FROG HOLLOW NEIGHBORHOOD PLAN

Mutual Housing Association of Greater Hartford, Inc. + Southside Institutions Neighborhood Alliance
WHO WE ARE

Founded in 1988
Charter covers all of Greater Hartford
Part of NeighborWorks America network
529 Rental Owned and Managed
324 Units in Hartford

MISSION: Create communities of opportunity by developing and managing high quality, affordable housing, while engaging residents in educational and leadership opportunities.

Founded in 1977
Focus on homeownership
Partnership between Connecticut Children’s Medical Center, Hartford Hospital, and Trinity College

MISSION: Work cooperatively with community stakeholders to restore economic vitality and improve the quality of life for the benefit of the people who live, work, visit, study, and play in the neighborhoods of South Central Hartford.
VISION

Grounded in principles of collaboration, inclusiveness and civic engagement, we seek to transform the physical landscape and improve the overall quality of life in Frog Hollow, where Residents will:

- Have a variety of affordable rental and home ownership options
- Access local employment and educational opportunities
- Feel Safe
- Be surrounded by beautiful, well-maintained homes
- Actively engage and have a sense of belonging in their community
RATIONALE

Together MHAGH + SINA will increase our impact in Frog Hollow

- Focus and target existing programs to achieve shared goals
- Leverage each other’s work to promote housing, engage residents and attract other partners to the neighborhood
- Allow for a more comprehensive approach to improving the neighborhood
Frog Hollow offers many amenities

- Beautiful Historic Architecture
- Accessible Open Space Pope Park & Recreation Center
- Outstanding Health Services through Hartford Hospital
- Trinity College Nationally recognized higher education
- Innovative Magnet Schools The Learning Corridor
- Park Street Corridor
- CT Fastrak
- The Lyceum
THE TARGET AREA
MHAGH STRATEGIC AREA
SINA IMPACT AREA
## The Neighborhood in Need

<table>
<thead>
<tr>
<th></th>
<th>Hartford</th>
<th>Frog Hollow</th>
<th>Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median Income</strong></td>
<td>$29,313</td>
<td>$19,114</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Unemployment Rate</strong></td>
<td>12.50%</td>
<td>23.90%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Poverty Rate</strong></td>
<td>34.40%</td>
<td>51.70%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Rent Burdened</strong></td>
<td>58%</td>
<td>59.80%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Homeownership Rate</strong></td>
<td>23%</td>
<td>6%</td>
<td>-17%</td>
</tr>
<tr>
<td><strong>Access to a Car</strong></td>
<td>64.30%</td>
<td>70%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>High School Diploma or More</strong></td>
<td>70.30%</td>
<td>57.20%</td>
<td>-19%</td>
</tr>
</tbody>
</table>
PRIORITIES

#1 Access to Affordable, High Quality Rental + Owner-Occupied Housing
#2 Economic Development
#3 Quality of Life
#4 Community Engagement
GOALS + STRATEGIES

GOAL

1) MHAGH will increase affordable rental stock

STRATEGIES

- Complete renovation of 84 affordable apartments by 2017

- Secure funding to build 36 new apartments and renovate another 24 units by 2020

- Create stable tenants through Ready to Rent Classes
GOALS + STRATEGIES

GOAL 2) **SINA will increase affordable homeownership stock**

STRATEGIES
- Construct new homes for sale
- Refer prospective buyers to MHAGH’s landlord and homeowner training classes
- Promptly sell properties to eligible buyers
GOALS + STRATEGIES

GOAL

1) Increase employment opportunities

STRATEGIES

- Partner with community resources that offer job readiness and educational opportunities
- Streamline the process for Frog Hollow residents
- Actively promote resources through SINA and MHAGH websites, newsletters, events
- SINA to act as navigator
GOALS + STRATEGIES

GOAL

2) Foster small business development

STRATEGIES

- SINA to identify opportunities for increased entrepreneurship for neighborhood residents

- SINA to establish a small scale institutional purchasing program
GOALS + STRATEGIES

GOAL 3) Develop career opportunities for youth

STRATEGIES

- Connect youth to mentoring opportunities within anchor institutions and within Capital Workforce Development Partners
- SINA to work with City of Hartford to develop Mayor’s Youth Corp referral system
GOALS + STRATEGIES

4) Recruit Frog Hollow residents for new job opportunities at MHAGH and SINA

- Actively market new jobs to residents
- Develop a pool of contract workers for special MHAGH projects in property management or resident engagement
- Connect residents to jobs at SINA’s property management firm
- Actively market construction jobs at MHAGH and SINA projects to Frog Hollow residents
GOALS + STRATEGIES

1) Improve neighborhood safety

STRATEGIES

- SINA to establish a safety team to include MHAGH property management staff

- SINA to advocate for increased number of residents who call police to report crime

- SINA to advocate for more policy cameras through Frog Hollow
GOALS + STRATEGIES

2) Blight reduction

- MHAGH + SINA identify blighted properties with most potential for redevelopment impact

- MHAGH + SINA work through NRZ and City of Hartford to develop intervention strategies for properties that cannot be part of MHAGH or SINA’s real estate projects

- Convene development agencies to advocate for tax-lien sale policy
GOALS + STRATEGIES

1) Leverage existing resources to engage residents, develop leaders, and foster partnerships

- MHAGH + SINA develop network of key contacts + resources in Frog Hollow
- Use MHAGH Leadership Academy as a catalyst for community engagement
- Recruit MHAGH residents to participate in civic activities such as Frog Hollow NRZ and Friends of Pope Park
- SINA will develop a Frog Hollow website with local leaders
CHALLENGES + MITIGATION STRATEGIES

**CHALLENGE 1)** Access to funding
- MHAGH + SINA collaboration will maximize impact
  - Access varied funding sources

**CHALLENGE 2)** Not enough community interest in economic development programs
- Broaden marketing strategies
  - Survey community members and conduct focus groups

**CHALLENGE 3)** Decline in demand for apartments or home
- Combine resources (website, newsletters, email blasts) to market products

**CHALLENGE 4)** Neighborhood Plan loses momentum
- Organic fit within organizational mission
  - Use of collaborative project management program
IN 5 YEARS FROG HOLLOW WILL...

...Offer more choices for **attractive** + **affordable** housing

...Feel **safer** with **fewer blighted buildings**

...Employ more residents in local businesses

...Connect residents with **civic engagement** and **leadership opportunities**