

CR-05 - Goals and Outcomes

Progress the jurisdiction has made in carrying out its strategic plan and its action plan. 91.520(a)

This could be an overview that includes major initiatives and highlights that were proposed and executed throughout the program year.

The Office of Community and Economic Development was successful in meeting objectives leading to goals which included assisting the homeless, eradicating hunger, addressing priority needs within the community (such as availability to recreation, cultural events, education, job training, access to public facilities, infrastructure upgrades, facility upgrades and other needs) and providing assistance to non-profits. Community gardens provided training in eating and nutrition to immigrant families and others; sidewalks were completed on Seventh Avenue, Third Avenue and Lippincott Avenue; various City-owned parks were upgraded, streets were improved; assistance was provided to various low to moderate-income groups, organizations, families and individuals.

Comparison of the proposed versus actual outcomes for each outcome measure submitted with the consolidated plan and explain, if applicable, why progress was not made toward meeting goals and objectives. 91.520(g)

Categories, priority levels, funding sources and amounts, outcomes/objectives, goal outcome indicators, units of measure, targets, actual outcomes/outputs, and percentage completed for each of the grantee's program year goals.

Goal	Category	Source / Amount	Indicator	Unit of Measure	Expected – Strategic Plan	Actual – Strategic Plan	Percent Complete	Expected – Program Year	Actual – Program Year	Percent Complete
Decent Affordable Housing	Affordable Housing	CDBG: \$	Homeowner Housing Rehabilitated	Household Housing Unit	25	10	40.00%			
Decent Affordable Housing	Affordable Housing	CDBG: \$	Direct Financial Assistance to Homebuyers	Households Assisted	0	0				

Parks Improvement	Non-Housing Community Development	CDBG: \$	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit	Persons Assisted	25000	21984	87.94%			
Project Administration	Administration	CDBG: \$	Other	Other	35000	35000	100.00%			
Provide Economic Development	Non-Housing Community Development	CDBG: \$	Jobs created/retained	Jobs	10	3	30.00%			
Provide Economic Development	Non-Housing Community Development	CDBG: \$	Businesses assisted	Businesses Assisted	10	8	80.00%			
Provide Economic Development	Non-Housing Community Development	CDBG: \$	Housing for Homeless added	Household Housing Unit	0	0				
Provide new infrastructure and public facilities	Non-Housing Community Development	CDBG: \$	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit	Persons Assisted	35000	35000	100.00%			
Provide new infrastructure and public facilities	Non-Housing Community Development	CDBG: \$	Public service activities other than Low/Moderate Income Housing Benefit	Persons Assisted	0	0				

Provide recreation, cultural, social, edu. act.	Non-Housing Community Development	CDBG: \$	Public service activities other than Low/Moderate Income Housing Benefit	Persons Assisted	25000	25000	100.00%			
Public Safety	Non-Housing Community Development	CDBG: \$	Public service activities other than Low/Moderate Income Housing Benefit	Persons Assisted	12500	12500	100.00%			
Sidewalk and Parking Lot Improvements	Non-Housing Community Development	CDBG: \$	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit	Persons Assisted	25000	25000	100.00%			

Table 1 - Accomplishments – Program Year & Strategic Plan to Date

Assess how the jurisdiction’s use of funds, particularly CDBG, addresses the priorities and specific objectives identified in the plan, giving special attention to the highest priority activities identified.

Cdbg funds were used to improve street, parking areas and sidewalks. Funds were also used for nutrition projects such as the Community Gardens Project which provided training and the growing of organic foods. The facility also houses a Community Service Building which was used for training during the spring, summer and fall and was used to provide temporary shelter for the homeless and disenfranchised during the winter months. Funds were used to upgrade parks and public facilities such as the senior center, community service building, youth center, recreational and passive parks and areas on the oceanfront.

CR-10 - Racial and Ethnic composition of families assisted

Describe the families assisted (including the racial and ethnic status of families assisted).

91.520(a)

	CDBG
White	110
Black or African American	360
Asian	20
American Indian or American Native	0
Native Hawaiian or Other Pacific Islander	0
Total	490
Hispanic	130
Not Hispanic	250

Table 2 – Table of assistance to racial and ethnic populations by source of funds

Narrative

CDBG Funds were used to support very low to moderate income individuals and families. While the general public which frequented low to moderate-income areas received a benefit from improvements, the majority of those who benefitted most were very low to moderate-income. The CDBG program reached out to various ethnic groups but the general population of those who were served included whites, blacks hispanics many of those being immigrant families.

CR-15 - Resources and Investments 91.520(a)

Identify the resources made available

Source of Funds	Source	Resources Made Available	Amount Expended During Program Year
CDBG	public - federal	458,333	654,529

Table 3 - Resources Made Available

Narrative

The allocation for the CDBG Program for PY 2018 was the only source of Revenue for the CDBG Program however other funds were leveraged through the Office of Community and Economic Development but not necessarily used in the CDBG Program such as Regional Contribution Association Funds (RCA) which were used to rehabilitate low to moderate-income housing which is one of the ancillary programs administered by the OCED. CDBG Funds were applied solely for the purpose of benefitting very low to moderate-income individuals, families, areas and for addressing priority needs.

Identify the geographic distribution and location of investments

Target Area	Planned Percentage of Allocation	Actual Percentage of Allocation	Narrative Description
City-wide, emphasis on low/mod zones	71	70	The objective was accomplished
Low/Mod Zones	71	70	The objective was accomplished.

Table 4 – Identify the geographic distribution and location of investments

Narrative

The CDBG funds were targeted for very low to moderate-income areas of the City. Underperforming business districts and impoverished areas throughout Long Branch were given special attention. The CDBG provided upgrades to public facilities in such areas and offered assistance to non-profits that were targeting such areas.

Leveraging

Explain how federal funds leveraged additional resources (private, state and local funds), including a description of how matching requirements were satisfied, as well as how any publicly owned land or property located within the jurisdiction that were used to address the needs identified in the plan.

The Community Development Block Grant Program allowed for the administration of the office and with this ability to operate, was able to leverage funds for parks development through the NJ State Division of Green Acres. The OCED was also able to continue to use funds from the NJ State Council on Affordable Housing for housing rehabilitation and housing production projects. The OCED continues to administer the Nj State Urban Enterprize Zone Program providing tax exemptions to businesses who participate in the program and it is still hopeful that eventually funding fro this program will be re-istated.

The CBGD Program upgraded and made use of publicly owned land and facilities to make seviles, program and benefits available and accessible to those in need. Upgrades were not only done to public facilities but services were extended and improved because of access to the same.

CR-20 - Affordable Housing 91.520(b)

Evaluation of the jurisdiction's progress in providing affordable housing, including the number and types of families served, the number of extremely low-income, low-income, moderate-income, and middle-income persons served.

	One-Year Goal	Actual
Number of Homeless households to be provided affordable housing units	5	5
Number of Non-Homeless households to be provided affordable housing units	0	0
Number of Special-Needs households to be provided affordable housing units	0	0
Total	5	5

Table 5 – Number of Households

	One-Year Goal	Actual
Number of households supported through Rental Assistance	0	0
Number of households supported through The Production of New Units	0	0
Number of households supported through Rehab of Existing Units	0	0
Number of households supported through Acquisition of Existing Units	0	0
Total	0	0

Table 6 – Number of Households Supported

Discuss the difference between goals and outcomes and problems encountered in meeting these goals.

There was no discrepancy between goals and actuals as CDBG funds are not directly or indirectly used for housing. The City did provide temporary shelter for the homeless during extremely cold nights during the winter but under normal circumstances, housing is done through the RCA Program which is a NJ State-funded program.

Discuss how these outcomes will impact future annual action plans.

Outcomes will be consistent with future expectations, and the impact will be consistent with expectations as presently CDBG funds are not used for housing rehabilitation projects.

Include the number of extremely low-income, low-income, and moderate-income persons served by each activity where information on income by family size is required to determine the eligibility of the activity.

Number of Households Served	CDBG Actual	HOME Actual
Extremely Low-income	0	0
Low-income	0	0
Moderate-income	0	0
Total	0	0

Table 7 – Number of Households Served

Narrative Information

Housing needs are provided by the NJ State RCA Program administered by the Office of Community and Economic Development.

CR-25 - Homeless and Other Special Needs 91.220(d, e); 91.320(d, e); 91.520(c)

Evaluate the jurisdiction's progress in meeting its specific objectives for reducing and ending homelessness through:

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The jurisdiction of Long Branch refers most homelessness cases to the Monmouth County Continuum of Care Program. Long Branch does not have the capacity to provide permanent shelter for the homeless at this time.

Addressing the emergency shelter and transitional housing needs of homeless persons

The City provided temporary shelter during the winter months during extremely cold periods at the City of Long Branch Community Service Building at 87 Seventh Avenue in Long Branch. Approximately 30 people were helped during this time.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: likely to become homeless after being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); and, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs

Most cases of this nature are referred to the Continuum of Care Program handled by Monmouth County Community Development Department.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The City of Long Branch refers such cases to the Continuum of Care Program administered by Monmouth County.

CR-30 - Public Housing 91.220(h); 91.320(j)

Actions taken to address the needs of public housing

The City partnered with the Long Branch Housing Authority to provide recreation for the youth, crime prevention for seniors and social activities such as trips and activities for senior citizens. The OCED also supports a "Get-On-Bus" College Tour for junior and senior students of which many are tenants of the Long Branch housing Authority. The City has also participated in the planning of producing additional housing units through a Trust Fund being established by the City from redevelopment and development projects.

Actions taken to encourage public housing residents to become more involved in management and participate in homeownership

The City has supported first-time buyer programs for tenants and former tenants of the Long Branch Housing Authority. The City makes referrals to Monmouth County First-Time Homebuyer program on behalf of those seeking to purchase homes in Long Branch. The City also provides technical information to tenants looking to qualify for a mortgage and also assists with correcting and improving credit reports for very low to moderate-income individuals.

Actions taken to provide assistance to troubled PHAs

The City regularly meets with the Director of the LBHA and priority needs are discussed. The Office of Community and Economic Development has help to formulate conceptual housing production plans and strategized as to how vacant property surrounding the Chester A. Aurthur Senior Complex can be used to provide more affordable housing for those in need. Currently ways to finance the plans are being discussed.

CR-35 - Other Actions 91.220(j)-(k); 91.320(i)-(j)

Actions taken to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment. 91.220 (j); 91.320 (i)

The OCED has assisted in identifying vacant property and abandoned houses that can serve to produce more affordable housing. Discussions with public officials have allowed homes in the Elberone Section of the City to be better integrated and rented to college students who attend Monmouth University. The Building Department of the City has been put on notice to be aware of exclusionary zoning habits and realtors have also been made aware of such practices. Several realtors were contacted and asked if such practices had been used and to date, there has not been a documented case reported. The OCED will continue to admonish City officials, realtors, contractors, property owners and others about the punitive ramifications of selective marketing habits.

Actions taken to address obstacles to meeting underserved needs. 91.220(k); 91.320(j)

The OCED in administering the CDBG Program has improved public facilities in low to moderate-income areas. The OCED has assisted with support to the police and fire departments to better serve housing authority complexes and to provide emergency response when needed. The OCED has made referrals to first-time home buyers and the homeless. The OCED has provided temporary emergency service and shelter to the homeless during periods of extremely cold weather. The OCED has supported community gardens for immigrant families and the underserved which showed them how to be productive, healthy, proud and well fed using their own produce and sharing the same with others. The OCED delivered assistance to non-profits who support the underserved and upgraded common areas frequented by the underserved.

Actions taken to reduce lead-based paint hazards. 91.220(k); 91.320(j)

The OCED meets and discuss lead-base paint structures and affected families where high levels of lead in children has been discovered. It was reported in 2018 that there were an unusual high number of lead cases in local families (18).

The Health Department referred most cases to the County for additional investigations and most cases were assisted through thr efforts of the county. There were no relocations or remediation done by the Office of Community and Economic Development. The OCED has made available and continues to dessiminate information on the hazards of lead-base paint in homes where young children are present.

Actions taken to reduce the number of poverty-level families. 91.220(k); 91.320(j)

The OCED supported job fairs and trainings conducted by Brookdale College and Monmouth University.

The OCED refers individuals to businesses and malls where job openings are listed. The OCED supports food drives and distribute food baskets and useful gifts to seniors and food pantries to help those in need. The OCED supports non-profits that represent the underserved and those in poverty with training, hot meals, clothing and other essential needs.

Actions taken to develop institutional structure. 91.220(k); 91.320(j)

The OCED has partnered with Brookdale College Small Business Development Center to create a business certification program where selected members who reside in Long Branch will have a chance to better understand what it takes to start a business and to operate the same. The OCED has developed structured steps and written procedures as to how to take advantage of CDBG services, programs and activities. The OCED has partnered with Monmouth University to provide transportation from the train station to the campus. The OCED is a member of the Monmouth County Consortium and makes all services administered by the county available and accessible to local individuals.

Actions taken to enhance coordination between public and private housing and social service agencies. 91.220(k); 91.320(j)

The Office of Community and economic Development administers the CDBG Program and is a strong advocate for affordable housing including the rehabilitation and production of the same. The OCED meets regularly with public housing officials to discuss priority needs and the availability of rental units; the OCED meets with developers and general contractors who are involved with the construction of new housing; the OCED meets with social service agencies in Freehold and Atlantic Highlands to secure information and obtain knowledge about available service to the needy. The OCED also meets with Monmouth Housing Alliance and engage in discussions where potentially new affordable housing can either be built or old houses rehabilitated for affordable housing needs. Often referrals are made to benefit those who need assistance.

Identify actions taken to overcome the effects of any impediments identified in the jurisdictions analysis of impediments to fair housing choice. 91.520(a)

Impediments to furthering fair housing include the lack of funding, available land, zoning and ordinances that may restrict greater density development or a number of many other barriers. The OCED attempts to locate and qualify areas where affordable housing projects are possible. The OCED regularly meets with elected officials to ensure that fees collected from development and redevelopment commercial projects are entered in a City-established Trust Fund and the City is close to having a Spending Plan for the production and rehabilitation of affordable housing approved by the courts of the State of New Jersey. This will allow the City to allocate funds for affordable housing in perpetuity or as long as there will be commercial or residential development. It is anticipated that the Spending Plan will be approved sometime this year in 2019.

CR-40 - Monitoring 91.220 and 91.230

Describe the standards and procedures used to monitor activities carried out in furtherance of the plan and used to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

The OCED customarily monitors all services, programs, activities and projects generated by CDBG and other OCED funds. The OCED physically visits various sites and areas where funds are being used. Recipients are asked to report ongoing and completed projects with a narrative and figures regarding those served and racial, ethnic and economic status in an effort to ensure statutory compliance. The OCED reaches out to the underserved to participate in procurement activities as they are announced or advertised as well as minority business owners, areas churches and organizations. Participation in this process is periodically encouraged and announced.

Citizen Participation Plan 91.105(d); 91.115(d)

Describe the efforts to provide citizens with reasonable notice and an opportunity to comment on performance reports.

The OCED, after reviewing any requested report may add comments verbally or in writing. The recipient is always encouraged to justify or verify and concerns and normally a matter will be explained or better understood during this feedback. Anything discovered that sends a red flag or negative comment is addressed immediately.

CR-45 - CDBG 91.520(c)

Specify the nature of, and reasons for, any changes in the jurisdiction's program objectives and indications of how the jurisdiction would change its programs as a result of its experiences.

Currently there is no change to objectives stated or indicated in the Plan. The Plan is to improve on the effort in meeting current objectives which is to say, to be more inclusive of the people who are in need and those wanting to be served. One can never reach all who may require assistance but the goal is to be ever-expanding in providing fair and equitable service. Should this focus be altered or changed in any way, then with proper planning and within regulatory compliance, changes will be made to accommodate the new strategy.

Does this Jurisdiction have any open Brownfields Economic Development Initiative (BEDI) grants?

No

[BEDI grantees] Describe accomplishments and program outcomes during the last year.

CR-45 - CDBG 91.520(c)

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