

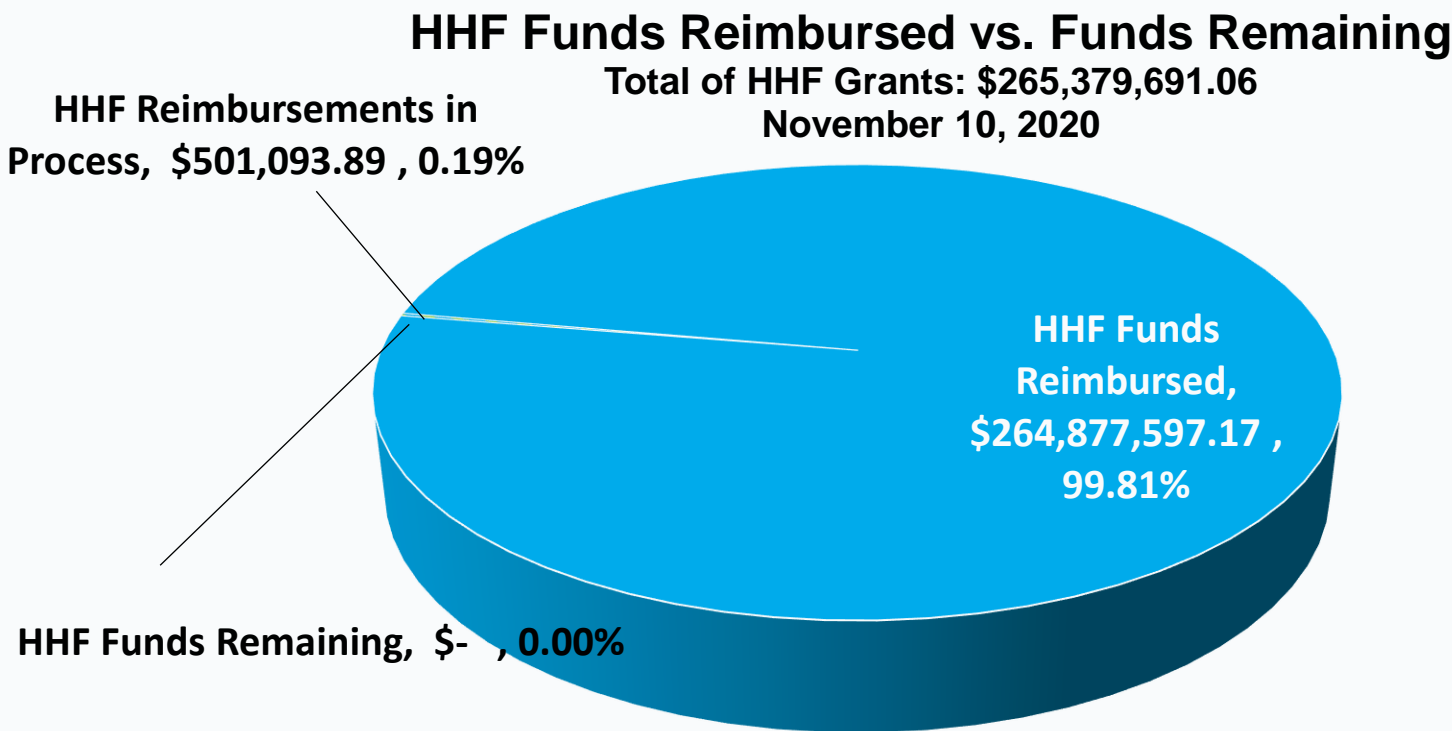


DETROIT LAND BANK AUTHORITY
Presentation to
EPA Blight Elimination Communications Strategies Webinar
December 1st, 2020



DLBA HHF Demolition Results

Total Knocks Completed: 15,084



Detroit Land Bank Authority tears down last house with federal grant money

Published August 14 | Updated August 15 | Detroit
| FOX 2 Detroit



DETROIT (FOX 2) - The Detroit Land Bank Authority hit a milestone on Friday, August 14, 2020. The grant program that was launched six years ago funded its final demolition.

"We're very excited that we were able to accomplish over 15,000 demos," said Deputy Executive Director Tammy Daniels. A blighted home on Waveney where squatters used to live was the final demo.



Communication: Evolution & Management

- Created through collaboration between DLBA, City, and State partners
- Managed by the Detroit Building Authority (DBA) as the project manager
- Distributed by contractors
- Designed for neighbors as the target audience



Communication: Neighbors on Notice

- Prioritize neighbors, particularly with health and safety notices in advance of demolition
 - Posters
- Multiple, high visibility, physical communication materials placed at least three days in advance of demolition:
 - Door hangers
 - Lawn signs
- Broader community transparency and interactive options online
 - Detroit Demo Department website
 - Text messaging service for residents
 - Tracking map



Communication: Neighbors on Notice

- **Posters:** affixed to the demo property prior to abatement. Must be in plain sight and contractors must submit date and time-stamped photos of the poster on the property. Posters must be replaced, as necessary.



Communication: Neighbors on Notice

- **Door Hangers:** Distributed by contractors as part of door-to-door notification to all occupied structures within 400 feet of the demo property. Important health and safety information translated in Spanish and Bengali.



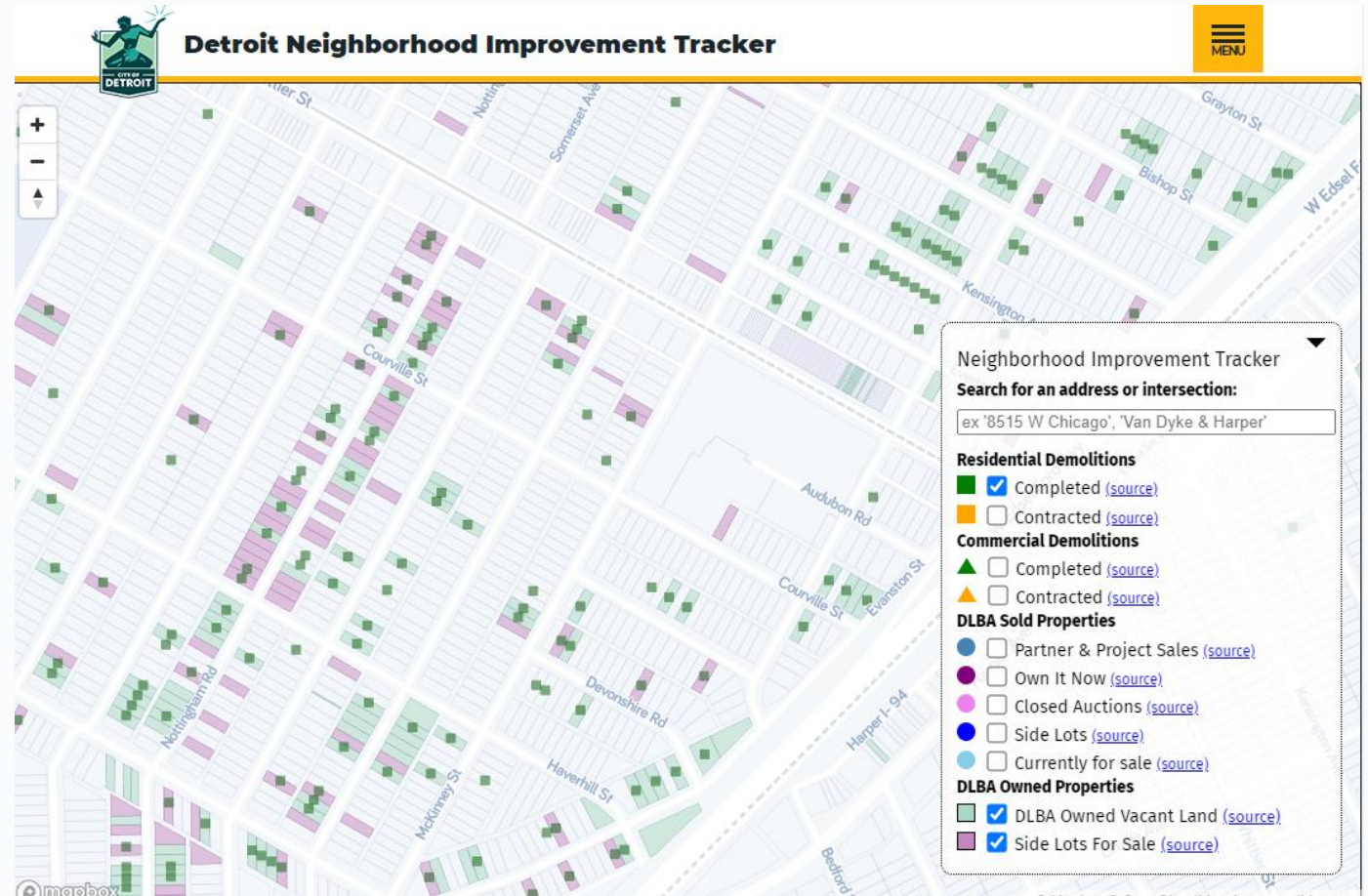
Communication: Neighbors on Notice

- **Lawn Signs:** Three signs on each lot, one street-facing and one on each side of the front yard. Caution and information numbers.



Communication: Neighbors on Notice

- DLBA provides data for City of Detroit's Demolition and Neighborhood Improvement tracker.
<https://detroitmi.gov/departments/detroit-demolition-department>
- City hosts a demolition website that provides health and safety information, transparent data on all demolitions, and interactive features for residents to receive text messages and track demolition through a smartphone app and website map.
- Text (313) 254-DEMO (3366 to receive list of demolitions within 500 feet of any address and health and safety tips.



Communication: Community & Contractors

- Contractors are responsible for placing yards signs, door hangers, and posters.
- Contractors are responsible for replacing notices that are removed or damaged.
- Contractors have access to Salesforce database to track their work and invoice processing.



Communication: Sharing with Stakeholders

- Stakeholders who serve constituents have access to Salesforce database to expedite inter-agency communication and search real-time property data.
 - City Council and staff
 - Detroit Police, Planning department, and other City agencies
 - Department of Neighborhoods District Managers and deputies
 - To keep up with resident demand for demo timing questions, we worked with the DBA and Department of Neighborhoods to create a guide for District Manager to understand Salesforce fields/statuses and respond to residents directly

Demo Timing Status	Description	Est. Time to Knock at this stage*
Survey in process	Asbestos survey has been assigned to a contractor and the report is in progress.	7 - 14 months
Survey Complete, pending review	Asbestos survey report has been completed and is awaiting review and approval.	5 - 11 months
Survey Reviewed, Approved and Ready for Demo RfP	Asbestos survey report is approved and the property is awaiting Demo RfP.	4 - 8 months
Out for Demo Bid	Demo RFP has been released for bid.	3 - 7 months
Notice of Award Sent	Demo RFP has been awarded to a demo contractor.	2 - 5 months



Communication: Sharing with Stakeholders

- Stakeholders who deal directly in demolition or salvage pipeline have access to Salesforce for action and tracking.
 - Detroit Building Authority and now Detroit Demolition Department maintain project management and record keeping functions within Salesforce including abatement surveys, RFP groups, open hole photos etc.
 - Salesforce also allows for efficient interagency communication on property account/case pages to keep important conversations in one place.



*Hazardous/Regulated Materials
Survey and Inspection Report*



12435 Riad Street
Detroit, MI 48224

Submitted by

ATC



DLBA Demolition Impact

- Demolition facilitates the sale of salvage properties by making houses and blocks more viable after the worst blight is eliminated.
 - Auction and Own It Now closings: 9,175
 - Renovations in process: 5,586
 - Renovations complete: 4,717

Buyer Transformation



DLBA Buyer Transformation



DLBA Demolition Impact

- Demolition creates Side Lots (lots adjacent to residences). Side Lots are sold for \$100 and it is the DLBA's most popular program.
 - Side Lots sold: 15,568 and 30,306 currently listed for sale online
 - Neighborhood Lot expansion: 2,071 currently for sale, program launched October 5th



The image shows a DLBA booth with staff at a table and a sign that reads "Check Out Accepted Forms Of Payment: We do not accept CASH. VISA DISCOVER". Below this is a map titled "NEIGHBORHOOD LOTS" showing various lots for sale. The map includes a legend: "Detroit Land Bank Authority Neighborhood Lot Prior 10/5/2020", "Neighborhood Lot (240) Endorser as of 10/1/2020", "Block Club", and "Community Partner". A text box at the bottom of the map says: "Go to buildingdetroit.org Click 'Make a Purchase' tab, then select 'Neighborhood Lots' Type in your address and select 'View Lots' to locate eligible Neighborhood Lots for purchase in your area."

DETROIT LAND BANK AUTHORITY

NEIGHBORHOOD LOTS

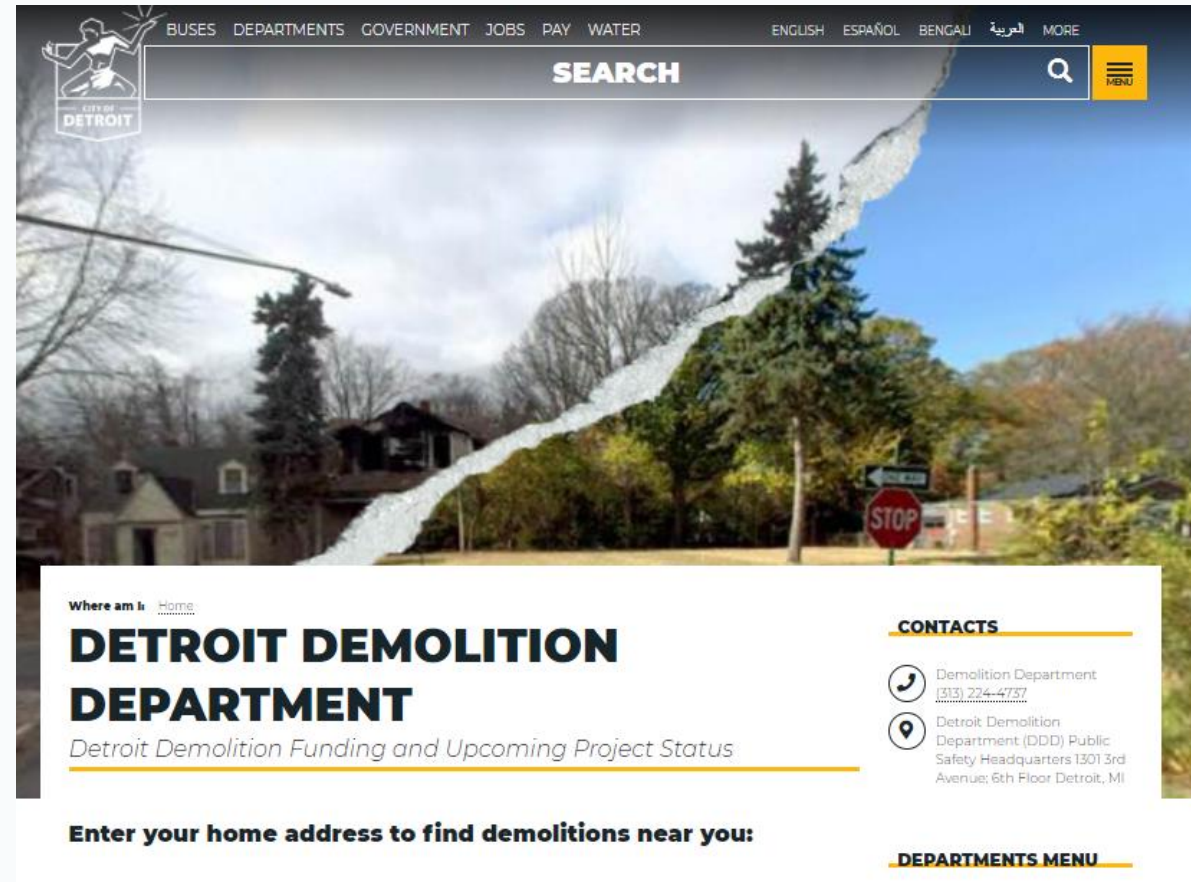
Go to buildingdetroit.org
Click "Make a Purchase" tab, then select "Neighborhood Lots"
Type in your address and select "View Lots"
to locate eligible Neighborhood Lots for purchase
in your area.

#showusyoursidelot #neighborhoodlot



Detroit's Demolition Transition

- HHF near closeout with less than \$500,000 in reimbursement process.
- City of Detroit to fully take charge of demolition, funded through recently approved Proposal N for Neighborhoods \$250M bond.
 - DLBA working closely with newly formed Detroit Demo department to create updated process.
 - DLBA will retain ownership of all properties.
 - City will need to take ownership of communication updates and transparency.



DLBA Next Steps

- Focus on blight elimination through sales and property rehabilitation programs.
- Use demolition operational process as a model for expansion of in-house property rehabilitations through Rehabbed & Ready and Rehabbed & Ready to Renovate homes.
- Expand Detroit resident access to vacant lots with new programs including Neighborhood Lots, Oversized Lots, Infill Housing, etc. that build on the proven success of the Side Lot program.



More Information: buildingdetroit.org



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