



HDC
MidAtlantic

Climbing Together

June 9, 2022
PHFA Multifamily Affordable
Housing Conference
Kalahari Resort



Heather Haverstick, Resident Services Manager

Michael Sedoti, Resident Services Supervisor

Heidi McCauley, Regional Manager

Your presenters



HDC
MidAtlantic

Over 4,300
Residents

55 Communities
3,000+ Apartments
PA, DE, & MD

Urban, Rural and
Suburban

Seniors, Families,
Special Needs

Affordable Housing,
Property
Management
Resident Services

- ❖ We are trusted resident advocates, developers, property managers, community partners, and collaborators.
- ❖ Our **mission** is to build hope and opportunity for all residents to reach their full potential by creating, preserving, and strengthening affordable housing communities.
- ❖ Our **vision** is for a world where a safe, welcoming affordable place to call home is open to everyone.
- ❖ We believe that **housing is a human right** and the cornerstone of growth and stability for individuals and families.

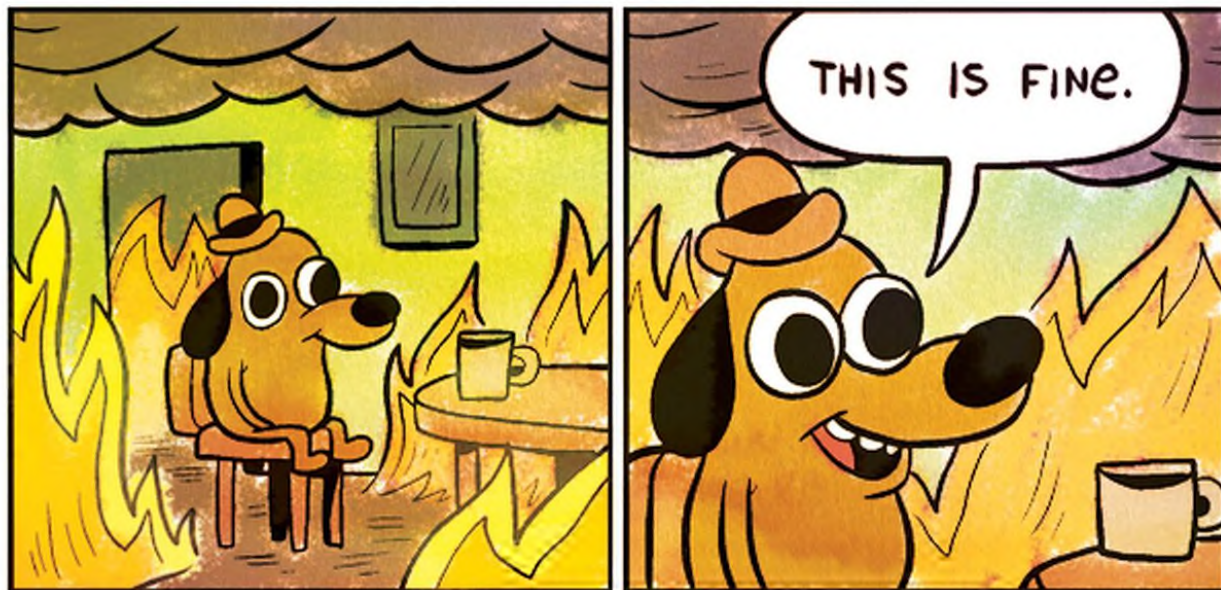


Learning Objectives

Participants will:

- 1) Increase their understanding of a strengths-based approach to services
- 2) Gain skills in using an asset-based description of services to successfully engage residents
- 3) Identify strategies to increase resident trust and engagement.

Reactive vs. Proactive



Working as a Team

Intentional processes lay the groundwork





Communication

Apply discipline to stay on track

Increase efficiencies and support residents.

Teamwork

Lease signings

Making the connection
between staff and resident
early

Communicate with
each other

Regular meetings with
planned agenda

Communicate with
residents

Community Meetings and
Events

Eviction Prevention Program

An established process for team approach

Offers coordinated support to residents with the goal of preventing eviction whenever possible

Reaching out to residents at risk to offer supports and services as early as possible

Working as a team: Resident, Community Manager, and Resident Services Coordinator are all engaged in process

Action Plan is developed which documents reasonable steps to be taken and tracks all follow-up communication



Trauma-Informed Housekeeping Procedure

Proactive way to support residents with housekeeping concerns and severe clutter situations

Offer coordinated support to residents with the goal of preventing eviction whenever possible

**Housekeeping
Process**

Updated inspection
process

Includes health and safety
section

Workflows developed
for PM and RSC

Implement trauma-
informed principles



Building Relationships

Conducting assessments as a tool to build trust and understanding

Building Relationships

Regular Updates

Department Goal: update all assessments annually

Open conversation

Allows for discussion of strengths, needs, interests, etc.

Survey

Conversation tool to develop service plans.

Resident Experience

Established process for team approach

Offer coordinated support to residents and document efforts

Resident Experience



Gathering resident stories

Residents have greater control of their own stories

Opportunities for engagement

Board membership, advisory council, input in all aspects of the work

Leadership

Local training opportunities, NeighborWorks, internal program (RALI)

Making it work at the Property Level

**Building
community,
supporting
resident
engagement and
promoting
housing stability**

**Consistent communication and
record keeping**

Welcoming new residents

**Incorporating resident leaders'
ideas into planning**

**Leveraging volunteerism to
enhance community events and
participant recruitment**

**Working along with residents to
develop plans and access
resources**

Q & A



Heather Haverstick
Resident Services Manager
hhaverstick@hdcweb.org

Michael Sedoti
Resident Services Supervisor
msedoti@hdcweb.org

Heidi McCauley
Regional Manager
hmccauley@hdcweb.org

