



Commonwealth of Massachusetts
**DEPARTMENT OF HOUSING &
COMMUNITY DEVELOPMENT**

Charles D. Baker, Governor ♦ Karyn E. Polito, Lieutenant Governor ♦ Janelle L. Chan, Undersecretary

Public Housing Notice 2019-26

To: All Local Housing Authority Executive Directors
From: Amy Stitely, Associate Director, Division of Public Housing
Subject: Notice of Funding Availability (NOFA) for Creative Place-making Grants
Date: November 4, 2019

1. Overview

The Department of Housing and Community Development (DHCD) is pleased to announce that capital funds are available for improvements to sites, pathways, building exteriors, and interior and exterior common spaces in family and elderly developments through the new Creative Place-making Award Program (the Program). The Program seeks to use creative place-making strategies to encourage intentional integration of the arts, culture, creativity, and design in comprehensive, community development¹ that promote socially connected communities and resident wellbeing. Funds will go to community space projects that arise from ideas generated through resident engagement. A successful project will address:

- 1) A demonstrated need as articulated by the resident community;
- 2) Resident wellbeing and/or safety concerns; or
- 3) Improved connectivity of residents within the Local Housing Authority (LHA) community and/or surrounding neighborhood.

In addition, a successful project will be responsive to place-making design principles as described in Section 2 below. A core principle of this Program is resident engagement, so applications for funding must show that residents have contributed to the project concept. In addition, once funded, projects will be steered by a formalized committee to ensure continued resident engagement through the design process.

2. Creative Place-making Design Principles

Successful applicants will demonstrate that their proposed project is responsive to “Place-Making Design Principles²” and that they have a plan for robust resident and artist engagement. Place-Making Design Principles are as follows:

- Puts community engagement and arts and culture at the forefront of project conceptualization

¹ Local Initiatives Support Corporation (LISC), [What is Creative Placemaking?](#)

² American Planning Association,
[Knowledge Base Connection: Creative Place-making](#)

- Focuses on people as users of physical space
- Links design with community needs
- Encourages pedestrian connections
- Supports neighborhood identity and builds trust
- Fosters a sense of community among residents

See Attachment B for more resources on Creative-Place making design principles, recommended resident engagement process, and example projects.

DHCD will be leading a “Symposium on Creative Place-making: Resident Engagement Techniques and Application Explanations” on **Tuesday, November 19 at 10 am at the MassNAHRO Fall Conference at the Boston Marriott in Quincy**. The Symposium will include presentations by experts on Creative Place-making and an interactive discussion about the requirements of this NOFA. To fully understand the intent of the NOFA and how to address the many facets of the initiative, potential applicants are strongly encouraged to attend the Symposium.

3. Eligible Project Types

Grant funds may be used for the design and construction of the following types of community space improvements through creative place-making:

- Children/teen playscapes/play equipment (non-water based)
- Indoor play or cultural activity spaces
- Adult play – bocce/handball/basketball
- Secure bicycle storage/parking
- Outdoor gyms/indoor exercise equipment
- Indoor or outdoor art installations that address art as social change
- Paths and other improvements to encourage walking, bike use, and physical activity
- New plantings/landscaping/decorative fencing
- Open space / plazas with shaded areas (summer) and/or wind-protected sunny areas (winter) with seating
- Lighting at recreational areas, walking paths, or other common areas
- Benches & picnic tables/outdoor games tables
- Community gardens/raised planting beds
- Communal Wi-Fi
- Connectivity to surrounding neighborhoods
- Spaces that integrate health and wellness into community
- Projects that increase feelings of safety and well-being through activation of space
- Projects to reinvigorate an existing space are also eligible, but must meet the creative place-making design principles
- Other proposed projects that create a place that has a strong sense of community involvement and activity

4. Funding Availability, Eligibility Criteria, and Award Limits

DHCD intends to award up to \$5 million for projects funded under the Program, with Notices to Proceed targeted to FY22 or 23, depending on project size and complexity. Note, DHCD will only approve the project for bidding after the LHA has developed a use and maintenance plan for the new asset.

Eligibility is restricted to state-aided public housing developments with 20 or more units. Developments that have been redeveloped through mixed-finance projects in the last 15 years and developments that have awards for comprehensive redevelopment/replacement are not eligible. If the LHA has more than one site for which they would like to apply, separate applications for each development should be submitted. However, only one award per LHA will be granted.

Awards are limited to \$5,000 per public housing unit, up to a maximum of \$500,000 per development. In addition, LHAs may offer to commit formula funding or leveraged funds.

6. Creative Placemaking Resident Engagement Process and Funding

DHCD will only fund projects where the application demonstrates that residents have been consulted and have weighed in on the priorities for the proposed project. Each project that is funded under the Program will be granted up to \$10,000 for artist and resident engagement expenses. These engagement funds will be in addition to typical project costs for a design consultant, construction contract, and LHA administration.

Upon award, LHAs must form a Creative Place-making Engagement Committee that will actively participate and give feedback at each of the design phases listed below:

- Work order
- Concepts
- Schematic
- 100% Construction Docs (Approval to Bid)

In addition, the LHA will also be required to invite all residents of the development to participate in a meeting to review the Concepts phase of the project. DHCD will not approve any phase without evidence that the project has met required thresholds for Committee and resident engagement.

The Creative Placemaking Engagement Committee should be comprised of at least one member of each of the following stakeholder groups. Note: The members of the Committee should have an inclusive mindset to embrace and engage with the diverseness of the resident community.

- A. LHA Staff:** An LHA staff person who will be the lead in the planning process and coordinate with other relevant staff as needed. The LHA staff person may come from resident services, property management, modernization, or operations and should have an interest in resident engagement and creative place-making.

- B. Resident Representative (s):** There should be at least one resident representative on the committee. The representative will vary depending on the nature of the opportunity/challenge to be addressed. For instance, if the project is associated with youth activities, having a young person from the LHA community, along with an adult representative may be appropriate. Once identified, the resident representative(s) will be tasked with coming up with a strategy to involve other residents through the design process.
- C. Local Artist:** Artists bring a unique perspective to place-making that will broaden the committee’s perspective on what kind of capital projects could be done and how. The artist can be from any medium – visual, digital, theatrical, etc. The artist may be a part of the actual implementation of the project as a subcontractor to the house doctor architect and paid through Architecture and Engineering Services, may act in more of a facilitator/advisor role to support the conceptualization of the project, or may be more involved in developing and implementing the use and maintenance plan for the project. All projects will require a licensed architect in addition to a local artist.
- D. Local Stakeholder (s) - Optional, but encouraged:**
- **Local Nonprofit:** This could be a local community development corporation, community arts group, environmental group or other community-based group that has experience and expertise with leading a community process and engaging stakeholders in developing a vision for how to create local change.
 - **Municipal Leader:** Representatives from the local municipality or other stakeholders/experts who can connect to the broader needs of the community and identify how the municipality might collaborate on the project. Two resources to consider for this role are Mass in Motion Coordinators through the Department of Public Health and Transformative Development Initiative (TDI) Fellows from MassDevelopment. See Attachment B: Resources, for more information

7. Competitive Evaluation Criteria for Final Application

Applications will be evaluated using a 100-point system and will be scored in the four areas noted below, which are listed in order of weight.

- A. Project Scope (35 points maximum):** Project will be evaluated based on its responsiveness to “Place-Making” Design principles and demonstration of:
- Meeting a community need. This should be evidenced by a qualitative description of existing conditions and available services and community spaces for residents.
 - Integration of art/culture and community amenities into a capital project which is functional, durable, and aesthetically pleasing.
 - Value to residents, such as increased engagement in their community, improved resident health, and greater connectivity with the surrounding neighborhood.
- B. Resident Engagement Plan (30 points maximum):** Project will be evaluated based on its plan to engage residents in the design process.

- Evidence (meeting minutes, list of attendees, vote from LTO if it exists) that residents have been consulted and agreed with overall project concept.
- List of Engagement Committee members and proposed role.
- Commitment to resident engagement throughout design process

C. Cost Effectiveness and Leverage (20 points maximum)

- Cost of project in consideration of impact, in terms of resident and surrounding community benefits.
- Funds leveraged from non-DHCD sources, including municipal or non-profit funding.

D. LHA Management Capacity (15 points maximum)

- Performance Management Review (PMR) Findings
- Agreed Upon Procedures (AUP) Findings
- Compliance with DHCD reporting requirements not covered by PMR:
 - Budget Submissions and Certifications
 - Board Attendance

8. Application Process and Requirements

Final Applications are due by 5 pm on Wednesday, April 15, 2020.

November 4, 2019	NOFA posted
November 19, 2019 Marriott Boston Quincy 1000 Marriott Drive Quincy, MA 02169	Symposium at 10 am at MassNAHRO Conference on Creative Place-making. Please RSVP to Ben Stone at ben.stone@mass.gov by <u>November 15th with names of attendees</u> . LHA’s who are not planning to attend the NAHRO conference are invited to attend the symposium regardless of other conference participation. <u>Participation strongly encouraged for all applicants.</u>
December 13, 2019:	Questions to be submitted by email to Ben Stone at Ben.stone@mass.gov . LHAs are encouraged questions to verify that their intended project type meets the goals of the Creative Place-making PHN.
December 20, 2019	Answers to questions posted as addendum to this NOFA.
April 15, 2020	Application Deadline
June 2020	Awards Granted
Summer-Fall 2020	House Doctors assigned through work-order; concepts and design begin with participation of Engagement Committee and residents at large.

Each application must include a completed application form, Attachment A and all required Exhibits a through c, noted below:

- a. Photos of spaces to be addressed by the project and plan showing proposed project location;
- b. Evidence that residents have been consulted and agree with overall project concept (e.g. meeting minutes, list of attendees, vote or letters of support). Demonstration of compliance with tenant participation regulations, particularly if there is a recognized Local Tenant Organization at the affected development (760 CMR 6.09).
- c. A board vote of application approval, as evidenced by a certified extract from the minutes of the board meeting;

LHAs must email one electronic copy of the application and all exhibits/attachments to:

dhcdsubmission@mass.gov

In the “Subject” line write: “Creative Place-making Application - [Name of Housing Authority]”.

If you have questions about this opportunity, please send them *by email only*, to Ben Stone at ben.stone@mass.gov by 5pm on Friday, December 13, 2019. By December 20, DHCD will issue an addendum to this PHN with answers to frequently asked questions.

After submission, LHAs may be asked to host a review team site visit and/or respond to follow up questions about their application. Depending on the number of applicants and the complexity of proposed projects, the total review process may take up to two months from application submission. DHCD intends to grant awards by June, 2020.

Attachments:

Attachment A: Application

Attachment B: Resources

1. Place-Making Resources
2. Municipal Engagement Contacts
3. Regional Planning Agencies