



2016 NATIONAL COMMUNITY DEVELOPMENT WEEK PLANNING GUIDANCE

National Community Development Week: March 28 – April 2, 2016



**CDBG: 42 Years of Building Strong Communities
HOME: 25 Years of Providing Decent, Safe, Affordable Housing**

National CD Week: 30 Years of Showcasing CDBG National Community Development Week: March 28 – April 2, 2016

The 2016 National Community Development (CD) Week will be celebrated **March 28 – April 2, 2016**. It provides the opportunity for grantees to reach out to their Congressional Members, showcase projects and programs, and involve the local community, including other local government departments, sub-recipients, beneficiaries, citizens, and community groups in the week-long celebration. This guidebook is intended to help you with the planning and implementation of your National CD Week activities. Real life examples from the winners of the 2015 John Sasso Community Development Achievement Award are incorporated into this guidebook to show how communities from across the country plan and celebrate National CD Week.

WHY NATIONAL COMMUNITY DEVELOPMENT WEEK?

The National Community Development Association (NCDCA) created National Community Development Week in 1986 – 30 years ago – to bring national attention to CDBG at a time when the program was facing scrutiny by Congress. National Community Development Week provides the opportunity for you to promote awareness, education and advocacy of both CDBG and HOME. NCDCA is proud to lead the annual National Community Development Week campaign and work with its membership, the U.S. Conference of Mayors, and other national partners to educate Congressional Members, the media, and the local citizenry on the impact and merits of CDBG and HOME in local communities nationwide – and the need for more funding. It is intentionally held during the height of the Congressional appropriations season to allow a concerted grassroots focus on increasing funding for CDBG and HOME. With continued pressures to reduce federal funding, it is imperative that your Congressional Member hear from you during National Community Development Week. We need every grantee to participate.

Please join us in the 2016 National CD Week campaign. Please contact Vicki Watson, NCDCA Executive Director, at vicki@ncdaonline.org with any questions regarding National Community Development Week.

NATIONAL COMMUNITY DEVELOPMENT WEEK ACTION ITEMS

Organize the Working Group and Establish a Timeline

The first step to a successful National Community Development (CD) Week campaign is organizing a working group to plan and implement the CD Week activities. A lead staff person should be appointed to shepherd the process and assignments given to working group members to accomplish the CD Week activities. Involve other departments and groups who receive CDBG and HOME funds. The working group must meet regularly to ensure the CD Week activities are planned and implemented on time. The working group should establish a timeline and assignments early on in the process. In addition to the events, staff need to be assigned to gather the data for the CDBG and HOME fact sheets, and develop the press release and the proclamation (examples are attached).

Examples from the Field

Palm Springs, CA and Albany, GA

The City of Palm Springs' Community and Economic Development Department worked with its CDBG Citizens' Advisory Council (CAC) to commemorate National Community Development Week. Likewise,

the City of Albany (GA) Department of Community and Economic Development worked with its Community Development Council Members and other partners to collaborate and plan for the commemoration of National CD Week.

Arlington, TX

The City of Arlington, TX established a National Community Development Week planning committee which consisted of various stakeholders. The planning committee met regularly and focused on the following activities: (1) gathered data and facts on CDBG and HOME dollars within the City of Arlington; (2) developed press releases and formal invitations to the Open House; (3) created fliers and infographics on CDBG and HOME accomplishments; (4) participated in the United Way of Arlington “Report to the Community” which focused on identifying the needs of Arlington residents; (5) organized a ribbon cutting event showcasing grant dollars at work and beneficiaries of those grant programs; and (6) attended a Fair Housing Symposium by the City of Dallas. The committee obtained the support of the Mayor and City Council which recognized the month of April as National Community Development Month, instead of one week.

Decide Upon the CD Week Activities

Public support and involvement from your Congressional Members, community groups, media, business and community leaders, and program beneficiaries is vital. Focus your efforts on the following activities.

National CD Week Suggested Activities

Issue a Press Release and Proclamation

Issue a press release announcing March 28 – April 2, 2016 as National Community Development Week. Follow-up with passage of a National Community Development Week proclamation by your local elected body. Send the press release to local media outlets and the proclamation to your Congressional Delegation. These activities require minimal effort and can be undertaken by every grantee. A sample press release and proclamation are attached.

Meet with Your Congressional Delegation or Provide an Educational Video and Other Materials

Meeting with your Congressional Members or their staff is one of the most effective ways of advocating for CDBG and HOME because it affords Congressional Members the opportunity to hear first-hand how the funds are being used in their District. If you are unable to meet with your Congressional Members, send a letter, video, or fact sheet outlining the accomplishments of your CDBG and HOME programs. A sample fact sheet is located at the back of this guidebook.

Examples from the Field

Hollywood, FL

Vice-Mayor, Kevin Biederman, met with some of the area’s federal representatives to advocate for more CDBG and HOME funds, including Congressman Mario Diaz-Balart (R-FL), Chair of the House Subcommittee on Transportation, HUD Appropriations. The Vice-Mayor distributed an advocacy video, created as part of the City’s National Community Development Week activities, to various other elected representatives.

Albany, GA

The City sent letters to local, state, and federal elected officials and community agencies to seek support for CDBG and HOME. The City also created a CDBG and HOME advocacy video which showcased projects and beneficiaries around the following themes: homelessness prevention, access to healthcare, inspiration, collaboration, generosity, education, community, access to affordable housing, and business empowerment.

Develop a Tour of Local Projects or Focus on a Project Ground Breaking or Kick-Off Event

Develop a tour of local CDBG and HOME projects for Congressional Members, their staff, local elected officials, civic leaders, the media, and others. Select projects that positively showcase CDBG and HOME. Develop a written project description, including financing, to hand out during the tour. Make sure participants meet program beneficiaries on the tour.

Examples from the Field**Clarksville, TN**

The City of Clarksville Office of Housing and Community Development organized a tour of CDBG-funded programs and projects that provide assistance to the homeless. Each sub-recipient was given thirty minutes to highlight their facility and discuss programs and services, how CDBG funds support their program, and how CDBG funds are leveraged. The following sub-recipients participated in the tour: Clarksville-Montgomery County Community Action Agency (Old Firehouse Day Shelter), United Methodist Urban Ministries (Grace Assistance and Safe House), Lighthouse Mission Ministries (Safe Harbor of Clarksville), and Manna Café.

Palm Springs, CA

The Palm Springs' CDBG Citizens Advisory Council (representing three City Commissions – Human Rights, Parks and Recreation and Planning as well as the Senior, HIV/AIDS and Targeted Income Qualified Areas/Populations) conducted a CD Week Tour of three prominently funded CDBG Sub-recipients' facilities: (1) Mizell Senior Center (Senior and Frail Elderly), Desert AIDS Project (Persons Living with HIV/AIDS), and the City's James O. Jesse Desert Highland Unity Community Center (Minorities and Youth). The tour packet included a schedule, list of participants with affiliations, NCDA CD Week News Release, tour route map, CDBG Sub-recipients' cumulative award history (totaling \$3.9 million) and current Program Year Summary. CDBG Sub-recipient leadership personally met the group on arrival and conducted a hands-on tour of their facilities as well as pointing-out the particulars of how CDBG funds impact their agency and beneficiary clients. Senator Feinstein's Office announced the CD Week Tour through a news release which ran in the local electronic and print media outlets.

Miami, FL

The City's signature National Community Development Week event was the groundbreaking of Stirrup Plaza II, a new affordable housing project for the elderly under construction in one of Miami's most expensive areas – Miami's Coconut Grove neighborhood. More than 50 City and County officials and local residents attended the groundbreaking ceremony. Upon completion in September 2016, Stirrup Plaza II will feature a total of 68 one-bedroom units. Fifteen units will serve residents at 50% of AMI and below. The remainder of the units will serve residents at 60% of AMI and below. The event attracted media attention with more than four placements in local publications, in both English and Spanish.

Osceola County, FL

The County conducted a tour of projects that addressed community housing needs, community health needs and community educational needs. The ten (10) selected projects for the tour collectively received \$3,381,758 in grant funding, leveraging \$34,563,500 in private investment. The invitation list included members of the Affordable Housing Advisory Committee; the CDBG Advisory Task Force; municipal partners from the cities of Orlando, Kissimmee and St. Cloud; local government partners from Orange County and Seminole County; Congressmen Grayson's office; Osceola County Health Department; Osceola County School District; Osceola County elected officials and management staff, non-profit agency partners, private sector partners and faith-based partners. A save-the-date was sent out two weeks prior to mailing invitations. The selected stops included two recently completed community health clinics, three affordable housing apartment complexes, three owner-occupied housing rehabilitation projects, a community center and an Osceola County School District technical education/adult learning center campus.

Quincy, MA

The highlight of the National Community Development Week was the Germantown Neighborhood Center Music Clubhouse Ribbon Cutting. The Honorable Mayor Thomas P. Koch joined Cedric Kam, Acting Deputy Director & Economic Development Specialist for Region I from HUD; Julia Frederick, Regional Director for U.S. Senator Elizabeth Warren (D-MA); State Senator John F. Keenan; State Representative Tackey Chan; Ward One Councillor Margaret Laforest; Phil Lussier, Chair of the Executive Board from the South Shore YMCA; David Bickel, Associate Executive Director from Music & Youth Initiative; and Joseph Salah of The Salah Family Foundation along with members of the City's Department of Planning and Community Development, staff and families of the Germantown Neighborhood Center / South Shore YMCA to celebrate the opening of the Music Clubhouse.

La Crosse, WI

The City's celebration of National Community Development Week kicked off in a neighborhood revitalization area where the Mayor, State Senators, Congressional Members, members of the neighborhood associations, council members, and the CEO of the neighborhood Gundersen Hospital all joined together during the kick off ceremony, donning hard hats and helping to demolish blighted buildings. The kick-off event was covered by WEAU and WQOW, the local television stations, and through print media. Afterwards, participants toured four homes completed by the City, Western Technical College, Couleecap, and Habit for Humanity.

Involve Program Partners**Examples from the Field****Arlington, TX**

The United Way of Arlington hosted a "Report to the Community" which provided an overview of research focused on identifying the needs of Arlington residents as they age. The audience included key stakeholders, public service agencies, non-profits, local and state government officials, Congressional representatives, school district board members, and many others. United Way Arlington is supported, in part, with CDBG funds. United Way Arlington assists the City in identifying priority community needs and coordinating plans and programs to improve lives in Arlington. The report on aging will be used to guide the use of future grant funding in meeting the needs of older Arlington residents.

La Crosse, WI

The City hosted a small business mixer to highlight how CDBG helps create jobs in the community. The event was co-sponsored by numerous economic development organizations. Five small business owners discussed how the City's CDBG Small Business Revolving Loan helped them expand their business and offered tips to audience members.

Hollywood, FL

Various public service agencies such as Hope South Florida (housing and economic development assistance for the homeless or formerly homeless), Hispanic Unity (job training and placement), Russell Life Skills and Reading Foundation (youth education), the Boys & Girls Club (youth education) and other organization representatives attended the regular City Commission Meeting to accept the proclamation that the Mayor and City Commission issued to support the programs associated with CDBG and HOME to publicly advocate for future funding.

Arlington, TX

An Open House event showcased a single-family home that was rebuilt and sold to a single mother and reservist with the United States Air Force. U.S. Air Force veteran Dina Kaswatuka realized her dream of homeownership when she received her keys to a new home. The Tarrant County Housing Partnership (TCHP) worked with the Citi Military Veterans Network, City of Arlington HOME funds, Home Depot, Keller Williams Realty and Don Sneed Construction Inc. (DSCI) to acquire land and rehabilitate a vacant and foreclosed house in a low-income target area in East Arlington. The general contractor, DCSI, discounted labor rates in order to lower the construction costs, making the home more affordable. Dina is currently working two jobs while raising her own 8 year old daughter along with 3 of her siblings. Prior to purchasing this home, the family lived in a small one-bedroom apartment. They are excited to settle into a new home, with 4 bedrooms, a yard, accessible kitchen and plenty of space.

Richland County, SC

The Richland County Community Development Department (RCCD) held a Press Conference in conjunction with a project tour of a newly constructed duplex. This particular project was made possible by a partnership with a local CHDO, Benedict-Allen CDC. RCCD and Benedict-Allen CDC began work in the Ridgewood Community in 2005. The duplex is a very special project because it is the very last project to be completed in this revitalization area, and it was the very first structure of its kind in this particular neighborhood.

Recognize Employees and Partners Organizations**Examples from the Field****Quincy, MA**

The City held a CD Week Awards ceremony to recognize employees and partner organizations for their contribution to the field of housing and community development and for providing a better quality of life for low- and moderate-income people.

St. Louis, MO

The City hosted a Resources Fair for organizations/departments receiving CDBG and/or HOME funds to

highlight their services for low- and moderate-income persons. The City also recognized organizations and individuals for their outstanding work at a reception. The awards included: Housing Development Project of the Year, Housing Developer of the Year, Community Advocate of the Year, Youth Program of the Year, Executive Director of the Year, and Neighborhood Improvement Program of the Year.

Undertake a Service Project

Examples from the Field

St. Louis, MO

City staff completed a service project at Wohl Recreation Center. With the assistance of Home Depot, the City was able to transform the library and multipurpose room. Save-the-date emails and postcards were mailed to over 200 stakeholders. The City utilized Facebook to publicize activities and events. Posters and event flyers were also posted 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 event. Formal letters were mailed to elected officials, HUD, and sponsors.

Shreveport, LA

The Mayor, members of the City Council, program partners, and citizens participated in a one-day community fair that provided information on job training, educational opportunities, employment, and other important services. The Community Development Department prepared and served food to the community participants.

Richland County, SC

The last day of the National CD Week celebration, the staff at Richland County presented Sistercare Women's Shelter with donations and items that were collected during the week. Sistercare, a public services sub-recipient, is a shelter for women and children who are in need of a temporary home.

Garland, TX

Over 65 employees volunteered their time to successfully carry out two major events celebrating the week.

Affordable Housing for Veterans – Bank of America, Green Extreme Homes and the City of Garland share a mission of providing veterans in need of affordable housing with the opportunity to enjoy the benefits of homeownership. Bank of America generously donated a home to Green Extreme Homes so that it may be turned into an energy efficient affordable home for a veteran. Employees from Bank of America and the City of Garland also volunteered their time on April 10-11 to help with site preparation and clean-up of the property.

Lend a Hand to Grow Garland – City of Garland employees rolled up their sleeves to help with landscaping, clean-up, renovations and demolitions for 4 projects during the week. Several neighbors came to help and get information about the programs that are offered as a result of CDBG and HOME funding. Council members attended the event along with the Mayor.

Hollywood, FL

National Community Development Week was used as an opportunity to provide civic education to Hollywood's youth. A representative of the City's Community and Economic Development Department

visited an Advanced Placement U.S. Government and Economics class at Hollywood Hills High School to make a presentation regarding Community Development and the funding sources that support the City's efforts. The students were given materials to share with their classmates and parents to advocate for these much-needed funds. That same class of 35 took a field trip to Hollywood City Hall to observe several presentations and to attend the April 1, 2015 City Commission Meeting where the proclamation was issued to celebrate National Community Development Week.

Albany, GA

The City held a proclamation signing and participated in a "Community Give Back Day," which focused on collecting donated items for a local nonprofit organization, Open Arms Inc. WALB News 10 was on site for this event. The City held a CDBG Awards luncheon on April 10 to educate the community on the benefits of CDBG and HOME as well as to recognize the program partners.

Advertise Your CD Week Activities

Examples from the Field

Miami, FL

The City Commission issued an official proclamation declaring April 6-11, 2015 as National Community Development Week in the City of Miami and recognized the success of both the HOME and CDBG programs in Miami, FL. A general press release was also issued announcing National Community Development Week. The City used Twitter to alert over 200+ followers to National Community Development Week activities. The City also sent a blast e-mail to all of its public service agencies and developers reminding them of CD Week.

Jacksonville, FL

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.

Quincy, MA

Planning and education for National CD Week included a pre-CD Week press release/media advisory; e-mail blast through the MailChimp; EventBrite invitations; an interview on AM Quincy; 14 speaking programs during CD Week; the hanging of public banners to announce CD Week; the use of a mobile display board; and post-CD Week media coverage. Through each outlet, the benefits of HUD CPD programs was discussed, and residents were encouraged to contact members of Congress to advocate for additional resources.

Shreveport, LA

The City of Shreveport promoted National Community Development Week through PSAs at local radio stations, the City's website, and through departmental newsletters. The City also posted "Celebrating CDBG Week, April 6-11" on a digital billboard on Interstate 20. The Mayor issued a proclamation containing information about the impact of CDBG and HOME on the community.

Hollywood, FL

The Public Affairs and Marketing staff sent press releases to area media. The South Florida Sun Times published an article on April 2, 2015 to promote the City's National Community Development Week. In

addition, a full page article, with photos, was published in the City's quarterly newsletter, New Horizons, and was mailed to every Hollywood resident to illustrate the importance of the City's federal and state funds.

Burlington, VT

The City distributed a press release and fact sheet to 125 contacts throughout Vermont, as well as to Vermont's federal delegation. The release noted the first-ever National Community Development Week Proclamation signed by Mayor Weinberger, as well as notable CDBG and HOME programming in the following areas: serving at-risk and underserved community members; supporting critical infrastructure and housing assistance; and promoting entrepreneurship and robust economic development. Additionally, a fact sheet was composed to highlight quick figures of funding, beneficiaries served, housing units developed, and services offered through FY13.

Focus on Activities that Involve the Media

Congressional Members read their local papers. They also want to hear how program dollars are being spent to improve their community, so the use of local media (print, television, and radio) is important to documenting your National Community Development Week activities and ensuring your Congressional Members and the community are made aware of your program activities. Creating a video in-house using YouTube is an economical and easy method of documenting your National CD Week activities and sharing it with local media and Congressional offices.

Examples from the Field

Burlington, VT

Building on the success of last year's National Community Development Week media blitz approach, the City again sought to raise awareness of National Community Development Week through numerous radio and television appearances, social media posts, PSAs, and a Mayoral proclamation.

The City began its celebration of National Community Development Week by airing four separate PSAs 69 times from April 6-11, 2015. PSAs were produced including one general announcement on the CDBG program and the number of beneficiaries assisted last year in Burlington; subsequent PSAs detailed economic programming, housing services, and serving our most vulnerable resident initiatives. A local WVMT radio show featured a 15-minute segment on National Community Development Week with a focus on the City's youth programs. The program hosted two CDBG grantees, the Sara Holbrook Community Center and the Burlington Police Department. The discussion centered on how CDBG is used to help the City's youth and included a focus on reaching new Americans and youth at risk. The program aired on three different segments including two weekend shows.

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, April 27, hosted by CDBG Administrator, Marcy Esbjerg, and featured Russ Elek, a CDBG Advisory Board Member. The broadcast aimed to educate the public about the fundamentals of CDBG and its funding stream nationally, state-wide, and locally in Burlington over the last six years, as well as the roles local citizens directly play in the review, selection and allocation process. The show featured proposed 2015 projects in early childhood, childcare, and youth programs, as well as individual stories on the HomeShare Vermont Affordable Housing Program, the Vermont Works for Women Fresh Food Program, and Mercy Connections'

Women's Small Business Program. This program aired multiple times and potentially reached as many as 16,000 households live and in re-runs.

Media Links:

[Office of Mayor Weinberger, National Community Development Week Proclamation](#)
[Community and Economic Development Office, City of Burlington - Facebook Page](#)
[Burlington CEDO Show: Community Development Block Grants](#)

Clarksville, TN

Please go to <http://youtu.be/rGor2SwgwM4> to view the outstanding video produced by the City showcasing the projects featured on the CD Week tour.

Richland County, SC

The following YouTube Video was created by the Richland County Public Information Office:
<https://www.youtube.com/watch?v=X5xblZz1hBE&feature=youtu.be&t=407>

The following is a Cola Daily News Article: <http://coladaily.com/2015/04/09/photo-gallery-ridgewood-barony-neighborhood-unveils-new-affordable-duplex-housing/>

La Crosse, WI

The week's events were covered heavily by local media.

<http://www.news8000.com/news/poage-park-undergoes-demolition-as-part-of-neighborhood-revitalization-effort/32348942>

<http://www.news8000.com/news/salvation-army-benefits-from-city-grant-program/32368796>

<http://www.news8000.com/news/Local-entrepreneurs-compete-for-funds-to-make-their-business-a-reality/32372374>

Quincy, MA

Community Development Department staff worked with local papers and QATV Radio to advertise its National CD Week events.

Patriot Ledger – March 23, 2015 article
<http://www.patriotledger.com/article/20150323/NEWS/150328780/0/SEARCH>

Patriot Ledger – March 26, 2015
<http://www.patriotledger.com/article/20150326/NEWS/150327254/0/SEARCH>

QATV Radio Interview – April 6, 2015
<http://www.qatv.org/audio/AMQuincy/community-development-week-activities-april-6-2015>

St. Louis, MO

National CD Week events were covered by the local press and radio.

<http://interact.stltoday.com/pr/local-news/PR040615043421017>

<http://news.stlpublicradio.org/post/st-louis-boasts-success-programs-funded-federal-community-development-grants>

Garland, TX

<http://www.garlandtx.gov/gov/lq/publicmedia/press.asp> - Garland City Press

<http://garlandtx.swagit.com/play/04132015-1393> - Video Link Page

<http://garlandtx.swagit.com/play/04072015-1182> - Proclamation

Other Innovative CD Week Activities

La Crosse, WI

The City launched “flight night,” an event where after a 10-week course, budding entrepreneurs pitched their business ideas to a live audience and competed for prizes. Flight night showcased how CDBG funds help support micro-enterprise entrepreneurship. The winner received \$25,000 in start-up funding from a state fund. Representatives for Senator Tammy Baldwin and Congressman Ron Kind were in attendance. Both events were covered by the local television stations.

Hollywood, FL

The City directed residents to the City’s newly created advocacy webpage that includes sample advocacy letters and direct contact information to federal and state elected representatives and newspapers for letters to the editor. Also, each CDBG sub-recipient was encouraged to promote this advocacy effort to their beneficiaries. The City’s Funding Advocacy page is available at <http://www.hollywoodfl.org/index.asp?nid=193>

Richland County, SC

The County made the public aware of the CDBG projects in their community by providing signage at local projects. The signs had two main purposes: (1) to highlight the work that has been done in Richland County to enhance the lives of LMI persons; and (2) to showcase the many ways that CDBG dollars have been spent and the importance of federal dollars. The signs were strategically placed throughout Richland County at ten (10) different completed projects.

Burlington, VT

Each day of National Community Development Week, CDBG programs and photos were highlighted on the City’s Facebook page, demonstrating the broad spectrum of agencies, beneficiaries and communities integral to the Burlington CDBG story. CDBG-funded agencies submitted photos and narratives of their projects. Each post contained a website and social media link to learn more about the featured organization. The CDBG story cannot be told without incorporating the personalized stories of the many beneficiaries who are served through these critical federal funds. This year, the City continued to utilize collaborative social media to put a face to the program itself, telling beneficiaries’ stories on the City’s Facebook page, in every interview, and through agency-submitted stories and photos that

exemplified the purpose of CDBG.

How to Reach Your Member of Congress

You can obtain your Member's phone number and mailing address (both DC and the local district offices) at <http://www.house.gov> and <http://www.senate.gov> Not sure who your House Member is? Then go to <http://www.house.gov/representatives/find/>.

Introduce yourself and ask to speak with the Member's appointment secretary/scheduler. If the scheduler is unavailable, leave a message with your name and phone number requesting the event be placed on your Member's calendar. Keep making follow-up calls until you speak to the scheduler directly to confirm your Member's participation in your event.

SAMPLE DOCUMENTS

(Please feel free to modify the documents)

SAMPLE PROCLAMATION/RESOLUTION

Present this proclamation to your Congressional Members during the National CD Week tour of CDBG and HOME funded projects -- or mail it to them.

WHEREAS, the week of March 28 – April 2, 2016 has been designated as National Community Development Week by the National Community Development Association to celebrate the Community Development Block Grant (CDBG) Program and the HOME Investment Partnerships (HOME) Program; and

WHEREAS, the CDBG Program provides annual funding and flexibility to local communities to provide decent, safe and affordable housing, a suitable living environment, and economic opportunities to low- and moderate-income people; and

WHEREAS, the HOME Program provides funding to local communities to create decent, safe, and affordable housing opportunities for low-income persons. Nationally, over one million units of affordable housing have been completed using HOME funds; and

WHEREAS, over the past five years, our community has received a total of \$_____ in CDBG funds and \$_____ in HOME funds; and

WHEREAS, the following activities have been funded (please list); and

NOW, THEREFORE BE IT RESOLVED, that the City/County of _____ designates the week of March 28 – April 2, 2016 as National Community Development Week in support of these two valuable programs that have made tremendous contributions to the viability of the housing stock, infrastructure, public services, and economic vitality of our community.

BE IT FURTHER RESOLVED, that our community urges Congress and the Administration to recognize the outstanding work being done locally and nationally by CDBG and HOME by supporting increased funding for both programs in FY 2017.

SAMPLE PRESS RELEASE

City, USA
Date

For further information, contact
Jane Doe at (202) 777-CDBG

The City/County of _____ Celebrates National Community Development Week; March 26-April 2

Mayor/County Executive _____ and the City/County Council today issued a proclamation supporting the Community Development Block Grant (CDBG) Program and the HOME Investment Partnerships (HOME) Program by recognizing National Community Development Week, March 26 – April 2, 2016. Spearheaded by the National Community Development Association, the week-long celebration brings together citizens, government officials, businesses, media, and non-profit organizations through events to showcase the impact of CDBG and HOME on our community. National CD Week also serves as a venue for educating the public about the programs.

This year marks the 42nd anniversary of the CDBG program. The CDBG program provides grants to over 1,200 local governments to create neighborhood approaches that improve the physical, economic and social conditions in communities. Every \$1.00 of CDBG leverages another \$4.07 in other funding; bringing additional vital resources to communities. The HOME program, now in its 25th year, provides grants to over 600 local participating jurisdictions to create safe, sanitary, and affordable housing in communities nationwide. Every \$1.00 of HOME leverages an additional \$4.16 in other funding.

Both programs are administered nationally by the U.S. Department of Housing and Urban Development.

CDBG and HOME have seen funding reductions in the past several years. In FY 2010, CDBG was funded nationally at \$3.990 billion and HOME was funded at \$1.825 billion. CDBG is now funded at \$3.0 billion nationally and HOME at \$950 million. These programs are needed more than ever to help our most vulnerable citizens and improve the overall condition of our neighborhoods.

The City/County will highlight both programs during National CD Week by conducting the following activities [Describe your CD Week activities].

SAMPLE FACT SHEET

Please complete this fact sheet and give it to your Congressional delegation and local press during National CD Week – or email it to them.

I. Executive Summary

Attach a brief executive summary that answers the following questions:

Why are CDBG and HOME important to my community?

Who do the programs serve in my community?

How is the program funding used in my community?

Why is more CDBG and HOME funding needed in my community?

II. COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ACCOMPLISHMENTS

FOR THE CITY/COUNTY _____

For every one dollar of CDBG funding another \$ _____ in private and public funding was leveraged.

CDBG assisted _____ persons in the past five years.

CDBG created or retained _____ jobs in the past five years.

CDBG funds in the amount of \$ _____ were spent on economic development activities (outline the types of activities and the beneficiaries assisted).

CDBG funds in the amount of \$ _____ were spent on public improvements (outline the types of activities and the beneficiaries assisted).

CDBG funds in the amount of \$ _____ were spent on public services (outline the types of services and the beneficiaries assisted)

CDBG funds in the amount of \$ _____ were provided for housing activities (outline the types of activities and the beneficiaries assisted).

III. HOME INVESTMENT PARTNERSHIPS (HOME) PROGRAM ACCOMPLISHMENTS

FOR THE CITY/COUNTY OF _____

For every one dollar of HOME funding another \$ _____ in private and public funding was leveraged.

HOME assisted _____ persons in the past five years.

HOME funds in the amount of \$ _____ were provide for housing activities, such as homebuyer assistance, rental assistance, and the production of affordable rental units.

A total of _____ units of affordable housing were created

_____ households received assistance in purchasing their first home

_____ rental units were constructed and/or rehabilitated

_____ homeowners received rehabilitation assistance

IV. The Impact of Funding Reductions

Describe how the funding cuts to CDBG and HOME have affected your program delivery, operations, and the beneficiaries served by the programs.

- Outline the actual cut to your CDBG and HOME allocations over the past few years
- Outline how the loss in funding has caused a delay in projects – or caused projects to be canceled completely and discuss the impact on your community (jobs lost, fewer beneficiaries assisted, etc.)

CD Week and Beyond: Meeting and Corresponding with Your Congressional Members Throughout the Year

Meeting with a member of Congress, or Congressional staff, is a very effective way to convey a message about a specific issue or legislative matter. With the continued focus on reducing the federal budget, it's important to meet with your Congressional Members to inform them of the importance of CDBG and HOME in your community.

Make an Appointment: Congressional Members are extremely busy and their calendars fill up quickly. When attempting to meet with a Member, contact their secretary/scheduler to make an appointment. You can obtain your Member's contact information at <http://www.house.gov> and <http://www.senate.gov>

Meet with Your Congressional Member in Their District Office

With budget constraints, it is impractical for most grantees to travel to Washington, DC to meet with their Congressional Members. Scheduling a meeting in their district office is just as effective. If possible, bring a sub-recipient or beneficiary to the meeting with you. Congressional Members like to hear directly from the organizations or people the programs serve.

A typical meeting should go as follows:

- I. Introductions**
- II. Acknowledge** your Member of Congress (and any staff that you have worked with), thank them for meeting with you, and thank them for any previous actions that have helped your community.
- III. Present** your issues.
- IV. Ask for** a commitment from your Member to support increased funding for CDBG and HOME.

Come Prepared and Make the Issues Real: Bring information and materials supporting CDBG and HOME. Bring copies of the CDBG and HOME Fact Sheet and other supplemental materials of importance. Members are required to take positions on many different issues. It is therefore helpful to share information and examples that demonstrate clearly the impact and benefits associated with CDBG and HOME. Be concise and forthright when discussing CDBG and HOME. Ask for your Member's support of both programs. If you have brought a sub-recipient or beneficiary to the meeting, let them tell the Congressional Member how the programs have helped them.

Be Responsive and Follow-Up: Be prepared to answer questions or provide additional information. Follow-up the meeting with a thank-you letter that outlines what was discussed in the meeting and reiterates any commitments made by your Member. Send along any additional information and materials requested.

Tips on Writing to a Congressional Member

Due to tightened security, a letter can take up to 3 weeks to reach your Member, so please ALSO FAX AND E-MAIL a copy of the letter to your Member. Their fax number and e-mail address can be found on their website.

Addressing Correspondence:

To a Senator...

The Honorable (Full Name)
United States Senate
Washington, DC 20510

Dear Senator (Last Name):

To a Representative...

The Honorable (Full Name)
House of Representatives
Washington, DC 20515

Dear Representative (Last Name):

The Roles of Congressional Staff

Each Member of Congress has staff to assist them during their term in office. To be most effective in communicating with your Member of Congress, it is helpful to know the titles and principal functions of key staff.

Administrative Assistant (AA) or Chief of Staff (CoS): The AA reports directly to the Member of Congress. This person usually has overall responsibility for evaluating the political outcomes of various legislative proposals and constituent requests. The AA is usually the person in charge of overall office operations, including the assignment of work and the supervision of key staff.

Legislative Director (LD), Legislative Assistant/Aide (LA) or Legislative Counsel (LC): The LD is usually the staff person who monitors the legislative schedule and makes recommendations regarding pros and

cons of particular issues. In some Congressional offices, there are several Legislative Assistants/Aides and responsibilities are assigned to staff with particular expertise in specific areas.

Appointment Secretary or Scheduler: The Appointment Secretary or Scheduler is responsible for controlling the Member's calendar. This includes arranging meetings for constituents, arranging speaking dates, and arranging visits to the district.

