

## Mayor's St. Paul's Advisory Committee

### Meeting Minutes

**Date of Meeting:** September 19, 2023

**Minutes Prepared By:** Krystle Aponte, City of Norfolk

**1. Purpose of Meeting:** To provide updates and receive feedback on the St. Paul's transformation project, including development, Franklin Johnston Property Management, community art project, People First, back to school event, and Norfolk State University's People First Evaluation report.

### 2. Attendance at Meeting

Mr. Alphonso Albert – present	Mr. Bruce Brady – Present	Ms. LaEunice Brown – present	Ms. Ebony Burnham – absent
Rev. James Curran – present	Ms. Regina Daye – absent		Mr. William Harrell – absent
Pastor Kirk Houston, Sr. – present	Ms. Deirdre Love – present	Mr. Don Musacchio – absent	Councilperson John Paige – present
Dr. Glenn Porter – Absent	Councilperson Danica Royster – present	Ms. Tara Saunders – present	Mr. Kevin Murphy – present
Mr. Christopher Tan – Absent	Mr. Travis Barnes- present	Dr. Doreathea White – present	

### 3. Agenda

- |  |             |
|--|-------------|
| <b>I. Welcome</b>  | <b>6:00</b> |
| <ul style="list-style-type: none"><li>• Barbara Hamm Lee, SPAC Liaison</li><li>• Councilwoman Danica Royster, Co-Chair</li><li>• Councilman John Paige, Co-Chair</li></ul> |             |
| <b>II. Development Update</b>  | <b>6:05</b> |
| <ul style="list-style-type: none"><li>• Brad Peters, Brinshore</li></ul>   |             |
| <b>III. Franklin Johnston Property Management Update</b>   | <b>6:15</b> |
| <ul style="list-style-type: none"><li>• Matt Hacker/Angie Lombardi, Franklin Johnston Group</li></ul>  |             |
| <b>IV. Community Art Project</b>   | <b>6:35</b> |
| <ul style="list-style-type: none"><li>• Angie Lombardi, TFJG</li></ul>   |             |
| <b>V. People First Update and Back to School Event</b>   | <b>6:45</b> |

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- *Nicole Brown, USI*
- *LaEunice Brown, Norfolk Public Schools*

<b>VI. NSU People First Evaluation Report</b>	<b>7:00</b>
<ul style="list-style-type: none"><li>• <i>Dr. Sharon Alston, Norfolk State University</i></li></ul>	
<b>VII. Open Discussion</b>	<b>7:20</b>
<ul style="list-style-type: none"><li>• <i>SPAC Members</i></li></ul>	
<b>VIII. Adjournment</b>	<b>7:30</b>

#### 4. Meeting Notes, Decisions, Issues

##### **I. Welcome/Opening Comments** **6:00**

- *Barbara Hamm Lee, SPAC Liaison*
- *Councilwoman Danica Royster, Chair*
- *Councilman John Paige, Co-Chair*
- Ms. Hamm Lee welcomed the committee to the first St. Paul's Advisory Committee held after the summer break and read the attendance roster. Barbara shared both Mr. Musacchio and Mr. Tan would be absent due to travel.
- Councilwoman Royster thanked everyone for being in attendance and acknowledged the construction progress in the new Kindred community. Ms. Royster shared an encounter with a Hampton Roads Transit staff member who attended the recent groundbreaking ceremony held in honor of Unity Place at Kindred, in which the individual celebrated the progress being made in the community and the possibility of residing there.
- Ms. Royster encouraged everyone to continue to be mindful in the work that is taking place, ensuring it is carried out with integrity, responsibility, and compassion.
- Councilwoman Royster turned the floor over to Co-Chair, Councilman Paige for remarks.
- Mr. Paige expressed his gratitude for the committee's commitment to the work and yielded the space to Barbara to continue the meeting.
- Ms. Hamm Lee welcomed back Steve Morales of the Norfolk Redevelopment and Housing Authority and James Rogers of the City of Norfolk to the meeting and also shared Dr. Susan Perry would provide the development update as the original presenter, Brad Peters, would be absent due to an emergent matter.

##### **II. Development Update** **6:05**

- *Dr. Susan Perry*
- Dr. Perry began the development update presentation by providing more details surrounding the recent groundbreaking ceremony of Unity Place – which will sit adjacent to the completed blocks of 19 and 20, consisting of 140 multifamily apartments, as well as 30,000 square feet of commercial

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### *Meeting Minutes*

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space on the ground floor. The estimated construction time is 22 months with a projected grand opening in the first quarter of 2025.

- Susan continued the presentation by showing a short video of the Unity Place groundbreaking adding the project will bring various construction job opportunities to Norfolk.
- Dr. Perry thanked the City's Communication department for producing the video and for being intentional about telling our residents' stories and updates.
- Dr. Perry announced the St. Paul's Transformation project was awarded 10 million dollars in supplemental funding to help with the cost inflation in the housing industry and also are looking into a new supplemental grant from HUD in the amount of 2.5 million dollars.
- As rent is on the rise, Ms. Royster inquired if HUD would consider or may be considering increasing the amount of the housing choice vouchers.
- Susan responded HUD does recognize the concern and has issued new voucher limits as recent as July and as much as 10%-12% of the value. Both Nicole Brown and Steve Morales concurred.
- Councilwoman Royster thanked Dr. Perry for sharing the information and for reminding attendees that voucher amounts are not regulated by the City but are set by HUD as a federally governed program.
- With no additional comments, Barbara thanked Dr. Perry and welcomed the Franklin Johnston Group to the mic. Presentation slides are attached.

### **III. Franklin Johnston Property Management Update**

**6:15**

- *Matt Hacker/Angie Lombardi, Franklin Johnston Group*

- Mr. Hacker provided a brief construction and application update of both Reunion Senior Living and Origin Circle at Kindred. The presentation slides are attached.
- Matt thanked the Norfolk Redevelopment and Housing Authority for their support in the application process ensuring that resident applications are received and forwarded to TFJG in a timely manner.
- Matt noted in an effort to ensure families have a smooth intake process, there is a 60-day collection timeframe established for the assembly of information (i.e., income documentation, identification cards, birth certificates, etc.) to avoid the expiration of information requiring families to resubmit.
- To this point, Ms. Royster referenced People First's process to ensure families were prepared for this period as units come online.
- Nicole Brown responded People First has indeed worked with families to prepare for the exclusive waitlist period and beyond by gathering the necessary documentation, application assistance, and understanding the voucher process.
- Mr. Hacker continued the update discussing the number of replacement, affordable, and market rate units available. See attached slides.
- Councilman Paige asked for clarity on the number of replacement units, to which both Mr. Hacker and Ms. Brown referenced the presentation slides and added that these buildings are only the

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first of many replacement housing units. If additional interest is expressed by families, there will still be an opportunity to return to Kindred in the next housing phase.

- Mr. Hacker shared all units will have a full amenity package; there will not be a difference in amenities in market rate, replacement, and affordable units.
- TFJG is currently operating a satellite office at the People First Offices to support returning residents.
- With no more comments or questions, Angie Lombardi discussed the community art project. Presentation slides are attached.

#### **IV. Community Art Project**

**6:35**

- *Angie Lombardi, TFJG*

- Angie Lombardi discussed the development of the community art project and the call for artists in order to receive art that could be displayed in Blocks 19 and 20. This is a way to get the community involved in this important neighborhood project. Presentation slides are attached.
- Barbara inquired about the number of applications received thus far, to which Angie will follow up with the exact number.
- Councilwoman Royster added she virtually connected with Emily Franklin of the community art project and welcomed the unique opportunity for the community to create art pieces to be displayed in the Kindred building.
- Ms. Royster continued by encouraging the committee to help get the word out among their respective organizations and circles of influence.
- A question arose as to whom would serve on the selection committee. Ms. Lombardi stated the committee had yet to be selected, however, it would likely include some management members of the Franklin Johnston Group and other community members.
- Ms. Love commented the youth of Teens with a Purpose plan to submit applications and TWP has shared the opportunity with other organizations. Furthermore, Deirdre encouraged TFJG to consider committee members who do not necessarily have an arts background, to include young voices, and ensure the art submissions respect the legacy of the residents of the former Tidewater Gardens community.
- Father Curran concurred and added that the community has been predominantly African American for decades and there is a need to ensure it remains as such through the opportunities such as the art project.
- Angie acknowledged Father Currans' comments and added there will be a goal to have the art to represent the community.
- A comment was shared to include people of color on the selection committee to further ensure artwork is reflective of the taste of the community.
- With no additional feedback, Mr. Hacker continued the presentation discussing economic inclusion.

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- Matt stated out of 256 local vendors, 192 meet immediate programming and economic inclusion initiative goals. TFJG is committed to keeping the opportunity open for additional vendors and Marlon, TFJG staff member, is currently working with groups to support them through the process.
- Mr. Hacker continued by sharing although TFJG has certain criteria to follow, they are making an attempt to work with as many local contractors as possible.
- In response to comments from a previous SPAC meeting, Matt began discussing the property set up, including leasing staff and maintenance teams. TFJG plans to employ a three-person maintenance team who will be available 24 hours a day/7 days a week. This includes an on-call person available for after-hours emergencies. Janitorial personnel will be onsite full-time as well. In consideration of the turnover in real estate and property management fields, TFJG will likely contract out work when needed. Also, once the warranty period for the new appliances has expired, TFJG will explore hiring certified electricians and plumbers. From a landscaping perspective, because of the lack of green space near the property, there is no need currently. Once the leasing process slows, TFJG will also explore adding the role of Resident Services Coordinator or Social Director to manage resident activities.
- Councilwoman Royster thanked Matt for the update and asked about retail space, specifically, if the TFJG plans to work with the City of Norfolk Office of Diversity, Equity, and Inclusion, or other entities such as Black Brand and how do companies express interest in the spaces.
- Mr. Hacker responded Colliers manages the leasing for most of TFJG retail space and shared TFJG is in conversation with Deirdre about the possibility of moving Teens with a Purpose to Kindred. TFJG will connect with Colliers to ensure a link for persons interested in leasing retail, office, or restaurant space at Kindred is placed on the community's webpage.
- A comment was made by Marcia McGill that commercial real estate meetings are taking place where the City is involved. Details including square footage and maps are available.
- As no additional information or comments were made, Barbara welcomed Nicole Brown to provide the People First update, followed by LaEunice Brown with the Back-to-School update.

#### **V. People First Update and Back to School Event**

**6:45**

- *Nicole Brown, USI*
- *LaEunice Brown, Norfolk Public Schools*
- In consideration of the time, Nicole provided a brief update of leasing support for returning families, early learning programming enrollment, pathways to college or careers, the People First Year 4 Impact report, and upcoming engagement activities. Presentation slides and video are attached.
- Nicole shared a resident success story and reported the following accomplishments:
  - 583 of the original 614 Tidewater Gardens households are currently enrolled in supportive services.
  - The average household size is three.

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- 98% of adult residents have health insurance, while 100% of youth are insured. Oh, can you go back up for a second families with children.
- Ms. Brown will provide a complete report out of the Year 4 Impact report at Octobers' SPAC meeting regarding the Year 4 Impact Report.
- With no additional comments, LaEunice continued the presentation by sharing a video of the recent Unity in the Community Back to School event. Presentation slides are attached reflecting features of the day, the number of families served, backpacks distributed, volunteers, and schools impacted.
- Ms. Brown thanked everyone for their support and participation.
- Councilwoman Royster thanked Ms. Brown for her work and asked if Norfolk Public Schools developed a plan to support families due to learning loss experienced during the pandemic and if families were connected to tutoring support for their child(ren).
- LaEunice concluded the presentation by sharing NPS' response. A Literacy Strategy Plan has been developed including resources and quarterly literacy sessions. Families are also encouraged to read daily. A Family University is planned for March 23, 2024, in addition to webinars. Information is forthcoming. Targeted outreach will be performed to identified families of students who will benefit from the opportunities.

#### **VI. NSU People First Evaluation Report**

**7:00**

- *Dr. Sharon Alston, Norfolk State University*
- Dr. Alston shared an overview of the evaluation services provided by Norfolk State University of the People First Initiative including the preliminary results. The presentation slides are attached.
- General questions arose to clarify the data and time frame of the results. Dr. Alston advised that in subsequent years of data collection, questions were revisited to provide more clarity and ensure that resident responses are clear and effective.
- With regard to People First partners, Councilwoman Royster asked who would be responsible for measuring and evaluating the effectiveness and performance of partners who provide services to families. Dr. Alston responded People First – USI is responsible.
- Tara Saunders commented it is remarkable that so much positive feedback was received in the survey and agreed with the plan to revisit the questions to receive clearer responses.
- Father Curran asked if there was a reason why families appeared to be more stable utilizing the housing choice vouchers. Dr. Alston responded HCV recipients are required to have income and typically have access to additional resources.
- Ms. Royster added that higher income can require higher education and added Tidewater Community College has a plethora of programs to address barriers of childcare, the cost of supplies, and food insecurity.
- Ms. Royster asked if there will be a deeper dive into services and programs that are working well for our families. Dr. Alston clarified that NSU does not refer community partnerships to People First nor measure the effectiveness of their services. NSU does ask families if they have any immediate needs and shares those responses with City and People First.

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- Councilman Paige commented possessing data to compare the outcomes to (i.e., similar projects across the nation) would help the SPAC to establish a standard and validate the presentation.
- Dr. Alston acknowledged his comment and shared the comparison may be problematic as the makeup of communities and resources differ.
- Father Curran inquired about the number of households which participated in the survey, 163 of 461.
- Dr. Alston shared the efforts of her team and encouraged SPAC to refer any known resident of the former Tidewater Gardens community to NSU to complete the survey.
- Ms. Hamm Lee asked if there were any additional marketing efforts in which NSU plans to implement. Dr. Alston encouraged the faith-based community and committees to include in their announcements.
- Dr. Perry reiterated the purpose of the evaluation process implemented by the City – to ensure the effectiveness of services, and if necessary, allow time to pivot. Susan thanked everyone for their hard work.

#### **IX. Open Discussion**

**7:15**

- None

#### **X. Adjournment**

**7:30**

- Ms. Hamm Lee reminded everyone of the print copies available containing the topics of discussion and encouraged the SPAC to reach out with questions.
- Barbara asked if there were any further comments or questions. When none were raised, she concluded the meeting by announcing its adjournment and expressing gratitude to all those who attended.



# **St. Paul's Advisory Committee Meeting**

**Location: Foodbank of Southeastern Virginia and the Eastern Shore  
September 19, 2023**



# Agenda

## **Welcome | 6:00**

*Barbara Hamm Lee, SPAC Liaison  
Councilwoman Danica Royster, Co-Chair  
Councilman John Paige, Co-Chair*

## **Development Update | 6:05**

*Brad Peters, Brinshore*

## **Franklin Johnston Property Management Update| 6:15**

*Matt Hacker, Franklin Johnston Group  
Angie Lombardi, Franklin Johnston Group*

## **Community Art Project| 6:35**

*Angie Lombardi, TFJG*

## **People First Update and Back To School Event | 6:45**

*Nicole Brown, USI  
LaEunice Brown, Norfolk Public Schools*

## **NSU People First Evaluation Report| 7:00**

*Dr. Sharon Alston, Norfolk State University*

## **Open Discussion| 7:20**

*SPAC Members*

## **Adjournment | 7:30**

*Barbara Hamm Lee, SPAC Liaison*

BRINSHORE

## Development Updates

- *Unity Place Groundbreaking*

*Brad Peters, Brinshore*

# Unity Place Groundbreaking



- Unity Place closed on 9/7/2023
- Notice to Proceed with Construction on 9/13/2023
- Groundbreaking occurred on 9/13/2023



## Unity Place Groundbreaking





# Property Management & Development Update

- *Reunion and Origin Circle Update*
- *Vendor & Kindred Art Project Update*

*Matt Hacker, TFJG*  
*Angie Lombardi, TFJG*



# Reunion Senior Living at Kindred Update



Reunion  
SENIOR LIVING • AT KINDRED

## Construction Update:

Building 1, Section A – start occupying the end of October

Replacement: 24

Affordable: 44

Market: 4

## Application update:

- 53 applications taken, 29 need additional documentation to send to the compliance department
- 6 applications currently with the compliance department
- 18 fully approved applications
- 1 of the applications for the affordable units is for a right to return resident
- NRHA accepts applications for replacement units; 40 applications have been taken for right to return residents



# Origin Circle at Kindred Update



Replacement: 37  
Affordable: 46  
Market: 37

## Construction Update:

Building 1, Section B – start occupying the end of November

## Application update:

- 11 applications taken, 6 need additional documentation to send to the compliance department
- 2 applications currently with the compliance department
- 2 fully approved applications
- NRHA accepts applications for replacement units; 82 applications have been taken for right to return residents





# Community Art Project

*Angie Lombardi, TFJG*



# Kindred Art Project

The Franklin Johnston Group along with our partners at Brinshore Development, are heading the development and management of the St. Paul's rehabilitation project, "Kindred." Commonly called Block 19 & 20, the two apartment home communities are now named "Reunion Senior Living" and "Origin Circle." Reunion Senior Living is a community of 72 apartments for adults 55 years and up. Origin Circle is a community of 120 apartments for residents of all ages.

Our goal is to make this joined "Kindred" community part of the Tidewater Gardens community. In doing this, we have developed the "Kindred Art Project." This project was created to procure artwork that gives meaning to this new structure that sits right in the middle of downtown Norfolk. Not far from the art district, we felt it was necessary to have this development be an extension of that vibrant atmosphere.

A vertical poster for the Kindred Art Project. The background is a vibrant, abstract painting with bold strokes of yellow, orange, blue, and green. At the top, the logo for 'KINDRED ART PROJECT' is displayed, with 'KINDRED' in a stylized green font and 'ART PROJECT' in a smaller, simpler green font. Below the logo, the words 'CALL FOR ARTISTS' are written in large, bold, dark blue capital letters. Underneath this, a paragraph of text in a smaller font explains that the Franklin Johnston Group and Brinshore Development are accepting applications for the Kindred Art Project to commission artwork from Norfolk-based artists for the newly developed Kindred Apartment Homes. The text 'APPLICATIONS ARE DUE SEPTEMBER 29, 2023' is prominently displayed in bold, dark blue capital letters. Below this, it says 'For more information email us at TheKindredArtProject@gmail.com' and 'or visit' with a red arrow pointing to the website URL 'TheFranklinJohnstonGroup.com/Kindred-Art-Project' at the bottom. The entire poster is framed by a dark blue border.

**KINDRED**  
ART PROJECT

## CALL FOR ARTISTS

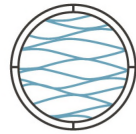
The Franklin Johnston Group and Brinshore Development are accepting applications for the Kindred Art Project to commission artwork from Norfolk based artists for the newly developed Kindred Apartment Homes.

**APPLICATIONS ARE DUE  
SEPTEMBER 29, 2023**

For more information email us at  
[TheKindredArtProject@gmail.com](mailto:TheKindredArtProject@gmail.com)  
or visit

[TheFranklinJohnstonGroup.com/Kindred-Art-Project](https://TheFranklinJohnstonGroup.com/Kindred-Art-Project)

# Property Management Economic Inclusion Discussion



ORIGIN CIRCLE  
AT KINDRED



Reunion  
SENIOR LIVING • AT KINDRED



PEOPLE  FIRST



EMPOWERED BY

URBAN STRATEGIES, INC.



Norfolk Public Schools

The cornerstone of a proudly diverse community

# People First Update and Back To School Event

- *People First Update*
- *Back To School Event*

*Nicole Brown, USI*

*LaEunice Brown, Norfolk Public  
Schools*



# People First Update

*Nicole Brown, USI*



## Key Service Pillars and Results Statements

**Education:** All children and youth in Tidewater Gardens are ready for school, thrive in and out of school, graduate from high school, and are prepared for college, career and life.



**Economic Mobility:** All households in Tidewater Gardens, before and after redevelopment, are economically independent.



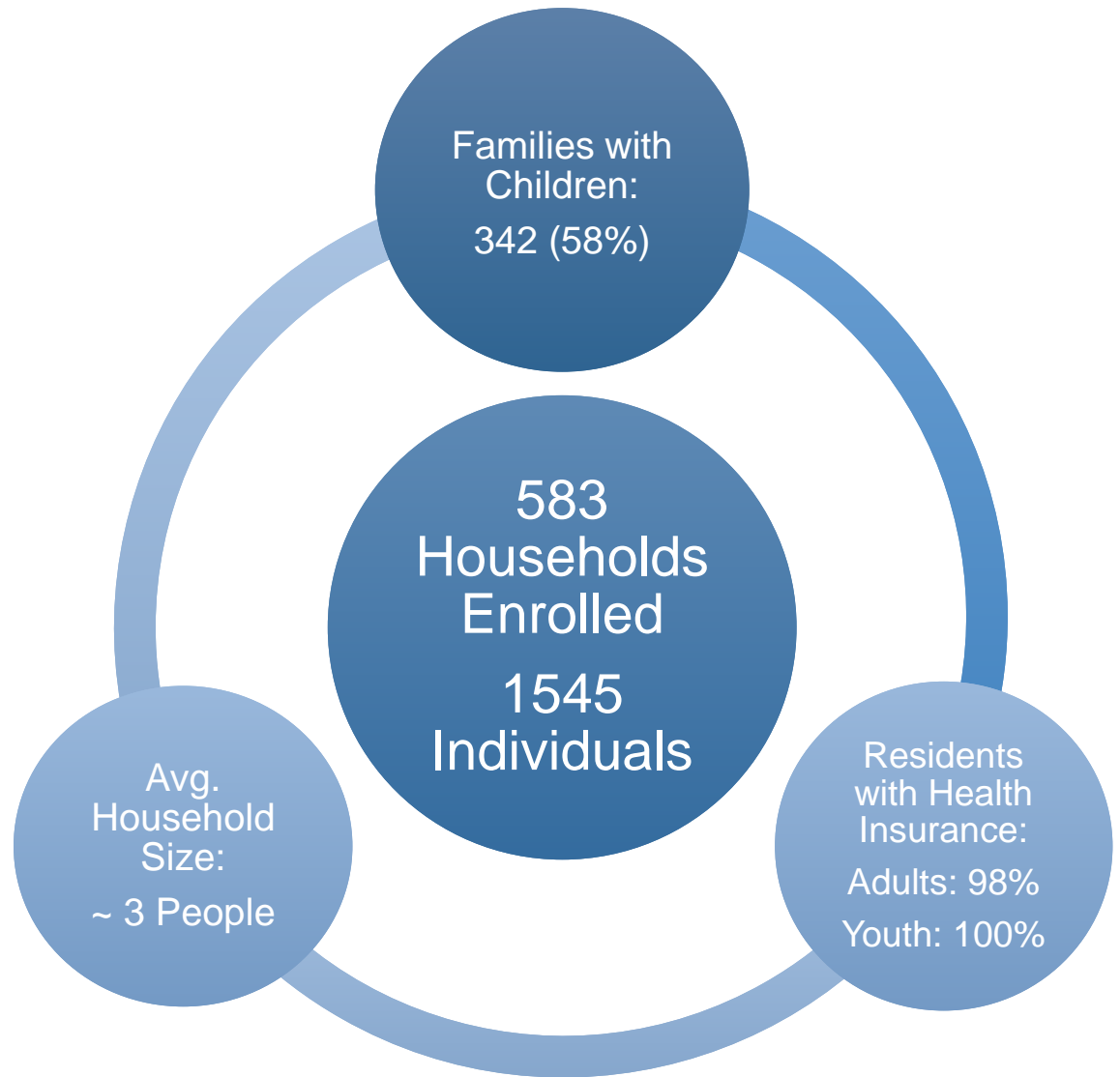
**Health:** All children and adults living in Tidewater Gardens, before and after redevelopment, are mentally and physically healthy.



**Housing Stability:** All Tidewater Gardens households remain stably housed in their housing of choice.



## Families Receiving Support and Coaching



# People First Updates



- We are working closely with the residents who want to return to Reunion and Origin. Ensuring that the families have all of the required documents, attending briefings at NRHA in support of the resident, and walking the resident through the entire process
- We are continuing to work with families who choose not to return, offering the same support as those who are returning
- We are diligently working on increasing enrollment in early childhood programming- We are still seeing an effect of COVID-19 as parents are still not comfortable enrolling their children in these slots - The strategy is to get to the why first
- We are looking to increase childcare slots that are available and accessible to our families. Strategy to build on a new partnership with Champions
- We are strategically engaging with the high school students from 9<sup>th</sup>-12 to start the conversation and offer support to those youth with intentionality around pathways to college or career

# People First Updates



## Resident Highlight Video





# Upcoming Engagement Activities

- **Chat and Chew Resident Engagement:**
  - Date: September 26, 2023 at 6pm
  - Location: Norview Community Center

A colorful poster for 'Chat & Chew Family Night'. The background is a mix of blue, green, and orange. There are illustrations of avocados and strawberries. The text is arranged in a clear, organized manner with various fonts and colors.

**PEOPLE FIRST**  
EMPOWERED BY  
URBAN STRATEGIES, INC.

# CHAT & CHEW

[Register Here](#)



**Family Night**

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**26  
SEPT  
2023  
6 PM**

Food & Prizes  
\*Transportation Provided

Norview Community Center  
6830 Sewells Point Rod  
Norfolk VA 23513

Contact: 757-390-4625  
for more information

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**SESSIONS**

Adults:  
Returning to Kindred | Lease  
Compliance | New Community Updates

High School Students:  
Pathways to College | Career  
Activities

Youth Activities:  
Age-appropriate Learning Centers |  
Arts and Crafts



**Norfolk Public Schools**  
The cornerstone of a proudly diverse community

# Back To School Event

*LaEunice Brown, Norfolk Public  
Schools*

MacArthur Center



Norfolk Public Schools  
The cornerstone of a proudly diverse community

THE CITY OF  
**NORFOLK**

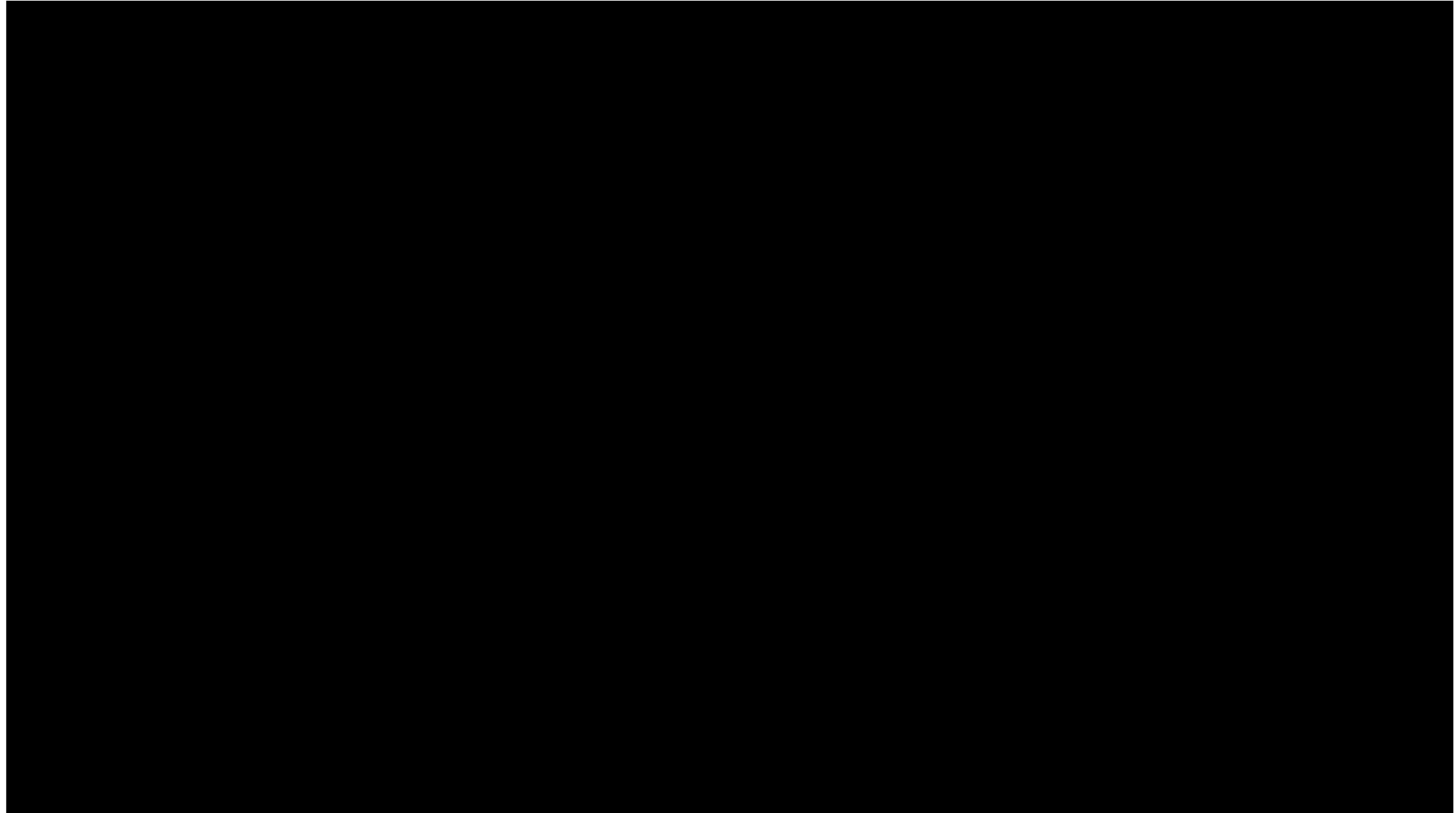
UNITY IN THE  
COMMUNITY  
**back2  
School**  
CELEBRATION

**Saturday, August 19**

10 a.m. – 2 p.m.

MacArthur Center

# Unity In The Community





- Welcome provided by Dr. Kenneth Alexandar, Mayor of the City of Norfolk and Dr. Doreathea White, Chief Strategy, Innovations, and Community Engagement Officer
- Event program included youth presentations and performances
- Over 30 vendors





Approximately  
355 families  
served



Approximately 2080  
backpacks  
distributed



Over 129 volunteers



\*The numbers are an approximate recap of the event.

Students served at Unity in the Community are  
attending the following Norfolk Public Schools for the  
2023-2024 School Year

- Academy for the Discovery at Lakewood
- Academy for International Studies
- Azalea Gardens Middle
- Bayview Elementary
- Berkley Campostella ECC
- Blair Middle School
- Booker T. Washington High School
- Camp Allen Elementary School
- Chesterfield Elementary School
- Coleman Place Elementary School
- Crossroads Elementary School
- Easton at Fairlawn

Students served at Unity in the Community are  
attending the following Norfolk Public Schools for the  
2023-2024 School Year

- Granby Elementary School
- Granby High School
- Ghent School
- Ingleside Elementary
- Jacox Elementary School
- James Monroe Elementary
- Lake Taylor High School
- Lake Taylor School
- Larrymore Elementary School
- Lindenwood Elementary School
- Little Creek Elementary School
- Madison Alternative



Students served at Unity in the Community are  
attending the following Norfolk Public Schools for the  
2023-2024 School Year

- Mary Calcott Elementary School
- Maury High School
- NET Academy
- Norview Elementary
- Norview High School
- Norview Middle School
- Oceanair Elementary
- Oceanview Elementary
- Open Campus
- P.B. Young, Sr. Primary School
- Richard Bowling Elementary School
- Sewells Point Elementary School
- Southside STEM Academy at Campostella
- Suburban Park Elementary School
- Ruffner Academy

Students served at Unity in the Community are attending the following Norfolk Public Schools for the 2023-2024 School Year

- Tanners Creek Elementary School
- Tarrallton Elementary School
- W.H. Taylor Elementary School
- Willard Model Elementary School
- Willoughby Preschool





MacArthur Center Norfolk Public Schools THE CITY OF NORFOLK  
 The power of a united community

# UNITY IN THE COMMUNITY back2School CELEBRATION

Saturday, August 19  
 10 a.m. - 2 p.m.  
 MacArthur Center









# NSU People First Evaluation Report

- *Evaluation Services of the People First Initiative*

*Sharon Alston, Norfolk State University*

# Overview



- Overview of the Research Team
- Purpose
- Methods
- Results



# **Evaluation Team**

## and Technical Capabilities

# Dr. Sharon Alston, PhD, COI Principal Investigator



- Assistant Professor with the School of Social Work at Norfolk State University
- Active member of the University Assessment Committee
- Researcher for three major surveying field projects
  - DC Housing Authority
  - Multi-state Context Matters Study of Youth in Public Housing
  - The District of Columbia Foreclosure and Migration study





# Liyun Wu, PhD Methodologist



- Associate Professor with the School of Social Work at Norfolk State University
- Experience as the program evaluator for the Mental and Behavioral Health Education and Training Grant (MBHET)
- 
- Twenty five years of experience with statistical analysis



# Jennifer Hamilton, PhD Consultant



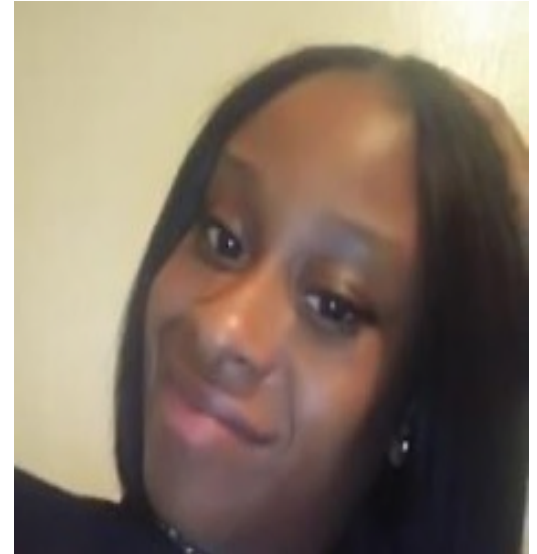
- Vice President of Education and Child Development at NORC
- Senior Methodological Expert on the National Evaluation of Investing in Innovation (i3) Fund
- Certified What Works Clearinghouse reviewer
- Past President of the Eastern Virginia Evaluation Research Society



# Krystal Smith, Administrative Assistant



- Assist with managing daily operations of the evaluation
- Supervises research assistances
- Assist with administrative tasks



# Tariq Powell & Charlene Wimbish, Research Assistants



- Social work interviewing skills
- Knowledge of community resources
- Case management skills
- Knowledge of research and program evaluation methods



# Purpose of the Evaluation



- Assess the People First Initiative and determine the extent to which the stated outcomes were achieved, and
- Provide evidence-based strategies for continuing delivery of People First services effectively and efficiently.

# Philosophical Framework



- Community-based participatory research
- View community as partners
- Collaborative process
- Needs of the community are a great priority
- Achieve health and racial equity



# Methodology



- Longitudinal
  - Over four years August 2021- July 2025
  - Three data collection points
- Research Design
  - Process and summative

# Process Questions



- Is People First being implemented as it was envisioned and intended by the City and Community?
- How does People First work, and how can it be made better?
- How effectively does USI use the methods (assessment tool, engagement activities, outcome measures) at assessing outcomes for residents of Tidewater Gardens?

# Summative Questions



- How effective is People First at reaching its residents of Tidewater Gardens?
- How effective is People First effectively engaging the community and relevant stakeholders, including business owners and community organizations, faith-based organizations, public school systems?
- What are the family's perceptions of their experience with the relocation process?
- To what extent has Urban Strategies Inc. achieved the stated outcomes (economic mobility, health and wellness, life cycle outcomes, and education) for Tidewater Gardens Community families as specified by the People First Initiative?

# Additional Outcomes



- Subjective Neighborhood Perceptions,
- Neighborhood Cohesion,
- Feelings of Safety, and
- Access to place-based resources.

# Target Population



- Remaining residents of Tidewater (if any)
- Families who have moved out with vouchers into other neighborhoods outside of public housing,
- Families who left voluntarily (moved without assistance) or involuntarily (i.e., evictions), and
- Families who have elected to move to other Norfolk Public Housing developments.

# Recruitment and Sampling Procedures



- Convenient sampling of all current and past residents
  - 439 residents of the 618 residents
  - Family split resulted in 641 Heads of Household
- Community forums,
- Letters of invitation, and
- Home visits



# Data Collection and Instruments



- Annually 2022-2024; June 15, through October 15
- Surveys via Qualtrics Software
- Focus groups via Zoom conference and Face-to-Face
- Collect administrative data

# Survey Instrument



- Resident information survey
  - Household information demographics
  - Resident satisfaction survey
  - Subjective neighborhood
  - Neighborhood cohesion
  - Place-based resources scale

# Survey Instrument Continued



- Bridge Self-Sufficiency Scale
- Health-Related Quality of Life (HRQOL) which assess individuals' perceived physical and mental health over time
- Child and Adolescent Needs & Strengths (CANS)



# Preliminary Results

# Research Questions



- How effective is People First at reaching its residents of Tidewater Gardens?
- How effective is People First effectively engaging the community and relevant stakeholders, including business owners and community organizations, faith-based organizations, public school systems?
- What are the family's perceptions of their experience with the relocation process?
- To what extent has Urban Strategies Inc. achieved the stated outcomes (economic mobility, health and wellness, life cycle outcomes, and education) for Tidewater Gardens Community families as specified by the People First Initiative?



# Residents Demographics

## Final Sample 163

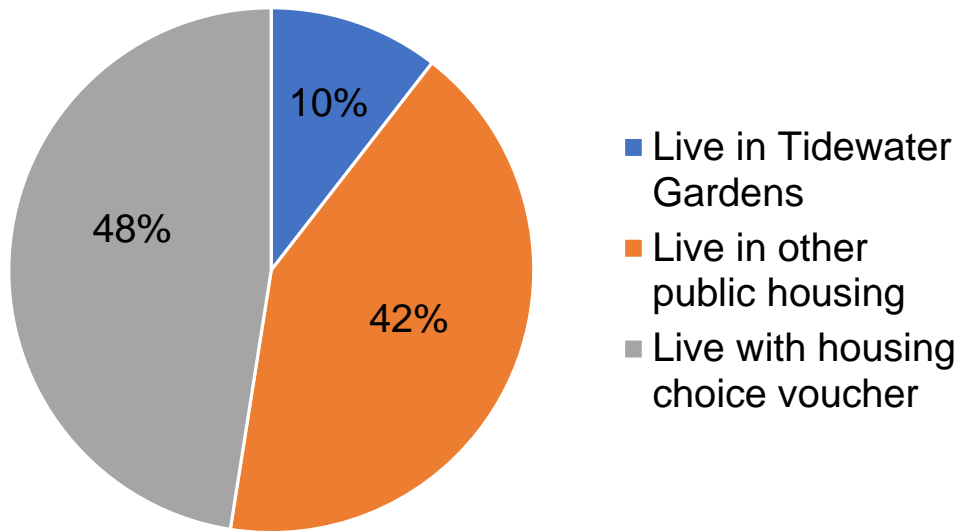


- Age: 34% are aged 30-39
- Gender: 92% female
- Race: 96.9% African Americans
- Education: 64.2% high school or less
- Employment: 45.3% full-time or part-time
- Household income: 84% had yearly income
- Source of income: 49% from work
- Martial status: 71% never married
- Disability: 31% had a physical or mental health disability
- Physical or health impairment: 31.5%

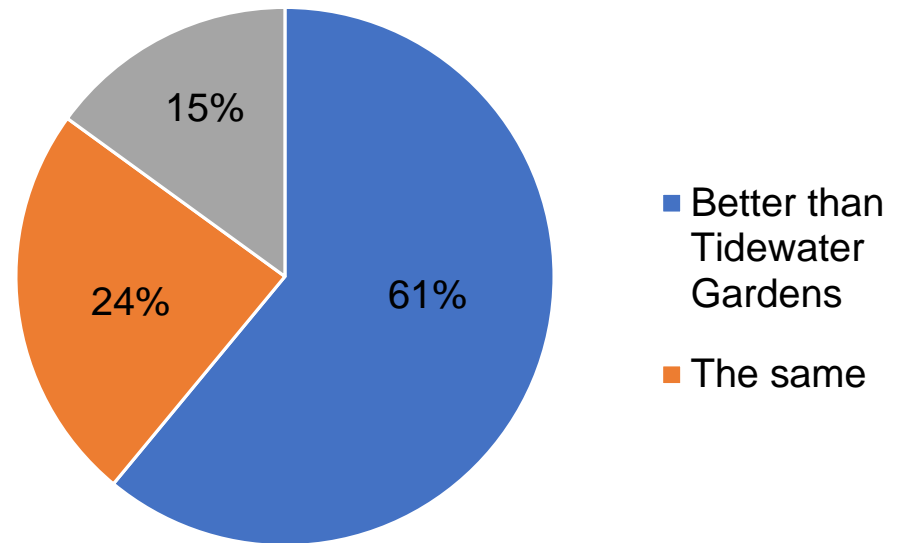
# Housing Conditions



## Housing development



## Improvement in housing conditions



# Year 1 Outcomes



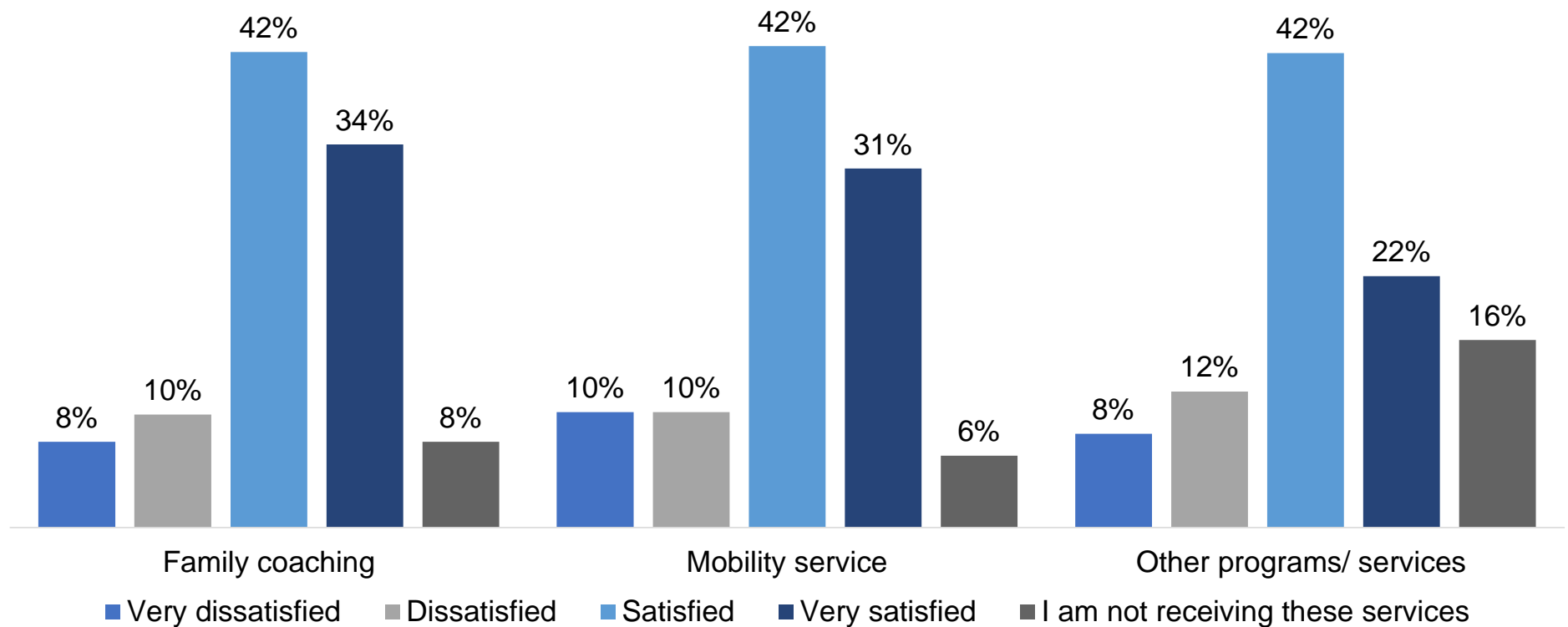
- Some residents report that their neighborhood has some level of risk.
  - Risks such as damaged or destroyed property, drug use, drive-by shootings
  - Residents in the public housing group reported higher levels of neighborhood risk than residents in the housing voucher group
  - Residents in public housing reported lower levels of neighborhood cohesion than the housing choice voucher group
- Access to place-based resources
  - Residents in the housing choice voucher have better access to place-based resources within the neighborhood, compared to residents in public housing

# Place-based Resources



Facilities	Public housing residents only	Housing voucher residents only	Total residents
Laundry mat	57.1% (n=77)	85.1% (n=74)	70.9% (n=151)
Dry cleaner	27.3% (n=77)	48.4% (n=62)	36.7% (n=139)
Recreation center	73.1% (n=78)	66.7% (n=63)	70.2% (n=141)
Hospital	53.2% (n=79)	71.6% (n=67)	61.6% (n=146)
Grocery store	50.6% (n=79)	95.9% (n=73)	72.4% (n=152)
Restaurant	66.3% (n=80)	90.4% (n=73)	77.8% (n=153)
Daycare	52.7% (n=74)	63.3% (n=60)	57.5% (n=134)
Public transportation	96.4% (n=84)	95.9% (n=73)	96.2% (n=157)
Fitness center	36.8% (n=76)	62.5% (n=64)	48.6% (n=140)
Pharmacy	43.0% (n=79)	85.9% (n=71)	63.3% (n=150)
Library	61.3% (n=80)	76.1% (n=67)	68.0% (n=147)
Primary Care Physician	36.4% (n=77)	61.7% (n=60)	47.4% (n=137)
Dentist	37.2% (n=78)	66.7% (n=63)	50.4% (n=141)
Pediatrician	38.2% (n=76)	58.1% (n=62)	47.1% (n=138)
OBGYN	30.3% (n=76)	57.4% (n=61)	42.3% (n=137)
Mental health clinic	23.4% (n=77)	33.9% (n=56)	27.8% (n=133)

# Satisfaction with Programs and Services





# Four Bridges to Self-Sufficiency Scale



- **Family stability:**

- Housing voucher residents had more stable housing than public housing residents
- No difference in obstacles
- Housing voucher residents had more stable transportation than public housing residents
- Housing voucher residents had more stable childcare than public housing residents

- **Well-being:**

- Housing voucher residents had higher levels of physical and mental health
- More housing voucher residents reported having a support systems

- **Financial management:**

- Housing voucher residents had more savings than those in public housing
- Also, they had more debt than those in public housing

- **Employment:**

- Housing voucher residents had more household earnings
- Also, they were higher levels of education than residents in public housing

# Recommendations



- **Recommendation #1: Service Delivery**

- PFI should consider implementing a case management model that facilitates effective and efficient service delivery to its residents.
- Can utilize the generalist intervention model (GIM). It involves seven steps that proceed from engagement to follow-up.
- Need to increase the number of formal contracts with vendors and stakeholders to provide additional needed services to residents, particularly in the areas of housing counseling, economic mobility, and education.

# Recommendations



- **Recommendation #2: Training**

- All case managers should be trained in understanding the ecological context of public housing residents and issues related to the relocation of communities.
- Provide case managers with effective supervision that addresses secondary trauma's effects on them which may reduce the rate of staff turnover.

# Recommendations



- **Recommendation #3: Data Management**

- Need to keep accurate data of residents' information.
- A data follow-up form should be developed and administered to residents regularly.
- Any changes in resident information should be routinely updated in a master files.

# Recommendations



- **Recommendation #4: Staffing Infrastructure**

- It is recommended that PFI increases the number of case managers on staff at USI. USI services 641 households. With eight case manager this is 1:80 households.
- Increase the communication between USI and families. USI must make at least one contact with the families a month. Currently, the monthly contacts do not occur regularly.
- Establish partnership with a neighboring college or university. For instance, Students in Norfolk State University can intern with USI. The Baccalaureate Social Work students can conduct initial assessments, make referrals to social services, make follow-up phone calls, and assume other basic responsibilities. Master of Social Work students can provide case management services to residents.

# Questions







# Open Discussion

*SPAC Members*



# Adjournment