

CONSOLIDATED PLAN: KANSAS

Andrew Hayman & Anne Zajic
COCDSA Program Managers Conference, February 2025

KANSAS
COMMERCE

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AGENDA

- Kansas CDBG & the Consolidated Plan – Purpose and impact
- Key Partners & Their Roles – Collaboration for success
- Data-Driven Decision Making – Collection, analysis, and community engagement
- Lessons Learned – Challenges and insights
- Program Successes – Achievements and future direction



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OVERVIEW OF KANSAS PROGRAM

- Established in 1984 – 40+ years of impact
- \$14.8 million annual allocation – Supporting communities statewide
- Funding Match – 25% required for most programs
- Annual competition and rolling rounds
- Evolving Priorities – Previously focused on Water/Sewer and Housing; now expanding to meet broader community needs
- In 2023, CDBG had experienced a lot of changes in staff and priorities of a new administration



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ROLE OF CONSOLIDATED PLAN

- **HUD Requirement:** A federally mandated plan, updated every five years, to maintain program eligibility and funding
- **Community-Driven Priorities:** Ensures funding decisions are based on data, public input, and long-term state and local goals
- **Strategic Roadmap:** Directs the use of CDBG and other HUD funds to support housing, infrastructure, and economic development.
- **Alignment with State & Local Needs:** Ensures federal resources support Kansas' development priorities and address key community challenges



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PARTNERS IN THE PROCESS

- **Commerce Leadership:** Ensures CDBG priorities align with the Framework for Growth, Kansas' economic development strategy
- **KHRC, KDHE:** Manage programs involved in the Con-Plan
- **Regional Planning Commissions (RPCs):** Assist local governments with grant management and project development
- **Community Organizations & Eco Devo Groups:** Offer on-the-ground insights, support grant programs, and contribute to public engagement efforts
- **Con-Plan Consultants:** Provide technical expertise, conduct needs assessments, and help develop data-driven strategies for the plan



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COMMERCE LEADERSHIP

2023 GOALS

- **Expand Participation** – Encourage new cities and counties to engage in the CDBG program
- **Strategic Alignment** – Ensure CDBG priorities align with the Kansas Framework for Growth
- **Program Diversification** – Broaden the range of eligible activities and funding opportunities within CDBG, which previously focused primarily on water and sewer projects
- **Creativity & Flexibility** – Approach community development challenges with innovative solutions and adaptable program designs to better meet local needs



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KHRC, KDHE, and HOPWA

- **Commerce (CDBG):** Led substantial programmatic changes in the 2023 Con Plan, expanding from a narrow focus on Water/Sewer and Housing to a broader Community Facilities category
- **KHRC:** Minimal programmatic changes; largely maintained 2018 content. KDHE is focused on housing programs (HOME, HTF, ESG), maintaining priorities from the 2018 Con Plan, including affordable housing, rental assistance, and homelessness prevention
- **KDHE:** Continued previous programmatic direction of HOPWA with minor updates
- **A Learning Experience:** Commerce led the 2023 Con Plan process for the first time, navigating a steep learning curve.



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COMMUNITY ORGANIZATIONS AND RPCs

- **Expanding Outreach:** Helped connect with hard-to-reach populations, including low-income residents, seniors, and individuals with disabilities
- **Survey Distribution & Promotion:** Assisted in distributing surveys through local networks, social media, and community events to maximize public input
- **Understanding Local Capacity:** Provided insight into the ability of communities and organizations to implement projects, helping shape realistic funding strategies and technical assistance needs.
- **EXAMPLES:** BCBSKS Healthy Pathways, League of KS Municipalities, Regional Planning Commissions, Grant Administrators, Eco Devo Organizations



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CONSOLIDATED PLAN CONSULTANTS

- **Data & Analysis:** Conduct market studies, needs assessments, and ensure HUD compliance
- **Stakeholder Engagement:** Facilitate public hearings, surveys, and focus groups with local governments and communities
- **Plan Development:** Draft and update Con Plan sections, integrating public input and agency priorities
- **Regulatory Compliance:** Ensure alignment with HUD regulations, existing laws, and funding requirements
- **Strategy & Program Support:** Assist CDBG in designing programs that will achieve the Commerce goals



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DATA COLLECTION & STAKEHOLDER ENGAGEMENT

Survey Development: Surveys designed to align with CDBG priorities

- Focused on collecting relevant data for key funding categories & Ensured alignment with the Kansas Framework for Growth, which guides state economic development

Focus Groups: Conducted targeted focus groups with stakeholders

- Gathered qualitative input from local communities, RPCs, and other key partners
- Focus groups helped capture region-specific needs and perspectives.
- What are the most pressing needs for cities/counties in Kansas?
- How can we tailor our Technical Assistance to better support communities?



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DATA COLLECTION & STAKEHOLDER ENGAGEMENT

- Surveys
 - 57% residents
 - 20% Community Development/Eco Devo organizations
 - 17% elected officials
- Focus Groups
 - Rate the need of Quality of Place elements
 - Rate the quality of these elements in your community
 - Capacity to pursue CDBG



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LESSONS LEARNED

- **CDBG Complexity:** Multiple program designs (e.g., Section 108) can create potential distractions
- **Avoiding Rabbit Holes:** A new program manager can easily get pulled in many directions while trying to align with leadership goals
- **Data-Driven Decision Making:** Trust the data collected to guide program design and priorities
- **Balancing Priorities:** Stay focused on core program objectives while being adaptable to new opportunities



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LESSONS LEARNED – STAKEHOLDER MANAGEMENT

Define Roles and Responsibilities

- Assign leadership, set timeline, and clarify meeting involvement based on availability.
- Establish clear levels of input from leadership.

Understand Stakeholder Motivations

- Recognize that each group has unique interests and needs
- Manage expectations and interests accordingly.



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LESSONS LEARNED – “Be Kansas”

Engage Stakeholders Early and Often

- Build continuous relationships with RPCs and community organizations
- Collect data beyond the consolidated plan – gather community input regularly

Leverage Kansas-Specific Insights

- Look to similar-sized states (e.g., Nebraska, Iowa) for innovative ideas
- Continuously monitor trends and best practices from peer states



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SUCSESSES – CDBG ROAD SHOWS

- **Statewide Outreach:** 7 annual in-person meetings with city and county representatives across all economic regions
- **Partnership with RPCs:** Events hosted in collaboration with Regional Planning Commissions
- **Program Updates & Changes:** In-depth presentations on CDBG programs and upcoming modifications.



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SUCSESSES – CDBG ROAD SHOWS

- **Valuable Local Input:** Provides a platform for direct feedback on program needs and improvements
- **Model for Other Agencies:** Due to its success since 2023, other state programs are now adopting similar engagement strategies



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SUCSESSES

- In 2024, we received 52 applications from communities across the state
- 39 awards across 28 counties
- Projects in all economic regions in Kansas
- 13 of the 39 awardees have not received CDBG funding in the past five years, meaning we are reaching new communities and expanding our impact
- 10 commercial rehabilitation projects—the most ever funded in a single year—will revitalize downtowns and boost local economies
- For the first time, CDBG is funding a homeless shelter project in Lyon County, a vital step in addressing housing insecurity



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2024 KANSAS CDBG APPLICATIONS

PROGRAM	APPLICATIONS	CDBG REQUEST
Community Centers, Parks & Libraries	22	\$12,293,500.00
Commercial Rehabilitation	15	\$4,039,278.43
Water/Sewer Infrastructure	6	\$2,253,549.00
Housing Rehabilitation	3	\$1,016,000.00
Sidewalks & Trails	2	\$719,148.00
Regional Water Implementation	1	\$1,000,000.00
ADA Improvements	1	\$200,000.00
Economic Development	1	\$175,000.00
Youth Job Training	1	\$47,850.00
TOTAL	52	\$21,744,325.43



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THANK YOU!

QUESTIONS or COMMENTS



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