

AGENDA

GOAL 2 ALLIANCE

Board Members:

Aaron Terpstra • Daniel Kvamme • Danielle Rowland • Sarah Green • Jacey Ehmann • Jenn Schaub • Katy Hallgren • Abby Cribb • Latesha Lipscomb • Latrisha Sosebee • Monica App •

August 10, 2020

1:00pm-2:30pm

Portland Loo (Corner of Division and Weston)

Please wear a mask and use social distancing guidelines

1.	Check out new Heartside Public Restroom (Portland Loo) walk to Monroe Center Social Zone	
2.	Call to order	Monica App
3.	Social Districts	Mark Miller
4.	Approval of Minutes	Monica App
5.	Update on Frequent User System Engagement (FUSE)	Jess Zarik
6.	Update on Homeless Outreach Team	Melvin Eledge
7.	Advisory committee discussion	Monica App
Ω	Public Comment	

8. Public Comment

9. Next Meeting- September 14, 2020





Goal 2 Alliance

July 13, 2020

- 1. Call to order: Ms. Buller called the meeting to order at 1:03 pm.
- 2. <u>Members Present:</u> Danielle Rowland, Dave Nitkiewicz, Sarah Green, Daniel Kvamme, Monica App, Jenn Schaub,

<u>Members Absent:</u> Brian Grooms, Jacey Ehmann, Aaron Terpstra, Latesha Lipscomb, Katy Hallgren, Latrisha Sosebee, Abby Cribb

<u>Others Present:</u> Christa Fergusen, Annamarie Buller, Melvin Eledge, Marion Bonneaux, and Mandy McDaniel (DGRI Staff).

3. Approval of Minutes- June 8, 2020

Monica App, supported by Dave Nitkiewicz, motioned to approve June 8, 2020 Meeting Minutes. None opposed. Motion passed.

- 4. Project Updates
 - a) Wayfinding RFP

Ms. Buller stated the organization selected to help guide the process is Progressive A&E. The committee will be meeting this Thursday to begin a discussion that includes the analysis of the current wayfinding inventory, strategize on how to integrate the Skywalk and Riverwalk, asset management plan and cost, and design strategy.

Ms. App asked what the tentative timeline is for the Wayfinding project? Mr. Eledge stated the current timeline is to have the overall strategy in place by the

end of January. We will use that information to begin the 1st stages of implementation summer of 2021. It will be in multiple phases over the next 2-4 years.

b) Heartside Restroom Update

Ms. Buller stated we are on schedule for delivery of the Portland Loo on July 24th. There is no major opening event due to the pandemic. The communications team has been documenting the process and will have a video about the loo that will be presented on social media.

c) Social Zones

Ms. Buller stated the Monroe North, Bridge Street, Center City, and Heartside social zones are set up. Ambassadors have done a fantastic job building the tables and chairs.

Ms. Schaub stated United Bank is having issues getting customers in due to the construction on Weston and the social zones on Ionia. Ms. Buller stated she will pass on the information on regarding the bank. There is a weekly walk through of the social zones and will relay the concern to that team.

Ms. App stated multiple business on Monroe Center have expressed concern regarding the road closures and lack of costumer access. Ms. Buller stated there are plans for some additional signage.

d) Heartside Quality of Life Implementation proposals

i. History Walking Tour of Heartside/ Downtown Ms. Buller stated the Heartside Walking tours have gone virtual. It is a 6-week series guided by Caroline Cook. The previous tours have been recorded and posted on the Dwelling place website (https://dwellingplacegr.org/replay-virtual-heartside-history-tourseries/). There are 2 more tours you can sign-up here: https://www.eventbrite.com/e/virtual-heartside-walking-tours-tickets-104050423618.

ii. Pekich Park Gardening

Ms. Schaub stated we have pivoted to a different concept because it is hard to socially distance in Pekich Park. Instead, we are looking at towards the future and what we can do to increase spring planting along South Division and Pekich Park. We have a team of summer

staff that is putting together a planting project where they will be planting fall tulip bulbs in Pekich Park and in nearby planters on South Division.

iii. Heartside Gleaning

Ms. Buller stated the Gleaning Initiative, which gives out free produce, takes place on Saturdays in the LaGrave Church Parking lot from 2:30 pm - 3:30 pm.

5. Ped Safety Agenda for Action Draft Documents

Ms. Buller stated she would like to move forward with the pedestrian safety plan. We are waiting on final approval from DNN. In July, we plan to continue to retrieve the incident data to help understand pedestrian crash incidents, tickets, reports, etc. to better understand how we are doing compared to 3-5 years ago. We have also been tracking relative projects and enhancements that are already budgeted for. We also would like to develop a process and schedule with DNN and Goal 2 to be advocates and help with the engagement of this project. Goal 3 and the city will be budgeting and implementing this work.

Ms. Buller reviewed a high-level summary and timeline. Ms. Buller stated she has begun the near neighborhood engagement process by meeting monthly to collect information and comparing the interventions. We also want to continue celebrate pedestrian safety victories on social media, such as those completed Bridge Street and Michigan Avenue.

Ms. Buller stated the goal for August is to create a background presentation to share with rthe community. We would like to help educate people on 'the why' and encourage feedback. Also, in August we would incorporate current thinking including COVID. Continue engagement with neighborhood associations and consider sending a survey to the public for additional feedback.

In September, we would like to work to structure an Agenda of Action. We would continue public engagement and surveys. We would also like to bring in an inspirational speaker regarding pedestrian safety.

In October, the goal is to have a draft agenda for review then in November there would be broad engagement with a finalized agenda.

Ms. Green stated she like the idea of getting a public speaker to sum things up and inspire people. Ms. Schaub asked for all members to consider what does engagement look like with neighborhoods look like with social distancing. How do we get residents aware of the changes

Goal 2 Alliance July 13, 2020

and make those connections? Ms. Schaub recommended adding a small sign or sticker on or nearby completed projects for people to better connect with how those tax dollars are being spent.

Ms. Rowland suggested connecting with a local news channel to talk about the stats and what we are trying to accomplish.

Interventions:

Ms. Buller shared a list of ideas such as speed traps, ramped up policing, pedestrian safety campaign, high impact art installation, a speaker, targeting 4 crosswalks over the next 4 years, advocate for lighting and painting crosswalks, street murals, construction signage, no tun on red, safety patrol during peak times, lowering speed limits, road diets, etc. These are some ideas that have come from other people. Eventually we will pick a few ideas from this list. We really want to get people excited about the issues.

Ms. App stated visually showing the data and information may be helpful. Even to show the historical data to help people understand the why and the importance of pedestrian safety plan may be helpful to get people on board.

Ms. Buller stated if there any other ideas or know someone who is passionate about this issue please connect them with her.

6. Advisory Committee Discussion

Ms. Nitkiewicz stated he will be leaving in August and unfortunately this will be his last meeting with Goal 2.

7. Public Comment

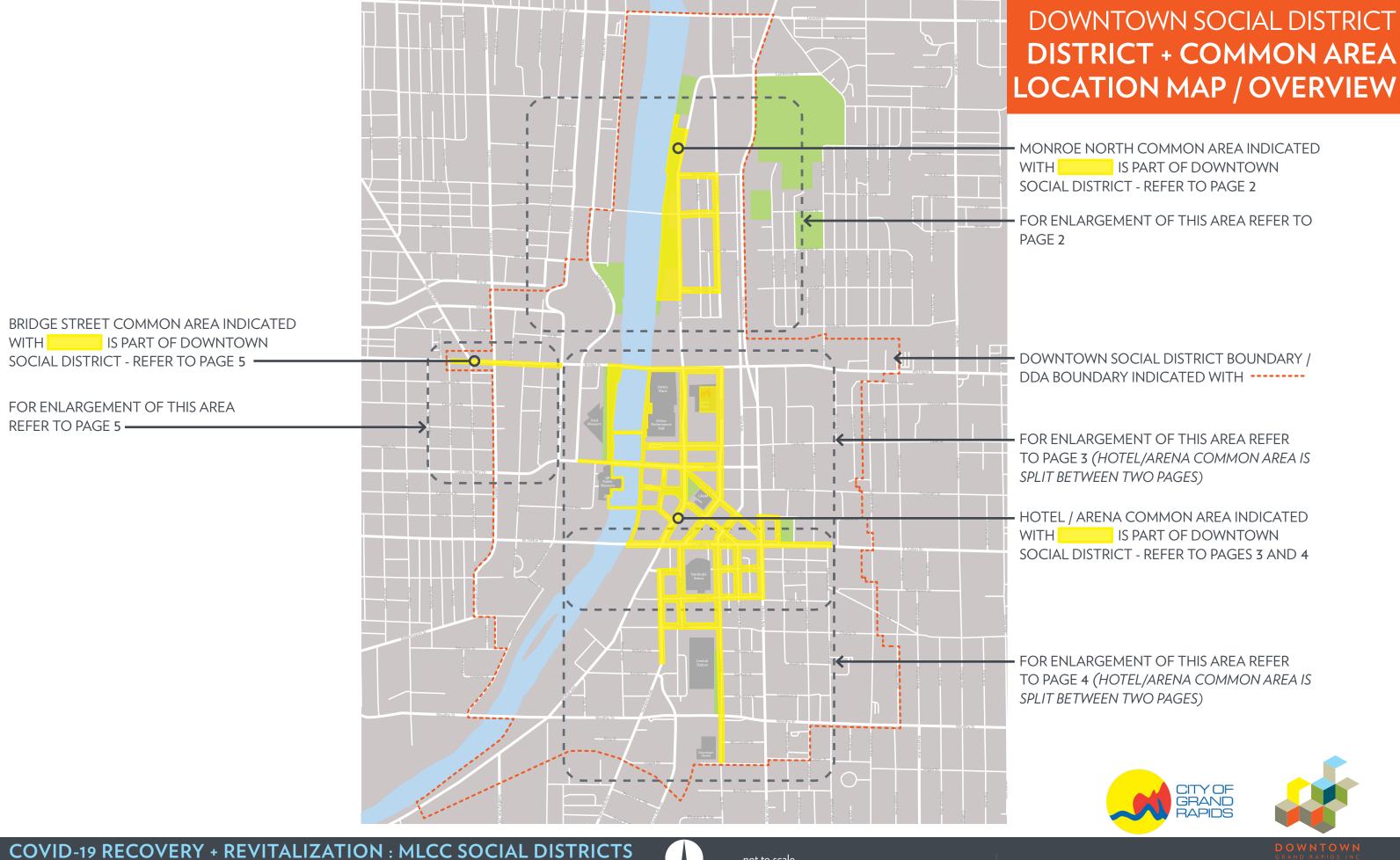
None.

8. Next Meeting - August 10, 2020 1 - 2:30 pm

9. Adjournment

Ms. Buller adjourned the meeting at 2:03 pm

Minutes taken by: Mandy McDaniel Administrative Assistant Downtown Grand Rapids Inc.



PERMIT PLANS + ILLUSTRATIVES



DOWNTOWN SOCIAL DISTRICT MONROE NORTH COMMON AREA

SOCIAL DISTRICT BOUNDARY LEGEND

SOCIAL DISTRICT BOUNDARY / DDA BOUNDARY

MONROE NORTH COMMON AREA

SINGLE BUSINESS EXCLUSIVE USE (EXCLUDED FROM COMMON AREA)

LIQUOR LICENSEES ELIGIBLE FOR SOCIAL DISTRICT PERMIT

1 LINEAR

2 BRICKYARD TAVERN

3 CITY BUILT BREWING COMPANY

4 SANDY POINT BEACH HOUSE

5 GARAGE BAR

6 EASTERN KILLE DISTILLERY

7 ROCKY'S

8 SPEAK EZ LOUNGE

9 EMBASSY SUITES / BIG E'S SPORTS GRILL



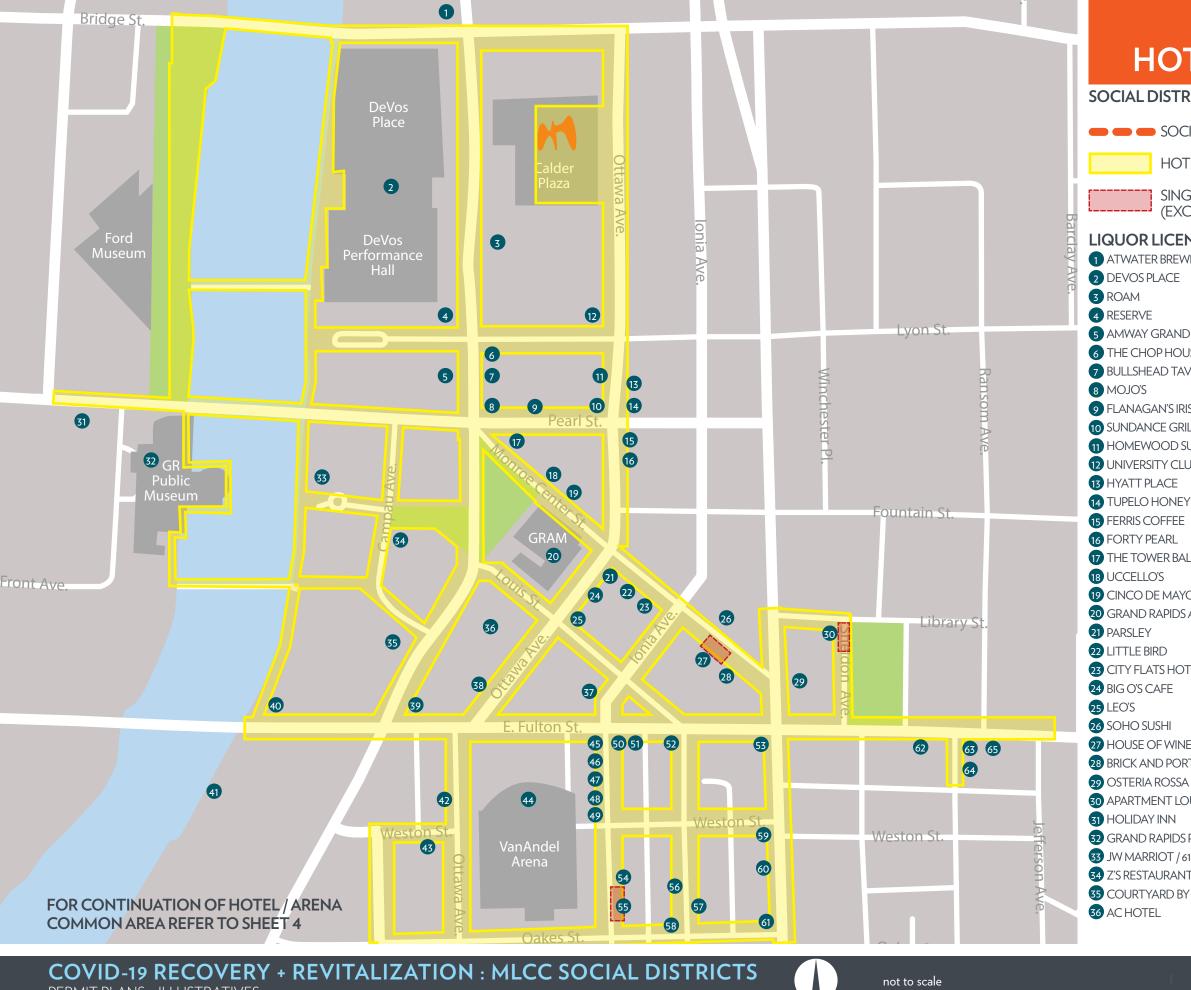


COVID-19 RECOVERY + REVITALIZATION : MLCC SOCIAL DISTRICTS
PERMIT PLANS + ILLUSTRATIVES



not to scale

14 |...|...202



DOWNTOWN SOCIAL DISTRICT HOTEL / ARENA COMMON AREA

SOCIAL DISTRICT BOUNDARY LEGEND

SOCIAL DISTRICT BOUNDARY / DDA BOUNDARY (NOT IN VIEW ON THIS SHEET)

HOTEL / ARENA COMMON AREA

SINGLE BUSINESS EXCLUSIVE USE (EXCLUDED FROM COMMON AREA)

LIQUOR LICENSEES ELIGIBLE FOR SOCIAL DISTRICT PERMIT

- **1** ATWATER BREWERY
- **DEVOS PLACE**
- 4 RESERVE
- 5 AMWAY GRAND PLAZA HOTEL
- 6 THE CHOP HOUSE
- 7 BULLSHEAD TAVERN
- 8 MOJO'S
- 9 FLANAGAN'S IRISH PUB
- 10 SUNDANCE GRILL
- 111 HOMEWOOD SUITES
- 12 UNIVERSITY CLUB
- 13 HYATT PLACE

- 17 THE TOWER BALLROOM
- 18 UCCELLO'S
- 19 CINCO DE MAYO
- 20 GRAND RAPIDS ART MUSEUM
- 21 PARSLEY
- 22 LITTLE BIRD
- 23 CITY FLATS HOTEL
- 24 BIG O'S CAFE
- 26 SOHO SUSHI
- 27 HOUSE OF WINE
- 28 BRICK AND PORTER
- 29 OSTERIA ROSSA
- **30 APARTMENT LOUNGE**
- 31 HOLIDAY INN
- **32** GRAND RAPIDS PUBLIC MUSEUM
- 33 JW MARRIOT / 616 RESTAURANT
- 34 Z'S RESTAURANT & BAR
- **35** COURTYARD BY MARRIOTT
- **36** AC HOTEL

- 37 BRUSH STUDIO
- 38 20 MONROE LIVE
- **39** THE B.O.B.
- 40 PIND INDIAN CUISINE
- 41 CHARLY'S CRAB
- **42 SOCIAL HOUSE**
- 43 BISTRO BELLA VITA
- 44 VAN ANDEL ARENA
- 45 GRAND RAPIDS BREWING
- 46 J. GARDELLA'S TAVERN
- 47 DIVANI
- 48 SPARKS BBQ
- 49 HOPCAT
- 50 BUFFALO WILD WINGS
- 51 BACK FORTY SALOON
- 52 SAN CHEZ
- 53 FERRIS STATE UNIVERSITY
- 54 MAX'S SOUTH SEAS HIDEAWAY
- 55 LUNA
- 56 STELLA'S
- **57** PYRAMID SCHEME
- 58 NEW HOTEL MERTENS
- 59 GR NOIR
- 60 ROCKWELL/REPUBLIC
- **61 RUMORS NIGHT CLUB**
- 62 MEXO
- 63 ONE TRICK PONY
- 64 COTTAGE BAR
- 65 PALACE OF INDIA

#37 THROUGH #65 ARE ALSO **REPRESENTED ON PAGE 4**

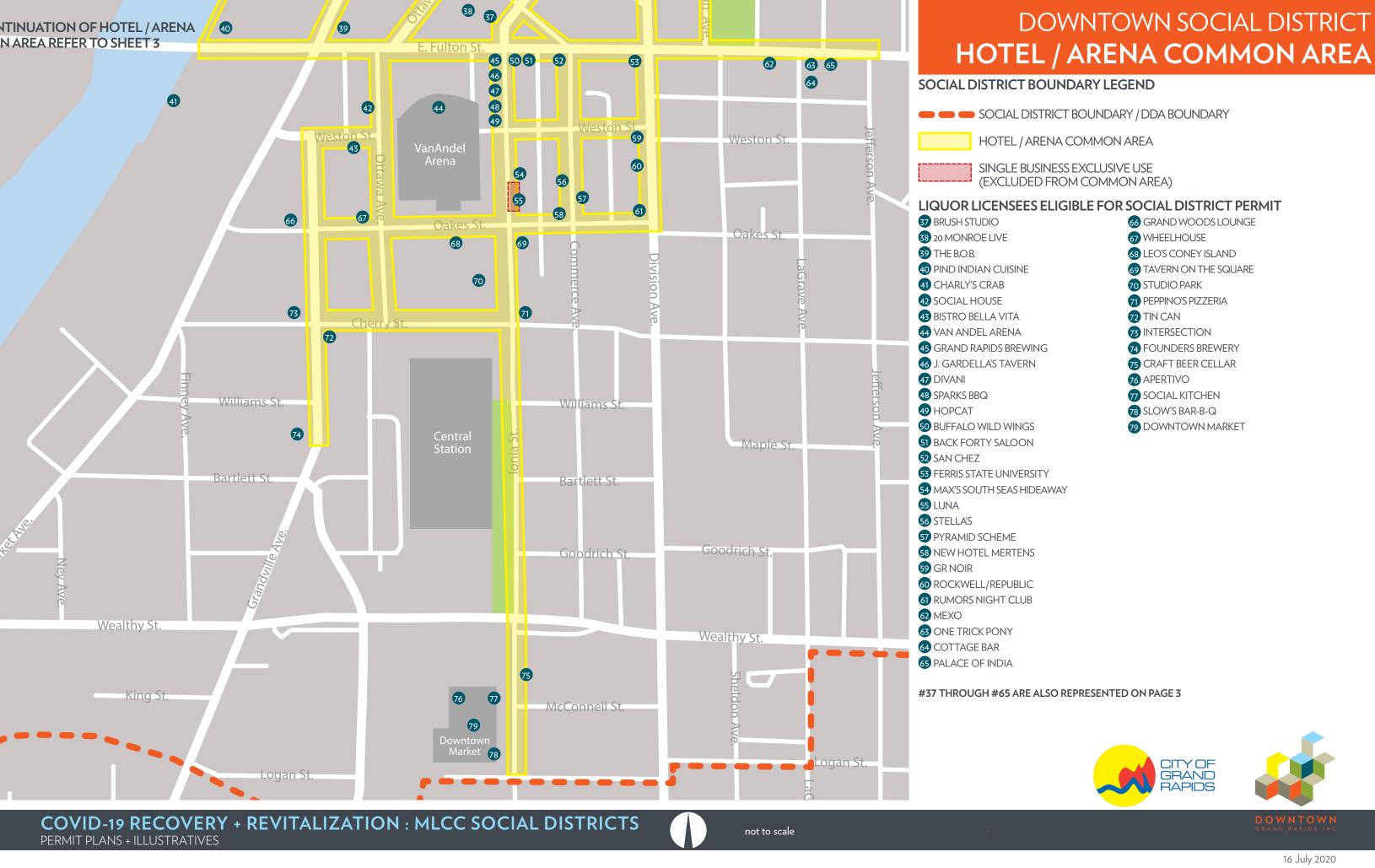




PERMIT PLANS + ILLUSTRATIVES



16 July 2020



3rd St 2nd St. 1st St. 1st St. Bridge St 10111213 Douglas St. Place Chatham St. Lake Michigan Dr. Museum California St. Front Av

DOWNTOWN SOCIAL DISTRICT **BRIDGE STREET COMMON AREA**

SOCIAL DISTRICT BOUNDARY LEGEND

SOCIAL DISTRICT BOUNDARY / DDA BOUNDARY

BRIDGE STREET COMMON AREA

SINGLE BUSINESS EXCLUSIVE USE (EXCLUDED FROM COMMON AREA)

LIQUOR LICENSEES ELIGIBLE FOR SOCIAL DISTRICT PERMIT

- 1 HARMONY BREWING COMPANY
- 2 STEEL CAT
- 3 ONE BOURBON
- 4 KALE'S KORNER BAR
- 5 ANCHOR BAR
- 6 SOVENGARD
- 7 FRATELLI'S
- 8 NEW HOLLAND BREWERY
- 9 ANDO ASIAN KITCHEN
- 10 O'TOOLE'S PUBLIC HOUSE
- 11 BUTCHER'S UNION
- 12 MORNING BELLE
- 13 JOLLY PUMPKIN





COVID-19 RECOVERY + REVITALIZATION : MLCC SOCIAL DISTRICTS PERMIT PLANS + ILLUSTRATIVES



not to scale

MEMORANDUM

DOWNTOWN DEVELOPMENT **AUTHORITY**



Agenda Item #9

November 13, 2019 **DDA Meeting**

DATE: November 13, 2019

TO: Downtown Development Authority

FROM: Annamarie Buller, Manager or Neighbor Experience

SUBJECT: Two Dwelling Place Affordable Housing Solutions: CLT& FUSE

The GR Forward community planning process revealed considerable demand for growing and securing the neighborhood's overall supply of "affordable" housing. The City of Grand Rapids and the Downtown community are deeply committed to maintaining and expanding a broad range of housing choices, with an emphasis on "affordable" housing for low-wage earners. The GR Forward established the goal of maintaining 30% of the Downtown housing supply for those earning below 120% of area median income [AMI].

Downtown is currently on track with this housing goal. Currently 30% of housing units are "income-restricted" which help low income renters obtain affordable housing. These units were developed with funds that protect affordability, typically for families earning up to 60% of the Area Median Income [AMI]. The Downtown neighborhood today enjoys the highest concentration of "affordable" housing stock in the greater Grand Rapids area. The challenge is maintaining and growing this supply.

In May of 2019, the GR Forward Goal 2 Alliance and Downtown Grand Rapids Inc. staff released a Request for Proposals [RFP] to solicit creative solutions that advance Downtown's "affordable" housing goal. DGRI received several initial calls of interest and in August of 2019 Dwelling Place Nonprofit Housing Corporation submitted a request for funding with two distinctly different and unique approaches to address affordable housing issues in the Downtown area. In September of 2019, the Goal 2 Alliance reviewed the pair of proposals and recommended both approaches receive approval from the Downtown Development Authority.

This pair of approaches affirmed by a working group of the GR Forward Goal 2 Alliance, advances on numerous Downtown goals, including:

- Protect affordable housing stock.
- Diversify types of housing available Downtown.
- Provide housing opportunities to the "missing middle".
- Explore ways of expanding homeownership.



The first approach: CLT

Dwelling Place proposes to form a Community Land Trust [CLT], another unique model for affordable housing focused on long-term, affordable home ownership for the "missing middle" demographic (50% - 110% of the area median income) in the downtown area. "Missing middle" are described as those that are not low-income enough to qualify for a subsidy but also do not earn enough to afford market rate units downtown. While the CLT model for affordable home ownership has been around for many years, it has not been widely implemented in Michigan and does not currently exist in Downtown.

Dwelling Place has contracted with Burlington Associates, national experts on the CLT model, to provide planning assistance in the development of a business plan to convert several rental apartment communities into home ownership opportunities. The largest of these apartment communities is located on South Division Avenue is called Martineau Apartments. This 23-unit apartment community was established in 2004 as an artist, live/work community, the first of any scale in Grand Rapids.

A community land trust is able to ensure long term affordable home ownership for two reasons:

- The community land trust owns the land under the improvements, which eliminates the cost of land from the transaction.
- The buyers are allowed to purchase their homes/apartments, significantly below the appraised value, usually 65%-75% of the appraised value of the improvements, in return for entering into a land lease that restricts the amount of equity from appreciation, an owner can take from a future sale of the property in order to ensure the affordability for the next buyer.

A low or moderate- income buyer will have an opportunity to own their own home in way that would be otherwise impossible in a conventional market. CLT owners would receive ongoing support before and during the purchase process and throughout the period of time that they remain as owners of these unit to insure their success as a homeowner. Please note, no renters will be displaced if they are unable or not interested in owning their units.

CLT Funds will be used to defray costs for the \$25,000 consulting contract with Burlington Associates, for some of the estimated \$112,000 of soft costs associated with creating the CLT ownership structure, including legal, survey work and a portion of the costs for DDA eligible façade improvements and/or ADA accessibility accommodations. The entire budget for acquisition, hard and soft costs associated with the Martineau project alone will exceed \$3.8 million, most of which will be financed with anticipated mortgage proceeds from CLT buyers. A portion of the existing equity in the property will be contributed back to the CLT by Dwelling Place, including 100% of the land and the portion of the fully renovated appraised value being contributed by Dwelling Place as a reduction in the sale price.

Recommendation: Approve the request for funding not to exceed \$100,000 for Dwelling Place to create a CLT and to assist in the rehabilitation of Martineau Apartments.

The second approach: FUSE

Dwelling Place proposes a pilot project called FUSE (Frequent User Systems Engagement) that is modeled after similar efforts in 20 + other cities. FUSE is a multi-faceted housing model that focuses on the provision of supportive

housing for individuals who are the hardest to maintain in housing. The FUSE model incorporates a local commitment for wrap around services which will accompany a housing placement to increase the likelihood for housing stability and reductions in use of expensive private and public services from law enforcement, first responders, emergency room providers, judicial and social service providers.

After 9 months of engagement with representatives of more than 30 separate public and private organizations regarding the intersection of behavior health and economic development, FUSE was identified a viable strategy in this process to identify and focus on housing a finite and specific demographic of homeless individuals in the downtown area who most frequently utilize police, fire, EMS, hospital, judicial and social services programs. Untreated physical and behavioral health needs are often observed as significant barriers for stability in the lives of these individuals. Housing is seen as a critical component for changing this pattern of instability, especially if the housing is accompanied with other services and treatment programming designed to meet the unique needs of each individual. The Corporation for Supportive Housing (CSH), is a national intermediary that works with local communities to create permanent supportive housing strategies in their community. They are also a recognized expert in the provision of planning assistance to communities creating and implementing the FUSE model. CSH submitted a proposal to provide planning assistance in Grand Rapids to facilitate the creation of a Heartside-Downtown FUSE Plan in conjunction with the Michigan Department of Health and Human Services, local police, fire, health care, judiciary and social service organizations.

Partners engaged with Dwelling Place in the creation of a FUSE project also expect improved economic development outcomes in neighborhoods where public inebriation, public urination, untreated mental illness and substance abuse problems are prevalent. Dwelling Place will hold the planning assistance contract with the Corporation for Supportive Housing [CSH] for the FUSE program but form a Steering Committee comprised of major health care entities, social service agencies and local governmental entities to provide oversight for this initiative.

Dwelling Place, as the owner of more than 300 permanent supportive housing units in the Heartside Neighborhood would work closely with the Steering Committee, the local Continuum of Care and others to prioritize some of the existing supportive housing owned by Dwelling Place and others to shelter up to 50 FUSE clients with improved coordination for on-site service integration from local social service and health care institutions. The entire \$33,425 grant will be used to defray a portion of the \$42,500 planning assistance contract with CSH to plan and implement the FUSE initiative.

Recommendation: Approve the request for funding to cover planning assistance to support FUSE in the amount not to exceed \$33,425.00.

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Recommendation: Approve the request for funding to cover planning assistance to support FUSE in the amount not to exceed \$33,425.00.



City of Grand Rapids FUSE Scope of Services

June 2019

Purpose of Consulting Services

A cross-sector stakeholder group in the City of Grand Rapids is seeking technical assistance to establish a system for identifying people who are in need of supportive housing who are frequent users of the Kent County Jail, local emergency shelters, and hospital emergency departments for supportive housing. CSH created the Frequent Users Systems Engagement (FUSE) approach to help communities across the country use data and align systems to identify people with the highest costs and greatest needs for permanent supportive housing. The Grand Rapids Community is seeking CSH's consulting services to develop a local FUSE Initiative in the Heartside Neighborhood of downtown Grand Rapids.

Menu of Services

1. Cross-Systems Data Matching and Landscape Assessment (July-October 2019)

An essential component of the FUSE initiative is data-driven targeting. CSH has significant experience supporting communities nationally with overcoming barriers to cross-sector data sharing and arriving at a shared, community definition of frequent users. Assistance in this area will include:

- Identification of key systems to include and contacts at relevant agencies such as homeless systems, HMIS data administrators, jail system administrators, hospital stakeholders, as well as State-level Department of Health and Human Services (HHS) and other agency stakeholders
- Assistance with outreach and engagement to key stakeholder partners (i.e. CoC/HMIS lead agency and jails, state partners, etc.) that may contribute data, including presentations
- An assessment of data matching capacity at each stakeholder agency/organization
- Samples of data use agreements needed to execute the data match/analysis and help facilitate development MOUs/Business Associate Agreements to share data, including field selection, analytical plan, and security/privacy considerations
- Elevating best practices in planning for data sharing for FUSE populations—including how far back to look at data, fields useful to share for FUSE, frequency of use, data sharing flow, and planning for future matching/data integration
- Technical assistance on frequent user list development with available data

 Support framing and shaping the analysis of frequent user data for presentation to stakeholders to achieve consensus around targeted population and eligibility factors

Budget: Estimated cost for this task is \$11,375.00.

2. Stakeholder Engagement and Cross-System Resource Alignment Support (July – December 2019)

CSH will work with the Grand Rapids Community to establish an interagency, multi-sector FUSE stakeholder Workgroup that will design and implement a FUSE initiative in Heartside Neighborhood of downtown Grand Rapids. CSH will:

- Provide assistance with identifying and structuring the FUSE stakeholder workgroup (including, but not limited to providing guidance on composition/membership, scope, purpose, FUSE project champion, project manager, etc.)
- Facilitate one on-site multi-stakeholder FUSE kick-off meeting and participate in scheduled meetings with project partners to occur in the first two months of the contract
- Provide facilitation support of FUSE Workgroup meetings; manage agenda and ensure that project is hitting clear goals and milestones with input from local project point person
- Provide assistance with cultivating interagency collaboration and ongoing engagement with an eye towards identifying, aligning and repositioning necessary housing and services resources to implement a successful FUSE initiative, including assistance with identification of short- and long-term housing and supports
- Provide coordination support with leadership for the local Coordinated Entry System to educate on FUSE and using matched administrative data to enhance prioritization of housing resources
- Provide strategic guidance to the FUSE Workgroup in connecting its work to the creation of new supportive housing units underway in Grand Rapids
- Provide support and best practices around evaluation planning (provide support cultivating relationships with local and statewide evaluation and research partners)

Budget: Estimated cost for this task is \$12,250.00.

3. FUSE Implementation Assistance and Support (January 2019- June 2020)

CSH will work with the FUSE Workgroup in the development of an implementation framework clearly outlining the timeline and process for implementing FUSE in Grand Rapids. CSH will:

- Provide strategic guidance to the FUSE Workgroup to create the implementation framework that outlines program eligibility, service delivery, and monitoring tools
- Provide strategic guidance to the FUSE Workgroup in creating a mechanism to track implementation progress and provide sample tracking tools
- Connect to peers in Michigan and other states/localities that have successfully implemented FUSE
- Help the FUSE Workgroup to develop an assertive, targeted outreach and client recruitment plan
- Assist stakeholders in assessing the need to implement or alter a release of information for the project
- Remotely lead and develop the agendas for implementation meetings to assist
 Action Team and stakeholders in executing the plan

Budget: Estimated cost for this task is \$11,375.00.

Scope Budget Information:

Task Area	Timeline	Amount
Task 1 - Cross-Systems Data Matching and Landscape Assessment	July- October 2019	\$11,375.00
Task 2 - Stakeholder Engagement and Cross-System Resource Alignment Support	July- December 2019	\$12,250.00
Task 3- FUSE Implementation Assistance and Support	January 2019- June 2020	\$11,375.00
Travel		\$7,500.00
Total		\$42,500.00

Next Steps

Thank you for the opportunity to submit this proposal. We would be happy to modify the scope of work with your feedback to best meet your needs. Please contact Mercedes Brown at mercedes.brown@csh.org or 810-357-6096 to discuss next steps.