

Projects

AP-35 Projects – 91.220(d)

Introduction

This section includes the projects proposed for the 2021-2022 Program Year.

Projects

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Table 1 - Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The allocation of funds is aligned with the top housing and community development needs identified in the Consolidated Plan, input received in public meetings, and discussions of elected officials during plan development. The major obstacle to addressing the underserved needs is the lack of adequate funding, especially for affordable housing activities and supportive housing as well as programs to provide for the homeless population. With the dissolution of Redevelopment Agencies in California and reduced State and Federal funding for community programs and affordable housing, our ability to address the extensive needs in the community has been seriously compromised.

AP-38 Project Summary
Project Summary Information

1	Project Name	2021PY HOME Program Administration
	Target Area	
	Goals Supported	
	Needs Addressed	
	Funding	HOME: \$42,614.00
	Description	Administration funding would partially support 4 staff persons, training and other expenses incurred for operation of the HOME Program.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	N/A for administration
	Location Description	337 Locust St. Santa Cruz, CA
	Planned Activities	Administration of HOME Program.
2	Project Name	2021PY CHDO Set-Aside
	Target Area	
	Goals Supported	Increase and preserve affordable housing
	Needs Addressed	Homeless Assistance Programs Affordable Housing
	Funding	HOME: \$59,421.00
	Description	The City of Santa Cruz currently has two CHDO organizations, MidPen, and Habitat for Humanity. Neither applied for funding this year. We are actively encouraging a nearby CHDO, First Community Housing (FCH) to apply for CHDO status in Santa Cruz, as FCH is working on a number of HOME eligible projects in the coming years.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	N/A
	Location Description	City-wide

	Planned Activities	No activities are planned at this time, these funds will be combined with prior year CHDO set-aside funding when a local CHDO is ready to apply.
3	Project Name	2021PY Security Deposit Program
	Target Area	
	Goals Supported	Support County-wide Homeless Strategic Plan Increase and preserve affordable housing
	Needs Addressed	Affordable Housing
	Funding	HOME: \$100,000.00 Red Cross: \$11,000.00 State Funding: \$100,000.00
	Description	This is an on-going program supported by the City to provide security deposit assistance for approximately 75 low, very-low, and extremely low income households to enable them to secure rental housing. Security deposit loan funding is provided by HOME Program and Red Cross Funding. The County of Santa Cruz Housing Authority (HA) administers the Program. The project qualifies for HOME Program funding under 24 CFR, Part 92.205(a) for tenant based rental assistance/security deposits.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	Program will help about 75 low-, very-low, and extremely-low income households into rental housing who lack money for a security deposit. Program is also used to assist the 180/2020 Program in housing the most medically vulnerable and chronically homeless persons.
	Location Description	Citywide
	Planned Activities	Activities include processing applications, providing loans to qualified applicants for security deposits, distributing funds to landlords, and receiving reimbursements when tenant vacates unit.
4	Project Name	2021PY Second Harvest Food Bank
	Target Area	Neighborhood Revitalization Strategy Area
	Goals Supported	Provide community and supportive services.
	Needs Addressed	Community Services and Youth Programs
	Funding	CDBG: \$25,000.00

	Description	The ability to ensure basic healthy foods reach those in need in the City of Santa Cruz has been impacted by COVID-19. Since March 2020, Second Harvest Food Bank has recognized the rippling impact of COVID-19. During the countywide Shelter-in-Place order there was a tripling of the number of people attending food bank distributions and a ten-fold increase in the number of calls to the community food hotline. These distributions are serving roughly 25,000 people needing food assistance county-wide with a large portion residing within the City of Santa Cruz, including newly unemployed and furloughed residents. Though infection rates are decreasing and no CDBG-CV funding remains, the need remains great for PY2021. National Objective: LMCMatrix Code: 5W Food Banks Presumed benefit: No
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	25,000 low income persons, mostly extremely low and very low income.
	Location Description	Beach flats food pickup as main distribution and citywide in food pantries all over the City.
	Planned Activities	Food distribution at location within NRSA and at foodbanks throughout the City of Santa Cruz.
5	Project Name	2021PY Nueva Vista Community Resources NRSA
	Target Area	Neighborhood Revitalization Strategy Area
	Goals Supported	Provide community and supportive services.
	Needs Addressed	Community Services and Youth Programs
	Funding	CDBG: \$100,000.00 General Fund: \$55,000.00 Red Cross: \$25,000.00

	Description	Activity provides for operating expenses for Nueva Vista Resources, which includes the Nueva Vista Resource Center (formerly known as Familia Center) and the Beach Flats Community Center. Nueva Vista Resources is a Latino based center with a primary focus to serve the low-income families in the Lower Ocean Street and Beach Flats Neighborhood, including community services and youth programs. Nueva Vista is designated as a qualified CBDO which operates under Community Bridges. This project will be linked to two separate activities. Matrix Code: 5D and 5Z Eligible Activity: Youth Services National Objective: LMC- Low/Mod Limited Clientele Presumed Benefit: N
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	Statistically there are about 7,115 individuals in the NRSA, which is the primary target for these programs. Of those, with combined program efforts of both Nueva Vista and Community Bridges, about 1,200 individuals will benefit from program services. The NRSA neighborhood has the largest minority (Hispanic) populations in the City. About 40% are Hispanic versus 21% City-wide.
	Location Description	2017-2022 Lower Ocean- Beach/South of Laurel Neighborhood Revitalization Strategy Area
	Planned Activities	Nueva Vista Resource Center (formerly known as Familia Center), has two programs assisted with CDBG funding. The first program is Client Services which provides assistance to families through advocacy and support, information, referrals, follow up, educational workshops, youth enrichment programs, emergency food and clothing, and assistance with enrollment into government programs including CalFresh, MediCal and Covered CA. The second program is located at the Beach Flats Community Center which provides youth programs and activities as well as serving as a community center for the neighborhood.
6	Project Name	2021PY California Rural Legal Assistance
	Target Area	
	Goals Supported	Provide community and supportive services.
	Needs Addressed	Community Services and Youth Programs
	Funding	CDBG: \$25,000.00 General Fund: \$25,000.00

	Description	California Rural Legal Assistance, Inc. (CRLA) will provide assistance to low-income residents of the City of Santa Cruz on a range of housing matters, to help individuals and families make informed decisions and to take action to obtain, maintain, or improve their housing situation. CRLA will accomplish this through individual assistance, including legal representation when necessary. Matrix Code: 5CEligible Activity: Legal ServicesNational Objective: LMC- Low/Mod Limited Clientele
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	95 City low, very low and extremely low income residents in approximately 45 households including homeless persons and those in housing crises.
	Location Description	The program operates city-wide.
	Planned Activities	Education, outreach, and legal representation as needed, all related to Housing.
7	Project Name	2021PY Teen Center NRSA
	Target Area	Neighborhood Revitalization Strategy Area
	Goals Supported	Provide community and supportive services.
	Needs Addressed	Community Services and Youth Programs
	Funding	CDBG: \$40,000.00 General Fund: \$120,000.00
	Description	CDBG funds will be used toward staff costs for the Teen Center to provide a safe place and programs for teens in a low-income area of the City.Matrix Code: 5DEligible Activity: Youth Services National Objective: LMC- Low/Mod Limited ClientelePresumed Benefit: N
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	It is estimated that about 350 Teens participate in the program throughout the year. Over 50% are from households that are at or below 30% of Area Median Income (AMI) with almost 75% being below 50% AMI.
	Location Description	Low-income target area within to the NRSA

	Planned Activities	The Teen Center has daily activities including a healthy eating program, an outdoor garden, homework assistance with access to 4 computers and free Wi-Fi, games such as foosball and a pool table, and direct access to Laurel Park. Additionally the Center provides mentorship opportunities for teens. The Teen Center also collaborates with other organizations to provide field trips and other experiences. In the past this has included a 2-day, 2-night camping/white water rafting trip on the American River.
8	Project Name	2021PY Market St. Senior Center Renovations
	Target Area	
	Goals Supported	Revitalize community facilities & infrastructure.
	Needs Addressed	Community Facility Improvements
	Funding	CDBG: \$ 110,000.00 160,000.00
	Description	Rehabilitation including ADA improvements, lighting and electrical, mold remediation, plumbing and fixtures. Note: total project scope will be reduced to accommodate the allotment of funds as there are no other sources. National Objective: LMC- presumed benefit. Matrix Code: 3A Senior Centers
	Target Date	6/30/2023
	Estimate the number and type of families that will benefit from the proposed activities	Annual, the center helps around 250 very low income, extremely low income and low income seniors
	Location Description	Market St. Senior Center at 222 Market St. in Santa Cruz
	Planned Activities	Rehab of building.
9	Project Name	2021PY Rehabilitation Program Delivery Costs
	Target Area	
	Goals Supported	Increase and preserve affordable housing
	Needs Addressed	Affordable Housing
	Funding	CDBG: \$6,500.00

	Description	Activity provides funding for Unified Housing Rehabilitation Program (UHRP) consultant contract to administer existing UHRP loans and staff costs for new rehab projects. Matrix Code: 14HEligible Activity: Rehab: AdministrationNational Objective: LMH-Low/Mod HousingPresumed Benefit: N
	Target Date	
	Estimate the number and type of families that will benefit from the proposed activities	All participants in UHRP are low-, very low- or extremely low-income, approximately 10.
	Location Description	UHRP is city-wide
	Planned Activities	Consultant administers existing UHRP loans. Staff oversees and monitors current and past rehabilitation projects and agreements.
10	Project Name	2021PY CDBG Program Administration
	Target Area	
	Goals Supported	
	Needs Addressed	Planning and Administration
	Funding	CDBG: \$132,470.00
	Description	Administration funding would partially support 3 staff persons, training and other expenses incurred for operation of the CDBG and related consultant contracts for planning and administration.Matrix Code: 21AEligible Activity: General Program Admin
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	N/A
	Location Description	Economic Development Department offices are located at 337 and 330 Locust St.
	Planned Activities	Administration of CDBG and HOME Programs.
11	Project Name	2021PY Homeless Infrastructure
	Target Area	

	Goals Supported	Support County-wide Homeless Strategic Plan
	Needs Addressed	Homeless Assistance Programs Community Facility Improvements
	Funding	CDBG: \$236,092.00
	Description	Construction and/or repair of homeless infrastructure including: hygiene bay renovations, rehabilitation of homeless facilities, designated homeless bathrooms, site acquisition for homeless facilities, design costs for homeless facilities and project management for homeless infrastructure projects. National Objective: LMC presumed benefit Matrix Code: 3C Homeless Facilities
	Target Date	6/30/2023
	Estimate the number and type of families that will benefit from the proposed activities	1000 Extremely Low Income
	Location Description	Citywide
	Planned Activities	Homeless infrastructure rehab and construction
12	Project Name	2021PY Senior Studio – NRSA
	Target Area	Neighborhood Revitalization Strategy Area
	Goals Supported	Revitalize community facilities & infrastructure.
	Needs Addressed	Community Facility Improvements
	Funding	CDBG: \$50,000.00
	Description	Foundation, electrical hookups and ADA ramp for installation of an existing modular unit to be used as a studio for the senior residents. National Objective: LMC presumed benefit Matrix Code: 3A Senior Centers
	Target Date	6/30/2023
	Estimate the number and type of families that will benefit from the proposed activities	250 very low income, extremely low income and low income seniors
	Location Description	Louden Nelson Community Center

	Planned Activities	Foundation, ramp and electrical hookups.
13	Project Name	PY21 HOME Future Affordable Housing Projects
	Target Area	
	Goals Supported	Increase and preserve affordable housing
	Needs Addressed	Affordable Housing
	Funding	HOME: \$224,106.00 LIHTC: \$21,000,000.00 Redevelopment Fund: \$897,014.00 State Funding: \$6,064,000.00
	Description	This funding is intended to be awarded to Affordable Housing Projects. Upcoming projects that are good candidates for this funding include the Pacific Metro Station projects which will have over 100 units, and the Library Mixed-use Project. Projects have to have all other funding secured, subsidy layering completed and a financial analysis that the costs are all reasonable per HUD guidelines. This amount can be added to prior funding set aside for HOME Affordable housing project, unused administration funding from prior years, and unclaimed CHDO funds.
	Target Date	6/30/2025
	Estimate the number and type of families that will benefit from the proposed activities	This funding amount will likely be enough to fund 1 HOME assisted unit, but as there are no projects ready to receive HOME funding, the estimate will be 0 for this program year. The goal will be updated when HOME funding is awarded to a project as the last money in.
	Location Description	City wide.
	Planned Activities	Affordable housing demolition, acquisition, construction, pre-development activities as permitted, subsidy layering reviews, environmental reviews and other costs as permitted for HOME Affordable Housing creation.
14	Project Name	2021PY Central Park
	Target Area	
	Goals Supported	Revitalize community facilities & infrastructure.
	Needs Addressed	Community Facility Improvements
	Funding	CDBG: \$7,289.00

	Description	Additional allocation will cover funding gap for park renovation including: ADA improvements and improved playground features for residents in low income neighborhood. Matrix Code: 3F Eligible Activity: Parks, Recreational Facilities National Objective: LMA- Low and Moderate Income Area Benefit
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	There are 7,126 residents in this census tract, 23% are living below the poverty line and about 60% are at the low-mod level. This is additional funding added to the project extends the ADA accessible portion of the playground, so the goals were already included in the 2019 Program year, so will not be included below to not double count the outcome.
	Location Description	Central Park project is located on Dakota Ave
	Planned Activities	Park renovation.

2021-22 PY CDBG BUDGET

CDBG PROGRAM BUDGET 2021-2022 PROGRAM YEAR

CAPITAL IMPROVEMENT PROJECTS		Requested Funding	Prior Year Funding	Recommended Funding
Activity:	Market St. Senior Center Renovation	\$125,000	\$100,000	\$110,000
Applicant:	City of Santa Cruz			\$160,000
Activity:	Senior Art Studio at Loudon Nelson	\$50,000	\$0	\$0
Applicant:	City of Santa Cruz			