



RRHA STRATEGIC PLAN AND FEASIBILITY STUDY PROJECT NEWSLETTER

Richmond Redevelopment and Housing Authority

February 2005

The latest project developments!

Last month was a huge success! RRHA staff demonstrated an unprecedented level of teamwork and commitment that resulted in the completion of three major milestones.

Feasibility Study

- 1) The on-site assessments of RRHA developments are complete. This was possible due to the facilitation of the Maintenance Department. EMG and RRHA are finalizing reports and developing a capital assessment database.

Independent Market Study

- 2) The market study, by Housing-Solutions, was delivered to RRHA for review.

Stakeholder Involvement

- 3) The first round of resident meetings is also done! In January, we held 10 meetings throughout RRHA communities to inform residents about the project and to get their feedback. Residents participated in a SWOT (Strengths, Weaknesses, Opportunities, and Threats) and a visioning exercise. Average attendance was 35 residents! Special appreciation to Labor Crew Chief Arthur Cannon and Groundskeeper James Brooks for setting up the facilities; Resident Services and Housing Management staff for encouraging residents to attend the meetings, reserving the facility, and participating in the meetings; the Public Safety staff for providing security; Housing



Manager Roxanne Brinson and Resident Service Assistant Allen Williams for developing and implementing a transportation schedule; and so many others who pitched in wherever needed!

- 4) RRHA has presented its project to several stakeholders including: Neighborhood Teams, Richmond Community Development Alliance, Leadership Metro Richmond, Homeless Service Providers, Gilpin Initiative, and most importantly, RRHA staff.

5) Organizational Destinations and the Communications Department developed a Strategic Plan section on the RRHA website. Visit www.rrha.org.

6) Organizational Destinations hired six residents as facilitator assistants to work on the project representing Fairfield, Creighton, Gilpin, and Whitcomb Court! Thank you to the resident service advisors and housing managers for your assistance.

This month several initiatives are planned such as:

- 1) Focus groups are scheduled with several of RRHA's partners including local government administration, community development corporations, neighborhood leaders, and faith-based community.
- 2) RRHA's Direction-setting and Plan-development teams will begin developing the new mission, vision, and goals of the Authority.

Leadership opportunities

Congratulations! The following staff was selected to work on the Direction-setting and Plan-development teams. Thanks to all staff that submitted their name.

- Steve Benham
- Kim Brehon
- Roxanne Brinson
- Darlene Giles
- Angela Greene
- Tammy Grubb
- Michael Hampton
- Lee Householder
- Carol Jackson
- Jackie Salaam-Hicks
- Joan Seldon
- Denise Vice

There are several leadership opportunities throughout the project! Here's yet another...

We are looking for seven staff members to work with the vendor to identify performance measures to support the strategic plan and identify a system for tracking and monitoring the plan. This will require a 2-3 day commitment. We are looking for individuals with: 1) knowledge of current data or know where to locate data in RRHA, 2) knowledge of data sources outside of RRHA, 3) process analytical skills, 4) individuals with authority, or be empowered to obtain information, and 5) representation from the IT department. Send your name to cpscarbo@rrha.state.va.us by **February 25**. Those selected will be announced in the March issue of the newsletter.

Questions? Contact Project Manager Cassandra Scarborough at cpscarbo@rrha.state.va.us or 780-4022.