The 7th National Conference on Housing Mobility
October 16 – 17, 2018
Washington, DC
#HousingMobility2018
Housing Choice
HPD’s Mobility Counseling Program

National Conference on Housing Mobility
Washington D.C.
October 17, 2018
NYC Dept. of Housing Preservation and Development (HPD)
1. NYC and HPD Context
2. Pilot Overview and Elements
3. Owner Support & Outreach
4. Funding
5. Appendix
• 68% of New Yorkers live in rental housing

• New York City has a low vacancy rate
  • Average 3.63%
  • Rent stabilized 2.06%
  • Assisted units .93%
  • Affordable (<$800 rent) 1.15%

• Significant disparity in rental prices
  • Median asking rents in Manhattan double those of the Bronx
  • From 2006, rent increased the most in Manhattan and Brooklyn (22.3% and 20.1%)

• Affordability of units in general
  • Below 50% AMI can afford ~17% of recently available units

Sources: 2017 Housing Vacancy Survey; State of New York City’s Housing and Neighborhoods in 2017 – NYU Furman Center
HPD’s mission is to promote the quality and affordability of the city's housing and the strength and diversity of its many neighborhoods by:

- Preserving affordable housing and protecting tenants
- Developing new affordable housing
- Enforcing the Housing Maintenance Code to ensure quality and safety
- Engaging neighborhoods in planning

Housing New York – Mayor de Blasio’s plan to build or preserve 300,000 homes by 2026

- Foster thriving and inclusive neighborhoods
- Improve and preserve affordability and quality
- Create affordable homes
- Better serve vulnerable populations such as homeless, seniors, and veterans
• HPD has the 5th largest Section 8 program
  ~32,000 tenant based tenants
  ~8,000 project based tenants
  ~8,500 landlords

• Of its regular voucher holders with children under 12, 83% live in Community Districts with a poverty rate >20%

• NYC’s housing market is extremely competitive and neighborhood choice is constrained by barriers
• Family Self-Sufficiency (FSS) program participants are target population

• Counsel 45 families for ~15 moves
  • All FSS households invited to express interest in July 2018
  • 260 households expressed interest, 230 within two weeks
  • Randomly select from interested households

• 18-month pilot period

• Three elements: Tenant Support, Exception Payment Standards (EPS) and Owner Support
• Pre-move counseling
  • Credit and move-related goal setting
  • Neighborhood choice
  • Workshop (Budget, Landlord Tenant Relations, Housing Search)

• Housing search assistance/guidance
  • Transportation, application fee, moving fee and security deposit assistance
  • Broker bonus

• Post-move counseling
  • Neighborhood transition; landlord-tenant mediation
Exception Payment Standards (EPS)

- Use Small Area Fair Market Rents (SAFMR)
- Identify zip codes where SAFMR < FMR and establish an HPD EPS
- Apply to all voucher holders
- Example:
  - A two bedroom voucher has a payment standard of $1,959. EPS would increase this in higher opportunity neighborhoods.
MAP OF EXCEPTION PAYMENT AREAS

Current 2 BR VPS: $1,959
Program Elements – Owner Support

Owner Survey Findings: Responses to an online survey of existing owners

Q2 How do you list and market your available apartments? Check all that apply.

- Newspaper
- Real Estate Broker
- Online Listing Service...
- GoSection8.com
- Tenant Referrals
- Other (please specify)

Answered: 351  Skipped: 0
**Owner Survey Findings**

Q5 What is the biggest challenge in being a Section 8 landlord?

Answered: 351  Skipped: 0

- Timeliness of Payment
- Specific Tenant Issues
- Inspection Related Issues
- Competitive Rents
- Other (please specify)

Other (examples): agency responsiveness, slow processing, no PHA intervention when tenant relationships go wrong
OWNER SUPPORT

• Single point of contact assigned
  • Pre-leasing assistance: RFTA through HAP
  • Post-leasing support
    • Mediation with tenants
    • Ongoing support with HPD

• Owner bonus (1 month rent)
• Broker bonus (15% of annual rent)
• Security deposit at lease signing
• Exploring feasibility of home repair funds
OWNER OUTREACH

Identify three target groups and emphasize incentives and collaborate with Owner Associations

• Affordable housing development partners
• Existing Section 8 property owners and managers
• New connections
  • Brokers and their network of property owners—online, field visits, workshops
FUNDING

**Pilot:**
- EPS: One-time expense increase, funded by HAP reserves, then benchmarked by HUD
- Tenant and Owner Support: combination of FSS, Admin Fee Reserve

**Long-Term:**
- Tenant and Owner Support: Potentially through City Council and other philanthropic sources
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Special thanks to Amy DeHuff who helped HPD design its pilot
• Population Comparison
• Exception Payment Standard (EPS) Area Handout to owners and brokers
• Housing New York – Progress Report
POPULATION COMPARISON

**SECTION 8 HOUSEHOLDS**

- 32% Children in household
- 35% Elderly
- 48% Sole household member
- 70% Female HOH
- 36% Households receiving PA
- 36% Employment Income
- 2% Unemployment Income

**FSS HOUSEHOLDS**

- 54% Children in household
- 8% Elderly
- 25% Sole household member
- 82% Female HOH
- 39% Households receiving PA
- 61% Employment Income
- 5% Unemployment Income
Housing Choice
HPD’s Mobility Counseling Program

The zip codes depicted on the map below and listed on the back on this form are the areas covered under Housing Choice. A unit must be in one of the Mobility Area zip codes in order to be eligible for the program.
<table>
<thead>
<tr>
<th>Borough</th>
<th>Area</th>
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<tbody>
<tr>
<td>Bronx</td>
<td>City Island, Country Club, Edgewater Park, Throgs Neck, Fieldston, Riverdale</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>Bensonhurst, Borough Park, Bay Ridge, Fort Hamilton, Bath Beach, Bensonhurst, Gravesend, Gowanus, Greenwood, Park Slope, South Slope</td>
</tr>
<tr>
<td>Queens</td>
<td>Glen Oaks, Glen Oaks, Little Neck, Hunters Point, Long Island City, Astoria, Sunnyside</td>
</tr>
<tr>
<td>Manhattan</td>
<td>Chelsea, Hudson Yards, Koreatown, East Village, Gramercy, Union Square, Financial District/Lower Manhattan, Financial District/Lower Manhattan, Civic Center, Civic Center, Tribeca, Flatiron, Kips Bay, Chelsea, West Village, East Village, Soho, Chinatown, Soho, West Village, Kips Bay, Murray Hill, Midtown East, Turtle Bay, Midtown West, Hell's Kitchen, Lenox Hill, Upper East Side, Midtown East, Lincoln Square, Upper West Side, Morningside Heights, Upper West Side, Harlem, Morningside Heights, Upper East Side, Yorkville, Hell's Kitchen, Midtown West, Civic Center, Two Bridges, Roosevelt Island, Upper East Side, Lincoln Square, Upper West Side, Lenox Hill, Upper East Side, Upper East Side, Yorkville, Battery Park City, Battery Park City</td>
</tr>
<tr>
<td>Staten Island</td>
<td>Arrochar, Chelsea, Midland Beach, Old Town, Rosebank, Shore Acres, South Beach, Bay Terrace, Dongan Hills, Lighthouse Hill, Midland Beach, New Dorp, New Dorp Beach, Oakwood, Richmond, Tottenville, Great Kills, Pleasant Plains, Prince's Bay, Rossville, Woodrow, Annadale, Arden Heights, Castleton Corners, Charleston, Prince's Bay, Rossville, Woodrow, Bloomfield, Bulls Head, Eltingville, Fort Wadsworth, Graniteville, Heartland Village, Manor Heights, New Springville, Travis, Westerleigh</td>
</tr>
</tbody>
</table>
Housing New York 2.0 progress report

We’re accelerating the pace to reach newly-expanded goal of financing 300,000 affordable homes by 2026.

Almost 60% of homes created in 2018 will serve New Yorkers making less than $47,000 for a family of three.

To date, HNY has produced 109,767 affordable homes, enough to serve 275,000 New Yorkers!
Family Recruitment Strategies

Janie Oliphant
7th National Conference on Housing Mobility
17 October 2018
Mobility Connection Program

- Pilot program launched in March of 2017
- Partnership between St. Louis Housing Authority and Housing Authority of St. Louis County
- Seed funding by Dept. of Housing and Urban Development in the wake Michael Brown’s death
- Any voucher client can participate after passing additional background check
- Serve ~125 families per year, two full-time staff
Key recruitment strategy

• Interest form at recertification
  • Information about the Mobility Connection program
  • Three options to choose “interested and moving,” “interested but not moving” or “not interested”
Is Mobility Connection Right For Me?

- Yes, I am interested and MOVING this year 42% (1,640)
- Yes, I am interested but NOT MOVING this year 22% (859)
- No, I am not interested 36% (1,379)

Check if you agree to let Mobility Connection:

- Access your file to do a background check (fill out background check form)
- Contact you about the program

What is the best way to reach you?

- Call me. My phone number is: ______________________
- Can we text you? □ Yes □ No
Direct outreach

• Every client that indicated interest received communication from our program
• ~160 people per month
• Enrolled 8 people per month
Recruitment considerations

• Is there a target number? Are there limitations set on participation?
• Actively decide how easy to make it to sign up
• How much effort can or should you dedicate to recruitment?
• Use available data
• Hire a marketing profession
Thanks

Janie Oliphant
Program Director
Mobility Connection
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DHCD Overview

• DHCD is Massachusetts’ statewide housing and community development agency overseeing:
  • Multi-family rental housing development
  • Individual and family shelter systems
  • Community Services
  • State-aided public housing
  • Federal and state-funded rental assistance programs
Bureau of Rental Assistance

Vouchers

• 10,000+ state-funded rental assistance vouchers

• 22,000 Housing Choice Vouchers administered statewide by 8 Regional Administering Agencies (RAAs)

• Moving to Work Agency since 1999

Regions

Regional Administering Authorities
- Berkshire Housing Development Corp.
- Community Development Inc.
- Housing Assistance Corporation
- Housing Solutions for SE Mass
- Metro Housing Boston
- RCAP Solutions, Inc.
- South Middlesex Opportunity Council
- Way Finders
SNO Mass Pilot

• 1-year planning process, official launch July, 2019

• Goal: pilot a housing mobility counseling program in two regions in order to understand best practices, implementation barriers and regional considerations in order to scale the program statewide to entire HCVP portfolio

• Conducted data analysis to identify regions that:
  • Included a high number of DHCD voucher holders in high poverty/lower opportunity areas
  • Included a sufficient amount of opportunity neighborhoods
  • Included a sufficient number of family-sized rental units in opportunity neighborhoods
SNO Mass Pilot Sites

Western Mass - Way Finders

Northeast Mass – Community Teamwork, Inc.
Distribution of Current Households

With children under 6 yrs (N=224)
- Very High/High: 4%
- Moderate: 8%
- Very Low/Low: 88%

With children under 18 yrs (N=706)
- Very High/High: 4%
- Moderate: 8%
- Very Low/Low: 88%

All HCV holders (N=1,588)
- Very High/High: 5%
- Moderate: 8%
- Very Low/Low: 87%
SNO Mass Program Design

• Opportunity = Childhood Opportunity Index (+ regional considerations, if necessary)
• Pre-move counseling, post-move counseling, landlord recruitment, housing search, supportive administrative policies
• Targeting current HCVP voucher holder and applicant families, with priority for those with school-aged children – voluntary program
SNO Mass Program Design

• Funding – up to $1M/yr in MTW funds to support counselor positions at RAAs (fully scaled). Does not include financial assistance, increased payment standards or other program costs.
• Pilot currently includes funding for 2 counselor positions at each site
• Counselor positions being posted, participant recruitment – Dec/Jan
• Focus on integration of program throughout agency divisions/departments
• Evaluation – ensure data collection for longitudinal studies, but focus of pilot is around implementation strategies, recruitment strategies, overcoming obstacles and regional considerations in order to scale statewide
## Addressing Family Barriers

<table>
<thead>
<tr>
<th>Participants</th>
<th>Landlords</th>
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<tbody>
<tr>
<td>• Up to $4,000 in flexible assistance</td>
<td>• Higher of APS or SAFMR rents</td>
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<tr>
<td>• Moving expenses</td>
<td>• Expedited Inspections/Lease-up Process</td>
</tr>
<tr>
<td>• Security Deposits</td>
<td>• Pre-screened tenants</td>
</tr>
<tr>
<td>• First month’s rent</td>
<td>• Customer Service – Point of Contact</td>
</tr>
<tr>
<td>• Broker Fees</td>
<td>• Referral bonuses</td>
</tr>
<tr>
<td>• Holding fees</td>
<td>• Potential Signing Bonus</td>
</tr>
<tr>
<td>• Transportation</td>
<td>• Potential Assistance for Unit Improvement Program</td>
</tr>
<tr>
<td>• Credit Check</td>
<td></td>
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<tr>
<td>• Extended search time</td>
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Survey of HCV Holders in Boston Metro

- 128 households with children who moved in recent years to neighborhoods across a range of cities and towns
- Do families who move to higher opportunity areas differ from those who move to lower opportunity areas in...
  - Housing & neighborhood preferences
  - Knowledge of housing & neighborhoods
  - Housing search strategies & outcomes
  - Successes & barriers encountered during search
  - Experience with landlords
  - Assessment of quality of life, schools & community services
Household Preferences

Higher & Lower Opportunity Movers both prefer:

- Mixed-race & mixed-income neighborhoods

And had similar priorities during last housing search:

- Highest priorities: community safety & housing affordability
- Lowest priorities: being near family/friends & social services
Top Priorities During Housing Search

- To be in a safe community (98%)
- To have affordable rent (98%)
- To get away from violence, gangs, drugs (95%)
- To find an apartment I liked (93%)
- To be in a convenient location (91%)
Higher Opportunity Movers:

- Used different sources of info & search strategies
- Found units through Internet
- Searched in unfamiliar areas (51% vs 38%)
- Applied for more units (11.6 vs 9.3)
How Households Found Current Unit

- Internet: 35%
- Friends or family: 46%
- Relocation services: 12%
- Real estate broker: 30%
- Other (agency, walking by): 20%
- Lower Opportunity (N=57)
- Higher Opportunity (N=69)
Higher and Lower Opportunity Movers Report Similar Challenges:

- Finding a unit affordable within payment standard (75%)
- Discrimination from property owners (74%)
- Not enough time to search (66%)
- Landlords not accepting vouchers (66%)
Higher Opportunity Movers

- Report greater satisfaction with neighborhood
  - Safety (86% vs. 51%)
  - Schools (84% vs. 46%)
  - Costs of things (52% vs. 25%)
  - Neighbors (63% vs. 39%)

- Believe neighborhood is good place for children (87% vs. 55%)

- Would like to stay in neighborhood for a long time (82% vs 45%)
Addressing Family & Program Barriers

- Anticipate household preferences & barriers to choice
- Information and supports
- Expand searches to less familiar areas
- Search tools
- Encourage households to report discrimination
- Marketing and tools for landlords
- Search time and payment standards
Questions
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