

Barry Farm

Strategic Planning

Goal

The goals of this plan are:

1. To identify the best way to stay connected to Barry Farm residents during their temporary **relocation** from the Barry Farm site; and
2. To maximize **return** of current and former Barry Farm residents (with a right to return) to the new housing development upon completion.

Objectives

Relocation

- a. To stay connected and in regular communication with Barry Farm residents who have temporarily relocated
- b. To ensure that all Barry Farm residents clearly understand their options for relocation (if they have not already relocated off-site)
- c. To ensure that we have multiple means of obtaining and updating resident contact information so that they can receive pertinent information and updates
- d. To clearly and accurately define the relocation process, as well as any support that residents receive during this process (and information about how to obtain this support)
- e. To have resources available for residents to access information regarding the relocation process and pose any questions

Return

- a. To ensure that all Barry Farm residents clearly understand their options for return
- b. To ensure that all Barry Farm residents who were living at the property on or after 10/11/2012 have a right to return to a new unit at Barry Farm under criteria that will be no more stringent than DCHA standards for them to obtain public housing with DCHA
- c. To clearly define the process of return and what residents can expect as they prepare to move

- d. To provide access to resources that residents can use to help with getting/staying lease compliant and returning to their new unit
- e. To provide clarity around unit options available for the various sized households (who is eligible for what unit)
- f. To provide clarity around priority for return (who can return when/in what order)

Target Audience

- Barry Farm Residents
- Other Residents and Stakeholders in the community
- Community leadership
- Organizations providing direct services to Barry Farm Residents

Strategy and Tactics

Enhanced Communication Methods During Temporary Relocation - To increase DCHA, New Communities Initiative (NCI), and Barry Farm Redevelopment Associates (BFRA) communication with Barry Farm residents through digital and traditional marketing efforts so that timely and accurate information is made available to all impacted residents.

Enhanced Public Education and Resident Support to Maximize Return - To improve DCHA, NCI and BFRA's communication with and support of Barry Farm residents to successfully exercise their right to return.

Strategy 1:

Enhanced Communication Methods During Temporary Relocation

- 1) **Create a Barry Farm Redevelopment Facebook page.** Resident feedback during the community engagement process suggests that they use Facebook more than other social media platforms and would use it as a source for Barry Farm updates. Since there isn't an existing page, an account/page would be created to share important information such as development updates, community events, etc. Posting should be at least 1 - 2 times a week, as long as there are regular content updates. Facebook can also be one of the main channels to promote information about lease compliance.
- 2) **Explore developing an app (or using an existing one) as an additional tool for providing residents with updates.** Resident feedback suggested that an app could be helpful as an additional tool for residents to access in order to stay current with the latest information about the development process. (This could also be a tool that could be useful for keeping the younger residents engaged.)
- 3) **Continue to enhance and leverage existing websites to provide consistent and current information.** Presently, there are websites for NCI, DCHA and POAH that convey information about the Barry Farm redevelopment. The updates to these sites will be aligned so that all sites reflect accurate and current information.
- 4) **Leverage mailers via USPS to circulate information.** Not all residents have access to technology or are tech-savvy, so using mailers strategically to disseminate information will add an additional resource/tactic.



- 5) **Continue use of outreach teams at prominent Ward 8 locations.** Distributing flyers at prominent locations in Ward 8 (i.e. Giant, Safeway, and the Anacostia and Congress Heights metro stations) can be used to help share critical information or upcoming events with people in the neighborhood.
- 6) **Use community pillars as places to share information.** Resident feedback during the community engagement process indicated that the Barry Farm Rec Center is still a place where residents congregate and/or receive information, as many still reside in Ward 8 or return to the area for various reasons. Residents also indicated that community-based organizations providing services to Barry Farm and other Ward 8 residents remain good places to leave flyers and other information.
- 7) **Ensure resident contact information is up-to-date on a regular basis.** The team will perform regular (proactive) check-ins with residents to ensure that we have the most up to date contact information for all residents who are eligible to return. A process for reaching out to residents, obtaining contact information, and logging contact information will be implemented. Residents will be continuously encouraged to recertify on time and update DCHA if any of their information (contact, household composition, income, etc.) changes.
- 8) **Leverage DCHA staff to contact relocated BF residents.** Since DCHA staff are knowledgeable about where residents are relocated, they can be a valued resource in ensuring that residents are aware of what is happening and supplement any other outreach efforts we have going on.
- 9) **Plan events for Barry Farm residents.** The most popular event at Barry Farm is the annual Barry Farm Day & Back to School Drive. It would be imperative to keep this event going while residents are relocated to help everyone stay connected to the site and to their neighbors. Other events can be hosted at other times of the year as well, such as holiday parties (Thanksgiving and Christmas).
- 10) **Host Neighbor Up events.** Barry Farm residents have strong ties to one another and to their community. Neighbor Up nights are currently hosted in the communities surrounding Park Morton and Lincoln Heights/Richardson Dwellings, as well as a citywide Neighbor Up that draws participants from across the city. They are fun events aimed at neighbors getting to know each other better, forming/strengthening bonds, and sharing resources. Neighbor Up nights for Barry Farm residents could be good to stay connected to one another during their relocation.

Consideration: Organizing a bus/van to pick up residents.

Strategy 2: Enhanced Public Education and Resident Support to Maximize Return

1) **Launch a resident return campaign.** A multi-year campaign will be launched to promote resident return, emphasizing lease compliance. Within the campaign, the following things will be emphasized:

- Importance of recertifying on time, every time.
- Reporting changes - in income, household composition, etc. - as soon as they occur.
- What can happen when you have unreported income.
- Value of being on (and staying current with) a repayment plan if you owe back rent.



- Highlight resources available to residents that will help them increase financial literacy and stay lease compliant.
- Familiarize residents with POAH Communities, who will be the property manager in the new development. (It will no longer be DCHA.)
- Familiarize residents with the rewards and challenges of living in a mixed-income community.
- Right to return requirements, per DCHA Resolution 16-06.
- Utilities will be included in the rent.
- Information to educate residents on the services of the DC Office of the Tenant Advocate, and The Office of Human Rights (Ban the Box for Housing law).

The campaign should employ a mix of communications strategies, including paid metro ads, paid social media ads, and a paid per click campaign. A separate campaign plan can be drafted and will include campaign reach and budget.

