

NAHRO International Research & Global Exchange Committee Meeting

February 11, 2022

Presented by: Mike Lazdowsky, *Product Director, AffordableHousing.com*

AGENDA:

- AffordableHousing.com & Learning Collider Research Lab Partnership
- Brief Overview of Research Projects:
 - Improving Access to Information to Facilitate Moves to Opportunity
 - Helping PHAs Improve Voucher Utilization and Success Rates
 - Effective Landlord Outreach
 - White House Monthly Rental Market Roundtable Meetings

GOAL of Presentation: Exchange with global partners on successes of collaborations to achieve common goals in the U.S. and to learn more about where other countries are finding similar success.

Learning Collider Research Lab

Learning Collider is a nonprofit, **global research lab** working in the space where economics, education, technology, and social impact collide.

We coalesce as scholars, practitioners, technologists, and above all else, humans. **Our vision is this: redesigning technology to advance social equality.**

This simple vision requires a unique approach with **many minds and resources collaborating**. Leveraging both human capital and technology assets, we drive social impact through rigorous research, partnerships, scalable innovations, and the capacity to sustain change.

We have identified untapped resources in social impact work. Collectively, technology platforms churn out high-dimensional, wide-reaching, and real-time data. These resources are central to testing, iterating, and scaling innovations that rapidly drive social impact.

Rather than extracting from technology platforms, we work with our partners and within their technology. Our role balances disruption and consultation, challenging technology and empowering partners to do what they do better.

Learning Collider's value is rooted in how we work and who we are.



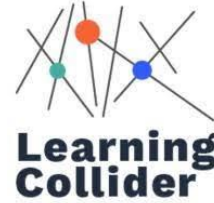
Improving Access to Information to Facilitate Moves to Opportunity



The neighborhoods in which children grow up can impact their earnings, education, and wellbeing, but many families who receive rental assistance in the United States through Housing Choice Vouchers (HCV) do not move to neighborhoods that improve their children's long-term outcomes. Researchers added school quality information to housing listings on the AffordableHousing.com website (formerly GoSection8), the largest provider of housing listings for HCV recipients, to evaluate the impact on families' search for housing and their residential locations. **The researchers found that access to information changed where families chose to move, with families moving to neighborhoods with higher-rated, more racially-diverse schools.**

<https://www.povertyactionlab.org/evaluation/improving-access-information-facilitate-moves-opportunity>

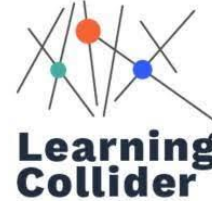
Helping PHAs Improve Voucher Utilization and Success Rates



Improved local voucher issuance policy and practices, when combined with effective targeting, can provide housing, employment and education opportunities for those families most in need. A critical component to improving voucher utilization and success rates is the process that selects families from waitlists, prioritizes them for housing opportunities, and assigns these opportunities to families.

Research in contexts outside of housing has shown that improved prioritizations and application algorithms can greatly benefit families. To bring these **improvements to PHA local policy decision making**, we will simulate alternative application and voucher distribution systems that take into account each PHA's local priorities while aiming to: (1) improve utilization, success rates, and increase administrative efficiency; and (2) help PHAs discern any tradeoffs between priorities and improvements to these outcomes for subgroups of applicants by making data driven decisions. With these data, **we can estimate the benefits of centralized application systems and design and simulate more effective application and priority systems.**

Effective Landlord Outreach

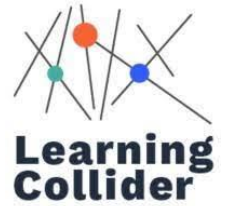


Still in planning phase.

Measure the success of different landlord outreach efforts in cities across the United States.

- Collaborations with local and regional partners
- Providing better information & technology
- Best ways to communicate to landlords – current and potential

White House Monthly Rental Market Roundtable

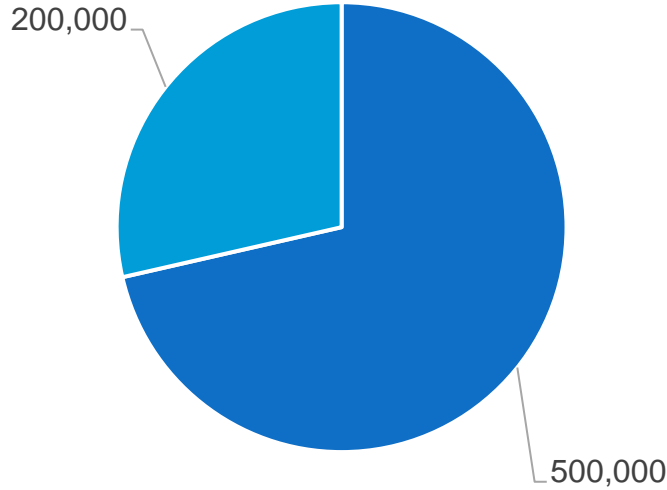


Monthly meeting to discuss rental market trends. We provide insights into affordable housing/low-income housing.

- Significant trends – where rents are changing rapidly
- Survey results of our customers (tenants/applicants, landlords, PHAs)
- Other insights we feel are of interest or noteworthy

Current Section 8 Landlord Market Size

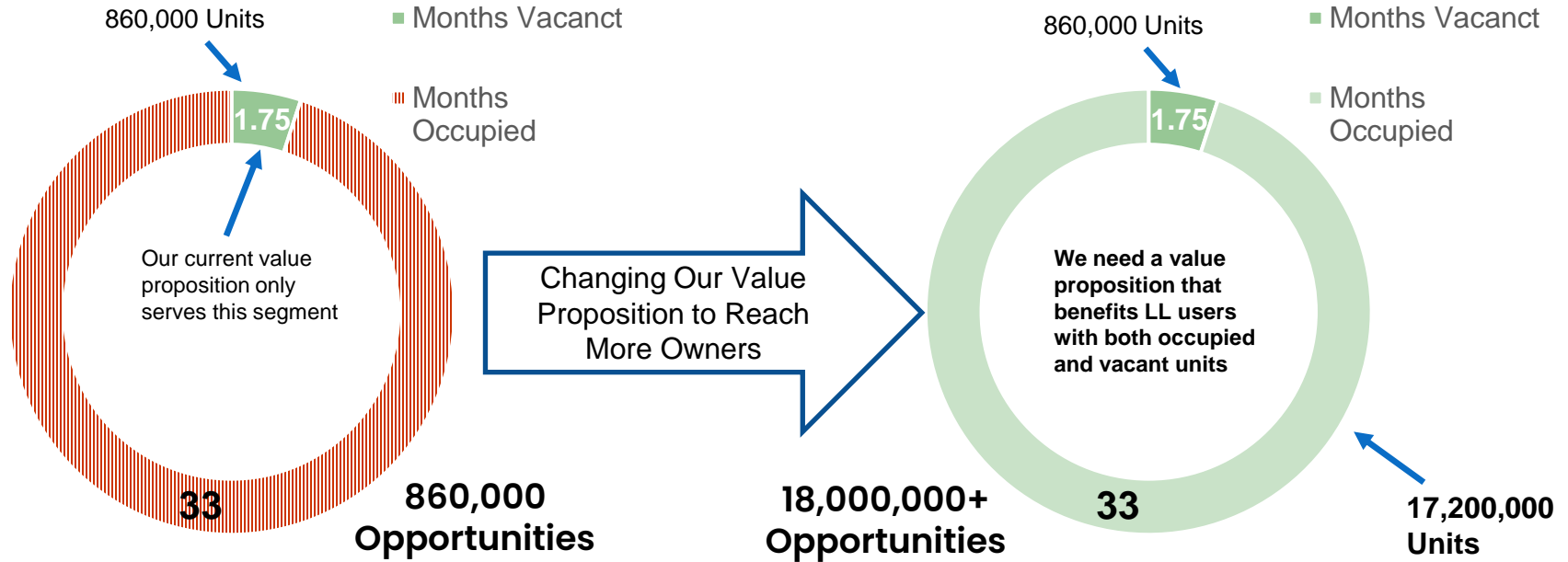
Section 8 Landlords on AffordableHousing.com



■ Registered on AffordableHousing.com ■ Not Registered

- Number of section 8 landlords declined Nationally between 2009 and 2016, from 775,000 to 695,000
- Approximately 500,000 can be found on AffordableHosing.com
- Approximately 200,000 current section 8 landlords are not AH users, most likely never had a vacancy or reason to list

Total Potential Market Size



Target Outreach Value Messaging to Owners with Currently Occupied “Affordable” Housing Units

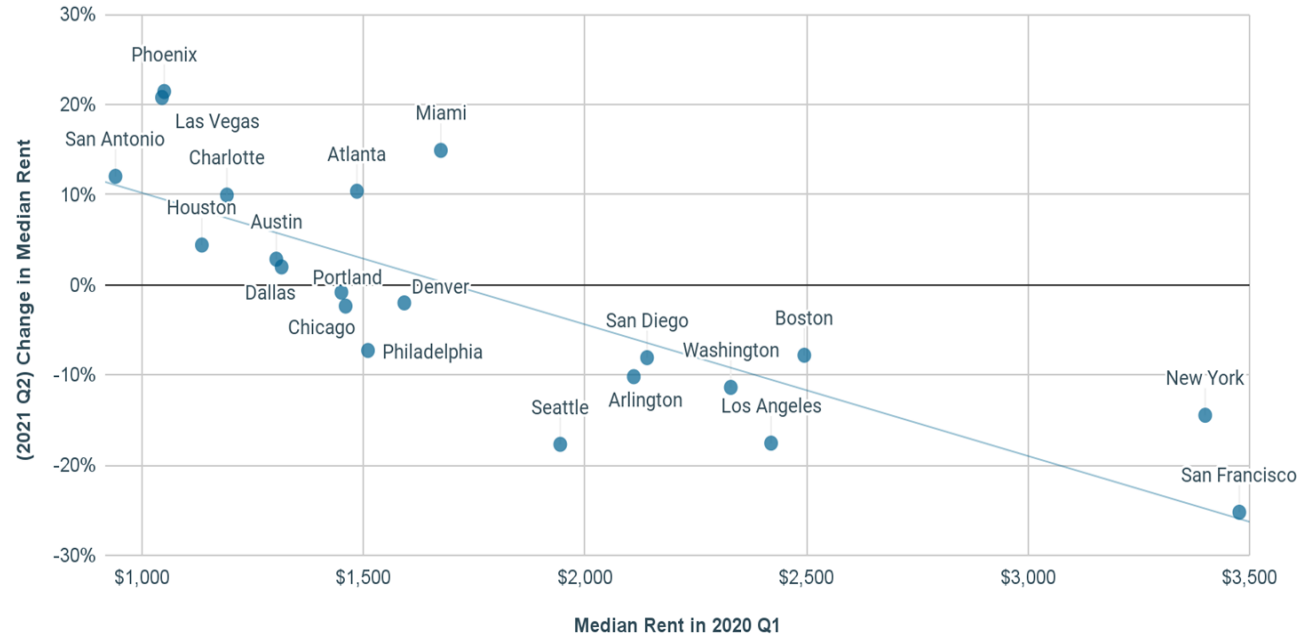
Current Rent Trends

City Level Comparison



- ❑ Rent rates have increased for new destination cities like Phoenix, Miami, etc
- ❑ Rents have decreased since 2020 Q1 for most expensive cities like New York, and San Francisco
- ❑ Affordable areas converging in rent to some of the least affordable since pandemic

Median Rent Change for 1 bed



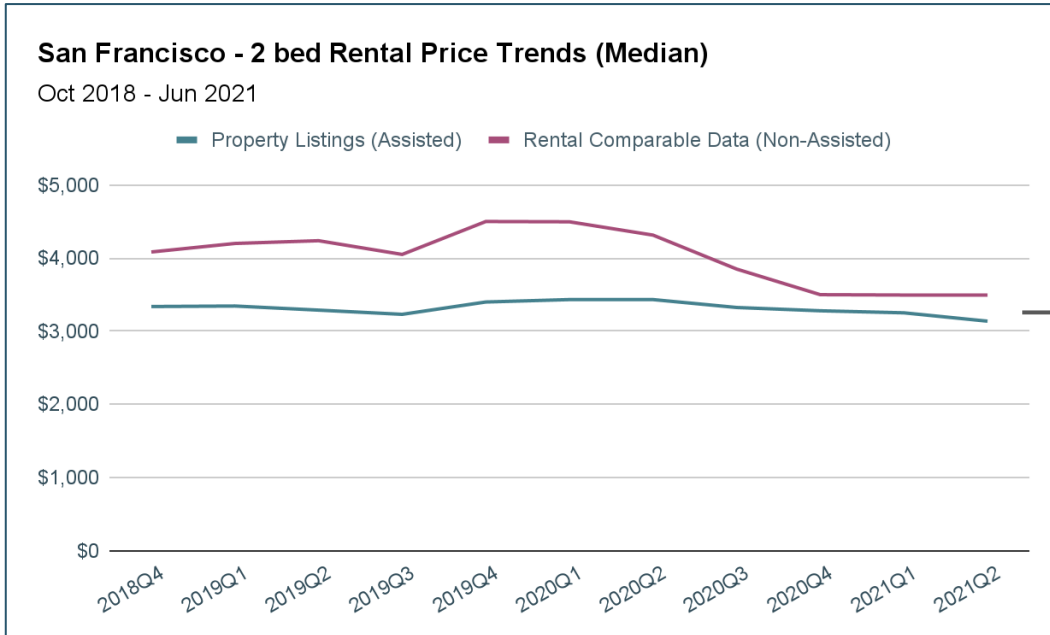
Current Rent Trends

City Level Comparison



Covid's Impact on Rent Rates

San Francisco



During COVID, non-assisted rental prices decreased while assisted rental prices stayed the same in San Francisco

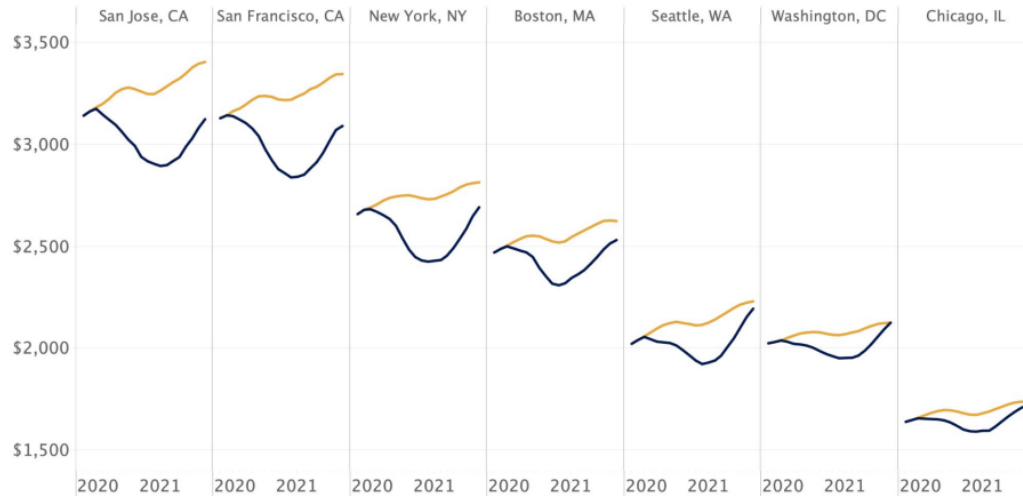
Current Rent Trends

City Level Comparison



Rents still playing catch-up in Bay Area, New York, Boston

Zillow Observed Rent Index, **Actual** vs **Projected**



Rent Inflation

Families Expectations

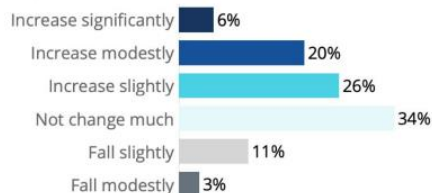
Zillow's take on rent inflation post eviction moratorium

90 experts surveyed

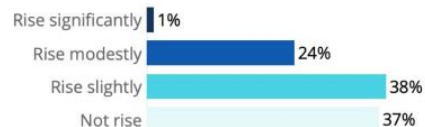
Survey: experts expect mild impact from end of moratoria

Which choice best reflects your view about how the end of eviction moratoria will affect the following aspects of the rental market? (90 panelists responded to this question)

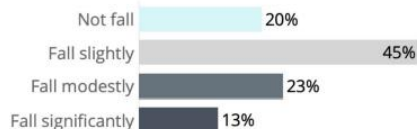
Rent prices will:



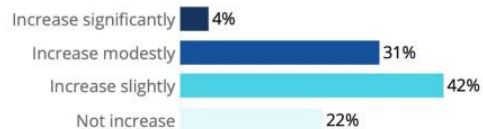
Rental vacancy rates will:



Tenant Housing Security will:



Landlord/investor financial security will:

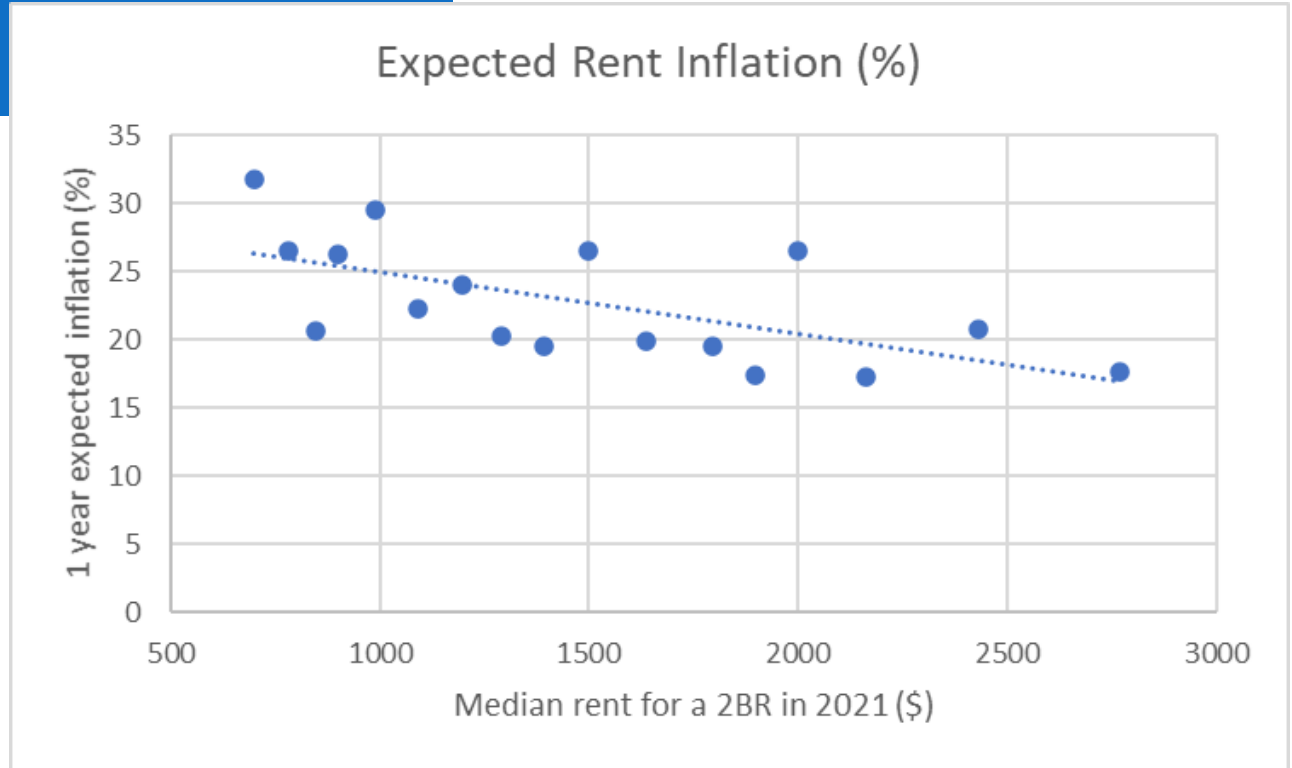


Rent Inflation

Families Expectations

AffordableHousing.com
Survey's on Rent Inflation
15,000+ respondents

- Families expect high inflation (~20%)
- Compare to 10% expected inflation from the Fed's SCE
- Higher inflation expected in more affordable neighborhoods
- Families paying the least are expecting the largest increases in rent

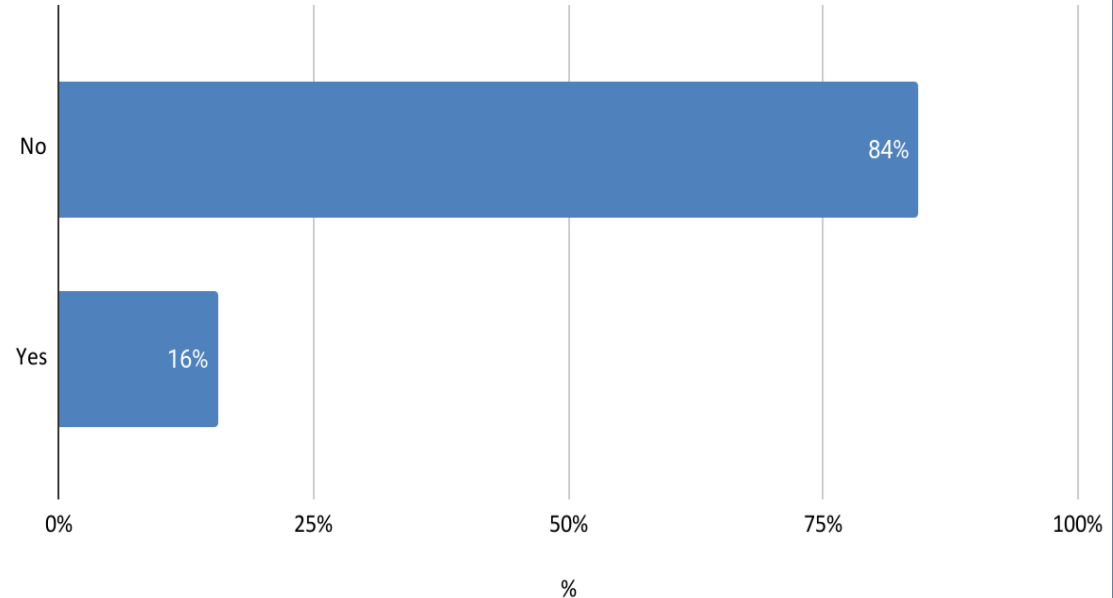


ERAP Survey of Renters

AffordableHousing.com
Survey's on ERAP
15,000+ respondents

- More than 80 percent of the respondents didn't receive Emergency Rental Assistance

Percentage of respondents who received Emergency Rental Assistance last year

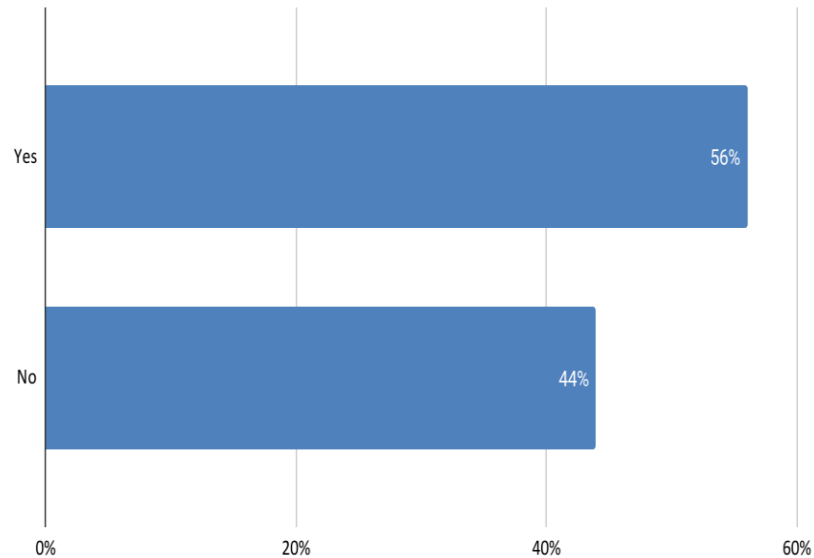


ERAP

Survey of Renters

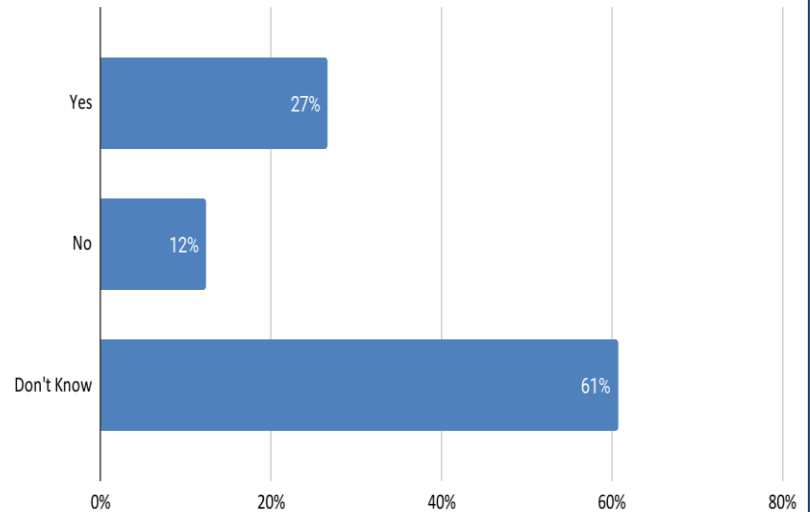
We need to communicate the value of ERAP

Percentage of respondents who know about ERAP



While half of the respondents knew about ERAP, more than 60% didn't know if they're eligible

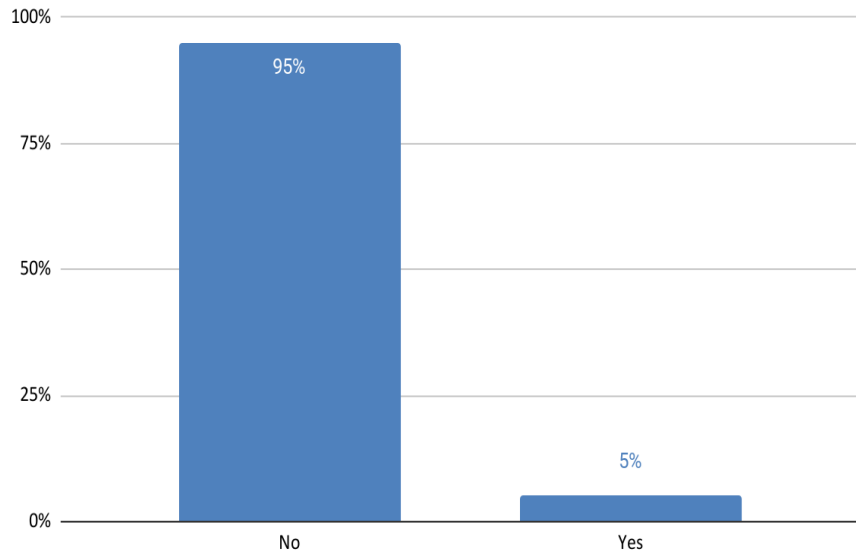
Percentage of respondents who know if they are eligible for Emergency Rental Assistance



40 percent of the respondents knew if they were eligible or not for ERAP

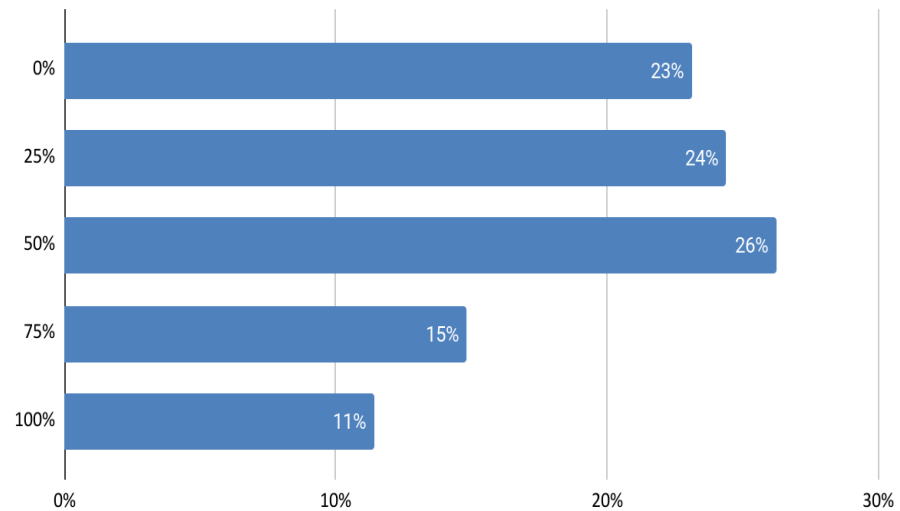
ERAP Survey of Renters

Percentage of respondents evicted last year



5 percent respondents were evicted in the last year

Percentage of respondents who think they are likely to get evicted next year

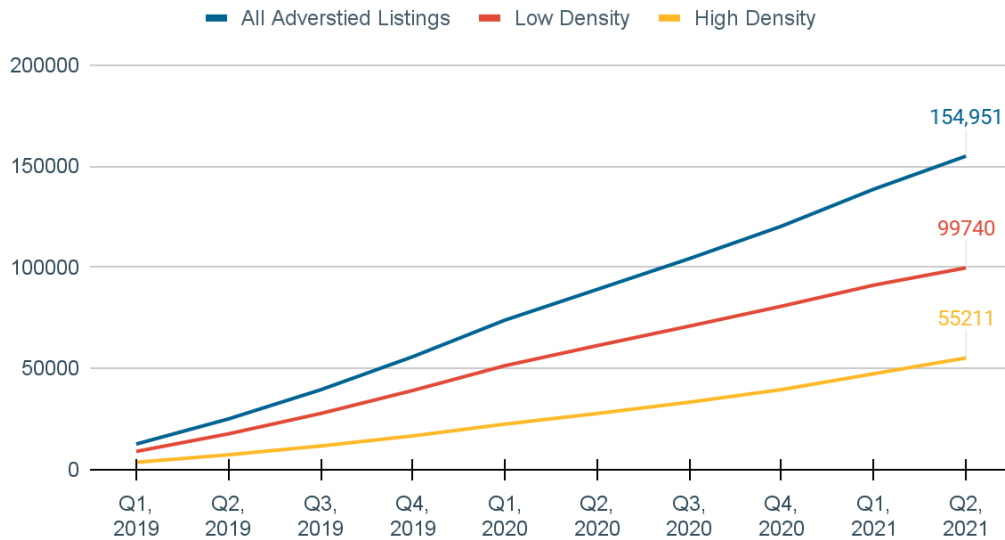


Half of respondents believe there is a 50%+ chance of being evicted in the next year

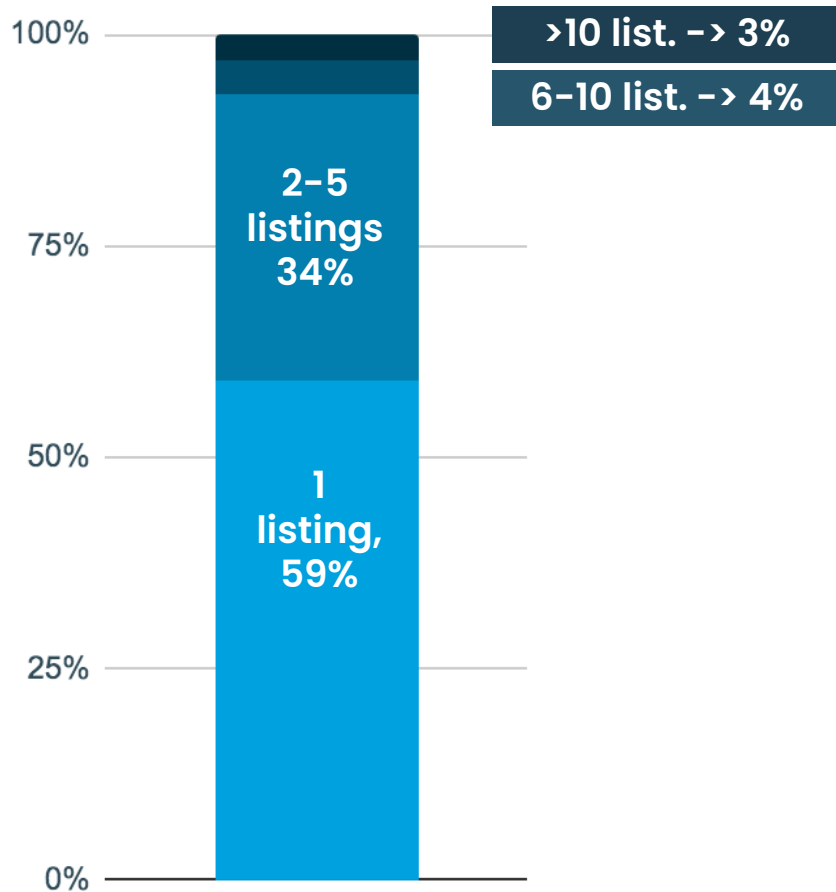
Understand Your Owners

64% AffordableHousing's portfolio represents low density properties (SFDs)

Number of Listings by Property Density Type (2019 - 2021)



- High density housing includes apartments, condos, high rises, etc.
- Low density housing includes single family homes, duplex/triplex etc.
- Future analysis (data starting to collect): Integrations and APIs

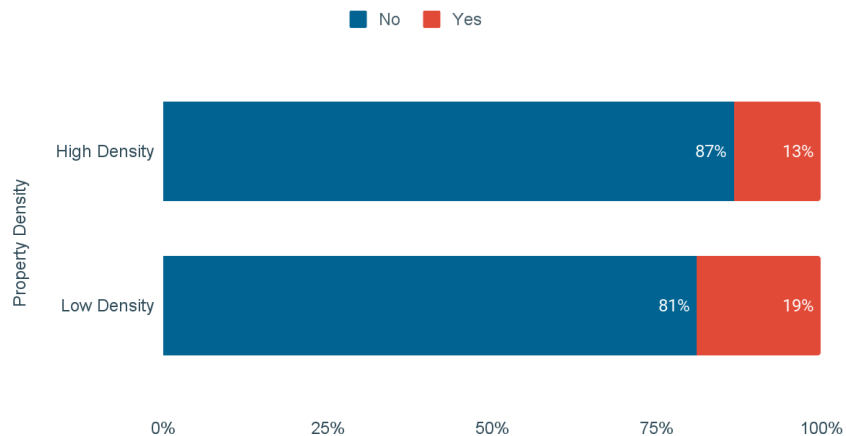


No. Listings by landlord 2019 – present (cumulative)

- **Between 2019 – present, 90,415 unique landlords** have posted units on AffordableHousing.com
- More than half have posted only **1 unit**; **3% have posted more than 10 units.**
- **A small number of landlords have lots of listings:** 2% have 14 or more listings; 1% have 22 or more listings.
- **Smaller “mom and pop” landlords represent a large percentage of Section 8 landlords.**

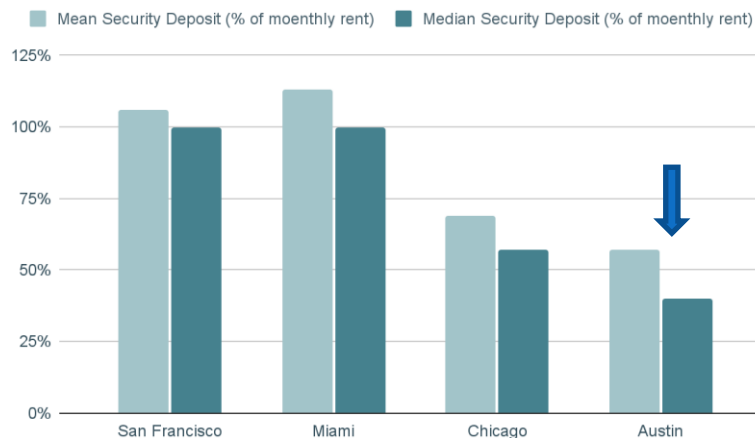
Educate your Owners Security Deposits

Is Security Deposit Negotiable? (Jan 2019 - Jun 2021)



- Security Deposit is non-negotiable, and equal to one month's rent in most cases

Security Deposit as % of Monthly Rent (Jan 2019 - Jun 2021)



- For 83 percent listings on Affordable Housing security deposit is non-negotiable.
- Security deposit is equal to first month's rent in all major cities except few
- **Non-Refundable Surety Bonds are common among the largest property managers in Austin**

Contact Information & Links



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- <https://www.learningcollider.org/>
- <https://www.greatschools.org/>
- <https://www.povertyactionlab.org/evaluation/improving-access-information-facilitate-moves-opportunity>