County Council Update #1



April 21, 2021





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From the Delaware County Council:

"DELCO ERA reflects our core value that government can help residents in need with respect, kindness and efficiency."



Production

- ✓ Generated 1,524 Registrations, up from 780 last week.
- ✓ Exponential increase in Landlord Registrations. Invited, but Not Yet Registered Rate improved from 43.5% to 10%, even with 724 new Applicants in a single week.



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The Challenge and the Opportunity.

Key Assumptions

County Renter-Occupied Households	64,514
Renter units <80% AMI	47,568
Households potentially eligible	23,784
Est. program applicants	11,892
Est. program applicants approved	5,946
Est. ERAP financial assistance/household	\$5,673.25
Est. ERAP financial assistance/month (assumes 7 mos.)	\$810.46

We need to **generate 12,000 registrations within next 90 days** to show U. S. Treasury and Commonwealth of PA that DelCo ERA has the demand and capacity for additional funds to address the unmet need to help DelCo Renters recover with dignity.

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Expenditure Requirements

- \$20 million Commonwealth of PA ERA grant requires 65% Expenditure by July 31, 2021.
- \$37 million U. S. Treasury ERA for 65% Expenditure by September 30, 2021
- From May July for PA grant, we must expend \$4.33 million a month.
- From May Sept. for Treasury grant, we must expend \$2.21 million a month.

Goal: Generate 12,000 registrations within next 90 days





Integrated Marketing & Customer Service Campaign



1. De-mystify the Application Process for Applicants

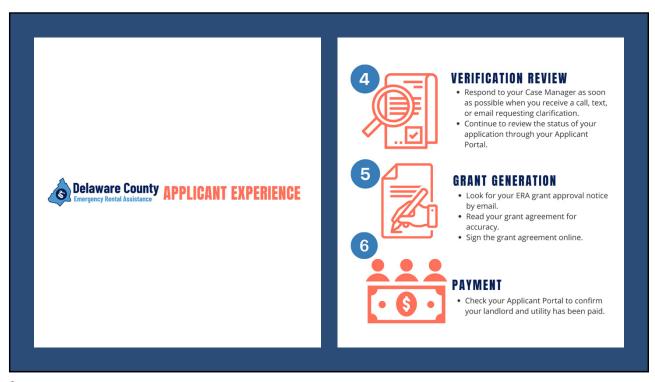
- Initiated delco-era.com web site update to include "Applicant Experience."
- 24 hours response time for Customer Service Phone or Email Messages
- 2. Cultivate Landlords as Partners.

3. Conduct In-Person Application Intake Sessions

- Successful In-Person Application Intake served 44 Applicants & Landlords. 2nd Session Schedules for Saturday 4/24 with 30 already scheduled.
- 4. Cultivate DelCo-Based Community Service Agencies as "Community Partners" to help with:
 - Outreach & Marketing
 - In-person Application Intake and Assistance throughout the lifecycle of the grant process
 - Language Translation Services as needed.

REGISTRATION (1 OF 2) Go to www.Delco-ERA.com. • Click Tenant Registration link. Provide vour name, email, address. and preferred language. REGISTRATION (2 OF 2) · Click the link in the Step 1 confirmation email. Provide additional information. Delaware County APPLICANT EXPERIENCE • Provide your landlord and utility information to complete registration. The Delaware County Emergency Rental Assistance Program (DELCO ERA) **FULL APPLICATION** provides COVID rent and utility assistance to help eligible renters in Delaware County stay in their homes. Outlined below is the basic process. Go to your personal Applicant Portal link to access the Full Application. If you need help and/or to schedule an in-person appointment: Email Complete and submit your Full info@delco-era.com or call 484-729-4200. Application. DOCUMENT UPLOADS Go to your Applicant Portal to upload verification documents such as Identification, income sources, lease, utility statement, etc.

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Looking Forward

- Started Verification Reviews.
- Generate First Grant Agreements over weekend.
- Received transfer deposit of \$1.5 million for PA Treasury and \$500K for U.S. Treasury.
- On pace to fund first grants next week.



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Questions & Answers



Email info@delco-era.com or Call 484-729-4200





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