NACCED Presents

Community Development Unmuted

45th Annual Educational Conference and Training

Tarrant County, TX

October 20-22, 2020

Virtual Conference
Dear NACCED members,

Howdy, y’all! Welcome to NACCED’s first-ever virtual conference, hosted by Tarrant County, TX. We are delighted you are here, and I look forward to sharing this fantastic agenda of education and networking opportunities with you in the coming days.

I also want to thank you and acknowledge the tremendous work you have put into your communities this year. I hope the discussions we have here help inform and inspire your work.

Themed “Community Development Unmuted,” program highlights include a HUD briefing with Washington, DC HUD headquarters staff, breakout sessions on topics like preventing evictions and continuing to ensure fair housing, and a very special addresses from Dr. Brandi Blessest on equitable community development.

Be sure to join us the afternoon of Wednesday, October 21, when we will gather for a networking event called Icebreaker. You will be paired up with other conference attendees and have the opportunity to answer fun questions and get to know one another.

On Thursday, tune into keynote speaker Dr. Tiffany Manuel’s talk, “Unplug the Zoom: Community Development Leadership Unleashed, Unmuted and Unafraid.” She will share strategies on how to boldly and impactfully engage our communities in the wake of the pandemic. Following her talk, NACCED Awards of Excellence winners will accept their awards, and NACCED will hold its Annual Business Meeting to elect new Board of Directors leadership.

I am grateful to the work of our conference planning committee, particularly my colleagues in Tarrant County, TX, and to our sponsors who make this event possible. While we would have loved to welcome you to Fort Worth in person, this year’s program offers a flavor of Texas and Tarrant County that we know you’ll enjoy.

Again, thank you for attending the NACCED conference and I look forward to seeing you there!

Patricia Ward
Tarrant County, TX Community Development/Housing Director
Tarrant County, TX Mayors’ Council Executive Director
Schedule-at-a-Glance

All Times Eastern

Day 1

<table>
<thead>
<tr>
<th>Tuesday, October 20</th>
<th>Topic</th>
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<td>12:00-2:00 pm</td>
<td>General Session: HUD Briefing</td>
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<td>2:00-2:15 pm</td>
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<td>2:15-3:15 pm</td>
<td>Breakout: Effective Local Government</td>
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<td>Communication during a Pandemic: Lessons</td>
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<td>Breakout: Preventing Evictions Before,</td>
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<td>During, and After a Pandemic</td>
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Day 2

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<th>Wednesday, October 21</th>
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<tr>
<td>12:00-1:00 pm</td>
<td>Breakout: Crisis Response: Pandemics and Natural Disasters</td>
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<td>1:00-1:15 pm</td>
<td>Break</td>
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<td>1:15-2:15 pm</td>
<td>Breakout: Developing Small Business Relief Programs with CARES Act</td>
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<td>2:15-2:30 pm</td>
<td>Break</td>
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<td>2:30-4:00 pm</td>
<td>General Session: Falling Short and Doing Better – Strategies for</td>
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<td>Meaningful Engagement and Inclusion</td>
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<td>4:00 pm-4:15 pm</td>
<td>Break</td>
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<td>4:15-5:00 pm</td>
<td>Icebreaker Networking Hour</td>
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Day 3

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<th>Thursday, October 22</th>
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<td>12:00-1:00 pm</td>
<td>Breakout: To AI or not to AI? Certifying Fair Housing Compliance</td>
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<td>1:00-1:15 pm</td>
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<td>1:15-2:15 pm</td>
<td>Breakout: Homelessness, Mental Health, and Jail Diversion</td>
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<td>2:30-4:00 pm</td>
<td>Keynote Speaker Dr. Tiffany Manuel; NACCEd Awards of Excellence;</td>
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<td>Election of Officers</td>
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Share your conference experience on Facebook and Twitter using #NACCEd2020 and be sure to tag @NACCEdNews!
Welcome to Tarrant County, TX
(Virtually!)
NACCED's 45th Annual
Educational Conference and Training!

The Mayors’ Council of Tarrant County was formed in 1975 to provide education on diverse topics and a public policy forum for elected officials. Mayors, County Judge and Commissioners, State and Federal officials gather bi-monthly to discuss issues impacting our communities today. The Council annually serves as an advisory council for the distribution of urban county Community Development Block Grant funds for 30 cities within the Tarrant County, Texas consortium.

The Mayors’ Council of Tarrant County
Thanks you for attending!
NACCED’s 45th Annual Educational Conference and Training - Virtual!
“Community Development Unmuted”
October 20-22, 2020
Hosted by Tarrant County
All Times Eastern
Program Subject to Change

Tuesday, October 20

12:00 pm – 12:30 pm Welcome and CARES Act Update

Speakers: Laura DeMaria, NACCED Executive Director, Mary Keating, NACCED President (DuPage County, IL), Daria Daniel (The National Association of Counties)

12:30 pm – 2:00 pm Opening General Session: Briefing from US Department of Housing and Urban Development
Sponsored by Neighborly Software

Moderator: Mary Keating (DuPage County, IL), NACCED President
Speakers: James Hoemann (Director, HUD Entitlement Communities Division), Jessie Kome (Director, HUD Office of Block Grant Assistance), Henrietta Owusu (Director, HUD Program Policy Division)

2:00 pm – 2:15 pm Break
2:15 pm – 3:15 pm  **Breakout:** Effective Local Government Communication during a Pandemic: Lessons Learned  
*Sponsored by ZoomGrants*

Effective stakeholder engagement is central to community development and planning. In the midst of a global pandemic, many of our communities have new or exacerbated urgent needs. During this session, hear from a grantee, an academic researcher, and a consultant on how local government has worked to engage hard to reach populations, use creative marketing strategies, and include external partners to help meet these urgent needs. Hear from two practitioners on what they have learned so far, plus take away communication and stakeholder engagement strategies that will be helpful now and beyond the pandemic.

**Moderator:** Sydney Wright (Shelby County, TN)  
**Speakers:** Claudia Aiken (Housing Initiative at Penn), Jamila Davis (City of Philadelphia)

3:15 pm – 3:30 pm  **Break**

3:30 pm – 4:30 pm  **Breakout:** Preventing Evictions Before, During, and After a Pandemic

This year, residents have lost jobs and income while facing increased medical costs, frequently resulting in evictions and even homelessness. Landlords, while often sympathetic, have mortgages and their own costs to cover. This panel of experts will discuss the impact that COVID-19 has had on rental assistance and evictions as well as the long term outcome for communities.

**Moderator:** Marcos Ysmael (Pima County, AZ)  
**Speakers:** Jenny Brown (Orange County, FL Bar Association), Judge Sergio DeLeon (Tarrant County, TX)

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Wednesday, October 21, 2020

12:00 pm – 1:00 pm  **Breakout:** Crisis Response: Pandemics and Natural Disasters  
*Sponsored by ICF*

This panel will discuss the lessons learned from the pandemic and natural disasters to strengthen response and recovery efforts. Presenters will discuss what opportunities the pandemic and natural disasters offer to improve the delivery of government services and achieve better outcomes for citizens and build more resilient and economically sustainable communities. This breakout will begin with a quick, interactive empathy-building exercise over online tool Mural.

**Moderator:** Dana Sjostrom (Memphis-Shelby County, Division of Planning and Development, Sustainability and Resilience)  
**Speakers:** Brandy Bones (ICF); Eric Enderlin (New York City Housing Development Corporation)

1:00 pm – 1:15 pm  Break

1:15 pm – 2:15 pm  **Breakout:** Developing Small Business Relief Programs Using CARES Act Funding

El Paso County, Colorado, and Tarrant County, Texas have used millions of dollars of CARES Act funding to support their local economies, which have been impacted by the COVID-19 pandemic. This session will provide insight into development, implementation, and administration of initiatives focused on providing grant capital and support services to the backbones and hearts of our local communities: small businesses and nonprofits. Holistic strategies will be shared regarding assessing need, implementing inclusive community outreach and application processes, program successes, and lessons learned.

**Moderator:** Sylvia Parham (Cook County, IL)  
**Speakers:** Crystal LaTier (El Paso County, CO), Lisa McMillan (Tarrant County, TX)

2:15 pm – 2:30 pm  Break

Share your conference experience on Facebook and Twitter using #NACCED2020 and be sure to tag @NACCEDNews!
2:30 pm – 4:00 pm  
**General Session:** Falling Short and Doing Better – Strategies for Meaningful Engagement and Inclusion

The summer of 2020 ushered in a level of consciousness about racial injustice and systemic oppression. No longer confined to underserved communities, the COVID-19 pandemic and police brutality, spilled over into mainstream society in unprecedented ways. For the first time, many people began to “see” the ways oppression manifests through attitudes, behaviors, and policies. Dr. Blessett will take the audience through strategies to effectively engage with vulnerable communities and advance race-consciousness as a management approach for a more equitable society. In this moment, we have an opportunity to reimagine life, institutional processes, and society differently. We must be willing to step outside of our comfort zones, personal and professional, if we expect different outcomes.

**Moderator:** Christy Moffett, NACCED Vice President (Travis County, TX)

**Speaker:** Dr. Brandi Blessett, Director, University of Cincinnati MPA Program

4:15 – 5:00 pm  
**Social event:** Icebreaker Party Happy Hour!

[Join here.](#) You must have a Google account to participate.

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**Thursday, October 22**

12:00 pm – 1:00 pm  
**Breakout:** To AI or not to AI? Certifying Fair Housing Compliance

HUD’s sudden replacement of the 2015 Fair Housing Rule with the Preserving Communities and Home Choice Rule has left entitlement communities wondering “What now?” when it comes to the “affirmatively further fair housing” certification. What are our options for meeting this requirement? Should we continue undertaking Analyses of Impediments to Fair Housing Choice (AI)? If so, how do we convince policy makers to support the costs involved? What’s to become of all the AIs in progress? What are other entitlement communities doing, and why? Join us to consider these questions and more!

Share your conference experience on Facebook and Twitter using [#NACCED2020](#) and be sure to tag [@NACCEDNews](#)!
Moderator: David Sacks (Henrico County, VA)
Speakers: Heidi Aggeler (Root Policy Research), Christy Moffett (Travis County, TX)

1:00 pm – 1:15 pm  Break

1:15 pm – 2:15 pm  Breakout: Homelessness, Mental Health, and Jail Diversion
Sponsored by Housing Development Software

More and more, county jails are becoming home to individuals experiencing mental illness, often picked up by local police for minor offenses. The Tarrant County, TX Commissioners Court, Criminal District Attorney, Sheriff, police chiefs and the Tarrant County Mayors’ Council are working collaboratively with the mental health authority (MHMR) to break the cycle of criminalizing mental health illnesses. This panel will connect mental health, criminal justice, homelessness, housing, and other resources as part of the solution to a critical issue impacting.

Moderator: Patricia Ward, Tarrant County, TX
Speakers: Commissioner Roy Brooks (Tarrant County, TX), Ramey Heddins (My Health My Resources (MHMR) of Tarrant County), Sharon Wilson (Tarrant County, TX)

2:15 pm – 2:30 pm  Break

2:30 pm – 4:00 pm  General Session: Keynote Address, Awards of Excellence
Presentation, & NACCED Annual Business Meeting
Sponsored by Root Policy Research

- **Keynote Address:** Unplug the Zoom: Community Development Leadership Unleashed, Unmuted and Unafraid

  This is a powerful moment to be doing community development work in the United States. In light of the COVID-19 pandemic and the health inequities exacerbated by coronavirus, calls for racial justice and subsequent protests nationwide have been loudly heard. As important as this moment is, if we are not careful in how we make the case for our work, we can miss the opportunity to mobilize new supporters or worse, have our efforts to

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engage people backfire. In this keynote presentation, Dr. Tiffany Manuel of TheCaseMade will share powerful strategies for improving how we engage our communities more impactfully and boldly in this critical moment.

**Speaker:** Dr. Tiffany Manuel, CEO, TheCaseMade

- Presentation of NACCED Awards of Excellence & Scholarship
- Election of Officers and Directors
- Conference Closing

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In El Paso County, Colorado, we take a holistic approach to Economic Development. Our office is uniquely tasked with serving an ever-growing region with ever-changing needs. We navigate our dynamic economic landscape with a focused approach, by offering diverse incentives for businesses, and leveraging federal and state resources for housing and community development. Our goal is to assist in creating a robust, diversified and equitable economic ecosystem.

Supporting the 2020 NACCED Educational Conference & Training

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- Competitive Funding to meet 5-Year Consolidated Plan Goals

The Prince William Board of County Supervisors and the Office of Housing & Community Development are proud to participate in NACCED’s 45th Annual Community and Economic Development Conference and Training.

OHCD is responsible for administering County housing programs and initiatives. This includes administration of the Area’s annual federal (HUD) allocations, a portion of which goes to the independent Cities of Manassas and Manassas Park.

Office of Housing and Community Development
Billy J. Lake, Director
Dr. A. J. Ferlazzo Building
15941 Donald Curtis Drive, Suite 112
Woodbridge, Virginia 22191-4217
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