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Vivian L. Southward

Roanoke Redevelopment and Housing Authority Names New Vice President of Resident Services

Vivian “Penny” Southward has been named Vice President of Resident Services for Roanoke Redevelopment and Housing Authority (RRHA). In this capacity, Ms. Southward will lead RRHA’s development and implementation of a comprehensive network of services designed to support residents in achieving their self-sufficiency goals. She will also manage the resident appeals process and the Section 3 program, which focuses on enhancing contracting opportunities for businesses owned by or employing individuals who have low incomes.

Ms. Southward has over twenty years experience in human services leadership and formerly served as the first public housing coordinator for Jefferson County Housing Authority in Birmingham, Alabama. A graduate of the University of Alabama at Birmingham, Ms. Southward earned her Master of Arts in Public and Private Management from Birmingham-Southern College.

Ms. Southward is a 2002 graduate of Leadership Alabama and a 1994 graduate of Leadership Birmingham. She has been an active director on numerous nonprofit boards, and was a member of the founding board of the Jefferson County Children’s Policy Cooperative. She has served as president of The Women’s Network, on the steering committee for Youth Leadership Forum of Birmingham and volunteered as a therapy visit assistant for Hand-In-Paw, Inc. Her honors include 1999 Woman of Distinction of Girl Scouts of North-Central Alabama and 2009 Alabama Rose honoree of The Central Alabama Women’s Business Center. Ms. Southward has a special interest in raising awareness about early and routine screening for cancer detection, and has contributed to numerous publications in the area of community and faith-based health communication.

The Roanoke Redevelopment and Housing Authority was created by the City of Roanoke in 1949 under the provisions of the United States Housing Act of 1937. RRHA is an independent, political subdivision of the Commonwealth of Virginia with three primary responsibilities to the citizens of Roanoke: to provide housing and homeownership opportunities and to accomplish neighborhood revitalization; to take a leadership role in providing programs and resources for residents that promote and encourage self-sufficiency, self-esteem and self determination; and, to maintain a leadership role in fostering economic development and job opportunities through redevelopment. RRHA currently owns and manages nearly 1,300 units of public housing and administers approximately 1,600 units of Section 8 Housing Choice Vouchers.

To learn more, visit www.rkehousing.org

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