



2021 Neighborhood Economic Development Grant Process Report

This document summarizes the 2021 Neighborhood Economic Development (NED) application process. The NED grant program (formerly ACCBO), provides \$500,000 of CDBG funds toward community based organizations providing economic development in City neighborhoods. Office of Management and Budget's Community Development Division administers this grant according to HUD and City regulations. This document accompanies the 2021 NED Advisory Committee recommendations in the attached legislation and provides context for the decision-making process.

2021 Program Updates

The Community Development Division incorporated suggestions collected through interviews with NED Advisory Committee members, and meetings with the Mayor's Office and City Council to improve the NED 2021 process and address equity and advisory committee participation. The most significant change has been to award one \$50,000 capacity building grant for four years for organizations spending less than \$200,000 annually on staff. The objective is to provide an opportunity for smaller organizations to access this important funding. See the Program Updates Memo in Appendix A for more information.

Application Process

Applicants seeking NED funding had to submit an application with their most recent IRS 990 tax form and current operating budget. There was one 2021 NED application for applicants seeking regular NED funding and/or NED Capacity Building funding, with one question only Capacity Building applicants needed to submit. Applicants determined to have NED eligible projects based on defined eligibility criteria were invited to present to the NED Advisory Committee for 45 minutes, consisting of 30 minutes for a slideshow presentation and 15 min for questions from NED Advisory Committee. All applicants seeking Capacity Building funds were also considered for regular NED as well. See 2021 NED Application in Appendix B.

Outreach

The NED grant application opened on April 5. We emailed 450 people through our contact list which consists primarily of previous grant applicants and contacts from the Office of Community Affairs. We also advertised in the Pittsburgh Post-Gazette and Pittsburgh Courier, as well as the Office of Community Affairs' April newsletter and on the City's Homepage.

To make sure applicants were aware of changes to the NED program, we held a webinar on April 16, 2021 to provide an overview of the Regular and Capacity Building NED grants. Also, we had two open office hours April 23 and April 30, 2021 for applicants to ask about their specific project. See the 2021 NED Schedule in Appendix C for full timeline of grant.

Applicants

By the grant deadline on May 14, 2021, we received 29 applications requesting \$1,331,500 in NED funding. Twelve of the applicants applied for the Capacity Building funds.

Score Criteria

Scoring criteria has changed from last year. There is a 90 point scale to score applicants. Committee members agreed to score 30 points of each proposal according to the demonstrated need of the application's proposed service area. Those 30 points were based on demographic data representing low/moderate income populations, single-parent household populations, and the [URA's Market Analysis Map](#). Committee members scored the remaining 60 points on more subjective measures according to prompts written and voted on by Committee members. NED scoresheet in Appendix D.

NED Allocation Meeting

On July 1, 2021, nine of the fourteen NED Advisory Committee members met to determine the recommendation to City Council for the NED 2021 Regular grant and Capacity Building grant. The committee agreed to submit their recommendations to council based on the NED scoresheet they developed even though two committee members had not submitted scoresheets.

The NED Advisory Committee voted with seven in favor to recommend Manchester Citizens Council with the highest score for the one Capacity Building grant of \$50,000, which would be provided annually for four years. For regular NED funding, the Advisory Committee also recommended to fully fund the highest scoring applicants or applicants with average scores above 65 points and allocate the remaining \$101,500 for two \$35,000 awards and one \$31,500 award. See the July 1, 2021 meeting minutes in Appendix E and applicant scores in Appendix F.

Opportunities to Improve Program

- Offer Capacity Building applicants a pre-application meeting to give feedback on proposed project. This would help applicants make the best case to the NED committee.
- Investigate reducing the staff salary and benefits amount for the Capacity Building grant to focus on organizations in more need.
- Add more non-City affiliated members to the NED Advisory Committee

NED Committee Members

The NED Advisory Committee consisted of 14 members, representing the nine council districts, the Urban Redevelopment Authority (URA), City Planning, the Mayor's office, as well as economic development experts unaffiliated with the City connected to Dollar Bank and the Heinz Endowments.

- Sally Stadelman, Council District 1
- Kim Salinetto, Council District 2
- Brosha Tkacheva, Council District 3
- Blake Plavchak, Council District 4
- Curt Conrad, Council District 5
- Daniel Wood, Council District 6
- Ethan Trott, Council District 7
- Emilie Yonan, Council District 8
- Marita Bradley, Council District 9
- Henry Horn-Pyatt, Mayor's Office
- Richard Snipe, URA
- Stephanie Joy Everett, City Planning
- Raymond Garofalo, Dollar Bank
- Karen Abrams, Heinz Endowments

Appendix

- Appendix A - Program Updates Memo
- Appendix B - NED 2021 Application
- Appendix C - 2021 NED Schedule
- Appendix D - Scoresheet
- Appendix E - NED Committee Allocation Meeting Minutes
- Appendix F - Applicant Scores

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KEVIN PAWLOS
DIRECTOR

CITY OF PITTSBURGH
OFFICE OF MANAGEMENT & BUDGET
CITY-COUNTY BUILDING

2021 NED Program Updates Summary

The Office of Management and Budget presents updates to the 2021 Neighborhood Economic Development (NED) grant program to address some concerns from NED Advisory Committee members.

Goals:

- Include more voices outside of City government to the Advisory Committee
- Provide a pathway for low capacity organizations to receive NED funding
- Maintain a pathway for organizations with proven results to access NED funding
- Make equity a major focus of the NED program

Program Updates:

NED program updates will be in the areas of equity and advisory committee participation.

Equity:

- Add service area need as a component in scoring
- Add a new capacity-building program
 - Only for organizations spending below \$200,000 a year on salary/benefits
 - \$50,000 committed for four years
 - Required quarterly technical assistance meetings with City staff
 - 2021 pilot with one multi-year grantee, and awarding an additional organization each following year
 - Maximum of four organizations funded per year

Participation:

- Add two experts in community economic development to the NED Advisory Committee
- Flexibility in Council appointees--Councilmembers can appoint staff members, nonprofit leaders, academic experts, grantors from the foundation community, or other community members to represent the district on the NED Advisory Committee
- OMB provides Committee members with organization's budget information and summaries of applications



CITY OF PITTSBURGH 2021 NEIGHBORHOOD ECONOMIC DEVELOPMENT* AND CAPACITY BUILDING GRANT COMBINED APPLICATION

*Formerly named ACCBO

Neighborhood Economic Development (NED) grants provide operating support for organizations facilitating or developing housing and/or commercial development in CDBG-eligible areas of the City of Pittsburgh. Applicants can request up to \$40,000 grants for a one year term.

New Capacity Building NED Grant: For smaller organizations engaging in economic development in their communities. This grant is for organizations spending less than \$200,000 per year on staff salary and benefits. The organization awarded this grant will receive up to \$50,000 per year for four years as long as they meet program milestones. Awardees will also receive technical assistance to help grow the organization. Only one organization will receive this award. Applicants eligible for the Capacity Building grant will automatically be considered for regular NED grant as well, but will only be awarded the greater of the two—not both.

Funding is administered through the City of Pittsburgh Office of Management and Budget, Community Development Division (OMB-CD).

Please read all instructions and submit this application with attachments. **Grant applications are due by Friday, May 14, 2021 at 5:00 p.m. No applications will be accepted after the deadline.**

GRANT OVERVIEW

NED Grant	NED Capacity Building Grant
Maximum request: \$40,000	Maximum request: \$50,000 annually
Term: one year (July 2021-June 2022)	Term: Four, one year terms
Applicants: Organizations of any size	Applicants: Smaller organizations building capacity
Projects funded: Economic development in CDBG-eligible neighborhoods	Projects funded: Economic development in CDBG-eligible neighborhoods

ELIGIBILITY REQUIREMENTS

Applicants must:

- Have a 501(c)(3) non-profit tax status (contact our office ahead of application submission if you have a fiscal sponsorship arrangement)
- Serve a CDBG-eligible City of Pittsburgh neighborhood serving primarily low to moderate income residents (see [map of CDBG-eligible census tracts](#));
- Engage in or help facilitate development of community's residential area and/or business district
- Only Capacity Building Grant: Annual Staff Salary and Benefits <\$200,000

PRESENTATIONS

Applicants that have submitted eligible projects will be invited to make a presentation to the NED Advisory Committee in June. These presentations are followed by questions from Advisory Committee members. This year the presentations will be conducted online.

SELECTION PROCESS

The NED Advisory Committee consists of representatives from City Council, Department of City Planning, the Urban Redevelopment Authority, Mayor's Office and experts in economic development. This committee makes recommendations to City Councilmembers who makes the final determination on awards.

Activities eligible for funding under this program include:

- Neighborhood planning that leads to the selection of development sites
- Creating community consensus around a project
- Marketing of new developments
- Tenant selection
- Information resource
- Business recruitment
- Financial packaging
- Project management (architect and contractor selection, construction management)
- Administrative control of a development project
- Greening activities in facilitation of residential/commercial development as delineated in a community plan to eliminate blight

I. THE APPLICANT

- a. Name of Organization: _____
- b. Mailing Address: _____
- c. Organization Phone Number: _____
- d. Primary Contact/Title: _____
- e. Contact Phone Number: _____
- f. Contact Email: _____
- g. Federal employee identification number: _____
- h. Data Universal Numbering System (DUNS) number: _____
- i. How long has the organization been in existence? _____
- j. Date of Incorporation as a 501(c)(3): _____
- k. Please list the provider and expiration date of your general liability insurance.

- l. Date of last board of directors' election: _____
- m. Has the organization previously applied for NED (ACCBO) funding?
- n. Please describe the type of financial management system that your organization uses. For example, bookkeeper on staff, financial consultant, computerized system, board member, etc.
- o. List the neighborhood and census tracts that will benefit from your project. Go to <https://gis.pittsburghpa.gov/cdbg/> for a map of census tracts.

II. THE PROJECT

- a. Project Title: _____
- b. Project Description: (Limit 1,500 characters)

- c. How will this grant support your project's goals? For example, if your budget requests funds for personnel or a consultant, what will be their scope of work? (Limit 1,000 characters)

d. Grant Funding Request*: _____

*Note: If capacity building applicants ask for \$50,000, they will also be considered for \$40,000 in the regular NED program (max request for regular NED)

e. Project Budget

Description	Grant Request	Other Funding
<i>Example: Personnel</i>	<i>\$25,000</i>	<i>\$50,000</i>
TOTAL		

f. List your full-time, part-time, and temporary (AmeriCorps, PULSE, etc.) staff:

Type of Staff	Number of Staff
Full-Time	
Part-Time	
Temporary (AmeriCorps, PULSE, etc.)	

- d. ONLY FOR NED CAPACITY BUILDING APPLICANTS (organizations with staff budgets less than \$200,000): How will additional staff time help your organization achieve your community's goals? Note: Limit 1,500 characters

Continue to the application submission directions on the last page.

IV. APPLICATION SUBMISSION

In order to be considered for funding, the application **MUST** be accompanied by the following attachments, marked as indicated:

Attachment A: Most recently submitted IRS 990 form.

Attachment B: Organization's current annual budget. This document should be the organization's complete operating budget, not just a budget for the proposed project.

Please note that in order for your organization's proposal to be considered for funding, all sections of the application (including attachments) must be completed.

Submit your application and attachments in a zip folder to community.development@pittsburghpa.gov by Friday, May 14, 2021 at 5:00 p.m.. No applications will be accepted after the deadline.

The zip folder must be labeled "2021 NED" followed by your organizations name, for example an organization named Nonprofit ABC would submit as "2021 NED Nonprofit ABC". Again, this folder must have your application and ALL attachments. If you do not know how to compress a folder follow these links for [Microsoft](#) and [Mac](#).

As an authorized representative of this organization, I verify that all of the information provided is true and correct. (Please print full name and today's date):

Print Full Name: _____ **Date:** _____

2021 Neighborhood Economic Development (NED) Schedule

March	
03.03.21 - 03.10.21	Develop agenda for the kick-off meeting (scoring, application process, new committee); email agenda to members
03.12.21-03.19.21	NED Grant Advisory Committee 2021 Kick Off meeting
03.26.21	Press release, newspaper ads, and social media outreach announcing NED 2021 application
03.30.21	2nd NED Grant Advisory Committee meeting: finalize scoring and application
April	
04.05.21	Online NED 2021 application available
04.16.21	Application webinar on FB Live (1-3 PM)
04.23.21	Friday live application Q&A (3-4 PM)
04.30.21	Friday live application Q&A (3-4 PM)
May	
03.30.21	3rd NED Grant Advisory Committee meeting: finalize scoring (cont.)
05.14.21	Application submission deadline
05.14.21-05.21.21	OMB-CD staff reviews application submissions for compliance with NED guidelines and CDBG eligibility
05.28.21	4th NED Grant Advisory Committee meeting: review submitted applications (regular and Capacity Building) and presentation logistics
June	
05.31.21 - 06.04.21	Presentations: Tuesday 12p-4:30p, Wednesday 2p-5:30p, Friday 9a-12:30p
06.07.21 - 06.11.21	Presentations: Tuesday 12p-4:30p, Wednesday 2p-5:30p, Friday 9a-12:30p
06.14.21 - 06.18.21	Presentations: Tuesday 12p-4:30p, Wednesday 2p-5:30p, Friday 9a-12:30p
06.28.21	NED Committee DEADLINE to Submit Scoresheets
July	
07.01.21	5th NED Advisory Committee meeting: Final Scoring & Allocation Recommendation
August/September	Begin contract process

NED 2021 Score Sheet

QUESTIONS		Total Points Possible	YOUR SCORE
Applicant prioritizes robust community engagement and demonstrates capacity and willingness to engage their community to build community consensus.			
1 - 3 Points	Organization makes little to no effort to engage with their community, community meetings or programming are not well attended or well advertised. Organization has no online presence, and no plan for improvement is offered.	10	
4 - 7 Points	Somewhat consistent community meetings with average attendance, but organization is actively making efforts to improve outreach, meeting attendance, and/or online engagement. Organization is aware of the importance of community engagement, but does not have strong plan to improve their engagement.		
8 - 10 Points	For Higher Capacity Organizations - holds consistent, well attended, well advertised community meetings. CDC has demonstrated capacity to elicit community feedback. CDC strives for robust community engagement, via in person meetings and/or online. Board members work to empower community engagement and expand community leadership and participation through consistent board turn over and competitive elections. For Capacity Building Organizations - demonstrates strong community ties and high engagement through in person or online presence. Groups could also earn a high score here if they demonstrate a robust plan to increase community engagement, representation, and empowerment as part of their NED application.		
Organization understands their community's concerns, pressing needs, and vision. Community challenges, needs, or concerns are clearly identified and are supported by data.			
1 - 3 Points	Identified community challenges are not well thought-out, do not effect the majority of residents in the neighborhood, or are not based in data or community feedback.	10	
4 - 7 Points	Organization has a general idea of community concerns and pressing needs, but may be missing details or has not demonstrated data collection through surveys or other mechanisms, or lacks robust plans to collect data.		
8 - 10 Points	For Higher Capacity Organizations - can go into details of existing and most pressing challenges in their community and how challenges affect existing residents, new residents, and vulnerable populations. Organization demonstrates community outreach and/or data to support proposal. For Capacity Building Organizations - has robust plan to gather more input and data on specific community needs.		
Applicant actively seeks to build partnerships and works well in collaboration with other organizations, entities, and government.			
1 - 3 Points	Organization has no partnerships, does not have interest or any priorities to build partnerships. Organization has reputation of being difficult to work with.	10	
4 - 7 Points	Organization has some partnerships, but partnerships are not robust, and do not directly address community challenges and project goals.		
8 - 10 Points	For Higher Capacity Organizations - has strong, active partnerships that provide substantial support through technical or monetary assistance. Partnerships directly address community challenges or aide in accomplishing project goals. (For organizations that provide capacity: Organization provides substantial support and significantly increase organizational impact, capacity, education, or other similar services to partner organization). For Capacity Building Organizations - is actively pursuing partnerships to address community needs. Partnerships have potential to significantly increase organizational impact or capacity.		
Project proposal has measurable, appropriate goals that address the identified community challenges. Identified goals are reasonable and based in data. (Keep in mind NED grant might only be covering a portion of entire project).			
1 - 3 Points	Group failed to propose reasonable, practical, effective solution to identified problem. Proposed project will have little to no impact on the community. Proposed project does not address identified community challenges.	10	
4 - 7 Points	Proposal is somewhat reasonable, somewhat appropriate response to identified neighborhood issues. Project proposal might be thoughtful, measurable, or effective, but is lacking depth, measurable goals, or there are concerns with how effective the project may be at addressing identified community concerns and challenges. Proposal is lacking clear metrics, could face implementation challenges that were not addressed in the application or presentation.		
8 - 10 Points	Proposed project is reasonable, appropriate response to identified community concerns or challenges. Project proposal is very thoughtful, measurable, and effective. Organization has clear metrics to measure success, has thought deeply, creatively, and strategically. Proposal is backed by data and has an implementation timeline.		
Does the project proposal show potential for long lasting impact?			
1 - 3 Points	Proposed project is not sustainable, does not increase the sustainability of the organization.	10	
4 - 7 Points	Proposed project is somewhat sustainable, somewhat increases organization's impact, could more significantly impact the organization's capacity and growth, but may not be clear on how NED funding will help the organization increase sustainability. Did not make clear connection on long lasting positive changes that would be achieved through NED funding.		
8 - 10 Points	Proposed project is sustainable or substantially increases organization's sustainability. Project increases organization's impact, and capacity, allows organization to leverage additional funding, and project shows high impact, long lasting positive change in their community.		
Organization clearly articulates the role NED funding will play in supporting the project.			
1 - 3 Points	Organization has little to no explanation of how grant funding will actually be spent to accomplish project proposal, and provides little to no explanation of the role grant funding plays in budget as a whole.	10	
4 - 7 Points	Organization is missing crucial details on how grant funding will be spent, or gives less than satisfactory explanation of the role the grant funding plays in their budget as a whole, or how funding gaps will be addressed.		
8 - 10 Points	Organization is able to provide a clear explanation of how grant funding will be spent - i.e. what staff salaries the funding will go towards and that staffer's responsibilities. The organization can also explain the role this grant plays in their budget as a whole, and how funding gaps will be addressed.		
AUTOMATICALLY CALCULATED			
Single parent head of household population concentration in projected service area		10	
Low/Moderate income (LMI) population concentration of projected service area Project LMI %*10		10	
URA Market Index A = 2 B = 3 C = 4 D = 5 E = 6 F = 7 G = 8 H = 9 I = 10		10	
TOTAL POINTS		90	0



**NED Advisory Committee 2021
Meeting
Minutes
July 1, 2021**

NED Advisory Committee member attendees:

Sally Stadelman	City Council District 1
Kim Salinetto	City Council District 2
Blake Plavchack	City Council District 4
Curt Conrad	City Council District 5
Dan Wood	City Council District 6
Ethan Trott	City Council District 7
Ray Garofalo	Dollar Bank
Stephanie Joy-Everett	Dept. City Planning
Henry Horn-Pyatt	Mayor's Office/Office of Equity

NED Advisory Committee members unable to attend:

Brosha Tkacheva	City Council District 3
Emilie Yonan	City Council District 8
Marita Bradley	City Council District 9
Karen Abrams	Program Office, Heinz Endowments
Richard Snipes	Urban Redevelopment Authority

I. Purpose of the meeting:

To determine the NED Advisory Committee's 2021 NED grant allocations (Capacity Building and Regular NED funds).

II. Review of NED Scoring Process

The final scoring spreadsheet was reviewed. The scores were averaged and ranked based on submitted scores from NED Committee members. NED committee members were provided with multiple opportunities to provide their scores.

In some cases, NED Advisory Committee members recused themselves from scoring due to past relationships with participating organizations. The averaged final scores were not negatively affected by committee members not submitting scores.

There was a motion by Ray Garofalo to prevent absent committee members from submitting additional scores. Henry seconded the motion. It was approved by seven members.

III. Capacity Building grant

Manchester Citizens Corporation (MCC) received the highest Capacity Building score (Mean Score of 66.88).

A discussion ensued concerning the second highest scoring applicant, Pittsburgh Hispanic Development Corporation (PHDC). The organization's application received a Mean Score of 65.52. Before the deadline to submit scores, OMB provided preliminary scoring data to the committee to answer a question posed by a committee member. After the last scores were submitted and included in calculations, the average score for PHDC moved down from what it was in the preliminary scoring data.

There was a motion by Dan Wood to approve MCC as the funded Capacity Building organization. Henry seconded the motion. The motion was approved by seven members.

This left a balance of \$450,000 for the regular NED grants.

IV. Regular NED grant

A discussion took place concerning the recent draft ARP funding allocations, and whether or not the potential funding should impact NED funding decision-making.

There was also discussion about whether or not Perry Hilltop and Fineview Citizens Council applications should be considered jointly, or individually.

Henry and Ray recommended that the organizations with a mean score of 65 or higher automatically receive the requested funding amount, up to \$40,000.

Organizations with a score below 65 would receive \$35,000, with the remaining balance of \$31,500 going to one organization. See attached table.

There was a motion by Dan Wood to approve the proposed NED funding outline. Henry seconded the motion. The motion was approved by seven members.

V. Summary

Josh will send out a follow up email to gather input on the Capacity Building programming for the funded organization.

Ray mentioned the need to get more outside voices into the NED decision-making process, and for higher-capacity organizations to assist lower-capacity groups.

2020 NED Scoring Sheet	Capacity Building App	Mean Score	Regular NED Rank	Capacity Building Rank	Grant Request	Regular NED Allocation	Capacity Building Allocation
Hill Community Development Corporation		74.84	1		\$ 40,000.00	\$ 40,000.00	
Rising Tide Partners		72.78	2		\$ 40,000.00	\$ 40,000.00	
Hazelwood Initiative, Inc.		72.03	3		\$ 40,000.00	\$ 40,000.00	
Hilltop Alliance		71.86	4		\$ 40,000.00	\$ 40,000.00	
Perry Hilltop Citizens Council		69.24	5		\$ 40,000.00	\$ 40,000.00	
BLOOMFIELD-GARFIELD CORP.		68.96	6		\$ 38,500.00	\$ 38,500.00	
Manchester Citizens Corporation	Y	66.88	7	1	\$ 50,000.00	0	\$50,000.00
Brightwood Civic Group		65.66	8		\$ 30,000.00	\$ 30,000.00	
Pittsburgh Hispanic Development Corporation	Y	65.52	9	2	\$ 50,000.00	\$ 40,000.00	
Fineview Citizens Council		65.48	10		\$ 40,000.00	\$ 40,000.00	
Bloomfield Development Corporation		64.30	11		\$ 40,000.00	\$ 35,000.00	
Lawrenceville Corporation		63.71	12		\$ 40,000.00	\$ 35,000.00	
Jasmine Nyree Home	Y	63.37	13	3	\$ 50,000.00	\$ 31,500.00	
Lawrenceville United		62.46	14		\$ 40,000.00		
Community Alliance of Spring Garden - East Deutschtown	Y	61.68	15	4	\$ 50,000.00		
Beechview Revitalization Advisory Group	Y	61.52	16	5	\$ 50,000.00		
Northside Leadership Conference, Inc		61.27	17		\$ 40,000.00		
Oakland Planning & Development Corp		61.16	18		\$ 40,000.00		
Bridgeway Capital, Inc.		59.89	19		\$ 83,000.00		
Uptown Partners	Y	59.80	20	6	\$ 50,000.00		
Mount Washinton Community Development Corporation	Y	59.20	21	7	\$ 50,000.00		
Amani Christian Community Development Corp.	Y	57.95	22	8	\$ 50,000.00		
South Side Community Council	Y	57.53	23	9	\$ 50,000.00		
Carrick Community Council	Y	53.13	24	10	\$ 50,000.00		
The Brashear Association		48.75	25		\$ 40,000.00		
Project Love Coalition	Y	43.88	26	11	\$ 50,000.00		