



Welcome! The webinar will begin at 3:00 pm ET.

For audio:

-Dial 877.233.9772 (recommended)

or

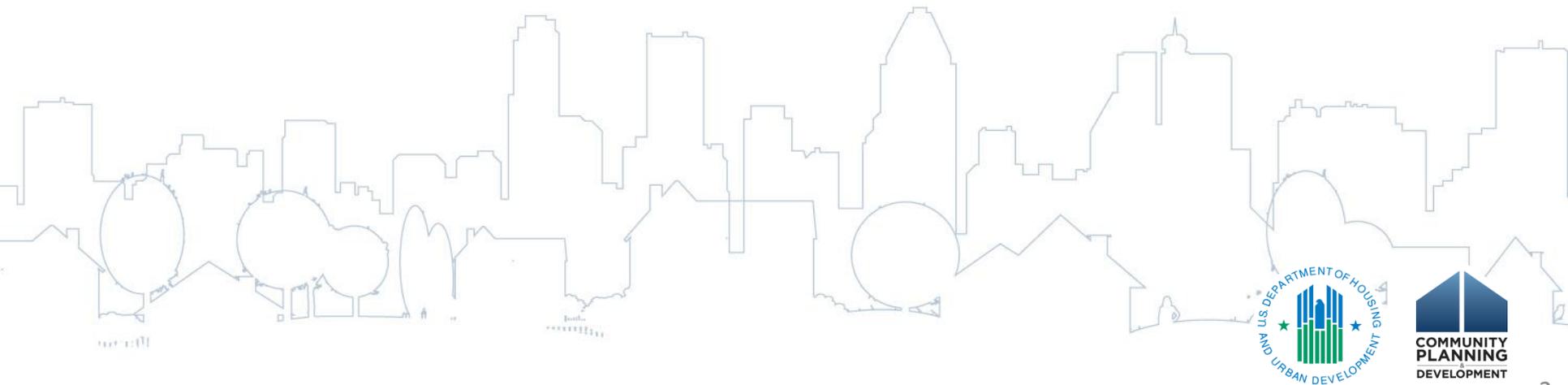
-Listen through your computer

Ensure your speakers are unmuted and the speaker icon at the top of the meeting room is unmuted by using the dropdown menu next to the icon.

There will be website demonstrations during today's presentation. To enlarge these demonstrations simply click "Full Screen" in the upper right hand corner. To resize the demonstration screen click "Full Screen" again.

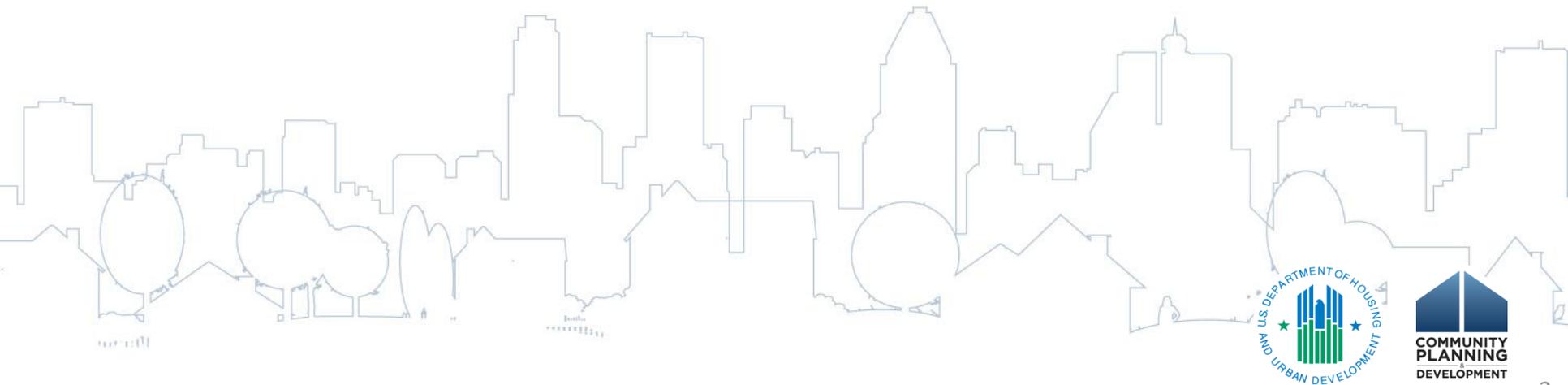


Using the eCon Planning Suite to Engage Citizen Participation and Consultation



Webinar Agenda

1. Background – eCon Planning Suite
2. Citizen Participation and Consultation Requirements
3. Enhancing Outreach Efforts
4. Case Studies and Demonstrations
5. Wrap Up
6. Questions



eCon Planning Suite

Expanded Planning Data

- Pre-populated data that speaks to community needs and market analysis
- Publically available

CPD Maps Data Mapping Tool

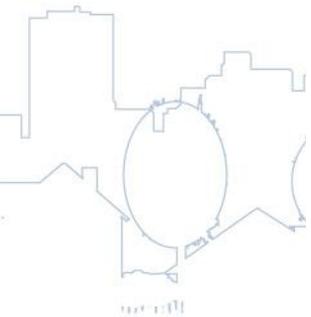
- Easy development of maps for public review and comment
- Opportunity for public submission of maps
- Easy user-interface

Electronic Submission Template

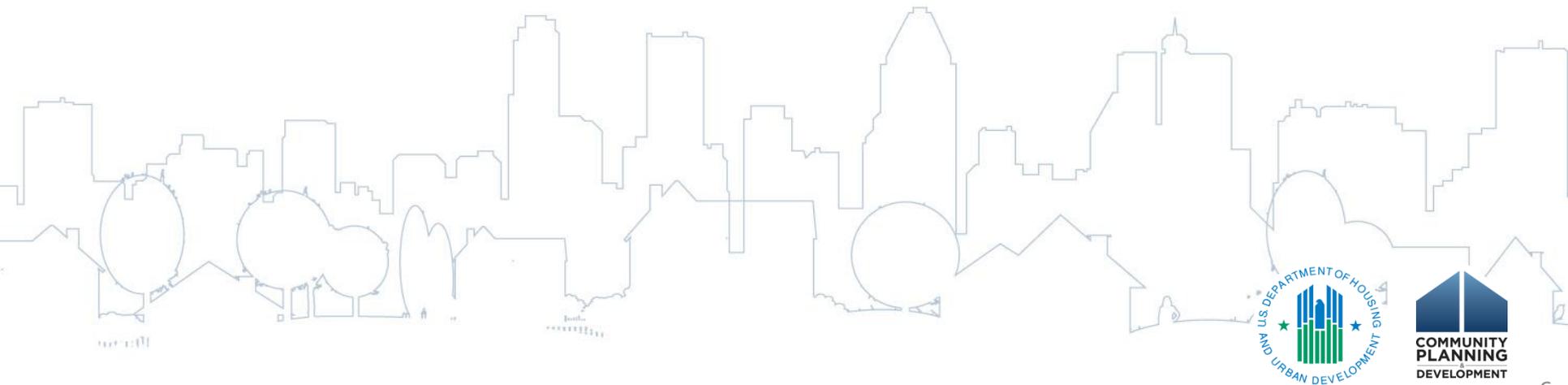
- Template questions for CP and Consultation reflect requirements
- Easily publish plan in absorbable format for public review



Citizen Participation: The Heart of the Consolidated Planning Process



Citizen Participation and Consultation: Regulatory Requirements



Citizen Participation and Consultation: Regulatory Requirements

Citizen Participation – 24 CFR Part 91.105 - Local Government, 91.115 - States, 91.401 - Consortia

- Outreach
- Public meetings
- Comments

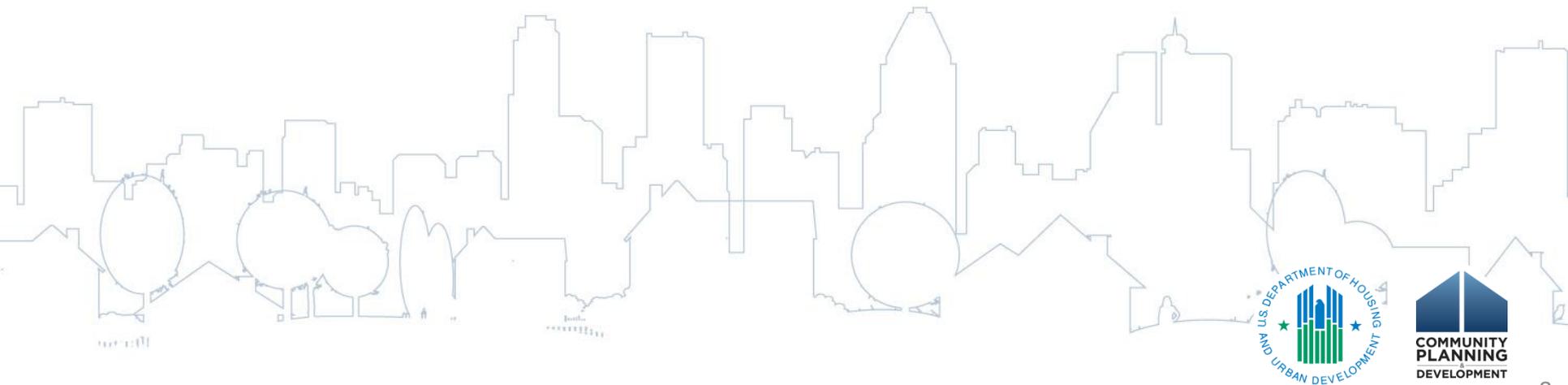
Consultation - 24 CFR Part 91.100 - Local Governments, 91.110 – States

- Engage partner agencies and stakeholders
- Comments

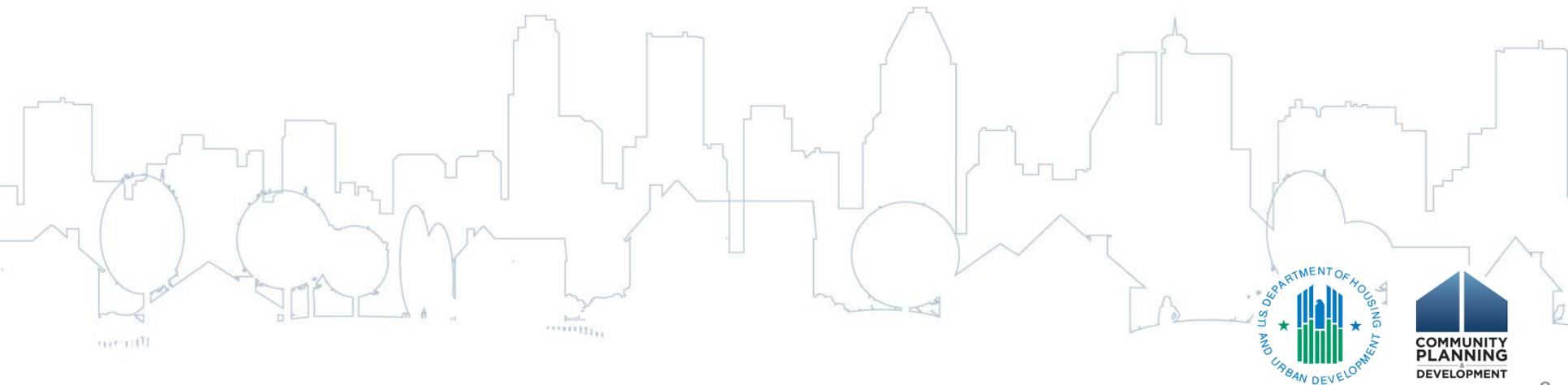


Intent of Citizen Participation and Consultation

- Community identified strengths and needs
- Increase community's knowledge
- Community buy-in and support
- Establish partnerships/align resources



Citizen Participation and Consultation: Enhancing Outreach Efforts



Telling the Story with the eCon Planning Suite

1. Use eCon Planning Suite tools to identify needs
2. Use CPD Maps to illustrate needs
3. Present the needs identified
4. Explain how draft priorities were developed
5. Solicit feedback
6. Evaluate all information in development of priorities, strategies, and responses
7. Respond to concerns and other input



Strategies to Identify Needs

- Analyze demographic, housing, and economic data presented in the Con Plan template in IDIS
- Use basic and prepared maps through CPD Maps to identify areas of need
- Use the CPD Maps reports widget to assess data in target neighborhoods
- View trend data in CPD Maps



Presenting Priorities...

- Create CPD Maps that illustrate challenges and opportunities in jurisdiction
- Share maps and reports on grantee website
- Use CPD Maps to illustrate public interest features in local media to share strategies and objectives
- Share CPD Maps via email and postcard mailings
- Present CPD Maps and reports at public meetings
- Produce blown up maps indicating needs and priorities and post at public locations with draft plan



...Soliciting Feedback

- Use maps to jumpstart conversations at public hearings
- Use relevant questions from IDIS template to frame questions from consultation partners
- Identify ongoing/planned activities by partner agencies
- Provide instruction on use of CPD Maps and solicit community-developed maps
- Create web-based comment option on published maps
- Establish surveys to assess citizen deemed strengths, needs and priorities

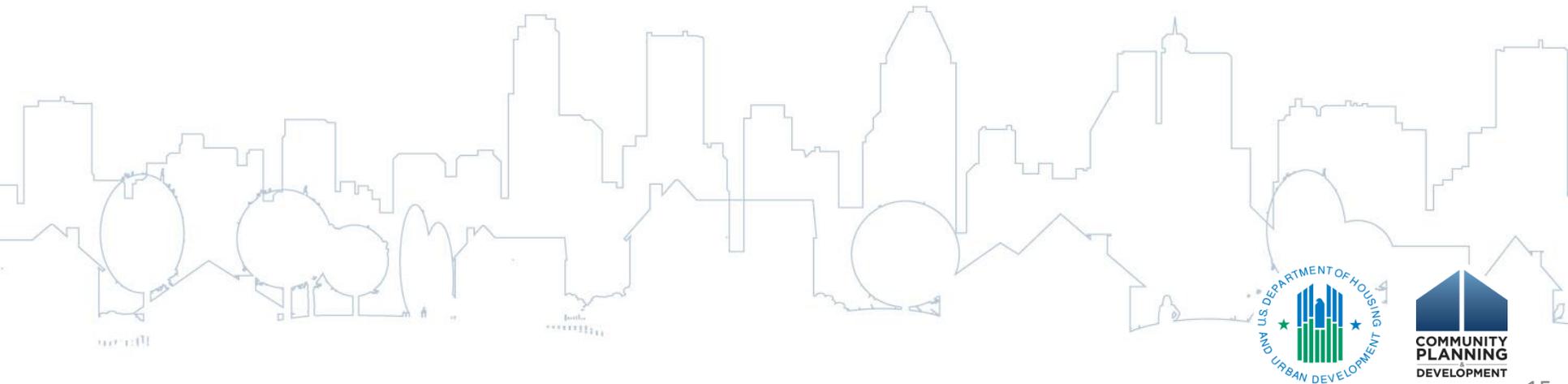


Producing the Plan

1. Use IDIS Template to record process and results
2. Complete all questions in IDIS Template to ensure requirements are met
3. Publish draft plan
4. Respond to final comments
5. Publish approved plan



Engaging Citizen Participation: Using CPD Maps



Engaging Citizen Participation: Case Study

Scenario:

- Washington, DC, is seeking citizen input on its affordable housing strategies.
- Prepares maps that display its past program accomplishments and other investments in affordable housing for citizen review at meetings and on its website.

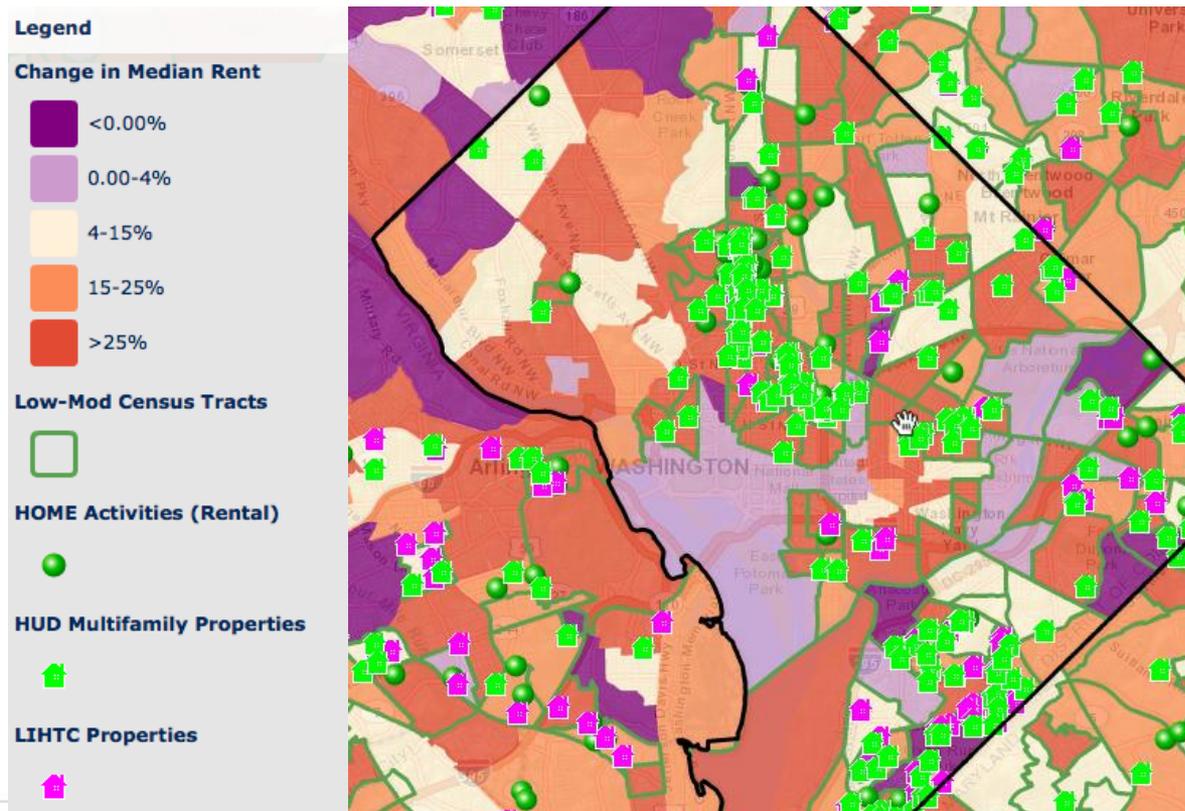


Engaging Citizen Participation: Case Study

- Objective
 - Elevate community engagement
- Outreach Strategy
 - Facilitate four informational meetings
- New Outreach Efforts
 - Publish materials on grantee website for Con Plan engagement
 - Marketing materials with link and QR code to grantee's website

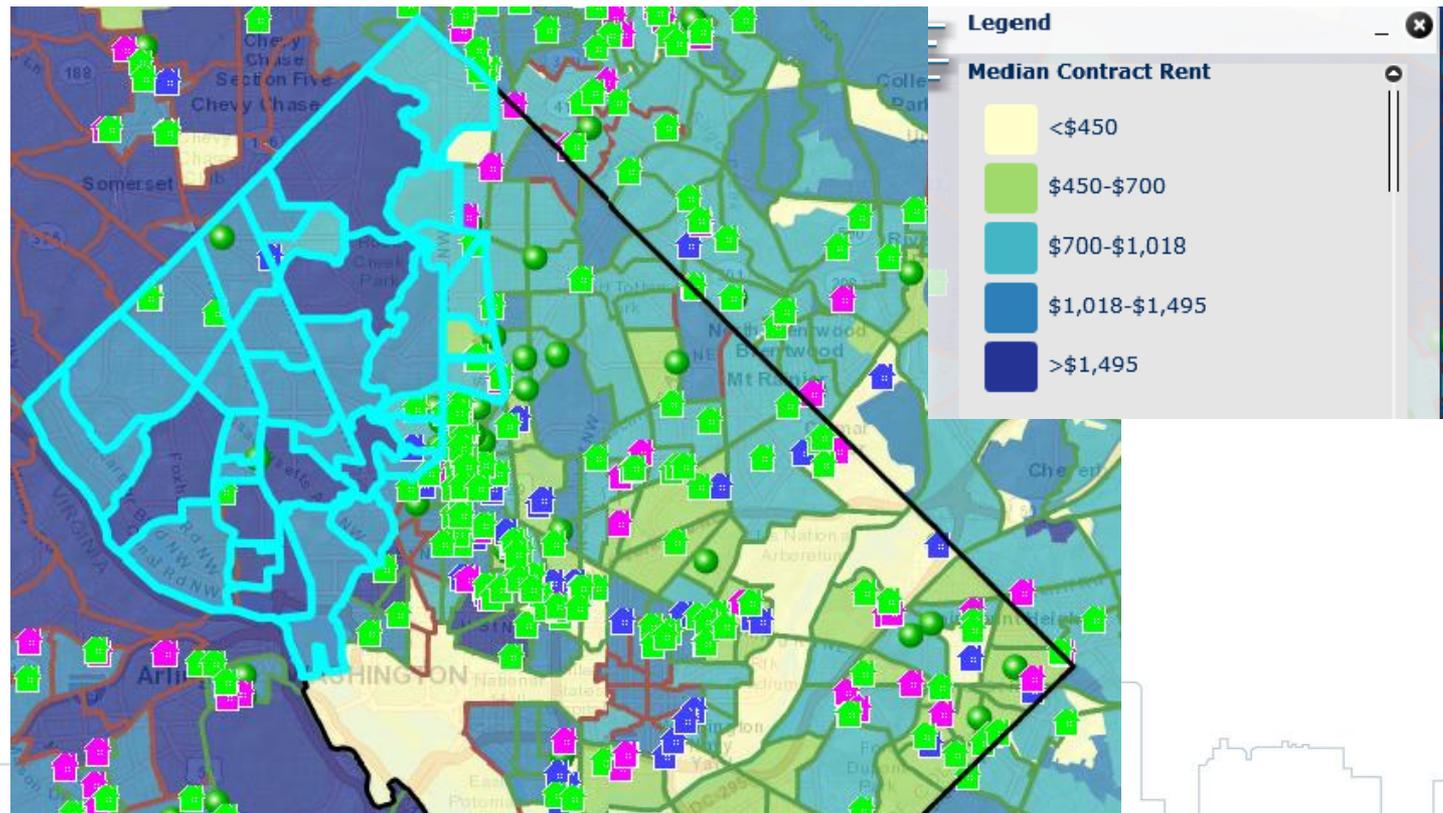


Engaging Citizen Participation: Case Study



- Limited housing investments in northwestern part of jurisdiction

Engaging Citizen Participation: Case Study



- Target area exhibits higher median contract rent

Engaging Citizen Participation: Case Study

Number and percentage of renter-occupied units by contract rent

	Target		Reference	
	Number	Percentage	Number	Percentage
No cash rent	815	2.87%	3,401	2.47%
\$0-\$499	1,141	4.02%	24,853	18.05%
\$500-\$599	646	2.28%	8,788	6.38%
\$600-\$699	969	3.42%	11,751	8.54%
\$700-\$799	1,508	5.32%	12,748	9.26%
\$800-\$899	2,182	7.69%	10,956	7.96%
\$900-\$999	1,692	5.96%	9,483	6.89%
\$1000-\$1249	5,678	20.01%	18,894	13.73%
\$1250-\$1499	4,978	17.55%	12,555	9.12%
\$1500-\$1999	4,690	16.53%	12,944	9.40%
\$2000 or More	4,071	14.35%	11,284	8.20%
Total	28,370		137,657	

2005-09 ACS

- 18% of target area units cost less than \$800/month
- 44% of units in all of DC rent for less than \$800/month

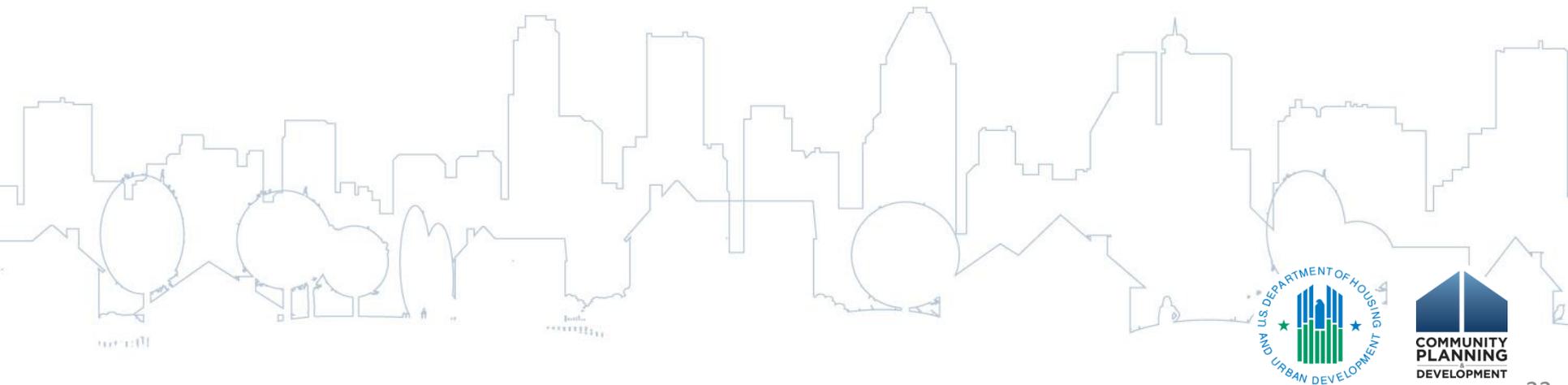


Engaging Citizen Participation: Case Study

- **NA-10 Needs Assessment**
 - Most common housing problems?
 - Household types more affected than others?
 - Housing characteristics linked with instability?
- **MA-50 Needs and Market Analysis Discussion**
 - Areas where housing problems are concentrated?
 - Characteristics of the market in these areas?
 - Assets and opportunities in these areas?



CPD Maps and the Consultation Process



Engaging Consultation Partners: Case Study

Scenario:

- Cleveland, OH is preparing its Con Plan and is looking for feedback from potential partners on activities and target areas

Goal:

- Align resources and target areas with partner agencies
- Gain support for their proposed strategies



Engaging Consultation Partners: Case Study

Educational Attainment	Age 18-24	Age 25-34	Age 35-44	Age 45-64	Age 65+
Less than 9th grade	1,199	1,707	1,659	5,004	8,967
9th to 12th grade no diploma	10,603	9,751	10,172	18,070	14,422
High school graduate, GED, or alternative	14,927	18,898	22,433	41,601	18,574
Some college, no degree	12,239	13,316	14,430	22,908	7,222
Associate's Degree	825	3,982	4,119	6,997	1,408
Bachelor's Degree	2,875	7,328	6,063	8,231	2,517
Graduate or Professional Degree	206	4,016	2,784	5,797	2,122

2005-09 ACS

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	16,276
High school graduate (includes equivalency)	22,666
Some college or Associate's Degree	28,149
Bachelor's Degree	39,794
Graduate or Professional Degree	49,006

2005-09 ACS

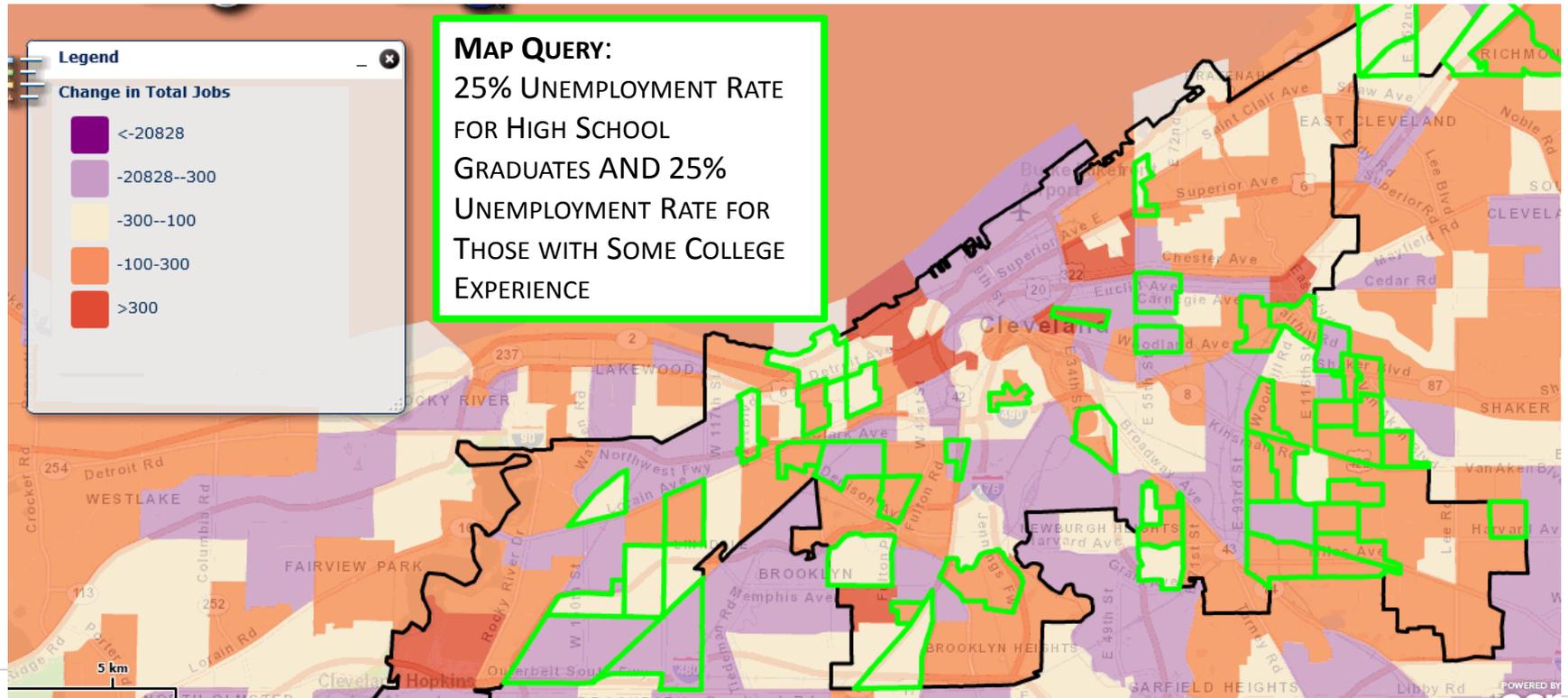
Educational Attainment	In Labor Force - Civilian Employed	In Labor Force - Unemployed	Not In Labor Force
Less than high school graduate	17,502	6,536	22,325
High school graduate (includes equivalency)	51,072	8,558	23,302
Some college or Associate's degr	45,927	6,344	13,401
Bachelor's degree or higher	27,781	1,619	4,819

2005-09 ACS

- High unemployment rate for low education attainment
- 82% of labor force has less than a Bachelor's degree



Engaging Consultation Partners: Case Study



- Distribute maps and reports to potential partner agencies
- Request feedback on needs and priorities
- Establish partnerships and align resources to address problem going forward



Engaging Consultation Partners: Case Study

Results

- Received feedback on areas where unemployment can best be addressed
- Identified existing community best practices from community partners
- Established partnerships to address issue
- Aligned resources with partner agencies

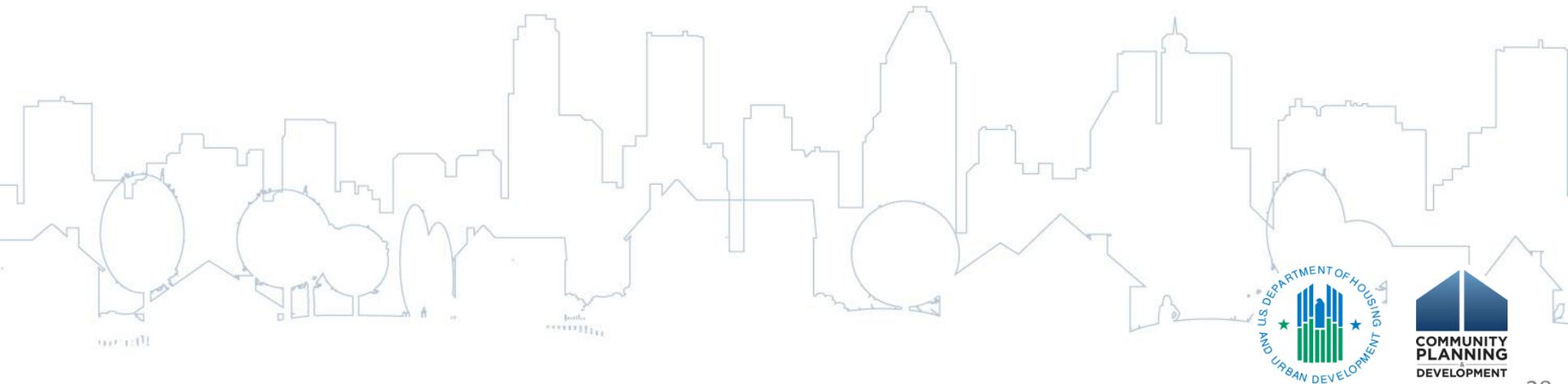


Engaging Consultation Partners to Complete Con Plan Template

- NA-35 Public Housing
- NA-40 Homeless Needs Assessment
- NA-45 Non-Homeless Special Needs Assessment
- NA-50 Non-Housing Community Development Needs
- MA-25 Public and Assisted Housing
- MA-30 Homeless Facilities and Services
- MA-35 Special Needs Facilities and Services



Wrap Up



Toolkit Features

- Strategies to engage citizen participation and consultation
- Creating maps for citizen review and comment
- Educating citizens and partners to effectively use CPD Maps
- Maximizing your website
- Detailed case studies and examples



Key Resources

Website for CPD Maps:

[http://www.hud.gov/offices/cpd/about/conplan/CPD Maps/index.cfm](http://www.hud.gov/offices/cpd/about/conplan/CPD%20Maps/index.cfm)

Desk Guide for Using CPD Maps:

[http://www.hud.gov/offices/cpd/about/conplan/pdf/CPD Maps deskguide.pdf](http://www.hud.gov/offices/cpd/about/conplan/pdf/CPD%20Maps%20deskguide.pdf)

Information on future webinars and archived webinar recordings:

<https://www.onecpd.info/learning-center/conplan-training/>

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