



EMERGENCY RENTAL ASSISTANCE PLAN

Community Services Department

PROGRAM PROMOTION

OUTREACH ACTIVITIES

- 10,000 people reached by promotions at vaccine and food pantry sites
- 20+ community and promotion meetings
- 60 promotoras on the ground
- 50,000+ flyers distributed and inserted in utility bills
- 12,000 bilingual postcards mailed to non-city landlords

MEDIA PLACEMENTS

- 65,000 people reached via web platforms
- 9 million reached via website and print media stories
- 423,000 people reached through broadcast media placements in both English and Spanish
- 11 billboards throughout the County
- Press conference @ Estrella Park

Program Promotion continued



CALL (915) 400-7401

COUNTY OF EL PASO and PASO DEL NORTE COMMUNITY FOUNDATION HAVE RENTAL ASSISTANCE AVAILABLE

ELIGIBILITY CRITERIA:

- Household has been financially impacted by COVID19 AND,
- Household resides outside the City limits of El Paso AND,
- Household income does not exceed 80% Area Median Income (AMI)

For questions about the application process, contact the United Way of El Paso County's Community Resiliency Center at (915) 400-7401 or visit EPRentHelp.org.

The EP Rent Help program provides help to eligible tenants who are at-risk of eviction because of the economic impact of COVID19.

CALL TODAY AND GET THE ASSISTANCE YOU NEED

This program is not a federal loan program. The assistance you may qualify for is not a loan that needs to be repaid.



LLAME (915) 400-7401

CONDADO DE EL PASO y PASO DEL NORTE COMMUNITY FOUNDATION TIENEN ASISTENCIA DE RENTA DISPONIBLE.

CRITERIOS DE ELEGIBILIDAD:

- El hogar se ha visto afectado financieramente por COVID19 Y,
- El hogar vive fuera de los límites de la ciudad de El Paso Y,
- Los ingresos del hogar no exceden el 80% de ingresos medios del área (AMI)

Si tiene preguntas sobre el proceso de solicitud, comuníquese con el Centro de Resiliencia Comunitaria de United Way of El Paso County al (915) 400-7401 o visite EPRentHelp.org.

El programa EP Rent Help proporciona ayuda a los inquilinos elegibles que están en riesgo de desalojo debido al impacto económico de COVID19.

LLAME HOY MISMO Y OBTenga LA ASISTENCIA QUE NECESITA

Este programa no es un programa de préstamos federales. La asistencia para la que puede calificar no es un préstamo que deba ser reembolsado.



Wednesday, July 21, 2021



**El Paso County
Important
Message:**
Know someone
affected by
COVID? Cannot
pay rent/utilities?
For assistance
915-400-7401
Reply "STOP" to
unsubscribe

4:04 PM

Outcomes

EP Rent Help

- 50 tenants assisted
- \$194,806
- Average amount of assistance p/tenant is \$3,896

ERA Utility Assistance (in-house)

- Just finalized three MOUs with providers
- Pending referrals from water, electric, gas utility providers

Community Resiliency Center

- 66 calls received from County residents
- 25 eligible clients provided with wrap around case management

Disbursement plan reconsideration

Reconsider the maximum # of months households may receive consecutive rent and utility payments

- 6 months to 12 months of assistance for rent AND utility assistance
- Alignment with City rent program
- Single platform, same outreach and communication strategy
- Within the ERA regulatory allowances
- Maximize fund encumbrance and obligations prior to 9/30/2021 deadline

Questions

