

MACDC Responds to COVID-19

**Critical Services to Massachusetts CDCs
Since Onset of the COVID-19 Pandemic**

Report on Activities

Our world has dramatically changed over the past few months. All of us, even if we're just staying at home, are addressing the COVID-19 pandemic. And all of us are striving to adjust to the "new normal".

For MACDC, this means we haven't changed our mission or vision, but we have responded to the crisis by increasing the work we do to help ensure that our members have the resources to respond to the needs in each city and town in which they work.

We wanted to highlight our activities since mid-March. As the pandemic continues, we will continue to update and modify our activities in response to the needs of our members and the communities they serve.

Mission and Strategic Plan Core Priorities

“MACDC is a membership organization that seeks to build and sustain a high performing and adaptive community development sector that is supported by private and public investment and sound public policies. We advance racial and economic equity by creating healthy communities where everyone lives in housing they can afford, benefits from economic opportunities and can fully participate in the civic life of their community.”

MACDC’s 2019-2023 Strategic Plan is built on five core priorities:

1. Build the power and voice of lower-income people and people of color to shape the future of their communities and their own lives;
2. Expand affordable housing in places where low- and moderate-income people can thrive;
3. Reduce income and wealth inequality across the state;
4. Drive the convergence of community development and community health;
5. Promote racial equity within the field and the Commonwealth.

Our work through four major program areas:

- **Member Services** – providing technical assistance, peer learning, and other supports to members;
- **Advocacy and System Reform** – Leveraging our collective power to fight for policies and system reforms that help our members achieve their work locally and help expand economic opportunity and racial justice throughout our Commonwealth;
- **Mel King Institute for Community Building** – Offering high quality training and support to professional community developers, board members, community leaders and everyone else involved in our field;
- **Research and Innovation** – Conducting research about and for our field while promoting/supporting innovation in the field

Member Services

Ramped up our peer learning network by holding more frequent meetings and adding new groups on specific topics such as the question of CDC reopening

As of May 31, we have held 43 peer group meetings since July 1, 2019 with 1,179 participants

Started holding regular All-Member Meetings every couple of weeks.

Virtually every CDC has participated in at least some of these activities

Conducted a round of outreach calls to all members and provided technical assistance and referrals to at least half of our members

Public Policy

Released Federal and State Policy Recommendations

Organized 79 groups to sign joint letter to Governor and Legislature on Small Business Relief and Recovery

Organized 60 groups to sign a joint letter to MA Congressional Delegation re: Small Business Support

Participated in several meetings with Congressional Committees and leaders with New England Housing Network

Organized first ever virtual lobby day on Tuesday, April 28

Organized weekly Small Business Network meetings with 50-90 participants weekly; Met with EOHED Secretary Michael Kennealy

Presented to Governor's Reopening Advisory Committee on Sunday, May 3

Met with DHCD Undersecretary, Jennifer Maddox; MassHousing Executive Director, Chrystal Kornegay; MHP Executive Director, Clark Ziegler; and CEDAC President and CEO, Roger Herzog, to discuss state support for CDC portfolios and construction projects.

Playing leadership role in MPHA Health Equity Task Force

Mel King Institute

Moved all classes on-line and continued to see strong participation – in some cases higher enrollment

Hosted Stand Against Racism Event on Friday, May 8th

Began recruitment for Community Development Mentoring Program

Public Housing program conducted extensive outreach to tenant leaders

Extensive work planning the virtual Mel King Institute Breakfast; secured Dr. Atyia Martin, CEO of and Founder of All Aces, Inc to be keynote speaker; conducted sponsor outreach with most sponsors renewing (so far)

Research and Communications

Completed GOALs Survey

Launched COVID-19 Resources and Reopening pages on website

Increased frequency of our Member Bulletin to facilitate more information exchange among members

Continued to publish the MACDC Notebook to highlight the work of our members

Published the first-ever joint MACDC/LISC Newsletter focused entirely on the good work of CDCs. #cdcswork

Created Information Flow Team to monitor COVID-19 Resources, update our website and drive information to our members

MACDC President Joe Kriesberg was quoted in 8 news articles, and co-authored an op-ed in Commonwealth Magazine

Extensive use of Social Media to promote CDCs

Launched the MA Small Biz Reopening Guide, a resource website for small businesses and technical assistance providers.