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Case Number 14-18A

Testimony of Pamela M. Lyons

My name is Pamela M. Lyons. I am Senior Vice President, Community Impact Strategies at Community Preservation and Development Corporation (CPDC). For over 25 years, CPDC has served Washington, D.C., Maryland and Virginia as a leading not-for-profit real estate developer through the acquisition, redevelopment, construction and operation of award-winning affordable communities.

With nearly 10,000 residents in over 5,000 affordable apartment homes, CPDC is committed to the long-term success of both our portfolio and our residents. We deliver innovative Community Impact Strategies designed to help individuals and entire neighborhoods grow and thrive. CPDC is a community developer.

CPDC was contracted by Mid-City Financial Corporation in September 2016 to conduct a survey of the residents of Brookland Manor to understand their individual and community interests and needs and to establish an understanding of potential new amenities available in the redeveloping community. In addition, and perhaps most important, CPDC is introducing its model resident engagement initiative, Network Building, to the residents of Brookland Manor. Network building provides an opportunity to build humanizing one-on-one relationships between all community members – unknown neighbors who live on the same floor, building, or complex, as well as residents, property management, and maintenance staff. We believe that working toward the goal of community improvement creates opportunities to utilize the collective treasure chest of ability to reach goals and outcomes benefitting all community stakeholders.

We have hosted two Network Nights and attendance grew from 10 for the first Network Night to more than 60 for the second Network Night. This effort began with door knocking at all of the apartments

and introductions to the residents, and an invitation to the first Network Night. In addition to door knocking, property management distributed flyers and promoted the surveys and Network Night through the leasing office and through the on-campus service provider, in order to reach a maximum number of residents. At the second Network Night, residents were actively engaged in a discussion with the owners, architect, and staff regarding the proposed redevelopment. They were eager to express both their interests and concerns and received answers to questions raised, both individually and as a group. The next Network Night is scheduled for March 2017.

The survey has concluded and we are compiling the data which will be available in March. We have received feedback from a total of 216 residents (40 percent). CPDC utilizes the Efforts-to-Outcome Database software. It is customized software that captures data generated by the survey. This system provides real-time, historic and aggregated reports and management tools to drive decision making.

It is our hope that our work will aid Mid-City Financial Corporation in reaching their redevelopment goals of:

- “Creating a safe and inviting mixed-use, mixed-income-age community,
- Providing retail options along Rhode Island Avenue and Montana Avenue that support the Brentwood, Brookland and Woodbridge communities’,
- Creating a reconfigured street system and community green that connects and integrates the new Brentwood Village with the existing strong residential and neighborhood fabric,
- Respecting the history of affordable housing options at the property by maintaining housing for both subsidized and workforce housing residents, and
- Ensuring that the residents of the Brookland Manor Apartments, Brentwood, Brookland, and Woodridge are included in the redevelopment process and help to shape the renewed community.”

CPDC supports the redevelopment of communities, such as Brookland Manor, in need of revitalization. It is consistent with our strategic goal of including new multi-family and commercial properties, which create viable mixed-income and mixed-use communities. We believe that these efforts offer the best opportunities for positive change and growth.