

City of Burlington, Vermont John A Sasso National Community Development Week Award Application 2017



Planning and Outreach Process

This year marked the third year the City of Burlington, Vermont recognized and celebrated National Community Development Week. This year, our mission was to not only expand upon our previous efforts to increase awareness and highlight the benefits of CDBG and HOME programs, but also to acknowledge the very real threats to these excellent HUD programs and how losing them would have critical impacts on the Burlington community and our residents. To plan for the events and activities for the week, discussions were initiated with Vermont's Legislative Delegation during the Winter Conference meetings, along with staff members, the Mayor's Office, and subrecipients in the months that followed. Building on the success of our media blitz approach last year, we again sought to raise awareness of National Community Development Week through numerous radio and television appearances, social media posts, Public Service Announcement airings and a mayoral proclamation.

Local Partners

The Community and Economic Development Office was pleased to partner with the following agencies and departments to celebrate National Community Development Week:

- The Office of Mayor Weinberger, City of Burlington – this office coordinated the appearance schedule and availability of the Mayor, press releases and the proclamation;
- WVMT Newstalk 620 – produced and aired 40 public service announcements about CDBG
- WVMT's Charlie, Ernie and Lisa Show – hosted a 20 minute segment on the radio about CDBG with CEDO's Assistant Director and Executive Director STEPS to End Domestic Violence
- Chittenden County Television, Channel 17 – hosted a 30 minute show on CDBG featuring Pathway Vermont's Housing First program
- Vermont's Legislative Delegation – reviewed schedules and possible attendance; Congressman Welch attended a ribbon cutting
- Heineberg Senior Center – grantee – hosted a CD Week luncheon with area seniors and the Mayor
- Champlain Housing Trust –grantee – hosted an ice cream social and award ceremony with the Mayor and with beneficiaries who moved into the Bright Street Coop housing units and gave tours of their units
- Champlain Valley Office of Economic Opportunity – grantee – provided Facebook photos and stories of beneficiaries for their CDBG-funded VITA program
- Mercy Connections – grantee - provided Facebook photos and stories of beneficiaries for their CDBG-funded Women's Small Business Program
- Sarah Holbrook Center - provided Facebook photos and stories of beneficiaries for their CDBG-funded New Arrivals program
- COTS – grantee – hosted a ribbon cutting of their HOME-funded 14 new apartments and homeless day station
- Pathways Vermont – grantee – participated in a television show explaining their CDBG-funded Housing First program
- STEPS to End Domestic Violence – grantee - participated in a radio show explaining their CDBG-funded DV shelter program

Congressional Members

This year the City was pleased to meet with our Vermont Legislative delegation in February, during the NCDA Winter Conference. The Vermont delegation includes Senators Leahy and Sanders and Representative Welch. Together we discussed messaging around both the CDBG and HOME programs, activities to get the word out and scheduling. Burlington created and shared CDBG/HOME fact sheets with them which provides them with factual and local information to use 'on the floor' during budget discussions and negotiations. By email, we followed up with scheduling for April, sent out invitations to events; and all participated in the

COTS ribbon cutting while sending award congratulatory remarks for the Bright Street event.

Raising Awareness – Visible Improvements

We raised awareness in the community about the importance of CDBG and HOME by holding events which highlighted very visible projects funded by these grants:



On April 3, the Mayor, Congressman Welch, Governor Scott and representatives from Senator Leahy and Senator Sanders offices participated in a ribbon cutting for COTS 95 North Ave – a Daystation for the homeless and 14 affordable apartments for our low income residents. This ribbon cutting was exactly one year after the groundbreaking was a part of CD Week 2016! This project was funded by HOME; the Mayor and other speakers stressed the importance of these critical federal funds.

As a community, the City of Burlington considers it a priority to invest in our Seniors, so having lunch at the Heinberg Senior Center, where the Mayor recognized the investments made with CDBG funds into making the Center more accessible were applauded by all and continued investments were announced.



On April 17, Mayor Weinberger, City of Burlington staff, and staff of Champlain Housing Trust (CHT) gathered at the award – winning Bright Street Cooperative to present the 2017 Audrey Nelson Award for Outstanding Community Development Projects to Executive Directors Brenda Torpy and Housing Vermont’s Nancy Owens, along with residents of the cooperative community. Encouragement, conversation and ice cream were shared with adults and children alike. People saw how important the HOME and CDBG funds were to creating a top notch housing development and a close knit community. Afterwards, residents gave tours of their apartments to guests.



All media activity was produced to provide a tangible link between the work funded by CDBG and HOME and specific improvements.

For example, during the radio show, we discussed the value of CDBG funds in helping our survivors of domestic violence. During our television show, we discussed how CDBG funds contributed to a successful Housing First program and we highlighted individuals who have been successfully housed.



CEDO

Community and Economic Development Office (CEDO)
@CEDOBurlington

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Community and Economic Development Office (CEDO) added 3 new photos.
Published by Marcy Esbjerg [?] · April 25 at 10:30am ·

Thanks to Lindsay Casale from Pathways Vermont for joining me on CEDO's Live at 5:25 show yesterday. We learned all about their Housing First program, heard some heart-warming success stories and also discussed the work CDBG did on their Pathways Vermont Community Center. All in all, a great finale to National Community Development Week! #CDWeek2017 #Fight4CDBG

319 people reached

Boost Post

Finally, Facebook posts also clearly linked the funding source with the benefit to the community.

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Community and Economic Development Office (CEDO)
Published by Marcy Esbjerg [?] · April 22 ·

CDBG funds are giving the seniors at Ethan Allen Residence a 'lift'! A new elevator in progress! #CDWeek2017

258 people reached

Boost Post

Like Comment Share

CEDO

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Community and Economic Development Office (CEDO)
Published by Marcy Esbjerg [?] · April 17 ·

The City of Burlington proudly kicks off the celebration of National Community Development Week with Mayor Miro Wenberger presenting Champlain Housing Trust and Housing Vermont with the 2017 Audrey Nelson Community Development Award and recognizing the significant contributions of the CDBG and HOME funds in this award-winning housing development. Join us at 3:30, Monday, 4/17 at 37 Bright Street for this Ice Cream Social Celebration. #CDWeek2017

1,110 people reached

Boost Post

Like Comment Share

3 shares

Write a comment...

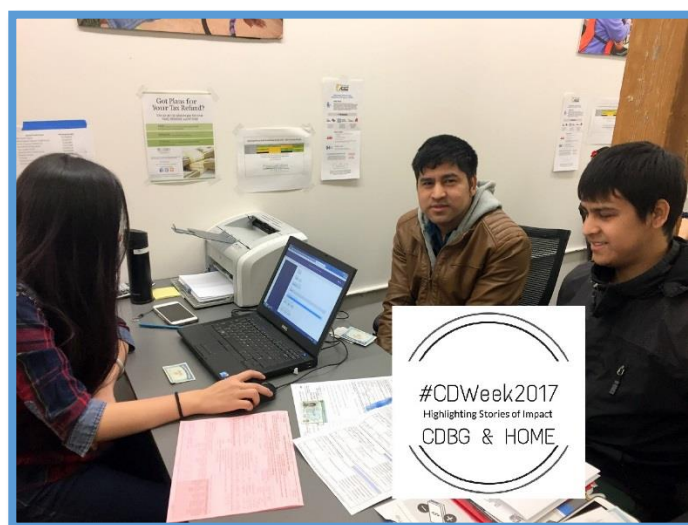
Events/Activities Held in Burlington, VT

| | |
|---|--|
| X | <p>Issued a press release and/or proclamation announcing National Community Development Week.</p> |
| X | <p>Sent a CDBG Fact sheet to my Congressional Members outlining the importance of CDBG and/or HOME to my community.</p> |
| X | <p>Met with my Congressional Members and/or their staff to discuss the importance of CDBG and HOME in my community.</p> |
| X | <p>Conducted a tour of local CDBG and/or HOME funded projects. Please describe the projects visited.</p> <p><i>During the ribbon-cutting for COTS 95 North, on Monday April 3, attendees were able to tour the new facilities for the homeless and for affordable housing. On the first floor of this project, a Daystation for the homeless was built and attendees saw the new shower, laundry facilities, kitchen, and community room. On the second floor, several of the 14 affordable apartments were available to tour. The third floor houses the administrative offices of the non-profit.</i></p> <p><i>After presenting the 2017 Audrey Nelson Award to Champlain Housing Trust and HousingVermont, guests had the opportunity to tour the affordable apartments built with CDBG and HOME funds on Monday, April 17.</i></p> |
| X | <p>Held a ground breaking or ribbon-cutting of a CDBG and/or HOME funded project. Please describe the project.</p> <p><i>The ribbon-cutting for the COTS 95 North Ave project is described above. The new building created a permanent home for the organization's daytime drop-in center for homeless adults. The previous home was in rental space that was destroyed 5 years ago in a flood. Since that time, the daytime shelter moved to various rental sites until this project was completed. HOME funds contributed to the 14 affordable apartments added to the second floor of this renovated space.</i></p> |
| X | <p>Participated in social media (Facebook, Twitter, LinkedIn). Tweeted and posted on Facebook about National CD Week. Please describe your social media outreach. Did you use any of the following hashtags? #CDWeek2017, #CDBGImpact, #Fight4CDBG, #HOMEImpact, #Fight4HOME</p> <p><i>The City of Burlington posted daily on Facebook and tagged other organizations as well. We consistently used the #CDWeek2017 and occasionally used the #Fight4CDBG as well in Facebook or Linked In posts.</i></p> |

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| X | <p>Held a press event</p> <p><i>The press was invited to both the ribbon-cutting as well as the Award Ceremony at the Bright Street Cooperative. In addition, the press was notified of the 2017 Action Plan public hearing and came to the hearing and did a news story on the Action Plan and possible cuts to CDBG and HOME and the impacts on the community.</i></p> |
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Outcomes

This year, our events and outreach created more awareness and support for the CDBG/HOME programs. Grantees realized lack of this funding would actually impact current and future projects. It would also put a strain on their philanthropy, forcing them to raise additional dollars should the grants be removed. Already experiencing a lull in giving, this might become a breaking point for some programs not as financially viable. This also might give rise to mergers, collaborations and consolidations; after all, necessity is the mother of invention. There seems to be more collaboration with our legislators as all three agreed to attend the Congressional Round Table on CDBG/HOME . Another outcome was the media interest in the 2017 Action Plan; one online paper and one television station covered the Action Plan and potential cuts to the programs as stories. Finally, participation in CD Week keeps the issue of CDBG/HOME funding front line and center for our Mayor. Through these events, he is able to see firsthand how these programs impact the citizens of Burlington and he meets beneficiaries face to face. It has a lasting impact on the Mayor and advocacy for these programs. As a result, the Mayor signed on to the US Conference of Mayor’s Letter to support CDBG and HOME.



Unique Aspects of Burlington VT's CD Week

One of the unique aspects of our CD Week consists of the use of a variety of available media sources. The use of radio for public service announcements on the area's most popular AM radio station enabled us to reach a wide audience unfamiliar with the benefits of the Community Development Block Grant program. Also doing a segment on the local popular morning talk show gave listeners an insight as to how federal funds are being used at a local level. Each year we do a better job with Facebook and other social media, utilizing the logos provided by NCDA were unique for us this year and helpful to quickly and clearly identify the week's events. We also hosted a television show to share about an aspect/grantee of the program. Partnering with actual grantees is also a unique aspect. In order for the community to really understand the scope and impact of these programs, it is imperative that cities go beyond the boundaries of their offices to talk about how the funds are being used. By sharing the spotlight with actual grantees on the radio and television, along with partnering with them to host events, people understand the scope and breadth of these federal programs.



Did you use any of the following items provided by NCDA to help you in your National CD Week outreach/celebration? Please check all that apply.

- Sample invitation letter to Congressional Members
- Guidance on inviting Congressional Members to your CD Week events
- Guidance/Talking Points on meeting with Congressional Members**
- Congressional Member contact list
- CD Week Social Media Guide**
- List of suggested National CD Week activities**
- Sample proclamation/resolution**

X Sample press release

X Sample local CDBG fact sheet

Sample local HOME fact sheet

Sample petition

Sample beneficiary/subrecipient letter to Congress

Tips on calling your Congressional Members

X National CDBG fact sheet



The Mayor of Burlington presents Executive Directors Nancy Owens (Housing Vermont) and Brenda Torpy (Champlain Housing Trust) with NCDA's 2017 Audrey Nelson Award for the Bright Street Cooperative.