



PSWRC-NAHRO The Pacific Southwest Regional Council of NAHRO

Regional Conferences

In addition to conference dates, locations and themes, please list presenters/speakers of note and major takeaway from speech or presentation; innovative use of technology; green initiatives; session formats; activities that create a “memorable event.”

Currently, we are soliciting venues for our 2020 conference to be held in Northern California and we recently determined our conference theme as NAHRO “U” (University). Contrary to a typical conference with miscellaneous topics spread throughout the conference, the NAHRO “U” format will utilize our Chapters as “satellite campuses” to track their trainings and use our Regional conference as the culmination event where we will offer the next phase in their attendees education. Our conference will be one where someone can attend to achieve certification – from start to finish. We believe this format will add value for our member agencies and attract additional attendees who traditionally forgo attending the regional conference.

Our 2019 conference’s theme was “Magic Begins with Home” which was held in Anaheim, just up the street from the Magic Kingdom - Disneyland. This year, the region realized a cost savings of \$6865 in bringing in an outside AV company instead of using the hotel’s offered AV package through PSAV. Additionally, this is the first time that we used an app to push out conference information to attendees including the use of the app’s poll capability in real-time while at the conference. While we provided both a print copy and the app this year to attendees, next year we plan to reduce the amount of printed copies to half of what we did this year, which will result in further cost savings.

For this conference we had a terrific cross-section of sessions, some of which included:

- RAD session with Tom Davis from HUD’s Office of Recapitalization;
- Training on HUD’s new FSS program composite scoring;
- Utilizing Online Portals to reach clients;
- Understanding the Intricacies of Project Based Voucher programs;
- Training for Hearing Officers on Conducting Fair Hearings;
- Combating the Criminalization of Homelessness and the Impact of Housing Options;
- Training on creating affordable housing development proformas; and
- Advocacy Training with NAHRO

We also had three terrific Plenary Session speakers. The first being Helene Schneider, our Regional Representative from the United States Interagency Council on Homelessness

(USICH) Helene reviewed USICH's recently produced federal strategic plan to prevent and end homelessness.

Our second speaker was Professor Joel Kotkin, a Fellow in Urban Planning from Chapman University. Joel provided an in-depth review on the staggering housing deficit in California, which is approximately 3.5 million homes and is exacerbating the high cost of housing and the increasing homelessness.

Our third Plenary Speaker was Milton Pratt, who is the Senior Vice President of Strategic Planning for the Michaels Organization, one of our nation's premier developers and operators of affordable housing in the private sector. Milton described the importance of partnerships between the Public Housing Authorities and organizations like his to create needed affordable housing in communities throughout the nation. One of our take-aways was Milton's passion for doing what is right in providing needed homes and his mantra of **"Residents First, Real Estate Second."** This is what many of us live by and it was nice to hear from the private development world that shares our same core values.

Professional Development

Training/seminars: topic and type (e.g., onsite, training center, virtual); projected number of attendees.

- At our 2019 Regional board meeting our RSO reminded the board that they can and should inquire with our RSO directly for arranging needed trainings and she can liaise between the national office or provide them directly with quotes for training services. Additionally, our RSO has added a Professional Development "Training Request Form" on the PSWRC website (<http://pswrc-nahro.org/training-request-form/>) that reflects most all of NAHRO's on-site training offerings which gets emailed to her directly so that she can provide them specifically with a quote and information quickly.
- Currently, the region has the following trainings calendared:
 - **HCVOEIR**, July 15-19 (hosted and sponsored by the City of Alameda HA)
 - **HQS**, August 12-14 (hosted and sponsored by the City of Alameda HA)
 - **Managing Maintenance**, August 19-21, 16 of 25 slots filled (co-sponsored with the Northern California/Nevada Chapter and hosted by the County of Contra Costa HA)
 - **UPCS**, August 20-22, 5 of 20 slots filled (sponsored by the region and hosted by the Oakland HA)
 - **Managing Maintenance**, pending Fall 2019, up to 50 (potentially sponsored by the region, hosted by the LA Community Development Authority)

Membership Growth and Retention

Membership retention and growth activities underway.

- 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. Additionally, we plan to run another membership drive with the Northern California/Nevada Chapter in the Fall as we did last year which resulted in 5 new memberships.

Housing America Activities

Activities for engagement in the What Home Means to Me Poster Contest and Housing America month.

- 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 (HAM), as well as directing online traffic to the Housing America website. Currently, our reminder email is set to go out just after the Summer Conference. We continue to generate some healthy competition among agencies by engaging membership to win “bragging rights” by getting us their HAM information early and we arrange to have plaques made to present at various community events for these agencies as part of Housing America activities.

Scholarships and Awards Programs

Types, benefits and beneficiaries.

We selected the first recipient of our Regional scholarship this year and announced the winner at our recent conference. Amara Payne, a recent high school graduate, was endorsed by the County of Contra Costa Housing Authority and will be attending Los Medanos College in Pittsburg, CA. As our scholarship recipient, Ms. Payne, will have her progress tracked from year to year and will be invited to encourage others to apply for scholarships. PSWRC’s plan is to follow each awardee and continue to grant local scholarships for up to each of the four years of schooling. Our plan is to scale-up the scholarships at a sustainable level each year that will also feed into the NAHRO’s Scholarship program.

Advocacy

Types of engagement at the regional and chapter levels.

We continue to partner with the California Association of Housing Authorities (CAHA), a PSWRC-NAHRO affiliate, on our advocacy efforts. CAHA is a co-sponsor of SB 329, which is a statewide source of income anti-discrimination bill that would prohibit landlords from rejecting potential renters simply because they are voucher holders. CAHA has also taken a strong

opposing position to HUD's proposed rule change regarding mixed-status households. Additionally, CAHA will be submitting comments on HUD PD&R's proposed methodology change in setting Fair Market Rents.

Other items of Note

N/A