



CITY OF SANTA MONICA
REGULAR MEETING AGENDA
OF THE
HOUSING COMMISSION
VIA TELECONFERENCE

THURSDAY, SEPTEMBER 17, 2020
6 P.M.

ATTEND VIA COMPUTER: <https://primetime.bluejeans.com/a2m/live-event/puzkvbpk>
OR VIA PHONE: (415) 466-7000 **PIN:** 3077188 #

Notice is hereby given that a regular meeting of the Housing Commission will be held at 6 p.m. on Thursday, September 17, 2020, online and via phone for the purpose of conducting the following business:

The Housing Commission of the City of Santa Monica, in accordance with City Council, does resolve as follows:

In order to safeguard participatory democracy in Santa Monica, all persons attending public meetings in Santa Monica should strive to:

1. Treat everyone courteously;
2. Listen to others respectfully;
3. Exercise self-control;
4. Give open-minded consideration to all viewpoints;
5. Focus on the issues and avoid personalizing debate;
6. Embrace respectful disagreement and dissent as democratic rights, inherent components of an inclusive public process, and tools for forging sound decisions.

[\[RESOLUTION\]](#)

1. CALL TO ORDER

Roll call.

2. PUBLIC INPUT

(Public comment is permitted only on items not on the agenda that are within the subject matter jurisdiction of the Housing Commission.)

3. APPROVAL OF MINUTES

March 5, 2020 Housing Commission special meeting. [[DRAFT MINUTES](#)]

4. ACTION ITEMS

A. 5-YEAR AND ANNUAL PLAN

Lead presenter: Staff

The Santa Monica Housing Authority (SMHA) is required to submit to the Department of Housing and Urban Development a Five-Year Plan and Annual Plan (PHA Plan) that articulates SMHA's mission and objectives to address housing need. Staff is bringing the PHA Plan before the Housing Commission to review and discuss, and possibly recommend to Council to adopt the Plan, which staff will present to Council for consideration on October 13, 2020. [[Staff Report](#)] [[PHA Plan](#)] [[Resident Advisory Board Membership and Input](#)]

B. WORK PLAN

Discussion of annual work plan and potential priorities, and possible action setting long-range agenda and work plan.

5. HOUSING MANAGER'S REPORT

Update on any City Council agenda items and administrative issues related to affordable housing.

6. CHAIR/COMMISSIONER'S REPORT

Information on housing issues, recent or future City Council actions, other City Commissions, and issues affecting housing in the City of Santa Monica.

7. ADJOURNMENT OF THE HOUSING COMMISSION

No other business will be conducted at the Meeting.

Any documents produced by the City and distributed to a majority of the Housing Commission regarding any item on this agenda will be made available for viewing at the Santa Monica Housing Division office located at 1901 Main Street, Suite B, Santa Monica, California during normal business hours. Documents are also available at <https://www.santamonica.gov/housing-commission>.

Please note that this agenda is subject to change up to 24 hours prior to the scheduled meeting. We encourage you to check the agenda 24 hours prior to the meeting.



The meeting place is wheelchair-accessible. If you require any special disability related accommodations (i.e. sign language interpreting, access to an amplified sound system, etc.), please contact the Housing Division at (310) 458-8702 or TTY (310) 458-8696 at least three days prior to the scheduled meeting. This agenda is available in alternate format upon request by calling the Housing Division office. Underground parking is available. Limited validations available at the Commission Meeting. Call Big Blue Bus at (310) 451-5444 for additional transportation information.



DRAFT MINUTES
HOUSING COMMISSION
SPECIAL MEETING
THURSDAY, MARCH 5, 2020
KEN EDWARDS CENTER
6 P.M.

1. CALL TO ORDER: A special meeting of the Santa Monica Housing Commission was called to order by Chair Soloff at 6:04 p.m. on Thursday, March 5, 2020, at the Ken Edwards Center, 1527 4th Street.

A. ROLL CALL

The following persons were recorded in attendance by the Recording Secretary:

Present: Commissioner Buchanan (arrived at 6:21 p.m.), Commissioner Camner, Commissioner Flora (arrived at 6:09 p.m.), Commissioner Hansen, Vice Chair Hilton, Chair Soloff

Absent: None

Also Present: Housing Manager Barbara Collins and Housing Programs Manager Jim Kemper

2. APPROVAL OF MINUTES

Approval of minutes for the February 20, 2020 Housing Commission special meeting was table until the next meeting.

3. ACTION ITEMS

B. DRAFT ASSESSMENT OF FAIR HOUSING PLAN

Lead presenter: Vice Chair Hilton

Commissioners will present and discuss input to the draft Assessment of Fair Housing plan, which is open for public comment through March 6, 2020, and may decide to provide public input as the Housing Commission, which would be included in the public input section of the draft plan that staff will present to Council for consideration on April 28, 2020.

Member of the public Dominic Gomez spoke on behalf of himself, Wes Wellman, and Bob Gomez regarding vacancy control/decontrol, the Assessment of Fair Housing (AFFH) plan, and the duration of Section 8 voucher holders' tenancies.

Each Commissioner was asked to detail their proposed edits to the draft AFFH plan. Discussion ensued regarding the priority level attributed to community opposition in the plan and the goals of the plan.

Motion by Commissioner Hansen, seconded by Commissioner Buchanan, to amend the language in the plan to say, “community opposition has at times been an issue to affordable housing production in Santa Monica.” The motion was approved by the following vote:

AYES:	Commissioner Buchanan, Commissioner Camner, Commissioner Flora, Commissioner Hansen, Vice Chair Hilton, Chair Soloff
NOES:	NONE
ABSTAIN:	NONE
ABSENT:	NONE

Motion by Commissioner Hansen, seconded by Commissioner Buchanan, to change the prioritization in the plan of community opposition from low to medium. The motion failed by the following vote:

AYES:	Commissioner Buchanan, Commissioner Camner, Commissioner Hansen
NOES:	Commissioner Flora, Vice Chair Hilton, Chair Soloff
ABSTAIN:	NONE
ABSENT:	NONE

Motion by Commissioner Hansen, seconded by Commissioner Camner, to, on page seven, “Proposed Goals and Actions,” goal one, strategy three, change the word “reduce” to “eliminate” parking requirements for supportive housing developments.

Commissioner Camner proposed a friendly amendment that it be changed from “supportive” housing developments to “affordable and supportive housing developments.”

Discussion ensued regarding the enormity of the cost to build the amount of affordable housing needed in Santa Monica, the impact of eliminating the parking requirement on cost efficiency of affordable housing, and the flexibility of the current wording.

The motion failed by the following vote:

AYES: Commissioner Camner, Commissioner Hansen
NOES: Commissioner Buchanan, Commissioner Flora, Vice Chair Hilton, Chair Soloff
ABSTAIN: NONE
ABSENT: NONE

Chair Soloff said he voted no because “reduce” doesn’t preclude going to zero, and he doesn’t want to make a change like this without making the numerical case to the public about why this will make a difference. If it can be shown that it’s more cost-effective, he thinks there will be public support for it, but he doesn’t think tackling these issues in this way is the way to do it.

Motion by Commissioner Flora, seconded by Commissioner Buchanan, that the Commission applaud the four stated goals in the AFFH plan and let the draftees and Council know that the Commission supports them, including: 1) increase the supply of affordable housing; 2) preserve the existing stock of affordable rental housing and rent stabilized housing; 3) prevent displacement of low-and moderate-income residents; 4) increase community integration for persons with disabilities. The motion was approved by the following vote:

AYES: Commissioner Flora, Commissioner Buchanan, Commissioner Hansen, Commissioner Camner, Vice Chair Hilton, Chair Soloff
NOES: NONE
ABSTAIN: NONE
ABSENT: NONE

The strategies in the plan were read out loud; discussion ensued regarding the implementation of the strategies in the plan, the purpose and scope of the document, writing a letter to federal and state officials that to truly address the housing crisis more resources need to be committed, and the plan’s treatment of the history of segregation in Santa Monica.

Motion by Commissioner Camner, seconded by Commissioner Flora, to incorporate as part of the AFFH plan a recommendation for an investigation into the history of racism and segregation in existing exclusionary zoning and how it impacts Santa Monica’s AFFH obligation.

The motion failed by the following vote:

AYES: Commissioner Camner, Commissioner Flora, Commissioner Hansen
NOES: Commissioner Buchanan, Vice Chair Hilton, Chair Soloff
ABSTAIN: NONE
ABSENT: NONE

Commissioner Buchanan said her no is not because she thinks it's not important; she just doesn't think it belongs in this report. She says it's something that should be looked at separately because it's quite large and you have to tread lightly when you're talking about something like this with people to get them to initially listen to you.

Chair Soloff said his no vote is because he agrees there's no question there's a history here and in the rest of California and the nation but he thinks it should be looked at by the Housing Commission before they decide whether it's something that needs to go further to Council.

Chair Soloff retracted a comment he made at the last meeting because he misunderstood the intent of one of the strategies.

Vice Chair Hilton provided six edits to the AFFH plan in written format. Discussion ensued regarding funding for the suggested inclusions, the plan's reference to the perpetuation of segregation, and whether the Vice Chair's proposed edits should be submitted individually or voted on as a Commission. It was determined that the Vice Chair had submitted the edits as an individual and any other Commissioners who wanted to submit comments beyond these motions could do the same.

C. EXCLUSIONARY ZONING AND LAND USE POLICY

Lead presenter: Commissioner Camner

Discussion and possible recommendation to Council regarding further study of the history of exclusionary zoning in Santa Monica and impacts on potential zoning changes and housing policy.

This item was rolled into the discussion for Item 3B.

A. DRAFT ANNUAL HOUSING PROGRAMS REPORT

Lead presenter: Staff

Review and discuss updated draft Summary Report of Multifamily Housing Production and Housing Trust Fund Financing, which is an annual update on the Housing Trust Fund

Plan, multifamily housing production (Proposition R), and City-funding commitments for affordable housing (Proposition I), and possibly recommend to Council to approve the report, which staff will present to Council for consideration on April 14, 2020.

Housing Programs Manager Jim Kemper gave an update that the four changes recommended at the last meeting had been made to the report.

Motion by Commissioner Flora, seconded by Chair Soloff, to formally approve the report and encourage its delivery to Council on April 14. The motion was approved by the following vote:

AYES:	Commissioner Buchanan, Commissioner Camner, Commissioner Flora, Commissioner Hansen, Vice Chair Hilton, Chair Soloff
NOES:	NONE
ABSTAIN:	NONE
ABSENT:	NONE

Member of the public Cris McLeod spoke regarding the Mountain View Mobile Home Park listing on the details chart for this report. Discussion ensued regarding how the report arrived at the number of spaces for Mountain View. Staff will add a footnote to the Mountain View figure on the report to give additional information.

D. AGENDA SETTING AND FORMAT

Lead presenter: Chair Soloff

Discussion of improvements to the Housing Commission meeting agenda format and agenda-setting process and possible action updating the Bylaws.

The Chair asked staff to compile a list of the things that the Housing Commission must do each year, and discussion ensued regarding meeting efficiency, having a timed agenda, and agenda language constraints.

E. WORK PLAN

Discussion of annual work plan and potential priorities, and possible action setting long-range agenda and work plan.

Commissioners discussed possible work plan items including: a presentation and discussion on the Housing Element, revisiting the Bylaws of the Housing Commission, conflicts of interest, subcommittee work, monthly POD updates, waitlists, and a presentation on two pending developments in the downtown.

4. HOUSING MANAGER’S REPORT

Housing Manager Barbara Collins reported on the following:

- All affordable housing waitlists will open April 1, including Section 8 and what was formerly known as the AHPP waitlist, and they will remain open indefinitely. New software will be used to make it easier for owners and tenants to fill affordable apartments.
- The waitlists will prioritize rent-burdened households in rent-controlled apartments and people who work in Santa Monica. Outreach efforts will target people who weren’t eligible for POD and employers.
- The Housing Authority is creating a resident advisory board of seven participants in the program to give input on the Five-Year Plan and Annual Plan.

5. CHAIR/COMMISSIONER’S REPORT

Information on housing issues, recent or future City Council actions, other City Commissions, and issues affecting housing in the City of Santa Monica.

- Commissioner Buchanan reported that she does not know if she will be at the April meeting because she’s attending the Housing California Conference in San Diego, and she’d like to present about it to the other Commissioners at a future meeting.
- Commissioner Camner reported that the Southern California Association of Governments approved the RHNA methodology.

6. ADJOURNMENT OF THE HOUSING COMMISSION

On the order of the Chair, the Housing Commission meeting was adjourned at 9:45 p.m.

The next Housing Commission meeting is scheduled for Thursday, April 16, 2020 at 6 p.m.

ATTEST:

Michael Soloff
Chair, Housing Commission

Melinda Espinoza
Housing Commission Secretary

ITEM 4A



**HOUSING COMMISSION
STAFF REPORT
City of Santa Monica**



DATE: September 17, 2020
TO: Chair and Housing Commissioners
FROM: Jim Kemper, Housing Program Manager
SUBJECT: Housing Authority Plan

Recommended Action

Staff recommends that the Housing Commission recommend to City Council adoption of the proposed Housing Authority Plan, provided as Attachment A.

Summary

HUD provides federal funds to the Santa Monica Housing Authority (SMHA or PHA) for rental assistance programs involving approximately 1,500 extremely low-, very low-, and low-income households in Santa Monica. Housing Authorities are required by the Public Housing Reform Act of 1998 to prepare and obtain approval of a public housing authority plan (PHA Plan), which consists of a Five-Year Plan and Annual Plan.

The Santa Monica Housing Authority is required to submit a PHA Plan that articulates the SMHA's mission and objectives to address housing need. No significant changes are proposed from the previous PHA Plan.

Discussion

The proposed FY 2020-2025 PHA Plan describes the strategies of the Santa Monica Housing Authority to address the housing needs of low-income persons and special-needs populations.

Goals and objectives for Santa Monica are identified in the PHA Plan, which include the following:

- Expand access to Permanent Supportive Housing (PSH) by attaching project-based vouchers to PSH apartments.
- Increase voucher applicant diversity by outreaching to the Santa Monica workforce with the goal of reaching employees who work 25 hours per week or more in Santa Monica.
- Apply for relevant vouchers, as they become available, to assist non-elderly persons living with disabilities.
- Continue to serve veterans and individuals experiencing homelessness by applying for Veterans Affairs Supportive Housing and Continuum of Care vouchers, as they become available.
- Reduce barriers to housing by providing guarantees to property owners who lease apartments to voucher holders with poor credit.
- Explore options for third-party assistance with annual eligibility recertifications so that staff can focus on new admissions with the goal of fully utilizing the PHA's budget authority and maintaining program quality.
- Establish relationships with agencies that provide employment services to assist participants who are unemployed or underemployed.
- Expand opportunities to apply for housing by opening waitlists for the Housing Choice Voucher and Affordable Housing programs and keeping them open continuously.
- Maintain housing of low-income households by using available resources to prevent homelessness.
- Coordinate with the Human Services Division and service providers to prevent eviction and displacement.

The proposed PHA Plan requires a 45-day period for public review and input, and subsequent approval by the Housing Authority Board (i.e., City Council). The proposed PHA Plan was available for public comment from February 14, 2020 through March 30, 2020 and no comments from the general public were received

The United States Housing Act Section 511, and the regulations in 24 CFR part 903, require housing authorities to establish a Resident Advisory Board (RAB) as part of the Annual Plan process for the Section 8 Housing Choice Voucher program. The role of a RAB is to assist and make recommendations regarding the development of the Plan including any significant amendments or modifications. RAB membership is comprised

of individuals who reflect and represent the residents assisted by the Section 8 Housing Choice Voucher program. Regulations in 24 CFR Part 964 provide that Section 8 participants who serve on the RAB should adequately represent the population served. Staff sought Section 8 participants of diverse backgrounds, experience, age, race, ethnicity, gender, employment status, disability status, neighborhoods, and family composition.

Staff identified seven Section 8 participants in good standing who reflect the diversity of program participants, and all seven participants volunteered to serve on the RAB. Due to the social-distancing requirements associated with COVID-19, the RAB meeting was conducted as a video conference call. Five of the seven members participated in the video conference call. Input from the RAB focused on broadening two of the goals to include volunteer opportunities and supporting the wellbeing of participants. The RAB also recommended adding a goal to improve awareness and understanding of the voucher program opportunities and its role in supporting vulnerable households.

The RAB membership and specific input regarding the proposed Plan are included in Attachment B. Staff supports the RAB recommendations, which are redlined in the proposed PHA Plan (Attachment A). The PHA Plan is anticipated for Housing Authority Board (Council) consideration on October 13, 2020.

ATTACHMENT A

5-Year PHA Plan (for All PHAs)	U.S. Department of Housing and Urban Development Office of Public and Indian Housing	OMB No. 2577-0226 Expires: 02/29/2016
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Purpose. The 5-Year and Annual PHA Plans provide a ready source for interested parties to locate basic PHA policies, rules, and requirements concerning the PHA's operations, programs, and services, and informs HUD, families served by the PHA, and members of the public of the PHA's mission, goals and objectives for serving the needs of low- income, very low- income, and extremely low- income families

Applicability. Form HUD-50075-5Y is to be completed once every 5 PHA fiscal years by all PHAs.

A.	PHA Information.																																
A.1	<p>PHA Name: <u>Santa Monica Housing Authority</u> PHA Code: <u>CA 111</u></p> <p>PHA Plan for Fiscal Year Beginning: (MM/YYYY): <u>07/2020</u> PHA Plan Submission Type: <input checked="" type="checkbox"/> 5-Year Plan Submission <input type="checkbox"/> Revised 5-Year Plan Submission</p> <p>Availability of Information. In addition to the items listed in this form, PHAs must have the elements listed below readily available to the public. A PHA must identify the specific location(s) where the proposed PHA Plan, PHA Plan Elements, and all information relevant to the public hearing and proposed PHA Plan are available for inspection by the public. Additionally, the PHA must provide information on how the public may reasonably obtain additional information on the PHA policies contained in the standard Annual Plan, but excluded from their streamlined submissions. At a minimum, PHAs must post PHA Plans, including updates, at each Asset Management Project (AMP) and main office or central office of the PHA. PHAs are strongly encouraged to post complete PHA Plans on their official websites. PHAs are also encouraged to provide each resident council a copy of their PHA Plans.</p> <p><input type="checkbox"/> PHA Consortia: (Check box if submitting a Joint PHA Plan and complete table below)</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th rowspan="2" style="width: 15%;">Participating PHAs</th> <th rowspan="2" style="width: 10%;">PHA Code</th> <th rowspan="2" style="width: 20%;">Program(s) in the Consortia</th> <th rowspan="2" style="width: 20%;">Program(s) not in the Consortia</th> <th colspan="2" style="width: 35%;">No. of Units in Each Program</th> </tr> <tr> <th style="width: 15%;">PH</th> <th style="width: 20%;">HCV</th> </tr> </thead> <tbody> <tr> <td>Lead PHA:</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Participating PHAs	PHA Code	Program(s) in the Consortia	Program(s) not in the Consortia	No. of Units in Each Program		PH	HCV	Lead PHA:																							
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		PH	HCV																														
Lead PHA:																																	

	<p>5-Year Plan. Required for <u>all</u> PHAs completing this form.</p>
<p>B.1</p>	<p>Mission. State the PHA’s mission for serving the needs of low- income, very low- income, and extremely low- income families in the PHA’s jurisdiction for the next five years.</p> <p>The mission of the PHA is the same as that of the Department of Housing and Urban Development: To promote adequate and affordable housing, economic opportunity and a suitable living environment free from discrimination.</p>
<p>B.2</p>	<p>Goals and Objectives. Identify the PHA’s quantifiable goals and objectives that will enable the PHA to serve the needs of low- income, very low- income, and extremely low- income families for the next five years.</p> <ul style="list-style-type: none"> • Expand access to Permanent Supportive Housing (PSH) by attaching project-based vouchers to PSH apartments. • Increase voucher applicant diversity by outreaching to the Santa Monica workforce with the goal of reaching employees who work 25 hours a week or more in Santa Monica. • Apply for mainstream vouchers, as they are available, to assist non-elderly persons living with disabilities. • Continue to serve veterans and individuals experiencing homelessness by applying for Veterans Affairs Supportive Housing and Continuum of Care vouchers, as they are available. • Reduce barriers to housing by establishing a funding source to provide insurance to property owners who lease apartments to voucher holders with poor credit. • Explore options for outsourcing annual eligibility recertification work and shift staff focus to new admissions with the goal of fully utilizing the PHA’s budget authority and maintaining program quality. • Establish relationships with agencies that provide <u>volunteer opportunities and</u> employment services to assist participants who are unemployed or underemployed.. • Expand opportunities to apply for housing by opening waitlists for the Housing Choice Voucher, Affordable Housing, and Preserving Our Diversity (POD) programs and keeping them open continuously. • Maintain housing of low-income households by using available resources to prevent homelessness <u>and support well-being of participants.</u> • <u>Coordinate with Human Services and service providers to prevent eviction and displacement.</u> • <u>Conduct extensive marketing of the programs and provide education that reduces the stigma of needs based programs.</u>
<p>B.3</p>	<p>Progress Report. Include a report on the progress the PHA has made in meeting the goals and objectives described in the previous 5-Year Plan.</p> <p>Progress Report attached as a separate document.</p>
<p>B.4</p>	<p>Violence Against Women Act (VAWA) Goals. Provide a statement of the PHA’s goals, activities objectives, policies, or programs that will enable the PHA to serve the needs of child and adult victims of domestic violence, dating violence, sexual assault, or stalking.</p> <ul style="list-style-type: none"> • The PHA will continue to comply with the updated VAWA Reauthorization Act. • The PHA will offer a preference to families that are victims of domestic violence/familial abuse, sexual assault or stalking, who have been displaced in the City of Santa Monica as a result of the victimization. • The City of Santa Monica provides funding for shelter-based services including social services assistance, resource referral, clinical therapy, peer counseling, and court advocacy to victims of domestic violence. Children Empowerment programming and Youth Violence Prevention and Education Workshops are also provided.
<p>B.5</p>	<p>Significant Amendment or Modification. Provide a statement on the criteria used for determining a significant amendment or modification to the 5-Year Plan.</p> <p>SMHA defines a “Significant Amendment and Substantial Deviation/Modification” when changes are made to the preferences/priorities on the waiting list (Currently defined in the Administrative Plan), if programs or number of persons to be served is reduced due to the loss of supporting revenue, if changes are made to the FMR but only if it adversely impacts tenants, and changes to the appeals/grievance process if tenants are negatively impacted. When significant changes are proposed SMHA will post a 45-day public review notice (24 CFR 903.17(r)), assure that the amendment is consistent with the Consolidated Plan 24 CFR 903.15 (unless action is taken due to funding reduction of programs) and must be approved by the Housing Commission. HUD approval is required prior to implementation of amendments. An exception to this definition will be made for any of the above changes that are adopted to reflect changes in HUD regulatory requirements and will not be considered significant amendments by HUD.</p>

B.6	<p>Resident Advisory Board (RAB) Comments.</p> <p>(a) Did the RAB(s) provide comments to the 5-Year PHA Plan?</p> <p>Y N <input checked="" type="checkbox"/> <input type="checkbox"/> *Comments provided by RAB will be submitted with the 5-Year Plan.</p> <p>(b) If yes, comments must be submitted by the PHA as an attachment to the 5-Year PHA Plan. PHAs must also include a narrative describing their analysis of the RAB recommendations and the decisions made on these recommendations.</p>
B.7	<p>Certification by State or Local Officials.</p> <p>Form HUD 50077-SL, <i>Certification by State or Local Officials of PHA Plans Consistency with the Consolidated Plan</i>, must be submitted by the PHA as an electronic attachment to the PHA Plan.</p>

Instructions for Preparation of Form HUD-50075-5Y 5-Year PHA Plan for All PHAs

A. PHA Information [24 CFR §903.23\(4\)\(e\)](#)

A.1 Include the full **PHA Name**, **PHA Code**, **PHA Fiscal Year Beginning** (MM/YYYY), **PHA Plan Submission Type**, and the **Availability of Information**, specific location(s) of all information relevant to the hearing and proposed PHA Plan.

PHA Consortia: Check box if submitting a Joint PHA Plan and complete the table.

B. 5-Year Plan.

B.1 Mission. State the PHA's mission for serving the needs of low- income, very low- income, and extremely low- income families in the PHA's jurisdiction for the next five years. ([24 CFR §903.6\(a\)\(1\)](#))

B.2 Goals and Objectives. Identify the PHA's quantifiable goals and objectives that will enable the PHA to serve the needs of low- income, very low- income, and extremely low- income families for the next five years. ([24 CFR §903.6\(b\)\(1\)](#)) For Qualified PHAs only, if at any time a PHA proposes to take units offline for modernization, then that action requires a significant amendment to the PHA's 5-Year Plan.

B.3 Progress Report. Include a report on the progress the PHA has made in meeting the goals and objectives described in the previous 5-Year Plan. ([24 CFR §903.6\(b\)\(2\)](#))

B.4 Violence Against Women Act (VAWA) Goals. Provide a statement of the PHA's goals, activities objectives, policies, or programs that will enable the PHA to serve the needs of child and adult victims of domestic violence, dating violence, sexual assault, or stalking. ([24 CFR §903.6\(a\)\(3\)](#))

B.5 Significant Amendment or Modification. Provide a statement on the criteria used for determining a significant amendment or modification to the 5-Year Plan.

B.6 Resident Advisory Board (RAB) comments.

(a) Did the public or RAB provide comments?

(b) If yes, submit comments as an attachment to the Plan and describe the analysis of the comments and the PHA's decision made on these recommendations. ([24 CFR §903.17\(a\)](#), [24 CFR §903.19](#))

This information collection is authorized by Section 511 of the Quality Housing and Work Responsibility Act, which added a new section 5A to the U.S. Housing Act of 1937, as amended, which introduced the 5-Year PHA Plan. The 5-Year PHA Plan provides the PHA's mission, goals and objectives for serving the needs of low- income, very low- income, and extremely low- income families and the progress made in meeting the goals and objectives described in the previous 5-Year Plan.

Public reporting burden for this information collection is estimated to average .76 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. HUD may not collect this information, and respondents are not required to complete this form, unless it displays a currently valid OMB Control Number.

Privacy Act Notice. The United States Department of Housing and Urban Development is authorized to solicit the information requested in this form by virtue of Title 12, U.S. Code, Section 1701 et seq., and regulations promulgated thereunder at Title 12, Code of Federal Regulations. Responses to the collection of information are required to obtain a benefit or to retain a benefit. The information requested does not lend itself to confidentiality.

Streamlined Annual PHA Plan (HCV Only PHAs)	U.S. Department of Housing and Urban Development Office of Public and Indian Housing	OMB No. 2577-0226 Expires 02/29/2016
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Purpose. The 5-Year and Annual PHA Plans provide a ready source for interested parties to locate basic PHA policies, rules, and requirements concerning the PHA's operations, programs, and services, and informs HUD, families served by the PHA, and members of the public of the PHA's mission, goals and objectives for serving the needs of low- income, very low- income, and extremely low- income families

Applicability. Form HUD-50075-HCV is to be completed annually by **HCV-Only PHAs**. PHAs that meet the definition of a Standard PHA, Troubled PHA, High Performer PHA, Small PHA, or Qualified PHA do not need to submit this form. Where applicable, separate Annual PHA Plan forms are available for each of these types of PHAs.

Definitions.

- (1) **High-Performer PHA** – A PHA that owns or manages more than 550 combined public housing units and housing choice vouchers, and was designated as a high performer on both of the most recent Public Housing Assessment System (PHAS) and Section Eight Management Assessment Program (SEMAP) assessments if administering both programs, or PHAS if only administering public housing.
- (2) **Small PHA** - A PHA that is not designated as PHAS or SEMAP troubled, or at risk of being designated as troubled, that owns or manages less than 250 public housing units and any number of vouchers where the total combined units exceeds 550.
- (3) **Housing Choice Voucher (HCV) Only PHA** - A PHA that administers more than 550 HCVs, was not designated as troubled in its most recent SEMAP assessment, and does not own or manage public housing.
- (4) **Standard PHA** - A PHA that owns or manages 250 or more public housing units and any number of vouchers where the total combined units exceeds 550, and that was designated as a standard performer in the most recent PHAS and SEMAP assessments.
- (5) **Troubled PHA** - A PHA that achieves an overall PHAS or SEMAP score of less than 60 percent.
- (6) **Qualified PHA** - A PHA with 550 or fewer public housing dwelling units and/or housing choice vouchers combined, and is not PHAS or SEMAP troubled.

A.	PHA Information.																																			
A.1	<p> PHA Name: _____ Santa Monica Housing Authority _____ PHA Code: _____ CA 111 _____ PHA Plan for Fiscal Year Beginning: (MM/YYYY): _____ 07/01/2020 _____ PHA Inventory (Based on Annual Contributions Contract (ACC) units at time of FY beginning, above) Number of Housing Choice Vouchers (HCVs) _____ 1488 _____ PHA Plan Submission Type: <input checked="" type="checkbox"/> Annual Submission <input type="checkbox"/> Revised Annual Submission </p> <p> Availability of Information. In addition to the items listed in this form, PHAs must have the elements listed below readily available to the public. A PHA must identify the specific location(s) where the proposed PHA Plan, PHA Plan Elements, and all information relevant to the public hearing and proposed PHA Plan are available for inspection by the public. Additionally, the PHA must provide information on how the public may reasonably obtain additional information of the PHA policies contained in the standard Annual Plan, but excluded from their streamlined submissions. At a minimum, PHAs must post PHA Plans, including updates, at the main office or central office of the PHA. PHAs are strongly encouraged to post complete PHA Plans on their official website. </p> <p> <input type="checkbox"/> PHA Consortia: (Check box if submitting a joint Plan and complete table below) </p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Participating PHAs</th> <th style="width: 10%;">PHA Code</th> <th style="width: 25%;">Program(s) in the Consortia</th> <th style="width: 25%;">Program(s) not in the Consortia</th> <th style="width: 15%;">No. of Units in Each Program</th> </tr> </thead> <tbody> <tr> <td>Lead HA:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Participating PHAs	PHA Code	Program(s) in the Consortia	Program(s) not in the Consortia	No. of Units in Each Program	Lead HA:																													
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B.	Annual Plan.
B.1	<p>Revision of PHA Plan Elements.</p> <p>(a) Have the following PHA Plan elements been revised by the PHA since its last Annual Plan submission?</p> <p>Y N</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Housing Needs and Strategy for Addressing Housing Needs.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Deconcentration and Other Policies that Govern Eligibility, Selection, and Admissions.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Financial Resources.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Rent Determination.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Operation and Management.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Informal Review and Hearing Procedures.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Homeownership Programs.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Self Sufficiency Programs and Treatment of Income Changes Resulting from Welfare Program Requirements.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Substantial Deviation.</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> Significant Amendment/Modification.</p> <p>(b) If the PHA answered yes for any element, describe the revisions for each element(s):</p>
B.2	<p>New Activities</p> <p>(a) Does the PHA intend to undertake any new activities related to the following in the PHA's current Fiscal Year?</p> <p>Y N</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Project Based Vouchers.</p> <p>(b) If this activity is planned for the current Fiscal Year, describe the activities. Provide the projected number of project-based units and general locations, and describe how project-basing would be consistent with the PHA Plan. – The City of Santa Monica has funded, or may be funding, the development of a few special needs housing developments and are evaluating the feasibility of attaching project-based vouchers.</p>
B.3	<p>Most Recent Fiscal Year Audit.</p> <p>(a) Were there any findings in the most recent FY Audit?</p> <p>Y N N/A</p> <p><input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>(b) If yes, please describe:</p>
B.4	<p>Civil Rights Certification</p> <p>Form HUD-50077, <i>PHA Certifications of Compliance with the PHA Plans and Related Regulations</i>, must be submitted by the PHA as an electronic attachment to the PHA Plan.</p>
B.5	<p>Certification by State or Local Officials.</p> <p>Form HUD 50077-SL, <i>Certification by State or Local Officials of PHA Plans Consistency with the Consolidated Plan</i>, must be submitted by the PHA as an electronic attachment to the PHA Plan.</p>
B.6	<p>Progress Report.</p> <p>Provide a description of the PHA's progress in meeting its Mission and Goals described in its 5-Year PHA Plan.</p>
B.7	<p>Resident Advisory Board (RAB) Comments.</p> <p>(a) Did the RAB(s) provide comments to the PHA Plan?</p> <p>Y N</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> *Comments provided by RAB will be submitted with the Annual Plan.</p> <p>(a) If yes, comments must be submitted by the PHA as an attachment to the PHA Plan. PHAs must also include a narrative describing their analysis of the RAB recommendations and the decisions made on these recommendations.</p>

Instructions for Preparation of Form HUD-50075-HCV Annual PHA Plan for HCV Only PHAs

A. PHA Information. All PHAs must complete this section. ([24 CFR §903.23\(4\)\(e\)](#))

A.1 Include the full **PHA Name**, **PHA Code**, **PHA Type**, **PHA Fiscal Year Beginning** (MM/YYYY), **Number of Housing Choice Vouchers (HCVs)**, **PHA Plan Submission Type**, and the **Availability of Information**, specific location(s) of all information relevant to the public hearing and proposed PHA Plan.

PHA Consortia: Check box if submitting a Joint PHA Plan and complete the table. ([24 CFR §943.128\(a\)](#))

B. Annual Plan. All PHAs must complete this section. ([24 CFR §903.11\(c\)\(3\)](#))

B.1 Revision of PHA Plan Elements. PHAs must:

Identify specifically which plan elements listed below that have been revised by the PHA. To specify which elements have been revised, mark the “yes” box. If an element has not been revised, mark “no.”

Housing Needs and Strategy for Addressing Housing Needs. Provide a statement addressing the housing needs of low-income, very low-income families who reside in the PHA’s jurisdiction and other families who are on the Section 8 tenant-based waiting list. The statement must identify the housing needs of (i) families with incomes below 30 percent of area median income (extremely low-income), (ii) elderly families and families with disabilities, and (iii) households of various races and ethnic groups residing in the jurisdiction or on the waiting list based on information provided by the applicable Consolidated Plan, information provided by HUD, and other generally available data. The identification of housing needs must address issues of affordability, supply, quality, accessibility, size of units, and location. ([24 CFR §903.7\(a\)\(1\)](#) and [24 CFR §903.7\(a\)\(2\)\(i\)](#)). Provide a description of the PHA’s strategy for addressing the housing needs of families in the jurisdiction and on the waiting list in the upcoming year. [24 CFR §903.7\(a\)\(2\)\(ii\)](#)

Deconcentration and Other Policies that Govern Eligibility, Selection, and Admissions. A statement of the PHA’s policies that govern resident or tenant eligibility, selection and admission including admission preferences for HCV. ([24 CFR §903.7\(b\)](#))

Financial Resources. A statement of financial resources, including a listing by general categories, of the PHA’s anticipated resources, such as PHA HCV funding and other anticipated Federal resources available to the PHA, as well as tenant rents and other income available to support tenant-based assistance. The statement also should include the non-Federal sources of funds supporting each Federal program, and state the planned use for the resources. ([24 CFR §903.7\(c\)](#))

Rent Determination. A statement of the policies of the PHA governing rental contributions of families receiving tenant-based assistance, discretionary minimum tenant rents, and payment standard policies. ([24 CFR §903.7\(d\)](#))

Operation and Management. A statement that includes a description of PHA management organization, and a listing of the programs administered by the PHA. ([24 CFR §903.7\(e\)\(3\)\(4\)](#)).

Informal Review and Hearing Procedures. A description of the informal hearing and review procedures that the PHA makes available to its applicants. ([24 CFR §903.7\(f\)](#))

Homeownership Programs. A statement describing any homeownership programs (including project number and unit count) administered by the agency under section 8y of the 1937 Act, or for which the PHA has applied or will apply for approval. ([24 CFR §903.7\(k\)](#))

Self Sufficiency Programs and Treatment of Income Changes Resulting from Welfare Program Requirements. A description of any PHA programs relating to services and amenities coordinated, promoted, or provided by the PHA for assisted families, including those resulting from the PHA’s partnership with other entities, for the enhancement of the economic and social self-sufficiency of assisted families, including programs provided or offered as a result of the PHA’s partnerships with other entities, and activities under section 3 of the Housing and Community Development Act of 1968 and under requirements for the Family Self-Sufficiency Program and others. Include the program’s size (including required and actual size of the FSS program) and means of allocating assistance to households. ([24 CFR §903.7\(l\)\(i\)](#)) Describe how the PHA will comply with the requirements of section 12(c) and (d) of the 1937 Act that relate to treatment of income changes resulting from welfare program requirements. ([24 CFR §903.7\(l\)\(iii\)](#)).

Substantial Deviation. PHA must provide its criteria for determining a “substantial deviation” to its 5-Year Plan. ([24 CFR §903.7\(r\)\(2\)\(i\)](#))

Significant Amendment/Modification. PHA must provide its criteria for determining a “Significant Amendment or Modification” to its 5-Year and Annual Plan. Should the PHA fail to define ‘significant amendment/modification’, HUD will consider the following to be ‘significant amendments or modifications’: a) changes to rent or admissions policies or organization of the waiting list; or b) any change with regard to homeownership programs. See guidance on HUD’s website at: [Notice PIH 1999-51](#). ([24 CFR §903.7\(r\)\(2\)\(ii\)](#))

If any boxes are marked “yes”, describe the revision(s) to those element(s) in the space provided.

B.2 New Activity. If the PHA intends to undertake new activity using Housing Choice Vouchers (HCVs) for new Project-Based Vouchers (PBVs) in the current Fiscal Year, mark “yes” for this element, and describe the activities to be undertaken in the space provided. If the PHA does not plan to undertake this activity, mark “no.” ([24 CFR §983.57\(b\)\(1\)](#) and Section 8(13)(C) of the United States Housing Act of 1937.

- Project-Based Vouchers (PBV).** Describe any plans to use HCVs for new project-based vouchers. If using PBVs, provide the projected number of project-based units and general locations, and describe how project-basing would be consistent with the PHA Plan.
- B.3 Most Recent Fiscal Year Audit.** If the results of the most recent fiscal year audit for the PHA included any findings, mark “yes” and describe those findings in the space provided. ([24 CFR §903.11\(c\)\(3\)](#), [24 CFR §903.7\(p\)](#))
- B.4 Civil Rights Certification.** Form HUD-50077, *PHA Certifications of Compliance with the PHA Plans and Related Regulation*, must be submitted by the PHA as an electronic attachment to the PHA Plan. This includes all certifications relating to Civil Rights and related regulations. A PHA will be considered in compliance with the AFFH Certification if: it can document that it examines its programs and proposed programs to identify any impediments to fair housing choice within those programs; addresses those impediments in a reasonable fashion in view of the resources available; works with the local jurisdiction to implement any of the jurisdiction’s initiatives to affirmatively further fair housing; and assures that the annual plan is consistent with any applicable Consolidated Plan for its jurisdiction. ([24 CFR §903.7\(o\)](#))
- B.5 Certification by State or Local Officials.** Form HUD-50077-SL, *Certification by State or Local Officials of PHA Plans Consistency with the Consolidated Plan*, including the manner in which the applicable plan contents are consistent with the Consolidated Plans, must be submitted by the PHA as an electronic attachment to the PHA Plan. ([24 CFR §903.15](#))
- B.6 Progress Report.** For all Annual Plans following submission of the first Annual Plan, a PHA must include a brief statement of the PHA’s progress in meeting the mission and goals described in the 5-Year PHA Plan. ([24 CFR §903.11\(c\)\(3\)](#), [24 CFR §903.7\(r\)\(1\)](#))
- B.7 Resident Advisory Board (RAB) comments.** If the RAB provided comments to the annual plan, mark “yes,” submit the comments as an attachment to the Plan and describe the analysis of the comments and the PHA’s decision made on these recommendations. ([24 CFR §903.13\(c\)](#), [24 CFR §903.19](#))

This information collection is authorized by Section 511 of the Quality Housing and Work Responsibility Act, which added a new section 5A to the U.S. Housing Act of 1937, as amended, which introduced the Annual PHA Plan. The Annual PHA Plan provides a ready source for interested parties to locate basic PHA policies, rules, and requirements concerning the PHA’s operations, programs, and services, and informs HUD, families served by the PHA, and members of the public for serving the needs of low- income, very low- income, and extremely low- income families.

Public reporting burden for this information collection is estimated to average 4.5 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. HUD may not collect this information, and respondents are not required to complete this form, unless it displays a currently valid OMB Control Number.

Privacy Act Notice. The United States Department of Housing and Urban Development is authorized to solicit the information requested in this form by virtue of Title 12, U.S. Code, Section 1701 et seq., and regulations promulgated thereunder at Title 12, Code of Federal Regulations. Responses to the collection of information are required to obtain a benefit or to retain a benefit. The information requested does not lend itself to confidentiality

2015 5-Year Plan Goals – Progress Report

- Expand the supply of assisted housing by applying for additional rental vouchers.
 - **The PHA was awarded tenant protection vouchers for Westminster and Santa Monica Towers – leased in place 205 low income seniors.**
 - **The PHA applied for and was awarded funding for 35 VASH vouchers.**
- Improve the quality of assisted housing by improving voucher management: SEMAP score – achieve High Performer status, and increase customer satisfaction by acknowledging all inquiries within 24-hours.
 - **The PHA achieved High Performer status on all performance evaluations since 2015.**
- Increase assisted housing choices by providing voucher mobility counseling, conducting outreach efforts to potential voucher landlords, and increasing voucher payment standards.
 - **The PHA requested and received an increase to the citywide Housing Choice Voucher program area Exception Payment Standards.**
 - **The PHA conducts a continued outreach in the community in conjunction with Human Services and non-profit organizations.**
 - **The PHA developed and implemented landlord incentive programs including the site-specific PBV program and HOUSE program, which included a signing bonus, loss mitigation and a designated landlord liaison.**
- Continue to promote the utilization of deed restricted housing by optimizing tenants with Section 8 vouchers to increase mixed income opportunities in varied parts of the City.
 - **The PHA continues to match tenants with Section 8 vouchers to vacant deed-restricted housing.**
 - **Since the submission of our 5-Year plan the City of Santa Monica has facilitated the construction of 408 affordable apartments and another 320 apartments are in various stages of development.**
- Continue to attend owner association meetings to increase interest in all of the SMHA rental assistance programs, including the Section 8 program. Staff is currently assessing ways to increase landlord participation including but not limited to utilizing project-based vouchers.
 - **The PHA developed and implemented a marketing and appreciation project to increase landlord participation. The HOUSE program and the increase to the Exception Payment Standards are also intended to increase landlord participation.**
 - **The PHA continued to fund the Licensed Clinical Social Worker to assist owners in addressing tenant behavior or activity that could lead to eviction, and to connect tenants which social service program to support stabilized occupancy.**
 - **The PHA switched to biennial inspections to reduce the administrative burden and cost to landlords.**
- Continue to respond expeditiously to any questions or complaints about housing programs administered by the SMHA. Within this context, continue to make referrals to the appropriate agency including referrals to the City Attorney’s Office, Rent Control, Legal Aid, owner associations, and others.
 - **The City of Santa Monica provides funding to the Legal Aid Foundation of Los Angeles, Santa Monica office, to provide housing-related legal services to low-income Santa Monica residents.**

- Provide an improved living environment by designating developments or buildings for particular resident groups: elderly persons with access and functional needs, by continuing to coordinate with the Housing Production and Preservation Division to develop greater opportunities for special needs housing development and rehabilitation integrated into the City of Santa Monica
 - **Several affordable housing developments have been funded specifically targeting seniors as well as creating permanent supportive housing for individuals experiencing homelessness and persons with access and functional needs. The city funded 80 units for seniors and 42 units for individuals experiencing homelessness.**
 - **The PHA continues to match families with Section 8 Housing Choice vouchers to vacancies in deed-restricted units.**
- Promote self-sufficiency and asset development of assisted households by increasing the number and percentage of employed persons in assisted families: provide or attract supportive services to provide assistance to recipients' employability and to increase independence for the elderly or families with access and functional needs.
 - **The PHA continued to fund the Preserving Our Diversity (POD) pilot program with 24 extremely low-income participants age 65 and over, who receive basic needs cash assistance formulated on a study conducted by UCLA. The City Council authorized expansion of the program up to \$2 million dollars annually. To date the PHA has sent 700 applications to interested seniors.**
 - **The City of Santa Monica Human Services Grants Program funds various nonprofit organizations which serve identified community needs in Santa Monica.**
- Ensure equal opportunity and affirmatively further fair housing by undertaking affirmative measures to ensure access to assisted housing regardless of race, color, religion, national origin, sex, familial status, and disability.
 - **Santa Monica continues to promote fair housing and prevent housing discrimination. The City Attorney's Office Consumer Protection Unit operates a Fair Housing program to facilitate compliance with fair housing laws and to further fair housing goals.**
 - **Santa Monica's Just Cause Eviction, Tenant Harassment and Anti-Housing Discrimination laws, among others, help to assure that tenants are not discriminated against.**
 - **As part of the City's ongoing efforts to increase awareness of the fair housing laws the Consumer Protection Division of the Santa Monica City Attorney's office annually hosts a free forum on landlord/tenant rights and responsibilities.**
 - **The City Attorney's office, in conjunction with the PHA, resolved 11 housing discrimination complaints using a new city law that protects Section 8 housing voucher holders. Each of the eleven households now have affordable housing using the Section 8 program.**
 - **The City of Santa Monica provides funding to the Legal Aid Foundation of Los Angeles, Santa Monica office, to provide legal services to low-income Santa Monica residents.**

ATTACHMENT B

Resident Advisory Board Membership and Input

Resident Advisory Board (RAB):

The United States Housing Act Section 511, and the regulations in 24 CFR part 903, require that Housing Authorities establish a Resident Advisory Board (RAB) as part of the Annual Plan process for the Section 8 Housing Choice Voucher program. The role of a RAB is to assist and make recommendations regarding the development of the Plan, including any significant amendments or modifications. RAB membership is comprised of individuals who reflect and represent the residents assisted by the Section 8 Housing Choice Voucher program. Section 24 CFR Part 964 provides that the Housing Authority must appoint Section 8 representatives to the Resident Advisory Board that adequately represent the population served. Staff from the Housing Authority sought Section 8 participants of diverse backgrounds, experience, age, race, ethnicity, gender, employment status, disability status, neighborhoods, and family composition. Staff identified seven Section 8 participants in good standing who reflect this diversity. Staff inquired to determine interest to serve on the RAB and all seven participants volunteered to serve.

Current Resident Advisory Board members:

Jamila Ansari
Glenda Berg
Rene Buchanan
Richard Hilton
Les Jones
Nathaniel Jones
Harriet McCauley

Resident Advisory Board recommendations:

The comments received by the RAB included a request to elaborate on two of the goals and add a goal to include education in our marketing of programs that reduces the stigma of needs-based programs. Staff supports the RAB recommendations, shown as redlined in the draft PHA Plan and listed below.

- Establish relationships with agencies that provide volunteer opportunities and employment services to assist participants who are unemployed or underemployed.
- Maintain housing of low-income households by using available resources to prevent homelessness and support well-being of participants.
- Conduct extensive marketing of the programs and provide education that reduces the stigma of needs-based programs.