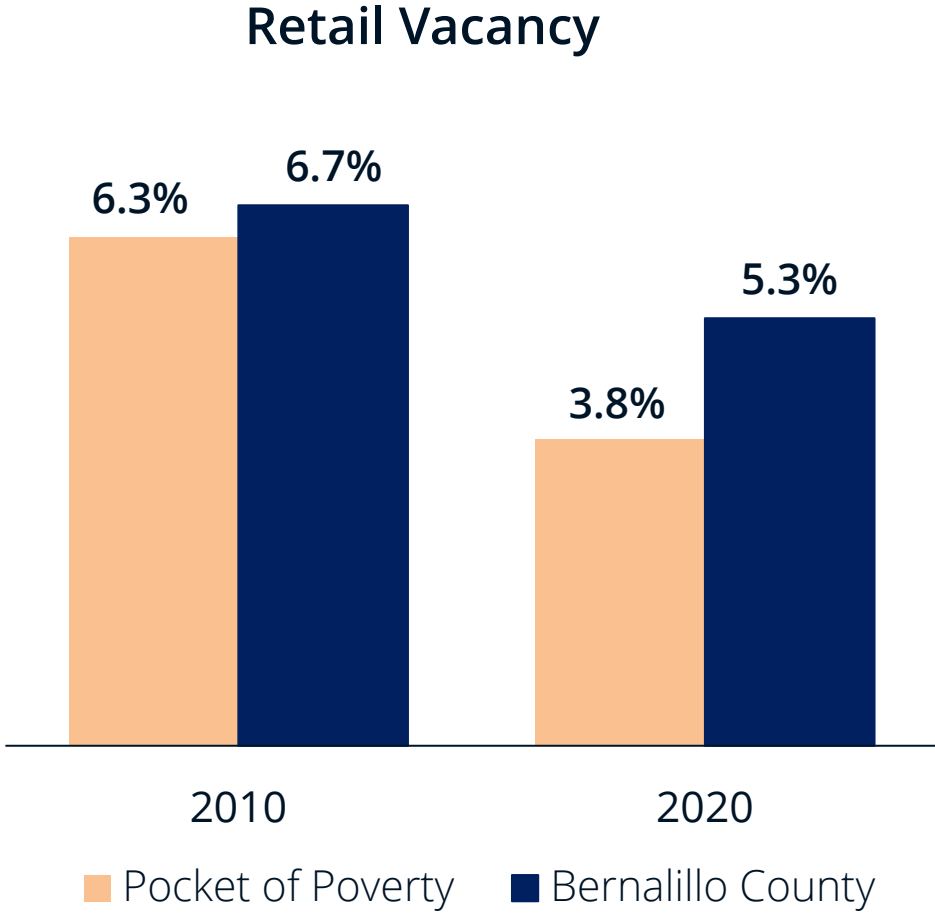
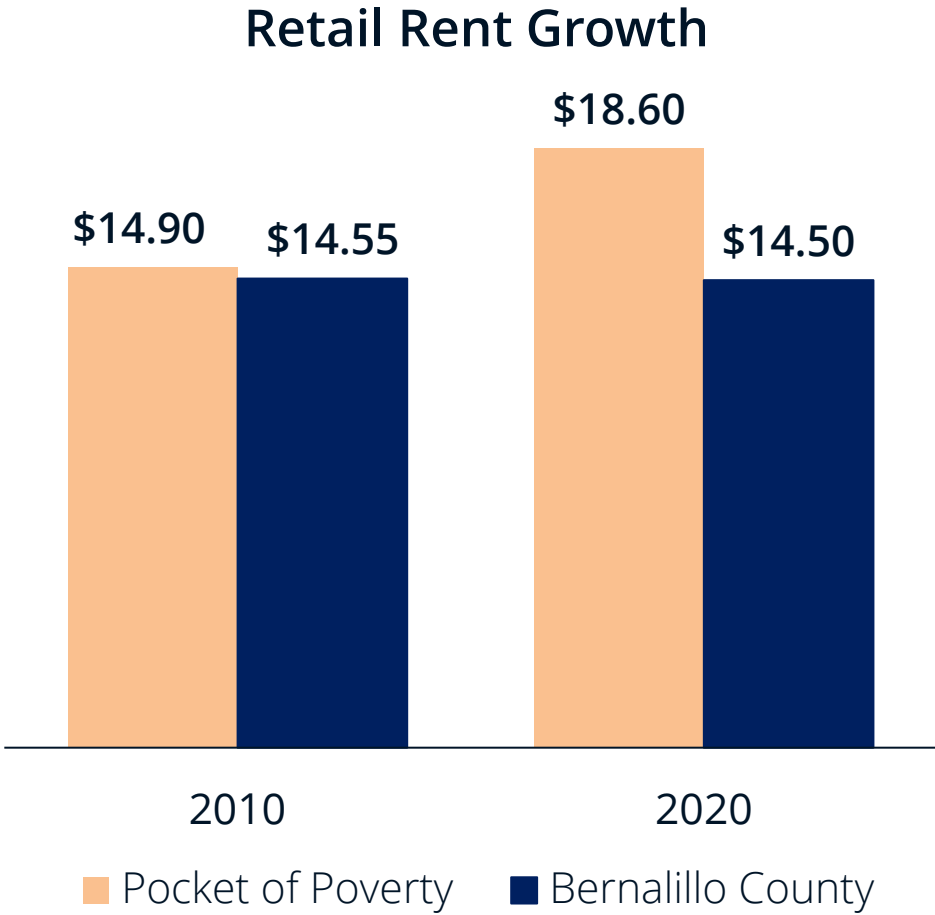
**10-12%**  
Estimated percentage of African-American representation in homeless population

**5.4%**  
Percentage of Bernalillo County Population, Indigenous American

**20-25%**  
Estimated percentage of Indigenous American representation in homeless population

Source: Albuquerque Healthcare for the Homeless


Demand for retail space in the Pocket of Poverty has grown as increasing demand has led to **higher rents and lower vacancy**.



\*Historical data only available through 2007  
Source: Costar

# Most delivered and proposed retail projects are **concentrated in the NW quadrant and along Central Ave.**

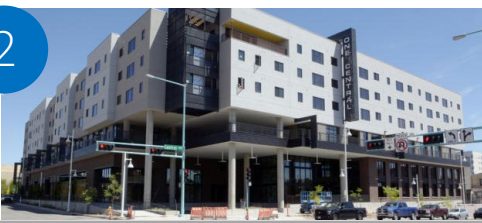
1



**Lowe's**

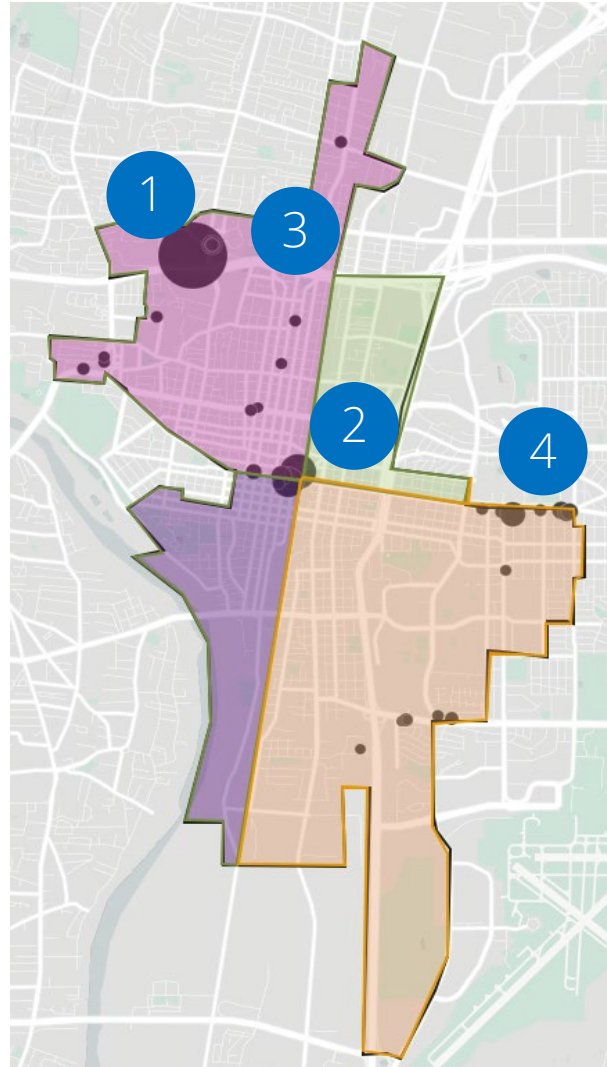
134K SF Hardware  
\$10.72-\$13.10/SF  
(estimated)  
Delivered 2006

2




**One Central ABQ**

60K SF Retail  
Mixed-use development  
\$18.50/SF, 40% Occupied  
Delivered 2018



3



**4<sup>th</sup> & Menaul\***

95K SF Retail  
74% Occupied  
Delivered 2006

4



**Brick Light Courtyards**

35K SF Retail  
Mixed-use development  
\$28/SF, 95% Occupied  
Delivered 2008

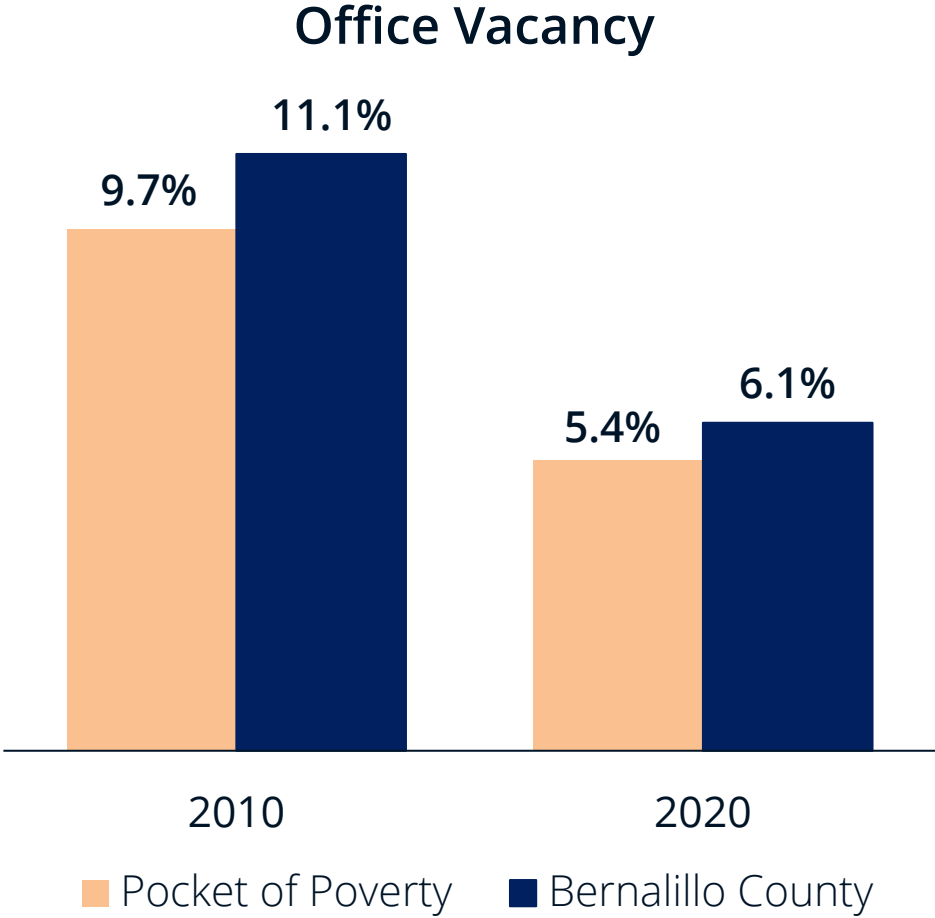
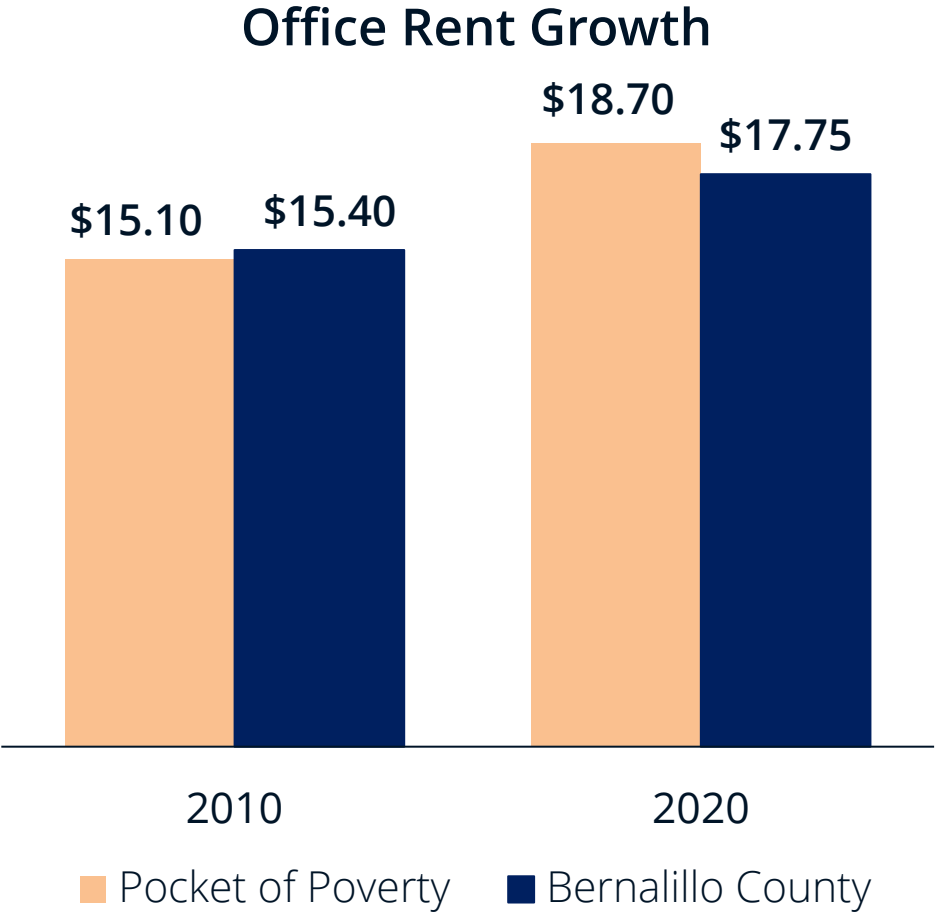
**595K SF**  
Retail Space  
Developed/Redeveloped  
Since 2002

**81%**  
Occupancy for post-2002  
product

**356K SF**  
Net retail absorption since  
2007

\* HNEDE-supported project


The PoP office market has similarly improved, **outpacing the County in both rent growth and vacancy.**



\*Historical data only available through 2007  
Source: Costar

# Most delivered and proposed office projects are **concentrated in and around Downtown.**


1



**The Acropolis**

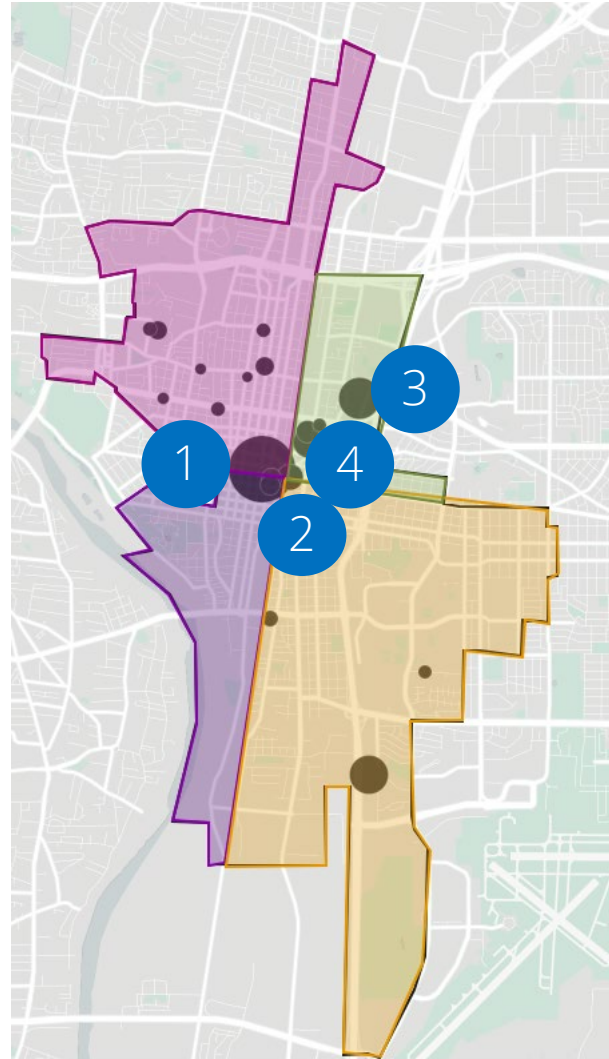
168K SF Office  
\$17.63/SF  
100% Occupancy  
Delivered 2002

2




**WESST Enterprise Center\***

37K SF Office  
\$15-18/SF  
100% Occupancy  
Delivered 2007




3



**1001 Woodward Pl NE**

94K SF Office  
\$15-18/SF  
100% Occupancy  
Delivered 2003

4



**Innovate ABQ**

47K SF Office  
Expected 2021

**685K SF**

Office space developed since 2002

**99%**

Occupancy for post-2002 product

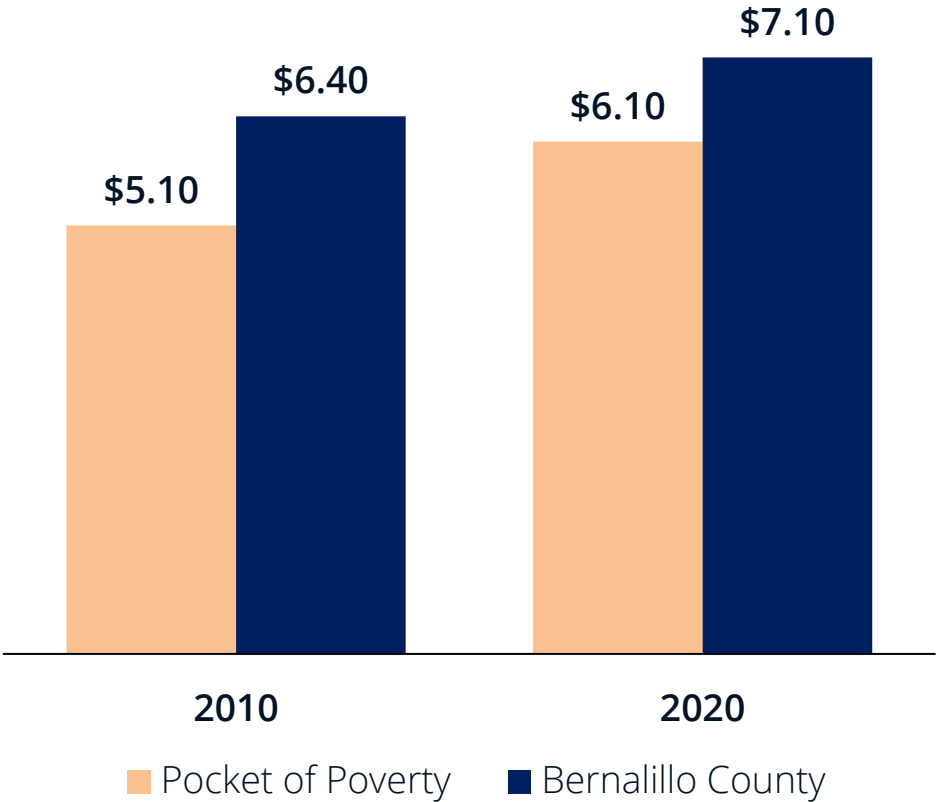
**478K SF**

Net office absorption since 2007

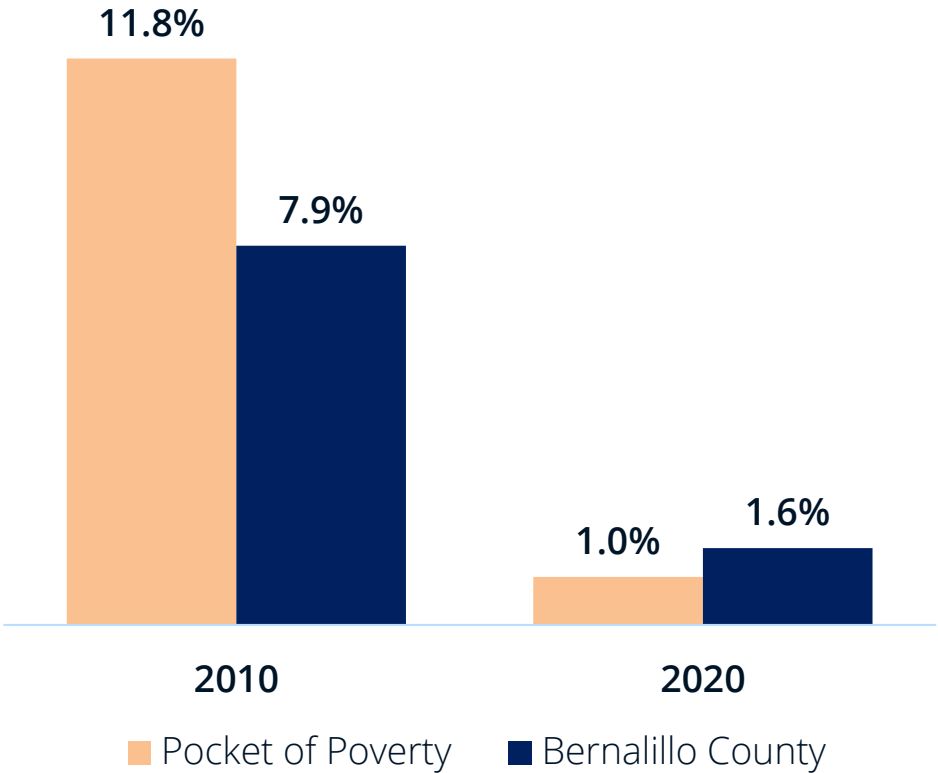
**\* HNEDF-supported project**

With increasing demand for industrial space in both the PoP and the County, **rents have increased and vacancy has plummeted.**

Industrial Rent Growth



Industrial Vacancy



\*Historical data only available through 2007  
Source: Costar

# Since 2002, most industrial projects have **concentrated in the SE PoP Quadrant.**


1



**1701 Aspen NW**

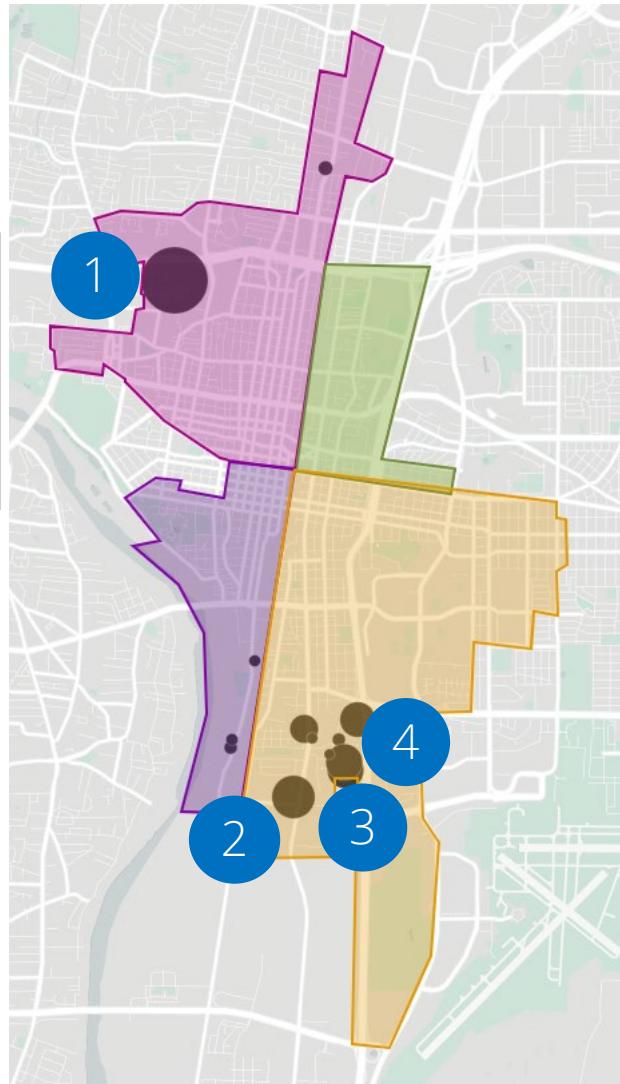
106K SF Warehouse  
\$6.90-\$8.40/SF  
100% Occupied  
Delivered 2003

2



**3005 Broadway Blvd. SE**

63K SF Manufacturing  
\$7-\$8.50/SF  
100% Occupied  
Delivered 2005




3



**2810 Karsten Ct. SE**

51K SF Manufacturing  
\$6.60-\$8/SF  
100% Occupied  
Delivered 2006

4



**2600 Karsten Ct. SE**

8K SF Truck Terminal  
\$9-11/SF  
100% Occupied  
Delivered 2003

**404K SF**  
Industrial Space  
Developed/Redeveloped  
Since 2002

**100%**  
Occupancy for post-2002  
product

**424K SF**  
Net industrial absorption  
since 2015

# Findings

## The entire Pocket of Poverty is still experiencing economic distress.

Though NW Quadrant residents are performing slightly better on key economic indicators relative to the whole PoP and the quadrant experienced some development since 2002, **the entire PoP area is still marked by low incomes, high unemployment, high poverty, low population growth, and renter-occupied housing.**

## Lack of affordability and homelessness are growing concerns.

With increasing rents and stagnant incomes, **the median household in three of the four PoP quadrants is rent-burdened**, and local stakeholders are noticing an increasing number of people experiencing homelessness. Commercial tenants also generally pay higher rents than elsewhere in the County.

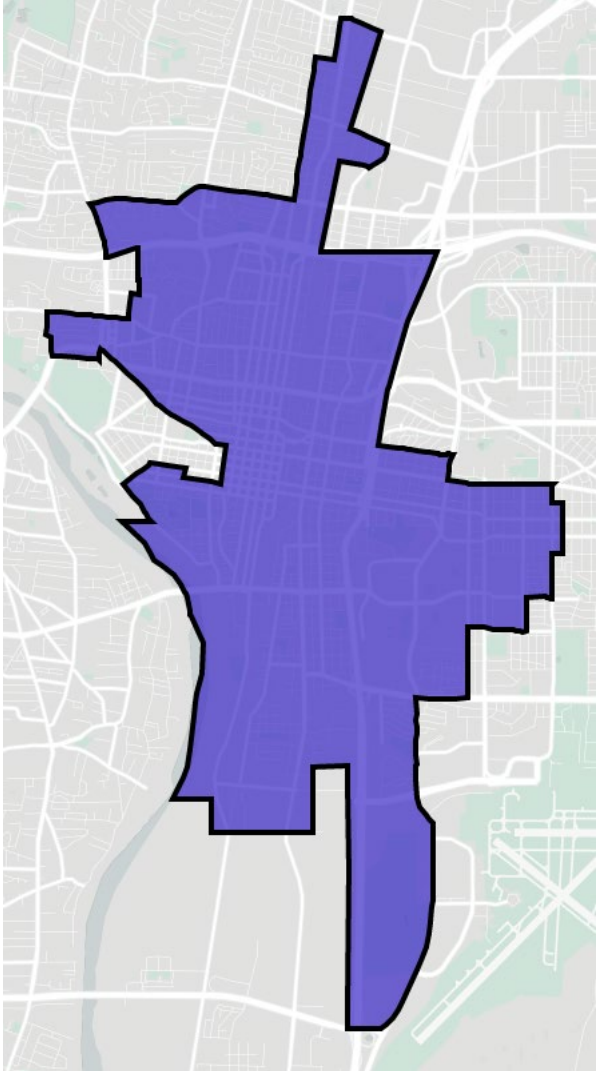
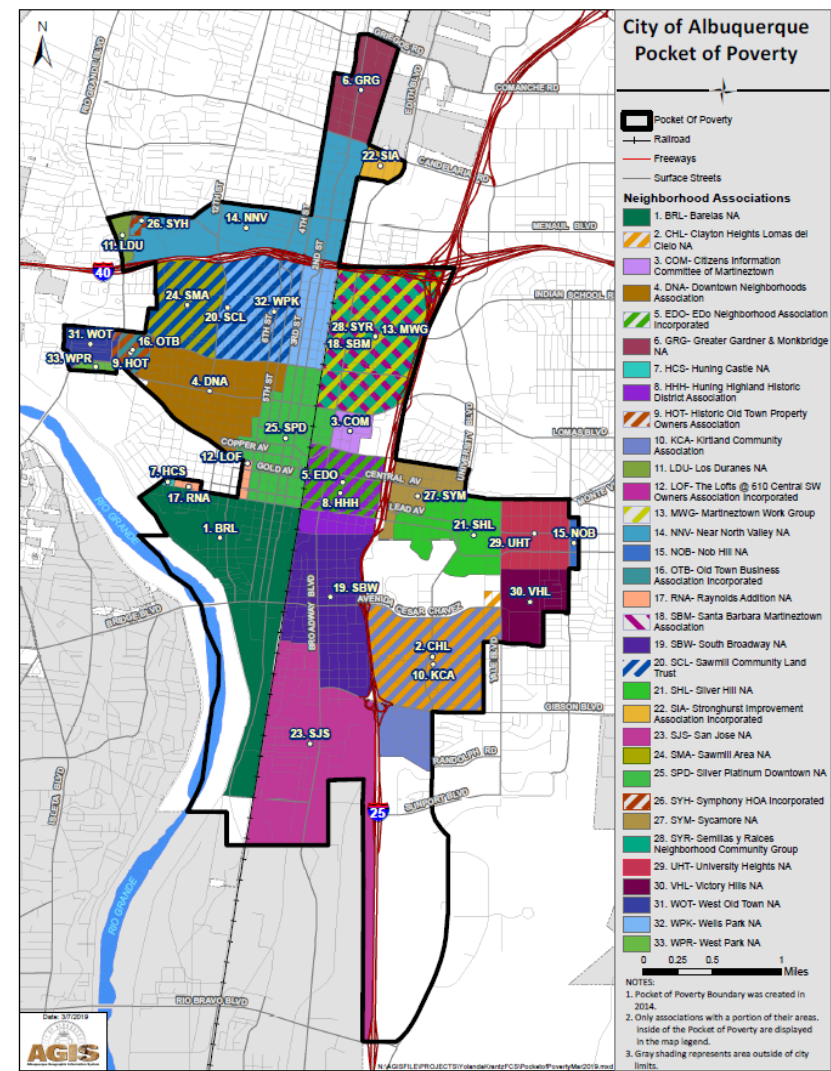
## The Pocket of Poverty real estate market has improved.

**Higher rents, lower vacancies, and positive absorption since 2002** characterize the office, industrial, retail, and multi-family markets and suggest that the real estate market in the PoP have improved over the recent term, even though the population remains disproportionately low-income.

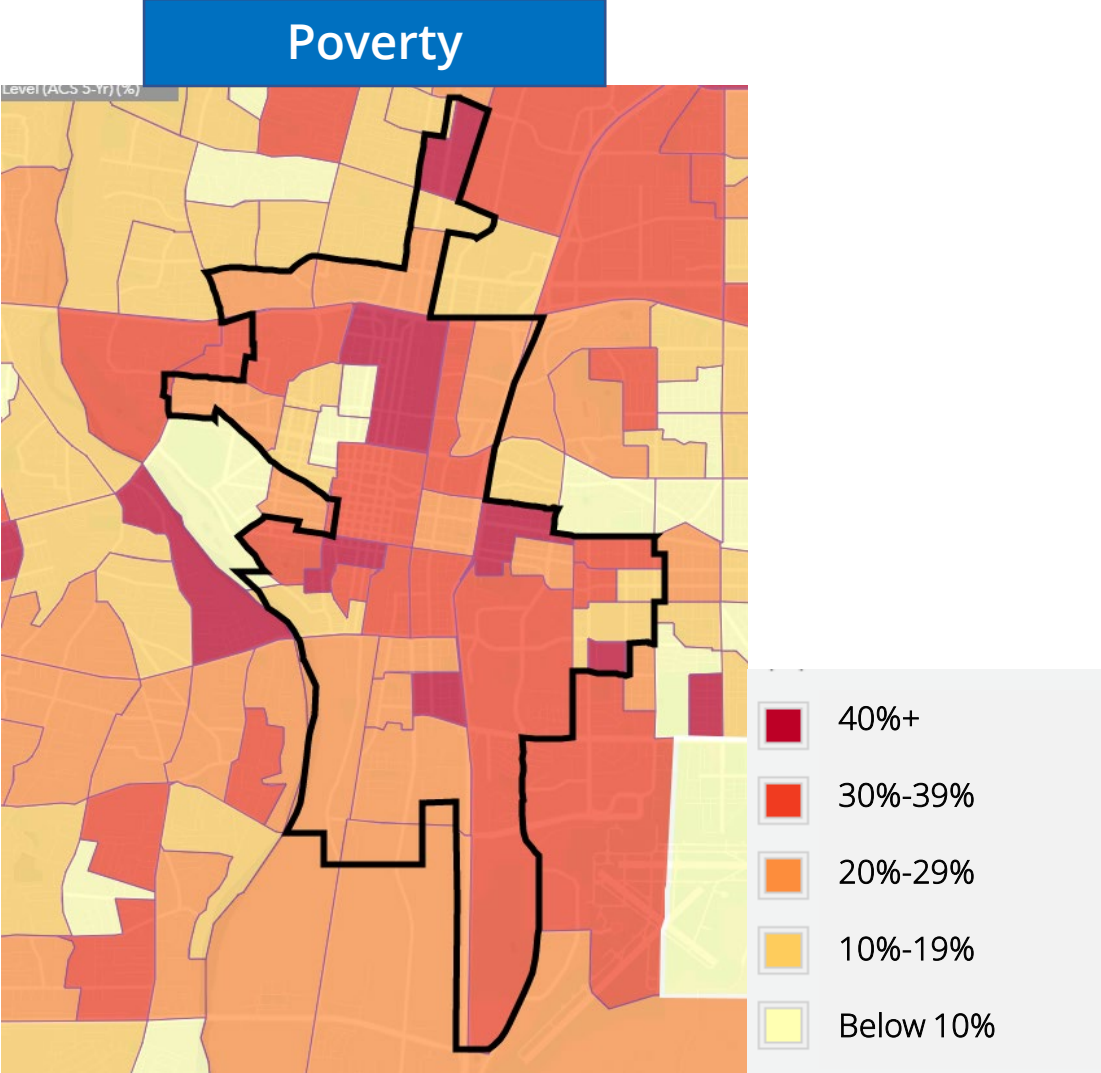
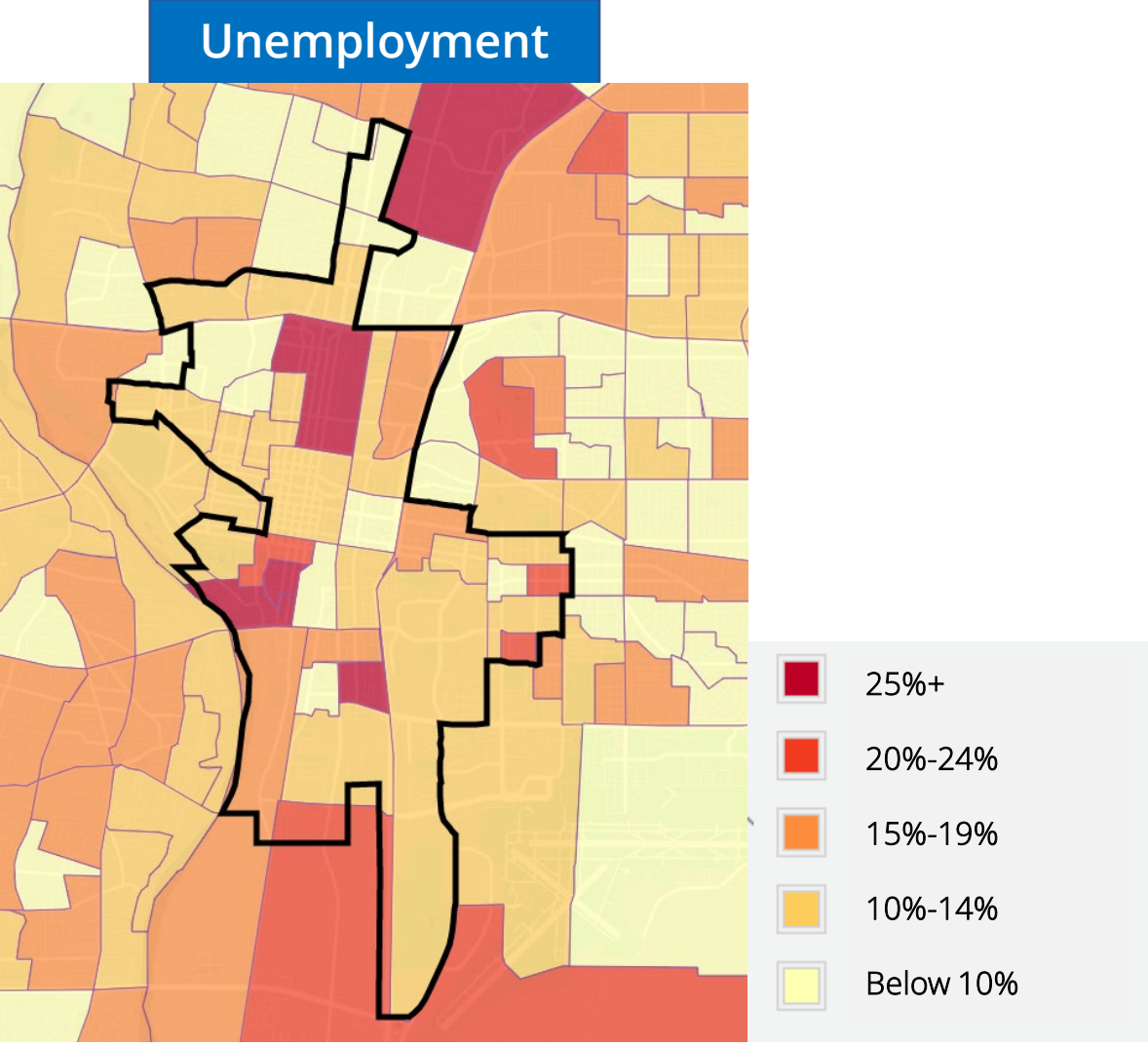


# Pocket of Poverty Boundaries

The current Pocket of Poverty boundaries are **consistent with the initially designated geography.**

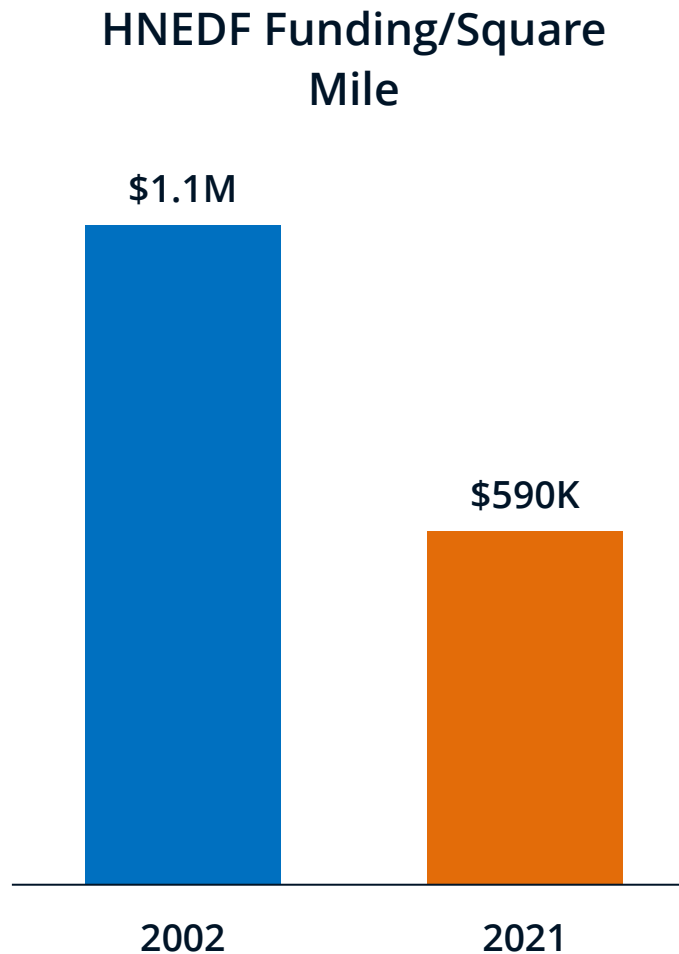
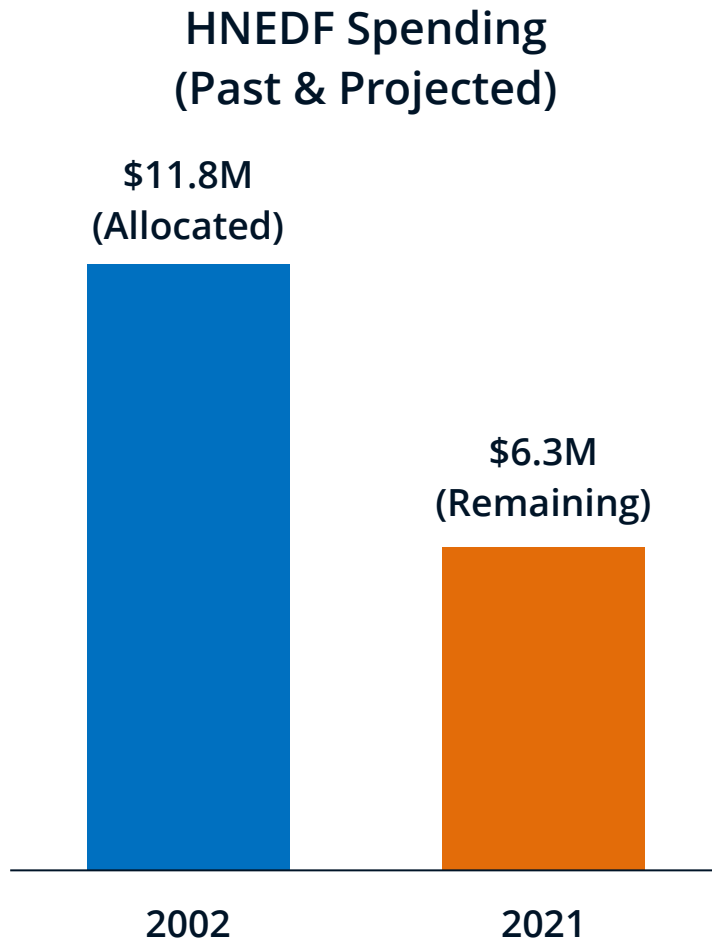


Each PoP census tract has at least 10% of residents **experiencing unemployment or poverty.**



Source: ESRI, ACS

Between the many needs for PoP neighborhoods, **HNEDF can only offer up to \$6.3M to support the priorities of the 2021 plan.**

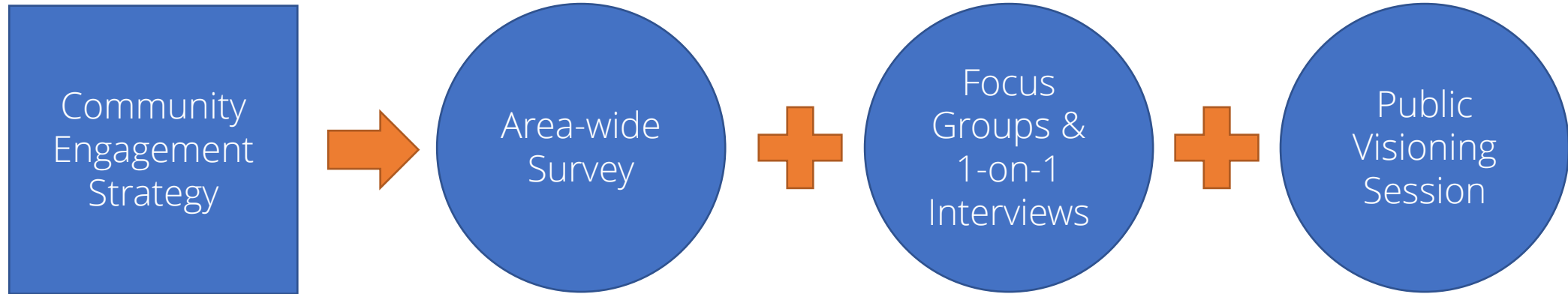


### Maintaining PoP Boundaries:

- **All neighborhoods** in the Pocket of Poverty continue to experience economic distress.
- Expanding boundaries to address similar problem circumstances in some adjacent census tracts would **dilute resources available to the POP.**

# Draft Public Engagement Plan

# Outreach Process



## Engagement Objectives

- Listen to and incorporate **community feedback** into the HNEDF Plan
- Reflect **community's needs and concerns** in the HNEDF Plan
- Seek **innovative solutions** to address planning challenges
- Ensure **culturally- and linguistically-appropriate** engagement
- Engage **hard-to-reach communities**

# Guiding Principles

Our engagement plan aspires to:

1. **Intentionally include the most vulnerable** members of the community
2. Be accessible and convenient – actively considering **language, culture, location, physical accessibility, childcare, food, transportation, etc.**
3. Approach participants **respectfully, inclusively, and appropriately**
4. Recognize the role of **systemic racism, injustice and inequality**
5. Offer **timely and relevant** information that is accurate, easy to understand and accessible
6. Make decisions **transparently**

# Foundational Questions

Questions:

How did the 2002 Fund allocations impact the Pocket of Poverty?

What are the current needs of Pocket of Poverty residents?

How can HNEDF funds be focused to maximize positive impacts for Pocket of Poverty residents?

In terms of:

**Economic  
Development**

**Housing**



# Sample Groups to Target for Engagement

## Economic Development

- Barelas Community Coalition
- United South Broadway
- Sawmill Community Land Trust
- WESST
- Local Credit Unions
- Boys and Girls Club
- Siembre Leadership High School – downtown entrepreneurship focused charter high school
- Hispano Chamber of Commerce
- UNM Rainforest/Anderson School of Business
- CNM Ingenuity
- New Mexico Loan Fund
- Partnership for Community Action
- Etc.

## Housing and the Unhoused

- Barelas Community Coalition
- United South Broadway
- Sawmill Community Land Trust
- Greater Albuquerque Housing Partnership
- Healthcare for the Homeless
- Homewise
- Albuquerque Housing Authority
- Hopeworks
- Albuquerque Heading Home
- Steelbridge
- Boys and Girls Club
- Partnership for Community Action
- Etc.

# Area-Wide Survey

## Release: June, Review: June-July

- Use survey platforms and other smartphone-based tools, to disseminate an area-wide survey. Will also disseminate a paper version through community centers, public facilities, libraries, etc.
- Gather public feedback about community needs and opportunities to positively impact the PoP.
- Share survey results with the City and constituent neighborhoods
- Survey distributed in English and Spanish



# Focus Groups and 1-on-1 Interviews

## Timeline: June-July

- Host smaller group discussions with range of local stakeholders and subject matter experts.
- Refine the goals, objectives, and project prioritization criteria.
- Potential group focuses could include: housing, education, health, crime, real estate, and utilities (internet access).



# Public Visioning Session

## Timeline: Early July

- Introduce the new funding strategy task to the public.
- Drawing from our data and review of the 2002 plan, facilitate a discussion regarding PoP challenges, potential goals for the new funding plan, and unique community investment opportunities.
- Hosted via Zoom—include a call-in number for people without internet access



A nighttime photograph of Albuquerque, New Mexico, showing the city skyline and the Sandia Mountains in the background. The city lights are visible, and the mountains are silhouetted against the dark sky. The text is overlaid on the image.

# Discussion: Data Update, 2002 Plan/Project Context, Engagement

Next Steps

# Next Steps



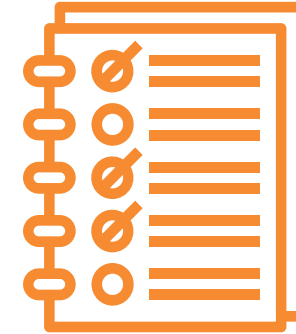
## Execute the Community Engagement Strategy

- Area-wide Survey
- Focus Groups and 1-on-1 Stakeholder Interviews
- Public Visioning Session



## Coalesce Findings From Phases 1 and 2.

- Data Analysis
- 2002 HNEDF Plan Review
- Community Engagement



## Begin to compile preliminary recommendations

- Beginning to assemble the final plan
- Pressure-testing plan priorities and principles



# **HNEF COMMITTEE PRESENTATION**

## ALBUQUERQUE POCKET OF POVERTY STRATEGY

**HR&A**  
Analyze. Advise. Act.

**strata**  
**design llc.**  
architecture • landscape • planning

**DRAFT FOR DISCUSSION**

**05.25.2021**



HOUSING AND NEIGHBORHOOD ECONOMIC AND DEVELOPMENT FUND (HNEDF):  
2022 10-YEAR PLAN  
PRELIMINARY COMMUNITY ENGAGEMENT STRATEGY  
6.09.2021

## I. Guiding Principles

### *Community Engagement Goals:*

1. Intentionally include the most vulnerable members of the community
2. Offer opportunities to engage that are accessible and convenient – including consideration of language, culture, location, physical accessibility, childcare, food, transportation, etc.
3. Approach engagement respectfully, inclusively, and appropriately
4. Recognize the role of systemic racism, injustice, and inequality
5. Provide timely, accessible, easy-to-understand, and relevant information
6. Be transparent

### *Community Engagement Evaluation Principles:*

1. Are we attracting community members from marginalized groups?
2. Does the process allow for all voices to be heard?
3. Is our community engagement effort culturally and linguistically appropriate?
4. Is the engagement process obtaining information relevant to the planning questions?
5. Is stakeholder involvement improving the plan and community support for the plan?

## II. Engagement Purpose and Overview

During this community engagement process, we will receive and incorporate feedback from Pocket of Poverty (PoP) residents on the following questions regarding housing and economic development:

### *Housing*

- 1) How have funds allocated from the 2002 HNEDF plan impacted housing in the PoP?
- 2) What are current needs within the PoP with respect to housing?
- 3) How can current HNEDF funds be used to produce the highest positive impact on housing within the PoP?

## *Economic Development*

- 1) How have funds allocated following the 2002 HNEDF plan impacted economic development in the PoP?
- 2) What are the current needs within the PoP with respect to economic development?
- 3) How can current HNEDF funds be used to produce the highest positive impact on economic development within the PoP?

The engagement process intends to ground truth data analysis regarding current housing and economic development conditions in the PoP. Our goal is to ensure that outreach includes populations representative of the PoP. We will obtain input from the PoP community on current housing and economic development needs and strategies that could potentially generate a positive impact for the community. Finally, the engagement process will solicit feedback on the forthcoming 10-year HNEDF plan.

The Community Engagement Plan will guide the project team in engaging with community stakeholders and partners throughout the PoP, including:

### *Community Stakeholders*

- Residents and businesses within the PoP
- Residents with household incomes at or below the poverty level
- Residents of diverse backgrounds
- Youth and young adults representing the next generation
- Seniors

### *Community Partners*

- PoP service providers
- PoP community organizations
- Community housing organizations
- Community lending organizations
- Community education/job training/job assistance/business start-up organizations
- Community real estate specialists
- Service providers for unhoused population

### *Resources*

- HNEDF Committee and Subcommittee
- City of Albuquerque, Department of Family and Community Services
- Previous Albuquerque Planning Documents

### III. Engagement Scope

The purpose of this study's engagement strategy is to gather community feedback regarding the successes and limitations that the 2002 plan and associated projects faced and to confirm current conditions and community needs with respect to housing and economic development to guide the drafting of the next 10-year HNEDF plan.

The HNEDF plan will guide the deployment of funds towards housing and economic development projects that can have an impact on residents across the broader PoP geography. While important, issues relating to zoning, healthcare, infrastructure, transit and other neighborhood-specific projects unrelated to housing and economic development are outside of the focus of the HNEDF plan and associated funding deployment.

For this engagement, we plan to:

- Advertise plan efforts to gather feedback from target constituencies
- Meet with focus groups and conduct one-on-one interviews with key stakeholders and partnership organizations to understand issues, challenges and opportunities
- Draft and distribute a survey to provide opportunities for individual feedback on specific questions
- Hold a public visioning session for open-ended discussion and engagement

Engagement Objectives:

- Listen to and incorporate community feedback into the HNEDF Plan
- Reflect the concerns and needs of the community into the HNEDF Plan
- Seek innovative solutions to address planning challenges
- Ensure culturally- and linguistically-appropriate engagement
- Engage hard-to-reach communities

#### Sample of Community Partners

As part of our engagement efforts, we plan to host conversations with a diverse range of community organizations, including, but not limited to:

##### *Economic Development*

- WESST
- Local Credit Unions
- Boys and Girls Club
- Siembre Leadership High School – downtown entrepreneurship focused charter high school

- Hispano Chamber of Commerce
- Barelás Community Coalition
- Sawmill Community Land Trust
- United South Broadway
- UNM Rainforest/Anderson School of Business
- CNM Ingenuity
- New Mexico Loan Fund
- Partnership for Community Action

### *Housing and Unhoused*

- Homewise
- Greater Albuquerque Housing Partnership
- Albuquerque Housing Authority
- Healthcare for the Homeless
- Hopeworks
- Albuquerque Heading Home
- Steelbridge
- Boys and Girls Club
- United South Broadway
- Barelás Community Coalition
- Sawmill Community Land Trust
- Partnership for Community Action

## IV. Engagement Implementation Plan

### *Timeline Summary*

**Week of 5/3-Week of 5/24:** Conduct initial stakeholder outreach

**Week of 5/24:** Meet with the HNEDF Committee and present detailed community engagement plan

**Weeks of 5/31- 7/19:** Advertise events and engagement efforts to increase survey and meeting participation

**Week of 6/14:** Issue area-wide survey digitally and in print

**Weeks of 6/14- 7/19:** Conduct focus groups and interviews, public visioning session, review survey results

**Week of 7/19:** Debrief, digest, and summarize engagement results.

**Week of 7/26:** Meet with the HNEDF Committee to present feedback from public visioning session, focus groups, and resident survey

**Week of 8/30:** Present first draft report to HNEDF Committee for feedback.

### *Detailed Engagement Process*

#### ❖ **Initial Stakeholder Outreach (Week of 5/3-Week of 5/24)**

Interviews with community partners to develop community engagement process.

##### *HNEDF Committee – Past and Present*

- Richard Nordhaus
- Robert Vigil

##### *Community Development Corporations*

- United South Broadway
- Barelas Community Coalition
- Sawmill Community Land Trust

Community education/job training/job assistance/business start-up organizations

- WESST

Housing and Unhoused

- Healthcare for the Homeless

#### ❖ **Present Community Engagement Plan to HNEDF Committee for review and feedback (Week of 5/24)**

#### ❖ **Advertise events and engagement efforts to increase survey and meeting participation (Weeks of 5/31- 7/19)**

All information will be available in multiple languages as appropriate:

- CABQ Family and Community Services to send project introduction to communities and organizations registered with Office of Neighborhood Coordination

- Consultant team to share information through community partnership networks in both print and digital format
- Project information and public meeting schedule will be publicly distributed
- Project information and public meeting schedule will be made available at community centers and libraries in the PoP in print format
- Project information available on Family and Community Services Website

❖ **Issue area-wide survey digitally and in print (Week of 6/14)**

The area-wide survey is an opportunity for individual feedback on specific questions:

- Links via City website, Facebook, Nextdoor, emails to partnership networks, city email lists
- Hard copy distribution at community centers, libraries, grocery stores, and houses of worship

❖ **Conduct focus groups and interviews, public visioning session, review survey results (Weeks of 6/14- 7/19)**

Create open-ended spaces for discussion and engagement

- Online platform – determine preferred – City website, Facebook, Nextdoor, etc.
- Physical platform – community centers, libraries, grocery stores, houses of worship

Interviews – Conduct individual interviews with partnership organizations and stakeholders such as:

*Youth/Next Gen*

- Siembre Leadership HS
- Amy Biehl HS
- Albuquerque HS
- ACE Leadership HS
- Albuquerque Charter Academy HS
- YDI
- Boys and Girls Club

*PoP community organizations*

- Neighborhood Associations, Neighborhood Coalitions, etc.

*Community housing organizations*

- Greater Albuquerque Housing Partnership
- Homewise

*Community lending organizations*

- Loan Fund
- Local Credit Unions

*Community education/Job training/Job assistance/Business start-up organizations*

- WESST
- CNM Ingenuity
- UNM Rainforest

*Community real estate specialists*

- CBRE

*Families*

*Walk-in interviews*

- Heights Community Center
- Barelas Community Center
- Herman Sanchez Community Center
- Dennis Chavez Community Center
- South Broadway Cultural Center
- Jack Candelaria Community Center
- Johnny Tapia Community Center
- Thomas Bell Community Center
- Barelas Senior Center
- City Department of Senior Affairs
- North Valley Senior Center

*Local community businesses*

- Hispano Chamber
- American Indian Chamber of Commerce of New Mexico
- Barelas MainStreet

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- Albuquerque MainStreet

Focus Groups – Meetings with identified stakeholders to focus on particular questions

- Youth (young adults, high schoolers, middle schoolers, youth organizations)
- Seniors
- Families (traditional and non-traditional)
- Business owners (family-owned business, small businesses, larger businesses, minority owned businesses, women owned businesses, newer businesses, legacy businesses)
- Advisory Groups – Identified groups for feedback

Public Visioning Meeting (Week of 7/19)

- Virtual public outreach session including project overview, summary of PoP community challenges, summary of community feedback
- Session to include virtual survey questions and break-out group discussions

- ❖ Meet with the HNEDF Committee to present feedback from public visioning session, focus groups, and resident survey (Week of 7/27)

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