



Emergency Rental Assistance Program

www.RentHelpNM.org

ERAP Overview and Assessment August 2021

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Cabinet Secretary, Department of Finance and Administration

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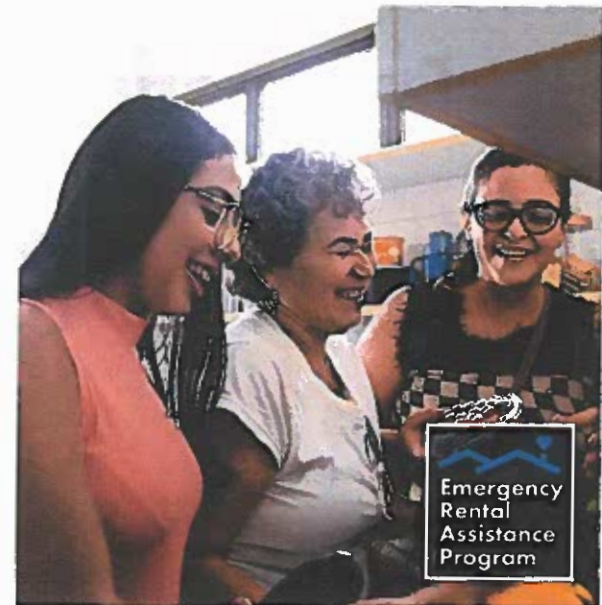




Emergency Rental Assistance Program Overview

Highlights

- What is ERAP?
- Awards to date
- Learned Processes
 - Attestation forms, staff capacity, etc.
- Dealing with Evictions
- Campaign Overview
- Grassroots Outreach



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Emergency Rental Assistance Program Overview

What is the Emergency Rental Assistance Program?

From the U.S. Department of the Treasury, the Emergency Rental Assistance program makes funding available to assist households that are unable to pay rent or utilities. This funding came to meet the need of millions of Americans who face deep rental debt and fear evictions and the loss of basic housing security exacerbated by COVID-19.

Two separate programs have been established: **ERA1** provides up to \$170 million to New Mexico and **ERA2** will provide up to \$49 million to New Mexico.

Funds are provided directly to the states who administer state distribution programs.

How can funds be used?

- At least 90% of awarded funds must be used for direct financial assistance.
- Remaining funds are available for housing stability services (i.e. case management).
- Under current guidance, 65% of ERA1 funds must be allocated by September 30, 2021.

Overall, 10% of all ERA1 funds may be used for administrative and marketing expenses and 15% for ERA2.

Learn more at RentHelpNM.org



Emergency Rental Assistance Program Overview

How are funds being administered in New Mexico?

The state of New Mexico received \$170M of federal aid to grant to New Mexicans for **rental and utility** assistance. This is for households experiencing financial hardship due to the COVID-19 outbreak.

There are currently three programs in New Mexico:

- **Statewide** program for any New Mexico county or within the Albuquerque city limits - [RentHelpNM.org](https://renthelpnm.org).
 - \$170 million. Administered by DFA.
- **Bernalillo County** program for Bernalillo County residents (outside of ABQ city limits)
 - \$5 million grant from U.S. Department of Treasury. Administered by County.
- **Doña Ana County** program for Doña Ana County residents
 - \$9.3 million grant from U.S. Department of Treasury. Administered by County.

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Emergency Rental Assistance Program Overview

How can the ERA funds be used?

- Rent
- Utility bills, this includes electric, gas and internet
- Water and sewer
- Internet
- Trash removal, fuel oil, wood and pellets
- Other expenses related to housing expenses such as hotel/motel costs

Who is eligible for ERAP?

- Renters
- Under 80% average median income for each respective county
- Impacted directly or indirectly by COVID-19
- At risk of homelessness or housing instability
- Self-certifications are accepted

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Key Operations to Date

January 20, 2021	Administered by DFA, NM received ERA1 Funds
March 26, 2021	ERA Outreach Media Campaign launched with Real Time Solutions
April 5, 2021	First day ERAP portal is open First day to submit registrations and applications for ERAP
June 4, 2021	New Mexico receives ERA2 Funds

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Awards to Date

ERA Funding	Cap Limit	Award Amount / percent allocated	Remaining Balance / percent remaining
	\$170 million	\$20,308,680.95 / 12%	\$149,691,319.05 / 88%

Award Amount	Total ERA	Total Utility
	\$17,761,551.87 Total awards - 4,019	\$2,679,918.63 Total awards - 3,587



ERAP Process Adaptations

Staff Capacity and Augmentation

- Currently, 47 staff members processing and reviewing ERA applications
- 9 staff members managing the 1-800 ERA hotline number - call center currently open 8-7p M-F and 9-6p on Saturday with a voicemail after hours
- Addressing backlog of ERAP applications

Communication with Applicants

- Automatic communication with applicants at key points in the application process via email and mail

Expediting ERAP Applications through Third-Party Proxies and more Utility Companies and Landlords

- Working directly with utility companies to identify past due customers
- Working directly with landlords to identify past due tenants
- Bulk payment distributions

Self-Certification/Attestation Forms

- Implementation and integration of attestation forms for individuals to demonstrate:
 - Zero income
 - Lease agreement (when no contractual lease agreement exists)
 - Need of utility assistance
 - Need of rental assistance

Learn more at RentHelpNM.org



Working with Courts to Address Evictions

To address the eviction crisis, the Department of Finance of Administration has partnered with the **City of Albuquerque (CABQ), New Mexico Supreme Court, New Mexico Administrative Office of the Courts (AOC), NM Center on Law and Poverty, and Legal Aid** to identify processes to help individuals in the eviction process.

- DFA receives weekly lists from AOC of individuals in the eviction process to conduct direct ERAP outreach to them
- Designated ERAP staff conduct direct outreach to applications in the eviction status
- ERAP flyer included in all eviction case financial packets sent from Metro Court
- Creation of ERAP outreach and support table at the Metro Court, in collaboration with CABQ
- Drafting lease protection language in collaboration with NM Supreme Court, AOC, CABQ and Legal Aid
- General ERAP outreach in AOC communications materials

To date, we've help **407** individuals in the eviction process with ERAP funds.

Learn more at RentHelpNM.org



ERAP Media Campaign

Paid Media Campaign – March 26, 2021

ERAP is supported by a **\$5.3** million dollar paid media campaign statewide to target New Mexicans at multiple touchpoints.

Media campaign includes:

- Broadcast and cable television
- Out-of-home billboards (vinyl and digital)
- Bus wraps
- Direct Mail
- Newspaper advertising
- Social media
- Digital advertising
- Radio

Earned Media

- Over 20 interviews with local radio stations, news stations, etc. with ERAP spokesperson
- Multiple news stories pitched and published by local outlets

Learn more at RentHelpNM.org



ERAP Outreach Campaign

Partnerships with CBOs

- Contracting with Center for Civic Policy to work with CBOs across the state that can reach hard-to-reach populations and encourage ERAP applications
 - CBOs include, but are not limited to: Community Action Agency of Southern NM, Somos un Pueblo Unido, Chainbreaker, NM Dream Team, NACA Inspired School Network, NM Community Capital, NM Comunidades en Accion y Fe, El Centro, Cycles of Life
- Local food drives to help individuals start the application (Ex. Roadrunner Food Bank Distribution)

Partnerships with NM Agencies

- Key partnerships with partner agencies to reach their constituents (HSD text, PED lunches).

ERAP Information Sessions

- Multiple ERAP information session with key stakeholders and local partners, such as the Apartment Association of NM, ABQ Rental Investor Group, etc.
- Promoting ERAP during local events, such as the Way Home Conference, CONNECT Navigation meeting, etc.

Application Training Series

- Bilingual trainings sessions for local nonprofits and community members on how to complete the ERAP application and how to help others start/complete theirs.

ERAP Partner Toolkit

- Creation of ERAP toolkit for ready-to-use and easy access ERAP collateral, such as direct mailers, flyers, FAQs, radio spots, social media graphics, and videos

Learn more at RentHelpNM.org



Thank you.

Questions?

Learn more at RentHelpNM.org



Successes to Date

Amount of Awards Distributed to Date: \$20.3 million

New Mexicans helped to Date: 3.9k with rent assistance and 3.5k with utility assistance.

Streamlined Application to address Backlog

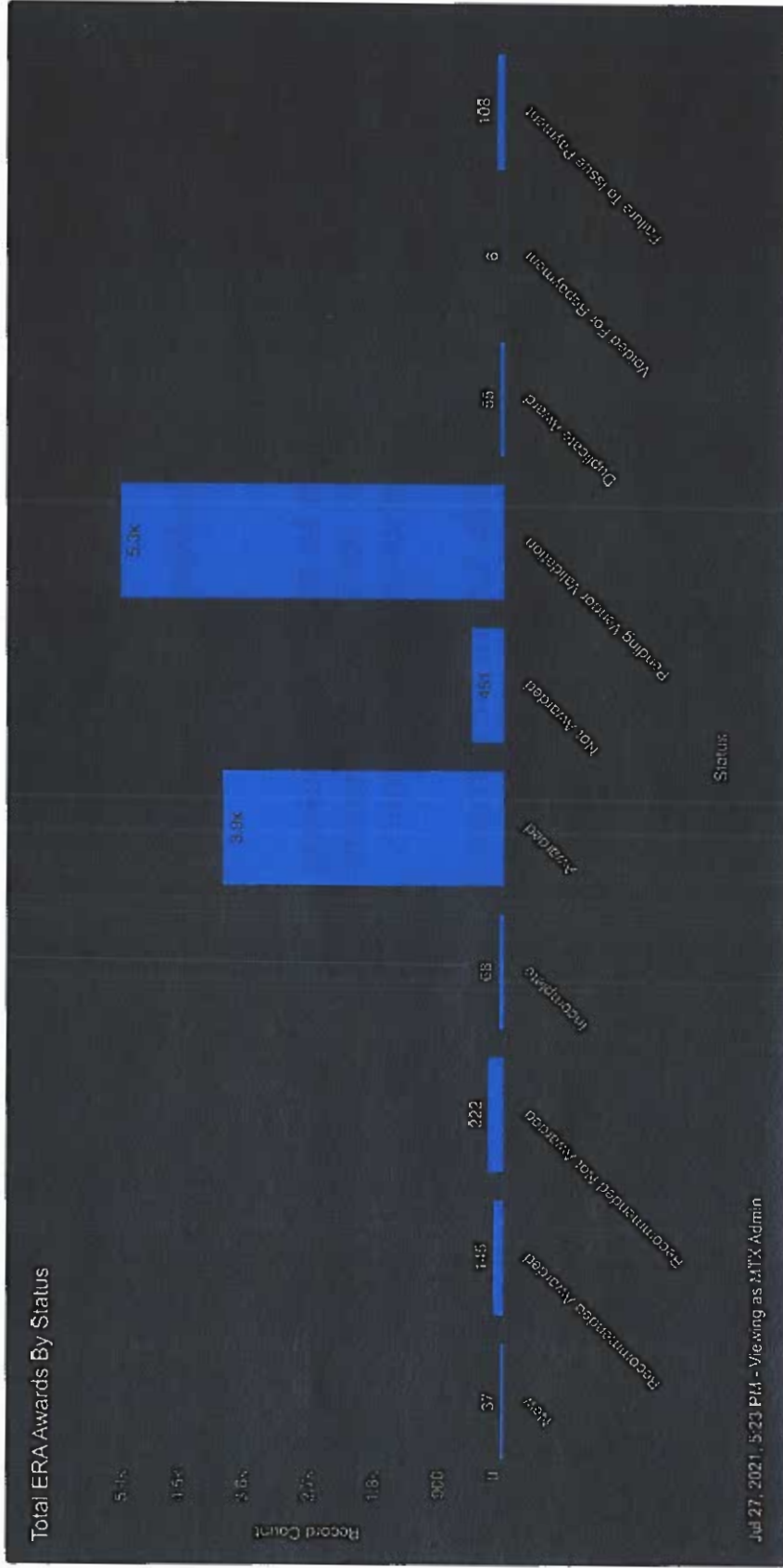
Increased staff capacity to navigate incomplete applications. Overall, the ERAP application process was shortened to a month.

Partnered with NM Courts, Local Governments, Utility Companies, Landlords, Community Based Organizations (CBOs), etc.

Increased our local partnerships to streamline the application process with utility companies and landlords, identify those in most need with courts and CBOs, and increased grassroots outreach with CBOs and nonprofits.

Learn more at RentHelpNM.org

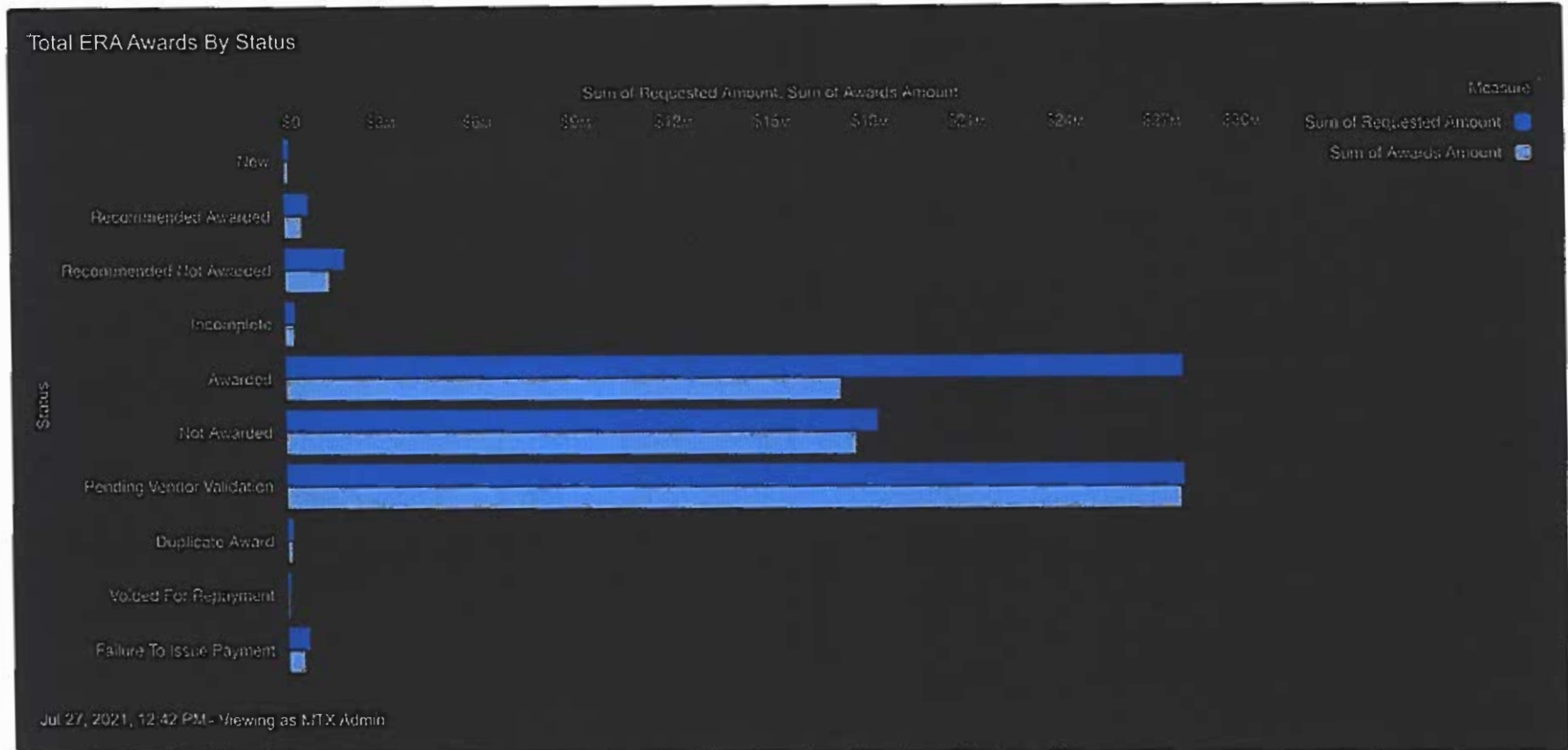
ERA Awards to Date



Updated Wednesday, July 28, 2021

Learn more at RentHelpNM.org

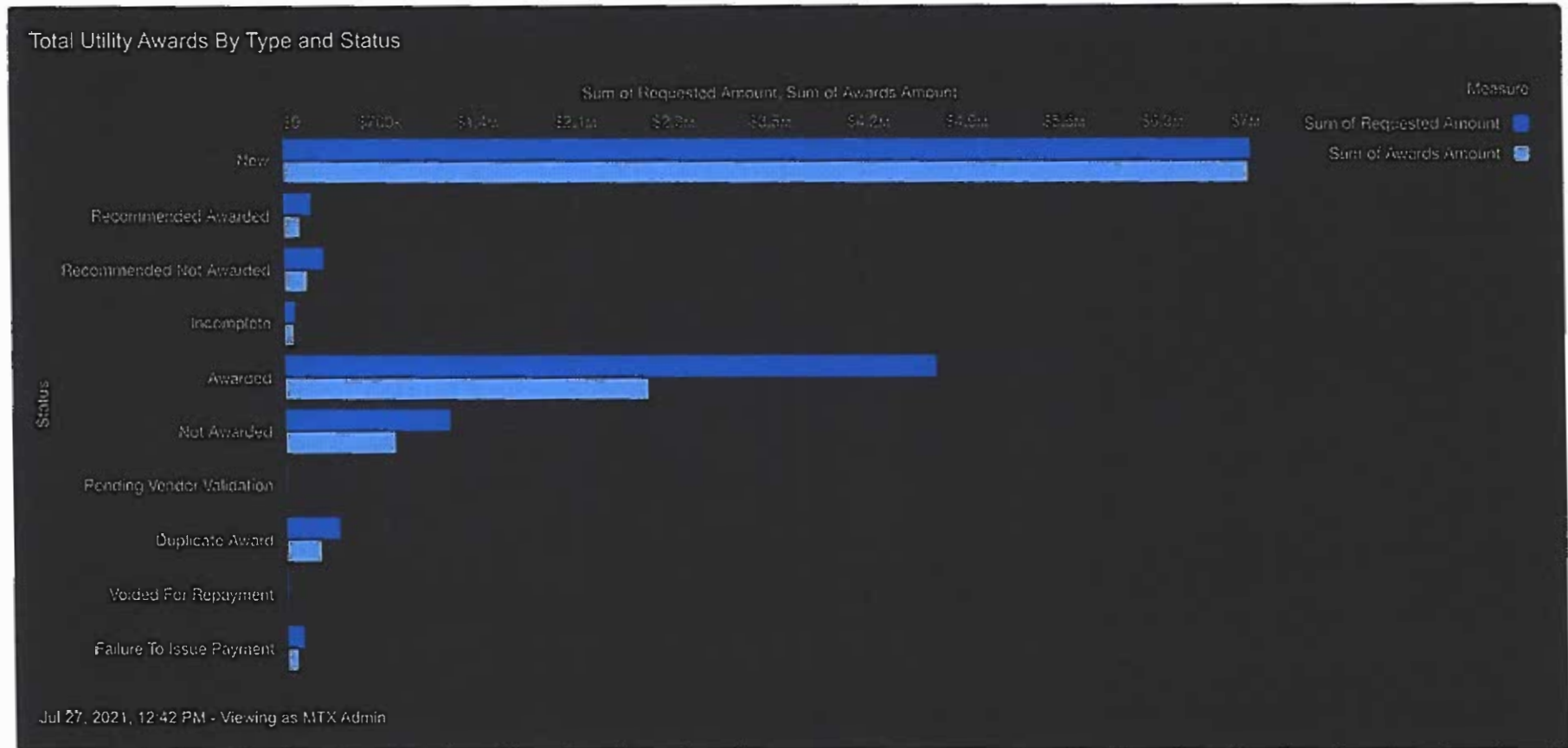
ERA Awards to Date - Requested Amount vs. Awards Amount



Updated Wednesday, July 28, 2021

Learn more at RentHelpNM.org

Utility Awards to Date - Requested Amount vs. Awards Amount



Updated Wednesday, July 28, 2021

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