

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."



Delaware County

Emergency Rental Assistance

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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



HOW?


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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.

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APPLICANT EXPERIENCE

The Delaware County Emergency Rental Assistance Program (DELCO ERA) provides **COVID rent and utility assistance** to help **eligible renters in Delaware County** stay in their homes. Outlined below is the basic process.


If you need help and/or to schedule an in-person appointment: Email info@delco-era.com or call 484-729-4200.

- 1




REGISTRATION (1 OF 2)

 - Go to www.Delco-ERA.com.
 - Click Tenant Registration link.
 - Provide your name, email, address, and preferred language.
- 2



REGISTRATION (2 OF 2)

 - Click the link in the Step 1 confirmation email.
 - Provide additional information.
 - Provide your landlord and utility information to complete registration.
- 3




FULL APPLICATION

 - Go to your personal Applicant Portal link to access the Full Application.
 - Complete and submit your Full 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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Delaware County
Emergency Rental Assistance

APPLICANT EXPERIENCE

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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.

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GRANT GENERATION

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

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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 Delco 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.

Appointment Only In-Person Application Intake Sessions:

Saturday, April 17 and Saturday, April 24 from 10am to 4pm

- EDDYSTONE OFFICE**
Baldwin Tower
1510 Chester Pike, Suite 102
Eddystone, PA 19022
- UPPER DARBY OFFICE**
20 South 69th Street
Upper Darby, PA 19082

DELCO ERA Qualifications:

 Delaware County Resident	 At or below 80% of the average median income	 Experienced hardship due to COVID-19	 Valid form of ID	 Apply online at www.delco-era.com
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Due to COVID protocols, these sessions will be by appointment only. Please call or e-mail to schedule your appointment.

TO SCHEDULE YOUR APPOINTMENT:

 **484-729-4200**

 **info@delco-era.com**

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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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THANK YOU!



April 21, 2021

