

## Chapter 10: Measuring the Outcome of Activities Concentrated in a Geographic Area

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*This chapter discusses the reporting requirements that apply when a grantee undertakes a coordinated series of activities with a geographic focus.*

### Concentrating Resources in a Geographic Area

A grantee may concentrate funding in a specific geographic area, such as a neighborhood or a particular community, for the purpose of revitalizing the identified area and demonstrating results in a shorter period of time. A geographically-concentrated use of funds may be comprehensive in nature in terms of the types of activities that are undertaken, such as a combination of housing, economic development, and public facilities/improvements, or it may have one primary focus, such as housing or economic development. Concentrating funds geographically typically involves CDBG funds alone or in conjunction with other HUD funding such as HOME. HOPWA and ESG funds are not as frequently used for geographically-concentrated programs, although an activity assisted under either program that is undertaken in an identified geographic area should reflect that information in IDIS.

### HUD CPD Objectives and Outcomes

When funds are concentrated geographically, a specific performance measurement outcome and objective are **not** identified in IDIS for the area itself. Rather, the identification of the objective and outcome are reflected for each activity input into IDIS, as discussed in the other chapters of this guidebook.

### Reporting on Activities in a Geographic Area

Assisted activities that are located in an identified geographic area are required to be identified with the relevant geographic area in IDIS, using the following selections:

- ❑ **CDBG strategy area:** In the CDBG program, grantees can establish either Neighborhood Revitalization Strategy Areas (NRSAs, under the Entitlement program) or Community Revitalization Strategy Areas (CRSAs, under the State CDBG program), which allow certain regulatory flexibilities. **Regardless of the funding source**, the grantee must specify in IDIS if an activity takes place within a formally designated NRSA or CRSA.
  - For example, if a grantee invests **HOME** funds in a rental project located in a NRSA, it would indicate this when setting up the project in IDIS.
- ❑ **Local target area:** While NRSAs and CRSAs are established through a formal process that requires approval by HUD, many other target areas are locally defined. These local designations may have a variety of names--revitalization areas, target neighborhoods, priority zones, etc. The grantee must specify in IDIS if the activity takes place in a locally-defined target area.

- ❑ **CDFI (Community Development Financial Institution) Target Area:** A CDFI is a special type of financing entity certified by the U.S. Department of Treasury. If a CDFI limits its investments to a targeted area consisting of at least 51 percent low- and moderate-income persons, the CDFI is eligible for certain CDBG flexibilities [see 570.208 (d)(6)]. When a grantee uses CDBG funds for an activity in a CDFI Target Area, it must so specify when it sets up the activity in IDIS. Any CDBG-funded activity in a CDFI Target Area should be so noted, whether or not the activity is carried out by a CDFI.
- ❑ **Presidentially declared major disaster area:** Only when an area is declared a major disaster under Subchapter IV of the Robert T. Stafford Disaster Relief and Emergency Assistance Act should it be reported under this measure. Areas that carry other disaster designations should not be reported here, but may be reported as a local target area if the grantee is concentrating funding to the area.
- ❑ **Historic preservation area:** The grantee must indicate if the activity is in an area designated for historic preservation by local, state, or Federal officials.
- ❑ **Brownfield redevelopment area:** The grantee must indicate if the activity is in a brownfield. For reporting purposes, a brownfield is defined as an abandoned, idled, or underused property where expansion or redevelopment is complicated by real or potential environmental contamination.
- ❑ **Colonia:** Grantees located in Arizona, California, New Mexico, and Texas must indicate if the activity is in a colonia community. A colonia is a rural community or neighborhood located within 150 miles of the U.S.-Mexican border that lacks adequate infrastructure and frequently also lacks other basic services.

## Data Required

When a CDBG grantee funds an activity in any of the first three types of areas identified above (NRSA/CRSA, Local Target Area, or CDFI Target Area), the grantee is required to provide certain information about the area in IDIS.

For a strategy area (NRSA/CRSA), grantees are required to report on:

- ❑ Name of the strategy area.
- ❑ Date on which HUD approved creation to the target area.

For a Local Target Area, grantees are required to report on:

- ❑ Name of the target area.
- ❑ Whether the focus of the area is comprehensive revitalization, commercial revitalization, housing revitalization, or some other type of revitalization.

For a CDFI Target Area, grantees are required to report on the following:

- Name of the CDFI.
- Percentage of low- and moderate-income households in the area.
- Whether the focus of the area is comprehensive revitalization, commercial revitalization, housing revitalization, or some other type of revitalization.

CDBG grantees that use CDBG to remediate a Brownfield Redevelopment Area are required to report:

- Number of acres remediated.

For information about the activity-specific outcome indicators that must be reported, refer to other chapters of this guide.

## **Generating Reports on Revitalization Efforts in NRSAs/CRSAs, CDFI Areas, and Local Target Areas**

Grantees with NRSAs/CRSAs, CDFI Target Areas, or Local Target Areas will be able to generate a report that will include the following information, provided that activities that require reporting on some or all of these outcome indicators are undertaken in the area:

- Number of new businesses assisted;
- Number of businesses retained;
- Number of jobs created or retained in the target area;
- Number of low/mod persons assisted;
- Number of low/mod households assisted;
- Number of acres of brownfield remediated;
- Slum/blight demolition;
- Number of persons with new or improved access to public facilities/improvements;
- Number of businesses provided with rehabilitation or façade improvements; and
- Amount of money leveraged (from other public/private sources).

The grantee may also choose to use one or more optional indicators offered by IDIS: changes in crime rate, property values, housing code violations, business occupancy rate, employment rate, homeownership rate, or another indicator the grantee selects.

## Applicable IDIS Screens

### CDBG Screens

The CDBG06 screen is where grantees input information on whether the activity takes place in a NRSA/CRSA, Local Target Area, Presidentially Declared Major Disaster Area, Historic Preservation Area, Brownfield Redevelopment Area, Colonia, and/or CDFI Area, as illustrated on the sample screen below.

```
05/03/06 14:12          CDBG ACTIVITY INFORMATION          CDBG06
Grantee Activity ID          IDIS Activity ID 538
Activity Name      BOYS & GIRLS CLUB          Natl/Obj SBS
Enter "X" by all that apply:
  One-for-One Replacement:  _      Special Assessment:  _
  Displacement:           _      Revolving Fund:    _
  Float Funded:          _      Favored Activity:  _
  Colonia:               _      Brownfield Activity: _
Historic preservation area:  _      Presidentially Declared Disaster Area:  _

For Float Funded activities, indicate the following:
Funds to be Received:  __ / __ / ____      Float Principal Balance:  _____

For Brownfield activities, indicate the # of acres remediated:  _____

Activity includes Multi-Unit Housing (2+ units/structure) (Y/N): N
Activity involves Rental Housing (Y/N): N

Indicate if activity is located in a Strategy, CDFI, or
Local Target Area (S/C/L): L          Specify Area Identifier: 01

Presumed Benefit? (Y/N):  N          Nature/Location? (Y/N):  N

F1=HELP  F3=VALDT  F4=MAIN MENU  F5=PROJ INFO  F7=PREV  F8=NEXT  F9=SAVE
```

As noted earlier, CDBG grantees that indicate that an activity takes place in either a NRSA/CRSA, Local Target Area, or CDFI Target Area, must also provide additional information. Sample screens for each type of area are provided below.

```
05/03/06 14:37                                STRATEGY AREAS                                CDBG-H4

STRATEGY NAME: _____

HUD APPROVAL DATE:  __ / __ / ____

Place an "X" to indicate general type of revitalization effort:
    _ Comprehensive
    _ Commercial
    _ Housing
    _ Other   Specify: _____
                                     _____

F3 = VALDT   F4 = MAIN MENU   F7 = PREV   F8 = NEXT   F9 = SAVE
```

```
05/03/06 13:30                                LOCAL TARGET AREAS                                CDBG-H12

Local Target Area Name:
_____

Place an "X" to indicate general type of revitalization effort:
    Comprehensive
    Commercial
    Housing
    Other   Specify:

F3=VALDT   F4=MAIN MENU   F7=PREV   F8=NEXT   F9=SAVE
```

```

05/03/06 14:38                                CDFI AREAS                                CDBG-H2

CDFI NAME: _____

PERCENTAGE OF LOW/MOD IN CDFI AREA: _____ %

Place an "X" to indicate general type of revitalization effort:
- Comprehensive
- Commercial
- Housing
- Other Specify: _____

F3 = VALDT F4 = MAIN MENU F7 = PREV F8 = NEXT F9 = SAVE

```

## HOME, ESG, and HOPWA Screens

When setting up new activities using HOME, ESG, or HOPWA funds, grantees are required to indicate whether the activity takes place in a NRSA/CRSA, Local Target Area, Presidentially Declared Major Disaster Area, Historic Preservation Area, Brownfield Redevelopment Area, or Colonia. This information is collected under "ACTIVITY LOCATION" on the sample screen below. This sample screen is for the HOME Program (HM01-B), but the locational data is collected in the same format for ESG and HOPWA.

[Note, on this screen the HOME Program also captures information about whether or not the activity will be carried out by a faith-based organization. CDBG, ESG, and HOPWA also capture information about faith-based organizations, but on different screens.]

```

                SET UP ACTIVITY: SPECIAL CHARACTERISTICS                HM01-B

Grantee Activity ID                IDIS Activity ID                539
Activity Name                STONEGATE APARTMENTS

ACTIVITY LOCATION
Type 'Y' next to any that apply:
- CDBG strategy area
- Local target area
- Presidentially declared major disaster area
- Historic preservation area
- Brownfield redevelopment area
- Conversion from non-residential to residential use
- Colonia

FAITH-BASED ORGANIZATION Will this activity be carried out by a faith-based
organization (Y/N)? _

F1=HELP F3=VALDT F4=MAIN MENU F5=PROJ INFO F7=PREV F8=NEXT F9=SAVE

```