



St. Paul's Advisory Committee Meeting

Electronic Update

August 16, 2022

PEOPLE  FIRST



EMPOWERED BY

URBAN STRATEGIES, INC.

People First USI SPAC Update

People First Job Fair

July 28, 2022

Basilica of St. Mary's

Purpose: Provide opportunities for under employed tenants of TWG

Development:

- A series of professional development training sessions
- 4 weeks throughout July
- Resumé building, personal grooming, soft skills

Hiring Agents:

- Hampton Roads Transit
- Security Allied Van and Moving Company
- Aqua Green Cleaning & Lawn Care, LLC (TWG Resident *Shantae Brown*)
- Norfolk Redevelopment Housing Authority
- City of Norfolk
- Norfolk Works

Result: Over 37 attendees; 14 confirmed TWG residents; applications pending



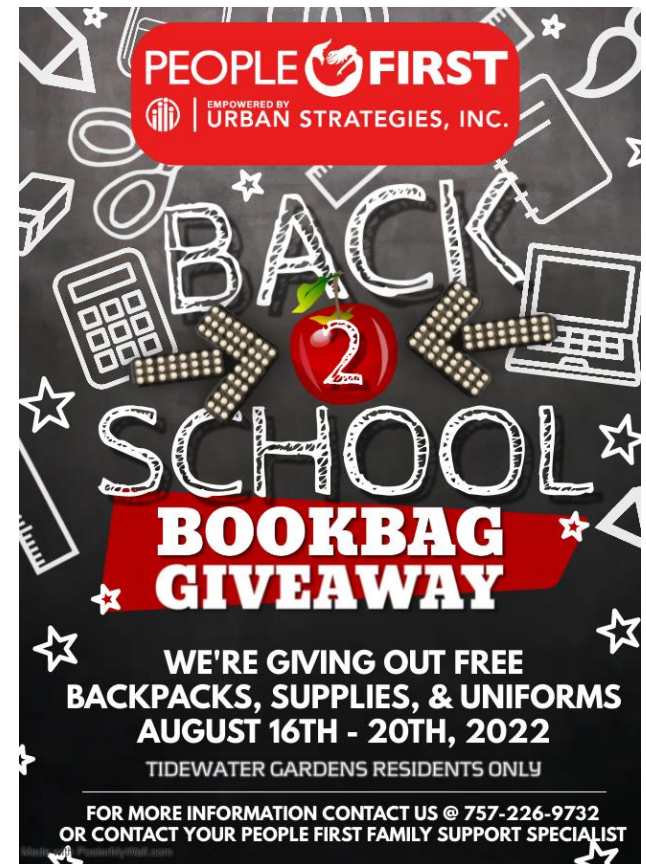
People First in the Community

- People First partnered with Slover Library for a magic show event for youth on July 30th
 - Fifteen children attended the magic show from TWG
 - During the show, People First worked with parents to understand their childcare needs and connected nine to high quality programs
- People First participated in three of the public housing communities for National Night out in Calvert Square, Diggs & Tidewater Gardens



Back to School Bash

- ✓ Back to School Bash is planned for various locations between August 15-20
 - Norview Community Center (Aug. 16; 6:30pm – 8:15pm)
 - People First Offices (Aug. 17; 10am-4:30pm)
 - Herald of His Coming Ministry (Aug. 18; 1pm-6pm)
 - East Ocean View Community and Senior Center (Aug. 19; 10am-2:30pm)
 - People First Offices (Aug. 20; 10am-2pm)
- ✓ Will include:
 - 400 donated bookbags and supplies from community partners
 - School Uniforms or clothing for children in the household
 - Connection to services and resources



Relocation Dashboard

Tidewater Gardens Relocation Dashboard Summary as of July 31, 2022

- **553 household (89.48% vacancy)** have transitioned out of Tidewater Gardens
- **54%** express a desire to return to the new community
- **83% (457 households)** have selected housing options in Norfolk
- **52% (286 households)** moved to private rental through the HCV program



- **31% (457 households)** have moved into defined Area of Opportunities as defined by HUD (**not including** moves to other NRHA assisted communities)
 - 85% in neighborhoods with <40% poverty (without minority concentration considered)
 - 40% in neighborhoods with <20% poverty (without minority concentration considered)

- **25% (540 households)** have moved into defined Area of Opportunities as defined by HUD (including moves to other NRHA assisted communities)
 - 67% in neighborhoods with <40% poverty (without minority concentration considered)
 - 31% in neighborhoods with <20% poverty (without minority concentration considered)



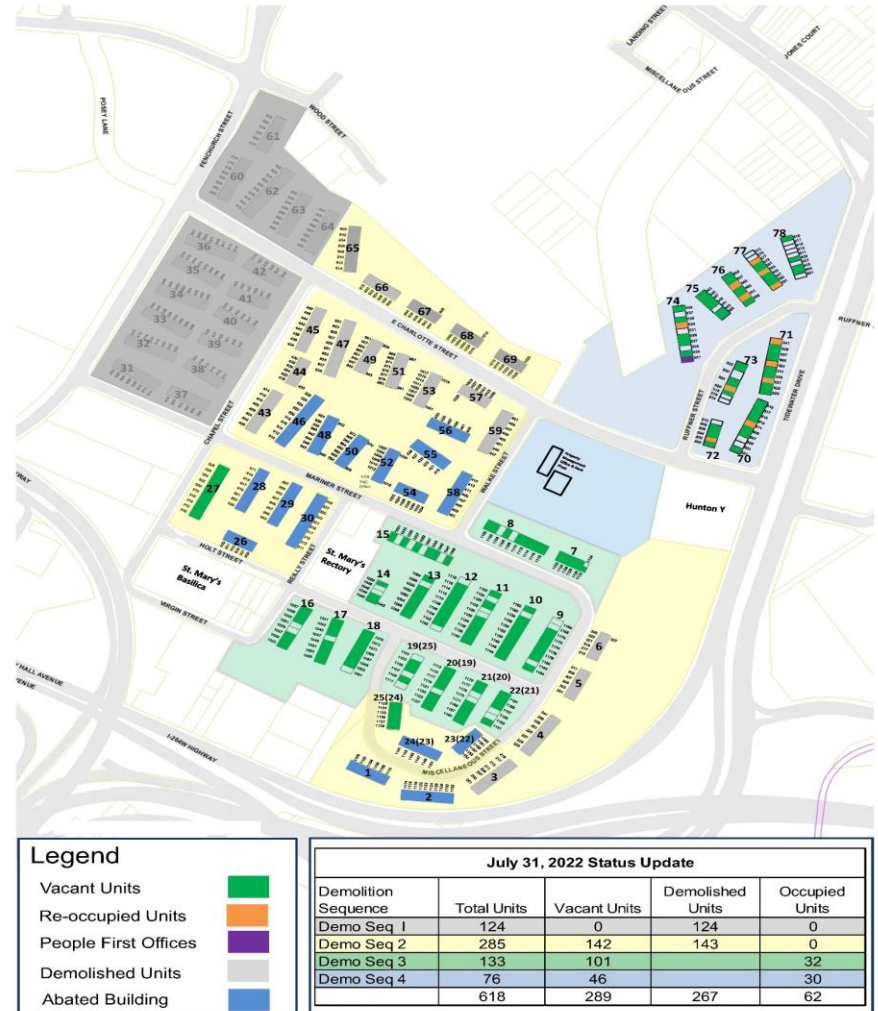
Redevelopment Update

*Norfolk Redevelopment and Housing Authority
Brinshore Development, LLC*

Demolition Update

- Phase 2 demolition is progressing as planned
- Eighteen (18) of the 36 buildings have been demolished, totaling 143 units of the 285
- On track for Phase 2 demolition completion in October
- NRHA preparing bid documents for phase 3 demolition

**Vacancy Tracking Map
For Tidewater Gardens**



The Naming process for the community is well underway!

- 336 total responses received; 94 from Tidewater Gardens residents (as of 8/10)
- Survey held open until Monday, August 15th for a final push
- Yellow Duck Marketing will have two weeks to review survey responses

Communication methods:

- Postcards were mailed to residents of Tidewater Gardens, Calvert Square and Young Terrace
- New Journal and Guide Ad
- WHRO announcement
- Press release and media coverage
- Door to door canvassing
- In person locations (5)
- Sent to Pastor's Group, SPAC, Civic Leagues
- In person survey collection at community events



Economic Inclusion - M/WBE EVENT

Brinshore along with our partners Bank of America, The Franklin Johnston Group, BBRM Norfolk Partners, LLC, and the City of Norfolk hosted a Minority and Women-Owned Business Vendor Fair on Tuesday, August 9 at The Salvation Army Kroc Center.

- 130 contractors were registered; 93 were in attendance.
- Attendees received assistance with certifications and compliance and had the opportunity to discuss their specialties with representatives from the development team.

