



HOUSING
IS KEY

SB 91 and the State Rental Assistance Program

February 1, 2021



Agenda

- Welcome and Introductions
- Purpose of the Meeting
- Background
- Tenant, Homeowner, and Landlord Protections
- Rental Assistance
- Resources
- Questions and Comments





Purpose of Meeting

- Provide a debrief on the recently passed COVID-19 Tenant Relief Act (SB 91).
- Overview of tenant, homeowner, and property owner protections.
- Introduce the State's program to distribute federal rental assistance funds.
- Questions and comments.

Lourdes Castro Ramírez

Secretary, Business, Consumer Services and Housing Agency



Review of AB 3088 Stakeholder Engagement

- Online survey and kick-off webinar.
- Stakeholder debrief December 7, 2020.
- 399 individuals and organizations including tenants, landlords, and local jurisdictions.
- Solicited feedback on state use of future emergency assistance funds.
- Solicited feedback on how to best reach tenants and small landlords.
- Solicited feedback on future state action.
- HCD continued engagements in January and February on key findings.



Main Engagement Themes

- Extending AB 3088 eviction and foreclosure protections.
- Rental arrear assistance.
- Short term financial assistance to stabilize tenants and landlords.
- Reaching tenants and landlords through direct outreach and trusted community partners.
- Robust public information campaigns.



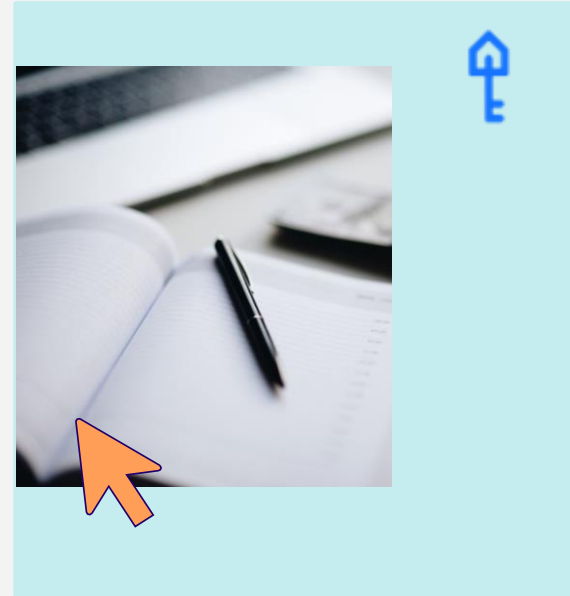
Federal Consolidated Appropriations Act of 2021

- Bill passed December 27, 2020
- Established the Emergency Rental Assistance Program
- \$25 Billion Rental Assistance
 - \$2.6 Billion to California
 - \$1.5 billion coming directly to the CA
 - \$1.1 billion allocated directly by the US Treasury to counties and cities with populations over 200,000.
 - **Strong alignment with State Themes and Federal Program.**



SB 91 Overview

- Passed January 28, 2021, signed January 29, 2021.
- Extends key tenant and property owner protection provisions provided by AB 3088 (Chapter 37, Statutes of 2020).
- Provides new protections for tenants impacted by COVID-19, including debt treatment and civil procedures.
- Appropriates \$1.5 B for the State Rental Assistance Program.



Amy Wilson

Deputy Secretary of Legislation, Business, Consumer Services and
Housing Agency



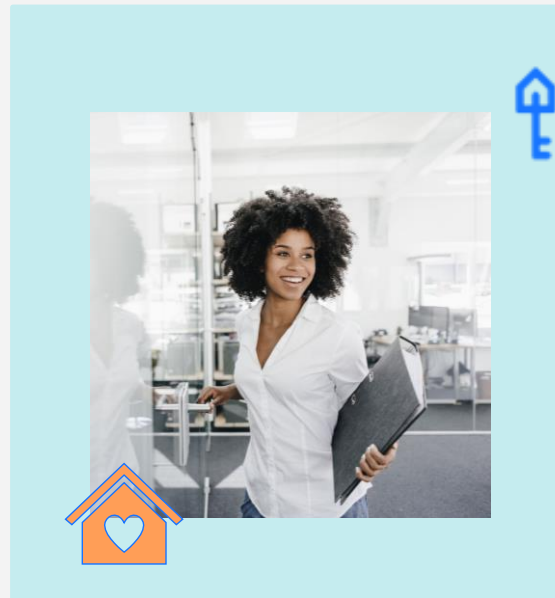
Eviction Protections

- Extends to June 30, 2021 the eviction moratorium established under AB 3088 (Chapter 37, Statutes of 2020).
- Utilizes the same tenant eligibility and regulatory rules as AB 3088:
 - Declaration of financial hardship
 - 25% payment of monthly rent
 - Debt still accrues but cannot be grounds for eviction
- Provides additional eviction and debt protection measures for COVID-19 impacted tenants.



Landlord and Homeowner Protections

- Extends to September 1, 2021 consumer protections for property owners and landlords impacted by COVID-19 whose requests for mortgage forbearance are denied:
 - Detailed explanation from lender required
 - 21 days to "cure" any incorrect information in the request
- These state level protections supplement available federal mortgage forbearance options.



Rental Assistance

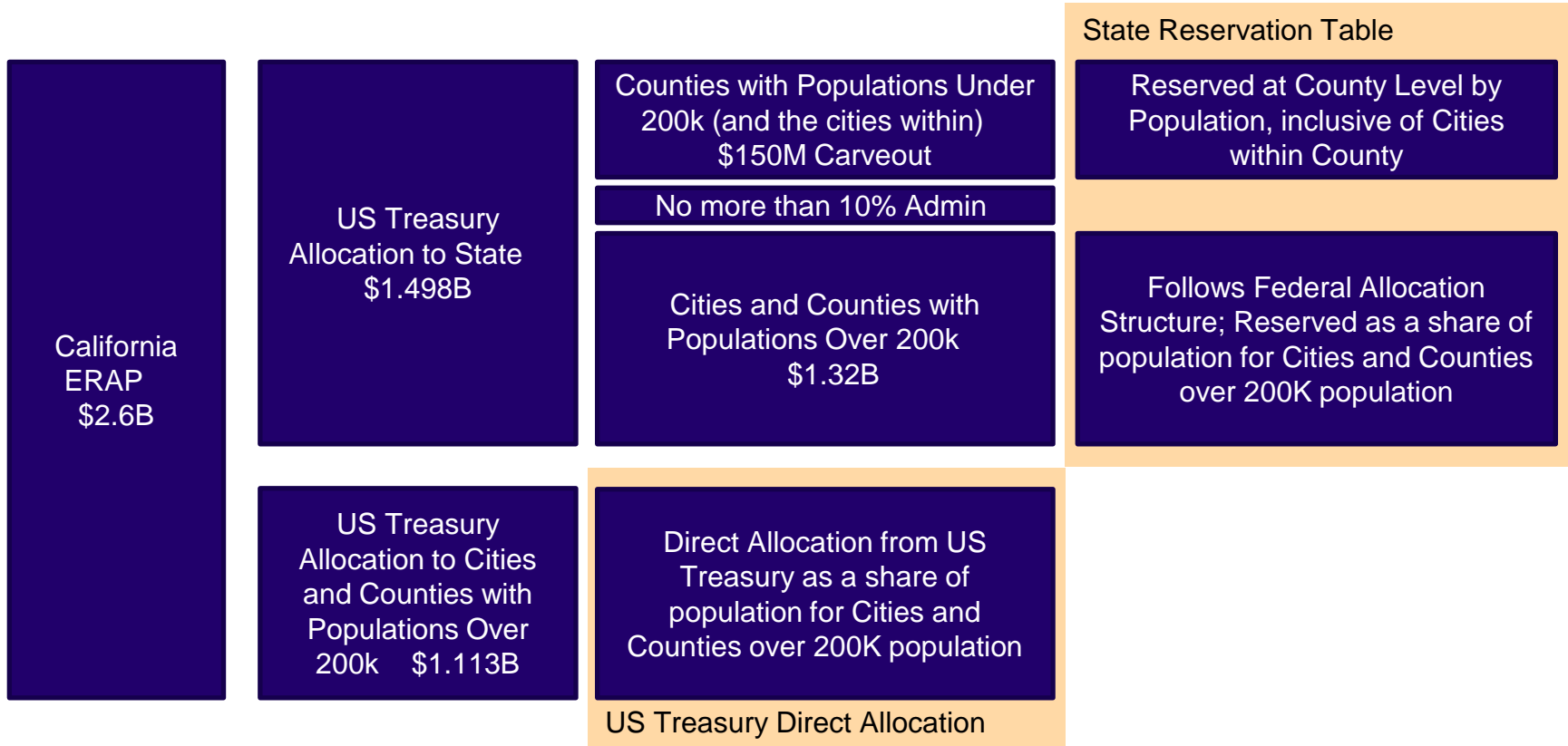
- Program Focus: Stabilize low-income households through the payment of rental arrears to landlords
 - Eligibility is for households at or below 80% AMI, prioritizing those under 50% AMI.
 - Participating landlords will be compensated 80% of unpaid rent from April 1, 2020 – March 31, 2021. Accepts as payment in full for all rental debt for that period.
 - If a landlord chooses not to participate, eligible households can still apply for and receive 25% of back rent owed for the covered period.



Lynn von Koch-Liebert

Deputy Secretary of Housing, Business, Consumer Services and
Housing Agency





Emergency Rental Assistance Program (ERAP) Funds

DRAFT - Federal Coronavirus Relief Funds State Rental Assistance Reservation Table			
	Direct Federal^{1,3}	State^{2,3,5}	Total
County/City Pop > 200,000	Estimated Allocation	Estimated Allocation	Estimated Direct Federal and State Allocation
Alameda	\$29,648,131.05	\$31,908,572.69	\$61,556,703.74
Fremont	\$7,168,619.03	\$7,715,171.02	\$14,883,790.06
Oakland	\$12,874,763.67	\$13,856,365.24	\$26,731,128.91
Butte	\$6,516,780.44	\$7,013,634.75	\$13,530,415.19
Contra Costa	\$34,296,331.30	\$36,911,162.41	\$71,207,493.71
Fresno	\$13,900,330.20	\$14,960,123.31	\$28,860,453.51
Fresno	\$15,804,677.66	\$17,009,662.61	\$32,814,340.27
Kern	\$15,343,270.84	\$16,513,077.07	\$31,856,347.91
Bakersfield	\$11,421,297.99	\$12,292,084.00	\$23,713,381.99
Los Angeles	\$160,073,410.74	\$172,277,775.41	\$332,351,186.14
Long Beach	\$13,754,733.88	\$14,803,426.40	\$28,558,160.28
Los Angeles	\$118,319,705.78	\$127,340,672.03	\$245,660,377.81
Santa Clarita	\$6,332,235.55	\$6,815,019.74	\$13,147,255.29
Marin	\$7,695,346.48	\$8,282,057.38	\$15,977,403.86

Full Table within Expression of Intent Document Released
1/28/21

Extract from State Reservation Table

DRAFT - Federal Coronavirus Relief Funds State Rental Assistance Reservation Table			
	Direct Federal^{1,3}	State^{2,3,5}	Total
County/City Pop > 200,000	Estimated Allocation	Estimated Allocation	Estimated Direct Federal and State Allocation
County Pop < 200,000		\$150,000,000⁴	
Alpine		\$81,501.34	\$81,501.34
Amador		\$2,869,655.61	\$2,869,655.61
Calaveras		\$3,313,834.29	\$3,313,834.29
Colusa		\$1,555,455.56	\$1,555,455.56
Del Norte		\$2,007,719.41	\$2,007,719.41
El Dorado		\$13,921,135.97	\$13,921,135.97
Glenn		\$2,049,661.19	\$2,049,661.19
Humboldt		\$9,785,791.29	\$9,785,791.29
Imperial		\$13,081,722.72	\$13,081,722.72
Inyo		\$1,302,216.68	\$1,302,216.68
Kings		\$11,040,579.82	\$11,040,579.82

Full Table within Expression of Intent Document Released
1/28/21

Key Program Requirements

US Treasury Emergency Rental Assistance Program (ERAP)

- Not less than 90 percent for direct financial assistance.
- Eligible household: renter household with one or more of the following criteria: (1) Qualifies for unemployment or experienced reduction in household income, (2) Demonstrates risk of experiencing homelessness or housing instability, or (3) Household income at or below 80% of area median income (AMI).
- Documentation is required.
- Non duplicative federal rental assistance
- Up to 12 months of assistance, plus an additional 3 months
- Fund rental arrears before future rent payments.
- Application submitted by a landlord on behalf of an eligible household or by the eligible household.
- In general, payments are made directly to landlords and utility service providers. If a landlord does not wish to participate, funds may be paid to the eligible household.
- Structured reporting requirements
- 65% of funds must be obligated by September 30, 2021. UST may claw back and reallocate funds at that time.
- Funds generally expire on December 31, 2021.

Conforming Program Overview

The following will serve as the basis for HCD's evaluation of a conforming local rental assistance program. Overview will be posted; Guidance forthcoming:

- Must align prioritization of resources as provided in Health and Safety Code Section 50897.1 (b), principally prioritizing households at or below 50% AMI, and up to 80% AMI or unemployed for 90 or more days. But in doing so, may provide equal or stronger prioritization to include the following:
 - Prioritization by deeper income targeting (i.e. 30% AMI and below); Prioritization by rent-burden; Prioritization by qualified census tracts; Prioritization by property size (i.e. small landlords); Other related factors consistent with this intent and need.
- Must prioritize rental arrears.

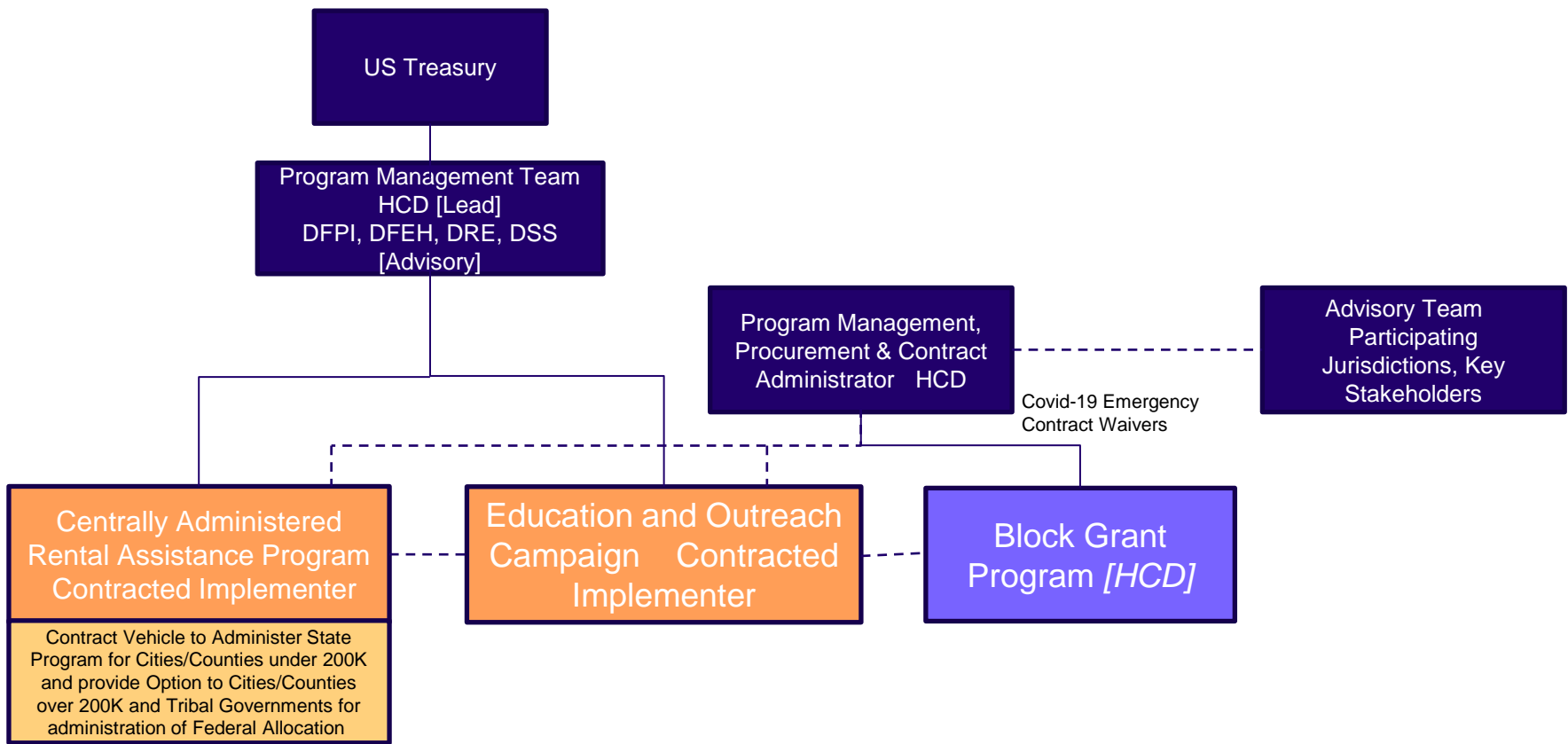
Conforming Program (2)

- Must follow the exact compensation formula as described in the bullets below for rental arrears as provided in SB 91, both for landlord participating and non-participating processes, respectively.
 - Compensation shall be exactly 80% of an eligible household's unpaid rental debt from April 1, 2020 to March 31, 2021. The remaining unpaid rental debt must be forgiven in accordance with that subdivision.
 - Non-participatory landlord process pursuant to Health and Safety Code Section 50897.1(e), compensation shall be exactly 25% of an eligible household's unpaid rental debt from April 1, 2020 to March 31, 2021.
 - Prospective rent payments shall be exactly 25% of an eligible household's monthly rent
- A conforming local rental assistance program may not institute additional programmatic requirements that may inhibit participation in the program

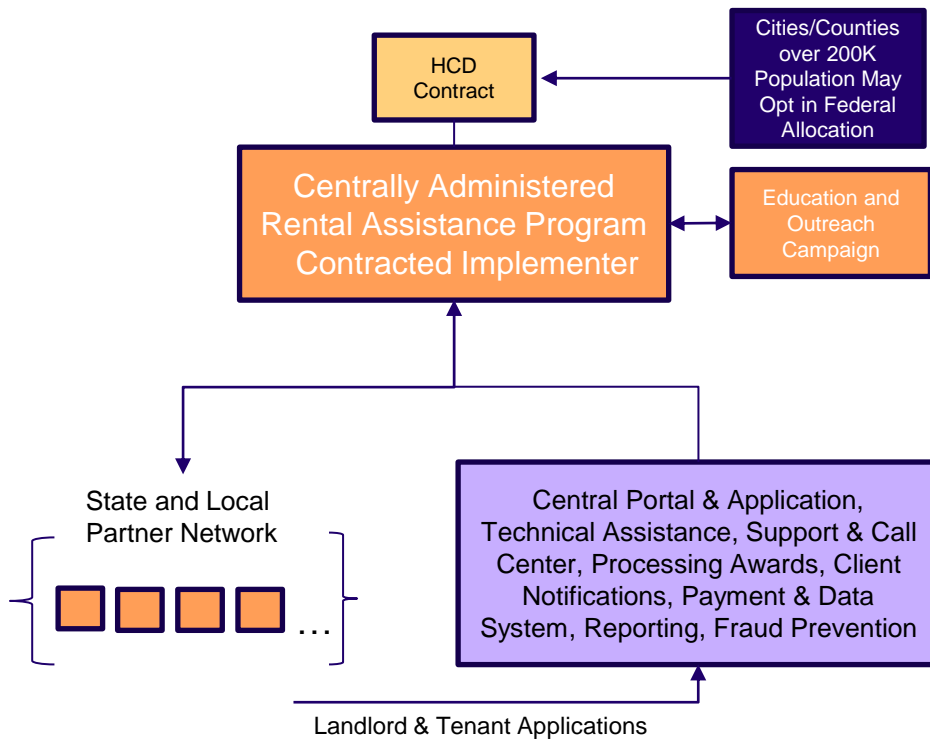
Program Implementation Goals

- Maximize the impact of funds; delivering them efficiently and equitably.
- Consistent treatment of landlords and tenants throughout the state.
- Stretch the resources to serve more households.
- Write-down debt to help all parties move forward together.
- Ensure program integrity and accountability.
- Balancing the need of fraud prevention with the need to be flexible and provide landlords and tenants with multiple methods to verify eligibility.
- Manage the duplication of benefits requirement posted by UST allocation structure
- Standardization when possible; flexibility to meet local needs.





State Rental Assistance Program Structure



State Rental Assistance Program Features

Rental Assistance Program Contracted Implementer Responsibilities:

DESIGN & BUILD

- Development and management of a central Application Portal that serves landlords and tenants; has Mobile and multi-language capabilities.
- Jurisdictions to opt-in to the central program by providing entitlement resources to HCD to add to contract.
- Creation of the simplified eligibility requirements and application award scorecard that meets the federal and state requirements and policy goals. Sharable program structure to support standardization across the state administered and non-state administered programs.

COORDINATE

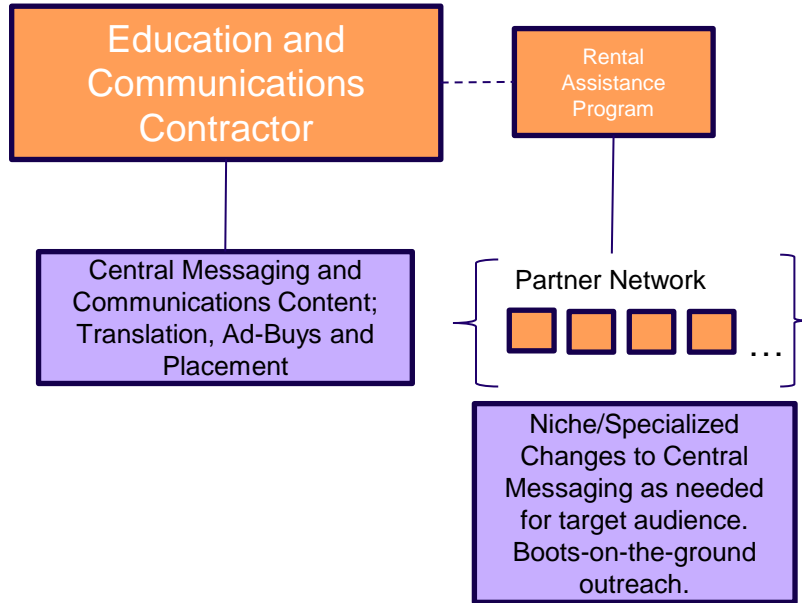
- Communications of program strategy and content to Marketing and Communications Contractor.
- Establish and activate local partner network to support targeted client outreach and successful inflow of applications into central program.

IMPLEMENT

- Technical Assistance and Support/Call Center for applicants.
- Management of the reserve system to ensure equity targets are met.
- Up-front self-assessment and referrals for ineligible applicants
- De-duplication of applications within system.
- Verification of applicants' eligibility.
- Review of required documentation.
- Fraud and privacy protections.
- Award determination and notification to applicant.
- Verification of Bank Account.
- Support setting up a bank account if applicant does not have one.
- Transfer of rental assistance funds to selected Applicant.
- Wrap around services to support outcomes for the Applicant.

REPORT

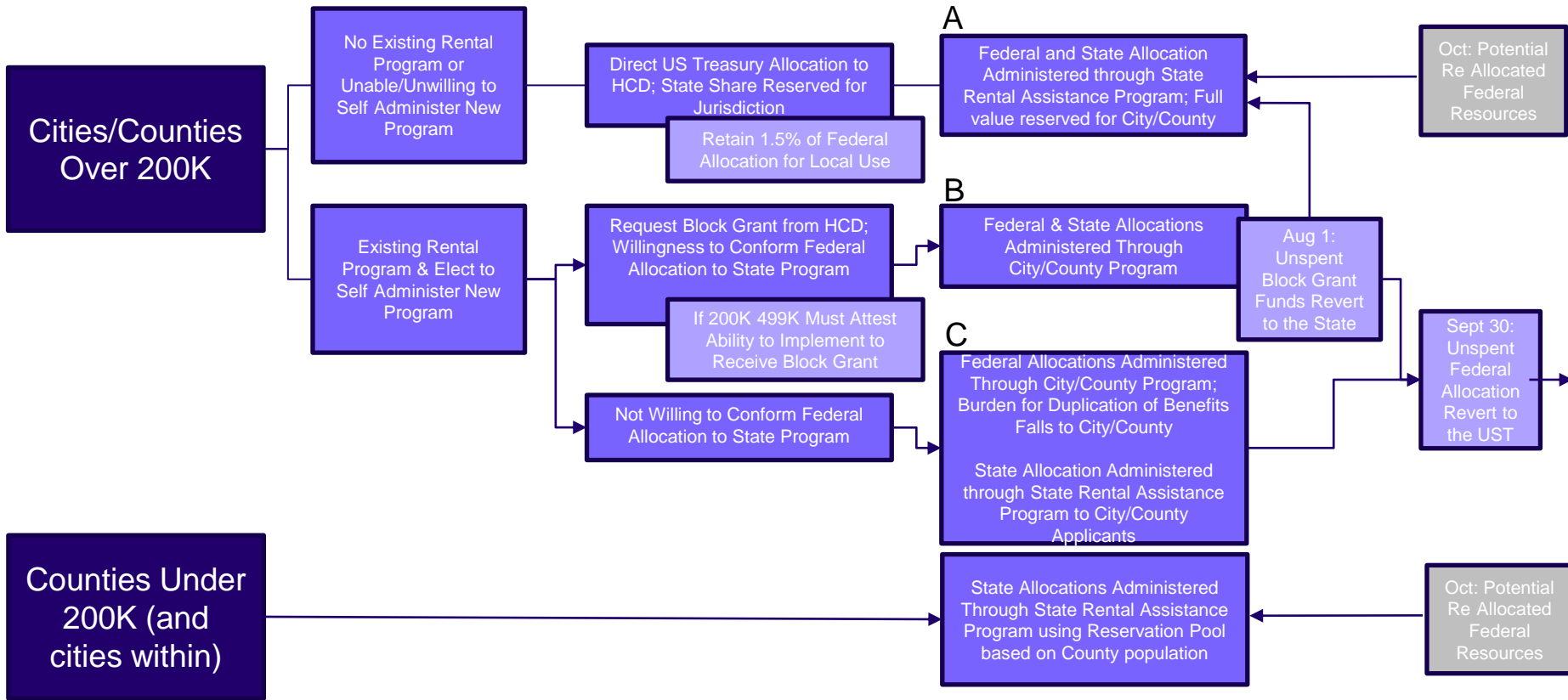
- Reporting to participating Cities and Counties.
- Reporting on program and fund outcomes on a rolling, and final basis to UST.
- Data accessibility for court use and future state uses.



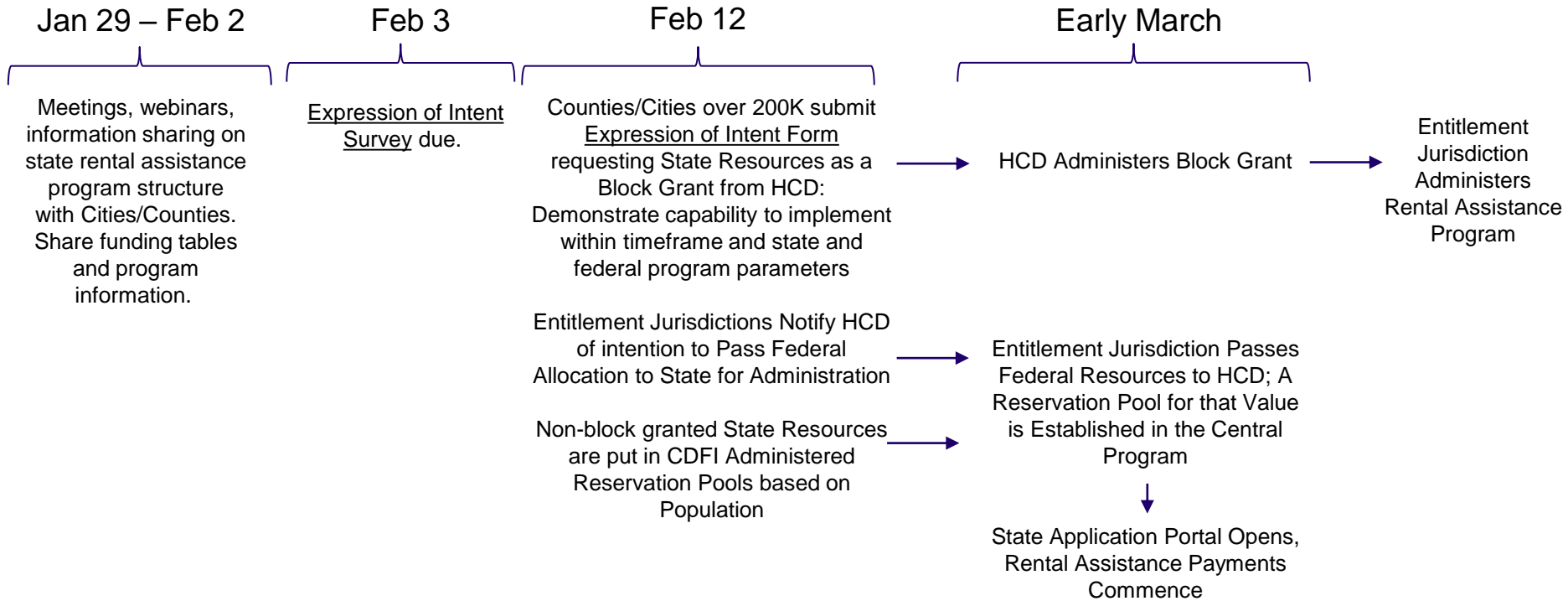
Education and Outreach Program

Marketing and Communications Prime Contractor Responsibilities:

- Develop the outreach and messaging strategy.
- Development of central and culturally sensitive messaging and communications/collateral content.
- Work closely with the Rental Assistance Program Prime Contractor on content creation and updates.
- Generation of Public Service Announcements and work with local jurisdictions for placement and creation of social media campaign.
- Develop toolkit to share content with Partner Network; Receive feedback from Partner Network via the Rental Assistance Prime Contractor for continuous improvements and enhancements.
- Development of ads and placement.
- Coordination of translated materials.
- Social media strategy.
- Earned media strategy with ethnic media targeting.
- Development of one-stop webpage with information and resources for partners (extension of HousingIsKey.com)
- Misinformation monitoring.
- Partnership development outside of Partner Network.
- Creation of success stories campaign.



State Rental Assistance Program Implementation



State Opt-in and Block Grant Request Timeline

Veronica Harms

Deputy Secretary of External Affairs, Business, Consumer Services and
Housing Agency

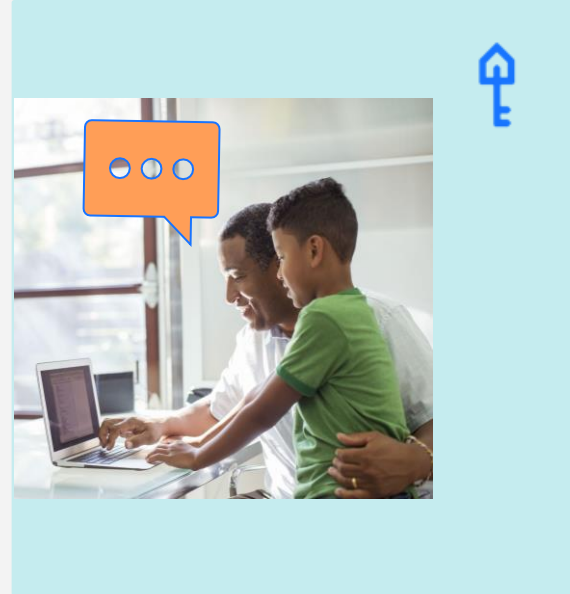
Housing is Key Background

- [Housingiskey.com](https://housingiskey.com) launched September 1, 2020.
- Resources and tools to support tenants, landlords, homeowners, and community partners.
- Worked closely with stakeholders on content and cross-promoting resources
 - 683,255 Page Views
 - 242,163 Unique Visitors
 - 110,197 Downloads of Resource & Tools



Housing is Key Tools

- Information in Spanish and English about SB 91 for tenants, homeowners, landlords, and communities
- AMI Calculator
- Geography of needs map
- COVID-19 Assistance Line in 18 different languages



Questions / Comments?

Questions

Housing@bcsh.ca.gov

Landlord / Tenant / SB 91 Information

[Housingiskey.com](https://www.housingiskey.com)

