

USI | URBAN STRATEGIES, INC.

Economic Mobility

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Baltimore

WHERE IS USI?

A map of USI communities



- Choice Neighborhood Initiative Sites (10)
- ▨ Choice Neighborhood Planning Sites (1)
- Human Capital Sites (6)
- Both Choice Neighborhood Initiative and Human Capital Sites (4)

WHO IS USI?

- Over **40** Years of Experience Nationwide
- Supporting More Than **30,000** Families
- Connected to Over **100,000** Units of Housing
- Human Capital Planning in **23** Cities
- HOPE VI Communities
- **19** Choice Neighborhood Implementation Grants = **\$480 Million** in Awarded Funds
- **2** Choice Planning Grants
- Over **\$460 Million** in Public and Private Resources Leveraged for Innovative Programs and Initiatives
- Cradle-to-College/Career Partnerships in **10** School Systems
- Elderly Services in **4** Senior Living Communities



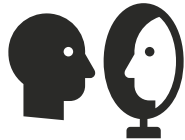


OUR VALUES



INTEGRITY

We are honest, transparent, ethical, and just. People trust us to adhere to our word.



ACCOUNTABILITY

We deliver our very best in all we do, holding ourselves accountable for results.



RESPECT

We treat residents, community, partners and our staff with dignity and respect.



INNOVATION

We act with courage, challenging the status quo and finding new ways to strengthen our work.



DIVERSITY

We know it takes people with different ideas, strengths, interests, and cultural backgrounds to help us succeed.



TEAMWORK/ COLLABORATION

We know that success cannot be accomplished by one person or organization.





RESULTS COUNT FRAMEWORK[®]

The Results Counts approach is based on five core competencies of results-based leadership development.



BE RESULTS-BASED AND DATA-DRIVEN



BRING ATTENTION TO AND ACT ON DISPARITIES



USE ONESELF AS AN INSTRUMENT OF CHANGE TO MOVE A RESULT



COLLABORATIVE LEADERSHIP



ADAPTIVE LEADERSHIP



PEOPLE RESULT



OUR MISSION...

All children and families will be **STABLE** and **THRIVING**.



POLICY



WORKFORCE



EDUCATION



ECONOMIC
MOBILITY



FAMILY SUPPORT



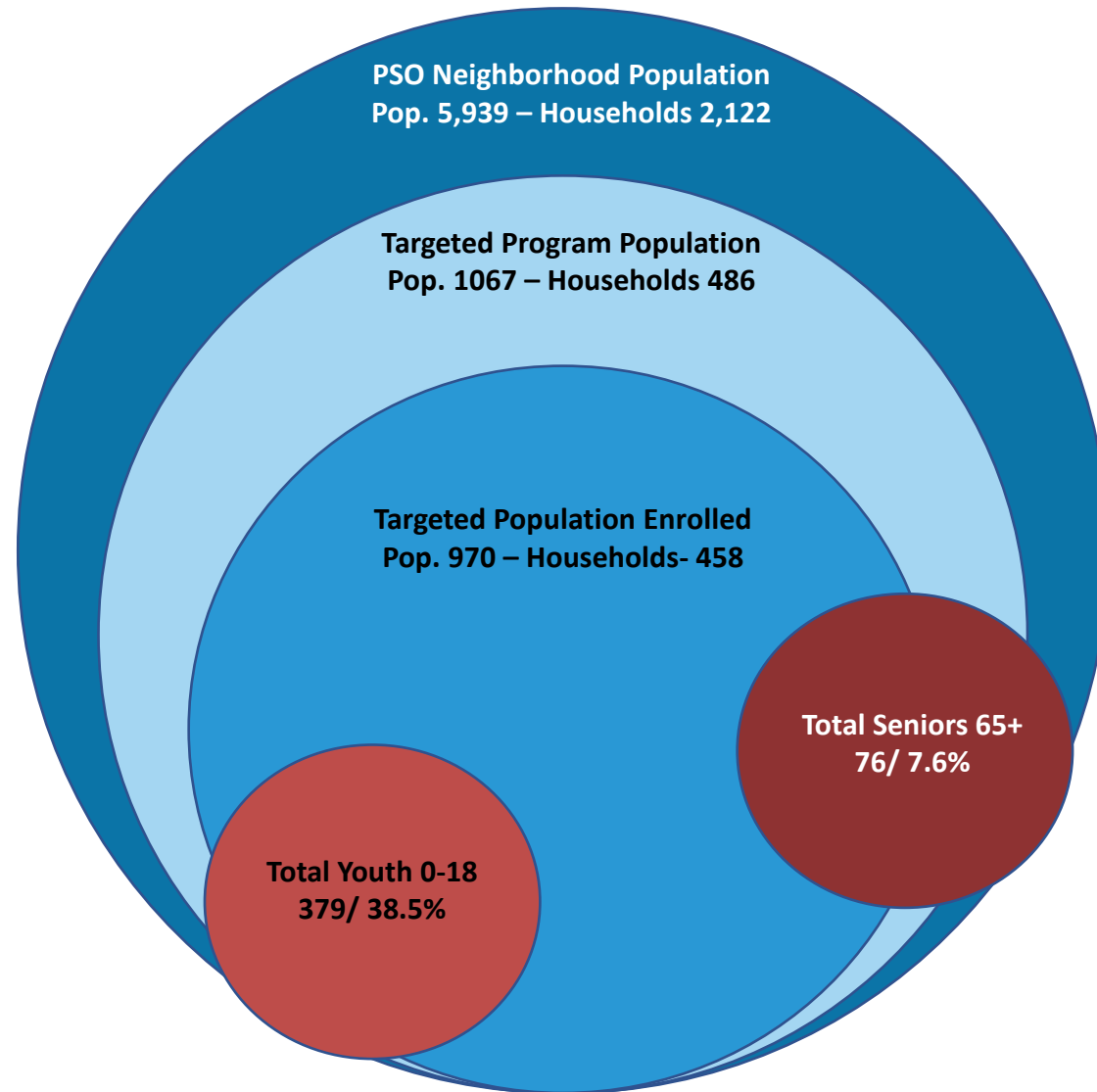
HOUSING
STABILITY



Demographics- Baltimore

Gender	#/%
Female	662/66.3%
Male	337/33.7%

Race	#/%
African American	970 / 97.1%
Caucasian or White	15 / 1.5%
Asian	4 / 0.4%
American Indian or Alaska Native	2 / 0.2%
Hawaiian or Pacific Islander	1 / 0.1%
More than one Race	7/ 0.7%
Total	993 / 100%



Families Successes by the Numbers

Indicator	Baseline	2019	2020	2021	Q3 2022
#/% of residents employed	23%	56%	47%	53%	55.2%
Average annual income of Perkins households	\$12,219	\$25,044	\$25,322	\$25,879	\$26,610
#/% of HOH with checking accounts	41%	44%	45%	47%	53%
#/% of HOH with savings accounts	17%	28.6%	29%	30%	31%
#/% of residents with jobs longer than 1 year	45%	67%	70%	85%	82.4%



The Lift by the Numbers

All Referrals by Year			
	Referrals	Enrollments	Completed
All Referrals	1783	1481	911
Adult Education	60	51	18
Asset Building	180	192	71
Basic & Emergency Services	739	268	501
Employment Services	161	41	35
Health & Family Services	310	560	160



Homeownership Cohort

Purpose

- Create Safe Space to receive coaching and support
- Expose Families to options, benefits, and accessibility
- Assist Families through home purchasing and closing
- Create a blue-print that we can replicate over the life of the grant

- Above all odds
- Baltimore City Department of Housing and Community Development
- Cash Campaign
- Community Mediation
- Habitat for Humanity

- Homeless persons Representation Project
- Housing Choice Voucher Homeownership Program
- LIVE Baltimore
- MD department of housing and Community

- Development
- Housing Authority Office of resident services
- PNC Community Mortgage



Homeownership Cohort

2019- 2020

- 23 Families enrolled in homeownership cohort to meet monthly to follow a curriculum that was created with the partners
- 17 Families completed the cohort
- 4 bought a home received \$7500 toward closing costs
 - 2 of the 4 homeowners started with Fair Credit score ratings

Remaining families:

- Gained an understanding of the process
- 6 increased their credit score

Starting Credit Score	# HOH
None	3
Poor	4
Fair	7
Good	3
Very Good	1





- “I am so proud of myself for going through the whole process and buying a home...I love everything about my house - I love the porch, I love the rooms.” - Karima Norris



Homeownership

2021- 2022

- 15 families currently in the homeownership pipeline (Remote)
- 2 completed their counseling; financial barriers prevented the purchase of a home

2023- Planning & Learning Conversation

- Families missed connecting and having each other as encouragement and support
- Difficult to save money
- Credit Building Support
- Life Happens



Challenges & Barriers to entering or growing in workforce

- **Earning “too much”**

- As our families earn more, their rent contributions go up, and they lose access to benefits. It leaves them in a financial strain

- **Being out of the workforce too long**

- **Education**

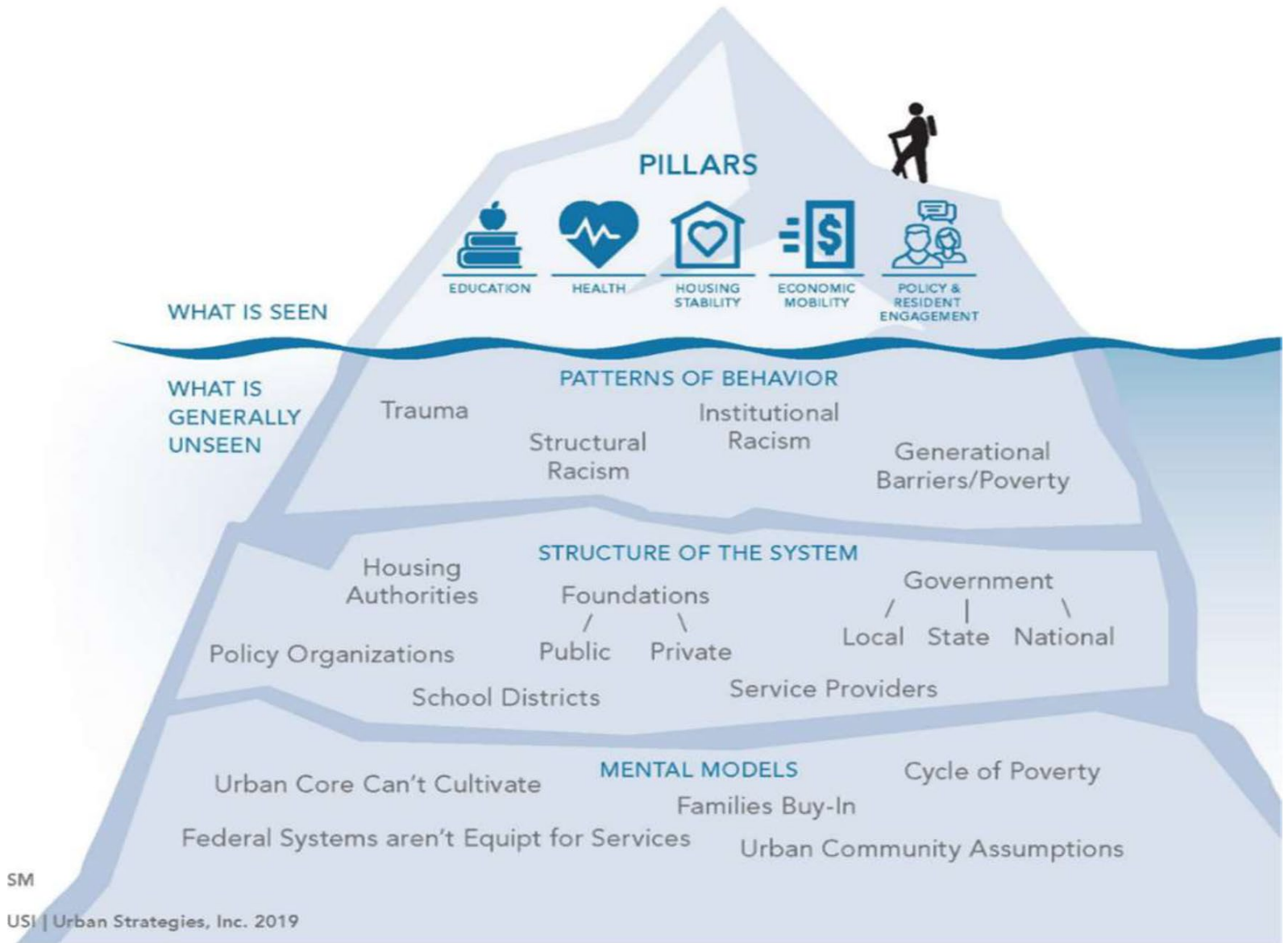
- Higher paying jobs require additional training or education that some families cannot immediately afford to fully focus on as they continue to provide for families

- **Parents**

- Challenges with childcare- For our parents with children 3 and under, not all feel comfortable sending them to a daycare particularly
- School transportation for their child to and from school
- Challenges with school- having to pick up child from school do to behavioral or COVID closures



DIVING DEEPER INTO OUR WORK



FAMILY SUPPORT

Family Support is a method of providing services whereby a professional Family Support Specialist (previously known as a case worker) assesses needs of a resident and the resident's family, and monitors, evaluates and advocates for a package of multiple services to meet the specific resident's complex needs in order to successfully achieve a plan that leads to economic self-sufficiency. The work is both macro and micro.

OUR GOAL...

To arm residents with the tools and support needed to stabilize and/or improve their housing situation.

We help residents in assisted housing adapt to their changing world.
It is a two-way partnership.





QUESTIONS?





Economic Mobility

Choice Means Choice Conference

Ft. Myers, Florida

December 1st, 2022



Presentation

- Background on PHA and our residents
- Overview of PHA's strategies to address social inequalities through economic self-sufficiency initiatives
- Highlighting the Vaux Community Building: An EnVision Center

Background on PHA and Our Residents



Background on PHA and Our Residents

- PHA is the 4th largest Public Housing Authority in the country and the largest provider of affordable housing in the City of Philadelphia
- Through our public housing and Housing Choice Voucher (HCV) programs, PHA serves 80,000 residents in over 30,000 units located throughout the City
- More than 90% of residents are 1) people of color and 2) extremely low-income with household incomes at or below 30% of Area Median Income
- Most “work able” residents have low-paying jobs, little or no prior employment history, and no savings or other financial assets
- A significant number of residents have prior involvement with the criminal legal system

Addressing Social Inequalities

Economic Self-Sufficiency Initiatives

Eliminating intergenerational poverty is a primary goal of PHA's Office of Resident Programs and Partnerships. Towards this end, PHA works with residents and mission-driven partners to:

- **Provide attainable, affordable first-time homeownership opportunities**
- **Train and place residents in career-oriented, living wage jobs**
- **Nurture small business development**
- **Increase financial literacy and family asset building**

PhillySEEDS – Added Support for Residents



SelfSufficiency, Education, Empowerment, Direct Services

- PhillySEEDS supports 100's of PHA residents every year.
 - Support with homeownership closing costs.
 - \$316,000 awarded in scholarships to 84 PHA Residents in 2021.
 - \$500/student/year at Vaux Big Picture High School: nearly \$350,000 over five years in added resources to ensure students have access to enrichment programs, up-to-date facilities, quality educational services, and more.

Workforce Development

PHA and partners focus on job readiness, skills training and career advancement:

- **Workforce Development Center at Vaux Community Building** provides comprehensive one stop employment and career advancement services.
- **Workforce Navigators** work with residents to develop and achieve individual goals.
- **Temple-Lenfest Job Training** for Pharmacy Tech, Appliance Repair, Construction Pre-Apprenticeship training.
- **Job Training & Adult Education Partnerships** provide a broad array of educational and training opportunities.
- **Philly SEEDS Education & Training Scholarships, Tuition Assistance**

Small Business Development

RESOURCE CENTER PROGRAMMING DETAILS

- | | |
|--|---|
| Entrepreneurship Fellowship | <ul style="list-style-type: none">• Over 100 applicants for each cohort• Temple University provides academic assessments and support• 16 enrolled, 14 completed cohort 1• Currently 12 enrolled in cohort 2• Currently recruiting Cohort 3 – over 500 applications received |
| Workshop Series | <ul style="list-style-type: none">• Topics include: Market Research, Mental Preparedness, How to do business with PHA, Being a Creative Entrepreneur |
| Youth Entrepreneurship Pitch Competition | <ul style="list-style-type: none">• 14 youth participated in Summer 2021• Currently recruiting for Summer 2022 |
| RAB Incubator | <ul style="list-style-type: none">• 2 PHA residents hired as administrators• Space is open for usage by Fellows & Entrepreneurs in Residence |
| Entrepreneurs in Residence | <ul style="list-style-type: none">• Two Advanced Fellows participating for added resources |

Resident Owned Small Businesses

- Fitness and dance
- Car detailing
- Bakery and specialty food vendors
- Food truck
- Landscaping
- Clothing design
- Youth art program
- Beauty and hair

Entrepreneurial Fellowship Program

In partnership with resident leadership, PHA launched the **Entrepreneurial Fellowship Program** to provide intensive training and support services for a select group of resident fellows including:

- ✓ Business plan development
- ✓ Business registrations, certifications, licensing and set-up assistance
- ✓ Linkages to PHA Section 3 subcontractor opportunities
- ✓ Graduates are eligible for start up seed money, priority access to Resident Advisory Board business incubator, other supports.

Entrepreneurial Fellowship Program Outcomes

PHA ENTREPRENEURIAL FELLOWSHIP PARTICIPANT OUTCOMES (COHORT 1 & 2)	
Employer ID Number	<ul style="list-style-type: none">• 100%
Registered Vendors with PHA	<ul style="list-style-type: none">• 100%
Business Plans	<ul style="list-style-type: none">• 100%
LLC or Commercial Activity License	<ul style="list-style-type: none">• 91%
Total amount of PHA start up funding awarded	<ul style="list-style-type: none">• Approximately \$5,000 per fellow; \$50,000 total
Business Profitability	<ul style="list-style-type: none">• 58% of businesses are realizing a profit

Vaux Community Building: An EnVision Center

Vaux Community Building



- Former Philadelphia School District High School
 - Built in 1930s
 - Nationally Historically Certified
- Closed in 2013
- PHA purchased and began transformation in 2017
- Designated as an EnVision Center in 2018
- In 2019 the PHA Workforce Center Opened
- Vaux Community Building provides health services, financial counseling, youth programming, job readiness and case management
- Multi-purpose meeting and community engagement space

Partner	Service Offered
Big Picture High School	Public High School
Mighty Writers	Out of School Time Programming focused on writing and creative/critical thinking. Daily food and necessities distribution
Mighty Writers Choice Pantry	
Health & Dental Clinic	Drop in Health and Dental Clinic open to the public; Choice Community Health Worker
Clarifi	Financial counseling, coaching and enrollment in FSS.
PowerCorps PHL	Landscaping Workforce Training Program for 18-26 year olds.
Trades for a Difference	Construction training program for young adults – 2 cohorts per year working on distressed PHA properties.
PHA Workforce Center PHA Section 3 Resource Center PHA Homeownership Program	Employment “One Stop” providing connections, jobs, training, and Section 3 opportunities. Entrepreneurial Fellowship Provides training and support for perspective homeowners
PHA Choice People Team	Case management and outreach for CNI Sharswood
100 Black Men	Electrical Training Program, Youth Mentorship
nPulse	Hydroponic Urban Agriculture with training and programming
CVS Health	Customer Service & Pharmacy Tech Training Center
Resident Advisory Board	Section 3; Innovation Alley; RAB Clothes Kloset

Vaux Community Building Partners*

*PHA tenants

Questions??

Thank You!!

Please visit www.sharswoodblumberg.com

to stay up to date with announcements and information.

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