

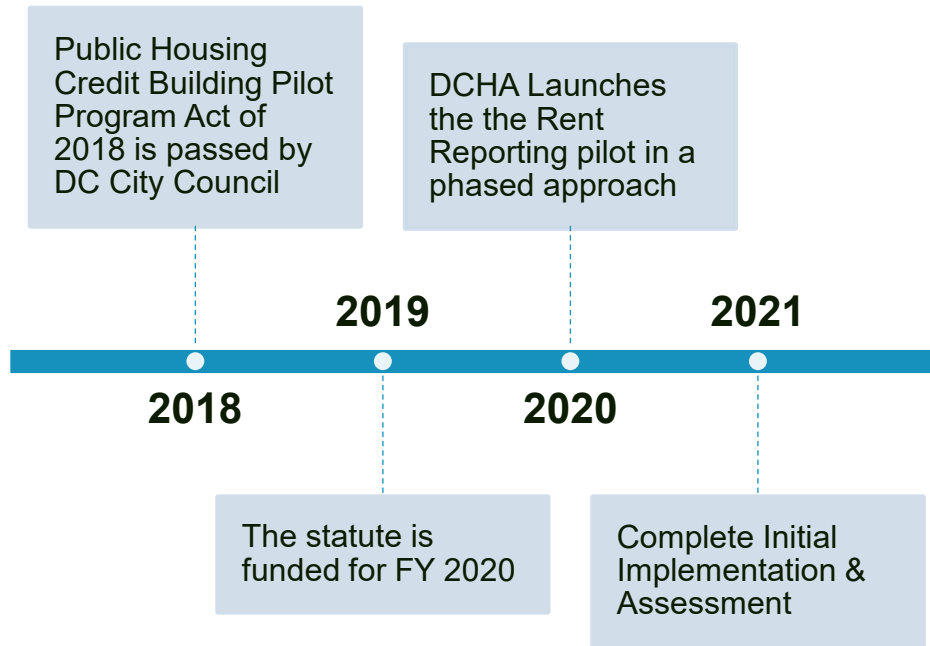
Rent Reporting

Pilot Program Updates

Public Housing Credit Building Pilot Program Act of 2018

“The Authority shall establish and implement a pilot program ("program") in one or more of its public housing developments for reporting the rent payments of residents to one or more consumer credit bureaus.”

Rent Reporting Pilot Timeline



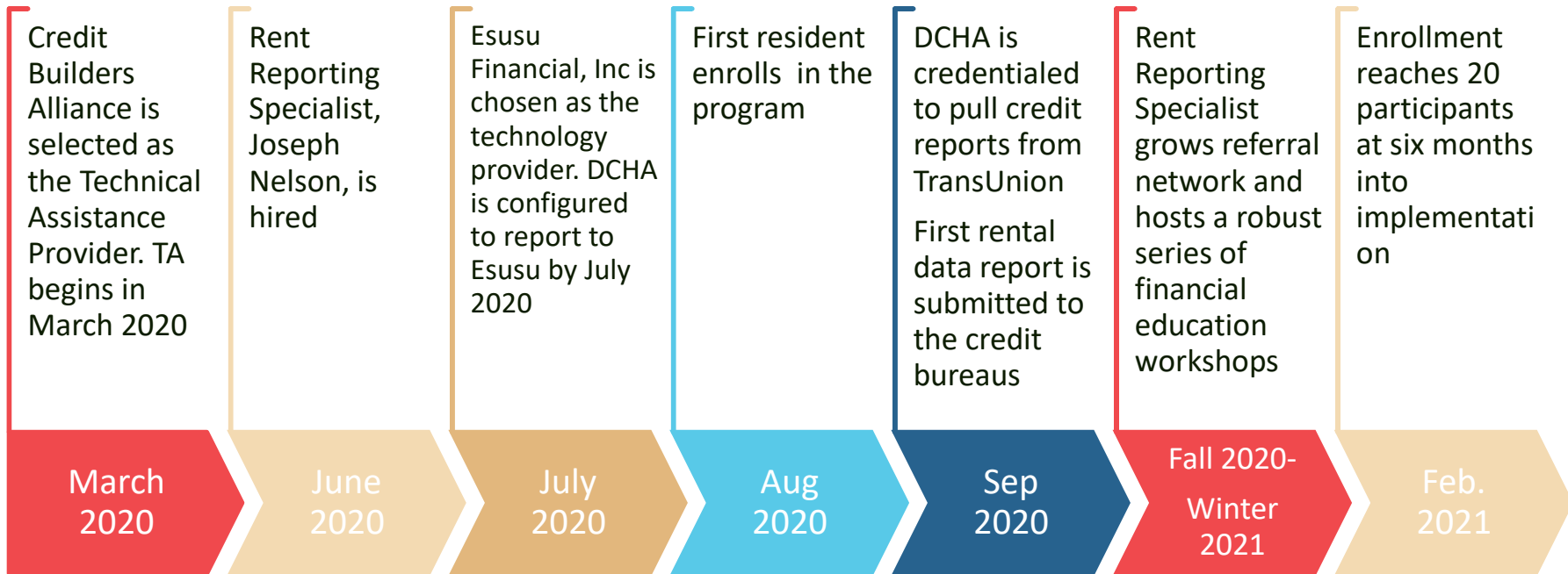
Phased Approach	Timeline
I. Planning	March - August 2020
II. Implementation	September 2020-August 2021
III. Assessment & Final Report	September- November 2021

Ten Participating Properties

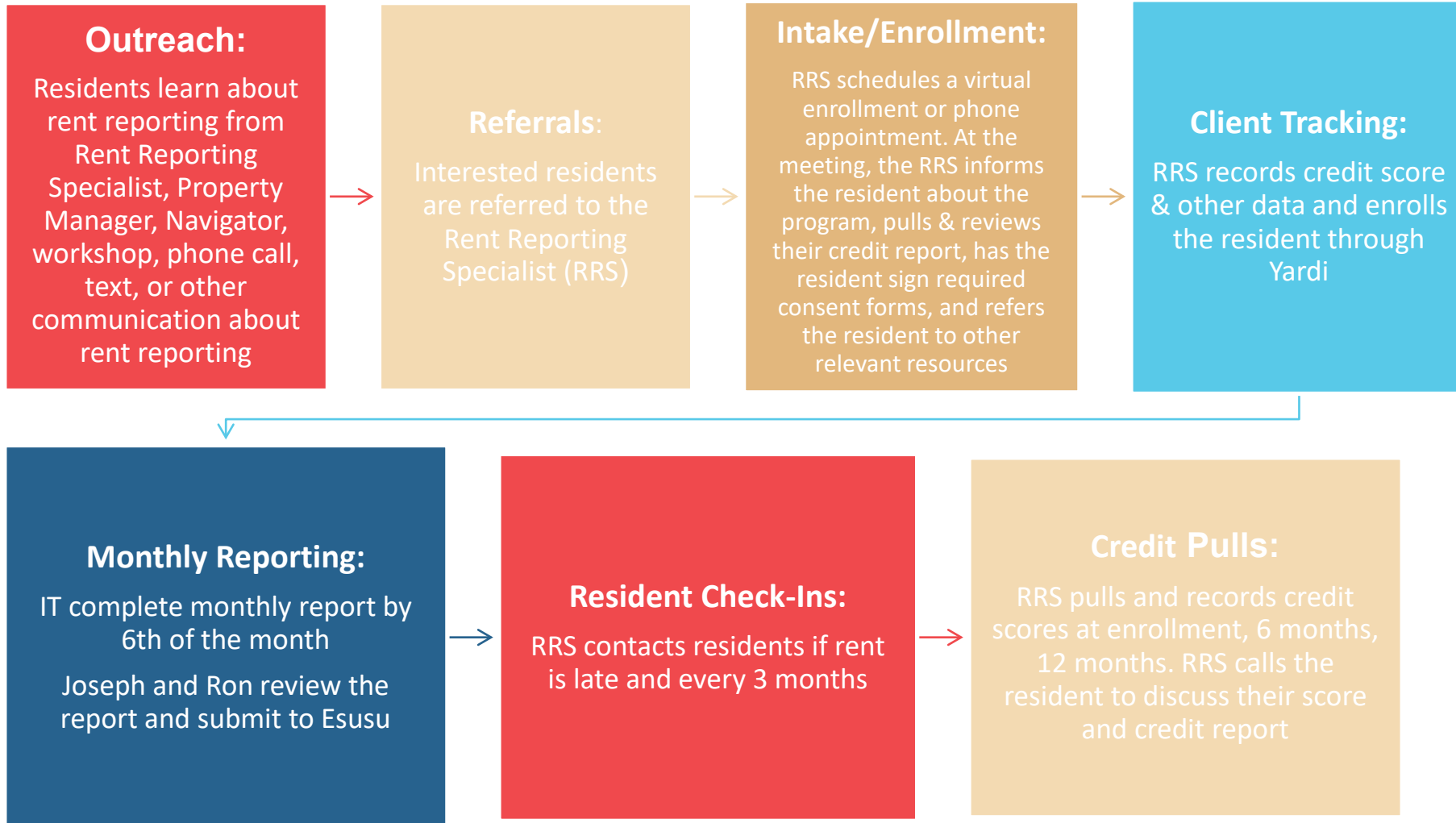
These designated properties are also part of the Transformation Plan

Benning Terrace	Langston Terrace
Fort DuPont Dwellings	Ledroit Apartments
Garfield Terrace (Family)	Richardson Dwellings
Greenleaf Gardens	Stoddert Terrace
Kelly Miller Dwellings	Woodland Terrace

Key Milestones



Rent Reporting Process



Outreach Efforts to Date

- Posters
- Postcards
- Doorknockers
- Flyers
- Text blasts
- Email blasts

- Phone calls
- Presentations
- Referral
competition for
Property Managers
- Meetings with
department staff
- And MORE!

Sample Outreach Efforts



D.C. HOUSING AUTHORITY
1133 N. Capitol Street, N.E. Washington, D.C. 20002



**GOOD
CREDIT IS
AN ASSET:
BUILD IT!**

Did you know that good credit can help you save money and improve your life?

Pay less or avoid high fees for:

- Car and other loans Check cashing by opening an account with a responsible bank
- Deposits on important services like utilities or cell phones



These savings can help you:

- Pay for food, household needs, school supplies, car insurance, and rent
- Pay for unexpected expenses like car repairs or emergencies
- Improve your health and your relationships by reducing money-related stress
- Move to a better neighborhood
- Go back to school or start a small business
- Save for your kids' college
- Make a down payment on a home
- Qualify for a low-interest mortgage
- Contribute to a retirement account

For further information: Rent Reporting Specialist, Joseph Nelson at 202-779-7209 or jnelson@dchousing.org

DCHA is committed to providing equal access to this event for all participants & residents with disabilities. If you need a reasonable accommodation or sign language interpreter service, please contact ADA/504/Language Department at 202-535-2737 or ADA504@dchousing.org with your complete request. Please allow at least 3 business days to make the necessary arrangements. If you need a foreign language translator, please contact ADA/504/Language Department at 202-535-2737 or ADA504@dchousing.org. Please allow at least 5 business days to make the necessary arrangements.



How can good credit help me?
Good credit can help you...

**PAY RENT
ONLINE
WHILE
BUILDING
CREDIT**

- Get a better job: some employers pull credit reports in the application process
- Pay less to finance a vehicle you may need for work
- Save money on check cashing fees
- Use the savings to cover unexpected or emergency situations
- Move up in your job by going back to school
- Start a small business by getting good loans
- Save for your kids' college or get good student loans
- Pay for food, household needs, school supplies, car insurance, and rent
- Make a down payment on a home
- Qualify for a low-interest mortgage
- Contribute to a retirement account



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Joseph Nelson
Rent Reporting Specialist
(202) 779-7209

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Creating a Robust Program Beyond Rent Reporting



Building new
partnerships



Fostering
interdepartmental
collaboration



Engaging Property
Managers



Hosting regular, well-
attended financial
education workshops



Providing credit
reviews and credit
coaching



Deepening
relationships with
residents

Building New Partnerships

Federal Trade
Commission

First National Bank

DC Housing and
Community
Development

DC Housing Finance
Agency

Consumer Financial
Protection Bureau

Alliance to End Strong

HUD

Lydia's House

MANNA Inc.

NeighborWorks

Smart From The Start

Thrive Communities

United Planning
Organization

Challenges

- **Resident outreach is typically an issue for housing providers, this has been exacerbated by the pandemic**
 1. All interactions are virtual
 2. Rent reporting Specialist has never met anyone in person
 3. More residents may be facing income volatility
 4. Difficulties sending/signing/delivering forms for those that are not comfortable with computers
 5. Trust factor from residents with a new DCHA employee regarding personal financials
 6. Postal service delays caused a two-month lag in reporting
 - **Rent Reporting Specialist did not have the benefit of establishing relationships across departments in-person**
-

Outcomes at Six Months

22 residents enrolled

73% of residents have an improved credit score

49 points was the average credit score increase

3 residents have established a credit score for the first time

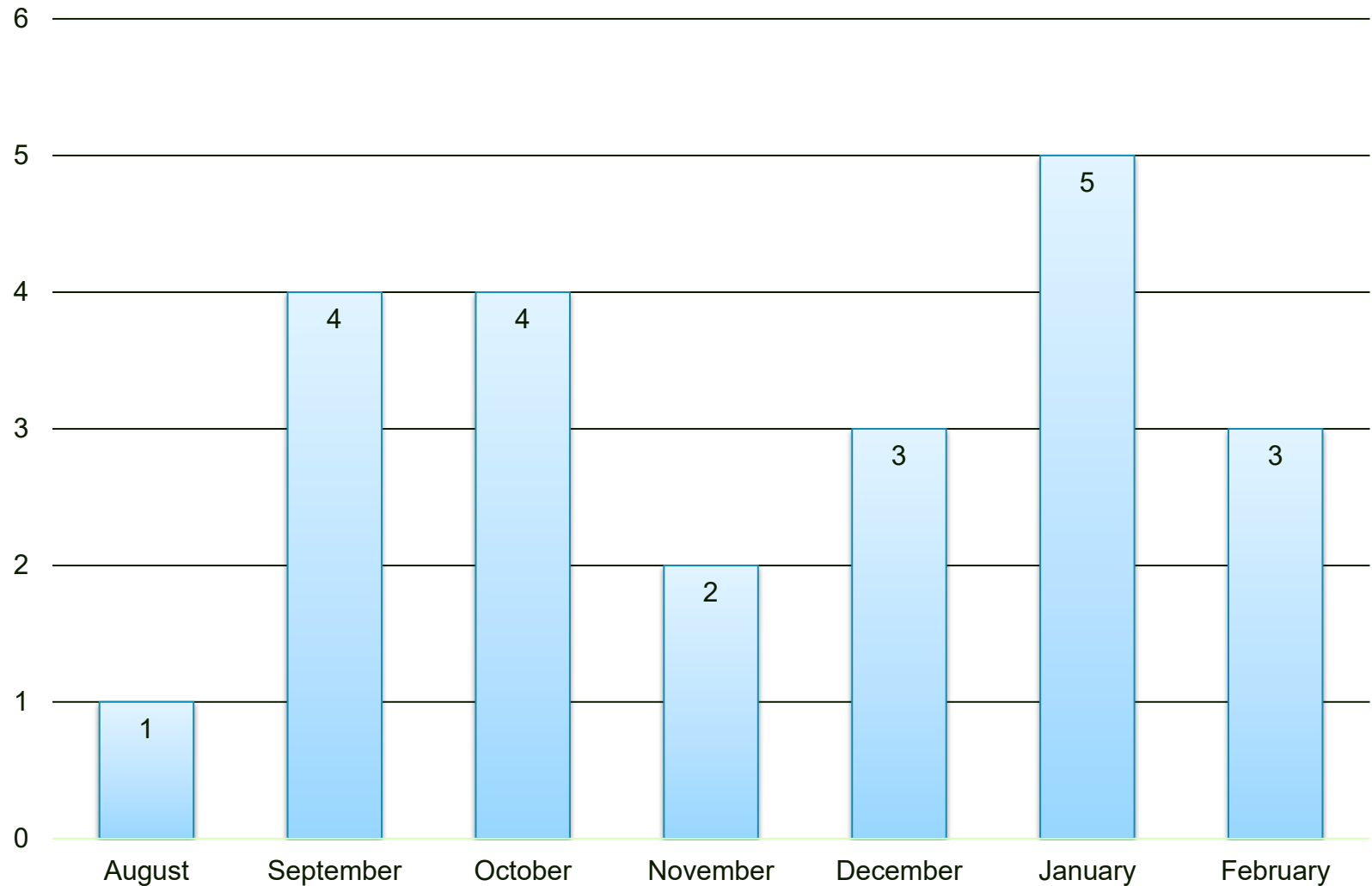
5 residents referred to DCHA or community resource

7 residents enrolled in RentCafe

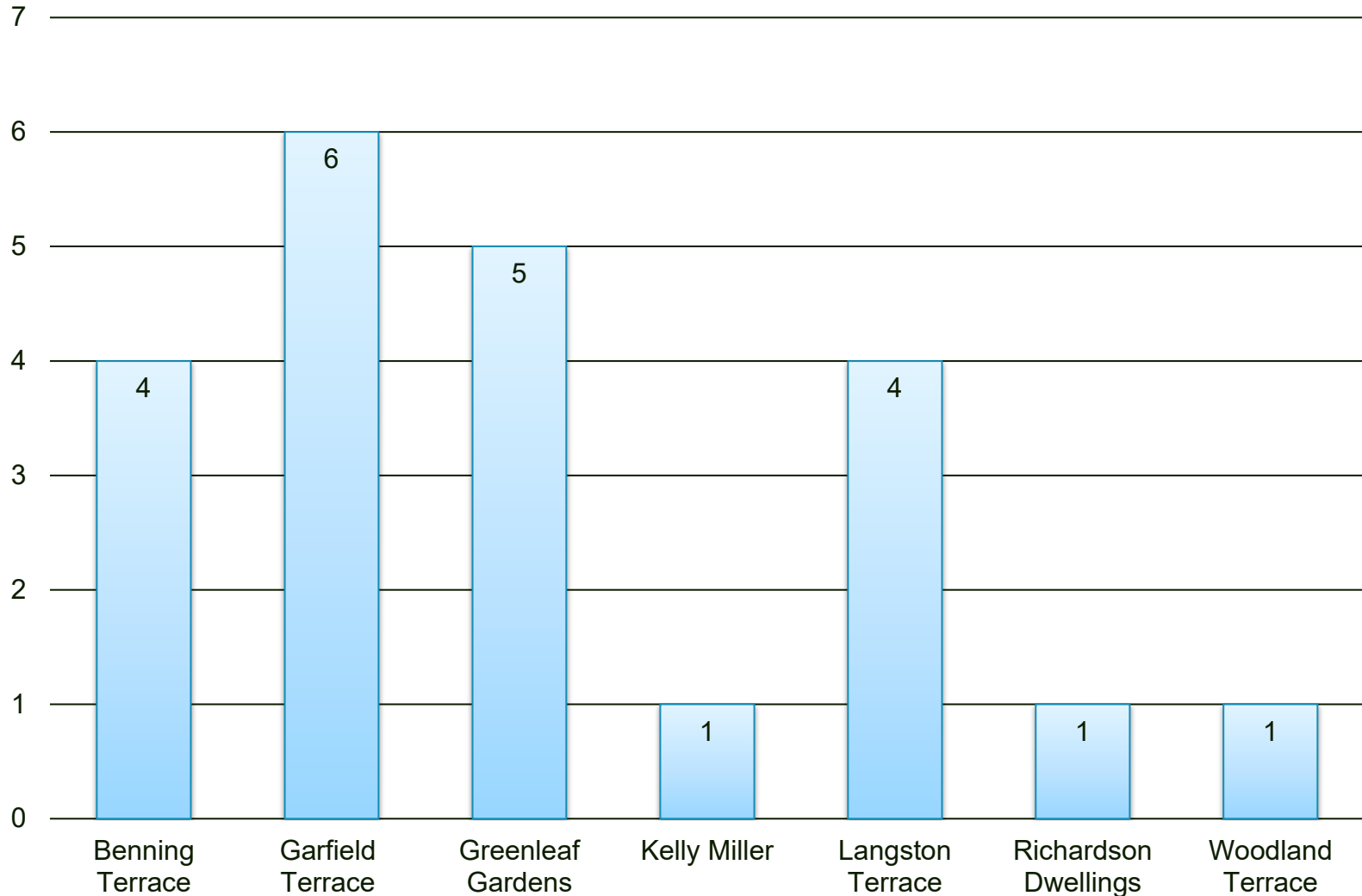
253 Financial education workshop attendees

12 new community partners engaged

Resident Enrollment by *Month*



Resident Enrollment by *Property*



Participant Feedback

14 residents responded to a short survey intended to gauge program satisfaction and ideas for improvement.

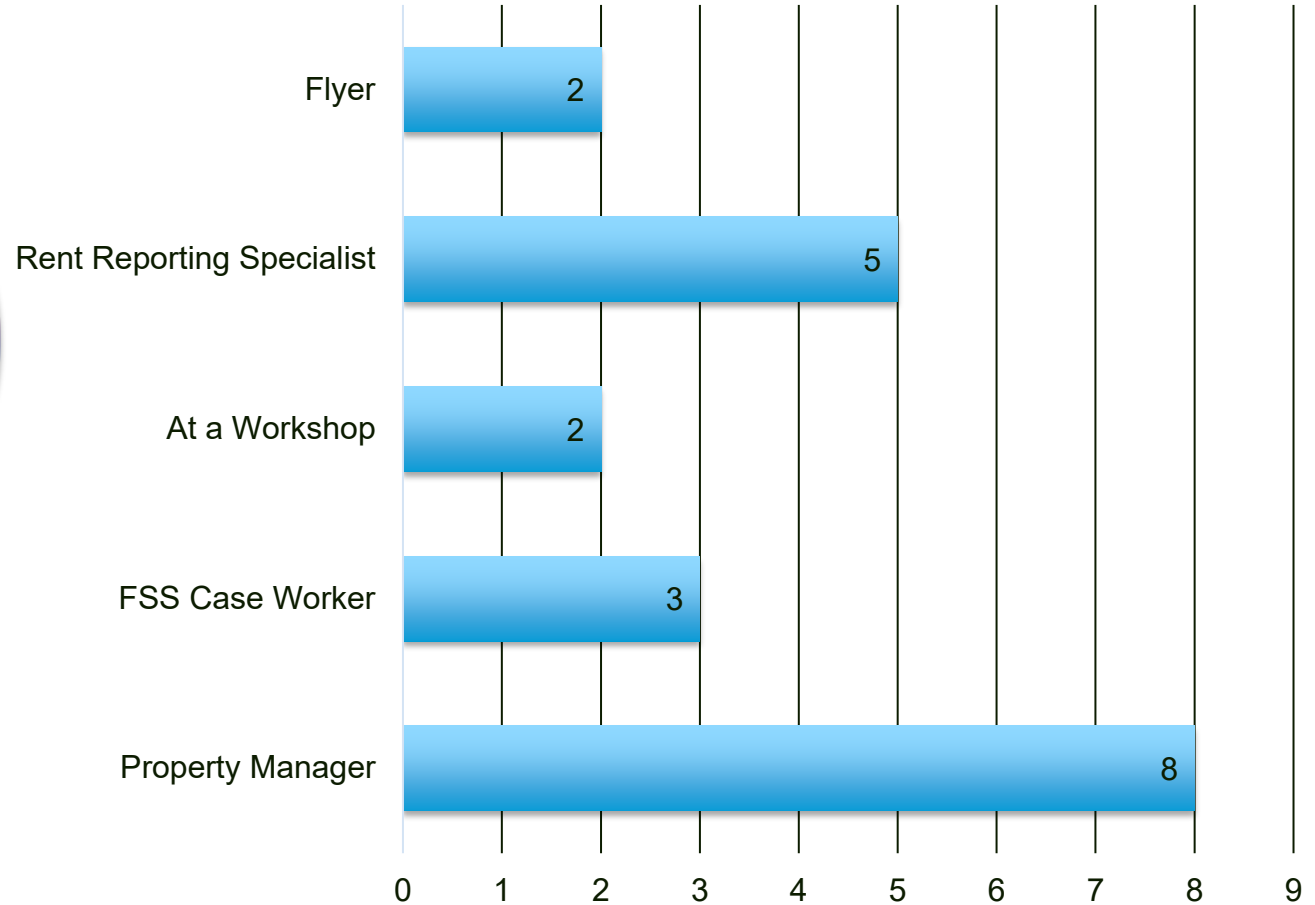
Participant Feedback: Program Satisfaction

- 93% are satisfied or very satisfied with the program
- 79% are satisfied or very satisfied with the workshops (14% haven't attended a workshop)
- 79% of respondents would "absolutely" recommend rent reporting to a neighbor or friend.

Participant Feedback

*How did you first hear about rent reporting?**

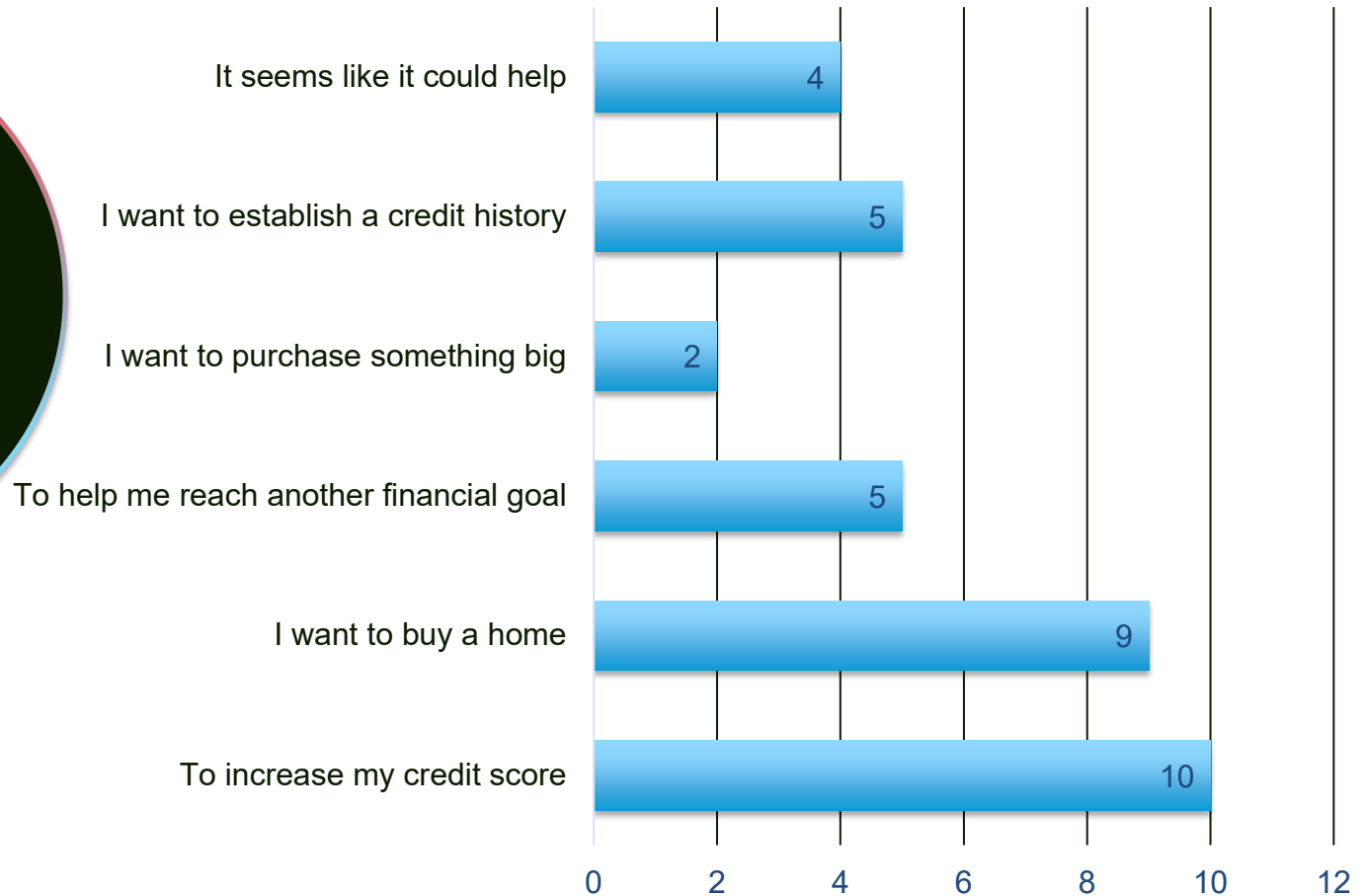
Participant
Feedback:
Outreach



Participant Feedback

*Why did you decide to sign up for rent reporting?**

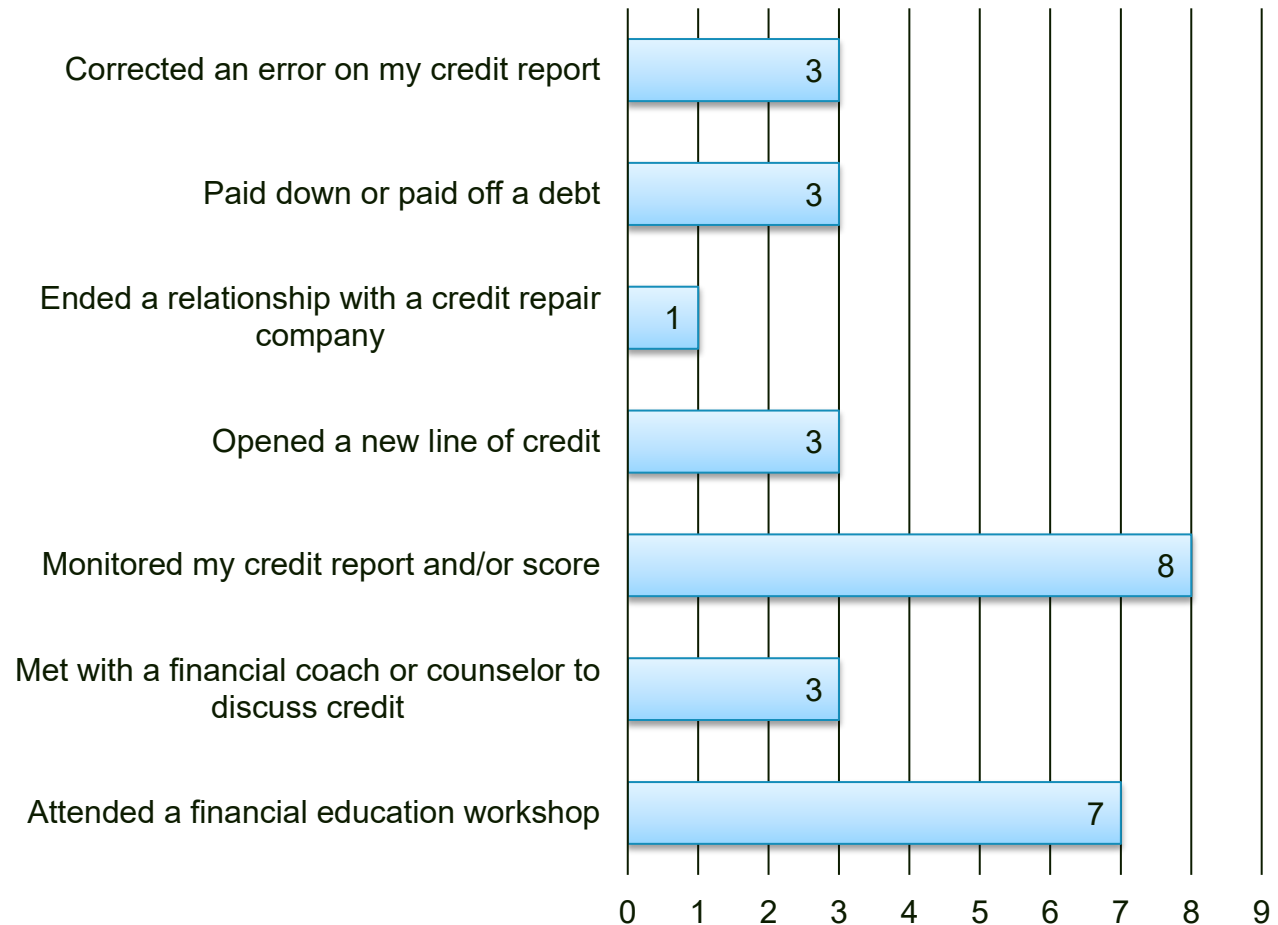
Participant
Feedback:
Motivation



Participant Feedback

Have you taken any of the following actions to improve your credit since enrolling in rent reporting?

Participant Feedback: Resulting Actions



Participant Feedback

Participant Feedback: Ideas for Improvement

“When the pandemic is over, talk face to face to the residents so they can understand more.”

“Just keep pushing forward what you are doing!”

“More workshops!”

“Need more one on one conversation about credit reports.”

Participant Feedback

Ideas for getting the word out:

Circulate more flyers & emails

Create commercials

Include flyers in monthly rent statements

Increase engagement through residential meetings

Have property managers encourage participation

Create newsletters specific to credit and the benefits of rent reporting

Participant
Feedback:
Ideas for
Improvement

From a Resident

“I was very excited when my [rent] was reported. I believe this is a very good way to establish good credit or improve your credit. I'm so glad that I enrolled in this program. It is the best...Also, I wanted to let you know about my Transunion report for this month I saw about 40 points increase in my score. Thanks so much!”

Plans for Further Data Collection



ROLLING 6-MONTH CREDIT
SCORE PULLS STARTING IN
APRIL



FINAL PARTICIPANT
SURVEY IN JULY



ONGOING STORY AND
FEEDBACK COLLECTION

Findings and Promising Ongoing Strategies

Property managers have been key for identifying and referring residents

In the second half of the pilot, we will leverage resident participants to spread the word to neighbors

Full schedule of financial education workshops planned throughout the spring

Rent Reporting Specialist may be able to do on-site outreach come summer

Promising Results Signal That DCHA is on Track to Achieve Pilot Goals

Initial credit score improvements are promising

Enrollment numbers are comparable with housing authority pilots at one year

Questions?



Comments?