

Our Pandemic Recovery Goals

- Balance short-term recovery versus long-term investments
- Systemic solutions – Prevent the problem
- Sustainable solutions – Financially and priority permanent

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting different levels or types of nodes. The lines are thin and gray, connecting the nodes in a non-linear fashion.

The Funding Landscape

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, featuring a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have concentric circles, suggesting different levels or types of nodes. The lines are thin and gray, connecting the nodes in a non-linear fashion.

What resources are we using to address our health and community needs?



Coronavirus Aid, Relief and Economic Security Act ("CARES")

Passed in 2020 to provide **fast and direct** economic assistance people and industries negatively impacted by COVID-19.



Community Development Block Grants ("CDBG")

Annual funding to provide decent housing, eliminate blight, and expand opportunities for low-moderate income populations.



HOME Investment Partnerships Program ("HOME")

Annual funding to support local affordable housing strategies and increase homeownership for low and very low-income populations.



American Rescue Plan Act ("ARPA")

Passed in 2021 to help the U.S. **respond and recover** from the COVID-19 pandemic, providing financial relief for local governments.



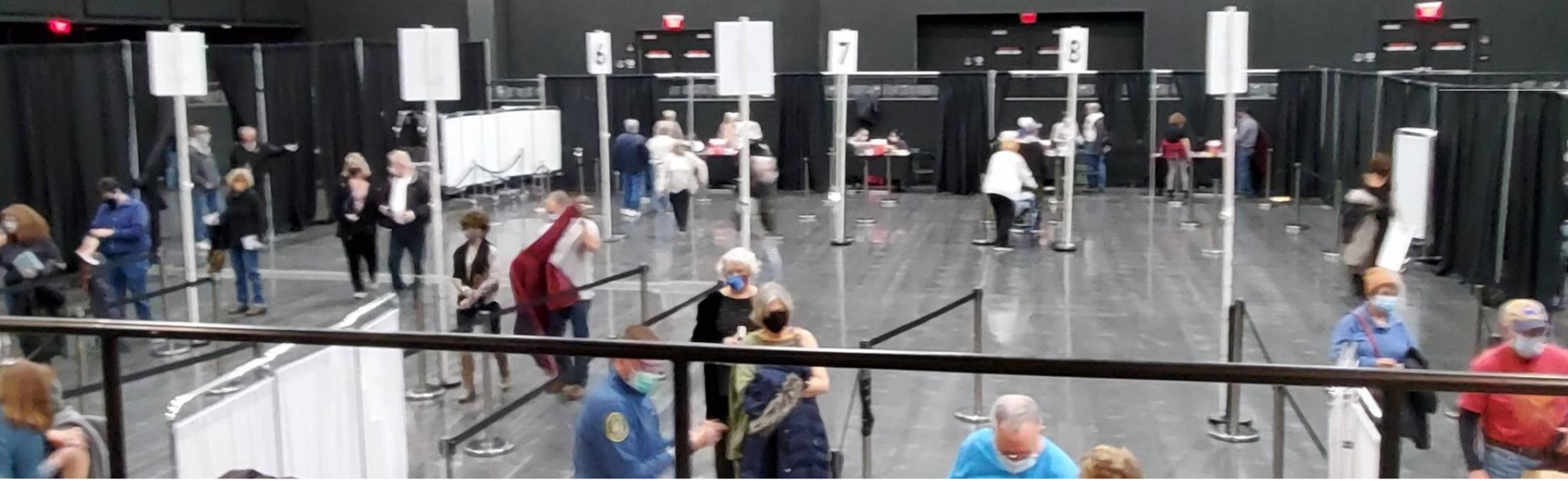
CDBG-CARES

Supplemental appropriation of CDBG funds for community development activities that prevent, prepare for, and respond to Covid-19 pandemic.



HOME-ARP

Supplemental appropriation of HOME funds for activities like homelessness prevention and development of non-congregate sheltering.



How has the City been using COVID-19 funds to address health needs?

\$9 Million Awarded

- Vaccination clinics
- Investigation and contact tracing
- Distribution of COVID-19 tests
- Mobile medical van for underserved neighborhoods
- Improved public health data collection and analysis



How has the City been using COVID-19 funds to address community needs?

\$3 Million Awarded

- Homelessness and housing assistance to BES (emergency sheltering) and New Bethany Ministries (eviction prevention)
- Public services support to organizations like Hogar Crea (addiction treatment) and Kellyn Foundation (fresh food access)
- Small business grants



How has the City been using CDBG/HOME funds to address community needs?

\$1.8 million awarded annually

Support for public services, facilities projects, and housing programs such as

- New Bethany Ministries Choice Kitchen, Trinity Soup Kitchen, and Rep Payee program
- Center for Humanistic Change youth mentoring and case management
- Catholic Senior Housing
- Hispanic Center Lehigh Valley Food Pantry
- YMCA Child Care Wing Renovations
- City Housing Rehab Program
- CADCB Residential & Commercial Façade Programs
- ACLV Homebuyer Programs

How has the City been using other federal/state/local funds to address health and community needs?

A few examples



Lead and Healthy Homes Programs

Federal funding to abate lead hazards and correct housing-related safety issues.

\$4 million awarded



Community Oriented Policing Services (DOJ COPS)

Federal funding to support Community Connections Program—City social workers teamed with police to address social service needs.

\$269,000 awarded



Parks and Trails Improvements

Regularly awarded state funding to support improvements to parks and trails, including most recently for Fairview Park and Monocacy Way.

\$550,000 awarded

A decorative network diagram in the top-left corner, featuring a cluster of interconnected nodes. Some nodes are solid grey circles, while others are white circles with grey outlines. They are connected by thin grey lines, some of which are solid and others dashed.

What's Next? Community Input on a Long-Term Strategy

What is *We Build Bethlehem?*

Webuild.Bethlehem-pa.gov

- Community Engagement Tool
- 1st Project: Pandemic Recovery/
American Rescue Plan
- *One* way to find out what our
community needs most



2022 Timeline

January-March
2022:

ARPA fund
process
planning

- New administration in January 2022
- Jan.- Mar. engagement research/platform acquisition

April - October
2022:

Launch at State
of the City

- April: Launch of the We Build Bethlehem Platform
- Paper surveys (Spanish and English)
- Outreach and Engagement

Goal: To create a process in which community engagement, outreach, and application for ARPA funds is done through the most equitable avenues.

Community Outreach and Engagement



Mayor J. William Reynolds is joined by (l to r) Angela DelGrosso, Janine Carambot Santoro, Laura Collins, Maraleen Shields and Michelle Kott for his first 'State of the City' address on April 7, 2022. (Photo | WLVJR)

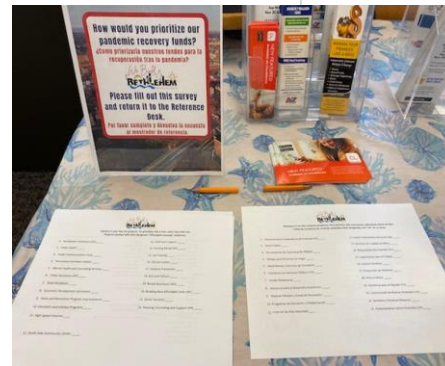
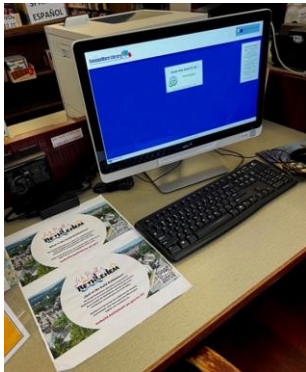


Task Force learns how 'We Build Bethlehem'

Twitter Facebook YouTube



Task Force Chair Janine Santoro discusses the need for getting people registered for the city's 'We Build Bethlehem' online platform.



<p>American Rescue Plan Survey</p> <p>How would you prioritize our pandemic recovery funds?</p> <p>Please fill out this survey and return it to the Reference Desk.</p> <p>For more information or to request a survey, call 610-261-1000.</p>	<p>American Rescue Plan Survey</p> <p>How would you prioritize our pandemic recovery funds?</p> <p>Please fill out this survey and return it to the Reference Desk.</p> <p>For more information or to request a survey, call 610-261-1000.</p>
<p>1. How would you prioritize our pandemic recovery funds?</p> <p>2. How would you prioritize our pandemic recovery funds?</p> <p>3. How would you prioritize our pandemic recovery funds?</p> <p>4. How would you prioritize our pandemic recovery funds?</p> <p>5. How would you prioritize our pandemic recovery funds?</p> <p>6. How would you prioritize our pandemic recovery funds?</p> <p>7. How would you prioritize our pandemic recovery funds?</p> <p>8. How would you prioritize our pandemic recovery funds?</p> <p>9. How would you prioritize our pandemic recovery funds?</p> <p>10. How would you prioritize our pandemic recovery funds?</p>	<p>1. How would you prioritize our pandemic recovery funds?</p> <p>2. How would you prioritize our pandemic recovery funds?</p> <p>3. How would you prioritize our pandemic recovery funds?</p> <p>4. How would you prioritize our pandemic recovery funds?</p> <p>5. How would you prioritize our pandemic recovery funds?</p> <p>6. How would you prioritize our pandemic recovery funds?</p> <p>7. How would you prioritize our pandemic recovery funds?</p> <p>8. How would you prioritize our pandemic recovery funds?</p> <p>9. How would you prioritize our pandemic recovery funds?</p> <p>10. How would you prioritize our pandemic recovery funds?</p>

How did we reach out and engage?

Community Events/Organizations/Residences

- Festivals and local events
- Departmental events
- Community centers, food pantries, and service providers
- Senior residential buildings
- Public meetings



How did we reach out and engage?

Online/Social Media/E blasts

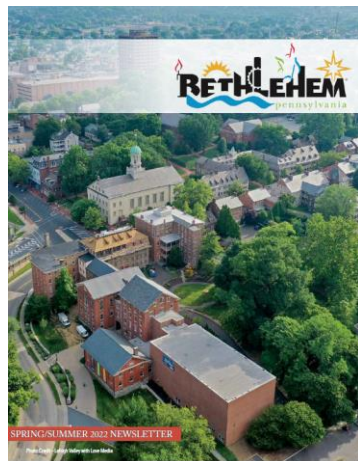
- Computer stations, reference desks, and website at Bethlehem Area Public Library branches
- Display at Northampton Community College- Fowler Center
- Facebook posts through the Mayor's page, City of Bethlehem page, and department pages
- Email outreach for promotion with our community partners: Greater Lehigh Valley Chamber, New Bethany Ministries, Southside Arts District, Chamber's mission councils, CACLV, CADCB, Hispanic Center Lehigh Valley, ArtsQuest, HBMS, Bethlehem Area Public Library, Moravian University, Lehigh University, Northampton Community College, & Boys and Girls Club



How did we reach out and engage?

Mailings

- Survey in each water bill
- Spring and fall 2022 Newsletter



Mayor's Address to the City of Bethlehem



There is nothing quite like Spring in Bethlehem. Warmer and brighter days allow us to enjoy the seemingly never-ending recreational, cultural, and social opportunities our city has to offer, and this reminds us of one of the qualities that makes our city so special - an energy that is electric and unique to Bethlehem.

Since taking office in January, our new Administration has tried to bring that distinctive Bethlehem energy to everything we do in City Hall and throughout the community. Our team is comprised of the next generation of civic and community leaders -- inspiring and passionate, this Administration represents the many corners of our community and is focused on carrying out our 2022 priorities for Bethlehem.

At the top of our priority list is helping Bethlehem families and businesses exit and recover from the pandemic. To that end, we are actively working on robust community outreach efforts to assess the needs and priorities of our residents. We know the pandemic has impacted our community in a multitude of ways, and we know we have a lot of work to do together to help people regain financial, and emotional, stability coming out of the pandemic. What our community engagement efforts will do is help us direct our time and financial resources responsibly as we look to assist those in our city who were most affected by the incredibly difficult past two years. Among other things, the conversations we engage in through these outreach efforts will inform our strategies for enhancing affordable housing initiatives.

We also continue to prioritize economic revitalization. We are seeing unprecedented levels of public and private investment in our city at a time when building a sustainable community has never been more imperative. We are excited to implement Bethlehem's award-winning Climate Action Plan, which is helping us build a sustainable future for our city, as well as our neighborhood revitalization initiatives, which will see new levels of progress toward building on the quality of life that makes Bethlehem a special place to call home.

Thank you for taking the time to read about the work your civic leaders and public servants are doing in City Hall and around the community. The city's newsletter is a resource for everyone in Bethlehem. Information on municipal services, updates on community happenings, and our Administration's plans for the future of our city will fill these pages twice a year. We are also expanding the ways in which we communicate by enhancing our social media and website offerings. We look forward to talking, interacting, and serving all of our residents in the manner they find most convenient.

continued on next page



We Build Bethlehem

The secret is out nationwide: Bethlehem is an amazing place to live. Those of us who live here experience it when we take our dogs for a walk on the towpath, catch a concert at the Levitt Pavilion on the SteelStacks campus or dine on Main Street.

As word spreads, it is reflected in our hot real estate market and the boom of new development.

It's made affordable housing a constant topic of conversation in Bethlehem City Hall.

We want our City to remain a community that embraces its longtime residents and welcomes newcomers. We know we cannot do that without a healthy housing market that offers entry points for folks across the income spectrum.

That's why the City has launched an affordable housing strategies study with the help of the Reinvestment Fund. The Philadelphia-based firm in 2017 developed Bethlehem's blight strategy, which resulted in overhauling the city's housing inspection program, the creation of a new rental registration program and a blighted property certification process.

Now the Reinvestment Fund will expand that work with a study that leaves the City with a road map to preserve and expand affordable housing in Bethlehem. This study builds upon Bethlehem's 2021 selection as one of five communities

participating in a virtual workshop led by New York University's Furman Center's Housing Solution Labs.

The first steps of the Reinvestment Fund's work -- a local housing needs assessment and updating the city's market value analysis -- are already underway. Next, the team will identify the affordable housing solutions that best lend themselves to Bethlehem's unique housing market. It is a data-driven process with an emphasis on community engagement and actionable solutions. The process will occur over the next year.

This work has great urgency. We know many Bethlehem residents are currently struggling with the rising cost of housing, gas and groceries. Those needs can't wait.

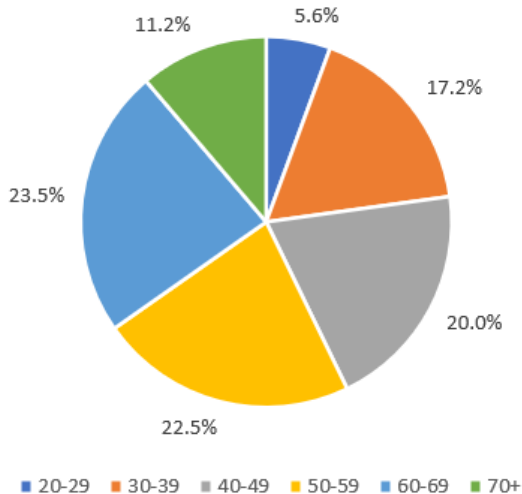
This is where the American Rescue Plan comes in. It has given Bethlehem a once-in-a-generation opportunity to rethink how we approach housing and tackle systemic inequities.

You can vote on how we best spend that money to help our community by visiting webuild.bethlehem-pa.gov or detach, complete and send the paper version of this survey in the newsletter.

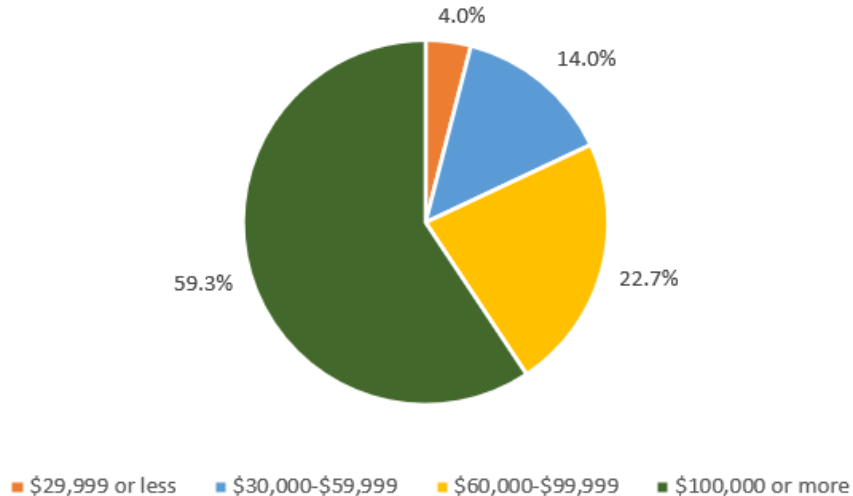
We Build Bethlehem Survey Demographics

(Platform Survey)

Survey Respondents by Age (%), Online



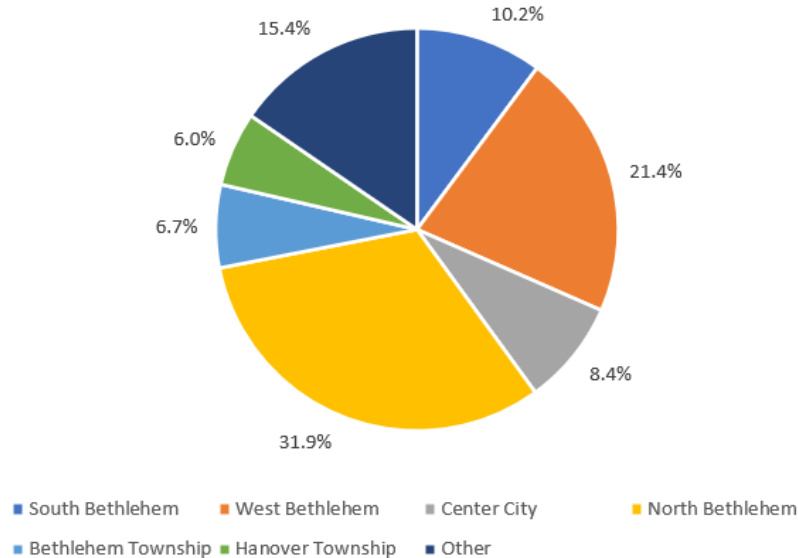
Household Income of Respondents, Online (%)



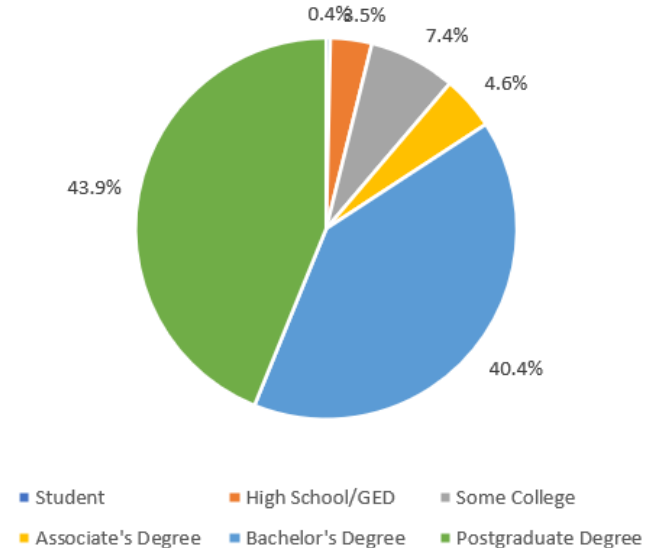
We Build Bethlehem Survey Demographics

(Platform Survey)

Survey Respondents by Area of Residence (%), Online



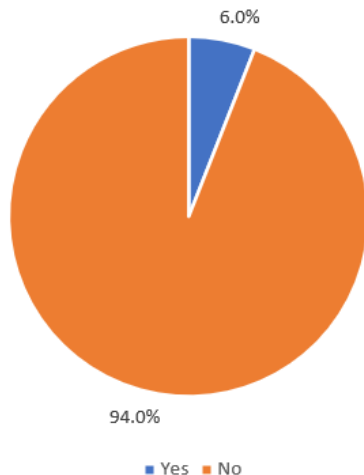
Education Level of Survey Respondents (%), Online



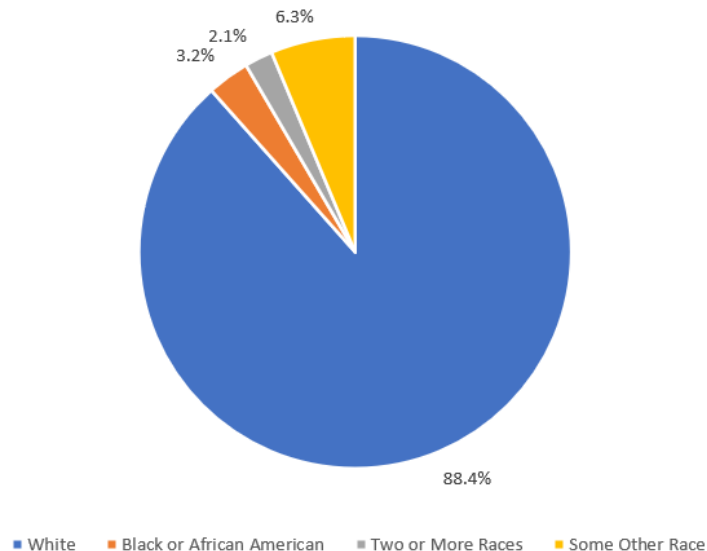
We Build Bethlehem Survey Demographics

(Platform Survey)

Survey Respondents who are of Hispanic or Latinx Origin (%),
Online



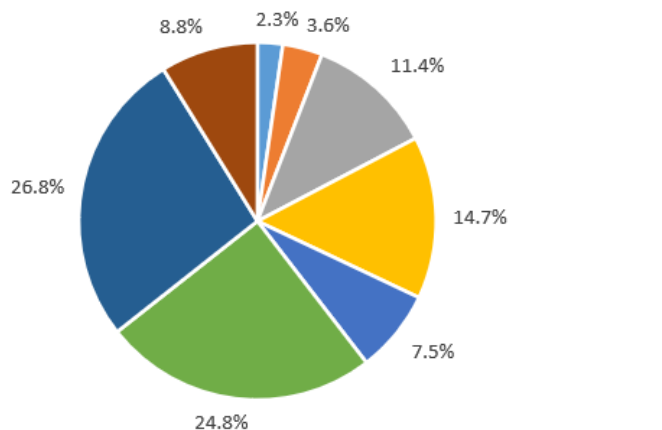
Survey Respondents by Race (%), Online



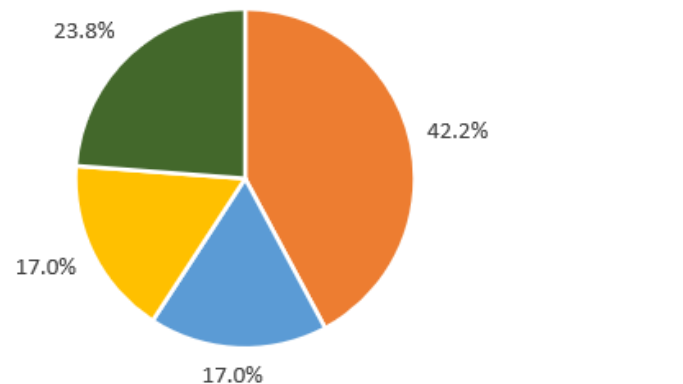
We Build Bethlehem Survey Demographics

(Paper Survey)

Survey Respondents by Age (%), Paper



Household Income of Respondents, Paper (%)



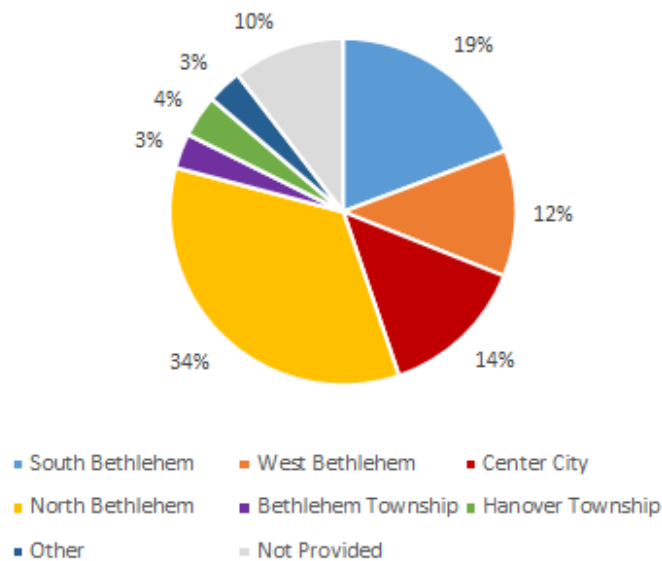
■ 19 or under ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-69 ■ 70+ ■ No Response

■ \$29,999 or less ■ \$30,000-\$59,999 ■ \$60,000-\$99,999 ■ \$100,000 or more

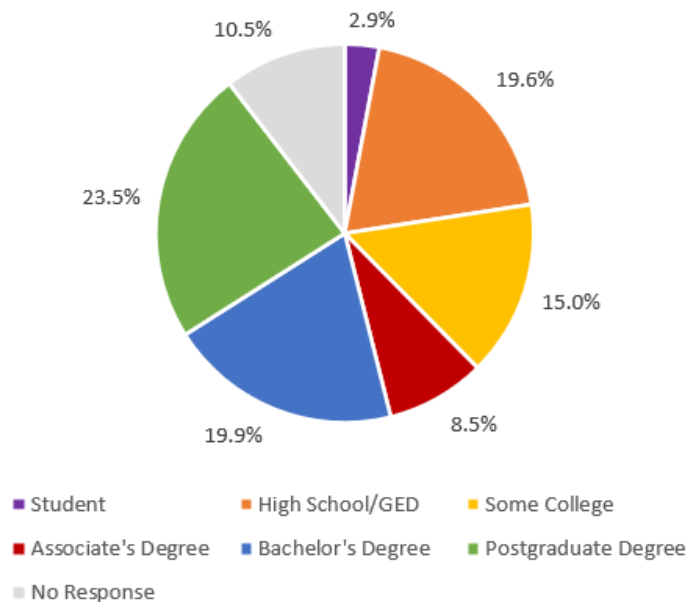
We Build Bethlehem Survey Demographics

(Paper Survey)

Survey Respondents by Area of Residence (%), Paper



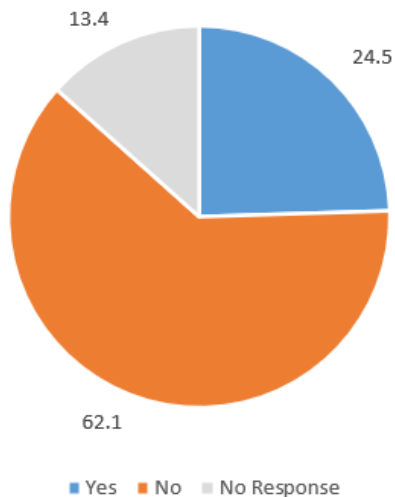
Education Level of Survey Respondents (%), Paper



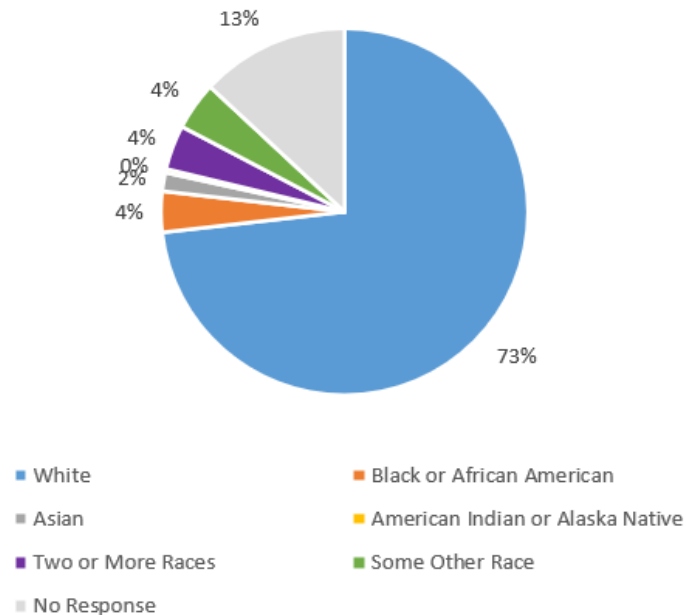
We Build Bethlehem Survey Demographics

(Paper Survey)

Survey Respondents who are of Hispanic or Latinx Origin (%), Paper



Survey Respondents by Race (%), Paper



Structural Takeaways

Platform Survey

- Total number of participants: 285
- More communicative of comments, priorities, and data reporting
- Great for those that are more interested in future engagement projects (Climate Action, Affordable Housing, etc.)
- Easier to share through social networks, organizations, and email through the QR code and website

2020 Census Data:

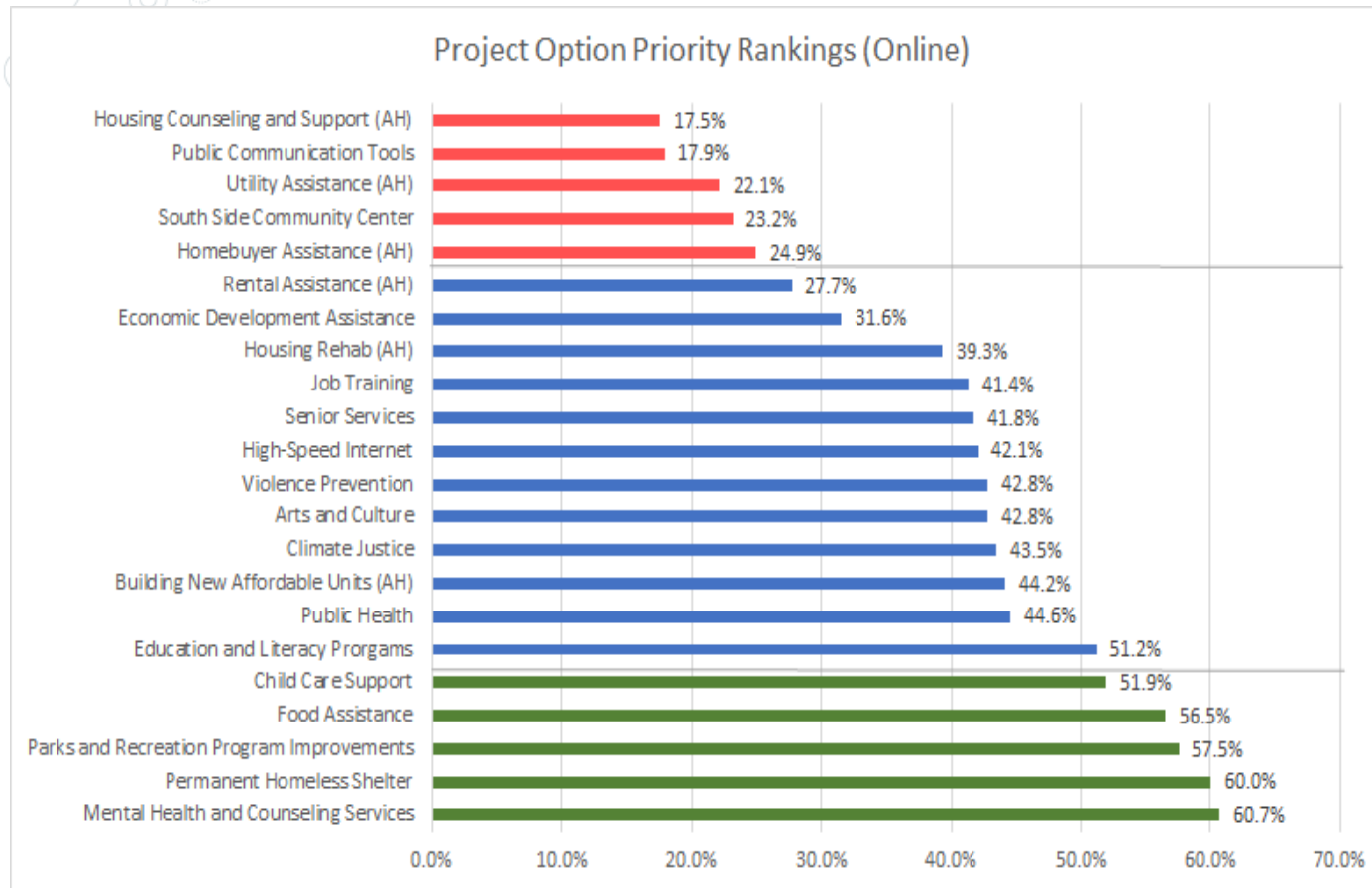
- Hispanic or Latino, 29.9%
- Two or More Races, 7.5%
- Persons in Poverty, 16.4%

Paper Survey

- Total number of participants: 306
- More flexible for in-person engagement/conversation
- Flexibility with answering questions that disclose identity
- Easier to complete in transient spaces (shorter time for completion)

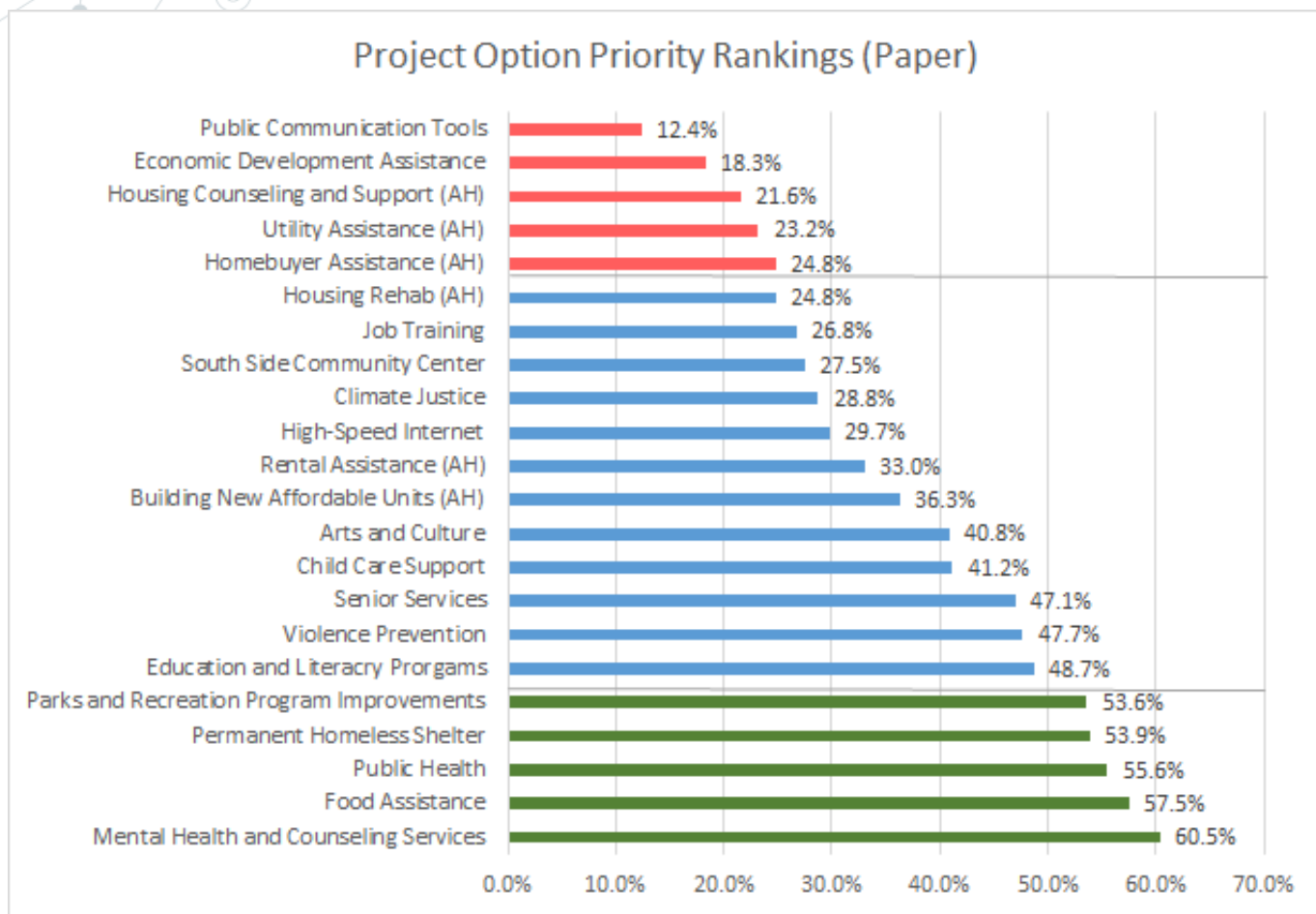
Results

(Platform Survey)



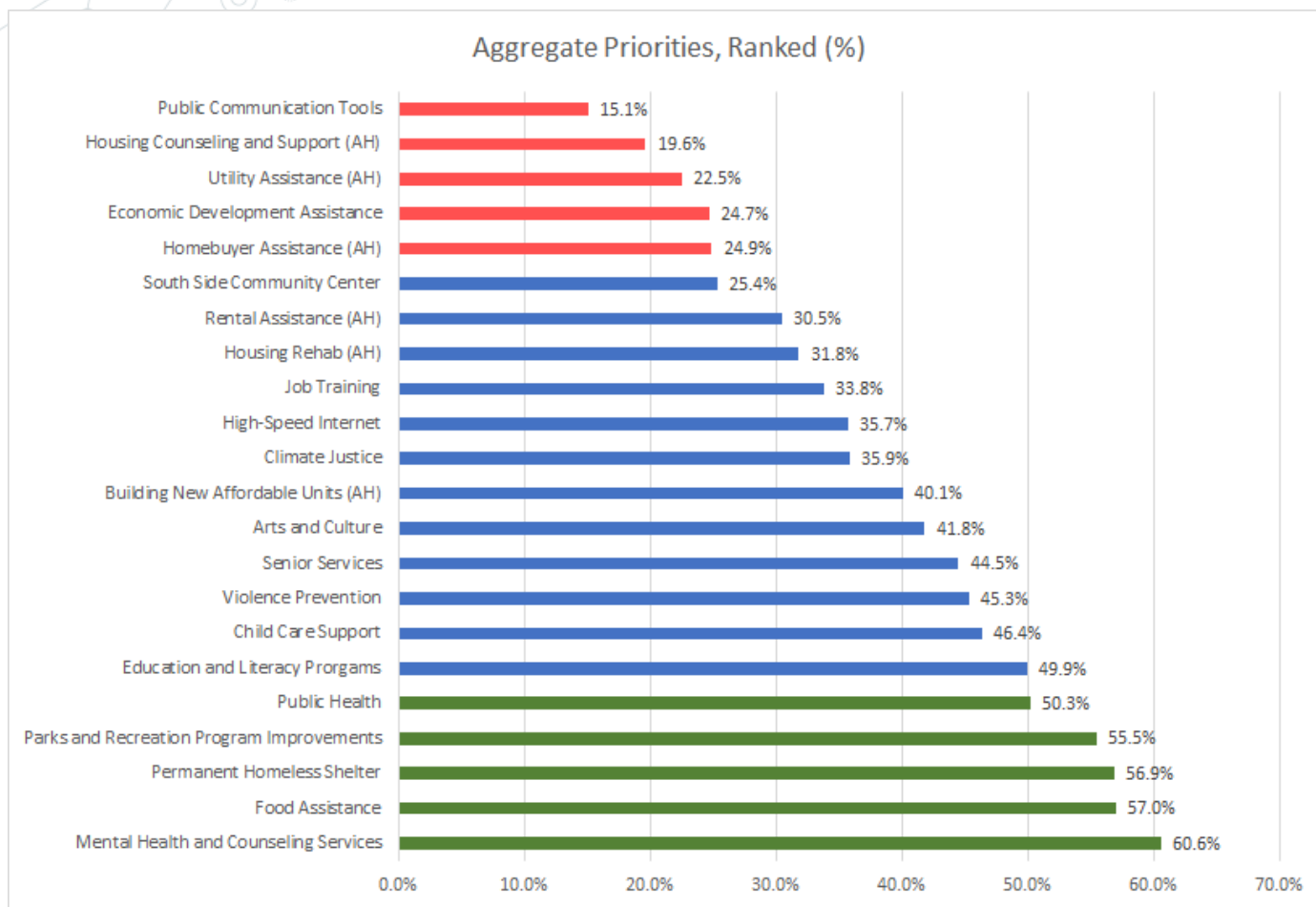
Results

(Paper Survey)



Results

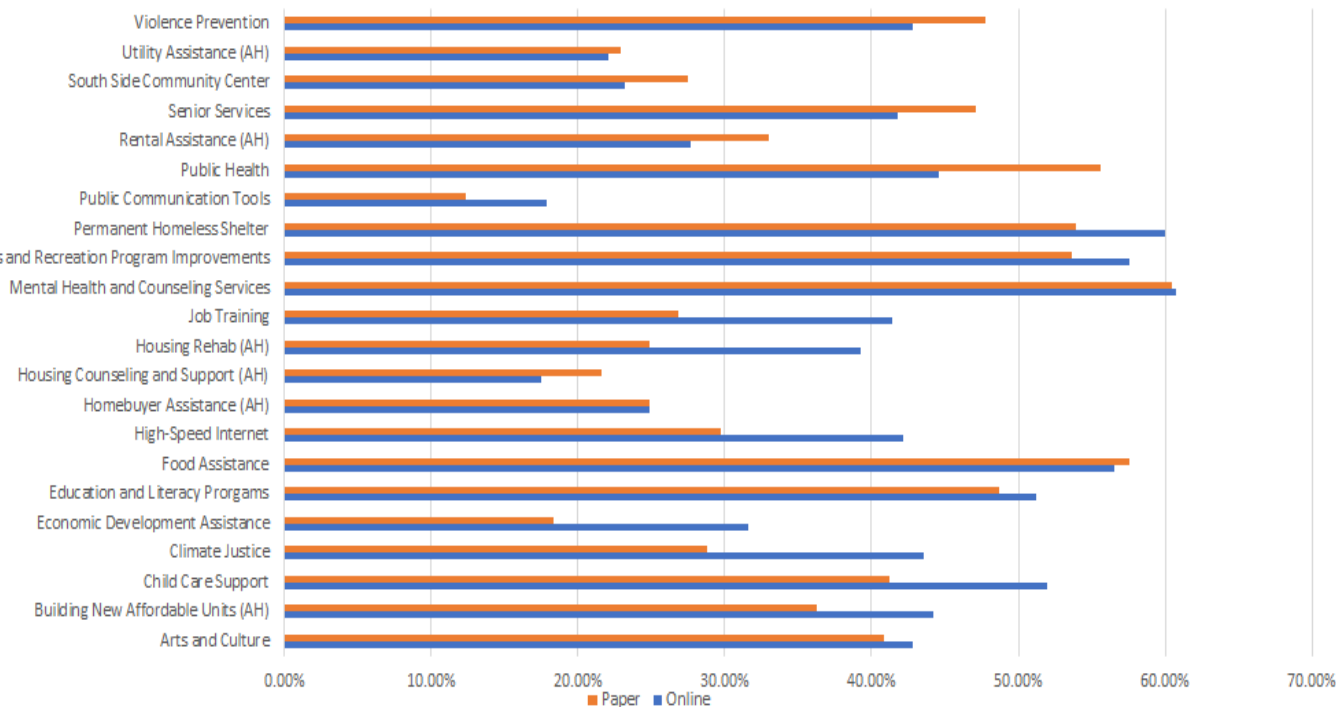
(Combined)



Priority Takeaways

(Priority Comparison)

Online v. Paper Priority Rankings (%)



- There might be categories with lower percentages; which indicates other populations that have not taken the survey, not that the priority is unimportant
- No priority scored over 60%; There is a broad level of support for all categories
- Departure Question:

How can we create long term investments in ALL 22 areas of pandemic recovery?

Our Pandemic Recovery Goals

- Balance short-term recovery versus long-term investments
- Systemic solutions – Prevent the problem
- Sustainable solutions – Financially and priority permanent

How do we invest in and support our community?

- City Hall Personnel (ex. Community Health Needs Assessment)
- City funding to be spent by us on an initiative (ex. Health Grants)
- Funds allocated to community organizations (ex. CDBG)
- Partnerships (ex. NorthSide Alive, SouthSide Tomorrow)

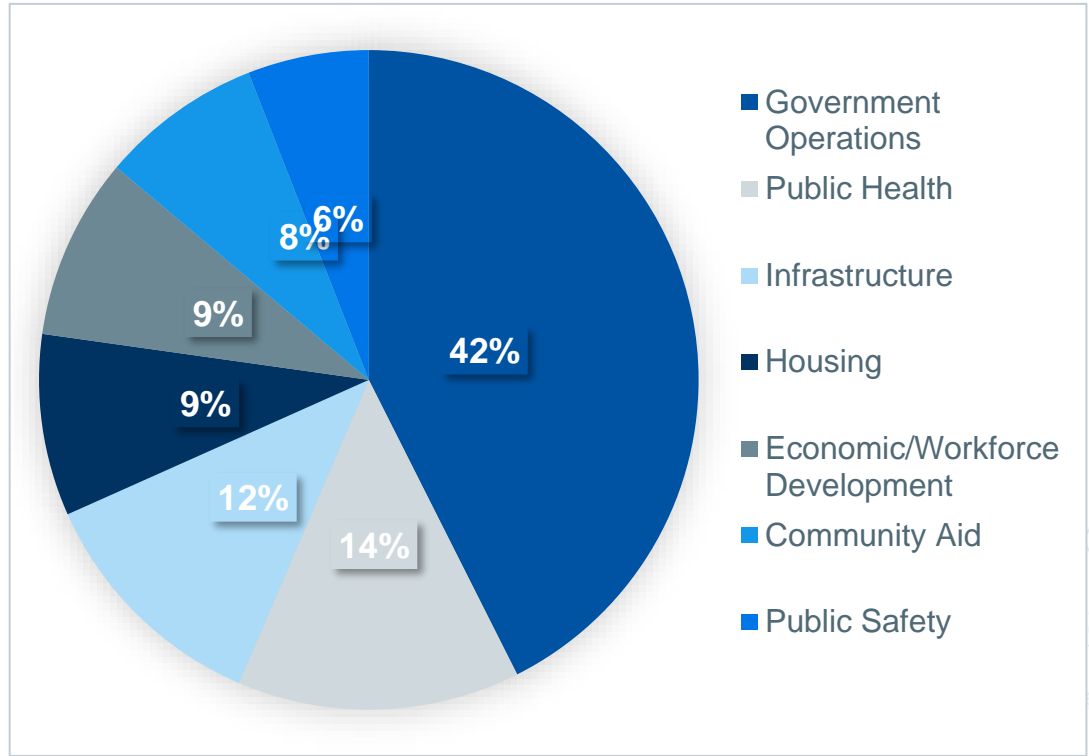


**Short-term
Assistance and
Needs in the
Community**



**Long-term
Systemic
Investments in
the Community**

How are other cities and counties spending their money?



[ARPA Investments Tracker](#)

Bethlehem ARPA Spending


ARPA Allocation – As of January 1st, 2022 – \$34.4 million

- COVID Revenue Loss – \$2 million (\$2 million budgeted)
- Capital Expenditures – \$5.0 million (\$9 million budgeted)
- Community Reinvestment Fund – \$257k (\$3 million budgeted)

2022 Total: \$7.2 million

2023 Committed Funds – \$8.7 million (Remaining 2022 dollars plus 2023 Revenue Loss)

Remaining ARPA Funds – \$18.5 million (Before 2023 Budget)



What was the purpose of the American Rescue Plan ?

- To assist people negatively impacted by the pandemic
- To invest in the systems that the pandemic proved are broken for many members of our community



Highlights

www.webuild.Bethlehem-pa.gov

- Affordable Housing
- Homelessness
- Community
Reinvestment Fund

Lehigh Valley Housing Shortage



Shortage of 14,480
housing units for
households making
\$24,999/year or less



Shortage of
32,127 housing units
for households making
\$100,000/year or more

Bethlehem's Housing Shortage

The city's average home sales price has increased significantly in the last three years.

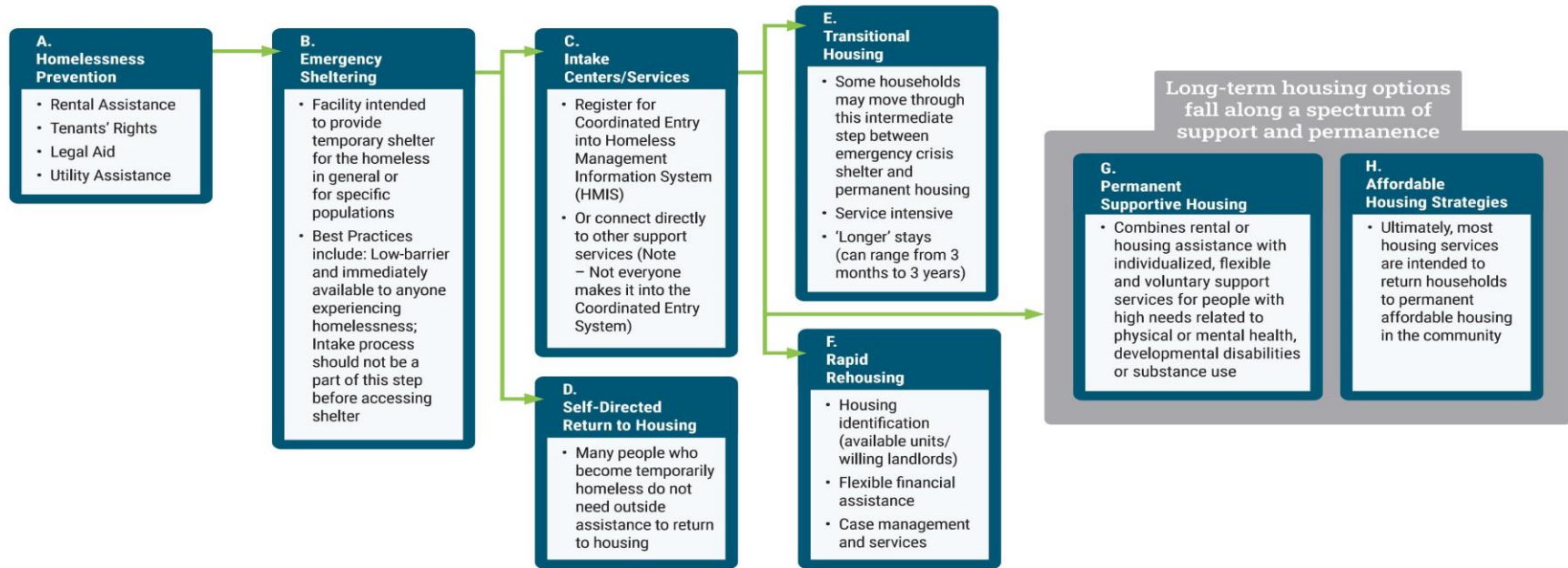
The Bethlehem Area School District needs:

2,773 housing units for households making \$24,999/year or less.

8,345 housing units for households making \$100,000/year or more.

Pressure at both ends of the income spectrum drives up demand for everyone. Bethlehem's hot real estate market exacerbates this shortage.

The Lehigh Valley's Pipeline of Care



Bethlehem Can Bookend the Pipeline

An Emergency Shelter

- Our moral obligation to our unsheltered neighbors.
- A safe place.
- Our shelter can be culturally competent.

Affordable Housing

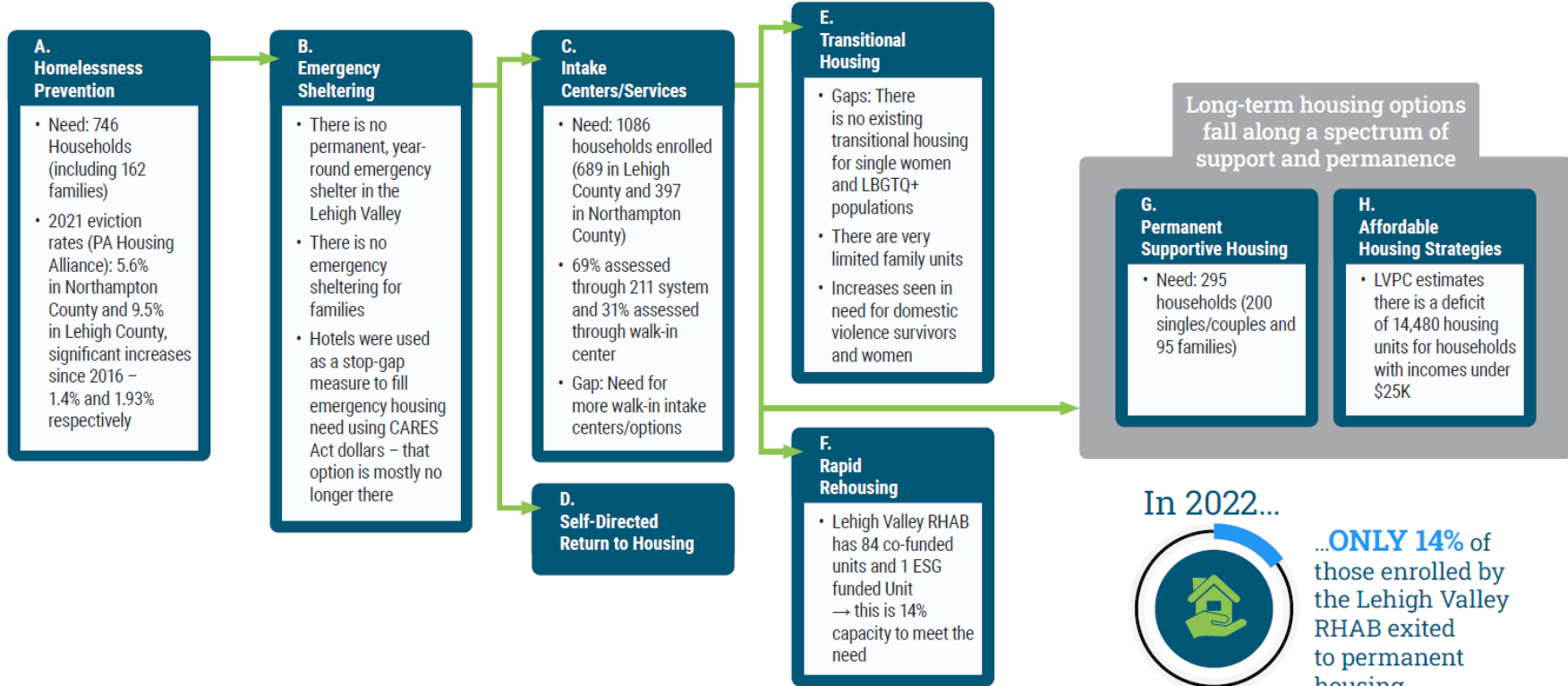
- Everyone has a right to live in safe and affordable housing.
- City should leverage partnerships
- Invest money into proven solutions.

Homelessness Shelter Study

Sheltering our unhoused neighbors:

- The City plans to open a year-round homeless shelter.
- A lack of affordable housing traps people in a cycle of housing instability and homelessness.
- Currently, only 14% of those enrolled by the Lehigh Valley Regional Housing Advisory Board exit to permanent housing.
- Complex regional problems require regional solutions.

Service Gaps Analysis



In 2022...



...**ONLY 14%** of those enrolled by the Lehigh Valley RHAB exited to permanent housing

What is the City of Bethlehem Doing to Make Housing More Affordable?

- Our affordable housing strategies study will give us a game plan for the next decade.
- Look for opportunities for public input this fall and early next year.
- City continues to try to acquire land for affordable housing developments.

Current Affordable Housing Efforts



LERTA

Affordable housing fund via LERTA



Housing inspections

Every rental is inspected at least once every three years.



Residential rehab/facade

Loans to qualified low-income property owners.



Lead/Healthy Homes grant

Prevents landlords from hiking rents after improving properties.



First-time homebuyer

Can provide up to 10% of down payment plus closing costs.



New Bethany Ministries

Eviction prevention and rapid rehousing.

Investing in Solutions:

- The 2023 city budget will include an American Rescue Plan allocation for affordable housing strategies.
- The City plans to use its \$1.4 million HOME-ARP for a year-round emergency homeless shelter in the city.

Community Recovery Fund

Supporting our community through strategic partnerships





Application Process

Who
Non-profit &
Community
Partners

When
Q1 of 2023

How
Existing City
Platforms

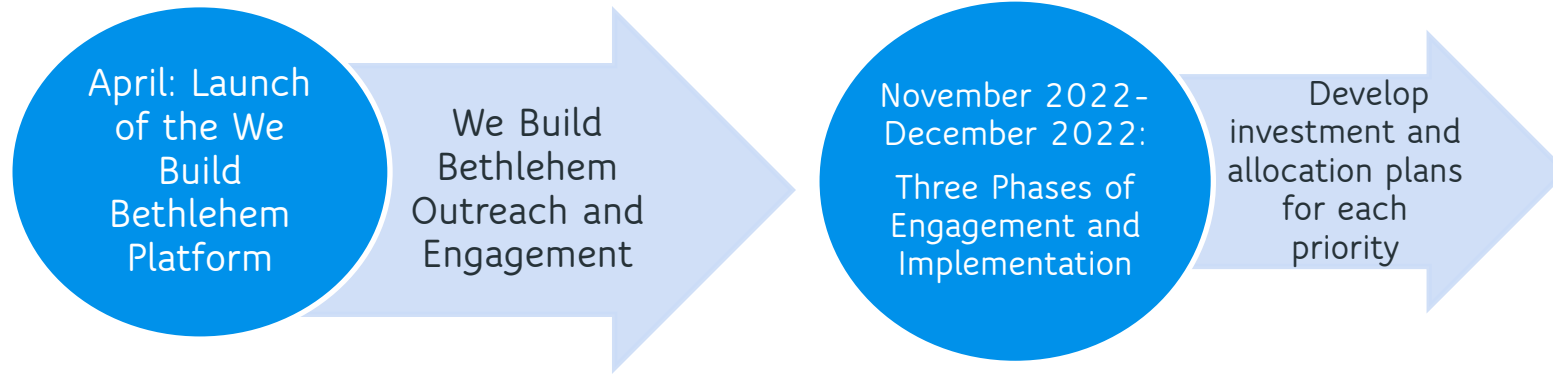
What
Investing in
People and
Systems

Where
In All Areas of
Need

Pandemic Recovery Goals

- Balance short-term recovery versus long-term investments
- Systemic solutions- prevent the problem
- Sustainable solutions- financially and priority permanent

What's Next?



Goal: To create a process in which community engagement, outreach, and application for ARPA funds is done through the most equitable avenues.

BUDGET ADDRESS

MAYOR J. WILLIAM REYNOLDS



CONTACT BRITTNEYC@LEHIGHVALLEYCHAMBER.ORG TO LEARN MORE

Bethlehem Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE



FRIDAY

11.11

November 11, 2022



ARTSQUEST

101 FOUNDERS WAY,
BETHLEHEM, PA 18015

7:30 AM – 9:00 AM





Thank You!