

RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

Rhode Island Housing

Special Achievement: COVID-19 Response

HFA Staff Contact

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RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

The RentReliefRI program has been a lifeline for Rhode Islanders. Launched in March 2021, RentReliefRI has assisted over 28,000 renter households to date, keeping families in their home during the pandemic. Through the hard work and commitment of program staff, our partners, elected officials and community members, we have been able to approve on average \$2.8 million in rental and utility assistance funding per week and ensure these critical federal dollars are used to maintain housing stability for Rhode Island renters. RentReliefRI funds have helped families get back on track and stay in their homes.

The program has been such a success in fact that we recently announced that RentReliefRI will close to new applications on June 1, 2022. Our announcement highlights the fact that the rental assistance program has done what it set out to do: provide a lifeline to thousands of struggling renters across our state during the height of the COVID-19 pandemic.

We are proud of the results of our efforts: Rhode Island has hit all of Treasury's expenditure thresholds for ERA 1 and ERA2.

Necessity Is the Mother of Invention

The saying is particularly apt as it relates to our experience running the RentReliefRI program. We had a bumpy road to start: our tech vendor for online applications did not work out and we had to quickly identify, contract with, and bring up to speed a new vendor so we could successfully administer the program. But once we had our online application platform issue ironed out, we were able to develop and roll out a number of innovative approaches to help us administer \$352 million in rental and utility assistance. While many HFAs have run successful rental assistance programs, we think ours is awardworthy for its **innovation and impact**.

Why RentReliefRI is Award-Worthy

Innovative

- <u>Eviction diversion efforts</u>: diverting people from eviction process and redirecting them to apply to ERA
 - Onsite assistance at all Rhode Island courthouses hearing eviction cases: one of the most effective aspects of our program
 - Weekly mailings to more than 5,000 renters facing eviction encouraging them to apply for RentReliefRI and reach out to our partners at RI Legal Services and the Center for Justice
 - Due to partnerships with the Rhode Island Center for Justice and Rhode Island Legal Services, we saw evictions reduced by 50% of pre-COVID levels
- Partnership with National Grid and Department of Health and Human Services to provide more customers with assistance and <u>automatically qualify them if they were receiving other forms of assistance such as SNAP – "Categorical Income Eligibility"</u>
- Partnership with Centreville Bank to <u>assist RentReliefRI applicants</u> who do not have access to a <u>traditional bank account</u>; The partnership provides banking access to applicants who receive direct rental payments but lack an account or an existing relationship with a financial institution. The partner bank establishes an account for direct payment recipients to deposit their RentReliefRI check and have the funds paid to their landlord(s) via cashier's check
- A hotel program for those experiencing homelessness
- Penny testing / bank account verification with ACH: streamlined the process for landlord payments

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• <u>Data:</u> Development of an online and interactive dashboard to provide public data about the program and increase transparency

Responds to an important state need

- We recognize that not all FHAs offered <u>utility assistance</u>, but we felt this was an important need for Rhode Island renters and although it meant extra effort on our part, we could help thousands of Rlers get back on track with their utility payments and avoid negative reporting on their credit or fear of loss of utilities for their families
- Prioritized those whose rental assistance had run out from other programs and renters facing evictions or were subject to attend an eviction hearing
- Recognizing that many renters lacked <u>internet access</u>, which created barriers for those looking for employment, for children remote learning, etc., we offered a \$50/month internet stipend to all RentReliefRI recipients
- Needs of Rhode Island renter population: our program was <u>tailored to meet the needs of our</u> diverse population:
 - Remove Barriers for applicants with expanded accessibility for services and support: *Cultural/Language Barriers*: We had a specific focus on providing culturally appropriate and linguistically competent services to remove any barriers for applicants.
 - Created partnerships and removed language and accessibility barriers by partnering with a
 wide array of diverse organizations that helped expand our outreach, could provide
 application assistance and accessibility in numerous languages including English, Spanish,
 Portuguese, Khmer, Lao, Vietnamese, Hmong, Cantonese, French, Swahili, Somali,
 Kinyarwanda, Kibembe, Arabic, Pashto, Dari, Russian, Ukranian, Fang, Yoruba, Hausa, Igbo,
 and Creole dialects.
 - Application portal allows for easy translation of emails and materials as needed and coordinated with local vendors to translate materials into a variety of languages upon request.

Physical Barriers: recognizing applicants needed support from trusted resources who offered evening and weekend support and availability and at easily accessible locations:

 Onsite application assistance events across the state, partnerships with community orgs serving underserved populations who could provide application assistance (virtually and in person) during evenings, weekends; for walk-ins and by appointment, and extended and weekend hours at our Call Center

Achieves intended results

- We're proud to say that despite the challenges of running the largest assistance effort this
 agency has ever run, we <u>reached our benchmarks and have been recognized for our</u>
 achievements by partners, elected officials and others.
 - And we achieved our benchmark despite larger funding to population ratio than other
 FHAs
- The <u>highest level of assistance was provided to extremely low-income renter households: those</u> who were hardest hit by the pandemic
- Extensive training and support (via videos, manuals, virtual events and informational sessions) to a wide variety of groups and individuals, (including DCYF, social service providers, state agencies, etc.) successfully expanded our reach
- Comprehensive outreach and marketing program: elected officials, partnership with municipalities across the state (w/special emphasis in Rhode Island's urban core cities with high renter populations) meant Rhode Islanders across the state were aware of the assistance available



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- Multi-channel outreach and engagement campaign: Paid (Radio, TV, digital, social, print), Earned, Grassroots Outreach
- Dozens of virtual and in-person informational and application assistance events
 - In-person events offering COVID and flu vaccines as well as other services to support attendees
- o Door knocking campaign" over 133,000 households reached
- o Email blasts to elected officials and partners to keep them informed
- Text messaging system to connect with applicants

Provides benefits that outweigh costs

- Partnerships:
 - Utilizing a network of partners, elected officials and information channels, we were able to blanket the state with information and support for applicants at little cost
 - Collaborations with local housing nonprofits, PHAs, landlord groups and social service entities strengthened our reach and allowed us to tap into communications channels from trusted resources
 - Thousands of renter households were able to stay safely housed during the pandemic and thousands of property owners were able to meet their financial obligations, helping our state and its residents.

Other Highlights:

Landlord Engagement and Outreach:

- While renters were our primary audience, landlords were hurting too. Many small "mom and pop" landlords were no longer able to make their mortgage payments as their tenants were unable to pay their rent
- We created landlord-specific pages and information on our website, created landlord-focused FAQs and outreach materials, presented at landlord events and worked to engage and inform them

RentReliefRI outreach, support and application assistance for targeted populations (examples include):

- youth aging out of foster care
- bulk payment to utility provider for customers in arrears
- onsite application assistance for Creole speaking families at local food pantry
- outreach and assistance targeted to families of school aged children in one of largest districts in state
- onsite assistance events at local YMCAs, in partnership with HEZ groups, onsite at affordable housing developments
- mailings to 75,000 Providence Water customers and distribution to Dept of Human Services lowincome program participants
- Bilingual PSA with Lt Governor encouraging residents to apply

Streamlined processes for residents living in affordable/ PHA housing:

- largely shifted responsibility for documentation to the property owner/manager
- we removed the ID requirement and authorized the PHA's/Management Agent to use the most recent income certifications for income eligibility determination
- Property managers can also add tenants and/or submit documents on behalf of tenants via the online program portal



Through calendar year 2021

ERA1 Expenditures

Rhode Island Is 28th nationally

as a % of our allocation

and first among states receiving the small state minimum.

ERA2 Expenditures

Rhode Island is

6th nationally

as a % of our allocation

and second only to Maine among the small state minimum states.

(ME has switched to ERA 2 only spending)

ERA1 & ERA2 Combined Expenditures

Rhode Island is

15th nationally

as a % of our allocation

and first among states receiving the small state minimum.

March 14, 2022

Treasury released information on the second round of ERA 1 funding reallocation

- Treasury Reallocated \$564.3 million in ERA 1 funds to states and localities
- Voluntary Recaptures (Delaware and Wyoming) totaled \$167.5m in ERA 1 funding
- Involuntary recaptures totaled \$377.6 million from 11 states and 26 localities including:

\$18.7 million \$30.2 million from New Hampshire from Vermont

No funding was recaptured from Rhode Island.

Rhode Island has hit all of Treasury's expenditure thresholds for ERA 1 and ERA2.



Creative (and effective) Partnerships

Collaboration with local utility companies



Partnership with Centreville Bank to assist RentReliefRI applicants who do not have access to a traditional bank account.



Eviction Mailings to thousands of Rhode Islanders facing eviction



Are you at risk of eviction due to non-payment of rent? Do you need help paying your rent and/or utilities?

New applications for rental and utility assistance will be accepted until June 1, 2022

- Are you struggling to make your rent or utility payments due to loss of income, wages, or hours of work?
- Have you experienced an increase in expenses due directly or indirectly to COVID-19?

You may be eligible for assistance.

Visit www.RentReliefRi.com or call 1-855-608-8756 to learn more and to apply.

Eligible households must be at or below 80% of AMII (roughly \$77,350 annual income for a family of four in most parts of the State).

BestReletBL assistance does not need to be reimbursed or paid back. The program will obse to new applications on June 1, 2022. Applications must be received by 11 59 pm on June 1, 2022.

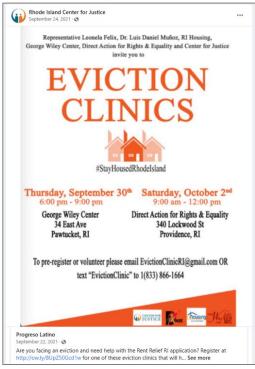
You may also qualify for free legal assistance from:

Rhode Island Legal Services... 401-274-2652 The Rhode Island Center for Justice 401-491-1101

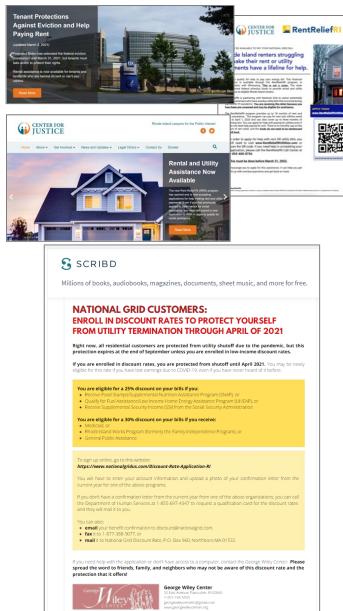
Eviction Diversion Efforts with RI Legal Services and The Center for Justice











https://centerforjustice.org/covid-and-evictions/

Rental Assistance is Available in Rhode Island - How it Works*

Help is available to pay past-due rent and past-due utility bills for money owed during the pandemic (since April 2020). You can apply for help through Rent Relief RI.

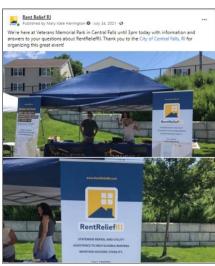
If you are eligible for rental assistance and your landlord accepts payment for back rent through Rent Relief RI, any pending eviction will be dismissed. You may also be eligible for additional help with paying the rent going forward so that you can stay in your home.

What is Rent Relief?

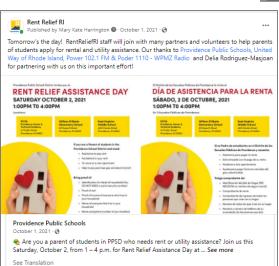
Rent Relief RI gives financial assistance for tenants to pay their back due, current, or future rent and utility payments, pending application approval. Tenants may apply online and specific landlord information can be found here. This funding is provided by the U.S. Treasury Department to the State of Rhode Island. A Spanish version of the site is available here.

Paid and Volunteer Partners, Elected Officials, State and Municipal Partners and Social Service Providers











Christine Hunsinger of Rent Relief RI will discuss what help is available for folks





evictions during the housing crisis.

https://rielderinfo.com/housing... See more



Call Us For Help To Apply For Rent Relief In RI

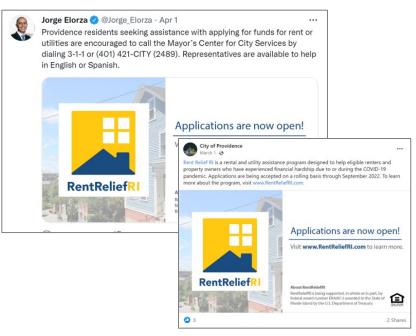


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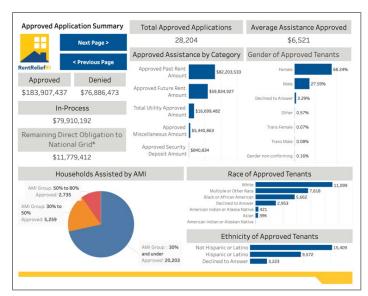
Door knocking, application assistance and informational sessions with state's largest city

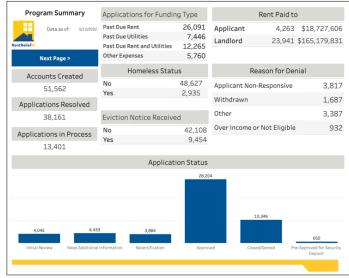
City of Providence Mayor **Elorza and RIHousing** Announce RentReliefRI Partnership - City of Providence (providenceri.gov)

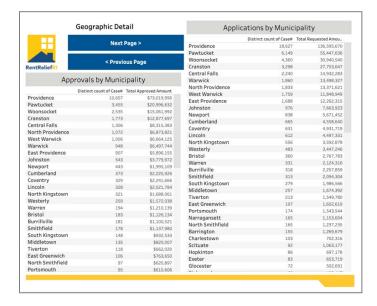


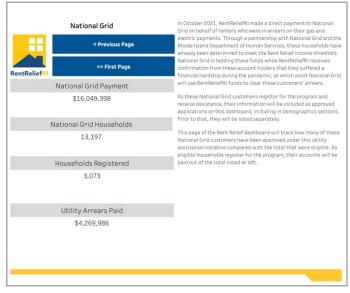


Detailed and Comprehensive RentReliefRI Dashboard to increase transparency and track outcomes









RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

Extensive Media Coverage:

Reed announces new initiative called Rent Relief RI - Bing video
RI rental relief program has helped 50 families since its launch - Bing video
Centreville Bank provides accessible banking for RentReliefRI Applicants | ABC6



PROVIDENCE, R.I. (WPRI) — There is a new program that is giving a much-needed boost to renters in Rhode Island.

The program collect "Boothistics" is new arrenting and invitions to halp both protess and

New RI rental relief program now accepting applications

Rent, utility assistance available for East Bay residents impacted by COVID-related hardships



RI announces award of \$51 million of \$200 million in emergency rental aid

Rent Relief Program Offers Lifeline

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Every Mooday, a member of the housing navigation team for Family Serv of Rhode Island is at Newport County Superior Court making certain inventes and landiced shows that help is available for those shoughing to yet due to be COVID-19 pandemis.

Through the RenRifeleRIP program, which is administered by Rhode Islandical County Cou

Rent Relief Program Offers Lifeline

RentReliefRI could provide up to \$200m to Rhode Islanders facing eviction

\$200M rental assistance program RentReliefRI to launch in March - Providence Business News (pbn.com)



RI announces award of \$51 million of \$200 million in emergency rental aid

RENTRELIEFRI PROGRAM HITS \$100 MILLION MARK IN RENTAL AND UTILITY ASSISTANCE TO RHODE ISLAND RENTERS

Mayor Elorza & RIHousing announce partnership with RentReliefRI

Rhode Island renters helped by \$50 million RentRefliefRI assistance

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Rhode Island renters helped by \$50 million RentRefliefRI assistance

Onsite Application Assistance



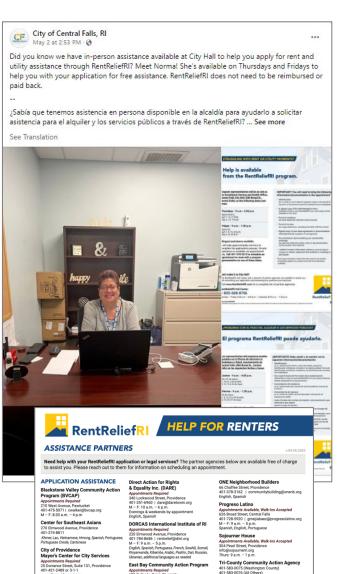








Ongoing Application Assistance at City Offices, Food Pantry and Schools and at 21 partner locations across the state



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 langue

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)

Crossroads RI Garrahy Judicial Complex 1 Dorrance Street, Provider 401-865-6216 M – F: 9:30 a.m. - 1 p.m. English, Spanish Genesis Center

English, Spanish, French, Fang
George Wiley Center
Appointments Available, Walk-Ins Accepted
32 East Averue, Particuket
401-728-5555 [georgeviley-enteric@gmail.com
M - F. 10 a.m. - 6 p.m.
Vedi. - 6 p.m. - 6 p.m.
English, Spanish, Cape Verdean Crioulo/
Portrugiuses

Oasis International Appointments Available, Walk-Ins Accepted 600 Broad Street, Providence









Streamlined Applications, Processes and Documentation

Reduction of paperwork requirements/streamlining application process for larger landlords and affordable housing developments

• Bulk upload for payments for affordable housing developments

Fact-specific proxies to simplify process

- Grantees can reasonably confirm an applicant's stated income by cross-checking the factual information provided in the application against statistical data resources
- Use of self-attestation form

Automated applications

- Automated applications with prioritization tiers
- Prioritize applicants with eviction cases or those in vulnerable populations

Adjusting program strategies to meet local needs

- Some states employed community action representatives that help increase applications by providing insight into difficulties faced by local populations and have enabled staff to adapt to such issues
- Social campaigns to remind people they may be eligible

Using commitment letters to assist prospective renters

- Provide proof they are prequalified or approved for rental assistance to allow them to apply funds to future rent/security deposits. Helpful for populations such as:
 - o Eligible households who are currently unhoused
 - o Eligible individuals transitioning from incarceration or foster care
 - Eligible individuals escaping domestic violence and seeking new housing
 - Eligible households with an expiring lease
 - o Eligible households with "month-to-month" agreements



Internet Stipend for RentReliefRI recipients



Published by Mary Kate Harrington 🚳 · July 7, 2021 · 🔇

As of Wednesday, June 30, 2021 RentReliefRI is now offering a \$50/per month stipend for internet access.

This will be provided automatically to tenants who are approved for assistance going forward (the check will go to the tenant). For applicants who have already received assistance prior to June 30, 2021, they can reach out to the RentReliefRI Call Center (855-608-8756) to request the internet stipend.

3,642 331
People reached Engagement

Rent Relief RI



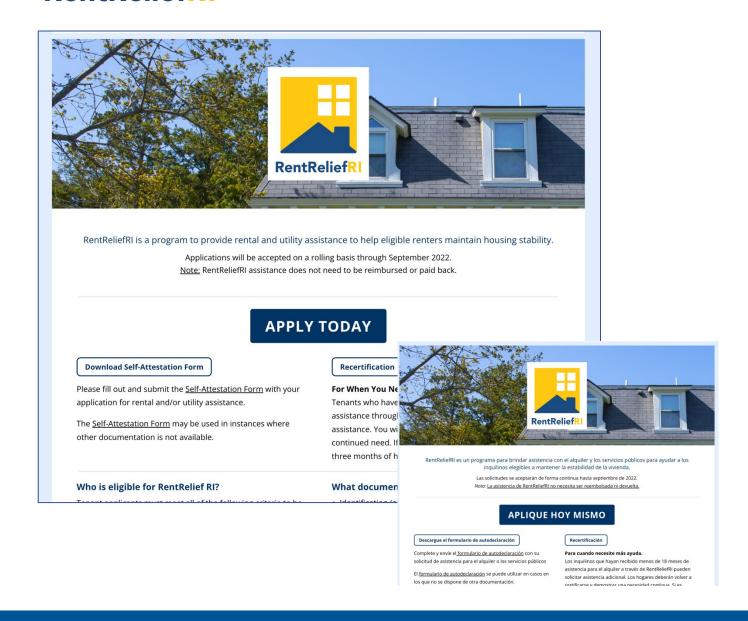


Extensive, Multi-Channel Outreach and Advertising Plan PROGRAM LAUNCH



Program Name, Logo and Website

RentReliefRI



OUTREACH PLANS

Initial Plans and engagement in spring/summer 2021:

	Agency Outreach Channel		Run Date	Details			
National Grid Emails and postcards to customers		stomers June 18 – n	ext 4 weeks approximately 16,000 en 23,000 postcards	nails and			
/irtual events s irtual events with elec		nizations, communit	y groups Notes/Details				
RI Coalition of	Facebook Live	May 29, 2021		ine Hunsinger of RI Housing. Here she explains h	ow to		
Housing Providers	event	Way 29, 2021		ds available to landlords in Rhode Island and als			
South County Health	Virtual Event	June 9, 2021	group includes Healt Health Team	ny Families America, First Connection and Comr			
RI Continuum of Care Training	Virtual Event	June 15, 2021	Rental service prov	Grassroots Outreach year every every every every every solution in the contraction of th			
RI Elder Info	Friday Friends	Friday, July 7, 2021	a live streaming ev Facebook. The ever				
Housing Network of RI	Partners/ Members meeting	May 2021	inform partners (m and how to bring t community netwo				
Housing Network of RI		June 2021	inform partners (m				
	Members		and how to bring t	Email Name/Type	Date	Audience	# Recipients
	meeting	0	community netwo	Mayors/Town Managers Follow Up Email Program Open Email	March 16, 2021	,	55 1,999
Company for Investiga		Ongoing	Every week for pas	General Assembly Email	March 31, 2021 April 2, 2021	GA members	1,999
Center for Justice							
Center for Justice RI Legal Services		Ongoing	Lvery week for pas			Partner organizations	
		Oligoling	Every week for pas	Partners Email	April 2, 2021	Partner organizations	2,877
		Oligoling	Every week for pas	Partners Email Affordable Housing Landlords Email	April 2, 2021 April 2, 2021	Owners of affordable housing properties	2,877 244
		Oligoling	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email	April 2, 2021 April 2, 2021 April 6, 2021	Owners of affordable housing properties GA members	2,877 244 109
		Origonity	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers	2,877 244 109 3,548
		Oligoning	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email Affordable Housing Landlords Email: Update	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021 April 8, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties	2,877 244 109 3,548 242
		Ongoing	Every week tot pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email Affordable Housing Landlords Email: Update Applicant Follow Up Email	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021 April 8, 2021 May 11, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties Applicants to date	2,877 244 109 3,548 242 2,041
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		Ongoing	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email Affordable Housing Landlords Email: Update Applicant Follow Up Email Landlord Follow Up Email Applicant Follow Up: Incomplete Applications	April 2, 2021 April 2, 2021 April 6, 2021 April 6, 2021 April 7, 2021 April 8, 2021 May 11, 2021 May 13, 2021 May 17, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties Applicants to date Landlords who started applications Applicants to date	2,877 244 109 3,548 242 2,041 906 2,420
		Origonity	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email Affordable Housing Landlords Email: Update Applicant Follow Up Email Landlord Follow Up Email Applicant Follow Up: Incomplete Applications Applicant/Landlord Update Email	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021 April 8, 2021 May 11, 2021 May 13, 2021 May 17, 2021 June 8, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties Applicants to date Landlords who started applications Applicants to date Applicants & Landlords to date	2,877 244 109 3,548 242 2,041 906 2,420 6,157
		Origonity	Every week for pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email: Update Applicant Follow Up Email Landlord Follow Up Email Applicant Follow Up Email Applicant Follow Up Email Utility Assistance Email Utility Assistance Email	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021 April 8, 2021 May 11, 2021 May 13, 2021 May 17, 2021 June 8, 2021 June 11, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties Applicants to date Landlords who started applications Applicants to date Applicants & Landlords to date Partner organizations, property managers, developers	2,877 244 109 3,548 242 2,041 906 2,420 6,157 5,182
		Origonity	Lively week not pas	Partners Email Affordable Housing Landlords Email General Assembly Email Partner Engagement Toolkit Email Affordable Housing Landlords Email: Update Applicant Follow Up Email Landlord Follow Up Email Applicant Follow Up: Incomplete Applications Applicant/Landlord Update Email	April 2, 2021 April 2, 2021 April 6, 2021 April 7, 2021 April 8, 2021 May 11, 2021 May 13, 2021 May 17, 2021 June 8, 2021	Owners of affordable housing properties GA members Partner organizations, property managers, developers Owners of affordable housing properties Applicants to date Landlords who started applications Applicants to date Applicants & Landlords to date	2,877 244 109 3,548 242 2,041 906 2,420 6,157

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.
- <u>Statewide radio advertisements on English, Spanish, and Portuguese language broadcast stations</u>. 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.
- <u>Paid social media advertising</u>: 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)





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





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.





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

YouTube	1.7 million fully played video	47% video fully played rate	2,216 clicks	3.7 million impressions
PROGRAMMATIC DIGITAL	88%	2,669	3.2 million	

viewability rate

clicks

impressions

pandora [®] 21,331 724,8	,835
fully played videos impressi	ssions

hulu	986,480	97%	1 million
11010	fully played videos	video fully played rate	impressions

Dolai	626,721	98%	644,875
Roku [*]	fully played videos	video fully played rate	impressions



Out-of-Home Advertisements

Billboards





Gas Station TV





Convenience stores/gas stations







RIPTA Public Buses

Exterior wrap and interior digital displays ads



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.

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www.RentReliefRl.com











Bus shelters across state

RIHousing Special Achievement: COVID Response

RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

Grassroots Outreach

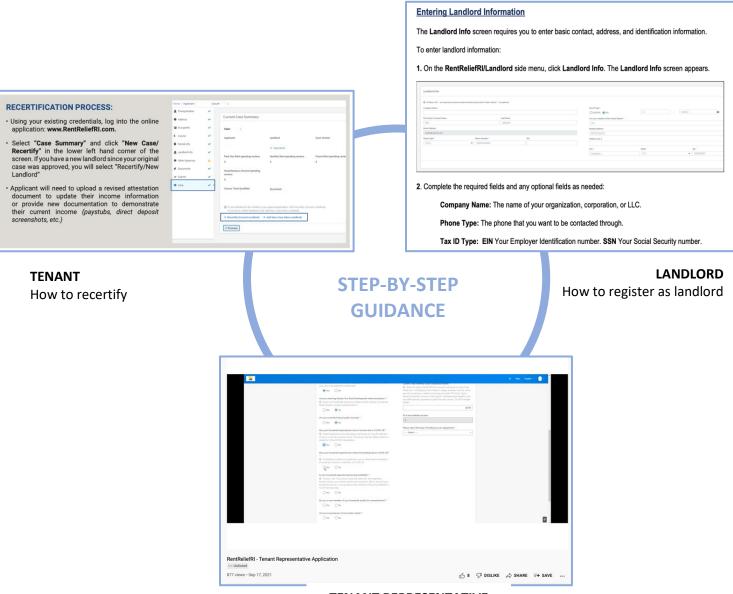
Bilingual Community Engagement Toolkit







Tenant, Partner and Landlord Tutorials



TENANT REPRESENTATIVE

How to apply on behalf of tenant, video

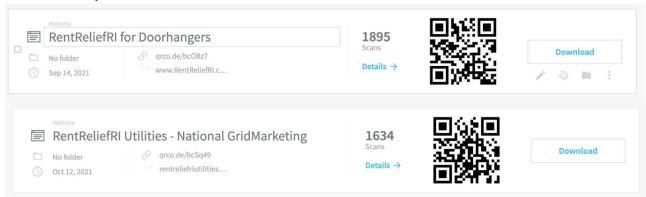


Door knocking campaigns





Trackable QR Codes





RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

Targeted Outreach

nationalgrid

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



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.



Renters may apply for help with paying for utilities even if they do not nee



www.RentReliefRl.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.



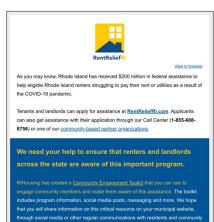
Eblasts:

80
designed
emails
31,944
Opens

40%
Average
Open Rate

27%

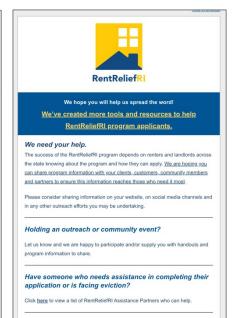
Average
Click Through



ve or virtual information session or if you would like a package of printed ma

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 be

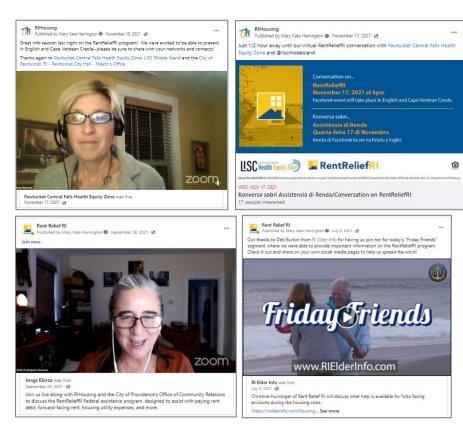






Events

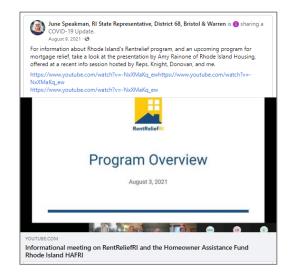
Virtual Events



- **AARP Tele Town Hall**
- RI LISC Creole Informational **Event**
- Providence Mayor
- RI Elder Info



Virtual event with Mayor of East Providence



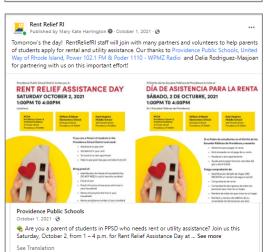
Informational Event with General Assembly members



In-person Events:

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











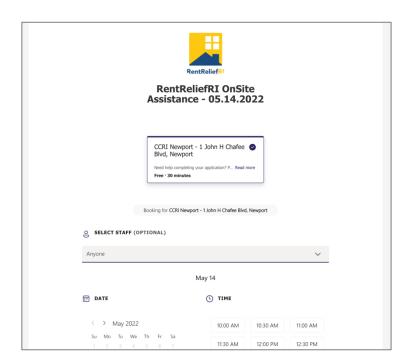




Onsite Application Assistance events





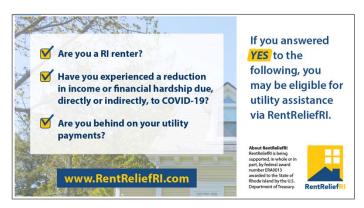


Online Appointment Scheduling System



Social Media

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





Milestone Posts





Thankful campaign

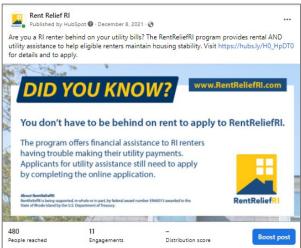






A series of Answers to Frequently Asked Questions in both English and Spanish







Program "Wind Down"

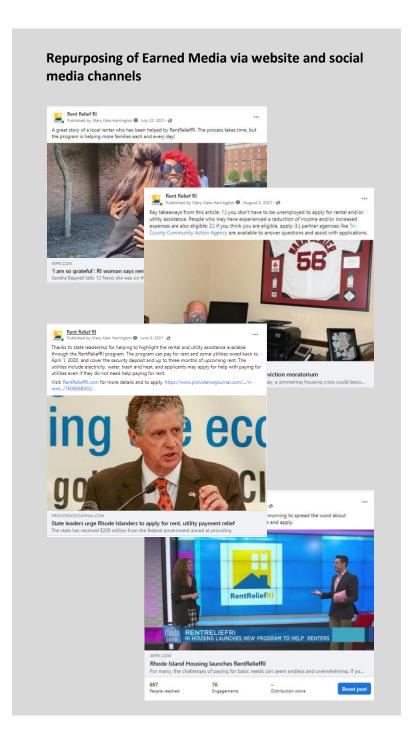




Earned Media

Selection of early media coverage from program launch:

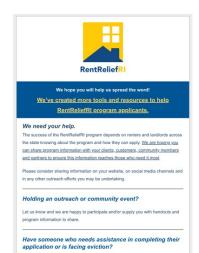
TO DATE			
Pre-Launch Announcement	WPRI	March 16, 2021	
Senator Reed: federal funds announcement	Chariho Times	March 29, 2021	
Program Launch	Providence Business News	April 1, 2021	
Program Launch	What's Up Newport	April 1, 2021	
Program Launch	<u>Patch.com</u>	April 1, 2021	
Program Launch	RI News Today	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	



Partner Outreach







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



anese, Community & Customer Service Manager in Rhode Island for National Grid j.

Manage your utility bill during the pandemic

National Grid partnership





RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)

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.

ELIGIBILITY CRITERIA:

Tenant applicants <u>must meet all</u> 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 RentReliefRl.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.

APPLICATION AND PAYMENT PROCESS:

Applications will be accepted on a rolling basis through September 2022 via an online portal. 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. Assistance completing applications is available through a network of partners throughout the state.

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 landlard)
- *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.RentReliefRl.com.



Visit RentReliefRI.com for additional details and information.

About RentReliefRl

RentReliefRl 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: A Lifeline for Rhode Island Renters (and Landlords)

www.RentReliefRl.com

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.RentReliefRl.com to learn more about program guidelines and what you need to know to apply.

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



About RentReliefR

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.RentReliefRl.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



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.



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.RentReliefRl.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.RentReliefRl.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

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.



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





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@providenceri.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

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

Garrahy 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 Waldy 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 | georgewileycenterri@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 | gmejiabaez@progresolatino.org M - F: 9 a.m. - 5 p.m. Spanish, English, Portuguese

Soiourner 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 487 Jef 401-73 M - F: RentReliefRI

AYUDA PARA ARRENDATARIOS

Spanisl AGENCIAS ASOCIADAS DE ASISTENCIA

LEG/

Rhode Blackstone Valley Community
Action Program (BVCAP)
Se requiere una cite
210 West Avenue, Pawhucket
401-475-5071 | cwallse@bvcap.org
M - F: 8:30 a.m. - 4 p.m 56 Pine 401-27 Gloria A

Center for Southeast Asians 270 Elmwood Avenue, Providence 401-274-8811 jemer, Jac, vietnamita, hmong, español, por criolio portugués, cantonés RI Legal legal su for resid City of Providence
Mayor's Center for City Services
Anointments Required

Outs 101, Providence RILS ma poverty

mccs@providenceri.gov M - F: 8:30 a.m. - 4:30 p.m. interest for evict Cente

401-49 Community Care Allis Se requiere una cita 245 Main Street, Woonsoc 401-235-7000 M - F: 8 a.m. - 4 p.m. The Cer provide private

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Comprehensive Commur Action Program (CCAP) Se requiere una cita 311 Doric Avenue, Cranston 401-467-7013 M - F: 8 a.m. - 4 p.m. 1 Dorrance St, Providence 401-865-6216 M - F: 9:30 a.m. - 1 p.m. Inglés, español

Cultural & Linguistic Advoc Support Services (CLASS) Se requiere una cita

Direct Action for Rights & Equality Inc. (DARE)
Se requiere una city
340 Lockwood Street, Providence
401-351-6960 | daregidaretowin org
H = F: 10 a.m. - 6 p.m.
Tardes + fines de semana con cita previa
inclés, sesania

DORCAS International Institute of RI Se requiere una cita 220 Elmwood Avenue, Providence 401-784-8686 | rentrellef@diri.org

Watdy Rodanguez : Technologies Center
Se requiere una cita
620 Potters Avenue, Providenc
401-781-6110 ext. 29 | cackley
Martes 9 a.m. - 12 p.m.
inglés, español, francés, fang

rge Wiley Center

626 Broad Street, Centr 401-728-5920 | gmejia M - F: 9 a.m. - 5 p.m. español, inclás postumo

Visite RentReliefRI.com para obtener más detalles e información.

Visit RentReliefRL.com for additional deta About RentReliefRI: RentReliefRI is being supported, in whole or in part, by federal award number ERA0013 awarded to the State of Rhode Isla

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

partners





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.



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.RentReliefRl.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.



About RentReliefRI

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RIHousing Special Achievement: COVID Response RentReliefRI: A Lifeline for Rhode Island Renters (and Landlords)