

Texas Rent Relief Outreach

Texas Department of Housing and Community Affairs

Communications: Integrated Campaign

HFA Staff Contact

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In February 2021, the Texas Department of Housing and Community Affairs (TDHCA) launched the Texas Rent Relief (TRR) Program, a new federally funded, statewide rent and utility bill assistance program available to low-income Texas renters financially impacted by the COVID-19 pandemic.

OUTREACH GOALS

TDHCA, in coordination with internal staff and external partners, prepared a multi-faceted communications plan to:

1. Inform qualified landlords and tenants about the program, with a focus on hard-to-reach populations such as non-English speaking households, ethnic minorities, households in rural areas, senior households and persons with disabilities
2. Direct potential applicants to the website to learn more and apply
3. Distribute all available funds and prioritize households at risk of eviction and utility disconnection and/or very low-income households

CHALLENGES

- TRR was the first statewide rent and utility assistance program ever created from the ground up in Texas and one of the first statewide rent relief programs to launch nationally
- Texas has a diverse population and spans a large geographical area; we had to be very efficient with resources
- The pandemic caused financial hardship for a broad range of households, including those that traditionally have not needed or sought assistance

SOLUTIONS

Our outreach engaged in a mix of owned, paid, and earned promotion to build awareness for the program, drive traffic to TexasRentRelief.com, and encourage eligible tenants and landlords to apply. During the application period, we analyzed available data on applications received by zip code in proportion to the number of low-income renters in the area to supplement outreach efforts in underserved areas.

Owned Media

Brand Identity

To begin, the outreach team created a name, logo, and design for the program to ensure consistency across all communication channels, as well as to raise awareness and recognition among target audiences. We applied consistent imagery and brand colors for all public-facing materials such as the website, printed fliers, advertising, email communications, and videos.

Website

We created and launched an online hub for all information related to the program at TexasRentRelief.com. Full versions of the website were available in English, Spanish, Mandarin, Korean and Vietnamese. Key features included:

- An interactive “Do I Qualify” questionnaire to help visitors easily assess program eligibility
- A searchable database of frequently asked questions
- Program documents, resources, and outreach materials such as application checklists, application tutorial videos and digital versions of fliers, web images and social media content
- A banner on the website to highlight key program updates
- A live dashboard summarizing real time data such as number of households served, funds disbursed, and other demographic details

Landlord, Agency and Community Partners

We coordinated with organizations across the state including housing, employment, health and utility agencies and nonprofits, multicultural and multiethnic chambers of commerce, and elected officials to share TRR information with their networks. We leveraged TDHCA relationships with affordable housing providers and landlords to gain support of the program and assist their tenants in applying. Program staff maintained engagement and technical assistance with apartment associations throughout the life of the program.

Knowing portions of the target population lack easy access to information online, we also provided 500,000 bilingual printed fliers and doorhangers to more than 350 community organizations to distribute in their local communities.

Legal Services Outreach

With COVID eviction moratoriums expected to end, TDHCA reached out to legal organizations across the state to distribute outreach materials in their local communities, especially to those at risk of eviction or currently in eviction proceedings. Program staff coordinated monthly meetings with legal aid and tenant organizations during the entire life of the program.

Texas Utilities Outreach

TRR connected with the Public Utility Commission of Texas and its utility providers to reach customers who may be behind on their utility bills due to COVID-19, and could be eligible for payment assistance. We created an outreach toolkit to make it easy for providers to share information with potential TRR applicants. It included:

- Bill insert graphic (English and Spanish, one-sided)
- Social media graphic
- Plug-and-play content (call center messages, social media posts and graphics, email/newsletter copy, text message copy)

Earned Media

Earned media outreach covered major urban and rural markets to drive people to the website and encourage eligible tenants and landlords to apply. Story angles included:

- Disbursement milestones (ex: \$100 million, \$250 million, \$500 million, \$750 million, \$1 billion and application portal closure)
- Applicant testimonials, encouraging others to apply (tenants and landlords)
- Program updates, especially related to application priority for those at risk of eviction or utility disconnects

We provided English- and Spanish-speaking spokespeople for on-camera interviews, a B-roll video package for statewide media outlets with spokesperson soundbites in English and Spanish, and testimonials from approved applicants. We regularly coordinated with Texas-based Spanish-language broadcast stations for interviews about the program.

Paid Media

The paid media strategy was designed to build awareness of the program in rural and urban areas statewide, specifically targeted to low-income tenants and landlords. Radio and print provided broad mass awareness, while more targeted channels such as direct mail, paid search and digital ads were created to reach audiences most in need and likely to respond. This multi-mix approach provided a performance lift for each individual channel.

Print

- Direct mail (383,300; English and Spanish households)
- Newspaper ads (English and Spanish)

Radio; 60-second radio spot (English, Spanish and Vietnamese)

- Prioritized stations that indexed high for audiences with low incomes, and formats that included high reach among older populations and in rural markets and communities with a high density of older adults.
- Ran English and Spanish spots in areas not reached by major markets
- Ran Spanish and Asian-language spots in major markets (Austin, Dallas/Fort Worth, Houston, San Antonio, El Paso).
- Ran English spots targeting minority, low-income households in Dallas, Houston, and San Antonio.

Digital

Digital outreach included broad and targeted messaging based on each platform's guidelines and targeting capabilities, and included Facebook, Twitter, native programmatic advertising, Google Ads and Univision display advertising.

Results

As of May 5, 2022, TRR distributed nearly **\$2 billion to more than 310,000 Texas households**, with 249 out of 254 counties served — a **98% reach of the vast Texas territory**. More than **82% of households served were at or below 50% of their area median income**.

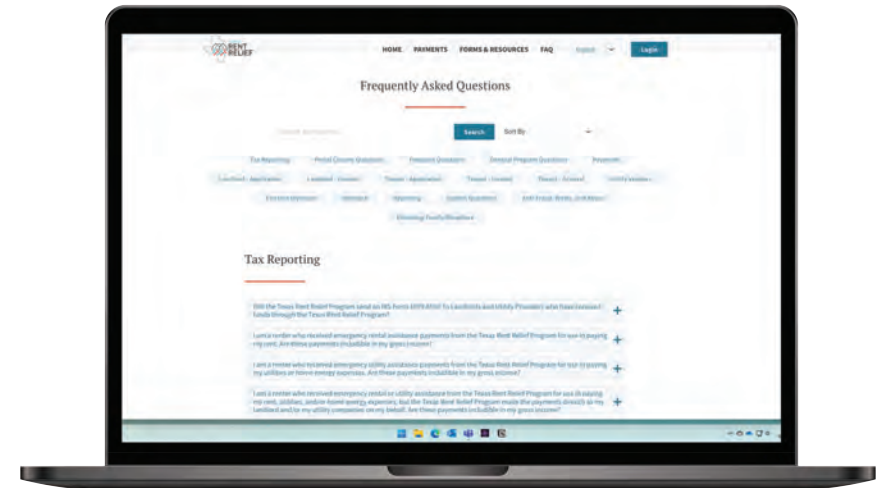
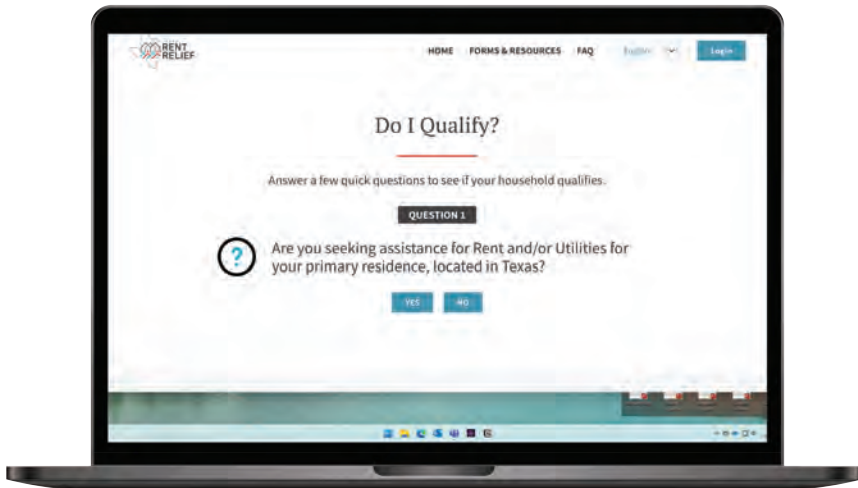
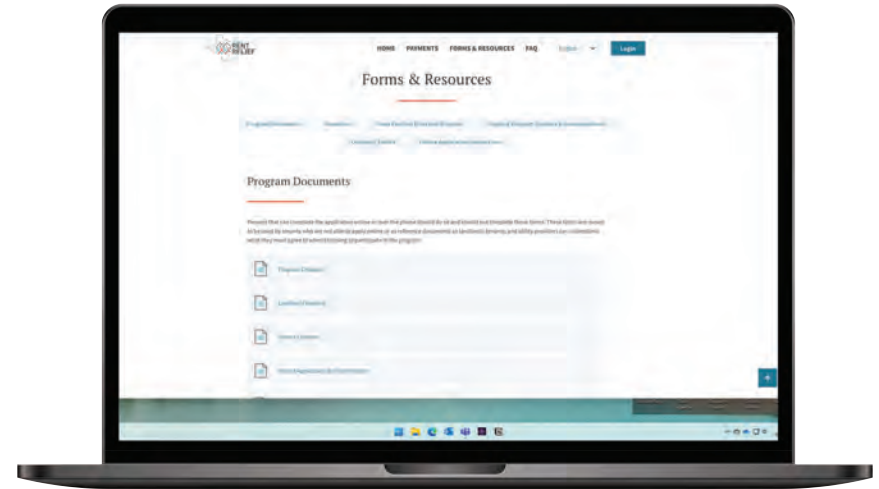
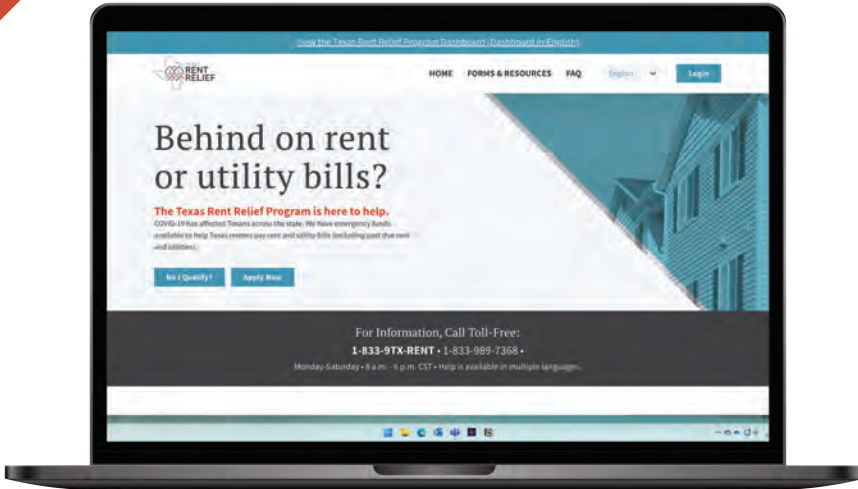
Through the Texas Eviction Diversion Program partnership with the courts, more than **21,500 applicants received more than \$204 million** in assistance and **had their evictions stopped and made confidential from their records**.

In coordination with the Texas Access to Justice Foundation, **9,233 households received free legal representation** including counsel in eviction court and mediation services. Through Housing Stability Clinics, subawardees have assisted 8,906 households facing housing instability with free legal counsel for eviction and fair housing violations.


Other outreach highlights:

- TexasRentRelief.com had more than **3 million users** and **16 million pageviews**
- News coverage garnered more than **3 billion impressions**
- Spokespeople conducted more than **30 interviews on Spanish-language news stations**
- Paid advertising impressions:
 - Radio: **49,865,382 impressions**; more than **34,000 ads across 100+ stations**, including 35 minority stations in major metros
 - Newspapers: **7,729,305 impressions**; more than **1,100 print ads** running in **30 Spanish-language publications** in major metros and more than **300 rural/suburban** English-language publications
 - Digital: **more than 33 million impressions** and **more than 1 million click-throughs** to the website

Appendix with sample creative assets attached.



Website is available in five languages: English, Spanish, Mandarin, Korean and Vietnamese



LANDLORDS & RENTERS


Behind on rent or utilities?

The Texas Rent Relief Program is here to help.

COVID-19 has affected Texans across the state. We have emergency funds available to help Texas renters pay current and past due rent and utility bills.

Both landlords and tenants can apply – even if the landlord has already sued for eviction in their local court.

Households must have incomes at or below 80% of the Area Median Income and meet other eligibility requirements. For full details, visit TexasRentRelief.com.




Chủ nhà và người thuê nhà

Đã trễ hạn tiền nhà hoặc hóa đơn dịch vụ tiện ích?

Chương trình Cứu Trợ Tiền Thuê Nhà của Tiểu Bang Texas luôn sẵn sàng trợ giúp.

COVID-19 đã ảnh hưởng đến người dân trên toàn tiểu bang Texas. Chúng tôi có sẵn các nguồn quỹ khẩn cấp để giúp người thuê nhà ở Texas trả tiền thuê nhà và hóa đơn điện nước (bao gồm tiền thuê nhà và tiền điện nước quá hạn).

Cả chủ nhà và người thuê nhà đều có thể nộp đơn – ngay cả khi chủ nhà đã kiện đòi trục xuất khỏi nhà tại tòa án địa phương của họ.

Các hộ gia đình phải có thu nhập bằng hoặc dưới 80% Thu Nhập Trung Bình Khu Vực và đáp ứng các yêu cầu hội đủ điều kiện khác. Truy cập TexasRentRelief.com để biết đầy đủ chi tiết.

Chương trình này dài thọ những chi phí nào?

Chương Trình Cứu Trợ Tiền Thuê Nhà của Texas có thể giúp người thuê nhà các chi phí sau bắt đầu từ ngày tại tại tối đa là 13 tháng kể, 2020:

- Chi phí thuê nhà đã quá hạn, hiện tại và dự kiến tới đa 2 tháng
- Các phí tổn dịch vụ tiện ích và năng lượng gia đình đã quá hạn, hiện tại hoặc dự kiến tới đa 2 tháng
- Sau 3 tháng hỗ trợ chuyển tiếp ban đầu, quý vị có thể đăng ký thêm 2 tháng hỗ trợ nếu vẫn còn nguồn quỹ

Để biết thông tin và nộp đơn đăng ký

833-9TX-RENT
Toll Free 833-989-7368

TexasRentRelief.com
Hỗ trợ sẵn sàng nhiều ngôn ngữ




PROPIETARIOS E INQUILINOS

¿Atrasado en su renta o facturas de servicios públicos?

El Programa de Asistencia para el Pago de Rentas está aquí para ayudarles.

El COVID-19 ha afectado a personas en todo el Estado de Texas. Tenemos fondos de emergencia disponibles para ayudar a los habitantes de Texas a pagar su renta y las facturas de sus servicios públicos (incluyendo rentas y servicios públicos vencidos).

Tanto los inquilinos como los propietarios pueden aplicar – inclusive si el propietario ya ha iniciado un proceso legal de desalojo en la corte local.

Las familias deben tener ingresos del 80% o menos del Ingreso Medio del Área (AMI, por sus siglas en inglés), y cumplir con otros requisitos de elegibilidad. Para obtener información detallada, visite TexasRentRelief.com.

¿Qué costos cubre el programa?

El Programa de Asistencia para el Pago de Rentas de Texas puede ayudar a los inquilinos con los siguientes costos hechos a partir del 13 de marzo del 2020:

- Pagos vencidos, actuales, y hasta 2 meses futuros de costos por renta
- Pagos vencidos, actuales, y hasta 2 meses futuros de costos por servicios públicos y de energía para el hogar
- Después de los primeros tres meses de ayuda por adelantado, usted puede solicitar una renova adicional de ayuda si aún hay fondos disponibles

Para obtener información y para aplicar

833-9TX-RENT
Toll Free 833-989-7368

TexasRentRelief.com
Hỗ trợ sẵn sàng nhiều ngôn ngữ



Printable Flyers



LANDLORDS & RENTERS

Behind on rent?

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COVID-19 has affected Texans across the state. We have emergency funds available to help Texas renters pay current and past due rent and utility bills – even if the landlord has already sued for eviction in their local court.

Households must have incomes at or below 80% of the Area Median Income and meet other eligibility requirements. For full details, visit TexasRentRelief.com.

For Information and to Apply

833-9TX-RENT Toll Free 833-989-7368

TexasRentRelief.com
Assistance is available in multiple languages.



Texas Coronavirus Relief Bill Rental Assistance Program administered by the Texas Department of Housing and Community Affairs. Providing full, immediate, or immediate temporary, or rental relief, or housing assistance for tenants in need, assistance has been or will be provided, may result in up to 6 months of implementation and the relief maximum a fine of up to \$10,000. Other program limitations and eligibility requirements apply, but all households may be eligible. See TexasRentRelief.com for details. Funds may not always be available by the time a household applies.

Newspaper Ad



집주인과 세입자

임대료 또는 공공 요금 납부가 연체되었나요?

텍사스 임대료 구제 프로그램이 돕겠습니다.

코로나19는 주 전역의 텍사스 거주민의 삶에 영향을 미쳤습니다. 저희는 텍사스 내 세입자가 임대료와 공공요금(연체 임대료 및 전기비 포함)을 지불할 수 있도록 돕는 긴급 자금을 마련했습니다.

임대주와 세입자 모두 신청할 수 있습니다. 이미 임대주가 지방법원을 통해 퇴거 소송을 제기한 경우에도 신청이 가능합니다.

가구원의 소득은 반드시 지역 중위소득의 80% 이하이어야 하며, 기타 자격 요건을 충족해야 합니다. 자세한 내용을 확인하려면 TexasRentRelief.com을 방문하십시오.

정보 및 신청 정보

833-9TX-RENT

문의 전화: 833-989-7368

TexasRentRelief.com

다양한 언어로 지원 받으실 수 있습니다.



该计划为哪些费用提供

德克萨斯州租金救助计划为下列救助，且该费用的发生不得早于3月13日：

- 拖欠的、当前的和最多 2 期租金费用
- 拖欠的、当前的或最多 2 期公用事业费用和家用能
- 申请到前 3 个月的费用之资金仍可下发，则您可以 1 个月的资助



德克萨斯州新冠病毒救助法案租金救助计划，由德克萨斯州住房和社区事务部负责执行。在非常艰难的时刻，我们为您提供紧急援助。如果您已经获得或有望获得援助的几个月内仍在寻求援助，您可能会被处以最高 5 年的监禁和每次最高 1 万美元的罚款。其他计划规则和资格标准同样适用，并非所有家庭均符合条件。查看 TexasRentRelief.com 了解详情。1 家庭最多可申请 1 笔资金可能二笔申请。

TexasRentRelief.com

提供多语言帮助服务。

Doorhangers

LANDLORDS & RENTERS

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COVID-19 has affected Texans across the state. We have emergency funds available to help Texas renters pay current and past due rent and utility bills.

Both landlords and tenants can apply - even if the landlord has already sued for eviction in their local court.

Households must have incomes at or below 80% of the Area Median Income and meet other eligibility requirements. For full details, visit TexasRentRelief.com.

Accepting applications beginning February 15th at 8 a.m. CST



Texas Department of Housing & Community Affairs
P.O. Box 12841
Austin, TX 78711-0841



What costs does the program cover?

The Texas Rent Relief Program can help renters with the following costs starting as far back as March 13, 2020:

- Past due, current and up to 3 months of expected rent costs
- Past due, current and up to 3 months of expected utility and home energy expenses
- After the initial 3 months of forward assistance, you can apply for 3 additional months of assistance if funds are still available

For Information and to Apply

833-9TX-RENT

Toll Free 833-989-7368

TexasRentRelief.com

Assistance is available in multiple languages.

PROPIETARIOS E INQUILINOS



Texas Dept. of Housing & Community Affairs
P.O. Box 12841
Austin, TX 78711-0841

POST OFFICE
PROCESSED
FIRST CLASS PERMIT NO. 618

¿Está atrasado con la renta?

El Programa de Asistencia para el Pago de Rentas está para ayudarlos.

El COVID-19 ha afectado a personas en todo el Estado de Texas. Tenemos fondos de emergencia disponibles para ayudar a los habitantes de Texas a pagar su renta y las facturas de sus servicios públicos (incluyendo rentas y servicios públicos vencidos).

Tanto los inquilinos como los propietarios pueden aplicar - inclusive si el propietario ya ha iniciado un proceso legal de desalojo en la corte local.

Las familias deben tener ingresos del 80% o menos del Ingreso Medio del Área (AMI), por sus vigas en inglés, y cumplir con otros requisitos de elegibilidad. Para obtener información detallada, visite TexasRentRelief.com.

Se aceptan aplicaciones a partir del 15 de febrero a las 8 a.m. CST

Para obtener información y para aplicar

833-9TX-RENT

TexasRentRelief.com

Hay ayuda disponible en varios idiomas.



El Programa de Asistencia para el Pago de Rentas se administra por el Departamento de Vivienda y Comunidad de Texas.
El programa de asistencia para el pago de rentas y servicios públicos se aplica a los costos de alquiler y servicios públicos y de energía para el hogar.
Después de los primeros tres meses de ayuda por adelantado, usted puede solicitar tres meses adicionales de ayuda si aún hay fondos disponibles.

Direct Mail Piece

RENTERS: Behind on utility bills due to COVID-19?

The Texas Rent Relief program can help with past-due utilities as far back as March 13, 2020.

Households must meet eligibility requirements. Learn more and apply today.

- Visit TexasRentRelief.com
- Call 833-9TX-RENT (833-989-7368) Mon.-Sat., 8 a.m.-6 p.m.

INQUILINOS: ¿Están atrasados en sus facturas de servicios públicos debido al COVID-19?

El Programa de Asistencia para el Pago de Rentas de Texas puede ayudar a pagar sus facturas de servicios públicos vencidas desde el 13 de marzo del 2020.

Las familias deben cumplir con los requisitos de elegibilidad. Obtenga más información y aplique hoy mismo:

- Visite TexasRentRelief.com
- Llame al 833-9TX-RENT (833-989-7368) de lunes a sábado de 8 a.m. a 6 p.m.



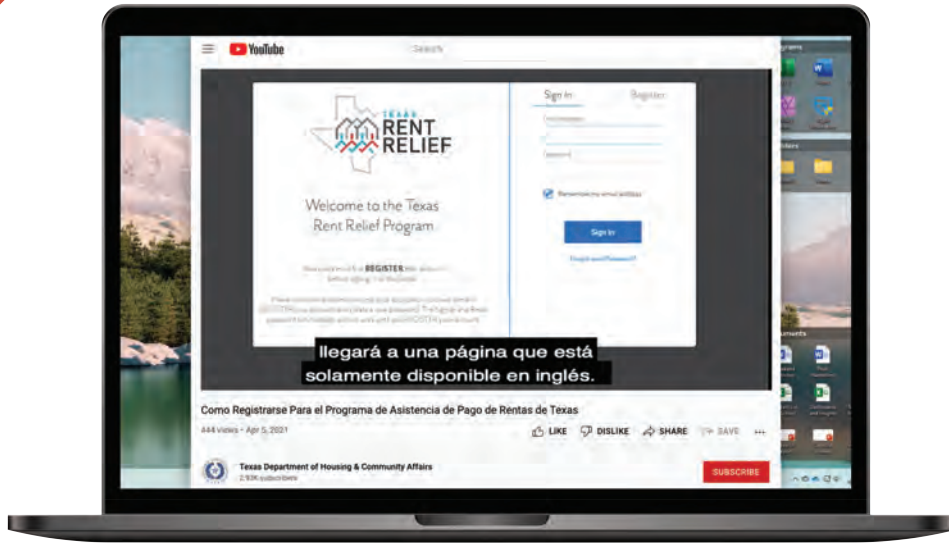
Public Utility Commission Bill Insert

**SOCIAL/
DIGITAL
ASSETS**

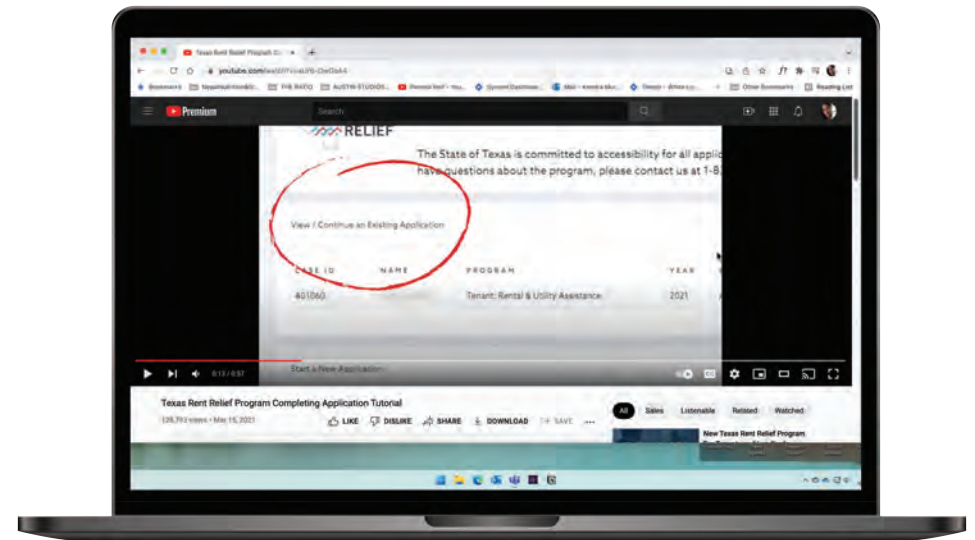
Instagram Graphics

Twitter Graphics

Univision Graphics



Texas Rent Relief How To Register Spanish Tutorial



Texas Rent Relief Program Completing Application Tutorial



TEXAS RENT RELIEF 60 SECOND ENGLISH SPOT SCRIPT

Has COVID-19 put you or your tenants behind on rent?

Good news —the Texas Rent Relief Program is here to help.

Landlords and tenants can now apply for emergency funds to help pay current and past due rent, even if the landlord has already sued for eviction. The program also covers past due utility bills and other home energy expenses

The Texas Rent Relief call center and website are open now.

To see if you're eligible, visit [Texas Rent Relief dot com](https://www.texasrentrelief.com), or call toll free at 833-9TX-RENT.

That's [Texas Rent Relief dot com](https://www.texasrentrelief.com), or 833-9TX-RENT.

DISCLAIMERS:

Other program limitations and eligibility requirements apply, and not all households may be eligible. Funds may no longer be available by the time a household applies. Providing false, incomplete, or inaccurate information on application forms or seeking assistance for months in which assistance has been or will be provided, may result in up to five years of imprisonment and for each occurrence a fine of up to \$10,000