REVITALIZE

www.yndc.org
ABOUT YOUNGSTOWN

CONTEXT

• Population peaked at 170,002 residents in 1930
• Planners laid out physical infrastructure for continued growth to 250,000

CURRENT REALITY

• Population: 65,161 (-62%,)
• Vacant Structures: 2,686 structures
• Vacant Land: 25,000+ parcels
• Vacancy Rate: 20%
• Poverty Rate: 38%
• Median HH Income: $24,448
• Average Home Sale Price: $35,065
• Owner Occupancy: 56%
ABOUT YNDC

Youngstown Neighborhood Development Corporation (YNDC)

- Citywide community planning and development organization
- Created through public private partnership after completion of 2010 plan
- Began operations in late 2009

Approach

- Performance Based
- Layer Partnerships
- Residents at the Center – Grassroots Engagement
- Strategically Focus Resources
- Incremental Implementation of Vision

Programming

- Planning & Data
- Neighborhood Stabilization
- Active Living and Healthy Eating
- Housing, Financial Literacy and Community Lending
PLANNING & DATA

Project Identification Process
- Complete property surveys
- Identify target areas
- Develop neighborhood action plans and teams
- Develop property specific strategies
NEIGHBORHOOD STABILIZATION

- Board Ups
- Grass Cutting
- Volunteer Workdays
- Vacant Land Stabilization/Side Lots
- CDC Youth Violence Prevention
- Community Based Crime Reduction
- AmeriCorps REVITALIZE Project
- AmeriCorps VISTA
ACTIVE LIVING AND HEALTHY EATING

- Safe Routes to School
- Safe Routes to Parks
- City Park Improvements
- Farmers Market
- Double-Up
HOUSING AND COMMUNITY LENDING

- Owner Occupied Home Repair and Rehabilitation
- HUD-Approved Housing Counseling
- Small Business Development
- REVITALIZE Home Mortgage
- Acquisition and Rehabilitation
- REVITALIZE Rentals/airbnb
MARKET RATE, MARKET READY HOME REHABILITATION MODEL

YNDC minimizes cost and streamlines the rehab process, acting as...

- Planner
- Owner
- Developer
- Property Manager
- General Contractor
- Marketer
- Realtor
MARKETING & MARKET BUILDING

Strategies

• Door Color
• Signage
• Welcome Mats
• YNDC Literature on Site
• Neighborhood/Volunteer Open Houses
• Media Events
MARKETING & MARKET BUILDING

Strategies

• After Photos
• Website
• Multiple Listing Service + Zillow, Trulia, Realtor, etc.
• Facebook – targeted, boosted posts
• Twitter
• Instagram
MARKETING & MARKET BUILDING

Buyer Pipeline

• HUD-Approved Housing Counseling
  • Bank Partnerships
• REVITALIZE Realty
• REVITALIZE Home Mortgage
MARKETING & MARKET BUILDING

Restrictions

- Owner-occupant buyers ONLY
- 5-year deed restriction
- NO INCOME RESTRICTIONS
RESULTS

- 100 units rehabilitated
- Average time on market – 1 week from listing to contract
CITYWIDE RESULTS

Decrease in vacancy
• 31% decrease from 2016 to 2018

Decrease in serious property and violent crimes
• 14% decrease from 2014 to 2017

Increase in home sale prices
• From $27,824 between 2012-2014 to $34,182 between 2015-2017 (23% increase)

Increase in conventional mortgage lending activity
• From 38 in 2011 to 96 in 2016 (153% increase)
PLEASANT GROVE STRATEGIES

- Land Bank Demolitions
- Strategic Code Enforcement
- Owner-Occupied Repair and Rehabilitation
- Single-Family Vacant Rehabilitation
- Multi-Family Vacant Rehabilitation
- NEW CONSTRUCTION FOR HOMEOWNERSHIP
### Pleasant Grove Neighborhood Action Plan Goals and Results

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>30 properties brought into compliance</td>
<td>27 properties brought into compliance</td>
</tr>
<tr>
<td>2 vacant properties rehabilitated</td>
<td>4 vacant properties rehabilitated</td>
</tr>
<tr>
<td>10 vacant properties demolished</td>
<td>24 vacant properties demolished</td>
</tr>
<tr>
<td>Grass cutting at all vacant properties</td>
<td>227 grass cuts at vacant properties</td>
</tr>
<tr>
<td>Board up/clean up at all vacant properties where needed</td>
<td>30 vacant properties boarded and/or cleaned up</td>
</tr>
<tr>
<td>Annual streetlight survey</td>
<td>1 streetlight survey conducted; outages reported</td>
</tr>
<tr>
<td>8 sidewalk squares replaced</td>
<td>Safe Routes to School 2017 application not funded; 2018 application to be submitted</td>
</tr>
<tr>
<td>37 dead trees removed</td>
<td>15 dead trees removed</td>
</tr>
<tr>
<td>15 street trees planted</td>
<td>76 trees planted</td>
</tr>
<tr>
<td>30% decrease in crime</td>
<td>27% decrease in violent &amp; property crime</td>
</tr>
<tr>
<td>5 collaborative neighborhood projects</td>
<td>2 “Welcome to Boulevard Park” signs installed; 1 “Welcome to Youngstown” sign landscaped; 1 tree-planting project on Pinehurst/Market; 1 tree-planting project on Maywood; 1 experimental clover project; tree-planting continues on Rush/Euclid; 1 cleanup held on Clarendedale/Erie</td>
</tr>
<tr>
<td>10% increase in median home sales prices</td>
<td>24% increase in median home sales prices</td>
</tr>
</tbody>
</table>
PLEASANT GROVE RESULTS

Decrease in vacancy
• From 65 vacant structures in 2014 to 38 in 2018 (42% decrease)

Decrease in serious property and violent crimes
• 27% decrease from 2015 to 2017

Increase in home sale prices
• From $30,314 between 2012-2014 to $37,724 between 2015-2017 (24% increase)

Increase in conventional mortgage lending activity
• From 2 in 2011 to 5 in 2015 (150% increase)