

& Winston-Salem

Affordable Housing Development – Cycle 2

Neighborhood Services Director Shantell McClam

Review Agenda

- ➤ Introductions New Housing Development Director
- > Affordable Housing Development Cycle 2 Overview
- Evaluation Process Review
- Proposal/Developer Analysis
- > AHD Evaluation Team and AH Coalition Feedback & Recommendations
- Next Steps
- > 0 & A



Special Thanks!!!

Neighborhood Services/Housing Development Team:

Shantell McClam and John Quiros

Affordable Housing Development Evaluation Team:

Bill Brewer, Matthew Burczyk, Kelly Garvin, Shantell McClam, Dr. Shaleen Miller, John Quiros, Jakira Westbrook

Affordable Housing Coalition:

(Interim Chair) Cory Harvey, Joseph Crocker, Richard Daniels, Jon Lowder, David Myers, Ken Patridge, Raymond O'Pharrow, Noah Sibbett, Sylvia Squire, Frances Sullivan, Emily Thompson



AHD Cycle 2 Overview

- Affordable Housing Development application process opened June 23, 2025 closed at 5:00pm August 1, 2025
- Advertised: direct email (60+ developers), newspaper, website
- Total responsive proposals: 28 / 6 developers
- Proposal Types Varied:
 - ✓ Multi-family complexes for site control, including apartments and townhomes: 3 parcels 1 contested
 - ✓ Small Scale single-family homes: 20 city-owned parcels requested
 - ✓ Single-family home rehabilitation: 4 city-owned parcels w/structures



Evaluation Process Review

- Neighborhood Services/Housing Development Staff: preliminary review for responsiveness
- Affordable Housing Development Evaluation Team: Quantitative scoring utilizing below matrix
- Affordable Housing Coalition Qualitative review and comments
- City Council review and recommendations

Evaluation Criteria	Maximum Points
Development Quality	35
Leveraged Resources/ Financial Feasibility	30
Development and Management Team	25
M/WBE Participation	10
Additional Points: Supportive Services	10



Proposal Scores & Breakdown

Developer	Score	Rank
•	30016	Mank
Vecino Group	500	1
Prosperity Alliance	448	2
Affordable Housing Management	438	3
Moravian Church in America	357	4
Whole Man Ministeries	253	5
Bells Property Management	194	6



Project/Developer Name:		Vecino Gro	oup	
Evaluation Criteria	Weight	Grade	Total	
Development Quality	35.00	5.00	175.00	
Leveraged Resources/Financial Feasibility	30.00	5.00	150.00	
Development and Management Team	25.00	5.00	125.00	
Minority/Women Business Enterprise	10.00	0.00	0.00	*
Additional Points: Supportive Services	10.00	5.00	50.00	
Final Score	Max Score =	500 / Bonus 50	500.00	
*MWBE Commitment due next cycle				

Project/Developer Name:		Prosperity Alli	iance
Evaluation Criteria	Weight	Grade	Total
Development Quality	35.00	4.00	140.00
Leveraged Resources/Financial Feasibility	30.00	5.00	150.00
Development and Management Team	25.00	4.33	108.33
Minority/Women Business Enterprise	10.00	5.00	50.00
Additional Points: Supportive Services	10.00	0.00	0.00
Final Score	Max Score =	500 / Bonus 50	448.33

Project/Developer Name:	Af	fordable Housing N	/Ianagement	
Evaluation Criteria	Weight	Grade	Total	
Development Quality	35.00	5.00	175.00	
Leveraged Resources/Financial Feasibility	30.00	5.00	150.00	
Development and Management Team	25.00	4.50	112.50	
Minority/Women Business Enterprise	10.00	0.00	0.00	*
Additional Points: Supportive Services	10.00	0.00	0.00	
Final Score	Max Score =	500 / Bonus 50	437.50	
*MWBE Commitment due next cycle				

Project/Developer Name:	Moravian Church in America, Southern Province		
Evaluation Criteria	Weight	Grade	Total
Development Quality	35.00	4.00	140.00
Leveraged Resources/Financial Feasibility	30.00	5.00	150.00
Development and Management Team	25.00	2.67	66.67
Minority/Women Business Enterprise			
Participation	10.00	0.00	0.00
Additional Points: Supportive Services	10.00	0.00	0.00
Final Score	Max Score =	500 / Bonus 50	356.67

Project/Developer Name:		Whole Man Min	nisteries
Evaluation Criteria	Weight	Grade	Total
Development Quality	35.00	4.00	140.00
Leveraged Resources/Financial Feasibility	30.00	0.00	0.00
Development and Management Team	25.00	2.50	62.50
Minority/Women Business Enterprise			
Participation	10.00	5.00	50.00
Additional Points: Supportive Services	10.00	0.00	0.00
Final Score	Max Score =	500 / Bonus 50	252.50

Project/Developer Name:]	Bells Property Man	nagement
Evaluation Criteria	Weight	Grade	Total
Development Quality	35.00	4.00	140.00
Leveraged Resources/Financial Feasibility	30.00	0.00	0.00
Development and Management Team	25.00	0.17	4.17
Minority/Women Business Enterprise			
Participation	10.00	5.00	50.00
Additional Points: Supportive Services	10.00	0.00	0.00
Final Score	Max Score =	500 / Bonus 50	194.17



Proposal/Developer Analysis

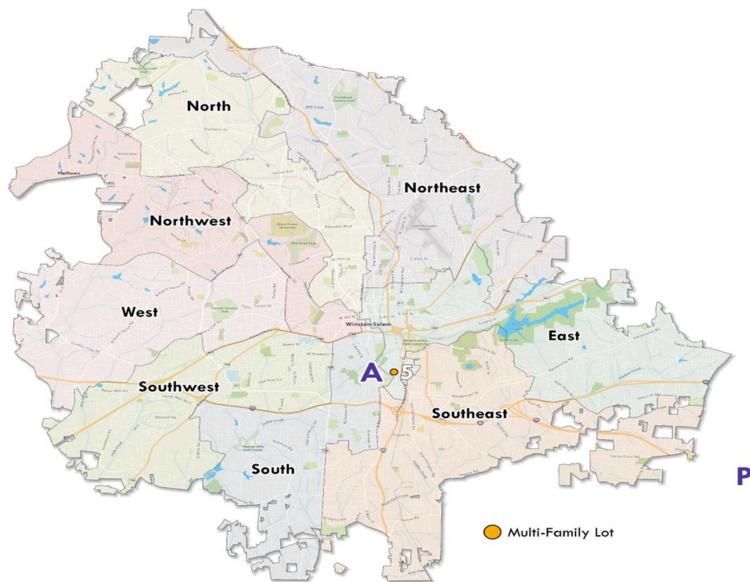
MULTIFAMILY (SITE CONTROL) - 4

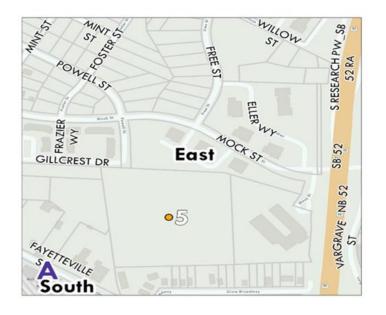
- Vecino Group- Affordable multifamily rentals (1)
- Affordable Housing Management-Affordable multifamily rentals (1)
- Prosperity Alliance Affordable
 Townhomes for Homeownership (2)

SMALL SCALE PROPOSALS - 24

- Prosperity Alliance 8 single-family homes for homeownership
- Moravian Church in America— 12 parcels:
 15 single-family homes for homeownership
- Whole Man Ministries 1 single-family rehab for homeownership
- Bells Property Management 3 singlefamily rehabs homes for rent







NUMBER CONTRACTOR ADDRESS PIN LOT TYPE

5 Vecino Group 0 Mock Street 6834-59-5540.000 Multi-Family



Freedom Springs (Site Control)	Vecino Group	Land		LIHTC	
		Acreage	8.91	Туре	9%
		Acquisition	250,000	Site Score (if 9%)	TBD
Project Summary		Price per Acre	28,058		

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0 Mock Street (6834-59-5540)

East

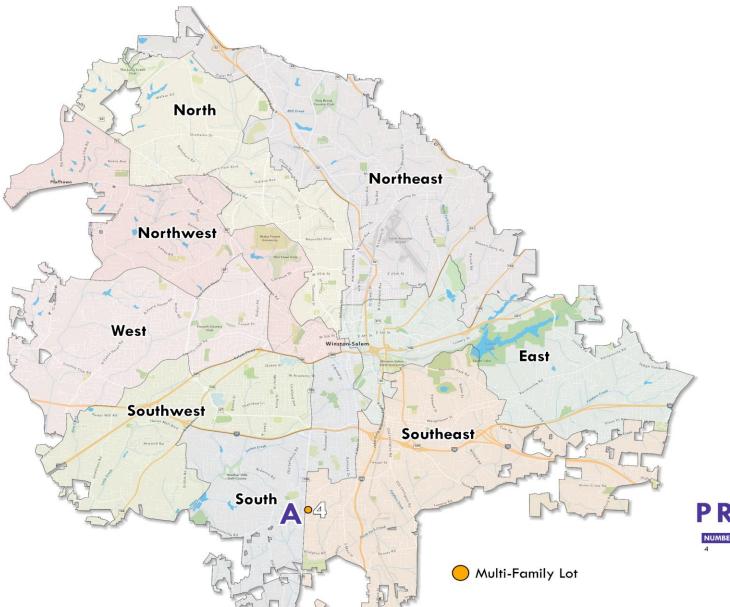
Multi-family Rental Housing for Families

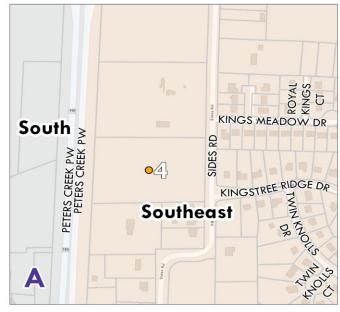
Financial Summary	
Requested Support	-
City-Owned Land	486,400
Total Development Cost	12,597,803
Leverage Ratio	25:1
Project-Based Vouchers	-
Federal Funds	Yes

Unit Mix			
30% AMI	-	Studio	-
40% AMI	10	1BR	12
60% AMI	32	2BR	24
>= 80% AMI	-	3BR	6
Market	-	4BR	-
Total	42	Total BR	78
Aff. Total	42		

Four two-story townhomes with a clubhouse, fitness center, computer room, playground, walking trails, community garden and onsite laundry facility. Provides much-needed housing for families. Includes 42 units for families with incomes below 80% AMI. The complex will also offer supportive services in collaboration with nonprofit entity City with Dwellings. Location Score: **49**







Affordable Housing Management, Inc. 0 Peters Creek Pkwy (Sides Rd) 6823-74-8313.000 Multi-Family



AFFORDABLE HOUSING MANAGEMENT, INC.

AHM Sides Road Project (Site Control) Affordable Housing Management, Inc.

Project Summary

0 Peters Creek Pkwy (6823-74-8313)

Southeast

Multi-family Rental Housing for Families

Financial Summary	
Requested Support	-
City-Owned Land	257,600
Total Development Cost	18,870,442
Leverage Ratio	72:1
Project-Based Vouchers	-
Federal Funds	Yes

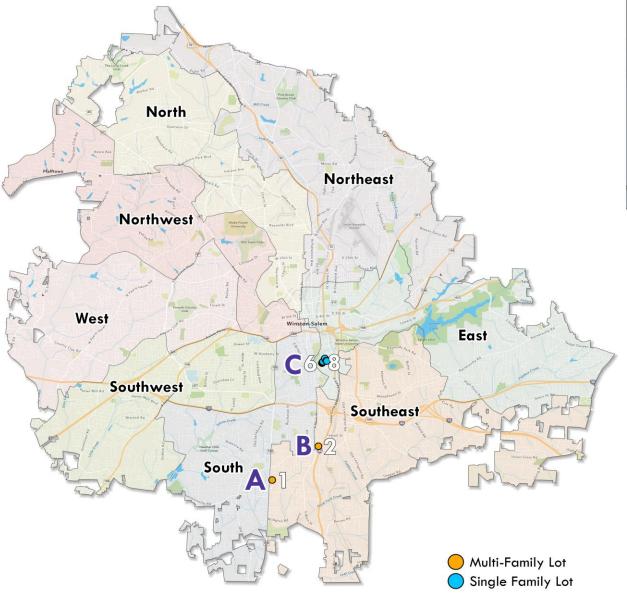
Unit Mix			
30% AMI	17	Studio	-
50% AMI	26	1BR	21
60% AMI	41	2BR	42
80% AMI	-	3BR	21
Market	-	4BR	-
Total	. 84	Total BR	168
Aff. Total	84		

Three three-story garden style buildings with a community building, computer center, fitness center, playground, multiple picnic areas, community garden and walking trails. Provides much-needed housing for families. Includes 84 units for families with incomes below 80% AMI. Each unit will have its own balcony or patio/porch as well as washer and dryer hookups. Location Score **43.70**

Land	
Acreage	5.33
Acquisition	\$ 1.00
Price per Acre	0

LIHTC		
Туре		9 %
Site Score (if 9%)	TBD	











NUMBER	CONTRACTOR	ADDRESS	PIN	LOT TYPE
1	Prosperity Alliance	O Peters Creek Pkwy (Sides Rd)	6823-74-8313.000	Multi-Family
2	Prosperity Alliance	82 E. Rhyne Ave	6833-49-1092.000	Multi-Family
6	Prosperity Alliance	0 Powell St	6835-40-6718.000	Single Family
7	Prosperity Alliance	1249 Alder St	6835-40-6866.000	Single Family
8	Prosperity Alliance	1243 Alder St	6835-40-6991.000	Single Family
9	Prosperity Alliance	1241 Alder St	6835-40-7915.000	Single Family
10	Prosperity Alliance	1239 Alder St	6835-40-7949.000	Single Family
11	Prosperity Alliance	0 Willow St	6835-51-0405.000	Single Family
12	Prosperity Alliance	1215 Mint St.	6835-51-1182.000	Single Family
13	Prosperity Alliance	0 Willow St.	6835-51-2077.000	Single Family



Prosperity Alliance Sides Road Project

Prosperity Alliance

Project Summary

0 Peters Creek Pkwy (6823-74-8313)

Southeast

Townhomes for Affordable Homeownership

Financial Summary	
Requested Support	-
City-Owned Land	257,600
Total Development Cost	2,897,370
Leverage Ratio	10:1
Project-Based Vouchers	-
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	1
50% AMI	-	1BR	-
60% AMI	-	2BR	-
80% AMI	46	3BR	46
Market	-	4BR	-
Total	. 46	Total BR	138
Aff. Total	46		

Modern two-story, three-bedroom, two and a half bathrooms 1,264 sqft townhomes with brick or stone veneer, front porches, garages and gable end overhangs. Provides much-needed housing for families. Includes 46 units for families with incomes below 80% AMI. Sales price: \$220K-\$240K

Location Score: 43.7

5.33
\$ 1.00
0
\$



Prosperity Alliance Rhyne Ave Project

Prosperity Alliance

Project Summary	Land
82 E. Rhyne Ave (6833-49-1092)	Acreage 4.90
Southeast	Acquisition \$ 1.00
Townhomes for Affordable Homeownership	Price per Acre 0

Financial Summary	
Requested Support	-
City-Owned Land	76,500
Total Development Cost	2,356,725
Leverage Ratio	30:1
Project-Based Vouchers	-
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	-
50% AMI	-	1BR	-
60% AMI	-	2BR	-
80% AMI	33	3BR	33
Market	-	4BR	-
Total	33	Total BR	99
Aff. Total	33		

Modern three-story, three-bedroom, two and a half bathrooms 1386 sqft townhomes with brick or stone veneer, front porches, garages and gable end overhangs. Provides much-needed housing for families. Includes 33 units for families with incomes below 80% AMI. Sales Price: \$220-240K Location Score: **45.5**



The Myka Townhome - 1386 S.F.



Prosperity Alliance

Single Family Homes | Single Family Front

Project Summary

8 City-owned lots (6835-40-6718, 6835-40-6866, 6835-40-6991, 6835-40-7915, 6835-40-7949, 6835-51-0405

6835-51-1182, 6835-51-2077

East

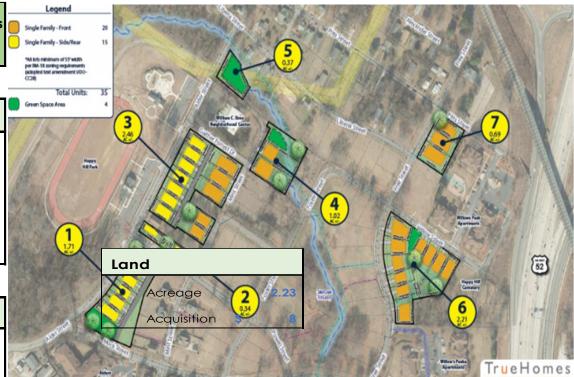
Single Family Homes - Affordable Homeownership

Land	
Acreage	2.23
Acquisition	\$ 8

Financial Summary	
Requested Support	-
City-Owned Land	139,800
Total Development Cost	1,650,355
TDC Per Unit	206,294
Leverage Ratio	11:1
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	-
50% AMI	-	1BR	-
60% AMI	-	2BR	-
80% AMI	8	3BR	8
Market	-	4BR	-
		5BR	
Total	. 8	Total BR	24
Aff. Total	8		

Three-bedroom, two-bathroom single-family homes, approximately 1340 sqft – 2069 sqft with porches or garages. Sales Price: \$220K-\$240K Location Score Avg: **50**



The Lucas - 1340 S.F.

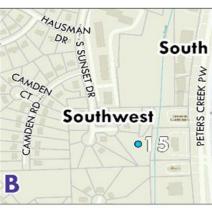


The Hudson - 2069 S.F.

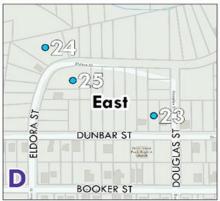












NUMBER	CONTRACTOR	ADDRESS	PIN	LOT TYPE
14	The Equitable Homeownership Project	0 Old Town Rd.	6817-73-0811.000	Single Family
15	The Equitable Homeownership Project	1542 Sunbridge Ct	6824-78-5789.000	Single Family
16	The Equitable Homeownership Project	0 Old Town Rd.	6817-73-0859.000	Single Family
17	The Equitable Homeownership Project	0 Old Town Rd.	6817-73-0975.000	Single Family
18	The Equitable Homeownership Project	505 W. 17th St	6826-93-2671.000	Single Family
19	The Equitable Homeownership Project	520 W. 17th St.	6826-93-0554.000	Single Family
20	The Equitable Homeownership Project	516 W. 17th St.	6826-93-1514.000	Single Family
21	The Equitable Homeownership Project	1654 N. Cherry St.	6826-93-2477.000	Single Family
22	The Equitable Homeownership Project	822 Pittsburg Ave	6826-93-8019.000	Single Family
23	The Equitable Homeownership Project	2341 Dunbar St.	6846-13-2292.000	Single Family
24	The Equitable Homeownership Project	415 Eldora St. (increasing density - 2 homes)	6846-03-7594.000	Single Family
25	The Equitable Homeownership Project	410 Eldora St (increasing density - 3 homes)	6846-03-9410.000	Single Family

MORAVIAN CHURCH IN AMERICA



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This map is for informational and illustrative purposes only. It is not a logal survey and may not be valishly for legal, requirely, or more play sees. Property boundaries show one again was not should not be relieful again as a subclining for a particular survey. The CD by of Wintermachadeline medies in approximation or water in the particular survey. The property of the accuracy, completeness, or who offly of the property of the property of the accuracy, completeness, or who offly of the property of the property of the accuracy, completeness, or who offly of the property of

The Equitable Homeownership Project

Single Family Homes

Project Summary

12 City-owned lots (6817-73-0811, 6824-78-5789, 6817-73-0859, 6817-73-0975, 6826-93-2671, 6826-93-0554

6826-93-1514, 6826-93-2477, 6826-93-8019, 6846-13-2292, 6846-03-7594*, 6846-03-9410*)

North, Northwest, Southwest, East

Single Family Homes - Affordable Homeownership

Land		
	Acreage	3.95
	Acquisition	\$ 12

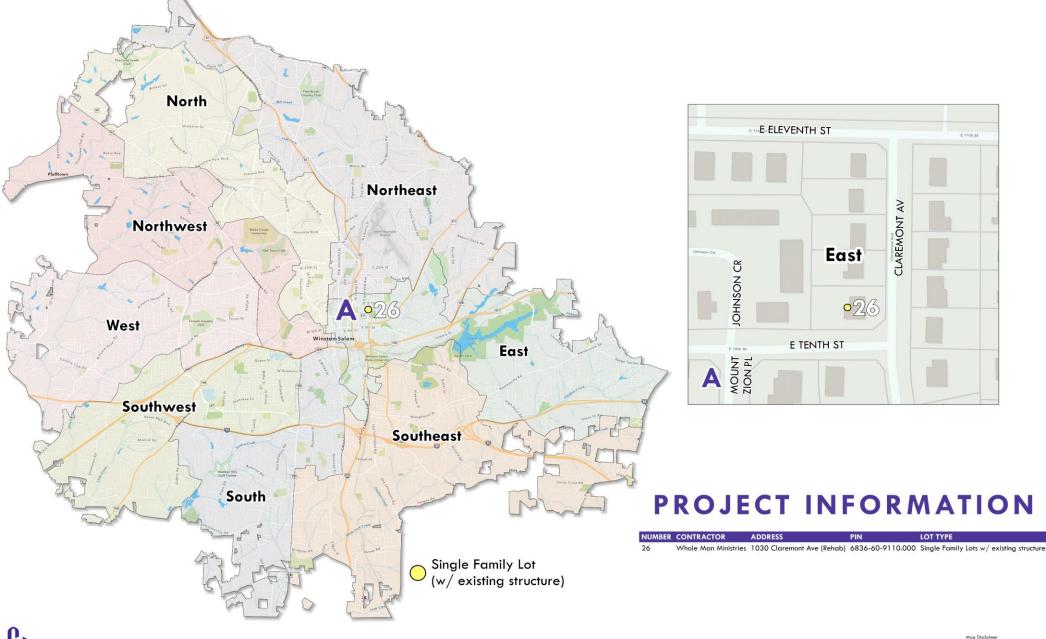
Financial Summary	
Requested Support	525,000
City-Owned Land	196,200
Total Development Cost	2,883,012
TDC Per Unit	192,201
Leverage Ratio	3:1
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	-
50% AMI	-	1BR	-
60% AMI	-	2BR	-
80% AMI	15	3BR	15
Market	-	4BR	-
		5BR	-
Total	_	Total BR	45
Aff. Total	15		



Three-bedroom, two and half bathrooms, two-story single-family homes, approx. 1600 sq ft with porch and energy efficient appliances. Sales Price:

\$194K Location Score: 48.4



Whole Man Ministries

Single Family Homes

Project Summary

1 City-owned lots with structure (1033 Claremont Ave - 6836-60-9110)

East

Single Family Home Rehabilitation - Homeownership

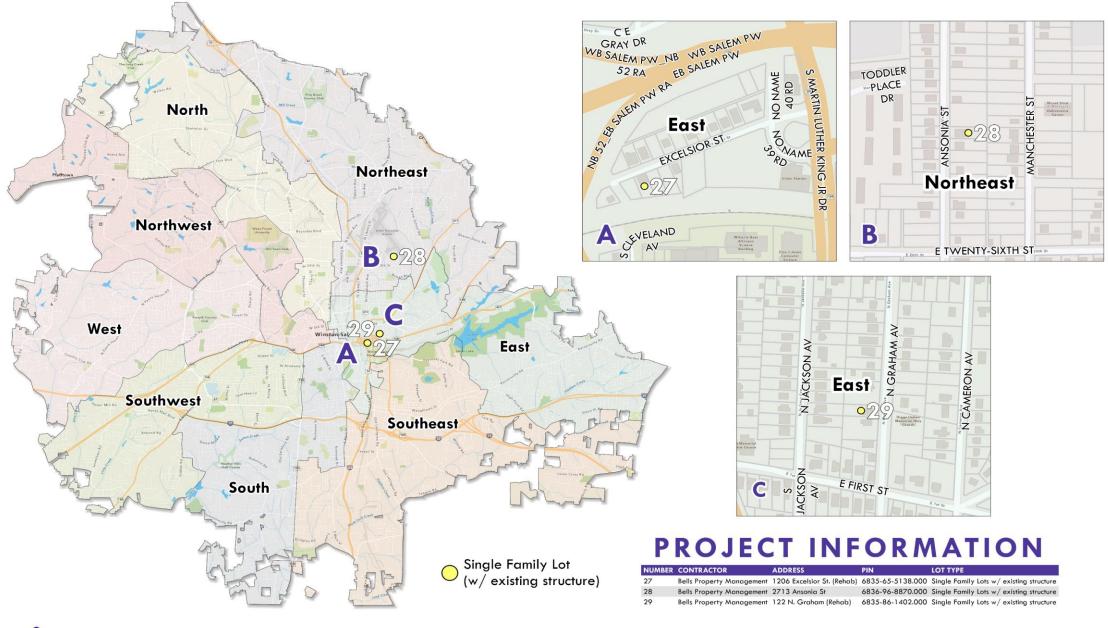
Financial Summary	
Requested Support	35,000
City-Owned Land	97,600
Total Development Cost	99,000
TDC Per Unit	99,000
Leverage Ratio	:1
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	-
50% AMI	-	1BR	-
60% AMI	-	2BR	-
80% AMI	1	3BR	1
Market	-	4BR	-
		5BR	-
Total	1	Total BR	3
Aff. Total	1		

Rehabilitate blighted three-bedroom, 1.5-bathroom, ranch-style, single-family home, approximately 1395 sqft. Sales Price: \$275K Location Score: **49.1**

Acreage 0.27
Acquisition \$ 1







Bells Property Management

Single Family Homes

Land

Acreage

0.45

Acquisition

\$ 73,000

Project Summary

3 City-owned lots with structure (1206 Excelsior St - 6835-65-5138) (122 N. Graham Ave - 6835-86-1402)

(2713 Ansonia St - 6836-96-8870)

East, Northeast

Single Family Home Rehabilitation - Rental

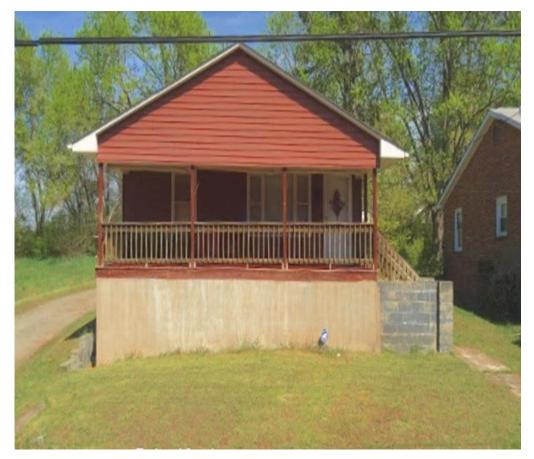
Financial Summary	
Requested Support	105,000
City-Owned Land	174,300
Total Development Cost	304,200
TDC Per Unit	101,400
Leverage Ratio	:1
Federal Funds	No

Unit Mix			
30% AMI	-	Studio	
50% AMI	-	1BR	-
60% AMI	-	2BR	2
80% AMI	3	3BR	1
Market	-	4BR	-
		5BR	
Total	3	Total BR	7
Aff. Total	3		

1206 Excelsior St - 2 Bedroom, 1 Bathroom (950 sqft)



2713 Ansonia St – 2 Bedroom, 1 Bathroom (1008 sqft)



122 N. Graham Ave – 3 Bedroom, 1 Bathroom (1546 sqft)



Rehabilitate blighted two-bedroom, 1 bathroom, ranch-style, single-family home, approximately 972 sqft located on Excelsior St.

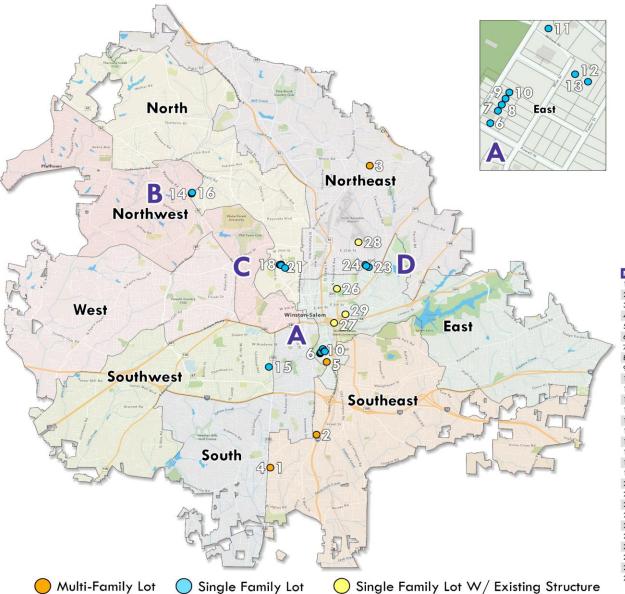
(Rent: \$1100 per month)

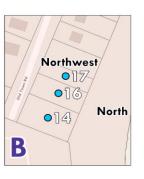
Rehabilitate blighted three-bedroom, 1 bathroom, ranch-style single-family home, approximately 1104 sqft located on Graham Ave.

(Rent: \$1,250 per month)

Rehabilitate blighted two-bedroom, 1 bathroom, ranch-style, single-family home, approximately 1008 sqft located on Ansonia St.

(Rent: \$1250 per month) Location Score Avg: **48.5**









NUMBER	CONTRACTOR	ADDRESS	PIN	LOT TYPE
1	Prosperity Alliance	O Peters Creek Pkwy (Sides Rd)	6823-74-8313.000	Multi-Family
2	Prosperity Alliance	82 E. Rhyne Ave	6833-49-1092.000	Multi-Family
3	Prosperity Alliance	4738 Mount Pleasant Dr (Motor Rd)	6847-17-4852.000	Multi-Family
4	Affordable Housing Management, Inc.	O Peters Creek Pkwy (Sides Rd)	6823-74-8313.000	Multi-Family
5	Vecino Group	0 Mock St	6834-59-5540.000	Multi-Family
6	Prosperity Alliance	O Powell St	6835-40-6718.000	Single Family
7	Prosperity Alliance	1249 Alder St	6835-40-6866.000	Single Family
8	Prosperity Alliance	1243 Alder St	6835-40-6991.000	Single Family
9	Prosperity Alliance	1241 Alder St	6835-40-7915.000	Single Family
10	Prosperity Alliance	1239 Alder St	6835-40-7949.000	Single Family
11	Prosperity Alliance	0 Willow St	6835-51-0405.000	Single Family
12	Prosperity Alliance	1215 Mint St	6835-51-1182.000	Single Family
13	Prosperity Alliance	0 Willow St	6835-51-2077.000	Single Family
14	The Equitable Homeownership Project	0 Old Town Rd	6817-73-0811.000	Single Family
15	The Equitable Homeownership Project	1542 Sunbridge Ct	6824-78-5789.000	Single Family
16	The Equitable Homeownership Project	0 Old Town Rd	6817-73-0859.000	Single Family
17	The Equitable Homeownership Project	0 Old Town Rd	6817-73-0975.000	Single Family
18	The Equitable Homeownership Project	505 W. 17th St	6826-93-2671.000	Single Family
19	The Equitable Homeownership Project	520 W. 17th St	6826-93-0554.000	Single Family
20	The Equitable Homeownership Project	516 W. 17th St	6826-93-1514.000	Single Family
21	The Equitable Homeownership Project	1654 N. Cherry St	6826-93-2477.000	Single Family
22	The Equitable Homeownership Project	822 Pittsburg Ave	6826-93-8019.000	Single Family
23	The Equitable Homeownership Project	2341 Dunbar St	6846-13-2292.000	Single Family
24	The Equitable Homeownership Project	415 Eldora St	6846-03-7594.000	Single Family
25	The Equitable Homeownership Project	410 Eldora St	6846-03-9410.000	Single Family
26	Whole Man Ministries	1030 Claremont Ave	6836-60-9110.000	Single Family w/ existing structure
27	Bells Property Management	1206 Excelsior St	6835-65-5138.000	Single Family w/ existing structure
28	Bells Property Management	2713 Ansonia St	6836-96-8870.000	Single Family w/ existing structure
29	Bells Property Management	122 N. Graham Ave	6835-86-1402.000	Single Family w/ existing structure

Affordable Housing Coalition – Cycle 2 Feedback and Recommendations

Vecino Group

The project being proposed is in a good location that is accessible to many amenities, transportation and services. The developer was very creative with the utilization of this space, considering the difficult topography. The site design is attractive and is suitable with the surrounding community. The coalition would have liked to see the proposal include more 3-bedroom units. However, they were encouraged that the development would provide a great depth of affordability especially catering to households at or below 60% Area Median Income (AMI) which is missing in the current market.

Affordable Home Management

The proposed project is in a favorable location, though it currently has limited access to public transit. However, the site design incorporates a bus shelter, providing an opportunity to collaborate with Transportation to establish a bus stop. Note, this parcel was contested by another developer. The coalition felt that this proposal would be better suited for the location as it is providing 84 units of rental housing for families at or below 60% Area Median Income (AMI). And the facility would include amenities such as a community building, computer room, fitness center and playground which would be beneficial to the families in this community.

Prosperity Alliance – 0 Peters Creek

While the coalition agreed on the importance of building wealth through homeownership, they expressed concern that the proposed number of units, their size, and the price point would be limiting and primarily marketable to families. They acknowledged the City's need for affordable housing but emphasized that the greater current need is for a broader mix of unit types and deeper affordability. Accordingly, they recommend awarding the parcel to Affordable Home Management for development.

Prosperity Alliance – Rhyne Ave

The coalition felt that the Rhyne Avenue location is well-suited for the proposed affordable townhomes for homeownership. The site design is attractive and complements the surrounding community. The modern three-story units, featuring three bedrooms and two and a half bathrooms within 1,386 square feet, provide a spacious and practical option for families seeking affordable homeownership. The coalition also recommends that the developer incorporate a plan to preserve and sustain portions of the existing treescape and greenspace on the property.



Affordable Housing Coalition Feedback and Recommendations cont..

Prosperity Alliance – Happy Hill Single-Family

The eight lots being requested are in a prime area of the city where there is a strong need for quality affordable housing. With a location score of 50, the homes will be situated within a two-mile radius of transportation options, key amenities, and essential services. The anticipated sales price of \$220,000–\$240,000 creates homeownership opportunities for a market segment that is not often served in this area. The development and management team has an established history of successful projects in Winston-Salem. The coalition was impressed with the proposed elevations, which include features such as garages and full-length porches, which will integrate well in this growing community.

Moravian Church of America

The developer has requested twelve lots strategically positioned across the city. The proposed site design is visually appealing and complements the surrounding communities. The plan aims to create fifteen homes for families pursuing affordable homeownership. The development and management team have designed practical, spacious homes that enable them to offer ownership opportunities at an accessible price of \$194,000 per home. Each home will include porches, energy-efficient appliances, and thoughtfully designed landscaping.

Whole Man Ministries

The coalition was pleased to see proposals that create unique homeownership opportunities through preservation. This developer has successfully completed 15 renovation projects, 14 residential and 1 commercial, totaling over \$750,000. The current plan proposes the rehabilitation of a blighted home, improving the community while also providing an affordable path to homeownership.

Bells Property Management

While the developer does not yet have extensive experience in home rehabilitation, the coalition believes she should be given the opportunity to carry out the plan outlined in her proposal. Her proposal seeks to rehabilitate three blighted homes and make them available as affordable rental opportunities for families. Additionally, she has committed to paying a fair acquisition price for the properties, demonstrating her strong investment in the success of the project.



Next Steps.....

- City Council approval November 3, 2025
- Developer Conditional Award Notifications by November 14, 2025
- Next Cycle (LIHTC & City Owned Lots) Early December 2025





Stay connected.



X: @CityofWS



Nextdoor: city-of-winston-salem-2



Instagram: cityofwinstonsalem



Facebook: cityofwinstonsalem



Flickr: cityofws



YouTube: CityofWinstonSalem-TV



Housing Development Director Michael Blair michaelbl@cityofws.org

CityLink311

Call: (336) 727-8000

Text: (855) 481-LINK (5465)