



# Memorandum

**Date:** May 8, 2024  
**To:** Mark Israelson, City Manager  
Sam Greif, Deputy City Manager  
**From:** Curtis Howard, Director of Neighborhood Services  
**Subject:** Great Update Rebate Program Review and Update

## Program History

The Great Update Rebate (GUR) Program was created and implemented in 2014 in response to a recommendation that came out of the City Council accepted, 2014 Housing Value and Retention Analysis. The analysis suggested that an incentive-based program be created to encourage homeowners to make improvements to their properties, thereby enhancing Plano's neighborhoods. The program initially began with the following eligibility criteria.

2014 Great Update Rebate Criteria		
<b>House Age</b>	≥ 35 years of age	
<b>Maximum Appraised Property Value</b>	≤ 70% of the FHA Single Family Mortgage Limit (\$200,900 maximum property values in 2014)	
<b>Minimum Homeowner Investment</b>	≥ 10% of the property value	
<b>Improvement Rebate Percentage</b>	Exterior Improvements: 25%	Interior Improvements: 10%
<b>Maximum Rebate</b>	\$5,000	

In 2017, city council updated the rebate criteria due to increased housing values.

2017 Great Update Rebate Criteria		
<b>House Age</b>	≥ 35 years of age	
<b>Maximum Appraised Property Value</b>	≤ 85% of the FHA Single Family Mortgage Limit	
<b>Minimum Homeowner Investment</b>	≥ The lesser of 10% of the property value <u>OR</u> \$20,000	
<b>Improvement Rebate Percentage</b>	Exterior Improvements: 25%	Interior Improvements: 10%
<b>Maximum Rebate</b>	\$5,000	

## Current State of Program

Since program inception, Plano homeowners have completed 1,228 home improvement projects through the assistance of the GUR program. The City has provided \$6,108,589 in rebates to residents, thereby spurring homeowner investments of \$36,274,110 into the housing stock within neighborhoods.

In April 2023, a roundtable with members of the Collin County Association of Realtors focused on the GUR program was conducted. Likewise, 210 former and potential GUR program participants partook in a Great Update Rebate Virtual Roundtable by completing surveys. The following bullets represent the results of the community feedback received.

- Keep the property age at 35 years.
- Maintain the maximum property value eligibility at \$450,000
- Rebate exterior and interior improvements at 25%
- Restrict program participation to Owner-occupied properties only
- Reduce the minimum homeowner investment to \$15,000 (32% survey respondents), \$10,000 (36% survey respondents), or keep the lesser \$20,000 or 10% of appraised value (25% survey respondents)
- Adjust the maximum rebate cap of \$5,000: 51% of respondents stated “yes” and 49% stated “do not change”
- The City should explore a tiered rebate based on the type of improvements.
- Of previous participants, 72% stated that the \$5,000 rebate incentivized them to increase the amount of improvements undertaken at their property

Based on the feedback received from those groups and staff’s general program analysis below are some of the suggested program updates for consideration.

<b>Proposed Great Update Rebate Criteria</b>		
<b>House Age</b>	<b>≥ 30 years of age</b>	
Maximum Appraised Property Value	≤ 85% of the FHA Single Family Mortgage Limit	
<b>Minimum Homeowner Investment</b>	<b>\$20,000</b>	
<b>Improvement Rebate Percentage</b>	<b>Homeowner age ≥ 62 years of Age</b>	<b>Homeowner ≤ 62 years of age</b>
	<b>Exterior &amp; Interior Improvements: 30%</b>	<b>Exterior Improvements: 25% Interior Improvements: 15%</b>
<b>Maximum Rebate</b>	<b>\$6,500</b>	