



OFFICE OF HOUSING

Office of Housing Counseling

Measuring the Impact of Rental Housing Counseling

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

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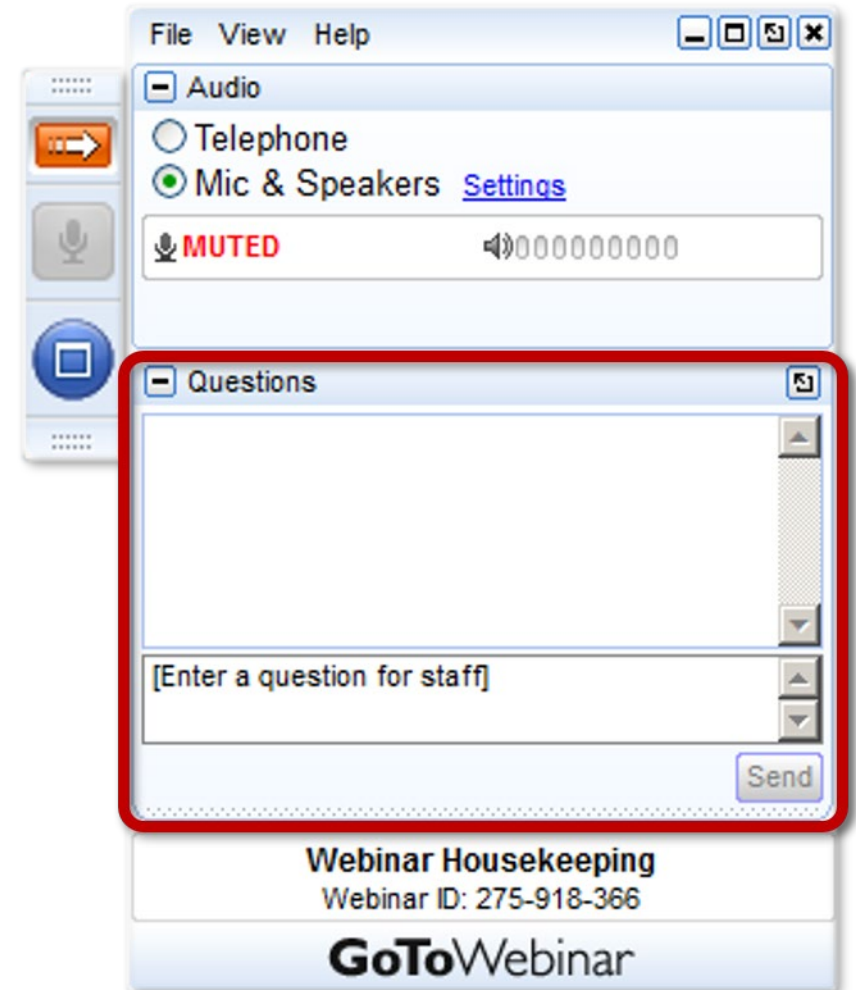
April 06, 2021

Webinar Logistics

- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the [HUD Exchange](#).
- The webinar will be posted in 7-10 days.
- Handouts were sent out prior to webinar. They are also available in the Control Panel. Click on the document name to start the download.

Other Ways to Ask Questions

- Please submit your text questions and comments using the Questions Panel. We will answer some of them during the webinar.
- You can also send questions and comments to:
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Housing Counseling Training Digest

- [Visit the Training Digest on the HUD Exchange](#)
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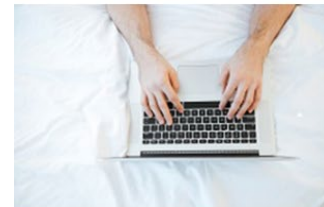
The Housing Counseling Training Digest is updated weekly to reflect trainings hosted by:

- HUD Office of Housing Counseling (OHC)
- OHC funded training partners
- Other partners that host trainings of interest to housing counselors

Please email housing.counseling@hud.gov to notify HUD about upcoming training and events for housing counselors.

Content current as of November 16, 2020

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Upcoming Training Calendar

View upcoming trainings for Housing Counseling and other HUD funded programs.



Webinar Archive

View past webinars hosted by the Office of Housing Counseling and access related materials.



Online Training

Access self-paced online training modules, such as Introduction to Housing Counseling.



Jerrold H. Mayer

Director
HUD Office of Housing Counseling (OHC)
Office of Outreach & Capacity Building (OCB)

Presenters

Presenters:

- Virginia Holman, Tammy Dunn, and Rob Weber, Office of Housing Counseling (OHC) Office of Capacity Building (OCB)
- Dan Hegner and Rachael Laurilliard, Community Compass Grantee
- Connie Barton, OHC Office of Policy and Grant Administration (OPGA)
- Wanda Collins, Housing Action Illinois
- Wanda Lopez, Access Living

Agenda

- Recap of Webinar Series and Goals for Today's Webinar
- Analysis of 9902 Data Trends
- 9902 Reporting Overview and Reporting Rental Client Data
- How HCAs are Measuring Rental Counseling Impacts
- Q and A
- Additional Resources

Recap of HUD Rental Webinar Series

- This is the last scheduled webinar in our ongoing series on rental housing counseling: [Readying Your Organization for Rental Housing Counseling](#)
 - Materials posted:
 - [The Practice of Rental Housing Counseling](#)
 - [Using Eviction Data and Tools in Rental Housing Counseling](#)
 - [Partnering with Homeless Services Systems to Prevent Eviction](#)
 - [Engaging HUD Multifamily Owners and Managers in HUD Housing Counseling](#)
 - [Leveraging Community Partners for Eviction Prevention](#)
- Stay tuned for future webinars and resources related to rental housing counseling and eviction prevention!

Polling

- There will be polling provided in Mentimeter throughout this presentation. When prompted by the icon to the right, please respond to questions at www.menti.com using your computer or smart phone.



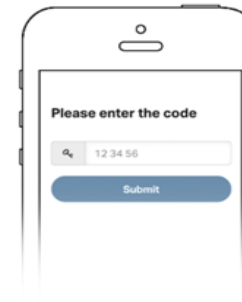
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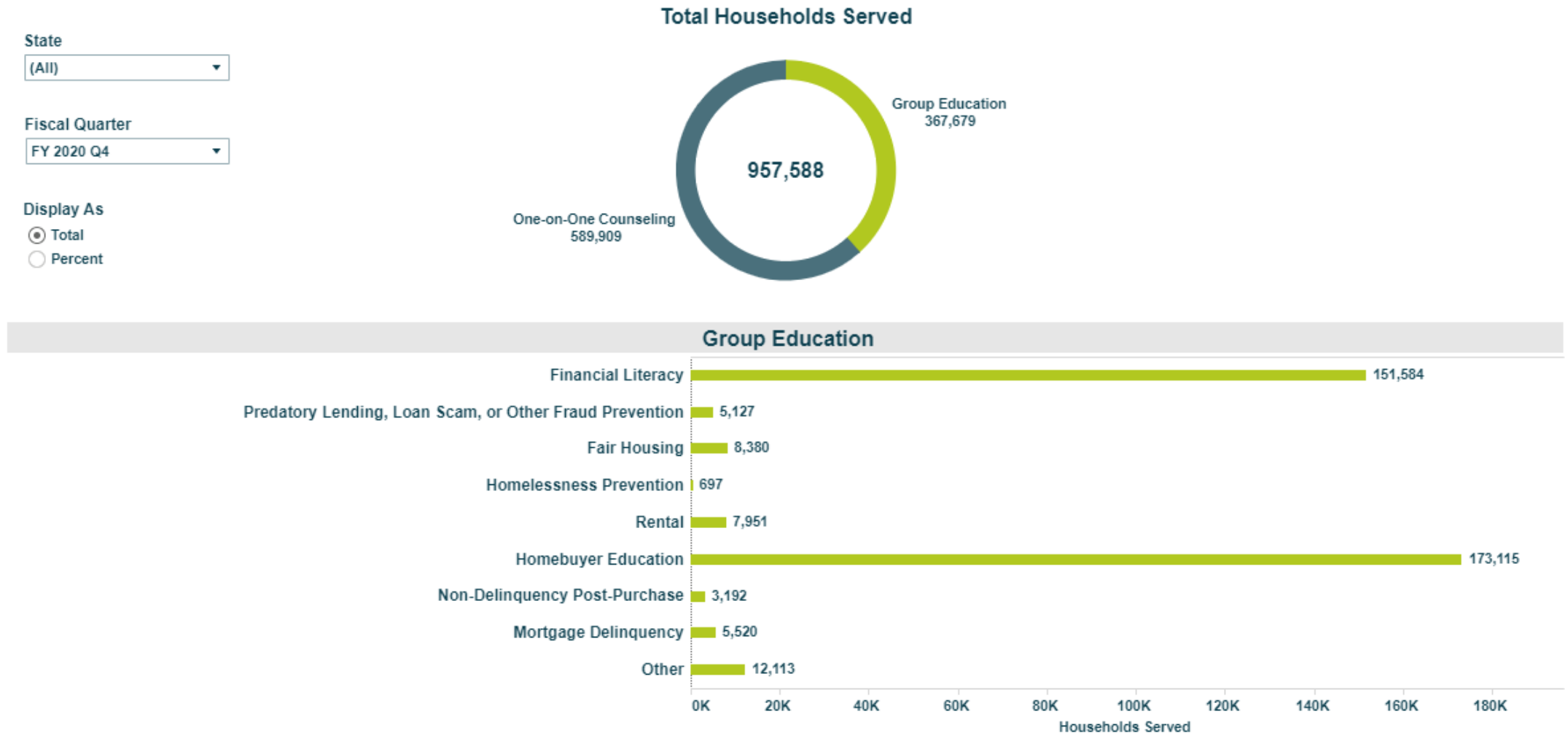




Analysis of 9902 Data Trends

9902 Data Displays

- [9902 Program Impact Data Displays](#)



9902 Data Trends

9902 Impact	Q1 2020	Q1 2021	Percentage Increase
9b. One-on-One Counseling on Rental Topics	27,693	35,271	27%
10e. Households that gained access to resources to help them improve their housing situation (e.g. down payment assistance, rental assistance, utility assistance, etc.) after receiving Housing Counseling Services.	42,657	47,458	11%
g. Homeless or potentially homeless households that obtained temporary or permanent housing after receiving Housing Counseling Services.	3,311	3,746	13%
10h. Households that received rental counseling and avoided eviction after receiving Housing Counseling Services.	5,048	8,351	65%
10i. Households that received rental counseling and improved living conditions after receiving Housing Counseling Services.	6,973	8,632	28%

What does this mean?

- One-on-one rental counseling is a larger portion of total one-on-one counseling services provided than in previous years
- HUD expects the percentage of one-on-one rental counseling, as well as the impacts related to rental counseling, to continue to increase as FY 2021 continues due to the increase in agencies adding this service and continuing to counsel clients through the COVID-19 pandemic
- COVID-19 may have impacted some of the data seen in FY 2020, especially for group education which decreased across the board

Importance of Outcome Tracking

- It is important for agencies to track their services and impacts so that:
 - Agencies and stakeholders have an accurate picture of trends in the industry
 - HUD can identify and forecast the needs of participating agencies
- Reminders:
 - Agencies are only eligible to provide housing counseling services as part of HUD's housing counseling program if they are reflected in the HUD-approved agency work plan
 - Only approved services may be reported the HUD Grant column of the HUD Form-9902

Looking to update your Housing Counseling Work Plan to add Rental Counseling?

- Contact Your HUD POC
- Access the [materials from Webinar 1](#), which cover updating your work plan
- [View the Agency Work Plan Online Training and Toolkit](#)



9902 Reporting Overview and Reporting Rental Data

What is the HUD-9902?

- The HUD-9902, known as the Housing Counseling Activity Report, is a tool HUD uses to track the Housing Counseling Program
- Reports are cumulative fiscal year-to-date for each quarterly report period
- The data collected helps demonstrate the program's impact to Congress and other industry stakeholders. The form captures HUD-approved Housing Counseling Agencies' education and counseling activities, as well as clients' demographic characteristics, income level, counseling type, and counseling outcomes
- Agencies should take care to ensure their reporting is accurate
- [View more information and tips in the 9902 Online Toolkit](#)

9902 Section 8 and 9: Services

- Clients should be reported under Section 8, group education, for completing rental workshops
- Clients should be reported under Section 9b, one-on-one rental counseling, for counseling related to HUD rental and rent subsidy programs; other federal, state or local assistance; fair housing; housing search assistance; landlord tenant laws; lease terms; rent delinquency

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.

Section 10: Follow Up

- Conducting client follow-up is mandatory to report outcomes in section 10
- Some outcomes are known upon the completion of the counseling session, for example the creation of sustainable budget, however most outcomes require the counselor to follow-up with the client
- Follow-up should be done in person or virtually within 60 days from the date of the last client contact

Section 10 Impacts: 10E – Improving Housing Situations

Section 10E: Households that gained access to resources to help them improve their housing situation (e.g., down payment assistance, rental assistance, utility assistance, etc.) after receiving Housing Counseling Services.

- Examples of households who should be recorded in this category include but are not limited to those who:
 - Receive down payment, rental, and/or utility assistance
 - Enter a lease purchase program
 - Obtain emergency shelter, transitional housing, or permanent housing after experiencing homelessness
- Check the number of households gaining access to housing resources reported in 10e. If it is zero, or if it seems very low in comparison with the total counseling clients reported in Section 9, verify that the reporting for Section 10e is accurate and that counselors understand what HUD is looking for when reporting this impact.
- The counselor will need to determine this impact through follow-up and can apply to any household reported in Section 9

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.

Definition of “Gaining Access”

What does “gained access” mean?

- To record a household in this category, at a minimum the counselor must provide referral to a resource or assist with an application for a resource and confirm the household applied for the resource. HCAs do not have to obtain proof that the household actually received the resource. Simply providing the household a flyer or referring them to another entity is not adequate.

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.

Section 10 Impacts: 10G – Preventing Homelessness

10G: Homeless or potentially homeless households that obtained temporary or permanent housing after receiving Housing Counseling Services.

- Examples of Homeless Assistance Counseling clients who should be recorded in this category include but are not limited to clients who:
 - Occupy emergency shelter
 - Occupy transitional housing
 - Occupy permanent housing with rental assistance
 - Occupy permanent housing without rental assistance
- The counselor will need to determine outcome through follow-up.
- This impact can only apply to Homeless Assistance Counseling clients reported in Section 9a, so the number reported in this category should be less than or equal to total in Section 9a. Households that attended group education (but no one-on-one counseling) should not be reported in this or any other Section 10 category.

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.

Section 10 Impacts: 10H – Avoiding Eviction

Section 10H: Households that received rental counseling and avoided eviction after receiving Housing Counseling Services.

- Examples of Rental Counseling clients who should be recorded in this category include but are not limited to clients who:
 - Obtain temporary rental relief
 - Are referred to a legal aid agency for assistance with eviction and successfully avoid eviction
- The counselor will need to determine outcome through follow-up and can only apply to Rental Counseling clients reported in Section 9b

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.

Section 10 Impacts: 10I – Improving Living Conditions

Section 10I: Households that received rental counseling and improved living conditions after receiving Housing Counseling Services.

- Examples of Rental Counseling clients who should be recorded in this category include but are not limited to clients who:
 - Obtain HUD or other rental housing subsidy
 - Find alternative rental housing
 - Bring utilities current
 - Resolve a security deposit dispute or issue in current tenancy
 - Have a disability and need to obtain housing with accessibility features
- The counselor will need to determine outcome through follow-up and can only apply to Rental Counseling clients reported in Section 9b

Note: The [9902 Online Toolkit](#) provides additional information and will be updated as the Form HUD-9902 is updated in the future.



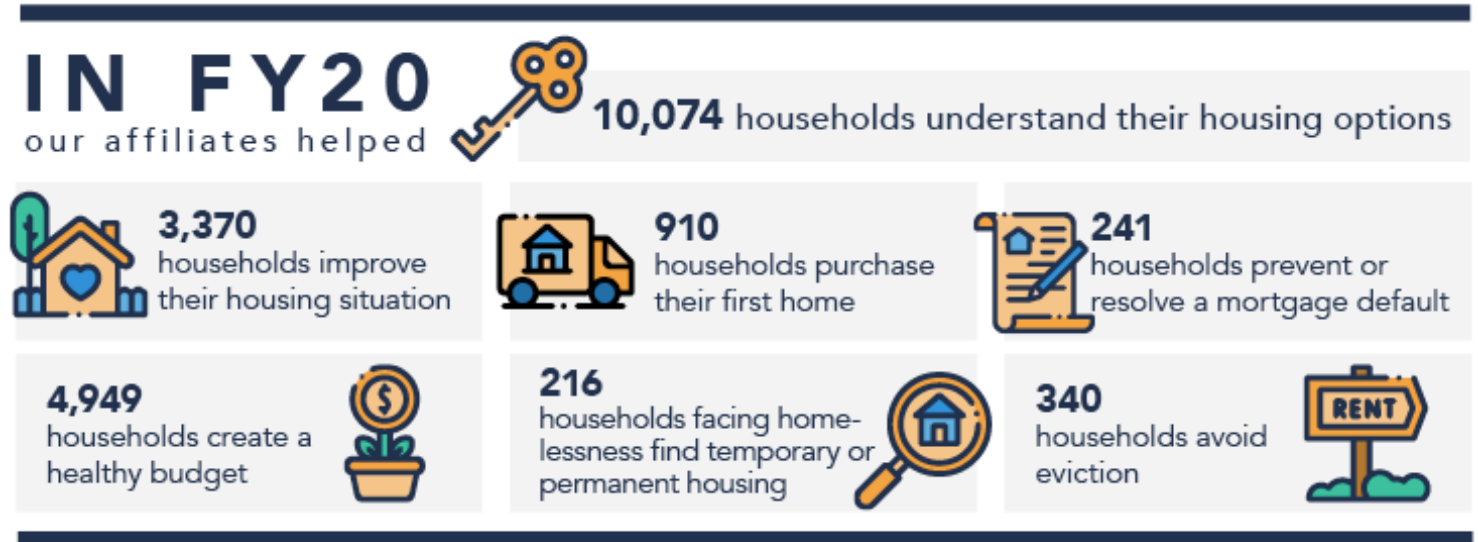
How HCAs are Measuring Rental Counseling Impacts

Time for Mentimeter!



Housing Action Illinois

- 2014 – Became HUD Intermediary overseeing 12 agencies
- 2021 – Oversees 33 agencies across 4 states (IL, IN, MI, MO)
- Program Areas:
 - Pre-purchase
 - Mortgage delinquency & default
 - Rental
 - Fair Housing
 - Financial Management
 - Homeless prevention support



Housing Action Illinois 2020 Intermediary Affiliate Data

Housing Action Illinois – Change in Services

- 2018 – Created initiative for additional rental training
 - Launched *Fundamentals of Rental Counseling*
 - Led to national training contract
- From 2019 to 2020, agencies saw a 15% increase in rental workshops
- In Q1 of FY 2021, agencies have already counseled 44% of the FY 2020 total

Service Type	FY 2019 Workshops	FY 2020 Workshops	Q1 FY 2021 Workshops	FY 2019 One-on-One Counseling	FY 2020 One-on-One Counseling	FY 2021 One-on-One Counseling
All activities	774	911	131	1,709	1,268	569
HUD-funded activities	62	278	109	536	949	337

Housing Action Illinois – Early Pandemic Survey

- Housing Action Illinois surveyed sub-grantees and member organizations throughout 2020

Portion of Agencies	Response as of March 2020 (Beginning of Pandemic)
62% (22 total agencies)	Reported client calls requesting rental/eviction assistance
49% (17 total agencies)	Requested training on rental topics in order to better serve their clients
17% (6 total agencies)	Did not provide rental housing counseling and were not planning to add it as a service

- Agencies requested a rental assistance dashboard similar to the [Hardest Hit Fund program](#)
- Agencies experienced a **206% increase** in calls at the pandemic's onset:
 - 217 calls received from March 9-20, 2020
 - 665 calls received from March 21, 2020 – April 6, 2020
 - 461 calls related directly to rental counseling or eviction assistance

Housing Action Illinois – Training Response

- March 2020 – Rentals, Foreclosures, and Bankruptcy Court in the Time of COVID-19
- April 2020 – COVID-19 Updates: Rentals, Foreclosures, and Bankruptcy Court
- May 2020 – A Primer on Virtual Housing Counseling
- May and August 2020 – Fundamentals of Rental Counseling

Access Living

Who we are:

- Access Living is a center for independent living for the State of Illinois
- Receives referrals from the State of Illinois & the City of Chicago
- Works directly with the Chicago Housing Authority regarding available units and client placement

What we do:

- Assists clients in completing applications for housing opportunities
- Provides support services to the disabled community with a wrap-around services approach

What has changed during COVID-19:

- More time spent educating rental clients on discrimination and scams
- More time providing consumers with mental health resources



Access Living (cont.)

- Rental need has exceeded rental resources!
- Increase in demand can also be attributed to direct referrals from the State of Illinois (80 referrals in 2020) as well as the City of Chicago (120 referrals in 2020)
- Partnership with the Chicago Housing Authority has provided the opportunity for over 320 disabled families to receive a Housing Choice Vouchers between 2019-2020

Key Rental Counseling Data 2019-2020

Number of consumers served:

- 2019: 230 consumers served
- 2020: 150* consumers served

Number of consumer inquiries:

- 2019: 580 consumer inquiries
- 2020: 920 consumer inquiries

**Decrease is attributed to access issues and the digital divide; clients were not used to virtual counseling.*





Questions and Answers



Time for Mentimeter!



Coming Soon: Community of Practice

- HUD's Office of Housing Counseling will be hosting a community of practice for organizations performing extensive rental housing counseling
 - Learn and share best practices with the field
- Community of Practice:
 - A group of practitioners with shared expertise that engage in a process of collective learning around a common set of problems.

Additional Resources



- [Rental Housing Counseling Resource Page](#)
- [9902 Online Toolkit](#)
- [Office of Housing Counseling Website](#)
- [The Bridge Newsletter](#)

Office of Housing Counseling



- **Find us at:**
www.hudexchange.info/counseling
- **Email us at:**
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