



HOUSING  
IS KEY

# State Rental Assistance Program Northern California Land Trust

March 6, 2021



# Legislative Background





## AB 3088

- Originally passed in August of 2020 to cover through January 2021
- Provides protection from eviction for tenants unable to pay full rents due to COVID-19
- Requires tenants to pay at least 25% of rents due to maintain protections
- Amended to extend through June 2021.

## SB 91

- State's enactment of the Consolidated Appropriations Act, 2021 that allocated \$25b nationally for emergency rental assistance
- Permanent solution for rental arrears incurred between April 1, 2020 and March 31, 2021 provides landlords with 80% of arrears in return for debt forgiveness
- Temporary solution for current rents, provides 25% of rent to maintain AB 3088 protections.



# Implementation Options

## OPTION A

### State-Administered Program

Jurisdictions that did not receive a federal allocation will have their funds administered by the state program.

Jurisdiction that did receive a federal allocation may opt into the state-run program.

## OPTION B

### Locally Administered Program

Jurisdictions that received a direct federal allocation agree to follow the SB 91 state program parameters and administer their state reservation as a block grant.

## OPTION C

### Dual Program

Jurisdictions with direct federal allocation opt not to follow SB 91 program parameters.

State administers jurisdiction's state reservation.

## OPTION A

- All counties under 200 K population and the cities within them

Jurisdictions that opted into state-run program:

- City of Bakersfield
- City of Fontana
- City of Oxnard
- Butte County
- Contra Costa County
- Los Angeles County
- San Luis Obispo County
- San Mateo County
- Santa Cruz County
- Tulare County
- Ventura County

## OPTION B

- City of Anaheim
- City of Bakersfield
- City of Chula Vista
- City of Fremont
- City of Fresno
- City of Irvine
- City of Long Beach
- City of Los Angeles
- City of Modesto
- City of Sacramento
- City of San Diego
- City of Stockton
- Alameda County
- Fresno County
- Kern County
- Marin County
- Monterey County
- Sacramento County
- San Bernardino County
- San Diego County
- San Joaquin County

## OPTION C

- City of Moreno Valley
- City of Oakland
- City of Riverside
- City of San Bernardino
- City of San Jose
- City of Santa Ana
- City of Santa Clarita
- Merced County
- Orange County
- Placer County
- Riverside County
- Santa Barbara County
- Santa Clara County
- San Francisco City & County
- Solano County

# State Program Overview



# Program Overview

- **Focus:** Stabilize low-income households through the payment of rental and utility arrears to landlords and providers
- **Eligibility:**
  - Income must be below 80% Area Median Income (AMI) based on total household income for calendar year 2020 or the household's monthly income at the time of application.
  - Household must have a COVID-19 impact.





# Program Overview

- 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 declines to participate, eligible households can still apply for and receive 25% of back rent owed for the covered period.
- Rental and utility arrears will be prioritized over current and prospective rental and utility payments.







# Partner Network

- Nonprofit and community partners with capacity to provide local on the ground and in-language support to residents.
- Three-tiered strategy:
  1. Promotion of the program
  2. Targeted outreach to eligible households
  3. Technical assistance to provide guidance to individuals as they navigate the application process





# Outreach & Education

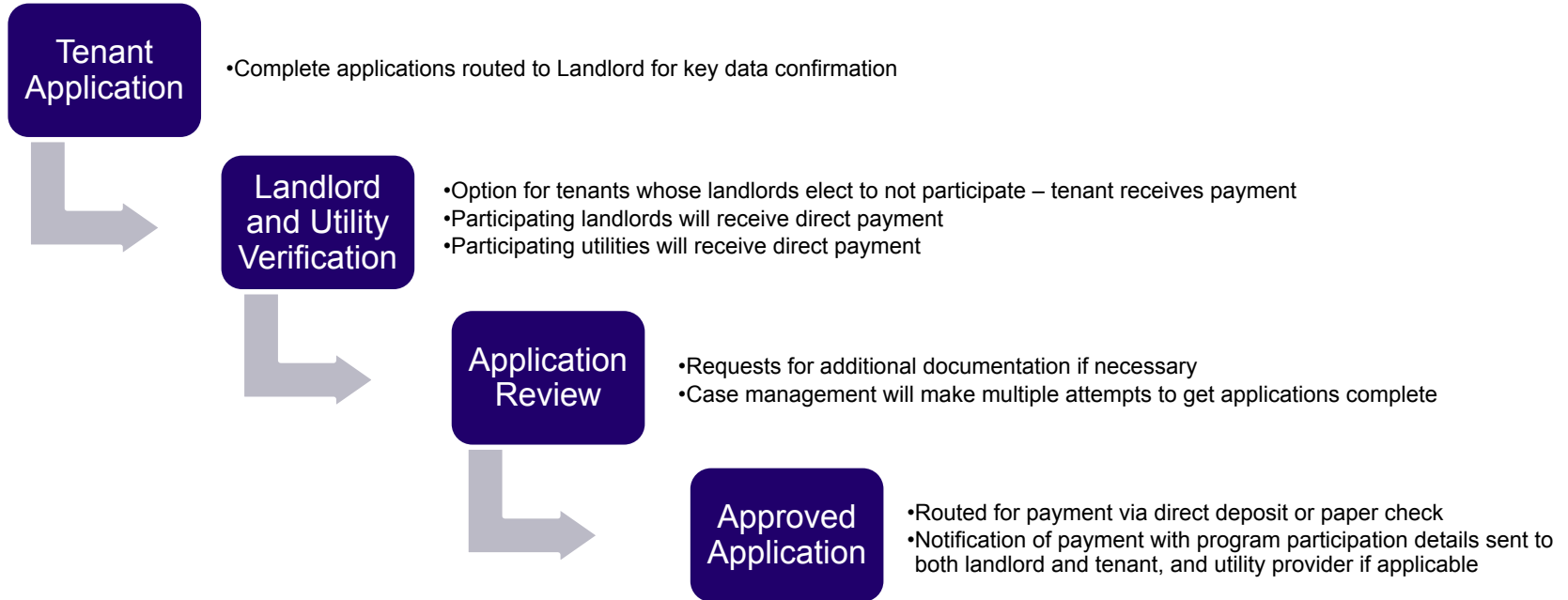
- People centered and culturally sensitive messaging.
- Outreach campaign includes:
  - Message development
  - Paid and earned media
  - Social media
  - Digital buy
  - Partnership development to supplement local partner network
- Develop local partner network toolkit and materials for jurisdictions.



# Program Operations

- Centralized online portal with options for both tenants and landlords to apply
- Portal provides guidance to help applicants prepare necessary documents
- Portal routes applicants to appropriate jurisdictions for Options B and C
- Transparent eligibility screening with additional resources
- Application designed to collect the minimum information necessary to meet state and federal standards while also addressing de-duplication and fraud prevention
- Application facilitates landlord engagement in tenant submitted applications
- Case management for applications that need assistance to reach completion
- Multiple languages, accessibility assistance, live-person tutorials, and in-person support through the partner network

# Application Steps



# Implementation Timeline

## March 2021

- Second week of March State Program Call Center opens
- Communications and Outreach ramp-up
- March 15, 2021 State Program Portal opens for applications
- Round 1 Priorities – Households earning less than 50% Area Median Income

## April 2021

- Applications reviewed and payments issued on a rolling basis
- Ongoing education and outreach
- Add partners to the local partner network as necessary
- Round 2 Priorities – areas disproportionately impacted by COVID-19

## May 2021 and beyond

- Communications and outreach efforts continue
- Ongoing support and cooperation with locally run programs
- Program accepts applications and distributes rental payments until all funds are obligated

**Questions / Comments?**

**Questions**

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**Landlord / Tenant / SB 91 Information**  
[Housingiskey.com](http://Housingiskey.com)

