

# SIMPLIFYING AFFORDABLE HOUSING

## ZERO BALANCE PROJECT

The counties of Dakota, Hennepin and Ramsey, and the cities of Minneapolis and St Paul offered COVID-19 emergency rental assistance through The Zero Balance Project. HousingLink supported the customer service, marketing, and outreach efforts. Our work helped these jurisdictions reach over 1,095 landlords to deliver over \$27 million dollars of assistance to prevent eviction and help keep 4,084 renters stably housed.

## BEYOND BACKGROUNDS

Housing access is especially difficult for people with criminal, credit and rental history barriers. Our *Beyond Backgrounds* program helps provide relief to people with these barriers. When a landlord rents to a Beyond Backgrounds participant, they have access to up to \$2,000 of free insurance above the security deposit to cover damage to the unit, unpaid rent, legal fees, and more. To date, this popular program has helped over 500 renters find housing! View program outcomes at [housinglink.org/beyond-backgrounds/impact-report](https://housinglink.org/beyond-backgrounds/impact-report).

## HOUSING HUB

Development of *Housing Hub* continued in 2021. Housing Hub will enroll its first waiting listings this year! This service will transform how low-income renters access housing waiting lists, and how properties manage their waiting lists and fill openings.

## RELIABLE HOUSING INFORMATION

We help community leaders, human services professionals, renters and landlords stay informed. Our newsletters have over 20,000 subscribers! Here is the information on which they rely:

- **Minneapolis and St. Paul Rental Housing Briefs**  
**"I'm hooked on these Rental Housing briefs. I read these every time they come out."** This is common feedback we hear about our Minneapolis and St Paul Rental Housing Briefs. These beautiful, easy to digest reports are among the most popular resources we publish. They help community leaders and citizens understand the state of rental housing in their cities. In a snapshot, readers get an update on the rents, affordability, subsidized housing & more.
- **Housing Connection**  
This bi-weekly e-newsletter is sent to 3,000+ subscribers. It features updates on emergency housing resources, places that accept Housing Choice Vouchers (Section 8), notifications of subsidized waiting list openings, affordable housing news, events, job openings, and resources.
- **Landlord Link**  
This monthly e-newsletter is sent to nearly 3,000 landlords. It features upcoming education and networking events, property management tips, rental housing news, and programs landlords can access to improve their properties and have better renting experiences!
- **Housing Authority Waiting List Alerts (HAWL)**  
The *Housing Authority Waiting List* alerts (HAWL) e-newsletter is HousingLink's longest running list. It notifies 8,000+ subscribers when a major subsidized waiting list opens, like Section 8 housing choice vouchers.

 **1,534,808**  
Searches for Affordable Housing

 **25,537**  
Affordable Vacancies &  
Waiting List Openings Listed

 **2,661,449**  
Page Views of Housing Resources

### Simplifying Housing Information

- ▶ **88,003** Views of housing authority waiting list status
- ▶ **141,031** Visits for subsidized housing information
- ▶ **6,835** Views of voucher assistance program information for owners and managers
- ▶ **7,415** Listings that would consider a section 8 voucher
- ▶ **3,802** Visits for Fair Housing Information
- ▶ **1,734** Views of landlord education on Fair Housing, preventive maintenance, regulations and more!
- ▶ **23.5M** Notifications of housing openings sent via text and email since 2017

### Simplifying Housing Data

- *Streams* - A complete inventory of publicly-funded affordable rental housing in Minnesota.
- *Twin Cities Rental Revue* - A quarterly report that tracks market rate rents.
- *Minneapolis & St Paul Rental Housing Briefs*
- *Twin Cities Rental Housing Trends*
- Rent Reasonableness data for housing authorities.
- Housing research for community agencies.
- *MN Housing Measures* (in partnership with the McKnight Foundation).
- *Housing Counts* (in partnership with Family Housing Fund).
- *Hennepin County Affordable Listings Report*



# SIMPLIFYING CHOICE & EQUITY

HousingLink strategically partners with other agencies that serve and reach marginalized communities. We collaborate on initiatives like Beyond Backgrounds, Zero Balance Project (Emergency Rental Assistance), and Housing Hub as we strive to combat the impacts of inequity and racism.

## Here are some partners we worked with in 2021:

Build Wealth MN | CAMHI Community Adult Mental Health Initiative (Benton, Stearns, Sherburne, and Wright Counties)  
City of Minneapolis | City of St Paul | Dakota County  
Hennepin County | Minnesota Housing  
Minnesota Recovery Connection | Ramsey County  
Returning Home St. Paul | Software for Good  
Suburban Area Continuum of Care

## 2021 SUPPORTERS

- |  |                                       |
|--|---------------------------------------|
| Allina Foundation                                      | Minneapolis Public Housing Authority  |
| Bigelow Foundation                                     | Otto Bremer Foundation                |
| Bloomington HRA  | Radias Mental Health                  |
| CH Robinson  | Ramsey County CDBG                    |
| Dakota County  | Redmon Law Chartered (in-kind)        |
| Family Housing Fund                                    | Richfield HRA                         |
| Google, Inc. (in-kind)                                 | Scott County                          |
| Hennepin County  | Scott County CDA                      |
| Hugh J. Andersen Foundation                            | St. Louis Park HRA                    |
| Initiative Foundation                                  | St. Paul - Returning Home St. Paul    |
| Many Individual Donors                                 | St. Paul Public Housing Agency        |
| Mardag Foundation                                      | Suburban Metro Area Continuum of Care |
| Margaret A. Cargill Fund of the Minneapolis Foundation | Target                                |
| McKnight Foundation                                    | UCare                                 |
| Medica Foundation                                      | Washington CDA                        |
| Mental Health Resources                                |                                       |
| Metropolitan Council                                   |                                       |
| Minnesota Housing                                      |                                       |
| Minnesota Housing Capacity Building Grant              |                                       |
| Minnesota & St. Paul Foundation                        |                                       |

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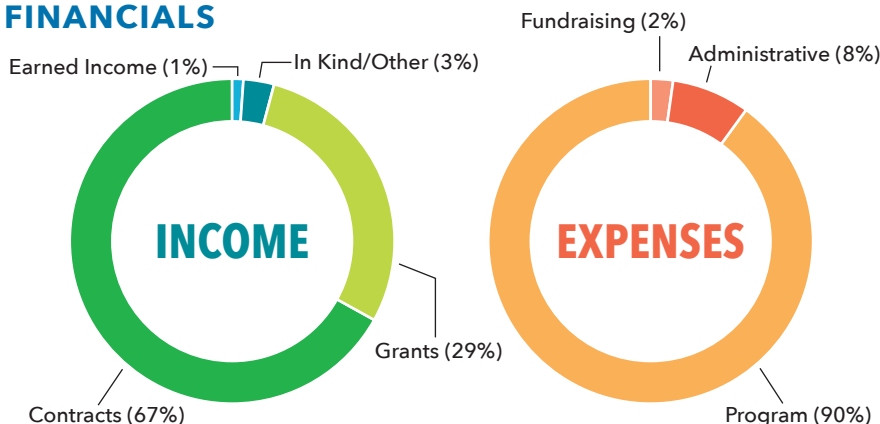
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## FINANCIALS



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