



For Immediate Release

National Community Development Association

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THE NATIONAL COMMUNITY DEVELOPMENT ASSOCIATION BESTOWS THE 2016 JOHN A. SASSO NATIONAL COMMUNITY DEVELOPMENT WEEK AWARD

WASHINGTON, DC -

On June 24, 2016, the National Community Development Association (NCDA) will recognize the winners of the 2016 John A. Sasso National Community Development Week Award during a luncheon at the 47th NCDA Annual Conference in Milwaukee, WI.

The award was created as a means of recognizing community efforts to promote and celebrate the Community Development Block Grant (CDBG) Program and the HOME Investment Partnerships (HOME) Program during National Community Development Week which was celebrated this year on March 28 – April 2, 2016. National Community Development Week provides the opportunity for grantees, sub-recipients, beneficiaries, State and local partners, and the community to unite to celebrate and recognize CDBG and HOME by showcasing projects and educating the community and Congressional Members on program benefits. This year marks the 30th anniversary of National Community Development Week and the 16th anniversary of the John A. Sasso National Community Development Week Award.

CDBG and HOME

Allocated through the U.S. Department of Housing and Urban Development (HUD), the CDBG and HOME programs form the bedrock of federal assistance to local communities. Both programs have been shrinking in recent years due to federal budget cuts. Since FY 2010, CDBG has been cut by over 20% while the HOME program has been cut by over 50%; causing reductions in local programs that provide community development and affordable housing assistance. National Community Development Week and the John A. Sasso National CD Week Award provides the opportunity to draw national attention to the programs.

John A. Sasso

The National Community Development Week Awards are named in honor of John A. Sasso, NCDA's founder and leading force in nationally promoting CDBG, NCDA, and its members. In 1970, John Sasso became the first President of the Model Cities Community Development Directors Association (MCCDDA). MCCDDA eventually became the National Community Development Association after passage of the Housing and Community Development Act of 1974, which created the CDBG program. John began his tenure in the field of community development as a Planner for the City of Pawtucket, RI. He retired from NCDA in 2000.

NCDA

NCDA is a non-partisan, national non-profit membership-based organization that represents local government departments across the country that administer federally-supported community and economic development and affordable housing

programs. NCDA is an association of people committed to assist local governments to achieve high quality, locally-responsive programs for making communities better places in which to live and work, particularly for low- and moderate-income people.

The following communities will receive the 2016 John A. Sasso National Community Development Week Award on June 24.

Jacksonville, FL

The City of Jacksonville hosted daily events at locations across the City to showcase some of the critically needed programs and services provided through CDBG and other programs to recognize the significant role the programs play in improving the quality of life for the citizens of Jacksonville. Letters of invitation to attend the CD Week activities were sent to legislators in Washington, DC as well as state and local elected officials. A press release announcing the week's events was sent to local television stations. Three Community Leader Awards were presented and the Section 3 Contractor of the Year Award was presented as well.

The week started off with a kick-off rally with the Mayor presenting a formal proclamation declaring March 28-April 2, 2016 as National Community Development Week in the City. Representatives from the offices of Senator Bill Nelson (D-FL) and Rep. Corrine Brown (D-FL) provided remarks during the event. The kick-off rally was held at Jordan Park in the City of Atlantic Beach. CDBG funds were used to improve drainage and roadways to alleviate flooding and improve access to the park which serves a low- to moderate-income area. Other projects that were showcased during CD Week included the following:

Senior Activities Center in the City of Neptune Beach where CDBG funds were used to provide staffing to coordinate activities and special programs for 1,150 aging adults.

The Gateway Community Services Adult Detox Facility, HOPWA funds were used to assist in providing detox services to 50 HIV infected persons and CDBG funds were used to make repairs to the outpatient building.

The executive director of Changing Homelessness reported on the progress of ending Veterans homelessness in Northeast Florida

CDBG-R funds were used to expand the business incubator at the Beaver Street Enterprise Center which will promote small business growth and create jobs for the urban core.

Single-family and Multifamily Affordable Housing Tour focused on showcasing two projects funded with Neighborhood Stabilization Program funds and 16-units of multifamily housing funded through HOME.

Over \$1.6 million in CDBG funds were used for the Payne Avenue Demolition and Redevelopment Project for acquisition and demolition costs.

CDBG funds were used to fund the Foster Grandparent Program to help tutor and mentor 500 low- and moderate-income youth.

CDBG funds were used to make improvements to the Children's Home Society Andrews Clinical Services Building which provides space for programs that include infant mental health, parent child interactive therapy, and trauma-focused cognitive behavior therapy for 500 low- to moderate-income youth.

Miami, FL

The City of Miami's goal for this year's National Community Development Week celebration was the planning and

completion of an updated advocacy video for the public that addressed how CDBG funds are used in the City to benefit low-income persons. The Department of Community and Economic Development set out to create a positive piece that could air on Channel 77 (the City's dedicated cable station) and on the City's YouTube station. The segment can also be mailed out to legislators, as needed. Once the advocacy piece was finalized and posted, a press release was issued to the City's contact list alerting the public to Miami's celebration of National CD Week and advising them on how to download and view the video. Finally, a city Proclamation was signed and issued declaring March 28 – April 2, 2016, as National Community Development Week.

A few months in advance, the Department met with and sought the expertise and assistance of the City's Office of Communications, whose staff provided the necessary camera work and production for the video. After their cooperation was confirmed, the Department scheduled site visits to some of the different non-profit agencies that extend services to the City's low-income residents, making an effort to include the main activities the City funds with CDBG dollars, which are child care, elderly meals, and youth activities. Prior to visiting and taping the different interviews, the Department spoke to each of the three participating agencies at length to best determine who would speak on camera and when to visit the agency in order to gather footage that helped create a visually impactful piece. The video (accessible at <https://www.youtube.com/watch?v=E1O8OjisblU>) allows the City to better communicate what community development is and actively does, to a larger audience, especially to those who are not directly involved in the process. The press release and video was also issued via social media utilizing Twitter (@CityofMiami and @CityofMiamiCD) and Facebook (<https://www.facebook.com/CityOfMiamiGov/videos/957651487636715/>). The advocacy video has logged over 1,800 views on the web. The City also secured a press placement in *Miami Today*. The video will air numerous times in the coming months and continue to educate new legislators and inform the community about the Department's work.

Columbus, GA

Columbus Consolidated Government worked with the Mayor and City Council, other city departments, non-profits, economic development organizations, and homeless organizations to plan events for National Community Development Week. The week started with the issuance of a National CD Week Proclamation ceremony which was broadcasted live via the City's website and the City's public access channel. A National CD Week press release was developed and issued to local media via the Mayor's Office.

The City, with the assistance of the local access channel, developed a 2016 National CD Week video which showcased CDBG and HOME programs and projects. The Mayor, various organizations and beneficiaries were interviewed for the video. The video was placed on the City's website, Mayor's Facebook page, YouTube, CCG-TV, Twitter, and the Department of Community Reinvestment's Facebook page. The City conducted an awards ceremony for CDBG and HOME program partners. The CDBG and HOME video was shown as part of the program and attendees were asked to sign a petition in support of CDBG and HOME. The petition along with letters were sent to Congressman Sanford Bishop (D-GA), Senator Johnny Isakson (R-GA), Congressman Lynn Westmoreland (R-GA), and Senator David Perdue (R-GA), urging them to support CDBG and HOME.

City departments volunteered their services at two area non-profits who have been recipients of either CDBG or HOME funding. Staff helped sort clothes and food at St Anne Community Outreach and painted a house through the Columbus Area Habitat for Humanity. City departments also collected food donations for several local food banks. During National CD Week, the city council approved funding to renovate 4 playgrounds in low-income neighborhoods.

Proclamation Meeting (<http://www.columbusga.org/CCG-TV/councilMM.htm>)

2016 National Community Development Week Video (www.columbusga.org/communityreinvestment)

Facebook – CCG Community Reinvestment (www.facebook.com/ccgcommunityreinvestment)

St. Louis, MO

Essential to the planning process was the fostering of partnerships early on and securing event sponsorships from Commerce Bank, Enterprise Holdings Foundation and the St. Louis Community Credit Union. The goal for National Community Development Week was to garner support for the CDBG and HOME programs. The outcome was to introduce and/or reinforce how these programs benefit the community.

The City held numerous events during National CD Week including the following: (1) Day of Service/Canned Food Drive – The City is using some of its CDBG funds to fund five food pantries across the city. To assist the pantries, the Community Development Administration hosted a canned food drive with bins being placed in several City buildings and recreation centers. As part of the Day of Service, CDA staff collected, sorted, boxed and delivered approximately 1,400 cans of food to the pantries; (2) CDA staff hosted a Resources Fair for CDBG and HOME sub-recipients to showcase their services; (3) CDA hosted a bus tour of CDBG and HOME funded projects. Tour participants included HUD staff, a representative from Senator Claire McCaskill's (D-MO) office, local CRA officers, and other key stakeholders; (4) CDA staff recognized organizations and individuals for their outstanding work during a CD Awards Ceremony. Awards were handed-out in the following categories: Community Advocate of the Year, Outstanding Service Award, Executive Director of the Year, Youth Program of the Year, Public Improvement Project of the Year, Municipal Program of the Year, Housing Development Project of the Year, Housing Developer of the Year, and Housing Program of the Year.

The City of St. Louis again took a multifaceted approach to educating the community on the benefits of the CDBG and HOME programs. Four main categories of stakeholders were identified to be included in the week: (1) elected officials and/or their representatives; (2) HUD representatives; (3) subrecipients; and (4) the greater community (e.g., current and/or potential beneficiaries). Activities such as the bus tour, were designed to primarily educate elected officials (or their representatives) and HUD staff on recent accomplishments. The awards ceremony was designed to highlight recent accomplishments of subrecipients and educate the participants on the successes of the CDBG and HOME programs. The resources fair was designed to educate potential beneficiaries on the many services offered in the community, but also served as a great networking opportunity for subrecipients, fostering potential partnerships and collaborations.

A month before National CD Week, save the date e-mails and postcards were sent to over 200 key stakeholders. In addition, members of the CDA staff were asked to include the Save the Date banner in their e-mail signatures. The City also utilized Facebook to publicize events and activities. CDA also placed posters and event flyers in City buildings and local recreation centers. With the assistance of the Mayor's Communication's Director, the City issued a press release for the events. Formal letters were mailed to elected officials, HUD, and sponsors.

Tulsa, OK

The goal of the City of Tulsa's National Community Development Week efforts was to educate and promote awareness and advocacy for the importance of the CDBG and HOME programs. To accomplish its goals, the Grants Administration Department worked with the City's Communications Department, the Mayor's office, and several grant recipients. The Department targeted one CDBG subrecipient project and one CHDO multifamily complex to highlight in a short video.

CDBG Project: Car Care Program

The Grant Administration Department and the Communications Department staff met with the Executive Director of the Car Care program in their auto repair garage to enlist their help in selecting and highlighting one of their beneficiaries.

Vintage House

Grant staff also worked with Vintage Housing to identify a resident of their newly constructed senior housing complex for the video. Timing was perfect as the City was able to attend Vintage's ribbon cutting and meet the resident who gave her testimony at the ceremony.

City Hall News Event

The Grants Administration Department focused on one major function on March 28th rather than hold activities throughout National CD Week. Invitations were sent to all grant recipients, city council members, city department heads, and elected federal representatives and the media to attend a special news conference in City Hall. During the event, attended by 50 people, the Mayor read a proclamation declaring March 28-April 2 as National CD Week and noted the importance of the CDBG and HOME programs. A beneficiary spoke at the event about the impact of the programs in assisting her in rehabilitating her home. Pictures of the event were posted on the Mayor's Facebook page, information was disseminated on social media, and the video posted to YouTube (<https://www.youtube.com/watch?v=zxSJej4KAW0>) and sent to all 50 grant recipients for further distribution. CDBG and HOME fact sheets and a link to the video were also sent to Tulsa's elected representatives in Washington, DC.

Columbia, SC

The City of Columbia hosted "pop-up stations" in each of the City's four council districts. At these stations, Community Development Department staff greeted residents, handed-out information on CDBG and HOME funded projects and informed the public about current CD programs and events.

The City planned a special media blitz involving street banners, social media posts, website announcements, press releases, end-of-week cookout downtown, and a large press conference with news media, program beneficiaries, elected officials, and other dignitaries. In the weeks leading up to National CD Week, a Mayoral proclamation was written, printed, and framed, press releases were drafted and approved, talking points were transcribed for a City Talk advertisement, and a segment was taped. A digital invitation was produced and sent via e-mail blast to City employees, City Council members, sub-recipients, and beneficiaries. A banner for the pop-up stations as well as a new street banner were designed. The City's Public and Media Relations Department sent out information about National CD Week to local media outlets, uploading it to the City's website and posting it on the City's Facebook and YouTube sites as well as on Instagram and Twitter.

Columbia's National CD Week culminated in a press conference attended by State and local elected officials, neighborhood leaders, and news and print media. During the week-long National CD Week celebration, Community Development staff physically spoke to more than 400 Columbus residents, many of whom were previously unaware of CDBG and HOME and their benefits to the community.

YouTube Video of Press Conference: <https://www.youtube.com/watch?v=W3H7NyhpDEA>

Local Media Coverage:

<http://coladaily.com/2016/03/28/columbia-celebrates-national-community-development-week/>

<http://sodacitybizwire.com/city-of-columbia-announces-know-your-city-campaign>

Dallas, TX

On March 28, 2016, Dallas Mayor Pro Tem, Monica Alonzo, hosted a press conference to kick-off National Community Development Week. The press conference provided the opportunity to promote awareness, education and advocacy for CDBG and HOME and to recognize the Citizens Development Center, a 2016 NCD A Audrey Nelson Award recipient, for their impactful use of CDBG funds. Congressional Members, State Representatives, County and City officials were invited by letter to attend the press conference. The press conference was well attended by elected officials and their staff. City of Dallas CDBG and HOME-funded programs were exhibited at informational booths in City Hall providing citizens and guests with program information and one-on-one engagement with program staff. CHDOs were also in attendance providing outreach to potential homebuyers informing them of their HOME-funded projects.

Social media and online news articles were used to highlight programs and projects throughout National CD Week. Each CDBG and HOME funded program provided at least one project to highlight. The Community Development

Division used Twitter, Facebook, Instagram, and Vimeo to engage the public in the National CD Week celebration.

McKinney, TX

The City of McKinney views its community development resources of CDBG and HOME funds as an additional quality of life investment to leverage local funds toward housing and community development needs. For National Community Development Week, the Housing and Community Development Department first began working with the McKinney Housing Authority and other agencies to showcase projects funded through CDBG and other HUD programs. Activities included: (1) Groundbreaking of the McKinney Housing Authority (MHA) property, Newsome Homes. The aged property will be transformed into a three-story, 180 units of affordable housing for seniors and disabled persons. MHA is only one of three Texas housing authorities chosen for HUD's Rental Assistance Demonstration (RAD) which allows private capital to be used to redevelop deteriorating public housing communities. The \$22 million public-private partnership included funding from the City's CDBG program to support relocation assistance while the property is being redeveloped; (2) A community wall-raising with Habitat for Humanity of North Collin County for the Evans family; and (3) The Mayor and the City Council acknowledged the work of CDBG and the community impact during a proclamation ceremony.

Publicity included: Linked In, Facebook (City of McKinney, McKinney Housing Authority, McKinney CDC), McKinney Courier Gazette, City of McKinney (official website), Habitat for Humanity of North Collin County website, Dallas Morning News (April 1, 2016), Starlocalmedia.com (April 1, 2016), The Scoopblog.dallasmorningnews (April 1, 2016)

Burlington, VT

To plan for the events and activities for the week, discussions were initiated with Vermont's Federal Legislative Delegation during the NCDA Winter Conference, along with staff members and subrecipients in the months that followed. Staff reached out to the Mayor's Office to include his participation at the events. The City sought to raise awareness of National Community Development Week through media including television and radio, social media posts, PSAs, a Mayoral Proclamation and press release, and three events plus one volunteer activity.

The City began its celebration of National CD Week by airing 4 separate Public Service Announcements 50 times from March 28 – April 2. PSAs included one general announcement on the CDBG program and the number of beneficiaries assisted last year in Burlington. Subsequent PSAs detailed economic development programming, housing services, and serving the most vulnerable residents. Each PSA included the actual number of persons served in the City. The PSAs aired on WVMT Newstalk620 with a broad listening audience; WVMT's coverage area includes a circular area south to White River Junction and north to Montreal, Canada, and the station serves the markets of both the Burlington, VT and Plattsburgh, NY metro areas with a primary audience of adults 25 years and older.

A local WVMT morning show, the Charlie, Ernie, and Lisa Show, featured a 15-minute segment on National Community Development Week with a focus on a subrecipient, ReSource and their YouthBuild program. Marcy Esbjerg, Assistant Director for the Community, Housing and Opportunities Programs for the City of Burlington's Community and Economic Development Office joined the show to discuss how CDBG is used to further the City's affordable housing needs with ReSource and train at-risk youth in transferable employment skills. The program aired twice and was promoted on social media. **Jacksonville, FL**

The City of Jacksonville hosted daily events at locations across the City to showcase some of the critically needed programs and services provided through CDBG and other programs to recognize the significant role the programs play in improving the quality of life for the citizens of Jacksonville. Letters of invitation to attend the CD Week activities were sent to legislators in Washington, DC as well as state and local elected officials. A press release announcing the week's events was sent to local television stations. Three Community Leader Awards were presented and the Section 3 Contractor of the Year Award was presented as well.

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In addition to extensive radio coverage, National Community Development Week was featured live on regional broadcast station CCTV Channel 17. The show broadcast on Monday, March 28, hosted by Assistant Director for Community Development for the City of Burlington, and featured subrecipients and Homeshare Vermont's Executive Director. The broadcast aimed to educate the public about the fundamentals of CDBG and its impact on the community. The program featured a CDBG subgrantee and the work they do to keep seniors and those with disabilities living independently. The highlight of the show was the advice offered by long time Homeshare host, Barbara Swinton, a program participant of many years. This program aired multiple times on Channel 17 and encompassed a wide listening audience. The CDBG piece potentially reached as many as 16,000 households live and in re-runs.

Each day of National CD Week, CDBG programs and photos were highlighted on the City's Facebook page. Each post contained a website and social media link to learn more about the featured organization. The following events were held to celebrate National CD Week.

Lunch with Seniors

Local elected officials and Community Development staff lunched with 20 seniors at the City's congregate meal site, which is funded with CDBG. City staff announced an upcoming CDBG award to renovate the space.

95 North Avenue – Permanent Housing for the Homeless

The Mayor and Community Development staff participated in a groundbreaking ceremony at a project where HOME

and state CDBG funds are being used to build 14 new permanent housing units for the homeless.

Chittenden Foodshelf

Over 40 volunteers gathered for the “Rock N’ Rolls and Pack N’ Sack.” With top 40 hits provided by WXXX, volunteers packaged hundreds of meals, bagged groceries for homebound residents, and prepped food for the Community Kitchen Chef. The Mayor used this venue to announce an upcoming CDBG award that will be used to make the Foodshelf more accessible.