

## COMMUNICATIONS GUIDE

### Program background:

- The Virginia Rent and Mortgage Relief Program (RMRP) launched on June 29 and will offer financial assistance in the form of rent and mortgage payments on behalf of households who are experiencing financial instability due to the pandemic. Eligible households must demonstrate that their inability to make rent or mortgage payments is related to COVID-19.
- RMRP is a gap measure for households who face eviction or foreclosure. It will provide options for households that have not been able to cover their rent or mortgage because they are unemployed or underemployed as a result of the COVID-19 pandemic.
- The program is designed to support and ensure housing stability across the commonwealth during the COVID-19 pandemic with short-term funding assistance.
- The Virginia Department of Housing and Community Development (DHCD) has been authorized to distribute at least \$50 million to support rent and mortgage relief needs from April 1 until funds are expended, or Dec. 30, 2020, whichever comes first.
- Payments will be made directly to landlords and mortgage holders after the application submitted by a household is approved.
- Another key eligibility requirement includes having a monthly rent or mortgage amount that is at or below 150 percent Fair Market Rent (FMR).
- Eligible households must have a gross household income at or below 80 percent of area median income. Grantees will prioritize households with lower area median income to reach our most at-risk population. The program will also prioritize assisting households without other federal and state eviction or foreclosure protections.
- From June 29-July 20, priority will be given to households with current gross incomes equal to or below 50 percent of AMI. After July 20, households with current gross incomes at or below 80 percent of AMI will be also be included as a priority.
- Households with an Unlawful Detainer dated prior to June 8 will be considered a top priority.
- To ensure RMRP funding assists households most in need, the program will complete targeted outreach to communities of color across Virginia. Before the pandemic, [analysis from RVA Eviction Lab at Virginia Commonwealth University](#) found that minority communities had higher eviction rates, even after controlling for income, property value, and other characteristics. The COVID-19 pandemic has also had a disproportionate impact on people of color.
- To determine eligibility, households are encouraged to visit [www.dhcd.virginia.gov/eligibility](http://www.dhcd.virginia.gov/eligibility) or call 2-1-1 VIRGINIA by dialing 2-1-1 from your phone.
- DHCD is utilizing a variety of organizations to administer RMRP, including nonprofits, local governments, quasi-government agencies and others that have a proven track record for providing support to their communities in all parts of the commonwealth. A full list of providers is available online at <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-providers-link.pdf>.
- To learn more about housing rights and resources during this crisis, please visit [www.StayHomeVirginia.com](http://www.StayHomeVirginia.com).

## **Program Quick Guide, Fact Sheets, Providers Lists and Program Guidelines:**

### ***Quick Guide:***

For a full program quick guide, visit [www.dhcd.virginia.gov/rmrp](http://www.dhcd.virginia.gov/rmrp).

English: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-guide.pdf>

Spanish: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-spanish-guide.pdf>

### ***RMRP Fact Sheets:***

Links to the program facts sheets are available at [www.dhcd.virginia.gov/rmrp](http://www.dhcd.virginia.gov/rmrp).

English: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-fs-link.pdf>

Spanish: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-spanish-fs-link.pdf>

### ***RMRP Providers:***

Virginians can check if they may be eligible using the RMRP online portal at

[www.dhcd.virginia.gov/eligibility](http://www.dhcd.virginia.gov/eligibility). A PDF listing of all providers by locality is available on DHCD's website:

English: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-providers-link.pdf>

Spanish: <https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-providers-spanish-link.pdf>

### ***Program Guidelines:***

The full RMRP guidelines can be found at

<https://www.dhcd.virginia.gov/sites/default/files/Docx/rmrp/rmrp-guidelines.pdf>.

## **Social Media:**

Below is suggested language for social media posts. [A graphic for eligibility to be used on social media is available for download here.](#)

### ***Facebook/Instagram:***

Virginia has launched the Rent and Mortgage Relief Program, which will invest \$50 million to support Virginians facing eviction or foreclosure due to **#COVID19**. DHCD will do targeted outreach to communities of color—those experiencing disproportionately high eviction rates before the pandemic are most vulnerable now, and will prioritize households without federal or state protections, and those currently facing court proceedings. To check your eligibility and find a local organization distributing funding, call 2-1-1 or visit <http://dhcd.virginia.gov/eligibility>. For program information, visit [www.dhcd.virginia.gov/rmrp](http://www.dhcd.virginia.gov/rmrp).

### ***Twitter:***

Virginia launched the Rent and Mortgage Relief Program, which will invest \$50 million to support Virginians facing eviction or foreclosure due to **#COVID19**. Check your eligibility and find your local organization distributing funding, call 2-1-1 or visit [www.dhcd.virginia.gov/eligibility](http://www.dhcd.virginia.gov/eligibility).

## **SMS Messaging:**

Virginia has launched the Rent and Mortgage Relief Program, which will invest \$50 million to support Virginians facing eviction or foreclosure due to COVID-19. To check your eligibility and find your local organization distributing funding, call 2-1-1 or visit [www.dhcd.virginia.gov/eligibility](http://www.dhcd.virginia.gov/eligibility).