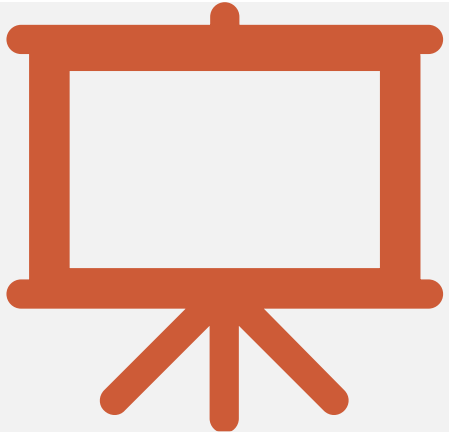




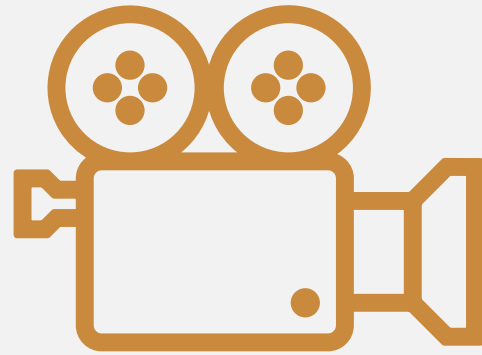
# **Southeast Rural Housing Preservation Academy**



# Housekeeping



All registered attendees will receive the slides via email



This session is being recorded. You will receive a copy and it will be posted on the Enterprise website



We will answer questions throughout the presentation. Please submit them using the Q&A or chat or raise hand function

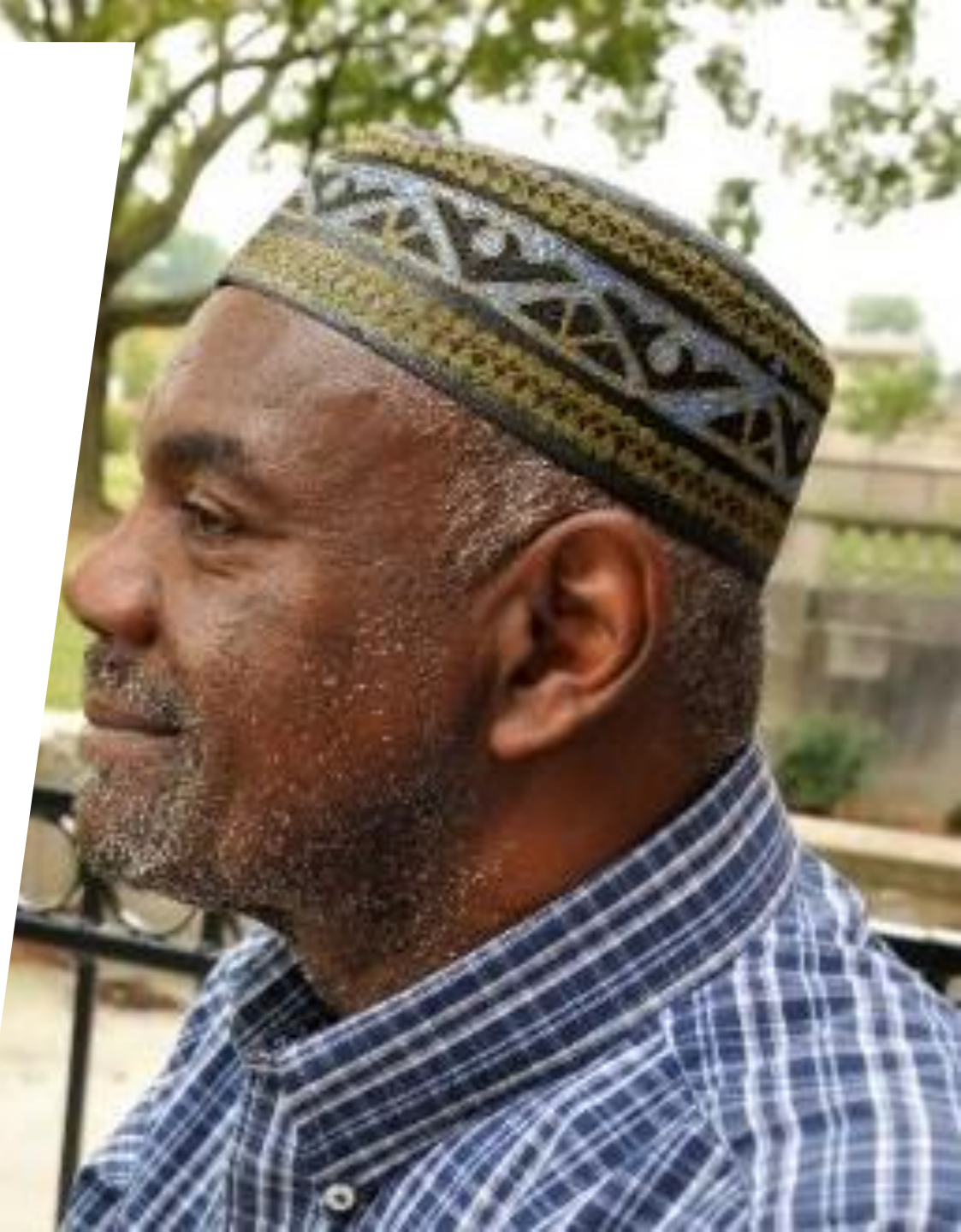


Please tell us how we did in the survey at the end of the session

# LAND ACKNOWLEDGMENT

## WHO WE ARE AND WHAT WE DO

- **We develop and deploy** programs and support community organizations on the ground
- **We advocate** for policy on a nonpartisan basis at every level of government
- **We invest capital** to build and preserve rental homes people can afford
- **We own and operate** 13,000 affordable homes and provide resident services for 23,000 people



## **OUR VISION**

A country where home and community are steppingstones to more.

## **OUR MISSION**

To make home and community places of pride, power and belonging, and platforms for resilience and upward mobility for all.



## Our Partners



# **RAVEN WILLOUGHBY**

# **ENTERPRISE COMMUNITY**

# **DEVELOPMENT**



# Enterprise Community Development

Resident Services and Community  
Engagement

**RAVEN WILLOUGHBY**

August 2022





## OUR HISTORY

# Background

Who we are as a company

Formed by the combination of two affordable housing organizations in the Mid-Atlantic, Enterprise Homes and Community Preservation Development Corporation.

The Property Management arm, Enterprise Residential, is a subsidiary of ECD.

Community Impact Strategies, Resident Services Division, helps residents connect to opportunities and resources that might not otherwise be available.



RESIDENT SERVICES KNOWS THE PULSE OF THE COMMUNITY

# WORKING TO BUILD STRONG COMMUNITIES

WE PROVIDE strategic identification, coordination, and implementation of programs and initiatives led by partners and volunteers

WE BELIEVE when people have access to the essential foundations of opportunity, including quality affordable housing, healthy food and lifestyle options, workforce development, educational opportunities, and the ability to age in place, residents feel more vested and engaged with each other, contributing to vibrant communities where residents can grow and thrive



HOW WE STRUCTURE OUR WORK

# IMPACT AREAS AND SUPPORT FUNCTIONS

OUR EFFORTS IN THE COMMUNITY ARE ORGANIZED INTO FOUR IMPACT AREAS. OUR DEPARTMENT'S SUPPORT FUNCTIONS ALLOW US TO DELIVER OUR WORK EFFECTIVELY AND IMPACTFULLY.

Health and  
Wellness

Education

Economic  
Security and  
Mobility

Community  
Building &  
Engagement

Volunteer  
Engagement

Evaluations and  
Outcomes

Operations

# Moving Beyond Legacy Portfolio

Expansion of Resident Services



## Network Model

Resident Services staff are responsible for 2-4 communities



## Community Partnerships

Asset mapping of community partners and resources to complement resident services



## Volunteerism

Primarily resident volunteers supporting onsite program delivery

# Keeping Residents Housed

Housing Stability became a key focus area during the pandemic

Coordination between property management and resident services for rental assistance

Payment plans for residents in arrears

Hiring of a FTE, Senior Program Manager – Housing Stability

# COLLABORATION

PROPERTY MANAGEMENT AND RESIDENT SERVICES



# FORGING A PARTNERSHIP WITH ENTERPRISE RESIDENTIAL

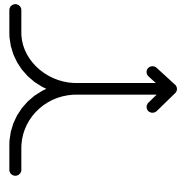
## WORKING TOGETHER TO IMPACT ON THE LIVES OF RESIDENTS

CIS has a history of working closely with a variety of property management organizations, where on-site staff form a partnership with property managers to best serve the needs of community residents.

As Enterprise Residential expands into legacy CPDC communities, and CIS expands into Enterprise Residential managed communities, this new collaboration will enhance the experience of residents, leading to more opportunities for residents, greater efficiency for all staff, and ultimately, communities that are more vibrant.

HOW DO WE EXPAND OUR REACH?

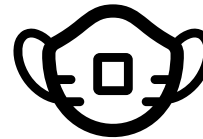
# Road to Collaboration



## **Merger of Enterprise Homes and CPDC 2019-2020**

Property Management in-house

Resident Services (Community Impact Strategies – CIS) legacy CPDC



## **COVID 2019 – Joint Collaboration**

Pandemic pushes collaboration between Property Management and Resident Services

Resident Services identify ways to support full portfolio



## **Increased focus on Resident Engagement**

Resident Engagement Committee

Director of Community Building and Engagement

Continue to Leverage Role of Community Network Managers



# The Pandemic Push



## MARCH

- Triaging essential programs (food distribution, after-school programs)
- Distributing information on COVID-19 to residents
- Gathering resources for residents to replace suspended programs
- Responding to individual resident issues



## APRIL

- Conducting wellness checks for residents age 70+ in legacy CPDC communities
- Coordinated rental relief efforts between PM and RS
- Gathering broader resources across the Mid-Atlantic region and began creating community resource guides



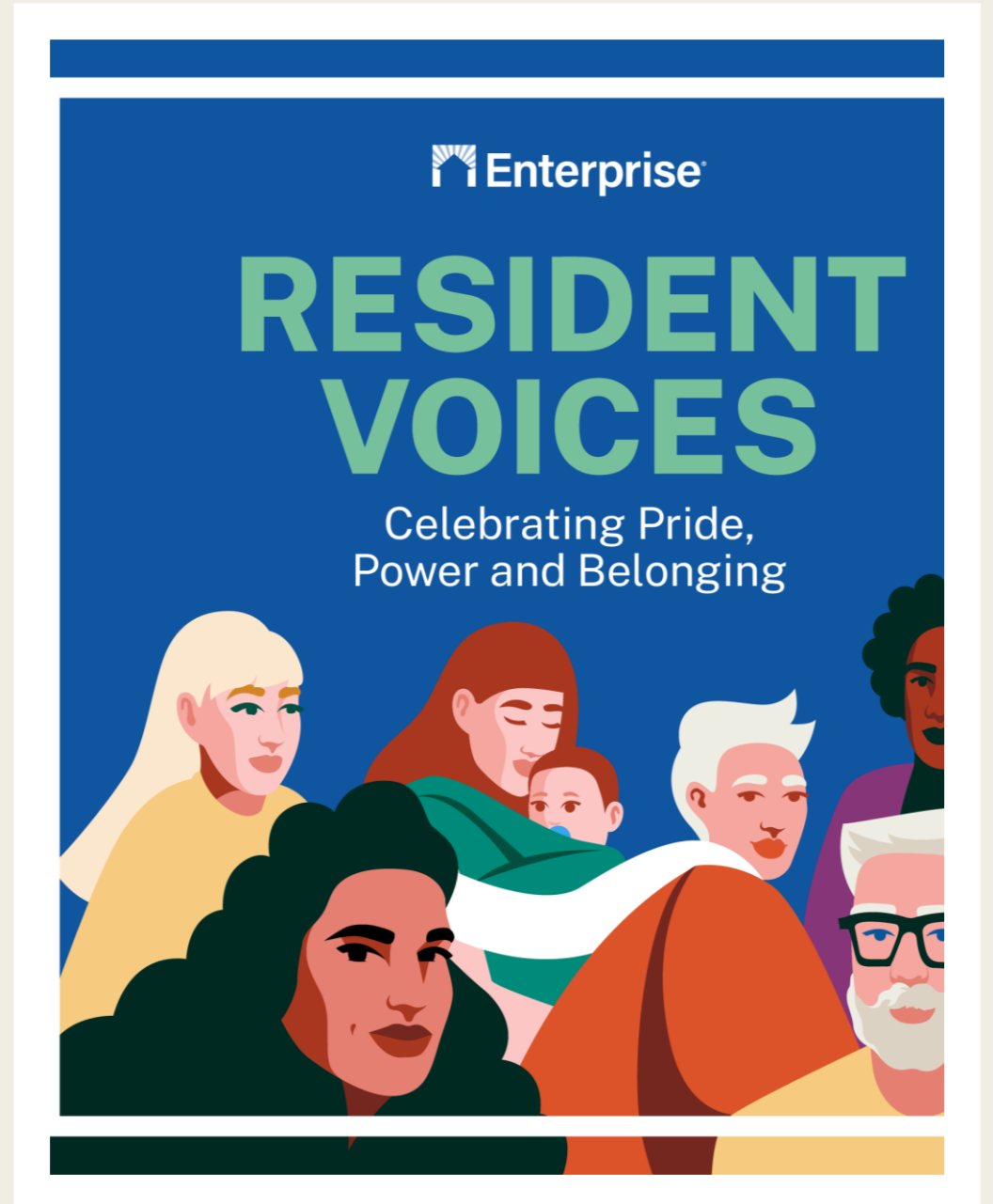
## MAY

- Conducting wellness checks for residents age 70+ in Enterprise Residential communities
- Beginning household assistance calls to residential units potentially facing financial challenges
- Creation of a CIS resource line for residents with concerns/needs to call

# COMMUNITY ENGAGEMENT TRAUMA-INFORMED

“ We are launching our new initiative called ‘Resident Voices: Celebrating Power, Pride, and Belonging’ debuting at Enterprise’s upcoming 40<sup>th</sup> Anniversary Symposium. It’s a platform for residents to share their stories, life lessons, and experience living in an Enterprise community and an upgraded system in how we create a feedback loop – all to deliver quality services and opportunity that elevate residents’ experiences.

Through podcasts, short films, panels, and community gatherings, Resident Voices shines a light on what it truly means to live in affordable housing and shatters prevailing myths and stereotypes of those who live in them. ”



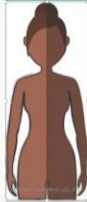
# TRAUMA-INFORMED CARE TRAINING



What happened to you? vs. What's wrong with you?

## WHAT IS TRAUMA?

SAMHSA describes individual trauma as resulting from "an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful or life threatening and that has lasting adverse effects on the individual's functioning and mental, physical, social, emotional, or spiritual well-being." Trauma does not discriminate in regard to age, gender, socioeconomic status, race, ethnicity, or sexual orientation. It is especially common in the lives of people with mental/brain health and substance use disorders.



## THE BODY KEEPS THE SCORE

Trauma(s) can impact physical and mental health. It shows that the terror and isolation at the core of trauma literally reshapes both the brain and body. New insights into our survival instincts explain why traumatized people experience incomprehensible anxiety and numbing and intolerable rage, and how trauma affects their capacity to concentrate, to remember, to form trusting relationships, and even to feel at home in their own bodies.

## TRAUMA-INFORMED CARE

It's an organizational structure and treatment framework that involves understanding, recognizing, and responding to the effects of all types trauma. TIC emphasizes the physical, psychological and emotional safety for both residents and providers, and helps survivors rebuild a sense of control and empowerment.



## TIC:

1. Aims to avoid re-victimization
2. Recognizes behaviors may be understandable attempt to cope
3. Gives survivors control over the healing process.
4. Serves survivors with cultural humility.

Scan below to access TIC assessment



## SELF-CARE

- Staff who take care of themselves are better able to provide good customer service to residents.
- We know that serving residents who experience tremendous challenges and traumatic events can take a toll on the helping professional.
- Recognizing signs of burnout, depression, and stress are important for your well-being.



FIT2BALANCE

# Housing Affordability Breakthrough Challenge

## Pilot Trauma Informed Care Practices

Awarded funds to pilot trauma-informed care best practices.

Here are some questions we had to consider:

Where do we start?

How do we get buy-in?

Who will champion this work?

# Engagement Approach

Through a trauma-informed care lens

We want to create an opportunity for everyone to listen to each other and build a peaceful living environment, therefore helping Enterprise in its mission to make home and community a place of pride, power, and belonging.

1. Streamline our approach to resident engagement. Leveraging the role of the property managers to support implementation
2. Identifying opportunities for residents to engage in the design of programming and operational priorities
3. Creating a standard for community meetings across the portfolio. Develop tools for site teams to use for facilitation

# FUNDING RESIDENT SERVICES

# Our Goals

Diversification of funding sources is key to supporting a robust resident services model:



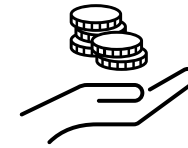
## Property Deal

Resident services are supported by property budgets



## Fundraising

Developing fundable programs, with or without a partner, to be facilitated on-site



## Organization Contribution

A commitment from the company

# Q/A?

 Enterprise<sup>®</sup>



# Thank You



**CARRIE DAVIS**

**WEALTH WATCHERS, INC**



*BUILDING WEALTH FOR FUTURE GENERATIONS*

# Resident Services

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Carrie Davis, President and CEO  
[carriedavis@wealthwatchersfl.com](mailto:carriedavis@wealthwatchersfl.com)



## C.B. DAILEY VILLAS

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- **Built in 2018**
- **20 units**
- **Funding consisted of NSP, CDBG, SHIP and Federal Home Loan**
- **Maximum Income Limits is 60 to 80% AMI**

INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Benefits of  
Providing  
Residents  
Services

Improves  
the quality  
of life of the  
residents

Reduces  
vacancies

Reduces  
evictions  
and related  
legal fees

Reduces  
crime

# Additional Resources



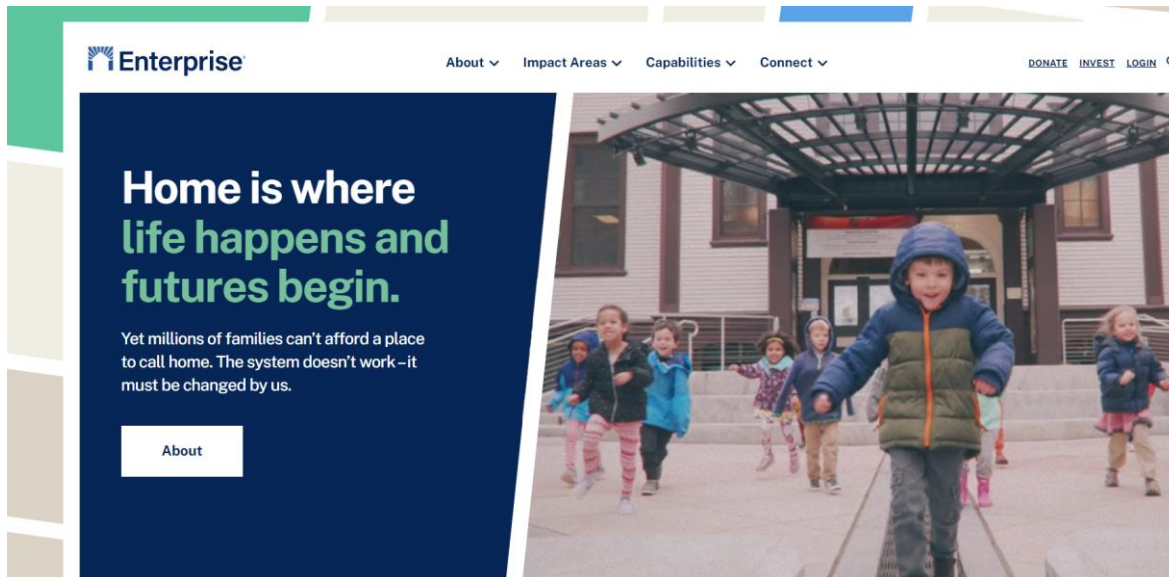
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OUR STORY OUR WORK OUR IMPACT OUR MEMBERS RESOURCES

## Collaborate. Innovate. Accelerate.

**Stewards of Affordable Housing for the Future**

SAHF's mission is to advance the creation and preservation of healthy, sustainable affordable rental homes that foster equity, opportunity, and wellness for people of limited economic resources.





Enterprise About Impact Areas Capabilities Connect DONATE INVEST LOGIN

## Home is where life happens and futures begin.

Yet millions of families can't afford a place to call home. The system doesn't work – it must be changed by us.

About



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ABOUT US OUR IMPACT OUR NETWORK

TRAINING & SERVICES COMMUNITY HOMES & FINANCES MEDIA CENTER CONTACT US

## TOGETHER WE FEEL AT HOME

Home / Homes & Finances / Rental Homes

### Rental Homes

More than 90% of people in the United States rent or will rent a home at some point in their lives. Affordable rental homes are critical to the local workforce and the overall vibrancy and sustainability of our communities.

The NeighborWorks network owns and manages more than 100,000 affordable, high-quality rental homes in communities across the U.S., D.C. and Puerto Rico. Our goal is to ensure NeighborWorks network organizations provide the best affordable homes and serve as a model to other community development and housing organizations offering affordable homes.

RENTER TIPS

Contact Us  
Clare Rosenberger  
CRosenberger@nww.org

ENHANCE YOUR CAREER

# Wealth Watchers Inc.

- Carrie Davis, President and CEO
- [carriedavis@wealthwatchersfl.com](mailto:carriedavis@wealthwatchersfl.com)





**PLEASE TAKE OUR SURVEY**