



Home Repair Programs

Community Development Commission
August 21, 2020

Our Agenda

- **Overview of Home Repair Programs**
- **Partnerships & Community Benefits**
- **Response during COVID-19**
- **Marketing Strategy**

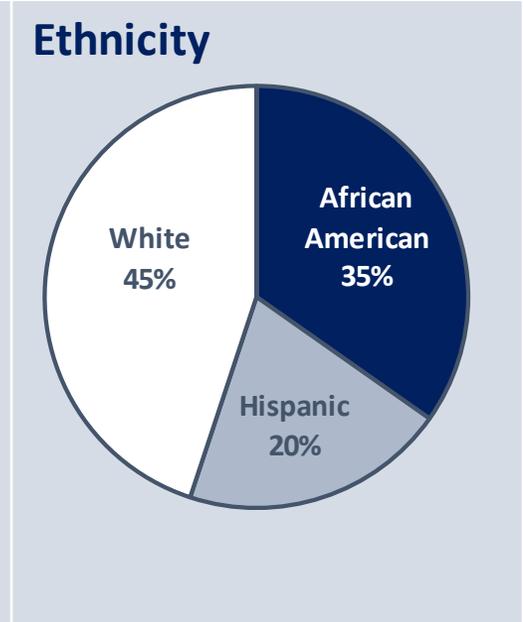
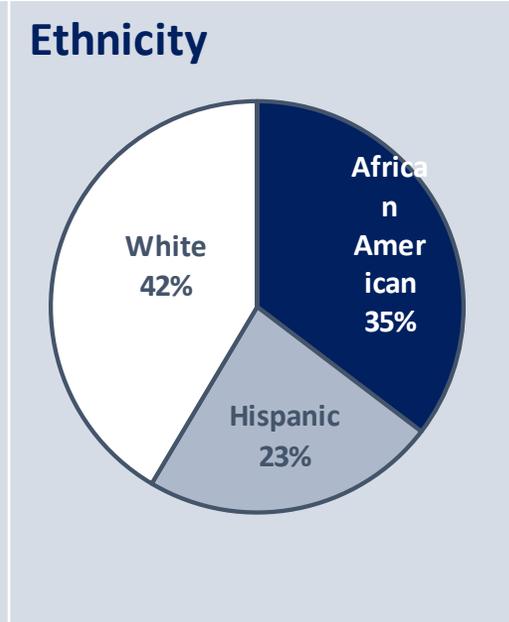
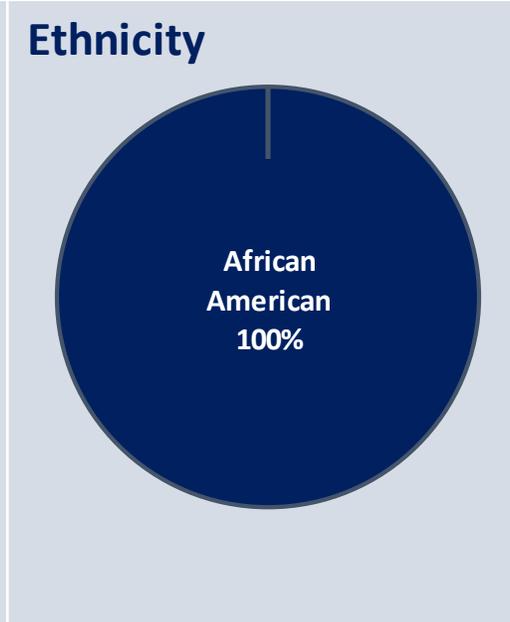
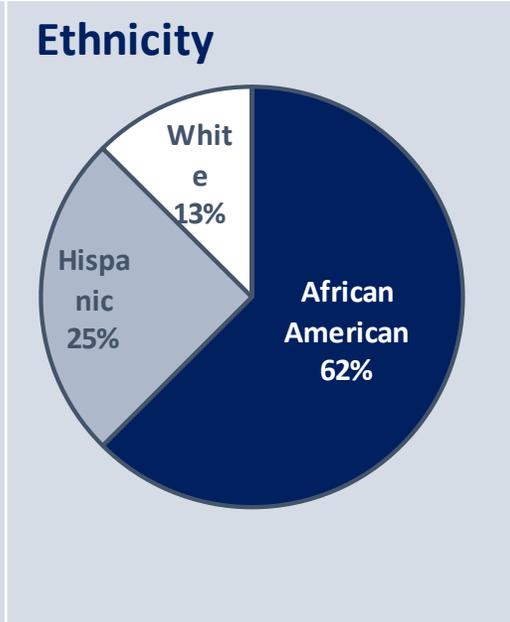
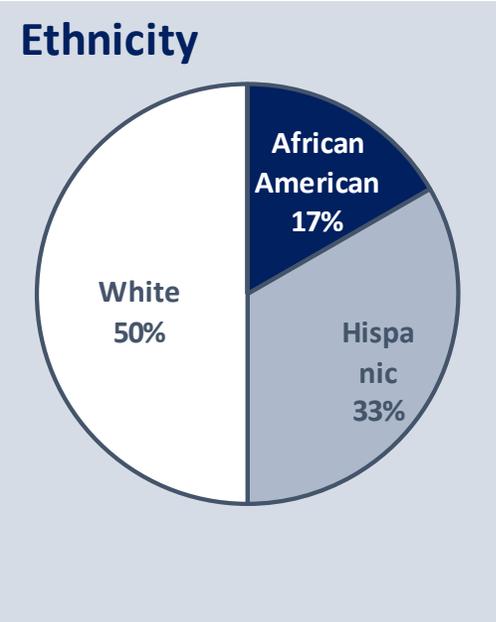
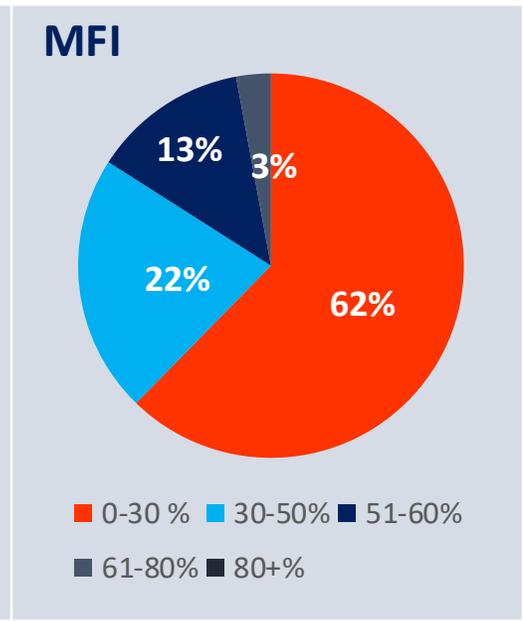
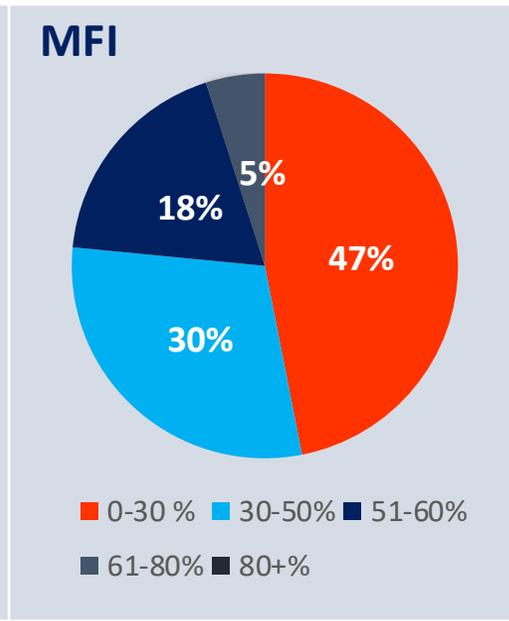
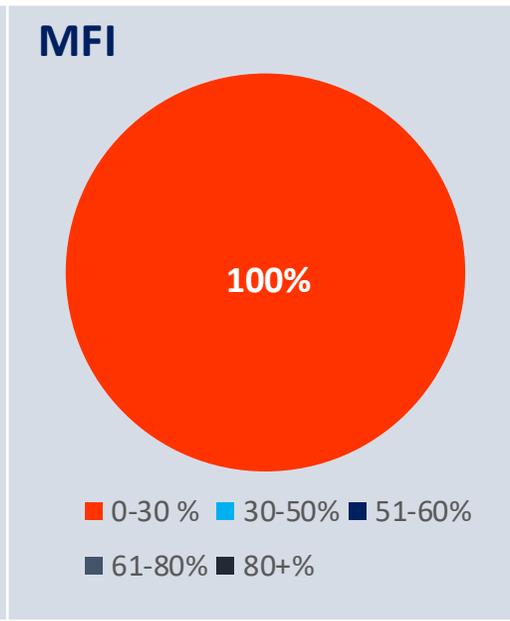
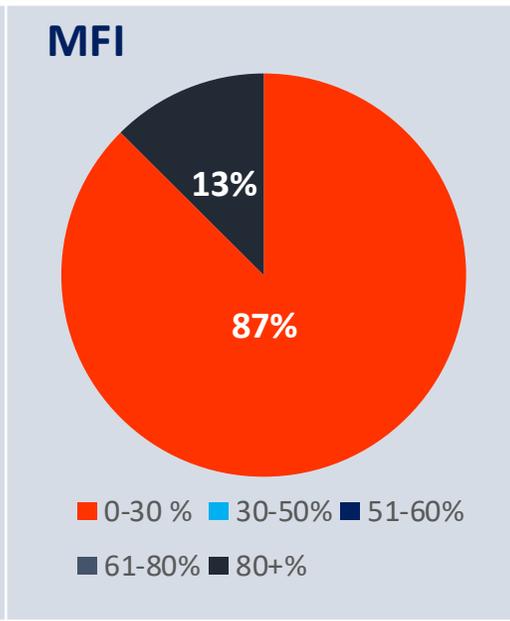
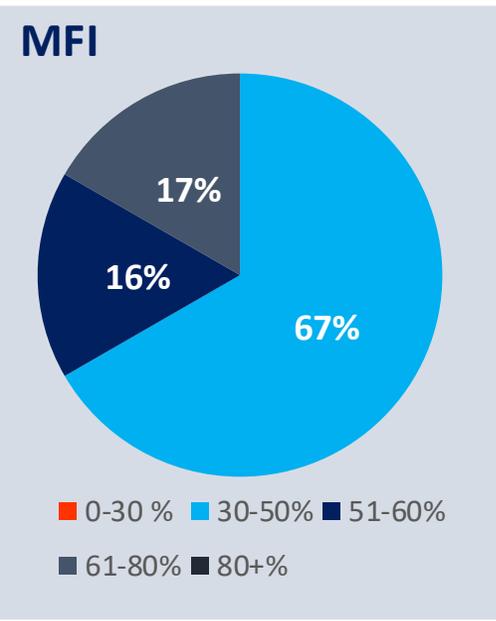
Overview NHCD's Home Repair Programs

HRLP	ABR -Owner	ABR-Renter	Minor Home Repair	GO Repair
Goals : 9	Goals : 80	Goals : 7	Goals : 205	Goals : 208
In Progress : 15	In Progress : 29	In Progress : 1	In Progress : 41	In Progress : 58
Accomplishments : 6	Accomplishments : 8	Accomplishments : 1	Accomplishments : 82	Accomplishments : 69
Up to \$75K Major Systems Up to \$130K Reconstruction Loan/Lien	Up to \$15K Remove barriers Elderly/Disabled	Up to \$15K Remove barriers Elderly/Disabled	Up to \$5K Address repairs that pose an immediate threat	Up to \$20K Remove Health & Safety Hazards

Austin Area Median Family Income (MFI 2020)

Income	1 Person	2 Persons	3 Persons	4 Persons	5 Persons	6 Persons	7 Persons	8 Persons
80% MFI	\$54,700	\$62,500	\$70,300	\$78,100	\$84,350	\$90,600	\$96,850	\$103,100

HRLP	ABR -Owner	ABR-Renter	Minor Home Repair	GO Repair
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MEALS on WHEELS
CENTRAL TEXAS



Response during Pandemic

Day to Day Operations are aligned with the:

- City of Austin, Development Services Department, Residential Building Inspections Division.
- City of Austin and Travis County Order to “Stay Home. Work Safe.”
- Centers for Disease Control and Prevention Personal Protective Equipment
- Department’s Modified Services

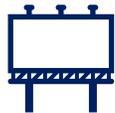


Overall Marketing Strategy

Update of content and design with easy-to-understand content centered around homeowners & focused on solutions

Working with community partners to better connect with Austinites in need and to create cross promotional opportunities.

Increasing platforms and channels Strategic, and targeted integrative marketing approach to expand reach and connect more people to services.



ARCHITECTURAL BARRIER REMOVAL

Helping to make homes accessible for disabled & senior Austinites
Architectural barriers are physical elements of a home that make it difficult to easily enter, leave or move around your home. Eligible homeowners and renters can receive up to \$15,000 for improvements. Some services may include:

- REPLACING STAIRS WITH RAMPS**
Stairs are a hazard for many, not just those in wheelchairs but for anyone with limited mobility. A ramp into your home let's you come and go as you like.
- REMOVING BATHROOM BARRIERS**
Bathrooms can present many obstacles. The tub can create a tricky physical barrier to entry. Modified step-in tubs allow for more independence & safety.
- WIDEN DOORWAYS & UPGRADE DOOR HANDLES**
Most doorways are too narrow for a wheelchair. A recommended home modification. Some styles of door handles, who have a hard time gripping. Replacing door handles, will increase your home's accessibility.

These are just some of the free upgrades that we offer to ensure your home is safe. Staff from the Neighborhood Housing & Community Development will work with eligible Austinites to determine what modifications are needed.

For more information about this & other services, call 512.974.3100 or visit AustinTexas.gov/housing

CITY OF AUSTIN Neighborhood Housing and Community Development

WHO IS ELIGIBLE?

- Austin homeowners & renters living within Austin's full purpose city limits. Renters must have landlord approval before applying.
- Austinites must be at least 62 years old -OR- verified by a doctor to be severely disabled per Americans with Disabilities Act guidelines
- Austinites must have a gross annual income at/below 80% Median Family Income (MFI). The table below shows the income limits by number of persons living in the home.

2020 Income Limit Category								
Persons in Household	1	2	3	4	5	6	7	8
Annual Income at 80% of MFI	\$54,700	\$62,500	\$70,300	\$78,100	\$84,350	\$90,600	\$96,850	\$103,100

Compare your household size with the table above. For example, if your household size is 4 people, your household's annual gross income must be \$78,100 or less to qualify income wise.

Questions? Neighborhood Housing & Community Development staff is happy to answer any questions you may have. Email NHCDCS@AustinTexas.gov or call 512.974.3100.

AustinTexas.gov/housing

Content will be created for all programs: HRLP ABR, Minor Home Repair & GO Repair.

Mock-ups to show direction.

Integrated Marketing Campaign

Austin Is My Home – \$25K educational campaign to help established Austinites understand predatory real estate behavior, tax relief tools, home repair programs and resources through easy-to-understand, cohesive messaging

AUSTIN IS MY HOME

Austin is home to many, from folks with deep roots in Austin's culture to multi-generational families. Austin is uniquely Austin because of the people who live here. Some homeowners may be feeling financial stress. Some may be feeling pressured from aggressive real estate investors and changing neighborhoods.

WHAT CAN YOU DO?

- Know the signs of predatory real estate investors
- Apply for tax relief tools.
- Work with someone looking out for your best interests
- See if you qualify for the Minor Home Repair programs

AUSTIN IS MY HOME

Austin is home to many, from folks with deep roots in Austin's culture to multi-generational families. Austin is uniquely Austin because of the people who live here. Some homeowners may be feeling financial stress. Some may be feeling pressured from aggressive real estate investors and changing neighborhoods. What can they do? This is a short list of some of the tools, resources, and organizations that may help.

- Work with someone looking out for your best interests.**
 - Austin has three certified agencies that provide housing counseling & help answer questions:
 - Austin Habitat for Humanity** austinhabitat.org 512.472.8768
 - Business and Community Lenders of Texas** bcloftexas.org 512.912.9884
 - Frameworks Community Development Corporation** frameworkscdc.org 512.385.1500
- Apply for tax relief tools.**
 - Homestead Exemption** is provided by Texas law for owner-occupied residential properties, and lowers the taxable amount of your home.
 - Some additional tax relief tools are: Over 65, Disability, Disabled Veterans. Go to tax-office.texascountytax.gov/properties/taxes/tax-breaks to learn more.
 - There is no fee to apply and you do not have to hire anyone to file for you. More information is available through the **Texas Central Appraisal District** website taxcalc.org/form-finder and 512.834-9138.
 - Apply for home repair programs.**
 - The City of Austin has several home repair programs for income-eligible Austinites. These programs serve to make homes safe, healthy, and accessible. They also may help folks stay in their homes.
 - Neighborhood Housing & Community Development staff are happy to answer your questions. Visit AustinTexas.gov/AustinIsMyHome, call 512.974.3100, 311 or email NHDCSC@AustinTexas.gov.
 - Share this info with your neighbors!**
 - Yes, your neighbors, and your neighborhood are all part of what makes Austin uniquely Austin.

CITY OF AUSTIN Neighborhood Housing and Community Development AustinTexas.gov/Housing

ARCHITECTURAL BARRIER REMOVAL

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Architectural barriers are physical elements of a home that make it difficult to easily enter, leave or move around your home. Eligible homeowners and renters can receive up to \$15,000 for improvements. Some services may include:

- REPLACING STAIRS WITH RAMP**
Stairs are a hazard for many, not just those in wheelchairs but for anyone with limited mobility. A ramp into your home let's you come and go as you like.
- REMOVING BATHROOM BARRIERS**
Bathrooms can present many obstacles. The tub can be challenging if it has tall sides that create a tricky physical barrier to entry. Modifications like grab bars, lowering sinks and step-in tubs allow for more independence & safety.
- WIDEN DOORWAYS & UPGRADE DOORKNOBS**
Most doorways are too narrow for a wheelchair to go through, so widening doorways is a recommended home modification. Some styles of doorknobs are hard to use for those who have a hard time gripping. Replacing doorknobs with push/pull bars, or press lever handles, will increase your home's accessibility.

These are just some of the **free upgrades** that may help you get around your home safely. Staff from the Neighborhood Housing & Community Development program work with eligible Austinites to determine what modifications are needed.

For more information about this & other programs that may help call 512.974.3100 or visit AustinTexas.gov/AustinIsMyHome

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MINOR HOME REPAIR GRANTS

Helping Austinites make their homes safe

Austinites whose homes present health or safety hazards may need financial help. This program helps eligible homeowners to make critical and necessary repairs.

A MINOR HOME REPAIR GRANT IS UP TO \$5,000 PER HOME

The grant is to help fix dangerous conditions, such as leaking gas pipes, faulty electric, decaying roofs, and collapsing floors. These are just some example repairs that may be necessary to make a home safe. Austin nonprofits administer the grants and repairs. Upon completion, City staff will verify the repairs. Eligible homeowners do not need to pay for any of the grant-approved repairs.

WHO IS ELIGIBLE?

- Applicants must live in a single-family detached within Austin's full purpose city limits.
- Austinites must have a gross annual income at/below 80% Median Family Income (MFI). The table below shows the income limits by number of persons living in the home.

2020 Income Limits						
Number of people living in household	1 person	2 people	3 people	4 people	5 people	6 people
Annual income at 80% MFI or less	\$54,700	\$62,500	\$70,300	\$78,100	\$84,350	\$90,600

For example: A 4-person household would need to make an annual income of \$78,100 or less to qualify income-wise.

For more information about this & other programs that may help call 512.974.3100, 311 or visit AustinTexas.gov/AustinIsMyHome

CITY OF AUSTIN Neighborhood Housing and Community Development AustinTexas.gov/Housing

Campaign Activities



- Press
- Marketing kit (flyers, PSA script, social content)
- Paid advertising (Outdoor signage, flyers, ppc, radio)
- Partnering with community groups to market , outreach & counsel people most in need.

Translations of materials in top 5 Austin languages (English, Spanish, Chinese, Hindi, Vietnamese)

ATXN/Citiview short videos:

Easy-to-digest short videos about the problem, and solutions.

- What are tax exemptions?
- Different types of exemptions.
- COA Home Repair Programs

Online classes: Partner with other departments, organizations and nonprofits to provide bi-monthly online classes. Same topics as videos, more detail + Q&A.

Eventbrite posting creates a bigger audience, and enables data capture so that we can connect people to more programs.

Timeframe: August 2020 – Beyond



QUESTIONS & ANSWERS