



HAPCO Membership Meeting February 2022

HOUSING CHOICE VOUCHER PROGRAM



HCV: BRINGING TOGETHER OWNERS AND TENANTS

Today's Presentation is designed to provide a brief overview of the Philadelphia Housing Authority's Housing Choice Voucher (HCV) program.

Owners are an essential partner with PHA in providing quality affordable housing to families with children, seniors and people with disabilities in Philadelphia's private rental market.

HCV continues to listen to Owner feedback with the goal of expanding and retaining the number of units available to families receiving voucher rental assistance.

HCV Team

Bret Holden- Vice President

Shane Manila- Director of Continued Occupancy

Tyler Martin- Owner Services Supervisor

Dwayne Slappy- Inspections Supervisor

Herman Arce- Mobility Coordinator

Sharon Robinson- HCV Owner Liaison

HCV Program Overview

HCV is a federal government program for assisting income-eligible households in the private rental market.

- A housing subsidy is paid to the landlord directly by PHA on behalf of the participating voucher family.
- The tenant pays a portion of the rent to the owner directly based on their household income.



HCV Program Statistics



PHA's HCV Program currently provides rental assistance to over **19,500** individuals and families in the City of Philadelphia

- Over **5,000** private owners and property managers now participate in the program.
- PHA pays over **\$12 million** each month to participating owners in the program in Philadelphia in rental payments

Why is the HCV Program Important?

The HCV program fosters inclusive communities:

- Improves living conditions for low-income households while maintaining rent payments at an affordable level
- Promotes freedom of housing choice and integrating lower-income and minority families into every Philadelphia neighborhood

Why should an Owner Participate in HCV?

The HCV program offers incentives to private owners to rent to lower-income families by:

- Offering timely rental payments,
- A pool of prospective renters, and
- A streamlined leasing process to minimize vacancy losses

PAIRING VALUES WITH INVESTMENTS

PHA's HCV program can offer similar rent values to those collected from free market rental agreements.

In certain situations, PHA can negotiate a contract rent up to market value by increasing our maximum rents by matching with private market comparables



PAIRING VALUES WITH INVESTMENTS

Participation in PHA's HCV program can be used to align with your business's values and brand to the pool of modern renters.

Participation demonstrates a commitment to equity/equal access, which are key values for the youthful generations changing Philly's housing market.

PAIRING VALUES WITH INVESTMENTS

By pledging a certain percentage of units to lower-income families/individuals through HCV, owners, property managers and developers can ensure the Philadelphia rental market remains AFFORDABLE



Advantages of HCV Owner Participation

PHA strives to provide excellent customer service that will encourage property owners to participate in and remain active in the HCV Program.

Owners have the advantage of guaranteed rent, lower vacancy rates, and screening flexibility



Guaranteed Rent

PHA's portion of the rent will be **direct deposited** to the owner's bank account generally on the first of every month. Only the tenant's remaining balance, if any, will have to be collected. This is a huge advantage for property managers to guarantee cash flow for their investment.

Most participating families are protected should they ever experience a loss of income. If a tenant reports a decrease in income to PHA, PHA's rent portion to the owner will increase.



Safe. Simple. Secure.

Guaranteed Rent

When a renter who does not have a housing subsidy experiences a decrease in income, owners have to address late and underpaid rent, repayment agreements and often eviction.

PHA has dedicated staff who only process interim recertifications and update owner's rent portions when a tenant has a loss of income.



Fair Market Rent

PHA determines the rent for units based on comparable units in the neighborhood. HCV also incentivizes landlords by paying higher rents based on location, unit ratings and included amenities.

PHA Payment Standard Schedule effective October 1, 2021

SAFMR Group	Type	SRO	0 BR	1 BR	2 BR	3 BR	4 BR	5 BR	6 BR	7 BR	8 BR
1	Basic Rents	\$553	\$737	\$836	\$1,012	\$1,254	\$1,430	\$1,645	\$1,859	\$2,074	\$2,288
2	Traditional Rents	\$635	\$847	\$957	\$1,166	\$1,441	\$1,650	\$1,898	\$2,145	\$2,393	\$2,640
3	Mid Range Rents	\$701	\$935	\$1,067	\$1,287	\$1,595	\$1,826	\$2,100	\$2,374	\$2,648	\$2,922
4	Opportunity Rents	\$784	\$1,045	\$1,188	\$1,441	\$1,782	\$2,035	\$2,340	\$2,646	\$2,951	\$3,256
5	High Opportunity Rents	\$1,015	\$1,353	\$1,540	\$1,870	\$2,310	\$2,650	\$3,048	\$3,445	\$3,843	\$4,240

Group 1	Group 2	Group 3	Group 4	Group 5
19121	19104	19101	19125	19102
19124	19111	19105	19128	19103
19132	19119	19109	19129	19106
19133	19120	19110	19146	19107
19134	19122	19112	19153	19118
19136	19126	19114	19154	19123
19140	19135	19115		19127
19141	19138	19116		19130
	19139	19131		19147
	19142	19137		
	19143	19144		
	19151	19145		
	19152	19148		
		19149		
		19150		

Low Vacancy Rate

Generally, if an owner has an available affordable unit, PHA has a voucher holder searching for one. All voucher holders are referred to PHA's partner website:

<https://www.affordablehousing.com/>



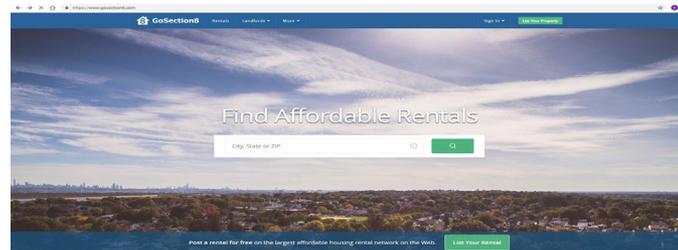
AffordableHousing.com

Why should I sign up?

Affordablehousing.com is a service that assists voucher holders with identification of available rental units in Philadelphia.

In addition, by signing up property owners can:

- Have listing(s) viewed — the service is free.
- Make changes to new and archived listings instantly.
- Take advantage of a variety of useful, free tools to help manage your properties.



Owner's Choice



The choice is up to the owner- owners select tenants based on their own tenant selection criteria. Currently PHA has over 1000 voucher holders searching for units

It's important to know that PHA does not screen prospective tenants (other than for income eligibility and a criminal background check).

By agreeing to participate in the program, owners are not required to select a voucher tenant if the tenant does not meet your screening requirements.

Two Year Lease

The initial term for a lease signed with an HCV voucher holder will be **two years**. This guarantees rent and an occupied unit for a minimum of two years.

Owner Lease

Starting in 2022, owners will no longer be required to use PHA's standard lease agreement and may use their own lease. Owners must still sign the PHA HAP Contract to receive payments from PHA.



Owner Services Team

Owners who participate in the HCV Program have a dedicated team of PHA employees who can assist with navigating through the program's processes.

Owners can contact the Owner Services team by email at hcvlandlords@pha.phila.gov who respond generally the same business day.

Owner Liaison

PHA's Owner Liaison duties focus on assisting owners with escalated concerns from participating HCV owners.

To contact the Owner Liaison, Sharon Robinson, please email Sharon.Robinson@pha.phila.gov or call (215) 684-3875.

Mediation

PHA now offers mediation for owners, which is a way to resolve problems and helps Owners and Tenants reach an equitable resolution without involving the courts.

HCV Owners may request HCV Program staff or another agreed upon party to mediate issues regarding the tenancy including unpaid rent or utilities or other HCV program obligations.

The request must be made in writing by completing our **PHA Mediation Request Form** which is available in the Owner Portal Resources Section.

PHA Website

Owner information and resources can be accessed directly from the PHA website at www.pha.phila.gov including our **HCV Owner Portal** by selecting:

- “Housing”, then select
- “Housing Choice Voucher”, then from the menu on the left side of the page select
- “Landlord Information”.



Emergency Housing Vouchers

On May 5, 2021, HUD allocated over approximately 70,000 emergency housing vouchers (EHVs) across the country including **863** awarded to the Philadelphia Housing Authority (PHA).

The award included additional funding per voucher to facilitate the leasing of the emergency vouchers, such as security deposit assistance and other costs related to retention and support of participating HCV owners.

Emergency Housing Vouchers

What is an Emergency Housing Voucher?

- The vouchers are housing choice vouchers (HCV) but are dedicated exclusively to those in City of Philadelphia's Homeless system
- Applicants cannot apply to PHA for EHV's, and must be directly referred from the City of Philadelphia's Homeless Services System

Emergency Housing Vouchers

PHA and the City provides extra supports including counseling and housing search assistance including:

- **\$500 signing bonus** to owners for renting to an EHV voucher holder
- **Security Deposit assistance** from PHA available up to one month of PHA's Approved Contact Rent listed on the HAP Contract. *For example, if the Contact Rent is \$1,000 the maximum security deposit assistance is \$1,000.*

Emergency Housing Vouchers: (EHV listed at top of voucher)

Landlord Incentives

In 2021, PHA introduced new monetary awards for HCV landlords for participating or adding more units to the program including:

- Signing Bonuses
- Owner Assurance



SIGNING BONUS #1: \$300

Owner/Property Manager submits RFTA before March 31, 2022, and with a successful lease signing, PHA will issue:

\$300 Signing Bonus



SIGNING BONUS #2: \$1000

Landlords who participate in HCV's Housing Opportunity Program (HOP) and successfully rent a unit to an HCV participant in a qualified opportunity area are eligible to receive a \$1,000 signing bonus.

To find out if your available unit is located in an Opportunity area, please email the HOP team at hcvmobility@pha.phila.gov



Owner Assurance Fund

The Owner Assurance Fund was designed to protect property owners from unexpected damages in excess of normal wear and tear.

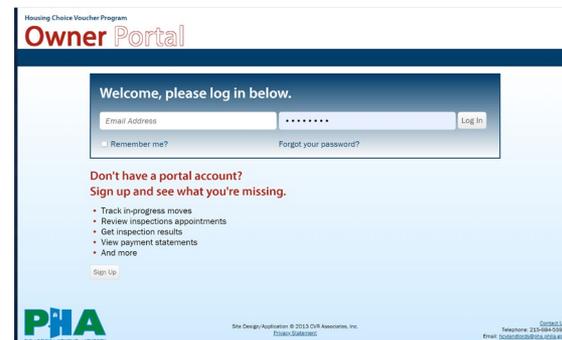
PHA will reimburse property owners who participate in the HCV program up to **\$2,500** to help cover repair expenses net of any security deposit that was withheld for damages.



Owner Portal

In 2020, PHA launched a NEW AND IMPROVED Owner Portal which dramatically upgrades and streamlines the online experience for our valued Housing Choice Voucher (HCV) property owners.

Property owners asked for a more intuitive, user-friendly system with the ability to track their entire portfolio of HCV units and to process more transactions online. PHA listened and acted on your requests! Both current and new owners can sign up by visiting <https://pha.hcvportal.org>



The screenshot shows the login page for the PHA Owner Portal. At the top, it says "Housing Choice Voucher Program" and "Owner Portal". Below that is a login form with the heading "Welcome, please log in below." The form has two input fields: "Email Address" and a password field with masked characters. There is a "Log In" button to the right of the password field. Below the password field are two links: "Remember me?" and "Forgot your password?". Underneath the login form, there is a section titled "Don't have a portal account? Sign up and see what you're missing." with a list of benefits: "Track in-progress moves", "Review inspections appointments", "Get inspection results", "View payment statements", and "And more". There is a "Sign Up" link below the list. At the bottom left is the PHA logo. At the bottom right, there is small text: "Site Design/ Application © 2013 OVR Associates, Inc. PHA/03/2013" and "03/20/13 Telephone: 215-588-5300 Email: ovr@pha.org".

Owner Portal

The Portal provides owners access to complete all of their HCV transactions online:

- PHA Owner News
- PHA payment ledgers
- Update Contact Info
- Online Document Submissions
- Owner Resources
- Inspection Requests and Views

The screenshot shows the PHA Owner Portal website. At the top, it says "Housing Choice Voucher Program" and "Owner Portal". There are social media icons for Facebook and Twitter, and a "LOG OUT" button. A search bar is also present. Below the header is a navigation menu with links for "MY ACCOUNT", "INSPECTIONS", "FINANCE", "MOVES", and "RESOURCES". The main content area is titled "HOME" and features a "News" section. The first news item is "Welcome to PHA's Owner Portal!" dated 7/29/2020 10:38 AM. The text below reads: "PHA is excited to announce the launch of the NEW AND IMPROVED Owner Portal which will dramatically upgrade and streamline the online experience for our valued Housing Choice Voucher (HCV) property owners. Property owners asked for a more intuitive, user-friendly system with the ability to track your entire portfolio of HCV units and to process more transactions online. PHA listened and acted on your requests!" Below this is a link to "PHA Owner Portal User Guide". The second news item is "Virtual Walk-throughs of the Owner Portal are available!" dated 7/30/2020 8:08 PM. The text below reads: "Virtual walk-throughs of the Owner Portal are available every Wednesday at 11:00am please click on the link below to register!" Below this is a link to "Owner Portal Walk Through Tickets". On the left side of the news section, there is a "QUICK LINKS" sidebar with four items: "VIEW MY INSPECTION APPOINTMENTS", "SIGN MY CONTRACT", "TRACK MY MOVES", and "VIEW MY INSPECTION RESULTS". At the bottom of the sidebar is a link for "VIEW MY PAYMENTS".

Moves Tracker

- RFTAs for new tenants submitted to PHA can now be tracked through the Owner Portal's Moves Tracker.
- Each step of the process is updated from RFTA submission to the release of PHA payment to the owner:

The screenshot shows the 'Owner Portal' for the Housing Choice Voucher Program. The main navigation bar includes 'MY ACCOUNT', 'INSPECTIONS', 'FINANCE', 'MOVES', and 'RESOURCES'. The 'MOVES' section is active, displaying the 'Moves Tracker' page. A progress bar at the top of the Moves Tracker section shows eight steps, with step 1 highlighted in red. Below the progress bar, a table is intended to show move details, but it currently displays 'There are no moves to track at this time.' The page also features a 'QUICK LINKS' sidebar with options like 'VIEW MY INSPECTION APPOINTMENTS', 'SIGN MY CONTRACT', 'TRACK MY MOVES', 'VIEW MY INSPECTION RESULTS', and 'VIEW MY PAYMENTS'. The footer contains the PHA logo, the URL 'https://pha.hcvportal.org/Resources', and contact information for CVR Associates, Inc.

Housing Choice Voucher Program
Owner Portal

HOME > MOVES > MOVES TRACKER

Moves Tracker

1 2 3 4 5 6 7 8

QUICK LINKS

- VIEW MY INSPECTION APPOINTMENTS
- SIGN MY CONTRACT
- TRACK MY MOVES
- VIEW MY INSPECTION RESULTS
- VIEW MY PAYMENTS

The Tracker Bar above illustrates the HCV Program move process. See the chart below to review the progress of your move(s). A red "X" indicates that the move has been cancelled.

Export to Excel Clear Filters

Vendor #	Tenant Name	Client ID	Address	Step	Detail	Modified	Created

There are no moves to track at this time.

Page 0 of 0 10 Items per page No items to display

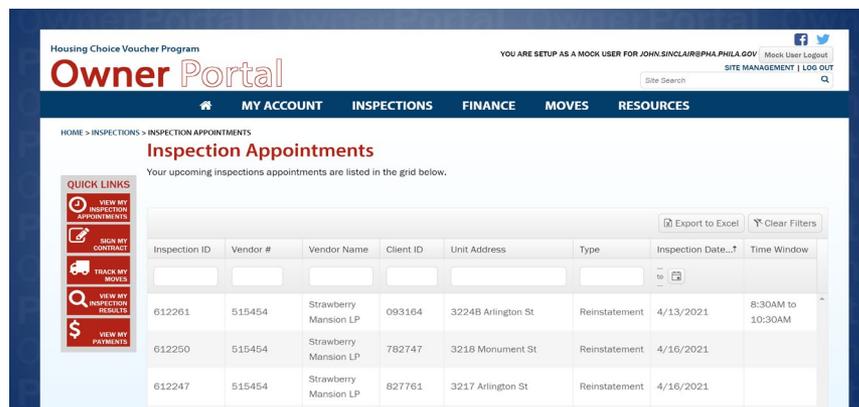
PHILADELPHIA HOUSING AUTHORITY
Site Design/Application © 2013 CVR Associates, Inc.
Privacy Statement
Contact Us
Telephone: 215-684-5596
Email: hovlandlords@pha.phila.gov

Inspection Improvements

Inspection Appointments can be tracked in the Owner Portal which includes the date of the inspection and a **(2 hour) time window**

Owners also receive **automated reminders** for schedules inspections via email and phone.

At the conclusion of the business day owners will also receive inspection result notifications via email



Housing Choice Voucher Program

YOU ARE SETUP AS A MOCK USER FOR JOHN.SINCLAIR@PHA.PHILA.GOV Mock User Logout

Owner Portal

Site Search SITE MANAGEMENT | LOG OUT

MY ACCOUNT INSPECTIONS FINANCE MOVES RESOURCES

HOME > INSPECTIONS > INSPECTION APPOINTMENTS

Inspection Appointments

Your upcoming inspections appointments are listed in the grid below.

QUICK LINKS

- VIEW MY INSPECTION APPOINTMENTS
- SIGN MY CONTRACT
- TRACK MY MOVES
- VIEW MY INSPECTION RESULTS
- VIEW MY PAYMENTS

Export to Excel Clear Filters

Inspection ID	Vendor #	Vendor Name	Client ID	Unit Address	Type	Inspection Date...	Time Window
612261	515454	Strawberry Mansion LP	093164	3224B Arlington St	Reinstatement	4/13/2021	8:30AM to 10:30AM
612250	515454	Strawberry Mansion LP	782747	3218 Monument St	Reinstatement	4/16/2021	
612247	515454	Strawberry Mansion LP	827761	3217 Arlington St	Reinstatement	4/16/2021	

Pre- Tenant Inspections



PHA now offers **Pre-Tenant Inspections** for vacant units.

Do you have a vacant unit ready to rent but haven't selected a tenant? Complete the **Pre-Tenant Inspection Form** available in the Inspection Section of the Owner Portal.

The HCV Inspections Department will then contact you to schedule a date for inspection.

Inspection Improvements

Owners can now request **re-inspections** and **extension** requests through the Owner Portal.

Photos of completed repairs can now also be submitted through our new **Self-Certification** option

Housing Choice Voucher Program

YOU ARE SETUP AS A MOCK USER FOR JOHN.SINCLAIR@PHA.PHILA.GOV Mock User Logout

Owner Portal

Site Search

HOME > MY ACCOUNT > INSPECTIONS > FINANCE > MOVES > RESOURCES

HOME > INSPECTIONS > INSPECTION RESULTS

Inspection Results

Your Inspection Series Results (click to view individual inspection in a series)

Inspection Series

Export to Excel Clear Filters

Tenant Name	Unit Address	Original Type	Last Inspected...	Last Result			
Alexandra Luzon	809 W Berks St # 202	Annual	4/12/2021	Terminated	Request a Re-inspection	Submit Self-Cert	Request an Extension
Shelia Cannon	809 W Berks St # 203	Annual	4/12/2021	Terminated	Request a Re-inspection	Submit Self-Cert	Request an Extension
...	809 W Berks St #	-			

QUICK LINKS

- VIEW MY INSPECTION APPOINTMENTS
- SIGN MY CONTRACT
- TRACK MY MOVES
- VIEW MY INSPECTION RESULTS
- VIEW MY PAYMENTS

Inspection Photos

Owners can now view photos of all repair items in the Owner Portal:

Area	Responsibility	Fail Item
<input type="text"/>	<input type="text"/>	<input type="text"/>
Building Exterior - Condition of Foundation	Owner	install missing front pavement utility cover



Biennial Inspections

Historically HUD mandated that HCV units be inspected by PHA for Housing Quality Standards (HQS) on an annual basis. In 2018, HUD authorized Housing Authorities to conduct HQS unit inspections every **two years** instead of annually.

Permitting biennial inspections for HCV units has reduced the administrative and financial burden on PHA and high-performing landlords and enables PHA to concentrate our inspection resources on the more marginal and higher-risk units.



HOW TO BECOME AN HCV LANDLORD

STEP 1

The first step to becoming a new HCV landlord is to attend a free PHA/HCV Landlord Briefing Session. PHA now conducts the Landlord Briefing Session virtually:

Mondays 5pm-6pm (except major holidays)

Click on the link to register: [PHA HCV Owner Briefing Tickets](#)

HOW TO BECOME AN HCV LANDLORD

STEP 2

The second step to becoming an HCV landlord is to register for the **free** HCV Owner Certification Training.

PHA now conducts Owner Certification Training virtually with the following schedule each week:

Tuesday morning 10am-12:30pm

Wednesday evening 5pm-7:30pm

Click on the link to register: [PHA's HCV Owner Certification Training Tickets](#)

HOW TO BECOME AN HCV LANDLORD

Step 3:

Create an Owner Portal account <https://pha.hcvportal.org> & submit the New Owner Application and documents.

Step 4:

Locate prospective HCV tenants and start submitting RFTAs through the Owner Portal!

Housing Choice Voucher Program

Owner Portal

[MY ACCOUNT](#)[INSPECTIONS](#)[FINANCE](#)[MOVES](#)[RESOURCES](#)

HOME > MOVES > UPLOAD MY RFTA

Upload My RFTA

Housing Opportunity Program

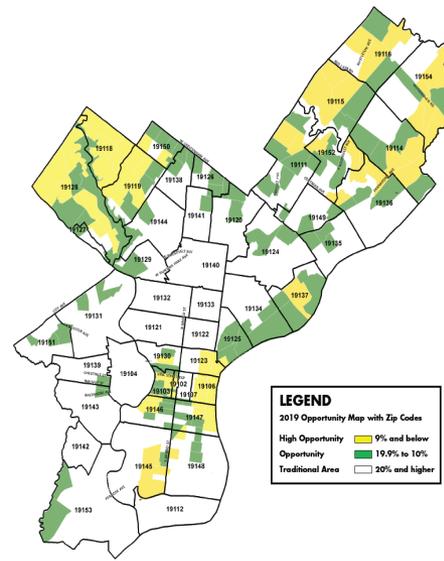
HOP provides a wonderful business opportunity for owners and property managers to provide rental units for HCV Program participants

Here's how the program works. Rather than search for housing completely on their own, households who volunteer for HOP are assigned a housing counselor. The counselor works with them to identify their needs and then helps them to locate housing in Opportunity Areas that meet those needs



Opportunity Area and Neighborhoods

Opportunity Areas are communities that are considered "high-performing" or that "offer exceptional opportunities" based on criteria measuring quality of life characteristics. The criteria include socio-economic diversity, low rates of violent crime, job growth, school quality, and the presence of businesses and other features such as transportation.



HOP Owner Benefits

The owner benefits of participating in HOP are tremendous. They include:

- **Free advertising and marketing.**

Landlords enjoy free property listings, tenant referrals, and other opportunities where they can interview and screen prospective tenants.

- **An additional Pool of Qualified Tenants.**

Households in HOP must complete mandatory training. Topics include how to be a good neighbor and how to be a successful tenant.

- **Program Liaison.**

Landlords are assigned a housing counselor to serve as a program liaison before, during and after leasing to a household in HOP. The counselor is there to answer your questions and assist with paperwork and other tasks to expedite leasing and minimize the time that your unit is vacant.

HOP Benefits

Higher Rents

Under PHA's Housing Opportunity Program, we have the flexibility to approve higher rents and payment standards up to 120% of the zip code's FMR to support leasing of voucher holders who wish to move to areas of opportunity.

To find out if your unit(s) qualify for HOP, call (215) 684-4050.



Questions and Answers

