EXPANDING CHOICE IN THE CHOICE NEIGHBORHOOD INITIATIVE

HOW TO BUILD A HOUSING MOBILITY PROGRAM

URBAN INSTITUTE

PRRAC
Poverty & Race Research Action Council

EXPANDING CHOICE: PRACTICAL STRATEGIES FOR BUILDING A SUCCESSFUL HOUSING MOBILITY PROGRAM

Available at:

http://www.prrac.org/pdf/ExpandingChoice.pdf
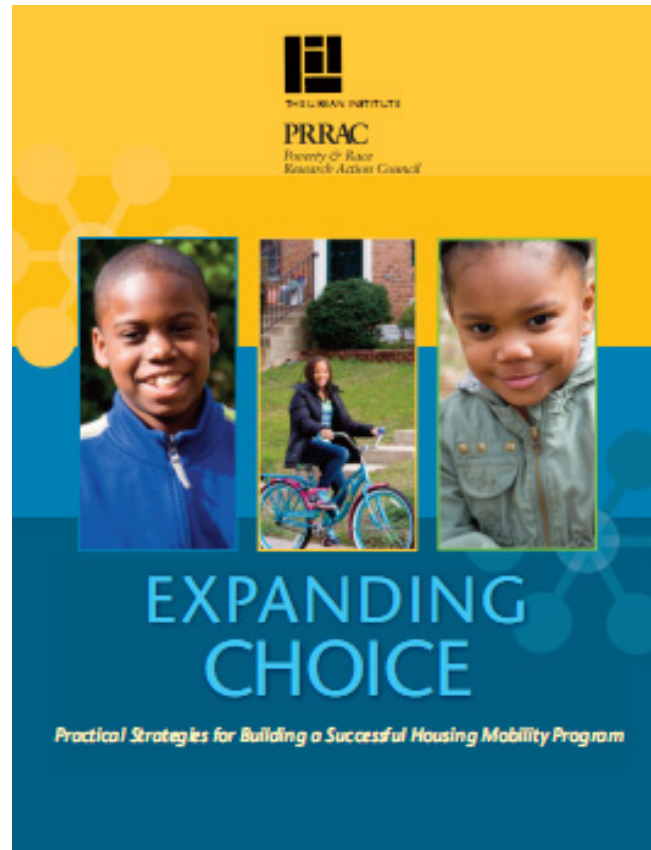
WEBINAR OVERVIEW

- Choice Neighborhoods housing mobility requirements

- Why mobility matters

- Designing the right mobility program for your community

- Working with landlords and clients

- Funding and implementing your mobility program

INTRODUCTION
Why Mobility Matters & Establishing Goals

Mary Cunningham, The Urban Institute

WHAT IS HOUSING MOBILITY ASSISTANCE?

- Assistance to voucher holders to move to opportunity neighborhoods

- Make HCV policies friendly to CHOICE

WHY MOBILITY MATTERS

Benefits of Housing Mobility Programs

- Achieve HCV goals
- For Families
  - Help families move to the community of their choice
  - Opportunity to leave high poverty/high crime neighborhood
  - Access to school districts with high quality schools
  - Health improvements
 - Access jobs and transportations

EVOLUTION OF HOUSING MOBILITY PROGRAMS

- Gautreaux – Chicago

- The MTO Demonstration

- Baltimore, Dallas, and other "high opportunity" programs

# ESTABLISHING GOALS FOR YOUR MOBILITY PROGRAM

- **De-concentration**
  - Poverty/ Subsidies
  - Race

- **Fair housing**
  - Overcoming barriers
  - Informed choice

- **Improved quality of life for families**
  - Safety, quality of housing & neighborhood
  - Education, health, employment

- **Support Employment and Self-Sufficiency**
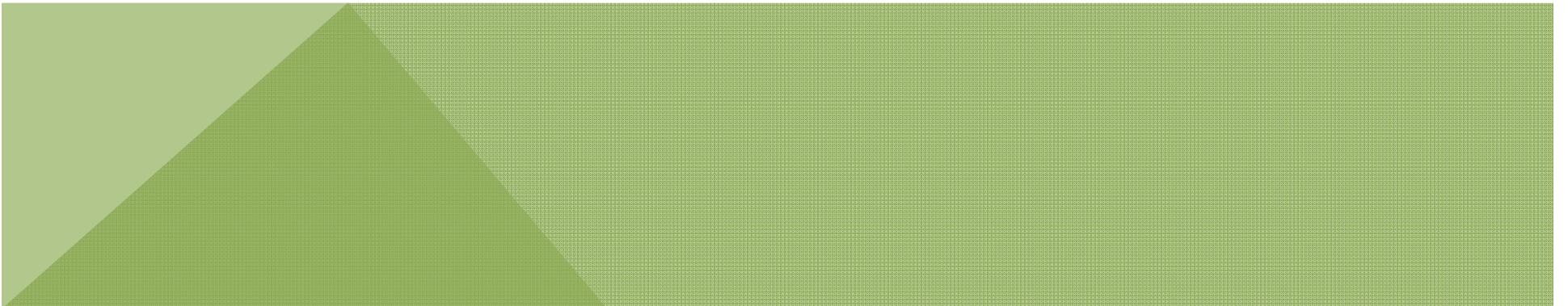 - Economic & racial diversity
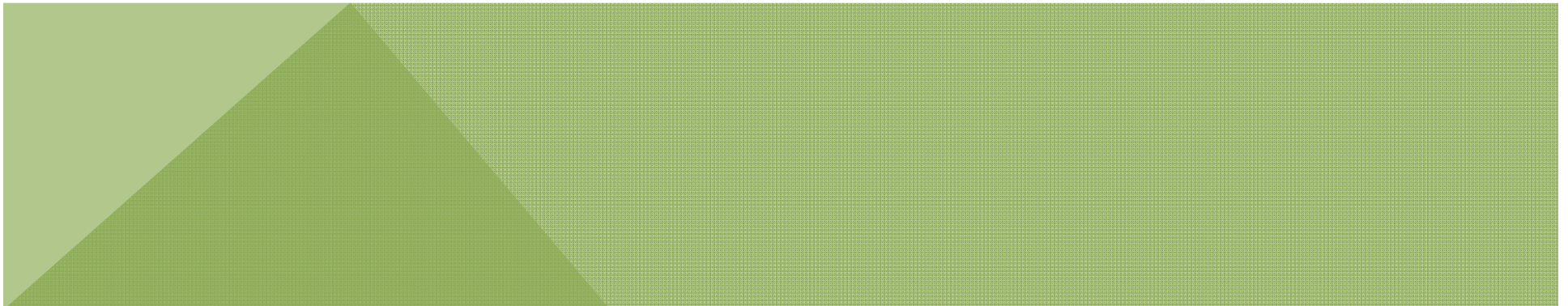
DEFINING OPPORTUNITY NEIGHBORHOODS

Set reasonable thresholds

- Poverty
- Racial Segregation
- School Performance
- Health
- Safety/Crime
- Employment
- Transportation
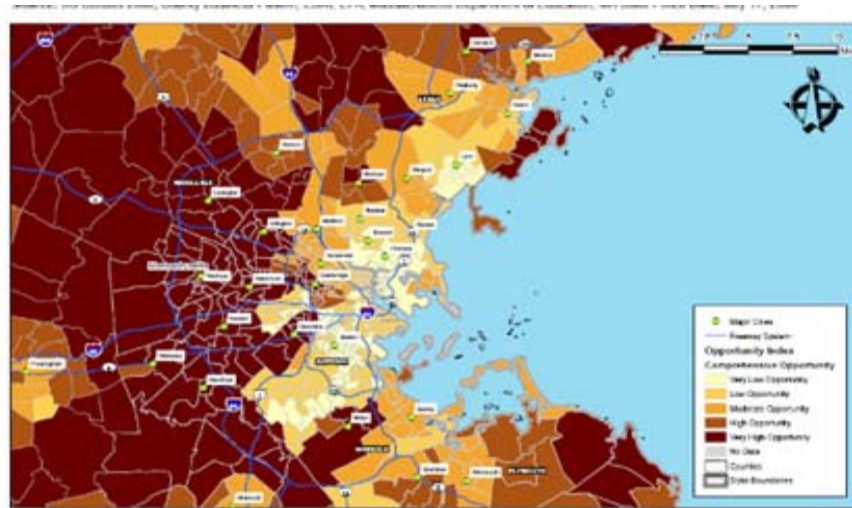
Up Next – Philip Tegeler, Poverty & Race Research Action Council

CHOICE NEIGHBORHOODS – ADDRESSING THE HARMS OF SPATIALLY CONCENTRATED POVERTY AND IMPROVING LIFE OUTCOMES FOR RESIDENTS
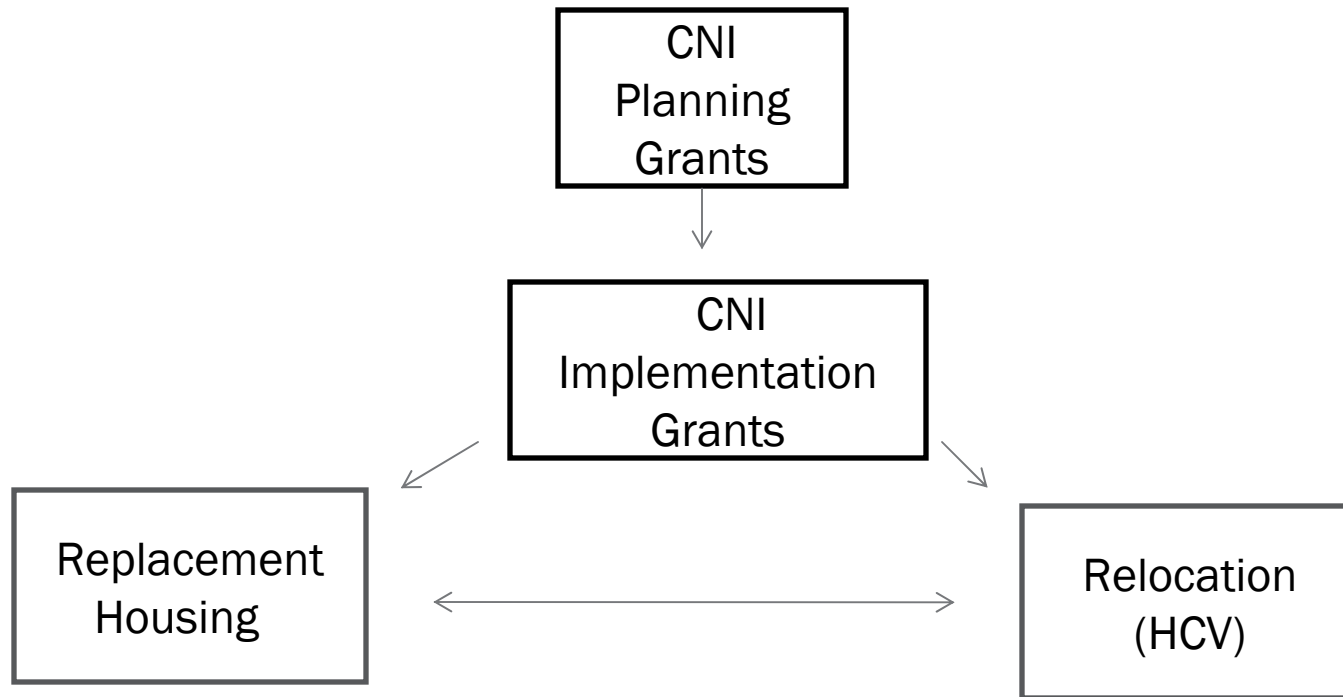
Learning from the HOPE VI experience:

- one for one replacement

- right to return

- housing mobility and choice

- looking beyond the PHA's "jurisdiction"

People-based approach – respecting family choices

HUD's strategic plan: "increase the proportion of HUD-assisted families in low poverty and racially diverse communities."

Housing Mobility Opportunities in the Choice Neighborhoods Program

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│     CNI      │
│  Planning    │
│   Grants     │
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│     CNI      │
│Implementation│
│   Grants     │
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│ Replacement  │ ←────→ │  Relocation  │
│   Housing    │        │    (HCV)     │
└──────────────┘        └──────────────┘
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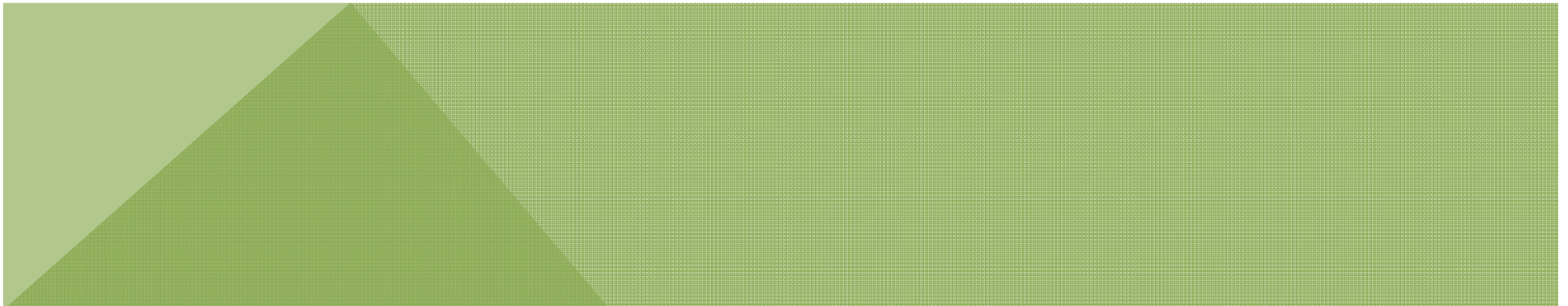# CNI <u>PLANNING</u> GRANT TENANT DISPLACEMENT AND RELOCATION REQUIREMENTS

HUD's expectation is that baseline residents who, by their own choice, do not return to the development have housing and neighborhood opportunities as good as or better than the opportunities available to those who occupy the redeveloped site.

(a) **Housing.** Adopt effective strategies to achieve the Housing goal. Such activities include but are not limited to:

. . . v. Designing a suitable mobility strategy and relocation assistance;

Affirmatively furthering fair housing. All activities under this NOFA shall be carried out in a manner that affirmatively furthers fair housing, as required by section 808(e)(5) of the Fair Housing Act, as amended (42 U.S.C. 3608(e)(5)).

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CNI <u>IMPLEMENTATION</u> GRANT TENANT DISPLACEMENT AND RELOCATION REQUIREMENTS

The Transformation Plan must include: . . .(8) Appropriate service coordination, supportive services, <u>mobility counseling and housing search assistance</u> for residents displaced as a result of revitalization of severely distressed projects

Mobility counseling goals (NOFA page 96) – regional focus, identify housing opportunities outside of high poverty, segregated neighborhoods, access to high performing schools, transportation assistance to visit apartments

Uniform Relocation Act applies (NOFA page 38-39) – non-white households must be offered housing options in racially diverse neighborhoods

Metrics: number and percent of families living in a lower poverty and higher opportunity neighborhood (NOFA page 96)

BASIC MOBILITY BARRIERS IN THE HCV PROGRAM

Traditional Section 8 Program

1. FMRs reach 40% of units in region
2. Landlord lists steer families to poor neighborhoods
3. Limited search times push family choices
4. Passive briefings and "racial blind spots"
5. Standard portability procedures
6. Low Expectations

Up next - Jennifer O'Neil, Quadel Consulting

INCORPORATING MOBILITY FEATURES INTO THE VOUCHER PROGRAM

- Policies that encourage moves to opportunity
  - Voucher term, exception rents, subsidy standards, portability, HQS
  - Briefings and other point of contact opportunities
  - Written materials and website content
 - Landlord and unit lists

BASIC HCV IMPROVEMENTS IN A TYPICAL HOUSING MOBILITY PROGRAM

Traditional Section 8 Program	Enhanced Program
1. FMRs reach 40% of units in region	1. Payment standards adjusted to local rents
2. Landlord lists steer families to poor neighborhoods	2. Landlord lists include units in low poverty areas with good school districts
3. Limited search times push family choices	3. Extended search time for opportunity moves
4. Passive briefings and "racial blind spots"	4. Active briefings and "choice architecture"
5. Standard portability procedures	5. Portability agreements and PHA "consortia"
6. Low Expectations	6. High expectations
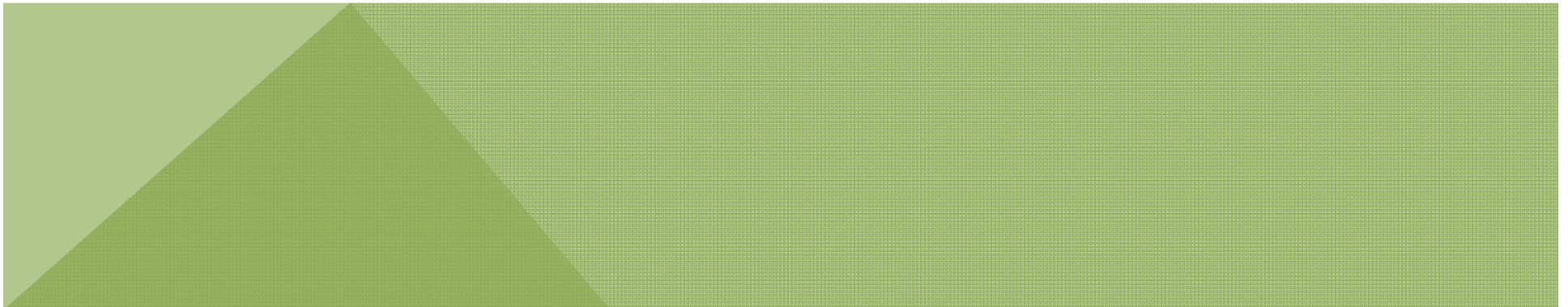
DESIGNING THE RIGHT MOBILITY PROGRAM FOR YOUR COMMUNITY (1)

Define and locate opportunity neighborhoods consistent with established goals

- Use of data

- Housing market assessment
  - Availability and affordability of rental units

- Availability of services
  - Transportation
  - Child care
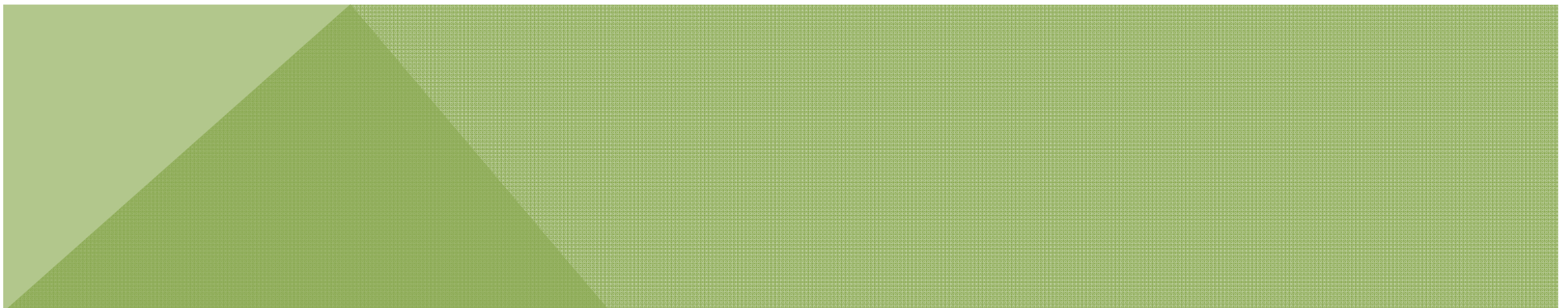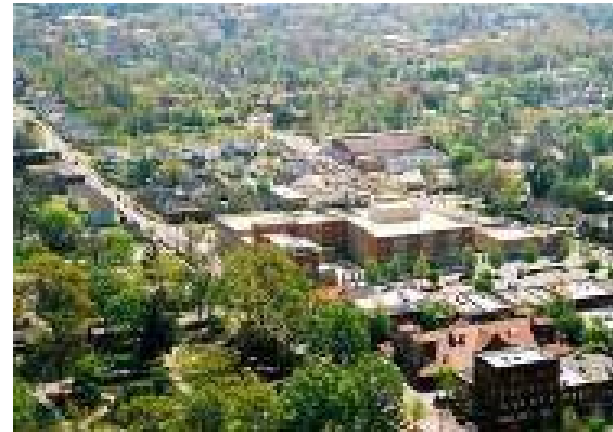
DESIGNING THE RIGHT MOBILITY PROGRAM FOR YOUR COMMUNITY (2)

Determine who, what and how

- Who will your program serve?
    - New voucher holders, "second movers"
    - Families with children
    - Most likely interested, most likely to succeed
- Marketing to families
    - Targeted marketing
    - Messages
    - Marketing high opportunity communities
- Assessing families' needs
    - Readiness
    - Process
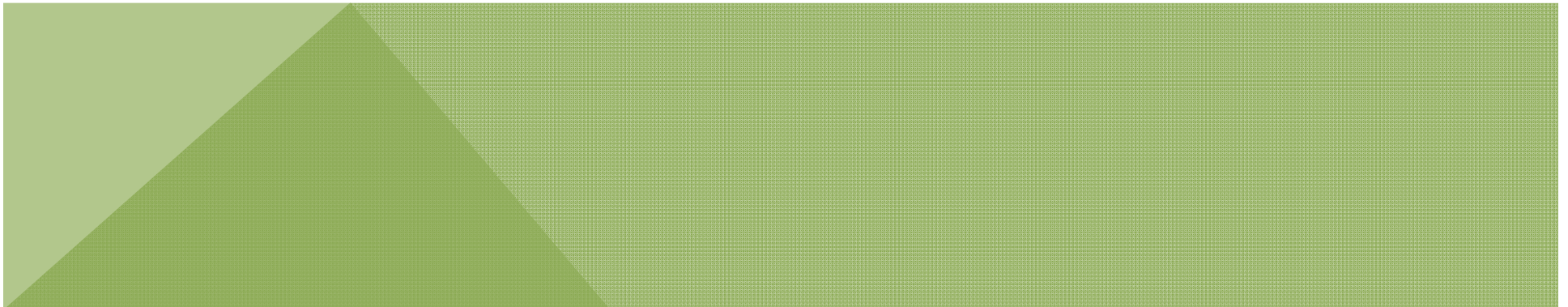
DESIGNING THE RIGHT MOBILITY PROGRAM FOR YOUR COMMUNITY: HOUSING MOBILITY COUNSELING (3)

Determining Services

- **Landlord Outreach**

- **Pre-Search Counseling**
  - Referral

- **Housing Search Assistance**
  - Transportation
- **Post-Move Counseling**
  - Financial assistance
  - Family involvement in new community
  - Home visits
  - Community partners
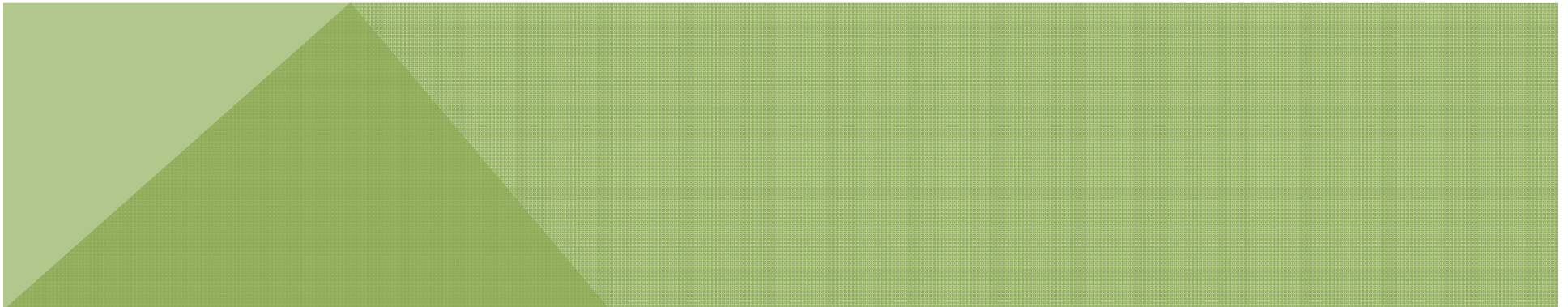
DESIGNING THE RIGHT MOBILITY PROGRAM FOR YOUR COMMUNITY: STAFFING & BUDGET (4)

Staff your program
- Determine your staffing needs based on the size of your target population

Develop a blue print for your program
- Budget
- Management plan
- Scope of work

WORKING WITH LANDLORDS

- Identify and map eligible properties in opportunity areas
- Engage property managers and landlords
  - Use online resources to identify property managers and landlords
  - Use community newspapers to identify landlords
  - Contact your local landlord association
- Educate property managers and landlords about your program
- Maintain and keep your own property listing
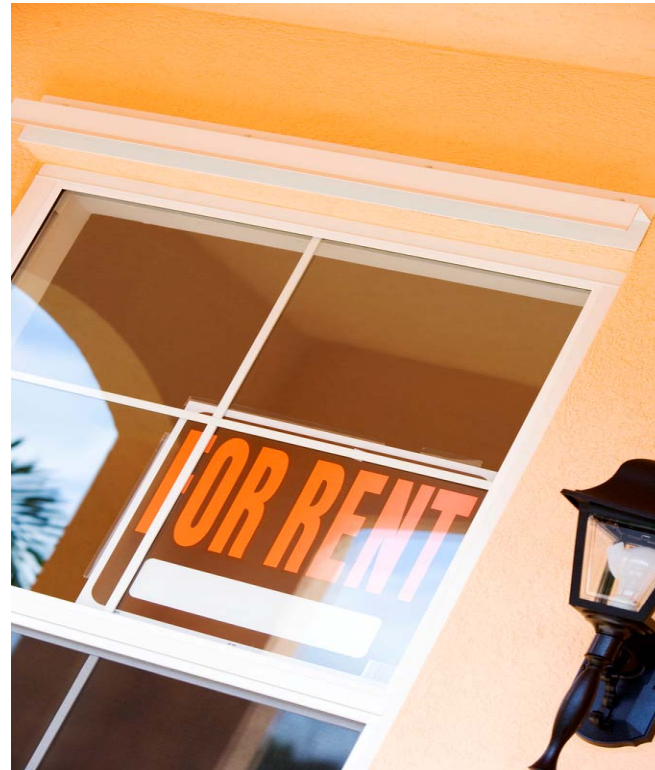
IDENTIFYING CLIENTS WHO WANT TO MOVE

How to reach potential clients

- Encourage the staff at your local PHA to promote housing choice to HCV holders
  - Make sure all staff is familiar with your mobility program
  - Make promoting housing choice part of the culture of the local HCV program

- Word of mouth
  - Involve families already participating in your mobility program

- Develop a marketing strategy
  - Public service announcements on local television, radio
  - Direct mail to landlords, property management agencies or related trade organizations

Up Next – Mary Cunningham, The Urban Institute

MEASURING OUTCOMES

Develop a performance measurement system

- Input measures (e.g., number of staff, funding levels, facilities, etc.)
- Activity measures (e.g., intake volumes, caseloads)
- Output measures (e.g., number of clients who moved, number of landlords recruited)
- Outcome measures (e.g., retention in neighborhoods, improvements for families)

Launch an evaluation of your program to assess impact

- Consent forms for research purposes
- Partner with local university or research group
- Control or comparison group to measure impact
- Cost analysis

Up Next – Ebony Gayles, Poverty & Race Research Action Council

FUNDING AND IMPLEMENTING YOUR MOBILITY PROGRAM

Implementation

- Options for implementation
  - Run the program yourself
  - Partner with another organization or contract out

- Identify an organization or partner to run your housing mobility program
  - Community based non-profit
  - Private for-profit companies
  - Fair housing advocacy and enforcement organization

FUNDING AND IMPLEMENTING YOUR MOBILITY PROGRAM

Federal Funding

- Community Development Block Grant Program
- CNI
- MTW
- FHIP
- FHAP

Funding from your state housing agency

Local and regional foundation funding