

NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS
Neighborhood Preservation Program (NPP)

OVERVIEW AND GUIDELINES FOR FY 2022 PROGRAM PARTNER APPLICATION

The following guidelines outline the available funding, eligibility requirements, application requirements, and evaluation criteria for FY 2022 DCA-designated NPP Program Partners. This document also serves as a guide for completing a NPP designation application in SAGE. Each item listed under the “Application Content” section of this document corresponds directly to a required form in the SAGE application.

AVAILABLE FUNDING:

The SFY 2022 available funding is up to \$2,500,000. Funding availability will be subject to state budgetary considerations for SFY 2022.

MAXIMUM AMOUNT OF AWARD:

Up to \$125,000 per successful application; one (1) application to designate an NPP District may be approved per eligible NPP municipality.

ELIGIBLE APPLICANTS:

This application cycle is open to municipalities and their partner non-profit organizations that currently do not have an active NPP District and that otherwise meet the NPP eligibility criteria in geographically targeted census tracts and block groups as defined online in the interactive DCA Asset Map, found here:

- <https://www.arcgis.com/apps/webappviewer/index.html?id=96ec274c50a34890b23263f101e4ad9b>
 - On the Asset Map, under “Layers” on the left-hand side, check the box for “Neighborhood Preservation Program Eligible Census Tracts” to see all eligible areas.
- NOTE: 50% or more of the proposed NPP District must be in an NPP-eligible Census Tract or Block Group and up to 100% of the District may be in the eligible Census Tract.

For SYF 2022, the list of eligible NPP municipalities includes the 137 municipalities, of which 20 currently active municipalities with designated NPP Districts may not apply. Please see the attached documents for the full list of eligible municipalities.

ELIGIBLE ACTIVITIES:

NPP funds must be used for “neighborhood preservation and revitalization activities,” consisting of housing and economic development activities and other neighborhood preservation and revitalization activities. These are further defined as follows:

A. NPP Implementation Plan (IP) Creation – This is the 5-year plan that forms the basis for NPP local program implementation and corresponding budget. The IP requires documented stakeholder and community engagement. It focuses on Year One in detail, while projecting budgets and program activities for Year Two through Year Five.

B. Grant Uses for Businesses, Residents, and Non-Profits within the NPP Neighborhood District:

1. Rehabilitation Grants
 - Commercial and Non-Profit Storefront Facades and Exteriors
 - Residential Facades and Exteriors
2. Material Grants
 - Commercial Facades and Exteriors
 - Residential Facades and Exteriors
3. NPP ADA Exterior Accessibility Grants
 - Commercial Properties
 - Residential Properties

C. Grant Uses for Other District Improvement Assistance within the NPP Neighborhood District:

1. Training and Assistance for Businesses and Residents
 - Visual Merchandising Assistance for Businesses
 - Online and Internet-Based Commerce and Marketing for Businesses
 - Marketing Assistance for Businesses
 - Residential Home Improvement and Landscaping
2. Placemaking and NPP District Amenities
 - Neighborhood District Branding and Digital Presence
 - Alley Enhancements and Activations – Including Lighting, Seating, Art, Performance Space, Recreational Features
 - District Gateways – Branded Structures Across Streets or Alleys
 - Information Kiosks - On Sidewalks, in Plazas, District Parks, or Alleys; Static or Digital
 - Enhanced Pedestrian Intersection or Street Crossings – Painted, Thermoplastic, or Hardscape Crosswalks; Full- or Partial-Intersection Treatments that May Include Lighting
 - Pocket Parks – Natural Landscape, Public Activity Parks, Performance Parks; Hardscaping, Landscaping, Art, Lighting, Performance Space, Recreational Features
 - Parklets – Including Vertical and Horizontal Structures, Plantings, Art, Seating, Lighting, Recreational Features
 - Pedestrian Realm Lighting – Across or In Alleys/Plazas, Across Streets, Across or Along Sidewalks
 - Pedestrian Scale Wayfinding – On Sidewalks, in Plazas or Alleys; for Businesses and Public Assets
 - Plaza Creation or Enhancement – Paint, Hardscaping, Lighting, Outdoor Seating, Art, Performance Space, Recreational Features
 - Public Art – Sculptures, Murals, Artistic Features, Stage Areas for Public Performances
 - Public Gardens – Urban Food Gardens, Rain Gardens, Bioswales

- Public Recreational Features – Splash Pads, Musical Installations, Outdoor Games and Equipment
- Public Outdoor Seating and Dining Areas – Moveable Seating and Tables for Public Use on Sidewalks and/or in Alleys and Plazas
- Shade Features – Mature Trees, Outdoor Umbrellas, Shade Sails, Pergolas (Living or Structural)
- Transit and Non-Motorized Vehicle Shelters – Enhanced Bus/Rail Shelters, Bicycle Lockers/Storage/Stands

D. District-Wide Local Business Gift Card Programs

E. Larger-Scale Catalyst Projects that Combine Multiple Project Elements, and Other Projects Not Listed – Pending NPP Administrator approval.

F. Direct Grants to Small Businesses

G. Administration and Personnel Costs – Up to 20% of State NPP funding (capped at \$25,000) may be used for program coordination, planning, and implementation.

APPLICATION REVIEW AND FUNDING PROCESSES:

1. Completeness Review: a submitted application must be complete. If it is not complete, the application will not be accepted.
2. Evaluative Review: A project application that passes completeness review will be further evaluated, using the criteria discussed later in this document under Application Rating Criteria.
3. Funding: If an application is approved, funding and technical assistance for the awarded grant will be provided in the form of an initial 90% Advance, usable for eligible NPP activities retroactive to the date of the grant award.

APPLICATION CONTENT:

The project application will contain the following application forms. An applicant must complete and submit this application electronically via SAGE (the DCA's online applications and grants management system.) *This application will be available in SAGE on June 16, 2021.*

1. STATEMENT OF MAYOR: Support statement on behalf of the Mayor for the NPP application, as well as a declaration confirming the designation of a non-profit partner to run some or all of the day-to-day operations of the local NPP planning and implementation.
2. MUNICIPAL GOVERNMENT PROFILE: General information regarding the municipality, its form of government, administration, bond capacity, credit rating, and tax rate.
3. MUNICIPAL GOVERNMENT PROFILE - 2: Listing of key ordinances, information regarding its building inspector, compliance with the Fair Housing Act, and status of its Master Plan. Also lists the person responsible for overseeing the NPP Coordinator (whether that person is part of the municipality or with a non-profit.)

4. MUNICIPAL PROFILE ATTACHMENTS: Maps, support letters, and photographs of the proposed NPP District.
5. NEIGHBORHOOD DISTRICT INVENTORY: Details and data about the proposed neighborhood district, including name, descriptive boundaries, and building types, uses, and vacancy status.
6. EXISTING CONDITIONS: Evaluations of the qualities of the structures and infrastructure within the proposed neighborhood district.
7. COMMERCIAL AREA PROFILE: More detailed metrics about the commercial portion of the proposed neighborhood district, including a breakdown of current business types, rent rates, and square footage.
8. MUNICIPAL AREA PROFILE: Information regarding municipal ordinances, existing district plans, the staffing structure including the NPP Coordinator, municipal match and leveraged funding for the local NPP effort, related grants, and ongoing municipal and other investment into projects in the proposed NPP neighborhood district.
9. PARTNERSHIPS/STAKEHOLDERS: A listing of stakeholders and partners who are working in the district or will be working with the NPP effort if the application is successful.
10. NEIGHBORHOOD DISTRICT PROFILE 1: Tell how this particular area is a mission fit for NPP. List its key assets and challenges. Describe how the NPP funding and technical assistance will be leveraged to enhance the four key NPP values in the proposed neighborhood district: Place Value, Economic Value, Social Value and Civic Value.
11. NEIGHBORHOOD DISTRICT PROFILE 2: List any and all State, County, or Federal program designations that include the proposed NPP neighborhood district.
12. NEIGHBORHOOD DISTRICT OTHER SOURCES OF FUNDING: List known sources of funding that are planned to be invested into the proposed NPP neighborhood district.
13. CERTIFICATION SHEETS: Documents to be uploaded to the “Certification Sheets” form in SAGE:
 - Certification Regarding Debarment and Suspension
 - Resolution with Local Match Commitment
 - IRS Determination Letter (for applicants with non-profit partners only)
 - Organizational Chart (for applicants with non-profit partners only)
 - Insurance certificate regarding “fidelity bond” coverage
 - Third-Party Agreements (for applicants with non-profit partners only)

APPLICATION RATING CRITERIA:

For completeness review, the NPP team will determine which of the submitted applications cannot be further assessed based a review of all required information and documentation. For evaluative review, the NPP team will review and evaluate the applications based on a 100-point scale in the following areas:

1. Local Program Coordinating Capacity (35 points):

- a. *Funds above required match leveraged from other sources* (10 points) – non-NPP grant funding committed to and projected for the local NPP projects and district.
 - b. *Staffing capacity* (10 points) – Amount of dedicated staff (and consultant) time devoted to the planning and implementation of NPP locally by the applicant, its partners, and consultants. One FTE or equivalent equals 10 points.
 - c. *Community engagement* (10 points) – Plan for stakeholder involvement in forming the local NPP Team and implementing the program
 - d. *Readiness to proceed* (5 points) – How soon the local NPP effort can commence if funding and technical assistance is approved. Immediately upon approval equals 5 points.
2. NPP Mission Fit and Feasibility of Goals (30 points):
- a. *NPP objectives fit* (5 points) – Relation of the proposed activities to the objectives (and desired outcomes) of the Neighborhood Preservation Program.
 - b. *Addressing distress* (10 points) – whether proposed goals will have a measurable impact on increasing quality of life, reducing poverty, increasing local employment, and/or increasing resident and small business owner incomes in the proposed NPP district.
 - c. *Likelihood of achieving desired outcomes* (10 points) – Whether the proposed goals can be completed and operated/sustained using the identified resources, including NPP funds, and within proposed timeline.
 - d. *Effective district boundaries* (5 points) – To what extent the scale of the proposed NPP district boundaries and its population, mix of uses, spaces, and structures lends itself to cultivate impactful visible and tangible change with NPP resources.
3. Neighborhood District Assets & Challenges (35 points) – a consideration of a neighborhood district’s potential for short-term and long-term revitalization based on its assets, challenges, and commitment from all levels of government:
- a. *District assets* (10 points) – The quantity and quality of the assets listed in the application.
 - b. *Leveraging other place-based designations* (5 points) – The number of other local, County, State, or Federal designations that overlap with the proposed NPP neighborhood district.
 - c. *Municipal revitalization priority and local government alignment* (10 points) – The extent to which the policies, ordinances, plans, and investments of the municipality align with the goals of NPP for the proposed neighborhood district. Evidence that the municipality views the neighborhood district as an area of focus (e.g., the existence of an Improvement District, special zoning overlays, designation of “Area in Need of Redevelopment” or “Area in Need of Rehabilitation”).
 - d. *Past revitalization efforts* (5 points) – evidence of fully completed projects involving physical development (from any funding source) executed by the applicant

organization within the boundaries of the proposed NPP neighborhood district over the past five years.

- e. *Distress level* (5 points) - Evidence that the neighborhood district is sufficiently distressed to require NPP investment. DCA will score this element based on the core NPP eligibility criteria. The neighborhood districts scoring in the top 10% of distress applicants will receive a score of 5. The neighborhood districts in the bottom 10% will receive a score of zero. Other neighborhood scores will be based on where they score relative to the top and bottom 10%.

The overall scores from the reviewers will be combined to obtain an average score for each application. The applications be ranked in order and, based on funding availability will be recommended for NPP designation.

TECHNICAL ASSISTANCE DURING THE APPLICATION ROUND

There will be several opportunities:

- Online Application Workshop on June 23, 2021, 10:30 AM. This webinar will explain and explore NPP itself, as well as go over the application process. It will be recorded and subsequently posted to the NPP webpage. The online registration page for this workshop is here: <https://attendee.gotowebinar.com/register/2559603011990765838>
- Online Q & A Workshop on June 30, 2021, 10:30 AM. This follow-up webinar will provide a forum for live questions regarding NPP and the application process. It will be recorded and subsequently posted to the NPP webpage. The online registration page for this workshop is here: <https://attendee.gotowebinar.com/register/1950348225893007374>
- Ad Hoc Assistance will be available through on August 25, 2021, 3:00 PM. These individual conversations and email responses will provide community-specific guidance to help make for a successful NPP application and local program. Such help can include defining district boundaries, guidance on non-profit partnerships, finding or assigning an NPP Coordinator, and other topics as needed.

IMPORTANT DEADLINES:

- **July 2, 2021: Notice of Interest Due**
Municipalities that intend to apply must first submit a Notice of Interest (NOI) by July 2, 2021. This NOI does not mean that a municipality must apply, only that it is interested and has the option to do so. Please see below for a copy of the NOI.
- **August 18, 2021: DCA SAGE Application Due**
The completed application, along with all required documentation and resolutions is due on August 18, 2021. (Submitted applications that require a cure period to make adjustments if requested by the NPP team will have until August 25, 2021 to be finalized.)



Neighborhood Preservation Program (NPP)

NOTICE OF INTEREST (NOI) FY 2022 Application Round

Due July 2, 2021

On behalf of {MUNICIPALITY}, I the undersigned confirm that {MUNICIPALITY} is interested in applying for designation through NJ DCA's Neighborhood Preservation Program (NPP.)

Signing this NOI does not constitute a commitment to apply for NPP designation, but it retains the option for {MUNICIPALITY} to apply.

Name of Municipality: {MUNICIPALITY}

Date: {DATE}

Name of Authorized Municipal Representative: {NAME}

Name of Authorized Contact Person for NPP Application: {NAME}

Email of Authorized Contact Person: {EMAIL}

Phone Number of Authorized Contact Person: {PHONE NUMBER}

Signature: {Digital Signature}