NLIHC’s HoUSed Campaign for Long-Term Housing Solutions

January 18, 2022
Agenda

Welcome & Updates
• Joey Lindstrom, NLIHC
“Build Back Better Act” Updates and Next Steps
• Sarah Saadian, NLIHC
Using American Rescue Plan Act Resources to Address the Housing Needs of Survivors
• Kate Walz, NHLP
ERASE Project & ERA Spending Updates
• Sophie Siebach-Glover, NLIHC

Field Updates
• Paige Looney, West Virginia Coalition to End Homelessness
• Margaret Haltom, Neighborhood Preservation, Inc.

Next Steps
Welcome & Updates

Joey Lindstrom

Director for Field Organizing

National Low Income Housing Coalition

(jlindstrom@nlihc.org)
“Build Back Better Act” Updates & Next Steps

Sarah Saadian
Vice President of Policy
National Low Income Housing Coalition
ssaadian@nlihc.org
Using American Rescue Plan Act Resources to Address the Housing Needs of Survivors of Violence

Kate Walz
Senior Staff Attorney
National Housing Law Project
kwalz@nhlp.org
ERASE Project & ERA Spending Updates

Sophie Siebach-Glover
Research Analyst
National Low Income Housing Coalition
ssiebach-glover@nliihc.org
Emergency Rental Assistance and ERASE
Updates on reallocation
January 18, 2022

Sophie Siebach-Glover (she/her)
Research Specialist
ssiebach-glover@nlihc.org
New Treasury Reallocation Data & Resources

1. ERA1 Voluntary Reallocation Data:
   https://bit.ly/33gqY0D

2. ERA 1 Involuntary Recapture Data:

3. NLIHC Reallocation Fact Sheet:
   https://bit.ly/3nBRNnl
Reallocation Overview

• Grantees that had not obligated 65% of their funds and did not meet a 30% expenditure ratio by September 30 was determined to have “excess funds.”

• The amount of funds recaptured was based on the difference between a grantee’s expenditure ratio and the 30% threshold.

• Expenditure ratio benchmark increases 5% each month.
Round 1 Reallocation

Voluntarily Reallocated Funds
- \$1.0 billion was voluntarily reallocated.
  - \$875 million was voluntarily reallocated to an identified grantee.
  - \$162 million was voluntarily reallocated to a national pool.

Recaptured Funds
- \$91.2 million was recaptured from grantees who did not meet the expenditure ratio.
## Grantees Who Reallocated Funds

<table>
<thead>
<tr>
<th>Grantee</th>
<th>Voluntary Reallocation Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin</td>
<td>$163,224,183</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$149,000,000</td>
</tr>
<tr>
<td>Indiana</td>
<td>$132,654,708</td>
</tr>
<tr>
<td>Louisiana</td>
<td>$106,103,998</td>
</tr>
<tr>
<td>Tennessee</td>
<td>$104,977,680</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grantee</th>
<th>Recaptured Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho</td>
<td>$33,128,959</td>
</tr>
<tr>
<td>South Dakota</td>
<td>$21,662,408</td>
</tr>
<tr>
<td>Delaware</td>
<td>$11,483,611</td>
</tr>
<tr>
<td>Montana</td>
<td>$7,691,299</td>
</tr>
<tr>
<td>Ohio</td>
<td>$3,688,394</td>
</tr>
</tbody>
</table>
125 programs received reallocated funds, including 5 states, 91 localities, and 29 Tribes.

### State Reallocated Amount

<table>
<thead>
<tr>
<th>State</th>
<th>Reallocated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>$62,566,321</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$42,706,022</td>
</tr>
<tr>
<td>New York</td>
<td>$27,219,044</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>$17,784,484</td>
</tr>
<tr>
<td>Oregon</td>
<td>$1,166,696</td>
</tr>
</tbody>
</table>

### Localities Reallocated Amount

<table>
<thead>
<tr>
<th>Localities</th>
<th>Reallocated Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis/Marion County, IN</td>
<td>$91,454,708</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>$61,000,000</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>$50,000,000</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>$50,000,000</td>
</tr>
<tr>
<td>Maricopa County, AZ</td>
<td>$39,000,000</td>
</tr>
</tbody>
</table>
High Within-State Reallocation

- ERA Funds Voluntarily Reallocated within Same State (19%)
- Recaptured ERA Funds Reallocated to a Different State (3%)
- Recaptured ERA Funds Reallocated within Same State (78%)
Based on November Spending Data, we estimate:

- Nearly $952 million at risk of recapture.
- $862 million from state grantees.
- At least $328 million available from low-spending grantees to high-spending out-of-state grantees.
Anticipated ERA1 Reallocation Timeline

- November 2021: Round 2 reallocation
- January 2022: Round 3 reallocation
- March 2022: Final ERA1 reallocation
- September 2022: Obligation deadline for initial allocation
- December 2022: Obligation deadline for reallocation
Questions?
For questions regarding ERA spending or reallocation, email research@nlihnc.org.
Field Updates

Paige Looney
Housing Policy Specialist
West Virginia Coalition to End Homelessness
paigelooney@wvceh.org
WV Update

Paige Looney, WV Coalition to End Homelessness
Op-Eds

GUEST COLUMN

Awareness is not enough: West Virginians experiencing homelessness deserve better

By Paige Looney  Dec 24, 2021

• Times West Virginian, Manchin’s hometown newspaper
• Charleston-Gazette Mail, largest paper in the state
• November resolution for “National Homeless Children and Youth Awareness Month”
• Manchin’s been an advocate for child & youth homelessness before– why fall short now?
Statewide Billboards

COUNTRY ROADS, TAKE ME HOME.
SENATORS MANCHIN AND CAPITO – INVEST IN AFFORDABLE HOUSING.
PASS THE BUILD BACK BETTER ACT.

IT'S HARD TO RAISE A FAMILY WITHOUT A PLACE TO CALL HOME.
SENATORS MANCHIN AND CAPITO – INVEST IN AFFORDABLE HOUSING.
PASS THE BUILD BACK BETTER ACT.

KIDS IN WEST VIRGINIA DESERVE TO KNOW WHERE THEY'LL SLEEP TONIGHT.
SENATORS MANCHIN AND CAPITO – INVEST IN AFFORDABLE HOUSING.
PASS THE BUILD BACK BETTER ACT.

WEST VIRGINIANS DESERVE A HOME, NOT JUST FOR THE HOLIDAYS.
SENATORS MANCHIN AND CAPITO – INVEST IN AFFORDABLE HOUSING.
PASS THE BUILD BACK BETTER ACT.
Huntington, WV

(It doesn’t look like this in person, the digital billboard won’t render on camera)

109,921 impressions/week, per spot

Billboards ran from Dec. 20th to Jan 16th
Social Media

- Daily posting December 17th – January 8th on both Facebook and Instagram
- HoUSed resources targeting BBB Act
- Greater reach and engagement towards the end of the campaign

We are just a few steps away from ensuring the lowest-income people are #HoUSed. W/ #BuildBackBetter, we will preserve & expand the supply of rental homes through investments in public housing & the national Housing Trust Fund.
Upcoming/In Progress

- Radio advertisements—yes, West Virginians still love our radio
  - Statewide coverage through Huntington, Parkersburg, Wheeling
  - Estimated 173,800 GIs
  - Messaging still consistent with family, but a more explicit focus on “What would you do if you didn’t have to spend so much of your income on rent?”
  - Gathering responses from actual West Virginians

- HDMedia Digital Advertising
  - Statewide reach via news outlets

- Coordinating with other statewide organizations & advocates
  - Multi-sector approach involving partners from our OSAH Campaign, such as WVians for Affordable Health Care & NASW (WV)
  - Reaching out to our network (Mountain State Justice, Rattle the Windows, TEAM for WV Children, WV ACLU)
  - Sign on letter which will also be published in the Charleston Gazette
Final Thoughts

- “You Want to Understand Joe Manchin? You Have to Understand West Virginia Politics First.” – 100 Days in Appalachia (June 2021)
  - Joe Manchin is a West Virginia Democrat. He’s been a political leader in this state since the 80’s, but the landscape has changed.

- West Virginia is a red state, yes, but we’re a populist state
  - Political messaging @ Manchin reflects this

- Manchin’s “I won’t be bullied” messaging is reflective of WV as a whole
  - Call on your WV State Partners, bolster their efforts

- There are people who love this state and are doing the work:
Field Updates

Margaret Haltom
Program Supervisor
Neighborhood Preservation, Inc.
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NPI’s Eviction Prevention

- We identify who of ~26,000 local ERA applicants has a court hearing and provide free legal representation.
- Since March 2021, 6,258 households facing eviction have received free legal representation.
- 70% of households who receive representation are represented with bulk settlements. Made possible through ongoing relationships with landlord attorneys.
1. How we use public court data to flag evictions among ERA applicants.

2. How we share this public court data with ERA applicants.
1. Public Court Data to Flag Evictions

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   - Matched to list ERA applicants to give ERA attorneys case information.
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- Matched to list ERA applicants to give ERA attorneys case information.
- Displayed in a low-cost database to show information about courtrooms, plaintiff attorneys, and to triage upcoming cases.
- Made possible through partnership with U.S. Digital Response.
2. Sharing the Data with Tenants

EMERGENCY RENTAL ASSISTANCE NOW AVAILABLE

Public records show that an eviction case was recently filed against you, and your landlord obtained a judgment from the court for possession and/or money. This means you have ten days from your most recent court date before your landlord is allowed to remove you and your belongings from the property.

HELP IS AVAILABLE NOW

To Apply for Emergency Rent, Utility and Free Legal Assistance, visit https://tinyurl.com/901evictionhelp

OTHER RESOURCES:
MIFA – utility & rent assistance and emergency shelter - APPLY at: mifa.org/applyonline
Shelby County CSA – utility & rent assistance - APPLY at: shelbycountycsa.org or call (901) 222-4212

The Emergency Rental Assistance Program is funded by the City of Memphis and Shelby County. The program provides free legal assistance and payments of past-due rent for eligible applicants.

2. How we share public court data with tenants.

- Postcards alerting all tenants with FEDs about the ERA.
- Email and text notifications to ERA applicants.
2. Sharing the Data with Tenants

2. How we share public court data with tenants.

- Postcards alerting all tenants with FEDs about the ERA.
- Email and text notifications to ERA applicants.
- Explaining backlog in local courts to tenants.
THANK YOU

margaret@npimemphis.org
Next Steps

Joey Lindstrom

Director for Field Organizing

National Low Income Housing Coalition

(jlindstrom@nlihc.org)
Resources

NLIHC’s HoUSed Campaign (nlihc.org/housed): Campaign Updates