

NARANJA LAKES CRA FY 09/10 PROGRAM STRATEGY

Housing

Objective 1: Improve the condition of the existing housing stock

Strategy 1.1: Implement a “Paint it Up/Clean it Up” Program to assist low to moderate income homeowners make minor exterior improvements such as painting, yard maintenance and landscaping.

Partners: Naranja Lakes CRA, Princeton CDC and Volunteers

Outcomes: Paint Up/Clean Up three (3) owner occupied homes

Budget: \$5,000.00 (**No** CRA matching funds budgeted FY 09/10)

Financing Strategy:

Source	Amount	CRA Match	Deadline
Lowes Charitable Foundation	Up to \$25,000	In Kind	Open
Home Depot Building Health Communities	\$2,500	Requires 501c3	December 15, 2009

Strategy 1.2: Implement an Owner Occupied Housing Rehabilitation Program to assist low to moderate income homeowner make major and minor repairs to their homes

Partners: Naranja Lakes CRA, Princeton CDC, Rebuilding Miami Together and other partners as identified

Outcomes: Rehabilitate (3) owner occupied homes

Budget: \$75,000 (**No** CRA matching funds budgeted FY 09/10)

Financing Strategy:

Sources	Grant Amount	Match	Deadline
Lowes Charitable Foundation	Up to \$25,000	In Kind	Open
CDBG FY 09/10 Princeton CDC Housing Funding	\$50,000 to \$75,000	In Kind	Award considered by BCC, October 2009

Objective 2: Increase the number of home owners within the Redevelopment Area.

Strategy 2.1: Develop marketing materials and solicit homeowners through purchase assistance with closing costs through a discount on title insurance and a \$500.00 bonus for purchasers.

Partners: Naranja Lakes CRA and Gray Robinson, PA

Outcomes: Assist five (5) purchasers in the Naranja Lakes CRA

Budget: \$2,500.00 (approved FY09/10 budget includes \$20,000 for grants)

Financing Strategy:

Sources	Grant Amount	CRA Match	Deadline
Naranja Lakes CRA	In kind	\$2,500	N/A

Objective 3: Community education and mobilization for renters and owners rights.

Strategy 3.1: Engage property owners in activities of the CRA through Associations and direct mail and contacts to increase awareness of programs and assistance.

Partners: Naranja Lakes CRA, MDPD, MD Code Enforcement, and Miami Dade Housing Authority.

Action Steps:

1. Attendance at homeowner association meetings
2. Analysis of homesteaded properties in targeted neighborhoods to conduct direct outreach and enlist new Association members
3. Targeted code enforcement, Section 8 enforcement, policing and direct outreach in targeted neighborhoods
4. Community deficiency and infrastructure analyses for targeted neighborhoods.
5. Review of Association by-laws and recommended amendments to improve association management, maintenance and participation.
6. Property owner education courses and materials such as general property maintenance, Section 8 requirements, available grant programs and mobilization through a crime watch or other community organizing activity.

Outcomes: Create a NLCRA presence as a partner in homeowner associations; encourage more participation by owners in their community; increased capacity and management of Associations and properties.

Budget: \$500.00 (approved FY09/10 budget includes \$5,000 for marketing)

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	\$500	Open

Strategy 3.2: Educate renters on their tenant rights, Section 8 requirements and programs for self sufficiency leading to self reliance, jobs or homeownership.

Partners: Naranja Lakes CRA, MDPD, MD Code Enforcement, and Miami Dade Housing Authority, Princeton CDC and other organizations as identified.

Action Steps:

1. Increased distribution of the NLCRA newsletter to include renters.
2. Analysis of Section 8 housing in targeted neighborhoods to conduct direct outreach and proper compliance.
3. Targeted code enforcement, Section 8 enforcement, policing and direct outreach in targeted neighborhoods.
4. Review of Association by-laws and recommended amendments to engage renters in their community and association.
5. Renter education courses, materials and special events such as tenant rights and minimum housing standards, general property maintenance, Section 8 requirements, and opportunities to increase self sufficiency.

Outcomes: Create a NLCRA presence as a partner in the community; engage renters in their neighborhoods and educate them as to their rights as a tenant; increase self sufficiency and encourage conversion of Section 8 rental vouchers to homeownership vouchers.

Budget: \$1000.00 (approved FY09/10 budget includes \$5,000 for marketing)

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	\$1,000	Open

Economic Development

Objective 1: Improve the physical appearance and safety of the businesses located along the US 1 Corridor.

Strategy 1.1: Implement a Business Improvement Grant Program to fund, site improvements, building façade and signage upgrades for businesses residing along the US 1 corridor.

Partners: Naranja Lakes CRA and Princeton CDC

Outcomes: Improve three (3) commercial properties.

Budget: \$42,500.00 (approved FY09/10 budget includes \$20,000 for grants)

Financing Strategy:

Sources	Grant Amount	CRA Match	Deadline
State Farm Company Grant	\$25,000	\$17,500	Open

Objective 2: Attract and retain sustainable businesses to create job opportunities and provide local services to residents.

Strategy 2.1: Research funding availability and, if available conduct a market analysis and develop an economic development strategy to improve economic opportunities and encourage job creation.

Partners: Naranja Lakes CRA, Princeton CDC, South Florida Regional Planning Council, Miami Dade Office of Economic Development and the Beacon Council.

Outcomes: Identified industry clusters, major employers and compatible job training strategies.

Budget: \$40,000 (**No** CRA matching funds budgeted FY 09/10)

Financing Strategy:

Source	Amount	CRA Match	Deadline
JP Morgan Foundation	Up to \$25,000	Requires 501c3	Open
Economic Development Administration Planning Grant	\$25,000	Undetermined	Open

Strategy 2.2: Conduct a survey of small businesses and target educational workshops to retain and train existing small business owners in the CRA.

Partners: Naranja Lakes CRA, Miami Dade County Office of Small Business Assistance and SCORE

Outcomes: Conduct a minimum of two (2) small business workshops.

Budget: \$500 (approved FY09/10 budget includes \$5,000 for marketing)

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	\$500	Open

Infrastructure

Objective 1: Create a CRA District-wide Capital Improvement Plan

Strategy 1.1: Conduct an infrastructure analysis of existing neighborhoods and community resources and identify potential upgrades for future funding

Partners: Naranja Lakes CRA and Miami Dade County Public Works

Outcomes: List of necessary infrastructure upgrades and scope of work

Budget: Staff Hours

Strategy 1.2: Improve ingress/egress, visibility and the appearance of the US 1 corridor.

Partners: Naranja Lakes CRA, FDOT District 6, existing property owners and Miami Dade County MPO

Outcomes: Enhancements to US 1 corridor, construction slated 2011

Budget: Staff Hours

Community Services

Objective 1: Improve access to Community and Educational Services for Naranja Lakes

Strategy 1.1: Solicit non-profit organizations that provide self sufficiency, parenting courses and/or provide coordinated care services to schedule office hours and workshops at the Naranja Lakes CRA Community Center.

Partners: Naranja Lakes CRA, Miami Dade Police Department, Miami Dade Human Services Department and other social service agencies as identified.

Action Steps:

1. Conduct an analysis of specific supportive services needed in the community to support self sufficiency and targeted neighborhood housing strategies.
2. Develop and advertise a Request for Proposals from interested parties in the identified supportive services areas.
3. Engage agencies in a contract for in-kind office space and develop a programming schedule and marketing plan for programs.

Outcomes: Establishment of a rotating schedule for various community services agencies to provide assistance to residents and a workshop schedule. Outcomes will be measured by number of clients served.

Budget: Donation of office space

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	In kind (donation of office space)	Open

Strategy 1.2: Provide and market adult and/or after school educational services at the Naranja Lakes CRA Community Center, Naranja Lakes Library and Naranja Skills Center.

Partners: Naranja Lakes CRA, Miami Dade Board of Education, FIU, Naranja Lakes Library and Naranja Skills Center.

Action Steps:

1. Appoint a Naranja Lakes CRA Education Advisory Board (made up of identified partners) to identify educational programs lacking in the CRA and to make recommendations for supplemental education.
2. Create a matrix of existing educational programs available in the CRA and provide better marketing for those programs
3. Either through direct interest or a solicitation for Request for Proposals contract with agencies to provide the service gaps identified by the Advisory Board.

4. Engage agencies in a contract for in-kind office space and develop a programming schedule and marketing plan for programs.

Outcomes: Establishment of educational services at the Naranja Lakes CRA Community Center

Budget: Donation of office space

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	In kind (donation of office space)	Open

Strategy 1.3: Continue enhanced Community Policing Services through Miami Dade Police Department:

Partners: Naranja Lakes CRA and Miami Dade Police Department

Outcomes: Reduction in criminal activity in the CRA

Budget: \$315,000 (approved FY09/10 budget includes \$315,000 for community policing)

Financing Strategy:

Source	Amount	CRA Match	Deadline
Naranja Lakes CRA	N/A	\$315,000	N/A

Financing Summary

Total Naranja Lakes CRA Sources	\$339,500.00
Total Grants and Outside Sources	<u>\$145,000.00</u>

Maximum Budget for FY 09/10 NLCRA Program Strategy: \$484,500.00

Specific programs requiring outside financing will be implemented based on financial availability. Items listed as having “No** CRA matching funds budgeted FY 09/10” will be completely reliant on outside funding unless other CRA sources become available. The primary focus of this Strategy is on outcomes; therefore to the extent possible, Staff will seek other resources in order to achieve results.*