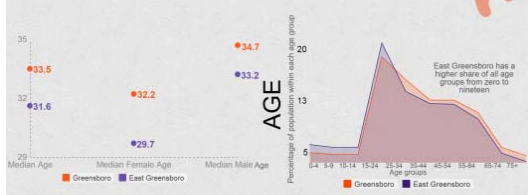


## Demographics of East Greensboro

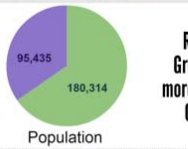
While the City's population is 40% black, East Greensboro's population is 68% black, making up two-thirds of the population



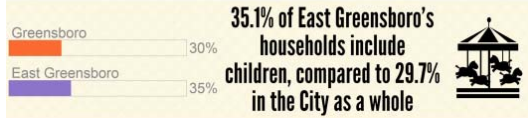
East Greensboro is younger than the rest of the City



The East Greensboro study area is 60 square miles while the City as a whole is over 132 square miles

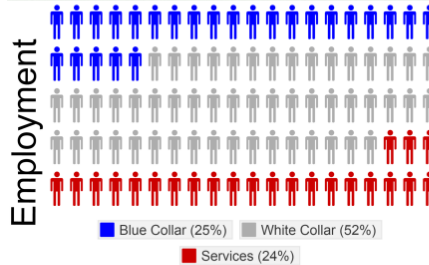


Residents of East Greensboro make up more than a third of the City's population



## The Economics of East Greensboro

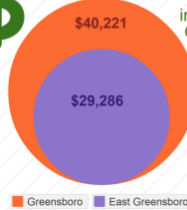
The unemployment rate in East Greensboro is 4.4% higher than the City as a whole



The rate of employment in Blue Collar and Service jobs in East Greensboro is higher than the City as a whole



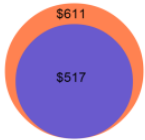
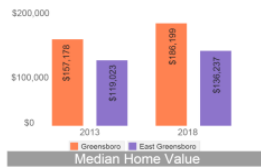
**Median Income**



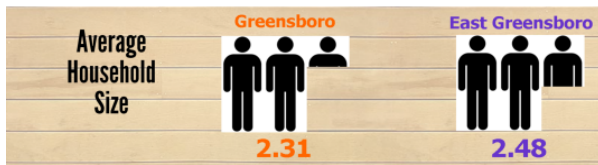
There are 1/2 as many college graduates in East Greensboro as the City as a whole

## Housing in East Greensboro

The City's median home value is 32% higher than East Greensboro's



Rent in East Greensboro (\$517) is less expensive than the City as a whole (\$611)



## East Greensboro Study Committee Summary Report



## Acknowledgements

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### East Greensboro Study Committee

Sharon Hightower, Chair  
Mayor Nancy Vaughan  
Mayor Pro-Tem Yvonne Johnson  
Jamal Fox

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### Budget and Evaluation

Larry Davis

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## Background

### Study Area

In April 2014 the East Greensboro Study Committee, made up of City Council members, defined a geographic area comprised of Census Block Groups for study purposes as 'East Greensboro'. The selected study area is 60.44 square miles and has an 2013 estimated population of 95,435 (Figure 1). The study area correlates to some key community programs and service delivery areas, including active redevelopment areas (Figure 2) and location of public and supportive housing properties (Figure 3).

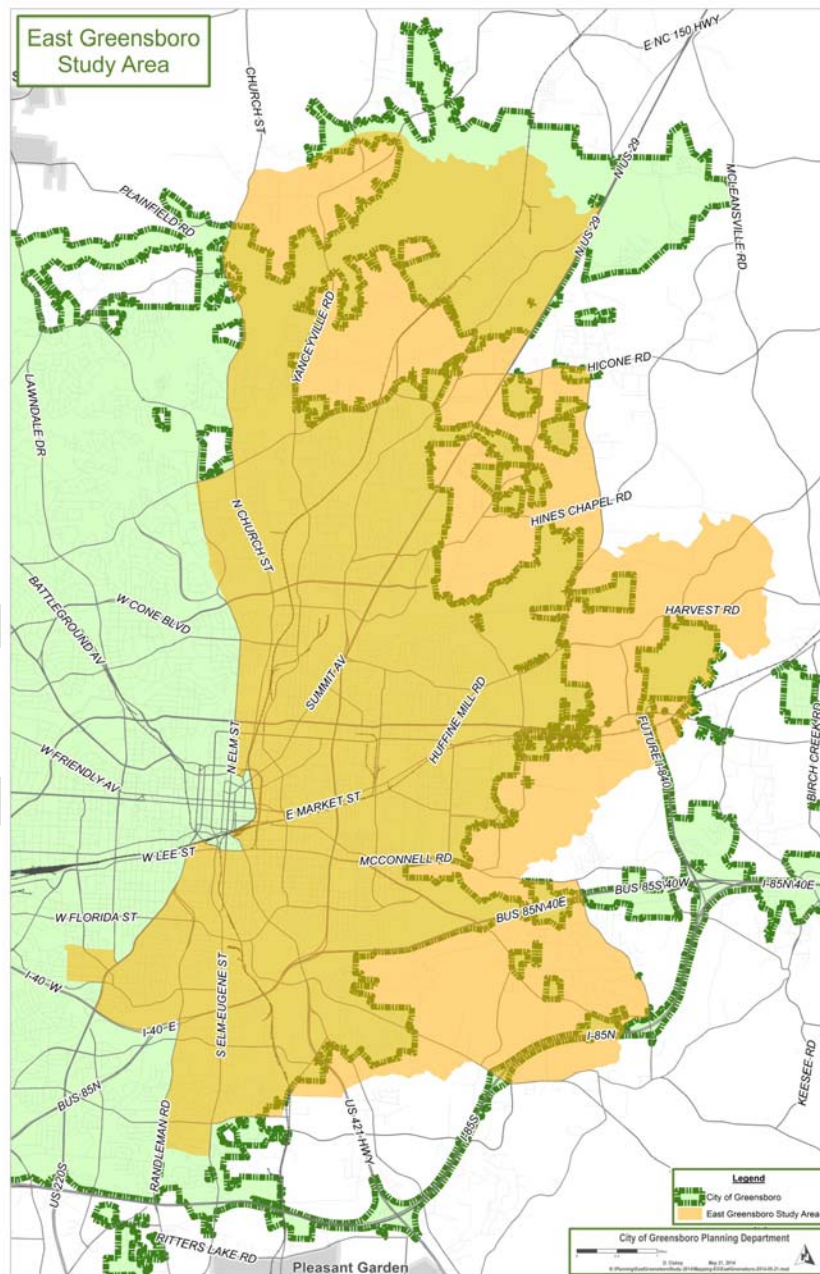


Figure 1. East Greensboro Initial Study Area

Source: City of Greensboro



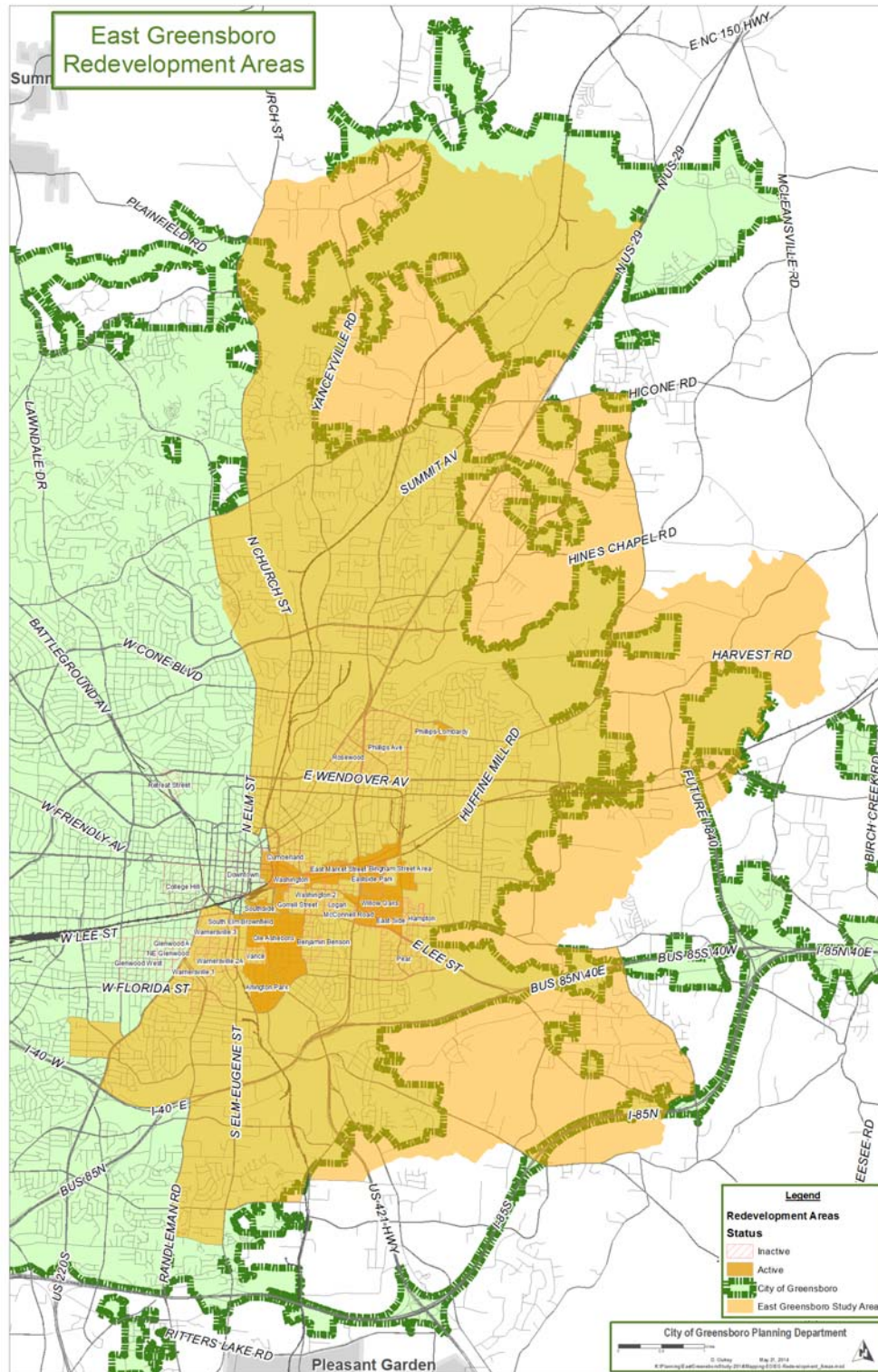
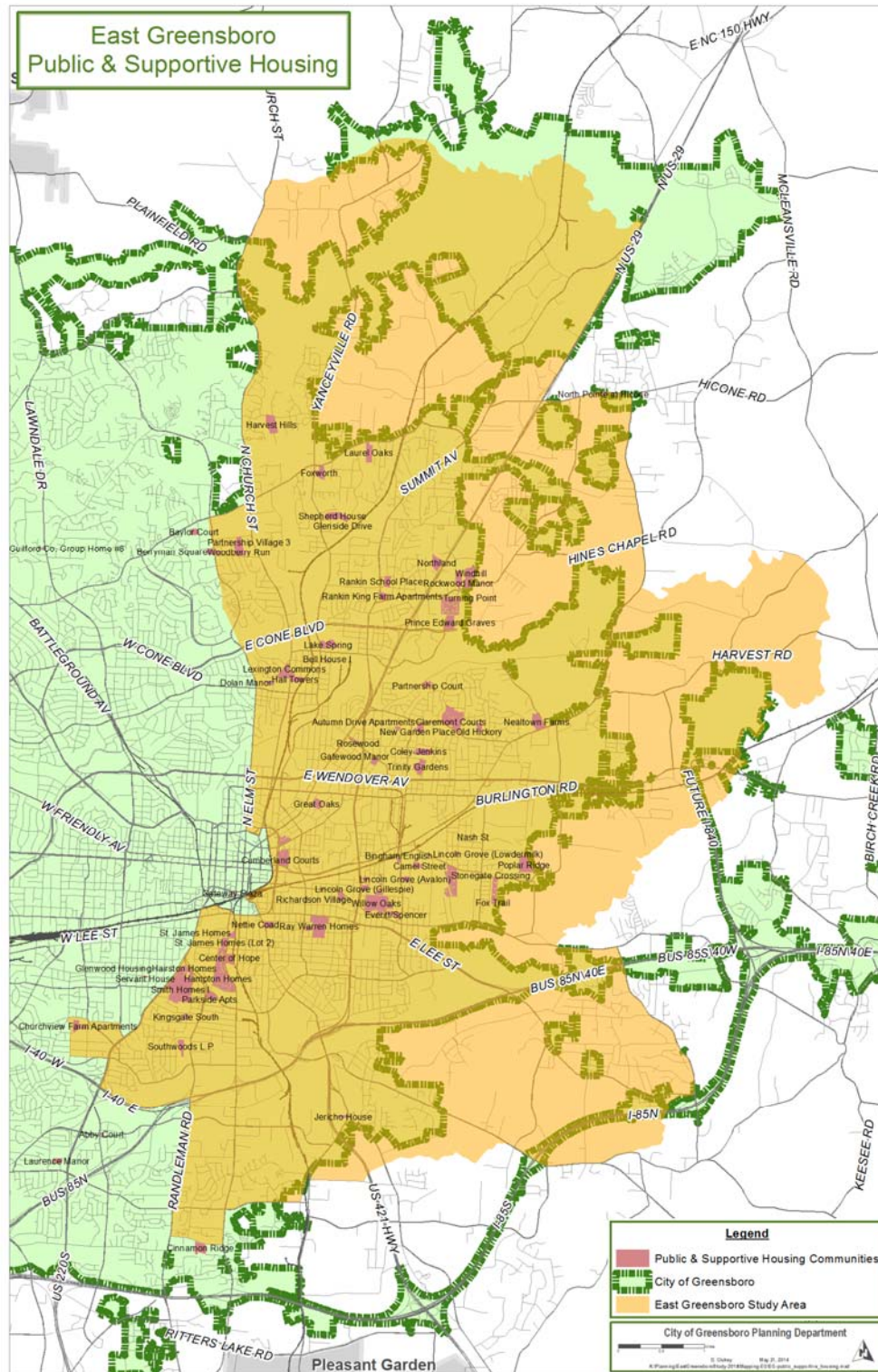


Figure 2. Redevelopment Areas  
Source: City of Greensboro



**Figure 3. Public and Supportive Housing Facilities**  
Source: City of Greensboro



## Assets

Using the study boundary, public and private assets were categorized and mapped (Figure 4).

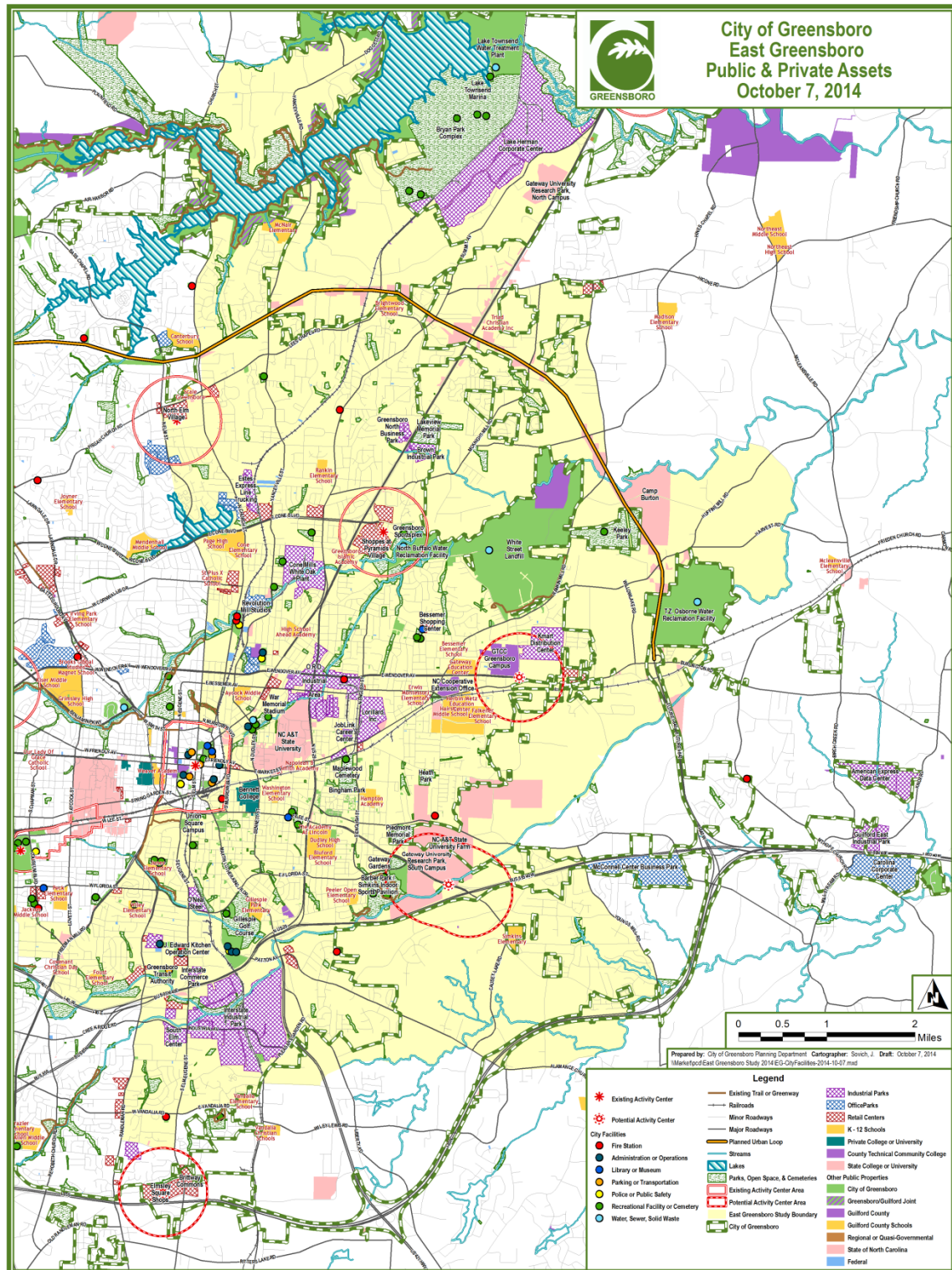


Figure 4. Public Private Assets  
Source: City of Greensboro



## Demographics

### Methodology

ESRI Community Analyst software was used to gather demographic data for the East Greensboro study area. This data analysis tool uses data provided by the US Census Bureau, the Bureau of Labor Statistics and Woods and Poole to estimate current and forecast future population characteristics.

Based on data availability, data in this report is provided for the years of 2000, 2010, 2013 and projected for 2018. For comparison, data for the entire City of Greensboro was also collected.

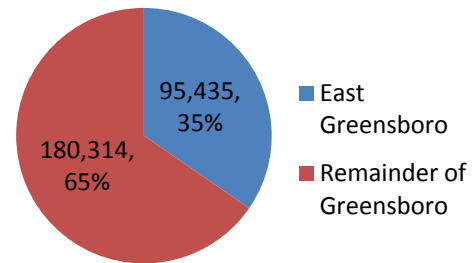
Data produced for this report includes:

- Unemployment
- Types of Employment
- Educational Attainment
- Housing Values
- Housing Conditions

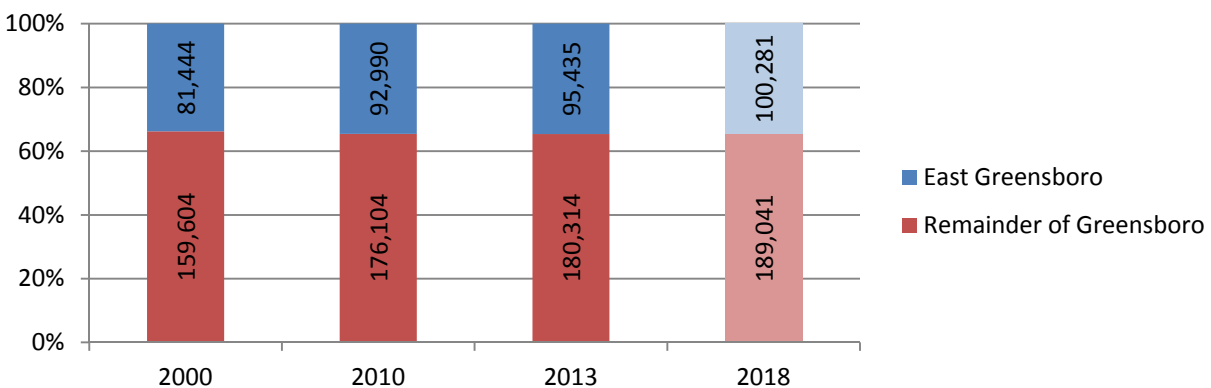
### Population

East Greensboro's population represents over one-third of the City's total population of 275,749 (2013 estimate). East Greensboro's population is growing faster than that of the City as a whole. In 2000, East Greensboro accounted for 33.79% of the City's population. By 2018, forecasts indicate that that percentage will increase slightly to 34.66%

**2013 Population**



**Chart 1. East Greensboro's Percentage of City Population**  
Source: Community Analyst, ESRI



**Chart 2. Population Percentage Comparison by Year**  
Source: Community Analyst, ESRI

## Income

Compared to the City as a whole, East Greensboro's Median Household Income is lower. While figures for both geographic areas are expected to rise over the 5 year period, East Greensboro's Median In the next five years, household income is forecasted to increase by 18.8% in East Greensboro while the City's will increase by 22.9%.

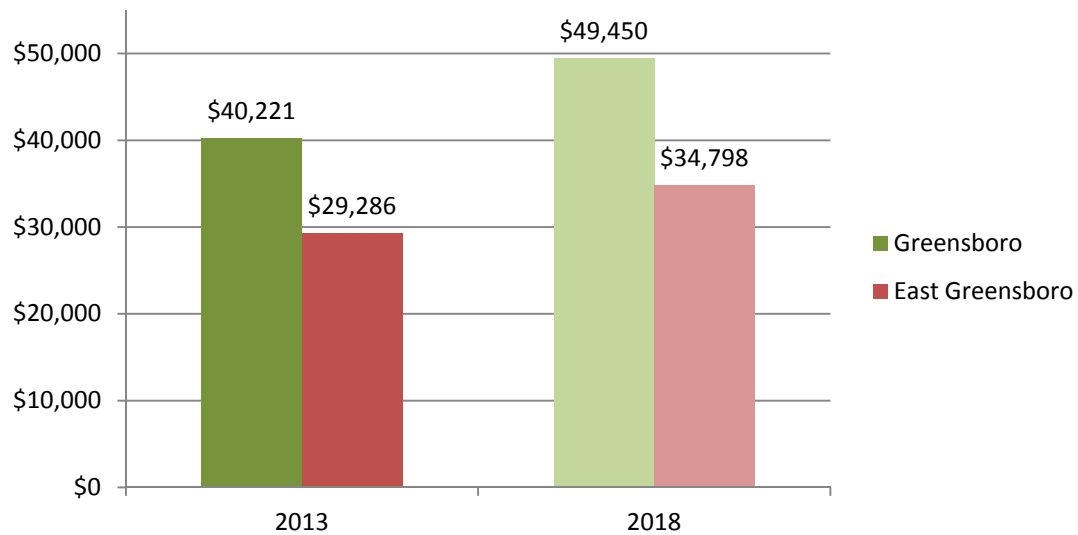


Chart 3. Median Household Income Comparison  
Source: Community Analyst, ESRI

## Housing

In 2013, the Median Home Value for East Greensboro was \$119,023. The City's 2013 figure was \$157,178, 32% higher than that of the study area. This disparity is expected to continue over the next five years. Housing trends nationwide are showing a growing percentage of renters. There are a higher percentage of renter occupied housing units in East Greensboro compared to the City, and a higher rate of vacant units.

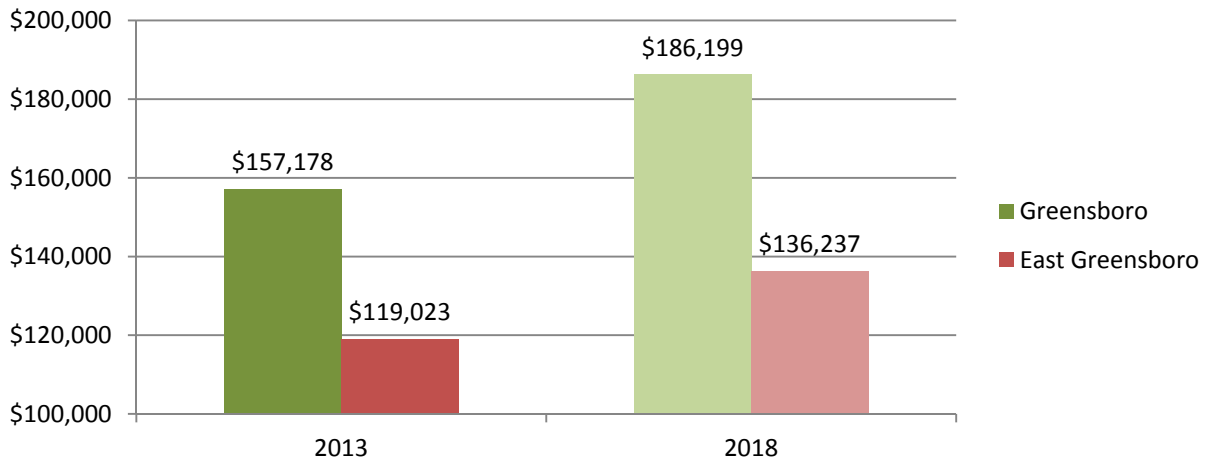


Chart 4. Median Home Value Comparison  
Source: Community Analyst, ESRI

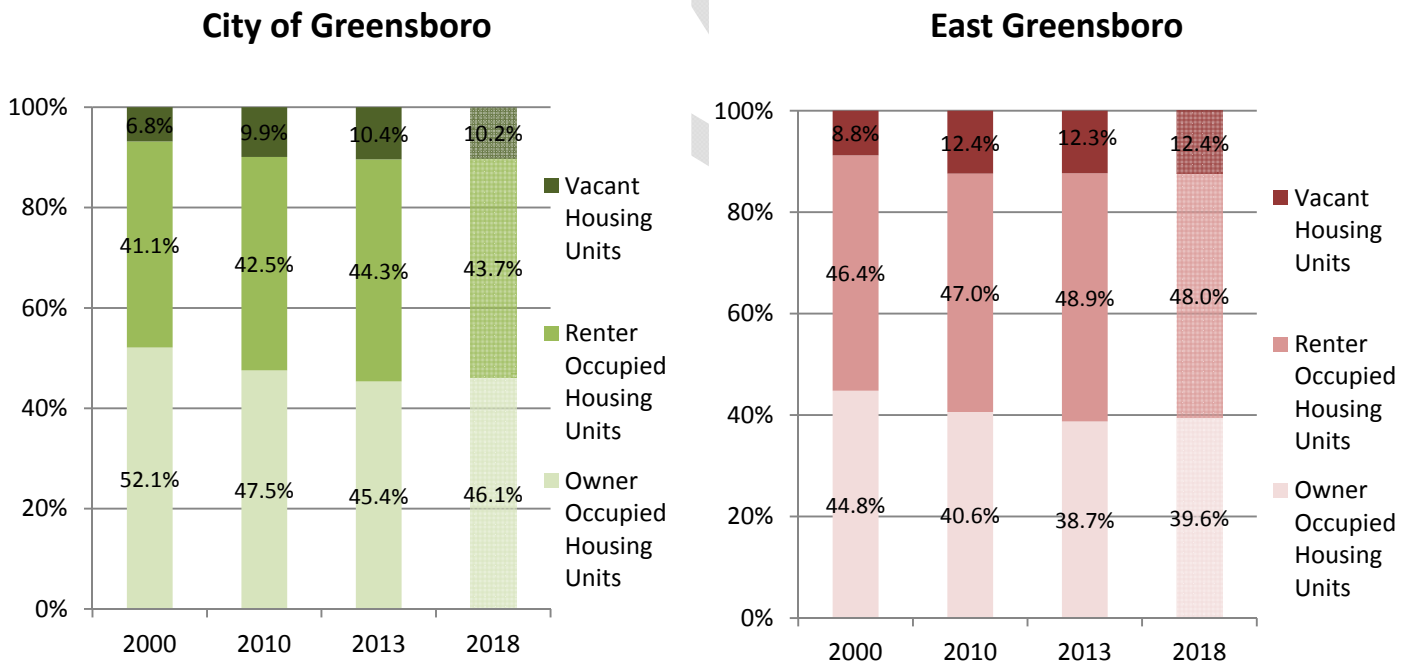


Chart 5. Housing Units by Vacancy and Type  
Source: Community Analyst, ESRI



Minimum housing code violations were also reviewed. As shown on the map below, there are high concentrations of both owner and renter occupied violations present in the East Greensboro study area (Figure 5).

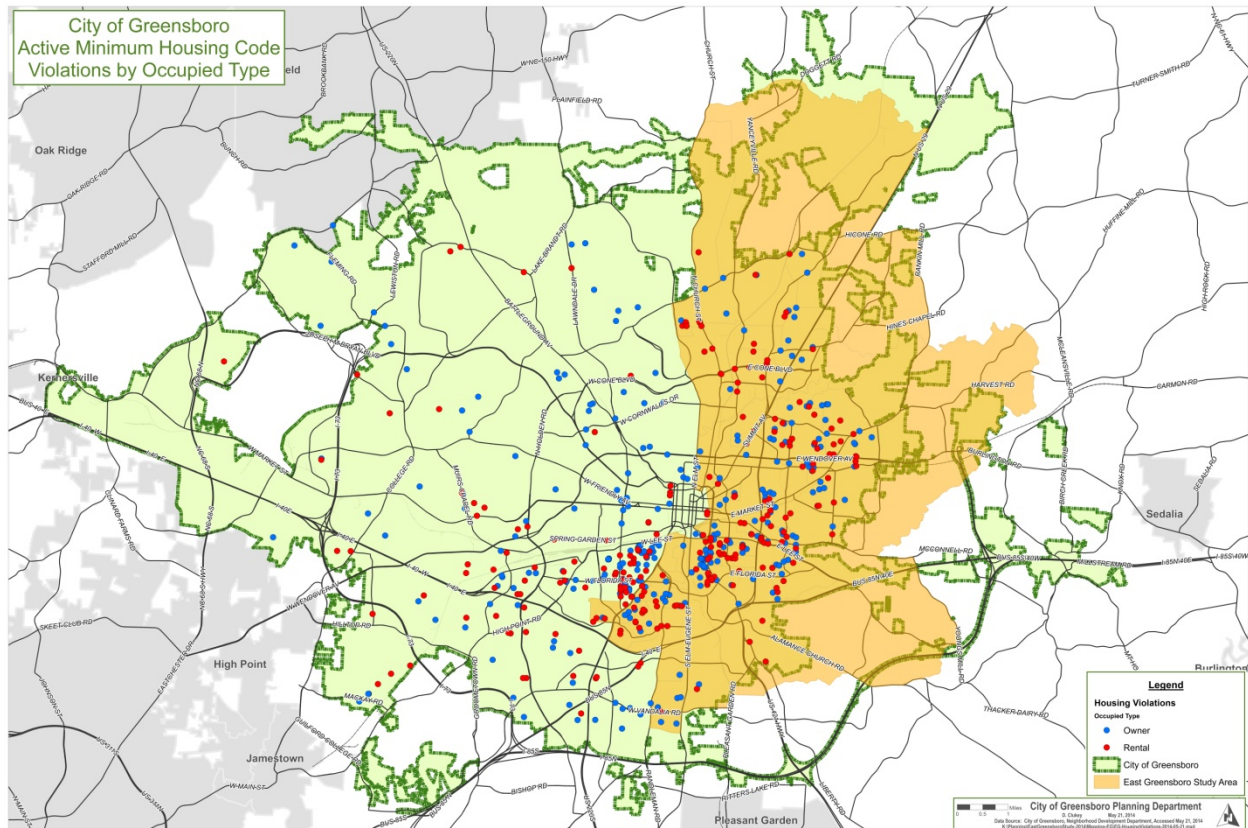


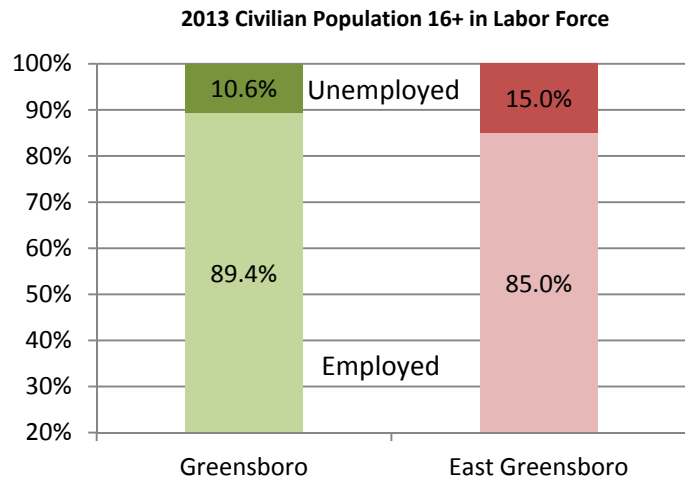
Figure 5. Housing Code Violations, 2013- 2014

Source: City of Greensboro

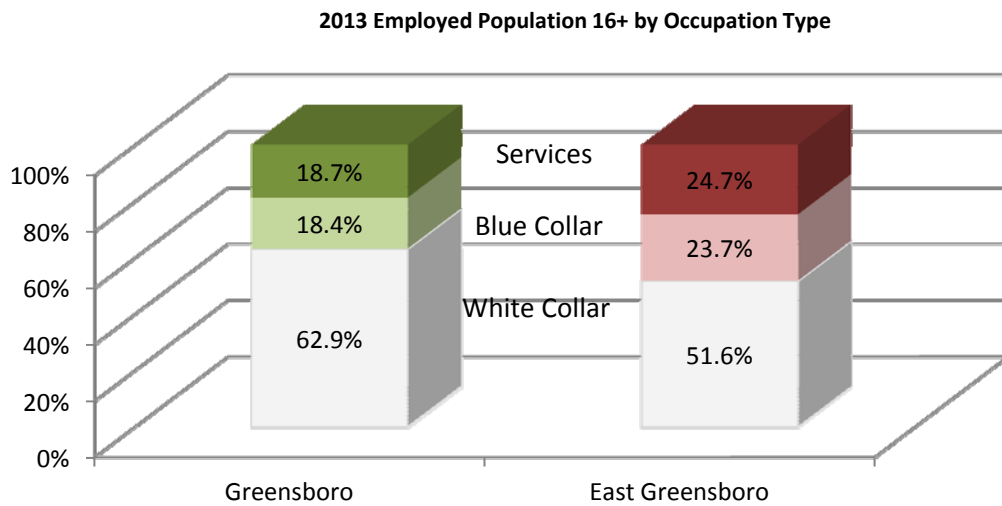
## Employment

Employment is an important measure of the economic vitality of an area. Unemployment figures are measurably higher in East Greensboro than the City (Chart 6).

There is also a measureable difference in occupational categories, with a higher percentage of blue collar and service jobs held by residents of East Greensboro than the City as a whole (Chart 7).

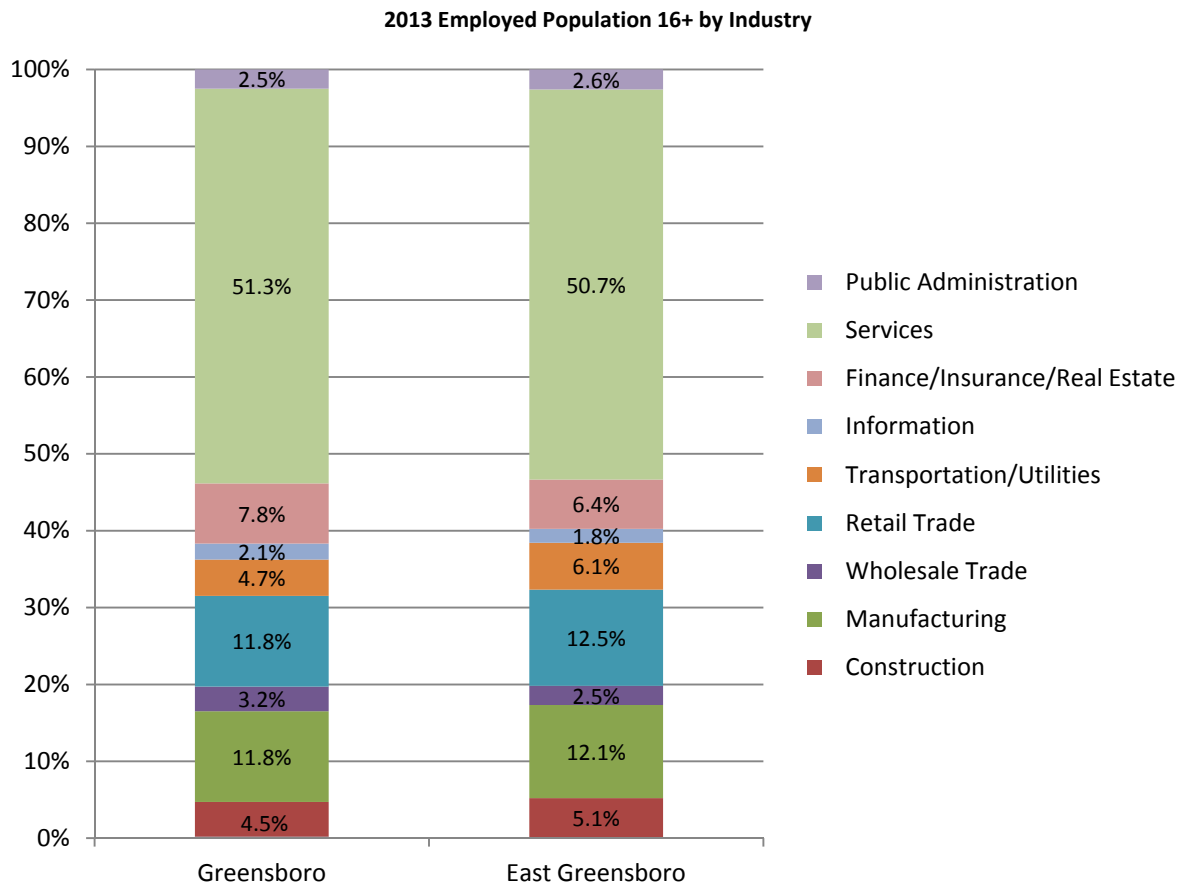


**Chart 6. Employment Comparison**  
Source: Community Analyst, ESRI



**Chart 7. Employment Comparison by Occupation Type**  
Source: Community Analyst, ESRI

A comparison of employment by industry sector, however, does not show significant differences between the East Greensboro study area and City as a whole (Chart 8).

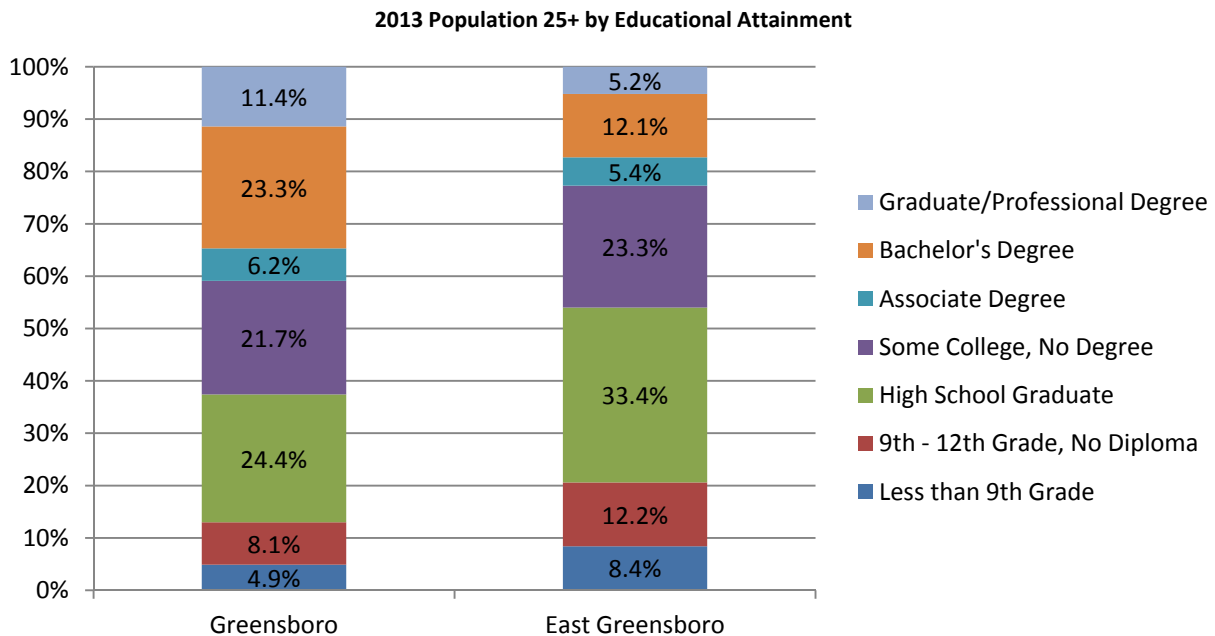


**Chart 8. Employment Comparison by Industry Sector**  
Source: Community Analyst, ESRI



## Education

A majority of the population in East Greensboro has no more education than a high school degree. Part of that figure includes over 20% of the population that has less than a high school degree.



**Chart 9. Educational Attainment Comparison**  
Source: Community Analyst, ESRI

Guilford County Schools (GCS) participates in the Education Value-Added Assessment System (EVAAS), a statewide rating system. EVAAS is a statistical analysis of individual schools as they relate to state assessment data. 2013 school performance data from the North Carolina Department of Public Instruction was reviewed for the study area and compared to that of the City as a whole.

Of the 148 public schools in Greensboro, 71 met or exceeded expected growth in student performance. 7 schools in this category are located in the study area. These are schools in which students are making equal or substantially more progress than the state average. In Greensboro, 37 schools have not met expected growth. In these schools, students are making substantially less progress than the state average. 14 of the schools in this category are located in the study area (Figure 6).

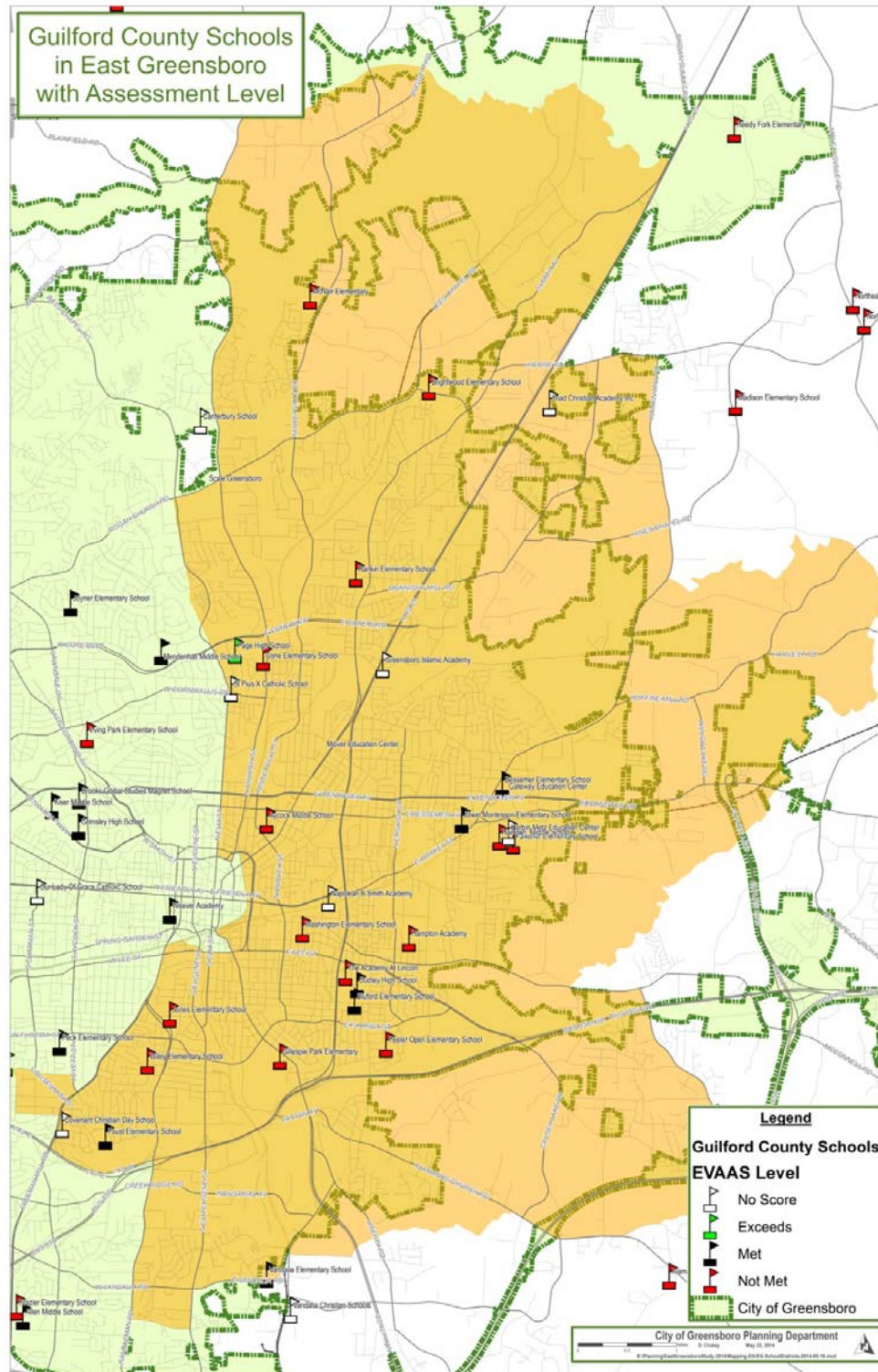


Figure 6. EVAAS School Growth Levels, 2013  
Source: City of Greensboro

## Focus Group Input

---

Over the course of several months the fall of 2014, the City conducted a series of stakeholder focus groups to better understand community needs, assets, and aspirations within the area recognized as 'East Greensboro'. Participants included neighborhood leaders, real estate interests, business owners, school and university representatives, representatives of the faith community, and youth.

In total, 91 community representatives participated in six different sessions held in a variety of locations, including the Greensboro Historical Museum, Brown Recreation Center, James B. Dudley High School, and The McGirt-Horton Branch Library. Prior to the first public session, members of the East Greensboro Study Committee were lead through the session format, and the contributions from those sessions have been incorporated into the input summary.

Each focus Group session began with a mapping exercise, "Where is East Greensboro?" Participants worked in groups of two or three to draw a boundary on a map of Greensboro to identify what they considered to be 'East Greensboro'. These maps were combined in a GIS format to illustrate the combined input (Figure 7). The attached map shows areas with the most agreement in dark purple, which transitions to light purple in areas with less agreement.

Each session was conducted using an appreciative inquiry facilitation method, which allows participants to focus their input in a positive, constructive fashion. Participants were asked to provide input on East Greensboro's Strengths (151 items identified), Opportunities (115 items identified), Aspirations (130 items identified), and Results (130 items identified). This compiled input can be found in the Appendix. Below is a summary of key points made by focus group participants in each category.

### Strengths

A *Strength* is an type of asset.

- Community identity
- Land with development potential
- Colleges and Universities
- Public parks and facilities
- Church communities
- Available workforce

### Opportunities

An *Opportunity* is tangible asset that can be leveraged.

- Location
- Universities acting as engines of growth
- Training or retraining of available workforce
- Completion of the Urban Loop in the next decade



## Aspirations

An *Aspiration* is desired outcome, the good things we would like to see happen.

- Unity
- More of everything... jobs, businesses, development, retail outlets, training, public safety
- Build wealth
- Partnerships between communities, the City, Universities, and the development community

## Results

A *Result* is measurable improvement; it's what success looks like.

- Action
- Change in image; growing positive perception
- Thriving businesses
- More jobs
- Elimination of food deserts
- More diverse community

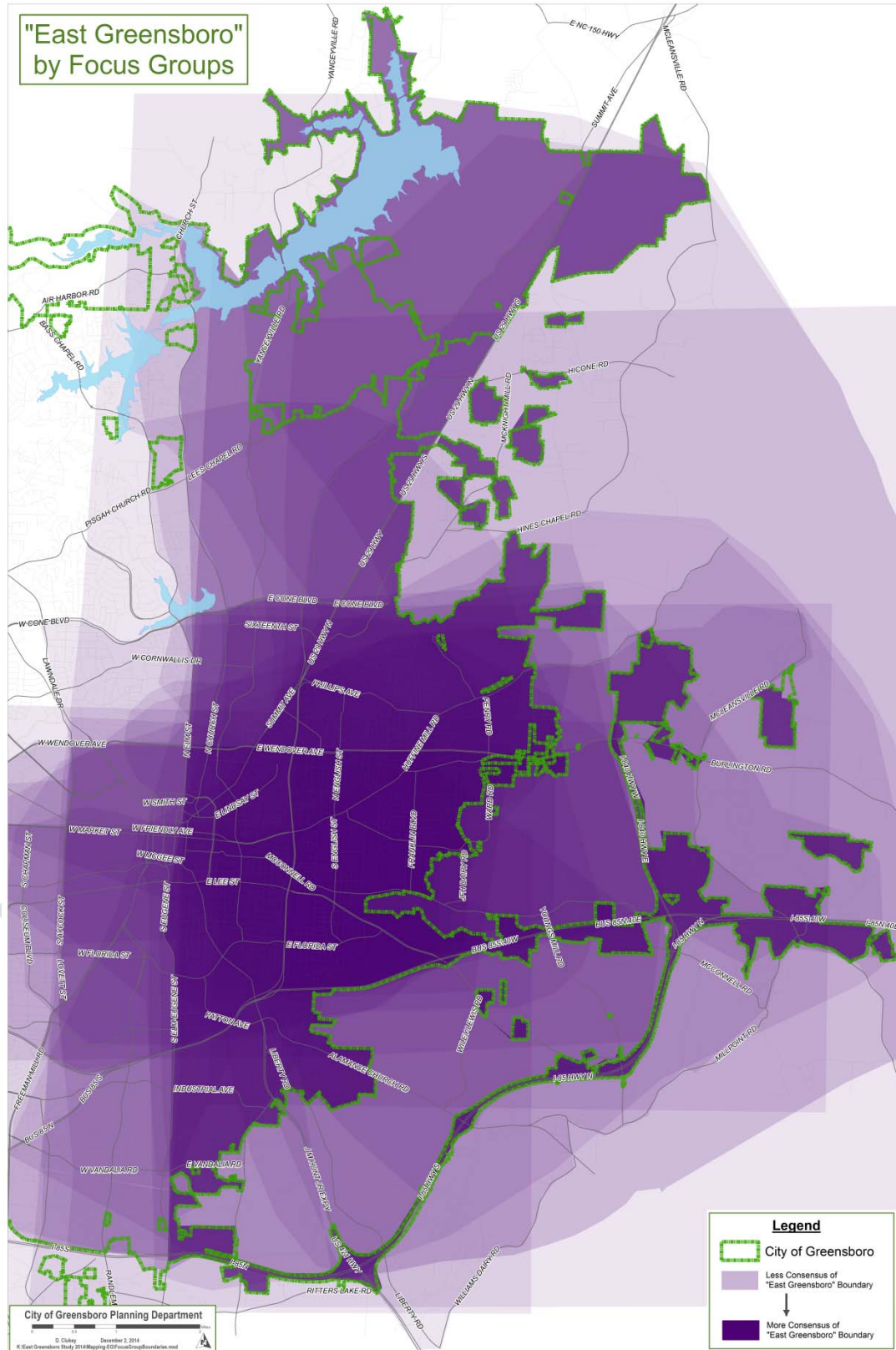
From the input received in each category, four common themes emerged:

- Education
- Community Pride
- Economic Opportunity
- Quality of Life

These themes were used to organize the input in each category.

## Strategies

Participants were then asked to identify strategies that could be implemented to that related to the strengths, opportunities, aspirations and results. These discussions yielded 166 strategies, which have been sorted into categories that correspond to the key themes. These compiled strategies can be found in the Appendix. Recommended actions have been developed from the strategies proposed by focus group participants. These can be found in the Recommendation section of the report.



**Figure 7. Where is East Greensboro? Map Exercise Results**  
Source: City of Greensboro

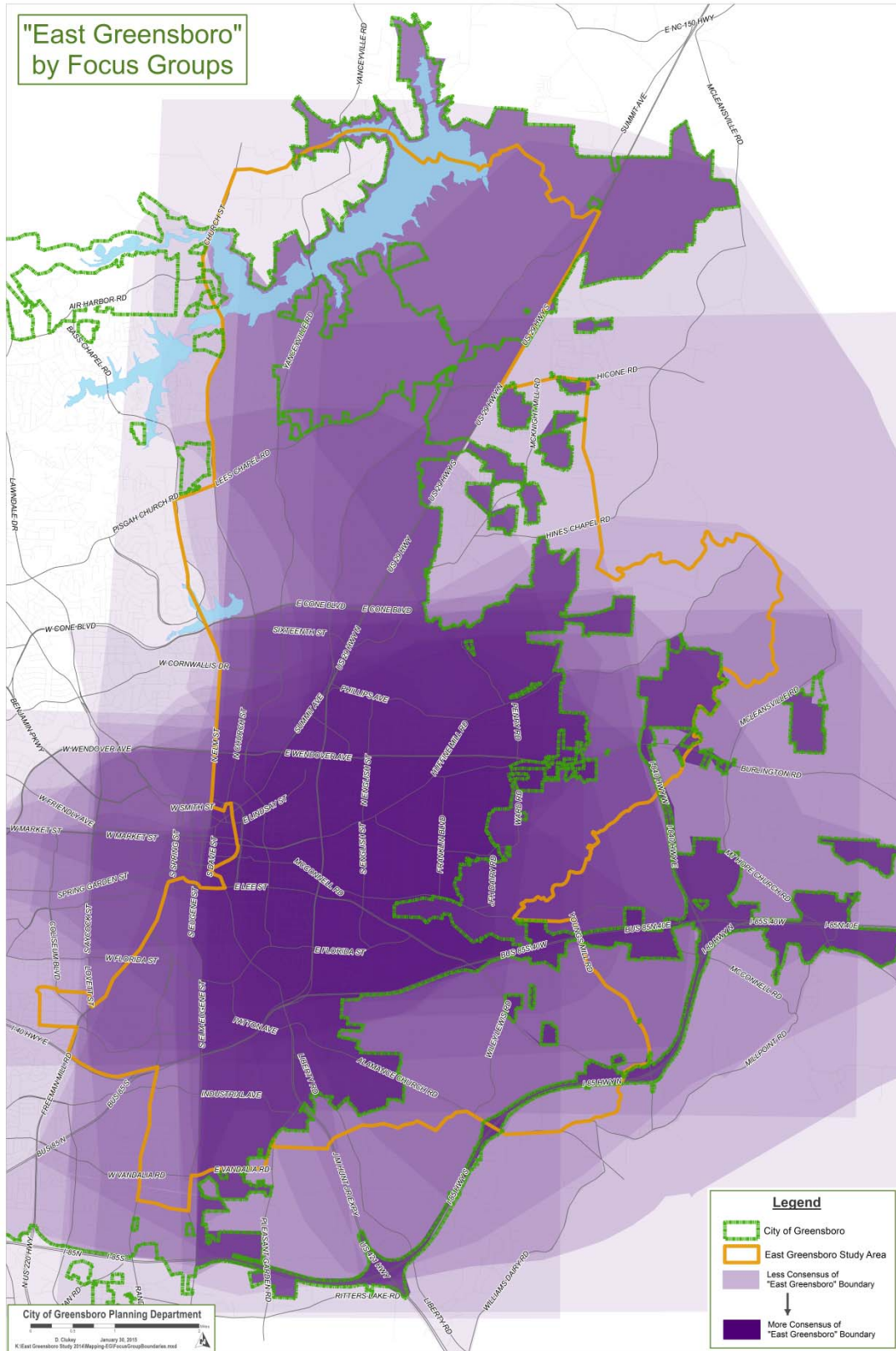


Figure 8. Map Exercise Results Compared to Study Area Boundary  
 Source: City of Greensboro



## Coordination

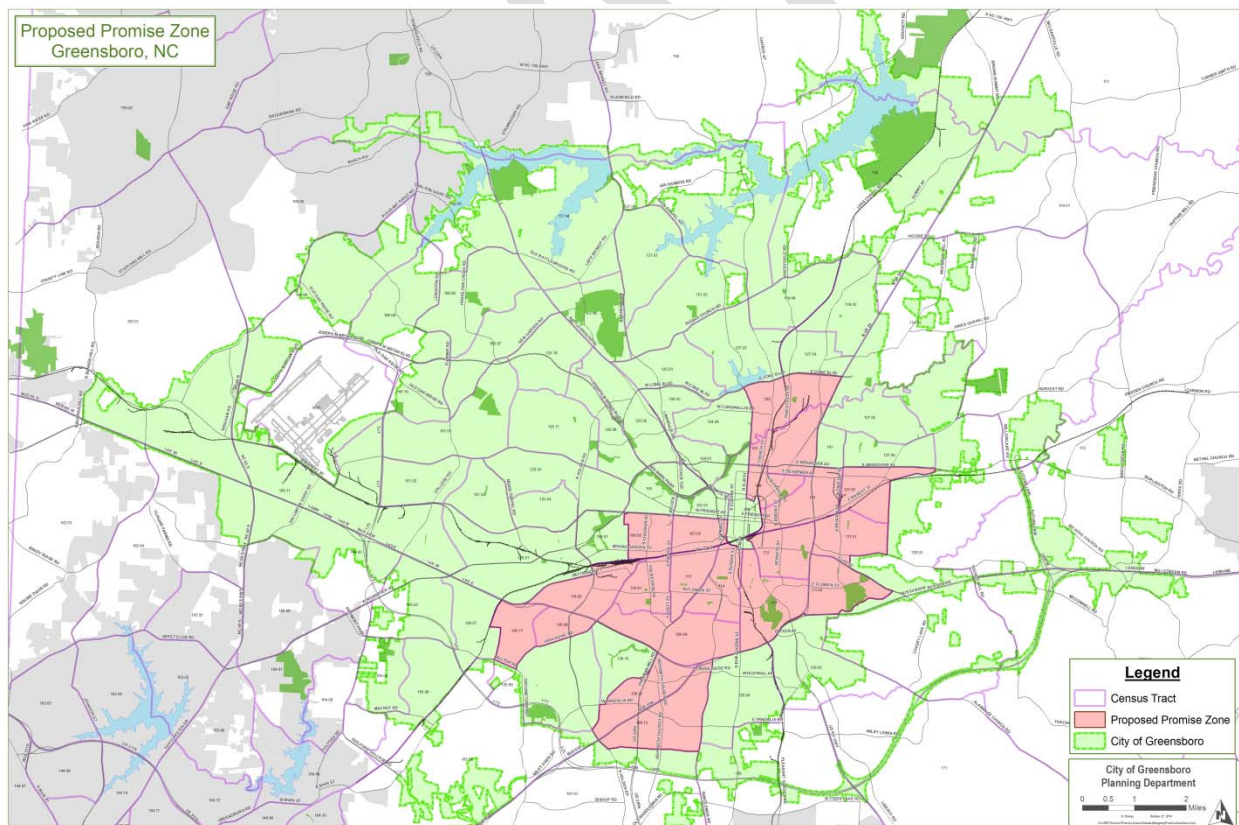
There are several opportunities to leverage the outcomes associated with the East Greensboro Study Committee to support other efforts in the City.

### EPA Building Blocks Technical Assistance

In November 2014, a request for technical assistance was submitted to the Environmental Protection Agency (EPA) under the Building Blocks for Sustainable Communities program. If awarded, the program will provide a two-day workshop focused on infill development issues. Awards will be announced in early 2015.

### Promise Zone

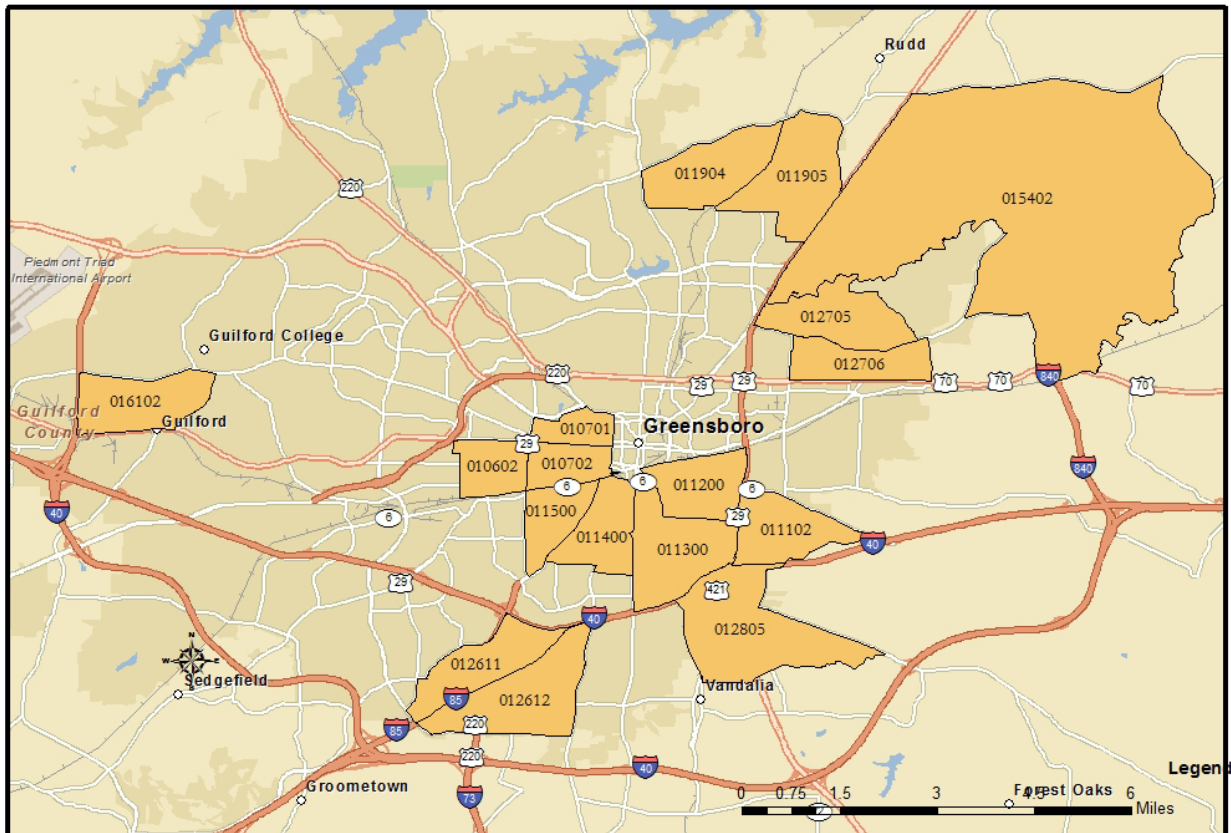
Focus Group input served as the basis for the Promise Zone Plan which was submitted in November 2014 as part of the application for a Promise Zone designation by the US Department of Housing and Urban Development (HUD). The boundary of the Promise Zone was established based census tracts that met the qualifying criteria of poverty and employment levels (Figure 9). This boundary overlaps the boundary of the East Greensboro study area, but is not identical. Designations are expected to be announced in the spring of 2015.



**Figure 9. Proposed Promise Zone**  
Source: City of Greensboro, US Census Bureau

## Retail Food Access Plan

In September 2014, the City was awarded a planning grant from the United States Department of Agriculture (USDA) to prepare a plan to improve access to fresh foods in Greensboro's designated food deserts. 17 of the 9 designated food deserts in Greensboro lie within the boundary of the east Greensboro study area (Figure 10). The plan is scheduled to be completed in the fall of 2015.



**Figure 10. 2013 Food Deserts in Greensboro**  
Source: Guilford County Department of Health, ERS, USDA

## 2015-2019 Consolidated Plan

The Consolidated Plan is required to receive federal money for housing and community development programs and must be submitted to the US Department of Housing and Urban Development (HUD) every five years. The Consolidated Plan will be updated in 2015, with the planning process taking place over the next several months. In 2010, the City developed "*City of Greensboro and Guilford County Consolidated Plan 2010-2014: Plan for a Resilient Community*". The plan includes policy recommendations and a schedule for housing and redevelopment projects using federal funding.

The goal of the Consolidated Plan is to “...assess affordable housing and community development needs and market conditions, and to make data-driven, place-based investment decisions.” (HUD).

The plan must meet federal requirements and articulate a coordinated vision for Greensboro’s community development investments for the upcoming five years. Input from the East Greensboro Study will be used to guide investment strategies and prioritize projects included in the plan. The Plan must be completed for submittal to HUD by May 2015.

DRAFT

## Recommendations

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The following actions have been synthesized from the focus group input and respond to the identified strengths, opportunities, aspirations and results. Actions are categorized by theme, and prioritized by time horizon: immediate (1-2 years), mid-term (3-4 years), and long term (5 or more years).

### Economic Opportunity

#### Immediate

- Teen job training and placement
- Promote Job Link and Small Business Support Center
- Identify vacant and redevelopment sites
- Establish an incentive program to direct private investment to priority locations
- Expand the scope and focus of the East Market Street CDC to all of East Greensboro

#### Mid-Term

- Establish a retail recruitment program
- Establish a development and redevelopment promotional program
- Establish Micro-lending program targeted to entrepreneurs
- Establish a land bank

#### Long Term

- Develop shovel ready sites
- Complete the Urban Loop (2023)
- Support expansion of the Joint School of Nano-technology

### Education

Implementation of these items will require the development of a strong, long-term partnership with Guilford County Schools.

#### Immediate

- Leverage educational assets; use schools to focus communities
- Use student volunteers to support events and neighborhood programs

#### Mid-Term

- Expand entrepreneurship training opportunities

#### Long Term

- Eliminate disparities in educational outcomes



## Community Pride

### Immediate

- Landscape and beautify gateways and key corridors
- Organize community activities (block parties, etc)
- Establish community building grant program to improve neighborliness
- Tailor city-wide initiatives to east Greensboro neighborhoods (recycling, litter, etc...)

### Mid-Term

- Coordinate volunteer opportunities that impact community facilities and appearance
- Establish a recognition/awards program for neighborhoods and individuals focused on East Greensboro

### Long Term

- Build leadership capacity in neighborhoods

## Quality of Life

### Immediate

- Develop and implement focused communication and education strategy
- Implement targeted recycling encouragement program
- Leverage assets: Schools, GHA facilities, community volunteers, students
- Organize and support new neighborhood watch programs

### Mid-Term

- Implement 'Better Block' temporary installations in select locations
- Focused land use planning on activity centers and interstate interchanges
- Organize annual neighborhood summit

### Long Term

- Implement a 'Curb Appeal by the Block' program

## Next Steps

Implementation of any of these focus group recommendations will require a close analysis of existing policy, programs and resources and identification of priority actions – strategies that hold the most promise for success. Implementation will also require the development of strong and enduring partnerships with neighborhood leaders, community service agencies, community-based non-profits and the City to be successful. Implementation steps include:

- Prioritization of implementation strategies
- Identification and recruitment of partners
- Establish roles and responsibilities for partners
- Address policy implications
- Allocate necessary resources to support implementation

## Appendix

### Strengths

Key Theme	Strengths
Community Pride	A lot of fast food restaurants
Community Pride	A&T Drum Corps
Community Pride	Balance between big city and small community feel
Community Pride	Churches
Community Pride	Close, well-known community
Community Pride	Community garden
Community Pride	Community involvement
Community Pride	Faith community
Community Pride	Faith institutions
Community Pride	Faith-based assets
Community Pride	Games (football games)
Community Pride	Older parts have buildings with character
Community Pride	People
Community Pride	Rich culture
Community Pride	Rich history
Community Pride	Sense of community
Community Pride	Stability
Community Pride	Strong communities (organized, collaborative, come together)
Community Pride	strong community leadership
Community Pride	Strong community ties
Community Pride	Turn Up
Community Pride	Well built older homes
Community Pride	World War Memorial Stadium
Economic Opportunity	840 interchange
Economic Opportunity	Accessible road system
Economic Opportunity	Affordable transit system
Economic Opportunity	Area targeted for water and sewer extensions
Economic Opportunity	Athletic center
Economic Opportunity	Available labor pool (un- or underemployed)
Economic Opportunity	Available property
Economic Opportunity	Barber Park
Economic Opportunity	Businesses located in East GSO
Economic Opportunity	Close to major highways
Economic Opportunity	Coliseum/Universities/Location
Economic Opportunity	Consumer spending habits/income of residents
Economic Opportunity	Convenient shopping (wal-mart)
Economic Opportunity	Density
Economic Opportunity	Developable land

Key Theme	Strengths
Economic Opportunity	Diverse Community
Economic Opportunity	Diversification of population
Economic Opportunity	Dollars
Economic Opportunity	Downtown proximity
Economic Opportunity	Eager workforce pool
Economic Opportunity	Formally educated residents
Economic Opportunity	Good opportunities
Economic Opportunity	Heath Park
Economic Opportunity	Hwy 29
Economic Opportunity	Hwy 29/ Cone Retail Node. I-40, I-85
Economic Opportunity	Hwy 85
Economic Opportunity	I-29 & I-73
Economic Opportunity	Important Streets
Economic Opportunity	Industrial buildings
Economic Opportunity	Infrastructure
Economic Opportunity	Infrastructure
Economic Opportunity	Land for industry development adjacent
Economic Opportunity	Land mass for development
Economic Opportunity	Land prices
Economic Opportunity	Land/Real Estate
Economic Opportunity	Large labor force
Economic Opportunity	Large number of churches
Economic Opportunity	Large parcels of undeveloped land
Economic Opportunity	Large tracts of land
Economic Opportunity	Largest area planned to be annexed into city
Economic Opportunity	Location ideally located to access downtown (i-40, 220, 29, i-85, 421)
Economic Opportunity	Lorillard
Economic Opportunity	Loyal businesses that have been in area for years
Economic Opportunity	Major Highway access; access to events
Economic Opportunity	Manufacturers
Economic Opportunity	Near downtown
Economic Opportunity	New outer loop and good roads
Economic Opportunity	Opportunities for development
Economic Opportunity	Opportunity for economic development
Economic Opportunity	Opportunity for financial investments
Economic Opportunity	Opportunity for intellectual growth, stimulation, exploration
Economic Opportunity	Professional expertise
Economic Opportunity	Proximity to downtown
Economic Opportunity	Proximity to downtown
Economic Opportunity	Public Parks, Barber Park improvements
Economic Opportunity	Public transportation
Economic Opportunity	Ready workforce

Key Theme	Strengths
Economic Opportunity	Reasonably priced vacant land
Economic Opportunity	Residential density is attractive to retailers
Economic Opportunity	Road system
Economic Opportunity	Sidewalks
Economic Opportunity	Some modernized new construction
Economic Opportunity	Some unoccupied space available for lease/rent
Economic Opportunity	Substantial investments will make GSO economically sustainable
Economic Opportunity	Surviving business/manufacturing/university district
Economic Opportunity	The people and their desire to improve their neighborhoods
Economic Opportunity	Traffic from Virginia and Burlington
Economic Opportunity	Transit outlets (29/40-85/421)
Economic Opportunity	Union square campus
Economic Opportunity	We have all the construction trade skills
Economic Opportunity	We have railroad for major public transportation
Economic Opportunity	Windsor rec center
Economic Opportunity	work force development
Education	Bennett college
Education	Good Schools
Education	GTCC east
Education	HBCU
Education	High School and college alumni
Education	Higher education assets
Education	Joint school of neuroscience (JSNS); Nano Center; Gateway research
Education	NC A&T; Major HBCU
Education	Public Schools, High Schools
Education	Schools
Education	2 major colleges; Universities (uncg, nca&t, gtcc, GSO colleges)
Quality of Life	Aquatic center
Quality of Life	Barber park
Quality of Life	Community development
Quality of Life	Culture
Quality of Life	Everybody knows everybody
Quality of Life	Farmers market
Quality of Life	Fire station
Quality of Life	Fireworks
Quality of Life	Friendly Community
Quality of Life	Fundraisers
Quality of Life	Gas Stations
Quality of Life	Gateway gardens
Quality of Life	Gillespie golf course
Quality of Life	Golf course
Quality of Life	Good food and good land and NCA&T

Key Theme	Strengths
Quality of Life	Good relationships
Quality of Life	Greenway
Quality of Life	Historical museum
Quality of Life	Hospice
Quality of Life	Individual groups working together
Quality of Life	Keeley Park
Quality of Life	Landmarks
Quality of Life	McGirt Horton Library
Quality of Life	Mix of established neighborhoods and developable spaces
Quality of Life	Moderate climate
Quality of Life	New YMCA
Quality of Life	Number and variety of churches
Quality of Life	Parks & Recreation facilities; Arts programs
Quality of Life	Police & Fire department work with communities
Quality of Life	Reasonable cost of living
Quality of Life	Restaurants
Quality of Life	Teen Gatherings
Quality of Life	The people have the ear of concerned citizens
Quality of Life	Tree line lines the street
Quality of Life	Urgent care

## Opportunities

Key Theme	Opportunities
Community Pride	Academic Joint Ventures w/Community
Community Pride	Bring the community together, raise money
Community Pride	Community collaboration
Community Pride	community involvement in development
Community Pride	Connect with young people
Community Pride	Create more "little" libraries
Community Pride	Create more community gardens
Community Pride	Different faces (new faces)
Community Pride	dreams
Community Pride	Have a cleaning drive in East GSO that can give students service learning opportunities
Community Pride	have fundraisers to raise money for rebuilding "East Greensboro"
Community Pride	Libraries
Community Pride	people
Community Pride	Promote community involvement
Community Pride	Sense of community
Community Pride	Use churches as adhoc social network



Key Theme	Opportunities
Community Pride	various community resources
Economic Opportunity	Aerospace cluster; can be grown
Economic Opportunity	Align w/union square downtown
Economic Opportunity	Available work force
Economic Opportunity	Build office and retail nodes around outer loop
Economic Opportunity	business consistency
Economic Opportunity	city resources
Economic Opportunity	Contact home depot for a major participation center
Economic Opportunity	dollars
Economic Opportunity	downtown development in close proximity (arts center, union square, baseball stadium)
Economic Opportunity	Downtown growth entertainment
Economic Opportunity	Employment opportunities
Economic Opportunity	Existing commercial real estate could be for Real industrial
Economic Opportunity	Federal and State programs for economic development
Economic Opportunity	Federal loan programs for low income areas
Economic Opportunity	Geography - Central location in NC, near RTP, CLT, PTI
Economic Opportunity	Get large pad ready sites available for retail, office and manufacturing
Economic Opportunity	Good jobs and good houses
Economic Opportunity	Government attention to the area
Economic Opportunity	Industrial park
Economic Opportunity	Job creation
Economic Opportunity	Job opportunities for teens, we need jobs for teens because we barely have any
Economic Opportunity	JSNN Spinoff business
Economic Opportunity	Make Greensboro economy stronger
Economic Opportunity	Make that bread!
Economic Opportunity	Mega sites nearby; attract a major auto maker and suppliers
Economic Opportunity	more jobs for the unemployed
Economic Opportunity	More stores
Economic Opportunity	More stores
Economic Opportunity	Neighborhood grants
Economic Opportunity	Plenty of empty buildings
Economic Opportunity	Reshore manufacturing; Greensboro's historical manufacturing base
Economic Opportunity	Road system for economic development
Economic Opportunity	safely use area of landfill for alternate purposes
Economic Opportunity	Save our historic buildings
Economic Opportunity	Starting small business opportunities
Economic Opportunity	Taxes to city should be less
Economic Opportunity	Universities can be economic engines for the community
Economic Opportunity	use higher ed opportunities to improve unemployment rate
Economic Opportunity	Use water/sewer extensions to attract businesses and/or housing

Key Theme	Opportunities
Economic Opportunity	West GSO well developed
Education	A state university
Education	A&T Campus
Education	A&T farm
Education	conduct job-specific training for under and unemployed and youth
Education	Dudley HS
Education	Educated workers
Education	Education (lots of people don't know about opportunities)
Education	Encourage GTCC classes. Promote education
Education	Labor pool - hiring/training the un- or underemployed
Education	More robust involvement in Union Square project
Education	NC A&T or JSNS job or company creation
Education	partner with institutions in making employment recommendations
Education	Use GTCC workforce training to work with area employers
Quality of Life	Address blight
Quality of Life	Affordability of land/property
Quality of Life	Affordable housing
Quality of Life	Available property
Quality of Life	Build economy and finish beltline
Quality of Life	Capture travelers or commuters from Virginia or Burlington
Quality of Life	Continue greenway development
Quality of Life	Cultural festival exploits
Quality of Life	Designate days for cultural festivals
Quality of Life	Developable land
Quality of Life	Elder care facility. Nettie Coad add on
Quality of Life	Gang prevention education
Quality of Life	Growth must come from the East
Quality of Life	High speed railway transportation
Quality of Life	Hotel development
Quality of Life	Industrial development land available
Quality of Life	Infrastructure connectivity
Quality of Life	Land available for development
Quality of Life	Land is available/dirt cheap
Quality of Life	Large parcels of undeveloped land
Quality of Life	Less violence (2)
Quality of Life	Lower cost properties
Quality of Life	Momentum from New YMCA facility for development near 40/85
Quality of Life	More healthy foods
Quality of Life	More peace in GSO
Quality of Life	More police officers
Quality of Life	Need to look better

Key Theme	Opportunities
Quality of Life	Opportunity to eliminate food deserts
Quality of Life	Opportunity to improve housing conditions
Quality of Life	Outer loop being finished
Quality of Life	Partner w/cone health to address health care desert
Quality of Life	Partner w/NCA&T horticulture to produce less expensive streetscapes
Quality of Life	Plenty of land
Quality of Life	Poetry arts groups willing to share knowledge and skills
Quality of Life	Proximity to downtown
Quality of Life	public safety
Quality of Life	Redevelop area around landfill
Quality of Life	Redevelopment of older boarded up homes
Quality of Life	Safe community
Quality of Life	transportation
Quality of Life	Union square and healthcare
Quality of Life	Vacant housing
Quality of Life	We can take advantage of certain ideas such as food to make health food by looking at the unhealthy food we have
Quality of Life	Youth who have been misdirected

### Aspirations

Key Theme	Aspirations
Community Pride	All inclusive
Community Pride	Appreciation for uniqueness of East GSO
Community Pride	Better marketing of east side of GSO
Community Pride	branding - tell the story
Community Pride	Clean communities
Community Pride	Embrace East GSO as vital part of the city
Community Pride	Give hope to the community
Community Pride	Interaction among neighbors in the community
Community Pride	More positive P.R.
Community Pride	multi-generational events
Community Pride	Positive gateway to Greensboro
Community Pride	Remove stigma and stereotypes "Poor low-income area"
Community Pride	Unity among the community
Economic Opportunity	Amusement parks in downtown
Economic Opportunity	Better connectivity
Economic Opportunity	better job opportunities
Economic Opportunity	Better Roads
Economic Opportunity	bring in existing businesses, starbucks, harris teeter, whole foods
Economic Opportunity	Build economic wealth and opportunities

Key Theme	Aspirations
Economic Opportunity	Community centers- medical, financial
Economic Opportunity	Complete the revitalization of Summit Ave
Economic Opportunity	Diverse and vibrant economic district
Economic Opportunity	Eliminate govt barriers to private business
Economic Opportunity	Higher wages
Economic Opportunity	House of Prayer does something with their land
Economic Opportunity	Improve US 29 North and South - do anything!
Economic Opportunity	Increase in home ownership while having a decrease in renters and section 8 housing
Economic Opportunity	Increase income levels and decrease unemployment
Economic Opportunity	Increased property values
Economic Opportunity	Jobs (high wage)
Economic Opportunity	jobs with living wages
Economic Opportunity	Less poverty
Economic Opportunity	More communication with developers
Economic Opportunity	More development investment
Economic Opportunity	More economic development
Economic Opportunity	More help for those with criminal records
Economic Opportunity	More job opportunities
Economic Opportunity	More job training programs in the community
Economic Opportunity	More jobs/Job creation
Economic Opportunity	More major and small businesses locating in E GSO
Economic Opportunity	More money invested in East GSO
Economic Opportunity	More places for activities, entertainment
Economic Opportunity	More shopping
Economic Opportunity	More Shopping Centers
Economic Opportunity	More social attractions
Economic Opportunity	New investment Hi-quality
Economic Opportunity	Office & manufacturing HUBs
Economic Opportunity	Partner business + neighborhoods create community
Economic Opportunity	population growth
Economic Opportunity	Property values increase
Economic Opportunity	Public-private partnerships
Economic Opportunity	Recruit and educate public on opportunities
Economic Opportunity	Re-purposed uses of older facilities
Economic Opportunity	Retail Development
Economic Opportunity	Sought out finances to help
Economic Opportunity	Sustainability
Economic Opportunity	Tax (incentive) Adjustment + new construction
Economic Opportunity	Tear down distressed property (eyesore/developers prop)
Economic Opportunity	To put a plan to the resilient community plan adopted by council for 2010-2014

Key Theme	Aspirations
Economic Opportunity	Wealth building
Education	Creative education programs that improve graduation rates and motivate children with community and family support
Education	Improve education levels of residents
Education	improved public schools
Education	More Schools in East Greensboro
Education	more skilled training
Education	Reduced high school drop-outs
Education	School scores increase
Education	Strengthen public schools academia (Pre-K, Elem, Middle)
Education	The universities grow and expand their footprint with attractive facilities
Education	Upgrade schools
Education	Workforce retooling
Quality of Life	Access to healthy food
Quality of Life	address food desert issue
Quality of Life	Better developed communities
Quality of Life	Better housing development; improved housing
Quality of Life	Better parks
Quality of Life	Better utilize excess student housing to reduce crime
Quality of Life	City staff treats all areas of GSO equitably and fairly
Quality of Life	Cleaner Streets
Quality of Life	community policing for businesses and homes
Quality of Life	Decrease in unemployment, poverty and food deserts
Quality of Life	Diversify home/business owners
Quality of Life	economic wealth
Quality of Life	Eliminate criminal activity
Quality of Life	Empowerment of family
Quality of Life	Entertainment
Quality of Life	Equality (Same as other neighborhoods)
Quality of Life	Expansion of East Market Street Streetscape
Quality of Life	Expansion of farmers market
Quality of Life	First impressions (improved image)
Quality of Life	food stores (improve) example, food lion
Quality of Life	For the city officials and developers to become the leaders in promoting growth in East GSO
Quality of Life	gateway URP becomes as successful a research park as RTP
Quality of Life	Good relationships between GPD and community
Quality of Life	Groceries or necessities within reasonable travel distance
Quality of Life	Health center, student rec, benet and surrounding areas
Quality of Life	healthy living, healthy eating, walkability
Quality of Life	Illegal immigration (enforce the law!)
Quality of Life	Improve housing; better housing



Key Theme	Aspirations
Quality of Life	Improved street lighting
Quality of Life	Less business incubators
Quality of Life	less fast food establishments, more healthful food
Quality of Life	Less poverty housing
Quality of Life	Less Teen pregnancy
Quality of Life	Less unemployment
Quality of Life	Lower poverty
Quality of Life	Make it a place people want to live
Quality of Life	Make it easier to navigate
Quality of Life	More activity for youth to avoid misdirection (prioritized)
Quality of Life	More communication
Quality of Life	More community days with police & fire department involvement
Quality of Life	More emphasis on programs for youth & teen
Quality of Life	More high-end residential
Quality of Life	More regulations to reduce the amount of litter on the side of the roads
Quality of Life	More Street Lights
Quality of Life	no homelessness
Quality of Life	Open communication with government
Quality of Life	Paved walking trails
Quality of Life	Police departments interact positively with community-youth in particular
Quality of Life	Recreation center in Hope Valley Community
Quality of Life	Reduce crime
Quality of Life	Reduce gang violence
Quality of Life	Remodel, change appearance, install Lee Street streetscape
Quality of Life	Safe area/less crime
Quality of Life	Stronger code enforcement
Quality of Life	To reduce Greensboro's crime rate to national level

## Results

Key Theme	Results
Community Pride	Action taken
Community Pride	Better impressions of the area
Community Pride	Change in image of African-American neighborhoods
Community Pride	Friendlier people
Community Pride	Increase residents sense of pride in area through surveying.
Community Pride	Manicured properties
Community Pride	More effort
Community Pride	More people being responsible for community growth
Community Pride	More people wanting to move to the east
Community Pride	More physically attractive east Greensboro

Key Theme	Results
Community Pride	Negative perceptions eliminated through surveying.
Community Pride	Nicer kids
Community Pride	No litter
Community Pride	People want to go there
Community Pride	Responsibility for actions
Community Pride	Self sustaining - less dependent on government assistance
Community Pride	vibrant communities; people out and about; more neighborhood interactions
Community Pride	Well-maintained homes
Economic Opportunity	All building sites at Gateway RUP built and occupied by high tech businesses paying good salaries
Economic Opportunity	Better infrastructure
Economic Opportunity	Competition of outer loop
Economic Opportunity	Creates more opportunity
Economic Opportunity	Deal with United institution and House of Prayer for development
Economic Opportunity	Decrease in existing space and vacancy rate
Economic Opportunity	Drop in unemployment rate by 50%
Economic Opportunity	Extension of E. Market Street Streetscape to US 70
Economic Opportunity	Growth in job formation
Economic Opportunity	higher employment rates
Economic Opportunity	Higher paying jobs
Economic Opportunity	Increase in jobs. Increase in average pay.
Economic Opportunity	Increase in number of jobs created. Decrease in number of job losses. Increase in net # of jobs.
Economic Opportunity	Increase in per capita income
Economic Opportunity	Increase in spendable family income
Economic Opportunity	Increase the tax base and thus taxes collected
Economic Opportunity	Increased business development
Economic Opportunity	Increased tax base from job creation
Economic Opportunity	Jobs and increased graduation school scores
Economic Opportunity	lower unemployment; higher wages
Economic Opportunity	Money invested in the area
Economic Opportunity	Money off of property tax base
Economic Opportunity	More + economic
Economic Opportunity	More adults gainfully employed (higher wages)
Economic Opportunity	More business
Economic Opportunity	More homeowners
Economic Opportunity	More jobs
Economic Opportunity	More jobs
Economic Opportunity	More money
Economic Opportunity	New businesses around JSNS

Key Theme	Results
Economic Opportunity	New development and more building permits
Economic Opportunity	New housing permits
Economic Opportunity	New structures appearing
Economic Opportunity	Number of construction permits
Economic Opportunity	Number of new jobs created
Economic Opportunity	Raise level of median income
Economic Opportunity	Small business profitability; more sales tax, expansion, hiring
Economic Opportunity	Square footage of existing space filled
Economic Opportunity	Square footage of new development for retail/office/industrial
Economic Opportunity	taxes collected, home ownership, more people working, more public investments
Economic Opportunity	Thriving economy. East GSO looks the same as New Garden
Economic Opportunity	Traffic counts in East GSO
Economic Opportunity	Vibrant businesses
Education	Better public schools with better resources
Education	Better schools
Education	Higher education population
Education	Higher graduation rates in HS and College
Education	Improved scores from schools
Education	Increase in education rates and % of population with college education
Education	increased student enrollment
Education	Percent of East GSO enrollment in local universities
Education	When colleges need bigger campuses
Quality of Life	2-3 grocery stores - no food deserts
Quality of Life	2-3 urban farms and mobile food trucks to bring food to residents in varying communities
Quality of Life	Beautification in landscape
Quality of Life	Beautiful Highways
Quality of Life	better housing
Quality of Life	Better looking roads
Quality of Life	Better quality of life
Quality of Life	Better Security
Quality of Life	Better variety of places, people, etc
Quality of Life	Cheaper health care
Quality of Life	Cleaner neighborhoods
Quality of Life	Comparing East GSO with other comparable cities and comparable areas like SW Charlotte and SE Raleigh.
Quality of Life	Convenient better retail centers
Quality of Life	Crime rate goes down
Quality of Life	Eliminate food deserts
Quality of Life	Fewer resident complaints against GPD

Key Theme	Results
Quality of Life	Greater quality of life - sidewalks, parks, access to food
Quality of Life	Greensboro city is good to work in
Quality of Life	Healthier kids
Quality of Life	Historical buildings preserved
Quality of Life	Homeownership - number of houses sold, increase home ownership
Quality of Life	How many "wish list" retailers were attracted
Quality of Life	improved health
Quality of Life	Increase in retail shopping
Quality of Life	influx of people moving to the area; diversity
Quality of Life	less abrupt transition from downtown to east Greensboro
Quality of Life	Less criminal activity; less drugs, gangs, shootings
Quality of Life	Less homeless people on the street
Quality of Life	Less local complaints
Quality of Life	Less obese people
Quality of Life	low teen pregnancy
Quality of Life	Lower crime rate
Quality of Life	Measure retail sales excluding car sales, fuel sales and industry sales
Quality of Life	more ethnically diverse residents
Quality of Life	More Stores
Quality of Life	No such thing as poverty
Quality of Life	Obesity reduced; good health increase
Quality of Life	Plant fruit trees in city parks and ROWs
Quality of Life	safer, cleaner neighborhoods
Quality of Life	Streetscape on Market Street beyond A&T, remodeled and occupied by attractive businesses
Quality of Life	the stats posted around the room change - median home value, employment
Quality of Life	Wellness - lower rates of chronic illness



## Strategies

Key Theme	Strategies/Priorities
Analysis	Compare other cities and redevelopment efforts - techniques
Analysis	On the Map Analysis of In-Out commuting
Community Pride	Adopt a park
Community Pride	As a community we can have more parents/families to come together to learn one another and meet new people
Community Pride	back to basics GDOT program, refurbish street signs bus shelters with enhanced designs - 'Art Stops'
Community Pride	Be active voice, exercise rights and constitution
Community Pride	better ourselves first
Community Pride	Build capacity in neighborhoods to work with each other
Community Pride	Build capacity with neighborhood associations
Community Pride	By coming together as a community and talk on how to accomplish our ideas
Community Pride	Clean up area, physical appearance
Community Pride	Come together; be united; Come together as one; join together with a common mind-set and conquer the many faults in the community; make a change; We need to continue to work as a team
Community Pride	Communication
Community Pride	Conversation. Focus groups. Utilize studies and plans that exist now. Create excitement in making our city better. Encourage developers.
Community Pride	Create more community events (fundraisers, cook outs, etc)
Community Pride	Develop community asset list/contacts to increase neighborhood capacity
Community Pride	Equality.
Community Pride	Gateway beautification
Community Pride	Go down to the News station and ask them to broadcast the changes to community would like to see
Community Pride	Have different marches around town about the things we want done
Community Pride	Having fundraisers; more fundraisers; community fundraisers; Donate
Community Pride	Join together and have an event to achieve these goals or sign a petition
Community Pride	Manage perception, sell area on advantages - land, low congestion
Community Pride	More community events
Community Pride	More participation
Community Pride	Mutual friendships should be used as leverage to build up community
Community Pride	neighborhood beautification initiatives
Community Pride	Neighborhood visibility, community engagement
Community Pride	Pay more attention to East GSO
Community Pride	Positive attitude
Community Pride	Private businesses respect for residents
Community Pride	Refurbish landscape
Community Pride	Save World War Memorial Stadium
Community Pride	Stop being lazy and get our life together

Key Theme	Strategies/Priorities
Community Pride	Take credit for existing efforts and plans
Community Pride	Take responsibility to help the unfortunate
Community Pride	Tell our story, what's right, what's good; PR campaign
Community Pride	Turn Up
Community Pride	Work together to achieve goals
Economic Opportunity	Angel fund for start ups
Economic Opportunity	Ask the state to build more jobs instead of roads
Economic Opportunity	Assemble key players in development.
Economic Opportunity	Attract a Harris Tetter or similar grocery store
Economic Opportunity	Attract businesses for jobs
Economic Opportunity	Attract private entities for financial funding
Economic Opportunity	Bring better housing and create better neighborhoods that will bring new people and different faces
Economic Opportunity	Build on new developments at Lee and Florida
Economic Opportunity	Business façade upfit and farming program
Economic Opportunity	Business mentor programs - role model, pay it forward
Economic Opportunity	City government jobs
Economic Opportunity	City grants could focus on community assets
Economic Opportunity	Create geographic zones for focus
Economic Opportunity	Create more retail opportunities
Economic Opportunity	Create more stores close-by
Economic Opportunity	Designate redevelopment areas for industrial redevelopment
Economic Opportunity	Determine what is in city's tool box for redevelopment
Economic Opportunity	Develop and implement plan for key areas of redevelopment
Economic Opportunity	Develop funding resources from CDFI, CDC and CDE
Economic Opportunity	Economic development focus from leadership within the city.
Economic Opportunity	Enhance health services: JV = Cone-City-County-University-Business
Economic Opportunity	Enhance job creation. Market East GSO opportunities. Specific development site with economic incentives.
Economic Opportunity	Establish a retention program through EDBS
Economic Opportunity	Establish job skill training guild with master-apprentice structure
Economic Opportunity	Establish micro-credit lending institution
Economic Opportunity	Finish beltline.
Economic Opportunity	Focus on activity centers - nano tech; Reedy Fork; Rock Creek
Economic Opportunity	Get pad ready sites with water/sewer, roads, traffic lights, grading, ready and centrally marketed.
Economic Opportunity	Govt Support of incubator businesses Business incubator created by taking advantage of educated youth, cheap real estate and much needed reduced government obstacles
Economic Opportunity	Hire more employees (ex. Street sweepers)
Economic Opportunity	Identify activity centers for densification and infill
Economic Opportunity	Identify and promote underutilized industrial property

Key Theme	Strategies/Priorities
Economic Opportunity	Incentive programs that will draw desirable commercial development.
Economic Opportunity	Infrastructure for more economic development.
Economic Opportunity	Infrastructure to attract development of business and jobs
Economic Opportunity	Internal small business focused ED Strategy
Economic Opportunity	Joint ventures for job training at universities
Economic Opportunity	Land banking
Economic Opportunity	Large Industrial Manufacturers
Economic Opportunity	Leverage GTCC/Job Link in a more direct way
Economic Opportunity	Loans for opportunities to rebuild abandoned places
Economic Opportunity	Mentorship for business interests
Economic Opportunity	More jobs for criminals
Economic Opportunity	More quality child care; affordable
Economic Opportunity	PARKing Fair
Economic Opportunity	Promote existing and developing programs
Economic Opportunity	Provide better jobs which pay more
Economic Opportunity	Put more effort into jobs
Economic Opportunity	Recruit retail to east Greensboro
Economic Opportunity	Site preparation for small business development
Economic Opportunity	Start Garden: idea slams, crowd funding
Economic Opportunity	Step up licensing and spin off companies from JSNN, NC A&T
Economic Opportunity	Stronger education system
Economic Opportunity	Suitability analysis for industrial land
Economic Opportunity	Target viable retailers (ones that have gone in comparable areas) and have discussions. Attend the ICSC Atlantic Conference in October.
Economic Opportunity	Tie ideas to maker spaces (you dream, we build)
Economic Opportunity	Work with new State Econ Dev agency to recruit new businesses
Economic Opportunity	Work with United House of Prayer to develop the post office site
Education	1. Establish and apply policies across the entire school system 2. Begin with training session for stakeholders.
Education	Analyze school performance data and collaborate with GCS to improve
Education	Better or good education
Education	Education -- Skill building
Education	Inform teens about the importance of education
Education	More graduates, have more classes afterschool
Education	Partner with community groups to tackle the education divide
Education	Percent of proceeds from certain events go to underprivileged schools/school beautification
Education	Work with Universities to establish entrepreneurship programs
Quality of Life	\$1000 grants: Small things with big results
Quality of Life	Adding more street lights to dark streets; add more street lights
Quality of Life	Address food desert

Key Theme	Strategies/Priorities
Quality of Life	Analyze code compliance cases for the most common issues and violators; identify and prioritize hot spots
Quality of Life	Be more safer
Quality of Life	Beautify the eastside
Quality of Life	Better improvement on parks; build more parks
Quality of Life	Block parties
Quality of Life	Build more homeless shelters
Quality of Life	Clean environment
Quality of Life	Clean up area, land, parks, better roads
Quality of Life	Complete Summit Ave Corridor project
Quality of Life	Corridor Study, identify nodes and opportunities for village centers
Quality of Life	Create a community budget to better develop East GSO physically into an appealing place
Quality of Life	Create overlays
Quality of Life	Design Guidelines
Quality of Life	Establish more youth-based programs at rec centers and schools
Quality of Life	Explore funding sources for streetscaping major corridors
Quality of Life	Façade improvement program
Quality of Life	Fire hydrant painting program, start on major corridors
Quality of Life	Focus on fixing damaged buildings to make Greensboro look better
Quality of Life	For safer roads, more drivers education classes
Quality of Life	gateway, guide signs
Quality of Life	Get more money and become united so everyone can work together
Quality of Life	Go and speak to the district representative to change the way the community is run
Quality of Life	Good Repair: Paint the Porch grants
Quality of Life	Govt & Community Involvement
Quality of Life	Have community meetings
Quality of Life	Have more police aware
Quality of Life	Housing & Food: What is important?
Quality of Life	Improve playgrounds
Quality of Life	Improve roads by free labor
Quality of Life	Involve more teens and kids in after school activities, it would add more leverage to the community by keeping kids off the streets
Quality of Life	Landscape the public realm at a high level
Quality of Life	LED and solar lighting
Quality of Life	Less stereotyping
Quality of Life	More money so more rec centers can be made
Quality of Life	More security in community homes
Quality of Life	More security, better security
Quality of Life	more sidewalks
Quality of Life	More street sweepers



Key Theme	Strategies/Priorities
Quality of Life	Need a holistic problem solving approach
Quality of Life	Prosecute those conducting illegal activities in the area
Quality of Life	Rec center maintenance, upfits, wifi
Quality of Life	Recommend standards for development
Quality of Life	Recreation center for Hope Valley community.
Quality of Life	Recycle so that there can be less things wasted
Quality of Life	Replace canopy on stadium
Quality of Life	Road diets, add bike lanes
Quality of Life	Save our democracy
Quality of Life	sidewalks add and prioritize repair
Quality of Life	Take a better blocks approach - try things, see what might work
Quality of Life	talk to construction workers about horrible streets
Quality of Life	Tax vacant and blighted property at a higher level
Quality of Life	Use targeted approach (vs. spreading too thin to have impact)
Quality of Life	We can encourage more road clean up projects
Quality of Life	We need to focus on our community and fix our society
Quality of Life	We should try to make sure parks have curfews

## 2008 Affordable Housing Bonds Background

The entire \$1,000,000 in authorized bond funds was included in the 2014 Bond Issuance and is available. A detailed description of allocations is provided below.

### **Foreclosure Prevention - \$250,000**

Our current contract for homebuyer education is expiring in March. We are projecting \$50,000 per year for 5 years to go towards homebuyer education and foreclosure counseling activities starting this fiscal year.

### **Down payment Assistance - \$250,000**

The focus of these funds is to serve clients who may not be able to access other funding sources for down payment assistance. The recently completed Assessment of Fair Housing recommended that we explore an “urban re-settlement program” to provide younger or higher income buyers with assistance to purchase in our urban infill areas. It also recommended that we increase individual down payment amounts to allow borrowers to purchase in higher opportunity areas. These borrowers would likely be ineligible for HOME program funds. We anticipate moving forward with these programs following City Council approval of the Assessment of Fair Housing (Feb 17). We anticipate a 3-4 year spend out.

### **Multi-family Energy Efficiency Revolving Fund - \$500,000**

\$335,000 of this fund is currently loaned to LSA Ashley Creek LLC. This loan is due to be paid back when they secure permanent financing. Payback is anticipated for either FY 15 or FY16. These were intended to be revolving funds, so there is no anticipated spend out date. Our goal is to keep them revolving.

## County Water & Sewer Funding Allocation Background

The list of projects as part of the City and County Water & Sewer Termination agreement, which was adopted by City Council on August 8, 2012, included the following:

- Koury Project,
- GTCC,
- Forest Oaks Estates,
- Lynwood Lakes,
- Stewart Mill, Rock Creek,
- Young's Mill, and
- Reimbursement of the Water & Sewer Operating Fund for Year 1 Extensions.

Funding from the Trust Fund previously held by the County, County 2/3 Bonds, and City funding commitments totaled \$35,849,780. Those projects already under construction total \$21,340,391. The three remaining projects, the Stewart Mill Lift Station and Force Main, Rock Creek Lift Station and Force Main, and Young's Mill Gravity Line, are currently under design with contracts totaling \$4,801,947. The current construction estimate for these projects is \$26,191,824. The Young's Mill project is the largest and last to be constructed of these projects, and from the earliest agreements it was understood that the County funding would not cover the full cost of this project, but it is still a necessity as the current infrastructure is near capacity and cannot manage future development in its current condition.

In summary, the funding previously held by the County in a Trust Fund has been either committed, encumbered, or is currently under design, and construction contracts are expected to come to City Council for award this calendar year.

## Fair Housing Analysis and Analysis of Impediments – Relevant Findings

The recently completed Assessment of Fair Housing and Analysis of Impediments identified three fair housing priorities for the City of Greensboro:

- 1) Expanded public transportation to provide low income area residents and members of the protected classes with access to higher opportunity areas and community assets,
- 2) Greater affordable and accessible housing opportunities, both rental and sales units, in higher opportunity areas, and
- 3) Sustainable employment opportunities within, or in closer proximity to, the identified low income areas.

Higher opportunity areas are defined as having better access to jobs, amenities, good schools and retail services. The federal HOME program reinforces these fair housing priorities by prohibiting new housing construction in areas that have high concentrations of minorities or low income populations through the federal Site and Neighborhood Standards requirements. HOME-funded new construction may be allowable in defined redevelopment areas. The Site and Neighborhood Standards are not triggered for housing rehabilitation activities which can be carried out anywhere. See map excerpted from the Piedmont Triad Regional Analysis of Impediments and Assessment of Fair Housing.

