

PCHA Annual Report 2014

Working Together

Building Communities



Message From the Executive Director

Welcome to the Pinellas County Housing Authority (PCHA) 2014 Annual Report. PCHA serves approximately 8,500 Pinellas County residents on a daily basis as tenants residing in the properties we own and operate, and through the rental subsidies we pay for families living in the private rental market. We are very proud of our long history of accomplishment in serving Pinellas County residents as well as of the partnerships we have developed and maintained to provide the best quality services.

It is the commitment of every PCHA employee to provide the highest quality service to the residents of our communities, and to the people we serve. We also believe in providing avenues of opportunity for resident self-sufficiency by aggressively pursuing partnerships with public and/or private entities to allow for the implementation of programs beneficial to them.

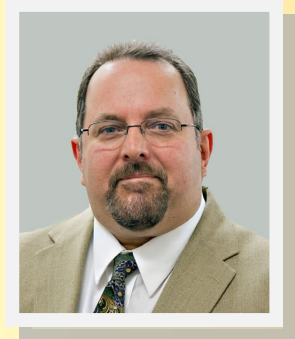
Please take a moment and browse through our report for more information about PCHA, our Board of Commissioners and the programs and services that we provide. information or if there is something that you cannot find. It is a tremendous honor and a privilege to serve as the executive director of such a dynamic organization. Thank you for allowing us the privilege of serving you.

Sincerely,



Debra Johnson,
Executive Director

PCHA's five-member Board of Commissioners serve 4-year terms and are volunteers appointed by the Governor. They are responsible for agency oversight and policy setting.



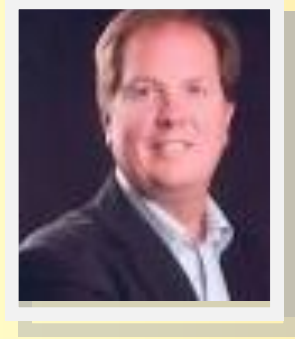
Joseph Triolo

Chairman



Angela Rouson

Vice Chair



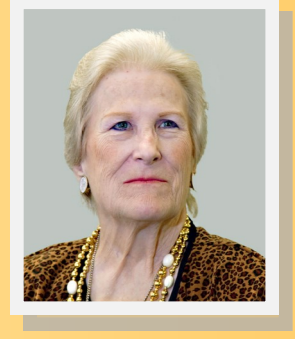
Michael Guju, Esq.

Commissioner



Alan Swartz

Commissioner



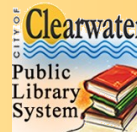
Cynthia Wilson

Commissioner

Community Partners



JPMORGAN CHASE & CO.



PCHA 2014

Mission

Statement

As a leader and innovator, our mission is to provide safe, quality housing for persons in need and to cultivate healthy, vibrant neighborhoods for Pinellas County.

Our Values

Integrity

We value honesty and integrity above all else. There is a connection between the integrity of our staff/programs and the success of our residents. Integrity-building within our organization is key toward fulfilling our mission.

Dependability

We believe that dependability is a valuable quality in the workplace, whether it comes from our employees or vendors. Dependable employees and managers help ensure our operations run smoothly and that required tasks are complete.

Loyalty

We take pride in putting PCHA's best interest first, along with our employees' and know it's a direct correlation to our agency's performance resulting in amplified benefits to those we serve.

Courage

We strive to serve the public as effective stewards of its financial resources; by doing right because it is the right thing to do.



Formed in 1965, the Pinellas County Housing Authority (PCHA) is an independent agency, operating under the authority of Florida Statute FS421.

We are dedicated to creating, providing and increasing high quality housing opportunities in Pinellas County through effective and responsive management and responsible stewardship of public and private funds. Our ability to cultivate strategic partnerships and develop innovative programs allows us to bring together services and resources to assist our families in working toward self-sufficiency.

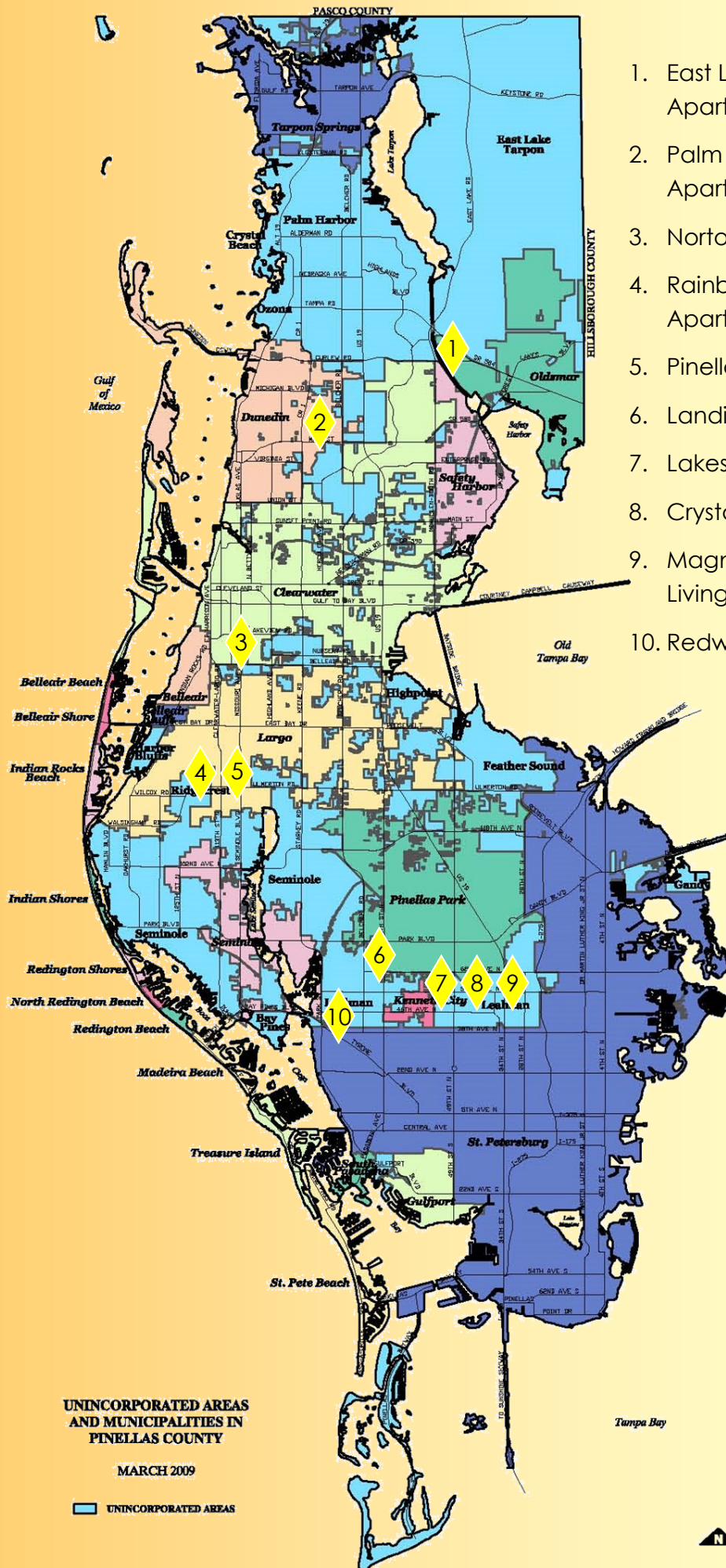
As the largest housing authority in Pinellas County, we currently provide housing and rental assistance through agency-owned affordable housing, public housing, affordable assisted living, and the administration of the Housing Choice Voucher (HCV) program. Our area of operation for the public housing and HCV program includes all unincorporated and incorporated areas of Pinellas County with the exception of the Cities of Clearwater, Dunedin, St. Petersburg and Tarpon Springs.

“PCHA is always in search of new innovative opportunities and partnerships to improve housing conditions for low-income families and seniors, as well as the quality of their lives.”

Pat Weber, Executive Director Tarpon Springs Housing Authority

“As a long-time member of the social services community in Pinellas County, Mayor of Largo, and the vice-chair of our Homeless Leadership Board , I have experienced a very positive working relationship with Debra Johnson and her staff over the years and have marveled at her creativity, perseverance, and dedication to providing safe housing for all Pinellas residents.”

Pat Gerard, Vice-President of Organizational Development Family Resources, Inc.



1. East Lake Club Apartment Homes
2. Palm Lake Village Apartments
3. Norton Apartments
4. Rainbow Village Apartments
5. Pinellas Heights
6. Landings at Cross Bayou
7. Lakeside Terrace
8. Crystal Lakes Manor
9. Magnolia Gardens Assisted Living Facility
10. Redwood Apartments

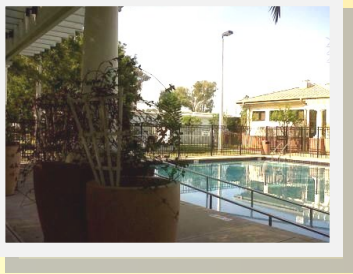
UNINCORPORATED AREAS AND MUNICIPALITIES IN PINELLAS COUNTY

MARCH 2009

UNINCORPORATED AREAS



Affordable Housing



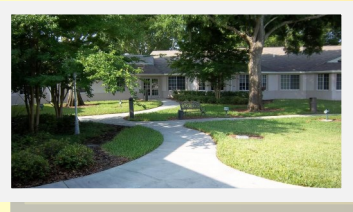
Palm Lake Village Apartments
Crystal Lake Manor Apartments
Redwood Apartments

Public Housing



Rainbow Village Apartments
Lakeside Terrace Apartments

Affordable Assisted Living



Magnolia Gardens Assisted-Living Facility

Project-Based Housing



Norton Apartments
Landings at Cross Bayou
Pinellas Heights Apartments

Pinellas Heights



On Friday, May 9, 2014, approximately 200 people attended the Pinellas County Housing Authority's Ribbon Cutting and Grand Opening Celebration for the beautiful new Pinellas Heights senior apartments in Largo. In addition to all of the partners that made Pinellas Heights possible, other attendees and participants in the ribbon cutting included Senator Latvala, representatives from Congressman Jolly's office and State Representative Larry Ahern's office, Largo Mayor Pat Gerard, HUD Region IV Administrator Ed Jennings, and PCHA board members Joseph Triolo, Angela Rouson, and Alan Swartz. Jennings praised the efforts of a well-run housing authority that spends public funds wisely with the objective of creating community. Many of the speakers heralded the organization's efficiency and called Pinellas Heights "a shining example of how private-public partnerships work."

Pinellas Heights is the result of public-private partnerships providing mixed-financing for 153 one and two bedroom units. The new property has income-based rents for low-income seniors ages 62 and older. Each unit has Energy Star appliances, emergency assistance pull cords, and walk-in showers. The entire community is accessible and the building has controlled access. On-site amenities for active senior living include Angela's Library, named for Vice Chair Rouson who named the new community, as well as touch-screen computers and internet access, arts and crafts and card rooms, fitness center, and TV lounges and laundry facilities on every floor. A large veranda overlooks the pond with views of the picnic gazebo, grilling area and shuffleboard court.



The apartment community is pet friendly and is a 100% smoke-free building. The community was constructed to Florida Water Star requirements and National Green Building Standards. Florida-friendly landscape completes the beautiful exterior of the building. The community is professionally managed by Norstar Accolade Property Management.

Norstar Development USA, LLP and PCHA co-developed Pinellas Heights. "This development is the culmination of a lot of effort made easier by the strength of our partnership with

the Pinellas County Housing Authority and the commitment of the many professionals involved. Everyone involved should be proud of the results. I know we are" said Richard Higgins, President of Norstar Development USA, LP.

Johnson continued by saying "We're also tremendously grateful for the support of all of our Pinellas Heights partners and very excited to introduce Pinellas Heights to the community. These new apartment homes will ensure that 153 low-income seniors have a safe home that is affordable and the City of Largo and Pinellas County will have a safe, beautiful, affordable rental community for many years to come."

Norstar Development USA, LP has been involved as lead developer in more than twenty (20) separate mixed-finance/mixed-income public housing authority transactions. Norstar's first Florida project (in partnership with the Punta Gorda Housing Authority), Gulf Breeze Apartments, was recognized as the National Winner of the Charles L. Edson award for public housing revitalization by the Affordable Housing Tax Credit Coalition as well as being the featured project in the November 2008 issue of Novogradac's "Journal of Tax Credit Housing".

Housing Choice Voucher Program

The Housing Choice Voucher Program is the largest and most popular form of housing assistance. This program allows Public Housing Agencies to assist very low-income families, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market. Since housing assistance is provided on behalf of the family or individual, participants are able to find their own housing, including single-family homes, townhouses and apartments.

In 2014, PCHA assisted on average 2950 families monthly including 1190 disabled families, 773 elderly families and 3187 children, paying approximately \$24 million dollars to local landlords. Since the demand for housing assistance often exceeds the limited resources available to HUD and the local housing agencies and long waiting periods are common, PCHA has established local preferences for selecting applicants from its waiting list. PCHA gives a preference to families who are:

- 1) Victims of natural disaster or displaced by government action
- 2) Youth aging out of foster care in Pinellas County
- 3) Veterans
- 4) Homeless Families Completing Self-Sufficiency Program
- 5) Residency Preference for families who live, work, or have been hired to work in the jurisdiction of the PCHA

HUD and the Department of Veterans Affairs, through a cooperative partnership, provide long-term case management, supportive services, and permanent housing support to homeless veterans through the HUD-Veterans Affairs Supportive Housing program (HUD-VASH). HUD has provided "Housing Choice" Section 8 vouchers designated for HUD-VASH to PCHA to assist with their rental payments. The programs goal includes promoting maximal Veteran recovery and independence to sustain permanent housing in the community for the Veteran and their family. PCHA has one of the largest VASH Programs in the state of Florida. In 2014, PCHA was able to offer 384 VASH vouchers to assist our veterans in Pinellas County.

Homeownership Program

Homeownership is the American dream – one that has left many low-income families behind. PCHA's goal is to assist program participants to achieve their dream of homeownership.

Current HCV participants who are interested in joining the program must meet certain eligibility requirements. The participant must be a first-time home buyer, a participant of the HCV Program for a minimum of one year and in good standing, and meet certain minimum income requirements.

During 2014, three (3) Housing Choice Voucher Program participants were added to the Homeownership Program.

- On February 14, 2014, Ms. Merricks closed on her 3 bedroom home in Tarpon Springs, She has been a voucher holder since November 10, 2008.
- On September 25, 2014, Ms. Cordero closed on her 3 bedroom home in New Port Richey. She has been a voucher holder since September 1, 2005.
- On November 21, 2014, Ms. Agrippa closed on her 2 bedroom home in Largo. She has been a voucher holder since October 31, 2002.



Largo, FL

Profile of Community Needs From Waitlist

Households on Waiting List: 7249

Elderly & Disabled: 3608

Primary Household Profile: Family with Children

Avg. Monthly Household Inc.: \$865.81

Most Needed Bedroom Size: 1 Bedroom

Bedroom Sizes Needed

1= 2856

2= 2762

3= 1368

4= 223

5= 40

"Pinellas County Housing Authority has become a model HA; all housing authorities can benefit from exposure to the programs and excellence demonstrated by them."

Barbara Inman, CEO/President Habitat for Humanity of Florida

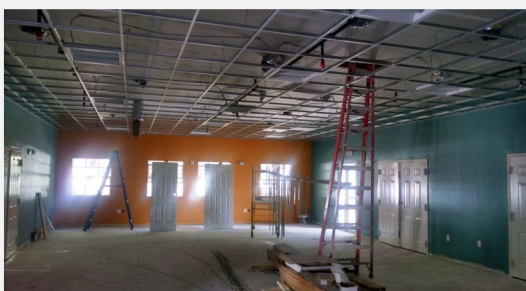
Landings at Cross Bayou

This October, the first residents of Pinellas County Housing Authority's (PCHA) latest development will move into their new home. Landings at Cross Bayou in St. Petersburg is a completely rehabilitated multifamily affordable housing complex with enough room for 344 residents.

In October of 2013, the property was converted from public housing to a new HUD program, Rental Assistance Demonstration (RAD), that allows housing authorities nationwide new opportunities to reinvest in their properties. Using federal funds, PCHA was able to upgrade the site with new energy efficient windows, doors, stairs and safety railings, and contemporary landscaping. Built in 1970, the property was still plagued with sewage problems stemming from an aged and abused network of pipes. Every unit on site needed to be gutted, and remodeled from the inside out, leaving only the original exterior walls. Residents living on the property were given vouchers and asked to relocate during the renovation process. This allowed Omar Arce, Director of Construction Services at PCHA, to work very closely with Norstar Development and Bessolo Design Group to build brand new, modern, energy efficient units without intruding.

As a partner with Duke Energy, PCHA was able to incorporate state-of-the-art, energy saving improvements like Energy Star Certified appliances and ceiling fans in every unit, programmable thermostats, outdoor lighting with daylight sensors, and Energy Star Certified cool-roofs on each building. Additionally, every unit will come with new cabinets and countertops in the kitchen, as well as a garbage disposal to ensure the new plumbing stays trouble-free for years to come. In the bathroom, returning residents will also find new cabinets and countertops, as well as beautiful ceramic tiled floors. Residents of Landings at Cross Bayou will also have a covered, outdoor picnic area with permanent picnic tables and a grill to use. The outdoor recreation center will feature basketball courts while the new Youth Recreation Building will house a small library for the community at Landings. There will also be a computer lab with internet access for residents, though each individual unit is wired and capable of receiving high-speed internet as well.

As construction draws to a close, families are getting ready to settle into 184 brand new, energy efficient affordable housing units. Here, they will enjoy many of the same amenities expected of any newly-constructed apartment complex. Although the workmen are leaving, PCHA hasn't abandoned its commitment to the residents of Landings; a youth based athletic program to engage and support children in the community is already being planned. When complete, Landings at Cross Bayou will no longer suffer from inadequate, outdated plumbing and unsanitary conditions, but instead be a modern icon of the changing face of public and affordable housing.



FSS and ROSS



Mrs. Kennedy initially enrolled in the Family Self-Sufficiency (FSS) Program in July, 2011. Previously, Mrs. Kennedy's husband worked while she attended school. Josanna worked only minimal hours to pay childcare expenses for their four daughters. Mrs. Kennedy named two final goals for herself to complete while in the FSS Program: first, to become gainfully employed in the healthcare industry as a Registered Nurse, and then to become a homeowner.

In August 2012, Mrs. Kennedy became employed at Consulate Health Care. Then in March 2013, she began working a second job at Mease Manor to help increase their annual family income. A few months later, her husband changed employers and began working for DGR Systems. This change for her husband gave Mrs. Kennedy the opportunity to resign from her position at Consulate, and remain employed at Mease

Manor where she is currently a supervisor. Together with her husband, Josanna's annual working family income now exceeds the maximum to be eligible for FSS.

Though no longer able to participate in the FSS Program, Josanna's hard work will be rewarded with money accumulated for her in an escrow account. With the help of Ms. Heather Rady, Josanna's personal FSS Coordinator with PCHA, she and her family are now leading examples of success within the FSS Program. Mrs. Josanna Kennedy has received her LPN license, and is now currently finishing her Associates Degree.

PCHA Receives Family Self-Sufficiency Grant from HUD

On Monday, September 29th, the U.S. Department of Housing and Urban Development (HUD) announced that \$75 million would be awarded through the Family Self-Sufficiency (FSS) program to selected public housing agencies across the nation.

Of these funds, the state of Florida as a whole received over \$3.3 million. The Pinellas County Housing Authority was awarded \$132,425, the fifth largest grant out of thirty-five awarded in the state.

This money will continue to fund and develop programs that link residents with local community organizations that provide training and skill workshops for employment. Through the FSS program, residents aim to become gainfully employed and more financially stable and independent. Over the course of a five-year contract, participants are expected to remain employed while an escrow account accumulates funds based on progress and earned income. After successfully completing the five-year contract, residents can then use that money to repay debt, pay for education, or buy a home.

Recent studies conducted by HUD have proven the effectiveness of FSS programs and the increased financial stability of residents who complete the five-year contract.

Congress consolidated funding for the public housing FSS with the Housing Choice Voucher FSS (HCV FSS) program in 2014, allowing funds to be distributed more effectively across both. HUD Secretary Julián Castro said, "These grants will link people to the computer access, financial literacy, job training, childcare and other tools they need to compete and succeed in the workplace. Every American deserves access to the skills and resources necessary to become self-sufficient" (HUD.gov).

FAHRO Award, 2014



For the second time in three years, the Pinellas County Housing Authority (PCHA) was honored as Housing Authority of the Year by the Florida Association of Housing and Redevelopment Officials (FAHRO). The "Housing Authority of the Year" award recognizes PCHA for providing outstanding affordable housing in Florida.

"We are delighted and honored to receive this award. This recognition is the result of a dedicated and hardworking staff focused on providing the best possible affordable housing. I am excited and proud to be a part of this great housing authority" said Joseph Triolo, PCHA Board Chairman. "We are overjoyed to have received this award and thankful to all of our partners who made it possible. It is truly an honor to be recognized for something that we love to do" said executive director Debra Johnson.

FAHRO's core mission is providing professional development for public, assisted, and other affordable housing in the state of Florida by offering a network for increased communication and education, as well as supporting legislation for the improvement and development of affordable housing and economic opportunities. FAHRO membership includes more than 200 housing agencies, community development agencies, and associate members who work together to ensure that all of Florida's citizens have clean, safe, and sanitary housing.

A number of PCHA's community partners recommended PCHA as 2014 Housing Authority of the Year. "PCHA has a creative and committed board and staff that are always willing to work with community partners to create new opportunities for affordable housing to become a reality. PCHA is always in search of new innovative opportunities and partnerships to improve housing conditions for low income families and seniors, as well as the quality of their lives" said Pat Weber, Tarpon Springs Housing Authority Executive Director.

The PCHA provides housing opportunities for nearly 8,500 county individuals by utilizing public and private funding. PCHA's focus is on providing affordable housing through the development, ownership, and management of properties and administration of rental subsidies.

Making Possibilities

Job-Readiness

The Pinellas County Housing Authority has created a program for residents at two of its public housing properties to enhance employability and opportunity as well as develop valuable professional skills.

Made possible through partnership with Dr. Martin Luther King Jr. Neighborhood Family Center, and Greater Ridgecrest Area Youth Development Initiative (GRAYDI), Norton Apartments in Clearwater, and Rainbow Village in Largo are hosting the new program. It is designed to provide residents with employability skills, training, as well as personal and professional development.

Participants in the program will learn better positive decision making skills, time management, critical thinking, along with social skills like how to network. The program offers training on how to write a resume, effective techniques for interviews, and job-searching methods. Help with programs like Microsoft Office and Outlook is also available. Each individual will be assigned a mentor who is available for mock-interviews and one-on-one advising. Mentors will also provide motivation, guidance, and are expected to follow-up with program participants during the first weeks of employment. The program also incentivizes employment by rewarding milestones with useful bonuses like bus passes, and gas cards.

This program will help individuals in low-income families become self-sufficient and able to support themselves and their family financially.

Resident Computer Lab

Participants of the Resident Opportunity Self-Sufficiency program (ROSS) at Lakeside Terrace now have access to a brand new community computer lab, located in the shared community center between Lakeside Terrace and Crystal Lakes Manor.

The lab features six computer stations with high-speed internet access, and free printing. Each computer will take advantage of Microsoft OneDrive, a cloud-storage based service that allows residents to edit, share, and save Microsoft Office files on a personal account without the need for a USB thumb-drive or disc. Using OneDrive makes saved files accessible on any device with an internet connection.

Three floor-to-ceiling bookcases will host a rotating variety of books made available through partnership with the Clearwater Public Library System. For those visually-impaired and wishing to enlarge books or photos, a state-of-the-art video magnifier has been generously donated to the community.

The computer lab may be used for school work and employment-related activities. Job openings and links to job-hunting websites like Indeed.com and SnagAJob.com will be posted in the lab for residents to take advantage of as well. Additional workshops and skill-building classes will be offered in the future to help residents learn résumé-writing techniques and basic computer and internet search skills, while trained volunteers are available to assist daily. The computer lab is currently open on Mondays, Wednesdays, and Fridays from 9 A.M. to 4 P.M. but will close during lunch hours between 12 and 1. Additional hours may become available in the future as lab usage increases.





People in Need



From HUD.gov...

“Public housing was established to provide decent and safe rental housing for eligible low-income families, the elderly, and persons with disabilities. Public housing comes in all sizes and types, from scattered single family houses to high rise apartments for elderly families. There are approximately 1.2 million households living in public housing units, managed by some 3,300 HAs (Housing Authorities).”

Affordable Housing

Offering rental units at below market rates, affordable housing is a low-rent option for Housing Choice Voucher holders and the general public. Our affordable housing properties serve families from 0-150 percent of the Area Median Income (AMI). PCHA owns and manages four developments located throughout Pinellas County, including an Assisted Living Facility, that offer a total of 1051 affordable housing units.

Public Housing

Established to provide decent, safe and sanitary rental housing for eligible low-income families, the elderly and persons with special needs, public housing is an option for those with incomes up to 80 percent of the Area Median Income (AMI).

PCHA is proud of the quality housing we provide to the community. We manage three properties within Pinellas County that offer 495 units of low-cost housing. Rent is based on each resident's income.

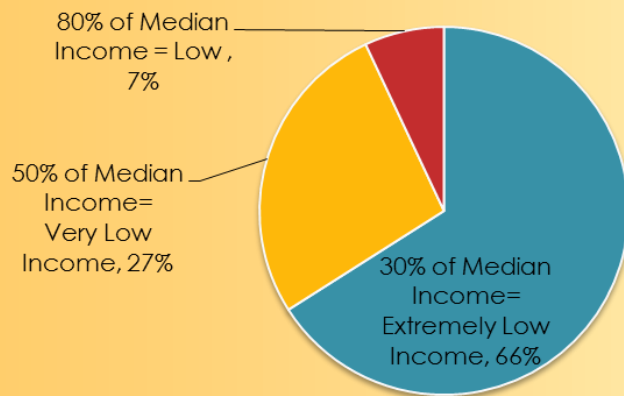
Housing Choice Voucher

The Housing Choice Voucher (HCV) program, also known as Section 8, was created by Congress in 1974. The HCV program is the largest affordable housing programs in the United States and is funded by the U.S. Department of Housing and Urban Development (www.HUD.gov).

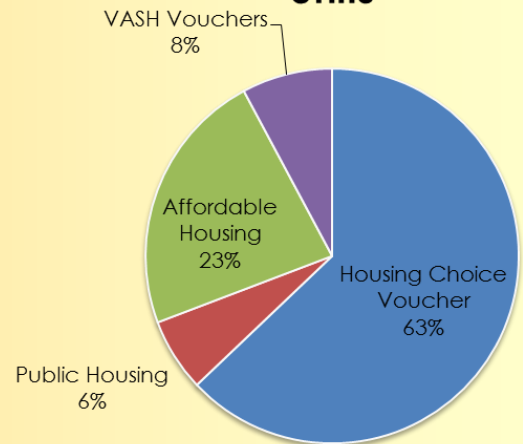
The HCV program provides rental assistance to families, the elderly and persons with special needs that have incomes up to 50 percent of the Area Median Income (AMI). Vouchers enable participants to receive a subsidy, while leasing from their choice of landlords in the private market.

The rental assistance is designed so that families are not forced to spend an unreasonable portion of the monthly income on shelter. The program also allows families the flexibility to select the community or neighborhood in which they live.

People Housed (By Annual Household Income)



Units



Home-Share Pinellas

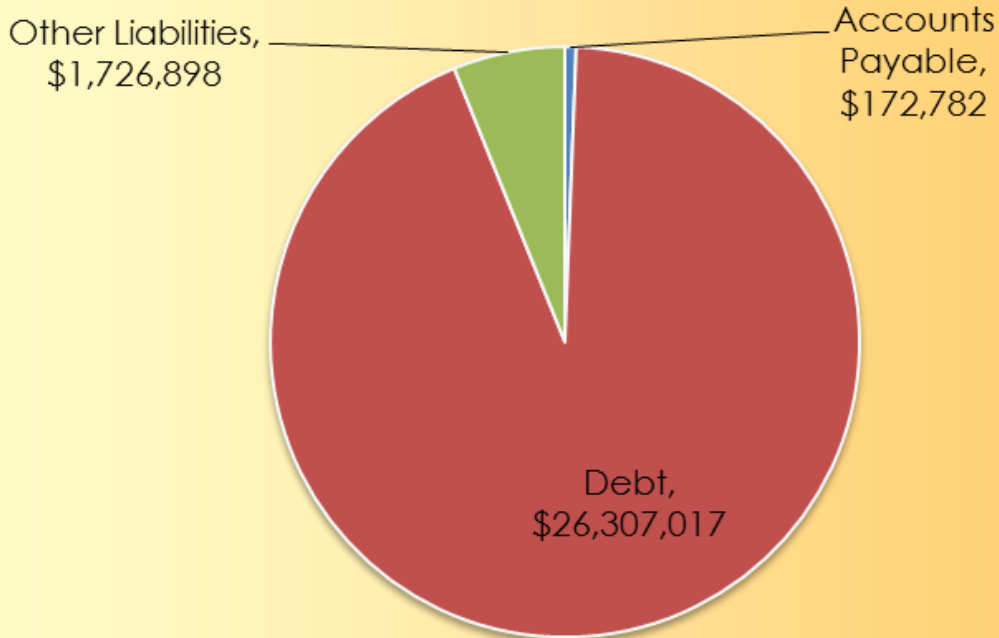
Home Share is a nationally recognized program for providing affordable housing. In Pinellas County the program originated with the Local Community Housing Corporation, a non-profit organization of the Tarpon Springs Housing Authority. In an effort to expand the availability of program services throughout Pinellas County, the LCHC and TSHA teamed up with the Pinellas County Housing Authority in 2010 to create Home Share Pinellas.

Home Share Pinellas matches Home Seekers with Home Providers. Home Sharing promotes living arrangements in which people share a residence based on common needs, interests and preferences. Each arrangement is custom made; therefore, services rendered and costs involved will vary. Our goal is that each arrangement contributes not only to the individuals and families involved, but also to the community by preserving homes and promoting alternative housing solutions.

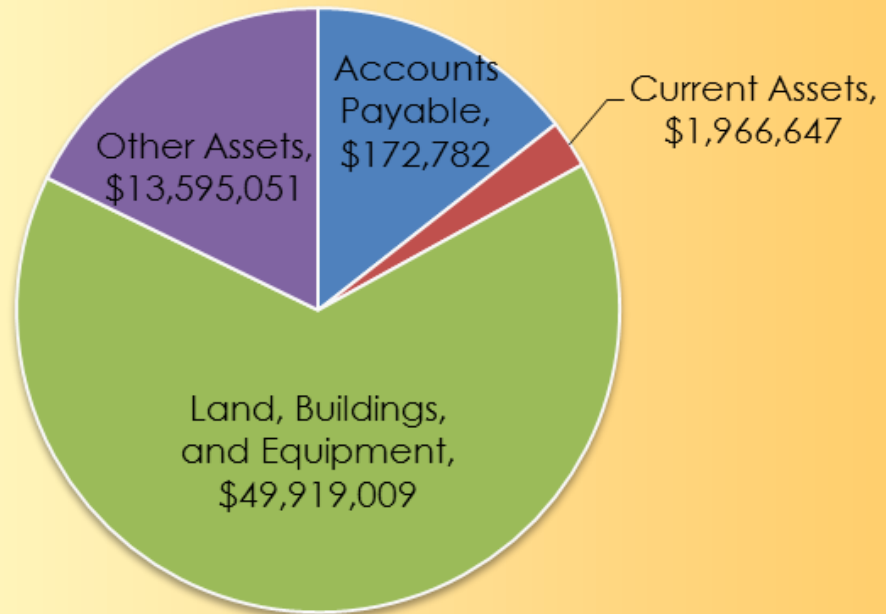
The program cuts across cultural, ethnic, gender, religious, economic and multi-generational issues. Our counseling model with in-depth interviews of both the Home Seeker and Home Provider insures that matches are made that will have the best possible likelihood of long-term success.

Fiscal Snapshot

Liabilities

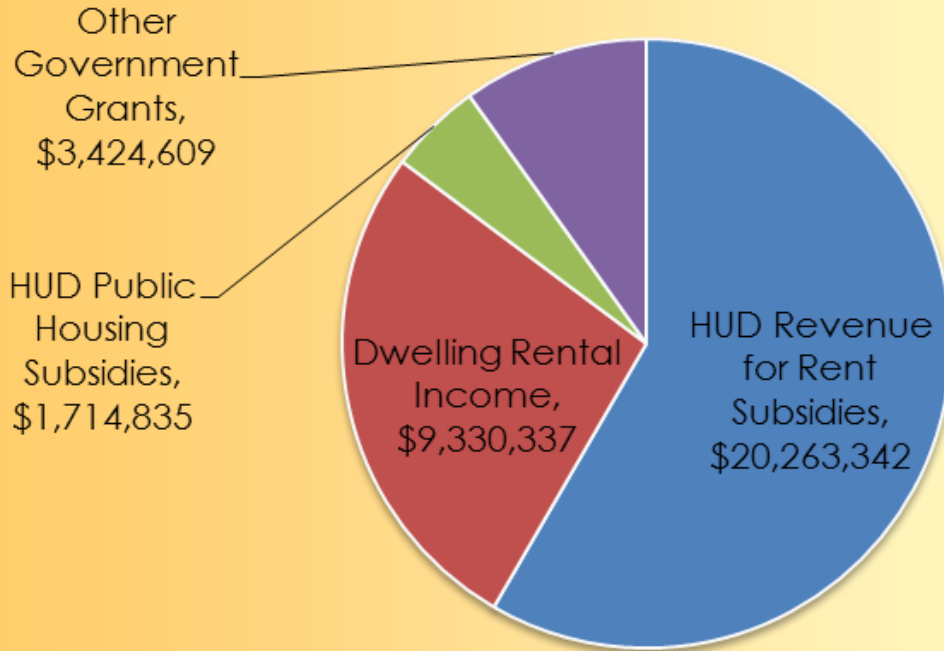


Assets

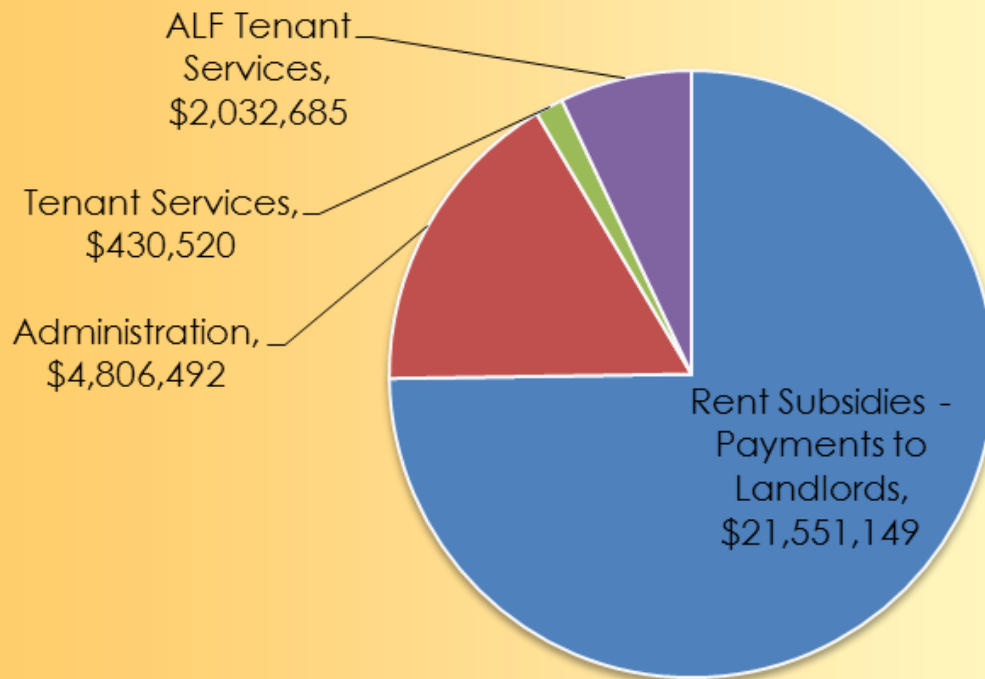


Year Ending -14

Revenues



Expenses



Assets, Liability, and Equity

Assets

| | |
|--------------------------------|--------------|
| Cash and Investment | \$11,027,493 |
| Current Assets | \$1,966,647 |
| Land, Buildings, and Equipment | \$49,919,009 |
| Other Assets | \$13,595,051 |
| Total Assets | \$76,508,200 |

Liabilities

| | |
|-------------------|--------------|
| Accounts Payable | \$172,782 |
| Debt | \$26,307,017 |
| Other Liabilities | \$1,726,898 |
| Total Liabilities | \$28,206,697 |
| Net Assets | \$48,301,503 |

Equity

| | |
|-------------------------------|--------------|
| HUD Program Restricted Equity | \$223,676 |
| Non HUD Equity | \$48,077,827 |
| Total Equity | \$48,301,503 |
| Total Liabilities and Equity | \$76,508,200 |

Revenues and Expenses

Revenues

| | |
|--------------------------------|--------------|
| HUD Revenue for Rent Subsidies | \$20,263,342 |
| Dwelling Rental Income | \$9,330,337 |
| HUD Public Housing Subsidies | \$1,714,835 |
| Other Government Grants | \$3,424,609 |
| Other Income | \$2,983,439 |
| Total Revenues | \$37,716,562 |

Expenses

| | |
|--------------------------------------|--------------|
| Rent Subsidies—Payments to Landlords | \$21,551,149 |
| Administration | \$4,806,492 |
| Tenant Services | \$430,520 |
| ALF Tenant Services | \$2,032,685 |
| Maintenance and Utilities | \$4,062,006 |
| General Expenses | \$526,803 |
| Interest Expenses | \$1,379,499 |
| Depreciation | \$3,461,921 |
| Total Expenses | \$38,251,075 |

| | |
|-----------------------------|--------------------|
| Change in Net Assets | \$(534,513) |
| Net Assets-Beginning | \$48,836,016 |
| Net Assets-Ending | \$48,301,503 |



PCHA is a HUD designated High Performing Agency and the Florida Association of Housing and Redevelopment Officials 2012 and 2014 Housing Authority of the Year. As Pinellas County's largest housing authority, PCHA provides affordable, public and assisted housing opportunities for nearly 8,500 county individuals. PCHA also provides opportunities for resident economic self-sufficiency and is a Florida Ready to Work site. For more information about PCHA, visit www.pinellashousing.com