

# Yakima County Rental Assistance



POWERED BY FORWARD



# Agenda

1. Program Goals
2. Program Metrics
3. Community Partner Outcomes
4. Continuing Opportunities



# Program Overview

FORWARD worked with Yakima County Human Services to distribute COVID-era rental assistance funds across multiple funding sources for the program participants with the highest housing stability risk factors.

- ▶ A total of **\$27,381,049** awarded from ERA1, ERA2, TRAP1, TRAP2, ERAP2 combined
- ▶ A total of **4,211** households assisted covering rental arrears, future rent, and utilities.

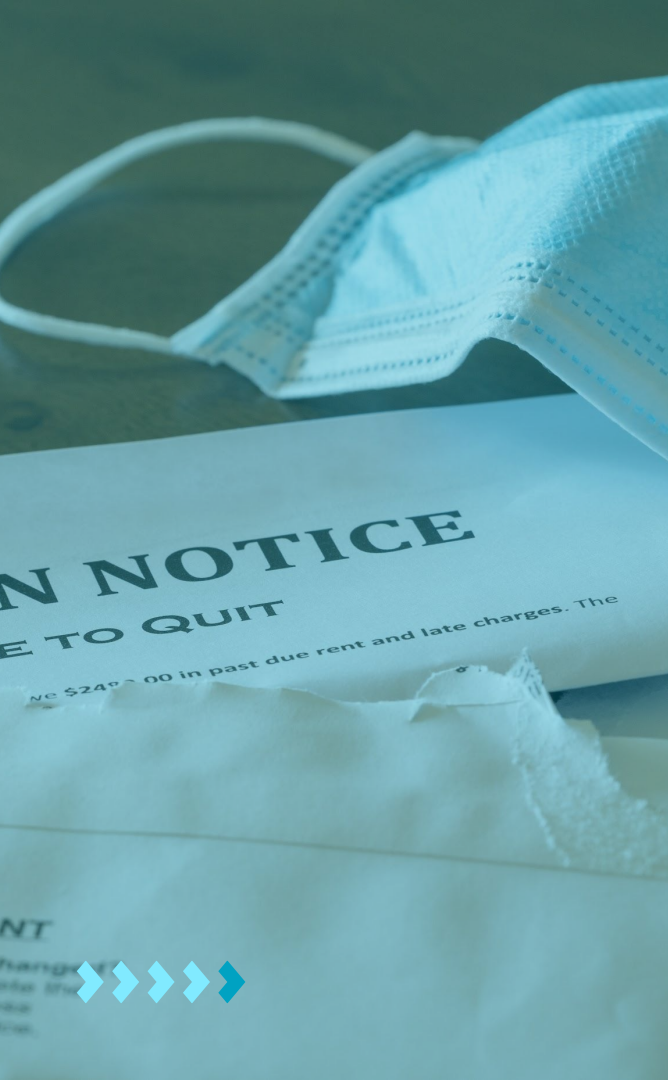




**01**

# Program Goal

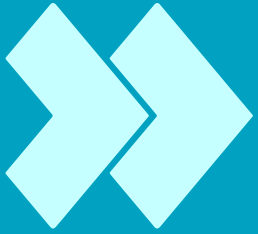




# **PREVENT EVICTIONS** in Yakima County

*Ensuring residents stay  
housed and landlords are  
compensated*





## Strategy 1

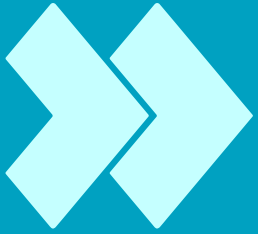
***Effectively and securely administer ERA1, ERA2, ERAP2, TRAP1, and TRAP2 funds***

FORWARD provided comprehensive back-office support including ***program design, application intake and processing, CBO training and support, fraud prevention, award distribution*** and reporting



Washington State  
Department of  
**Commerce**





## Strategy 2

Provide training and process ***support of rent and utility payments through community partnerships***

***\$7.8 million was distributed through partner applications.***



YAKIMA  
Neighborhood  
Health



**Yakima Valley  
Farm Workers Clinic**



to ensure integration of data and **full expenditure of program funds**

	2022					2023					
MILESTONES	Mar/Apr	May/June	July/Aug	Sep/Oct	Nov/Dec	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Onboard CBOs											
Partner Applications	March 2022 - November 2023										
Application LIVE	03/08/22										
Application Review/Verification	March 8, 2022 - November 6, 2023										
Payments to Household	March 17, 2022 - November 6, 2023										
Payments by funding source	ERA1										
	ERA2										
	TRAP1					ERAP2					
	TRAP2										



# WHAT **COMMUNITY MEMBERS SAID** ABOUT THE YAKIMA COUNTY RENTAL ASSISTANCE PROGRAM

“[The rental assistance program] will help me immensely. I can get a two bedroom home and stay with my grandson and give him a better life. He won’t have to go into the foster system. He can stay with family.”

**Sandra**

YAKIMA COUNTY RENTAL ASSISTANCE  
PROGRAM Awardee



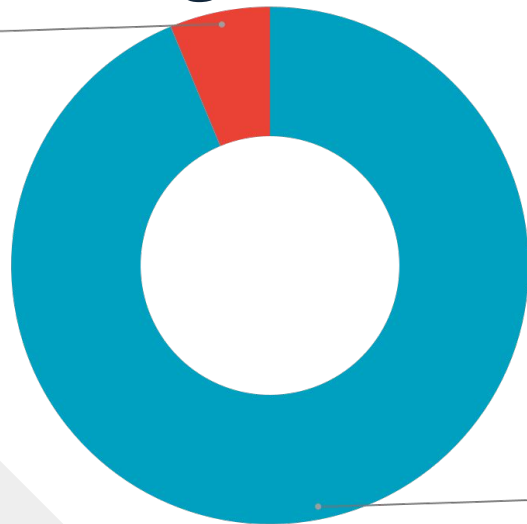
02

# Program Metrics



# \$27,381,049 distributed in Rent and Utilities across 5 funding sources

Utilities  
6.3%



Fund Type

AMOUNT

Rent

\$25,662,860

Utilities

\$1,718,189

Average months rent  
paid per household:

5.7

Average months rent  
paid per household:

\$4,371

Rent  
93.7%

Average months utilities  
paid per household:

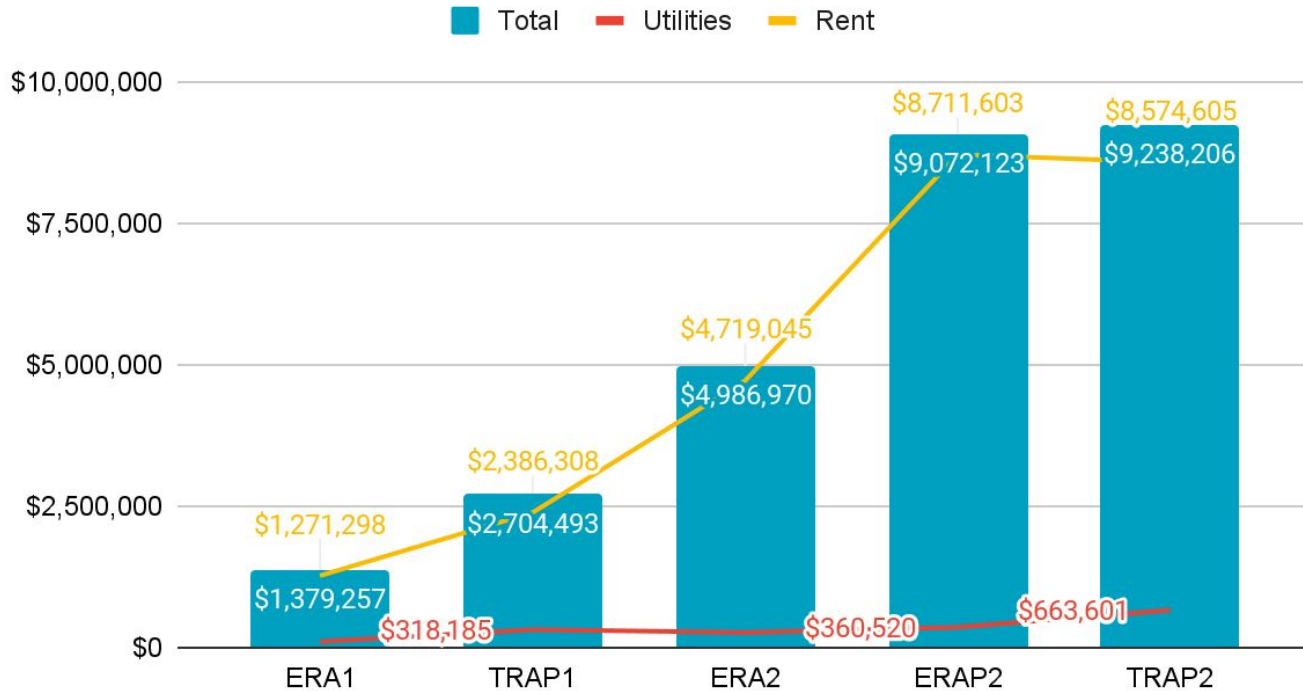
4.3

Average utilities paid per  
household:

\$293

# Spending distribution by **FUNDING SOURCE**

## Total, Utilities and Rent



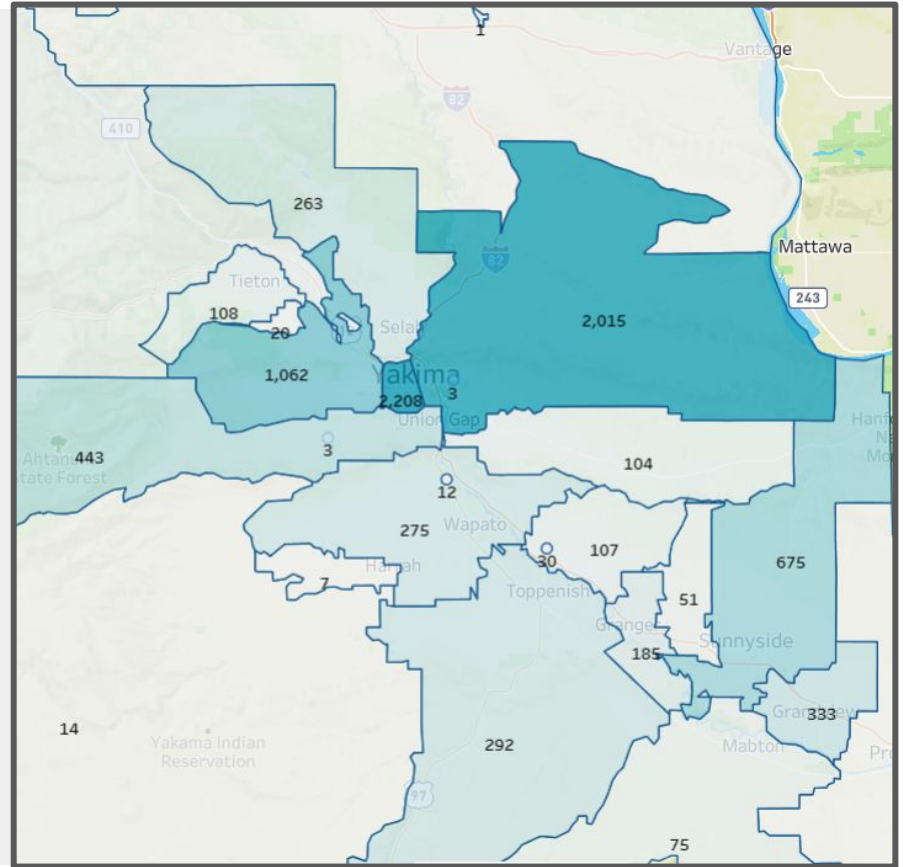


# Application Received Volume by Region

## Top 3 zip codes by applications submitted:

1. 98902- 2,208 applications
2. 98901- 2,015 applications
3. 98908- 1,062 applications

[LINK TO LIVE DASHBOARD](#)





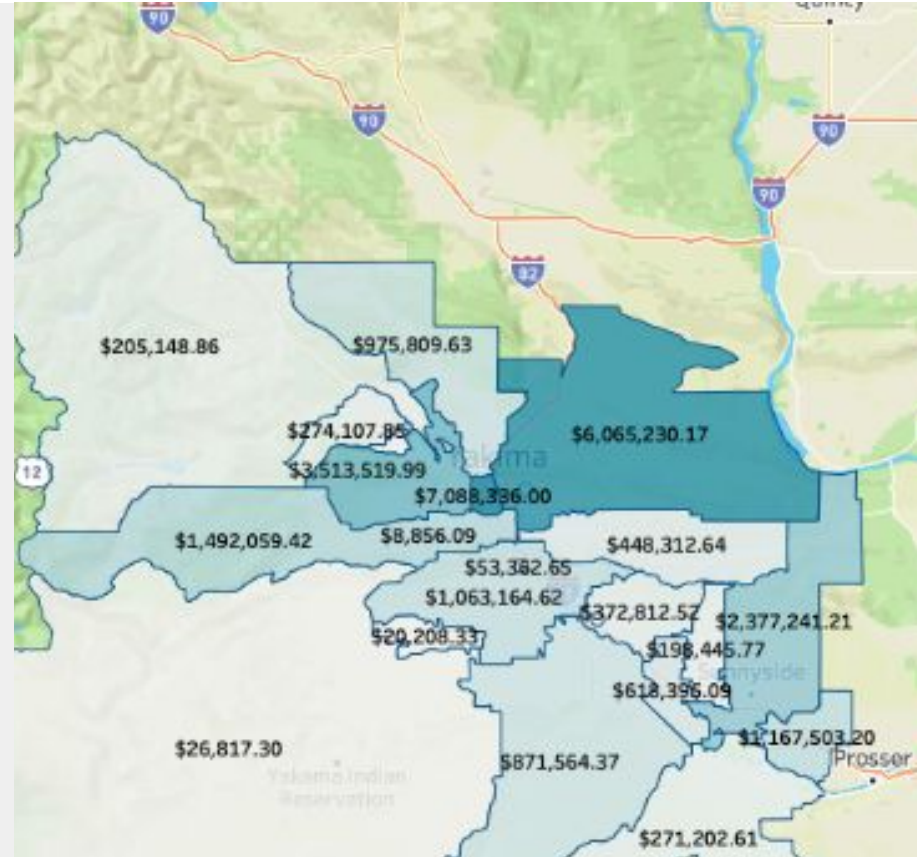


# Funding Distribution by Geographic Region

Top 3 zip codes by applications awarded:

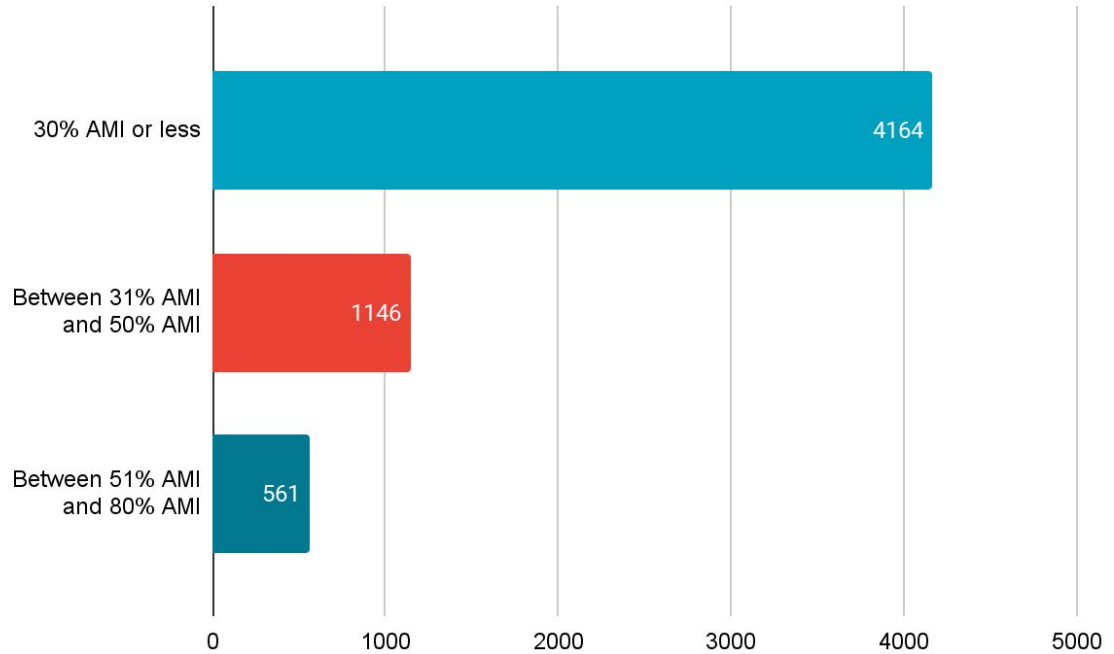
1. 98902- \$7.1 million
2. 98901- \$6.1 million
3. 98908- \$3.5 million

[LINK TO LIVE DASHBOARD](#)



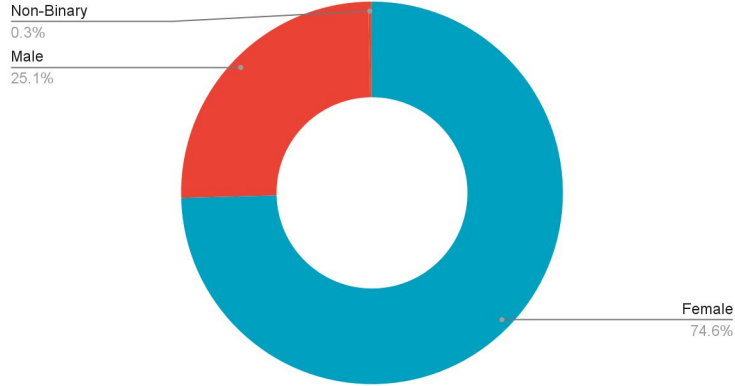
# Household Income AMI

70% of recipients were under 30% AMI

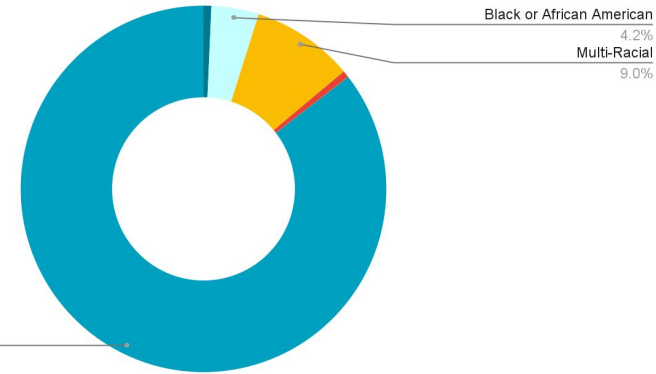


# Demographic Analysis

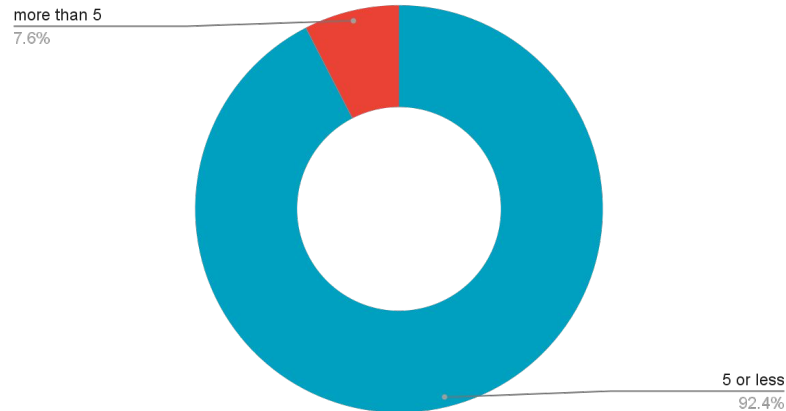
Awards by Gender



Awards by Race



Awards by Household Size



**74.6%**  
of applicants were  
female

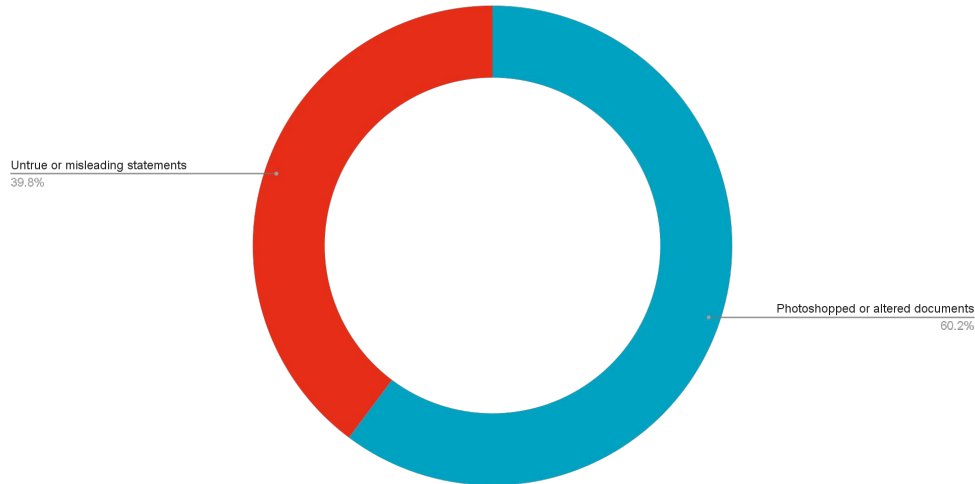


# Fraud Prevention

**460 cases of fraud identified, saving Yakima County approximately \$9.5 Million**

The top reasons applications were denied for fraud:

1. Photoshopped or altered documents
2. Untrue or misleading information

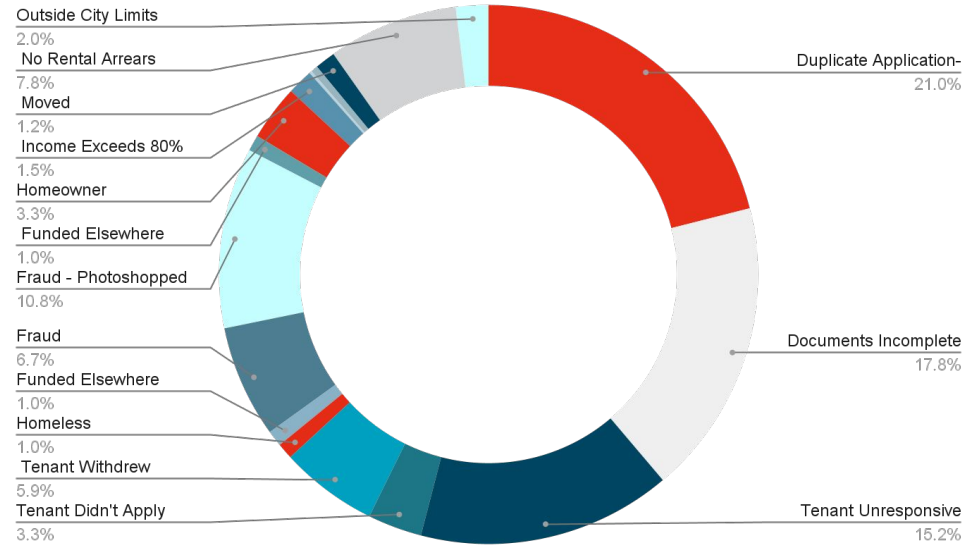


# Unfunded Applications

Out of 8,484 applications received, **2,613 were not funded.**

## Top reasons applications were not funded:

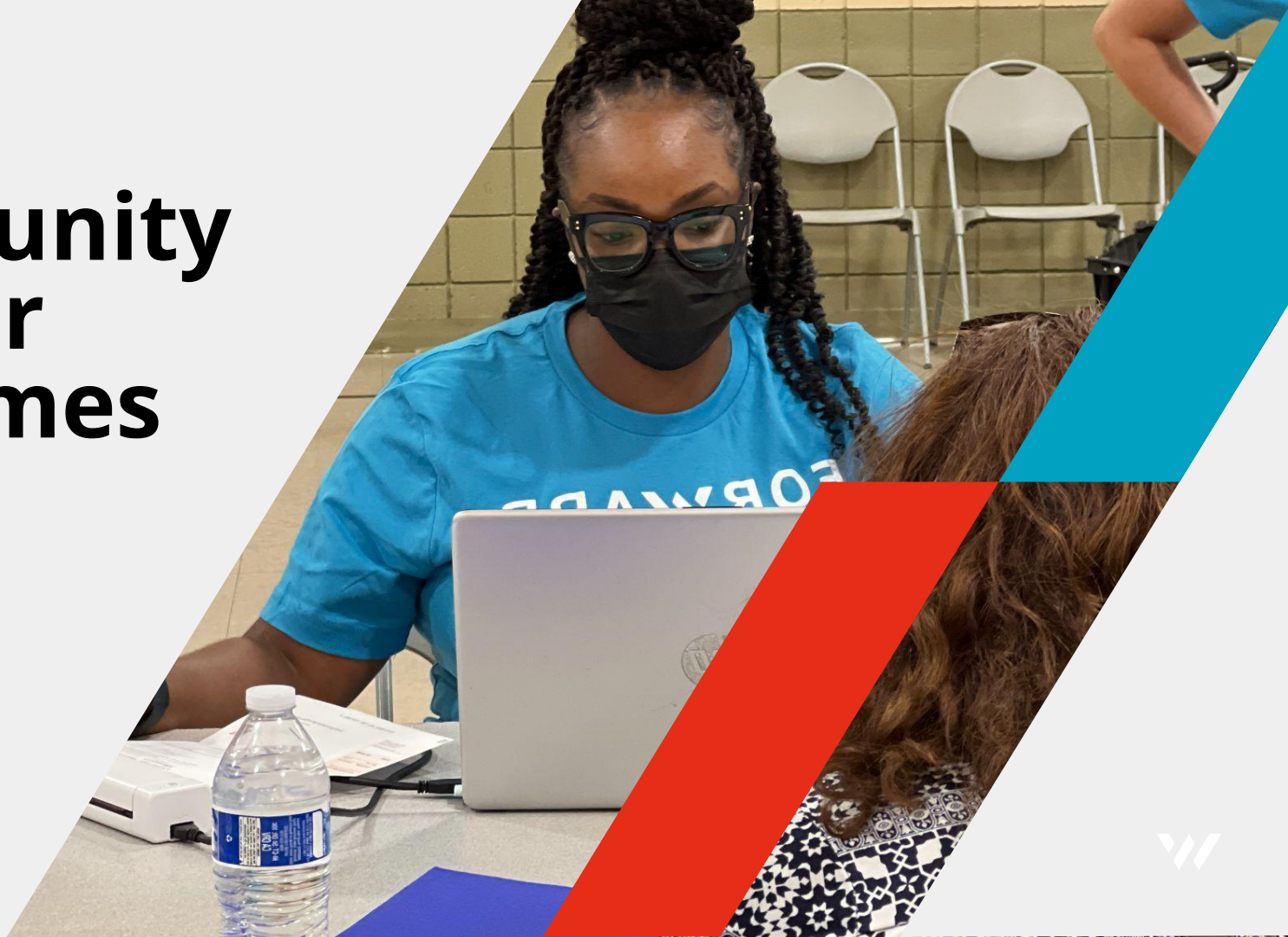
1. Duplicate Applications
2. Documents Incomplete
3. Tenant Unresponsive





**03**

# Community Partner Outcomes



# Community Partner Impact

Partnered with the following local organizations:

- ▶ Catholic Charities
- ▶ Farm Workers Clinic
- ▶ Latino Community Fund
- ▶ OIC
- ▶ Volunteer Attorneys
- ▶ Neighborhood Health



## **\$7.8M Awarded Through Partner Support**

Six partner organizations served their target populations which resulted in funds for rental assistance going directly to their most vulnerable applicants.



## **2,197 Applications Processed by Partners**

Through the community partners 2,197 applications were received, reviewed and processed by FORWARD.



## **1,948 Households Awarded Rental Assistance through partnerships**

Households awarded rental assistance through partners had added support to submit documents and receive information in multiple languages.



# Community Partner Impact



## Catholic Charities

45 applications processed  
**\$104,997** awarded through partner support



## Farm Workers Clinic

374 applications processed  
**\$1.25M** awarded through partner support



## Latino Community Fund

24 applications processed  
**\$100,148** awarded through partner support



## OIC

870 applications processed by  
**\$2.8 M** awarded through partner support



## Volunteer Attorneys

131 applications processed  
**\$573,234** awarded through partner support



## Neighborhood Health

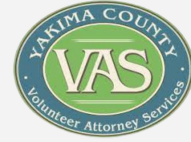
753 applications processed  
**\$3M** awarded through partner support



# Community Partner Events



In collaboration with -



**Hosted 3 in-person events in Yakima and Sunnyside serving 767 households**

- **Yakima Event #1** - 219 households served
- **Yakima Event #2** - 220 households served
- **Sunnyside Event #3** - 328 households served



**143 households requested additional rounds of assistance**



**104 households received assistance to prevent eviction**





# WHAT **PARTNERS SAY** ABOUT THE YAKIMA COUNTY RENTAL ASSISTANCE PROGRAM

“VAS is a small, non-profit organization with limited resources and staff. **Thanks to our partnership, we have been able to prevent homelessness for dozens of low-income households.** Especially while co-hosting rental assistance fairs. Each clinic was well thought out, planned, and successful. FORWARD staff is efficient, informed, and professional. We chose to align with FORWARD because their mission aligns with ours, to help our most underserved communities.”

**Jessica Mendez**

Bilingual Housing Justice Project Manager  
Yakima County Volunteer Attorney Services





**04**

# Marketing & Outreach





# Marketing & Outreach Overview

FORWARD led marketing and outreach campaigns to drive program awareness and application volume in Yakima households.

- ▶ **Engagement Toolkit with social media content, fliers and email templates**
- ▶ **17 media features in Yakima Herald, NBC News and more**
- ▶ **Ongoing radio ad campaigns on Radio KDNA and SMG Media Group**



# WHAT **COMMUNITY MEMBERS SAID** ABOUT THE YAKIMA COUNTY RENTAL ASSISTANCE PROGRAM

I am a single mom of 5 kids and with school around the corner it really helps me out a lot now I can shop for school supplies and clothes without worrying if my kids are gonna have all the essentials and the proper clothes that they need.

## **ANONYMOUS AWARDEE**

Yakima County Rental Assistance Recipient







**Thank  
You!**

# 05 Appendix





# Sources

- ▶ Landing page
- ▶ Live dashboard
- ▶ Program data
- ▶ Marketing collateral

