

City of Schenectady

Mayor Gary R. McCarthy



Community Needs Assessment Capstone Presentation



HUD Community Needs Assessment Overview

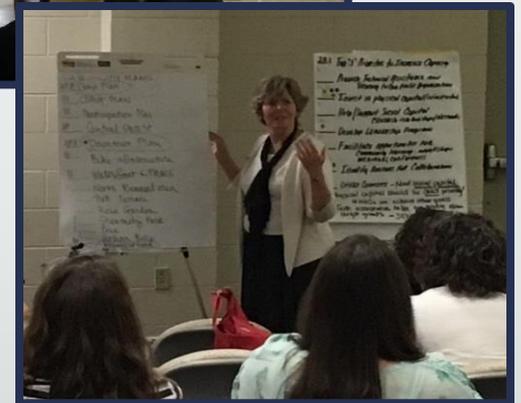
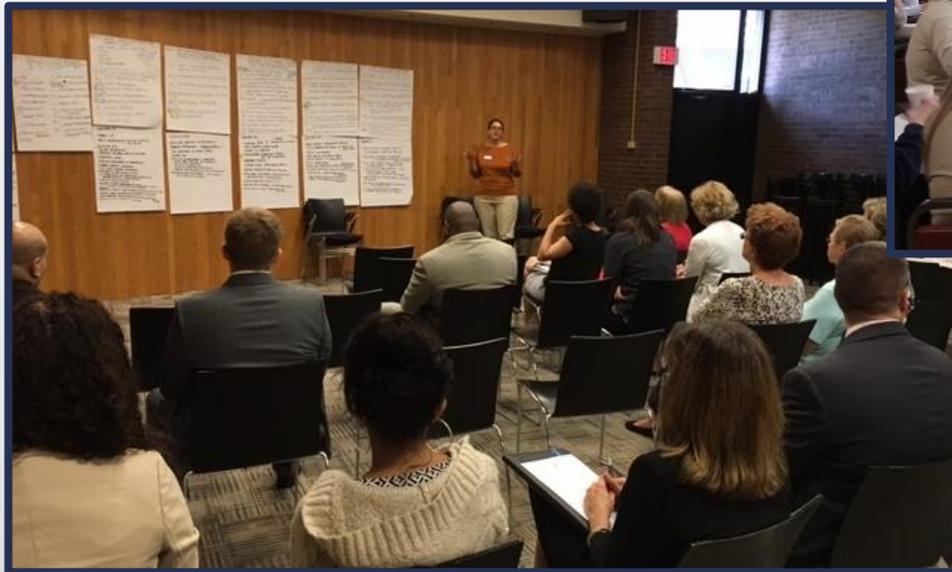
The Community Needs Assessment is a collaboration between the Department of Housing and Urban Development (HUD), and other federal, state, and local partners. It will serve as the basis for local operating plans and will assist HUD in better understanding the unique needs of the City of Schenectady. This process will help the Field Policy and Management Division in organizing and incorporating a long-term based strategy into the 2-year local operating plan.



- 1) Draft a Community Profile**
- 2) Facilitate Community Roundtables**
- 3) Develop a 2-year Action Plan**

Roundtable Reports – *At A Glance*

- Housing, Infrastructure & Public Services
- Community, Capacity & Population
- Education & Workforce



Housing, Infrastructure & Public Services

Roundtable 1 – Presented By Rick Mausert



Housing

Roundtable Facilitator: *Carole Merrill-Mazurek*

Which housing ACTIVITIES should be funded using HUD/HOME funding?

1. Interior Improvements - Safe & Healthy Housing
2. Single-family Housing Rehabilitation
3. Acquisition and/or Demolition of Vacant & Blighted Properties - Use the Land Bank
4. Housing Projects with Support Services



What types of Housing SERVICES should be supported using HUD funding?

- 1. Homeownership Assistance - Affordable Lending**
- 2. Housing for Individuals With Critical Needs**
(adolescents, veterans, domestic violence, hospice, HIV/AIDS, etc.)
- 3. Housing with Wraparound Support Services**
- 4. Fair Housing Activities - Improving Access to Affordable Housing Units**



Housing, with “wraparound” support services, is most critical for the following residents:

- Homeless
- Seniors
- Veterans
- Victims of Domestic Violence
- Mentally Ill



The types of “wraparound” housing support services that are MOST critical include:

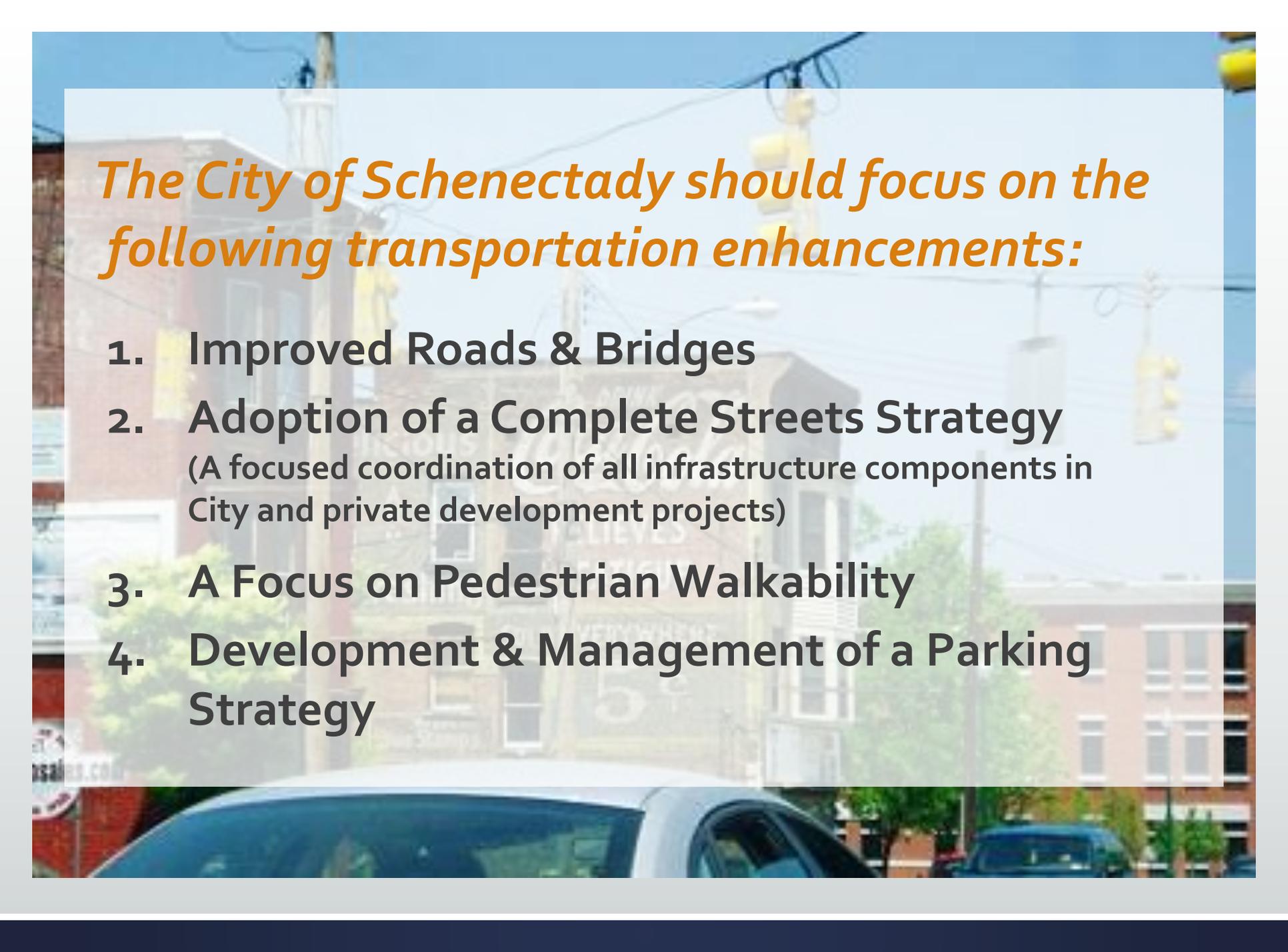
- 1. Behavioral & Mental Health Services**
- 2. Substance Abuse Assistance**
- 3. Food Access & Nutrition**

Infrastructure

Facilitator: *Sharran Coppola*

The following City "infrastructure" improvements should be addressed with Community Development Block Grant (CDBG) funding:

1. Streetscape Improvements
2. Acquisition and Demolition of Vacant and Blighted Properties
3. Rehabilitation of Underutilized Properties



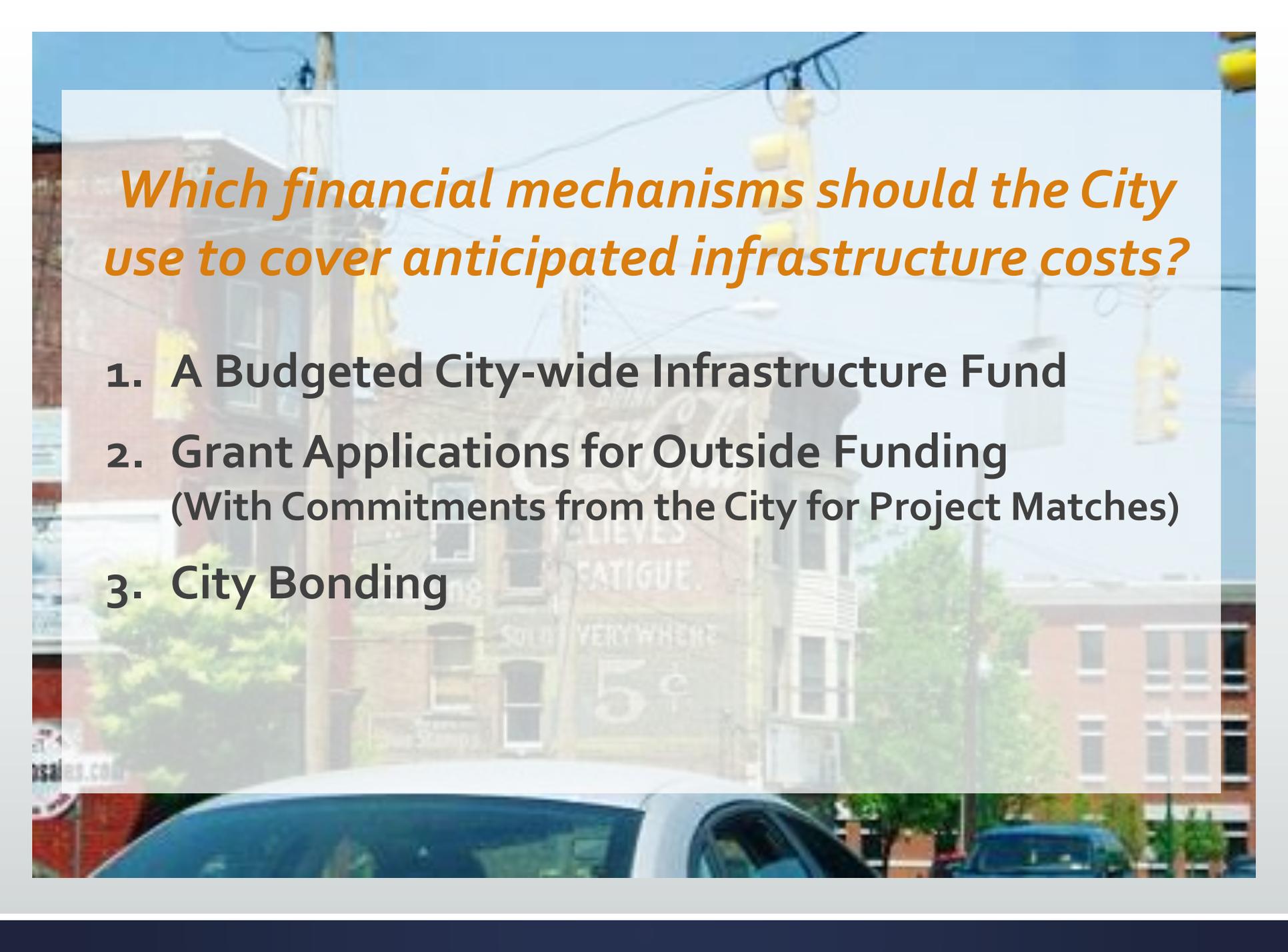
The City of Schenectady should focus on the following transportation enhancements:

- 1. Improved Roads & Bridges**
- 2. Adoption of a Complete Streets Strategy**
(A focused coordination of all infrastructure components in City and private development projects)
- 3. A Focus on Pedestrian Walkability**
- 4. Development & Management of a Parking Strategy**



The following "Smart Cities" initiatives should be a priority for Schenectady:

- 1. Next Generation First Responders**
(using technology to ensure responders are protected, connected and fully aware)
- 2. Global Cities**
(using technology to gather data)
- 3. Environmental Monitoring & Analysis**
(employing innovative technologies to tackle energy, water, waste, and air challenges)



Which financial mechanisms should the City use to cover anticipated infrastructure costs?

- 1. A Budgeted City-wide Infrastructure Fund**
- 2. Grant Applications for Outside Funding
(With Commitments from the City for Project Matches)**
- 3. City Bonding**

Public Services

Roundtable Facilitator: *Rick Mausert*

The most significant barriers to effective community development in Schenectady include:

- 1. Social Issues - Crime**
- 2. Poverty**
- 3. Lack of Quality Affordable Housing**

The most impactful “Environmental Design” principals that can help reduce drug-related and other crime in the City include:

- 1. Input and Involvement with the Entire Community** (Organized Business & Neighborhood Watch Programs)
- 2. Public Space Lighting Requirements** (With a Focus on Walkways & Parking Areas)
- 3. Encourage/Enforce Private Property Maintenance** (With a focus on landscaping)
- 4. Improve Building Lighting** (Indoor & Outdoor)



The top "Public Service" funding priorities for Schenectady include:

- 1. Health & Wellness Services**
- 2. Municipal Housing Services & Homeownership Assistance**
- 3. Code Compliance & Enforcement in Neighborhoods**
- 4. Public Safety Facilities, Emergency Response & Medical Services**
- 5. Public Works**
(snow removal, road repair, infrastructure, general maintenance)

Community, Capacity & Population

Roundtable 2 – Presented By Rich Homenick



Community

Roundtable Facilitator: *Madelyn Thorne*

*Which local "assets" best define Schenectady
& set the City apart from others?*

1. **Arts & Culture**
2. **Historic Districts & Attractions**
3. **Festivals & Events**





Actions to make Schenectady a more diverse and "inclusive" community:

1. Form Partnerships

(Connect Healthcare Agencies, Educational Institutions & Non-profits)

2. Plan Accordingly

(Consider all demographics in Objectives, Goals & Strategies in Official Community & Land-use Plans)

3. Host or Support Neighborhood Events

(Find ways to unite residents and neighborhoods)

4. Promote Public Involvement in Government



*The following should be considered
as priority recruitment strategies
for Schenectady:*

1. **Small Business Incentive Programs**
2. **Homebuyer & Homeowner Rehabilitation Incentive Programs**
3. **“Residential” Marketing Campaigns**
(designed for real estate agents, hotels & employers)
4. **“Residential” Recruitment Campaigns**
(focused on new professionals, employees & families)



Implementation of the following plans is most critical for the growth of Schenectady:

- 1. City of Schenectady Comprehensive Plan**
- 2. Downtown Master Plan & Design Guidelines**
- 3. Community Development Block Grant (CDBG) Consolidated Plan**

Capacity

Roundtable Facilitator: *Richard Homenick*

What are the top priorities to increase community capacity in Schenectady?

- 1. Invest in Physical Capital**
(public infrastructure)
- 2. Improve the Capacity of Non-profit Agencies**
(provide financial and organizational training opportunities)

SCHENECTADY, NY



How can Schenectady invigorate its parks system and recreation facilities?

- 1. Provide “New & Innovative” Park Programming**
(with a focus on all age groups)
- 2. Increase Summer “Youth” Activities at the Parks**
- 3. Investigate Options for “Contracted” Facilities Management & Services**
- 4. Provide Summer Meal Programs**
(at all recreation facilities & parks)



How can Schenectady improve access to healthy foods?

1. Healthy Corner Stores

(Work with corner stores/bodegas to include fresh fruits, vegetables, lean meats & whole grains)

2. Provide Nutrition Education

(Provide residents with nutrition information & other resources for them to make healthy and affordable food choices)



How can the City use HUD funding to address its aging and sub-standard housing stock?

- 1. Support Housing Demolition & New Infill**
(fund new residential mixed-use/mixed-income projects)
- 2. Support the Land Bank**
(enabling affordable and more effective rehabilitation and/or redevelopment)

Population

Roundtable Facilitator: *Ellie Pepper*

Why do people purchase property in the suburbs rather than inside the city limits?

- 1. Perceptions Relating to the Quality of the City School System**
- 2. Tax Rates**
- 3. Perceptions Relating to Public Safety**

A background image showing a diverse group of people, including children and adults, looking towards the camera. The image is slightly blurred and has a semi-transparent white overlay where the text is placed.

What types of “quality of life” amenities are most important to attract new residents and to entice local employees to reside in Schenectady?

- 1. Highly-visible, Aesthetic Streetscape Improvements**
- 2. Public Safety Improvements**
- 3. Walkability & Biking Options**



What are the top priorities for neighborhood and smaller commercial corridor development?

- 1. Strengthen Physical Connections**
(between Downtown & the neighborhoods)
- 2. Provide Training for Neighborhood Associations**
(enabling them to use the National Main Street Program 4-point Approach (Organization, Design, Promotion and Economic Restructuring))
- 3. Support Business Incubators**

Education & Workforce

Roundtable 3 – Presented By Mary Moore Wallinger



Education

Roundtable Facilitator: *Mary Moore Wallinger*

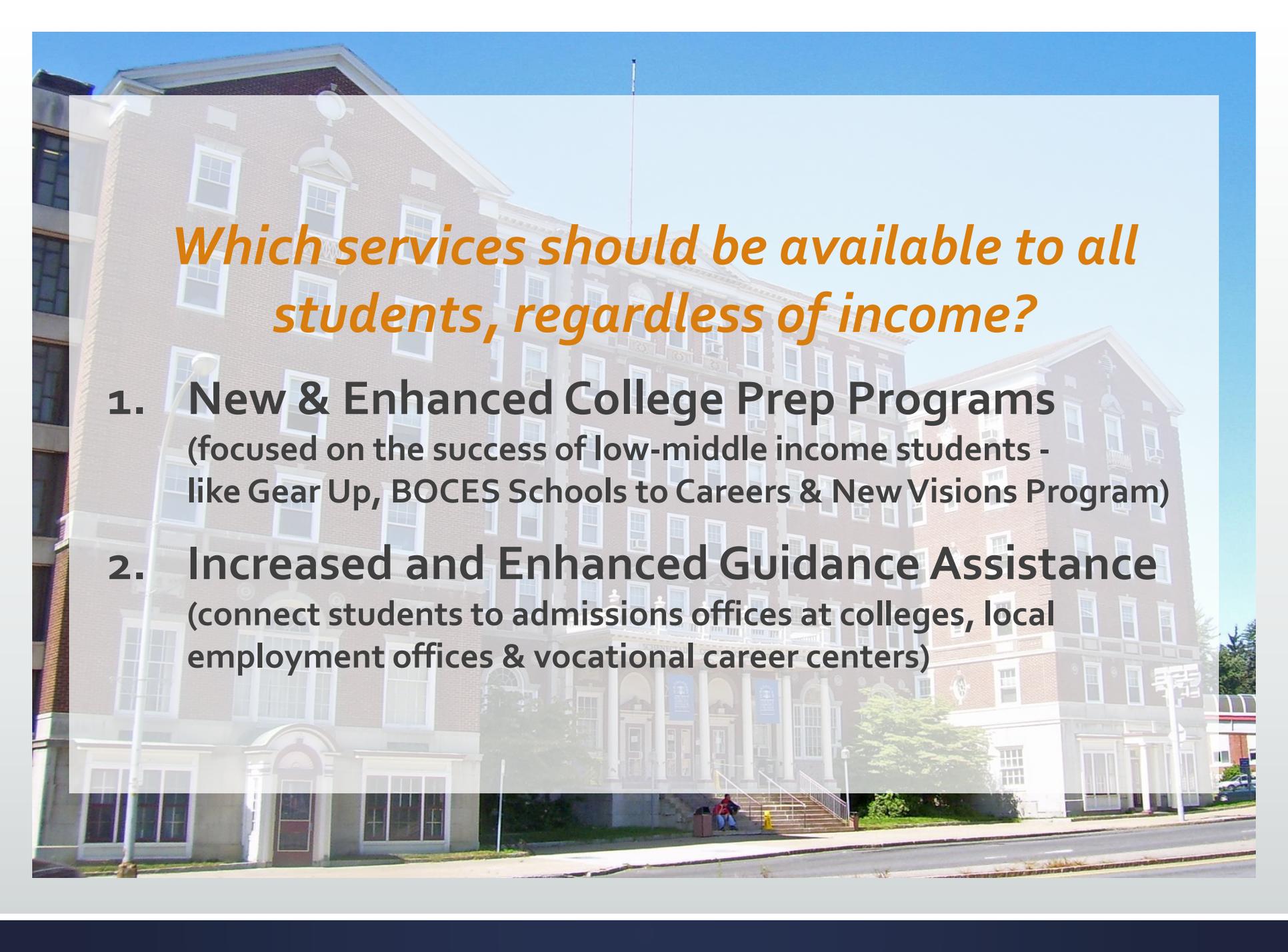
The most critical needs to be addressed through Schenectady's "Community Schools" program include:

1. Local Support Offered to Students & Families
2. Extended or After-Hour Academic Support
3. Soft Skills Training
(work ethic, problem-solving, motivation, communication skills, financial & digital literacy)



What are the top "technology" priorities for local schools?

- 1. Use Standard Digital Programs**
(for consistent communications with students, parents & the community)
- 2. Provide Mandatory Training & Software for Educators**
(to enable them to consistently distribute assignments, track student progress & manage schedules)
- 3. Support Technology Infrastructure**
(to ensure internal connections & communication within the District and community)



Which services should be available to all students, regardless of income?

- 1. New & Enhanced College Prep Programs**
(focused on the success of low-middle income students - like Gear Up, BOCES Schools to Careers & New Visions Program)
- 2. Increased and Enhanced Guidance Assistance**
(connect students to admissions offices at colleges, local employment offices & vocational career centers)



How can the City help Schenectady graduates and residents to be future-ready?

- 1. Form New and Enhanced Partnerships**
(with educational institutions, government, and businesses to develop career-apprenticeship models that enable students to spend time “at work” and in the high school classroom)
- 2. Provide “Searchable” Local Vocational Education Opportunities, Avenues and Data**
(highlighting successes with BOCES & community colleges)



How can the City help to support existing and emerging career fields?

1. Form Partnerships

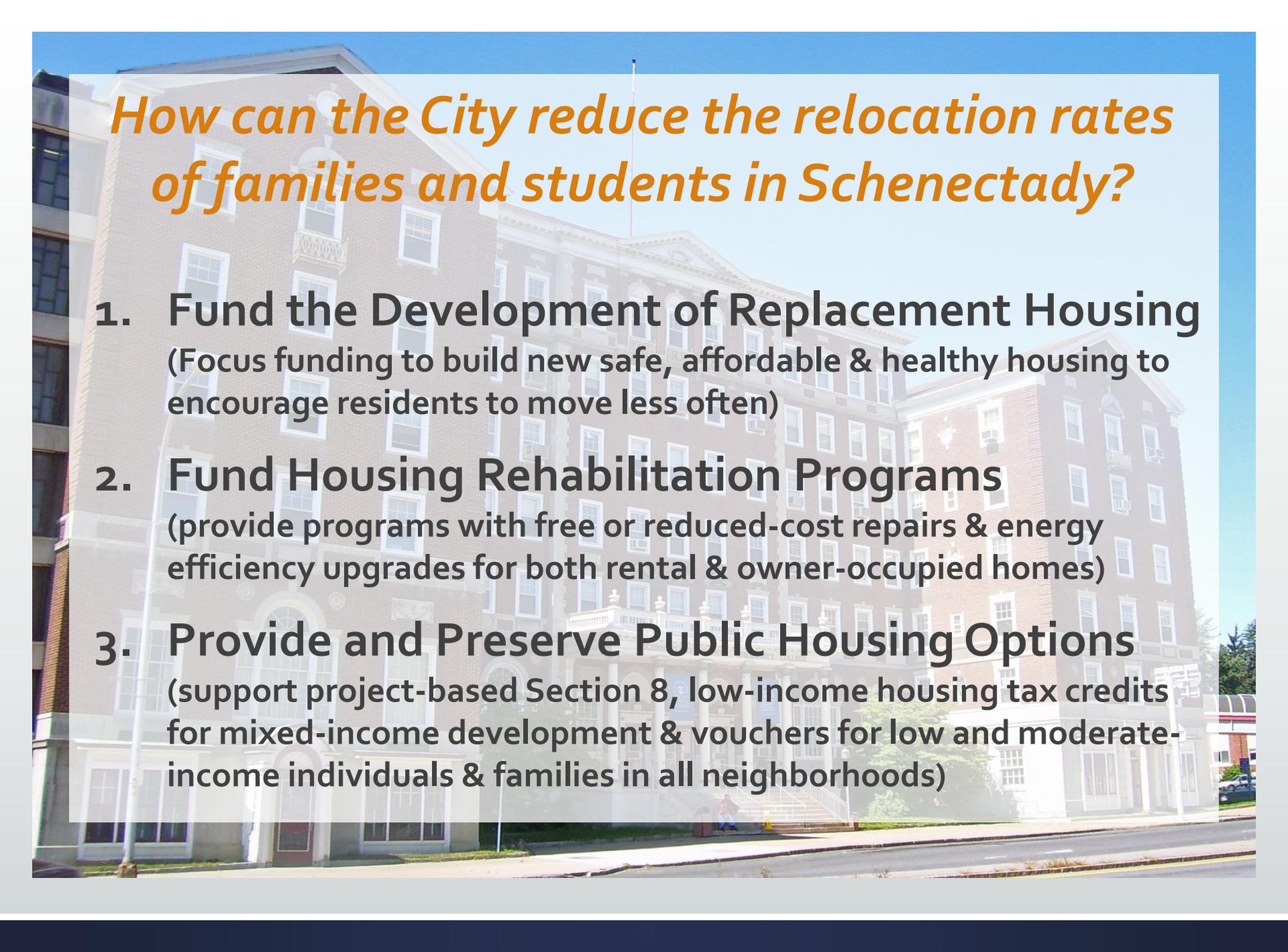
(Meet with business & technology “associations” to create emerging industry scholarships, mentorships & apprenticeships)

2. Connect Schools to Local Industry Partners

(Fund programs that provide students with internships & training to plan, design, manufacture & market real-life and local products & services)

3. Identify “off-hour” Training Programs

(Work with business organizations to identify and help fund opportunities for students to be trained and employed at real job sites on real equipment when the workforce is gone for the day)



How can the City reduce the relocation rates of families and students in Schenectady?

- 1. Fund the Development of Replacement Housing**
(Focus funding to build new safe, affordable & healthy housing to encourage residents to move less often)
- 2. Fund Housing Rehabilitation Programs**
(provide programs with free or reduced-cost repairs & energy efficiency upgrades for both rental & owner-occupied homes)
- 3. Provide and Preserve Public Housing Options**
(support project-based Section 8, low-income housing tax credits for mixed-income development & vouchers for low and moderate-income individuals & families in all neighborhoods)

Workforce

Roundtable Facilitator: *Karimeh Shamieh*

Revitalization priorities for Schenectady:

1. **Address Vacant and Sub-standard Housing**
(focus on targeted and/or distressed neighborhoods)
2. **Attract Mixed-use & Mixed-Income Development**
3. **Address Vacant & Abandoned Commercial Properties**



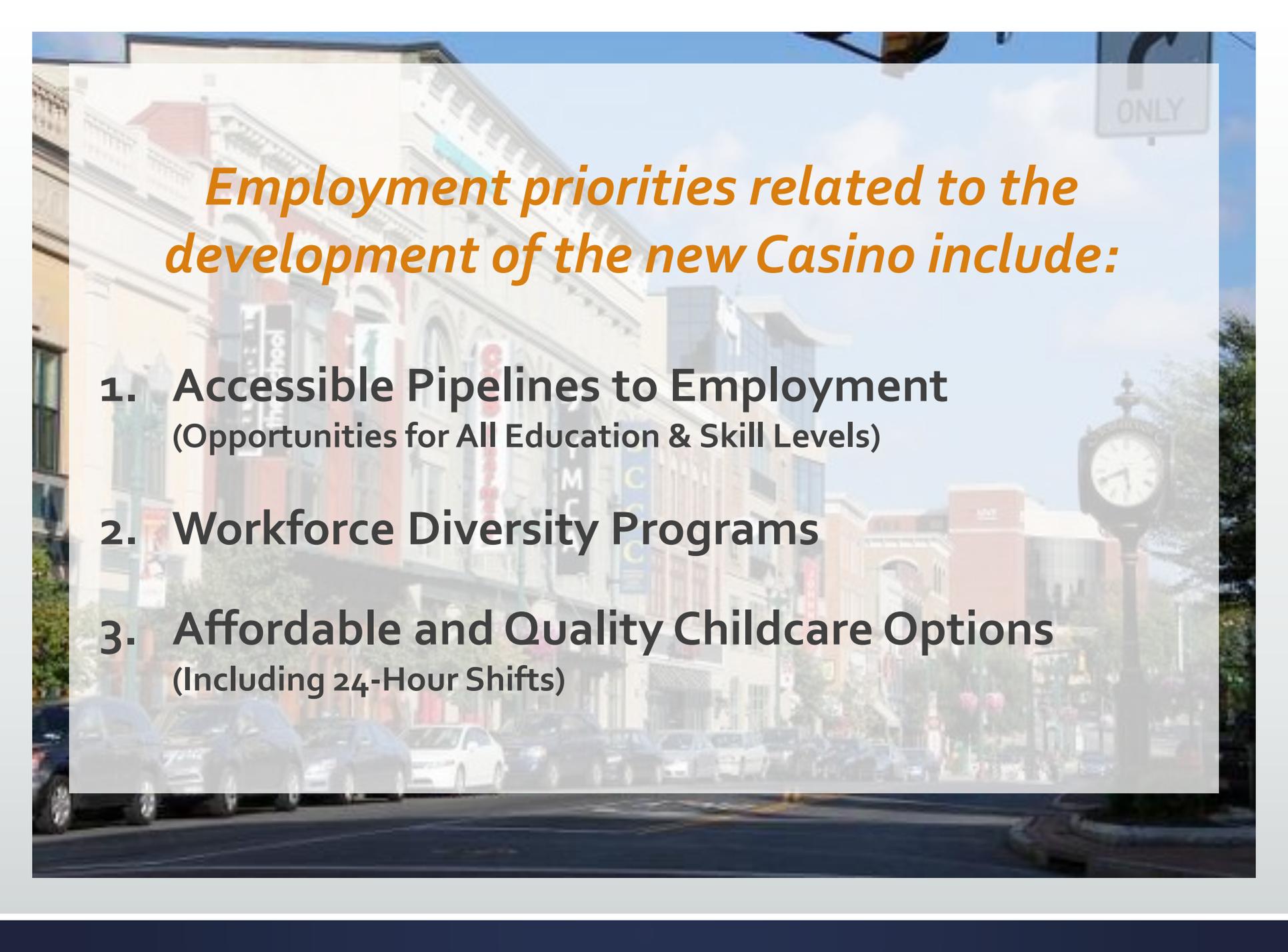
How can the City attract new and existing employees to make Schenectady their home?

- 1. Invest in Strategic & Highly-visible Streetscape Improvements**
(Make neighborhoods more attractive)
- 2. Provide Homebuyer Assistance Programs**
(Down payment and rehabilitation funding)
- 3. Offer “Relocation Motivation” Tax Incentives**

A photograph of a city street scene. In the foreground, there are several cars parked along the side of the road. The buildings are multi-story and have various signs, including one for a school and another for a gym. A clock tower is visible on the right side of the street. The sky is blue with some clouds. The text is overlaid on the image.

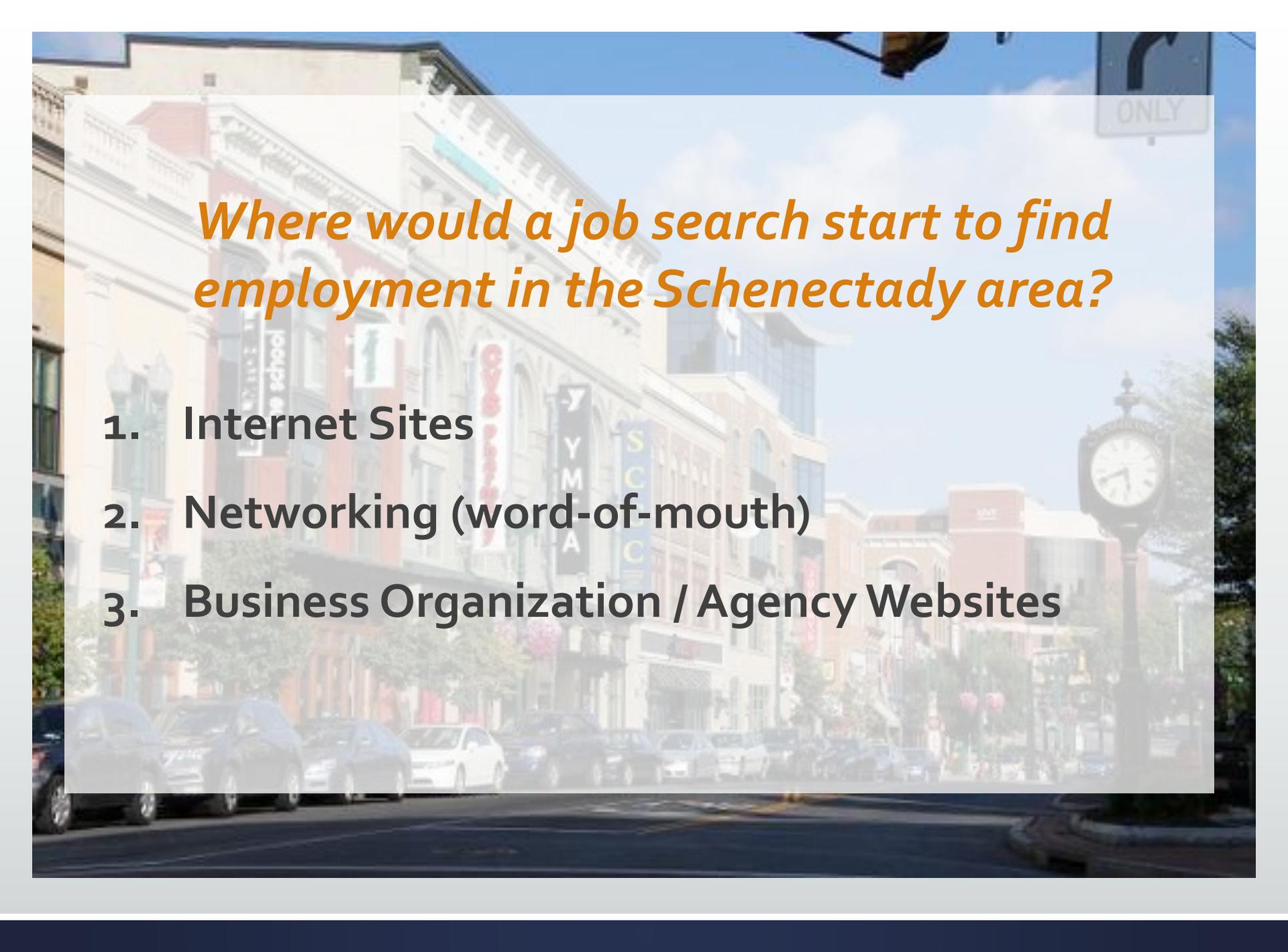
The following types of businesses are necessary to meet the needs of existing and new residents:

- 1. Food Markets - Grocery Stores**
- 2. Professional Services - Office Space**
- 3. Medical Offices - Dentists - Specialty Doctors**
- 4. Technology-Related Businesses**

A background image of a city street with multi-story buildings, parked cars, and a clock tower. The text is overlaid on a semi-transparent white box.

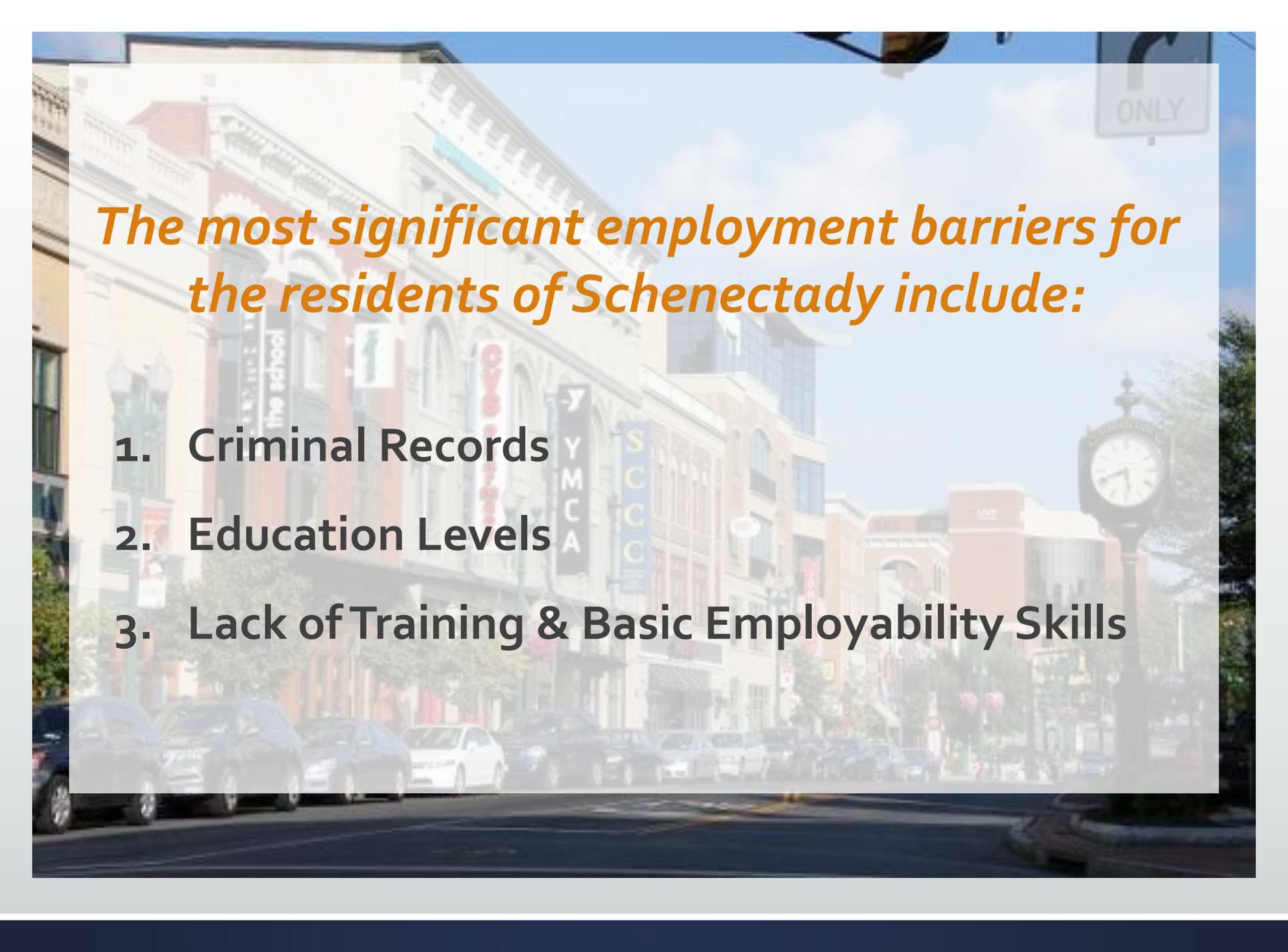
Employment priorities related to the development of the new Casino include:

- 1. Accessible Pipelines to Employment**
(Opportunities for All Education & Skill Levels)
- 2. Workforce Diversity Programs**
- 3. Affordable and Quality Childcare Options**
(Including 24-Hour Shifts)

A street scene in Schenectady, New York, featuring historic brick buildings, a clock tower, and a street sign. The image is overlaid with a semi-transparent white box containing text.

Where would a job search start to find employment in the Schenectady area?

- 1. Internet Sites**
- 2. Networking (word-of-mouth)**
- 3. Business Organization / Agency Websites**

A street scene in Schenectady, New York, featuring historic buildings, a clock tower, and a 'ONLY' sign. The image is overlaid with a semi-transparent white box containing text.

The most significant employment barriers for the residents of Schenectady include:

- 1. Criminal Records**
- 2. Education Levels**
- 3. Lack of Training & Basic Employability Skills**

Next Steps

Community Survey



Community Survey

The Community Survey will be available June 22 – July 15, 2016

Survey Link

City of Schenectady Website
www.cityofschenectady.com

Paper copies of the surveys will be available at the Public Library and City Hall with a “Dropbox” at each location





Community Needs Assessment

Thank You

