

# *Understanding the needs of the Hampton Redevelopment and Housing Authority Residents*

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# Problem Statement

Lack of community participation in surveys or other community feedback results in an inability of HRHA to develop a program that meets the needs of residents.

This results in a lower level of satisfaction among residents.

When the community participation increases, resident satisfaction improves

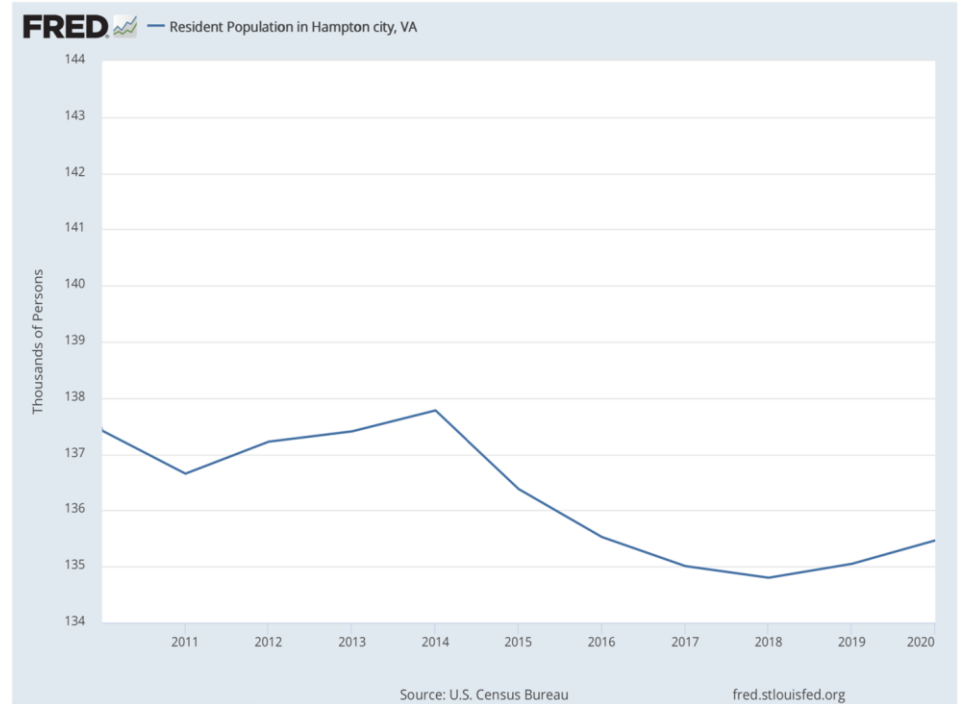
HOW DO WE INCREASE COMMUNITY ENGAGEMENT AND PARTICIPATION



# Policy Context: About Hampton VA

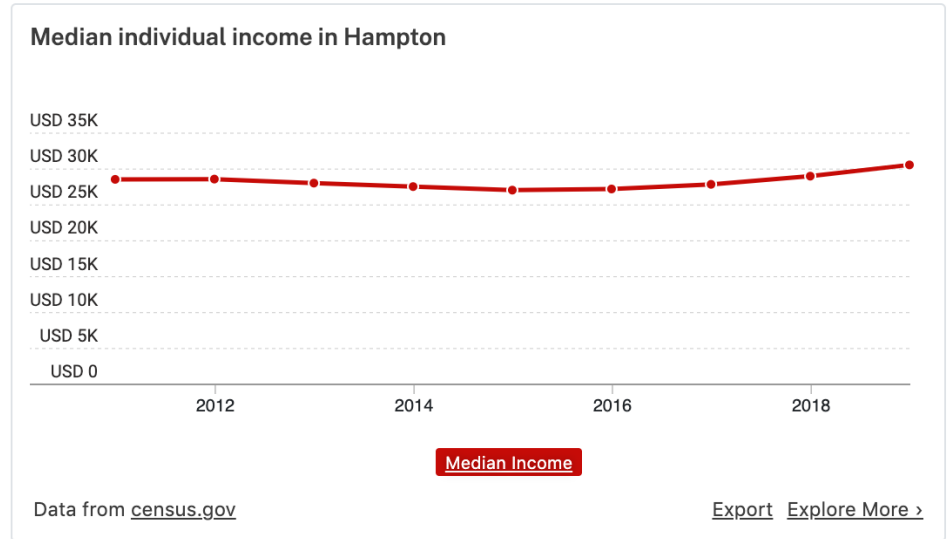
Hampton is an independent city in the commonwealth of Virginia in the US.

- It has a population of 135,041 people as of 2019.



# Policy Context: About Hampton VA

- The median individual income in Hampton as of 2019 was \$56,387.
- About 13.8% of the population lives below the poverty .
- The current unemployment rate for Hampton is 3.8% in July 2019.



# Policy Context - What is HRHA

This issue occurs among the residents of Hampton Redevelopment and Housing Authority (HRHA).

HRHA is a political subdivision of the Commonwealth of Virginia and was created by the General Assembly of Virginia on January 27th, 1958.

Redevelopment and Housing Authorities are governed under Title 36 of the Virginia Code.

HRHA was initially created to redevelop the downtown area in Hampton.

Under the authority of HUD, the Federal Department of Housing and Urban Development, HRHA oversees housing in the neighborhoods of Bridge Street, Old Hampton, Phoebus, Buckroe and West Hampton.

# Policy Context: Hampton Redevelopment and Housing Authority

HRHA contracts with HUD to be responsible for two major programs:

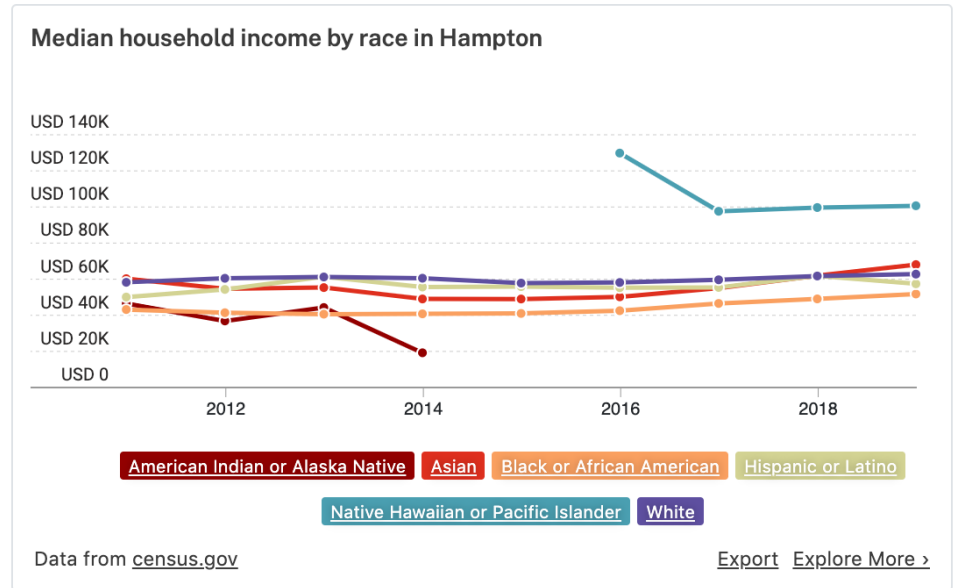
3 Public Housing apartment complexes  
2,000 Section 8 housing Choice Vouchers

HRHA owns over 400 non public housing units



# What is Public Housing

- There are 958,000 Public Housing Units Located in all 50 states
- Public housing is concentrated in racially segregated, under- resourced neighborhoods, due in part to a long history of racial bias in decisions and discriminatory public policies
- A family must be low income - less than 80% of median income
- In 2020 56% of public housing households were headed by older adults or people with disabilities.
- The majority of people living in public housing are Black or Latino. More than one -third are children under 18.



# Policy Context: The Residents of HRHA

250 Residents live in public housing  
3,100 live in Section 8 housing

75% of families are at or below 30% of median income for the area  
21% are at or below 50% of median income for the area  
1% are at or below 80% of median income

And some can have incomes higher than this level in an effort to create a mixed income community or “deconcentrate” poverty

97% of HRHA current residents are low, very low or extremely low income

(Source: Tammy Emerson, HRHA, 2021)





# Suggested Policy Formation: The Moving To Work Program

HRHA has applied to become a HUD designated Moving to Work Program

Goals:

- Help residents find employment and become self sufficient
- Increase housing choices for low income families
- Create more flexibility in how Housing Authorities use their Federal Funds.

HRHA is seeking resident input to design the Moving to Work Program by implementing a survey to learn more about resident needs

Residents can often mistrust new government programs



# How to Engage Residents: Recommendations

- Provide incentives
- Engage resident leaders to connect with the community and help distribute the survey
- Engage residents in creating the outreach strategy so they feel that they own a part of it.
- Bring residents together in a community meeting to complete the survey
- Email survey
- Door to door survey
- Announce survey on social media
- Announce survey on television or radio
- Provide residents with a number to call in to take the survey by phone



# Citations

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