

Emergency Rental Assistance Program Data Dashboard

Maryland Department of Housing and Community Development
Management Innovation: Technology

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Summary

In August 2021 Maryland launched a public, web-based data dashboard to track the distribution of federal and state rental assistance through the state's Emergency Rental Assistance Program. With several unique features, the data dashboard combines state and local data for a big-picture view of progress that helps guide resources to respond to emerging needs. The dashboard also provides critical transparency for renters, landlords, government officials/agencies, and other stakeholders.

Background

Through a variety of federal acts and programs, the U.S. Treasury Department has awarded Maryland more than \$755 million to be administered for rental assistance and eviction prevention. This federal assistance was provided through two channels of funding, grants directly to the state, administered by the Maryland Department of Housing and Community Development, and grants directly to various agencies in the state's eight most populous local jurisdictions - the City of Baltimore and Anne Arundel, Baltimore, Frederick, Harford, Howard, Montgomery, and Prince George's Counties. While 82 percent of the state's renters lived in those eight jurisdictions receiving direct resources from Treasury, those jurisdictions only received 38 percent of the total funds Treasury awarded to Maryland. To ensure that the needs of these renters would be met, the department worked closely with local jurisdictions to create the Emergency Rental Assistance Program. This program would enable the department to award additional funding to jurisdictions to bolster their own local programs and application intake.

In the absence of prompt federal guidance on reporting or other requirements, it was quickly determined that a mechanism was needed to help coordinate, support and track the progress of Maryland's localized approach to resource deployment. It was also critical to establish transparency for renters, landlords, government officials/agencies, and other stakeholders in several key areas:

- How much rental assistance was available and who was administering it;
- Whether the households being targeted through the program's marketing and outreach were actually receiving assistance, and;
- How quickly program assistance was being distributed.

To accomplish these goals, the Maryland Department of Housing and Community Development launched its Emergency Rental Assistance Program Data Dashboard as a featured component of its online rental assistance hub - rentrelief.maryland.gov. Maryland's public, web-based data dashboard is the only one of its kind in the nation that combines data from the state's program with data from the local jurisdictions receiving direct funding from Treasury. By combining nine data sources, the dashboard provides a broad, holistic snapshot of Maryland's delivery of rental assistance across all levels of government. The collection and combination of this data has also allowed the department to track progress month-by-month, providing insight on emerging needs that may influence funding allocations.

The Emergency Rental Assistance Data Dashboard also provides a one-stop-shop to monitor the performance of 24 local rental assistance programs operating in Maryland. Upon its launch it was the only dashboard in the

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nation to include demographic information on the households served through the program, as well as details on the allocation of marketing resources. This data was included and tracked to ensure marketing efforts targeted populations with the most need and helped ensure that rental assistance was distributed equitably.

From its launch through December 2021, the Emergency Rental Assistance Data Dashboard received more than 3,000 unique visits. Numerous partners including local officials and housing advocates have expressed enthusiasm and appreciation for the creation of a transparent tool to track how rental assistance is being delivered while providing insight on potential process improvements. In particular, the dashboard has been invaluable to the department's efforts to inform the members of Maryland's General Assembly about the Emergency Rental Assistance Program's impact in their legislative districts and to facilitate ongoing dialogue on how to better serve their constituents. The department has presented its dashboard at both state and national conferences, and its model has been so successful that the department has created similar dashboards to track the progress of other COVID-related programs.

To access the Emergency Rental Assistance Program Data Dashboard, visit rentrelief.maryland.gov and select "Data Dashboard."

Visual Aids - Emergency Rental Assistance Program Data Dashboard Screenshots

- Cover Page
- Program Assistance (Statewide)
- Program Assistance (Local - Baltimore City)
- Demographics (Statewide)
- Demographics (Local - Prince George's County)
- Outreach



EMERGENCY RENTAL ASSISTANCE PROGRAM DASHBOARD

Welcome to Maryland's Emergency Rental Assistance Program Data Dashboard

Working collaboratively with county governments and nonprofit agencies across Maryland, we are helping Maryland renters avoid eviction, maintain safe and stable housing, and move into new housing if they are currently homeless. This dashboard shows statewide progress to distribute assistance from the Emergency Rental Assistance Program (ERAP), a new federally-funded program established in response to COVID-19.

Maryland received \$403 million in the first round of ERAP funding (ERAP 1). The Maryland Department of Housing and Community Development is administering \$258 million and an additional \$145 million has been allocated directly to eight jurisdictions with populations over 200,000.

Maryland received \$352 million in a second round of ERAP funding (ERAP 2). Maryland DHCD is administering \$204 million and an additional \$148 million has been allocated directly to the same eight local jurisdictions as ERAP 1.

To access information on rental assistance programs, visit rentrelief.maryland.gov.

Navigating the Dashboard

The dashboard includes three pages: Overall Assistance, Tenant Demographics, and Program Outreach. You can navigate to these pages using the arrows at the bottom of the dashboard. Each page is automatically set to show all counties/programs and activities. You can use the red filters on the top left of each page to look at data for a specific county, program, or type of ERAP grant.

Data Updates

New data will be added to the dashboard monthly, approximately 30 days after the close of the performance month. The dashboard was upgraded in February 2022 to include ERAP 2 allocations and expenditures.

What Data is Not Included?

Assistance provided to households through non-ERAP sources are not included in the dashboard. Over \$113 million in local, state, and federal funds were allocated across Maryland jurisdictions to provide rental assistance to households prior to the creation of ERAP.

COUNTY PROGRAM

All ▼

FUNDING SOURCE

All ▼

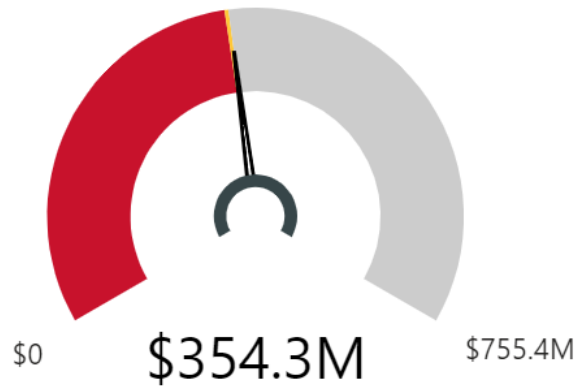
Total Unique Households Assisted

56,898

Total Financial Assistance Distributed

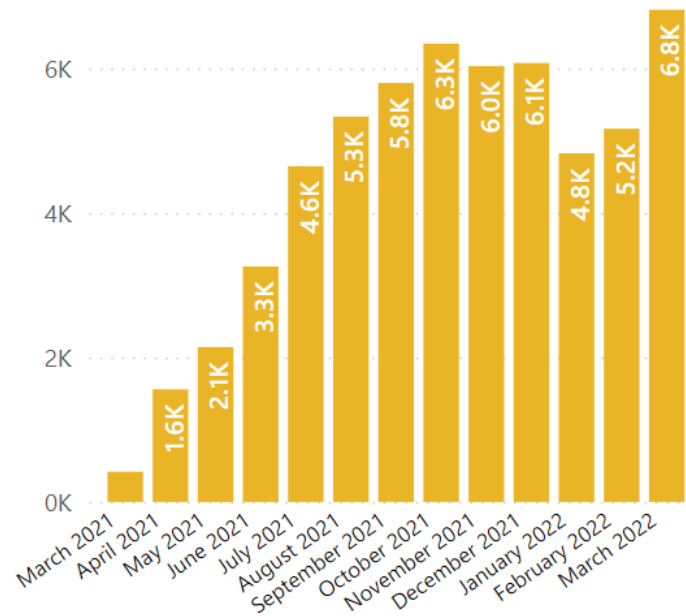
\$337.4M

Total ERAP Spending Progress

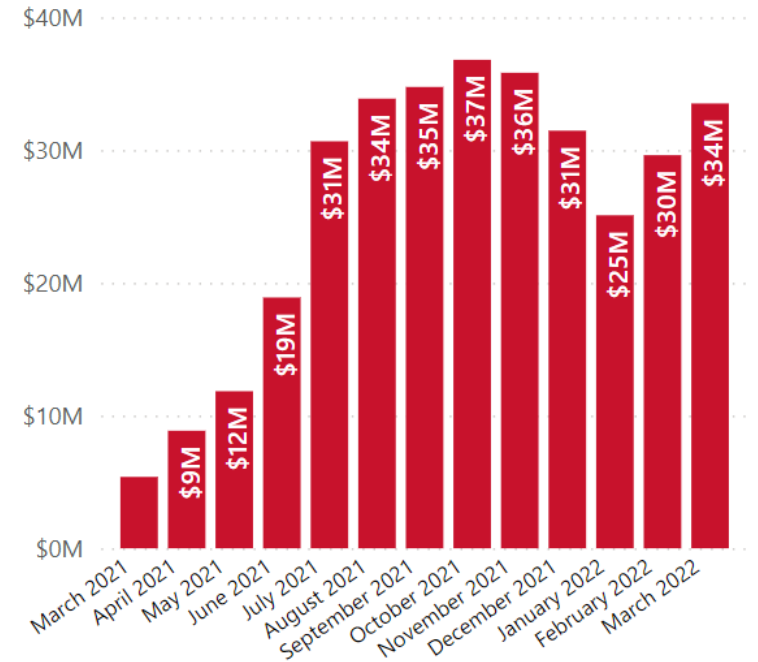


■ Expenditures to Date + ■ Payments in Progress
(Includes Services & Admin Costs)

Households Assisted by Month



Financial Assistance by Month



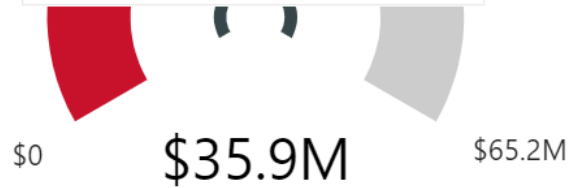
COUNTY PROGRAM

Baltimore City

FUNDING SOURCE

All

- Select all
- Direct to County ERAP 1
- Direct to County ERAP 2
- State-Administered ERAP 1
- State-Administered ERAP 2



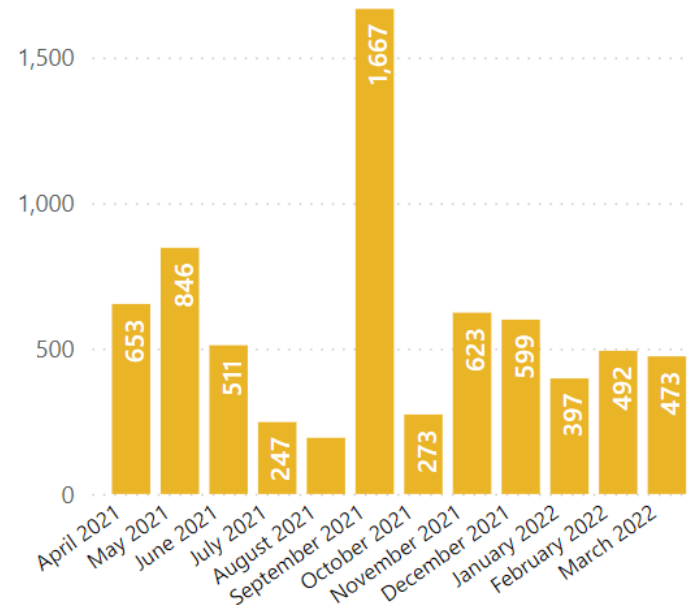
Total Unique Households Assisted

6,974

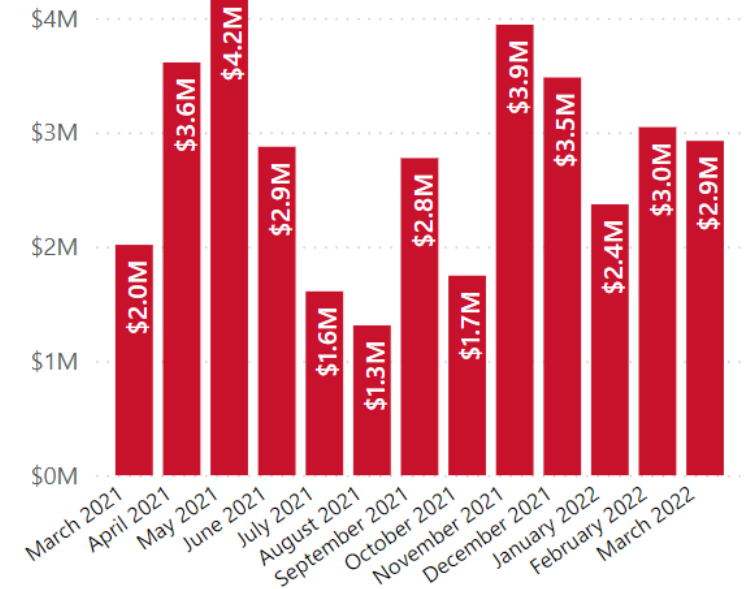
Total Financial Assistance Distributed

\$35.9M

Households Assisted by Month



Financial Assistance by Month



COUNTY/PROGRAM

All

Average Household Size

2.4

Average Household Utility Debt

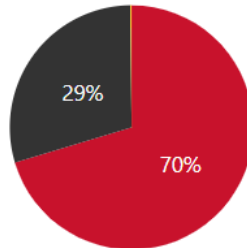
\$754

Average Household Rent Debt

\$4,191

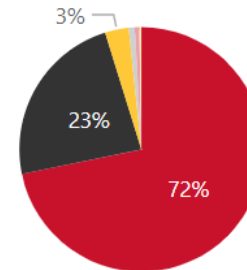
Gender

Female Male Non-binary



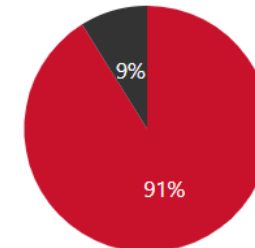
Race

Black or African ... White Mixed Race Asian



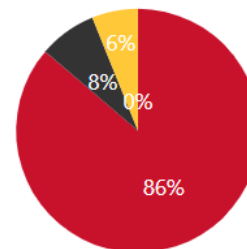
Ethnicity

Not Hispanic or Latino Hispanic or Latino



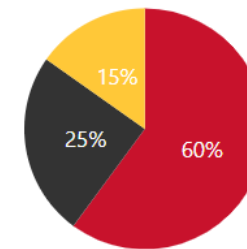
Age

Adult 25-61 Senior 62+ Young Adult <25



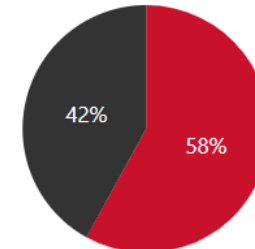
Income

0-30% AMI 31-50% AMI 51-80% AMI



Adult Unemployed 90+ Days

No Yes



COUNTY/PROGRAM

Prince George's County ▼

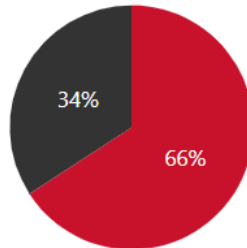
Average Household Size
2.1

Average Household Utility Debt
\$5,693

Average Household Rent Debt
\$8,316

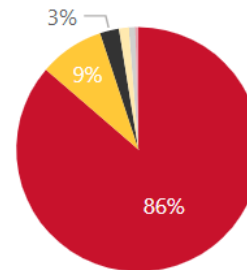
Gender

● Female ● Male



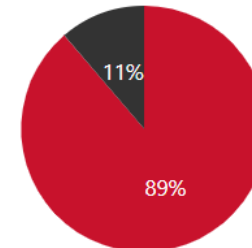
Race

● Black or Afri... ● Mixed Race ● White ● Native ...



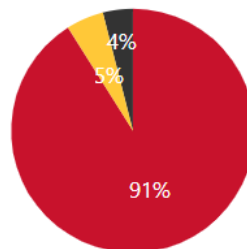
Ethnicity

● Not Hispanic or Latino ● Hispanic or Latino



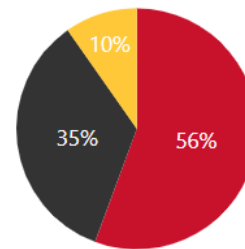
Age

● Adult 25-61 ● Young Adult <25 ● Senior 62+



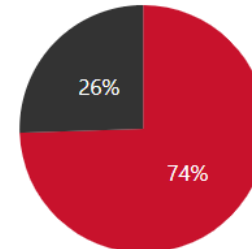
Income

● 0-30% AMI ● 31-50% AMI ● 51-80% AMI



Adult Unemployed 90+ Days

● No ● Yes





57M

Online Advertisement Views
(English and Spanish)



47M

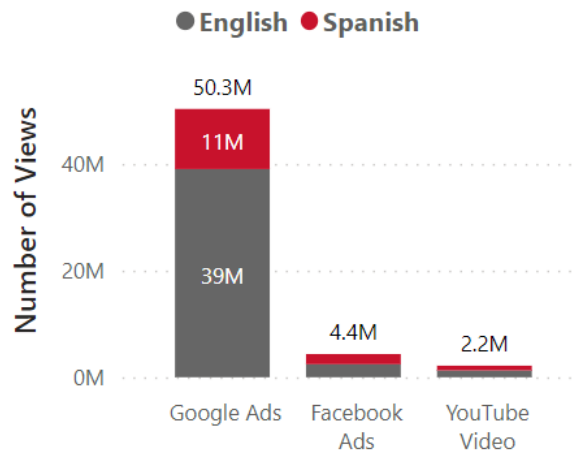
People Reached Through TV, Radio, Print
(English and Spanish)



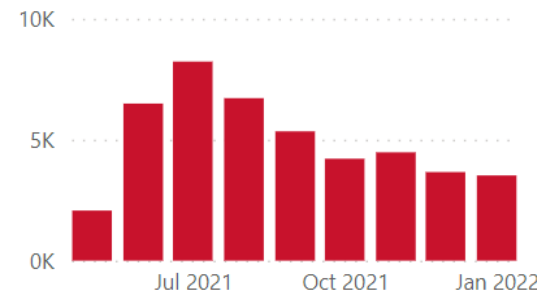
371K

Canvassing Materials Distributed
and **150** Community Events

Online Ad Views by Language



Households Assisted by DHCD Call Center
Total Calls: 44K
95% Tenants, 5% Landlords



DHCD Rent Relief Website Visitors
Total Views: 558K
Average Time Spent on Page: 3:48

