

AFTER FEMA – ALTERNATE DATA COLLECTION METHODS

What Georgia did...



A tornado of thought is unleashed after each new insight. This in turn results in an earthquake of assumptions. These are natural disasters that re-shape the spirit.

--Vera Nazarian

Alternative Data Collection

Pre-Application

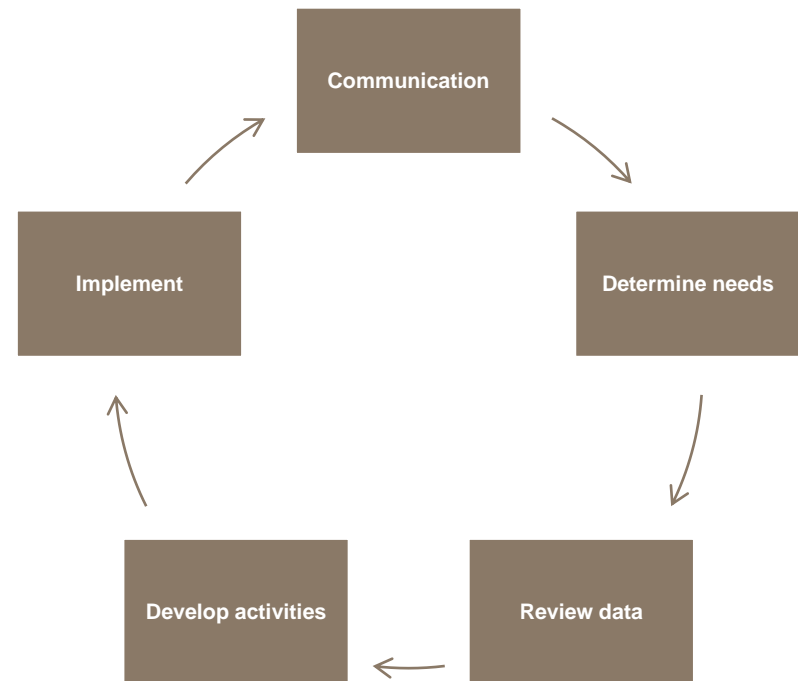
- Used to collect community needs data directly impacting development of the CDBG-MIT action plan
- Provided an opportunity to explain mitigation requirements to local communities to ensure appropriate application types
- Communities were able to select priorities and submit multiple pre-applications
- Simple 4-page document – easy to complete

Survey

- Used to collect community needs data directly impacting the development of a substantial amendment
- Provided an opportunity for residents, business owners, local government, and others to provide input on needs
- Simple 11-question online form – easy to complete with option for comments

Process

- Many contributors and sources are needed for a full-scale needs assessment
- Local governments and constituents are a great source of on-the-ground data
- Communication early and often is key
- Let the data guide decisions
- Continue to communicate as decisions are made and implemented



Method

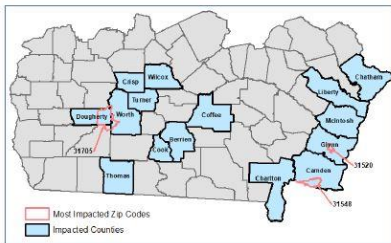
Pre-Application

- Constant Contact notification (pre-established lists)
- Direct contact with eligible local governments
- Question and answer webinars to assist with topics such as FEMA lifelines, eligible mitigation activities, prioritization, etc.
- Assessment of data and eligibility of activities
- Inclusion of data in action plan to guide decision for infrastructure-based activities

Survey

- Constant Contact notification (pre-established lists)
- Establish contact with local Chambers of Commerce, business groups, and local governments
- Dedicated contact person available for questions and assistance with survey completion
- Assessment of data and determination of potential activities for reallocation of funds in substantial amendment

Pre-Application



Eligible Activity Elements - The Activity is not eligible for Mitigation Funds if it does not meet the following criteria:

1. National Objectives (for complete information on all National Objectives please reference 24 CFR 570.208)

Providing Benefit to Low- and Moderate-Income Individuals:

- **LMB National Objective** - Low to Moderate Buyout (LMB) is used for a buyout award to acquire housing owned by a qualifying LMI household, where the award amount (including optional relocation assistance) is greater than the post-disaster fair market value of that property.
- **LMHI National Objective** - Low Moderate Housing Incentive (LMHI) benefits LMI - households that are used for a housing incentive award and tied to a voluntary buyout or other voluntary acquisition of housing owned or occupied by a qualifying LMI household.
- **LMA Area Benefit Activities** - The area benefit category is the most commonly used national objective for activities that benefit a residential neighborhood. An area benefit activity is one that benefits all residents in a particular area, where at least 51 percent of the residents are LMI persons.

Urgent Need Mitigation (UNM) New National Objective:

- The urgent need mitigation (UNM) national objective require activities funded with the CDBG-MIT grant to result in measurable and verifiable reductions and address current and future risks.

Preventing or eliminating slum and blighting conditions- Only by pre-approval from HUD

- Grantees shall not rely on the national objective criteria for elimination of slum and blighting conditions without approval from HUD, because this national objective generally is not appropriate in the context of mitigation activities.

Planning (provide the date of most recent update) –

Is the activity included in the community's Comprehensive Plan or other locally adopted community planning document? Yes No

Date _____

Is the activity included in the community's Hazard Mitigation Plan? Yes No

Date _____

Does your community have building and/or zoning codes? Yes No

Date _____

Is your community interested in receiving funds for planning purposes? Yes No

Complete Activity Budget (Include leverage amounts, where applicable) –

Itemized Unit Cost	CDBG-DR Funds Requested	Leverage	Other Source(s)	Total Costs
<i>Example</i> Install of Storm Water Drains	\$ 815,000	\$ 175,000	Gen Fund (50k) SPLOST (125k)	\$ 990,000
	\$	\$		\$

FEMA Community Lifelines (Please indicate which lifeline(s) your proposed Activity will fall under including the broad category and the more specific activity type) –

The seven FEMA community lifelines and their components are:

- Safety and Security
 - Law Enforcement/Security
 - Fire Services
 - Responder Safety
- Food, Water, Sheltering
 - Evacuations
 - Shelter
 - Water Infrastructure
- Health and Medical
 - Medical Care
- Search and Rescue
- Government Service
- Imminent Hazard Mitigation
- Food/Potable Water
- Durable Goods
- Agriculture
- Patient Movement

Type of Proposed Activity (for each type of structure selected, identify the number of structures and population in the Activity area that will receive a benefit from the proposed Activity; include all structures in Activity area) –

- Residential Property _____
- Business/Commercial Property _____
- Public Buildings _____
- Schools/Places of Worship _____
- Roadways _____
- Utilities _____
- Communications _____

Critical Facilities – (Police, Fire, Medical, etc.)

Will this activity protect any critical facilities? Yes No

Activity Useful Life –

Please select the estimated timeframe the proposed activity is expected to protect from the hazard(s) noted above: (for additional information of Project Useful Life (PUL) please see: <https://emilms.fema.gov/ISO277A/groups/615.html>)

- < 10 years
- 10– 30 years
- > 30 years

Easement/Right of Way –

Does the activity require the acquisition of easements or right-of-way? Yes No

Survey

Small Business Development Survey Data

Purpose

DCA's CDBG-DR team conducted a small business development survey to gain better insight into the needs and wants of the local community for the purposes of developing the most responsive and effective programs for its 2018 CDBG-DR allocation from HUD.

Survey

163 contacts – 59 Responses – 36% response rate
32 government officials, 12 C/Ed Professionals, 6 Business Owners, and 9 'other' participants
11 questions and a comment section

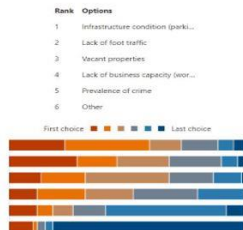
Results

Q1: Please select any one of the following that best describes your role

Response: 32 government officials (54%), 12 C/Ed Professionals (20%), 6 Business Owners (10%), and 9 'other' participants (15%)

Q2: Please rank the following in order from least to greatest, each items impact to small business growth in your downtown area

Response: (1st Bar = Infrastructure, 2nd Bar = Lack of foot traffic, etc...)



Q3: What do you believe is the greatest need for small businesses in your downtown area?

Response: Capacity Training (e-commerce, financial literacy, workforce development) 12 (20%), Access to financial resources 13 (22%), Increased foot traffic 13 (22%), Improved buildings 19 (32%), Other 2 (3%)

Q4: From your perspective, what is the general condition of the buildings in your downtown area?

Response: Totally dilapidated 2 (3%), Somewhat dilapidated 25 (42%), Serviceable 9 (15%), Somewhat maintained 21 (36%), Well maintained 2 (3%)

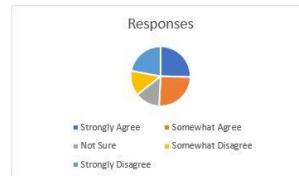


Q5: Absentee property owners are an issue or concern for your downtown area

Response: Strongly Agree 17 (29%), Somewhat Agree 24 (41%), Not Sure 8 (14%), Somewhat Disagree 8 (14%), Strongly Disagree 2 (3%)

Q6: Your local government should purchase and develop more properties downtown

Response: Strongly Agree 15 (25%), Somewhat Agree 15 (25%), Not sure 8 (14%), Somewhat Disagree 8 (14%), Strongly Disagree 13 (22%)



Q7: Property title complications such as heirs property or liens are a hindrance to small business development within your downtown area?

Response: Strongly Agree 7 (12%), Somewhat Agree 11 (19%), Not sure 17 (29%), Somewhat Disagree 16 (27%), Strongly Disagree 8 (14%)

Q8: There should be an increased effort to market the downtowns of rural communities in Georgia

Response: Strongly Agree 38 (64%), Somewhat Agree 16 (27%), Not sure 3 (5%), Somewhat Disagree 1 (2%), Strongly Disagree 1 (2%)

Q9: A retail or trade area study is needed to determine what businesses are viable for the downtown area

Response: Strongly Agree 25 (42%), Somewhat Agree 20 (34%), Not sure 5 (8%), Somewhat Disagree 4 (7%), Strongly Disagree 5 (8%)

Q10: Tactical efforts such as murals, pocket-parks, and community clean-ups would help small business development

Response: Strongly Agree 30 (51%), Somewhat Agree 20 (34%), Not sure 3 (5%), Somewhat Disagree 5 (8%), Strongly Disagree 1 (2%)

Q11: What would be the best combination of solutions to enhance small business development in your downtown area. Please select 3.

Response:



Pre-application - data, data, and more data

Type of Mitigation Activity	Number of Pre-applications	Total Amount Requested	Priority Ranking
Infrastructure-Facilities	16	\$40,829,706	1 st – 5 2 nd – 4 3 rd – 7
Infrastructure-Communications	10	\$45,430,491	1 st – 7 2 nd – 3 3 rd – 0
Infrastructure-Stormwater	5	\$19,730,000	1 st – 3 2 nd – 2 3 rd – 0
Infrastructure-Water/Sewer	6	\$13,473,229	1 st – 3 2 nd – 2 3 rd – 1
Infrastructure-Flood Prevention	5	\$11,611,555	1 st – 1 2 nd – 2 3 rd – 2

54 applications from 23 local governments, including 6 joint applications (city/county).

Survey - data, data, and more data

Type of Need	Types of Assistance Noted
Small Business Assistance	Improved buildings (33%), access to resources (22%), increased foot traffic (22%), capacity training (21%), other (2%)
Building Maintenance	Somewhat dilapidated (43%), somewhat maintained (36%), Serviceable (15%), Well maintained (3%), totally dilapidated (3%)
Property Owner Engagement (absentee ownership)	Somewhat agree (42%), strongly agree (28%), somewhat disagree (14%), not sure (13%), strongly disagree (3%)
Efforts Related to Marketing of Small Business	Strongly agree (64%), somewhat agree (27%), not sure (5%), somewhat disagree (2%), strongly disagree (2%)
Retail/Trade Studies	Strongly agree (43%), somewhat agree (34%), not sure (8%), somewhat disagree (7%), strongly disagree (8%)

163 direct survey links distributed – 59 responses for a 36% response rate

Pre-application Results

- Increased relationship development with local governments
- 100% of CDBG-MIT funds dedicated to Infrastructure activities
- Early discussion with HUD about the eligibility of radio towers with CDBG-DR funds (Communications need)
- Valuable information received related to remaining mitigation needs beyond the CDBG-MIT allocation

Survey Results

- Local government buy-in for economic development through out of the box ideas
- Shared information across DCA departments to allow for a holistic approach to need fulfillment
- Determination of re-allocation of CDBG-DR funds (did not re-allocate to small business)
- Use of other CDBG-DR funds to focus on the needs indicated in the survey (marketing, access to resources, etc.)

Advantages

- Early contact with local areas affected by disaster encourages consistent communication throughout the period of performance
- Defining challenges early allows for solutions to be developed prior to funding subrecipient projects
- They know their needs!

Lessons Learned

- Focus on needs – be targeted in the language used to avoid “wants” overtaking the data
- Be prepared for setbacks – what was envisioned may not be the end result
- They know their needs!

Thanks!

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