
City of Conway 2024 Consolidated Annual Performance Evaluation Review



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Director: Shawanna Rodgers



Government Officials

Mayor Bart Castleberry

Ward 1, Position 1	Alderman Andy Hawkins
Ward 1, Position 2	Alderman David Grimes
Ward 2, Position 1	Alderman Drew Spurgers
Ward 2, Position 2	Alderwoman Shelley Mehl
Ward 3, Position 1	Alderman Mark Ledbetter
Ward 3, Position 2	Alderman Spencer Hawks
Ward 4, Position 1	Alderman Theodore Jones, Jr.
Ward 4, Position 2	Alderwoman Shelia Isby

CR-05 - Goals and Outcomes

Progress the jurisdiction has made in carrying out its strategic plan and its action plan. 91.520(a)

This could be an overview that includes major initiatives and highlights that were proposed and executed throughout the program year.

The Program Year 2024 was year four of the City of Conway's 5-year Consolidated Plan. Throughout 2024, the City of Conway's main initiatives and focus were to continue the improvement of community facilities and public services. In PY 2024, the city's Overnight Emergency Shelter was in it's first year of operations after the completion of renovations in December of 2023. The Overnight Emergency Shelter is the first of its kind in the City of Conway and is drastically benefiting our homeless population. In remodeling the Shelter, we received CARES Act funding that was geared toward this project, multiple Program Year funding, and we were able to leverage some city funding to help bring this project to fruition. We will continue to focus our efforts on the homeless community and our Overnight Emergency Shelter and ways to enhance and improve for the growing needs within our community.

The city also continued our Public Service assistance with transportation. Transportation services efforts for the mentally and developmentally disabled, homeless, senior citizens, and after-school programs for children.

Comparison of the proposed versus actual outcomes for each outcome measure submitted with the consolidated plan and explain, if applicable, why progress was not made toward meeting goals and objectives. 91.520(g)

Categories, priority levels, funding sources and amounts, outcomes/objectives, goal outcome indicators, units of measure, targets, actual outcomes/outputs, and percentage completed for each of the grantee's program year goals.

Goal	Category	Source / Amount	Indicator	Unit of Measure	Expected – Strategic Plan	Actual – Strategic Plan	Percent Complete	Expected – Program Year	Actual – Program Year	Percent Complete
Administration	Administration	CDBG: \$	Other	Other	0	0		2	0	0.00%

Community Facilities	Homeless Non-Homeless Special Needs Non-Housing Community Development	CDBG: \$	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit	Persons Assisted	80	0	0.00%			
Public Services	Homeless Non-Homeless Special Needs Non-Housing Community Development	CDBG: \$	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit	Persons Assisted	0	0				
Public Services	Homeless Non-Homeless Special Needs Non-Housing Community Development	CDBG: \$	Public service activities other than Low/Moderate Income Housing Benefit	Persons Assisted	0	2096		0	829	
Public Services	Homeless Non-Homeless Special Needs Non-Housing Community Development	CDBG: \$	Other	Other	500	0	0.00%			

Table 1 - Accomplishments – Program Year & Strategic Plan to Date

Assess how the jurisdiction's use of funds, particularly CDBG, addresses the priorities and specific objectives identified in the plan, giving special attention to the highest priority activities identified.

Federal CDBG funds were dedicated in the City of Conway to solve identified community challenges and meet priority needs. 2024 projects were selected to address needs and objectives in the 2021-2025 Consolidated Plan and 2024 Annual Action Plan:

1. Repair and maintain streets and sidewalks
2. Enhance the capacity of the City's drainage and stormwater runoff systems
3. Increase the supply of affordable, suitable housing
4. Provision of additional community facilities and public services
5. Economic Development

Approximately 65% of the 2024 funding was dedicated to Conway Revitalization for Airport Park within the City of Conway. The city will continue to assess each year the use of public service funds. We completed the Overnight Emergency Shelter, Spruce Street Cottage development by Summerwood Inc., and continue to seek opportunities to increase public services, and are looking to start rehab in the upcoming program year.

CR-10 - Racial and Ethnic composition of families assisted

Describe the families assisted (including the racial and ethnic status of families assisted).

91.520(a)

	CDBG
White	500
Black or African American	321
Asian	5
American Indian or American Native	10
Native Hawaiian or Other Pacific Islander	0
Total	836
Hispanic	21
Not Hispanic	815

Table 2 – Table of assistance to racial and ethnic populations by source of funds

Narrative

CDBG outreach includes residents, housing providers, non-profit organizations, organizations serving the homeless, veterans, families, youth, special needs residents, private and public agencies, community leaders, business leaders, and organizations potentially discharging residents into homelessness.

Special emphasis is placed on efforts to reach low- to moderate-income households in target areas. The City of Conway facilitates collaborative efforts through meetings, presentations, neighborhoods, consultations, committee and community meetings, the Analysis of Impediments, and Continuum of Care meetings.

CR-15 - Resources and Investments 91.520(a)

Identify the resources made available

Source of Funds	Source	Resources Made Available	Amount Expended During Program Year
CDBG	public - federal	477,563	148,105

Table 3 - Resources Made Available

Narrative

Identify the geographic distribution and location of investments

Target Area	Planned Percentage of Allocation	Actual Percentage of Allocation	Narrative Description
City-wide			Used for public services of LMI and limited clientele residents
LMI Census tracts	80		

Table 4 – Identify the geographic distribution and location of investments

Narrative

80% of CDBG funding was used towards funding Public Services and Community Facility Renovation.

Leveraging

Explain how federal funds leveraged additional resources (private, state and local funds), including a description of how matching requirements were satisfied, as well as how any publicly owned land or property located within the jurisdiction that were used to address the needs identified in the plan.

The City of Conway's CDBG amount of funding received makes it challenging to leverage funding at times. However, in funding the renovations for the Overnight Emergency Shelter, which is in a low-income area, CDBG was able to leverage funding with the City of Conway departments to complete the renovations. CDBG continues to leverage its funding with nonprofits that provide transportation services for the mentally ill, disabled children and adults, and low-income children. The city will continue to make every effort to spend our dollars wisely.

CR-20 - Affordable Housing 91.520(b)

Evaluation of the jurisdiction's progress in providing affordable housing, including the number and types of families served, the number of extremely low-income, low-income, moderate-income, and middle-income persons served.

	One-Year Goal	Actual
Number of Homeless households to be provided affordable housing units	0	0
Number of Non-Homeless households to be provided affordable housing units	12	12
Number of Special-Needs households to be provided affordable housing units	0	0
Total	12	12

Table 5 – Number of Households

	One-Year Goal	Actual
Number of households supported through Rental Assistance	0	0
Number of households supported through The Production of New Units	12	12
Number of households supported through Rehab of Existing Units	0	0
Number of households supported through Acquisition of Existing Units	0	0
Total	12	12

Table 6 – Number of Households Supported

Discuss the difference between goals and outcomes and problems encountered in meeting these goals.

The City continues to strive for ways to add to our affordable housing needs. In 2024, the Annual Action Plan listed that the City of Conway will continue to focus on Housing Rehabilitation. The housing rehabilitation has begun with the gathering of vital background information, and the program will begin in Program Year 2025.

Due to limited public transit, transportation remains a priority for the City of Conway's use of CDBG funding.

Discuss how these outcomes will impact future annual action plans.

With the Overnight Emergency Shelter now complete, In the future, we will refocus our funding into Housing Rehabilitation, projects we can leverage with City Departments, economic development, ways to help preserve the current housing stock, assistance for the homeless, and continue to look at ways to assist in affordable housing.

Include the number of extremely low-income, low-income, and moderate-income persons served by each activity where information on income by family size is required to determine the eligibility of the activity.

Number of Households Served	CDBG Actual	HOME Actual
Extremely Low-income	311	0
Low-income	446	0
Moderate-income	38	0
Total	795	0

Table 7 – Number of Households Served

Narrative Information

CR-25 - Homeless and Other Special Needs 91.220(d, e); 91.320(d, e); 91.520(c)

Evaluate the jurisdiction's progress in meeting its specific objectives for reducing and ending homelessness through:

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The City of Conway's CDBG Program is actively involved in the Toad Suck Coalition Continuum of Care. Conway is located in Faulkner County, Arkansas. The area was formerly paired with Conway and Perry Counties to form the Toad Suck Continuum of Care. When the state consolidated continuums between 2010 and now, Toad Suck became part of the larger Balance of State Continuum. The Balance of State Continuum members include Faulkner, Perry, and Conway County non-profit entities, who still meet monthly to address various social needs such as affordable housing, homelessness, and special needs populations. The Toad Suck Coalition meets monthly as well. These meetings are very beneficial, and the various agencies that are involved in both the Toad Suck Coalition and the Balance of State continuum all serve the different needs that vary in the homeless community. The CDBG Director and CDBG Project Manager participate in the Toad Such Continuum of Care and the Balance of State meetings monthly to stay aware of current needs within our community.

Addressing the emergency shelter and transitional housing needs of homeless persons

Conway is very fortunate to have four organizations in the city that provide supportive housing for all of Faulkner County. Bethlehem House was once a true transitional housing shelter that provided for the needs of the homeless in Conway, they still provide for those in need and homeless however due to funding cuts, they now offer assistance through a program-based approach. The Rise House is Conway's only women's shelter that provides supportive housing to women and children who are in abusive environments. The City of Hope Outreach supports two LMI mobile home parks and provides emergency shelter for two singles at a time, and is also building tiny homes for veterans. The Ministry Center also provides services for the homeless population and assists individuals directly impacted by homelessness and low incomes. In addition to these housing agencies, the Community Action Program of Central Arkansas assists the homeless through Project Homeless Connect, utility assistance, and day-to-day assistance with the Conway Emergency Shelter.

A yearly point-in-time count is completed for all the facilities to keep up with the number of homeless being served in the three county areas. In 2019, CDBG purchased a vacant building and a neighboring home. Since the purchase of this building, it has been renovated and completed in December of 2023, bringing the City's first Overnight Emergency Shelter online. We used the additional allocation that we received from the CARES Act funding to fund expenses related to the Overnight Emergency Shelter.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: likely to become homeless after

being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); and, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs

The City of Conway, at this current time, is not an agency that can fully address the needs. However, the city does provide support and CDBG funding to assist agencies in helping make the transition to permanent housing and independent living much easier and to prevent these individuals and families from becoming homeless again.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The city is still planning future collaborations with other local businesses to participate in the "work local" program. We believe that creating these opportunities will allow those who are struggling with having consistent housing to transition to more permanent housing and prevent them from becoming homeless again. In addition to employment opportunities.

CR-30 - Public Housing 91.220(h); 91.320(j)

Actions taken to address the needs of public housing

Conway Housing Authority provides 92 units of low-income public housing for families, the elderly, and persons with disabilities. 300 families receive assistance with rent through the Section 8 Rental Assistance Program, where a family finds a dwelling unit that meets local and federal guidelines. There are 112 apartments available for elderly persons 62 years of age and older or disabled. There is a waiting list for these programs. Eligibility: low-income family, elderly or disabled. Verification is required for eligibility. In 2020 the city also completed an Analysis of Impediments to identify areas of need in housing.

Actions taken to encourage public housing residents to become more involved in management and participate in homeownership

The city has worked with a private developer to build 12 cottage homes. All 12 homes have been constructed and are occupied. Seven of the twelve owner-occupied homeowners were eligible for the homebuyer subsidy program offered by the city through CDBG. The homeownership subsidies program allowed seven of the twelve buyers to receive assistance for fees and the down payments associated with purchasing a home. The income eligibility was based on the latest HUD income limits for low to moderate-income persons based on family size.

Actions taken to provide assistance to troubled PHAs

Conway Housing Authority is not designated as troubled.

CR-35 - Other Actions 91.220(j)-(k); 91.320(i)-(j)

Actions taken to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment. 91.220 (j); 91.320 (i)

The City of Conway is committed to establishing and maintaining facilitative relationships with organizations and institutions that are service providers in an attempt to lessen the gaps in the institutional structure. Non-profit, private, and public entities are encouraged to provide housing opportunities. The City of Conway will continue to engage in and support collaborative efforts combining local government, non-profit organizations, and private sector enterprises and resources to low- and moderate-income residents. The City will preserve and protect existing housing units to stabilize neighborhoods and enhance property values.

The City of Conway Housing Authority has an excellent relationship with the Mayor, the CDBG Director, and the City Council. The City of Conway City Council approves all Conway Housing Authority Commissioners, and the City assists the Housing Authority in every way possible. Over the past 10 years, the city has targeted the Pine Street Neighborhood for redevelopment. This historical African-American neighborhood sits in the heart of the city near downtown. Pine Street's demographics show a high percentage of rental homes, and a population with higher poverty rates than the rest of the city. The housing stock within the neighborhood is also smaller and older than the areas nearby it.

In 2019, the city partnered with a private developer to complete Old Conway Village. The developers received a low-income housing tax credit which allowed renters to buy their home after 15 years. In doing this in other cities, they reported that they have observed that tenants tend to take better care of their homes and treat them as though they are already homeowners. This leads to better quality renters, increasing the quality of the neighborhood and, in turn eliminating the negative effects that can come with affordable housing.

Actions taken to address obstacles to meeting underserved needs. 91.220(k); 91.320(j)

All funding went to serve low to moderate-income individuals. Public Services, namely transportation, also constitute a significant portion of spending for 2024.

The city also understands that transportation is more of an obligation to low to moderate-income citizens than other services and fulfills these needs first. The subgrantees providing transportation with CDBG funding cater to abused women and children, disabled adults, and low to moderate-income children for after-school care. The purchase and completion of the Overnight Emergency Shelter allowed the city to shift its focus to the homeless population, a severely underserved population and provide a need through the Conway Emergency Shelter.

This shelter allows those who are homeless to receive safe shelter, case management, and eventually transition back into a stable lifestyle.

Actions taken to reduce lead-based paint hazards. 91.220(k); 91.320(j)

CAPCA housing staff have all been certified on lead paint rules. Through CAPCA, our strategy for addressing:

lead-based paint in home rehabilitation includes:

- Education of Household members
- Incorporation of lead-based paint regulations in contracts
- No lead-based paint to be used in new construction or rehab.
- All structures built before 1978 are assumed to involve lead-based paint.
- All surfaces are required to be covered with materials such as hardboard, plywood, drywall, or plaster before any repair or repainting.

Actions taken to reduce the number of poverty-level families. 91.220(k); 91.320(j)

Economic development and expanding opportunity throughout the community are clear priorities for the City of Conway. The city utilized the city Strategic Plan that was created for 2021 and the Chamber of Commerce's 2035 Strategic Plan. Both plans include strategies that build on the city's economic infrastructure and promote job growth and vitality throughout the community.

Actions taken to develop institutional structure. 91.220(k); 91.320(j)

The City of Conway is committed to establishing and maintaining facilitative relationships with organizations and institutions that are service providers in an attempt to lessen the gaps in the institutional structure. Non-profit, private, and public entities are encouraged to provide housing opportunities.

Actions taken to enhance coordination between public and private housing and social service agencies. 91.220(k); 91.320(j)

Old Conway Village was completed in the summer of 2019. It was well received by the Conway community, and the homes have remained full since the opening. In addition to Old Conway Village, Summerwood Inc. was completed in 2024 with the development of 12 cottage homes on Spruce Street in the Pine Street Neighborhood. All twelve homes are complete and owner-occupied. Seven buyers qualified for the down payment assistance program. The final home is currently occupied.

The city has partnered with private developers with experience in developing other private areas in neighboring cities and using Low-income housing tax credits. Although the homes are not considered

public housing, the homes include subsidies that will assist in reducing the cost and making them more affordable, and the renter will have the opportunity to purchase the home at a lower expense after fifteen years. Both private developers developed housing and units that are affordable and reach our low to moderate-income population.

Identify actions taken to overcome the effects of any impediments identified in the jurisdictions analysis of impediments to fair housing choice. 91.520(a)

One of the impediments identified in the analysis of impediments to fair housing is the disproportionately high home purchase loan denial rates that exist for racial and ethnic minorities. With one of our focuses being on the Pine Street Revitalization--an area that is predominantly African American, the city is building homes in that area that are affordable and have a path to homeownership.

With this path, low to moderate-income renters in that area will be able to eventually own their homes without being denied loans, ideally decreasing the amount of racial and ethnic minorities that are denied loans.

CR-40 - Monitoring 91.220 and 91.230

Describe the standards and procedures used to monitor activities carried out in furtherance of the plan and used to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

The Grantee takes an active role in all non-public service projects, performing onsite visits throughout execution. If the Grantee does not directly oversee the project, onsite monitoring is conducted at least once per year. The CDBG Director and the CDBG Project Coordinator complete site visits and take photos of developments. While the townhomes were being constructed, weekly site visits and communication with the developers were a high priority. The same process was followed for the cottage homes and the Overnight Emergency Shelter renovations. All subrecipients are required to enter into an agreement with the city that states all expectations and guidelines of the grant funding. Subrecipients attend a post-award meeting after notice of funding to review said agreement and answer any questions. Monitoring reviews of the subrecipient are also completed each fiscal year. This allows the CDBG Director to directly assess the implementation of the grant and ensure that HUD income requirements are being met. The CDBG Director also attends agency board meetings as an additional observation measure. Transportation is a major need in Conway, as identified by several studies, including a health care assessment by Conway Regional Medical Center and a needs assessment by the United Way of Central Arkansas. The Conway City Council expressed an interest in providing transportation as a priority. In working with Rock Region Metro, the City was able to provide transit service; however, the need for transportation still remains elevated. Transportation programs funded by Conway CDBG benefit abused women and children, developmentally disabled adults, seniors, and after-school programs.

Transportation programs dramatically affect our community in that at-risk populations are provided a better quality of life through CDBG-funded programs. High-risk children now have tutoring, mentorship, and after-school sports activities rather than being home alone. Senior Citizens are able to remain in their homes for years with an enhanced quality of life rather than relying on assisted living or a nursing facility. Disabled adults are able to find and maintain employment. Subrecipients are given an estimate of when funding will be available during pre-application training. All subrecipients are made aware that funding will only be reimbursed for money spent after signing the contract agreements. The city will continue improving the monitoring process and keep documentation of correspondence with subrecipients and monitoring details.

Citizen Participation Plan 91.105(d); 91.115(d)

Describe the efforts to provide citizens with reasonable notice and an opportunity to comment on performance reports.

The CAPER planning document for 2024 was posted online at Community Development | City of Conway, Arkansas (conwayarkansas.gov). The Consolidated Annual Performance Evaluation Report notice was published in the local newspaper on Saturday day, August 2, 2025.

There was also a 15-day comment period prior to the submission of the CAPER, allowing citizens the opportunity to voice any questions or concerns that they have about the 2024 CAPER. This information was submitted to the local newspaper and on the City's website. The comment period was open from August 2, 2024, - August 20, 2025

CR-45 - CDBG 91.520(c)

Specify the nature of, and reasons for, any changes in the jurisdiction's program objectives and indications of how the jurisdiction would change its programs as a result of its experiences.

The City of Conway CDBG program did not modify program objectives for PY 2024. The goal of Housing Rehabilitation is still an objective and will continue through the upcoming program year.

Does this Jurisdiction have any open Brownfields Economic Development Initiative (BEDI) grants?

No

[BEDI grantees] Describe accomplishments and program outcomes during the last year.

CR-45 - CDBG 91.520(c)

Specify the nature of, and reasons for, any changes in the jurisdiction's program objectives and indications of how the jurisdiction would change its programs as a result of its experiences.

The City of Conway CDBG program did not modify program objectives for PY 2024. The goal of Housing Rehabilitation is still an objective and will continue through the upcoming program year.

Does this Jurisdiction have any open Brownfields Economic Development Initiative (BEDI) grants?

No

[BEDI grantees] Describe accomplishments and program outcomes during the last year.

CR-58 – Section 3

Identify the number of individuals assisted and the types of assistance provided

Total Labor Hours	CDBG	HOME	ESG	HOPWA	HTF
Total Number of Activities	0	0	0	0	0
Total Labor Hours	0				
Total Section 3 Worker Hours	0				
Total Targeted Section 3 Worker Hours	0				

Table 8 – Total Labor Hours

Qualitative Efforts - Number of Activities by Program	CDBG	HOME	ESG	HOPWA	HTF
Outreach efforts to generate job applicants who are Public Housing Targeted Workers	0				
Outreach efforts to generate job applicants who are Other Funding Targeted Workers.	0				
Direct, on-the job training (including apprenticeships).	0				
Indirect training such as arranging for, contracting for, or paying tuition for, off-site training.	0				
Technical assistance to help Section 3 workers compete for jobs (e.g., resume assistance, coaching).	0				
Outreach efforts to identify and secure bids from Section 3 business concerns.	0				
Technical assistance to help Section 3 business concerns understand and bid on contracts.	0				
Division of contracts into smaller jobs to facilitate participation by Section 3 business concerns.	0				
Provided or connected residents with assistance in seeking employment including: drafting resumes, preparing for interviews, finding job opportunities, connecting residents to job placement services.	0				
Held one or more job fairs.	0				
Provided or connected residents with supportive services that can provide direct services or referrals.	0				
Provided or connected residents with supportive services that provide one or more of the following: work readiness health screenings, interview clothing, uniforms, test fees, transportation.	0				
Assisted residents with finding child care.	0				
Assisted residents to apply for, or attend community college or a four year educational institution.	0				
Assisted residents to apply for, or attend vocational/technical training.	0				
Assisted residents to obtain financial literacy training and/or coaching.	0				
Bonding assistance, guaranties, or other efforts to support viable bids from Section 3 business concerns.	0				
Provided or connected residents with training on computer use or online technologies.	0				
Promoting the use of a business registry designed to create opportunities for disadvantaged and small businesses.	0				
Outreach, engagement, or referrals with the state one-stop system, as designed in Section 121(e)(2) of the Workforce Innovation and Opportunity Act.	0				

Other.	0			
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Table 9 – Qualitative Efforts - Number of Activities by Program

Narrative