



JACKSON WARD

COMMUNITY PLAN

Gilpin Court / Jackson Ward Choice Neighborhoods Planning Grant

Working Groups Kick Off Meeting
April 12, 2022

Introduction



Welcome

Agenda

Project Team

Planning Process + Schedule

Working Groups Overview

April 12, 2022

- Introduction | 5:30 - 5:40 pm
- **Jackson Ward CNP Project Overview** | 5:40 - 6:00 pm
- Q&A | 6:00 - 6:10 pm
- **Break Out Groups: Neighborhood, Housing, People** | 6:10 - 6:40 pm
- **Early Action Activities** | 6:40 - 6:50 pm
- **Next Steps & Open Discussion** | 6:50 - 7:00 pm

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Lead Grantee & Housing Lead



Co-Grantee & Neighborhood Lead



People Lead



Engagement Lead



Planning Coordinator



Communications

Introduction

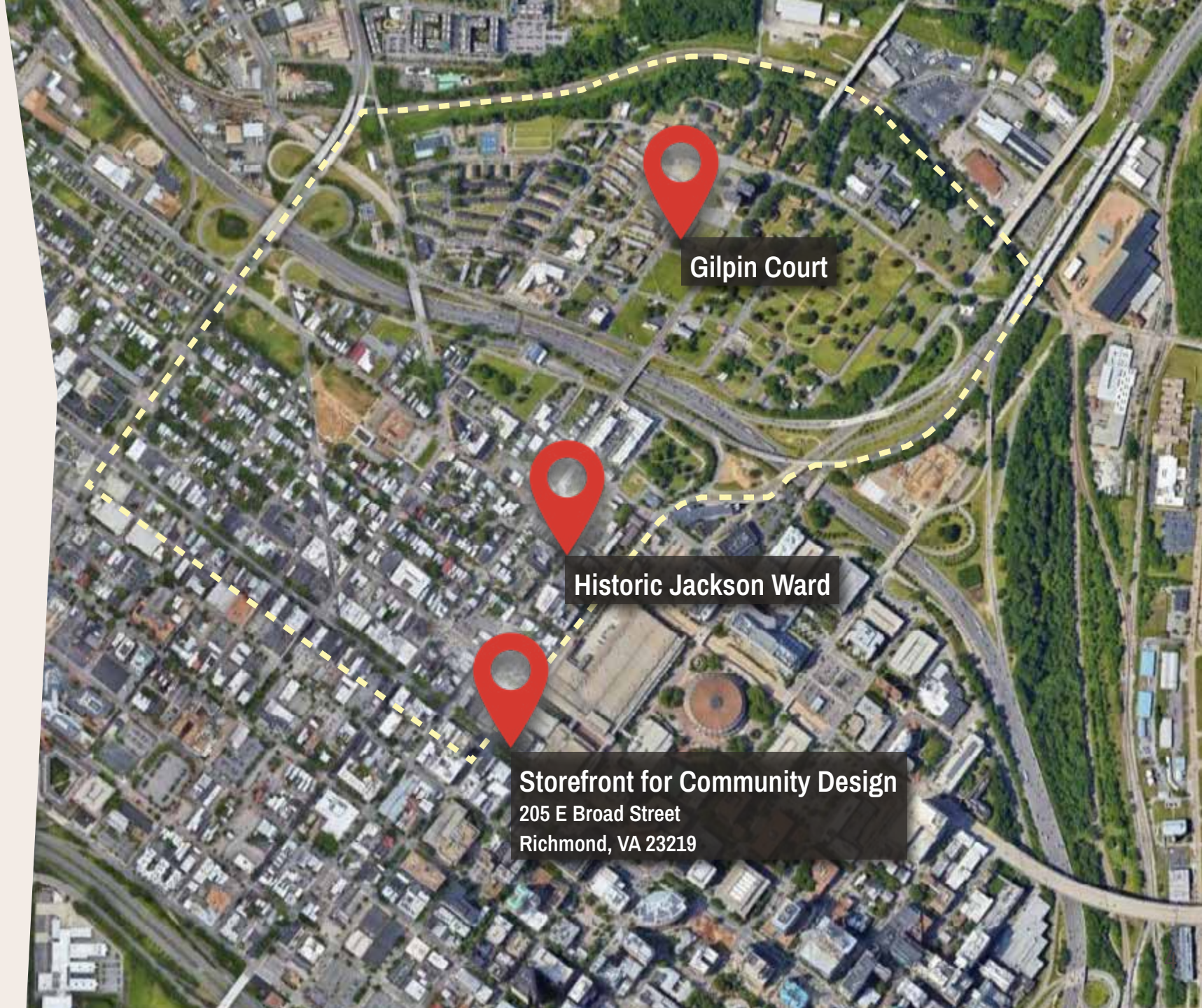
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Gilpin Court

Historic Jackson Ward

Storefront for Community Design
205 E Broad Street
Richmond, VA 23219

Introduction

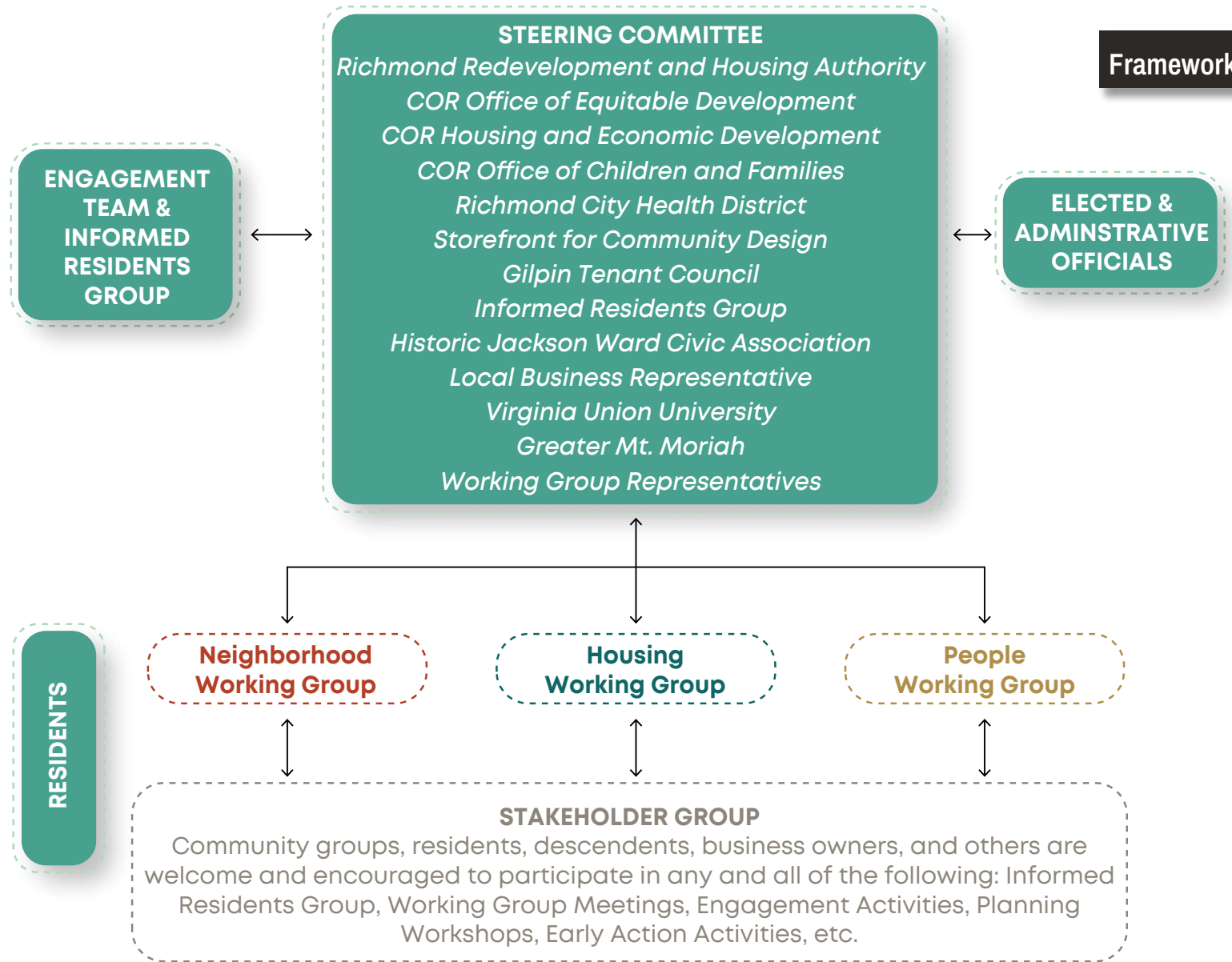
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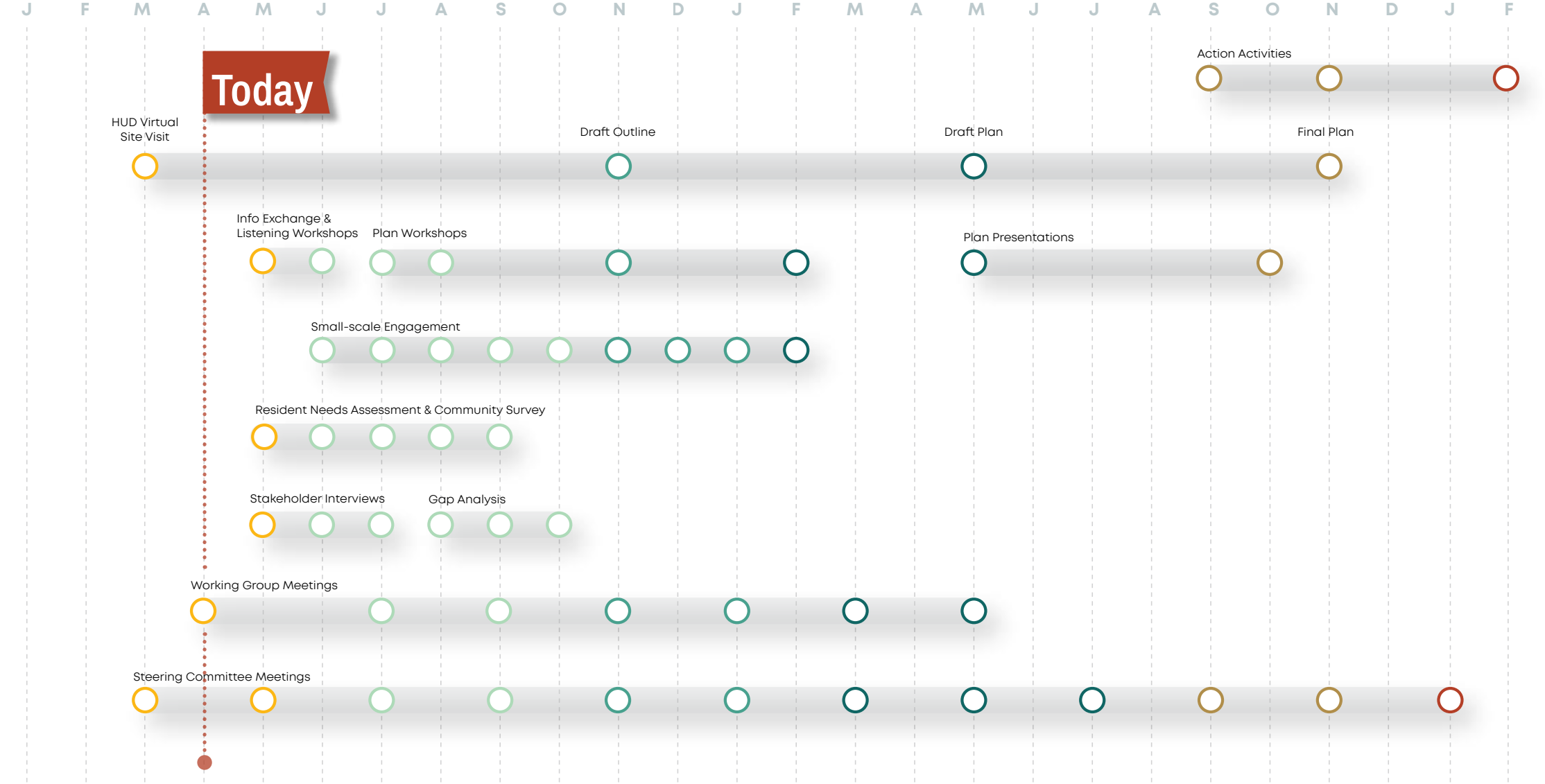
Planning Process + Schedule

Working Groups Overview



ORGANIZE **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 | Spring '22 | Summer '22 | Fall '22 | Winter '23 | Spring '23 | Summer '23 | Fall '23 | Winter '24



ORGANIZE **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 Spring '22 Summer '22 Fall '22 Winter '23 Spring '23 Summer '23 Fall '23 Winter '24

J F M A M J J A S O N D J F M A M J J A S O N D J F

Today

HUD Virtual Site Visit

Draft Outline

Draft Plan

Action Activities

Final Plan

Info Exchange & Listening Workshops

Plan Workshops

Small-scale Engagement

Plan Presentations

Resident Needs Assessment & Community Survey

Stakeholder Interviews

Gap Analysis

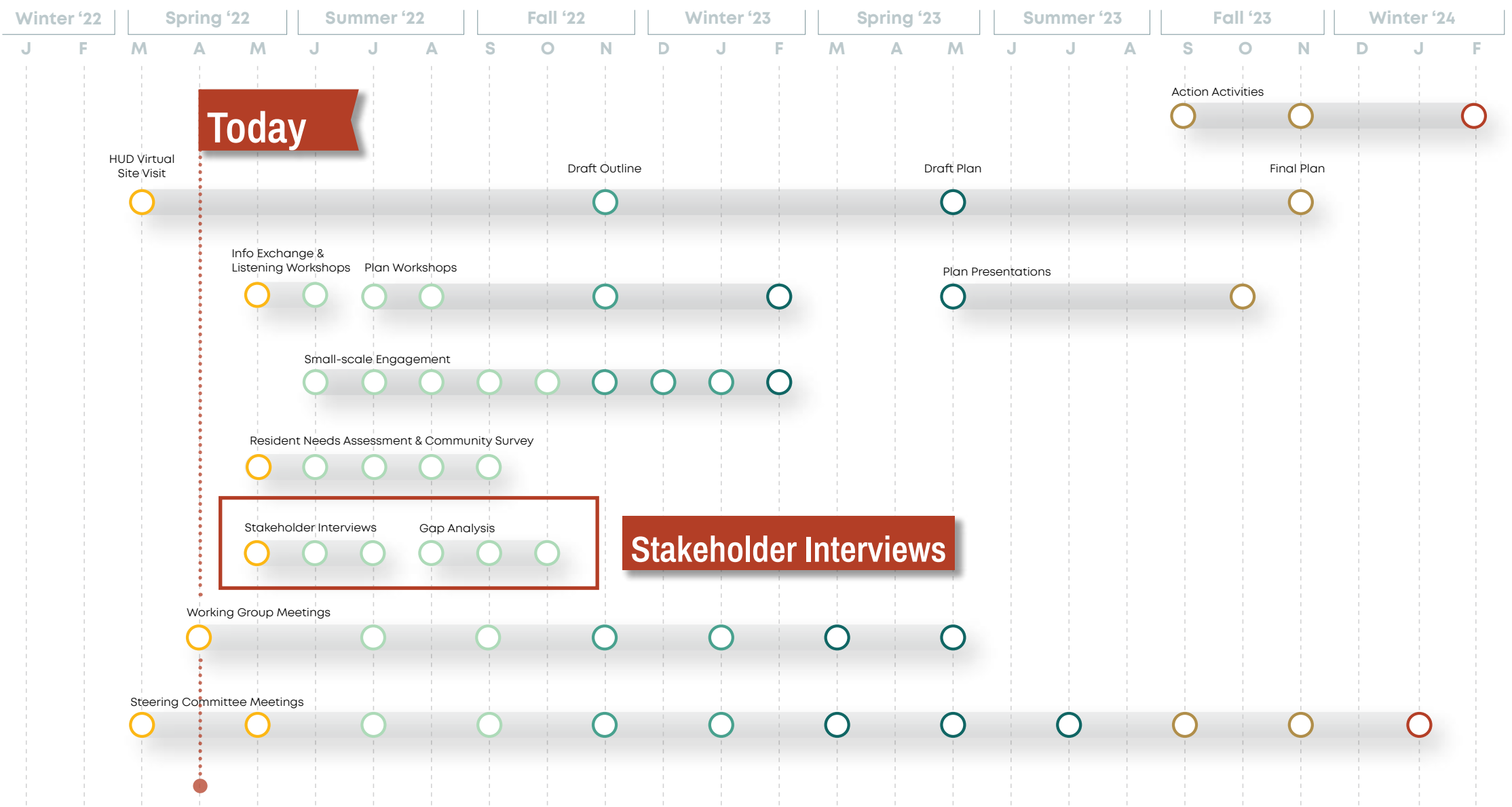
Working Group Meetings

Steering Committee Meetings

Community Engagement Activities

- Resident + Community At-Large Meetings/Workshops
- Small-scale Activities

ORGANIZE **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**



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Small-scale Engagement

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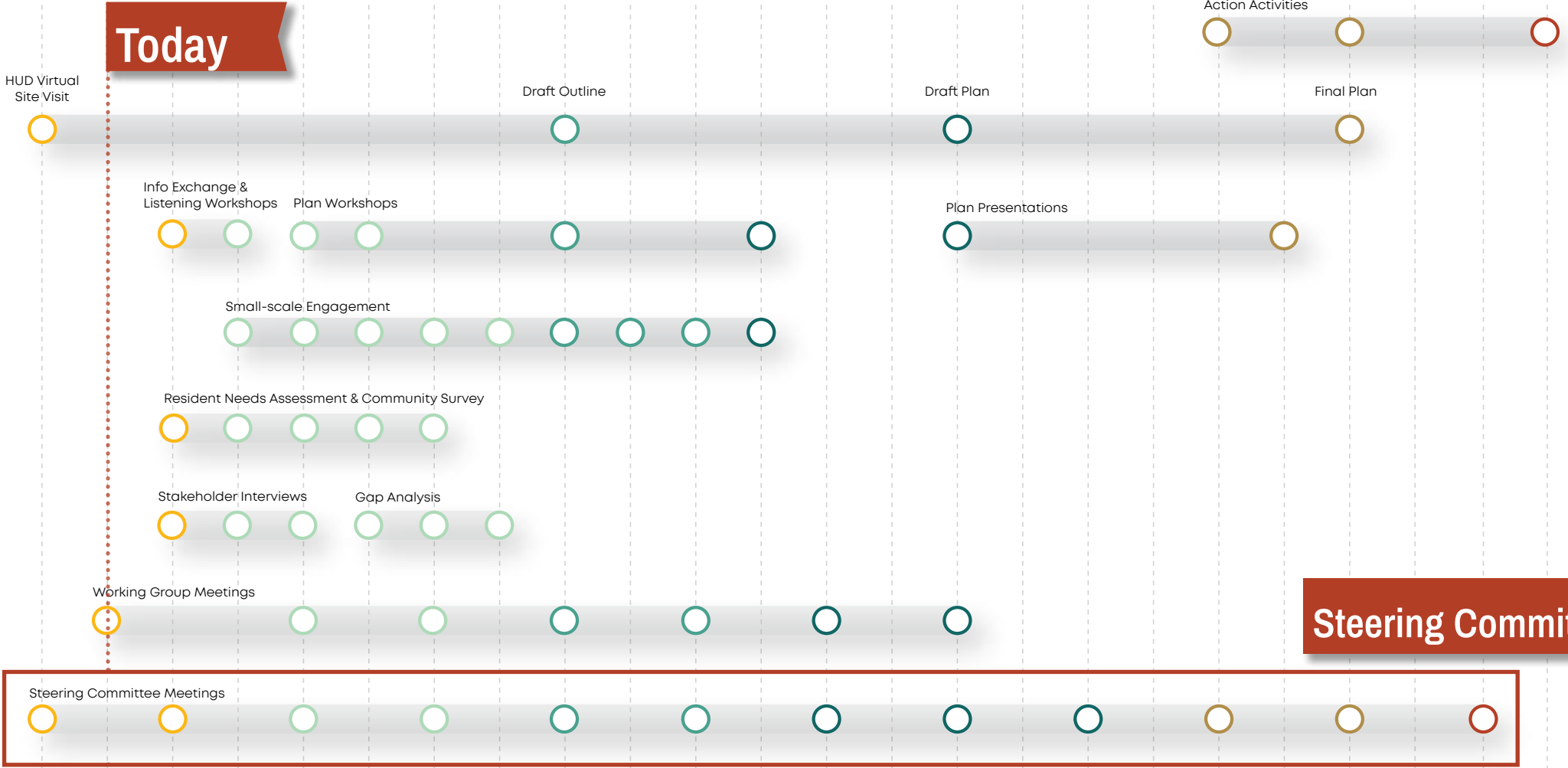
Working Groups

ORGANIZE **UNDERSTAND** **ENVISION** **SHAPE** **FINALIZE** **IMPLEMENT**

Winter '22 | Spring '22 | Summer '22 | Fall '22 | Winter '23 | Spring '23 | Summer '23 | Fall '23 | Winter '24

J F M A M J J A S O N D J F M A M J J A S O N D J F

Today



Steering Committee

Introduction



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Community Engagement Best Practices

- Consistent in-person meetings held within walking distance of Gilpin Court.
- Consider work and school schedules, childcare, as well as meal times, when scheduling meetings.
- Provide residents with a reminder phone call, text message, flyers and/or e-mail prior to meetings.
- Communicate the purpose of the meeting with clear objectives in the agenda and document in an accessible place for residents who miss the meeting.
- Allow time at every meeting for residents to share concerns.
- Post updated information in public locations and online.
- Facilitators will liaise between the priorities of the process and the needs of the community.
- Be clear about which decisions are most open to resident input and make sure all efforts to engage residents are based on a genuine opportunity to provide meaningful information or feedback.

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Community Engagement Activities



Gilpin Resident Meetings/ Workshop

- Community Meeting
- Community Workshop
- Community Open House



Community Meetings



Community-at-Large Meetings/ Workshop

- Community Meeting
- Community Workshop
- Community Open House



Open House Events



Small Scale Engagement Activity

- Block Talks
- Pop-up Lemonade Stand
- Storefront Conversations



Storefront Conversations



Pop-up Lemonade Stand

Introduction

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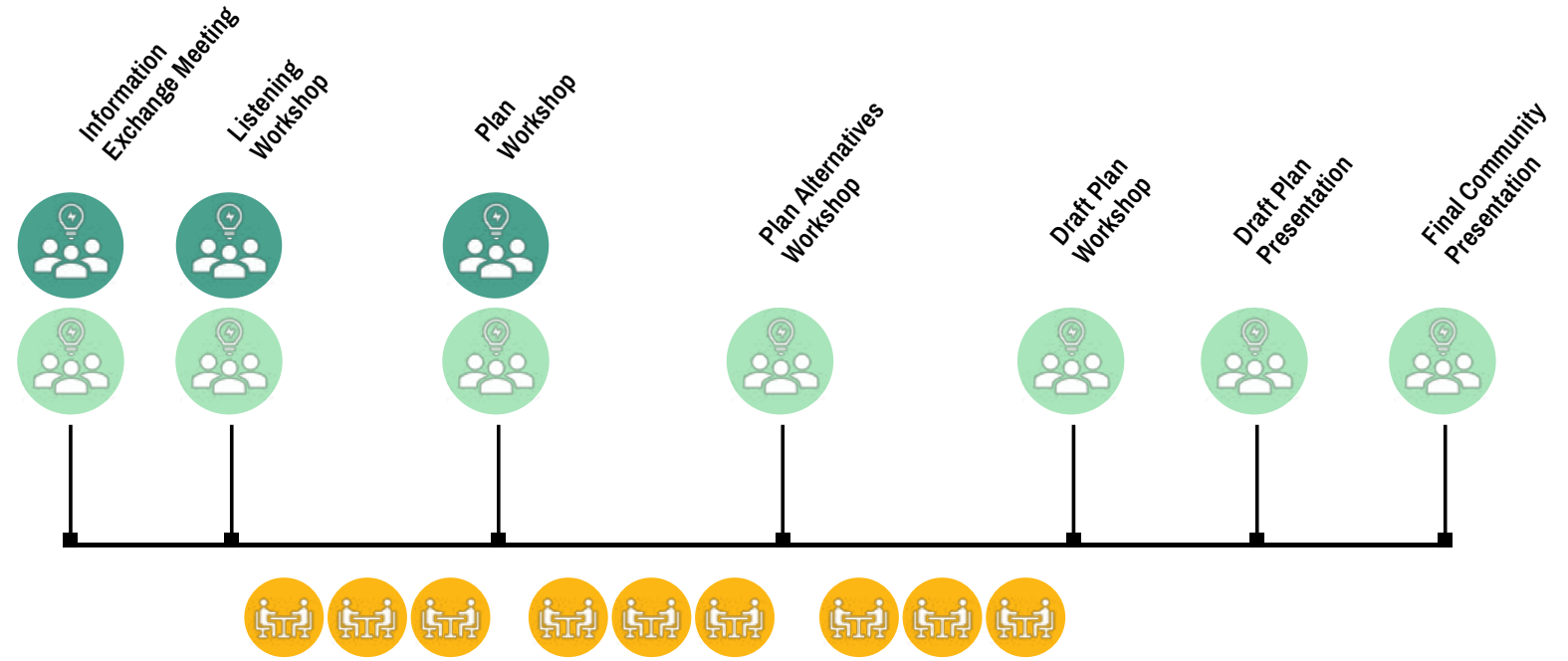
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The Cadence of Community Meetings and Events



-  Gilpin Resident Meetings/Workshop
-  Community-at-large Meetings/Workshop
-  Small Scale Engagement Activity

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Working Groups

Zoom Poll



NEIGHBORHOOD: The Neighborhood portion will plan to create the conditions necessary for public and private investments in Jackson Ward to offer amenities and assets that are important to the community.



PEOPLE: The people section of the plan will define ways to improve outcomes for those living in Gilpin Court and Jackson Ward related to areas such as income, employment, education, health, and health services.



HOUSING: The housing component will center around the transformation of Gilpin Court community by replacing the existing housing with high-quality mixed-income housing that is responsive to the needs of residents in both Gilpin Court and the Jackson Ward neighborhood.

Please let us know in the chat which Working Group you will be joining!

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Working Group Role + Commitment

1. Attend all Working Group meetings (up to 7 total meetings, each 1.5-2 hours long)
2. Finish pre-meeting and post-meeting assignments in a timely matter.
3. Treat fellow Working Group members, co-leaders, and staff with respect.
4. Adhere to the Working Group Ground Rules.
5. Provide personal and professional knowledge and experiences on the Working Group topic.

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Working Groups Overview

Ground Rules

As part of a Working Group, members will:

1. Engage in open dialogue.
2. Participate as individuals. Take care to delineate personal views from organizational representation.
3. Present only their own views, and conscientiously refrain from expressing, characterizing, or judging the views of others.
4. Take responsibility for attending meetings, reading distributed materials, and participating in meetings.
5. Work towards expressing advice to the project team. Meeting documentation will reflect divergent views held by members and honestly characterize different viewpoints.
6. Be aware of limited time in meetings and express themselves succinctly to allow time for others to share their thoughts and opinions.

Working Groups Process + Schedule

Kick-Off: April 2022 | Overview of Choice, the planning process, and gather initial information about existing conditions and goals for the neighborhood.

Understand Meeting #1: July 2022 | Discuss input received during Resident and Community Listening workshops (June), initial data collected via Resident Assessment and Community Survey, and Resident Plan Workshop (July), and prepare for Community Plan Workshop (Aug)

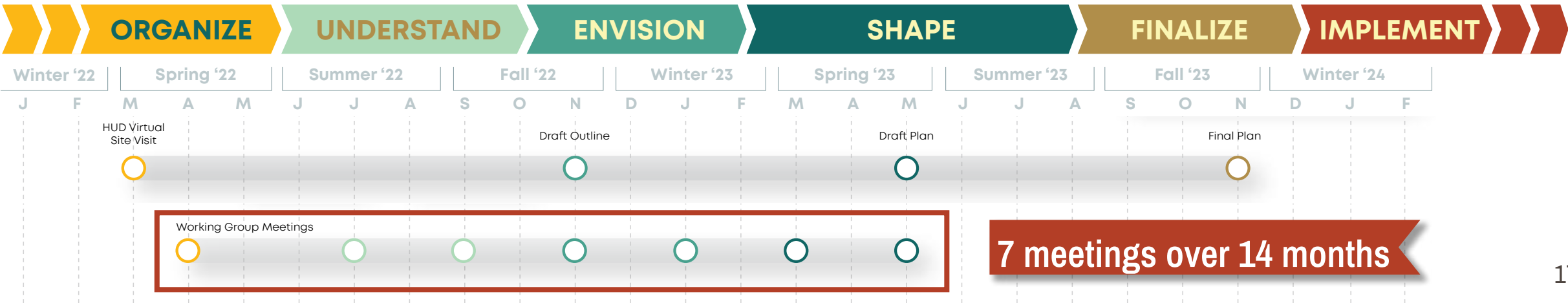
Understand Meeting #2: Sept. 2022 | Discuss input received during the Resident and Community Plan Workshops (July & Aug), review Community Survey and Resident Assessment progress, develop draft plan recommendations, and prepare for the Alternatives Workshop (Nov)

Envision Meeting #1: Nov. 2022 | Discuss input received during the Alternatives Workshop (November), refine draft plan recommendations.

Envision Meeting #2: Jan. 2022 | Refine draft plan recommendations and prepare for the Draft Plan Workshop (February)

Shape Meeting #1: March 2023 | Discuss input received during the Draft Plan Workshop (February), continue refinement of the plan, and prepare for the Draft Plan Presentation (May)

Shape Meeting #2: May 2023 | Discuss input received during the Draft Plan Presentation (May) and provide feedback to incorporate into final plan.





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COMMUNITY PLAN

Project Overview

Working Groups Kick Off Meeting
April 12, 2022



NEIGHBORHOOD



PEOPLE



HOUSING



Project Overview

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey

HUD's Choice Neighborhoods is focused on 3 core goals:



NEIGHBORHOOD: Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.



PEOPLE: Improve outcomes of households living in the target housing related to employment and income, health, and children's education.



HOUSING: Replace distressed public and assisted housing with high-quality mixed-income housing that is well-managed and responsive to the needs of the surrounding neighborhood.



NEIGHBORHOOD

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey

Example **NEIGHBORHOOD** strategies are:



Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.

- Infill development
- Business development and retention
- Infrastructure improvements (streets, sidewalks, lighting, parks, etc.)
- Neighborhood beautification
- Re-purposing deteriorated structures
- Improve neighborhood safety



NEIGHBORHOOD

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey



Gilpin Court



NEIGHBORHOOD

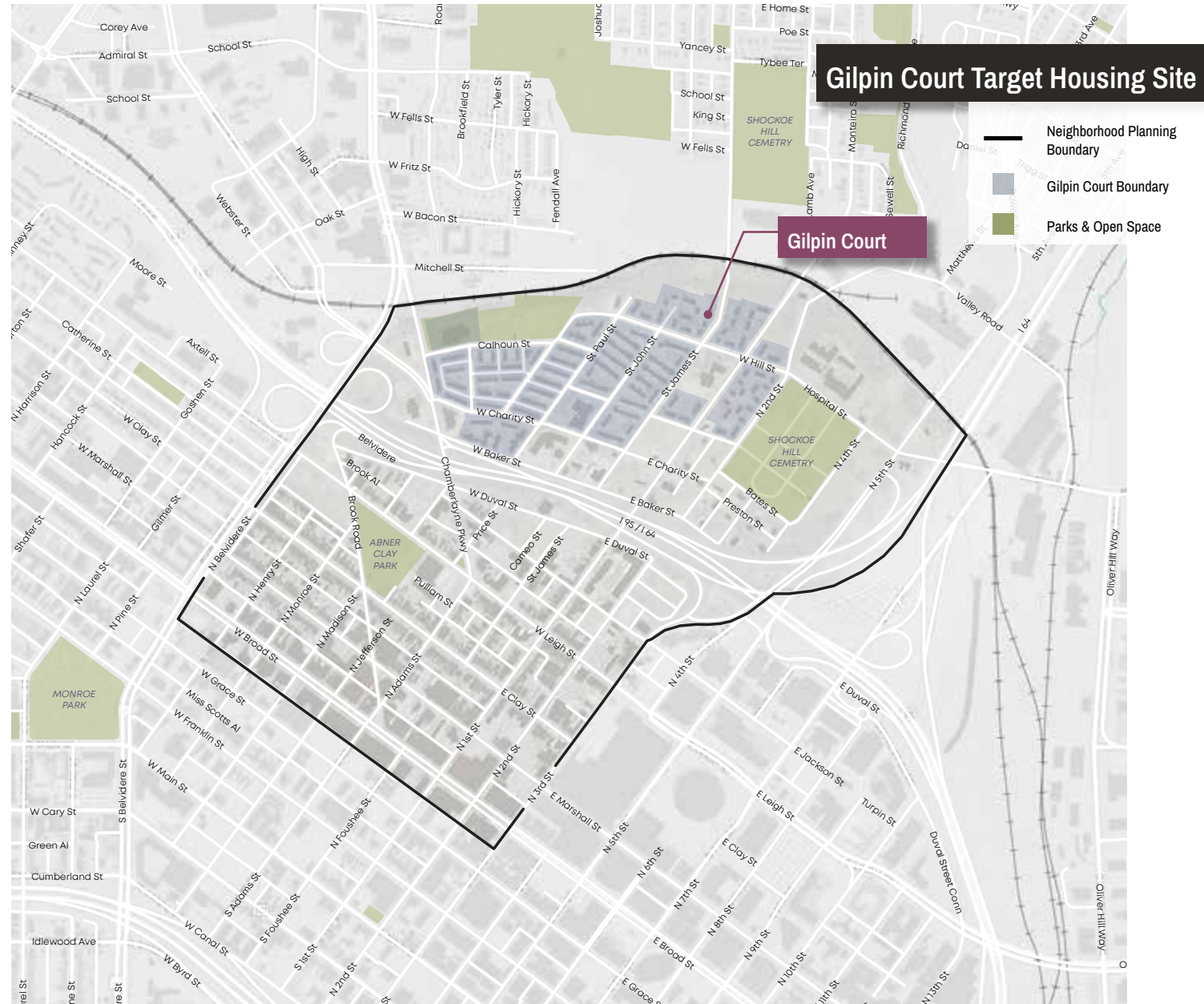
Choice Neighborhoods

Neighborhood

People

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Resident Assessment & Community Survey





NEIGHBORHOOD

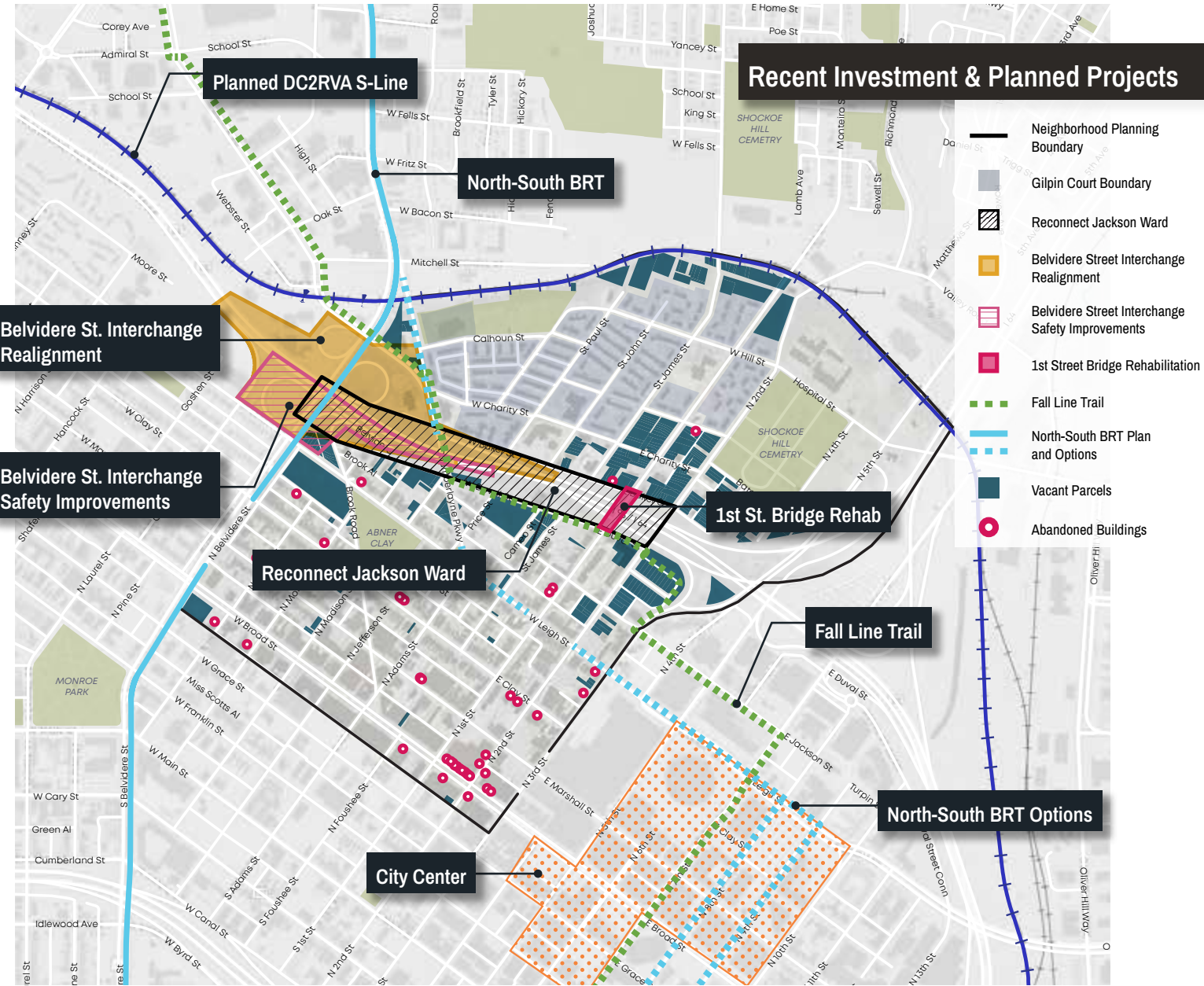
Choice Neighborhoods

Neighborhood

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Resident Assessment & Community Survey





NEIGHBORHOOD

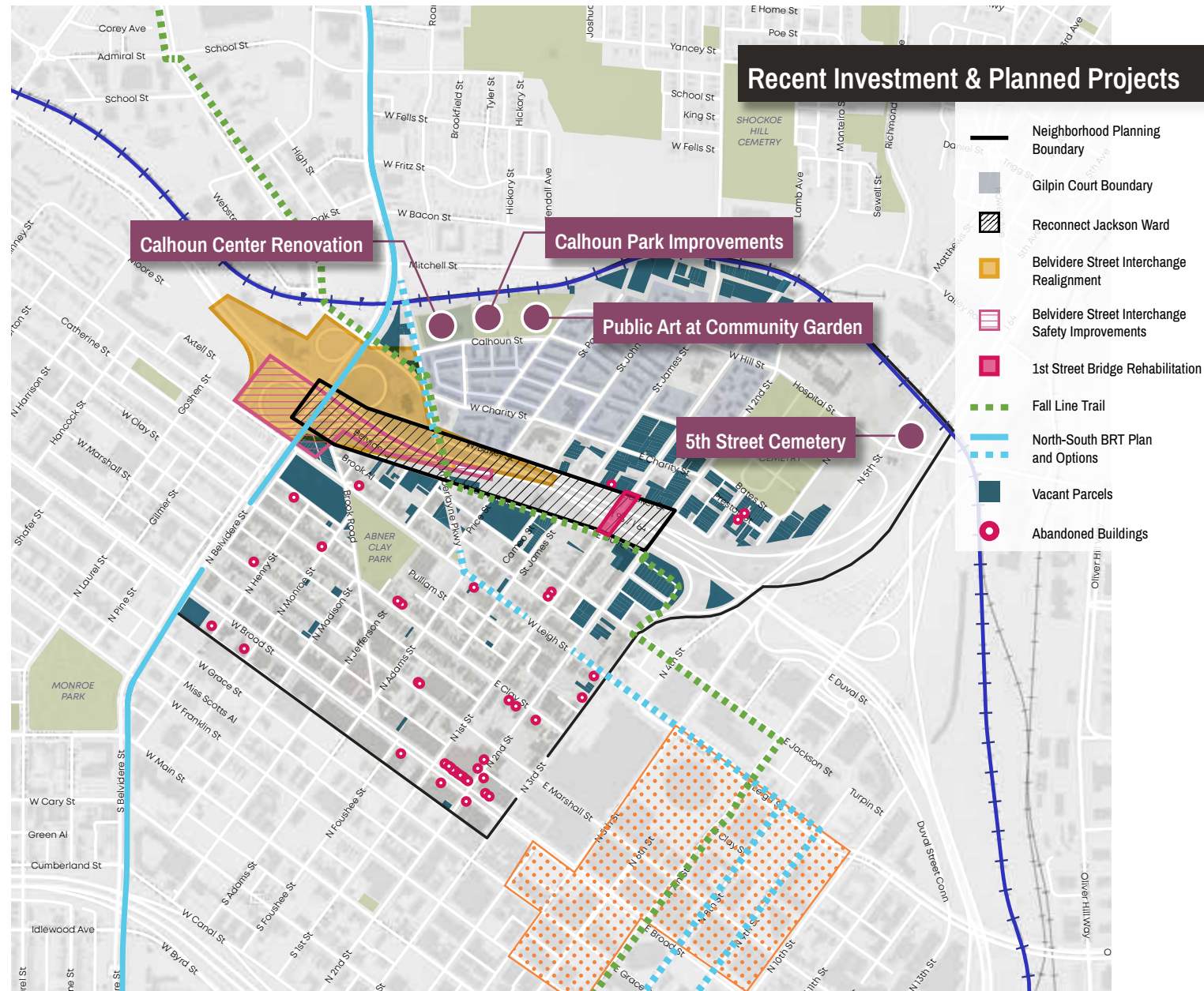
Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey





PEOPLE

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community
Survey

Example **PEOPLE** strategies are:



Improve outcomes of households living in the target housing related to employment and income, health, and children's education.

- A high level of resident access to high-quality early learning
- Significant growth in individual resident educational outcomes
- Increase in the residents' income of the target housing over time
- Improved access to health services and improved health over time
- Housing choice for all residents

PEOPLE

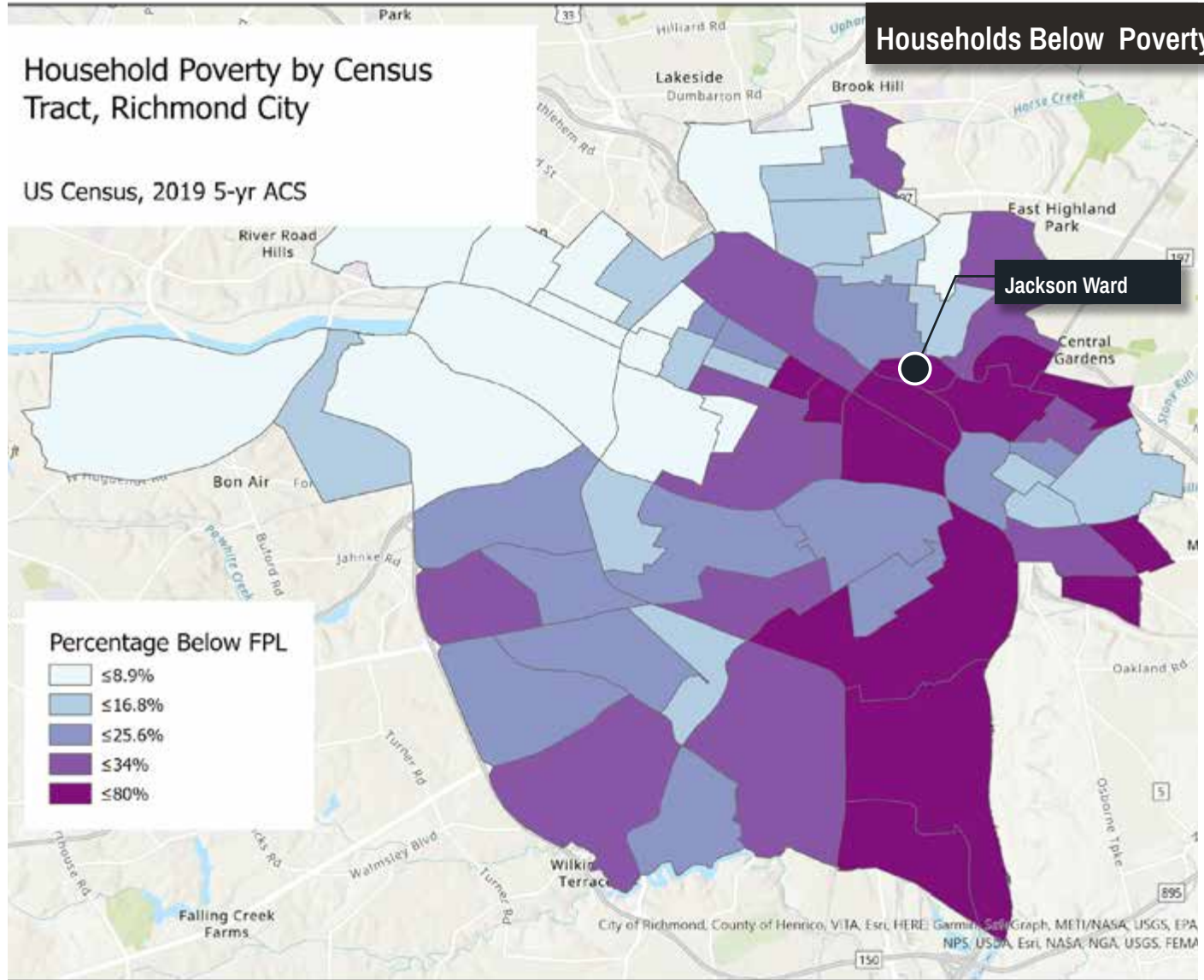
Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey



Households Below Poverty Line

Source: 2010 Decennial Census & City of Richmond GIS Data

PEOPLE

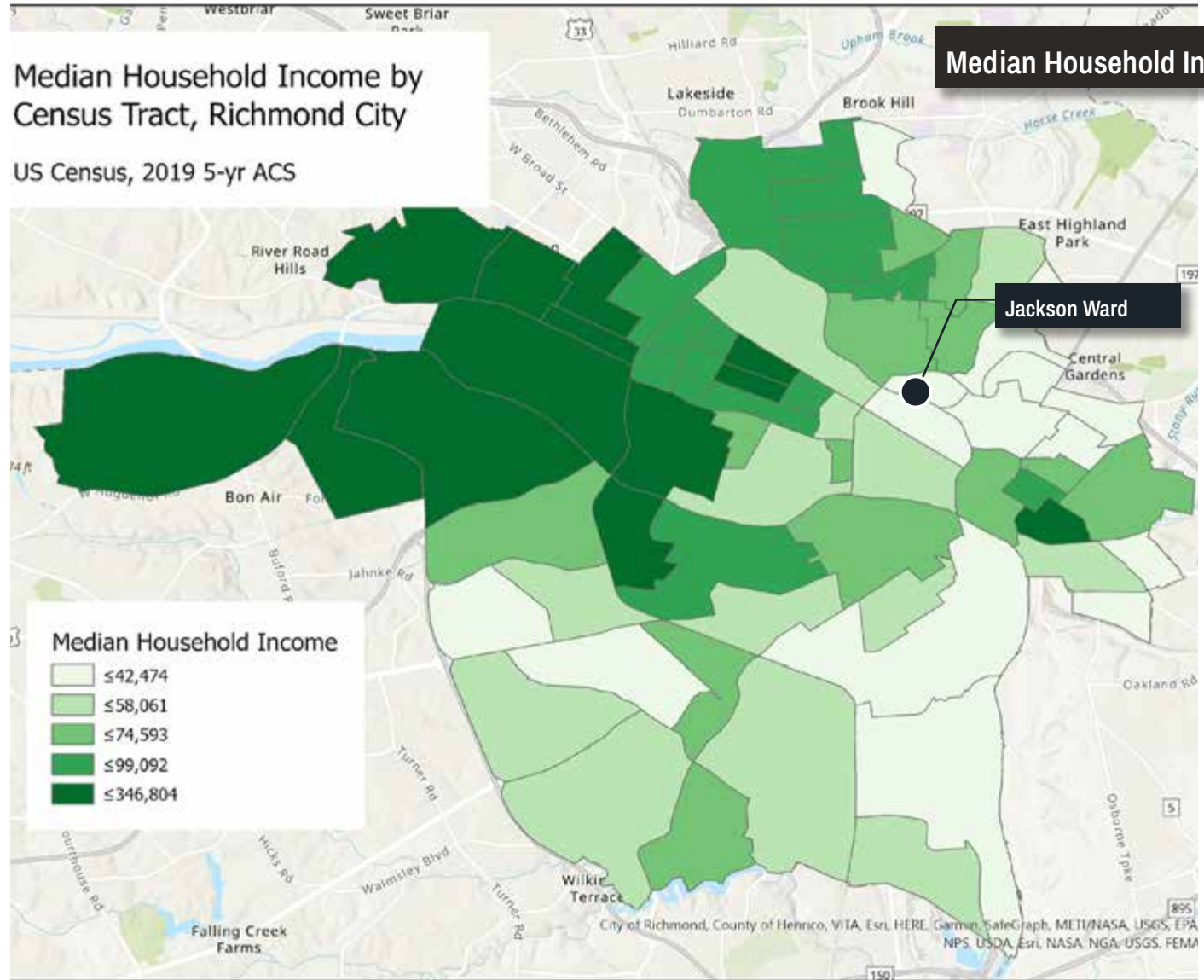
Choice Neighborhoods

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Housing

Resident Assessment & Community Survey



Source: 2010 Decennial Census & City of Richmond GIS Data

PEOPLE

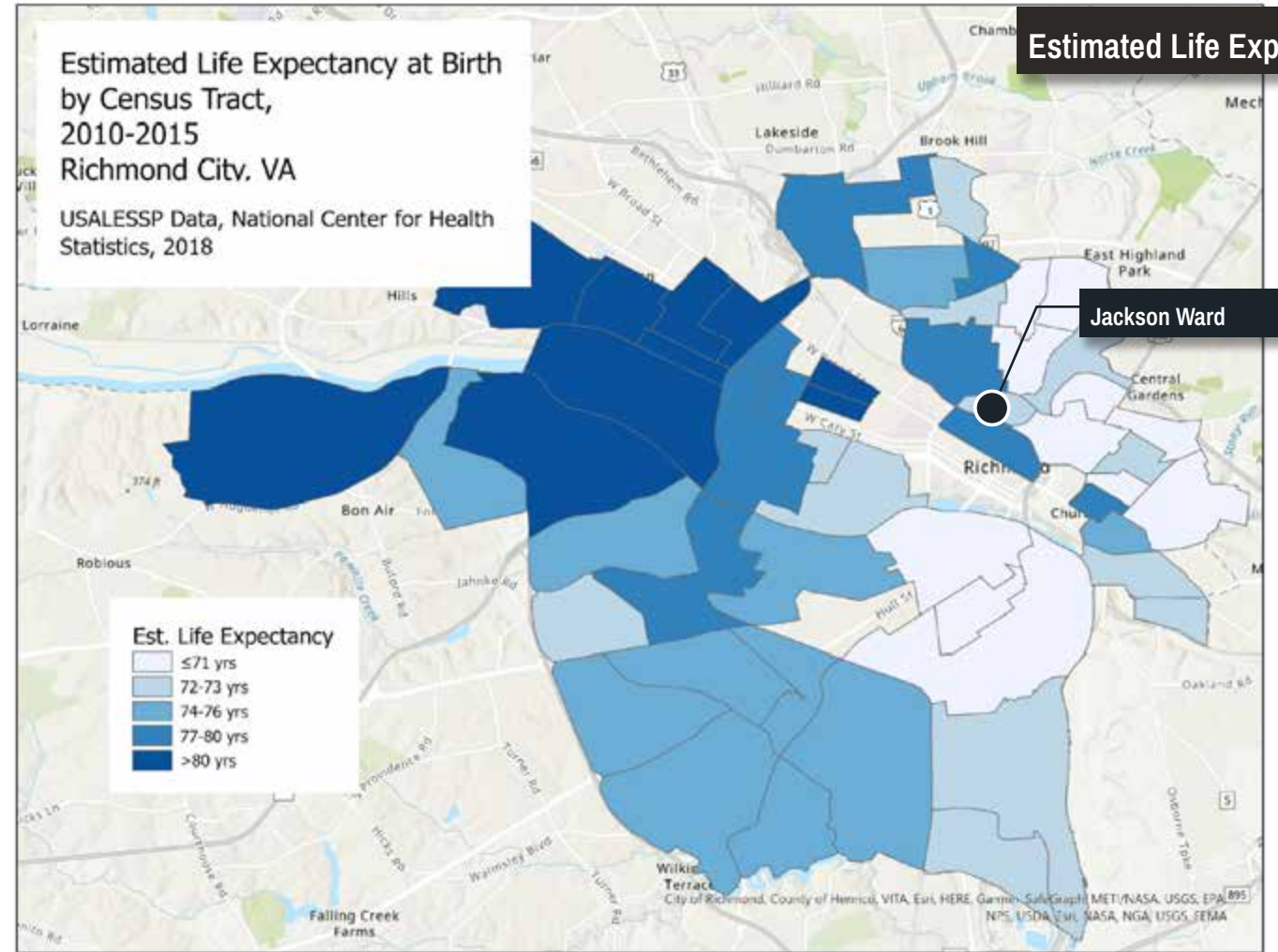
Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey



 **HOUSING**

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community
Survey

Example **HOUSING** strategies are:



Improve outcomes of households living in the target housing related to employment and income, health, and children's education.

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HOUSING

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey





HOUSING

Choice Neighborhoods

Neighborhood

People

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Resident Assessment & Community
Survey

Gilpin Court Overview

- 98% non-white/Black, mixed-race, or other and nearly 90% very low income
- 60% are small family or elderly units
- Over 50% of units are small family with 6% elderly households
- Remaining households are mostly 3-Bedroom units
- 56% of population is under 18 years of age
- only 3% are senior due to recent senior development
- over 50% have been recent move-ins (3 years or less)
- 21% of households are 10+ year residents
- 10% of households are 20+ year residents



HOUSING

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey

2019 Market Study

- Average annual market potential above 100% AMI is nearly 30%
- 20% is between 60-100% AMI
- Based on market absorption income mixing potential is positive

	Average Annual Market Potential					Subtotal
	Below 30% AMI	31% to 60% AMI	61% to 80% AMI	81% to 100% AMI	Above 100% AMI	
<i>Multi-Family For-Rent:</i>	332	266	131	92	303	1,124
<i>Multi-Family For-Sale:</i>	33	31	16	9	52	141
<i>Single-Family Attached For-Sale:</i>	45	36	20	14	60	175
<i>Single-Family Detached For-Sale:</i>	73	75	40	32	130	350
<i>Total:</i>	483	408	207	147	545	1,790
<i>Percent:</i>	27.0%	22.8%	11.6%	8.2%	30.4%	100.0%

Note: For fiscal year 2018, the Richmond, VA MSA Median Family Income for a family of four is \$83,200.

SOURCE: Claritas, Inc.
Zimmerman/Volk Associates, Inc.



HOUSING

Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community
Survey

Demolition & Relocation

- Demolition will take place in a phased strategy
- Each family will have housing options for relocation
 - Tenant Protection Vouchers (TPV)
 - Project Based Voucher (PBV) Units developed throughout the City of Richmond
 - Remaining in Redeveloped Gilpin Court
- Vacant Units at Gilpin will be used for temporary relocation as needed
- Build First Strategy
 - Gilpin Resident priority



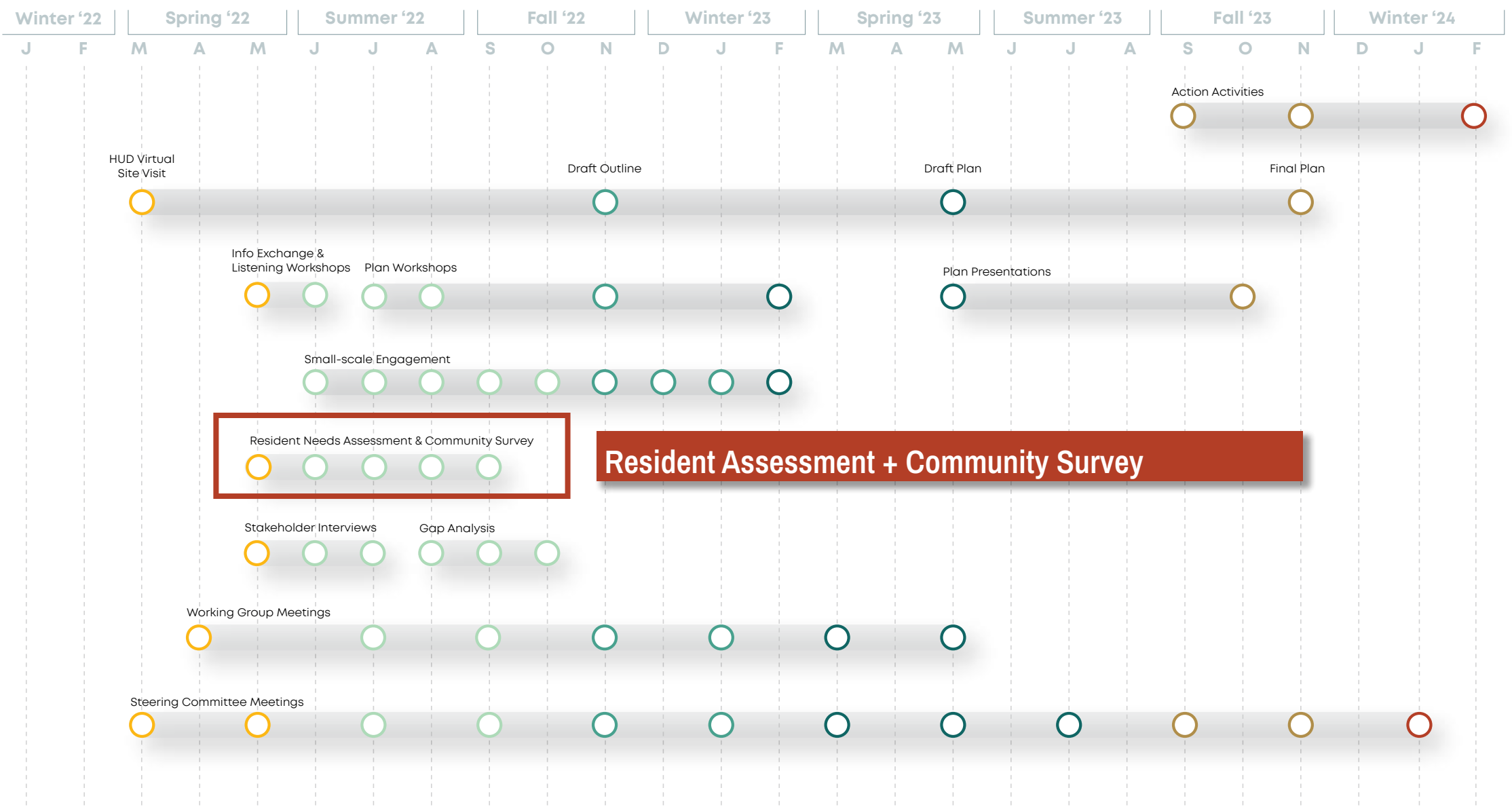
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Resident Assessment & Community Survey

Working Groups Kick Off Meeting
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Project Overview

Choice Neighborhoods

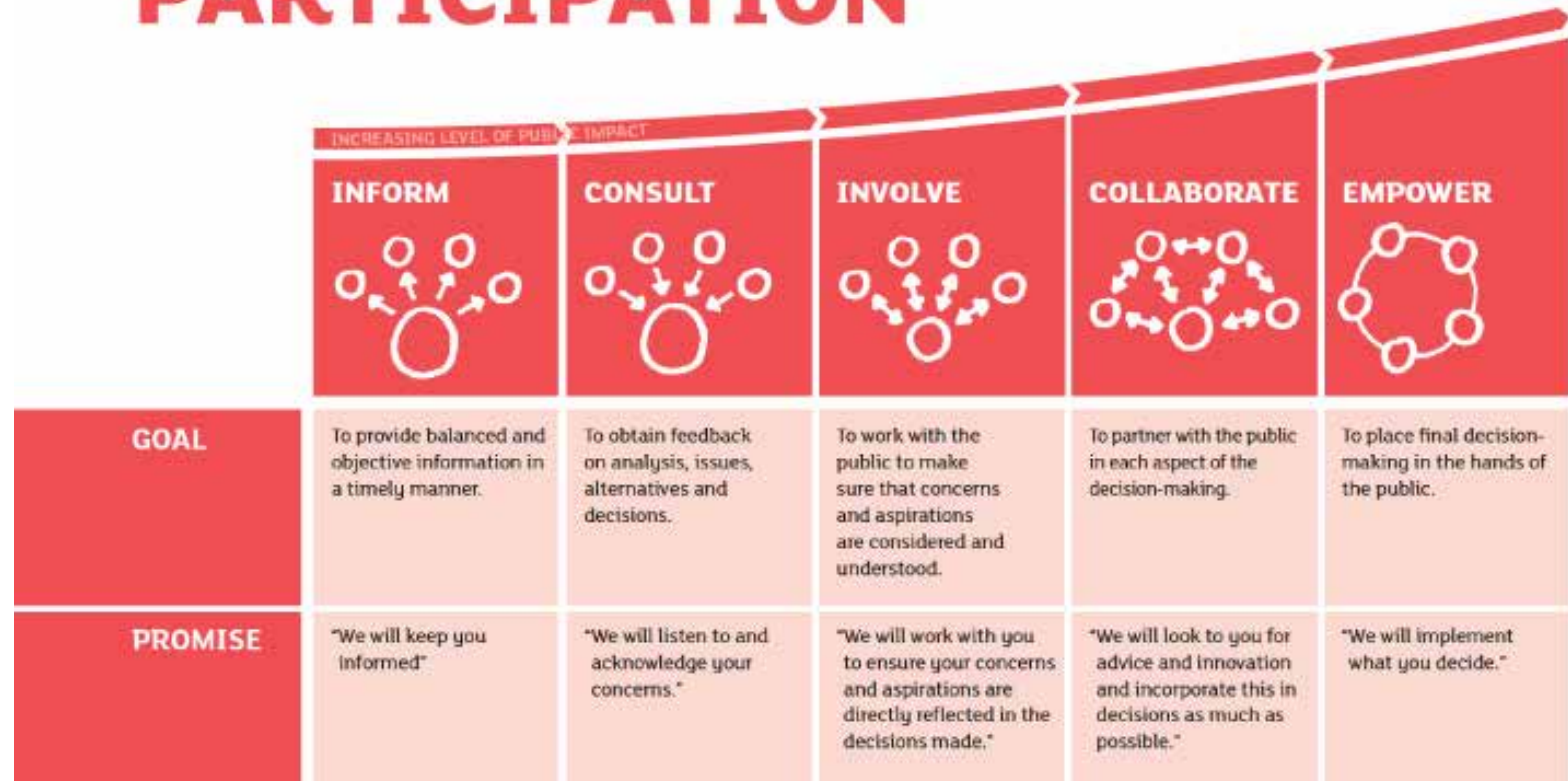
Neighborhood

People

Housing

Resident Assessment & Community Survey

IAP2 SPECTRUM OF PUBLIC PARTICIPATION



Project Overview



Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey

Resident Assessment

Purpose: Within the first 12 months a household-level needs assessment of the public housing residents will assess assets and needs related to the Housing, People, and Neighborhood goals to better design solutions for challenges facing the children and families of HUD housing.

Delivery & Reach:

- Both paper and electronic options
- Launch at Resident Information Exchange on May 10 and will run through mid-September.
- 781 units in Gilpin Court - Goal to reach as many units as possible, more than 60% of households

Community Survey

Purpose: A modified version of the RNA will be given to Jackson Ward community members outside of Gilpin Court to identify assets, challenges, and gaps in services or programming through out the neighborhood.

Delivery & Reach:

- Both paper and electronic options
- Launch at Community Information Exchange on May 12 and will run through mid-September

Project Overview



Choice Neighborhoods

Neighborhood

People

Housing

Resident Assessment & Community Survey

Hire GIR Coordinator to work up to 20 Hours a week

- Developing Informed Neighbors community engagement plan
- Building a culture of trust, transparency, knowledge and joy on Informed Neighbors team
- Supervising Gilpin Informed Neighbors Team
- Coordinating with health literacy grantee partners

Hire GIRs to work up to 12 hours a week

- Participating in Informed Neighbors community meetings and support community engagement efforts
- Relaying feedback from the community to the Gilpin Planning Team
- Encouraging community residents to participate in local meetings & community surveys to ensure community voice in local decision making



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Q & A

Working Groups Kick Off Meeting
April 12, 2022



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Breakout Groups

Working Groups Kick Off Meeting
April 12, 2022



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COMMUNITY PLAN

Neighborhood Working Group

Working Groups Kick Off Meeting
April 12, 2022



NEIGHBORHOOD

Introductions

Potential Strategies

Introductory Discussion

Q&A

Please introduce yourself!

1. Name
2. Entity/Organization you represent.
3. What is your favorite food.
4. What outcomes do you hope to see through this planning process?



NEIGHBORHOOD

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Example **NEIGHBORHOOD** strategies are:



Create the conditions necessary for public and private reinvestment in distressed neighborhoods to offer the kinds of amenities and assets, including safety, good schools, and commercial activity, that are important to families' choices about their community.

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- Re-purposing deteriorated structures
- Improve neighborhood safety



NEIGHBORHOOD

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Introductory Discussion

Q&A

Introductory Discussion Topics

- Who are the most important stakeholders we should invite to future conversations about neighborhood issues?
- Are there any other studies or plans we should review?
- What are the most important challenges for residents in Jackson Ward? (transportation, safety, access, recreation, etc.)
- Are there any services or programs you provide that we can make the community aware of?



NEIGHBORHOOD

Introductions

Potential Strategies

Introductory Discussion

Q&A

Q & A



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COMMUNITY PLAN

Housing Working Group

Working Groups Kick Off Meeting
April 12, 2022



HOUSING

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Q&A

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HOUSING

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Potential Strategies

Introductory Discussion

Q&A

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HOUSING

Introductions

Potential Strategies

Introductory Discussion

Q&A

Introductory Discussion Topics

- Who are the most important stakeholders we should invite to future conversations about housing issues?
- Are there any other studies or plans we should review?
- What are the most important housing challenges for residents in Jackson Ward? (affordability, homeownership, quality, etc.)
- Are there any services or programs you provide that we can make the community aware of?



HOUSING

Introductions

Potential Strategies

Introductory Discussion

Q&A

Q & A



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People Working Group

Working Groups Kick Off Meeting
April 12, 2022

 **PEOPLE**

Introductions

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Introductory Discussion

Q&A

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PEOPLE

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 **PEOPLE**

Introductions

Potential Strategies

Introductory Discussion

Q&A

Introductory Discussion Topics

- Who are the most important stakeholders we should invite to future conversations about education, health, and workforce issues?
- Are there any other studies or plans we should review?
- What are the most significant challenges for residents in Jackson Ward? (educational attainment, workforce development, access to healthy food, healthcare coverage, etc.)
- Are there any services or programs you provide that we can make the community aware of?



PEOPLE

Introductions

Potential Strategies

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Q&A

Q & A



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COMMUNITY PLAN

Early Action Activities

Working Groups Kick Off Meeting
April 12, 2022

Early Action Activities

HUD Requirements

Process for Selection

Initial Ideas & Feedback

Projects that reinforce the planning process through limited physical neighborhood improvements and use HUD funds for innovative solutions to neighborhood challenges, and must be completed within the first two years of the Grant. Examples:

- Reclaiming and recycling vacant property into community gardens, pocket parks, or farmers markets;
- Beautification, placemaking, and community arts projects (signage, murals, sculptures, streetscaping, etc.);
- Fresh food initiatives (farmers markets or mobile fresh food vendors);
- Owner-occupied home or business facade improvement programs;
- Gap financing for economic development projects that are ready to implement and have secured all other necessary funding.



Early Action Activities

HUD Requirements

Principles

Process for Selection

Initial Ideas & Feedback

Draft Principles for Selecting Activities

- Close or within Gilpin Court
- Uplift existing efforts
- Align with HUD requirements

Process for Selection Activities

- Discuss principles with Steering Committee and Working Groups in March/April
- Develop list with Steering Committee and Working Groups of projects

Initial Ideas of Projects

- Calhoun Park Improvements
- Community Garden Improvements
- Other ideas? Drop it in the chat!
- Or, email Maritza with your ideas at maritza.pechin@rva.gov

Early Action Activities

HUD Requirements

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Early Action Activities

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Early Action Activities

HUD Requirements

Principles

Process for Selection

Initial Ideas & Feedback



A circular graphic in the top left corner features two women smiling and talking. The background of the circle shows a building, likely a city hall or government building. The graphic is overlaid with semi-transparent colored shapes in orange, yellow, and teal.

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COMMUNITY PLAN

Next Steps & Open Discussion

Working Groups Kick Off Meeting
April 12, 2022

Closing Remarks



Upcoming Meetings

Homework

Q&A

Upcoming Meetings

- Resident Information Exchange | May 10 @ Fay Towers
- Community Expo | May 12 @ Hippodrome Theater
- Steering Committee | May 24
- Resident Listening Workshop | June 14 @ Fay Towers
- Community Listening Workshop | June 16 (location TBD)
- Working Group Meeting #2 | July 26 - Virtual or In-Person?
Let us know your preference in the Zoom poll.

Working Groups Homework

- Working Group Recruitment
- Attend upcoming engagement activity
- Visit the Website: jacksonwardchoice.com - Please share with your network!

Closing Remarks



Upcoming Meetings

Homework

Q&A

Q & A



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Thank You!

**Working Groups Kick Off Meeting
April 12, 2022**