Housing mobility webinar series

• June 21: Community Choice Demonstration Overview
• Tuesday, June 28 at 3 pm eastern: Considerations for Launching a Housing Mobility Program
• Friday, July 8 at 2 pm eastern: Mobility-related services
• All webinars will be recorded and slides will be made available on https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/program_trainings_and_resources
Housing Mobility in HCV
New funding for housing mobility will be made available early next year

- New NOFO estimated to be published in March 2023
- $25,000,000 made available from FY 2022 Appropriations Bill
  - For mobility-related services, as defined by the Secretary, for voucher families with children modeled after services provided in connection with the mobility demonstration
  - The Secretary shall make funding available to public housing agencies on a competitive basis and shall give preference to public housing agencies with higher concentrations of housing choice voucher families with children residing in high-poverty neighborhoods

Mobility Ideas and Resources

• Strategically target PBV awards to opportunity areas
• Consider incorporating mobility counseling into services provided to families receiving EHV vouchers
• Review your PHA’s Payment Standards
  • Consider SAFMR (Opt-In or as Exception Payment Standards – see PIH Notice 2018-01)
  • Take advantage of PIH Notice 2022-09 to go to 120% of FMR
• Identify opportunities available through PIH Notice 2022-18
  • Allows PHAs to use HCV and Mainstream Admin Fees to assist families in leasing units
    • Security Deposits
    • Application fees
    • Landlord Incentives (signing bonus and retention)
    • Housing Search assistance (including pre/post-move counseling)
STAY UP TO DATE WITH HCV

• Go to www.hud.gov/hcv and sign up for the HCV Connect Newsletter

• Visit the HCV Program Trainings and Resources Page

• Visit the HUD Landlord Resources Page (and sign up for the mailing list)

• Visit the Community Choice Demonstration Page
• Assess your PHA’s starting place
• How to define opportunity areas
• Target population and number of participants
• Create a logic model for program development
• Immediate stakeholder buy-in
• Update administrative policies and processes
• Establish a services team
• Funding
Assess your PHA’s Starting Place

- Where do families in your program live?
- How’s your property owner game?
Where Families with Vouchers Live

- Compare HCV addresses against income and poverty data
- Compare against rental housing data
Connecting Owners and HCV Families

- Does your PHA have experience in owner outreach? Housing search assistance for participants?
- Are there adjacent agencies doing this work?
  - EHV
  - VASH
  - CoC
- Assess what owner outreach and search assistance practices have worked best in your community
There are multiple ways to quantify an “opportunity area”

Established methods:
- Neighborhood poverty level
- Child Opportunity Index
- Opportunity Atlas

Choosing a method in the balance of:
- Promoting actual opportunity areas
- Establishing enough neighborhoods within your service area to meet demand
- Explaining opportunity areas to constituents and stakeholders

Seek external support from a partner if your agency does not have the capacity to review available options

Consider partnering with a neighboring agency
Selecting a Target Population

- Leading research suggests that the biggest economic benefits of these programs are for children who move when they are 13 or younger
- Significant health benefits for adults who move: reductions in major depression, diabetes, and extreme obesity
- Market the program to your target population:
  - Advertise to families with young children
  - Advertise to families in highest poverty neighborhoods
Selecting a Target Number of Participants

- Identify how many families meet the criteria of your target population
- Review annual move rate
- Review how many families currently reside in opportunity areas
- Survey current voucher holders
- Survey other supportive housing providers
- Start small with a pilot program and gauge demand
Create a Logic Model for Program Development

• Define the goals of the program and how our agency plans to meet those goals

• Useful for:
  • Measuring progress
  • Writing strategic plans
  • Communicating the program to various stakeholders: staff, HCV families, board members, funders, partnering agencies, field offices, etc.

• Logic model templates:
  • Kellogg Foundation
  • University of Wisconsin-Madison
Create a Logic Model for Program Development

- **Issue area**: HCV Market Competitiveness
  - Activities:
    - Increase payment standards in Opportunity Areas
    - RTFA filing assistance
    - Fast inspections
    - Owner signing bonus
  - Intermediate outcomes:
    - More units become affordable in Opportunity Areas; participants become more financially attractive to Opportunity Areas property owners

- **Issue area**: Property owner participation
  - Activities:
    - Proactive owner outreach
    - Unit referrals
    - Renter’s workshop
    - Application cover letter
    - Assistance with developing applications
  - Intermediate outcomes:
    - Reduced prejudice against clients; increased property owners’ interest in HCV clients

- **Issue area**: Family financial barriers
  - Activities:
    - Flexible financial support
  - Intermediate outcomes:
    - Decrease in financial barriers to moving

- **Issue area**: Uncompetitive rental applications
  - Activities:
    - Review barriers to moving
    - Referrals to address barriers
    - Application cover letter
    - Assistance with developing applications
  - Intermediate outcomes:
    - Clients increase their application competitiveness and owners overlook application shortcomings

- **Issue area**: Family knowledge gaps
  - Activities:
    - Opportunity Area discussions
    - Unit tours
    - Housing search workshop
    - Ongoing check-ins
    - Family Preparation Plan
  - Intermediate outcomes:
    - Increased knowledge in Opportunity Areas and motivation to move among clients; clients empowered with tools and skills to find housing in Opportunity Areas

- **Issue area**: Family hesitancy & conflicting priorities
  - Activities:
    - Mapping family systems
    - Housing needs
    - Ongoing check-ins
  - Intermediate outcomes:
    - Increased motivation to move to Opportunity Areas among clients

- **Issue area**: Post-move challenges
  - Activities:
    - Renter’s workshop
    - Post-move follow-ups
    - Damage Mitigation fund
    - Mapping family systems
    - Annual check-ins
    - Owner-post move check-ins
  - Intermediate outcomes:
    - Families establish social ties in neighborhood; reduced incidences of owner-tenant conflict post move; cover costs of post-move incidents
Seek Immediate Stakeholder Buy-in

HCV families

Administrators & Managers
Update Administrative Policies and Processes

- Review voucher expiration policies
- Ensure payment standards are competitive in opportunity areas
- Minimize lease-up delays
Admin Policies: Setting Competitive Payment Standards in Opportunity Areas

- Review the market in your opportunity neighborhoods
  - Is there rental housing?
    - Look at American Community Survey data; local assessor data; private market data
    - Are the rents comparable to your payment standards?
- Consider various options to better align opportunity area payment standards to the private market:
  - Small Area FMRs as exception rents
  - Success rate payment standards
  - Setting FMRs up to 120% if certain neighborhood conditions are met
  - Have another creative idea? Contact your field office!
- See additional writing on these strategies and other methods for encouraging property owner participation in the voucher program [here](#)
Admin Policies: Minimize Lease-up Delays

- Reduce inspection lead time
  - Biennial inspections
  - Allow service provider to conduct initial inspections
  - Hold time on an inspector’s calendar
- Expedite RFTA processing
- Review rent comparable database to ensure there are comps in opportunity areas
- Initiate HAP contracts every day of the month
Establishing a Services Team: In-house or Contracted Provider

- Does your agency have a strong resident services program?
- Is there a service provider in your area that would be a good fit to offer services?
- RFP process vs in-house hiring timeline
- Job market competition
- Time-limited funding
• **PIH Notice 2022-18** allows for PHAs to use admin fees for housing search-related services, including individualized search assistance, owner outreach, financial assistance to families, and owner incentives

• The FY2022 spending bill included $25 million for mobility-related services; HUD expected to release NOFO March 2023

• Federal and local philanthropic organizations
Questions & Comments

- Q&A section towards the end of the webinar
- Get in touch directly: joliphant@firstpic.org