

Reaching Rlers Where They Are to Promote Rental Assistance

Rhode Island Housing

Communications: Integrated Campaign

HFA Staff Contact

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Reaching Rhode Islanders Where They Are

The COVID-19 pandemic has presented many challenges. **One of the biggest challenges this agency has faced was how to effectively reach Rhode Island renters and landlords (while maintaining social distancing and safety) to promote our \$352 million rental and utility assistance program.** We're proud that despite the challenges, our multi-channel marketing and public awareness campaign has been a success!

In RIHousing's almost 50-year history, this is the **largest, most detailed and comprehensive outreach campaign we have ever conducted.** We employed every communications strategy we could think of, embraced traditional and non-traditional partners, paid and earned media approaches, a combination of virtual and in-person events and application assistance methods, and canvassed the state to ensure Rhode Island renters and their landlords knew about the program, how to apply and how to seek application assistance if needed.

Program Launch

Leading up to the program launch, we developed a program logo, branding, social media platforms and assets (special RentReliefRI Facebook page), webpage(s), program one-pagers and a form on our website where interested applicants could sign up to receive notifications and announcements leading up to the launch date. This allowed us to prepare applicants via email, website and social media updates leading up to the launch on March 31, 2021. Program launch materials included press announcements, numerous eblasts, social media posts and website updates, all of which garnered extensive media coverage and awareness. Our "formal" program launch took place on June 18, 2021, and featured Senator Reed, our Governor, Speaker of the House, Senate President and community partners for a press conference to discuss the statewide rental assistance program; another round of extensive media coverage followed the event.

In order to differentiate this program from previous rental assistance programs, we decided on a program name and website url that was simple and offered a clear message that rental assistance for Rhode Islanders was available. A straightforward and simple program name, coupled with SEO/Google Search meant that Rhode Islanders seeking assistance could easily find our website and apply.

Reaching Rhode Islanders Where They Are

RentReliefRI offers a lifeline to renters and landlords across the state. Due to the nature of this initiative and overwhelming need by renters and their landlords, it was **imperative we meet Rhode Islanders where they are with effective advertising approaches and outreach efforts.**

One of the biggest challenges of deploying a successful outreach campaign was the changes brought about by the pandemic. **Rhode Islanders were not where they used to be:** parents were out of work; families were hunkered down at home; businesses were shuttered; coffee shops and stores were closed; schools were remote or on hybrid schedules; churches were limiting their services or offering remote-only; and people were overwhelmed and frightened about the future. **The way people got information and where they received this information had shifted for many.** ***Our challenge: find the most effective ways to reach people where they were AND get them to take action once we did reach them.***

Everything but the Kitchen Sink

The sheer scale of funding dollars available, the time to deploy program resources, the immense need and the challenges of utilizing traditional outreach approaches during a pandemic meant we had to try any and all communications vehicles at our disposal and we needed to be incredibly flexible and strategic in our efforts to allow for pivoting throughout the campaign.

We began developing our marketing and outreach plan with a “traditional” outreach and public awareness campaign centered around Paid and Earned Media, Grassroots Outreach, and Partner Engagement. We quickly realized that we would need to think outside the box if we wanted to break down barriers and ensure those populations most in need were aware of the program and how to apply.

We utilized a number of outreach vehicles previously un-used by us:

- **Out Of Home (OOH) Advertising:** gas station digital advertising while people pump gas, digital displays inside gas stations, in addition to bus wraps, bus shelter advertising, billboards and digital bulletins (which we’ve employed for previous campaigns).
- **Over the Top (OTT) Advertising:** in addition to YouTube and Pandora, where we’ve advertised previously, we added Hulu and Roku to the mix in order to broaden our reach.
- **Door knocking:** canvassed communities with highest percentages of renters, reaching over 133,000 households and utilizing tablets onsite so renters could start the application process immediately; distributing “leave behind” materials with messaging of “take action” and use of trackable QR codes for recipients to quickly learn more and apply. We also canvassed local businesses in these communities, requesting that they post information in their storefronts.
- **Trackable QR Codes:** while we’ve used these before, this was the first effort where we utilized QR codes on the bulk of our materials and employed trackable codes to measure effectiveness.
- **Onsite informational and application assistance events:** the heavy promotion of these events allowed renters across the state to hear about the program from trusted leaders and access in-person assistance at convenient locations.
- **Virtual events:** the pandemic shifted many previously in-person events and activities to virtual platforms. We held dozens of informational events in partnership with numerous community groups and organizations targeted at key audiences, including, AARP, seniors, landlords, Spanish and Creole language events, etc.

Establishing a Relationship of Trust

There were many barriers we had to remove, including a lack of trust and fear of working with government agencies and “bureaucracy.” We had to overcome people’s fear of government agencies, their confusion due to myriad of federal and state assistance programs, language barriers, concern over health and safety during a pandemic, and more. **A large part of our outreach strategy was based on collaborations with a wide range of partner agencies, elected officials, trusted community organizations, and local “influencers.”** Partner agencies (some paid and others “volunteer”) provided the trusted resources we needed and also greatly expanded our outreach to communities across RI.

Innovative: Use of new or emerging technology and/or outreach vehicles aided our efforts and included: OOH advertising, OTT advertising, trackable QR codes on marketing materials, and blanketing the state with a robust series of TV and radio advertisements as well as billboards, bus advertising and more. We developed ways to meet Rhode Islanders where they were: whether it be pumping gas, in line to buy a bag of chips, watching TV, streaming videos, getting the mail, shopping at their local markets, at home, getting their flu/COVID vaccines, or scrolling through their social media channels.

Replicable: Some of our most effective strategies were low cost but with big impact: event launch, earned media and partner engagement increased applicant’s awareness and drove them to our website. Throughout the outreach effort, we listened and learned from partners, landlords and applicants and were able to quickly shift messaging, promotional efforts and campaign materials to reach Rhode Islanders where they are, whether it be shopping in their neighborhood, waiting for a bus, stuck in traffic, pumping gas, reading their mail, opening a utility bill, getting a vaccine or flu shot, or scrolling through social media. *Where Rhode Islanders were, we were also there.*

Engaged targeted audience: Our primary audience for the effort was renters, followed by landlords, community partners, elected officials and others who could help us reach underserved and difficult to reach populations and establish a relationship of trust with potential applicants. We were able to effectively blanket the state – while also focusing on targeted outreach for high renter communities and underserved populations – with RentReliefRI messaging to get tens of thousands of renter households and their landlords to apply for assistance.

Achieve measurable results: Campaign and outreach efforts have resulted in some of the highest response rates, click-thru-rates and outcomes we’ve achieved to date. **Website visitorship has increased by a dramatic 97% in one year alone!** Website traffic, social media analytics and ad campaign results illustrate that our communication resonated with audiences and resulted in them taking action, by visiting our website, calling the RentReliefRI Call Center and submitting an application for assistance.

- TV Ads: Broadcast Reach: 98.3% / Frequency: 35.7
- YouTube: 1.7 mil. fully played video; 47% video fully played rate; clicks: 2,216; Impressions: 3.7 mil.
- Programmatic Digital: Clicks: 2,669; Impressions: 3.2 million Viewability Rate: 88%
- Google Search: Clicks: 32,940; Impressions: 142,181
- Pandora Streaming: Fully Played Video: 21,331; Impressions: 724,835
- Hulu: Video Fully Played: 986,480; Video Fully Played Rate: 97%; Impressions: 1 million
- Roku: Video Fully Played: 626,721; Video Fully Played Rate: 98%; Impressions: 644,875

Provide benefits that outweigh costs: We employed communications and outreach tactics not previously utilized by us, built partnerships beyond our “traditional” partners, and criss-crossed the state to promote the program. We were able to achieve many cost savings by utilizing electronic communications (social media, eblasts, website postings on our website and partner sites, etc) and having in-house staff create marketing materials and messaging.

Demonstrate effective use of resources: Utilizing our in-house designer and communications staff, we were able to create 90% of our design assets, messaging and outreach materials and utilize many of them on low-cost or no-cost efforts, including eblasts, earned media, social media posts, and partnerships with community groups, state and city leaders and others to get the word out. Due to the sheer size of the program, and need to get outreach and advertising up quickly, we brought on an external agency to support our team with onsite application assistance events, media buys and messaging efforts to expand the impact of our two-person Communications team.

Achieve strategic objectives: From our program logo to our engaging and creative design assets, bilingual outreach materials, leveraging existing and creating new partners to expand our reach, our multi-channel marketing/public awareness campaign resulted in us meeting program and target goals and keeping tens of thousands of Rhode Islanders in their homes. We set out with the goal of quickly deploying these federal dollars to renters across the state. It would have been impossible to be where we are today – a few weeks from closing the program to new applicants – if not for an effective and strategic outreach effort.

Outcomes

We kept our foot on the gas and blanketed our state with information, and in just over one year we were able to effectively and efficiently promote the RentReliefRI program and on June 1, 2022, will be closing the program to new applications. And we can take this increased exposure and new partnerships as we move forward in our mission of helping Rhode Islanders access the housing options they need.

PROGRAM LAUNCH



Program Name, Logo and Website

RentReliefRI



RentReliefRI is a program to provide rental and utility assistance to help eligible renters maintain housing stability.

Applications will be accepted on a rolling basis through September 2022.
Note: RentReliefRI assistance does not need to be reimbursed or paid back.

APPLY TODAY

Download Self-Attestation Form

Please fill out and submit the [Self-Attestation Form](#) with your application for rental and/or utility assistance.

The [Self-Attestation Form](#) may be used in instances where other documentation is not available.

Who is eligible for RentRelief RI?

El programa de asistencia de alquiler y servicios públicos de RentReliefRI está dirigido a los inquilinos elegibles que cumplen con los siguientes criterios de elegibilidad:

Recertificación

For When You Need Assistance: Tenants who have received assistance through RentReliefRI for a continuous period of three months or more.

What documents are required?

Los inquilinos que hayan recibido asistencia de alquiler y servicios públicos de RentReliefRI durante un período continuo de tres meses o más deben proporcionar los siguientes documentos:



RentReliefRI es un programa para brindar asistencia con el alquiler y los servicios públicos para ayudar a los inquilinos elegibles a mantener la estabilidad de la vivienda.
 Las solicitudes se aceptarán de forma continua hasta septiembre de 2022.
Nota: La asistencia de RentReliefRI no necesita ser reembolsada ni devuelta.

APLIQUE HOY MISMO

Descargue el formulario de autodeclaración

Complete y envíe el [formulario de autodeclaración](#) con su solicitud de asistencia para el alquiler o los servicios públicos. El [formulario de autodeclaración](#) se puede utilizar en casos en los que no se dispone de otra documentación.

Recertificación

Para cuando necesite más ayuda. Los inquilinos que hayan recibido menos de 18 meses de asistencia para el alquiler a través de RentReliefRI pueden solicitar asistencia adicional. Los hogares deberán volver a recertificarse u demostrar una necesidad continua. Si se

OUTREACH PLANS

Initial Plans and engagement in spring/summer 2021:

Coordination w/Existing Large-Scale Information distribution:

| Agency | Outreach Channel | Run Date | Details |
|---------------|-----------------------------------|------------------------|--|
| National Grid | Emails and postcards to customers | June 18 – next 4 weeks | approximately 16,000 emails and 23,000 postcards |

Virtual events series

Virtual events with elected officials, organizations, community groups

| Agency | Event Name | Event Date | Notes/Details |
|-----------------------------------|---------------------------|----------------------|--|
| RI Coalition of Housing Providers | Facebook Live event | May 29, 2021 | members with Christine Hunsinger of RI Housing. Here she explains how to apply for Federal funds available to landlords in Rhode Island and also answers questions from coalition members. |
| South County Health | Virtual Event | June 9, 2021 | group includes Healthy Families America, First Connection and Community Health Team |
| RI Continuum of Care Training | Virtual Event | June 15, 2021 | Rental service prov |
| RI Elder Info | Friday Friends | Friday, July 7, 2021 | a live streaming ev Facebook. The eve |
| Housing Network of RI | Partners/ Members meeting | May 2021 | inform partners (m and how to bring t community netwo |
| Housing Network of RI | Partners/ Members meeting | June 2021 | inform partners (m and how to bring t community netwo |
| Center for Justice | | Ongoing | Every week for pas |
| RI Legal Services | | Ongoing | Every week for pas |

Grassroots Outreach

Variety of outreach methods tapping into existing communications channels across the state and relying on existing and newly formed partnerships with a variety of organizations, municipalities and elected officials.

E-newsletters

Non-profits, chambers, municipalities, business community, elected officials, property owners, landlords and applicants

| Email Name/Type | Date | Audience | # Recipients |
|--|----------------|--|--------------|
| Mayors/Town Managers Follow Up Email | March 16, 2021 | Mayors and Town Managers | 55 |
| Program Open Email | March 31, 2021 | Sign-Ups for Notifications | 1,999 |
| General Assembly Email | April 2, 2021 | GA members | 109 |
| Partners Email | April 2, 2021 | Partner organizations | 2,877 |
| Affordable Housing Landlords Email | April 2, 2021 | Owners of affordable housing properties | 244 |
| General Assembly Email | April 6, 2021 | GA members | 109 |
| Partner Engagement Toolkit Email | April 7, 2021 | Partner organizations, property managers, developers | 3,548 |
| Affordable Housing Landlords Email: Update | April 8, 2021 | Owners of affordable housing properties | 242 |
| Applicant Follow Up Email | May 11, 2021 | Applicants to date | 2,041 |
| Landlord Follow Up Email | May 13, 2021 | Landlords who started applications | 906 |
| Applicant Follow Up: Incomplete Applications | May 17, 2021 | Applicants to date | 2,420 |
| Applicant/Landlord Update Email | June 8, 2021 | Applicants & Landlords to date | 6,157 |
| Utility Assistance Email | June 11, 2021 | Partner organizations, property managers, developers | 5,182 |
| Partner Engagement Update/Outreach | June 23, 2021 | Partner organizations, property managers, developers | 5,182 |
| Landlord Bounced Emails | June 23, 2021 | Landlords w/incorrect tenant emails | 13 |
| Tenant Bounced Emails | June 23, 2021 | Tenants w/incorrect landlord emails | 13 |

Initial Outreach and Engagement Plan with Stats on Early Results for Summer/Fall 2021:

RentReliefRI offers a lifeline to renters and landlords across the state. Due to the nature of this initiative, it's imperative we meet Rhode Islanders where they are with effective advertising routes and outreach efforts.

Public Awareness Campaign:

Key Messaging: Help is available for Rhode Island renters and landlords; rental and utility assistance

Paid Media: Broadly advertise the program across print, radio, tv, online and social media channels. Combination of statewide and local outlets; minority publications.

Summer/Fall 2021 advertising plan: intentional in targeting multilingual Rhode Islanders through a range of alternative media outlets. Goal: reach Rhode Island renters in their daily life, whether that's riding public transportation, listening to their favorite radio station, or browsing social media.

Primary campaign aspects include:

- **RIPTA:** 12-week plan includes digital display advertisements on the inside of every RIPTA bus in the state, educating riders on RentReliefRI on over 5,558 weekly bus trips on 59 statewide fixed bus routes. Additionally, our messaging will be visible on the exterior of 15 RIPTA buses on alternating routes on the passenger entrance side of the vehicle.
- **Statewide radio advertisements on English, Spanish, and Portuguese language broadcast stations.** Ad buys on RI Latino Radio and WJFD Portuguese Radio each run for 12 weeks this summer and will reach between 50,000-200,000 households. A 6-week radio buy on Cumulus Radio will reach an average of 332,000 households.
- **Statewide newspaper advertisements on English and Spanish publications.** Ad buys will be in the following publications: Barrington Times, Bristol Phoenix, Portsmouth Times, Sakonnet Times, The East Providence Post, Warren Times-Gazette, Westport Shortlines. The Valley Breeze publications consisting of coverage in: Cumberland-Lincoln, North Smithfield-Woonsocket, Smithfield-Scituate-Foster-Gloucester, The North Providence Breeze, The Valley Breeze-Pawtucket. The Southern RI Publication of newspapers consisting of: Narragansett Times, North Kingstown Standard Times, East Greenwich Pendulum, Kent County Daily Times, Chariho Times, and Coventry Courier. Additionally, the Pawtucket Times, Nuevos Horizontes, the Westerly Sun, and Woonsocket Call.
- **Paid social media advertising:** In addition to organic postings, we will "boost" certain posts to reach additional Facebook users. Over a 4-week period, a typical boost will put our messaging in front of 5,000-15,000 additional Rhode Island residents.

PAID MEDIA

- YouTube
- Google Search
- Programmatic display
- Pandora audio and video
- Hulu and Roku
- English, Spanish and Portuguese radio stations
- English and Spanish cable
- English and Spanish broadcast

Out-of-Home

- Digital billboards
- Traditional billboards
- Digital gas Station TVs
- Digital convenience stores
- Digital C-store TVs
- Bus wrap
- Bus shelters

Print + Online

Media outlets across the state, including, English and Spanish print and digital outlets and those reaching minority populations

Print and digital advertising across the state (bilingual)



BEHIND ON YOUR RENT OR UTILITY PAYMENTS BECAUSE OF COVID-19?

RENTAL AND UTILITY ASSISTANCE AVAILABLE FOR ELIGIBLE RI HOUSEHOLDS.

www.RentReliefRI.com

RentReliefRI is being supported, in whole or in part, by federal award number 28A0113 awarded to the State of Rhode Island by the U.S. Department of Treasury.



www.RentReliefRI.com

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¿ESTÁ ATRASADO EN LOS PAGOS DEL ALQUILER O LOS SERVICIOS PÚBLICOS DEBIDO A LA COVID-19?

ASISTENCIA PARA EL PAGO DEL ALQUILER Y LOS SERVICIOS PÚBLICOS DISPONIBLE PARA LOS GRUPOS FAMILIARES ELEGIBLES.

www.RentReliefRI.com

RentReliefRI

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TV Advertisements



[Thankful: messages of thanks from customers TV spot](#)



[Lifeline: it's more than a virus TV spot](#)



[Never Easy: get help to apply TV spot](#)

Thankful :30

[Version 1](#)

[Version 2](#)

A Lifeline to Help :30

[English](#)

[Spanish](#)

You've Heard about RentRelief :30

[English](#)

[Spanish](#)

Spread the Word Rhode Island :15

[English](#)

Never Easy :15

[English](#)

Word Games :30

[English](#)

[Spanish](#)

| Station | Network | Dial Position | Total Spots |
|--------------|-----------|---------------|-------------|
| WJAR-TV | NBC | 10 | 483 |
| WLNE-TV | ABC | 6 | 245 |
| WPRI-TV | CBS | 12 | 406 |
| WNAC-TV | FOX | 64 | 182 |
| ENAC-TV | CW | 28 | 158 |
| EPRI-TV | MyNetwork | 12.2 | 148 |
| WRIW-TV | Telemundo | 51 | 415 |
| Cable | | | 1456 |
| Total | | | 3493 |



CAMPAIGN PERFORMANCE

Summer/Fall 2021



BANNER AND PRE-ROLL ADS



Target any RI renters from the specified zip codes (web/cellphone/streaming service)



700,000 impressions with a retarget campaign delivering another 125,000 impressions.

2-3x

Average renters in specified zip codes would see our ads 2-3 times per week for the month of August.



RIPTA PUBLIC TRANSIT



12-week plan includes digital display advertisements on the inside of every RIPTA bus in the state



Over 5,558 weekly bus trips on 59 statewide fixed bus routes



messaging visible on the exterior of 15 RIPTA buses on alternating routes



TELEVISION



3 mo. digital web ad buy to rotate on local news media outlet with priority placement
500,000 impressions/month



Front Page Takeover
Advertisements on news outlet homepage



Appearance on popular morning television show, the Rhode Show

Winter/Spring 2022

| | | | | |
|---|--|---------------------------------------|------------------------|-----------------------------------|
|  | 1.7 million fully played video | 47% video fully played rate | 2,216 clicks | 3.7 million impressions |
|---|--|---------------------------------------|------------------------|-----------------------------------|

| | | | |
|---|--------------------------------|------------------------|-----------------------------------|
|  | 88% viewability rate | 2,669 clicks | 3.2 million impressions |
|---|--------------------------------|------------------------|-----------------------------------|

| | | |
|---|-------------------------|-------------------------------|
|  | 32,940 clicks | 142,181 impressions |
|---|-------------------------|-------------------------------|

| | | |
|---|--------------------------------------|-------------------------------|
|  | 21,331 fully played videos | 724,835 impressions |
|---|--------------------------------------|-------------------------------|

| | | | |
|---|---------------------------------------|---------------------------------------|---------------------------------|
|  | 986,480 fully played videos | 97% video fully played rate | 1 million impressions |
|---|---------------------------------------|---------------------------------------|---------------------------------|

| | | | |
|---|---------------------------------------|---------------------------------------|-------------------------------|
|  | 626,721 fully played videos | 98% video fully played rate | 644,875 impressions |
|---|---------------------------------------|---------------------------------------|-------------------------------|

Out-of-Home Advertisements

Billboards



Gas Station TV



Convenience stores/gas stations



RIPTA Public Buses

Exterior wrap and interior digital displays ads

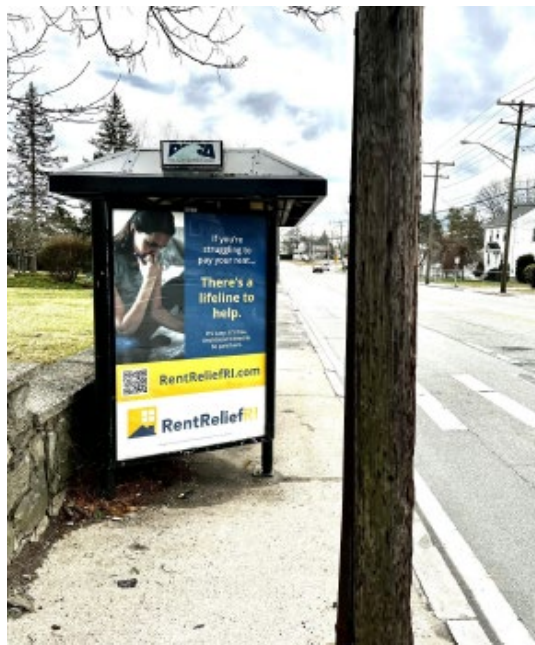
BEHIND ON YOUR RENT OR UTILITY PAYMENTS BECAUSE OF COVID-19? RENTAL AND UTILITY ASSISTANCE AVAILABLE FOR ELIGIBLE RI HOUSEHOLDS.

¿ESTÁ ATRASADO EN LOS PAGOS DEL ALQUILER O LOS SERVICIOS PÚBLICOS DEBIDO A LA COVID-19?

ASISTENCIA PARA EL PAGO DEL ALQUILER Y LOS SERVICIOS PÚBLICOS EN TODO EL ESTADO DISPONIBLE PARA LOS GRUPOS FAMILIARES ELEGIBLES.

www.RentReliefRI.com

RI Housing is a program of the RI Housing Trust Fund, established in 2011 by the RI Housing Trust Act, Chapter 23-100, of the RI General Laws. It is a program of the RI Housing Trust Fund, established in 2011 by the RI Housing Trust Act, Chapter 23-100, of the RI General Laws. It is a program of the RI Housing Trust Fund, established in 2011 by the RI Housing Trust Act, Chapter 23-100, of the RI General Laws.



Bus shelters across state

Grassroots Outreach

Bilingual Community Engagement Toolkit



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Social Media Posts

Are you a renter or landlord experiencing financial hardship due to the COVID-19 pandemic? You may be eligible for rent and utility assistance through a new, statewide rental assistance program. RentReliefRI is now accepting applications for eligible Rhode Islanders. Learn more and apply at www.RentReliefRI.com.

Funds are now available to provide rental and utility assistance to help eligible RI renters maintain housing stability. Applications are available on www.RentReliefRI.com.

If you are a RI renter or landlord that is applying for assistance through RentReliefRI and has questions, representatives are available to assist at 1-855-608-8756.


Behind on your rent or utility payments because of COVID-19? Visit www.RentReliefRI.com for information on a new, statewide rental and utility assistance program available for eligible households.

RI renters have felt the brunt of job losses and financial hardship due to COVID-19. Fortunately, there's a new, statewide rental and utility assistance program to help. Total of 18 months of assistance is available for eligible households. Visit www.RentReliefRI.com for details and how to apply.

RentReliefRI provides rental and utility assistance to help eligible renters maintain housing stability. Learn more: www.RentReliefRI.com.

A new, statewide rental assistance program is available for eligible RI renters. Visit www.RentReliefRI.com to learn more about program guidelines and what you need to know to apply.

RENTAL ASSISTANCE NOW AVAILABLE: Visit www.RentReliefRI.com to learn more.

DOWNLOAD SOCIAL MEDIA IMAGES 

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Speaking Points

Program Overview

- \$200 million in rent relief funds from the federal Emergency Rental Assistance (ERA) Program
- New rental assistance program, RentReliefRI, helps eligible Rhode Island renters struggling to pay their rent or utilities as a result of the COVID-19 pandemic.
 - Can be used to pay rent arrearages, forward facing rent, utility arrearages and certain other housing expenses
- Launched March 31, 2021
- Total of 18 months of assistance: can pay for rent and utilities owed back to April 1, 2020 and can also cover up to three months of upcoming rent.
- Applicants must meet certain income limits and eligibility requirements.
- Funds will be paid directly to landlords and utility service providers.
- Funding is available until September 30, 2022.


Importance of new federal rental assistance funds

- The COVID-19 crisis continues to impact Rhode Islanders across the state.
- These new federal funds will help struggling renters remain in their homes while also helping to stabilize the market by helping landlords who have struggled to make their mortgage payments due to lack of rental payments from tenants.
- RIHousing is working with organizations, elected officials and community leaders across the state to ensure Rhode Island renters and landlords are aware of the program.

Eligibility

Three eligibility criteria:

- Income Limit
- COVID-19 Impact
- Risk of housing instability or homelessness



< ÍNDICE 5

Puntos de discusión

Descripción general del programa

- \$200 millones en fondos de ayuda para el pago de alquileres del Programa Federal de Asistencia de Emergencia para el Alquiler (ERA, Emergency Rental Assistance).
- El nuevo programa de asistencia para el pago del alquiler, RentReliefRI, ayuda a los inquilinos elegibles de Rhode Island que tienen dificultades con el pago del alquiler o los servicios públicos como resultado de la pandemia por COVID-19.
 - Se puede usar para cubrir atrasos en el pago del alquiler, alquileres futuros, atrasos en el pago de los servicios públicos y algunos otros gastos de la vivienda.
- Se lanzará el 31 de marzo de 2021
- 18 meses de asistencia: puede cubrir el pago del alquiler y los servicios públicos adeudados desde el 1 de abril de 2020 y también puede cubrir hasta los próximos tres meses de alquiler.
- Los solicitantes deben cumplir ciertos límites de Ingresos y requisitos de elegibilidad.
- Los fondos se pagarán directamente a los propietarios y a los proveedores de servicios públicos.
- Los fondos están disponibles hasta el 30 de septiembre de 2022.


La importancia de los nuevos fondos federales de asistencia para el pago del alquiler

- La crisis por la COVID-19 sigue afectando a los residentes de Rhode Island en todo el estado.
- Estos nuevos fondos federales ayudarán a los inquilinos que tienen dificultades a conservar sus casas y, además, contribuirán a la estabilización del mercado al ayudar a los propietarios que han tenido dificultades para pagar sus hipotecas debido a la falta de pago del alquiler de los inquilinos.
- RIHousing está trabajando con organizaciones, funcionarios electos y líderes de la comunidad en todo el estado para asegurarse de que los inquilinos y propietarios de Rhode Island estén al tanto del programa.

Elegibilidad

Tres criterios de elegibilidad:

- Ingresos
- Impacto de la COVID-19
- Riesgo de inestabilidad de la vivienda o desamparo



Tenant, Partner and Landlord Tutorials

RECERTIFICATION PROCESS:

- Using your existing credentials, log into the online application: www.RentReliefRI.com.
- Select "Case Summary" and click "New Case/Recertify" in the lower left hand corner of the screen. If you have a new landlord since your original case was approved, you will select "Recertify/New Landlord"
- Applicant will need to upload a revised attestation document to update their income information or provide new documentation to demonstrate their current income (paystubs, direct deposit screenshots, etc.)

TENANT
 How to recertify

Entering Landlord Information

The **Landlord Info** screen requires you to enter basic contact, address, and identification information.

To enter landlord information:

- On the **RentReliefRI/Landlord** side menu, click **Landlord Info**. The **Landlord Info** screen appears.

- Complete the required fields and any optional fields as needed:
 - Company Name:** The name of your organization, corporation, or LLC.
 - Phone Type:** The phone that you want to be contacted through.
 - Tax ID Type:** EIN Your Employer Identification number. SSN Your Social Security number.

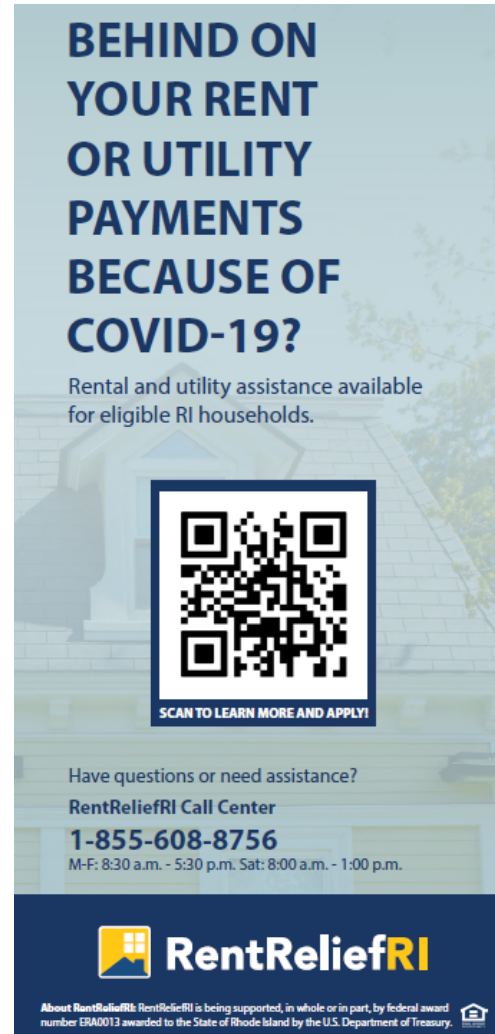
LANDLORD
 How to register as landlord

STEP-BY-STEP GUIDANCE

RentReliefRI - Tenant Representative Application
 877 views · Sep 17, 2021

TENANT REPRESENTATIVE
[How to apply on behalf of tenant, video](#)

Door knocking campaigns



Trackable QR Codes

| | | | |
|---|---|--|---------------------------------|
| <p>Website</p> <p>RentReliefRI for Doorhangers</p> <p>No folder</p> <p>Sep 14, 2021</p> <p>qrco.de/bcOBz7</p> <p>www.RentReliefRI.c...</p> | <p>1895 Scans</p> <p>Details →</p> | | <p>Download</p> |
| <p>Website</p> <p>RentReliefRI Utilities - National GridMarketing</p> <p>No folder</p> <p>Oct 12, 2021</p> <p>qrco.de/bcSq49</p> <p>rentreliefriutilities...</p> | <p>1634 Scans</p> <p>Details →</p> | | <p>Download</p> |



Targeted Outreach



Eblasts, hard copy mailings, outbound calls, virtual event, video, webpages for National Grid customers



PROVIDENCE WATER

Tap Water Delivers

Bill stuffer sent out to all water board customers

BEHIND ON YOUR RENT OR UTILITY PAYMENTS BECAUSE OF COVID-19?
 Rental and utility assistance available for eligible RI households.

Have questions or need assistance?
1-855-608-8756 M-F: 8:30 a.m. - 5:30 p.m. Sat: 8:00 a.m. - 1:00 p.m.

RentReliefRI www.RentReliefRI.com

About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

RentReliefRI x nationalgrid

Rhode Island renters struggling to make their rent or utility payments have a lifeline for help.

Dear Customer,

The RentReliefRI program provides rental and utility assistance to eligible RI...

RIHousing eligible cu during the you have t...

APPLY TODAY
www.RentReliefRI.com

The Rent utility ass back to A upcoming, even if the on eligible or paid ba. In order to www.RentReliefRI.com

If you nee RentReliefRI to the prog. We encour caught up

About RentReliefRI
 RentReliefRI is being supported, in whole or in part, by federal award number...

RentReliefRI nationalgrid

RENTRELIEFRI
 Rhode Island renters struggling to make their rent or utility payments have a lifeline for help.

Apply for rent or utility assistance >

The RentReliefRI program provides rental and utility assistance to eligible Rhode Island households.

RIHousing is partnering with National Grid to assist potentially eligible customers who have overdue utility payments that occurred during the COVID-19 pandemic.

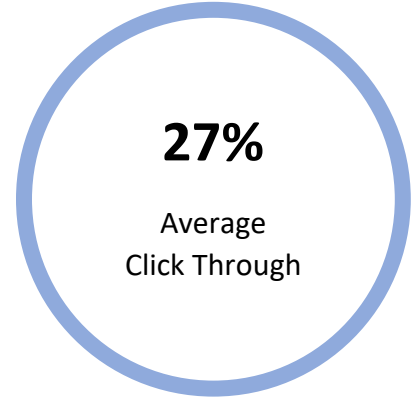
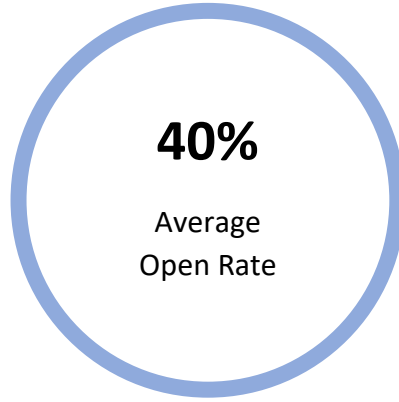

You are receiving this email because you have been pre-screened and may be eligible for assistance.

ABOUT RENTRELIEFRI

- The RentReliefRI program provides up to 18 months of rental and utility assistance. The program can pay for rent and utilities owed back to April 1, 2020 and can also cover up to three months of upcoming rent.
- Renters may apply for help with paying for utilities even if they do not need help paying for rent.
- There is no monthly cap on eligible rent relief, and the funds do not need to be reimbursed or paid back.

HOW TO APPLY

Eblasts:

[View in browser](#)

As you may know, Rhode Island has received \$200 million in federal assistance to help eligible Rhode Island renters struggling to pay their rent or utilities as a result of the COVID-19 pandemic.

Tenants and landlords can apply for assistance at [RentReliefRI.com](#). Applicants can also get assistance with their application through our Call Center (1-855-608-8756) or one of our [community-based partner organizations](#).

We need your help to ensure that renters and landlords across the state are aware of this important program.

RIHousing has created a [Community Engagement Toolkit](#) that you can use to engage community members and make them aware of this assistance. The toolkit includes program information, social media posts, messaging and more. We hope that you will share information on this critical resource on your municipal website, through social media or other regular communications with residents and community partners. We are also happy to provide printed copies of materials for distribution to residents.

RIHousing staff are also happy to assist by participating in virtual or in-person informational meetings for the residents of your community. Please contact Eric Ethier at ethier@rihousing.com if you are interested in hosting a live or virtual information session or if you would like a package of printed materials.

RentReliefRI Program Overview:
 Rhode Island renters struggling to cover rent and utility payments due to COVID may qualify for up to **18 months of emergency assistance**. The program can pay



THANK YOU FOR REGISTERING!

RentReliefRI

Application Assistance Training

Thursday, August 12, 2021 @ 10 a.m.


Thank you for registering for our training on how to assist tenants in completing their RentReliefRI applications for affordable housing property managers and staff.

This training is intended for any subsidized housing development, including, but not limited to, public housing authorities, Low-income Housing Tax Credit Developments and PBCA developments.

The training will be held via Microsoft Teams.

[Click here to join the meeting](#)

Or call in (audio only)
 +1 401 433 7969 7414079388 United States, Providence
 Phone Conference ID: 741 407 9388



We hope you will help us spread the word!

We've created more tools and resources to help RentReliefRI program applicants.

We need your help.

The success of the RentReliefRI program depends on renters and landlords across the state knowing about the program and how they can apply. [We are hoping you can share program information with your clients, customers, community members and partners to ensure this information reaches those who need it most!](#)

Please consider sharing information on your website, on social media channels and in any other outreach efforts you may be undertaking.

Holding an outreach or community event?

Let us know and we are happy to participate and/or supply you with handouts and program information to share.

Have someone who needs assistance in completing their application or is facing eviction?

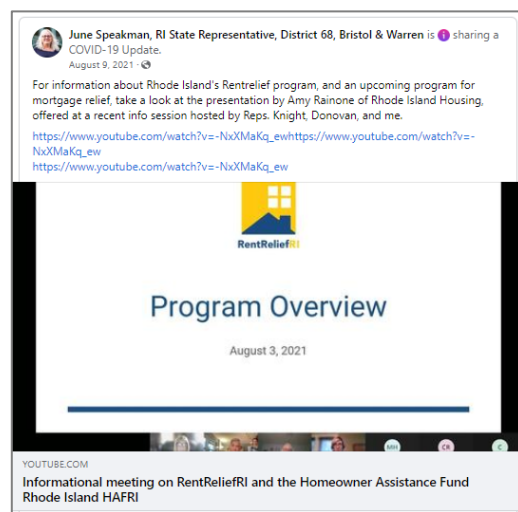
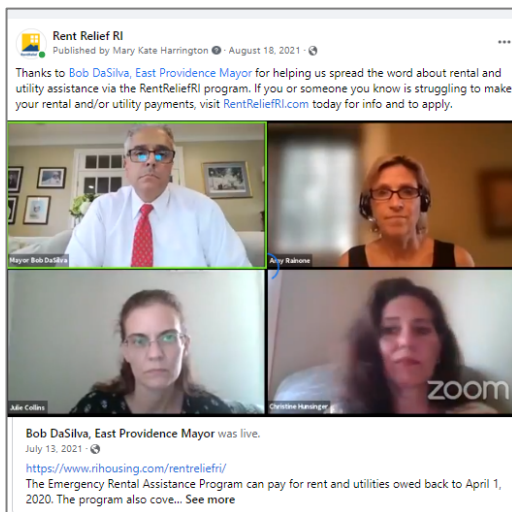
Click [here](#) to view a list of RentReliefRI Assistance Partners who can help.

Events

Virtual Events



- [AARP Tele Town Hall](#)
- RI LISC Creole Informational Event
- Providence Mayor
- RI Elder Info



Virtual event with Mayor of East Providence

Informational Event with General Assembly members

In-person Events:

Informational and Onsite Application Assistance at community events, partner offices, fairs, etc.

Rent Relief RI
 Published by Mary Kate Harrington · July 23, 2021 ·

Central Falls Housing Resource Fair
 Feira de recursos de vivienda de Central Falls/ Feira de Recursos Habitacionais de Central Falls

Saturday, July 24, 2021 | 12:00pm- 3:00pm
 Sábado, 24 de julio de 2021 | 12:00pm a 3:00pm

Location: Veterans Memorial Park, Central Falls
 Localización: Veterans Memorial Park, Central Falls

Free event for all Central Falls residents and land lords to learn about important housing-related resources and programs.
Evento gratuito para todos los residentes y propietarios de Central Falls para aprender sobre importantes recursos y programas relacionados con la vivienda.
Evento gratuito para todos os residentes de Central Falls e proprietários de imóveis, para aprender sobre importantes recursos e programas relacionados à habitação.

Receive on-site support, from rent and utility assistance, to lead abatement, to legal services, to home financing, and more!
Reciba apoyo en sitio, desde asistencia con alquiler a servicios públicos, hasta el rescate de plomo, los servicios legales, el financiamiento de viviendas y más.
Reciba suporte em local, de aluguel e assistência de utilidade, abateamento de multa morçã, serviços jurídicos, financiamento residencial e muito mais!

SAT, JUL 24, 2021
Central Falls Housing Resource Fair
 Veterans Memorial Park (416 Hunt St, Central Falls, RI 02863)
 Home · 298 people

Rent Relief RI
 Published by Mary Kate Harrington · August 7, 2021 ·

Out sharing info on the rental and utility assistance available through the RentReliefRI program!

RI Housing
 August 7, 2021 ·

We're at Dexter Park in Providence today sharing info on RentReliefRI. We're here until 3pm so stop on by!

Rent Relief RI
 Published by Mary Kate Harrington · October 1, 2021 ·

Tomorrow's the day! RentReliefRI staff will join with many partners and volunteers to help parents of students apply for rental and utility assistance. Our thanks to Providence Public Schools, United Way of Rhode Island, Power 102.1 FM & Poder 1110 - WPMZ Radio and Delia Rodriguez-Masjoan for partnering with us on this important effort!

RENT RELIEF ASSISTANCE DAY
SATURDAY OCTOBER 2, 2021
1:00PM TO 4:00PM

DÍA DE ASISTENCIA PARA LA RENTA
SÁBADO, 2 DE OCTUBRE, 2021
1:00PM TO 4:00PM

Are you a parent of students in PPSP who needs rent or utility assistance? Join us this Saturday, October 2, from 1 – 4 p.m. for Rent Relief Assistance Day at ... See more
 See Translation

Rent Relief RI
 Published by Mary Kate Harrington · July 24, 2021 ·

We're here at Veterans Memorial Park in Central Falls until 3pm today with information and answers to your questions about RentReliefRI. Thank you to the City of Central Falls, RI for organizing this great event!

1,355 People reached
101 Engagements
 Boost post

DOWNTOWN PAWTUCKET: SHOP MAIN STREET

Support our Main Street restaurants and businesses! Local shops will be tabling along the sidewalks. We will have community resources, live music, and a public art demonstration!

Saturday, November 6th
2pm-5pm
 Downtown on Main Street

Event includes resources from various partner organizations. Rental assistance workshop presented by RI Housing and the Hispanic Chamber of Commerce.

Sponsored by:
 City of Pawtucket
 Pawtucket Foundation
 PCF Restaurant Week Committee

Rent Relief RI
 Published by Mary Kate Harrington · September 26, 2021 ·

Eviction clinics are this week. Thank you RI State Representative Leonela Felix for your partnership & leadership!

RI State Representative Leonela Felix
 September 26, 2021 · Instagram ·

Out here door-knocking with @itsleslienicole @seltz_tzar Camilo from George Wiley Center] to share info on the #EvictionClinicRI being held this coming Thursday, September 30th from 6-9pm at George Wiley Center] and Saturday, October 2nd at @dare.pvd from 9-12pm. If you need help applying for rental relief email us at EvictionClinicRI@gmail.com or text EvictionClinicRI to 1(833) 866-1664. #StayHousedRhodeIsland #EvictionRelief #rentalassistance

RI Housing
 Published by Mary Kate Harrington · September 30, 2021 ·

Two eviction clinics are being held this week—the first one is tonight in Pawtucket. Rental & utility assistance is available for eligible RI renters. Learn more about the program at rentreliefri.com

EVICITION CLINICS
CLÍNICAS DE DESALOJO

Thursday, September 30th
 6:00pm - 9:00pm
 George Wiley Center
 800 Broad St
 Pawtucket, RI

Saturday, October 2nd
 9:00am - 12:00pm
 Dare Center for Legal & Equity
 100 Lawrence St
 Providence, RI

Friday, September 30th
 6:00pm - 9:00pm
 George Wiley Center
 800 Broad St
 Pawtucket, RI

Saturday, October 2nd
 9:00am - 12:00pm
 Dare Center for Legal & Equity
 100 Lawrence St
 Providence, RI

United Way of Rhode Island is feeling hopeful.
 September 30, 2021 ·

Are you a tenant facing eviction? George Wiley Center is hosting an eviction clinic tonight from 6 - 9 p.m. to help Rhode Islanders access legal assistance and r... See more

Onsite Application Assistance events

Rent Relief RI added an event.
 April 20 at 1:30 PM

Rental and utilities assistance available through RentReliefRI.

In partnership with Senate President Dominick J. Ruggerio

Need help on the application?
 ¿Necesitas ayuda con la aplicación?

SATURDAY, APRIL 30, 10 AM - 2 PM

North Providence High School
 (2nd Floor Library)
 828 Mineral Spring Avenue, North Providence

www.RIHousing.com/RentReliefRI-Appointments

Appointments are required.
 Es necesario programar una cita.

About RentReliefRI RentReliefRI is being supported, in whole or in part, by federal award number 84A0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

SAT, APR 30
Rent Relief RI Application Assistance Event
 North Providence High School
 6 Went - 4 Interested

RIHousing
 Published by Mary Kate Harrington · December 9, 2021

Thanks to **Community College of Rhode Island (CCRI)** for helping us spread the word about the upcoming Onsite Application Assistance on December 18 at CCRI's Liston Campus in Providence. Appointments are required to meet with a program rep.
 Visit <https://www.rihousing.com/rentreliefri-appointments/> to learn more and to apply.

Get Rent Relief.

Meet with a Rent Relief RI program representative :

Saturday December 18
9 am–1 pm
 CCRI Liston Campus
 One Hilton St., Providence

¡Hay ayuda disponible a través de RentReliefRI!

Los representantes del programa estarán disponibles:

Sábado 18 de diciembre
9 am–1 pm
 CCRI Liston Campus
 One Hilton St., Providence

Community College of Rhode Island (CCRI)
 December 9, 2021

Struggling with rent or utility payments? Help is available from RentReliefRI for eligible Rhode Island renters! Assistance does NOT need to be reimbursed or p... See more

551 People reached 19 Engagements - Distribution score [Boost a post](#)

RentReliefRI OnSite Assistance - 05.14.2022

CCRI Newport - 1 John H Chafee Blvd, Newport

Need help completing your application? P... Read more

Free · 30 minutes

Booking for CCRI Newport - 1 John H Chafee Blvd, Newport

SELECT STAFF (OPTIONAL)

Anyone

May 14

DATE

< > May 2022

| | | | | | | |
|----|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

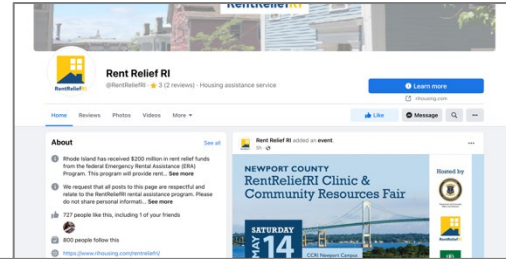
TIME

| | | |
|----------|----------|----------|
| 10:00 AM | 10:30 AM | 11:00 AM |
| 11:30 AM | 12:00 PM | 12:30 PM |

Online Appointment Scheduling System

Social Media

Ongoing paid and organic posts to RIHousing and RentReliefRI Facebook pages, Twitter, Instagram and LinkedIn



- Are you a RI renter?
- Have you experienced a reduction in income or financial hardship due, directly or indirectly, to COVID-19?
- Are you behind on your utility payments?

If you answered **YES** to the following, you may be eligible for utility assistance via RentReliefRI.

About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

www.RentReliefRI.com

RENTRELIEFRI

ISN'T JUST FOR RENTAL ASSISTANCE.

www.RentReliefRI.com

About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

Milestone Posts

CELEBRATING A MILESTONE

\$30M \$30M

in RentReliefRI assistance approved to date!!

OVER \$155 MILLION

IN RENTRELIEFRI ASSISTANCE TO

24,000+ RI HOUSEHOLDS

Get Help with Utility & Rent.

Thankful campaign

“

I cannot express to you enough what a saving grace this is to my children and I.

”

This truly changed our lives and saved it from a lot of upcoming misery if we were evicted and/or had our utilities shut off.

“

I greatly appreciate what you and your entire team have done and continue to do for our community.

”

You've been nothing short of caring, helpful and understanding throughout this process.

Thank you a thousand times over.


About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

A series of Answers to Frequently Asked Questions in both English and Spanish

Rent Relief RI
 Published by HubSpot · December 2, 2021 ·

More answers to the most commonly asked questions we receive about the RentReliefRI program:
 "What will Rent Relief RI cover?"
 The program can pay for rent and some utilities owed back to April 1, 2020.
 There is no monthly cap on eligible rent relief. The monthly amount is determined by the rent payment agreed to in your lease and documented arrearages. The program will also cover the security deposit and up to three months of upcoming rent.
 Utilities include electricity, water, trash, and heat. You may apply for help with paying for utilities even if you do not need help paying for rent. Applicants are eligible for up to a total of 18 months of assistance.
 More FAQs are found on our website: https://hubs.ly/H0_NqK0



RIHOUSING.COM
 RentReliefRI | RIHousing
 Haga clic aquí para español RentReliefRI is a program to provide rental and utility assistance t...

Rent Relief RI
 Published by HubSpot · December 8, 2021 ·


Are you a RI renter behind on your utility bills? The RentReliefRI program provides rental AND utility assistance to help eligible renters maintain housing stability. Visit https://hubs.ly/H0_HpD0 for details and to apply.

DID YOU KNOW? www.RentReliefRI.com

You don't have to be behind on rent to apply to RentReliefRI.

The program offers financial assistance to RI renters having trouble making their utility payments. Applicants for utility assistance still need to apply by completing the online application.

About RentReliefRI
 RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.



480 People reached 11 Engagements - Distribution score **Boost post**

Rent Relief RI
 Published by HubSpot · December 2, 2021 ·


"¿Qué cubrirá Rent Relief RI?"

El Programa de Asistencia de Emergencia para el Alquiler puede cubrir el pago del alquiler y los servicios públicos adeudados hasta el 1 de abril de 2020. No hay un límite mensual en cuanto a los fondos de ayuda para el alquiler que sean elegibles. El monto mensual está determinado por el pago del alquiler acordado en su contrato y los atrasos registrados. El programa también cubrirá el depósito de seguridad y hasta los próximos tres meses de pa... See more

See Translation

356 People reached 4 Engagements - Distribution score **Boost post**

Program "Wind Down"



RentReliefRI has been a lifeline for RI renters impacted by the COVID-19 pandemic.

RentReliefRI ha sido un salvavidas para los inquilinos de RI afectados por la pandemia de COVID-19.

The program closes to new applications on June 1, 2022.

El programa se cierra a nuevas solicitudes el 1 de junio de 2022.

About RentReliefRI
 RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.



Earned Media

Selection of early media coverage from program launch:

| TO DATE | | |
|--|---------------------------|----------------|
| Pre-Launch Announcement | WPRI | March 16, 2021 |
| Senator Reed: federal funds announcement | Charlho Times | March 29, 2021 |
| Program Launch | Providence Business News | April 1, 2021 |
| Program Launch | What's Up Newport | April 1, 2021 |
| Program Launch | Patch.com | April 1, 2021 |
| Program Launch | RI News Today | April 3, 2021 |
| Program Launch | WPRI | April 5, 2021 |
| Interview: General Program Overview | The Public's Radio | April 5, 2021 |
| Program Launch | | April 14, 2021 |
| The Rhode Show | | April 23, 2021 |
| WPRI Interview | WPRI | May 10, 2021 |
| WPRI Interview | WPRI | June 8, 2021 |
| Providence Journal article | Providence Journal | |

| Senator Reed media event | Jack Reed Press Release | June 18, 2021 |
|---|--|---------------------------|
| Senator Reed media event | WPRI | June 18, 2021 |
| Senator Reed media event | Providence Business News | June 18, 2021 |
| Senator Reed media event | WJAR 10 | June 18, 2021 |
| Senator Reed media event | UpRiseRI | June 19, 2021 |
| Partner Coverage – Patch | Patch | June 23, 2021 |
| Interview: Program Overview | Jim Vincent Show | June 23, 2021 |
| Interview: Program Overview | The Rhode Show | June 30, 2021 |
| Interview (eviction moratorium ending and what that means for Rhode Island) | Motif Magazine | To run in July 2021 issue |
| Warwick "Buzz" | Warwick Beacon | April - June, 2021 |
| IN PROGRESS | | |
| Series of Op-Eds | ProJo and RING | July 2021 |
| PSAs | Radio and TV | July 2021 |
| Press Releases | 'Milestone' Press releases: \$XX number of assistance out the door and/or XX households assisted | July 2021 and ongoing |

Repurposing of Earned Media via website and social media channels

Partner Outreach

Selection of partners promoting program on website/e-newsletters, etc.

| Agency Name | Website/Link |
|---|---|
| Center for Justice | https://www.wprl.com/news/local-news/providence/new-ri-rental-relief-program-set-to-launch-at-the-end-of-the-month/ |
| East Bay Community Action Program | https://www.ebcap.org/programs/rentreliefri/ |
| Vantage Point Inc. (Behavioral Health Services) | https://www.vantagepointinc.org/post/rental-assistance |
| Chamber of Commerce | |
| Valley Affordable Housing Corp. | https://www.valleyaffordable.org/a-message-to-residents-regarding-coronavirus-covid-19/ |
| City of Central Falls | https://www.centralfallsri.gov/housing |
| City of Providence | https://www.providenceri.gov/pema/covid-19-housing-resource-guide/ |
| City of Pawtucket | http://www.pawtucketri.com/COVID19 |
| The Economic Progress Institute | https://www.economicprogressri.org/index.php/covid-19/ |
| Lucy's Hearth | https://www.lucyshearth.org/220-2/ |
| Homes RI | https://homesri.org/evictionfaq/ |
| Blackstone Group Leasing & Management | https://blackstone.com/coronavirus-resources/ |
| Providence Housing Authority | https://prohousing.org/housing/rental-assistance/landlord/ |
| RI Navigator | https://rinavigator.org/life-stressors/housing-homelessness/ |
| Community Cares Alliance | http://www.communitycaresri.org/Resources/Money/Settle.aspx |
| NeedyMeds | https://www.needy meds.org/co_pay_program.taf?_function=detail&program_id=5664 |
| LISC RI | Website and e-newsletter |
| Providence Chamber of Commerce | e-newsletter |
| Town of Middletown | http://www.providencechamber.com/news/details/rentreliefri-community-engagement-toolkit |
| Newport Housing Authority | https://www.middletownri.com/380/Updates-Closures-Cancellations |
| Community College of RI | RentReliefRI one-pager posted to website |
| Town of Warren | RentReliefRI one-pager posted to website |

SEE YOU SOON!

RentReliefRI

Application Assistance Training

Thursday, August 12, 2021 @ 10 a.m.

Thank you for registering for our training on how to assist tenants in completing their RentReliefRI applications for affordable housing property managers and staff.

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The training will be held via Microsoft Teams.

[Click here to join the meeting](#)

We hope you will help us spread the word!

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Please consider sharing information on your website, on social media channels and in any other outreach efforts you may be undertaking.

Holding an outreach or community event?

Let us know and we are happy to participate and/or supply you with handouts and program information to share.

Have someone who needs assistance in completing their application or is facing eviction?

Informational/Partner Engagement Sessions

| Event/Session Name | Date | Audience | # Participants |
|---|----------------|--|----------------|
| Town Managers/Mayors: Virtual Information Session | March 16, 2021 | Mayors and Town Managers | 14 |
| Application Assistance Partner Tutorial | April 19, 2021 | Assistance partners | 85 |
| Landlord Virtual Training | May 12, 2021 | Potential landlords, HCVP landlords, etc | 51 |
| Application Assistance Partner Tutorial | May 11, 2021 | Assistance Partners | 13 |
| Application Assistance Partner Tutorial | May 18, 2021 | Assistance Partners | 15 |
| Landlord Virtual Training | May 19, 2021 | Potential landlords, HCVP landlords, etc | 23 |
| Crossroads partner training | May 24, 2021 | Assistance Partners | 3 |
| Application Assistance Partner Tutorial | May 25, 2021 | Assistance Partners | 21 |
| Landlord Virtual Training | May 26, 2021 | Potential landlords, HCVP landlords, etc | 22 |
| Family Service of RI Partner Training | June 22, 2021 | Assistance Partners | 3 |

National Grid partnership

WPRI.COM
Manage your utility bill during the pandemic
 Marisa Albanese, Community & Customer Service Manager in Rhode Island for National Grid j...

RentReliefRI x nationalgrid

Rhode Island renters struggling to make their rent or utility payments have a lifeline for help.

Dear Customer,

The RentReliefRI program provides rental and utility assistance to eligible Rhode Island households.

RI Housing is partnering with National Grid to assist potentially eligible customers who have overdue utility payments that occurred during the COVID-19 pandemic. You are receiving this email because you have been pre-screened and may be eligible for assistance.

The RentReliefRI program provides up to 18 months of rental and utility assistance. The program can pay for rent and utilities owed back to April 1, 2020 and can also cover up to three months of upcoming rent. Renters may apply for help with paying for utilities even if they do not need help paying for rent. There is no monthly cap on eligible rent relief, and the funds do not need to be reimbursed or paid back.

In order to apply, you will need to visit: www.RentReliefRIUtilities.com.

If you need help in completing your application, please call the RentReliefRI Call Center at **1-855-608-8756** to learn how to apply to the program.

We encourage you to apply for this assistance as it will help you get caught up with overdue payments and back on track.

About RentReliefRI
 RentReliefRI is being supported, in whole or in part, by federal award number 84AK011 awarded to the State of Rhode Island by the U.S. Department of Housing and Urban Development.

Marketing Materials



This program is only for renters and their landlords.

Rhode Island has received \$200 million in rent relief funds from the federal Emergency Rental Assistance (ERA) Program. This program provides rental and utility relief payments to help eligible renters maintain housing stability.

The Emergency Rental Assistance Program can pay for rent and utilities owed back to April 1, 2020. The program also covers up to three (3) months of upcoming rent. Utilities may include electricity, water, trash, and heat. Renters may apply for help with paying for utilities even if they do not need help paying for rent. Applicants are eligible for a total of 18 months of assistance. A \$50/month internet stipend is also available to applicants.

There is no monthly cap on eligible rent relief. The monthly amount is determined by the rent payment agreed to in the lease. RentReliefRI assistance does not need to be reimbursed or paid back.

v.09.21

ELIGIBILITY CRITERIA:

Tenant applicants **must meet all** of the following criteria to be considered for rent relief:

- **Household income must meet certain income limits.** Limits vary by location and household size. Income Limits are available online at RentReliefRI.com.
- **You must have qualified for unemployment benefits or have experienced a reduction in household income, incurred significant costs, OR experienced other financial hardship due, directly or indirectly, to COVID-19.**
- **Applicants must show they are at risk for becoming homeless or loss of housing.** This may include submitting past-due rent and utility bills or eviction notices at application.

Applicants should have the following documents:

Tenants

- Documentation demonstrating that you live in Rhode Island (ex; bank statement, utility bill, driver's license)
- Proof of income (ex; wage statements, unemployment letter, 2020 tax return)
- Signed copy of your lease agreement or documentation showing tenancy (a pattern of rent payment)
- Documentation demonstrating your rental/utility arrearage (ex; past due utility bill, eviction notice, 5 day demand letter, communication from landlord)

*If you have received a notice from the court for an eviction proceeding against you, please have that documentation available.

Property Managers/Landlords

- W9 Form
- Rent arrearage documentation (ex; ledger, past due notice)
- Proof of property ownership (ex; mortgage statement, real estate tax bill, water/sewer bill)
- Tenant contact information (ex; cell phone, email address)

****Even if you do not have these documents, please call 1-855-608-8756 or reach out to our partners for help completing the application. Partner listing is available online at www.RentReliefRI.com.**



Visit RentReliefRI.com for additional details and information.

About RentReliefRI
 RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.



Program Flyer, detailed

www.RentReliefRI.com

BEHIND ON YOUR RENT OR UTILITY PAYMENTS BECAUSE OF COVID-19?

¿ESTÁ ATRASADO EN LOS PAGOS DEL ALQUILER O LOS SERVICIOS PÚBLICOS DEBIDO A LA COVID-19?

RENTAL AND UTILITY ASSISTANCE AVAILABLE FOR ELIGIBLE RI HOUSEHOLDS.

ASISTENCIA PARA EL PAGO DEL ALQUILER Y LOS SERVICIOS
PÚBLICOS DISPONIBLE PARA LOS GRUPOS
FAMILIARES ELEGIBLES DE RI.

Visit www.RentReliefRI.com
to learn more about program
guidelines and what you
need to know to apply.

Visite www.RentReliefRI.com para
obtener más información sobre las
pautas del programa y lo que debe saber
para presentar su solicitud.



RentReliefRI



About RentReliefRI

RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island by the U.S. Department of Treasury.

Acerca de RentReliefRI:

Rent Relief RI cuenta con el respaldo total o parcial de la concesión federal número ERA0013 otorgada al estado de Rhode Island por el Departamento del Tesoro de EE. UU (U.S. Department of Treasury).



Program Flyer, simple



RentReliefRI

HELP FOR LANDLORDS

WHAT LANDLORDS NEED TO KNOW

Rental Assistance is Landlord Assistance.

What is RentReliefRI?

RentReliefRI is a new rental assistance program for eligible Rhode Island renters struggling to pay their rent or utilities as a result of the COVID-19 pandemic. It also helps landlords as it ensures you are able to meet your financial obligations. Both landlords and tenants may initiate an application for the program. Information from both the tenant and landlord will be required to successfully complete an application.

Who is eligible for Rent Relief RI?

Tenant applicants MUST MEET ALL the following criteria to be considered for rent relief:

- Household income must meet certain income limits. Limits vary by location and household size.
- Qualified for unemployment benefits OR have experienced a reduction in household income, incurred significant costs, or experienced other financial hardship due, directly or indirectly, to COVID-19.
- At risk of experiencing homelessness or housing instability. This may include submitting past-due rent and utility bills or eviction notices when you apply.

What are the income limits?

Eligible households must be at or below 80% of Area Median Income (AMI), which translates to approximately \$69,200 annual income for a family of four in most parts of the State. Income Limits are available online at www.RentReliefRI.com.

What costs are covered?

RentReliefRI can pay for rent and some utilities owed back to April 1, 2020. The program will also cover up to three months of upcoming rent. Applicants are eligible for up to a total of 18 months of assistance. A \$50/month internet stipend is also available to applicants.

How much rent will RentReliefRI cover?

There is no monthly cap on eligible rent relief. The monthly amount is determined by the rent payment agreed to in the lease and documented arrearages.

How do landlords get paid?

Once approved, payment will be sent to landlords as soon as possible via direct deposit.

How will landlords know when a tenant applies for assistance from the program?

Once your tenant has completed all requirements for their section of the application, the landlord will be contacted to verify and complete the landlord section of the application.

If a tenant refuses to apply for the program, is there any way for the landlord to still process a request for rental assistance?

Unfortunately, if a tenant is not willing to participate, we are not able to offer assistance. The program requires that the tenant attest to such items as income, COVID hardship, attestation that benefits are not being duplicated, etc. They are also required to provide backup documentation for that information. Without the tenant providing this information and attesting to the truthfulness of their situation, we are not able to provide assistance.

v.09.21

Landlord Frequently Asked Questions

STRUGGLING WITH RENT OR UTILITY PAYMENTS?

Help is available from the RentReliefRI program.

NEED HELP IN COMPLETING AN APPLICATION?

Program representatives will be available:

Saturday, December 18, 2021 | 9 a.m.-1 p.m.
CCRI Liston Campus
One Hilton St. Providence, RI

Visit www.RIHousing.com/RentReliefRI-Appointments to schedule an appointment to meet with a program representative.

NOTE: Appointments are required to meet with a program representative.



SCHEDULE APPOINTMENTS ONLINE

IMPORTANT! You will need to bring the following information/documentation to the appointment:

Even if you do not have these documents, you may still be eligible.

- Identification
(ex. In-state or out-of-state ID; passport; state or city-issued ID; any form of Government issued ID; expired IDs are acceptable)
- A signed copy of the Self-Attestation form (available online at www.RentReliefRI.com; hard copies will be available onsite.)
- Proof of residency (ex; bank statement, utility bill, driver's license)
- Proof of income (ex; wage statements, unemployment letter, 2020 tax return)
- Signed copy of your lease agreement or documentation showing tenancy (a pattern of rent payment)
- Documentation demonstrating your rental/utility arrearage
(ex; past due utility bill, eviction notice, 5 day demand letter, communication from landlord)
- Landlord contact information (address, email and phone number) or written statement that landlord is unwilling to participate

**If you have received a notice from the court for an eviction proceeding against you, please have that documentation available.*

***Please note: A Self-Attestation Form may be used in instances where documentation is not available.*

Can't make it on December 18?

The RentReliefRI Call Center and a network of partner agencies are available to assist you with submitting your application and answering any questions you may have.

Visit www.RentReliefRI.com for a complete list of partner agencies.

RentReliefRI Call Center:

1-855-608-8756

M – F: 8:30 a.m. – 5:30 p.m. | Sat: 8 a.m. – 1 p.m.



About RentReliefRI

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**On-site assistance promotional flyer, in partnership with the Governor and Community
College of Rhode Island**



RentReliefRI

HELP FOR RENTERS

ASSISTANCE PARTNERS

v.04.05.2022

Need help with your RentReliefRI application or legal services? The partner agencies below are available free of charge to assist you. Please reach out to them for information on scheduling an appointment.

APPLICATION ASSISTANCE

Blackstone Valley Community Action Program (BVCAP)

Appointments Required
 210 West Avenue, Pawtucket
 401-475-5071 | cwalker@bvcap.org
 M - F: 8:30 a.m. - 4 p.m.

Center for Southeast Asians

270 Elmwood Avenue, Providence
 401-274-8811
 Khmer, Lao, Vietnamese, Hmong, Spanish, Portuguese, Portuguese Creole, Cantonese

City of Providence

Mayor's Center for City Services

Appointments Required
 25 Dorrance Street, Suite 101, Providence
 401-421-2489 or 3-1-1
 mccs@providenceci.gov
 M - F: 8:30 a.m. - 4:30 p.m.

Community Action Partnership of Providence County

Appointments Required
 518 Hartford Avenue, Providence
 401-273-2000 ext. 337 and 338
 M - F: 9 a.m. - 4 p.m.
 English, Spanish, French, additional languages as needed

Community Care Alliance

Appointments Required
 245 Main Street, Woonsocket
 401-235-7000
 M - F: 8 a.m. - 4 p.m.

Comprehensive Community Action Program (CCAP)

Appointments Required
 311 Doric Avenue, Cranston
 401-467-7013
 M - F: 8 a.m. - 4 p.m.

Crossroads RI

Garraly Judicial Complex
 1 Dorrance Street, Providence
 401-865-6216
 M - F: 9:30 a.m. - 1 p.m.
 English, Spanish

Cultural & Linguistic Advocacy and Support Services (CLASS)

Appointments Required
 425 Broadway, Providence
 401-781-6464 | dcrodmas@gmail.com
 M - F: 9 a.m. - 5 p.m.
 English, Spanish

Direct Action for Rights & Equality Inc. (DARE)

Appointments Required
 340 Lockwood Street, Providence
 401-351-6960 | dare@daretowin.org
 M - F: 10 a.m. - 6 p.m.
 Evenings & weekends by appointment
 English, Spanish

DORCAS International Institute of RI

Appointments Required
 220 Elmwood Avenue, Providence
 401-784-8686 | rentrelief@diiri.org
 M - F: 9 a.m. - 5 p.m.
 English, Spanish, Portuguese, French, Swahili, Somali, Kinyarwanda, Kibembe, Arabic, Pashto, Dari, Russian, Ukranian, additional languages as needed

East Bay Community Action Program

Appointments Required
 100 Bullocks Point, Riverside
 19 Broadway, Newport
 401-437-1000 ext. 1152

Family Service of RI

Stella Londono | 401-648-5944
 Waidy Rodriguez | 401-639-2343

Genesis Center

Appointments Required
 620 Potters Avenue, Providence
 401-781-6110 ext. 29 | cackley@genceneter.org
 Tuesdays 9 a.m. - 12 p.m.
 English, Spanish, French, Fang

George Wiley Center

Appointments Available, Walk-Ins Accepted
 32 East Avenue, Pawtucket
 401-728-5555 | georgewileycenter@gmail.com
 M - F: 10 a.m. - 6 p.m.
 Wed.: 6 p.m. - 8 p.m.
 English, Spanish, Cape Verdean Crioulo/Portuguese

Higher Ground International

Appointments Available, Walk-Ins Accepted
 250 Prairie Avenue, Providence
 401-270-3582 | contact@highergroundintl.org
 M - F: 9 a.m. - 2 p.m.
 Nights/Weekend hours available by appointment
 English, Liberian English, Various Ethnic Vernaculars

Oasis International

Appointments Available, Walk-Ins Accepted
 600 Broad Street, Providence
 401-421-1252 | akinfolarin@msn.com
 M - F, 9 a.m. - 5 p.m.
 English, Yoruba, Hausa, Igbo, Creole dialects

ONE Neighborhood Builders

66 Chaffee Street, Providence
 401-378-3162 | communitybuilding@onenb.org
 English, Spanish

Progreso Latino

Appointments Available, Walk-Ins Accepted
 626 Broad Street, Central Falls
 401-728-5920 | gmejibaez@progresolatino.org
 M - F: 9 a.m. - 5 p.m.
 Spanish, English, Portuguese

Sojourner House

Appointments Available, Walk-Ins Accepted
 304 Pearl Street, Providence
 info@sojournerri.org
 Thurs: 9 a.m. - 1 p.m.

Tri-County Community Action Agency

401-583-0075 (Washington County)
 401-583-0076 (All Others)
 English, Spanish, additional languages as needed

Westbay Community Action Program

Appointments Available, Walk-Ins Accepted

Visit RentReliefRI.com for additional details

About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Island.

AGENCIAS ASOCIADAS DE ASISTENCIA

*Necesita ayuda con su solicitud de RentReliefRI o los servicios legales? Las agencias asociadas a continuación están disponibles de forma gratuita para asistirlo. Póngase en contacto con ellas para obtener información o hacer una cita.

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| <p>ASISTENCIA CON LA SOLICITUD</p> <p>Blackstone Valley Community Action Program (BVCAP) <i>Se requiere una cita</i> 210 West Avenue, Pawtucket 401-475-5071 cwalker@bvcap.org M - F: 8:30 a.m. - 4 p.m.</p> <p>Center for Southeast Asians 270 Elmwood Avenue, Providence 401-274-8811 Khmer, Lao, Vietnamese, Hmong, español, portugués, portugués creole, cantonés.</p> <p>City of Providence Mayor's Center for City Services <i>Appointments Required</i> 25 Dorrance Street, Suite 101, Providence 401-421-2489 or 3-1-1 mccs@providenceci.gov M - F: 8:30 a.m. - 4:30 p.m.</p> <p>Community Action Partnership of Providence County <i>Se requiere una cita</i> 518 Hartford Avenue, Providence 401-273-2000 ext. 337 y 338 M - F: 9 a.m. - 4 p.m.</p> <p>Community Care Alliance 245 Main Street, Woonsocket 401-235-7000 M - F: 8 a.m. - 4 p.m.</p> <p>Comprehensive Community Action Program (CCAP) <i>Se requiere una cita</i> 311 Doric Avenue, Cranston 401-467-7013 M - F: 8 a.m. - 4 p.m.</p> <p>Crossroads RI 1 Dorrance St, Providence 401-865-6216 M - F: 9:30 a.m. - 1 p.m. Inglés, español</p> <p>Cultural & Linguistic Advocacy and Support Services (CLASS) <i>Se requiere una cita</i> 425 Broadway, Providence 401-781-6464 dcrodmas@gmail.com M - F: 9 a.m. - 5 p.m. Inglés, español</p> | <p>Direct Action for Rights & Equality Inc. (DARE) <i>Se requiere una cita</i> 340 Lockwood Street, Providence 401-351-6960 dare@daretowin.org M - F: 10 a.m. - 6 p.m. Tarde + fines de semana con cita previa Inglés, español</p> <p>DORCAS International Institute of RI <i>Se requiere una cita</i> 220 Elmwood Avenue, Providence 401-784-8686 rentrelief@diiri.org M - F: 9 a.m. - 5 p.m. Inglés, español, portugués, francés, swahili, somalí, Kinyarwanda, Kibembe, árabe, pashto, dari, ruso, ucraniano, idiomas adicionales según sea necesario</p> <p>East Bay Community Action Program <i>Se requiere una cita</i> 100 Bullocks Point, Riverside 19 Broadway, Newport 401-437-1000 ext. 1152</p> <p>Family Service of RI Stella Londono 401-648-5944 Waidy Rodríguez 401-639-2343</p> <p>Genesis Center <i>Se requiere una cita</i> 620 Potters Avenue, Providence 401-781-6110 ext. 29 cackley@genceneter.org Martes 9 a.m. - 12 p.m. Inglés, español, francés, fang</p> <p>George Wiley Center <i>Citas disponibles. Se aceptan visitas sin cita</i> 32 East Avenue, Pawtucket 401-728-5555 georgewileycenter@gmail.com M - F: 10 a.m. - 6 p.m. Miércoles: 6 p.m. - 8 p.m. Inglés, español, caboverdeano crioulo/portugués</p> <p>Higher Ground International <i>Citas disponibles. Se aceptan visitas sin cita</i> 250 Prairie Avenue, Providence 401-270-3582 contact@highergroundintl.org M - F: 9 a.m. - 2 p.m. Tarde + fines de semana disponible con cita previa Inglés, inglés liberiano, varias lenguas vernaculares africanas</p> <p>Oasis International <i>Citas Disponibles. Se aceptan visitas sin cita</i> 600 Broad Street, Providence 401-421-1252 akinfolarin@msn.com M - F, 9 a.m. - 5 p.m. Inglés, yoruba, hausa, igbo, dialectos crioulos</p> | <p>ONE Neighborhood Builders 66 Chaffee Street, Providence 401-378-3162 communitybuilding@onenb.org Inglés, español</p> <p>Progreso Latino <i>Citas disponibles. Se aceptan visitas sin cita</i> 626 Broad Street, Central Falls 401-728-5920 gmejibaez@progresolatino.org M - F: 9 a.m. - 5 p.m. Inglés, español, portugués</p> <p>Sojourner House <i>Citas disponibles. Se aceptan visitas sin cita</i> 304 Pearl Street, Providence info@sojournerri.org Thurs: 9 a.m. - 1 p.m.</p> <p>Tri-County Community Action Agency 401-583-0075 (Washington County) 401-583-0076 (Todos los demás) Inglés, español, idiomas adicionales según sea necesario M - F: 9 a.m. - 4 p.m. Español, ruso</p> <p>SERVICIOS LEGALES</p> <p>Rhode Island Legal Services (Servicios Legales de Rhode Island) 50 Pine Street, Providence 401-274-2652 Elida Acevedo: gacevedo@rlis.org RI Legal Services (RLS) acepta remisiones y proporcionar servicios de prevención y defensa contra desahucio de grupo legal para los residentes de viviendas privadas y públicas que están en riesgo de ser desahuciados por sus propietarios. En el caso de los inquilinos privados, RLS puede ayudar a los que están en riesgo de ser desahuciados por sus propietarios. RLS se enfocará en proporcionar servicios de prevención y defensa contra desahucio de grupo legal para los residentes de viviendas privadas y públicas que están en riesgo de ser desahuciados por sus propietarios. El CLJ se enfocará en proporcionar tanto a los clientes del mercado privado como a los del mercado público. El CLJ también representará a las inquilinas que están en riesgo de ser desahuciadas por sus propietarios de vivienda hasta el 80 % de la cuota de estabilidad de ingresos medios del área para el programa RentReliefRI.</p> |
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Atención: RentReliefRI también cuenta con el apoyo total o parcial de las siguientes federaciones: (DORCAS) el programa de ayuda de Rhode Island al Departamento del Trabajo de RI, (CLJ) U.S. Department of Housing and Urban Development.

Assistance Partners list in English and Spanish, with list of languages supported by the partners



RentReliefRI

TENANT REPRESENTATIVE

HOW TO BE A TENANT REPRESENTATIVE

Rhode Island renters need our help. Rental and utility assistance is available, but many Rhode Island renters need help in filling out and completing their applications for assistance. And they want help from a trusted resource.

Applications for rent and utility assistance via RentReliefRI can be submitted by tenants, landlords or "Tenant Representatives," a trusted resource helping the tenant.

Tenant Representatives are individuals who submit the application on behalf of the tenant. Anyone can be a Tenant Representative, but you must have the tenant's permission to fill out the application on their behalf.



BEGIN TODAY

WWW.RENTRELIEFRI.COM

TIPS FOR SERVING AS A TENANT REPRESENTATIVE

- Gather the necessary information from the applicant; a list of information needed is available online at www.RentReliefRI.com.
- Have the applicant complete and sign a self-attestation form (available at www.RentReliefRI.com), which you will upload into the online application portal.

IMPORTANT: Be sure to use your email address under the Tenant Representative section of the application and the applicant's email address where noted. **All applicants need an email address to complete the application.** If the tenant you are assisting does not have one, you can create a free email for them so they can receive important updates and information. Tenant Representatives will also receive email updates from RentReliefRI program staff.

Have questions or need help completing an application?

The RentReliefRI Call Center is available to help.

RentReliefRI Call Center

1-855-608-8756

M-F: 8:30 a.m. – 5:30 p.m. | Saturday: 8 a.m. – 1 p.m.



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Tenant Representative flyer