



Performance Report

The Era of Transformation

July 2020 - December 2022



CEO Message

SPHA Annual Report



I began my tenure as President and Chief Executive Officer of the St. Petersburg Housing Authority in July 2020, in the middle of a global pandemic and at the start of a transformative time for our agency. From day one, I was charged by the Board of Commissioners with moving critical housing development projects forward and moving our staff to a place that is more centralized and accessible for our clients.

But this isn't a challenge that I could undertake alone. With the oversight from an experienced and knowledgeable board and the hard work of our dedicated staff, we restructured and galvanized the agency, putting long-awaited projects into motion.

A solid foundation for future growth. Strengthened relationships with community stakeholders.

We have made policy, program, and staffing adjustments to build stability for today and to put into place a more solid foundation for future growth – both for the agency and for those we serve. Our new Family Self-Sufficiency and Housing Choice Voucher Homeownership programs, for example, meet our clients where they are and provide them with a viable path to financial independence.

We have strengthened relationships with community stakeholders, created accountability through measurable benchmarks, and reasserted our purpose as the leading provider of affordable housing in the city of St. Petersburg. As a result, we have been awarded numerous grants and have received essential funding, totaling more than \$50 million in all, to further our mission and support our renewed vision.

And the transformation continues...

In 2022, we celebrated 85 years of service. With the distinction of being the second oldest housing authority in the state of Florida, the St. Petersburg Housing Authority served as the standard for other housing authorities statewide and across the nation for many years.

In commemoration of our milestone anniversary and to mark the start of this new era for the agency, we introduced new logos and branding that reflect who we are today. Our look illustrates the bright future that's ahead because of the strong work that's being done agencywide.

Creating opportunities for stronger communities is not just our new tagline; it is our promise to you.

And it's a promise that has been kept for the historic community of Jordan Park, known for being the city of St. Petersburg's first African American housing community and the oldest federal public housing project in the state. Groundbreaking for the \$93-million Jordan Park Redevelopment Project took place in January 2022, and it will offer 266-units of affordable housing upon completion in 2023.

Known for being the city of St. Petersburg's first African American housing community and the oldest federal public housing project in the state.

We also have plans to develop more affordable housing properties over the next several years, including the former Ed White Hospital and the Hartford sites. In addition to creating a combined total of 82 senior units and 35 family units in these two planned developments, we will be creating space for our administrative offices. We are bringing the housing authority even closer to the people we serve, as promised.

While we have accomplished much, there are still many great things on the horizon for our clients, our city, and our agency. I am excited about all we will achieve together – as we continue creating opportunities for stronger communities!

Michael Lundy
SPHA President & CEO



I am proud to say that we once again are a leader in industry best practices and a HUD-rated High Performer for our Housing Choice Voucher program.

HUD HIGH PERFORMER
HCV PROGRAM

Board of Commissioners

James Dates
Chair



Jerrilyn Evans
Vice-Chair

Derek Keys
Commissioner



Terri Lipsey Scott
Commissioner

Meiko Seymour
Commissioner



Kimberly Brown Williams
Commissioner

Angel Charlton
Resident
Commissioner



Senior Staff

Michael Lundy, President/CEO

Danielle Thomas, Senior Vice President/Chief Operating Officer

Carolyn Avington, Vice President of Finance/Chief Finance Officer

Andrea Joyal, Director of Finance and Accounting

Larry Gonzalez, Vice President of Housing Choice Voucher

Katrina Weekley, Portfolio Director

Audria Davis, Director of Human Resources

Pamela Hobbs, Director of Procurement

Abby Everingham, Director of Social Services

Chairman's Message

James Dates



We are in a new era for the St. Petersburg Housing Authority, and it is a time of transformation. This is not the housing authority you used to know. This agency certainly is in a very different place than it was when I joined the Board of Commissioners in 2019.

We are in a new era for the St. Petersburg Housing Authority, and it is a time of transformation.

We have changed administration, we have changed our logo, and we have changed our direction. Through the leadership of Michael Lundy as CEO, the dedication of our remarkable staff, and the technical assistance from the local HUD field office, the St. Petersburg Housing Authority has regained our standing nationally, and we have rebuilt relationships in our local community.

While change is never easy, it is certainly worth it. As Chairperson of the Board of Commissioners, I am so proud of how far this agency has come, and I assure you that we are laser-focused on our mission and vision. We have momentum, and we will use it to serve our clients and community.

We are proud to be part of the St. Petersburg community. With the support of our friends and partners, we will continue working to transform affordable housing in this region.

Progress is being made on the landmark Jordan Park Redevelopment project, and we look forward to welcoming all residents home by Fall 2023. We have purchased land for new development projects, where we will build more affordable housing stock for low-income families and seniors. We appreciate the support of the city of St. Petersburg and our development partners, as we continue to advance the board's development goals.

As good stewards of this agency, it is important to the Board of Commissioners that we utilize the housing authority's programs to their fullest extent, providing affordable housing and self-sufficiency opportunities for as many families as possible. New social services and homeownership programs are helping our clients change their lives for the better.

Of all the changes the St. Petersburg Housing Authority has made over the past few years, one thing always remains the same - we are proud to be part of the St. Petersburg community. With the support of our friends and partners, we will continue working to transform affordable housing in this region.

Staff Training & Morale

Organizational Restructuring

Along with oversight from an experienced and knowledgeable Board of Commissioners, a new President and Chief Executive Officer, Michael Lundy, was hired in July 2020 to galvanize the housing authority, and to put its projects back into motion.

In 2021, SPHA went through an organizational restructuring process that realigned the agency to compete in the affordable housing market. The restructuring process required the elimination of some outdated positions while adding new positions.

As of 2022, SPHA has 41 permanent SPHA staff members dedicated to fulfilling the agency's mission of service, supported by 3 temporary employees. This includes an expanded Social Services Department with a new Director of Social Services who is committed to resident success.

Since 2020, SPHA leadership and staff have worked together to strengthen relationships with community stakeholders, to create accountability through measurable benchmarks, and to reassert the agency's purpose as a leading provider of affordable housing in the region.

UPward Mobility for Staff: Training & Development



Between July 2020 - December 2022, SPHA staff have undergone extensive training to ensure they are meeting the needs of the community they serve.

15 Unique Training Sets Staff Participated In

1 Professional Certification(s)

~150 Total Training Hours



Motivated Staff Serve Our Mission & Vision Better

May 2022 - Team Building Session

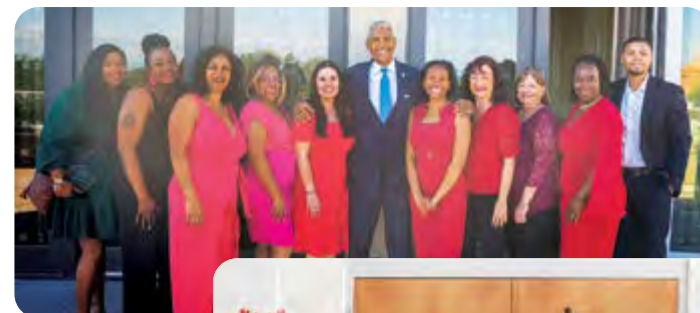
Offsite training and team building at the Collaborative Labs: effective communication and team activities to build communication.



October 2022 - Halloween Spirit Event

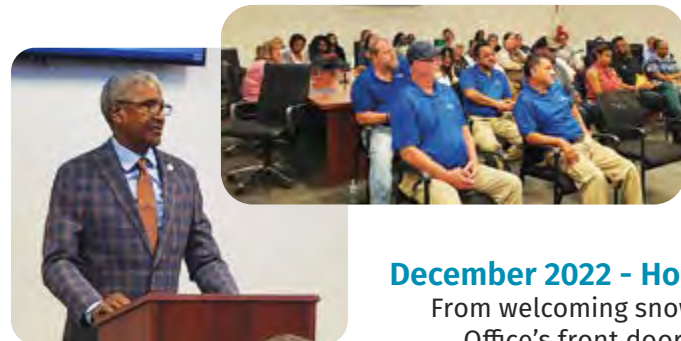
December 2022 - Holiday Banquet

Employee banquet brought the "Oscar awards to St. Petersburg, SPHA style!" Co-workers were nominated for the awards, which honored the daily hard work at the agency. Mr. Lundy gave Presidential awards to staff members for their exemplary achievements.



October 2022 - "State of the Agency" Meeting

An overview of agency successes with department heads sharing information about their programs and services.



December 2022 - Holiday Spirit Week

From welcoming snowmen at the Central Office's front door to SPHA employees dressed in their festive best, SPHA shared its holiday spirit at the end of December 2022!



COVID-19 Response

SPHA made immediate process & policy changes to protect the health & safety of its clients, staff members, & community.



- Employees worked shortened hours for social distancing measures.
- Public meetings moved online, all interviews and/or appointments were conducted by phone.
- Public access to all SPHA offices was limited to emergency situations, but the Public Housing, Housing Choice Voucher, and Affordable Housing Programs continued to accept paperwork via email, fax, mail, and office drop boxes.
- All employees were required to wear personal protective equipment (PPE), whenever interacting in/on SPHA properties, and the agency provided PPE to any employee in need of it.
- All SPHA offices followed current Center for Disease Control (CDC) guidelines, and SPHA strongly recommended appropriate vaccinations and/or boosters for all employees to help mitigate the spread of disease.

Vaccine Distribution & Education Initiative

As SPHA navigated the uncharted waters of this global pandemic, the agency also relied on community partnerships to provide additional resources and services to clients, including the vaccine distribution and education initiative.

On March 20, 2021, SPHA arranged a bus to pick up senior residents (65+) from Sunset Oaks to transport them to a state vaccination site, hosted by Greater Mount Zion AME Church in collaboration with the Florida Division of Emergency Management and the Florida Department of Health.

Additionally, SPHA worked with the Collective Empowerment Group of the Tampa Bay Area, Inc. (CEGTBA), Jordan Park Project Nostalgic Association, The Burg Cares, and Metro Inclusive Health on the "I TOOK THE SHOT" Campaign.

The initiative included resident surveys, informational materials, and community events held on-site at Jordan Park the second Tuesday of every month that provided free health screenings and access to the Pfizer vaccine for COVID-19. The goal of the campaign was to encourage residents to become fully vaccinated and to help increase herd immunity in the community.



The first "I TOOK THE SHOT" rally was held on May 11, 2021, with three vaccinations, six health screenings, and 3 HIV screenings provided. There was a follow-up rally on June 8, 2021, with an additional two first vaccinations and two second doses administered.

SPHA Pandemic Health Crisis Policy

On January 27, 2022, SPHA put into effect a formal Pandemic Health Crises Policy as part of its efforts to provide and maintain a workplace that is free of known hazards while safeguarding the health of employees and their families, customers and visitors, and the community at large from pandemic level infectious diseases (such as COVID-19 and others).

The flexibility and willingness of SPHA employees to adapt to these procedural changes allowed the housing authority to serve its mission during this global pandemic, and memorializing these policy changes will ensure a rapid, safe agency response to future public health crises.

Affordable Housing

Demographics in St. Petersburg



St. Petersburg is the
5th Largest City in FL

88th Largest City in
the United States

262,370 Population
in 2023

Rent Statistics

33% are Renters &
Homeownership is Falling

In 2021,
Rent Increased
24%

\$2,200
for a Two-Bedroom
Apartment

Average Household Income
\$81,203

Median Household Income
\$64,375 in St. Petersburg
\$41,493 per capita

Who is Housing Cost Burdened?

50%
of Renters

25%
of Homeowners

spend more than 30% of income on housing

23% of Renters & 11% of Homeowners

Spend more than **50%** of income
on housing

Affordable Housing

St. Petersburg Housing Authority Statistics



As of December 2022, SPHA Manages

58 Income-Based
Apartments

231 Rent-Subsidized
Apartments

Administers

3,813

Housing Choice
Vouchers
(Section 8)

Applicants on the SPHA Wait List

As of January 2023

10,679 Housing Choice Voucher
(Section 8) Wait List

2,053 Jordan Park Wait List

3,547 Public Housing Wait List

RISE Development Corporation

Founded in 2016 as SPHA's nonprofit arm, RISE Development Corporation's purpose is to create more affordable rental housing options in the Greater St. Petersburg region through new construction or the renovation of existing multi-family properties. In 2022,



RISE saw the renovation of 50% of the Jordan Park Redevelopment Project completed and the commencement of construction on the 60 units for the senior midrise building, The Legacy at Jordan Park.

How SPHA is Addressing the Affordable Housing Shortage

With a historic rise in housing costs driven by the pandemic and skyrocketing rent increases in the private market, there is a shortage of affordable housing in St. Petersburg, FL. SPHA is addressing the housing crisis by developing new affordable units, expanding rental assistance opportunities for vulnerable populations, and expanding social services programs.

Overview of Programs

SPHA operates three housing programs: Public Housing, Affordable Housing, and Housing Choice Voucher/Section 8. **Together, these programs provide quality, sustainable housing opportunities for approximately 4,000 qualifying low-income households.** SPHA also offers voluntary programs to help promote resident self-sufficiency and provide pathways to homeownership.

Funding Successes

SPHA's programs and initiatives would not be possible without financial resources. Since mid-2020, SPHA applied for and received the following funds:

- \$38 million in state bonds to fund the redevelopment of Jordan Park
- \$2 million from the City of St. Petersburg's Community Reinvestment Area (CRA) funds to support Jordan Park redevelopment efforts
- \$5.9 million in American Rescue Plan Act (ARPA) Local Fiscal Recovery funds from the City of St. Petersburg to construct 70 apartments at the

former Ed White Hospital site for seniors living at 60 percent or below of the Area Median Income

- \$3 million from the City of St. Petersburg's Penny For Pinellas funds to support the senior housing component at the former Ed White Hospital site
- \$229,158 from the HUD Emergency Security Safety Grant to install door locks and security cameras at SPHA Public Housing properties
- \$186,850 from HUD for SPHA's first Resident Opportunity & Self Sufficiency (ROSS) Grant
- 75 Mainstream Vouchers, budgeted at \$720,000, from HUD in November 2020 to assist non-elderly disabled persons
- 100 additional VASH vouchers from HUD, with an allocation of 50 budgeted at \$355,254 in December 2020 and another allocation of 50 budgeted at \$445,356 in December 2022
- 79 Emergency Housing Grant (EHG) Vouchers, valued at \$790,164, from HUD in February 2022 to help house the homeless
- 15 Stability Vouchers, valued at \$213,468, from HUD in October 2022 to help house families who are homeless or at risk of homelessness

These awards represent new money for SPHA, Creating Opportunities for Stronger Communities!

Partnerships

Create Opportunities for Stronger Communities

SPHA's Program Coordinating Committee, established in December 2022, collaborates with over 25 community partners to support social services programming. Since December 2022, the SPHA Social Services Department has established 7 Memorandums of Understanding (MOUs) with community partners, with additional MOUs in process.

Partnerships with government agencies, nonprofit organizations, and local businesses are an instrumental part of SPHA's work to create opportunities for stronger communities.

SPHA's Partners Include:



Current Communities

Affordable Housing

- Palm Bayou Apartments**
24 units completed in 1973
- Saratoga Apartments**
34 units completed in 1972

Project-Based Vouchers

- Jordan Park**
266 units to be completed in 2023

Public Housing

- Clearview Park Apartments**
22 units completed in 1982
- Disston Place Apartments**
33 units completed in 1985
- Gateway Place Apartments**
20 units completed in 1986

- Romayne Apartments**
20 units completed in 1969
- Sunset Oaks Apartments**
38 units completed in 1965

Program Successes

On January 28, 2021, HUD officially cleared SPHA of deficiencies cited in its 2019 **Comprehensive Management Review**, through the sound governance of the Board of Commissioners and the leadership of CEO Michael Lundy.

The Jordan Park community was successfully transitioned from Public Housing to Project-Based Voucher funding, with the landmark \$93 million Jordan Park Redevelopment Project breaking ground in January 2022. Since the start of redevelopment efforts, SPHA staff successfully relocated 196 Jordan Park families on-site and off-site.

SPHA's Housing Choice Voucher/Section 8 Department received a 96% composite Section Eight Management Assessment Program (SEMAP) score, **earning a HUD designation of a "High Performing Program" for FY-2021.**

Viable Family-Self-Sufficiency (FSS) and Homeownership Programs were implemented by SPHA to serve clients of the HCV and Public Housing Programs. By June 2023, SPHA anticipates enrollment of 100 to 150 FSS participants and the establishment of a wait list for additional interested clients. In 2022, three families became brand-new homeowners with the support of SPHA's Homeownership Program.

Through awards of additional Mainstream Vouchers, Veteran Affairs Supportive Housing (VASH) Vouchers, Stability Vouchers, and Emergency Housing Vouchers, **SPHA has increased efforts to house vulnerable populations.**

In 2022, three families became brand-new homeowners with the support of SPHA's Homeownership Program.



Habitat New Homeowner Dandridge



Habitat New Homeowner Davis



Habitat New Homeowner Duckworth

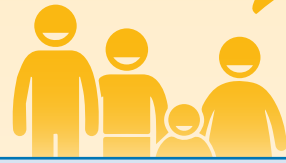
Resident & HCV/Voucher Program

Participant Demographics

Public Housing Statistics

(July 2020 - December 2022)

Project	Units Available	Average Occupancy Rate Based on Months
Clearview Park Apts.	22	100%
Disston Place Apts.	33	100%
Gateway Place Apts.	20	100%
Romayne Apts.	20	100%
Scattered Sites	1	100%
Sunset Oaks Apts.	38	100%
Total Units Available	134	



16 Public Housing Move Ins for 2022

97 Jordan Park Tax Credit & PBV (Project-Based Voucher) Move Ins for 2022



HCV Authorized Units Budgeted Level
3,753

Units Leased-Up
3,335

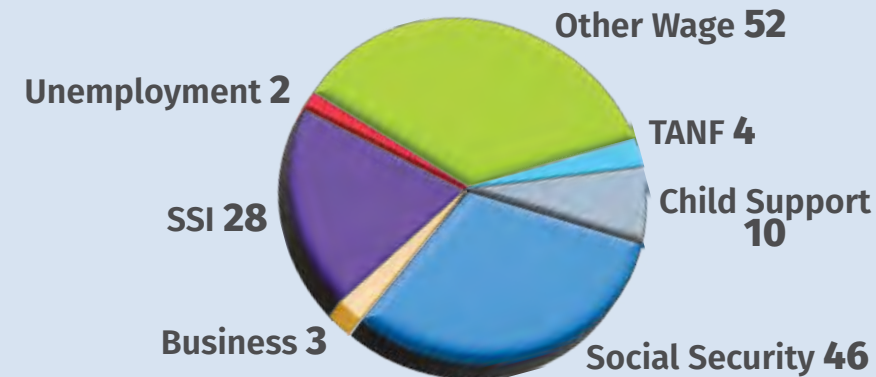
HCV Waiting List Summary

Room Size	# of Applicants
1 Bedroom	4,430
2 Bedrooms	3,372
3 Bedrooms	2,144
4 Bedrooms	759
5 Bedrooms	138

Total Applicants: 10,843

Income Sources: Public Housing Residents

Numbers reflect PH Residents that receive the type of income noted.



Resident Profile HCV (Section 8 Voucher)

Head of Household Age **51**

Household Size **2.5**

Annual Gross Income
\$19,757



522

Vouchers Issued in FY 2022 (Reduction in Wait List)

Payments to Landlords: Put Into Local Economy

2020
\$30.8 Million

2021
\$33.7 Million

2022
\$37.2 Million

Voucher Program Statistics

Housing Choice Voucher (HCV)

3,738

VASH
375

Emergency Housing Vouchers
79

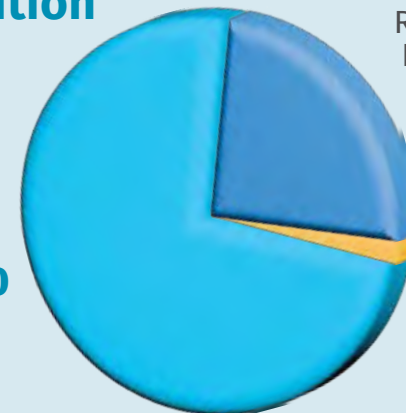
Mainstream
75

(FYI) Foster Youth Independence
25

Stability Vouchers
15

Monthly HCV Assistance Payment Distribution

Housing Assistance Payments (HAP) to Landlords
\$3,136,000



Rent Payments from HCV Participants to Landlords

\$1,076,344

Utility Assistance Payments to HCV Participants

\$67,305

HCV Landlord Incentives

In January 2021, the Housing Choice Voucher Department implemented a new Landlord Incentive Program, which offers a

\$400 one-time new unit bonus

&

\$600 one-time low-poverty zip code new unit bonus

Resident Services

Enhancing Available Resources & Programs for Residents

Offering clients a viable path to financial independence is the core of SPHA's push to enhance resident services.

In 2022, SPHA hired a Director of Social Services, tasked with enhancing the local resources and programs available to housing clients. Currently, the social services team is comprised of four full-time SPHA staff members.



Social Services Team

(L to R): Abby Everingham, Director of Social Services; Miriam Gonzalez-Vega, Social Services Coordinator; Kiara Lovett, Social Services Coordinator; Samantha Holmes, Social Services Coordinator

ROSS Grant (Resident Opportunity & Self-Sufficiency)

SPHA served over 30 participants with the ROSS grant, 10 of whom graduated to the FSS program.

At the close of the ROSS grant, SPHA created a new program, known as the Resident Support Services (RSS) program. Similar to the ROSS program but more expansive, RSS serves all SPHA-assisted families, rather than just public housing residents.

SPHA also transitioned the ROSS grant coordinator position to a social services coordinator. The coordinator will develop a caseload of 50-75 residents who need wraparound support, collaborating on goals to increase resident stability and self-sufficiency.

SPHA Social Services Programs

As of 2022, SPHA now has 3 social services programs to meet residents with a continuum of services depending on the level of support they desire and their individualized goals. The programs are:

Family Self-Sufficiency Program (FSS)

FSS program participants will receive 1:1 support with a social services coordinator on areas which build self-sufficiency (career, education, financial wellness, health, family, personal goals). SPHA opens an escrow account for FSS participants, making contributions as participants increase earned income. Participants receive the end balance of this savings account upon successful program graduation. The program ranges from a few months to five years.

Homeownership Program (HOP)

Launched in 2022, this program allows families who are assisted under the HCV (Section 8) program to use their voucher to buy a home and receive monthly assistance in meeting homeownership expenses. (Public housing residents work towards this goal in the FSS program.)

Resident Support Services Program (RSS)

Developed in 2022, this program supports all SPHA-assisted families who are interested in improving quality of life and building self-sufficiency. SPHA's social services coordinators partner with each resident, assessing needs and developing an individualized plan. Participants create goals in areas ranging from education and employment to parenting and wellness.

Celebrating 2022 Resident Achievements

Homeownership

3 HCV residents became Habitat for Humanity homeowners in 2022, with support from the SPHA homeownership program (see page 8)

7 FSS participants in the SPHA homeownership pipeline

8 FSS participants in the Habitat for Humanity pipeline

2 FSS participants are pre-approved for a home loan (Chase Bank)

Employment & Careers

7 FSS participants moved from unemployed to full-time & 3 participants moved from part-time to full-time

12 FSS participants were referred to Neighborhood Home Solutions, 4 completed homebuyer/financial fitness courses

2 FSS participants began medical assistant education classes

2 FSS participants are enrolled in RN programs at St. Petersburg College

1 FSS participant completed real estate school (exam is next)

On The Right Path

27 FSS participants are building escrow (as of December 2022)

30 Participants in the ROSS grant, 10 of whom graduated to the FSS program

Resident Services / Community Events

SPHA social services team collaborated with numerous community partners to offer more resident opportunities to build community, self-sufficiency, and enhance their quality of life. 2023 plans are underway for expanded programming to support a variety of services aimed at families, FSS participants, elderly, and youth.

Braiding With a Twist

– Marlo Jenkins, a professional salon academy instructor, provides braiding classes free of cost, empowering girls (ages 11-17) by teaching skills which support entrepreneurship as well as provides a braiding certification. Two classes were completed in 2022, with plans for additional classes in 2023.



Family Nutrition Program

– University of Florida provided a nutritionist and local chef to host a live demonstration of how to cook a healthy, affordable meal, learn about nutrition and connect with local food resources.



Learn & Play Class – Hosted by Ulas Butler from United Way, this 90-minute, in-person guided play session taught caregivers of 0-5-year-old children how to engage in meaningful learning through play.

Healing Circle – A monthly mental health support group, hosted by Rose Hornedo and supported by CAN Community Health, that focuses on women's empowerment, healing, personal development and goal setting.

Emergency Radio Program – Mary Burrell from Pinellas County Emergency Management partnered with SPHA to provide free emergency radios to enhance resident safety and communication. A total of 150 emergency radios were provided to the housing authority.

Healthcare Insurance Services – Aetna representatives have partnered with the social services team to enroll residents eligible for health insurance and to host food pantry and cleaning supply giveaways on an ongoing basis.

Sing Out and Read Literacy Program – A family literacy project which supports reading skills in young children. In 2022, 40 SPHA families coordinated with the social services team to receive tablets containing virtual programming for caregivers to do together with their children.

Back to School 2022 – Sponsored by PepsiCo, in August 2022, SPHA provided backpacks and other materials to students returning to school.

Holiday Meal Coordination – Social services and property management teams partnered with Radiant Church and Salvation Army to provide hundreds of turkeys to residents for Thanksgiving in 2022.

Holiday Toy Giveaways

Toys and resources were provided for SPHA families by these community organizers: the Carter G. Woodson Museum, Metropolitan Ministries, Toys For Tots, Salvation Army, Catholic Charities, The Christmas Toy Shop, and more. Two toy giveaways were held at Jordan Park, hosted by The Mace Anthony Williamson Foundation and the Jordan Park Project Nostalgic Association (Basha Jordan).



A Very Merry Holiday 2022

– A family holiday event held in the Jordan Park greenspace with games, activities, and food for all Jordan Park residents.



Resident Advisory Board

In December 2020, SPHA's Resident Advisory Board (RAB) began bi-monthly meetings to increase resident empowerment opportunities. The RAB provides recommendations to improve the experience of SPHA residents and create opportunities which are driven by resident feedback.

Resident Scholarships

Each year, the **St. Petersburg College Foundation** provides five \$1,000 tuition scholarships, ten \$250 textbook scholarships, and five surplus computers (as they become available) to SPHA residents who are enrolled or plan to enroll at St. Petersburg College.

Additionally in 2022, SPHA helped two SPHA high school seniors apply for **PHADA Scholarships** valued at \$5,000 and \$7,000.

Fundraising

In December 2022, **Aetna provided a \$10,000 donation** to support SPHA's social services programming initiatives.



Jordan Park Redevelopment Project

Community Revitalization

Jordan Park is known for being St. Petersburg's first African American housing community and the oldest federal public housing project in the state. It is also the site for SPHA's highest priority real estate development initiative.



On November 23, 2021, SPHA received approval from HUD for its Jordan Park redevelopment proposal, which would change the funding structure from Public Housing to Project-Based Vouchers and put the long-awaited community revitalization project into motion. **The \$93 million Jordan Park Redevelopment Project consists of the following elements, implemented in two phases:**

- Transitioning the Jordan Park family apartments (206 units) from Public Housing to a Project-Based Voucher (PBV) funding platform.
- Renovation of the 206 family units (i.e. new flooring, countertops, cabinets, washers and dryers in units, safety features, energy-efficiency improvements, etc.)

- Demolition of 31 Historic Village units and new construction of a three-story, 60-unit senior midrise building (for households 62 years and older)



On December 14, 2021, SPHA closed on Jordan Park in partnership with co-developer Norstar Development USA, LP, and with the investment of Fannie Mae, KeyBank, and RBC Community Investments. Partners also included the bond issuer, the Housing Finance Authority of Pinellas County, and the city of St. Petersburg, which provided Community Redevelopment Area funding.

On January 28, 2022, elected officials, agency stakeholders, and community leaders joined SPHA's Board of Commissioners and staff for the ceremonial groundbreaking of the Jordan Park Redevelopment Project.

Relocation Efforts

SPHA surveyed all Jordan Park residents regarding their relocation preferences and worked with each household to ensure they found the home of their choice, whether they stayed in Jordan Park or moved elsewhere. SPHA held regular in-person and virtual meetings with Jordan



Park residents to keep them informed throughout the relocation and redevelopment process. All residents from Phase 1 of Jordan Park were relocated prior to the financial transaction closing, and Phase 2 relocation efforts ended in December 2022. In total, 196 Jordan Park families were successfully relocated on-site and off-site by SPHA staff to accommodate the redevelopment.

Construction Progress

97 families moved into their newly renovated apartments at the end of 2022, marking the completion of Phase 1 construction for the family units. The second and final phase for the family redevelopment portion (109 units) is on track to be completed by Fall 2023. Construction at the senior midrise building, officially named The Legacy at Jordan Park, is anticipated to be finished by Summer 2023.

Community Impact

When revitalization efforts are concluded, Jordan Park will consist of 266 affordable units, adding much-needed housing stock to South St. Petersburg. 15% of Jordan Park units will be available for families earning less than 30% of the Area Median Income (AMI), and the other 85% of units will be available for those at or below 60% of the AMI.

The redevelopment project will also increase the available senior housing in the Jordan Park community from 31 to 60 units, creating new housing options for low-income residents ages 62 and up. The improvements to the historic community will improve its safety and sustainability for future generations.



Property Capital Investments & Improvements

Results of Capital Investments Procurement

\$1,227,706

Pumped Into Economy, Creating Opportunity for Local/Regional Businesses (FY2020-2022)

All of SPHA's communities were built during the period of 1965 - 1986. SPHA uses Capital Funds from HUD to make capital improvements and extend the life of the public housing portfolio.

2020
\$356,693

Replaced
Roofs at Romaine Apartments & Disston Place Apartments

Fees
Architecture & Engineering

2021
\$724,636

Upgraded
Technology

Replaced
Parking Lots at Disston Place Apartments

Sewer at Sunset Oaks Apartments

Roofs at Clearview Park Apartments

A/C at Romaine Apartments

2022
\$146,377

Replaced
Appliances at Disston Place Apartments & Clearview Park Apartments

A/C at Clearview Park Apartments

Fees
Architecture & Engineering



\$229,158 HUD Emergency Safety and Security Grant

In October 2022, SPHA was awarded its first-ever Emergency Safety and Security Grant from HUD as part of the federal Fiscal Year 2022 Capital Fund Emergency Safety and Security Program.

Totaling \$229,158.00, the funds will be used to purchase and install safety equipment at SPHA's public housing properties.

The federal grant will fund new doors, frames, and deadbolts at Clearview Park, Disston Place, Gateway Place, Romaine, and Sunset Oaks. Security cameras also will be installed at Disston Place and Sunset Oaks.



Financial Highlights

Public Housing Financial Viability

2020

AMP 2* \$10,121,405

AMP 3* \$473,567

Other* \$2,525,411

2021

AMP 2* \$9,724,919

AMP 3* \$468,555

Other* \$2,525,411

2022

AMP 2* \$9,097,983

AMP 3* \$575,400

Other* \$2,525,411

Public Housing Asset Value

2020

AMP 2* \$10,263,543

AMP 3* \$473,567

Other* \$2,525,411

2021

AMP 2* \$9,883,710

AMP 3* \$468,775

Other* \$2,525,411

2022

AMP 2* \$9,304,725

AMP 3* \$575,400

Other* \$2,525,411

* AMP 2 = Clearview Park, Disston Place, Gateway Place, Romaine, Sunset Oaks & Scattered Sites.

AMP 3 = Jordan Park

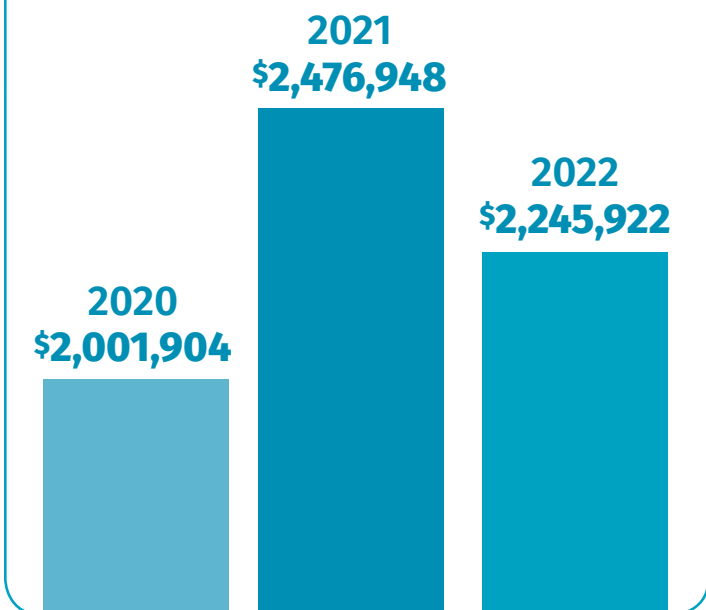
Other Projects = Graham Sale Proceeds

Allocation of Expenses

Housing Assistance Payments	\$37,188,399	80.71%
Administrative General	\$3,559,327	7.73%
Depreciation	\$1,496,257	3.25%
Property Betterments	\$1,185,290	2.57%
Ordinary Maintenance	\$1,000,000	2.17%
Utilities	\$809,905	1.76%
Insurance	\$438,541	0.95%
Protective Services	\$363,358	0.79%
Dwelling Unit Rent Expense	\$23,498	0.05%
Resident Services	\$5,623	0.01%
	\$5,173	0.01%

Total Allocation of Expenses
\$46,075,371

Public Housing Operating Revenue



Marketing, Branding & Technology Updates

Creating Opportunities for Stronger Communities

New Branding

In commemoration of its 85th anniversary and to mark the start of a new era for the agency, SPHA publicly introduced its new branding on September 1, 2022.

The new agency look includes bright colors and a friendly design, better representing SPHA and its mission. In addition, SPHA's new tagline, "Creating Opportunities for Stronger Communities," summarizes the agency's renewed vision for the future.



Website Redesign

As part of the rebranding, SPHA's website (www.stpeteha.org) was also updated.

The enhanced, responsive website includes the latest agency news and provides a better user experience for clients, landlords, community partners, and the general public.

Marketing & PR Plan Overview

SPHA implemented a comprehensive communications plan in June 2022. The communications planning effort began with the need to reintroduce SPHA's current leadership to the community and to reposition communications regarding specific redevelopment projects.

The 2022-2025 Communications Plan's approach is multi-faceted, using diversified methodologies and strategies across the fields of public relations, media relations, community outreach, and marketing.

The intent is to repeat SPHA's key messages consistently and constantly, across as many channels as possible and using as many methods as possible.

What's Next for SPHA

Planned Developments

As SPHA moves into the future, the agency is strategically identifying affordable housing development projects and collaborating with community partners to close the affordable housing gap. SPHA will continue to evolve

with the needs of the greater St. Petersburg community, as we continue creating opportunities for stronger communities.



Redevelopment of the Former Ed White Hospital Site

In late 2021, SPHA purchased the former Ed White Hospital site, located at 2323 9th Avenue North in St. Petersburg. The agency is working with Wannemacher Jensen Architects on site plans, which will transform the site into a multi-story affordable housing complex.

The renovated six-story, 121,000-square-foot building will provide housing for seniors earning 80% to 30% or below of the AMI and will feature:

- 5 studio apartments
- 60 one-bedroom apartments
- 5 two-bedroom apartments

The redevelopment will also include professional office space. SPHA intends to move some administrative offices to the new development and to make additional offices available for local nonprofit entities or businesses.

This office move will be the fulfillment of SPHA's promise to bring the housing authority closer to the people it serves.

Projected development costs are \$23-26 million.

- In October 2022, the city of St. Petersburg earmarked \$5.9 million in American Rescue Plan Act (ARPA) Local Fiscal Recovery funds
- Also earmarked was \$3 million from the City of St. Petersburg's Penny For Pinellas Funds to support senior housing
- SPHA is exploring other funding streams for this redevelopment project



Development of the Hartford Site

In September 2021, SPHA purchased a single-family house at 3434 32nd Avenue North to add to two existing adjacent lots, referred to collectively as the "Hartford Site."

Projected development will include 35 family apartments and 12 senior apartments with an estimated \$21 million cost.

The planned buildings will provide affordable housing for families or individuals at or below 60 percent of the AMI. Wannemacher Jensen Architects is developing site plans for this project, which is approximately two to three years on the horizon.



SPHA



Mission: The mission of the St. Petersburg Housing Authority is to provide safe, sanitary, accessible, decent, and affordable housing to eligible citizens of the city of St. Petersburg, while enhancing and promoting resident self-sufficiency.

Renewed Vision: SPHA's vision for the future is clear. The housing authority is committed to creating a path to self-sufficiency for its clients, providing more housing opportunities, including homeownership, and moving them beyond affordable housing and into independence.



Creating Opportunities for Stronger Communities

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