



# Blight Abatement Program



# Agenda

1. Background
2. Consideration of the campaign slogan  
“Modesto Mo’ Beautiful”
3. Consideration of a Blight Abatement Program  
in an amount not to exceed \$750,000

# Background

- In late 2020, the City approved a Blight Abatement Strategy and the Blight Abatement Advisory Committee.
- In 2021, the city approved its spending plan for the approximate \$46 million that it received from the American Rescue Plan Act
- Within the plan, the City approved \$750,000 in the spending plan for a blight abatement program.



# Outreach and Education

## Mo' Beautiful Campaign

- The Blight Abatement Advisory Committee (BAAC) has met on a monthly basis since June 2021, serving in an advisory capacity to the City Council on blight-related issues.
- The BAAC convened a sub-committee to focus on outreach and education efforts, intended to create a campaign for blight abatement efforts.
- The committee was presented with a series of options for campaign, and approved the “Modesto Mo’ Beautiful” to be forwarded to Council for approval. If approved, city staff will begin to develop outreach materials such as flyers, signs, mailers, and social media content.



# Blight Abatement Program

## Mobile Abatement Team

The approval of this item would authorize the hiring of 2-fixed term maintenance workers and the purchase of a truck and trailer.

The scope of work for this team will be to regularly patrol locations that are most regularly experiencing illegal dumping to abate items and also promote the GoModesto app and City programs.



# Blight Abatement Program

## Homeowner Rehab Program

The Homeowner Rehabilitation Program is a Federally funded program that assists income qualifying homeowners with health and safety repairs, energy efficiency upgrades, and ADA accessibility.

### Qualifying applicants must meet the following criteria

- Home must be owner occupied
- Total household income must be below 80% Area Median Income
- Mortgage debt vs Gross income must be less than 35%
- Mortgage and Revolving debt compared to gross income must be less than 45%
- No outstanding collection accounts/ No bankruptcy in the last three years



# Blight Abatement Program

## Homeowner Rehab Program

### Current Program Income Guidelines

Persons in Family	80% of Annual Median Income
1	\$39,950
2	\$45,650
3	\$51,350
4	\$57,050
5	\$61,650
6	\$66,200
7	\$70,750
8	\$75,350

### Expanded Program Income Guidelines

Persons in Family	140% of Annual Median Income
1	\$70,000
2	\$79,940
3	\$89,880
4	\$99,820
5	\$107,940
6	\$115,920
7	\$123,900
8	\$131,880





# Blight Abatement Program

## Surveillance Cameras

- Used to monitor illegal dumping hot-spots
- Are rotated to varying hot-spots based on frequency of violations.
- Cameras have license plate readers that provide evidence for prosecution
- Cost per camera \$15,000





# Blight Abatement Program

## Blight Abatement Committee Priorities

- The Blight Abatement Committee was formed to serve as an advisory body to the Council on blight programs and services for the community.
- The Committee has received ideas for beautification projects from various community groups, and a funding allocation will help promote those initiatives.
- The recommendation from staff is to allocate \$50k for blight abatement committee priorities that will be forwarded to Council for approval.



# Blight Abatement Program

## Call for Beautification Projects

- The City also intends to align with local nonprofit organizations to perform a general call-for-projects through an RFP. Understanding the desire and energy in the community regarding beautification projects, this “call for projects” would offer them the ability to help secure funds to move projects forward.
- Staff will be responsible for convening an evaluation committee to determine who would receive funds.
- Once a determination is made, a recommendation will be made and will come back to Safety and Communities and Council for final approval.



# Blight Abatement Program

## Fiscal Impact

Programs	Blight Strategy Initiative	Estimated Cost
Staff Support – 2 fixed-term full-time maintenance workers	Implementation of a Mobile Abatement Team that will be on routine patrol abating illegally dumped items and promoting city services and the GoModesto app in the city's hot spots.	\$300,000
Homeowner Rehabilitation Program	Supporting residents with enhancing residential property with available funding opportunities and increased monitoring from City staff through fee collection	\$250,000
Procurement of cameras	Increase and enhance the digital detection and prevention methods through the use of video surveillance cameras. This allocation would allow for the purchase of 6 cameras.	\$100,000
Blight Abatement Committee Priorities	The Committee has outlined several priorities and this allocation will help bring those to fruition.	\$50,000
Public Beautification Projects	The City recommends moving forward a “call for projects” for community organizations via an RFP.	\$50,000
<b>TOTAL</b>		<b>\$750,000</b>

# Staff Recommendation

1. Resolution approving a Blight Abatement Pilot Program in accordance with the 2021 Modesto Forward strategy, allocating \$750,000 in American Rescue Plan Act funding toward blight abatement efforts.
2. Resolution approving a Homeowner Rehabilitation Program Policy defining the structure of the \$250,000 allocation in American Rescue Plan funds for eligible homeowners to make improvements to their property.
3. Resolution amending the position allocation for the Fiscal Year 2021-2022 as adopted in the operating budget.

# Questions?