

**POSITION DESCRIPTION:
CHOICE NEIGHBORHOODS PROGRAM DIRECTOR (GRANT-FUNDED POSITION)**

Position Summary:

The Choice Neighborhoods Program Director (PD) will coordinate and oversee implementation of all components of the Sharswood/Blumberg Transformation Plan including the Choice Neighborhoods Implementation grant (CNI) awarded to the Philadelphia Housing Authority (PHA), with the City of Philadelphia (City) as Co-Applicant, in 2020 by the US Department of Housing and Urban Development (HUD) under HUD's FY 2019 CNI competition. In addition, the PD will provide coordination and support for other PHA place-based initiatives including the North Central/Norris CNI Implementation grant awarded in FY 2013 to the City (Lead Applicant) and PHA (Co-Applicant) and the Kingsessing/Bartram Village CNI Planning and Action Activities grant awarded to PHA in FY 2017.

Reporting to PHA's Senior Executive Vice-President and Chief Development and Operations Officer, the PD will manage and ensure coordination of all Sharswood/Blumberg Transformation Plan-related activities of the implementation team, which includes other PHA Departments, the City, and PHA's development, education and supportive service partners. The PD will develop, implement and monitor detailed work plans, budgets, reporting systems and communication protocols to ensure timely completion of Transformation Plan goals, adherence to budget, achievement of fundraising targets, compliance with HUD and other regulatory agency requirements, and fulfillment of partner commitments. The PD will regularly communicate and collaborate with public housing residents, other neighborhood residents and community stakeholders, ensuring that the community is kept informed of project activities and facilitating an ongoing dialogue on Transformation Plan goals, objectives and strategies.

Note that this is position is coterminous with the 5-year CNI grant term.

Background on PHA:

PHA is the nation's fourth largest public housing authority, the largest provider of affordable housing in Pennsylvania and an innovator and national leader in real estate development, property management, supportive service and economic development programming. PHA has an annual budget in excess of \$400 million, assisting more than 30,000 low-income households with approximately 80,000 residents through the Public Housing and Housing Choice Voucher programs. PHA owns, manages and/or oversees more than 70 multifamily housing developments located throughout the City of Philadelphia including an extensive portfolio of Low Income Housing Tax Credit properties. As part of its commitment to resident economic empowerment, PHA and its partners, provide a comprehensive array of services to residents including job readiness, job training and placement, financial literacy counseling, affordable homeownership and small business development. As one of only a small number of public housing authorities nationwide designated as a Moving to Work (MTW) agency, PHA is a national leader in the implementation of innovative housing and service programs that respond to the unique needs of the City of Philadelphia and its residents.

For more information, visit: <http://pha.phila.gov/>

Background on the Sharswood/Blumberg Transformation Plan:

The Sharswood/Blumberg Transformation Plan was developed in collaboration with a broad-based community coalition to address the distressed conditions of Blumberg Apartments public housing development and the surrounding Sharswood neighborhood. It calls for the creation of over 1,200 units of mixed-income housing; revitalization of the Ridge Avenue commercial corridor; implementation of a series of Critical Community Improvements (CCI) to promote neighborhood economic development; development of high performing neighborhood schools and other educational programs; and, implementation of case management, employment and training, and comprehensive supportive services for the benefit of low-income residents

Prior to award of the CNI grant by HUD, substantial progress was made towards implementing the Transformation Plan including, but not limited to: 1) All Blumberg residents were successfully relocated, and the distressed Blumberg site (except for the Senior Tower) was demolished in 2016; 2) PHA completed acquisition of 1300 vacant and/or blighted neighborhood parcels to pave the way for planned development; 3) Design and construction were completed on the Blumberg streetscape and infrastructure redesign project, creating the framework for a walkable, green community that conforms to the City's "Green City, Clean Waters" plan; 4) Construction and reoccupancy were completed on the first 151 replacement housing units, including new construction of 57 townhome rental units at on- and off-site locations and substantial rehab of the 94-unit Blumberg Senior Tower; 5) Construction of an additional 83-unit replacement rental housing phase with sustainable design and energy efficient features is underway, with reoccupancy slated for 2020; 6) Rehab of 70 existing low-income homeownership units was completed and construction started on 20 new homeownership units in partnership with Habitat for Humanity; 7) A new, innovative neighborhood high school operated by Big Picture Schools opened in 2017 in the once shuttered Vaux School; 8) PHA and partners launched a new Workforce Center at the Vaux in the spring of 2019, providing a focal point in Sharswood for employment, training, financial literacy, homeownership counseling and other services; 9) Temple University College of Public Health opened the new Vaux Community Health Center, a nurse-managed clinic providing preventive health and comprehensive services for all ages; and, 10) PHA completed construction and occupied its new Ridge Avenue headquarters building, establishing a strong anchor for the reemergence and revitalization of the Ridge Avenue commercial corridor.

PHA, with the City as Co-Applicant, was awarded a \$30 million CNI grant by HUD in April 2020. The \$30 million in CNI funds will leverage over \$205 million in new investments that will substantially advance the Transformation Plan's housing, neighborhood and people goals including completion of all public housing replacement units. The PD will oversee development and completion of the activities submitted in the CNI grant application including, but not limited to: *Housing Strategy* - 646 new units of sustainable, mixed-income rental and homeownership units will be developed at on- and off-site locations, including 276 public housing replacement units. An additional 323 units that are part of the Transformation Plan, but that do not receive CNI funding, will also be developed by PHA partners. *Neighborhood Strategy* - A coordinated

suite of Critical Community Improvements (CCI) will promote neighborhood economic development and address critical neighborhood priorities, including: a neighborhood-wide home repair and preservation program targeted to existing low-income homeowners; a new business incubator to be co-located with the PHA Workforce Center and supported by small business incentives committed by the City; a place-making, public art program that will engage the community, create jobs and reinforce Sharswood's emerging positive image; and, a new fresh food grocery store and retail complex on Ridge Avenue, adjacent to PHA's new headquarters facility. *People Strategy* – Intensive case management services will be provided to Blumberg residents, supported by a network of early childhood and youth education, workforce development, youth development, homeownership counseling, small business development and other supportive service partners.

The PD will work closely with the Principal Team members identified in the CNI grant. PHA as the Lead Applicant, is responsible for grant administration, oversight and coordination of grant partners and activities. The City, through the Department of Housing and Community Development (DHCD), serves as Co-Applicant and Neighborhood Implementation Entity, sharing grant oversight with PHA and directing the planned CCI and other neighborhood initiatives. The joint venture of PHA and the Hunt-Pennrose Sharswood LLC (PHA Hunt Penn LLC) directs and coordinates the Housing Strategy as Housing Implementation Entity. PHA, through its Resident Programs and Partnerships Division (RPP), serves as the People Implementation Entity, coordinating programs and services to improve residents' quality of life and promote health, safety, employment, and educational outcomes. The School District of Philadelphia serves as Principal Education Partner. In addition to the Principal Team members, the PD will work closely with Temple University, as Anchor Institution, and the University of Pennsylvania, which will provide program evaluation support and continuous feedback designed to improve service delivery.

Background on Other Place-Based Initiatives:

PHA plays a vital leadership role in promoting the revitalization of neighborhoods in and around distressed public housing developments, in partnership with the City, development partners, community residents and engaged stakeholders. Two recent examples include the development and implementation of the North Central/Norris Transformation Plan, and the development of the Kingsessing/Bartram Village Transformation Plan.

Implementation of the North Central/Norris Transformation Plan was funded under HUD's FY 2013 CNI Implementation Grant competition, with the City as Lead Applicant and PHA as Co-Applicant. Upon completion, the Plan will result in extensive community improvements and construction of 267 rental and 30 homeownership units, of which 147 are replacement housing. In addition to serving as Housing Implementation Entity, PHA took over the role of People Implementation Entity in 2018. As People Lead, PHA provides case management and other supportive services to relocated and returning Norris residents. PHA anticipates that the grant period will be extended beyond the initial term. For this grant, the PD will manage and coordinate remaining grant activities for which PHA is responsible in collaboration with the City, including the final reporting and grant close-out process, and ongoing efforts to support and sustain community improvements and supportive services beyond the grant term.

Development of the Kingsessing/Bartram Village Transformation Plan was funded under HUD's

FY 2013 CNI Planning and Action Activities Grant competition. The Plan is awaiting final HUD approval, to be followed by implementation of a series of Action Activities identified during the planning process and scheduled through 2021. In parallel, PHA intends to aggressively work to secure funding to fully implement the Transformation Plan goals and strategies. For this grant, the PD will manage and coordinate ongoing efforts including, but not limited to: planning, implementing and reporting on agreed upon CNI Action Activities; communicating, convening and facilitating meetings with key partners and stakeholders to advance the Transformation Plan goals and objectives; and, identifying and following up on funding and other opportunities to secure resources for Plan implementation.

Principal Duties and Responsibilities:

The principal duties and responsibilities of the PD position include, but are not limited to the following:

- Develop, periodically update and regularly monitor work plan(s) encompassing all tasks required to complete the Transformation Plan and the CNI grant. Review and communicate work plan with Principal Team members, and provide regular work plan progress reports, proactively identifying issues and challenges that may impact deadlines. Coordinate communications with HUD as needed to secure necessary approvals for work plan documents including completing required HUD work plan forms.
- Develop, periodically update and regularly monitor CNI grant and related Transformation Plan budgets (including leveraged funds). Review and communicate budget documents with Principal Team members, and provide regular reports on planned vs. actual budget performance, proactively identifying issues and challenges that may impact adherence to budget targets and/or completion of the work. Coordinate communications with HUD as needed to secure necessary approvals for budget documents, including completing required HUD budget forms.

Develop, implement and monitor reporting systems to track project activities and outcomes including work plan and budget tasks noted above, as well as other supportive service, CCI and/or other Transformation Plan activities and outcomes. This includes implementation of all required CNI grant reports and other reports as may be required by funding agencies. Prepare periodic progress reports for various audiences including HUD, PHA senior management, PHA Board of Commissioners, community groups and the general public.

- Convene meetings, prepare memoranda and work collaboratively with PHA's internal team to ensure full vetting of options and issues, along with strategies to address requirements associated with Transformation Plan and CNI grant implementation. Consult and collaborate regularly with PHA staff from the Executive Office, Development Department, RPP Department, Finance Department, Office of General Counsel and other areas.
- Proactively work to identify emerging issues of concern related to grant progress, regulatory compliance, funding availability, community engagement, partner

relationships and other related areas. Communicate these concerns along with recommendations to address and resolve areas of concern to PHA management.

- Convene meetings, prepare memoranda and work collaboratively with CNI Principal Team members to review and discuss project strategies; identify and resolve issues and challenges related to the work plan, budget, reporting systems and other related matters; develop joint fundraising/financing strategies to implement and sustain the Transformation Plan goals; and, provide an ongoing forum for information sharing.
- Organize and coordinate community events, media activities and communications to promote awareness of project activities and objectives, solicit input on new and emerging issues and provide opportunities for community feedback on the Transformation Plan.
- Engage Transformation Plan partners in ongoing planning and implementation efforts, including: following up on leveraged commitments; identifying opportunities for new and/or enhanced programming in response to community needs; and, planning for joint fundraising initiatives to both realize Transformation Plan goals and to sustain progress beyond the term of the CNI grant.
- Coordinate and oversee communications and reporting with HUD including required grant reporting, site visits, formal and informal inquiries from HUD regarding project status. The PD shall ensure timely and accurate responses to all HUD and other funding agency information requests.
- Ensure compliance with PHA policies and procedures and with applicable federal, state and local statutes and regulations.
- Manage and coordinate other place-based initiatives as directed.

Qualifications and Experience

Essential qualifications include the following:

- Demonstrated collaborative and team leadership skills
- Experience in managing complex projects with multiple team members
- Strong public speaking, presentation and writing skills
- Master's in Urban Planning, Public Administration, Business, Social Work or related graduate degree and two or more years of related work experience in urban planning, real estate development, affordable housing, community development or social work administration, or Bachelor's degree in one of the above fields and five or more years of successful related experience.
- Proficiency in Microsoft Office suite programs

Additional qualifications and experience may be considered as factors in selection:

- Prior experience in comprehensive community planning efforts
- Experience in HUD and/or federal grant management and reporting

- Graphic design capabilities
- Experience in social media as a public relations tool