



# RRHA STRATEGIC PLAN AND FEASIBILITY STUDY PROJECT NEWSLETTER

Richmond Redevelopment and Housing Authority

April 2005

## Another step closer to completion

Nearly 100 employees throughout the Authority came out on March 18 to the Strategic Plan and Feasibility Study Project staff feedback meetings bringing the project one step closer to a successful completion.

Staff was asked how they felt about the new direction of the organization and in return, they shared a great deal of feedback regarding the draft vision, mission, values and goals of the Authority. It was a true demonstration of effective teamwork!



Comments ranged from:

- It's [vision] visionary and reasonable. It actively encourages individuals to be one of the "vibrant" leaders.
- We are on the right track!
- It will be exciting to see what happens when the goals are implemented.
- To create an environment which embraces these values would be wonderful!
- Great effort and headed in the right direction...people must be the focus.
- I really enjoyed the session, not because I got out of work but because it was very informative and caused me to want to do what I can to assist.

Thank you for your open minds, your hope and your commitment to help the Authority improve the way it does business. Look for the final version of

RRHA's new mission, vision, values, objectives and goals in the April edition of In Focus coming soon!

Likewise about 200 residents met with the Authority for a second round of stakeholder meetings. Representatives of local civic associations, Neighborhood Teams, churches, Legal Aid, local colleges and a member of Richmond City Council were in attendance.

We discussed how resident information was used to develop the draft mission, vision and goals and the level of commitment the residents were willing to contribute to ensure success of the project. Responses were extremely positive.

Executive Director Sheila Hill-Christian also held strategic planning meetings with stakeholders to discuss the project. Participants included Richmond City Council member Kathy Graziano, Buford Scott of Scott & Stringfellow Investment Banking Firm, Jim Ukrop of the Ukrop's grocery chain and the Regional Planning Commission .

In addition, Program Manager Joseph McGreal, Management Analyst Karen Feagin, IT Director Kenneth Francis and Internal Auditor Cassandra Scarborough have been working diligently to develop draft performance measures, including accountability, for the Authority to track progress once the project is in the Implementation Phase.

The information from the staff and community meetings and performance measures will be evaluated by the Direction Setting Team on April 5, 7, 8 and 13 to finalize the strategic plan document. The next steps will involve public presentations of the Authority's new plan to all stakeholders. Stay tuned for the date, time and location of these presentations.

## We want you!



The organization is preparing to enter into the Implementation Phase of the project. We are looking for five to 10 staff members to help us decide how the Authority will execute the plan.

If you are interested in getting involved in this phase of the project, contact Cassandra Scarborough, project manager, regarding your skills and abilities to assist us with this phase.

**Questions? Contact Project Manager Cassandra Scarborough at [cpscarbo@rrha.state.va.us](mailto:cpscarbo@rrha.state.va.us) or 780-4022.**



Visit the Strategic Plan and Feasibility Study Project link at [www.rrha.org](http://www.rrha.org) to view information and photos from the project!