

PHFA Housing Forum: Innovative Strategies for Addressing Social Inequalities

PHILADELPHIA HOUSING AUTHORITY

MAY 11, 2022

Presentation

- Brief background on the Philadelphia Housing Authority (PHA)
- Overview of PHA initiatives and strategies to address social inequalities
- Focus on PHA's Workforce and Small Business Development

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 justice system

Commitment to Diversity, Equity & Inclusion

- PHA is actively engaging in multiple initiatives to promote diversity, equity and inclusion in all aspects of our operations.
- In 2016, PHA collaborated with the City of Philadelphia on the first joint Assessment of Fair Housing (AFH) accepted by HUD from a major city. PHA and the City are currently updating the AFH.
- The AFH incorporates a series of measurable goals and a strategic framework to eliminate segregation in housing, expand economic opportunities and enforce fair housing requirements.
- AFH goals emphasize both development in high opportunity neighborhoods and improving conditions and opportunities in distressed areas of the City.

Initiatives to Promote Diversity, Equity & Inclusion

A few examples of ongoing PHA initiatives:

- **Neighborhood Transformation Plans** at Norris/North Central and Sharswood/Blumberg to transform distressed areas into vibrant, mixed income communities with quality amenities and services
- **Development Partnerships** with dozens of neighborhood-based and other developers to strengthen neighborhoods and expand housing opportunities
- **Housing Mobility Program** assists voucher holders to find housing and services in high opportunity, low poverty neighborhoods
- **Second Chance and MENTOR Programs** provide housing opportunities for returning citizens

PhillySEEDS – Added Support for Residents

PhillySEEDS (Self-Sufficiency, Education, Empowerment, Direct Services) supports 100s 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.



Economic Self-Sufficiency Initiatives

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

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

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**

Homeownership Opportunities

PHA leverages our resources, housing portfolio and new development projects to help residents and other low-income renters become first-time homeowners:

- **90 PHA Residents became homeowners in 2021.**
- **Philly SEEDS Closing Cost & Security Deposit assistance worth \$110,000 awarded to PHA Residents in 2021.**

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

Entrepreneurial Fellowship Program

PHA and resident leadership are collaborating to encourage entrepreneurship and launch small businesses:

Entrepreneurial Fellowship Program provides 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 - Businesses

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

Entrepreneurial Fellowship - 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



Questions & Comments

Thank You!
