

**NATIONAL COMMUNITY DEVELOPMENT ASSOCIATION (NCDA)
2017 JOHN A. SASSO NATIONAL COMMUNITY DEVELOPMENT
WEEK AWARD**

SUBMISSION INFORMATION

Describe your National Community Development Week planning and outreach process.

The Durham Department of Community Development (DCD) began National Community Development Week planning by reaching out to the Citizens Advisory Committee (CAC) that meets monthly in the DCD offices. The CAC has taken an active part in past Community Development Weeks and wanted to do similar activities done in previous years. The CAC began 1) by taking part in the April 17th Durham City Council meeting where the Community Development Week proclamation was read; 2) taking part in a breakfast service at the Urban Ministries of Durham (UMD) homeless shelter (funded in part with CDBG), and 3) working on a Habitat For Humanity of Durham (HFH) house. DCD staff coordinated those activities with the office of Mayor William ‘Bill’ Bell, UMD staff, and HFH staff.

Following a HOME/CDBG advocacy letter sent to Congressman David Price, his office requested a tour of HOME-funded projects in the City of Durham. DCD staff coordinated that visit with the Congressman’s staff, and made it part of our Community Development Week activities. The Durham City officials and development partners from the HOME-funded Whitted School and Lofts projects took part in Congressman Price’s tour.

Please list *all* of the local partners involved in your National CD Week Activities. Please describe their participation.

The Citizens Advisory Committee officers and members and volunteers who planned and participated in Urban Ministries of Durham and Habitat For Humanity service opportunities; UMD and HFH staff who coordinated the site activities; the office of Mayor William ‘Bill’ Bell for the reading of the Community Development Week proclamation and tour of The Lofts with Congressman Price; the City of Durham Public Affairs Office who Tweeted Community Development Week activities through the City’s social media platforms; representatives of Integral Development the developers of the Whitted School for arranging the tour of Whitted School; representatives from McCormack Baron Regan, the property management firm for arranging the tour of The Lofts mixed-income rental development; the office of Congressman Price for coordinating his visit; and Durham Department of Community Development staff. Other partners including the Durham Public Schools, Southside Neighborhood Association and other entities were advised of Congressman Price’s visit, but were unable to take part in the tour.

National Community Development Week is purposely held during a Congressional recess period so that communities can invite Congressional Members to participate in their CD Week activities. Please describe the participation of your Congressional Members in your CD Week activities.

CDBG and HOME advocacy letters were sent to both North Carolina Senators and the Congressional delegation representing Durham. Congressman Price responded by asking for a tour of CDBG and HOME projects in Durham during the Congressional recess. The Congressman is the Ranking Member of the Transportation Housing and Urban Development (THUD) budget committee and supporter of the CDBG and HOME programs. Congressman Price's participation in Community Development Week included a tour of two City of Durham HOME funded projects; a 79 unit affordable rental housing project in the historic Whitted School, and Phase II construction at The Lofts, a mixed-income housing development overlooking downtown Durham. The visits to the Whitted School and The Lofts were documented in photographs which were 'Tweeted out' by the city's Public Affairs Office. Mayor Bell met Congressman Price at The Lofts where he and the Congressman toured a model apartment in Phase I where they were able to view Phase II Lofts under construction from the balcony of the unit.

Discuss how you raised awareness in the community about the importance of CDBG and HOME. Did your events provide a tangible link between the work funded through CDBG and HOME and improvements to your community? Please describe.

The Durham Department of Community Development felt that our 2017 Community Development Week activities expanded beyond previous community development week 'events'. Along with our Community Development Week proclamation, the Mayor's office was also provided with NCDAs fact sheets on the benefits of the CDBG and HOME programs. DCD staff sought to raise local awareness among elected officials about the potential loss of HOME and CDBG funding in light of the suggested elimination of both programs by the new administration. Of particular concern was the HUD Section 108 loan the City had taken out to fund the revitalization of the Southside neighborhood and the impact of loss of CDBG funding to repay that loan for Durham and other cities with Section 108 loans across the US. At the reading of the Community Development Week proclamation before Council, Mayor Bell spoke personally about how he and other Mayors across the country are concerned about the potential loss of CDBG and HOME funding. DCD Director Reginald J. Johnson spoke about the history of significant and transformational CDBG and HOME-funded projects in Durham that would not have been possible without these two important funding sources. Council members spoke about their intentions to advocate for the programs as well. Durham City Council meetings are taped and rebroadcast through the City's social media platforms potentially exposing larger numbers of residents to meetings.

In advance of Community Development Week, and because of the potential threat to future CDBG and HOME funding, a purposeful decision was made to make advocacy a part of Community Development Week. Letters were drafted to the Durham Congressional delegation pointing out the positive uses of CDBG and HOME dollars, specifically in having met the President's Challenge to End Veterans Homelessness in part by the use of HOME investment in the Denson Apartments for homeless veterans, and the development of The Whitted School to house elderly, low-income residents. The letters invited all our legislators to visit Durham for a tour of those projects. Congressman Price's visit brought additional awareness to the importance of HOME funding through his tour of two additional elements of Durham's Southside Neighborhood Revitalization Strategy Area project.

What types of events/activities were conducted in conjunction with your National CD Week campaign? Please check all that apply.

- ✓ Issued a press release and/or proclamation announcing National Community Development Week.
- ✓ Sent a letter to my Congressional Members outlining the importance of CDBG and/or HOME to my community.
- ✓ Met with my Congressional Members and/or their staff to discuss the importance of CDBG and HOME in my community.

✓ **Conducted a tour of local CDBG and/or HOME funded projects. Please describe the projects visited.**

A tour was conducted of the Whitted School, a public/private partnership project of Durham County, the Durham Public Schools, and the City of Durham. Located in a historic African American high school, this LIHTC and North Carolina Historic Tax Credit project is just about to open with 79 units of affordable housing for persons 62+ years of age. The Durham Public Schools will have several pre-Kindergarten classrooms within the same building, creating opportunities for intergenerational interaction among seniors and the students who will go to school there, including raised bed gardens located at the rear of the project. Historic elements of the building were preserved including the old auditorium which will now act as a gathering and function-room for senior residents. The City of Durham provided \$600,000 in HOME dollars to the project. Durham Mayor Pro Tempore Cora Cole-McFadden took the tour of the Whitted School with Congressman Price, and noted she had been a student at the Whitted School as a child.

The second project visited by Congressman Price is a mixed-income (affordable and market-rate rental) project called The Lofts at Southside. Phase I of The Lofts is complete with 132 rental units, of which 85 are affordable. Phase II of The Lofts is under construction with several buildings nearing completion, and Congressman Price was able to view them from a Phase I balcony. Mayor William 'Bill' Bell accompanied Congressman Price on The Lofts portion of the tour.

✓ **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?**

Yes, participation at the Urban Ministries of Durham had a photo of CAC and DCD staff serving breakfast sent out using the hashtag #Fight4CDBG. In addition, the City of Durham Office of Public Affairs used hashtags #CDWeek17 and #CommunityDevelopmentWeek for two Tweets sent out for Community Development Week Activities, the visit of Congressman David Price, and the Habitat For Humanity build.

✓ Participated in a local service project (e.g., Habitat for Humanity build, served lunch at a local homeless shelter, etc.)

Two participatory events, a breakfast service at Urban Ministries of Durham (UMD), and a half-day shift on Saturday, April 22nd at a Habitat For Humanity home build had volunteer CAC and DCD staff involvement during Community Development

Discuss the outcomes of your National CD Week campaign and events. How did the campaign and events garner support for CDBG and/or HOME?

Advocacy was a prominent focus of the City of Durham's Community Development Week, and the outcomes of advocacy may continue beyond this one week effort. The fact that the Mayor and City Council members made supportive remarks about the CDBG and HOME problems underscored their awareness of the loss or substantial reduction of these programs would impact the City. Advocacy letters to the Congressional delegation representing Durham signed by Director Reginald J. Johnson and by Durham Mayor William 'Bill' Bell were recognized in the offices of our representatives. Durham Mayor Bell sent a separate advocacy letter to the Congressional delegation and to the Chair and Ranking Member of the THUD budget committee as well. A local CDBG/HOME fact sheet was developed that included the Denson project to house homeless veterans to illustrate the vulnerable population being assisted through these important federal allocations. Two requested CDBG and HOME project summaries were written and sent to the North Carolina Housing Coalition along with project photos for the Coalition's advocacy campaign.

Discuss any unique aspects of your National CD Week activities and process, if any.

The unanticipated visit by Congressman Price had not originally CAC and DCD staff been part of Community Development Week 2017. However, once known, DCD staff worked diligently to put the pieces in place to make a meaningful tour of two HOME and HOME/CDBG-funded projects.

1. 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
- ✓ Sample proclamation/resolution
- ✓ National CDBG and HOME fact sheets