



MEMO: PCHA to Begin Operating Under “Housing Pierce County” Name

TO: PCHA Voucher-Holders, PCHA Residents, Participating Landlords, Vendors, Service Partners, Community Stakeholders
CC: PCHA Board of Commissioners, PCHA Staff
FROM: James Stretz | Executive Director
DATE: Monday, August 18, 2025

The Housing Authority of Pierce County, currently doing business as Pierce County Housing Authority (PCHA), is excited to announce that it will soon begin operating under a new name: Housing Pierce County.

A sample of our new logo and branding materials are below.

HOUSING
PIERCE COUNTY



This decision comes at the culmination of a series of transformations at PCHA. Over the past five years, PCHA has:

- Overhauled and upgraded financial management and reporting systems
- Been awarded a High-Performing Housing Authority status for our Public Housing program
- Tripled the staffing of our Family Self-Sufficiency Program
- Added dozens of Veterans Affairs Supportive Housing (VASH) vouchers
- Acquired new property for our Affordable Housing communities portfolio—the first in 30 years
- Successfully secured competitive federal, state, county, and local grants to improve services and expand our housing portfolio
- Grown our rental assistance voucher program to over \$40 million annually—an increase of 20% since 2020
- Purchased a new headquarters, bringing program and support staff together under one roof
- Completed more than half of our Section 18 Public Housing Disposition, unlocking \$25 million to date of an estimated total of \$43 million to reinvest into affordable housing and long-term program sustainability.

In 2026, we will begin a large-scale rehabilitation effort through the Low-Income Housing Tax Credit (LIHTC) program to upgrade our communities and ensure they remain safe, sound, and affordable for future generations of residents. As we reflect on such accomplishments and look ahead to the opportunities before us, our focus remains on delivering sustainable, community-driven housing solutions that can endure the uncertainties of shifting federal investment. As federal programs face increasing uncertainty in today's changing political landscape, we want to be sure our participants, tenants, landlords, and community partners know that we are committed to continuing to serve with compassion, consistency and care, because we are here to stay, and here to help. While we continue providing over \$40 million in Section 8/Housing Choice Voucher operations, we are also focused on innovating new programs and strategic housing networks that can thrive with or without government funding. No matter what comes next, we are dedicated to **Housing Pierce County**.

Our name change, logo, and branding package were created with extensive involvement of our Board of Commissioners' Logo Redesign Committee, which included our Resident Commissioner Tausha Blakesly and our Vice Chair Narva Walton, with support from PCHA staff and our design partners M Agency. The new design focuses

on an opening door, symbolizing welcome and opportunity, and reflects the idea that ‘home’ can look like so much more than a detached house’s roofline. A home is more than a structure; it is having access, peace of mind, opportunity, and hope. We also prioritized creating branding materials that are visually accessible, evocative, and clearly distinguished from other local service providers.

The transition from “Pierce County Housing Authority” branding to “Housing Pierce County” branding will occur gradually over the remainder of 2025 and 2026. During this time, changes will occur on documents and materials to incorporate the new name and logo. However, many functions associated with our Supported Housing Program Division, including our Housing Choice Voucher Program (formerly section 8), our VASH Voucher Program, and our Project Based Voucher Program may continue to use “Pierce County Housing Authority” and “Housing Authority of Pierce County” on official documents indefinitely. Checks or invoices that identify us as “Pierce County Housing Authority” or “Housing Authority of Pierce County” remain valid, as we are retaining those business names.

A redesigned website and updated email addresses will be released in the coming months. There will be no service interruptions. **Please note that all staff emails and contact information remain the same as of this mailing, and there will be no service interruptions or changes to contacts associated with this transition at this time.** Old contact information will forward to updated addresses once the new addresses are implemented. PCHA will send timely updates on our implementation to stakeholders as they become pertinent.

ANY future announcements to changes in contact information will be posted on our website (www.pchawa.org) and through our Yardi RentCafe Portal. These will be accompanied by confirmation via an official @pchawa.org email address and USPS mail. We reiterate that NO changes are being made at this time. Any email that is sent to you directly saying PCHA contact information has changed that is not also reflected through an update on the RentCafe Portal or on our website at www.pchawa.org is spam and should be deleted. Our staff’s phone numbers will remain the same, and our lobby is open to the public 9 AM to 4 PM, Monday through Thursday.

PCAHA acquired and relocated to its Canyon Road office location earlier this year, and as such the organization requires new signage for this building, new business cards, and new stationery displaying our new address. This change to the business name will therefore not require our organization to purchase any non-scheduled goods. PCAHA’s branded vehicles will not be rebranded. Our branded fleet will display the new name and logo only when old vehicles are replaced on their existing as-needed schedule.

Housing Pierce County is more than a name – it’s a mission.

We appreciate your continued support as our agency changes and grows to best meet the needs of our community.

Sincerely,

James Stretz | *Executive Director*