

Mayor's St. Paul's Advisory Committee

Meeting Minutes

Date of Meeting: March 16, 2021

Minutes Prepared By: Krystle Glover, City of Norfolk

1. Purpose of Meeting: Receive updates pertaining to Blue/greenway, Tidewaters Gardens relocation, People First, workgroup on violence, inclusionary housing/non-profit entity, economic inclusion, and the St. Paul's project.

2. Attendance at Meeting

Councilwoman Royster – present	Mr. Alphonso Albert – not present	Ms. Kimberly Bray – present	Ms. Kenita Matthews – present
Councilman Riddick – present	Rev. James P. Curran – present	Mr. Joe Dillard – present	Ms. Caz Ferguson – not present
Mr. Earl P. Fraley, Jr. – not present	Mr. Larry Hall – not present	Mr. William Harrell – not present	Pastor Kirk T. Houston, Sr. – not present
Ms. Shamika Kirby – present	Ms. Deirdre Love – present	Ms. Tara Saunders – present	Dr. Robert G. Murray – not present
Mr. Don Musacchio – present	Dr. Ruth Jones Nichols – present	Mr. Brodie Parker – not present	Mr. Lavonne Pledger – present
Dr. Glenn Porter – present			

3. Agenda

- | | |
|--|--------------|
| I. Welcome/Pandemic Notification | 12:00 |
| <ul style="list-style-type: none">• <i>Barbara Hamm Lee, SPAC Liaison</i>• <i>Councilwoman Danica Royster, Chair</i> | |
| II. Blue/Greenway Update | 12:10 |
| <ul style="list-style-type: none">• <i>Tim Stromberg</i>• <i>Natalie McCarthy, Stromberg/Garrigan & Associates, Inc</i>• <i>Ann Toole, Toole Recreational Planning</i> | |
| III. Tidewater Gardens Relocation Dashboard | 12:25 |
| <ul style="list-style-type: none">• <i>Kim Thomas, Norfolk Redevelopment & Housing Authority</i> | |
| IV. People First Update | 12:30 |

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- *Nicole Todd, People First Empowered by USI*
 - *Dominion Energy/Micro Grant Program/Landlord Incentives*
- V. Workgroup on Violence Update 12:45**
- *Deirdre Love, SPAC Committee Member*
 - *LaVonne Pledger, SPAC Committee Member*
- VI. Inclusionary Housing/Non-Profit Entity Updates 12:55**
- *Dr. Susan Perry, St. Paul's Transformation Office*
- VII. Economic Inclusion Update 1:05**
- *Marcia McGill, St. Paul's Transformation Office*
- VIII. St. Paul's Monthly Update 1:20**
- *Dr. Susan Perry, St. Paul's Transformation Office*
- IX. Next Steps/Announcements/Closing Remarks/Adjournment 1:25**
- *Councilwoman Danica Royster, Chair*

4. Meeting Notes, Decisions, Issues

I. Welcome/ Pandemic Notification 12:00

- *Councilwoman Danica Royster*

- Barbara Hamm Lee welcomed the committee, read the electronic pandemic notification, and read the attendance roll.
- Councilwoman Danica Royster greeted the committee. As there is a packed agenda, Councilwoman Danica requested for the committee to limit comments and questions until the end to allow time to cover all the subject matters the committee requested updates for.

II. Blue/Greenway Update 12:10

- *Tim Stromberg, Stromberg/Garrigan & Associates, Inc*
- *Natalie McCarthy, Stromberg/Garrigan & Associates, Inc*
- *Ann Toole, Toole Recreational Planning*

Tim Stromberg opened the presentation by thanking everyone for the opportunity to provide an update on the blue/greenway project. Natalie and Ann have been working diligently over the past two months on key stake holder interviews and outreach. Today, the team will present some of their findings and next steps. The second workshop will take place next week and we will integrate the thoughts for programming and community needs, two ideas identified by key stake holders. Ann and Natalie shared the Blue/Greenway presentation which is attached.

III. Tidewater Gardens Relocation Dashboard 12:25

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- *Kim Thomas, NRHA*

Kim Thomas provided an overview of the relocation numbers as of February 28, 2021. Family splits will be included in the future reports. A family split is an existing TWG resident who at the time of move have adult children who decide to start their own households. Dashboard is attached for reference.

IV. People First Update

12:30

- *Nicole Todd, People First Empowered by USI*

Nicole Todd shared the People First Family Support dashboard that covers the total number of households that USI has engaged, including service and assessments, to February 28, 2021. Ms. Todd also presented information on the People First Initiative Micro Grant Program, Dominion Power Partnership, large household landlord incentive program, and a Voices of Tidewater Gardens success story of Kaberlyn Johnson. Barbara will distribute a copy of the Micro Grant program flyer, the link to the open position within USI, and the link to Kaberlyn's success story to the committee and asked members to share among their networks. Slides of the presentation are included in these minutes.

V. Workgroup on Violence Update

12:45

- *Deirdre Love, SPAC Committee Member*
- *LaVonne Pledger, SPAC Committee Member*

Deirdre Love acknowledged the members who meet once a week and encouraged anyone else to attend moving forward. The objective of the workgroup is to collectively work to formulate and activate people, programs, and create policies that create safety and deter violence for young people and the families who live in St. Paul's. We see this as urgent matter that requires immediate action and long-term planning simultaneously. The effort is powered by our small group with the support of our City and will bring in the community who advise us on every initiative that we consider as valid. The goal is for the long-term policies to be presented to City Council for approval.

LaVonne shared the short and long terms goals and immediate needs of the committees such as efficient lighting, crossing guards to and from in person programming, efficient police patrolling, more active and engaging community resource officers, plans for recreation and transportation, and the launch of a community action group. Long terms goals are being shaped. The community will vet all programs to ensure their needs are being met.

Deirdre identified the groups small wins to date as being provided the City and NRHA youth services, the Norfolk Police department has a steady and increased presence at and around Teens with a Purpose, and on March 27th, the team will support the Stop the Violence teams' march and call to action. At the event, the community will have the opportunity to sign up for upcoming opportunities. Mike Pain of the Black Panthers has presented to our group. Moving

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forward, both long term and short-term goals will be addressed simultaneously by alternating the meeting dates.

VI. Inclusionary Housing/Non-Profit Entity Updates

12:55

- *Dr. Susan Perry, St. Paul's Transformation Office*
- *Kim Pierce, Office of Neighborhood Development*

Susan presented the Inclusionary Housing subcommittees recommendations to City Council, the adoption of "Design Principals for Multifamily Housing" (10/12/2020), progress with developers for multifamily units, ways to support and expand affordable shelter, increase of voucher power, hiring of Landlord Liaison, and landlord incentives. Kim Pierce added strategies being presented via Neighborhood Development to create, retain, and improve current affordable housing. Ms. Pierce presented the programs: Rent Ready Norfolk, Strengthening Neighborhoods Program, Renovate Norfolk, and Norfolk's Eviction Mitigation Team.

Councilman Riddick raised a concern about housing programs being presented with no successful points and requested a televised City council presentation regarding the St. Paul's transformation to identify the decisions made and by whom. Barbara Hamm Lee acknowledged Mr. Riddick's comments.

Dr. Perry continued the presentation regarding the non-profit entity updates, covering the recommendation to move forward with the Purpose Built Communities and their view of having a desirable board profile to help move the work forward. She requested that members of the commission provide their recommendations for board members who could populate such a board. Dr. Perry noted that PBC was undergoing a refresh and that new members to the network would be on hold until that time. The City will re-engage PBC in discussions in April/May. Slides are below.

VII. Economic Inclusion Update

1:05

- *Marcia McGill, St. Paul's Transformation Office*

Marcia provided an update of where the Economic Inclusion committee is and where the group is headed as it relates to informal focus groups and sessions, city infrastructure construction projects, developer economic inclusion plan review, section 3, promoting upcoming opportunities with the City and the developers, and outcomes of the recent virtual vendor fair. Slides are attached.

VIII. St. Paul's Monthly Update

1:20

- *Dr. Susan Perry, St. Paul's Transformation Office*

Susan presented a one-page, double sided St. Paul's update that covers the efforts of people and redevelopment for the month.

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Dr. Ruth Jones Nichols inquired about the new multifamily housing development being constructed at the corner of Tidewater Drive and Brambleton. To what extent does that project meet the design principles? Dr. Perry responded this project was approved prior to the design principles and is being used as an example. They worked with the design consultants; it includes all amenities, elevator building, and follows all design principles. We are unable to confirm if it includes market rate units as it was approved before guidelines were in place, but it is affordable and has dedicated replacement units that will accept project-based vouchers. Since the design principles passed, we have had one project that includes the 10% inclusionary housing goals, and it is a project by Breeden on Kempsville Road.

Dr. Jones Nichols also asked the status of the City's allocated funding for the non-profit entity. Dr. Perry clarified the funds were awarded on a one-time basis and the funds remain available for this use.

After being contacted by a local justice group, Father Curran inquired about the mistreatment of residents of Tidewater Gardens regarding relocation. Father Curran added he was advised in some cases; residents were asked to move multiple times. Nicole Todd shared in some cases; residents may have had to move temporarily before they move on to their permanent choice. No one has had to move multiple times. Father Curran agreed to meet with Lavonne and Nicole to discuss the concern further and to understand LaVonne's critique and why he doesn't bring it up at the commission meetings.

To approve the ability for more committee members to attend the SPAC meetings, Dr. Jones Nichols raised for consideration an evening meeting to improve attendance.

To Councilman Riddick's point, Dr. Perry clarified that no transformation plans have been made for Calvert Square or Young Terrace. Those communities have not undergone master planning in the same way as Tidewater Gardens. The sole focus right now is on the Tidewater Gardens community. Barbara added the confusion may be with the wrap around services that are available to all St. Paul's residents.

Deputy City Manager Rogers complimented NRHA and everyone who coordinated the successful vaccination clinics in our communities.

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Councilwoman Royster thanked everyone who is dedicated to the committee and acknowledged Dr. Ruth's request to revisit the meeting frequency. Optimal participation is what we need for this committee to work. Ms. Royster commended Susan for the monthly St. Paul's one pager that will help us to tell the story and encouraged everyone to use and share the document. Councilwoman Royster encouraged the team to send their questions and she will look into presenting a survey monkey to gather the time of day which can accommodate the greater group.

Barbara called the March SPAC to a close.



St. Paul's Advisory Committee Meeting

Virtual Meeting

March 16, 2021

Agenda

- Pandemic Notification/Welcome/Opening Comments
- Blue/Greenway Update
 - *Tim Stromberg & Natalie McCarthy, Stromberg/Garrigan & Associates, Inc. and Ann Toole, Toole Recreational Planning*
- Relocation Dashboard and People First Update
 - *Kim Thomas, NRHA; Nicole Todd, People First empowered by USI*
- Violence Workshop Update
 - *Deirdre Love and LaVonne Pledger, SPAC Committee Members*
- Inclusionary Housing/Non-Profit Entity Updates
 - *Susan Perry, Office of St. Paul's Transformation*
 - *Kim Pierce, Department of Neighborhood Development*
- Economic Inclusion Update
 - *Marcia McGill, Office of St. Paul's Transformation*
- St. Paul's Monthly Update
 - *Susan Perry, Office of St. Paul's Transformation*
- Next Steps/Announcements/Closing Remarks/Adjournment

Blue/Greenway Update

Tim Stromberg, Stromberg/Garrigan & Associates, Inc.

Natalie McCarthy, Stromberg/Garrigan & Associates, Inc.

Ann Toole, Toole Recreational Planning

Mayor's Advisory Committee Input

- Community Focused – Neighborhood, youth, and family
- Inclusive, accessible, and open to all
- Cultural and environmental opportunities and benefits
 - Mix of facility and landscape amenities
- Honoring the people, heritage, and culture of what once stood
- Opportunities for interacting with nature, growing food, partnering with local organizations



Little Free Pantry at Purpose Park
Project: Teens with a Purpose
Photo: Natalie McCarthy

Park Priorities

- Open green space; a space that creates peace and harmony through nature
- Ensure the community, moreover parents, are onboard to educate their children on the importance of maintaining the site to ensure a long, useful life
- Create long-term planning and maintenance funding



Community-led Events at Purpose Park
Project: Teens with a Purpose
Photo: Natalie McCarthy

Outreach

Organization	Representative
Norfolk Public Schools	Mr. Dennis Fuddy
	Mr. Richard Fraley
	Dr. James Pohl
	Mrs. Kenita Matthews
Recreation, Parks, and Open Space	Mr. William Speidel
	Mr. Jason Baines
	Mr. Steve Patton
	Mr. Darrell Crittendon
	Mr. Jose Benitez
Public Works	Mr. Justin Shafer
	Mr. John White
	Mr. Rey Hernandez
People First	Katie White
Teens with a Purpose	Ms. Deirdre Love
	Mr. Andre Love
Mayor's Advisory Committee	Father Jim Curran (St. Mary's) - Rescheduled
	Mr. LaVonne Pledger
	Ms. Deirdre Love
City of Norfolk	Dr. Susan Perry
	Mr. James Rogers

Major Takeaway

This space must be a neighborhood asset for people to use on a day-to-day basis.

Keynote:

Engagement is ongoing and will expand beyond this project phase and these stakeholder groups.

What's Next

- Synthesize findings
- Strengths – lots of potential partners; financial investment
- Challenges – park maintenance; impact of Covid on City operations; coordinating support facilities; evolving recreation needs
- Opportunities – engaged community; ability to define a successful space; environmental benefits
- Goal – Conclude outreach work for Operations and Maintenance and Programming. Draft report by the end of March with recommendations and next steps to propel park towards success.





Tidewater Gardens Dashboard Overview as of February 28, 2021

Presented by Kim Thomas (NRHA)

Vacancy Statistics by Phase						
Phases	Total Units	Total Vacant Units		Total Occupied Units	Percentage Vacant Units	Change from Prior Report
Phase 1	187	146		41	78.07%	+6
Phase 2	262	101		161	38.55%	+4
Phase 3	116	39		77	33.62%	+3
Phase 4	53	19		34	35.85%	-1
Grand Total	618	305		313	49.35%	+12

Residents Desire to Return to St. Paul's Area						
Phases	Total Units	Total Choices		Total Residents Desire to Return	Percentage Residents Desire to Return	Change from Prior Report
Phase 1	187	179		82	45.81%	+1
Phase 2	262	208		126	60.58%	+19
Phase 3	116	47		29	61.70%	+3
Phase 4	53	18		10	55.5%	+1
Grand Total	618	452		247	54.65%	+24

NRHA Summary

Tidewater Gardens Relocation Dashboard as of February 28, 2021

- **305 families** have transition out of Tidewater Gardens in housing of their choice
(318 new household created due to transition and family splits (13) from Sept 2019 through January 2021)
- **90% (275 of 305 households)** have selected housing options in Norfolk (HCV, LIPH, PBV)
- **52% (159 households)** moved to private rental through the HCV program
 - 39% (63 households) moved into defined Area of Opportunities as defined by HUD
- **6% (18 households)** eviction rate
- **Three (3) residents** moved to homeownership
- **518 youth (ages 0 to 18 years)** have relocated
 - **33% (173)** youth age 5 years and under
 - **58% (301)** youth moved to housing in the HCV program

PEOPLE  FIRST



EMPOWERED BY

URBAN STRATEGIES, INC.

Nicole Todd, Urban Strategies, Inc.

People First^{USI} Family Support

as of 02/28/2021

Household Served by Phase		Service and Assessments	Total
Phase 1	176	Service linkages since August 1, 2019	573
Phase 2	221	Total number of household assessments completed	470
Phase 3	78	Total number of household re-assessments completed	137
Phase 4	49	Collaborative housing stability interventions	62
Grand Total	524		

88% of Tidewater Gardens families enrolled

PEOPLE FIRST INITIATIVE MICRO GRANT PROGRAM



**Build your business
with a
MICRO GRANT!**

People First is offering a one-time grant to small, community-based organizations who want to serve Tidewater Gardens residents in one of USI's Key Pillars of Education, Economic Mobility or Health & Wellness.

You can get up to \$7500 for staffing, benefits, program & office supplies and more!



PEOPLE FIRST
A DIVISION OF
URBAN STRATEGIES, INC.

Call 390-4625 or contact Nicole Todd at nicole.todd@urbanstrategiesinc.org to apply before **Friday, March 19,**

With funding from the People First Initiative, USI has created micro-grant opportunities to give smaller organizations that, due to limited capacity, may not be competitive in the application for larger Requests for Proposals or to support short-term community projects. Culturally competent community-based organizations that are interested in providing supportive services or programs in one of USI's Key Service Pillars: Education, Economic Mobility, or Health and Wellness may apply for this one-time grant opportunity to serve Tidewater Gardens residents and families.

Maximum grant award (per organization): **\$7500** Deadline(s): **March 19, June 18, Sept 17, 2021.**

DOMINION POWER PARTNERSHIP



Objectives

- Utilize EnergyShare to assist customers receiving the Housing Choice Voucher
- Work with People First-USI and Salvation Army Norfolk to streamline process of assisting customers
- Educate customers by providing literature or through other outreach methods

Large Household Landlord Incentive Program

- The goal of this program is to help subsidize homes where market conditions are higher than the value of a Housing Choice Voucher. Tidewater Gardens houses 53 families with over 5 members in each family - representing 295 people.
- To make voucher holders rent competitive and incentivize landlords to accept voucher tenants this program proposes a neighborhood quality and number of bedrooms-based incentive. The program will be based on a signing bonus for landlord and capped at a dollar amount calculated using the rent reasonable standards for the unit.

Census Tract Poverty Level	4 Bedrooms Unit Signing Bonus		5+ Bedrooms Unit Signing Bonus	
	<i>Dollar amount over rent reasonableness and/or affordability standard up to the asking rent</i>		<i>Dollar amount over rent reasonableness and/or affordability standards up to the asking rent</i>	
0-20%	\$180/month	Up to \$2160	\$220/month	Up to \$2640
20.01-40%	\$140/month	Up to \$1680	\$180/month	Up to \$2160

Program Continuation and Conditions

- Landlord will be eligible for a similar bonus at the renewal of the lease the following year based on availability of funds
- The income of the voucher holder, rent reasonableness calculations, voucher holders' ability to pay the cost difference as well as evaluation of Hampton Roads rental market conditions will be considered at lease renewal.
- Landlords will be allowed to enroll multiple properties in the program.
 - The City reserves the right to demand a refund for the payment if the Landlord terminates the lease within 6 months of lease effective date without criminal activity on part of the tenant
- If the property owner fails an inspection prior to the end of the initial lease term and does not correct the deficiencies, the program will not be renewed for the said property
- The payment standards will change if over the period of the program the poverty level of the census tract changes
- Program is contingent upon the payment standards calculated for housing assistance payments remaining at 110% of the HUD published Fair Market Rent (FMR) currently utilized by the Norfolk Redevelopment and Housing Authority (NRHA). The rent to owner is limited only by rent reasonableness. The NRHA must demonstrate that the rent to owner is reasonable in comparison to rent for other comparable unassisted units.
- Assuming the highest bonus amount, the annual program budget is capped at \$139,920 and is based on availability of funds

Other Potential Incentives Under Consideration

- **New Landlord Bonus: (Sacramento, New York, New Jersey, Baltimore)**
 - A one-time bonus for a new landlord who has not participated as a landlord in the Housing Choice Voucher program in the last 12 months with property in neighborhoods with a poverty rate lower than the citywide average.
 - Landlord must sign a 12-month lease and a new HAP contract with the participant.
 - Bonuses may be paid for each new unit submitted by the landlord in neighborhoods with poverty rates lower than the citywide average.
- **Landlord Guarantee Program: (Lancaster, Oregon, Sacramento)**
 - A refund of damages over and above security deposits in excess of normal wear and tear.
 - Guarantee of unpaid rent, up to 2.5 months within the first two years in case of eviction.
 - Cover rent during the time a unit is vacant if landlord rents to HCV tenant (to cover inspection time)
 - Assist Landlords with adjustments to housing units that will result in an approved inspection in neighborhoods of opportunity up to a certain dollar amount.
 - Specifically targets landlords in neighborhoods with poverty rates lower than the citywide average.

Success Story

<https://www.youtube.com/watch?v=FQvuL8VoJkl>

Workgroup on Violence Update

Deirdre Love, SPAC Committee Member
LaVonne Pledger, SPAC Committee Member

TOGETHER

TAKING BACK OUR COMMUNITY

MARCH FOR PEACE & CALL TO ACTION

SATURDAY MARCH 27TH 1PM TO 3PM
STARTS AT HUNTERSVILLE MULTI PURPOSE CENTER @1PM
CONCLUDES AT PURPOSE PARK 801 CHURCH ST @3PM

Presented by Stop the Violence Team
& Teens With a Purpose



SPAC Workgroup Update

Inclusionary Housing and Non-Profit Entity

Susan Perry, Office of St. Paul's Transformation

Kim Pierce, Department of Neighborhood Development

Recommended Actions

- Make **inclusionary housing part of the City's culture** to proactively approach applicants, developers, existing building owners, and managers to include affordable housing options, *particularly in neighborhoods of opportunity*.
- Require that affordable housing always includes **mixed-income housing with market rate units**.
- Require developers to ensure **a percentage of new housing units** be affordable by those earning 60% or less of AMI **when purchasing City or NRHA-owned property**.
- Lobby for additional tools to address the availability of affordable housing, including expanding local powers to implement meaningful inclusionary housing mandates.
- Enhance current city programs, such as targeted rental rehabilitation loans or grants, to incentivize the **creation, retention and improvement** of housing affordable by those earning 60% or less of AMI, *targeting neighborhoods of opportunity*
- Enhance current programs that **connect renters and landlords** and provide an institutional structure to ensure the rights and responsibilities of both parties.
- Explore options for establishing and funding housing inspection programs, such as occupancy permit programs, to ensure that the **existing affordable housing stock is safe and sanitary**.

Strategies to Date

Adoption of "Design Principles for Multifamily Housing" on October 12, 2020

- Principles based on years of feedback received from the Architectural Review Board, the City Planning Commission, and City Council hearings
- The purpose is to express the City's desire to facilitate high quality multifamily development that provides a mix of type and cost of housing accommodation
- New multifamily developments are conditioned that no fewer than 10% of the units shall be made available as inclusionary units affordable to individuals and families earning no more than 80% of the area median income

City Planning Commission and staff are looking at other ways to support and expand the provision of affordable shelter, including both ownership and rental

- The Huntersville Plan Book and Missing Middle are examples of starting points as we continue to explore ways to expand the provision of affordable housing

Other Actions

- 110% of FMR – increase voucher power
- Landlord Liaison
- Landlord Incentives

Inclusionary Housing: Part of the city's culture

Neighborhood Development is committed to addressing inclusionary housing needs through its existing housing programs:

Program Services Offered	Rent Ready Norfolk (RRN)	Strengthening Neighborhoods Program	Renovate Norfolk Program
Rights and Responsibilities Education	X	X	X
Occupancy/Inspection Program (Quality Assessment)	X		
Retention and Improvement of Existing Rental Housing Stock	X	X	X
Incentives for developers, property owners, and property managers	X	X	
Targeting Neighborhoods of Choice		X	
Tenants pay no more than 30% of income	X	X	
Mixed Income Housing (51% of units at 80% AMI)	X	X	X

Norfolk's Eviction Mitigation Team: Neighborhood Development recently formalized efforts to reduce the city's high eviction rate.

Inclusionary Housing: create, retain and improve housing affordable by those earning 60% or less of AMI

 <p>Strengthening Neighborhoods</p> <ul style="list-style-type: none">• Exterior Rehabilitation• \$25,000 Maximum Funding• Funding Source: CIP• 80% to 120% AMI• Ingleside, Monticello Village and Oakdale Farms	 <p>Renovate Norfolk</p> <ul style="list-style-type: none">• Interior/Exterior Rehabilitation• \$25,000 Maximum Funding• Funding Source: CDBG• Up to 80% AMI• Citywide	 <p>Rent Ready Norfolk</p> <ul style="list-style-type: none">• Minor Interior Repair• \$3,000 Maximum Funding• Funding Source: CDBG• Up to 80% AMI• Citywide• <i>This is a special initiative to support Housing Choice Vouchers</i>
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Inclusionary Housing: Connecting Renters and Landlords

- Expand the Rent Ready Norfolk (RRN) Program to focus equally on renters and landlords
- The RRN Advisory Board is a representative body of key stakeholders who provide strategic guidance and advisement to the affairs, offerings, and management of the RRN program
- RRN Grant funds available to HCV landlords to reimburse them for minor repairs
- Landlord and Tenant Relations Officer
- Partnering with the General District Court Mediation Program to provide office space for mediation sessions
- City formed an Eviction Mitigation Team to focus on reducing eviction rates in Norfolk through outreach and education, data collection and analysis and advocating for housing law changes.
- City recently awarded an eviction mitigation grant of \$560K

Inclusionary Housing: Ensuring the existing affordable housing stock is safe and sanitary

- Rent Ready Norfolk (RRN) certification requires quality assessments of rental units
- The RRN Program recently expanded to include a Court-ordered Landlord Track.
- The city is utilizing both federal and local dollars to fund homeowner rehabilitation programs to assist income-eligible applicants.



Non-Profit Workgroup Recommendation Update

Workgroup Recommendation: Move forward with the Purpose Built Communities model

- PBC is in the process of modifying its model to create PBC 2.0 and has asked the City to wait until that process is complete to see if the new model still works for Norfolk
- Only accepting cities in the Truist footprint (would include Norfolk)
- PBC recommended we determine Norfolk leaders who could populate the Community Quarterback Board



Effective board leadership is critical to the successful execution of all required functions.

Board Member Attributes

Importance of Effective Board Leadership	
For the CQB to be...	... the Board Leadership must be...
• A coordinating entity	Accomplished enough to give helpful advice to staff leadership on operational challenges
• A dedicated advocate	Well respected and able to influence opinions with political and community stakeholders
• A convening entity	Recognized by potential partners as reasonable and knowledgeable
• Capable of fundraising	Able to leverage relationships to marshal resources from the philanthropic community
• A single point of accountability	Vested enough in the planned outcomes to recognize areas of necessary course correction

- ***Willing to put the Community Quarterback interests first (fiduciary duties)***
- ***Influence, experience, and/or affluence***
 - Influence in the broader community
 - C-Level Executives
 - Familiarity with core elements – education, real estate development, and/or human services
 - Expertise in other relevant areas (i.e. finance or sustainability)
 - Ability and willingness to raise funds
- ***Committed and passionate about the vision and mission***
 - Understand project's long-term horizon
 - Interest in influencing policy

Establishing desirable board member attributes and a board profile will ensure a robust and powerful group of leaders exist to expand the constituency of people who care about neighborhood success.

Sample Board Profile

	Business Executive	Attorney	Communications	Real Estate Development	Development / Fundraising	Education	Healthcare / Public Health	CPA	Faith Community	Government Sector	...
CEO of RE Inv. Firm	x										
Pres Of Bank	x				x						
Pres of Hospitality Firm	x						x				
C-level Exex at Inv Firm	x		x	x							
C-level Exec at Hospital	x				x		x				
Faith Leader				x	x	x			x		
CEO of Tech and HR Firm	x										
VP of Health System										x	
Former CEO of Ent Park	x										
CPA and Comm Developer	x					x					
Attorney/CEO of Law Firm		x		x							
CEO- Event Mgt Firm	x			x							

Who is included in Norfolk's Board Profile?

Economic Inclusion Update

Marcia McGill, Office of St. Paul's Transformation



To Date...

1. Economic Inclusion Advisory Group vs. Economic Inclusion Informal Focus Group(s)
2. City Infrastructure Construction Projects
 - Solicitation Language & Sheltered Solicitations
 - Project Economic Inclusion Plans & Contractor Meetings
3. Developer Economic Inclusion Plan Review
4. Section 3 (HUD)
5. Promoting Upcoming Opportunities



Developer Block 19 & 20 Virtual Vendor Fair

- 444 Registered for the Event
- 233 Participants
- 114 Identified as MBE, WBE, or SWaM
- 39 Prequalification Forms were Submitted to the Developer post event (as of 3/12/21)

Promoting Upcoming Opportunities

- Bridging the Connection. Two Cities. Two Sessions Event on 3/16/21
- City Marketing Campaign
"Build Your Business Build Your Community"
- Upcoming St. Paul's Project Open House

Thank You

St. Paul's Monthly Update

Susan Perry, Office of St. Paul's Transformation



PEOPLE FIRST

Build your business with a MICRO GRANT!

YES... We are OPEN WELCOME

People First is offering a one-time grant to small, community-based organizations who want to serve Tidewater Gardens residents in one of US's Key Pillars of Education, Economic Mobility or Health & Wellness.

You can get up to \$2500 for staffing, benefits, program & office supplies and more!

PEOPLE FIRST | URSVA STRATEGIES, INC.

Call 350-9655 or contact Nicole Todd at nicole.todd@peoplesfirststrategies.org to apply before Friday, March 19.

Micro Grant Opportunity: People First launched a rolling Micro Grant opportunity for small, community organizations interested in providing services to meet identified needs within the key pillars of education, economic mobility, and health and wellness. Grantees will build capacity through the program working towards eligibility for larger contract opportunities in the future. Applications for the first quarter grant cycle are due March 19th. Applications will be accepted and grants awarded every quarter.

Economic Mobility: People First and Dominion Energy are partnering to streamline EnergyShare program resources to assist relocating families with account balances and deposits. Dominion will also provide outreach materials and attend group mobility counseling sessions to ensure families have the support and information needed to be successful clients.

Health & Wellness: EVMS is offering an art therapy program for Tidewater Gardens families with children ages 5-18. The open art studio allows participants to share their experiences while engaging in artmaking (some of the artwork is pictured here). Program participants also receive lunch and a book.



Education: In March, People First distributed school supplies, masks, and books to Tidewater Gardens families in preparation for the phased in-person learning transition at Norfolk Public Schools.

Relocation: 120-day relocation notices are being issued to just over 100 households in Tidewater Gardens in March. People First continues to hold several group mobility sessions during the week and on Saturdays to distribute notices and review important information with these households.

Tidewater Gardens Resident Services and Engagement Snapshot (as of 2/28/21)

- Signed up for services so far: 1,429 People (includes children)/ 524 Households
- Total number of household assessments completed: 470
- Service linkages since August 1, 2019: 573
- Housing Stability Interventions: 61
- Relocations: 298 (159 of which utilized Housing Choice Vouchers (HCV))

REDEVELOPMENT

Economic Inclusion

Tidewater Gardens Redevelopment M/WBE Virtual Vendor Fair



On March 11th, the Brinshore-led Development Team hosted a virtual vendor fair for minority and women-owned businesses to learn more about upcoming contract opportunities related to the construction of the first new housing developments on Blocks 19 & 20. Over 230 people attended the virtual meeting. A recording of the meeting and more information about how to connect to contract opportunities can be found online at www.norfolktidewater.com.

Contractor Certification: It is important that businesses have the appropriate certifications in place that identify them as

a small, minority, or women-owned organization to be supported by this project's economic inclusion efforts. Certifications include SWaM, MBE, WBE, DBE, and Section 3 and different aspects of the project may require different certifications based on varied federal, state, and local regulations. Please help support our economic inclusion efforts to engage more small, women, and minority-owned businesses by sharing our [new economic inclusion website](#) with your networks and encouraging them to review their certifications based on the type of work they are interested in doing.

City Infrastructure: Construction will begin on Wood Street & Posey Lane at the end of April to support Blocks 19 & 20 with new infrastructure. This year-long project includes all new roadway, streetscape, stormwater, and utility infrastructure. This project is a coordinated effort with the new pump station that will also support the new housing with wastewater treatment services. Blocks 19 & 20 are adjacent to Norfolk Fire-Rescue Station #1 and directly north of the HRT Downtown Transit Center.



St. Paul's Cultural Trail & Art Committee: The committee will help design a conceptual plan for a cultural trail that will be an important part of the neighborhood transformation work in Tidewater Gardens. The trail will be interwoven in a network of green streets and will strive to honor the history, culture, and character of the neighborhood. This committee is led by Norfolk Arts and comprised of local artists, historians, educators, St. Paul's residents, and community organizations. The committee will also provide feedback on public art, placemaking, and other relevant projects in the redevelopment. This committee will have their first meeting March 17th.

ST. PAUL'S ADVISORY COMMITTEE (SPAC) Next Virtual Meeting: March 16th and April 20th, 2021 at 12:00 p.m. Tune in [here](#) and review previous meeting minutes [here](#).

***Next Steps/Announcements/
Closing Remarks/Adjournment***



Tidewater Gardens Relocation Dashboard - 2/28/2021

Resident Relocation Choices by Phase

Phases	Total Units	TPV Choice	LIPH/PBV Choice	Total Current Relocation Choices	Change from Prior Report
Phase 1	187	133	46	179	0
Phase 2	262	148	60	208	+34
Phase 3	116	43	4	47	0
Phase 4	53	12	6	18	+1
Grand Total	618	336	116	452	+35

* Phase 1 = 179 + 4 prior move-outs + 2 deceased + 2 evictions = 187 total units

Residents Desire to Return to St. Paul's Area

Phases	Total Units	Total Choices	Total Residents Desire to Return	Percentage Residents Desire to Return	Change from Prior Report
Phase 1	187	179	82	45.81%	+1
Phase 2	262	208	126	60.58%	+19
Phase 3	116	47	29	61.70%	+3
Phase 4	53	18	10	55.56%	+1
Grand Total	618	452	247	54.65%	+24

Vacancy Statistics by Phase

Phases	Total Units	Total Vacant Units	Total Occupied Units	Percentage Vacant Units	Change from Prior Report
Phase 1	187	146	41	78.07%	+6
Phase 2	262	101	161	38.55%	+4
Phase 3	116	39	77	33.62%	+3
Phase 4	53	19	34	35.85%	-1
Grand Total	618	305	313	49.35%	+12

People First Empowered by Urban Strategies, Inc. Case Management

Household Served by Phase	Change Prior Report	Service and Assessments	Total	Change from Prior Report
Phase 1	0	Service linkages since August 1, 2019	573	+14
Phase 2	+2	Total number of household assessments completed	470	+11
Phase 3	+2	Total number of household re-assessments completed	4	0
Phase 4	+1	Collaborative housing stability interventions	61	0
Grand Total	+5			

Reason for Vacancy

Reason for Vacancy	Total Count	Percentage by Move Out
Moved to Housing Choice Voucher	159	52%
Unit Transfer	43	14%
Rented Elsewhere	36	12%
Moved to Project Based Housing	37	12%
Purchased Home	3	1%
Eviction	18	6%
Deceased	7	2%
Moved Without Notice	2	1%
Grand Total	305	100%

Relocation by City

Relocation City	Count of Relocation City	Percentage by Relocation City
Norfolk	244	80%
Virginia Beach, VA	13	4%
Chesapeake, VA	9	3%
Portsmouth	2	1%
Newport News	1	0%
Arlington, VA	1	0%
Fort Still, Oklahoma	1	0%
Greensboro, NC	1	0%
Pensacola, FL	1	0%
Columbia, Maryland	1	0%
Suffolk, VA	1	0%
Eviction	18	6%
Deceased	7	2%
No Forwarding Address	5	2%
Grand Total	305	100%

HCV/Other

Census Tract	Count of Census Tract	Percentage by Census Tract
1 Ocean View	1	1%
2.01 Ocean View, Cottage Line	1	1%
2.02 Oceanview, Bayview	3	2%
5 Pamlico	1	1%
6 Northside	2	1%
7 Oceanair, Bayview	1	1%
8 Merrimac Park, Commodore Park	1	1%
11 Glenwood Park	3	2%
12 Lochaven, Meadowbrook	3	2%
14 Wards Corner	1	1%
16 Titustown	1	1%
20 Roland Park	1	1%
25 Lamberts Point, ODU	1	1%
26 North Colley	2	1%
27 Park Place (West)	6	4%
28 Colonial Place, Riverview	1	1%
29 Park Place (East)	3	2%
30 Lafayette, Winona	2	1%
31 Fairmount Park	2	1%
32 Shoop Park	4	3%
33 Ballentine Place	4	3%
34 Lindenwood, Villa Heights	1	1%
35.01 Huntersville (East)	5	3%
42 Calvert Square, Church Street	1	1%
43 Brambleton (North)	11	7%
44 Broad Creek	1	1%
45 Middletown Arch	3	2%
46 Chesterfield Heights	1	1%
49 CBD, Freemason Harbor	2	1%
50 Berkley	5	3%
51 Campostella Heights	6	4%
55 Monticello Village	2	1%
56.02 Bayview (South), Forest Park	1	1%
57.01 Southern Shopping Center	5	3%
58 Rosemont, Oakwood	11	7%
59.01 Wellington Oaks, Norview	11	7%
59.02 Norvella Heights	1	1%
59.03 Fox Hall, Commerce Park	1	1%
60 Norview, Five Points	1	1%
61 Estabrook, Coleman Place	14	9%
66.03 North Camellia Acres	1	1%
64 Ingleside, Norfolk Square	5	3%
66.04 Shore Drive, Camellia Gardens	1	1%
66.07 Bromley, Azalea Acres	2	1%
68 Lake Terrace	1	1%
69.01 Janaf, Military Circle	2	1%
70.01 Crown Point, Raby Road	3	2%
HCV- Chesapeake	5	3%
HCV- Newport News	1	1%
HCV- Portsmouth	2	1%
HCV- Virginia Beach	8	5%
HCV- Maryland	1	1%
Grand Total	159	100%

LIPH/PBV

Census Tract	Count of Census Tract	e by Census Tract	Change from Prior Report
35.01 Huntersville (East)- Huntersquare	1	1%	0
41 Young Terrace, Church Street- Young Terrace	12	8%	0
42 Calvert Square, Church Street - Calvert	16	11%	0
48 Tidewater Gardens- Tidewater	1	1%	0
50 Berkley - Sykes	1	1%	-1
51 Campostella Heights- Diggs Phase 2	2	1%	+1
51 Campostella Heights- Oakleaf	9	6%	0
69.01 Janaf, Military Circle- Bobbit	1	1%	0
Deceased	7	5%	0
Eviction/Termination	18	12%	+1
Moved without Notice	2	1%	+1
Purchased Home	3	2%	0
42 Calvert Square, Church Street - St. Paul's	4	3%	0
43 Brambleton (North) Moton- Franklin Arms	5	3%	0
46 Chesterfield Heights- PBV- Grandy Village VI	5	3%	0
46 Chesterfield Heights- RADPBV Grandy Revt	14	10%	0
51 Campostella Heights -Harbor Point	7	5%	0
51 Campostella Heights- RADPBV Diggs	1	1%	0
59.01 Wellington Oaks, Norview (North Wellington)	1	1%	0
Rented Elsewhere	36	25%	+1
Grand Total	146	100%	+3

Family Splits

Census Tract	Census Tract	by Census Tract	Change from Prior Report
12 Lochaven, Meadowbrook	1	8%	0
29 Park Place (East)	1	8%	0
35.01 Huntersville (East)	1	8%	0
41 Young Terrace	2	15%	0
42 Calvert Square	3	23%	0
59.01 Wellington Oaks	1	8%	0
64 Ingleside, Norfolk Square	1	8%	0
66.07 Bromley, Azalea Acres	1	8%	0
69.02 River Forest Shores, Easton	1	8%	0
Unknown	1	8%	0
Grand Total	13	100%	+0

Data for family splits date range beginning 9/2019- 1/1/2021

Areas of Opportunity

	Count	Rate
* < 62% mi concentration and <40% poverty	63	40%
Includes HCV: 2- Ports., 3 - VA Beach, 1 - Chesapeake, 1 - Maryland, 11 - rented		
<40% poverty	188	118%
<20% poverty	84	53%

Relocation of Youth Census Tract - HCV/Other

Census Tract	Number of Children Relocated to area	Percentage of Children Relocated
1 Ocean View	0	0%
2.01 Ocean View, Cottage Line	1	0%
2.02 Oceanview, Bayview	2	1%
5 Pamlico	5	2%
6 Oceanair, Bayview	3	1%
7 Oceanair, Bayview	6	2%
8 Merrimac Park, Commodore Park	5	2%
11 Glenwood Park	5	2%
12 Lochaven, Meadowbrook	4	1%
14 Wards Corner	3	1%
16 Titustown	1	0%
20 Roland Park	3	1%
25 Lamberts Point, ODU	4	1%
26 North Colley	6	2%
27 Park Place (West)	13	4%
28 Colonial Place, Riverview	3	1%
29 Park Place (East)	7	2%
30 Lafayette, Winona	7	2%
31 Fairmount Park	2	1%
32 Shoop Park	11	4%
33 Ballentine Place	10	3%
34 Lindenwood, Villa Heights	2	1%
35.01 Huntersville (East)	7	2%
42 Calvert Square, Church Street	0	0%
43 Brambleton (North)	19	6%
44 Broad Creek	2	1%
45 Middletown Arch	8	3%
46 Chesterfield Heights	3	1%
49 CBD, Freemason Harbor	3	1%
50 Berkley	9	3%
51 Campostella Heights	11	4%
55 Monticello Village	2	1%
56.02 Bayview (South), Forest Park	1	0%
57.01 Southern Shopping Center	6	2%
58 Rosemont, Oakwood	24	8%
59.01 Wellington Oaks, Norview	24	8%
59.02 Norvella Heights	1	0%
59.03 Fox Hall, Commerce Park	1	0%
60 Norview, Five Points	2	1%
61 Estabrook, Coleman Place	12	4%
66.03 North Camellia Acres	2	1%
64 Ingleside, Norfolk Square	10	3%
66.04 Shore Drive, Camellia Gardens	1	0%
66.07 Bromley, Azalea Acres	10	3%
68 Lake Terrace	1	0%
69.01 Janaf, Military Circle	7	2%
70.01 Crown Point, Raby Road	4	1%
HCV- Chesapeake	9	3%
HCV- Virginia Beach	10	3%
HCV- Newport News	0	0%
HCV- Portsmouth	5	2%
HCV- Maryland	4	1%
Grand Total	301	100%

Changes from prior report

+9

Relocation of Youth by Census Tract - LIPH/PBV

Census Tract	Number of Children Relocated to Area	Percentage of Children Relocated
35.01 Huntersville (East)- Hunterssquare	0	0%
41 Young Terrace, Church Street- Young Terrace	22	10%
42 Calvert Square, Church Street - St. Paul's	4	2%
42 Calvert Square, Church Street - Calvert	10	5%
43 Brambleton (North) Moton- Franklin Arms	0	0%
46 Chesterfield Heights- PBV- Grandy Village VI	15	7%
46 Chesterfield Heights- RADPBV Grandy Revt	25	11%
48 Tidewater Gardens- Tidewater	0	0%
50 Berkley - Sykes	0	0%
51 Campostella Heights- Oakleaf	20	9%
51 Campostella Heights- Diggs Phase 2	8	4%
51 Campostella Heights- RADPBV Diggs	6	3%
51 Campostella Heights -Harbor Point	9	4%
59.01 Wellington Oaks, Norview (North Wellington)	4	2%
69.01 Janaf, Military Circle- Bobbit	0	0%
Deceased	0	0%
Eviction/Termination	32	14%
Moved without Notice	4	2%
Purchased Home	4	2%
Rented Elsewhere	59	27%
Grand Total	222	100%

Changes from prior report

+11

Relocation of Youth by Age

Age of Youth	Count by Ag	Percent
0	15	3%
1	18	3%
2	32	6%
3	33	6%
4	41	8%
5	34	7%
6	41	8%
7	27	5%
8	47	9%
9	30	6%
10	37	7%
11	30	6%
12	31	6%
13	30	6%
14	22	4%
15	20	4%
16	11	2%
17	12	2%
18	7	1%
Grand Total	518	100%

Changes from prior report

+15