



Facebook Post Aug. 12, 2021 |

RRHA's Property Management Staff continue to serve our families with compassion. During the week of August 2 – 9, 2021 these dedicated staff persons literally hit the streets, taking one RRHA community per day. They went door to door to talk to families who are behind in their rent to offer solutions that included VA Rent Relief applications, repayment agreements, as well as other services such as budgeting, workforce training, and childcare options to assist those who are behind.

RRHA'S SELF IMPOSED MORATORIUM

The Centers for Disease Control (CDC) lease enforcement moratorium scheduled to end Oct. 3, 2021, was ruled unlawful on August 26, 2021 by the US Supreme Court. RRHA extended our lease enforcement moratorium until the end of 2021. RRHA encourages all families who are behind in their rent to use this time to "Come Current" by contacting their Property Management Office for assistance and solutions to "Come Current."



In partnership with the RRHA, City of Richmond's Community Ambassadors hit the streets of all six RRHA public housing communities for a 2-week blitz from **Wed. August 25 – Wed. September 8, 2021** from **11 a.m. – 4 p.m.**

The Ambassadors went door to door to assist the remaining 1,066 RRHA families who were behind in their rent in completing applications for Rent Relief and Financial Assistance. Their efforts produced over **287** applications for rent relief assistance.



RRHA "Come Current" Campaign

(Updated as of Dec 17, 2021)



RRHA is proud of our efforts to try to ensure that none of our public housing families are subject to lease enforcement actions once the lease enforcement moratorium is lifted. RRHA will resume lease enforcement action in January 2022. This brochure provides a snapshot of the overwhelming efforts undertaken by RRHA staff and partners to get the word out to our families concerning Rental Assistance and services available for them to "Come Current."

Advertising #'s are current as of Dec. 17, 2021 | RRHA Family #'s are current as of Dec. 17, 2021

RRHA Interim CEO Stacey Daniels-Fayson



Richmond Redevelopment and Housing Authority (RRHA) is committed to doing our part to ensure that no RRHA public housing family (impacted by COVID-19) is displaced due to lease enforcement action as a result of non-payment of rent. To ensure we reach all of our families, we created the "Come Current" campaign. Designed to minimize the number of lease enforcement cases once the federal lease enforcement moratorium is

lifted, this public outreach strategy combines internal and external components. Internally, each of our Property Management offices have met our families where they are. This has included weekend hours, and door to door canvassing to make themselves easily accessible. Property Management staff continue to regularly reach out to families by calling, emailing, and going door to door to those who are behind on their rent to discuss delinquent accounts and offer needed services to bring their account current. Those impacted by COVID have the opportunity to apply for rent relief, enter into a repayment agreement, as well as take advantage of services such as budgeting, workforce training and childcare options.

To ensure our message is received, we launched an external outreach campaign utilizing television, radio, buses, digital and social media platforms to ensure that we get the word out. The resources are there. And RRHA staff stands ready to assist.

RRHA is doing our part. We need our families to do their part to make this partnership work.

Sincerely,

ADDITIONAL EFFORTS April 5, 2021 – Dec 2021

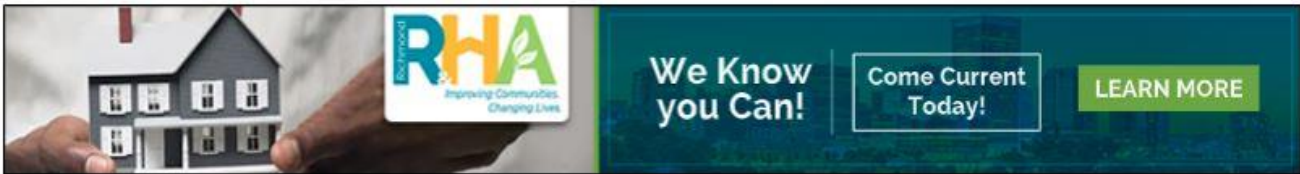
Jan. 13, 2021	Press Release "RRHA Working Hard to Keep Families Housed"
April 22, 2021	Letter Mailed to <i>over 1,700 households</i> who are behind in their rent to encourage them to set up a meeting with their property manager to discuss their account.
April 28, 2021	Press Release "RRHA Announces Come Current" campaign Mass Email to 2,453 RRHA families with valid email addresses to encourage families behind to Come Current Campaign
May 27, 2021	Reminder Letter Mailed to <i>same 1700 families</i> in arrears to encourage them to contact RRHA
June 4, 2021	Orange Cards (Round 1) RRHA property managers door to door canvassing of Big Six communities delivering orange cards to \$1000 or more arrearages
July 19, 2021	Orange Cards (Round 2) 2 nd round of door to door canvassing by RRHA property managers of all Big Six communities to deliver orange cards to those owing \$500 or more
<i>Saturday</i> July 31, 2021	Saturday Hours Property Management staff had weekend hours to accommodate RRHA public housing families unable to be reached during the week
<i>Saturday</i> August 14, 2021	Saturday Hours Property Management staff had weekend hours to accommodate RRHA public housing families unable to be reached during the week
August 20, 2021	Resident Newsletter "Vibrant RRHA" Summer Newsletter to all public housing residents. Posted online, distributed door to door, emailed and posted to social media
August 27, 2021	Press Release "RRHA Extends Lease Enforcement Moratorium Through End of 2021"
August 28, 2021 <i>through</i> September 8, 2021	Door to door Over a 2-week period City Ambassadors and RRHA property management staff canvassed all RRHA housing communities to provide application assistance for families still behind in their rent.
December 1, 2021	Letter mailed to RRHA families to inform them that RRHA's lease enforcement freeze ends Dec. 31 and if a balance is owed contact RRHA to discuss overdue balances.
December 6, 2021	Text Message sent to <i>603 RRHA families (of 1,353)</i> to inform them that RRHA's lease enforcement freeze ends Dec. 31 and if a balance is owed contact RRHA to discuss overdue balances.
December 16, 2021	Mass Email to <i>1,337 RRHA families</i> with working email addresses that are behind that RRHA's lease enforcement freeze ends Dec. 31 and offering services and that we are here to help.

TRANSIT Ad Campaign on 14 GRTC buses from April 2021 – August 2021

MONTHLY IMPRESSIONS for Bus Ads | More than 2 million impressions (2,451,456) per month.
Total impressions for all six months: 14, 708, 736



DIGITAL Ads on NBC12, CBS-6 platforms from May 2021 – December 2021



Dates	Platform	Impressions	Clicks	Click Through
May 1 – 31, 2021	NBC12 News & Weather App	77,250	125	0.16%
June – July, 2021		77,250	237	0.31%
Sept. 13 – 30, 2021		51,504	169	0.33%
Oct. 1 – Nov. 2021		154,518	575	0.37%
Dates	Platform	Impressions	Demographic	
July 24 – Aug 29, 2021	CBS 6 News App	150,000	Low Income, Renters Only, Restricted to RRHA zip codes	
TOTALS		510,522	1,106	1.17%

TELEVISION Ads on NBC12, CW Richmond, EfecTV (formerly Comcast Spotlight) CBS-6 & PBS from April 2021 – December 2021



:30 sec
"Come Current" Partnership



:30 sec
"Come Current" Help Us. Help You.



:10 sec
"Come Current" Quality of Life



:15 sec
"Come Current" Sets the Right Example



:15 sec
"Come Current" Qualify for Voucher

STATION	DATES	AGES	IMPRESSIONS
W/WTB (NBC 12)	April – July 2021	Adults 18+	More than 1,030,000
	Sept – Dec 2021		More than 1,540,000
WUPV (CW Richmond)	April – July 2021		More than 161,000
	Sept. – Dec 2021		33,800
CBS 6 (WTVR)	July 24 – Aug 29, 2021	Adults 25+	660,400
	Sept 13 – Dec. 19, 2021		796,400
CBS 6 VA This Morning	Aug 24, 2021	Adults 25+	15,000
EFECTV (formerly Comcast Spotlight)	May – Aug 2021	Adults 19+	510,668
	Oct 20 – Dec 20, 2021		811,278
VPM Public Broadcasting System (PBS) TV Pledge Drive & standard broadcasting	Aug 14 – 22, 2021	Adults 18 – 49, 62+	248,120
	Sept – Nov 2021	Adults 62+ Youth 2 – 17 years	207,405
TOTAL Combined Impressions			6,014,071

TELEVISION On Camera Interviews

- NBC-12 | July 9, 2021** On Camera Interview with reporter Henry Graff re: # of public housing units currently in arrears.
- CBS 6 | August 16, 2021** On Camera Interview on "Virginia This Morning" with news reporter Jessica Noll re: RRHA's "Come Current" campaign efforts.

RADIO Ads and Interviews on Radio One's Power 92.1 | Magic 99.3 | Praise 104.7 and Virginia Public Media (NPR) April – December 2021



Radio One | Week of April 5, 2021 On air Interview on "Miss Community Clovia" regarding no-questions asked Repayment Agreements

Radio One | July 20, 2021 On air Interview with "Miss Community Clovia" regarding RRHA's "Come Current" campaign

Radio One | December 1, 2021 On air Interview with "Miss Community Clovia" re: RRHA is Doing All We Can Do. Lease Enforcement Freeze Ends Dec. 31, 2021

STATION	DATES	AUDIENCE	LISTENERSHIP
Power 92.1	April 14 – 30, 2021	Adults 18 - 34	90,700
	Sept. 13 – Dec. 19, 2021		118,200
Praise 104.7	April 14 – 30, 2021	Adults 25 – 54	86,400
	Sept. 13 – Dec. 19, 2021		99,100
Kiss 99.3 & 105.7 FM	April 14 – 30, 2021	Adults 25 - 54	108,400
	Sept. 13 – Dec. 19, 2021		151,700
Virginia Public Media (NPR 88.9 FM)	August 1 – 31, 2021	Adults 18 - 49	115,400
	Sept. 1– Nov. 2021		92,800
TOTAL Combined Listenership			862,700

FULL PAGE Color Ads

RICHMOND REDEVELOPMENT AND HOUSING AUTHORITY

We're Doing All That We Can Do.

Now. It's up to You.

RRHA's lease enforcement moratorium for non-payment of rent ends **December 31, 2021.**

Come Current Today!

If you live in an RRHA public housing community and are still behind on your rent,

- Apply for Rent Relief Assistance by visiting dhcd.virginia.gov
- Enter into a Repayment Agreement
- Take advantage of services to help get you back on track (budgeting, childcare, workforce training)

Call or visit your property management office **TODAY.**

RRHA
Building Communities.
Changing Lives.

[f](#) [t](#) [i](#) [@VibrantRRHA](#)

Richmond Times-Dispatch
Sunday, Dec. 5, 2021
(Readership 120, 280)


Richmond Free Press
Thursday, Dec. 9, 2021
(Readership 135,000)



Richmond Redevelopment and Housing Authority
Published by Angela Fountain · July 9 ·

We are working hard to help families catch up on rent payments in anticipation of lease enforcement policies resuming on August 1st. RRHA does not intend to perform lease enforcement actions on any families who are acting in good faith to comply with their payment agreement obligations.

The first step is to contact your property manager, who can help make a plan to bring your account current and connect you to available resources.



NBC12.COM
1,545 public housing units currently behind on rent as eviction moratorium nears end

171 People Reached 19 Engagements -2.3x Lower Distribution Score Boost Unavailable

**CATCH UP ON YOUR RENT
WE'RE HERE TO HELP!**



PROPERTY	DATE
Mosby	Monday, August 2
Hillside	Tuesday, August 3
Gilpin	Wednesday, August 4
Fairfield	Thursday, August 5
Whitcomb	Friday, August 6
Creighton & Senior Housing	Monday, August 9

**Combined #'s of all
Come Current related
posts per platform**

Twitter
(From April 28 - December 17, 2021)
Impressions | 2,906
Total Engagements | 86

Facebook
(From April 28 - December 17, 2021)
People Reached | 4,240
Total Engagements | 391
Shares | 53

LinkedIn
(From July 14 - December 17, 2021)
Impressions | 765
Engagement Rate | 14.45%
Clicks | 36
Reactions | 20
Engagement Rate | 18.18%

Instagram
(From April 28 - December 17, 2021)
Likes | 14



RRHA Families and stakeholders who wish to assist RRHA families who are behind on their rent can find useful information on the Agency's website



View Article: rrha.info/lease-enforcement

To the extent permitted by HUD and funding resources, RRHA does not intend to perform lease enforcement of any families who are acting in good faith to comply with their payment agreement obligations.

- **Over 1,000 households were still behind as of December 2021.** RRHA has re-examined its public housing family records to ensure that delinquent amounts are accurate and accounted for. As the largest public housing authority in the Commonwealth, housing nearly 4,000 families, RRHA will naturally have a greater total number of lease enforcement cases than smaller counterparts.
- **RRHA is not permitted by HUD to write off or forgive delinquent rent payments.** Every resident who is delinquent has been given the opportunity to enter into a payment arrangement. RRHA has assisted and will continue to assist delinquent residents with locating and qualifying for funding resources to assist them in complying with their payment agreements.
- **Unlawful Detainers** | If necessary, unlawful detainers will still give families 30 days to enter a repayment plan.
- Effectively ending **"CASCADING LATE FEES,"** RRHA implemented a permanent policy change that reduces late fees to \$5.00, which is only assessed when the current month's rent remains unpaid as of the 9th of the month.
- No resident owing **\$50 or LESS** will be evicted.
- **Recommendations** | RRHA's lease enforcement plan of action incorporates recommendations from legal and advocacy organizations that represent public housing families.

BY THE NUMBERS: Rent Relief Applications and # of Arrearages in Public Housing Communities #'s as of December 2021
#'s subject to change each month

COMMUNITY NAME	# of households behind in rent (31 days or more) This # subject to change each month	# of Interviews conducted	# of Come Current Applicants Submitted	Amount of Rent Relief submitted by Property Management Staff	# of households approved for Rent Relief	To date, Agencywide Amount of VA Rent Relief Approved	# of RRHA Families helped to date	AGENCYWIDE Amount of Rent Arrears in each community This # subject to change each month
MOSBY	181	124	101	\$276,610.65	76	\$219,848.02	88	
GILPIN	215	173	262	\$699,753.81	186	\$429,519.67	199	
WHITCOMB	113	204	169	\$255,105.25	135	\$110,248.16	141	
HILLSIDE	136	170	172	\$241,251.07	112	\$53,565.33	104	
CREIGHTON	22	164	203	\$218,536.61	196	\$185,791.77	186	
FAIRFIELD	133	313	243	\$356,089.70	189	\$214,421.70	221	
STONEWALL	24	58	17	\$29,261.61	10	\$13,575.75	9	
FAY	19	57	28	\$41,179.75	12	\$7,171.00	14	
TOTALS	843	1263	1195	\$2,117,788.45	916	\$1,822,355.31	962	\$1,507,044.68

Examples of Reasons Given by Families Across All Communities Who Have Not Paid Rent:

- Job Loss
- Employment Lay-offs
- Children home due to virtual learning
- Increase in expenses and bills
- Reduced Hours at work
- Did Not Pay – No Reason
- At High Risk for COVID
- Child support eliminated
- Hospitalized with COVID
- Death of family member
- Quit job because could not afford childcare
- Social Security stopped because of account issues
- Has special needs child
- Unable to find employment
- Gambling issues
- Helping out other family members