PEOPLE FIRST

Bank On Hampton Roads: Congratulations to six residents from the St. Pauls’ Transformation Area for completing a five-month financial literacy program designed to help residents gain financial independence. This program, Bank On Hampton Roads, combines classroom instruction with personalized coaching and incentivized savings to help participants become financially empowered and feel confident in making sound financial decisions. Instruction and coaching focus on increasing income, growing savings, reducing debt, building credit, developing a budget, and learning to protect assets. One resident increased their credit score by 51 points during the class period and two residents will graduate on March 24th, 2022 at 6 pm. Please join us in celebrating the accomplishments of our residents and all Bank On participants at the virtual graduation ceremony at this link.

New Landlord Incentive Program: The City of Norfolk and People First have partnered to administer a Landlord Incentive Program to expand housing choices in neighborhoods of opportunity for residents transitioning out of Tidewater Gardens utilizing the Housing Choice Voucher (HCV) program. Neighborhoods of opportunity are those with low poverty and minority concentration rates as well as access to transportation, job centers, and other neighborhood amenities. The program provides various monetary and non-monetary landlord incentives such as sign-on bonuses, property inspection assistance, vacancy loss coverage, and more. Case management, landlord support, and marketing are amongst the non-monetary incentives that together make this a comprehensive program for all. For more information or to see if your property qualifies, contact Nicole Brown at nicole.brown@urbanstrategiesinc.org.

First New Housing Opportunities for Tidewater Gardens Residents: Market Heights is a brand new 100% affordable community offering one-, two-, and three-bedroom apartments with upscale amenities in eco-friendly buildings in Norfolk’s St. Paul’s district. Located across from the neighborhood’s future resilient park and less than a mile from downtown Norfolk, residents will be able to enjoy all the area has to offer. Market Heights also provides the first dedicated units for relocating Tidewater Gardens residents. Norfolk Redevelopment and Housing Authority (NRHA) is currently accepting applications for Market Heights apartments, located on Tidewater Drive next to Ruffner Academy. This housing option is available to all current and former Tidewater Gardens residents that relocated out of the community on or after February 28th, 2019. More about this housing development can be found here and Tidewater Gardens residents can submit applications online for the dedicated units at https://nrha.myhousing.com or over the phone at (757) 624-8615.

Interested in being a part of this transformative work? People First is Hiring! People First is looking for three qualified individuals to join the team in Tidewater Gardens. Positions include an Assistant Project Manager, a Workforce Specialist, and a Family Support Specialist. Please help us spread the word among your networks. The employment opportunities are available on the USI website here (enter Norfolk, VA to find local opportunities).

Resident Services and Engagement Snapshot (as of 28FEB2022)
- 590 Households signed up for services
- 556 households (unduplicated) completed household assessments
- 92 Service Linkages1 in January and 62 Housing Stability Interventions2

Relocation Updates (as of 28FEB2022)
- 480 households or 77.67% have transitioned out of Tidewater Gardens (256 of those utilized Housing Choice Vouchers)
- 54.25% expressed a desire to return to the new community
- 81% selected housing options in Norfolk
- 85% moved to neighborhoods with a poverty rate of less than 40%

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1 Intentional connection to a supportive service resource for which a family has demonstrated need in housing stability, economic mobility, health and wellness, or education. People First tracks referral, waitlisting, enrolled, connected, and completed.
2 Rent and utility relief, mobility and landlord-tenant counseling, barrier removal support to ensure families remain stably housed.
REDEVELOPMENT

Live Play Survey Results: The Live Play Survey, a three-month exclusive survey for St. Paul’s residents, received significant feedback on the amenities residents’ thought were important to include in the stormwater and recreational resilience park. Here is a snapshot of how residents ranked the proposed park features or how they will prefer to spend time in the park:

![Survey Results Diagram]

Infrastructure Phase I Construction
Construction on improvements to roads and infrastructure as part of the Tidewater Gardens revitalization continues to progress. To stay informed on lane and road closures in Tidewater Gardens because of construction, please visit stpaulsdistrict.org. The City of Norfolk also has a 24-hour construction hotline at 757-664-7220 for questions and concerns.

Ready. Set. Go!
Mark your calendars for April 19 when the City and the NRHA break ground to officially kick off the Tidewater Gardens redevelopment. Please come to celebrate the start of construction for Buildings 19 and 20 which will house returning Tidewater Gardens families, seniors, and new residents. Come check out the plans and show your support as we begin a new phase in affordable housing. More groundbreaking details to come.

ST. PAUL’S ADVISORY COMMITTEE The next meeting is on April 19, 2022, at 6 pm at St. Mary’s Basilica. Miss the last meeting? You can find the meeting minutes [here](link).

Questions? Please email us at stpaulstransformation@norfolk.gov for more information.