Welcome

Steven Durham, Director
Office of Housing Voucher Programs
HCV Landlord Participation Webinar Series

• Webinar 1: Background and Introduction: Challenges Landlords Experience

• Webinar 2: Education and Outreach Strategies

• Webinar 3: Technology Strategies
Today’s Webinar

WHAT TO EXPECT

• Overview of Landlord Strategies Guidebook for PHAs
• Technology Strategies
• PHA Profiles
• Additional HUD Efforts
• Conclusion and Q&A

Questions: Submit through the webinar chat function throughout the presentation
OVERVIEW

Housing Choice Voucher Landlord Strategies Guidebook for Public Housing Agencies
Guidebook: Purpose

To support public housing agencies (PHAs) in improving landlord participation in the Housing Choice Voucher (HCV) Program by:

– Increasing Recruitment
– Increasing Retention
– Improving Responsiveness
– Improving Tenant-Landlord Relationship
– Improving Inspections Process
– Minimizing Bureaucracy
Guidebook: How To Use

• Publishing Guidebook chapters on HUD’s website as they are completed.
• Guidebook will be updated in its entirety once all chapters are published.
• Encouraged to read the entire chapter as many strategies in a chapter are related information that is transferrable.
Guidebook: Where to Find

• HUD HCV Landlord Resources

• Housing Choice Voucher (HCV) Landlord Strategies Guidebook for Public Housing Agencies
Technology Strategies
Technology

• Presents a range of strategies varying in cost and complexity
• Strategies include:
  – HCV Landlord Webpage
  – HCV Landlord Portal
  – Inspections Technology
**STRATEGY:** HCV LANDLORD WEBPAGE

Providing information to landlords about the PHA and the HCV program on the PHA’s website.

**Who:** PHAs with a mid-sized or larger HCV program that already have a PHA website. PHAs located in areas where landlords are used to finding information online.

**Cost:** $ $$$ Minimal for PHAs that already have and maintain a website.

**Implementation Considerations:** ⊗ LOW ⊗ MEDIUM ⊗ DIFFICULT

- Examines how an HCV Landlord webpage can be used to:
  - Encourage landlord participation in the program
  - Address common questions
  - Empower landlords
- Makes HCV information relevant to landlords prominent
- **Audience:**
  - New Landlords – Possibly the first exposure to the HCV Program
  - Existing Landlords – Easy way to locate the HCV-focused information relevant to landlords
HCV Landlord Webpage Content

New or Prospective Landlords
- How to become a landlord in the HCV program
- HCV roles and responsibilities
- HCV process overview
- Calendar and training opportunities

Current HCV landlords
- Inspection information
- Payment standards and utility allowance schedules
- Property listings
- News
HCV LANDLORD RESOURCES

The housing choice voucher (HCV) program is the federal government’s primary program for assisting very low-income families, the elderly, and persons with disabilities to afford decent, safe, and sanitary housing in the private market. Since housing assistance is provided on behalf of the HCV tenant, participants are able to find their own housing, including single-family homes, townhouses and apartments. Housing choice vouchers are administered locally by public housing agencies (PHAs) that receive federal funds from the U.S. Department of Housing and Urban Development (HUD) to administer the HCV program. This means that the tenant, landlord and PHA all have obligations and responsibilities under the HCV program.

COVID-19 RESOURCES

- (UPDATED) PIH COVID-19 Frequently Asked Questions and Responses Relevant for HCV Landlords
- HCV Landlord Flyer - Preventing Evictions During COVID

I am a Landlord and I Want to...

- Learn more about the HCV Program
- HCV Fact Sheet for Landlords
- (NEW) Steps to Become an HCV Landlord
- (NEW) Myth-busting and Benefits for HCV Landlords
- Flowchart of HCV Lease Up Process for Landlords
- List my rental property
- Know how much rent will I receive
- Know more about inspection requirements
- HCV Initial Inspection Flowchart
- Biennial HCV Inspection Flowchart
- Learn about the tenant’s obligations
- Contact my local PHA

Resources for PHAs to Increase Landlord Participation

- Landlord Participation Research and Studies
- Forms
- HCV Landlord Strategies Guidebook for PHAs
Implementation and Design Tips

• Easy to navigate menus and subtopics
  – Increased website access via mobile phones
• Links to documents, forms, or HUD HCV Landlord Resources Webpage
• Accessibility
• May require ability to edit quickly
• Provides landlords with secure, 24/7 access to information specific to their portfolio.
• Differs from landlord website, which is public and more general.
Landlord Portal Content

- Housing Assistance Payment (HAP) history and remittances by tenant and unit
- Housing Quality Standards (HQS) inspection appointment dates
- HQS inspection reports
- Status of rent increases
- Location to receive notifications and send messages
- 1099 tax forms
Implementation Considerations

• Cost
  – In-house or software vendor
  – Maintenance
• Additional Features
  – Download and submission of forms
  – Completion and submission of forms with electronic signature
  – Send and receive messages
• Training
New Hampshire Housing Finance Authority

Dee Pouliot, Managing Director

Gail Quinlan, Director of Program Operations

Profile:
• New Hampshire
• 4,037 vouchers
• Landlord Portal
HCV Owner Portal
Technology
Assisted Housing
October 2020
Technology Strategy

- STRATEGY/GOALS
- IMPLEMENTATION AND DESIGN
- ROLLOUT
- CHALLENGES
- NEXT STEPS
- Q & A
Strategy/Goals

- Customer service for owners
- Streamline Tasks
- Savings
  - Staff time
  - Printing and postage
Implementation and Design

- Audit-Proof
- Secure
- HAP and financial records
  - Including 1099 and ACH information
- Inspections
  - Inspection results and history
- Tenant Summary and Changes in HAP
  - Include household members
  - Utility data
- Rent Increases
- RFTA for new lease ups

HCV Owner portal

NHHFA.org
Rollout

1. Owners Manual
2. Created invitation letters with unique codes
3. Tested the portal instructions with a large multi-family owner/management company
4. Took our “show on the road” and had more face to face demonstrations and more testing
5. Mailed 1800 invitation letters
Results

• Landlord Response-
  • Confusion
  • Loved it
  • Hated it
  • Kept Trying

• Lots of phone calls and offers of help

• One Year Later
  • 548 registered owners out of 1800 - 30%
  • 2247 Tenants out of 3900 - 58%
Challenges

- High level of security
- Landlords with limited computer experience
- Access is not 24/7
- Landlords with one tenant
- Change is hard

Next Steps

- Outreach
- Marketing
- Landlord customer service survey
Welcome to the HCV Owner Portal

Would you prefer to receive your 1099 electronically?

Go to Financial-Year end Tax Documents and change your selection to consent to receive my 1099 form electronically.

This is a rotating screen that can show up to 5 different announcements.
Admin is created for each account
• Admin controls access for their own users
• Admin controls level of access
  • Can assign by property
  • Can group all their properties together
### Financial
- Direct Deposit Information
- HAP Payment History
- HAP Year to Date
- Tax Lien
- Year End Tax Documents

### HAP Payment History

<table>
<thead>
<tr>
<th>HAP Date</th>
<th>Amount</th>
<th>Backup Withholding</th>
<th>Tax Lien</th>
<th>Net Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/01/2020</td>
<td>$1,858.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$1,858.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Net Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/01/2020</td>
<td>$776.00</td>
<td>Test Client 1</td>
</tr>
<tr>
<td>10/01/2020</td>
<td>$1,092.00</td>
<td>Test Client 2</td>
</tr>
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</table>

<table>
<thead>
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<th>Amount</th>
<th>Backup Withholding</th>
<th>Tax Lien</th>
<th>Net Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/01/2020</td>
<td>$2,679.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$2,679.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Net Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>08/01/2020</td>
<td>$2,679.00</td>
<td>Test Client 1</td>
</tr>
</tbody>
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<tr>
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<th>Tax Lien</th>
<th>Net Amount</th>
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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/01/2020</td>
<td>$2,679.00</td>
<td>Test Client 1</td>
</tr>
</tbody>
</table>
Inspections

• If there is a failed inspection
  • Owner can certify it is completed in the portal
  • Request an extension
Inspections

• My inspections
  • All inspections completed for a property in the last year
  • All inspections done in the last 5 years—Selection criteria available

<table>
<thead>
<tr>
<th>Inspection</th>
<th>Time</th>
<th>Tenant Name</th>
<th>Street</th>
<th>Town</th>
<th>Type</th>
<th>Status</th>
<th>Fail</th>
<th>Extended</th>
<th>HAP Stopped</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/05/2020</td>
<td>08:00</td>
<td>Test Client 1</td>
<td>1 ABC St</td>
<td>DERRY</td>
<td>Reinsp</td>
<td>Scheduled</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10/06/2020</td>
<td>10:30</td>
<td>Test Client 2</td>
<td>2 ABC St</td>
<td>DERRY</td>
<td>Reinsp</td>
<td>Fall 30 Day</td>
<td>10/06/2020</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10/06/2020</td>
<td>09:30</td>
<td>Test Client 3</td>
<td>3 ABC St</td>
<td>DERRY</td>
<td>Reinsp</td>
<td>Pass</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10/06/2020</td>
<td>12:00</td>
<td>Test Client 4</td>
<td>4 ABC St</td>
<td>DERRY</td>
<td>Reinsp</td>
<td>Pass with Comment</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>10/06/2020</td>
<td>10:30</td>
<td>Test Client 5</td>
<td>5 ABC St</td>
<td>DERRY</td>
<td>Reinsp</td>
<td>Fall 30 Day</td>
<td>10/06/2020</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
## Owner Processes

### My Tenants

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Street</th>
<th>Town</th>
<th>HAP Amount</th>
<th>Tenant Rent</th>
<th>Contract Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client</td>
<td>Test 1</td>
<td>123 ABC St</td>
<td>MANCHESTER</td>
<td>$541.00</td>
<td>$434.00</td>
<td>$1,035.00</td>
</tr>
</tbody>
</table>

**Family Members**
- **Test Client 1**: Age 68
- **Other Adult**: Age 40

**Unit Information**
- **Building Type**: Low-Rise
- **Bedrooms**: 2
- **Year Built**: 2005
- **Annual Re-Exam**: 04/01/2021

**Rental Assistance Manager Contact**
- Gisele Moquin
  - Phone: 603-310-9389
  - Email: gmoquin@nhhfa.org

### Utilities
- **Heating**: Natural Gas
- **Cooking**: Electric
- **Water Heating**: Natural Gas
- **Water**: Owner
- **Sewer**: Owner
- **Trash Collection**: Owner
- **Air Conditioning**: Owner
- **Refrigerator**: Owner
- **Range/Microwave**: Owner

| Test Client 2 | 456 ABC St | MANCHESTER | $1,025.00 | $0.00 | $1,025.00 |
| Test Client 3 | 789 ABC St | MANCHESTER | $458.00   | $482.00 | $840.00    |

**Paid By**
- **Tenant**: Owner
- **Tenant**: Owner
- **Tenant**: Owner
- **Tenant**: Owner
- **Owner**: Owner
- **Owner**: Owner
- **Owner**: Owner
- **Owner**: Owner
- **Owner**: Owner
- **Owner**: Owner

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HCV Owner portal

NHHFA.org
# Owner Processes

## RFTA

### New Unit Detail

<table>
<thead>
<tr>
<th>Unit Information</th>
<th>Utilities</th>
<th>Owner Certifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Owner</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Head of Household</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Name of PHA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Hampshire Housing Finance Authority</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Address of Unit</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Unit Town</strong></td>
<td>State</td>
<td>Zip Code</td>
</tr>
<tr>
<td>Request Lease Date</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10/07/2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year Constructed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security Amount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type of House/Apartment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None Entered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. If this unit is subsidized, indicate type of subsidy.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section 202</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section 221</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section 236</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HCV Owner portal

NHHFA.org
### RFTA-Tracker

**Family Name**

<table>
<thead>
<tr>
<th>Test Client 1</th>
<th>RFTA Details</th>
<th>Print RFTA</th>
<th>More Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall New Unit Status</strong></td>
<td>In Process</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RFTA Submitted</strong></td>
<td></td>
<td>RFTA Submitted on 06/25/2020</td>
<td></td>
</tr>
<tr>
<td><strong>RFTA Verified</strong></td>
<td></td>
<td>Client found in NHHFA system.</td>
<td></td>
</tr>
<tr>
<td><strong>Determine Eligibility</strong></td>
<td></td>
<td>Eligibility Confirmed</td>
<td></td>
</tr>
<tr>
<td><strong>Inspection Scheduled</strong></td>
<td></td>
<td>Inspection Scheduled on 09/30/2020</td>
<td></td>
</tr>
<tr>
<td><strong>Inspection Completed</strong></td>
<td></td>
<td>Inspection Completed on 09/30/2020</td>
<td></td>
</tr>
<tr>
<td><strong>Rent Reasonableness Determination</strong></td>
<td></td>
<td>Rent is Reasonable</td>
<td></td>
</tr>
<tr>
<td><strong>Contract Sent</strong></td>
<td></td>
<td>Contract Sent on 10/06/2020</td>
<td></td>
</tr>
<tr>
<td><strong>Contract Received</strong></td>
<td></td>
<td>Contract Not Returned</td>
<td></td>
</tr>
<tr>
<td><strong>Payment Processed</strong></td>
<td></td>
<td>Not Started</td>
<td></td>
</tr>
</tbody>
</table>
Owner Processes
Rent Increase Request

Rent Change Request Form

Owner
(Select Owner)

Client Name
(Select Client)

Type of Lease
- Lease renewal - NHHFA must receive a copy of the signed renewal/lease 30 days prior to the effective date of the increase. A new HAP contract will also be sent.
- No changes to the existing lease, only an increase in the rent.

Current Monthly Rent
$0.00

New monthly rent requested
$0.00

Effective Date of Increase
(Select)

Effective date must be the first of the month and must give NHHFA a minimum 60 day notice of the increase.

Does this change include a change in utilities?
(Select)

If there is a change in utilities, what changes are you making?
Required for change in utilities.

I certify that the rent to owner does not exceed the rent charged for comparable unassisted units on the property.

NHHFA will notify you promptly if the requested rent increase cannot be approved. You may track the status of your requests on the rent tracker.

Submit  Cancel
## Owner Processes

### Rent Increase Tracker

<table>
<thead>
<tr>
<th>Tenant Name</th>
<th>Unit Address</th>
<th>Original Rent</th>
<th>New Rent</th>
<th>Effective Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Client 1</td>
<td>DERRY, NH 03038</td>
<td>$1,211.00</td>
<td>$1,235.00</td>
<td>11/01/2020</td>
<td>Completed</td>
</tr>
<tr>
<td>Test Client 2</td>
<td>DERRY, NH 03038</td>
<td>$1,076.00</td>
<td>$1,097.00</td>
<td>12/01/2020</td>
<td>In Process</td>
</tr>
</tbody>
</table>

HCV Owner portal

[Image showing the Rent Increase Tracker page on the New Hampshire Housing Finance Authority (NHHFA) website, featuring two rows of tenant data with corresponding rent increases and statuses.]
Submit Vacant Unit Requests

Direct link to our home page where they can submit vacant units

List Vacancies Here

- Contact Name *
  - [Input field]

- Contact Email (Optional)
  - [Input field]

- Phone Number
  - [Input field]

- Vacant Unit Street Address *
  - [Input field]

- City/Town *
  - [Input field]

- County *
  - [Input field]

- Number of Bedrooms *
  - [Input field]

- Is Unit Accessible/Barrier-Free? *
  - [Input field]
Messages

- Notifications are sent via the portal
- Email alerts for new messages
- Notifications include
  - Change in HAP
  - Inspection Results
  - Monthly housing assistance payment
Gail Quinlan
Director, Program Operations
Assisted Housing
gquinlan@nhhfa.org
32 Constitution Drive, Bedford, NH 03110
603.472.8623  NHHFA.org
Can help landlords and PHAs to schedule and track inspections
• Provides inspections results quickly
• Variations addressed target:
  – Minimizing re-inspections
  – Providing landlords with quick results
  – Scheduling
Minimizing the Number of Re-Inspections

- Administrative Flexibility: PIH 2013-17
  - Provides PHAs with the ability to use photographs to verify corrected deficiencies
  - Note: currently waived, but typically some re-inspections are required
  - Procedural and technological considerations
    - Document in Admin Plan
    - Create process on submitting photos, verifying proof, and storing images or photo files
    - Requires storage
    - Security concerns

For other administrative flexibilities, see Administrative Flexibilities to Enhance Landlord Satisfaction in the Guidebook: https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord/guidebook
Remote Video Inspections

- PIH Notice 2020-13 (HA), REV-1
- Allows PHAs to conduct remote video inspections (RVI) to meet the inspections requirements for the program.
- An RVI is a method of conducting a housing inspection using video or digital picture technology, performed by a person other than the PHA or HQS inspector.
- It is anticipated that HUD will allow this process to become permanent.
Provide Quick Results to Landlords

- Inspection conducted on devices such as mobile phones
- Reports posted to portal or sent through email – sometimes near real time
- Considerations include software, devices, wireless connections, cameras, service such as data phone plan or hot spots
Scheduling

- Software or manual grouping by ZIP Code or building
- Appointment schedule windows (software)
- Appointment texts
- Artificial intelligence software
  - Can create route and update in real time based on traffic
- Considerations include software, calendar applications, costs, collection of landlord contact information
Profile:

• Cuyahoga county including Cleveland, OH
• 15,419 HCV

• Landlord Portal, Text Messaging Pros and Cons, Technology today
HCVP inspections & leveraging tech

BALANCING CUSTOMER SERVICE, COMPLIANCE AND CONSISTENCY
CMHA Landlord portal

Developed in house by our IT department in 2009

Our software vendor demo’ed a new portal they were developing
  ◦ But their portal (at the time) was less functional than what our HCVP department envisioned
  ◦ So, we built our own

Our in-house landlord portal sits on top of our system of record

Communicates info OUTBOUND from our software to display to landlords who register for portal accounts
  ◦ Extracts data from CMHA software at regular intervals
  ◦ Facilitates inbound communication via email
  ◦ Can receive uploaded files
What can the portal do today?

Link to CMHA affordability calculator (for future units/contracts)
- This tool considers utilities, which party pays them, and payment standards for landlords to gauge whether the ask is supportable by current payment standards
- Will also pull in income information for active certified eligible applicants and current participants if the person is logged in

Organize current portfolio
- Listing of unit(s)
- With HAP portions & effective dates of HAP contracts

Link to forms
- Direct deposit form
- Rent adjustment form
- Change request form – update address/phone/other info
- 1099s

Message center

Upload documents via inquiries

Print HAP contracts

View HAP payment information & HAP payment calendar

Access reports –
- Occupied units w/basic participant information
- Rent history (rent changes for portfolio over last three years)

Maintain inspections information
- Extension request – rescheduling/extension of upcoming inspection
- Pass/fail updates
- Photos - We maintain photos of fails only
  - 3rd party inspection vendor copies inspection photographs to an FTP server that CMHA has access to for retrieving the photographs
  - Once retrieved from the FTP server, the photos are copies to a shared drive and to the web server which is where they are processed and linked to the appropriate inspection for displaying in the portal
  - Photographs taken using the HQS Touch app (on a handheld, software integrated device) are:
    - Uploaded to Amazon Web Services (AWS)
    - The AWS location is sored within our software
    - Which is then used for displaying the photograph in the landlord portal
Rent Affordability Calculator

HCVP Utility Allowance Chart

Complete the form below to use the Rent Affordability Calculator:

- Annual Gross Income
- Adjusted Income
- Owner's Requested Rent
- Indicate City
- Indicate Voucher Size - RFTA bottom of Page 1
- Indicate Unit's Bedroom Size
- Will the applicant pay for Electricity?
- Will the applicant pay for Gas or Electric energy source costs? (heating, cooking, water heating)
- Will the applicant pay for water/sewer?
- Will the applicant pay for trash collection?
- Which appliances (if any) will the applicant provide?

Calculate  Start Over

- The affordability calculator only applies to new contracts.
- It views the landlord's requested rent from an affordability standpoint. HUD regulations stipulate that the rent be both reasonable and affordable. Therefore, even though the calculator shows that the requested rent is affordable, this does not mean that it is necessarily reasonable. Once the rent reasonableness test has been conducted, you could be presented with a final rent offer for less than your original request, because of this.
- Unit bedroom size to be confirmed at the inspection.
- This calculator is a guideline for rent costs only. This calculator does not necessarily represent your actual final rent costs.
Additional functionality in V2
upon further consideration

Current version is Version_2 of our portal

After V1, CMHA added a functionality for landlord portal uses to create **groups** and arrange units by site or by managing agent
- This way, property managers/management agents can have portal accounts even if they are not the owner/HAP payee
- The owner governs/designates roles and accessibility for the approved managing agent

Balancing accessibility with storage realities
- In the portal, landlords can access contemporary information
- But it’s not designed to store documents perpetually

1. Failed insp. items (including photos) are accessible for the past year
   - We may extend this with biennial inspections
2. Account statements for the past 2 years
3. 1099s for the past 3 years
4. Inspection results for the last 4 years
Leveraging the portal to text/email

Outbound communications - texts and emails
- Initial **opt in affirmation** that occurs via portal registration
- Also features a physical “opt in” check box

At one point, the portal offered text messaging & email notification for upcoming scheduled HQS inspections
- We maintained this functionality internally
- Unfortunately, there was no way to capture replies
- The only way to watch who was unchecking our “opt in” check box was manually stewarding the data

Currently – CMHA blasts informative emails via RAVE (a third party Customer Relationship Management [CRM] type of vendor)
- We do not send out day-to-day texts linked to appointments
Why step back from scheduling texts?

CAN-SPAM Act - 2003
- Governs commercial email
- Prohibits advertising or mass messaging without disclosures that "this is a mass message"
- Most of us have this type of language as well as unsubscribe options at the bottom of our email blasts

Telephone Consumer Protection Act (TCPA) - 1991
- Are PHAs governed?
  - To be covered, you have to receive some benefit from the text, like, Doordash/Uber
  - Initial HQS inspections (that pass) allow the PHA to lease the unit, triggering HAP and increasing Admin fees, so the argument could be made that the PHA has some kind of gain from the text message
- TCPA requires you have parameters including:
  1. Affirmatively opt in to receive texts
  2. Have to have the option to opt out, perpetually (and maintain it)
Other text messaging considerations

State laws governing communication can be tougher than the two Federal laws mentioned above

- Just like in procurement, you'll need to follow the stricter law

Good tech will pick up words like “stop,” “no,” or “unsubscribe,” (plus any variations that are misspelled)

- The PHA will want to confirm that there is a monitored delivery box of opt out information
- The PHA will want to maintain an active and readily available opt out list
- The PHA may want to confirm opt in/out statuses and changes in their system of record

Other consideration for texting - replies to noreply accounts could be misconstrued as “giving appropriate notice”

- Even if there is no where return texts go - you can reply to texts –
  - Text: “Reminder – your inspection for 123 Main Street is tomorrow afternoon. This account is not monitored.”
  - Text Reply (that goes nowhere): “Mrs. Jones moved out.”

We want to make sure we do the legwork educating users that texting is not an acceptable method to give notice
What’s next for text appointment confirmations?

PHA can discuss with their HUD field office rep and request guidance

PHAs can communicate to their field reps that official guidance, such as a PIH Notice, would be helpful because it may establish:

- Safe harbors or standard language (for inclusion in texts/emails), or
- Establish or suggest minimum program requirements
- Indicate that appt. scheduling texts might follow delivery/service notification protocol

Such guidance from HUD may help protect PHAs by limiting exposure.
Next generation portals

Portals must be mobile friendly
- When we first launched in 2009 – our in house portal was “the best thing HCVP ever did,” according to our landlords...

Look around - shop - see what people are doing
- Also consider: what you build alone, you must maintain alone

Portals should be two way, pushing information out to customers but also bringing it back to your system
- Should communicate updates back to your software of record & fully integrate
- May require data stewardship role, depending on the volume of transactions

Next generation: Step-by-step RTA tracker (to match with internal processes)

Our new software provider has an option via their resident portal where a PHA can text a client... (and the client can opt out perpetually)
- Have not rolled it out yet on the landlord side...
- Keep up the pressure on our vendors!
Leading with tech in a post-COVID world

Kiosks
- Once considered cold or impersonal, kiosks are making a big come back
- Balancing geography/feasibility/user friendliness
  - Consider positioning kiosks throughout jurisdiction
  - Places where staff can maintain the hardware and perhaps provide customer service assistance

Conducting business electronically with fully functional e-signatures & fillable forms
- HAP contracts
- RTA submission (via landlord portal) – landlord will still need to upload lease agreement
- Recertifications

Virtual meetings
- Appointment requests
- Virtual group & briefing sessions – how to manage registration, track participation and attendance
- Virtual meetings with specialists
  - You may have to invest in web cams and/or laptops

Tracking process flow, team engagement and monitoring production goals remotely
Other HUD Efforts for HCV Landlords

- Resources Webpage
  - NEW! COVID FAQs
  - NEW! Steps to Become an HCV Landlord
  - NEW! Myth-busting and Benefits for HCV Landlords

- Symposiums – will be going virtual. Stay tuned!

- HUD’s landlord mailing list
  - Sign up now, regular updates coming soon
  - landlordtaskforce@hud.gov
Questions?
Conclusion

• Join us in November for the next Guidebook chapter webinar

• HUD HCV Landlord Resources

• Housing Choice Voucher (HCV) Landlord Strategies Guidebook for Public Housing Agencies