



Deborah A. Burke  
Executive Director

# Malden Redevelopment Authority

## Main Office and Healthy Homes/Rehab Office

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## Community Development Block Grant Program Program Year 2021 Grant Application

### SUMMARY

The Community Development Block Grant (CDBG) program is a federal grant program that provides funding for cities to address the causes and consequences of poverty, principally through activities that benefit low- and moderate-income (LMI) persons. The U.S. Department of Housing and Urban Development (HUD) awards CDBG grants annually to cities like Malden. The Malden Redevelopment Authority (MRA) administers the City's annual award, which in FY2022 is estimated to be \$1.4 million.

CDBG funds can be used for a wide range of activities that benefit LMI households, including physical improvements, public services, and affordable housing development and rehabilitation. LMI households are households at or below 80% of the area median income. Activities can also be designed to serve specific groups that are presumed to be LMI, including abused children, the elderly, domestic violence survivors, people who are homeless, adults with disabilities, adults who are illiterate, people with AIDS, and migrant farm workers. Federal laws and regulations determine which activities are CDBG-eligible.

This application is for organizations seeking CDBG funding for Malden public services and physical improvements. Public services are direct social services administered by nonprofit agencies and organizations for the benefit of LMI Malden residents. Physical improvements include parks, public facilities, and infrastructure improvements that primarily benefit LMI Malden residents.

Please complete the application carefully, as incomplete applications may not be considered.

For further information, please contact Alexander Pratt, Community Development Director, at [apratt@malddenredevelopment.com](mailto:apratt@malddenredevelopment.com) or 781-324-5720 x5728.

### SUBMISSION REQUIREMENTS:

- CDBG Grant Application, fully completed
- SAM.gov Active Registration confirmation (attach printout showing dates and DUNS number)
- [Mass. Certificate of Good Standing](#)
- 501(c)(3) Letter of Tax Determination Status from IRS, if applicable
- Agency's most recent financial audit (If your agency receives more than \$750,000 in federal funds, provide your A133 single audit)
- Applicants submitting multiple proposals must submit each proposal separately

**Applications are due Tuesday, February 16, 2021 by 5:00 PM. Applications must be submitted by email to [apratt@malddenredevelopment.com](mailto:apratt@malddenredevelopment.com).**

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### Board of Directors

Robert K. Foley, Chairman | Robert D. Rotondi | Albert N. Spadafora | Michael Williams | Sharon B. Santillo

## **ANNUAL ACTION PLAN**

The MRA develops the Annual Action Plan on behalf of the City of Malden. The Annual Action Plan is the one-year plan for the City's use of CDBG and Home Investment Partnerships (HOME) funds. Successful applications for CDBG funding become part of the Annual Action Plan.

## **IMPORTANT CDBG PROGRAM DATES**

**January 12, 2021:** Public Hearing #1, at 5:30pm via Zoom. The hearing includes public input on community needs, current programs and strategies, priorities for housing, addressing homelessness, neighborhood preservation and revitalization, and economic opportunity that might be addressed with CDBG or HOME funding. The hearing will include an overview of the CDBG and HOME programs, Consolidated Plan goals and objectives, and the Annual Action Plan process.

**January 13, 2021:** CDBG Applications Made Available. Applications will be available online at [maldenredevelopment.com](http://maldenredevelopment.com). CDBG applications are due February 16 at 5pm.

**January 19, 2021:** CDBG Application Technical Support, at 5:30pm via Zoom. This meeting is for potential CDBG applicants to seek and receive technical assistance regarding CDBG applications.

**February 16, 2021:** CDBG Applications Due. Applications are due by February 16, 2021 by 5pm. Applications must be submitted electronically. Instructions will be included in the application.

**March 8, 2021:** Public Comment Period Begins. The draft Annual Action Plan will be made available for review and public comment online at [maldenredevelopment.com](http://maldenredevelopment.com) for a 30-Day Public Comment period from March 8, 2021 to April 8, 2021. Comments on the Annual Action Plan may be emailed to [apratt@maldenredevelopment.com](mailto:apratt@maldenredevelopment.com) or sent in writing on or before April 8, 2021 to the Malden Redevelopment Authority, 215 Pleasant Street, Third Floor, Malden, MA 02148, Attn: Alex Pratt.

**March 16, 2021:** Public Hearing #2, at 5:30pm via Zoom. The public hearing includes discussion of and public feedback on the draft Annual Action Plan.

**April 8, 2021:** Public Comment Period Ends.

**May 15, 2021:** Annual Action Plan Submitted to HUD. The Annual Action Plan is due to the U.S. Department of Housing and Urban Development no later than May 15, 2021.

**July 1, 2021:** Program Year 2021 Begins. Public Services quarterly reports are due September 30, 2021, December 31, 2021, March 31, 2022, and May 31, 2022. Public Services invoices are due to MRA no later than June 1, 2022. Invoices submitted after June 1, 2022 will not be paid.

**June 1, 2022:** CDBG Public Services Grant Period Ends.

**June 30, 2022:** Program Year 2021 Ends.

Note: Zoom log-in information is available at [maldenredevelopment.com/events](http://maldenredevelopment.com/events).

## MINIMUM CRITERIA FOR CDBG FUNDING

Applications for public services or physical improvements must primarily benefit LMI persons, and fall within an eligible activity category.

### **Benefit to Low- and Moderate-Income Persons**

Proposed activities must benefit at least 51% LMI persons. LMI is defined as having a household income equal to or less than 80% of the area median income. LMI benefit is documented in different ways, depending on the activity. Malden primarily uses the following categories for its CDBG program, though other HUD-approved categories may be used in an extenuating circumstance.

**Area Benefit:** An activity whose benefit is available to all residents of a geographic area that is at least 51% LMI and primarily residential. The geographic area must be the service area of the activity. This category is most commonly used for Physical Improvements. Examples include improvements to a small park in a low-income residential neighborhood. To calculate the area benefit of your proposal, review the “Malden Low-Mod Income Area Map” located at [maldenredevelopment.com/content/cdbg](http://maldenredevelopment.com/content/cdbg), and identify the Block Groups that fall wholly or partially into the proposal’s service area. Because Block Groups do not have equal population numbers, if your service area includes any non-LMI block groups you should confirm that your proposal serves at least 51% LMI people with the MRA prior to submission.

**Limited Clientele:** An activity that benefits a specific group of people that is at least 51% LMI. LMI can be determined by collecting income information from each client, by exclusively serving a “presumed benefit” group, or by designing the activity to “be of such nature and in such location that it may reasonably be concluded that the activity’s clientele will primarily be” LMI. This category is most commonly used for Public Services, but can also be used for Physical Improvements. Examples include: rental assistance, services for domestic violence survivors, and school playground improvements that primarily benefit LMI students but not the surrounding neighborhood.

**Housing:** An activity to acquire, construct, or improve permanent residential housing that will be occupied by LMI households. Rental units must be rented at affordable rents. This category is most commonly used for the rehabilitation of existing owner-occupied or rental units. Most Public Services and Physical Improvements proposals will not fall under this category, even if it is a housing-related Public Service. For example, a rental assistance program meets the Limited Clientele criteria, not the Housing criteria. If you have a proposal under this category, please contact the MRA for assistance.

Each of the above categories has detailed requirements that consider factors specific to your proposal. Proposers with questions about meeting the LMI benefit requirement should contact the MRA early in the proposal process to ensure that the proposed activity meets the LMI benefit.

## **MALDEN'S CDBG GOALS AND OBJECTIVES**

The 2020-2024 Consolidated Plan, which describes the needs and strategies for the CDBG and HOME programs, includes the following priority needs for the City of Malden and North Suburban Consortium. Every CDBG application must address at least one priority need below. Proposals that best address these needs will receive higher scores and are more likely to receive funding.

**Affordable Housing** – The City of Malden and the other seven communities in the North Suburban Consortium recognize the continuing need for the development of affordable owner-occupied and rental housing, rehabilitation of existing housing to ensure affordability and livability, and support to homebuyers. The escalating housing costs in the Greater Boston area have exacerbated an affordable housing crisis among low- and moderate-income households. The City of Malden and the NSC communities have prioritized the creation and preservation of affordable housing, including development of affordable rental and owner-occupied housing, as a strategy to address escalating housing costs for low- and moderate-income households.

**Public Services** – The City of Malden is focused on addressing the needs of low- and moderate-income residents, particularly immigrants, children, seniors, domestic violence survivors, people with disabilities, and other low- and moderate-income populations. The City will prioritize needs related to removing language barriers and other barriers to access; improving public health and health care access; promoting climate adaptation and environmental justice; addressing housing insecurity; and supporting upward mobility and economic opportunity, especially within oppressed groups.

**Parks, Public Facilities and Infrastructure** – The City of Malden has identified a need to improve parks, public facilities, and infrastructure to address accessibility, climate resiliency, and other needs disproportionately affecting low- and moderate-income residents. Through significant input from relevant City Departments and with broad community and stakeholder participation in the Consolidated Planning process, the City of Malden has identified Parks, Public Facilities, and Infrastructure as a high priority need. Through this need, the City will support its ongoing climate resiliency activities ensure the City's public space is accessible to all residents, and meet the needs of low- and moderate-income residents.

**Economic Development** – The City of Malden has identified a need to provide economic opportunities to low- and moderate-income residents through job readiness, skill training, small business support, and other strategies in pursuit of economic justice for oppressed communities. Malden's recent economic successes have helped reduce joblessness, but wages and incomes remain low and inequities persist. 56% of Malden residents are low- and moderate-income, with 40% of residents earning less than 50% of the Area Median Income (FY18 LMISD). Additionally, oppressed groups face wealth and earnings inequities, as well as higher rates of underemployment. Targeted assistance for local small businesses that create jobs for local residents is a demonstrated strategy towards ensuring economic growth benefits are shared equitably throughout Malden's diverse community.

**Public Services Application**

**1. Applicant Information**

Organization:  
Program Title:  
Program Location:  
DUNS #:  
Anticipated Start Date:  
Amount of Request:

Contact Person:  
Title:  
Mailing Address:  
Phone:  
Email:  
Signature:

Organization Type: (select all that apply)

- 501(c)(3)                       For-profit authorized under 570.201(o)     Unit of Government  
 Faith-based Organization     Institution of Higher Education

Proposal Type: (select one)

- Public Service                       Physical Improvement (Park, Public Facility, or Infrastructure)

Does your proposal help prevent, prepare for, or respond to COVID-19?     Yes.     No.

**2. General Project Description:** (attachments permitted if additional space is needed)

**3. CDBG Goals and Objectives:** Which CDBG Goals and Objectives does your proposal address? How does your proposed activity meet these Goals and Objectives? Be specific, e.g. “Public Services – removing language barriers” or “Parks – address climate resiliency.” Then explain how the activity accomplishes that goal.

**4. Resources and Capacity:** Please discuss the staff and resources that will be used to execute the proposed project, familiarity with the community need and how said need/population will be contacted and engaged.

**5. Cost Benefit:** Describe how the overall cost of your proposed project relates to the outputs or outcomes of the project.

**6. Leveraged Funds:** Please discuss the staff and resources that will be used to execute the proposed project, familiarity with the community need and how said need/population will be contacted and engaged.

**7. Planning Alignment:** How does your proposal align with the City's plans, projects, or programs? (For example, the Open Space Plan.) Is public engagement a component of your proposal?

**8. Additional Comments:**

**9. Budget Description**

*Please provide a budget for the proposed project. Include all proposed expenses & funding sources. Grant recipients & the City will have an opportunity to create a more detailed budget upon notification of the project's acceptance.*

**A. Public Service Proposals**

<i>Description</i>	<b>A</b>	<b>B</b>	<b>A + B</b>
	<b>CDBG Funds Requested</b>	<b>Other Funding*</b>	<b>Total Proposed Budget</b>
Office Supplies			
Utilities			
Repairs/Maintenance			
Travel			
Salaries (List relevant positions)			
Other:			
<i>TOTAL PROPOSED BUDGET:</i>			

**B. Physical Improvement Proposals**

<i>Description</i>	<b>A</b>	<b>B</b>	<b>A + B</b>
	<b>CDBG Funds Requested</b>	<b>Other Funding*</b>	<b>Total Proposed Budget</b>
<b>Hard Costs</b> <u>Note:</u> Federal wage rates may apply for some construction projects. Applicants are strongly advised to speak with MRA staff before submitting an application for a physical project.			
Construction			
Acquisition			
Other:			
<i>Total Hard Costs</i>			
<b>Soft Costs</b>			
Appraisals			
Design			
Other:			
<i>Total Soft Costs</i>			
<b>TOTAL PROPOSED BUDGET:</b>			

## 10. Performance and Outcome Measurement

The U.S. Department of Housing and Urban Development (HUD) is now requiring recipients of federal funds to assess the productivity and impact of their programs. In response, the MRA has implemented a Performance and Outcome Measurement System. The System will help to quantify the effectiveness of programs and establish clearly defined outcomes.

Per HUD's requirements, all proposals must demonstrate how they would perform using this system should they receive funding. Please note the following definitions specific to this system as you prepare your application.

### **Definitions:**

**Inputs** – Resources dedicated to or consumed by the program such as money, staff, equipment, and supplies.

**Major Activities** – Identify the major activities to be conducted by this project (e.g. client outreach/assessment, job training, affordable child care, information/referral, counseling/case-management, etc...)

**Outcomes** – Benefits to participants during or after participating in the program (program results). The outcome should answer the questions: What will be the benefits for the client? And/or why is this project being done? Outcomes typically relate to a change in conditions, status, attitudes, knowledge, or behavior. Examples of outcomes include number of families receiving free or subsidized child care as a result of a project to increase awareness of available programs, number of additional persons with disabilities using a facility as a result of the removal of architectural barriers, number of students achieving a higher grade due to a tutorial program, etc. (*Note: Applicants should only include the major project outcomes supported by the requested program funds.*)

**Outcome Measurement** – Methods of measuring outcomes. Identify plans to follow-up/track projects and evaluate a project's impact on participants to ensure that outcomes are met.

**Outputs** – *Quantifiable products of the project* - The direct products of program activities, e.g. number of clients who will be assisted, number of clients who will receive a referral and be helped, number of persons trained, number of children in the program, etc. Outputs may indicate that the project or program is completed but do not indicate whether the project or program will result in the intended impacts (outcomes). In the examples above outputs might be families participating in the project to increase awareness of child care programs, number of architectural barriers removed, or the number of students participating in the tutorial program.

*Please note:* HUD has encouraged grantees to incorporate performance-based standards in project selection and contracting with consolidated plan funds. As a result, for the 2021-2022 program year, where possible, the City of Malden will draft contracts which relate reimbursement specifically to accomplishments. Where possible, the focus will be on outcome accomplishments rather than output accomplishments. For example, a homebuyer assistance program might be reimbursed based on the number of participants who actually purchase homes successfully as opposed to the number of people who attend trainings or inquire about available down payment assistance. In this example, if the sub recipient received \$10,000 and proposed to help 10 families purchase homes, a performance-based reimbursement system would allow them to invoice for \$1,000 for each family that purchases a home. All reimbursement requests will still require documentation as proscribed in the appropriate Federal regulations and City policies. Both HUD and the City of Malden understand that this type of contracting will not easily fit for some projects, however when it is possible, the City will prefer to structure contracts in this manner, so please formulate your proposed projects to work with a performance-based contract system.

<b>Measuring Accomplishments Table</b> (Please avoid abbreviations when possible)					
<b>NEED STATEMENT</b> Description of Need to be Addressed	<b>GOAL</b> Proposed goals to reduce extent of problems or needs	<b>INPUTS</b> Resources to be dedicated or utilized to meet proposed goals	<b>ACTIVITIES</b> What the program does with the inputs to fulfill its mission, e.g., your proposal	<b>OUTPUTS</b> Direct products of program activities, e.g. what the result of your activities will be	<b>OUTCOMES</b> Short-term and long-term benefits resulting from the program

Please indicate the number of outputs expected. Only complete one of the four boxes.

<b>Nationally Reportable Outputs</b>			
Businesses Assisted:		Persons Served:	
Households Assisted:		Jobs Created:	

Most public services, parks, public facilities, and infrastructure project outputs are measured in households assisted or persons served. When providing outputs, please consider a number reasonable enough for you to achieve based on the amount of federal funds requested. MRA staff is available to discuss your specific project and performance measurement in more detail.

**11. Evaluation Criteria** (to be completed by MRA staff)

The MRA will use the following criteria to evaluate eligible proposals and make recommendations to the Mayor and City Council. To be considered, proposals must be complete and meet all requirements.

Comparative Criteria Categories	Highly Advantageous (HA)	Advantageous (A)	Not Advantageous (NA)
<b><u>1. Community Need</u></b> Does the proposal meet the CDBG Goals and Objectives?	The proposal clearly and specifically addresses at least one of the CDBG Goals and Objectives.	The proposal somewhat addresses at least one of the CDBG Goals and Objectives.	The proposal does not adequately address at least one of the CDBG Goals and Objectives.
<b><u>2. Resources &amp; Capacity</u></b> Does the organization have the appropriate level of experienced staff and resources to execute the proposed project and the aptitude to meet the need?	Applicant has had experience with other projects similar to the one proposed and can demonstrate strong staff/resource levels capable of successfully implementing the proposed project.	Applicant has had some experience with other projects similar to the one proposed and has adequate staff/resources capable of completing the proposed project.	Applicant has limited experience with projects similar to the one proposed and it is unclear from the application if there is adequate staff capacity to complete the proposed project.
<b><u>3. Cost Benefit</u></b> How does the cost of the proposed project compare to its proposed output and outcome accomplishments?	Proposed project yields great output and outcome accomplishments relative to project costs.	Proposed project yields moderate output and outcome accomplishments relative to project costs.	Proposed project yields low output and outcome accomplishments relative to project costs.
<b><u>4. Leveraged Funds</u></b> Has the organization secured additional funding sources or in-kind support to cover the proposed project?	Applicant has demonstrated the capability of leveraging funds or in-kind support to cover 50% or more of the proposed project costs. The majority of these leveraged funds are committed.	Applicant has demonstrated the capability of leveraging funds or in-kind support to cover some of the project costs.	Applicant has identified few to none additional funds/ in-kind support to cover the proposed project OR the majority of leveraged funds/ in-kind support identified are pending.
<b><u>5. Planning Alignment</u></b> Does the proposal align with other City plans, programs, or projects?	Proposal directly supports or aligns with specific City plans, programs, or projects.	Proposal somewhat supports or aligns other City plans, programs, or projects.	Proposal is not connected to or aligned with other City plans, programs, or projects.