

Attachment A - Advancing Racial Equity

The Piedmont Triad Regional Council completed in 2023 a *Strengthening Equity and Community Growth Through Engagement and Assessment* for the 12-County PTRC region. Race, ethnicity, income and other factors were compiled and included for 2023 from the report.



Race, Ethnicity, Income, Education and Other Demographics of the 12-County Piedmont Triad Region

Table 1 – Demographic Data Piedmont Triad, NC

	PTRC Footprint		North Carolina	
POPULATION & SEX				
Total Population	1,733,811		10,474,324	
Average Population Density (per sq. mile)	295.0		215.4	
Urban Population	1,101,917	67.2%	6,301,756	66.1%
Rural Population	538,800	32.8%	3,233,727	33.9%
RACE & ETHNICITY				
White	1,184,484	68.32%	7,051,555	67.32%
Black or African American	376,112	21.69%	2,238,521	21.37%
American Indian and Alaska Native	9,456	0.55%	138,665	1.32%
Asian	50,927	2.94%	335,521	3.20%
Native Hawaiian and Other Pacific Islander alone	1,372	0.08%	9,917	0.09%
Some other race alone	61,773	3.56%	372,201	3.55%
Two or more races	47,814	2.76%	317,306	3.03%
Hispanic or Latino	180,230	10.40%	1,052,522	10.05%
INCOME				
Median Household Income	\$53,503.50		\$55,073.81	
Per Capita Income	\$31,047.59		\$31,107.91	
EDUCATION				
Less than high school diploma	175,839	14.74%	944,790	13.15%
High school graduate (includes equivalency)	314,071	26.32%	1,721,424	23.96%
Some college	254,239	21.31%	1,474,759	20.53%
Associate's degree	115,009	9.64%	697,915	9.72%
Bachelor's degree or Higher	323,512	27.11%	2,285,942	31.82%
LANGUAGE				
English	1,427,900	87.22%	8,616,954	87.27%
Spanish	137,469	8.40%	766,248	7.76%
French, German, Russian, or other Indo-European Languages	28,508	1.70%	211,125	2.10%
Asian or Pacific Island Language	30,722	1.90%	201,206	2.00%
Arabic	5,027	0.31%	29,165	0.30%
CITIZENSHIP				
Born in the United States	1,576,769	90.96%	9,463,475	90.36%
Born in Puerto Rico or U.S. Island Areas	5,527	0.32%	43,232	0.41%
Born abroad of American parent(s)	13,152	0.76%	100,807	0.96%
U.S. citizen by naturalization	56,410	3.25%	358,424	3.42%
Not a U.S. citizen	80,927	4.67%	503,510	4.81%

Barriers for Communities of Color Equitably Benefitting from Proposed Grant Activities

Since the proposed grant activities are designed to invest in both rural and urban communities across our diverse region, there will be opportunities to benefit communities of color, but also barriers to communities of color benefitting. Our rural MHCs have a smaller percentage of black and brown residents but have a higher rate of Hispanic ownership in some cases. Our application process for MHCs to participate in the program includes collecting information on race and ethnicity and income requirements. The program also includes a requirement to keep units affordable for a certain period of time, another potential barrier.

Racial segregation and housing discrimination may also serve as barriers for communities of color to equitably benefit from these proposed grant activities. As the population of the Piedmont Triad Region has grown, so too has the diversity in the region, especially within the region's urban centers. However, according to the regional "Analysis of Impediments and Assessment of Fair Housing," patterns of segregation and poverty have persisted throughout this growth in diversity. This is also true but less extreme in rural communities within the region. Much of the region has yet to employ paired testing to investigate the extent to which race- and ethnicity-based discrimination occurs. However, paired testing in Greensboro revealed that Black and Asian rental applicants are less likely than White applicants to have returned phone calls or invitations to visit rental properties.

As much of the population growth in the Piedmont Triad is the result of new communities migrating to the area, language access may be a significant barrier for communities of color. Persons with limited English proficiency (LEP) in our region are primarily Spanish speakers. However, other LEP groups do exist in the region. For instance, Greensboro is home to over 2000 LEP Vietnamese Speakers. This can serve as a barrier both in initial outreach and throughout the course of our program. We will therefore create a Language Access Plan (LAP) to ensure thorough and consistent access of these groups to our programs and offerings.

Steps to Reduce, Prevent or Eliminate Barriers

The largest barrier to communities of color benefitting from the program may be the unwillingness of certain MHC owners to participate in the program due to affordability requirements beyond existing lease terms with their tenants. In order to mitigate this, the project approach will include strategies to easily educate owners about the benefits of the program and to show a vision for increased community health, shared infrastructure improvements and increased natural resilience to preserve investment. One-page brochures, direct outreach and other education at existing community gathering spaces online or in person will be utilized to market the program.

In order to mitigate the barriers of racial segregation and housing discrimination in the Piedmont Triad Region, we will collect information on race, ethnicity, and income of MHC residents. In

selecting MHCs for our program, we will consider the racial and ethnic representation within MHC residents.

As mentioned in the previous section, we will develop and employ a Language Access Plan (LAP) to enable our team to reliably communicate and work with person with limited English proficiency (LEP). This will include translating all vital documents to the relevant secondary languages, ensuring that field staff is aware of the linguistic dynamics of the communities, and providing interpretation and translation services as necessary.

Since the proposed approach includes a detailed planning process. Efforts to hold meetings close to home that do not require transportation or may reduce the childcare burden will be explored. This could include virtual meetings, meetings during work or school times, attendance at existing community events, pop-up surveys in MHCs will be utilized.

Tracking Progress

Our program has a detailed application process that collects information on race, ethnicity, income and other demographic factors. Investments made to MHCs will track the benefits to low-income communities. In addition, participants at public workshop charettes will collect information on who attends from each community to participate in the planning process.

All actions taken will conform to and be consistent with federal nondiscrimination requirements.

Note that any actions taken in furtherance of this section must be consistent with federal All PRICE applicants (except Tribal Applicants) must submit a narrative which addresses the four bullets above. Applicants who are CDBG grantees may use racial equity components of their Consolidated Plans, such as their housing and homeless needs assessments (which may be addressed in the Housing and Homeless Needs Assessment, Housing Market Analysis, or Strategic Plan sections) in fulfilling this requirement; however, applicants must ensure that the narrative demonstrates all four bullets above. This narrative will be submitted according to the instructions in Section IV.B. This narrative will be evaluated for sufficiency and will not change the applicant's score or rank as compared to other applicants. If the narrative is deemed insufficient, it will be a "Curable Deficiency" that will be communicated to the applicant for correction with a notice of deficiency.

Attachment B – Affirmative Marketing Narrative

The Piedmont Triad Regional Council (PTRC) is committed to ensuring equitable access and affirmative marketing for our Manufactured Housing Community Empowerment and Enhancement Initiative. As a regional council of governments, the PTRC has an extensive network of community contacts throughout the targeted region via our member governments and community partner organizations. This network allows the organization to reach all demographics, including those who would be unlikely to apply.

In addition to advertising the initiative on the PTRC website (www.ptrc.org) and social media channels, the PTRC will be actively identifying potential eligible recipients through member governments and community leaders and reaching out directly to ensure all demographics, including black and brown communities, individuals with limited English proficiency, individuals with disabilities, and families with children are aware of their potential eligibility for services through the initiative.

This direct outreach approach should negate the need of any additional marketing campaign, however there are funds budgeted should the need arise to further reach out to marginalized communities to ensure equitable distribution of services.

Attachment C: Affirmatively Furthering Fair Housing

This narrative is a mandatory requirement and limited to no more than two pages. This narrative will be evaluated for sufficiency and will not change the applicant's score or rank as compared to other applicants. This narrative will not count toward the 45-page application limit. If the narrative is missing or incomplete, it will be categorized as a "Curable Deficiency". The notice of deficiency will be communicated to the applicant for correction and must be remedied within three days of notification, as outlined in the NOFO. See the Affirmatively Furthering Fair Housing heading under Section IV.G. of this NOFO for more information.

All Applicants (except Tribal Applicants): Address the barriers to AFFH you described in V.A.1.a. Describe meaningful actions you will take that provide opportunities to access safe, accessible, and healthy housing by protected class groups, how your actions promote integration and reduce segregation, and/or transform racially or ethnically concentrated areas of poverty into areas of opportunity. Discuss how you will carry out the proposed activities in a manner that affirmatively furthers fair housing in compliance with the Fair Housing Act and its implementing regulations, and how applicants will meet the requirements of the definition of AFFH at 24 CFR 5.151. Additionally, describe how you will maintain compliance with civil rights laws.

Housing issues are a major underlying cause of unequal access to opportunity in the Piedmont Triad region overall. Despite some recent increasing of real incomes in the region, the supply of affordably-priced housing units has decreased. This has resulted in cost burden (spending over 30% of one's income on housing), overcrowding, and a lack of affordable housing options, and much higher rents and sales prices since 2021, in high opportunity areas. These housing issues disproportionately affect members of the protected classes, who also tend to have lower incomes and larger households.

For Section 8, Housing Choice voucher holders, finding housing in a higher opportunity area may be difficult and pose a concern from a fair housing perspective. Section 8 voucher holders are disproportionately concentrated in low opportunity areas throughout the 12 counties. There are also many Section 8 voucher holders scattered in the rural areas of the region area and across the spectrum of opportunity levels; many in manufactured housing.

There are a variety of meaningful actions that we will make efforts to accomplish through the PRICE Grant:

1. Help local governments in the region identify manufactured neighborhoods in lower-opportunity areas with high levels of distressed conditions and poverty, and pursue resources to address conditions.
2. Focus on partnerships with affordable housing providers on expanding opportunities for new manufactured developments with priority for higher opportunity areas.
3. Advertise the availability of housing and related assistance to population groups that are least likely to apply through various forms of media (i.e. radio stations, posters, flyers, newspapers) and in English and other languages spoken by eligible families within the region.
4. Conduct outreach to housing providers and housing developers to discuss affordable and accessible manufactured housing needs in RCAPs and near RCAPs.
5. Promote Preservation of Existing and Development of New Affordable Rental Housing including manufactured housing developments.

Securing the PRICE grant for mobile home improvements represents a pivotal opportunity to significantly enhance the living conditions of our community members. This grant is not merely a funding source; it is a powerful affirmation of our commitment to fair housing. By addressing the critical needs within our mobile home communities, we can ensure that residents have access to safe, healthy, and dignified living environments that everyone deserves.

The scope of this grant allows us to focus precisely on the areas that require the most attention, thereby reinforcing our dedication to providing equitable housing opportunities for all. Improvements funded by this grant will have a transformative impact, fostering a sense of security, stability, and pride among residents. This initiative will contribute to reducing disparities in housing quality and accessibility, which is essential for promoting social equity and community cohesion.

Our targeted efforts will not only address immediate infrastructure and safety concerns but also pave the way for long-term benefits such as enhanced property values, reduced health risks, and strengthened community ties. By investing in these improvements, we are laying a foundation for a more inclusive and supportive community that reflects our unwavering commitment to fair housing principles.

We believe that through these concerted efforts, we can create a positive and lasting impact on our region's most vulnerable populations. Thank you for considering our proposal. With your support, we are confident that we can make a significant difference in the lives of many, ultimately fostering a community where everyone has the opportunity to thrive.

Piedmont Triad Regional Council

Attachment D – Eligible Applicant Statement

The Piedmont Triad Regional Council is an eligible applicant applying under the **25 (Others)** Category.

Address: 1398 Carrollton Crossing Drive, Kernersville, NC 27284

UEI: HU2ZEBDLLT99

The Piedmont Triad Regional Council is a regional council of governments authorized by North Carolina General Statute (NCGA) 160A, Article 20, Part 2 and is a public entity and has powers to “accept, receive and dispense funds and grants” and to “contract with the State of North Carolina, any other state, the United States of America, or any agency thereof, for services” under NCGS 160A-475.

Attachment E: Evidence of Partnership Letters

N/A. PTRC will not be partnering with any other entities as part of this grant application.

Attachment E: Match or Leverage Documentation

N/A. PTRC does not have a match or leverage for this grant opportunity.