



THE OFFICE OF GOVERNOR
WES MOORE
GOVERNOR'S OFFICE FOR CHILDREN



PURPOSE
BUILT
COMMUNITIES

The Role of Neighborhood Transformation and Housing in Safe and Thriving Communities

ENOUGH Act | Focus Neighborhood Action Plan | Safe and Thriving Communities

JULY 24, 2024 WEBINAR

Webinar Agenda

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ENOUGH Grant Program Overview

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The Role of Neighborhood Transformation and Housing in Safe and Thriving Communities

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Q&A and Applicant Resources



ENOUGH Grant Program Overview

ENOUGH Initiative

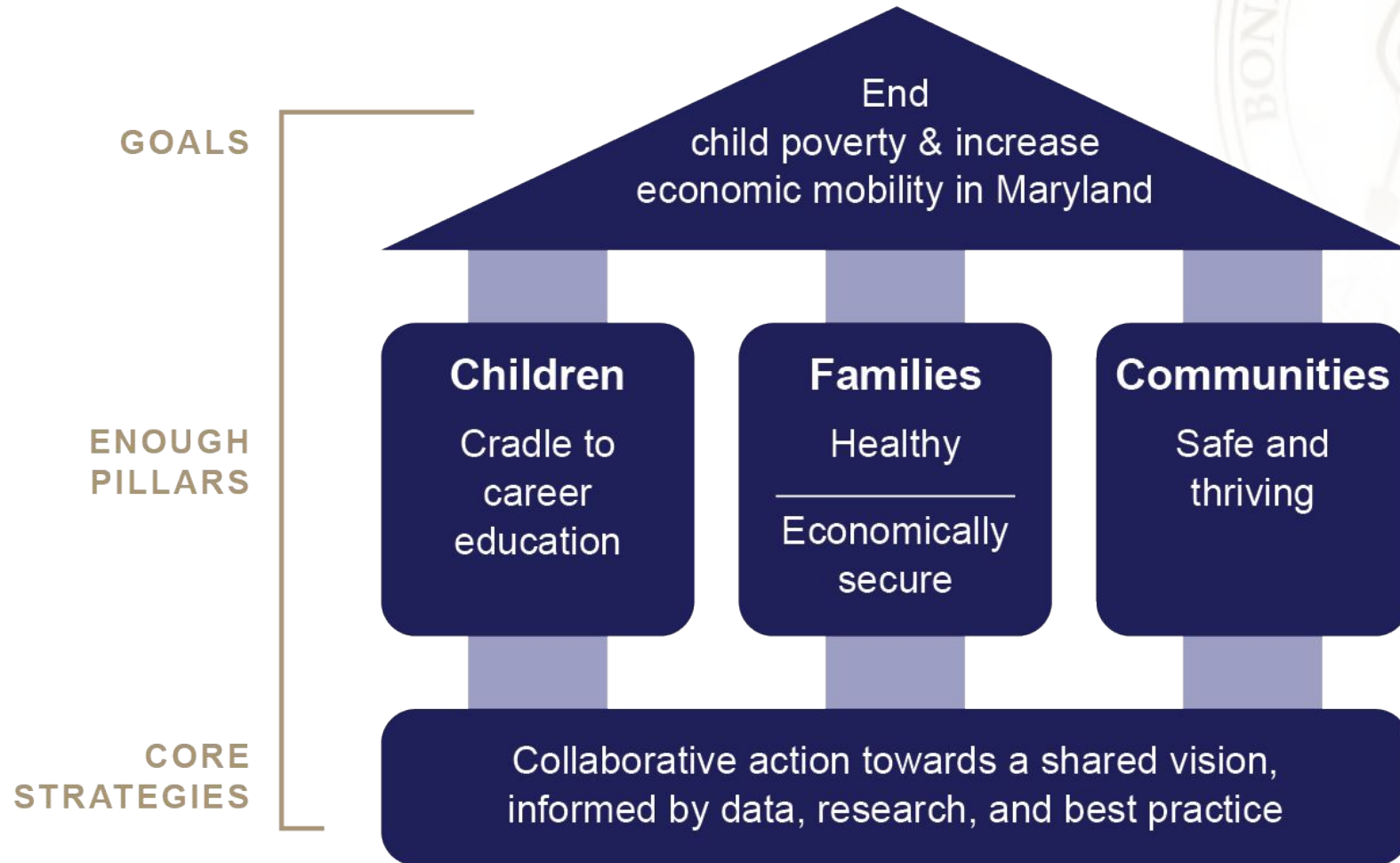
The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) Initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

- ENOUGH Act signed into law May 9, 2024
- Administered by the Maryland Governor's Office for Children
- Whole of government approach to ending child poverty

“Communities across Maryland will provide the vision, and the state will provide the support.”

- Governor Wes Moore

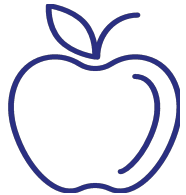
ENOUGH Theory of Action



ENOUGH Result Areas



Cradle to Career Education: Unlocking children’s potential through early care and education from birth until working in a career, specifically ensuring smooth transitions through kindergarten, middle school, and high school graduation with a pathway to college and/or career



Healthy Families: Ensuring community member and family access to high quality healthcare with goals of decreasing infant mortality, increasing life expectancy, and improving mental health



Economically Secure Families: Ensuring higher employment and entrepreneurship resulting in livable and family-sustaining wages, and stable, thriving households where families can provide for necessities, weather hard times, and build wealth



Safe and Thriving Communities: Creating communities where residents feel safe and where the built environment supports their ability to thrive, including through high-quality, affordable housing, a thriving commercial core, and access to recreational spaces, nutritious food, and transportation

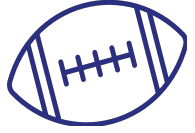
FY25 ENOUGH Grant Program

Purpose: Funding to eligible communities to create community-driven, cross-sector partnerships to plan and advance place-based strategies that reduce child poverty and increase economic mobility.

Basic Eligibility Requirements:

- ✓ Lead Applicant
- ✓ Core Partners
- ✓ Community

Lead Applicant Eligibility Requirements



Lead Applicant is called the **Community Quarterback Organization**

Community Quarterback organization may be any of the following:

- community-based organization
- non-profit organization
- local government entity
- Local Management Board
- Community Action Agency

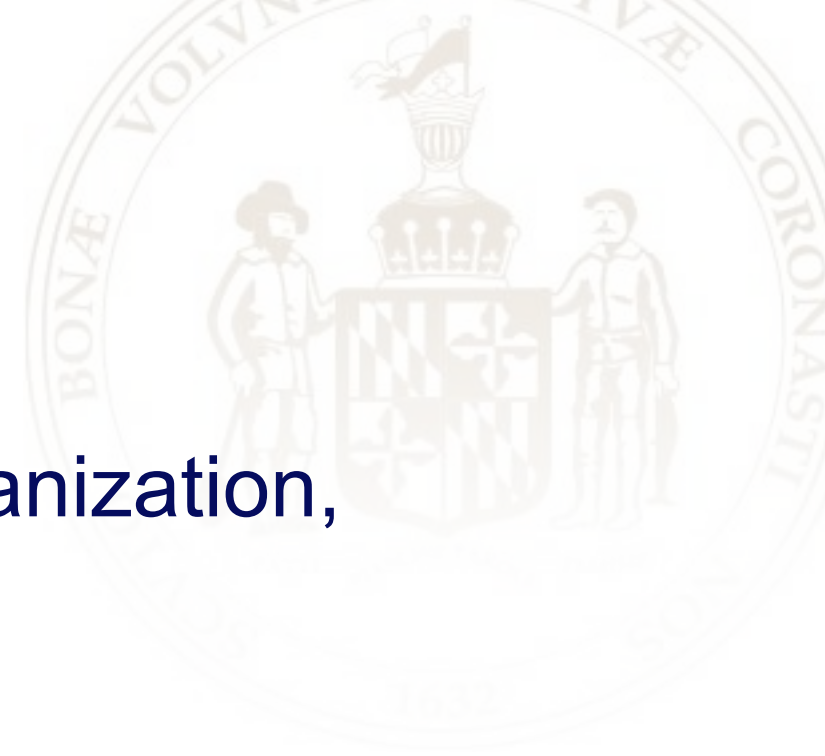


Core Partners Eligibility Requirements



Minimum* required partners include:

- a community-based non-profit organization,
- a local government entity, and
- a public school



Expectation is that applicants will engage a **broad coalition of partners across sectors.*

ENOUGH Grant Program Pathway – Three Tracks of Entry

Grant Program Track	Award Amount	Project Period
Track 1: Partnership Development	\$65,000	6-12 Months
Track 2: Plan Development	\$300,000	12-24 Months
Track 3: Implementation	Up to \$5M* (FY25)	Up to 4 Fiscal Years

**Track 3: Implementation award is based on the number of children contributing to eligibility criteria in the proposed service geography. Proposed budget for Track 3 should include three additional years of ENOUGH funding. The Governor’s Office for Children will help Track 3 applicants identify their multi-year budget limit.*

Qualifying Criteria to Apply for Each Grant Program Track



MEETS COMMUNITY ELIGIBILITY CRITERIA

Communities that have at least one U.S. Census tract where more than 30% of children are living in poverty AND (2) is served by a community school with a concentration of poverty level of at least 80%



COMMUNITY QUARTERBACK

Community-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners



PARTNERSHIP COLLABORATIVE

A robust partnership of community-led organizations representing each of the ENOUGH results areas

An established partnership governance structure to ensure alignment, information sharing, and resource deployment



COMMUNITY NEEDS ASSESSMENT

Completed needs assessment identifying assets and gaps, informed by community data and residents' input



NEIGHBORHOOD ACTION PLAN

An action plan that leverages various funding streams to address gaps identified in the needs assessment and provide a continuum of services for the community across ENOUGH results areas

TRACK 1: PARTNERSHIP DEVELOPMENT

TRACK 2: PLAN DEVELOPMENT

TRACK 3: IMPLEMENTATION

Tip: Use the Track Selector Tool to help identify the track to which you should apply:
<https://bit.ly/ENOUGHTrack>

Purpose Built Communities was founded to advance opportunity and prosperity in neighborhoods so that every resident has equal access to the American dream



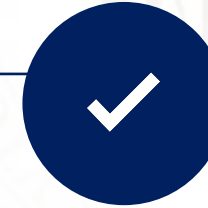
MISSION:

Purpose Built Communities combines the best of practice, policy, and research in housing, education, community wellness, and economic vitality to help neighbors and local leaders deliver transformation to create pathways to prosperity for all residents. This approach makes it possible for residents to experience greater racial equity, improved health outcomes, and increased upward mobility in their neighborhoods.



VISION:

Purpose Built Communities envisions an America where every neighborhood serves as a pathway for opportunity and prosperity for the people who call it home.



VALUES:

POSSIBILITY: Our purpose is proving the possible, not settling for the probable.

IMPACT: We take action and build bridges to create lasting impact.

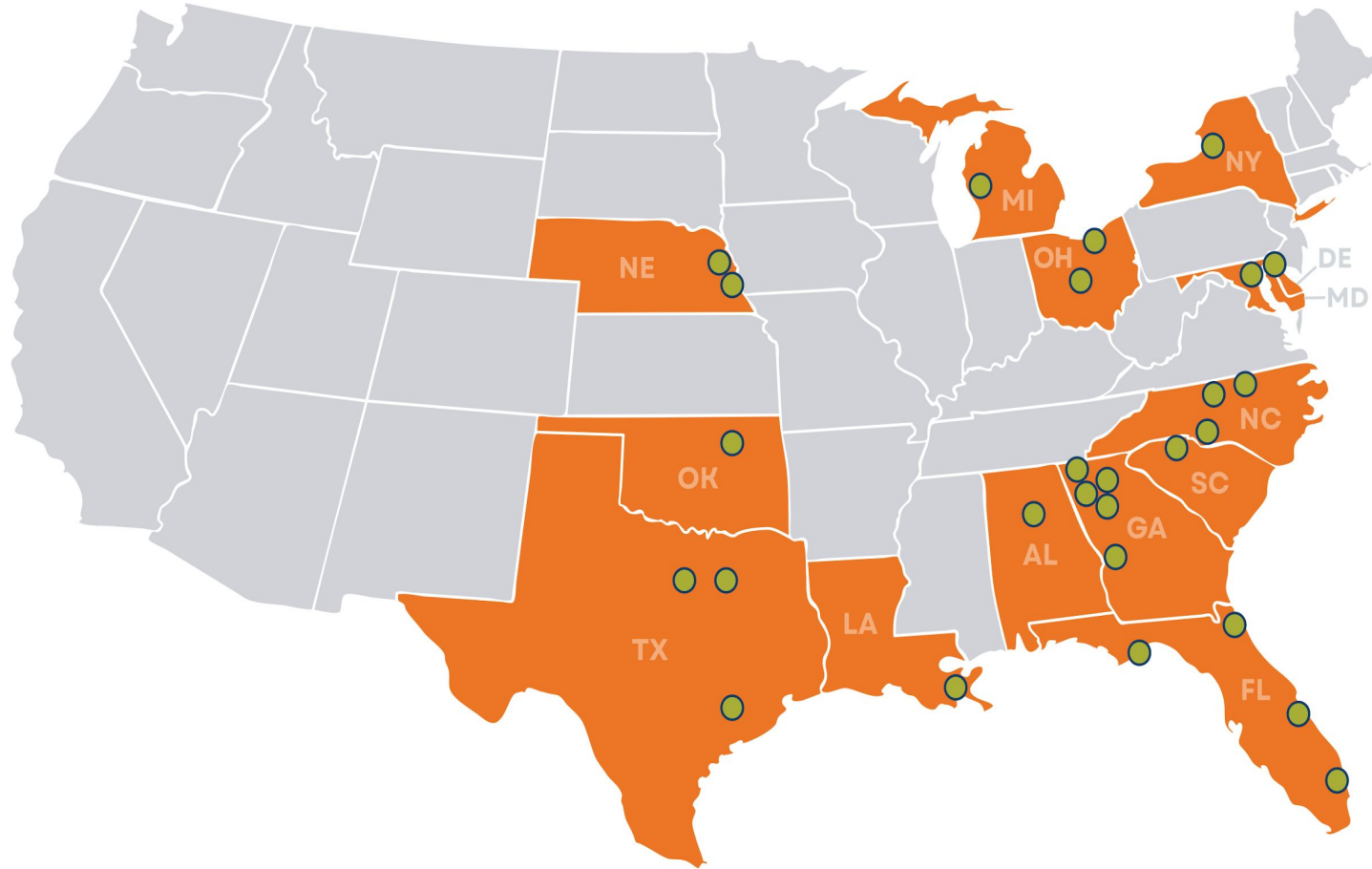
COMMUNITY: We cultivate connected, mutually contributing communities.

EQUITY: We ground our work in the foundational beliefs that race and place matter.

Our proven model provides a roadmap to greater racial equity, community health, and economic power in neighborhoods



Our map of current Network Members, which includes more than 25 Community Quarterbacks



ALABAMA
Birmingham, AL: Woodlawn United

DELAWARE
Wilmington, DE: REACH Riverside

FLORIDA
Jacksonville, FL: LIFT JAX
Orlando, FL: Lift Orlando
Tallahassee, FL: South City Foundation
West Palm Beach, FL: Northend RISE

GEORGIA
Atlanta, GA: East Lake Foundation
Atlanta, GA: Focused Community Strategies
Atlanta, GA: Grove Park Foundation
Columbus, GA: The Mill District
Rome, GA: South Rome Alliance

LOUISIANA
New Orleans, LA: Bayou District Foundation

MARYLAND
Baltimore, MD: Cherry Hill Strong

MICHIGAN
Grand Rapids, MI: Amplify GR

NEBRASKA
Omaha, NE: Canopy South
Omaha, NE: Seventy Five North Revitalization Corp.

NEW YORK
Syracuse, NY: Blueprint 15

NORTH CAROLINA
Charlotte, NC: Renaissance West Community Initiative
Raleigh, NC: Southeast Raleigh Promise
Winston-Salem, NC: Boston-Thurmond United

OHIO
Cleveland, OH: Burten, Bell, Carr Development, Inc.
Columbus, OH: Partners Achieving Community Transformation (PACT)

OKLAHOMA
Tulsa, OK: Growing Together

SOUTH CAROLINA
Spartanburg, SC: Northside Development Group

TEXAS
Dallas, TX: Forest Forward
Fort Worth, TX: Renaissance Heights United
Houston, TX: Connect Community

Role of Neighborhood Transformation and Housing in Safe and Thriving Communities

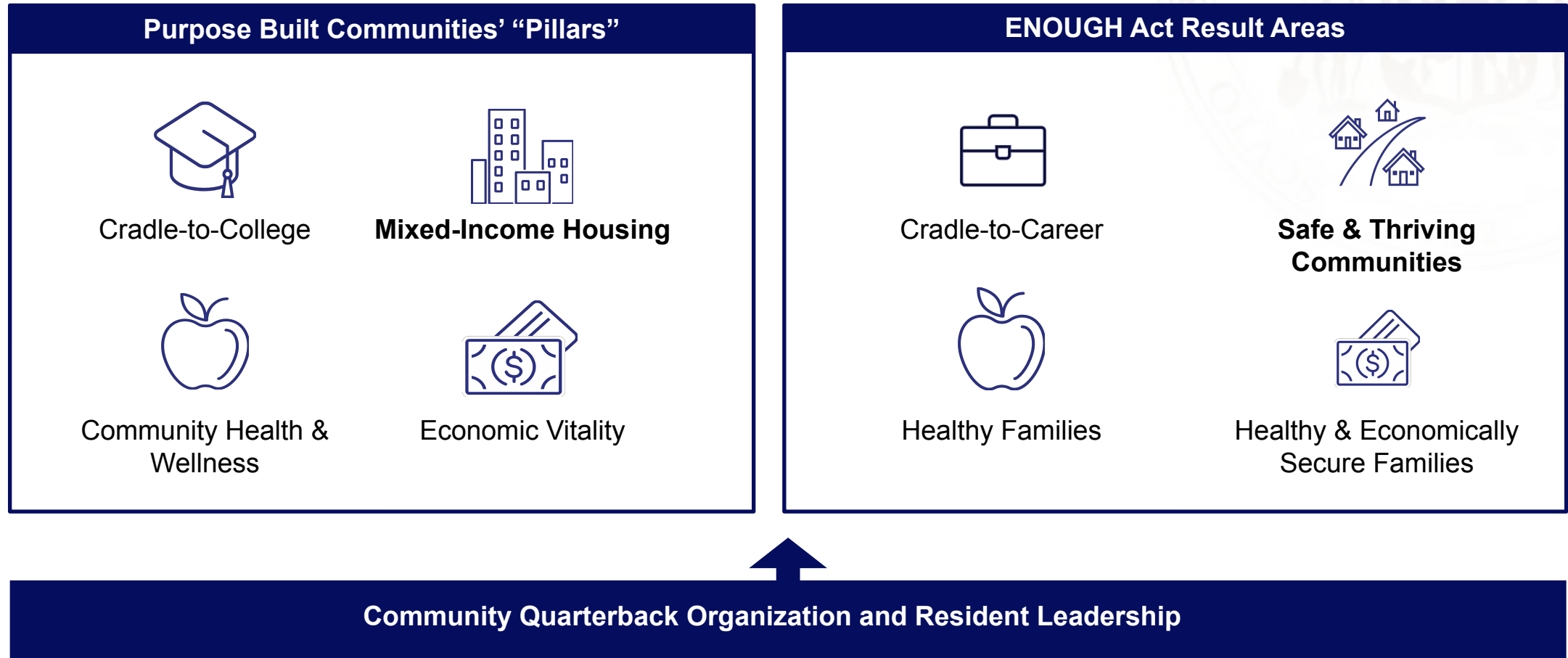
High-quality mixed-income housing is a key element of our model to advance long-term neighborhood revitalization.

Aligns and is embedded in ENOUGH Result Area:

Safe and Thriving Communities: Creating communities where residents feel safe and where the built environment supports their ability to thrive, including through high-quality, affordable housing, a thriving commercial core, and access to recreational spaces, nutritious food, and transportation.



The ENOUGH Act Result Areas align with the pillars of our model



Mixed-Income Housing



We believe quality housing is:

- Designed to be a beautiful place where people want to live – a place that respects everyone’s sense of pride and dignity.
- Attractive, well-constructed with high-quality, sustainable features to reduce the stress and expense of maintenance.
- Developed to accommodate different family structures, such as multi-generational households, with a variety of sizes and layouts.
- Integrated into a neighborhood through its design, location, amenities, and proximity to jobs, businesses, and schools.

Communities: Housing at the Center

Housing Equity and Opportunity: The Challenge We Face

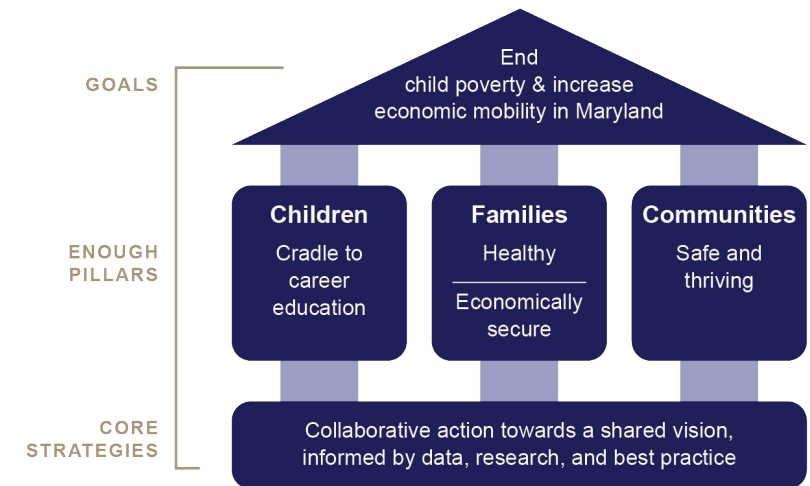
- Overcoming historical disinvestment, racial segregation and policies, etc.

Stable Housing: Impacts all Other Desired Outcomes

- Stabilizes the home for children, improving enrollment and reducing transiency and turnover rates.
- Improves infrastructure in neighborhoods to create communities that are more walkable with amenities such as greenspace, pools, and other amenities
- Supports families' ability to remain in place even as their income changes by providing a mix of affordability in the rental and for-sale housing opportunities.

Mixed Income: What do we mean?

- Affordable and Market Rate housing support equitable housing choices and economic mobility opportunities within one community or place.
- Full Spectrum of Housing Solutions:
- 30% of Area Median Income to 120% Area Median Income to Market Rate Solutions



Developing a Plan: Understanding A Community's Housing Landscape



Developing a Housing Action Plan:

- Community-based Plan that meets current community needs and plans for future housing needs

Asset Mapping:

- Have you mapped community assets, land and potential partners?
- Who is already involved and who needs to be?

Defining the Right Mix:

- What residents Want and Need
- Rental vs Ownership, New vs Rehab vs Preservation
- Mixed Income/Mixed Use

Is the Housing Plan actionable:

- Current planning and zoning
- Land availability
- Financial Resources
- Partnerships

Long term affordability:

- Maintaining affordability while planning for the future

Implementation: Leveraging Partnerships and Resources



Engage Diverse Public/Private Partnerships

- Residents, nonprofit, for-profit, government, financiers, anchor institutions, etc.

Ensure Policy and Permission in place

- Produce & Preserve, mitigates displacement, incentivize and support implementation, etc.

Define funding and investment tools and resources

- Tax credits, funding, grants and impact investments (federal, state, local govt, philanthropy, financial institutions, corporate, etc.)

People and Places: Alignment with Community & Economic Vitality



- Not just about the “Built Environment”
- How are residents leading the of decision-making process, benefiting from the transformation and staying engaged?
- How are we connecting Residents to economic development opportunities, jobs, entrepreneurship, business development, etc.
- Developing resources to enable upward mobility requires planning, coordination and creativity.
- Be Intentional: Connecting development projects to the broader goals around community health & wellness, education and economic mobility



Cradle to Career Education



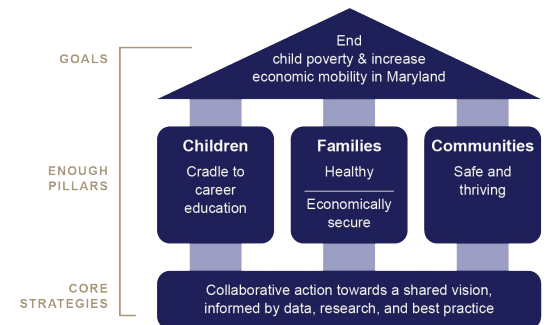
Healthy Families



Economically Secure Families



Safe and Thriving Communities



Choice Planning, Resident-Led, Public/Private Partnerships

Northside Development Corporation: Spartanburg, SC

- Mixed Income and Mixed use
- Diverse Housing Action Plan (preservation and production)



Mixed Use & Mixed Income: Community Quarterback & Housing Authority

Kennedy Square:

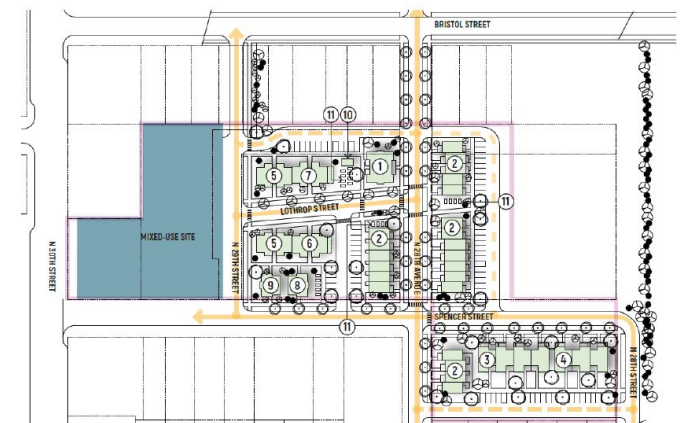
- 95 Units: 1 to 3 BR units
- Townhomes live/work duplexes
- Mixed Use Building
- Townhomes and Single Family

Davis Ridge:

- 41 Units: 1 to 3 BR units
- Walk Up Townhomes & Flat Style Units

Omaha - Kennedy Square East - Mixed-Use	
95 Mixed-Income Rental Units/4000 Sqft Retail	
Capital Source	Amount
1st Mortgage	\$ 8,490,000
Choice Neighborhoods	\$ 9,110,000
LIHTC Investor Equity	\$ 17,705,000
Omaha Hsg Auth Loan	\$ 713,000
CDBG	\$ 2,000,000
HOME	\$ 925,000
Philanthropic Loan	\$ 3,200,000
Other	\$ 218,000
Deferred Fee	\$ 1,397,000
Total Sources	\$ 43,758,000

Omaha - Davis Ridge - Rental Housing	
41 Mixed-Income Rental Units	
Capital Source	Amount
1st Mortgage	\$ 2,500,000
Choice Neighborhoods	\$ 2,200,000
LIHTC Investor Equity	\$ 7,916,000
QCT Gap Financing Program	\$ 2,000,000
CDBG	\$ 2,000,000
Philanthropic Loan	\$ 1,000,000
Deferred Fee	\$ 120,000
Total Sources	\$ 17,736,000



Applicant Resources

Applicant Support: Training Hub and Resource Library

Prospective applicants have access to a curated training hub and resource library focused on the ENOUGH qualifying criteria and result areas.



ENOUGH Grant Program Competition Timeline

Notice of Intent to Apply Due for All Tracks

July 19, 2024

Full Application Deadline for Track 2 and Track 3

September 20, 2024

Full Application Deadline for Track 1

November 1, 2024

Award Notifications

Winter 2024

Estimated Project Start

January 2025

NEXT STEPS: Action Items for Interested Communities



1. Sign up for the [ENOUGH Grant Program Listserv](#) to be notified of technical assistance offerings, Grant Program FAQs, and other applicant resources. You can also send an email to ENOUGH@Maryland.gov to receive updates.



2. Visit the ENOUGH Community Eligibility Map at <https://bit.ly/ENOUGHMap> to identify eligible geographies for ENOUGH Grant Program funds.



3. Use the ENOUGH Track Selector Tool at <https://bit.ly/ENOUGHTrack> to identify the right ENOUGH Grant Program Track for your partnership based on readiness and capacity criteria.



4. Read the **Notice of Funding Opportunity (NOFO)** for detailed grant program requirements, application templates, review criteria, budget limitations, allowable costs, application formatting, and submission process.



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For additional questions or to request access to the ENOUGH listserv, please email us at ENOUGH@Maryland.gov.

Visit the Governor's Office for Children website for updates on the ENOUGH Grant Program Community Support offerings!

GOC.Maryland.gov

We look forward to hearing from you.



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Questions?