



## PSWRC-NAHRO The Pacific Southwest Regional Council of NAHRO

### Regional Conferences

- PSWRC-NAHRO is currently planning our 2019 Annual conference which will be held at the Sheraton Park Hotel at the Anaheim Resort in Anaheim, CA very near Disneyland. We will continue our partnership with other housing organization partners to hold another "Super Conference" with multiple organizations.

### Professional Development

- We recently sought feedback from EDs and Deputy EDs within our Region to see whether they would support a Managing Maintenance (MM) with Certification Exam training as a potential "piggy-back" on the Northern CA/Nevada Chapter's conference in January 2019. The Region would ideally subsidize this training if we could get at least a buy-in from at least 10 agencies.
- Our solicitation of our **Southern CA** and **Arizona** membership has not resulted with very many responses for training; however, we are still engaging these areas as often as possible to see what we can do to assist them with their training needs.

### Membership Growth and Retention

- We continue to participate and follow several affordable housing groups to solicit them as Business Affiliates on LinkedIn which have produced some good connections that have led to two new memberships. Additionally, we continue to monitor the announcements of agency executive director departures and retirements to acknowledge their efforts and on-board new executive directors to retain and/or reinstate past memberships that had lapsed. Currently, we have managed to engage Southern Nevada Regional Housing Authority, one of our larger housing authorities, who let their regional membership lapse due to their 2.5 year search for an executive director and they have now been reinstated and their new executive director will now sit as a member of the Diversity and Inclusion Committee for national.

- In partnership with Northern CA/Nevada Chapter NAHRO, we have successfully launched a drive to recruit new members. This is tied to a Chapter training on HQS that is scheduled for October 17-19<sup>th</sup> where their registration form literally asks if they are a member of PSWRC-NAHRO and if they are, they receive a \$400 discount on the training registration; if not, they pay \$700 which opens the door for the Region to approach them to become a member. Of the registrations received for the Chapter's training, 3 of those registered were not members but one has signed up as a new member with the other 2 pending.

### **Housing America Activities**

- We recently sent out reminders about HAM and have actively begun engaging our Chapters on planning out their What Home Means to Me Poster Contests for next year. Our region continues efforts to engage our membership by sending out reminder emails asking what each agency/organization is actively going to do during the month of October to recognize Housing America month as well as directing online traffic to the Housing America website. Currently, several agencies have reported that they will be conducting site study tours of recently renovated developments while others will tie groundbreaking ceremonies to Housing America month.
  - Several agencies have scheduled Housing America Month activities, some of which are:
    - Housing Authority of the City of Alameda – October 1<sup>st</sup> "Littlejohn Commons Grand Opening"
    - Guam Housing and Urban Renewal Authority – October 1<sup>st</sup>-5<sup>th</sup> "Section 8 Housing Choice Voucher Program Lottery"
    - Ground Breaking Celebration on Monday, October 8<sup>th</sup> for Santa Barbara's first permanent net supportive housing development for homeless veterans
    - City of Oceanside Neighborhood Services Department – October 11<sup>th</sup> – "Mission Cove Seniors' Opening Celebration"
    - Housing Santa Barbara Day – Saturday October 13<sup>th</sup> – 26 Housing and Service Organizations are participating
    - Guam Housing and Urban Renewal Authority – October 17<sup>th</sup> "Renovate & Rehabilitate Affording Housing" which is a groundbreaking ceremony for the renovation of an abandoned

apartment building to house formerly homeless and low to moderate income families in a sustainable community.

- Sonoma County Community Development Commission – “Celestina Senior Apartments Groundbreaking”
- Sacramento Housing & Redevelopment Agency – October 24<sup>th</sup> – “Pensione K Ribbon Cutting Celebration”
- Housing Authority of the City of San Buenaventura – October 27<sup>th</sup> - “3rd Annual Haunted Housing Run/Walk”

### **Scholarships and Awards Programs**

- At this year’s regional conference in May, we outlined our plan to set aside scholarship dollars from year to year to support our soon to be officially announced regional scholarship. Each scholarship recipient will have their progress tracked from year to year and will be invited to encourage others to apply for scholarships. Our plan is as follows:
  1. Each PSWRC member PHA in good standing can submit only one scholarship application
  2. The application used will be the national scholarship forms.
  3. Applications will be made available each year by February 1
  4. Applications are due by March 31
  5. Decisions must be made and communicated to the awardees by April 15
  6. Awards will be made in the amount of \$1,000. Nominees must be entering college, either youth finishing high school or adults beginning college. Nominees must be attending an accredited college on a full-time basis, working on an undergraduate degree.
  7. Nominee may be attending a 2-year college (community college) or a 4-year college
  8. PSWRC will renew the scholarship annually for a maximum of 4 years, based on academic performance, to support nominee’s completion of the undergraduate degree.
  9. Announcement of winners will be made at the PSWRC conference
  10. The winner of the PSWRC scholarship will be submitted to the national NAHRO to compete for that scholarship.
  11. Winners will be asked to report back to PSWRC annually so this report can be shared at the conference.

### **Advocacy**

- PSWRC-NAHRO continues to work closely with the California Association of Housing Authorities (CAHA), a NAHRO affiliate, on our advocacy efforts. PSWRC-NAHRO, through CAHA, regularly provides input on important legislative efforts concerning affordable housing at the State level and at the national level in developing comments on important matters such as the recent Federal Register Notice on AFFH.