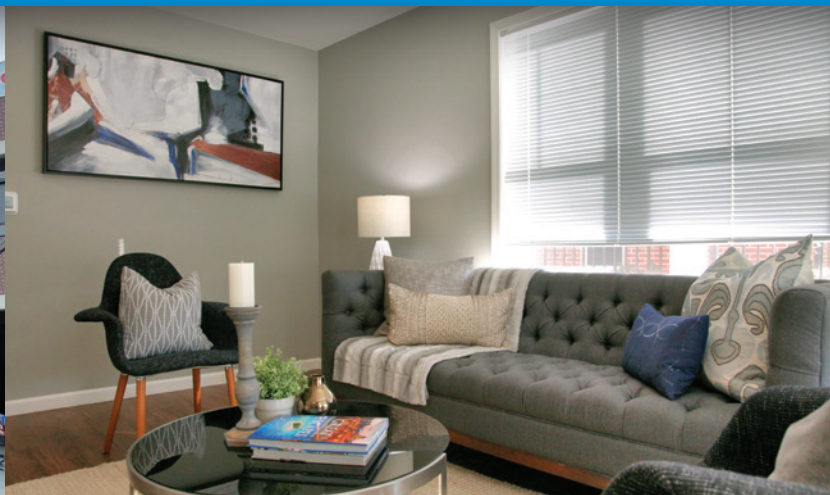




# A DECADE OF PROGRESS: 2013-2023







PHILADELPHIA HOUSING AUTHORITY

OPENING DOORS TO OPPORTUNITIES





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# LOOKING BACK, MOVING FORWARD





# PHA'S REBIRTH BRINGS BETTER HOUSING AND EXCITING OPPORTUNITIES



Look around this city and you will see new investments in communities that have been ignored far too long. Blocks of modern, eco-friendly houses and apartments are under construction. They bring wider sidewalks, newly paved

streets, bright lighting, trees, and urban green spaces.

Together, these neighborhoods tell the compelling story of the Philadelphia Housing Authority's (PHA) rebirth.

In April 2013, the U.S. Department of Housing and Urban Development (HUD) released the PHA from federal administrative receivership and turned over control of PHA to a new nine-member Board of Commissioners appointed by the Mayor and approved by the Philadelphia City Council.

In the decade that has elapsed since this historic milestone, it has been my great honor to serve as PHA's President and Chief Executive Officer, working with a deeply committed Board, Philadelphia's elected officials, the senior management team, and an outstanding group of resident leaders and local partners to re-energize and transform PHA into a mission-driven, high performing civic asset that is laser-focused on affordable housing, equitable development, and resident empowerment.

Guided by a strategic plan formulated with input from hundreds of community stakeholders, we have worked relentlessly and against formidable challenges to reduce homelessness, preserve and expand affordable housing opportunities, and promote jobs and economic development opportunities for low-income Philadelphians.

Philadelphia stands at a crossroads as it remains one of the poorest big cities in the nation. To move forward, we must look

back at our history to examine which collaborative efforts and partnerships show greatest promise. The initiatives summarized in the pages of this report represent successful efforts that were realized because of the hard work, commitment, and diligence of PHA's residents, employees, and partners. PHA's decade of advancement showcases the remarkable impact of immediate and united efforts to address the pressing needs of our society's most vulnerable individuals.

However, we can not do this important work alone: it requires an alignment of resources on the local, state, and federal levels, which PHA has shown is more than possible.

By expanding affordable housing and service opportunities for families, seniors, people with disabilities and other deserving citizens, we benefit thousands of individuals and families and uplift the entire community by strengthening neighborhoods and civic engagement, and generating jobs and business opportunities.

My sincere thanks to every member of PHA'S Board of Commissioners and to the thousands of employees, residents, agency partners, elected officials and community stakeholders that have helped PHA fulfill its potential, so the city can fulfill its responsibilities to residents. I especially would like to thank PHA's resident leaders for their ongoing support and for always demanding that PHA fulfill its obligations to provide safe, decent, and affordable housing to Philadelphians with lower incomes.

A handwritten signature in black ink that reads "Kelvin A. Jeremiah". The signature is stylized with a large, looping "J" and a long horizontal stroke at the end.

Kelvin A. Jeremiah, MA, MPA, PhD  
President & CEO



# A DECADE OF PROGRESS 2013-2023





# PHA IS CHANGING THE LANDSCAPE OF THE CITY



During the last decade, the Philadelphia Housing Authority (PHA) made an incredible journey from an embattled public agency to an organization recognized nationally for strong fiscal management and innovative housing solutions.

The new PHA Board of Commissioners, which has two members elected by PHA residents, has a daring vision for PHA and for the City: Affordable housing can jumpstart equitable economic development and create pathways out of poverty in historically disadvantaged neighborhoods.

PHA has changed the city's landscape by replacing aging hi-rises in disrepair with contemporary townhomes and apartments that feature spacious units, ample storage, pedestrian walkways, areas for outdoor living, and technology-rich community centers.

Working with a dedicated team of private and public partners, the new PHA has accumulated multiple national design awards for the resourceful way modern public housing communities are integrated and connected with a network of sustainable neighborhoods.

In 2023, PHA became the first housing authority in the country to be presented three prestigious Choice Neighborhoods Implementation (CNI) grants from HUD, bringing more than \$110 million to the City and positioning long-time residents of once forgotten communities to remain in these neighborhoods as gentrification approaches.

In all, 828 new affordable and mixed-income housing units have been completed and 1,480 are under construction or planned for North Central, Sharswood and Bartram-Kingsessing, our three newly crowned Choice Neighborhoods.

Our residents here and elsewhere have access to a range of supportive services that inspire confidence and help them lead productive and stable lives. The Youth and Family Center is the centerpiece, providing well-timed resources to PHA residents who are pregnant and those just learning parenting skills. A social worker is kept on site to help families in crisis, and a kinship care coordinator supports people who are raising children belonging to friends or family members.

PHA's Workforce Development Center offers career training Fellowship along with job hunting tips, networking opportunities and resume-building workshops. A new Entrepreneurship program and business incubator are helping residents to start and grow businesses. Families also have the opportunity to create generational wealth through PHA's Opening Doors to Affordable Homeownership Program, which has helped more than 700 families purchase their own homes.

People are at the heart of PHA's mission, and residents are fully engaged in the decision-making process at the highest levels. Leaders representing PHA communities meet nearly every month with Board members to discuss upcoming resolutions, HUD reports, community concerns, and strategic plans. Resolutions don't move onto the Board of Commissioner agenda until residents weigh in.

By providing everyone with a seat at the table, PHA has been able to reimagine operations such as the public safety department. In the past, the police force emphasized enforcement activities but today it concentrates on community policing, crime prevention, and collaborative community interventions.

Under the skillful leadership of PHA President and CEO Kelvin A. Jeremiah, who was brought in as President a decade ago, PHA has restored ethics, trust and integrity while forging a national reputation as a housing trailblazer. There's more to come as obsolete housing units will be replaced soon with contemporary apartments in Bartram Village and a large scale revitalization gets underway at Westpark in West Philadelphia.

We have come a long way, in a short time

On behalf of the PHA Board of Commissioners, I wish to express our appreciation and gratitude for Jeremiah, his staff, and the PHA resident leaders, all of whom serve as champions for affordable housing and our public housing residents.

A stylized, handwritten signature in black ink, likely belonging to Lynette Brown Sow.

Lynette Brown Sow  
*Chairman, the PHA Board of Commissioners*



# PHILADELPHIA HOUSING AUTHORITY REPORT CARD AND RECORD OF SUCCESS 2013-2023



## Affordable Housing Production and Preservation

- 2,016 affordable rental units through the Rental Assistance Demonstration program
- 751 new public housing units
- 1,123 new affordable housing units placed under long-term subsidy contracts
- 1,860 scattered site public housing units rehabilitated
- 133 affordable homeownership units
- Total units created or preserved: 5,883



## Neighborhood Planning and Revitalization

- North Central/Norris Transformation Plan completed with \$183 million invested
- Sharswood/Blumberg Transformation Plan developed through Choice Neighborhoods (CN) Planning Grant and nearing full completion with estimated \$750 million total investments
- Kingessing/Bartram Village Transformation Plan developed through CN Planning Grant with first phase about to start and planned housing investments of \$310 million
- Harrison Senior Tower \$48 million rehabilitation completed and neighborhood Transformation Plan funded through CN Planning Grant
- Queen Lane, Strawberry Mansion Apartments, Oakdale and Gordon Street developments completed
- Westpark Apartments redevelopment plan finalized



## Community Facilities

- Vaux Community Building redeveloped into full-service community and educational center
- New PHA headquarters, fresh foods supermarket and retail center completed at Sharswood with \$100 million investment
- Community Centers built/revitalized at Hartranft, North Central, Lucien E. Blackwell



## Capital Funding

- Over \$1.5 billion in construction activity generated an estimated \$4.5 billion impact to local economy
- \$110 million in coveted CNI Grants awarded for Norris, Sharswood and Bartram Village from HUD
- 16 Low Income Housing Tax Credit (LIHTC) awards from Pennsylvania Housing Finance Agency to fund 1,338 affordable housing units
- \$222.5 million in private equity funds generated through LIHTC



## Resident Jobs and Services

- Workforce Development Center established for one-stop employment and training services
- Youth and Family Center opened to provide enhanced family support services
- Section 3 Resource Center and Job Bank established and more than 1,800 job referrals and 180 job placements have been made to date
- Comprehensive case management services provided at multiple developments



## Youth Programs

- 645 scholarships totaling over \$2.5 million awarded through PhillySEEDS
- Vaux Big Picture High School established as a community school, with support from PHA
- Citywide nutrition, after-school and summer education, work readiness and recreational programs
- 6,000 tablets and internet services distributed to bridge the digital divide and improve educational outcomes
- Enhanced site-based internet access to support virtual learning during pandemic



## Agency Finances

- Increased operating revenues, reduced expenses and liabilities and improved agency net position by over \$400 million
- Eliminated structural deficit ranging from \$21.7 to \$31 million and stabilized agency finances
- Improved bond ratings from Standard & Poors
- Received clean, independent audits for the past four fiscal years
- Secured over \$140 million in grant funding and 1,436 new vouchers from HUD valued at \$17.5 million annually



## Special Housing Programs

- Unit Based Voucher program provides housing and services to over 4,400 families at 160 locations throughout the City
- Shared Housing pilot programs with City and Community College of Philadelphia
- Second Chance initiative for returning citizens
- Housing Opportunity Program supports moves to high opportunity areas by voucher holders
- More than 700 new homeowners assisted through Opening Doors to Affordable Homeownership Program



## Agency Operations

- Comprehensive Recovery Plan to end HUD Administrative Receivership and return PHA to local control completed in 2013
- Advocated for and negotiated 10-year extension of Moving to Work Agreement with HUD
- Ongoing staff training and professional development
- Streamlined services for applicants, residents and HCV property owners
- Increased MBE/WBE participation in PHA contracting
- Right-sized the agency to ensure efficiency and effectiveness in operations



# PHILADELPHIA HOUSING AUTHORITY BOARD OF COMMISSIONERS



**Lynette M. Brown-Sow**  
Board Chair  
Chair of the Evaluation Committee



**Herbert Wetzel**  
Board Vice-Chair  
Chair of the Policy and Planning Committee  
Member of the Finance  
and Evaluation Committees



**Rev. Leslie D. Callahan, PhD**  
Chair of the Finance Committee  
Member of the Evaluation Committee



**Rev. Bonnie Camarda**  
Member of the Policy & Planning,  
Finance and Audit Committees



**Asia Coney**  
Chair of the Resident Services Committee  
Member of the Policy and Planning Committee



**Belinda Mayo**  
Member of the Resident Services Committee



**Frederick S. Purnell, Sr.**  
Member of the Policy & Planning  
and Audit Committees



**Ethel M. Wise**  
Member of the Resident Services  
and Evaluation Committees



**Ismail A. Shahid**  
Member of the Finance and  
Resident Services Committees





# TRANSFORMING NEIGHBORHOODS

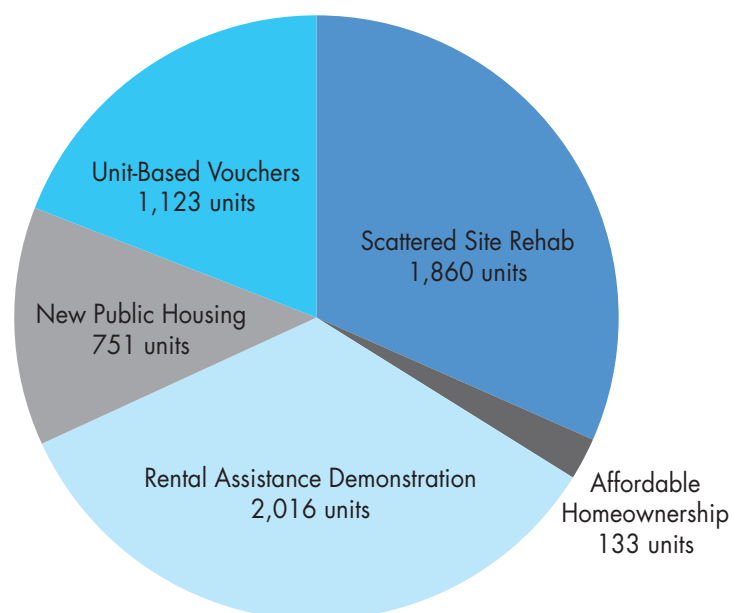
In Sharswood, a long neglected neighborhood that once had one of the city's highest crime rates, PHA and its partners invigorated the commercial corridor – the heart and soul of this community – by bringing the Sharswood Grocery Outlet Bargain Market, Santander Bank, and Everest Urgent Care Center to the \$52 million mixed-use, mixed-income development called Sharswood Ridge.

The influx of quality, environmentally safe and affordable housing has made the area more attractive to major retailers, ensured that housing remains affordable to neighborhood residents, and freed up resources so low-income residents can use their limited dollars to invest in health, education, and even entrepreneurship.

The Sharswood/Blumberg redevelopment project illustrates PHA's commitment to equitable development that redevelops and preserves affordable housing while focusing on strengthening neighborhood infrastructure and amenities. PHA's number one priority is to ensure that the approximately 13,000 public housing units it owns

remain permanently affordable to low-income families and individuals. While much of the housing portfolio requires a moderate level of investment to ensure preservation, more than 3,800 units in 13 housing developments are in need of complete redevelopment. Expensive to maintain, with antiquated systems and dense, poor design that pack families into densely packed high-rise buildings – these older sites no longer meet the needs of current residents and substantially contribute to broader neighborhood-wide distress.

**AFFORDABLE HOUSING  
PRODUCTION & PRESERVATION  
2013-2022**







As a result of decades of disinvestment in public housing and inconsistent public funding, the total cost to preserve and redevelop PHA's existing housing and aging housing stock is estimated to be approximately \$3.4 billion. PHA receives approximately \$55 million in federal capital funds to address public housing needs.

In response to this staggering level of need, PHA developed a comprehensive asset repositioning strategy that has as its central goal the preservation and/or the

redevelopment of PHA's existing public housing portfolio. This transformative initiative involves converting public housing assistance to the Section 8 project-based program through HUD's Rental Assistance Demonstration (RAD) and using the Section 18 disposition process, which guarantees and protects residents rights while providing more stable, long-term funding and the ability to generate much needed capital resources.

The pages that follow illustrate how investments in preserving and expanding affordable housing can strengthen neighborhoods, health and wellness among residents of all ages, and offer access to quality education, better paying jobs, and the full range of supportive services residents need to break through barriers and enter the middle class.





**BEFORE**



**AFTER**

**NORRIS/NORTH CENTRAL** – This \$183 million project, partially funded with a HUD Choice Neighborhoods Implementation Grant, created 302 mixed-income rental and affordable homeownership units to replace the original 147 public housing units at the distressed Norris Apartments. Major improvements also have been made to the neighborhood including rehab of a community center and playground, a new community kitchen and training facility, improved lighting and murals.



**BEFORE**



**AFTER**



**HARRISON TOWER** – This \$48 million redevelopment transformed a previously distressed tower building at Harrison Plaza into a state of the art 15-story, 116-unit building that gives preference to seniors. In addition to an interior redesign, the building exterior was significantly renovated, including facade enhancements and new windows. The redeveloped Senior Tower represents the first phase of a comprehensive redevelopment plan for the Harrison Plaza neighborhood. PHA was recently awarded a HUD Choice Neighborhoods Planning grant to help facilitate an inclusive neighborhood planning process that will shape future redevelopment phases.





**QUEEN LANE** – PHA invested \$22 million to redevelop its Queen Lane public housing in 2015. The Authority demolished an outdated and aging high-rise tower and replaced it with 55 new, affordable rental units with an on-site community room and health screening room. As additional replacement housing, PHA acquired and rehabbed the nearby 48-unit Queen’s Row Apartments.



**BLUMBERG/SHARSWOOD** – PHA began the transformation of this once-forgotten community in 2013 with a Choice Neighborhoods Planning Grant to address conditions at the crime-ridden, 499-unit Norman Blumberg Apartments. Upon completion, this \$700+ million project will result in over 1,200 mixed-income rental and affordable homeownership units. As of April 2023, 457 units have been completed and an additional 745 are under construction or nearing closing. The redevelopment project has also modernized award-winning Sharswood Tower and brought amenities such as a modernized High School , a Workforce Development Center, a grocery offering fresh foods, a family care and urgent care center and much more.





**BEFORE**



**AFTER**

**BARTRAM VILLAGE/SOUTHWEST PHILADELPHIA** – PHA has received its third Choice Neighborhoods Implementation Grant to transform this historic community by the Schuylkill River. It will replace the 500 public housing units currently in disrepair with 608 units of newly constructed rental housing. The \$50 million CNI grant will help PHA to replace 500 aging public housing units in need of major repairs with 608 brand, new homes.



**BEFORE**



**AFTER**



**SCATTERED SITES** – PHA operates one of the nation’s largest scattered site public housing programs. Since 2013, the agency has worked to preserve or repurpose these resources, investing over \$75 million to renovate and reoccupy 1,860 units. Over the past 10 years, PHA has worked with local development partners to transfer the subsidy assistance from these vacant and obsolete units to 1,087 newly constructed units at 23 sites.





**BEFORE**



**AFTER**

**WESTPARK APARTMENTS** – Westpark is located near one of Philly’s most vibrant hubs for housing and office development. Within walking distance of the University of Pennsylvania and Drexel University, this transit-friendly neighborhood has a lively night scene, robust retail corridors and a prospering life sciences sector. In January 2023, the PHA Board approved a \$450 million plan and selected developer partners to build 1,000 mixed-income units to replace the existing 327 distressed public housing units. PHA is currently working with the developers to finalize financing, with a 2024 construction start date.



**BEFORE**

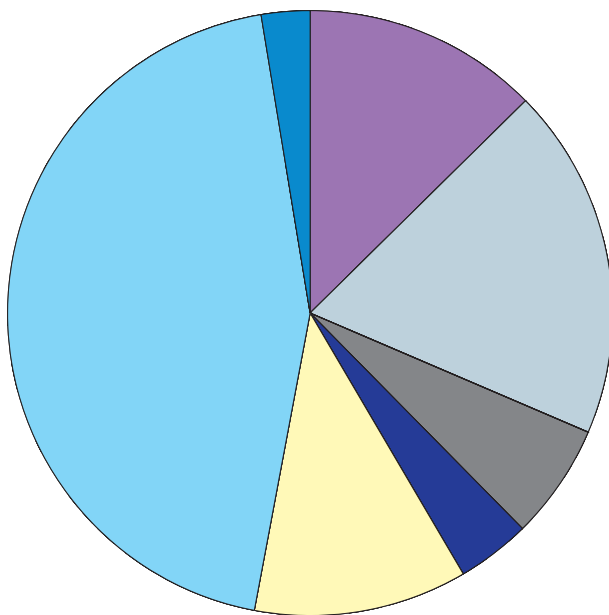


**AFTER**

**FAIRHILL APARTMENTS** – PHA is finalizing plans to redevelop this site into a new community with 364 affordable units in newly constructed low-rise units and senior housing in the modernized towers.



## PHA AFFORDABLE HOUSING RESOURCES 2022



Scattered Sites . . . . .	3,939 units
Conventional Public Housing . . . . .	5,876 units
PAPMC Managed Public Housing . . . . .	1,929 units
AME Managed Public Housing . . . . .	1,228 units
Third Party UBV Subsidized Units . . . . .	3,560 units
Tenant-Based Vouchers . . . . .	13,877 units
PHA-Owned UBV Subsidized Units . . . . .	810 units

## DID YOU KNOW?

### The Philadelphia Housing Authority:

- Has programs and services that cumulatively support more than **80,000 people** in over **30,000** households.
- Operates one of the country's largest tenant-based voucher programs. PHA has served an additional **4,500** households since 2013. As of 2023, over **20,000** receive rental assistance and other services through the Housing Choice Voucher (HCV) program, which caps the rent that

participants pay at approximately 30% of household income. Additionally, unit based vouchers, a part of the HCV program, provide rental assistance and targeted supportive services to over **4,500 households in 160 multifamily developments** across the City. The program has grown by more than **2,800 units** over the past 10 years and now provides critically needed support for new affordable housing development.

- Supports first-time, affordable

homeownership by assisting residents and program participants to become homebuyers. Residents work with experienced staff to develop an action plan that generally includes homeownership counseling, credit scores, obtaining downpayment assistance, securing financing, and owning and maintaining a home. Use the above language instead. More than **700** PHA residents have used the program to purchase homes.

## RESIDENT PROTECTIONS AND COMMUNITY ENGAGEMENT

PHA's approach to redevelopment incorporates extensive resident protections, community engagement, and sound planning designed to address each individual community's needs and priorities and ensure that the community equitably benefits while building on its strengths and resources. In addition to promoting excellence in design, integration with the broader neighborhood, energy efficiency and climate resilience, each project plan incorporates one-for-one replacement of all original public housing units; a guaranteed right to return for current residents; accessible housing for people with disabilities; expanded housing options including workforce and market-rate housing, and both rental and homeownership options where feasible.





## THE KEYS TO THE FUTURE

PHA's homeownership programs give residents the opportunity to purchase their own home. Dwayne Fair bought the house his family had lived in for more than 50 years. Afterward, he immediately renovated his home, adding value and fostering a sense of pride in the neighborhood.

## Supporting Student Success Through Housing

In an award-winning partnership, PHA, the City and the Community College of Philadelphia implemented a pilot program for low-income college students at risk of homelessness. The CCP program serves housing insecure students enrolled at the college, and offers a range of academic and social services to get students on track to graduation. In a separate partnership with the City,

housing referrals are received from Continuum of Care agencies. Eligible participants share a housing unit and receive supportive services to help stabilize their situations, achieve economic independence and succeed in meeting their shared housing obligations. The programs target vulnerable and at-risk populations with unique needs; 40 residents were being served as of 2023.







# EMBRACING DIVERSITY, EQUITY AND INCLUSION

PHA improves the quality of life for residents in disadvantaged communities by strengthening career opportunities and offering supportive services that help families achieve social and economic mobility.

As the City's population becomes increasingly diverse, PHA continued to adapt to the shifting needs and priorities as it expanded community engagement activities and life skills classes and worked to remove linguistic, physical and other barriers that limit participation in its housing and service programs.

Our diverse staff is mindful of the powerful forces that have marginalized and limited housing and economic opportunities for communities of color. As a result, PHA partners with the private sector and multiethnic agencies across the city to expand housing mobility and choice, invest in historically underserved neighborhoods, and eliminate the obstacles that prevent full participation in subsidized housing programs.

Inclusive policies and procedures help to maintain a diverse workforce, improve services to residents, and create a framework for more objective, data-driven decision-





making. On-demand language translation services, for example, are available for applicants, residents and members of the general public who have limited ability to speak English. As family circumstances change and evolve, PHA adapts. In 2022, PHA began offering a broad range of services to grandparents raising their grandchildren. These are just some of the services available at our new Family and Youth Center, a one-stop shop providing coordinated services to PHA residents.

Beginning in 2013, PHA undertook extensive actions to expand and formalize the role of residents in developing and implementing agency policies. PHA provides financial and logistical supports for Resident Councils, which hold fair and open elections at every PHA site. It also provides ongoing funding to support the activities and goals of the

individual Resident Councils and the citywide Resident Advisory Board.

The resident leaders meet with executives throughout our organization, reporting on issues and providing counsel on services and care. For 10 years, two residents have served on the PHA Board of Commissioners, where they shape policy and direction.

## **DIVERSITY, EQUITY AND INCLUSION INITIATIVES**

**HOUSING MOBILITY** – In 2013, we established the Housing Mobility Program that provides housing search, counseling, and other supportive services to voucher holders who wish to move to high opportunity zones with low poverty rates. To augment this effort, beginning in 2018, PHA adopted new voucher payment standard policies based on HUD's Small Area Fair Market Rents.



**DO YOU WANT TO BE A BARBER?**

Know the history  
Learn the tools  
Get the skills

This free six-week program is a partnership between PHA and Duke's Barbering Skills. Classes start Winter 2022/2023.

7646 Germantown Avenue  
Philadelphia, PA.  
Transportation is available.

For enrollment details contact  
PHA Workforce Center  
vaux@pha.phila.gov  
215-684-8622

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

**RESIDENT MEETING**

Come and hear about the first phase of development for Bartram Village

**Monday, October 3rd**  
4:30pm  
Bartram Village  
Community Center Building

REFRESHMENTS SERVED!

For an interpreter or translator, contact  
Tiffany M. Pinkney  
215-684-4071

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

**THE PHILADELPHIA HOUSING AUTHORITY WORKFORCE CENTER IS RECRUITING FOR CVS HEALTH®**

We can assist you with  
**Pharmacy Technician Training and the Application Process**

Please more information  
call 215-684-8303

**PHA** **CVS Health**

**PHA ENTREPRENEURIAL FELLOWSHIP**

**ABOUT**  
The PHA Entrepreneurial Fellowship is an intensive training and development experience designed to equip startup business owners with the tools needed for their businesses to thrive.

**AWARD**  
Graduates will receive:  
• Up to a \$3,000 small business grant  
• Up to \$2,000 worth of books, licenses and certification for your business  
• Opportunity to receive free office space and services in PHA's Resident Incubator

**ELIGIBILITY**  
• Must be a PHA resident or HCV participant  
• Must be 18 years and older

**TIME COMMITMENT**  
6 months at approximately 15 hours per week

**APPLICATION PROCESSING:**  
Open: Monday, January 2, 2023  
Deadline: Tuesday, January 31, 2023  
Decision Date: Friday, February 24, 2023

**PROGRAM STARTS:**  
Thursday, March 9, 2023

**HOW TO APPLY:**  
Search30@pha.phila.gov

**Senior Annual MASQUERADE BALL**

**Date:** Wednesday, October 29th, 2022  
**Time:** 11:00am - 3:00pm  
**Location:** John F. Street Center

**Prizes for the Best Dancer & Best Dress**  
For more information call  
215-684-3959

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

**TOP EMPLOYERS WANT YOU!**

We get people ready to succeed at work!  
Youth Ages 13-18 Are Invited to a **Free Information Session.**

**Bartram Village**  
5409 Gibson Drive, 19143  
May 3, 2022 12pm-2pm

**Pachal Village**  
2230 S. 72nd Street, 19142  
May 3, 2022 3:30pm-5:30pm

**GGFE**  
3001 Moore Street, 19145  
May 4, 2022 2pm-4pm

**Wilson Park**  
2500 Jackson Street, 19145  
May 7, 2022 3pm-5pm

**PLEASE BRING**  
Social Security Card  
School ID/Report Card  
Birth Certificate or  
Work Permit

Sponsored by RPP

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

FINDING INNER TOUGHNESS FROM TRAUMA

**FITT**

**New Cohorts Begin May 22, 2023**

PHA's Discretionary Program uses best practices to reach and help youth impacted by trauma. Through nutrition, physical activities and team building exercises we empower youth, giving them tools to create positive peer interactions, reduce stress and anxiety, and get the help they deserve.

Registration, medical clearance, and parental consent forms are required to participate. Youth with the best attendance and participation will be rewarded.

Two cohorts are forming and will begin in late May.  
Youth meet twice weekly for six weeks:  
Cohort A: 10-13 yrs  
Cohort B: 14-17 yrs

**For Details and to enroll, contact:**  
Francisco Santiago, Discretionary Liaison  
267-249-4810 • 215-684-0401  
Francisco.Santiago@pha.phila.gov

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

**REACH YOUR FINANCIAL GOALS!!!**

Affordable Housing Centers of Pennsylvania, an approved housing counseling organization from the City of Philadelphia, is looking to provide coaching to help you eliminate debt, create realistic budgets, and reach other financial goals like building businesses. **AND it's all FREE to you!**

**If you are interested, please fill our application (behind this flyer)**

PHA is committed to helping residents have financial wellness on managing their rent payments. This services from Affordable Housing Centers of Pennsylvania is 100% free. Take full advantage of it!

Think happy for you will take advantage of this great opportunity and we look forward to working with you in the future!

**PHA**  
PHILADELPHIA HOUSING AUTHORITY  
OFFICE OF COMMUNITY DEVELOPMENT

The program establishes zip code-based maximum subsidy levels, making it easier to find housing in better and quieter neighborhoods. As of 2023, over 1,500 HCV households lived in High Opportunity Zones with lower poverty rates and closer access to educational and employment opportunities.

## RESIDENT ENTREPRENEURSHIP TRAINING AND SMALL BUSINESS SUPPORT

– In 2021, PHA introduced its inaugural Entrepreneurship Fellowship with the aim of promoting ownership and positioning PHA residents to start and grow new businesses. The program provides individualized support over a six-month period for residents starting, creating, building, or sustaining their own business model/plan. Since its

inception, the program has operated at full capacity with enormous interest among residents. 48 entrepreneurs have completed the program, where they learned the basic business fundamentals, management principles, and how to drive growth and attract customers.

**RETURNING CITIZENS** - Recognizing the need to reduce recidivism and support reintegration of returning citizens, PHA implemented the "Second Chance" pilot program in 2015. Now expanded to support up to 30 participants, the program is a partnership with the Eastern District Federal Court Supervision to Aid Reentry (STAR) Program and the Mayor's Office of Reintegration Services (RISE) Program. The STAR and RISE programs provide counseling, education, job training, and other services:





*Ivy Berry, a 2022 PHA entrepreneurial fellow, started her own vending-company business, Victory Snaxx.*

Returning citizens can reduce their parole period by one year if they adhere to the program requirements. PHA's provision of a voucher, subject to the participant meeting all program requirements, provides critically needed housing stability over the course of the re-entry process.

### **HIGHLIGHTS:**

**Fair Housing:** In 2017, PHA and the City prepared the first Assessment of Fair Housing (AFH) and it was accepted by HUD. The AFH, which was subsequently updated in 2022, incorporates goals and objectives to reduce housing discrimination and promote and create equitable opportunities and results.

**Public Safety:** PHA reimaged its public safety initiative from the current policing model to a new public safety structure focused on crime prevention, diversion, social justice, and creating and sustaining secure, safe neighborhoods through collaboration with stakeholders, especially residents. The new approach prioritizes the most urgent safety needs and concerns by identifying crime-prevention methods, implementing trauma-informed practices, and strengthening communications between communities and public safety officers. Starting in 2012, PHA implemented a layered access and door control system, and installed CCTV cameras and a command center, investing over \$15 million.





# PREPARING RESIDENTS FOR THE WORKFORCE

With the constant shifts in the economic landscapes, PHA equips youths and adults with training to further their educations, job hunting, and careers.

PHA uses holistic, trauma-informed strategies as trained workforce navigators help residents to develop and implement action plans to achieve their career goals.

Over the last decade, PHA has expanded its staff to assist residents who encounter financial, societal, and racial barriers as they attempt to move up the economic ladder.

Residents learn about the hottest career trends, check in at the Job Bank, attend job interview boot camps, and explore

ways to maximize resources and use homeownership and entrepreneurship to create generational wealth.

## WORKFORCE DEVELOPMENT CENTER

Since opening its doors in 2019, the Workforce Development Center has served over **1,000 residents** each year through workshops, orientations, and seminars. PHA refers and enrolls approximately **100 residents** each year into career and technical training programs, such as the community health worker, pharmacy technician training and the construction pre-apprenticeship programs. PHA not only trains residents,





but often connects and places residents in a job once they have successfully completed the program.

### SECTION 3 RESOURCE CENTER

Section 3 is a provision in the Housing and Urban Development Act of 1968 that seeks to ensure that economic opportunities, to the greatest extent feasible, are given to low and very low-income persons. Under Section 3, certain PHA vendors must provide hiring, training, contract opportunities, and/or other economic opportunities to Section 3 residents and businesses.

### JOBS PLUS

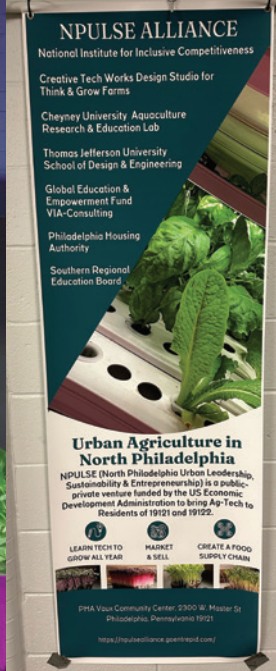
In 2021, PHA was awarded a Jobs Plus



**JOBS PLUS**  
PROGRAM  
WILSON PARK

grant of nearly \$3 million to fund work readiness and referral services at Wilson Park. This was PHA's second Jobs Plus award, having successfully developed and implemented a Jobs Plus program at Raymond Rosen Apartments. Jobs Plus case managers work with residents to establish short and long-term goals, then identify and connect residents to services available to meet established goals. The program provides





residents with financial incentives to secure a job and increase their earnings. In its first year, the Jobs Plus program at Wilson Park assisted **184 residents**.

## PARTNERSHIPS

PHA leverages limited federal funding for resident services, using scarce but valuable resources to secure additional funding opportunities from foundations and non-profit organizations. Partnerships are characterized by more than just the receipt of grant funding: many represent long-standing, mutual commitments to serving PHA residents. PHA staff work collaboratively with partners to develop grant-funded programs tailored to residents' needs and goals. In turn, PHA is able to connect residents to a broader array of programs and services,



for example, from intensive one-on-one early childhood support provided by ParentChild+ to wellness checks for seniors made possible through generous commitments from Temple University. Through its partnership with the Temple Lenfest Foundation, PHA secured grant funding and worked collaboratively to develop career and trade specific training programs that align with residents' interests and skills, including an appliance repair program and a construction pre-apprenticeship program.





# FOCUSING ON YOUTH AND FAMILIES

PHA's President Jeremiah founded PhillySEEDS 10 years ago to provide life-changing opportunities for residents and program participants. By providing resources and options to our talented, motivated, and deserving residents, PhillySEEDS has changed and improved lives through self-sufficiency opportunities and scholarships that support residents' education and career goals.

Since its inception, **PhillySEEDS.org** has assisted over **1,200 PHA residents with over \$3.2 million** in three core programs: scholarships, HCV matching grants for security deposits, and closing cost assistance grants for first-time homeowners.

In addition, PHA established the Nellie Reynolds Scholarship Endowment Fund - a **\$1 million fund** to support PHA scholars. PHA also has established a Workforce Training Fund, partnered with T-Mobile to distribute over 6,000 tablets with two years of Internet connectivity to bridge the digital divide; and supported the Big Picture High School at PHA's Vaux Community Building with per student subsidies. Throughout the pandemic, staff worked alongside residents to create gun violence reduction programming, and made lasting and vital community connections with our sponsors, partners, and contributors.





## OTHER GAME-CHANGING INITIATIVES:

### YOUTH AND FAMILY CENTER

PHA's Youth and Family Center opened in Fall 2022, giving residents access to a full range of services at one convenient location. The mission is to support residents in building strong, sustainable neighborhoods and positive family relationships. The Center offers workshops and programs, life-changing career opportunities, mentoring and stimulating youth activities, trauma-informed care and support, and much more. Experienced staff are on site to advocate for residents and help them navigate life with confidence and dignity. PHA has engaged partners to support, develop and deliver programs at the Center, such as Kinship Care, which provides support and case management for



multigenerational families in which grandparents or other relatives serve as the primary caregiver. The program also hosts peer support groups, conducts outreach and education, and provides emergency fund for families' basic needs.

### YOUTH ENRICHMENT ACTIVITIES

PHA and its partners work to develop and deliver out-of-school programs for school-aged children which not





only provide academic enrichment and recreation to children, but support working families who often face gaps in care after-school and during summer breaks. PHA operates after-school programs at five housing developments, providing homework assistance and engaging 150 students annually in service learning and community service projects. PHA also operates summer camps where youth aged 7 to 12 engage in recreational activities and receive hot meals for breakfast and lunch. For older children, PHA provides opportunities for job readiness and career exposure in the Summer Youth WorkReady program, which places

over 50 high school age students in part-time part-time, paid summer jobs each year.

### **COVID COMMUNITY RESPONSE**

During school closures, PHA worked with the School District of Philadelphia to operate remote learning centers, allowing over **100 PHA school-aged children** to engage in virtual learning throughout the school year. Wireless hotspots were created and laptops distributed to ensure that children could continue their schooling from home. Recognizing the growing threat of hunger, PHA engaged partners to distribute meals and establish a food pantry at the Vaux Community Building. At the





start of the COVID-19 pandemic, PHA, in partnership with resident leaders, distributed more than **80,000 meals** to children at-risk of hunger.

In partnership with Temple University and the Temple Lenfest Center for Community Partnerships, the PHA Cares initiative conducted wellness checks and hosted vaccination drives that resulted in over **1,500** residents receiving COVID-19 vaccinations. To support these efforts, PHA Cares hired and trained residents as Community Health Workers, providing on-the-job experience and exposure to a career in the rapidly growing healthcare field. As the pandemic abated, Community Health Workers shifted focus to hosting health education workshops and information sessions covering topics such as behavioral health and breast cancer awareness.

## SENIOR SERVICES

PHA operates three senior centers at PHA developments designated for residents aged 55 and older. Residents are provided with activities to maintain a healthy and active lifestyle, ranging from health fairs, to the Senior Masquerade Ball, to the annual holiday tree lighting ceremony. PHA also provides critical healthcare supports to seniors, including booster vaccine drives and wellness checks.

## ROSS SERVICES

Resident Opportunity and Self-Sufficiency (ROSS) service coordinators provide on-site assistance for Public Housing residents, assessing their needs and connecting them with local resources for employment, education, and financial literacy. Service Coordinators work to build a network of services that residents can access in their community.





PHA resident Nija Wiggins and her daughters work on their food truck business, **Corneey's**. She is an approved PHA vendor.

## EXPANDING ECONOMIC BENEFITS

PHA understands that if its residents are to succeed, it must support inclusive businesses that amplify the power of economic and racial diversity.

The Authority establishes and enforces ambitious MBE/WBE participation goals for all contracting activities. Regular outreach efforts encourage and inform MBE/WBE and other Philadelphia-based businesses of opportunities to contract with PHA.

Community outreach efforts for women- and minority-owned businesses have expanded the list of vendors and

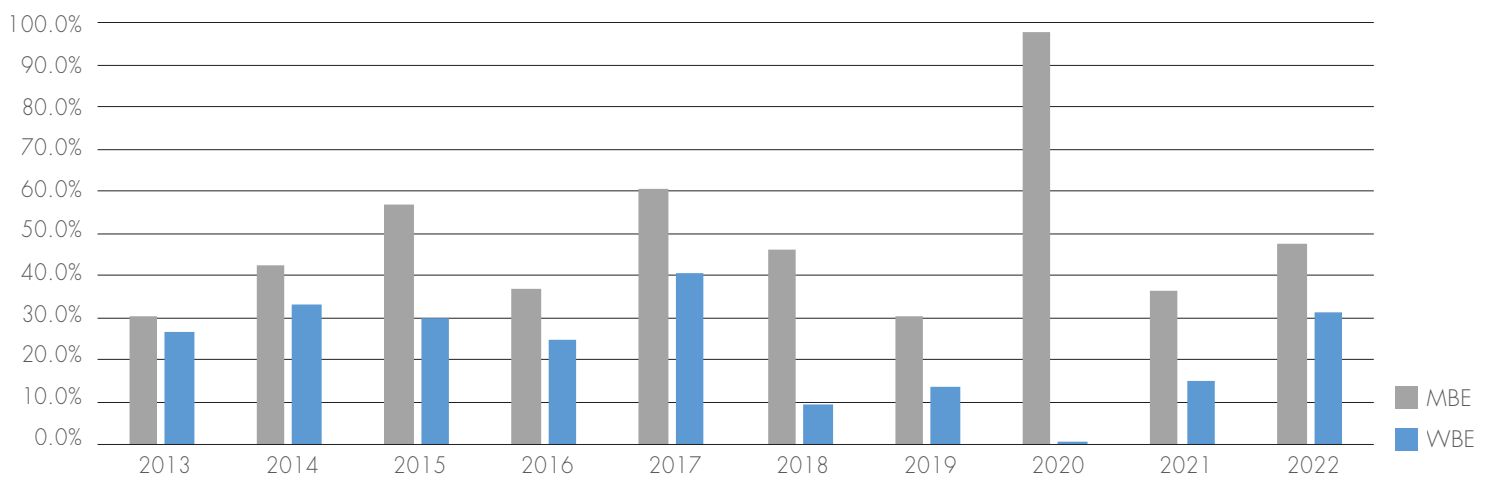
the quality of the multicultural services this City receives. Many of our vendors hire PHA residents as set out in Section 3 regulations by HUD.

In FY 2023, PHA achieved an MBE participation rate of **47%** and a WBE participation rate of **31%**. **Philadelphia businesses and organizations received 33.4% of the total** PHA contracted procurement spend of **\$106.8 million**. In terms of disbursements, Philadelphia-based vendors received **\$106.4 million out of total disbursements of \$227.8 million or 47%**.





MBE /WBE Expenditures 2013 - 2022



Additionally, PHA routinely exceeds federal goals for “Section 3” individuals and businesses through intensive outreach, recruitment, and compliance monitoring. Over the past decade, on an annual basis, PHA exceeded every HUD minimum goal related to Section 3. For the most recent year, over **42%** of PHA new hires qualified as Section 3 workers, compared to HUD’s **30%** goal; over **16%** of the dollar amount of new construction contracts were awarded to local Section 3 businesses, compared to the 10% federal goal; and over **21%** of the dollar value of non-construction contracts were awarded to local Section 3 firms, compared to the 3% HUD goal.

PHA’s programs and services are significant contributors to Philadelphia’s economy, generating hundreds of millions in contracting opportunities for local businesses and thousands of construction, administrative, professional and service-related jobs:

- Over the last 10 years, PHA and its partners have leveraged over **\$1.5 billion** in construction activity. Based on national projections of housing construction multiplier effects, the overall economic impact of this spending equates to an estimated **\$4.5 billion**.





# AGENCY AT A GLANCE











PHA was created in 1937 by the Commonwealth of Pennsylvania to develop, acquire, lease, and operate affordable housing programs for low- to moderate-income residents of the City of Philadelphia. A nine-member Board of Commissioners governs PHA, with monthly public meetings, approximately eleven times per year, convened to address PHA business. PHA's President and CEO, Kelvin A. Jeremiah, reports to the Board and has full responsibility for leadership and management of all PHA operations.

PHA's mission is to open doors to affordable housing, economic opportunity and safe, sustainable communities to benefit Philadelphia residents with low incomes.

PHA is one of a small number of agencies in the country designated by HUD as a Moving to Work (MTW) agency. MTW is a demonstration program authorized by Congress that provides PHA with regulatory and funding flexibility in the administration of its Public Housing and Housing Choice Voucher programs.

Despite ongoing challenges related to inadequate capital funding, PHA's financial position remains sound and continues to improve through prudent fiscal management, coupled with streamlining and cost reduction efforts undertaken over the past decade.

PHA received clean audits for the past four fiscal years, and the Agency's Net Position increased by over \$400 million since 2013 reflecting sound financial management. The strength of PHA's finances was further supported in September 2021 when S&P Global Ratings increased its ratings from "A+" to "AA-" on PHA's Series 2017 General Revenue bonds.

- **33,125 Households Served**
- **12,976 Public Housing Units**
- **21,591 Vouchers**
- **80 Multifamily Developments**
- **\$516 Million Annual Budget**
- **1,100 Employees**



# NATIONAL HONORS AND AWARDS

The Philadelphia's Housing Authority's modern, energy-efficient housing designs and innovative resident programming are bringing national recognition to PHA, and to our City.

The National Association of Housing and Redevelopment Officials (NAHRO) presented 20 prestigious 2023 Awards of Excellence to 16 housing and community development organizations in Washington DC. Two of the twenty highly competitive awards were captured by PHA, which also won six regional Merit Awards from NAHRO.

PHA won an **Award of Excellence in the Project Design category for North Central Five**, a mixed-income community offering 133 units of housing on a full-block site, with access to a fitness room, community room, computer room, library, and more.

In addition, it received an **Award of Excellence in the Resident and Client Services** category for the CCP/PHA Shared Housing Program, a partnership that transformed six apartments into affordable, dorm-like units with private bedrooms and shared common spaces for housing insecure CCP students.

The 2023 Awards of Excellence were selected by regional juries from an initial pool of 178 Awards of Merit recipients. Each of the winning programs improves resident outcomes, resolves problems, is replicable by similarly-sized organizations and produces tangible results such as cost savings and improved client services.

Other National Awards and prestigious honors include:

- Blumberg 83, a modular construction housing site that saved money and accelerated the construction timeline won the **NAHRO Award of Excellence for Project Design** in 2022.
- Sharswood Tower, the rehab of a mid-century low-income senior apartment high-rise that after years of use and poor planning was left dilapidated, and did not meet current safety and accessibility requirements, won the **NAHRO Award of Excellence for Project Design** in 2020.
- PHA Remote Learning Centers, established to provide children living in PHA housing with a safe place to learn during the COVID pandemic shutdown, received the **NAHRO Award of Excellence for Resident Services** in 2022.
- The Philadelphia Business Journal named the Grocery Outlet construction in Sharswood one of the **Top Real Estate Deals of 2022**.
- The Business Journal also named Jeremiah, one of the **Most Admired CEOs in 2022 and in 2014**.
- The **Titan 100** named Jeremiah to its highly regarded list of top executives in 2022.
- The **2023 Champion for Children Award** was presented to Jeremiah and PHA.





PHA resident Jamie Lumb was hired as produce manager at the Sharswood Grocery Outlet.





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