

#HousingMobility2018

THE 7TH NATIONAL
CONFERENCE ON
**HOUSING
MOBILITY**
OCTOBER 16 – 17, 2018

WASHINGTON, DC

PRRAC
*Poverty & Race
Research Action Council*

**Mobility
Works** 

CLPHA
Strengthening Neighborhoods. Improving Lives.

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)

PRESENTATION

1. NYC and HPD Context
2. Pilot Overview and Elements
3. Owner Support & Outreach
4. Funding
5. Appendix

HOUSING MOBILITY IN CONTEXT – NYC

- 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

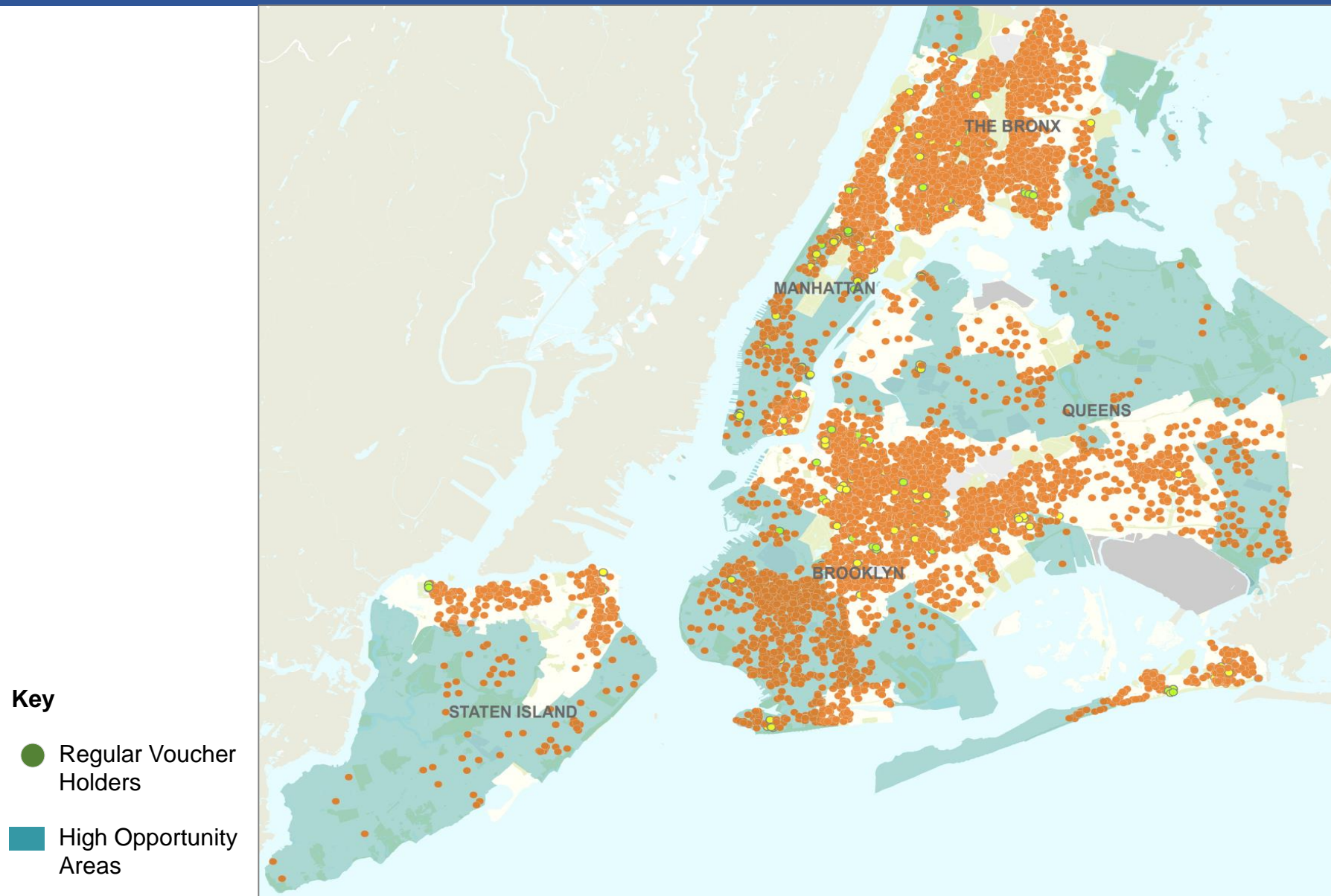
HOUSING MOBILITY IN CONTEXT – HPD

- 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

HOUSING MOBILITY IN CONTEXT – HPD

- 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

DISTRIBUTION OF VOUCHER HOLDERS



PILOT OVERVIEW AND PROGRAM ELEMENTS

- 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

PROGRAM ELEMENTS — TENANT 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

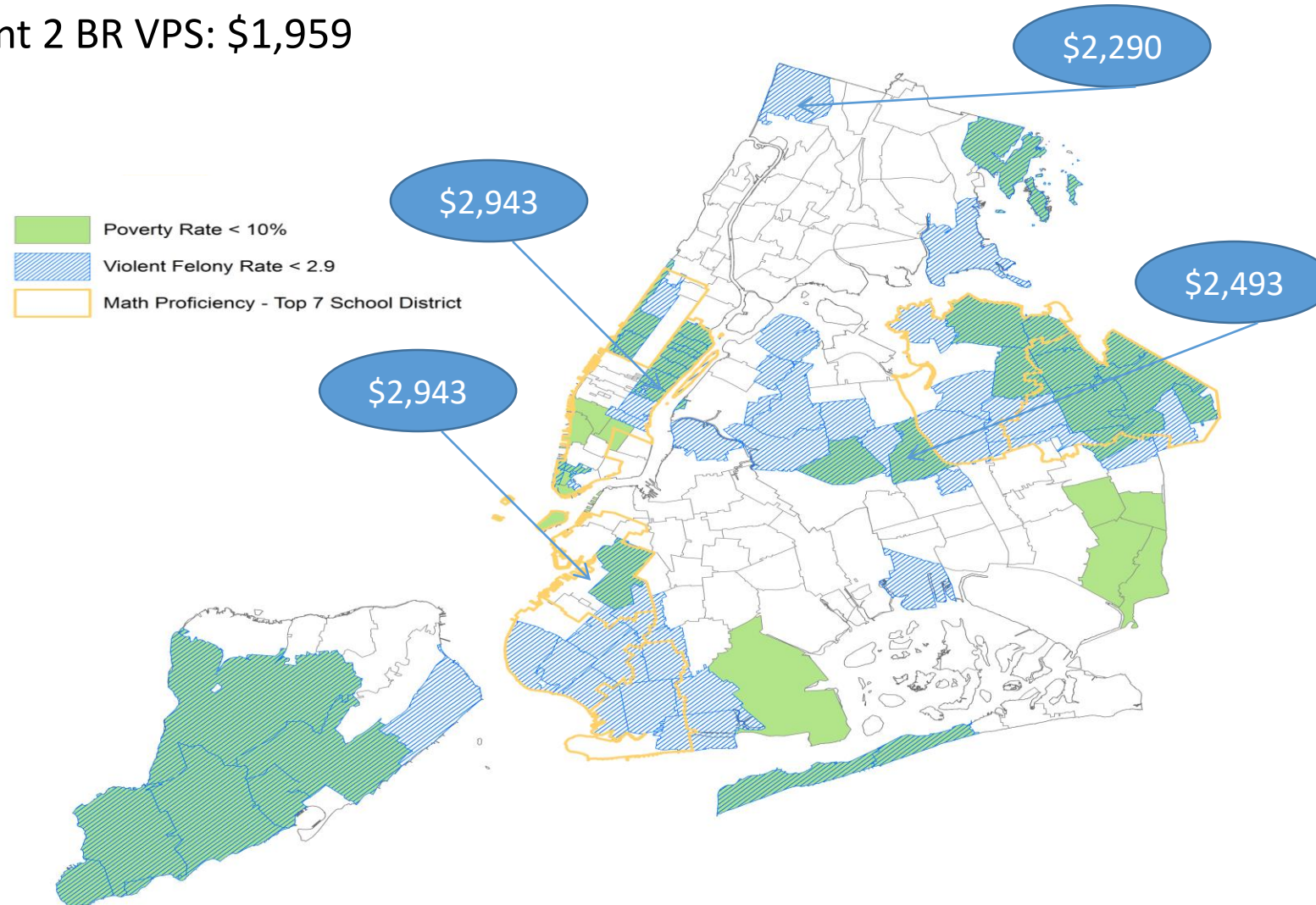
PROGRAM ELEMENTS — EXCEPTION PAYMENT STANDARDS

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

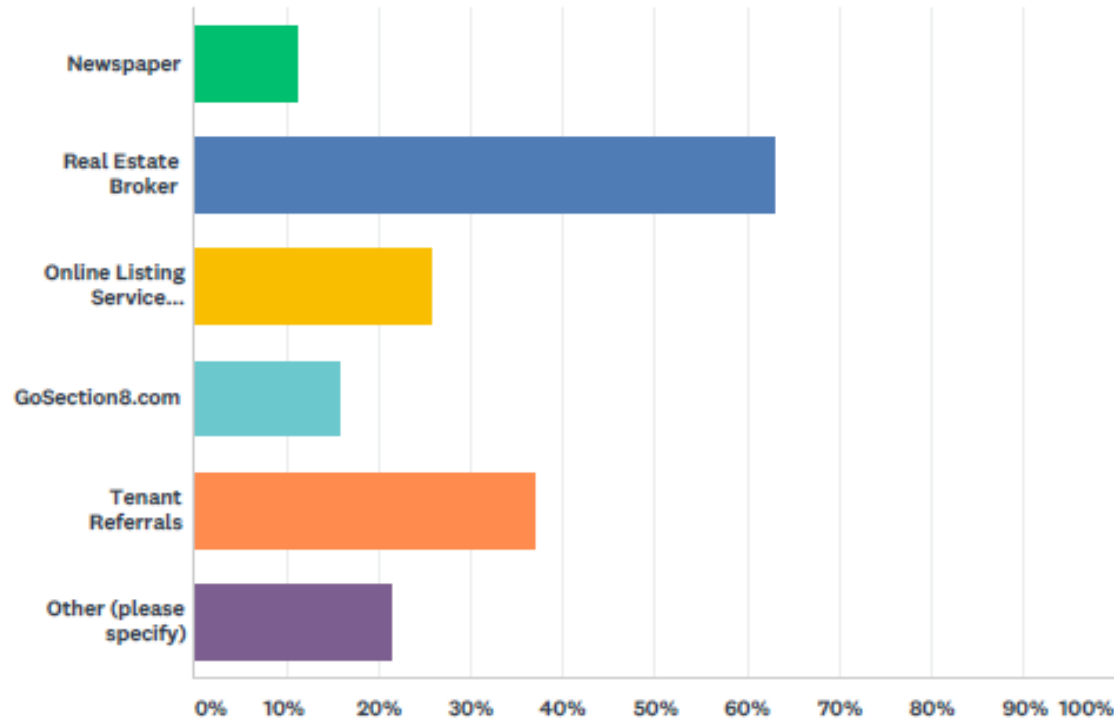


PROGRAM ELEMENTS – OWNER SUPPORT

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.

Answered: 351 Skipped: 0

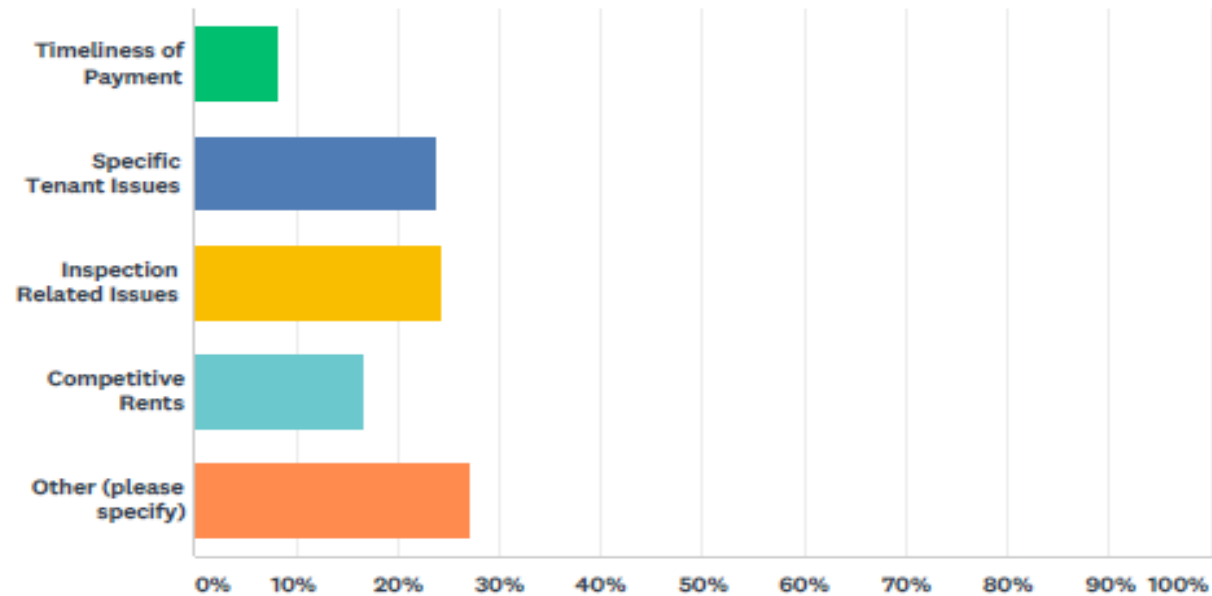


OWNER SUPPORT

Owner Survey Findings

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

Answered: 351 Skipped: 0



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

Q & A

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Special thanks to Amy DeHuff who helped HPD design its pilot


APPENDIX

- 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 of 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.



Mobility Areas by zip code



Bronx

10464	City Island
10465	Country Club, Edgewater Park, Throgs Neck
10471	Fieldston, Riverdale

Brooklyn

11204	Bensonhurst, Borough Park
11209	Bay Ridge, Fort Hamilton
11214	Bath Beach, Bensonhurst, Gravesend
11215	Gowanus, Greenwood, Park Slope, South Slope
11219	Bensonhurst, Borough Park, Dyker Heights
11220	Sunset Park
11223	Gravesend, Sheepshead Bay
11224	Coney Island, Seagate, West Brighton
11228	Dyker Heights
11229	Gerritsen Beach, Midwood, Sheepshead Bay
11230	Midwood
11231	Carroll Gardens, Columbia Waterfront, Red Hook
11232	Greenwood, South Slope, Sunset Park
11234	Bergen Beach, Flatbush, Flatlands, Marine Park, Mill Basin

Manhattan

10001	Chelsea, Hudson Yards, Koreatown
10003	East Village, Gramercy, Union Square
10004	Financial District/Lower Manhattan
10005	Financial District/Lower Manhattan
10006	Civic Center
10007	Civic Center, Tribeca
10010	Flatiron, Kips Bay
10011	Chelsea, West Village
10012	East Village, Soho
10013	Chinatown, Soho
10014	West Village
10016	Kips Bay, Murray Hill
10017	Midtown East, Turtle Bay
10018	Midtown West
10019	Hell's Kitchen
10021	Lenox Hill, Upper East Side
10022	Midtown East
10023	Lincoln Square, Upper West Side
10025	Morningside Heights, Upper West Side
10026	Harlem, Morningside Heights
10028	Upper East Side, Yorkville
10036	Hell's Kitchen, Midtown West
10038	Civic Center, Two Bridges
10044	Roosevelt Island
10065	Upper East Side
10069	Lincoln Square, Upper West Side
10075	Lenox Hill, Upper East Side
10128	Upper East Side, Yorkville
10162	Upper East Side
10280	Battery Park City
10282	Battery Park City

Queens

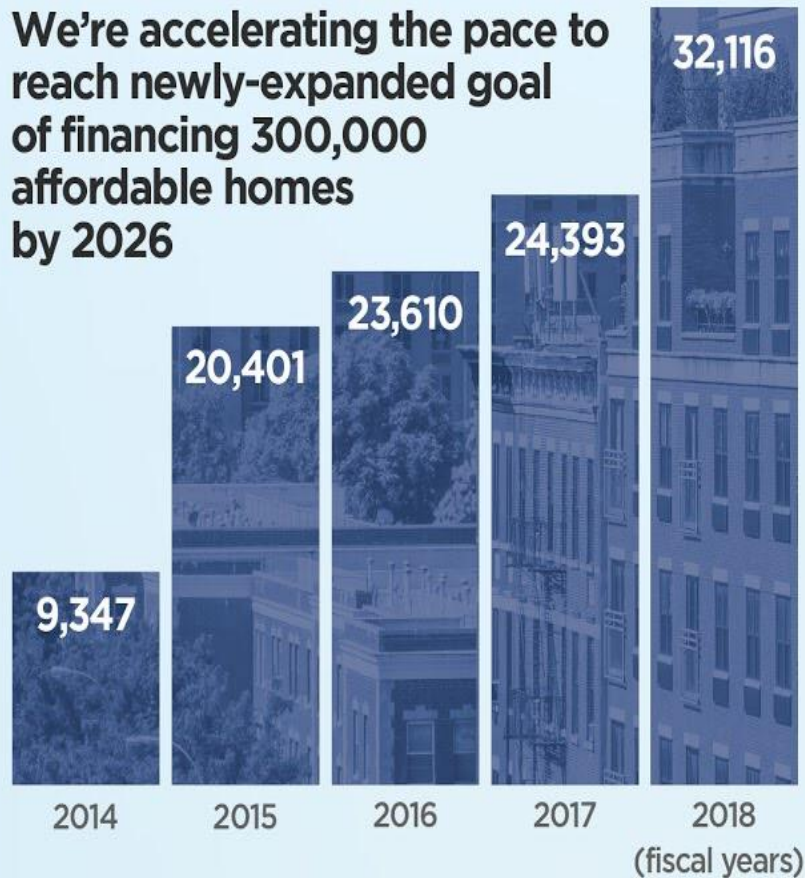
11004	Glen Oaks
11005	Glen Oaks, Little Neck
11109	Hunters Point, Long Island City
11103	Astoria
11104	Sunnyside
11105	Astoria, Ditmars-Steinway
11354	College Point, Flushing, Murray Hill
11355	East Flushing, Flushing
11356	Clearview, College Point
11357	Beechhurst, Clearview, Malba, Whitestone
11358	Auburndale, East Flushing, Murray Hill
11360	Bay Terrace, Bayside
11361	Bayside
11362	Little Neck
11363	Douglaston, Little Neck
11364	Bayside Hills, Oakland Gardens
11365	Auburndale, Fresh Meadows, Utopia
11366	Fresh Meadows, Hillcrest, Utopia
11367	Kew Gardens Hills, Pomonk
11373	Elmhurst
11374	Rego Park
11375	Forest Hills
11377	Maspeth, Sunnyside, Woodside
11378	Maspeth
11379	Middle Village
11411	Cambria Heights
11412	St. Albans
11413	Brookville, Laurelton, Rochdale, Springfield Gardens
11414	Hamilton Beach, Howard Beach, Lindenwood
11415	Kew Gardens
11422	Bellerose, Brookville, Laurelton, Rosedale
11426	Bellerose Manor
11427	Jamaica Estates, Queens Village
11694	Belle Harbor, Neponsit, Rockaway Park
11697	Breezy Point, Rockaway Point, Roxbury

Staten Island

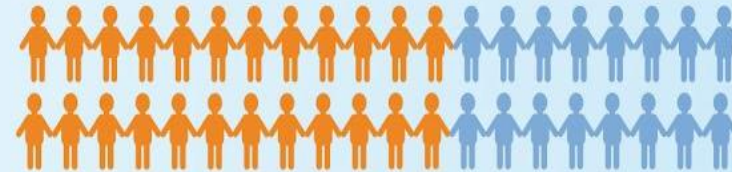
10305	Arrochar, Chelsea, Midland Beach, Old Town, Rosebank, Shore Acres, South Beach
10306	Bay Terrace, Dongan Hills, Lighthouse Hill
	Midland Beach, New Dorp, New Dorp Beach, Oakwood, Richmond
10307	Tottenville
10308	Great Kills
10309	Pleasant Plains, Prince's Bay, Rossville, Woodrow
10312	Annadale, Arden Heights, Castleton Corners, Charleston, Prince's Bay, Rossville, Woodrow
10314	Bloomfield, Bulls Head, Eltingville, Fort Wadsworth, Graniteville, Heartland Village, Manor Heights, New Springville, Travis, Westerleigh

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”

Interest form

Mobility Connection

What is Mobility Connection?

Mobility Connection is a free service. We work with you and the Housing Authority in St. Louis City or County. Together, we help you use your voucher to move to a **HIGH OPPORTUNITY AREA**.

What's a High Opportunity Area?

These are areas with **low crime, great schools, and good places to work**. We can help you find a home in one of these high opportunity areas:

Ballwin	Brentwood	Chesterfield	Clarkson Valley
Clayton	Creve Coeur	Crystal Lake Park	Des Peres

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

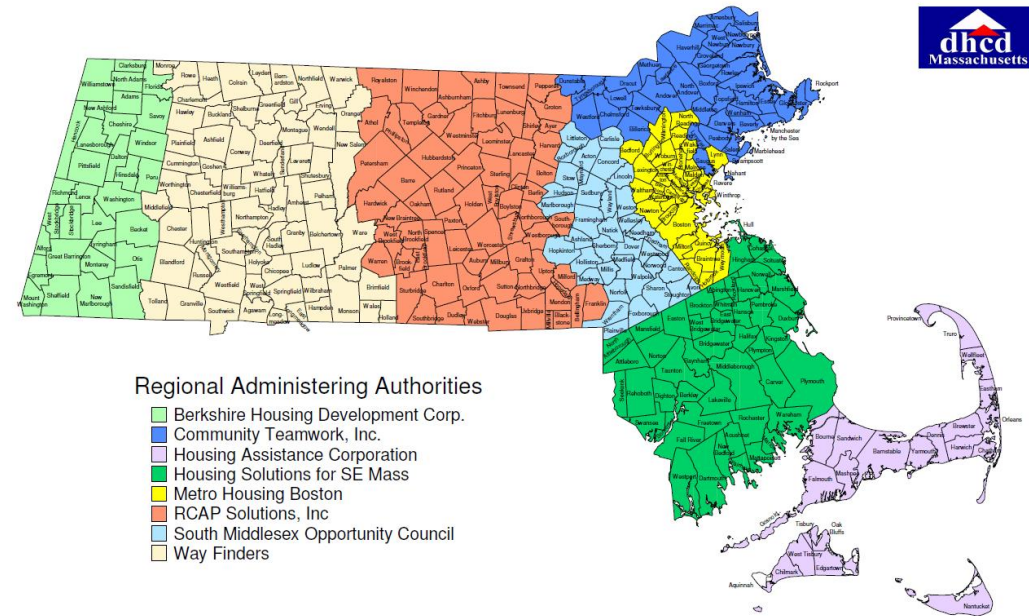
- DHCD is Massachusetts' statewide housing and community development agency overseeing:
 - Multi-family rental housing development
 - Individual and family shelter systems
 - Community Services
 - State-aided public housing
 - Federal and state-funded rental assistance programs

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

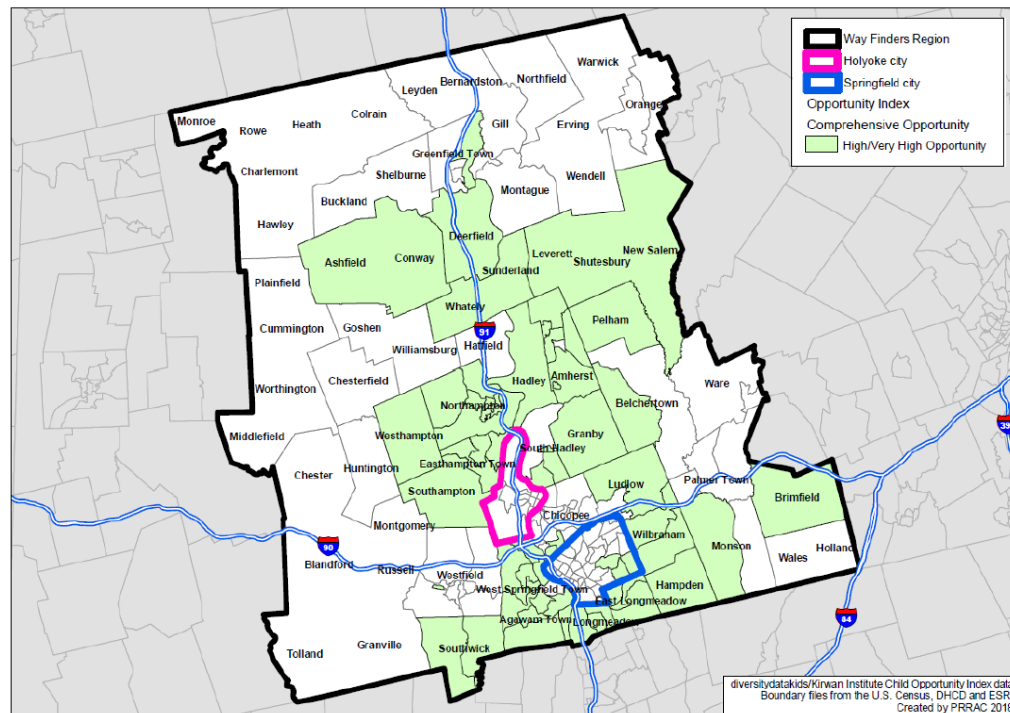


SNO Mass Pilot

- 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

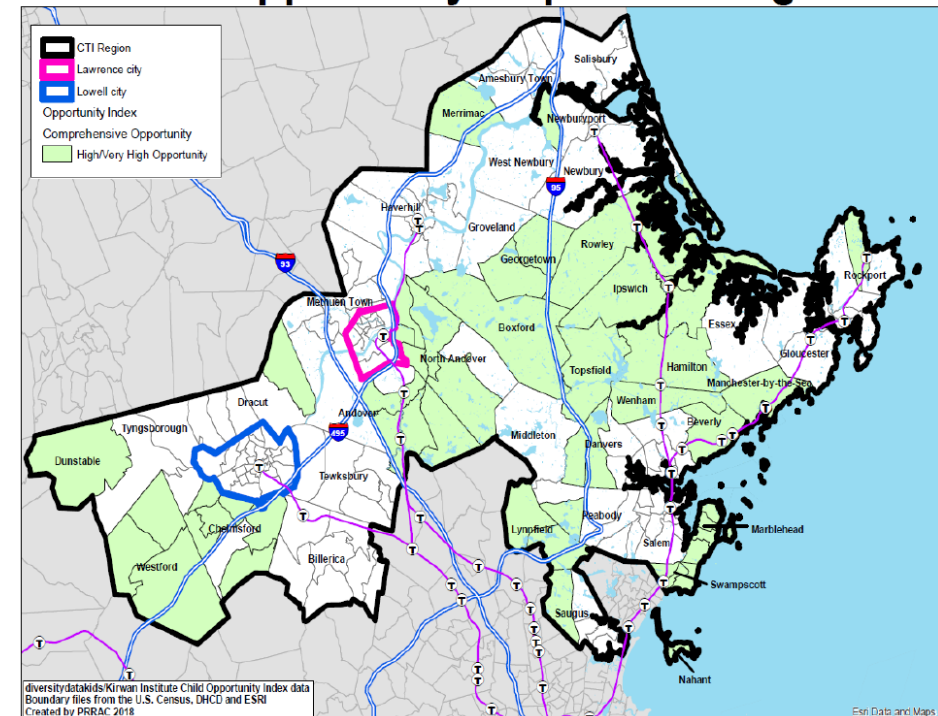
SNO Mass Pilot Sites

Western Mass - Way Finders

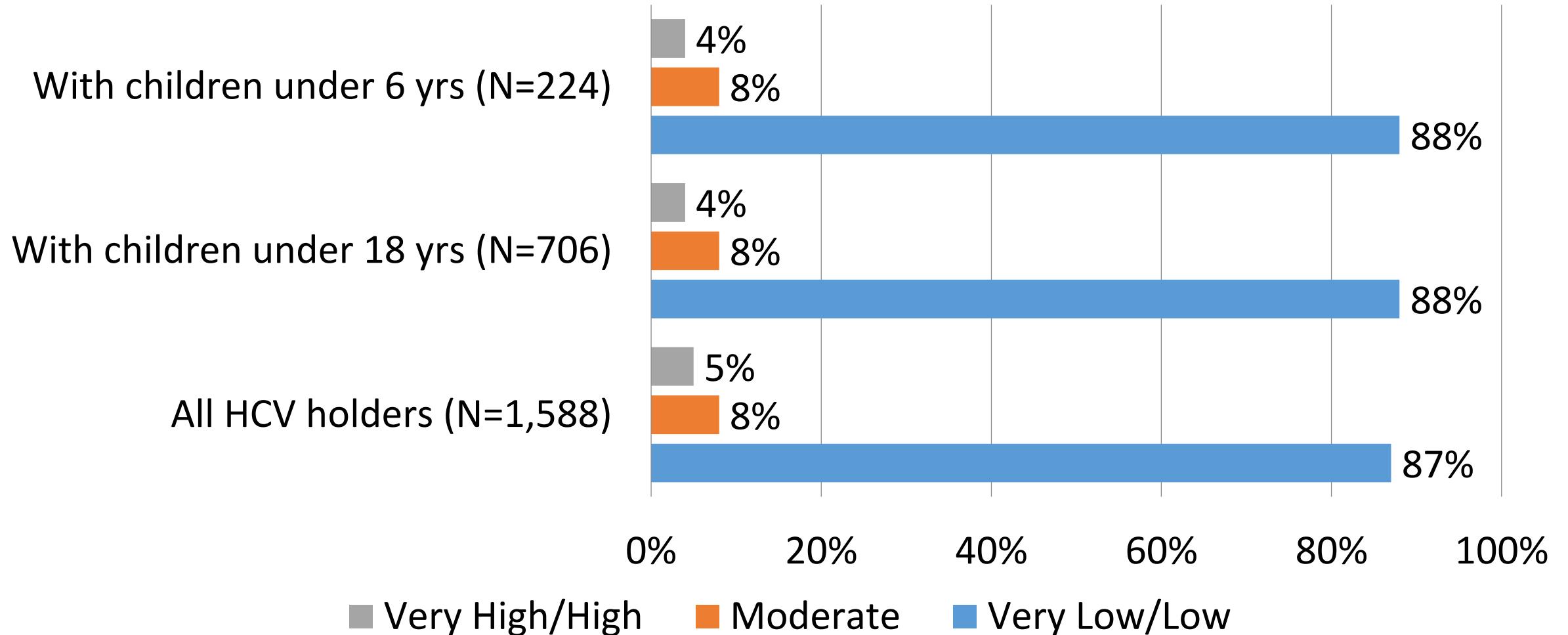


Northeast Mass – Community Teamwork, Inc.

Child Opportunity Map of CTI Region



Distribution of Current Households



SNO Mass Partners



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

Participants

- Up to \$4,000 in flexible assistance
- Moving expenses
- Security Deposits
- First month's rent
- Broker Fees
- Holding fees
- Transportation
- Credit Check
- Extended search time

Landlords

- Higher of APS or SAFMR rents
- Expedited Inspections/Lease-up Process
- Pre-screened tenants
- Customer Service – Point of Contact
- Referral bonuses
- Potential Signing Bonus
- Potential Assistance for Unit Improvement Program

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

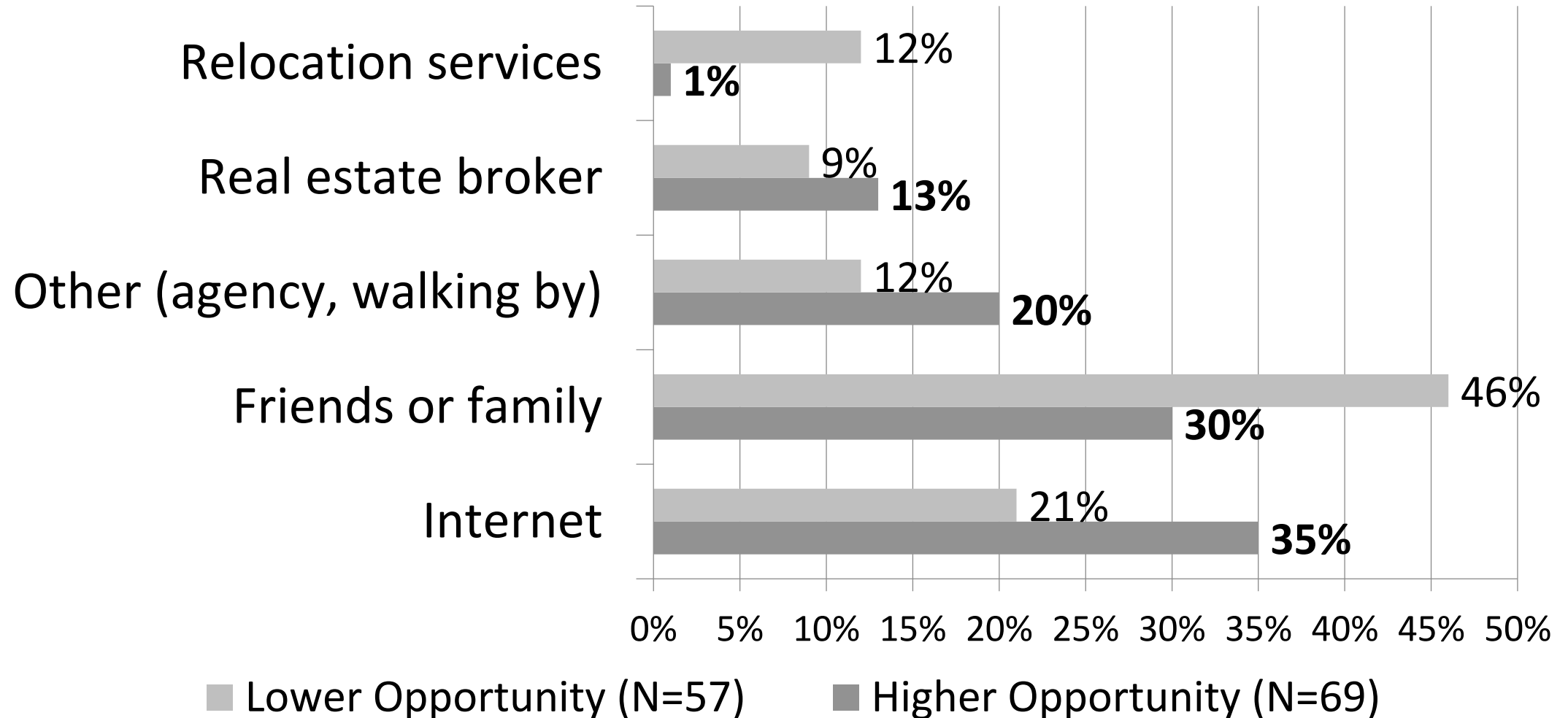
- To be in a safe community (98%)
- To have affordable rent (98%)
- To get away from violence, gangs, drugs (95%)
- To find an apartment I liked (93%)
- To be in a convenient location (91%)

Sources of Information & Search Strategies

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



Housing Search Challenges

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%)

Neighborhood Satisfaction & Quality of Life

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



Housing requirements

Size and rent

BHA Payment
Standard

Rent range:



Bedrooms (minimum):



Zoom in on the map in the area
you are looking for before
searching for apartments

Search for apartments

Location priorities

Child exposure to opportunity

☐ Low ☒ Neutral ☐ High

School quality

☐ Low ☒ Neutral ☐ High

Safety

☐ Low ☒ Neutral ☐ High

Transport cost

☐ Low ☒ Neutral ☐ High

Questions



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