



## NICOLE FERREIRA

Executive Vice President for Real Estate  
New York City Housing Authority

### Ibo Balton Community Planner Award

Presented by  
NYCHA Chair Shola Olatoye  
and  
Robert Ezrapour, Artimus Construction

*"It's the people that keep me grounded in the work and community; keeping people in their homes, providing living conditions that people deserve, and giving people hope."*

Nicole has put people and their communities at the center of her work creating innovative and quality affordable housing projects in her various roles in NYC. She was first inspired to focus on affordable housing by CHPC Board Emily Youssouf, then President of NYC's Housing Development Corporation. Starting first at NYCHA in 2011, Nicole would leave to join the Workforce Housing Group, which acquires and turns around troubled rental housing in a variety of neighborhoods to ensure that they are preserved into the future.



Nicole would return to NYCHA in 2015 as part of Chair Olatoye's team to work on housing development that would help preserve public housing while adding to the much needed supply of affordable housing. Nicole's team is heavily involved in Next Generation NYCHA and has helped improve the relationship between NYCHA and its resident community since taking on her current role. Nicole embraces all of the voices that are present, bringing them all to the table. This change was realized in one of her biggest accomplishments—closing the authority's first RAD deal.