

REGION 4



NATIONAL COMMUNITY DEVELOPMENT ASSOCIATION

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NCDA Region IV Conference
May 1-3, 2024
Raleigh, NC

May 1, 2024

Welcome!

On behalf of the Raleigh City Council, it is my pleasure to extend a heartfelt welcome to the members of The National Community Development Association (NCDA). We are glad that you chose Raleigh for your Region IV Conference. I trust that you will find your stay here to be exemplary.

Your organization leads and engages on issues of local and national importance. For more than 50 years the NCDA has enabled local governments providing expert guidance on securing federal resources and helping to design effective housing and community development programs.

The programs, partnerships, and education on these available resources has been invaluable and helped to create better outcomes for housing options for those most in need. Each of these initiatives help to create the world that we all want to live, work, play and learn in. As you enjoy the conference, I encourage you to reconnect with friends and forge new connections with your fellow members. Additionally, I hope that you will have an opportunity to explore many of the things that make Raleigh special.

Again, thank you for selecting the City of Raleigh! Best wishes for a productive regional conference.

With Regards,



Mary-Ann Baldwin
Mayor

Conference Adgenda

RALEIGH MARRIOTT CENTER CITY

TUESDAY, APRIL 30

- 4:00 PM** Hotel Arrival and Conference Registration Check-In
- 4:00 PM-7:00 PM** Registration and Social Drop-In
Location: Hotel Lobby

WEDNESDAY, MAY 1

- 8:00 AM** Registration Check-In
- 8:30 AM-9:30 AM** Welcome Breakfast
Corey Branch, Raleigh City Council Member - District C
LaParry Howell, NCDA Region IV President
Vicki Watson, NCDA President Washington Report
- 9:30 AM-10:00 AM** HUD Office of Grant Programs Updates
Claudia Monterrosa, Deputy Assistant Director for Grant Programs
U.S. Department of Housing and Urban Development
- 10:15 AM-11:15 AM** Meeting CDGB Timeliness: HUD Best Practice
Join HUD staff as they provide strategies to meet the CDBG Timeliness requirements and changes under the proposed rule.
Alisha Doulan, CPD Representative - Sonya Green, CPD Representative - Allysa Rouse, CPD Representative
- 11:15 AM-12:30 PM** HOME-ARP Implementation: A HUD Update
Join HUD staff as they provide the latest insights gleaned from HOME-ARP implementation clinics, along with updates on the resource materials being produced by HUD. Learn firsthand how PJs are implementing HOME-ARP and gain valuable knowledge to enhance your own initiatives.
Henrietta Owusu, Director, Program Policy Division
U.S. Department of Housing and Urban Development
- 12:30 PM-2:00 PM** Lunch on Your Own

**2:00 PM-
3:00 PM**

Panel Discussion: Solving our Affordability Crisis through County-to-Local Collaboration

The housing crisis is increasingly impacting smaller communities throughout this region. These communities are not equipped with the funding or programmatic infrastructure to respond to systemic and societal pressures that deteriorate housing affordability. Join representatives from Wake County and HR&A as the group explores the role that counties can play in bringing resources and partnership to cities and smaller communities. How has Wake County collaborated with the City of Raleigh and other local communities, and what have they learned from collaboration on programs and financing? How can we utilize existing program infrastructure to relieve housing affordability pressures? What challenges do these collaboration models face and what must leaders be aware of to ensure success?

Facilitator: Sarah Kirk, Principal, HR&A Advisors, Inc.

Panelists: Emila Sutton, Director Housing & Neighborhoods City of Raleigh
Lorena McDowell, Director, Housing Affordability & Community Revitalization
Wake County - Marla Newman, Director, Community Development
& Neighborhood Connections Town of Apex - Heather Whelechan,
Director, Director of Housing and Community Partnerships Town of Cary

**3:00 PM-
3:15 PM**

Break

**3:15 PM-
4:15 PM**

Automated Housing Market Analysis

To solve the region's pressing housing challenges, municipalities need to understand the economic, demographic and housing market trends that are driving housing affordability issues through robust and up-to-date data. Without analyzing the underlying conditions and pressures faced by communities, municipalities are constrained in their ability to help shape solutions to move the needle on solving them. And communities need clear priorities and up-to-date insights on progress towards addressing those priorities in order to build and maintain support for both land use and funding initiatives to address the housing crisis. After completing a comprehensive housing plan in 2020, Apex, NC recognized that more dynamic analysis and insights were needed to keep track of rapidly changing conditions. HR&A and the Apex team demo the "Apex Housing Data Platform", an ambitious web-based tool to automate best-in-class housing market analysis and track key indicators based on their local house priorities.

Phillip Kash, Partner, HR&A Advisors Inc.

**6:00 PM-
7:30 PM**

Networking Reception

Location: The Raleigh Times
14 E. Hargett Street, Raleigh, NC 27601

THURSDAY, MAY 2

**8:00 AM-
9:00 AM** Breakfast

**9:30 AM-
10:30 AM** **Panel Discussion: Small Business Stabilization and Growth: Post-Pandemic Economic / Workforce / Community Development**

An expert panel from the City of Raleigh and the surrounding region will discuss post-pandemic economic recovery, particularly for small businesses. Topics include Pandemic recovery, Workforce Development, Small Business ecosystem and support, and outreach to underserved communities. Examples like Raleigh's emerging work in Transit Oriented Development and Central Business District revitalization can help illustrate the connections between Small Business Economic Development and the surrounding communities.

Moderator: Mark Weldon, Small Business Development Administrator,
City of Raleigh

Panelists: Will Gaskins, Downtown Raleigh Alliance - Chris Weeks, Wake
Technical Community College - Leslie Lewis, Institute Capital -
Ferdinand Rouse, City of Raleigh - Barbara Brothers,
Capital Area Workforce Development

**10:30 AM-
12:15 PM**

Environmental Review Best Practices

Ever been told by HUD that a that your environmental review process has mistakes. In this session, you will learn about common grantee mistakes and have the opportunity to ask questions real-time.

Lenwood E. Smith, Environmental Protection Specialist, HUD

12:15 PM Break

**12:30 PM-
1:30 PM**

Conference Luncheon

Keynote: Latest Data on Our Roller Coaster Housing Market
Todd Richardson, PDA Director
U.S. Department of Housing and Urban Development

**1:45 PM-
5:00 PM**

Community Development Project Tour

Board Buses at 2:00 PM

Oak Hill
Washington Terrace
King's Ridge
Milner Commons

FRIDAY, MAY 3

**8:30 AM-
9:30 AM** Breakfast

**9:45 AM-
11:15 AM** Developing Successful Strategies to Reduce Homelessness
Learn how Houston developed a successful strategy to address homelessness and aligned city, county and nonprofit efforts to reduce its homeless population by almost two-thirds.

Ana Rausch, Houston Coalition for the Homeless

11:30 AM NCDA Region IV Board Meeting

LaParry Howell, NCDA Region IV President

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SPECIAL THANKS TO:

National Community Development Association

Vicki Watson, Executive Director

National Community Development Association Region IV

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