



SC Stay Plus Advisory Panel

SC Housing, 300-C Outlet Pointe Blvd., Columbia, SC 29210

The Advisory Panel of the Emergency Rental Assistance Program (SC Stay Plus) convened a meeting on Friday, July 9, 2021, at approximately 11:00 a.m., at 300-C Outlet Pointe Boulevard, Columbia, South Carolina.

The following advisory panel members were present at the meeting: Bernie Mazyck, SC Association for Community Economic Development (SCACED); David Hudspeth, York County Manager; Amy Marshall, SC Office of Regulatory Staff; and Chris Koon, SC Electric Cooperatives.

The following staff from SC Housing were present at the meeting: Bonita Shropshire, Tracey Easton, Ellen Eudy, Mike Ujcich, Kim Spires, Lisa Wilkerson, Renaye Long, Chris Winston and Sarah Shinsky. The following staff from Guidehouse were present at the meeting: Ryan Mullen, Vinod Ramachandran, Kajal Patel, Malcolm Clark, Nathan Paufve, Kevin Sweitzer, Colby Eyler, Liz Hiddemen, Michael Antonio Roth and Rachel Eisman. Soozie Tucker with Nan McKay was also in attendance.

Guidehouse staff called the meeting to order and confirmed that there were not any guests from the public in attendance.

Guidehouse staff shared an executive summary update of the program activities, giving a brief overview of the document to include: 8,657 unique applications received; \$39.5M requested funds; and an overview of the application status.

An Advisory Panel member inquired about the amount of funds that have been requested for utility assistance and Guidehouse staff stated that they would provide that information to the panel after the meeting, as they did not have that information. Another Advisory Panel member inquired about community organizations and local advocates to assist applications and increase application intake. SC Housing staff agreed that this will play a vital role in the success of this program and that work continues to grow that outreach.

Guidehouse staff continued the overview of the executive summary highlighting the team progress over the last week, along with upcoming activities with the program and an update from the Communications team.

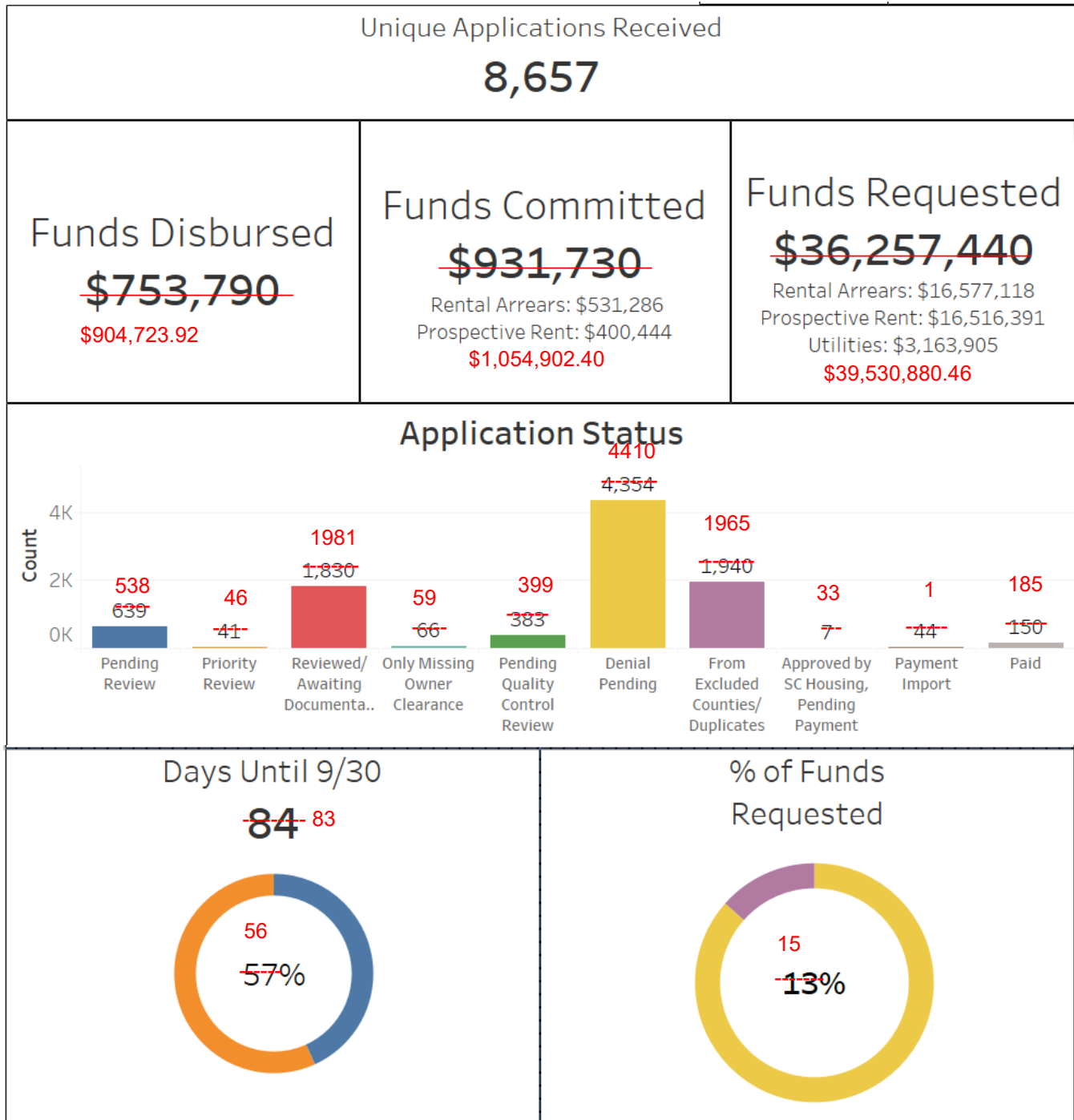
The next Advisory Panel Meeting is scheduled for August 13, 2021, at 11:00 a.m.

Monthly Advisory Panel Report

Friday, 7/9/2021

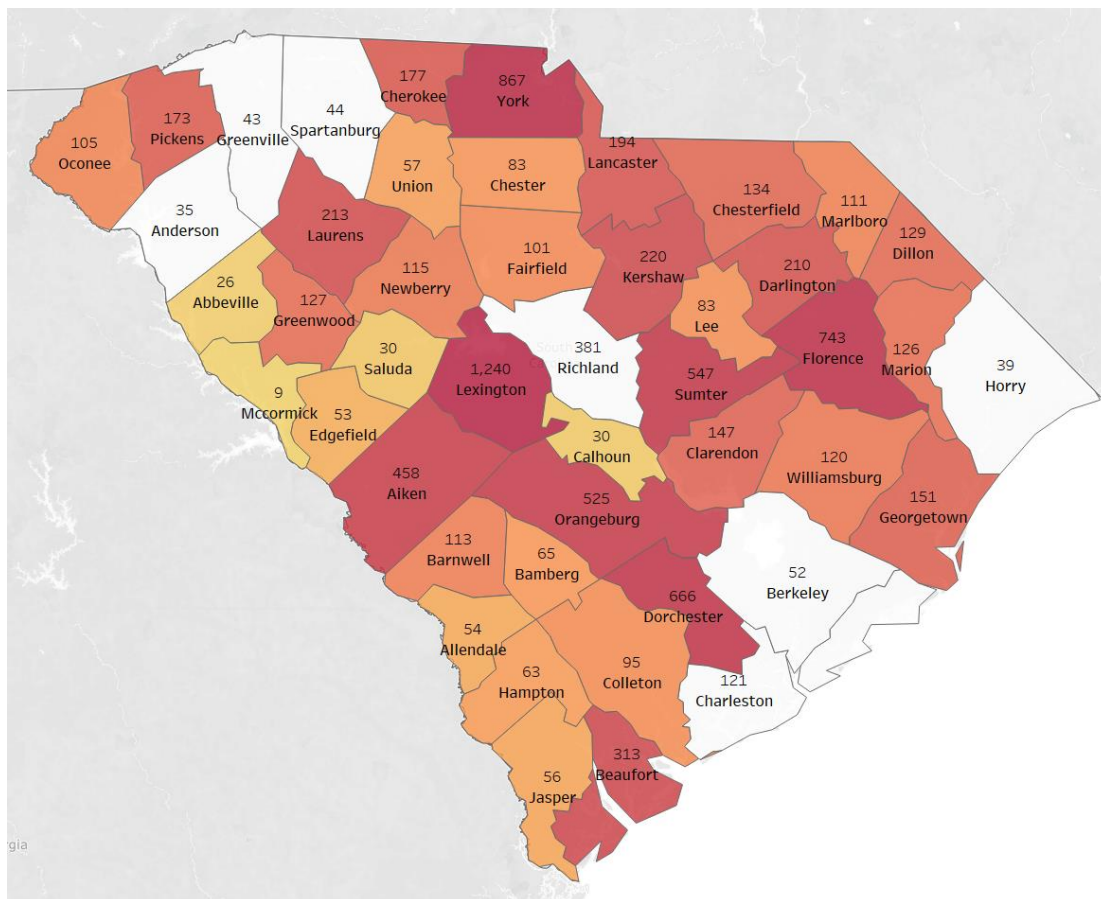
Executive Summary

As of July 8 at 8:30 AM





Applications Received by County



Team Progress (since 7/2)

- Continued reviewing applications - 7 pending payment processing, 150 paid, 4,354 denial pending (awaiting documentation)
- Holding applications with insufficient documentation levels pending ongoing conversation on modifying documentation requirements
 - Pending Legal teams' approval for accepting self-certifications for various requirements prior to re-evaluation and award decision
- Created State review queue (30 applications per week) and set up review process
- Began sending approval confirmations to applicants
- Held Best Practices Sharing meeting with Seven Counties
 - Learned that most other communities face similar challenges as SC Stay Plus, and provided us with insights and best practices to address documentation provision and application volume challenges
 - These include permitting more self-attestation and utilizing existing local partnerships
 - Explored self-attestations and document requirements to better understand how other programs are framing this request



- Discussed how programs can leverage existing relationships with community organizations and local advocates to increase application intake
- Next meeting to be held in early August
- Collaborated with a county on locally-driven successful outreach efforts unique to their community.
 - Continuing to monitor the results of the 2-week intensive outreach campaign using marketing collateral customized with their local number where residents could call and/or come-in for hands-on assistance. The campaign also includes use of the reverse 911 system to contact potential applicants.
- Continued to roll out paid media efforts
 - Includes a text message campaign, direct mail to renter households, and broadcast TV
 - This is in addition to our existing TV, Radio, and billboard efforts to spread the word about SC Stay Plus
- Communications team presented to the South Carolina Public Service Commission, including a program update, an update of the current application and request volume, and future plans for outreach and engagement
- First Monitoring and Compliance biweekly report released on July 2nd

Upcoming Activities

- Program Design
 - Agree on and implement program design changes to increase documentation compliance (continued)
 - Continue making program design changes as needed (e.g. categorical eligibility)
- Payment
 - Send out more payments including direct tenant and utility payments
- Communications
 - Community Outreach
 - Identify and contact recipients of funding for potential testimonial opportunities. Potential applicants may be encouraged by seeing successful applicants describing their experiences applying.
 - Continue to identify ways to connect with local partners – especially in identified target counties; continue to explore other avenues for outreach at the state-level
 - Applicant Support and Customer Care
 - Identify and connect with a sample of application drop offs to collect data on why people did not complete their application
 - ERAP Program Coordination (“No Wrong Door” Approach)
- Application Review and Determination
 - Continue application reviews; identify and escalate challenges to SC Housing as needed
 - Refine project tracking and data analysis tools
- County Coordination
 - Collect weekly updates from all Seven Counties

**Upcoming Meeting Schedule**

Meeting subject	SC Stakeholders	Meeting Date
Weekly Communications check-in	SC Housing Communications Team	Tuesday 7/13
Monthly Advisory Panel public meeting	Advisory Panel and members of the public	Friday 8/13
Follow-up on documentation requirements	SC Housing	Unscheduled