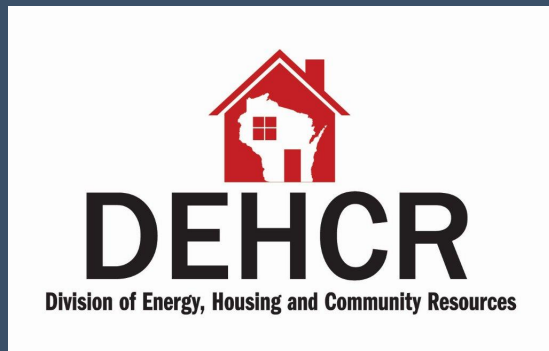


DIVISION OF ENERGY, HOUSING AND COMMUNITY RESOURCES

BUREAU OF HOUSING



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA)

- Title V Section 501 of the Consolidated Appropriations Act, 2021 created the Emergency Rental Assistance (ERA) Program, administered by the U.S. Department of the Treasury, and provided a total of \$25 billion in federal assistance to assist households that are unable to pay rent and utilities due to the COVID-19 pandemic.
- The funds are provided directly to States, U.S. Territories, local governments, and Indian tribes. Wisconsin received a total of **\$386,777,592** in federal ERA funding.
- The Act *stipulated* that any unit of general government with a population of at least 200,000 would receive a proportionate share of the State's total allotment of funds. Eligible units of government in Wisconsin include the counties of: Brown, Dane, Milwaukee and Waukesha and the cities of Madison and Milwaukee. In total, these units of government received **\$64,603,547** in funding with the remaining **\$322,174,044** to be administered by the State of Wisconsin.



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) - ELIGIBILITY

Funding under the Act may only be awarded to assist households that pay rent and meet all the following criteria:

ERA1

- Household qualifies for unemployment or has experienced a reduction in household income, incurred significant costs, or experienced a financial hardship due to **COVID-19**; and
- One or more individuals within the household can demonstrate a risk of experiencing homelessness or housing instability; and
- Has a household income at or below 80 percent of the county median.
- Eligible households may receive up to 12 months of assistance, plus an additional 3 months if the grantee determines the extra months are needed to ensure housing stability and grantee funds are available.



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) - ELIGIBILITY

On May 7th, Treasury announced an additional \$21.6 billion under the American Rescue Plan for Emergency Assistance

The State of Wisconsin's total allocation was **\$306,039,006**; state portion w/o entitlements **\$254,921,242**.

NINE enhanced policies to directly aid renters, prevent evictions and help American's stabilize housing were identified in the new funding.

ERA2

- One or more individuals within the household has qualified for unemployment benefits or experienced a reduction in household income, incurred significant costs, or experienced other financial hardship during or due, directly or indirectly, to the **coronavirus pandemic**;
- Demonstrates a risk of experiencing homelessness or housing instability; and
- Has a household income at or below 80 percent of the county median.



WERA Eligible Expenses

- Rent assistance
- Rental arrears
- Utility and home energy costs (Internet as of 7/7/21 – Water Coming SOON)
- Utility and home energy arrears
- Housing Stability Services which may include case management and other services intended to keep households stably housed
- Administrative costs



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) – PARTNERSHIP AND HOW TO APPLY

- DEHCR partnered with the Wisconsin Community Action Program Association (WISCAP), the local Community Action Agencies, and Energy Services, Inc. to administer WERA
- DEHCR partnered with United Migrant Opportunity Services (UMOS) to provide outreach to approximately 2,500 farmworkers across 27 counties
- Applications may be made via an on-line statewide portal that can be accessed at <https://energybenefit.wi.gov>, by calling the toll-free number 1-833-900-9372 (WERA) or by calling the local Community Action Agency providing service to the county of residence at <https://wiscap.org>



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) – OUTREACH EFFORTS

SOCIAL MEDIA OUTREACH CAMPAIGN LAUNCH

June 14, 2021

- 12 Week Social Media Campaign
 - 14 WERA Community Action Agencies
 - 14 Lead United Way Agencies and 211



What can WERA help with?

- Rental Assistance
- Utility/Energy Payments
- Housing stability services

Who qualifies for WERA?

A household should meet the following criteria:

- Income impacted by COVID-19 pandemic
- At risk of housing instability
- Household income at or below 80% CMI

Check your
income level:

bit.ly/WERACMIs

Find where to
apply for WERA:

wiscap.org/wera



WISCONSIN EMERGENCY RENTAL ASSISTANCE

You may qualify for WERA if your:

- Income was impacted by the pandemic
- Housing is at risk
- Household income is at or below 80% CMI



Check your income:
bit.ly/WERACMIs

Find where to apply:
www.wiscap.org/wera

Social Media Posts



WISCONSIN EMERGENCY RENTAL ASSISTANCE

IS HERE TO HELP!

Find where to apply at
www.wiscap.org/wera

First 4 weeks

- WERA ads estimated 82,926 profiles
- 4,486 profiles had shares, likes, comments and link clicks
- Performance rate of 5.6% - Industry standard for FB is 3-5%

ARE YOU STRUGGLING
TO PAY RENT AND/OR
UTILITIES DUE TO THE
COVID-19 PANDEMIC?

WISCONSIN
EMERGENCY RENTAL
ASSISTANCE (WERA)
MAY BE ABLE TO HELP!



Learn more at:
wiscap.org/wera

Agencies identify
application uptick

WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) – OUTREACH EFFORTS

BULK MAIL OUTREACH CAMPAIGN LAUNCH

August 2, 2021

- USPS's Every Door Direct Mail using 2020 U.S. Census data on income
- Targeting zip codes with average household of four at or below 80% AMI
- 14 postcards with specific CAP agency contact information tracked via QR code and specific Bitly
- Reaches households with no internet access
- 1.16 Million postcards

A graphic for a postcard. The top half shows a photograph of a woman with long brown hair hugging a child from behind against a white brick wall. In the top left corner of the photo is a small logo for the Wisconsin Emergency Rental Assistance Program. The bottom half of the postcard has a dark blue background with white text. Below that is a green background with white text. At the bottom, there is contact information and a QR code.

ARE YOU STRUGGLING TO PAY RENT, UTILITIES, AND OTHER BILLS DUE TO THE COVID-19 PANDEMIC?

The Wisconsin Emergency Rental Assistance Program (WERA) assists qualifying households with up to 12 months assistance for current and/or overdue payments:

- ▶ Rent payments
- ▶ Utility and home energy

DO I QUALIFY?


Your household may qualify if at least one or more individuals:

- ▶ Is eligible for unemployment, has experienced a reduction in household income, or has incurred major costs or financial struggles due to the COVID-19 pandemic.
- ▶ Is at risk of being evicted.
- ▶ Has a household income at, or below, 80 percent of the county median.

HOW TO APPLY

Contact your local Community Action Agency
VISIT: wiscap.org/wera

OR Energy Services, Inc.
CALL: 1-833-900-9372
EMAIL: support@wera.help

Check your income here:

<http://bit.ly/WERACMS>

WERA TESTIMONIALS

“It put me in a position to better manage my family's situation regarding how the pandemic affected our stability as a whole. (WERA) Gave us some space to breath and not feel like we were drowning in debt. Great program in my opinion the most helpful program throughout this whole pandemic.”

– Tressa, Eau Claire County

“It affected me as the job I had just got and was starting to pick up more hours at, got shut down on March 17th, 2020. We were unable to open our doors back up until May 16th, the same year. However, what is normally the busy time has been slow. Hours are still limited; people aren't coming into a bar/restaurant like they used to. It took the talk of having to move out, with NO WHERE to live, to knowing I am okay and buying me some time to try and get back on my feet! It has caught up the arrears I owed on rent, used my 3rd stimulus to catch up my lights to finding out I had assistance there as well. I now have a credit on my utility bill that will help me for most of the year! I am so thankful as I was facing living on the streets and this program stopped that!”

– Heather, Grant County



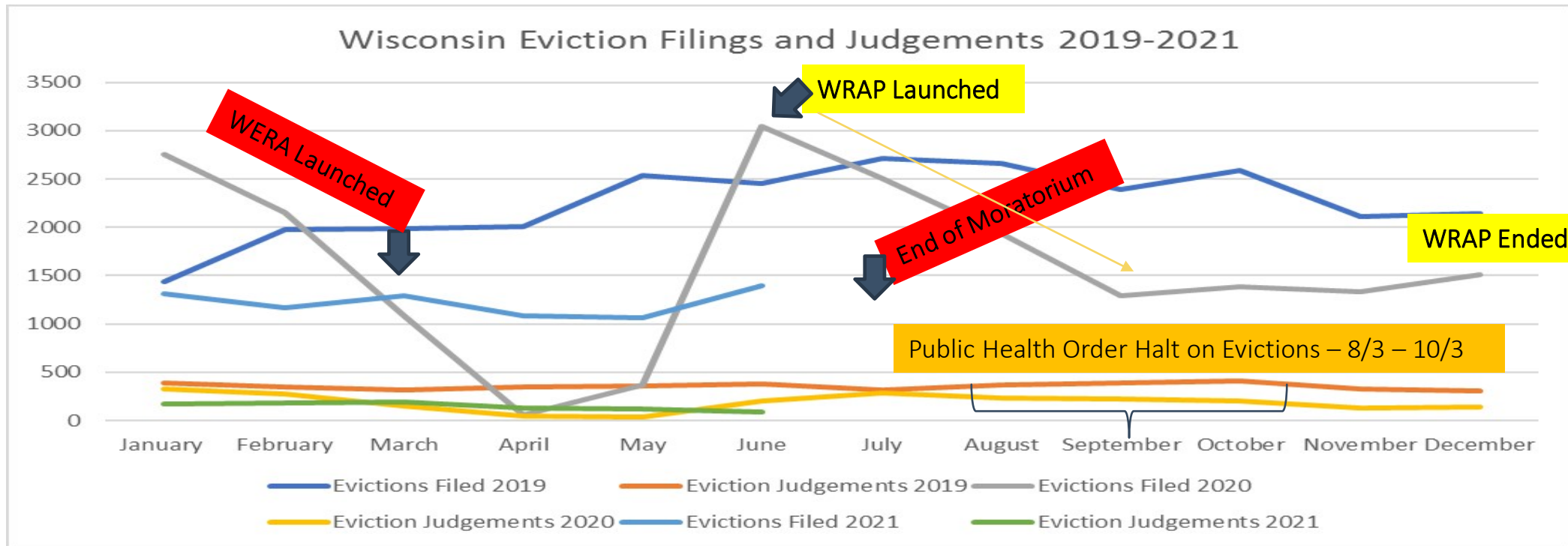
WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA) – OUTREACH EFFORTS -WISCONSIN EVICTION DATA PROJECT

Continued Outreach Efforts

- The Wisconsin Eviction Data Project is produced by the Interagency Council on Homelessness to track, on a monthly basis, the number of eviction filings and judgements for eviction in all 72 counties in the state to track the state's housing economy, the efficacy of homelessness prevention programs, and to inform the public on housing policy needs throughout Wisconsin.
- Weekly reports ran and distributed to CAP Agencies to provide outreach
- Wisconsin Eviction Data Project: <https://doa.wi.gov/Pages/Wisconsin-Eviction-Data-Project.aspx>



WISCONSIN EVICTION DATA PROJECT



<https://doa.wi.gov/Documents/2021-monthly-july.pdf>

<https://doa.wi.gov/Documents/2021-full-year-july.pdf>



CDC TEMPORARY ORDER TO HALT EVICTIONS

On August 3rd, the CDC issued a new order temporarily halting evictions in counties with heightened levels of community transmission.

Per the CDC's website, all counties in Wisconsin are experiencing either "substantial" or "high" levels of community transmission

As of August 9, 2021, the following counties DO NOT qualify for the CDC moratorium:

Ashland, Douglas, Florence, Grant, Green, Lafayette, Taylor and Waushara

Important Information to know:

- If a county covered by the moratorium "no longer experiences substantial or high levels of community transmission for 14 consecutive days, then this Order will no longer apply in that county, unless and until the county again experiences substantial or high levels of community transmission while this Order is in effect."
- Any eviction actions initiated, but not yet completed, since the end of the previous moratorium (July 31) is subject to this order. Eviction judgements that have been issued since then are not subject to the order.

<https://covid.cdc.gov/covid-data-tracker/#county-view>



Wisconsin Evictions 2019-2021 Eviction Filings

	January	February	March	April	May	June	July	August
2019	1434	1981	1987	2013	2537	2455	2711	2667
2020	2755	2152	1084	54	365	3042	2505	1939
2021	1309	1164	1292	1087	1067	1398	1435*	

Judgements for Eviction

	January	February	March	April	May	June	July	August
2019	389	346	321	350	358	378	319	367
2020	327	277	151	45	36	200	288	238
2021	170	180	190	131	123	106	95*	

Data
validates
the efforts
of
rental
assistance!

*Data not final 8/9/21



WISCONSIN EMERGENCY RENTAL ASSISTANCE PROGRAM (WERA)

Where are we at today NATIONALLY?

- As of the end of June (Treasury's latest report), Wisconsin ranked 13th nationally for overall expenditures according to the U.S. Department of the Treasury.
- More than \$1.5 Billion in assistance was delivered to eligible households in the month of JUNE – this is more than the assistance provided in all three previous reporting periods combined.
- Number of HH served grew by 85% over the previous month and nearly tripled since April. In June alone, 290,000 HH were served, up from 160,000 in May and approximately 100,000 in April.



WERA Expenditures

Business	Rental Assistance		Utility Assistance		Total	
	Unique Household Count by Grantee*	Benefit Paid*	Unique Household Count by Grantee*	Benefit Paid*	Unique Household Count by Grantee*	Benefit Paid*
ADVOCAP, INC. - WHEAP	536	\$1,891,788.00	31	\$25,221.00	543	\$1,917,009.00
CAP SERVICES, INC. - WHEAP	587	\$2,115,059.60	136	\$105,388.00	589	\$2,220,447.60
CENTRAL WI COMMUNITY ACTION COUNCIL - WHEAP	522	\$2,153,950.25	72	\$65,044.00	525	\$2,218,994.25
COULEECAP, INC - WHEAP	1,007	\$4,144,066.07	266	\$231,973.01	1,009	\$4,376,039.08
ENERGY SERVICES INC - WHEAP	3,008	\$13,472,974.27	3,207	\$3,228,105.86	5,558	\$16,701,080.13
LAKESHORE CAP - WHEAP	405	\$1,340,662.00	132	\$75,797.00	408	\$1,416,459.00
NEWCAP, INC. - WHEAP	218	\$1,044,353.00	83	\$57,307.00	218	\$1,101,660.00
NORTH CENTRAL CAP, INC. - WHEAP	228	\$716,322.00	55	\$45,685.00	251	\$762,007.00
NORTHWEST CAA - WHEAP	116	\$457,544.00	13	\$10,909.00	120	\$468,453.00
RACINE/KENOSHA CAA - WHEAP	1,013	\$4,063,286.00	4	\$2,778.00	1,014	\$4,066,064.00
ROCK/WALWORTH COMM. ACTION - WHEAP	1,405	\$6,385,871.00	-		1,405	\$6,385,871.00
SW WI CAP - WHEAP	331	\$1,246,034.00	64	\$39,468.00	332	\$1,285,502.00
WEST CENTRAL WI CAP - WHEAP	735	\$3,165,015.99	69	\$76,186.00	749	\$3,241,201.99
WESTERN DAIRYLAND EOC INC - WHEAP	661	\$2,494,644.00	118	\$81,714.00	671	\$2,576,358.00
Total	10,668	\$44,691,570.18	4,233	\$4,045,575.87	13,070*	\$48,737,146.05

Report Run Date: 8/9/2021



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<https://wiscap.org/wera>

<https://energybenefit.wi.gov>

<https://doa.wi.gov/Pages/Wisconsin-Eviction-Data-Project.aspx>

