



State of California

BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY

Gavin Newsom, Governor
Lourdes M. Castro Ramírez, Secretary

NEWS RELEASE

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Partners Chosen for Emergency Rental Assistance Program to Coordinate Community Network and Public Education Campaign

Local Initiatives Support Corporation (LISC) Will Use Strong California Presence to Develop Partnerships with Community Organizations

Prosio Communications Will Provide a Robust Public Education and Outreach Campaign

SACRAMENTO – [Local Initiatives Support Corporation](#) (LISC) has been chosen to bring together ground-level partnerships with California communities and tribes to assist the state as it implements the Emergency Rental Assistance Program created by the [COVID-19 Tenant Relief Act](#), the strongest-in-the nation eviction protections [signed into law](#) by Governor Gavin Newsom on January 29. In addition, [Prosio Communications](#) has been chosen to launch a robust public education awareness campaign to inform the hardest hit Californians about the program.

The California Business, Consumer Services and Housing Agency (BCSH) and the Department of Housing and Community Development (HCD) will lead this effort with both partners as they actively engage diverse and trusted community based organizations and tribes, and coordinate an outreach campaign that is person- and community-centered. Their efforts will focus on equity, with needs mapping to identify and serve the communities that have suffered the hardest financial hit from the COVID-19 pandemic.

“We are committed to serving people where they live, and to working with trusted community-based organizations as we deploy rental relief resources,” said BCSH Secretary Lourdes Castro Ramírez. “We look forward to working with organizations grounded in the communities they serve and support, and will ensure that our efforts are

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LISC Chosen to Implement California's Statewide Emergency Rental Assistance Program

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driven with a commitment to equity, being culturally relevant, and reaching the people most impacted by the economic hardship created by COVID-19.”

LISC will establish and manage the program's expansive Local Partner Network with community-level partners to ensure that all regional geographies and target communities and tribes throughout California have access to the program.

“Establishing a localized ground-game is critical to ensuring that eligible landlords and tenants understand the program and have the support they need to access urgent relief,” said LISC President and CEO Maurice A. Jones. We look forward to working closely with our California partners and others throughout the state to protect vital housing resources and support the stability of communities as well.”

Prosio Communications will provide education and outreach services to maximize the number of landlords and tenants who access the resources provided by the program, and provide culturally appropriate and relevant messages, advertising, communications management, and content in collaboration with BCSH and HCD.

“The foundation of our company mission is to provide outreach support for major issues that impact people's lives,” said Prosio Communications president Lori Prosio. “The COVID-19 crisis has created a major financial strain that could lead to housing instability for many Californians, and our team is eager to bring our experiencing developing statewide public awareness campaigns to help promote this vital financial assistance program.”

Funding for the State Emergency Rental Assistance Program comes from the \$2.6 billion in federal rental assistance approved in December and will target aid to income-qualified tenants who are most at-risk of eviction. Participating landlords will be compensated for 80 percent of an eligible household's rental arrears accrued between April 1, 2020 and March 31, 2021, and in accepting that payment agree to forgive any remaining balance owed by the household for that period.

The Emergency Rental Assistance Program will begin accepting applications March 15, 2021. More information can be found at [HousingIsKey.com](https://www.housingiskey.com).

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