

## Emergency Rental Assistance

COVID-19 dramatically altered housing in our communities in 2020. HousingLink stepped up to support the following emergency response efforts in our communities:

### COVID-19 Housing Assistance Program

Through the COVID-19 Housing Assistance Program, Minnesota Housing provided emergency assistance to renters and homeowners that experienced a COVID-19 hardship. These assistance payments helped prevent eviction and homelessness, and maintained housing stability for both renters and homeowners.

HousingLink was selected as the vendor to build the technology renters and homeowners used to apply. Program administrators also used this platform to review applications and get payments into the hands of renters and homeowners.

After getting awarded the contract, and with support from the Pohlad

Foundation to help with the design process, HousingLink launched the application in just three weeks.

### It helped our state achieve the following:

- 63,164 applications making 70,553 assistance requests.
- 31,970 applications approved for funding
- \$70,959,004 of emergency assistance provided to renters and homeowners
- Application was online 21 days after signing the contract with MN Housing.
- 80 program administrator agencies with over 850 individuals working in the software.
- 70% of the assistance requests were for rent payments.

### Dakota, Hennepin, and Scott County Rental Property Support Programs

Dakota, Hennepin and Scott County also operated emergency rental assistance programs with a landlord initiated application in their communities. HousingLink provided the technology and outreach in these programs distributing \$8,181,547 million dollars in rent assistance.

## 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. Learn more about Beyond Backgrounds at [housinglink.org/beyond-backgrounds](https://housinglink.org/beyond-backgrounds).

## HOUSING HUB

Development of Housing Hub continued in 2020, although the project was suspended to have capacity for the COVID emergency rental assistance programs. In the near future, this service will transform how low-income renters access housing waiting lists, and how properties manage their waiting lists and fill openings.

## EDUCATION FOR LANDLORDS

Through the support of Family Housing Fund, HousingLink created over 20 modules of free education for landlords on Fair Housing, Preventative Maintenance, Permits, Inspections, the Minneapolis Renter Protection Ordinance, and more!

## VOUCHER ASSISTANCE PROGRAMS

Through the support of Family Housing Fund, HousingLink partnered with local housing authorities to create a set of standard materials and messages all can use to help landlords understand the process and benefits of accepting Housing Choice Vouchers and other assistance programs.

## RELIABLE HOUSING INFORMATION

### Minneapolis and St. Paul Rental Housing Briefs

These beautiful reports 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.

We help community leaders, human services professionals, renters and landlords stay informed. Our newsletters have over 18,000 subscribers! Here is the information on which they rely:

#### • Housing Connection

This bi-weekly e-newsletter 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 for 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 subscribers when a major subsidized waiting list opens, like Section 8 housing choice vouchers.

 **1,314,612**  
Searches for Affordable Housing

 **25,217**  
Affordable Vacancies & Waiting List Openings Listed

 **2,422,737**  
Page Views of Housing Resources

### Simplifying Housing Information

- **134,148** Visits for subsidized housing information
- **86,962** Views of housing authority waiting list status
- **5,381** Listings that would consider a section 8 voucher
- **4,728** Visits for Fair Housing Information
- **20.4M** 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*  
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 others to promote housing choice, stability and equity in Minnesota.

## Here are some partners we worked with in 2020:

City of Minneapolis | City of St Paul | Dakota County | Hennepin County  
Minnesota Housing | Minnesota Recovery Connection | Scott County  
Software for Good | Suburban Metro Area Continuum of Care  
The Salvation Army - Twin Cities

## 2020 SUPPORTERS

Allina Foundation	Mardag Foundation	Minneapolis Public Housing Authority	Scott County CDA
Bigelow Foundation	Margaret A. Cargill Fund of the Minneapolis Foundation	Outside In Collaborative	St. Paul - Returning Home St. Paul
Bloomington HRA	McKnight Foundation	Otto Bremer Foundation	St. Paul Public Housing Agency
CH Robinson	Medica Foundation	Pohlad Family Foundation	Suburban Metro Area Continuum of Care
Dakota County	Metropolitan Council	Ramsey County	Target
Family Housing Fund	Minnesota Department of Veterans Affairs	Ramsey County CDBG	UCare
Google, Inc. (in-kind)	Minnesota Housing	Redmon Law Chartered (in-kind)	
Hennepin County	Saint Paul & Minnesota Foundation	Scott County	
Hugh J. Andersen Foundation			
Many individual donors			

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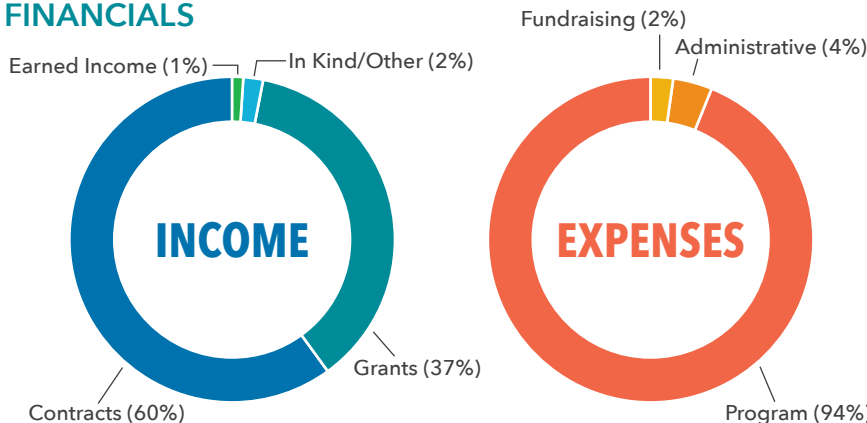
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## FINANCIALS



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