



Who?  
What?  
When?  
Where?  
**WHY?**

# Making an Impact - Knowing your WHY

## 2024 PAAO Grant Management Workshop



# Planning Grants:

# Determining Your **WHY?**

Kelly Charapich

Planning Grant Specialist



# What is a Planning Grant?



- ✓ Overall Community Needs/Housing Needs Assessments
- ✓ Preliminary Engineering/Architectural Reports
- ✓ Cost Estimates (Work Write-Ups)
- ✓ Outreach Tasks (Surveying, Community Meetings, Collection of Participation Agreements Etc.)
- ✓ Prioritized Improvement Plans/Master Plans
- ✓ Staffing and Operations Plans/Pro Formas/Business Plans
- ✓ Economic Restructuring Plans
- ✓ Development of Contractor Recruitment
- ✓ Grant Management Tasks (Project Management Meetings, CDBG Pre-Contract Items, Preparation of Draft ERR)



# Eligibility for Planning Grant Applications



1. **Non-Entitlement Locality – Appendix A in 2023 CDBG Program Design**
2. **Must Have the Potential to Meet One of the Below National Objectives:**
  - Benefit to Low-to-Moderate Income (LMI)
  - Elimination of Slum and Blight



**- ALL SLUM/BLIGHT PROJECTS MUST HAVE A MAJORITY FAÇADE IMPROVEMENT COMPONENT if applying for an implementation project**

# Example: Planning Grant Project Eligibility



## Town of Possumville – Town-Wide Community Needs Assessment Planning Grant

*Mayor Grady O'Possum of the Town of Possumville invites you participate in a Town-Wide Community Needs Assessment. Let your voice be heard about what you want to see in your community!*



### Proposed Activities

1. Town-wide preliminary housing windshield surveys for potential targeted site projects.
2. Community engagement activities to ascertain community development and public infrastructure needs.

## Marsupial County – Elysian Fields Subdivision Infrastructure Planning Grant

*Future Site of Marsupial County's Planned Elysian Fields Luxury Housing Community*



### Proposed Activities

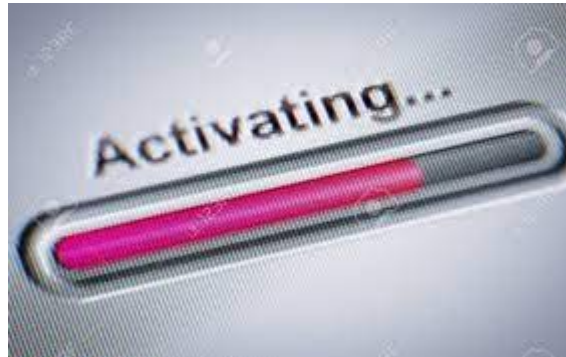
1. Preliminary Engineering Report (PER) for infrastructure, including water, sewer, natural gas, and access roads to support housing development for houses ranging from \$750,000 to \$2.5 million.

# Planning Grant Categories: Activation Planning Grants



*Formerly Called Needs Assessments/Overall Community Assessment Grants*

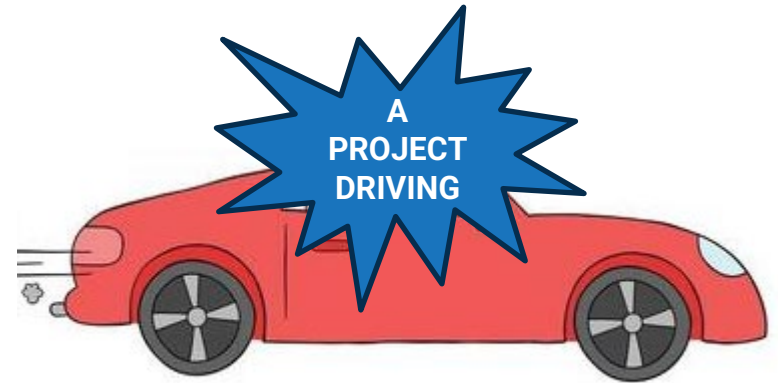
- Guides localities that are new to DHCD/haven't partnered recently with DHCD with technical assistance on grant management expectations.
- Allows a locality to collect data on current community needs/wants for potential Project-Driven Planning Grants.



# Planning Grant Categories: Project-Driven Planning Grants



- May be a continuation of completed activation grant/additional phase of project.
- Directly align with CDBG and Open Submission Project Types:
  - Business District Revitalization
  - Community Service Facilities
  - Economic Development (Job Creation/Retention)
  - Housing Rehab (Targeted, Scattered Site, Comprehensive)
  - Public Infrastructure
  - Public Service



# How to Have a Successful Project and/or Build a Cool Car :



*A Community Engagement and Project  
Development Parable*



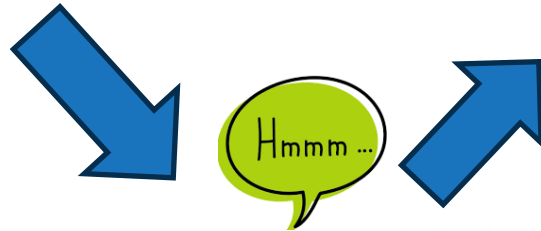




# What Does Community Engagement Look Like



# Community Engagement Can Also Look Like



# Engagement Strategies



Join our  
mailing  
list



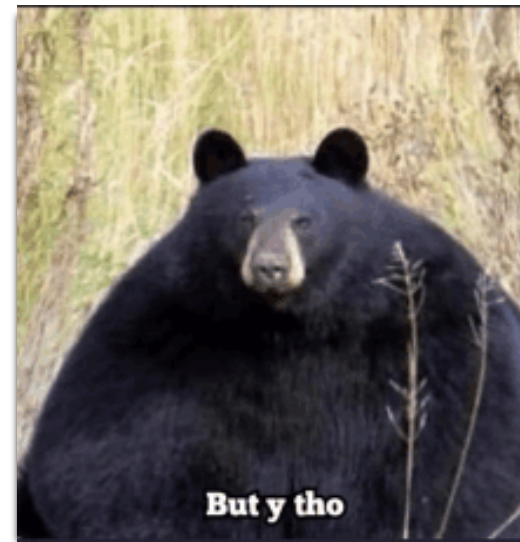
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# DHCD's **WHY?** for Planning Grants

- HUD monitors DHCD on timely expenditure of funds.
- Planning Grants expedite project completion.
- More **\$\$\$** available for construction activities in implementation grant.





# DHCD'S **WHY?** for Planning Grants

- DHCD **REQUIRES** grantees complete BDR/Downtown Revitalization Planning Grant **BEFORE** applying for a Community Improvement Grant.
- DHCD **STRONGLY ENCOURAGES** grantees complete a Community Service Facility Planning Grant before applying for a Community Improvement Grant.
- Even straightforward projects (e.g., waterline replacement) benefit from the planning process to secure project is construction-ready (e.g. complete engineering, collect user agreements, draft documentation for required for contract execution).



**CAUTION: PROJECTS  
WITH MANY MOVING  
PARTS AHEAD**



# DHCD's **WHY?** for Planning Grants



**Communities**



# Other Planning Support Opportunities from DHCD



Appalachian  
Regional  
Commission

Support for planning activities  
in the ARC region.

Contact:  
Bill Hartley  
Program Manager



Support for planning  
projects in GO Virginia  
regions.

Contact:  
Sarah Dunnigan  
Associate Director



Support for planning  
activities in VMS  
communities.

Contact:  
Courtney Mailey  
Program Manager



Help bring strong, reliable  
broadband to all Virginia.

Virginia Broadband and Adoption  
Planning Grant Program.

Contact:  
[digitalopportunity@dhcd.virginia.gov](mailto:digitalopportunity@dhcd.virginia.gov)

# WHY?

## a Locality Should Consider a Planning Grant?



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- Save \$\$\$ - PGs pay for pre-contract documents
- Rolling application cycle
- Technical Assistance
- More \$\$\$ - braiding other grant money
- You have the coolest (and only) Planning Grant Specialist in the agency as your Program Administrator (me).



# Potential Additional Funding Partners



Appalachian  
Regional  
Commission





# Questions?

please post in the chat or use the “Raise Hand”  
function in Teams

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# Five Minute Break



**VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT**  
*Partners for Better Communities*

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