

Extreme makeover in RRHA communities

“This revitalization project breaks some new ground within RRHA and is a positive outward sign of the implementation of our strategic plan,” said RRHA HVAC Engineer and Project Manager Joseph Sarver. “I believe this is a first-time joint venture involving staff from both the Affordable Housing and Community Revitalization divisions working together to re-tool our properties.”

In May 2006, RRHA took another major step towards implementing Phase I of the strategic plan through the rehabilitation of the public housing communities of Bainbridge Apartments and Stovall Apartments located in the Swansboro area of the city.

Bainbridge Apartments, located on Bainbridge Street and 28th Streets and Moody Avenue between 33rd and 34th Street, has 18 3-bedroom units. The development opened in October 1971. Oscar E. Stovall Place Apartments, located at 24th and Bainbridge Streets, has 30 units. It opened for occupancy in March 1986.

Acting Deputy Director of Community Revitalization Lee Householder said, “As part of this initiative we are looking at every aspect of Bainbridge and Stovall, inside and outside, to determine how to completely modernize the building and bring them up to date.”

Modernization plans include site, exterior, interior, mechanical, electrical and plumbing improvements. Sarver stated possibilities could vary from new kitchen cabinets and flooring,



converting to dry wall, central air and modern heating systems. Even new flooring, bathroom and appliance upgrades, new wiring, parking, paving and sidewalks.

“We want to provide the modern conveniences of new apartments to our residents,” said Householder. “As well as a safer place to live -- this could mean landscaping, improved lighting, privacy fencing and so much more!”

To prepare for this plan, RRHA is studying how this will affect residents living in these buildings. RRHA has begun to discuss this with residential and tenant council meetings in the affected areas to determine what residents would like to see take place. Ideas range from more storage space to washers and dryers in apartments.

But the planning process is far from over, as a Requisition for Proposals (RFP) has been placed for architects that can create plans regarding the modernization project. This will include how the project will be implemented and temporary relocation for residents while their units are being reconstructed.

RRHA estimates it will invest over \$3 million to totally modernize these two apartment communities through site improvements and interior and exterior improvements to the units.

Householder said, “This is a positive project from all aspects! Residents have an opportunity to live in modernized facilities and RRHA has the chance to improve the overall community while changing the perception of what public housing can become.” ★

Extreme Makeover Timeline

(Approximate dates)

- ◆ **May – December 2006**
Pre development Process to include hiring of architect, create design plans and finalize budget
- ◆ **September – October 2006**
Follow up resident meetings to discuss schedules and any relocation
- ◆ **January – September 2007**
Perform rehab work, construction under way

Agency plans re-branding campaign

RRHA is getting a new look! Goal 1 Initiative #3 states: *to create a marketing plan that aligns the Authority's strategic services with other regional affordable housing efforts.*

In partnership with the Office of Graphic Communications, RRHA will begin a rebranding campaign this summer. This will include taking a comprehensive look to redesign the RRHA logo, develop a tagline and other marketing



materials that will allow the agency to become known as a forward thinking and innovative housing provider.

In the next few weeks, staff will have opportunities to participate in a survey, focus groups and other activities to help determine our New Look. Stay tuned for details. ★

Did you know?



RRHA has Public Service Announcements (PSAs) running on Channel 6 from now through July? This is just one of the many ways RRHA is getting the word out about its new vision and mission to the City of Richmond! ★

"I am, however, extremely proud of the development and implementation of our five-year Strategic Plan. I am proud of the new vision, mission, values, goals and initiatives we developed that will carry RRHA confidently into the future. I remind you to remain focused and to 'finish what we start'."

-- Executive Director Sheila Hill-Christian

Public hearing next month

The Public Hearing for the 2006 Agency Plan is scheduled for Thursday, June 1, at the Calhoun Family Investment Center. The Agency Plan is a HUD-mandated business plan that communicates how HUD dollars are spent and what programs and services RRHA provides to residents and HCVP participants. The 2006 Agency Plan is very different this time around. The agency virtually rewrote the entire plan to reflect its new RRHA Strategic Plan Goals, Objectives and Initiatives. The 2006 Agency Plan also communicates RRHA's plans with its Phase 1 Initiatives and how HUD dollars will be spent in addressing some of the initiatives.

Deputy Executive Director of Technology, Planning & Research Kenneth B. Francis said, "This is just one more example of how the Strategic Plan continues to weave its way throughout our planning efforts."

RRHA Fourth Annual Bike-a-Thon Event



**Saturday, June 17, 2006
PROMPTLY AT 9:00 A.M.**

**Depart/Return: Calhoun Baseball Field, 436 Calhoun Street
Departure preparation begins exactly at 8:00 a.m.**

Activities will include bike-a-thon, bike rodeo for children ages 10 and younger, bike exhibit, refreshments and more!!!

- ◆ Participants **MUST BE** 10 years of age and older to participate in bike-a-thon
- ◆ All riders **MUST** wear closed in shoes and helmets
- ◆ No strollers are allowed in bike-a-thon

For additional information, to volunteer, or participate, contact Wallace Wilkins at 780-3438.



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