

Target Area ID and Surveying

Georgia Community Development Block Grant Summit
October 7-10, 2024 | Athens, GA

Presented By:



Needs Assessment

- ▶ Start at the beginning: Planning
 - ▶ Before you start applying for grants, invest in comprehensive community planning.
 - ▶ Comp Plan should help identify the greatest needs.
- ▶ The Community Development Needs Assessment (similar to the old DCA-3) will also do this in a very formal manner.
- ▶ Includes a jurisdiction-wide analysis of:
 - ▶ Water
 - ▶ Sewer
 - ▶ Drainage
 - ▶ Streets
 - ▶ Buildings
 - ▶ Housing
 - ▶ Economic Development

Public Involvement

- ▶ Listen to your citizens!
- ▶ They've probably already told you the greatest problems.
 - ▶ Document, Document, Document
- ▶ When in doubt, ask them:



Screening for LMI Thresholds

Will my project qualify?

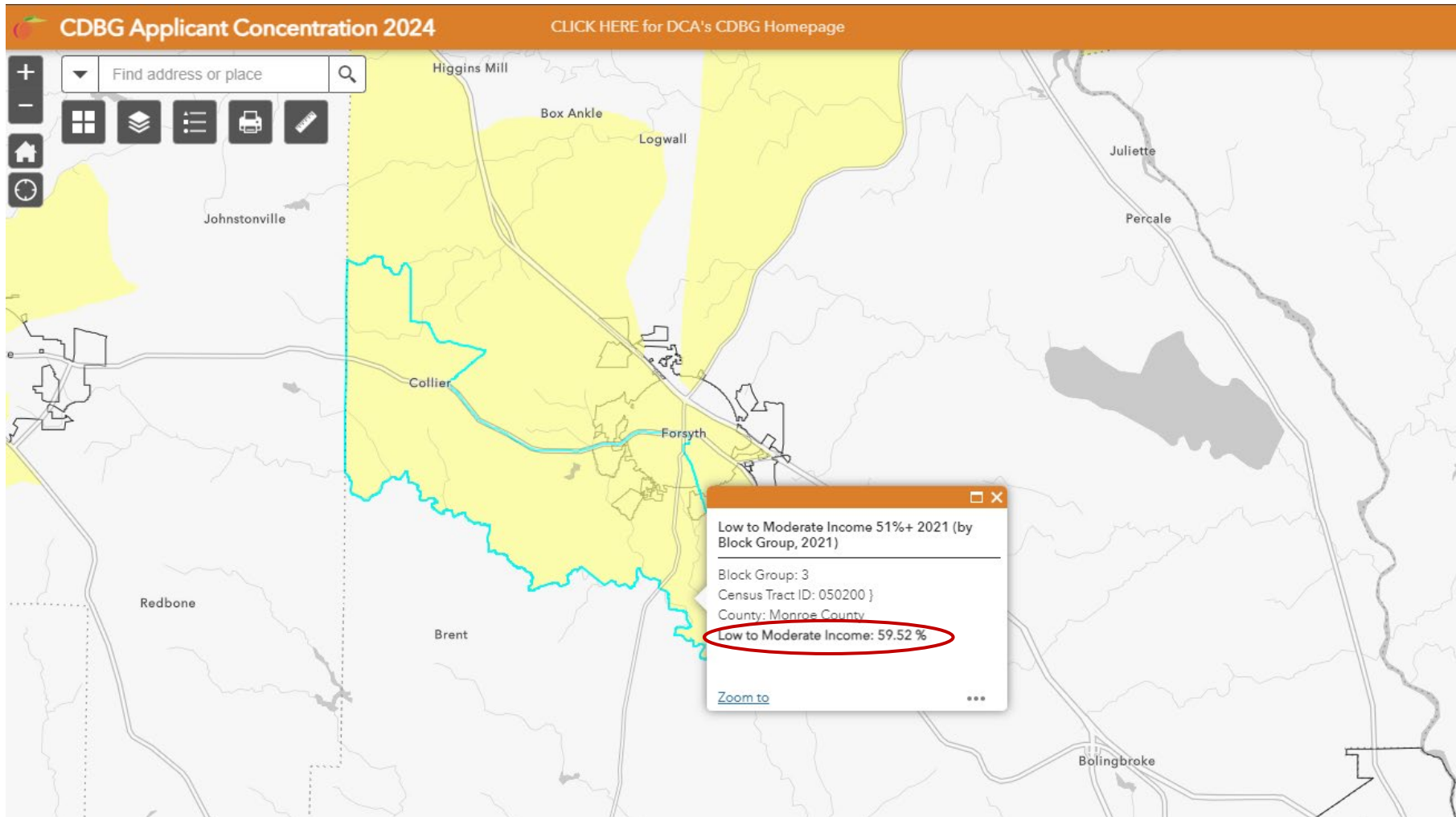
Recap: Measuring LMI Conformity

- ▶ Public Facilities (70% LMI):
 - ▶ Area Basis
 - ▶ Limited Clientele
- ▶ Housing (100% LMI):
 - ▶ Individual Homeowners
- ▶ Economic Development (51% LMI):
 - ▶ Jobs Created
- ▶ Most common (and challenging) is the area basis. Requires either a (large) random survey of households or a census of all households within the area.
- ▶ Limited clientele buildings *may* also require a similar survey, depending on data already gathered and programmatic regulations.

Table 2
REQUIRED SAMPLE SIZES FOR UNIVERSES OF VARIOUS SIZES

Number of Families in the Universe	Minimum Sample Size
55 or less	50
56 - 63	55
64 - 70	60
71 - 77	65
78 - 87	70
88 - 99	80
100 - 115	90
116 - 133	100
134 - 153	110
154 - 180	120
181 - 238	150
239 - 308	170
309 - 398	200
399 - 650	250
657 - 1200	300
1201 - 2700	350
2701 or more	400

Area Basis: Census Data



“Windshield” Survey



True or False: These indicators will determine if your project area is eligible.

FALSE.

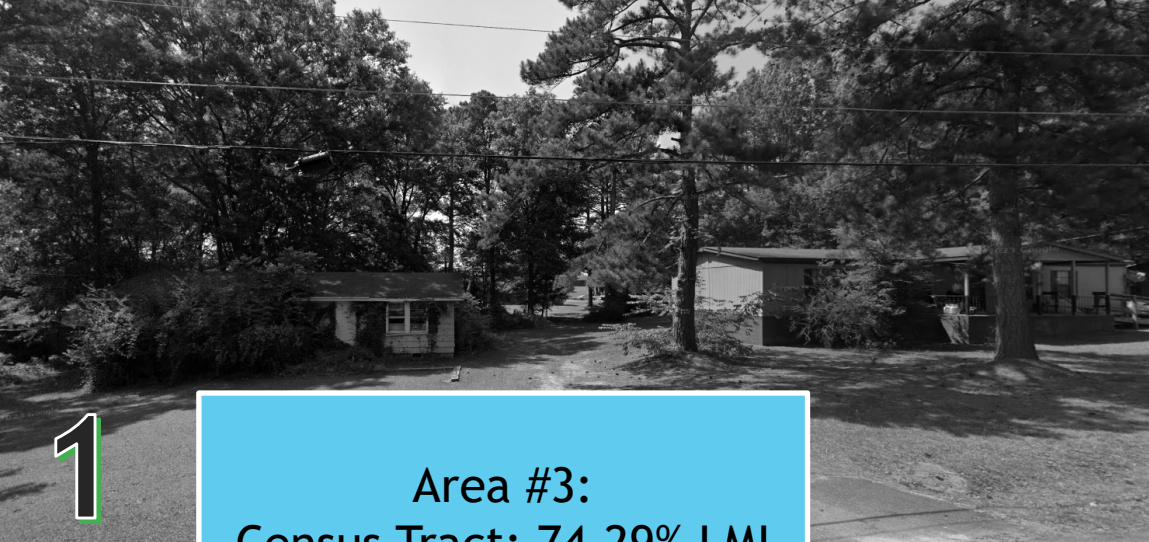
Only a thorough survey of neighborhood residents can determine the accuracy of our preliminary data indicators or visual assumptions about a neighborhood.

Results

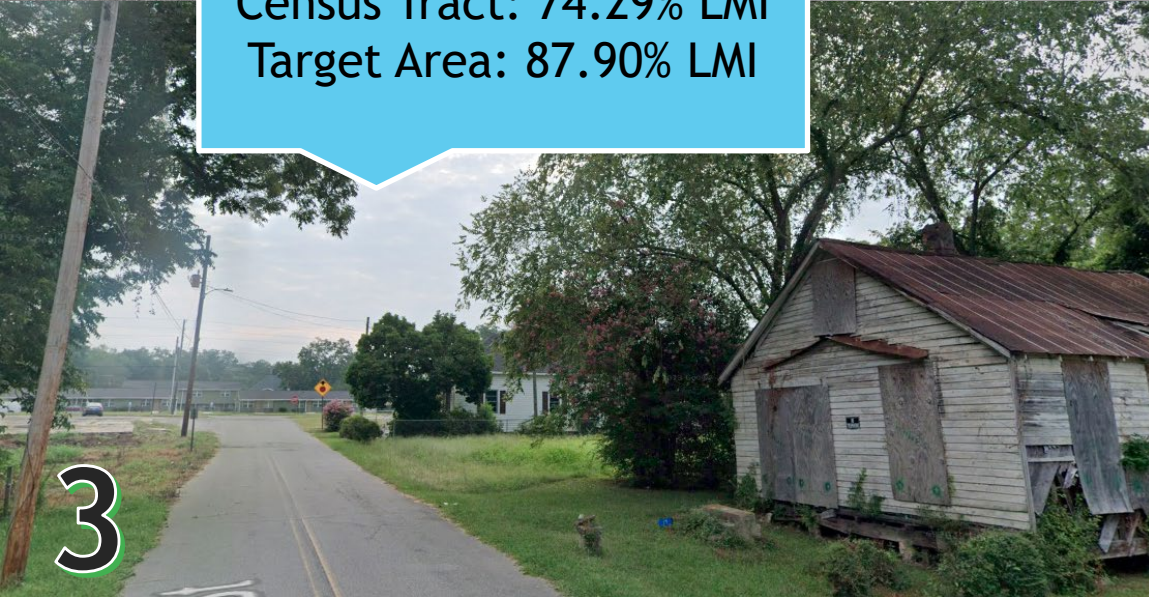
Area #1:
Census Tract: 79.19% LMI
Target Area: 88.90% LMI



Results



Area #3:
Census Tract: 74.29% LMI
Target Area: 87.90% LMI



Results

Area #2:
Census Tract: 59.52% LMI
Target Area: 78.62% LMI
((More on this one in a second))

2



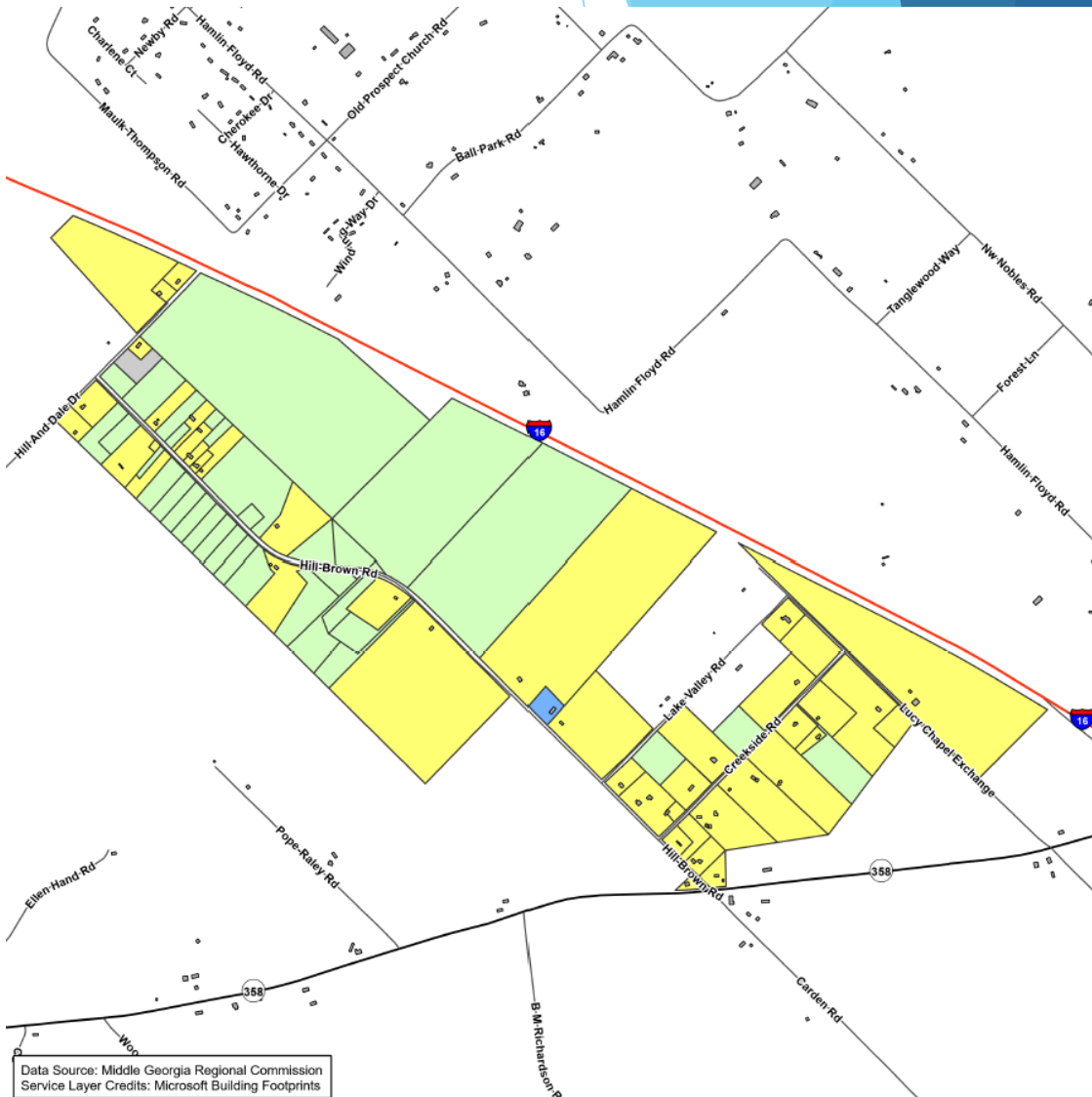
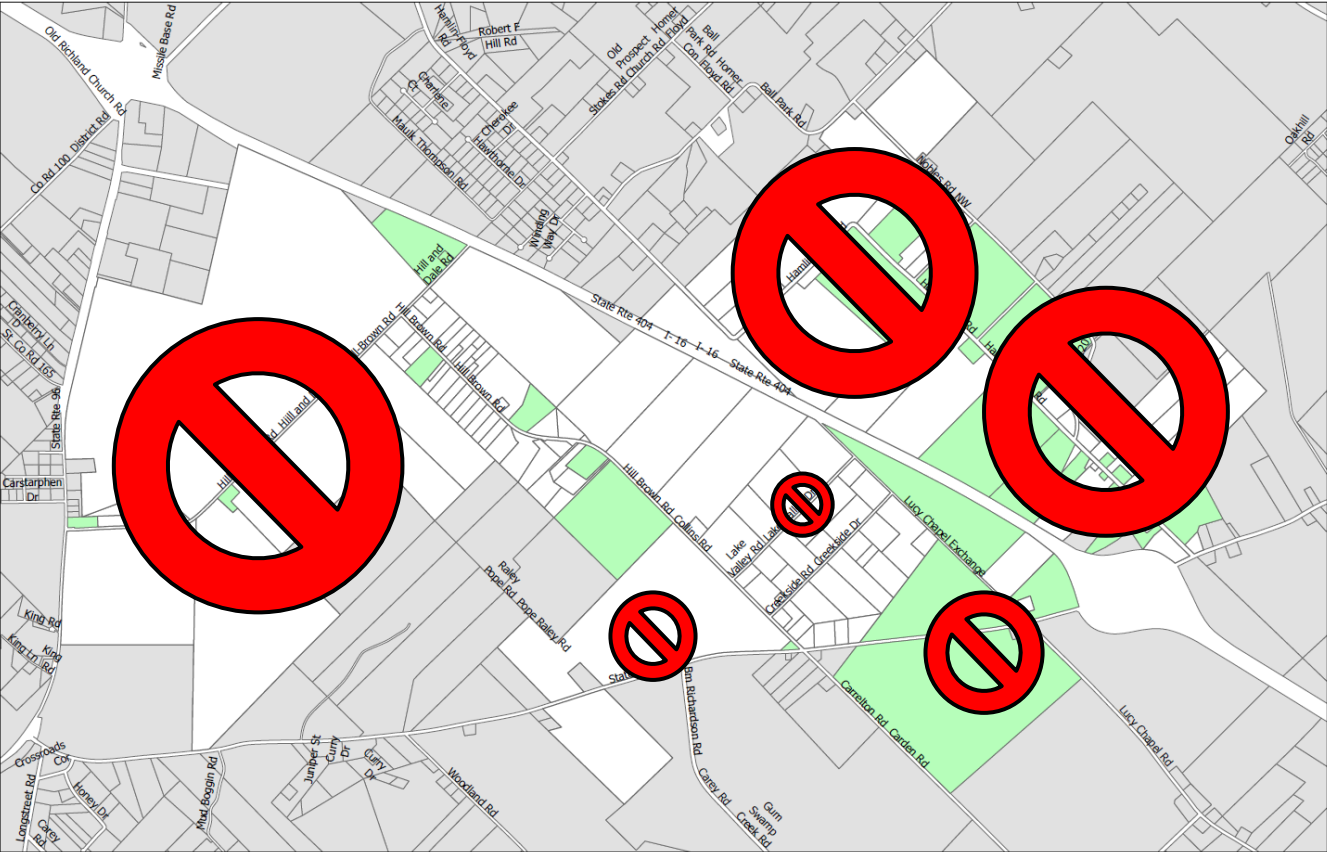
Results



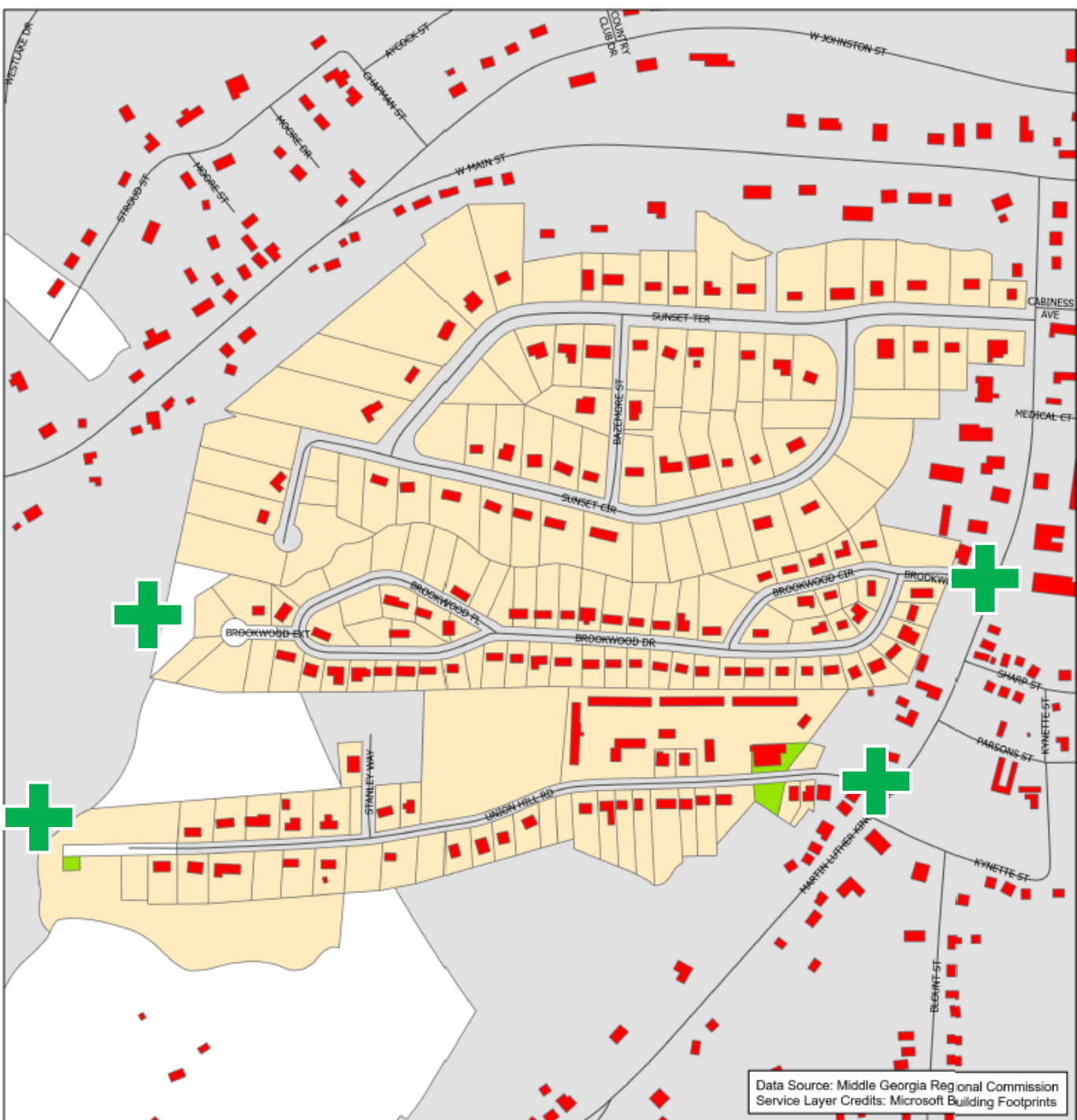
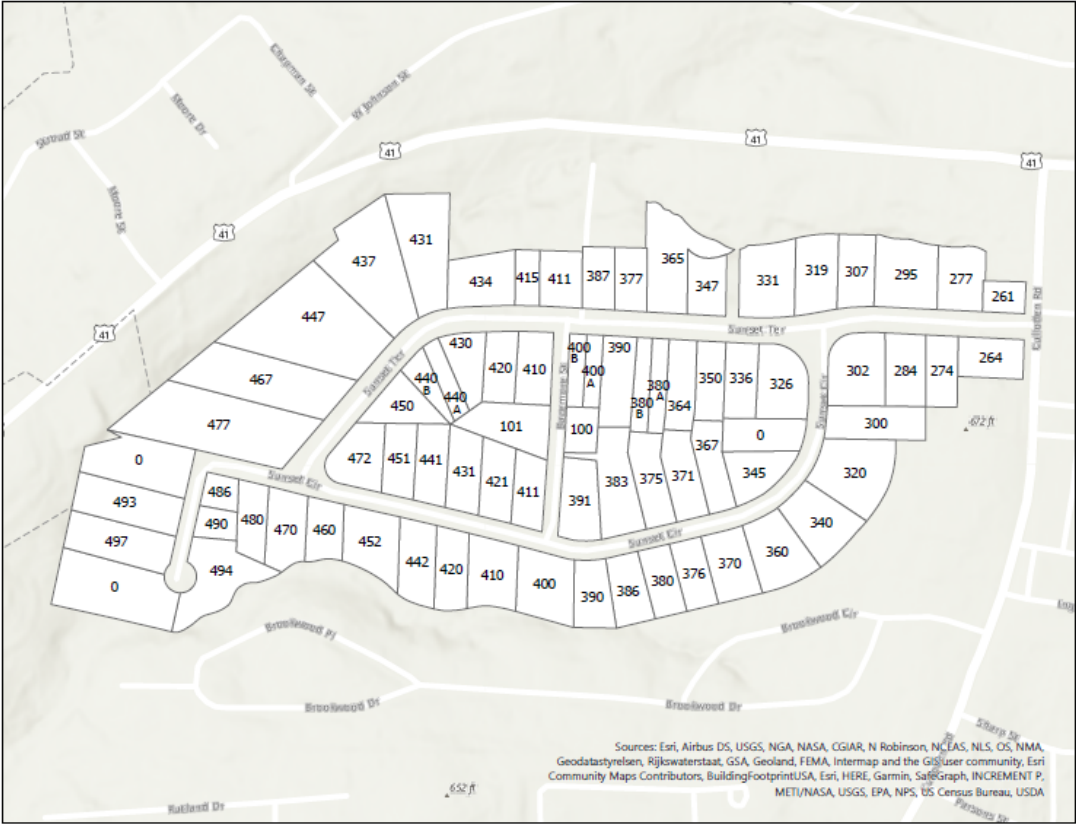
Area #4:
Census Tract: 44.24% LMI
Target Area: 50.86% LMI



Right-Size Your Target Area: Downsizing



Right-Size Your Target Area: Upsizing



Survey Techniques

Getting to a Response

Outreach Methods

Expected Response Rates for Different Types of Surveys (Table 3, Appendix C)

Survey Type	Expected Rate of Response
Mail	25%-50%
Mail w/ Letter Follow-Up	50%-60%
Mail w/ Telephone Follow-Up	50%-80%
Telephone	75%-90%
Door-to-Door	75%-90%



MGRC Survey Approach

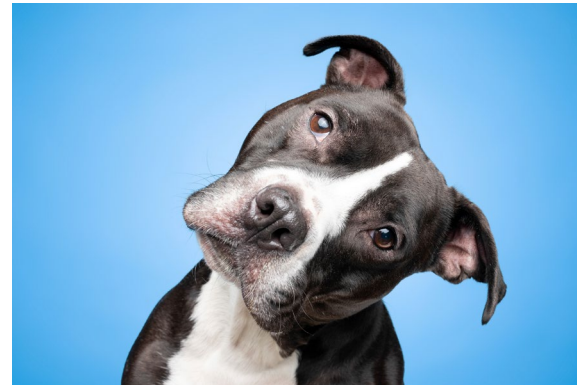
- ▶ Mail first (ideally with water bills). Include a cover letter signed by Mayor, Chairman, or City/County Manager.
 - ▶ Ideally this also includes a public meeting notice.
 - ▶ Consider a post on Facebook/Social Media.
 - ▶ Inform law enforcement as needed.
- ▶ Follow up with at least 3-4 (maybe more) in-person Door-to-Door Visits
 - ▶ Different times of day
 - ▶ Morning, Afternoon, Evening, Weekends
 - ▶ Bring along city staff whenever/wherever possible
 - ▶ Ideally, someone who knows the neighborhood.
 - ▶ Leave behind additional survey copies with a cover letter.
- ▶ Follow up phone calls from city staff and/or elected officials

Completing the Survey

- ▶ Consult DCA sample survey (Appendix C) or use a similar format.
 - ▶ 2 Key questions: Number of People & How much the household earns
- ▶ The income question is the “tough” one. Ease into it and start with simple and comfortable questions. (How many people live here? Are you the head of household? Is anybody elderly or disabled?)
- ▶ Make it a conversation, not a survey.
- ▶ Be personable and human. Listen, be sincere, and look/act the part.
- ▶ Use the opportunity to ask about their challenges/problems and listen.
 - ▶ Even better: have them write a letter right then and there!
- ▶ Worst case, if they won't provide an answer on their income, you can assume they're a Non-LMI household if you still need the response.

Final Reminders

- ▶ Integrity of the process is important. Don't try to bias the results.
- ▶ Surveying is hard work. Lean into local partners for assistance.
- ▶ Persistence is your friend. (Eventually, they'd rather fill out the survey than have you knock on their door one more time)
- ▶ Above ALL else: prioritize your safety. No CDBG project is worth risking bodily injury or worse.



Questions?

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