

---

# 2024

## NYCHA Resident Initiatives

### Annual Report

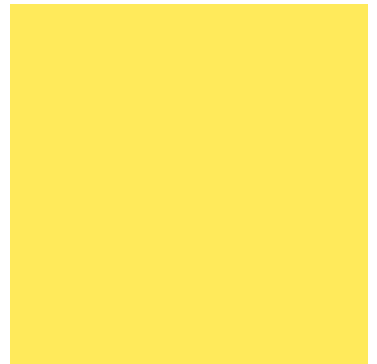
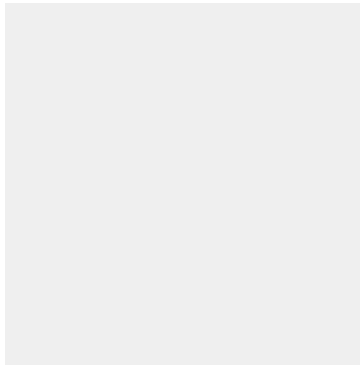


Photo credits:  
All photographs by the  
New York City Housing  
Authority



# Introduction

The Department of Resident Services, Partnerships, and Initiatives (RSPI) connects the NYCHA resident community – public housing, Section 8, and PACT residents – to critical programs and services from external and internal partners, with a focus on economic opportunity, youth, seniors, and social services. RSPI also supports NYCHA’s network of resident leaders as part of its work to strengthen the relationship between residents and the Authority.

Within RSPI, the **Office of the Senior Director of Resident Initiatives** (Resident Initiatives) oversees three key areas:

## Grants Administration

Secures and manages funding to sustain resident-focused initiatives. In 2024, Resident Initiatives helped secure **\$12.58 million** to support NYCHA operations and resident programs.

## Office of Resident Economic Empowerment & Sustainability (REES)

Expands residents’ access to economic opportunities and workforce development.

## Office of Resident Health Initiatives (RHI)

Enhances access to preventive health resources through strategic programs and partnerships.

In 2024, REES and RHI implemented impactful programs that expanded economic mobility, financial empowerment, and community health resources for NYCHA residents. This report highlights their key initiatives, progress, and achievements throughout the year.



# Resident Economic Empowerment & Sustainability (REES)

The Office of Resident Economic Empowerment and Sustainability (REES) supports residents in increasing their income and assets through programs, policies, and partnerships in four key areas: adult education and vocational training; employment and career advancement; financial empowerment and asset building; and resident business development.

REES currently partners with more than 80 community-based organizations to provide high-quality and relevant economic opportunity services that can help residents get a job, start a business, enroll in a vocational training program, earn a GED, manage finances, and much more.

## 2024 Highlights



**393**  
Events hosted to support economic empowerment

**4,450**  
Residents attended REES-led events



**15,219**  
Calls received through the REES Hotline for support and referrals

**1,344**  
Partner referrals that connected residents with critical services

**796**  
Residents enrolled in partner workforce programs

**522**  
Residents completed partner workforce programs



## Job Generation

### Connecting NYCHA residents to jobs through Section 3

REES advances NYCHA's Section 3 resident hiring efforts by working with NYCHA vendors and other employer partners to connect residents to employment, job training, and other economic opportunities tied to NYCHA projects.

Section 3 requires that recipients of certain HUD financial assistance, to the greatest extent feasible, provide economic opportunities for low- and very low-income residents in connection with projects and activities in their neighborhoods.

### Leveraging Partnerships to Employ NYCHA Residents

REES refers residents to partners who assist with job readiness such as interviewing prep and resume help, as well as employment connections, including 10 Jobs-Plus sites that serve 39 developments.

## Financial Capability and Asset Building

### Family Self-Sufficiency (FSS) HUD Program

The FSS program is a rent incentive, asset-building program that enables NYCHA Section 8 residents to pursue financial goals while setting aside any rent increases into an interest-bearing account that participants receive when they reach their self-sufficiency goals.

### Financial Empowerment Services

REES connects NYCHA public housing residents and Section 8 voucher holders to financial empowerment resources, including financial counseling, debt reduction, and credit-building services, as well as homebuyer education and money management support.



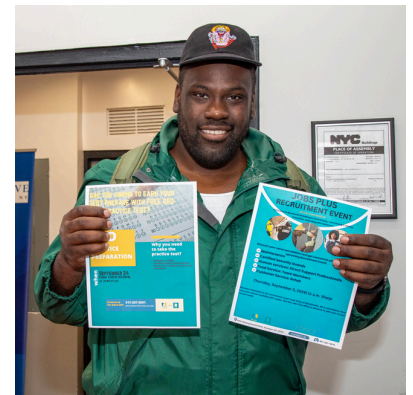
## 2024 Highlights

**511**

Job placements through NYCHA vendors, developer partners, and other employer partners

**1,470**

Job placements through partner organizations



**113**

Residents newly enrolled in the FSS program

**63**

Residents graduated from FSS

**\$702,642**

Disbursed in escrow savings to FSS graduates

**376**

Residents completed financial education and asset-building workshops



## Adult Education and Vocational Training

### NYCHA-CUNY Scholarships

NYCHA supports residents in achieving their higher education goals. The NYCHA-CUNY Scholarships program provides \$1,000 scholarships to qualified residents currently pursuing undergraduate and graduate degrees at City University of New York schools with a minimum 3.0 grade point average.

### NYCHA Resident Training Academy (NRTA)

The NRTA offers free, industry-recognized training and job placement services for NYCHA residents and Section 8 voucher holders. Through specialized tracks in pest control, construction, and janitorial services, graduates earn certifications that prepare them for careers with NYCHA, NYCHA contractors, and at other employer-partner sites.

The construction track is a New York State Department of Labor-approved pre-apprenticeship program with direct entry to 24 union trades.

### NYCHA Clean Energy Academy

The NYCHA Clean Energy Academy (NCEA) trains residents for careers in the high-growth clean energy sector, offering OSHA certifications, hands-on training, and a \$1,500 stipend. Graduates are referred to contractors and employer partners conducting energy-efficiency and retrofit work.

In 2024, NCEA collaborative partners included NYCHA, the Public Housing Community Fund, and LaGuardia Community College, funded by NYSERDA, National Grid, Trinity Church Wall Street Philanthropies, New York Power Authority, NorthLight Foundation, and Rise Light & Power.

## 2024 Highlights

**90**

NYCHA-CUNY Scholarships awarded

**266**

NRTA Janitorial graduates across **13 cycles**

**22**

NRTA Pest Control graduates across **2 cycles**

**12**

NRTA Construction graduates placed into union apprenticeships

**21**

NCEA graduates

**19**

NYCHA vendors & union partners attended NCEA employer event

**17**

Graduates connected to employment



## Business Development

### NYCHA Business Pathways Series

Funded by the JPMorgan Chase Foundation, the NYCHA Business Pathways series offers free, immersive business development training to help residents launch and strengthen their food and childcare businesses. Participants receive mentorship, coaching, market access, and licensing support. Recognized by the Office of the Mayor's Women Forward NYC initiative, the program helps break employment barriers and expand income opportunities for women.

### NYC Boss Up NYCHA Business Pitch Competition and Program

Funded privately, NYC Boss Up NYCHA provides NYCHA entrepreneurs ("NYCHApreneurs") with the financial and technical resources needed to scale their businesses. The program awards each winner a \$20,000 financial grant, technical training, and wraparound support, creating a more equitable and inclusive entrepreneurial ecosystem for NYCHA business owners.

### Contact NYCHA REES

To learn more about economic opportunity services near you, be connected to a REES partner, or sign up for a REES Information Session, visit **OpportunityNYCHA.org** or call the REES Hotline at **(718) 289-8100**.

## 2024 Highlights

**26**

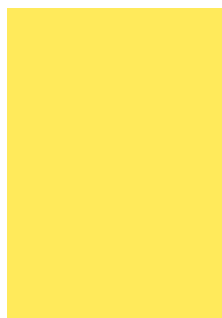
Food Business  
Pathways graduates

**16**

Childcare Business  
Pathways graduates

**8**

Winners selected



# Resident Health Initiatives

Resident Health Initiatives (RHI) builds resident health through innovation and cross-system collaboration. RHI leads and critically supports a set of strategic initiatives that connect residents to preventive health resources, help create healthier indoor environments, and build capacity for resident leadership in health.

RHI's work is centered around three pillars:



Preventive  
health



Partnership  
management



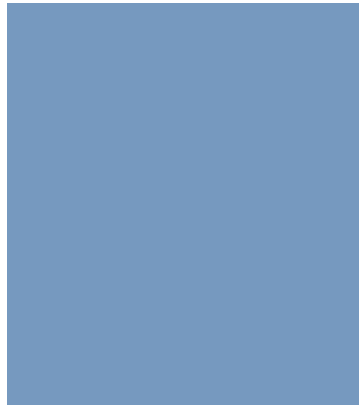
Operational  
alignment

## 2024 Highlights

- **Healthy Start @ NYCHA** hosted two citywide baby showers, providing expecting families and new parents with essential resources, education, and community support. The events welcomed **340 residents** from developments across all five boroughs.
- The Farms and Gardens team organized the **NYCHA Farms & Gardens Season of Growth Summit**, bringing together over **150 residents** to network and learn about relevant topics including community gardening, food as medicine, composting, and grant writing.
- Resident Health Initiatives partnered with the NYC Health Department to launch the **Health Advocacy Partners Program (HAPP)**, expanding place-based community health worker support across developments in three boroughs. In its first year, HAPP engaged **6,592 residents** in **511 group wellness activities** and provided health coaching to **738 residents**.
- The NYC Health Department released **We All Share the Air**, a six-minute film showcasing its partnership with Smoke-Free NYCHA to provide public housing residents with free support to manage their tobacco use, as well as education on NYCHA's smoke-free policy.

## Healthy Start @ NYCHA

Healthy Start ensures expecting NYCHA families have safe, hazard-free homes while connecting them to services such as home visiting, doula support, childcare, and fatherhood programs. The program is linked to NYC's broader network of birth equity partners. Program participants receive customized support and invitations to special events for growing families.



## 2024 Highlights

**606**

New pregnancy disclosures

**1,001**

Program participants

**270**

Baby item deliveries & distributions

**79**

Program partners

**219**

Apartment hazard inspections completed

## Smoke-Free NYCHA

Smoke-Free NYCHA creates healthier homes for residents and healthier working environments for employees by reducing exposure to secondhand smoke and providing resources to residents and employees who smoke and want to quit or cut back.

In 2024, Smoke-Free NYCHA staff implemented and refined new approaches to proactively engage residents in conversations to strengthen policy adherence. **Sixty percent** of all residents with a documented Smoke-Free violation were successfully contacted to reinforce the Smoke-Free policy's aim of reducing exposure to secondhand smoke.

**1,629**

Residents reached at **75 developments**

**330**

Staff trained in Smoke-Free policy

**9**

Developments received Smoke-Free perimeter markings





## NYCHA Farms and Gardens

**NYCHA Farms and Gardens** builds collaboration between residents and partners to activate open spaces, strengthen community health and wellbeing across generations, and advance environmental sustainability.

The program also offers technical support for resident and partner-led gardens.



## Health Care Partnerships

Health Care Partnerships leads collaborations that create pathways for residents into preventive health careers and bring partner-led health resources to NYCHA communities.

The **NYCHA Health Corps** is an AmeriCorps partnership between NYCHA and NYC Service designed to foster leadership through public service, with a focus on public health and social determinants of health.

Place-based **Community Health Worker (CHW)** partnerships provide health coaching, group wellness activities, and additional support to residents in targeted NYCHA developments.



## 2024 Highlights

**9**

Active NYCHA farms

**30,284**

Pounds of produce distributed to residents

**54,909**

Pounds of food scraps collected for compost

**84**

Resident gardens received technical assistance & strategic support

**20**

Resident gardens built or substantially renovated

**73**

Residents participated in NYCHA Health Corps across **2 cohorts**

**24**

NYCHA Health Corps host sites across **2 cohorts**

**73**

Developments received place-based CHW services

## Mental Health Capacity Building

RHI works with NYCHA residents, the Mayor's Office, the NYC Health Department, and other citywide and local partners to build connections to resources that strengthen community mental health and wellbeing. These partnerships focus on prevention and crisis response.

The **NYCHA Mental Health Task Force** is a citywide collaboration working to harness the strengths and resources of residents, community-based organizations, academic partners, and City agencies to develop and implement strategies that address mental health challenges facing NYCHA communities.

Between July and September 2024, NYCHA and the NYC Health Department provided free **Mental Health First Aid (MHFA) training** to residents, staff, and community leaders. The eight-hour sessions taught skills to recognize and respond to mental health and substance abuse crises through role-playing and simulations.

## Contact Resident Health Initiatives

To learn more, please reach out to RHI at [health.initiatives@nycha.nyc.gov](mailto:health.initiatives@nycha.nyc.gov).

## 2024 Highlights

**12**

MHFA trainings & workshops conducted, of which

**10**

were hosted at NYCHA developments

**180**

MHFA training participants

