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.
The Challenge and the Opportunity.

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.

### Key Assumptions

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Renter-Occupied Households</td>
<td>64,514</td>
</tr>
<tr>
<td>Renter units &lt;80% AMI</td>
<td>47,568</td>
</tr>
<tr>
<td>Households potentially eligible</td>
<td>23,784</td>
</tr>
<tr>
<td>Est. program applicants</td>
<td>11,892</td>
</tr>
<tr>
<td>Est. program applicants approved</td>
<td>5,946</td>
</tr>
<tr>
<td>Est. ERAP financial assistance/household</td>
<td>$5,673.25</td>
</tr>
<tr>
<td>Est. ERAP financial assistance/month (assumes 7 mos.)</td>
<td>$810.46</td>
</tr>
</tbody>
</table>

### 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**

**H O W ?**
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.
Delaware County Emergency Rental Assistance Program

**APPLICANT EXPERIENCE**

**VERIFICATION REVIEW**
- Respond to your Case Manager as soon as possible when you receive a call, text, or email requesting clarification.
- Continue to review the status of your application through your Applicant Portal.

**GRANT GENERATION**
- Look for your ERA grant approval notice by email.
- Read your grant agreement for accuracy.
- Sign the grant agreement online.

**PAYMENT**
- Check your Applicant Portal to confirm your landlord and utility has been paid.

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**IN-PERSON APPLICATION INTAKE SESSIONS**

Do you need assistance with your application?

Attend one of our upcoming in-person application intake sessions and the Delaware County Emergency Rental Assistance (DelCo ERA) grant program staff will help you register and submit your full application.

Residents are encouraged to ask their landlords to register with the Program and to attend these upcoming in-person application intake sessions as well.

People with language and/or physical or related challenges may request assistance at these sessions.

**Appointments Only In-Person Application Intake Sessions:**
- Saturday, April 17 and Saturday, April 24 from 10am to 4pm
- **EDDSITONE OFFICE**
  - 1510 Chester Pike, Suite 302
  - Media, PA 19025
- **UPPER DARBY OFFICE**
  - 25 South 4th Street
  - Upper Darby, PA 19082

**DelCo ERA Qualifications:**
- Primarily Low-Income Renters
- Primarily Low-Income Homeowners
- Primarily Low-Income Homeowners

Due to COVID protocols, these sessions will be by appointment only. Please call or e-mail to schedule your appointment.

**TO SCHEDULE YOUR APPOINTMENT:**
- **Phone:** 484-729-4200
- **Email:** info@delco-era.com

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

Questions & Answers

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

April 21, 2021