

# Monterey County

Emergency Rental  
Assistance Program

Outcomes Report

**Director Lori A. Medina**  
**Department of Social Services**





COUNTY OF MONTEREY  
**DEPARTMENT OF SOCIAL SERVICES**  
*Working Together for Our Community*

Opportunities  
+  
Challenges

Partnerships  
+  
Access



MCDSS Mission  
+  
ERAP Goals

Program Design

United Way  
Impact  
Report

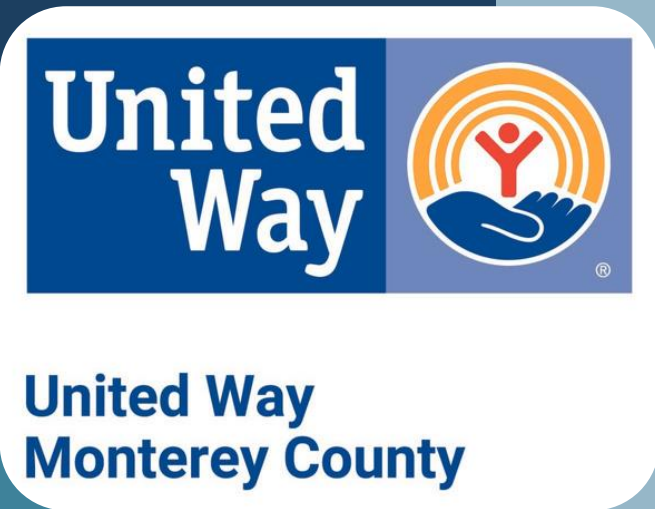
# The Evolution of MC ERAP

# Program Inception & Goals

The Federal ERAP was designed as economic stimulus to address the impact of the pandemic on renters & landlords.

Monterey County received multiple rounds of federal and state funding for emergency rental assistance. The County opted for local control & invested additional funds to support individuals not eligible for federal resources.

DSS engaged in a collaboration with United Way Monterey County to organize local partners and administer assistance & services.



**\$14.4 M**  
ERA 1  
Federal

**\$10.5 M**  
ERA 2  
Federal

**\$52.65 M**  
TOTAL FUNDS

**\$15.4 M**  
SRA 1  
State

**\$12.2 M**  
SRA 2  
State

**\$150 K**  
ARPA  
Local

# Alignment and Opportunities

## DSS MISSION & IMPACT:

Promotes self-sufficiency and community resiliency through safety net services and interventions.

## Emergency Response Expertise:

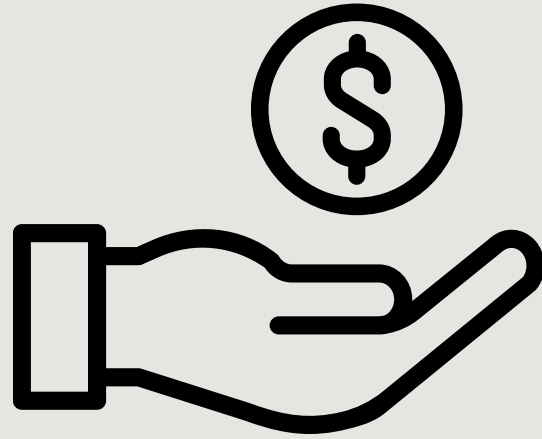
DSS has established infrastructure and community relationships to respond to emergencies and distribute resources.



## COMMUNITY INVESTMENTS & PARTNERSHIPS:

DSS invests in a broad network of community partnerships, projects and service providers.





**PURPOSE:**

Deliver immediate economic relief to all regions of Monterey County.

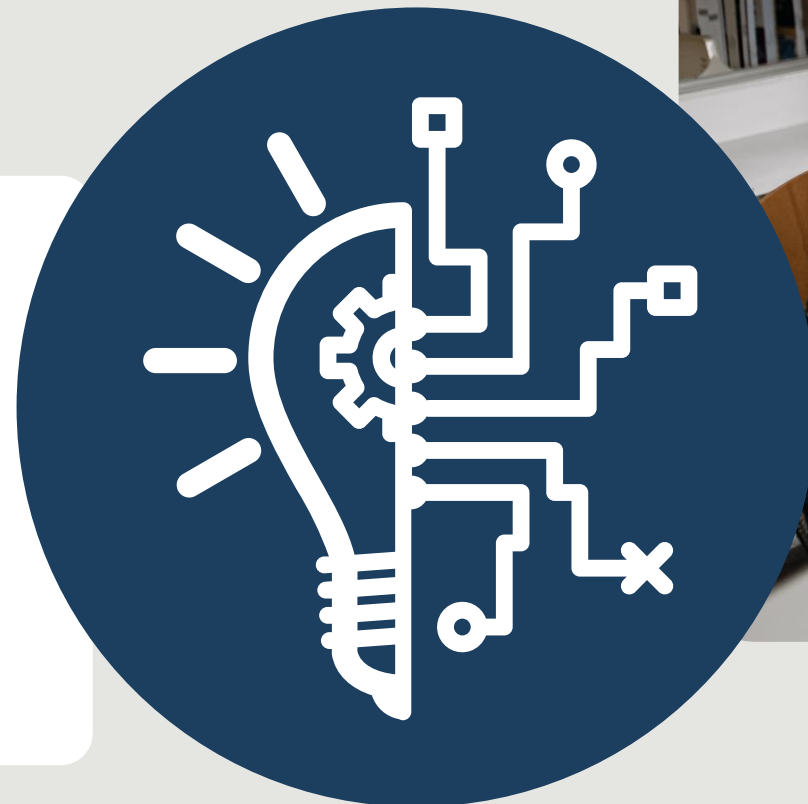
# Implementation Challenges

**SCOPE:**

Reaching low-income households and verifying program eligibility while remaining low-barrier and accessible.

**COMPLEXITY:**

Build a new program. 25 partners. Navigate versions of authorizing legislation, program changes. Fiscal oversight and reporting.



# Impact Report

Katy Castagna, President and CEO



- ✔ Structure & Key Strategies
- ✔ Partner Network
- ✔ Residents Served
- ✔ Direct Assistance & Services
- ✔ Housing Stability
- ✔ Demographics

United  
Way



United Way  
Monterey County



# Process

Apply through 211



Referred through United Way Smart Referral Software

211 and participating agencies use software to review materials, collect documentation, and record payment



Apply with Agency



Referred through United Way Smart Referral Software

Participating agencies located throughout the county pay landlords and utility companies directly

Apply from Website:  
[www.MCRentHelp.com](http://www.MCRentHelp.com)



Landlords/Utility Companies & Health and Human Service Referrals

# Partner Network

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## DIRECT ASSISTANCE PARTNERS

- Central Coast Energy Services
- Hartnell College Foundation
- Monterey Peninsula College Foundation
- Goodwill Central Coast
- Salvation Army Monterey Peninsula
- North Monterey County Recreation and Parks District
- Housing Resource Center
- City of Seaside
- City of Monterey
- City of Salinas
- City of Gonzales
- City of Soledad
- City of Greenfield
- City of King

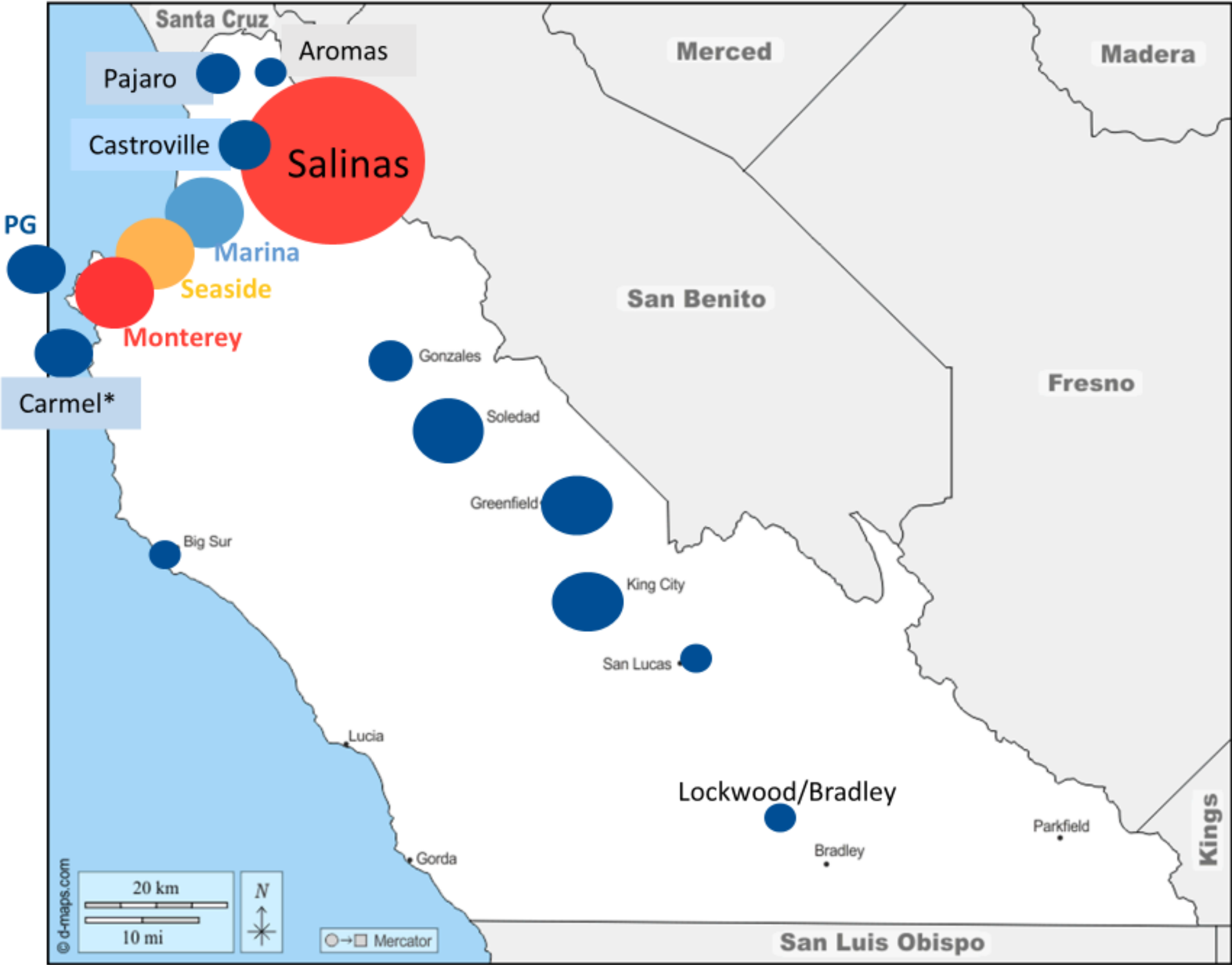
## HOUSING STABILITY PARTNERS

- Watsonville Law Center
- CRLA
- COPA
- Mujeres en Accion
  
- Monterey County Office of Education
- Goodwill Central Coast
- City of Greenfield
- Community Human Services
- Gathering for Women
- City of Salinas
- Hartnell College Foundation

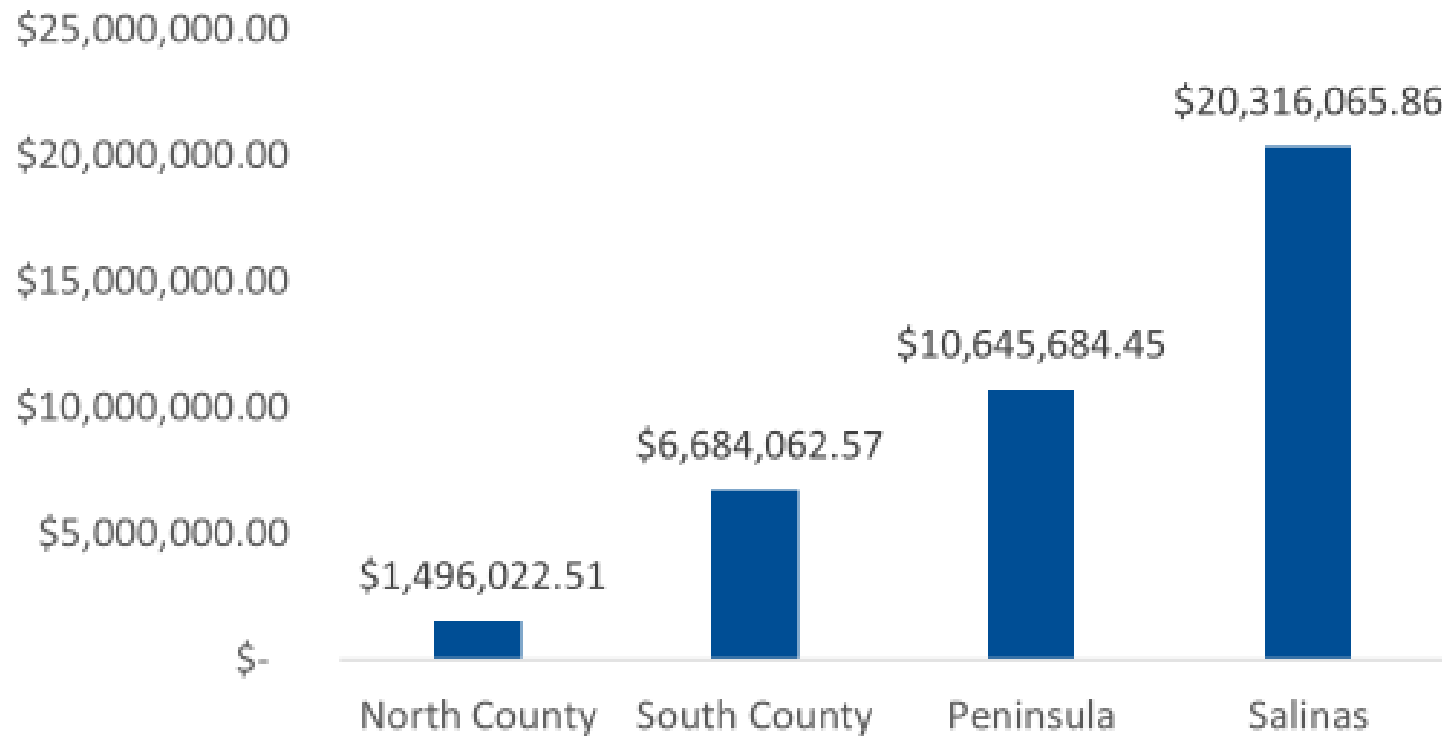
Round 1 only; Round 1 & 2; Round 2 only



# Rent Assistance Results



Rent Assistance by Region



# Direct Assistance

TOTAL PAID

**\$45,097,180**



7,269 Households Served

**\$6,204**

Average Amount paid per household served



2 months paid on average\*

Rental Assistance

**\$39,201,887.31**



4767 Households Served

Utility Assistance

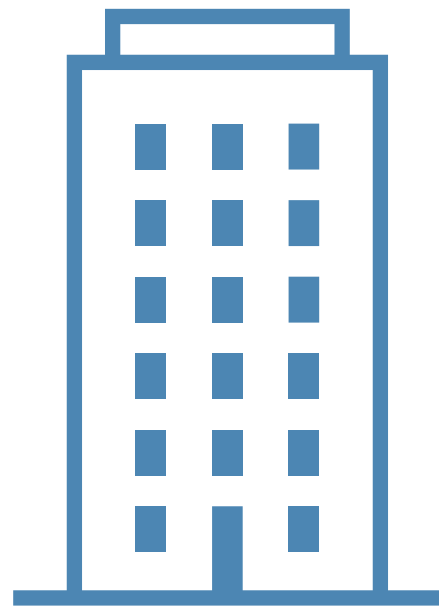
**\$5,895,292.78**



4916 Households Served

\*This is estimated based on average rent prices for the program

# Landlord Impact



**\$24 Million +**

Property management companies and small businesses in Monterey County



**\$14 Million +**

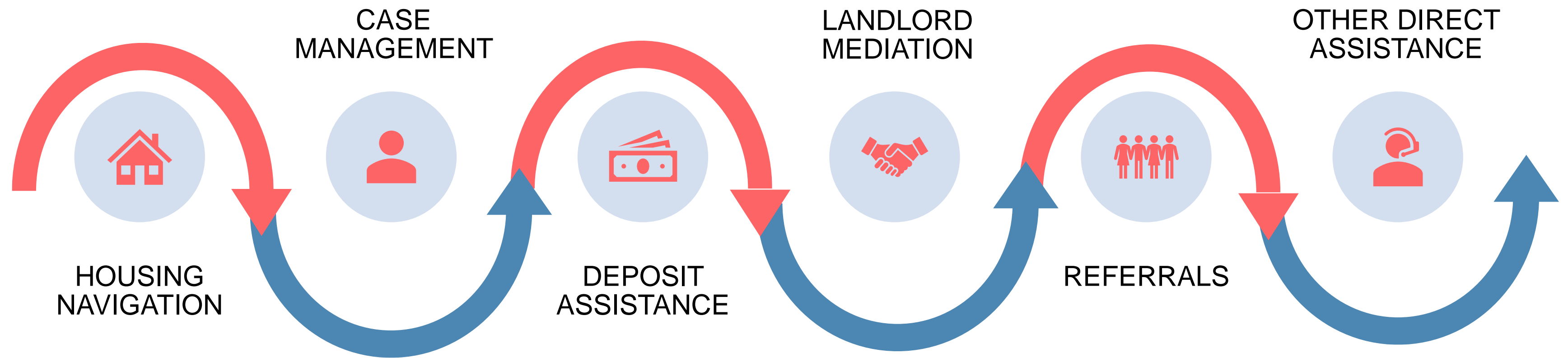
Individual Landlords



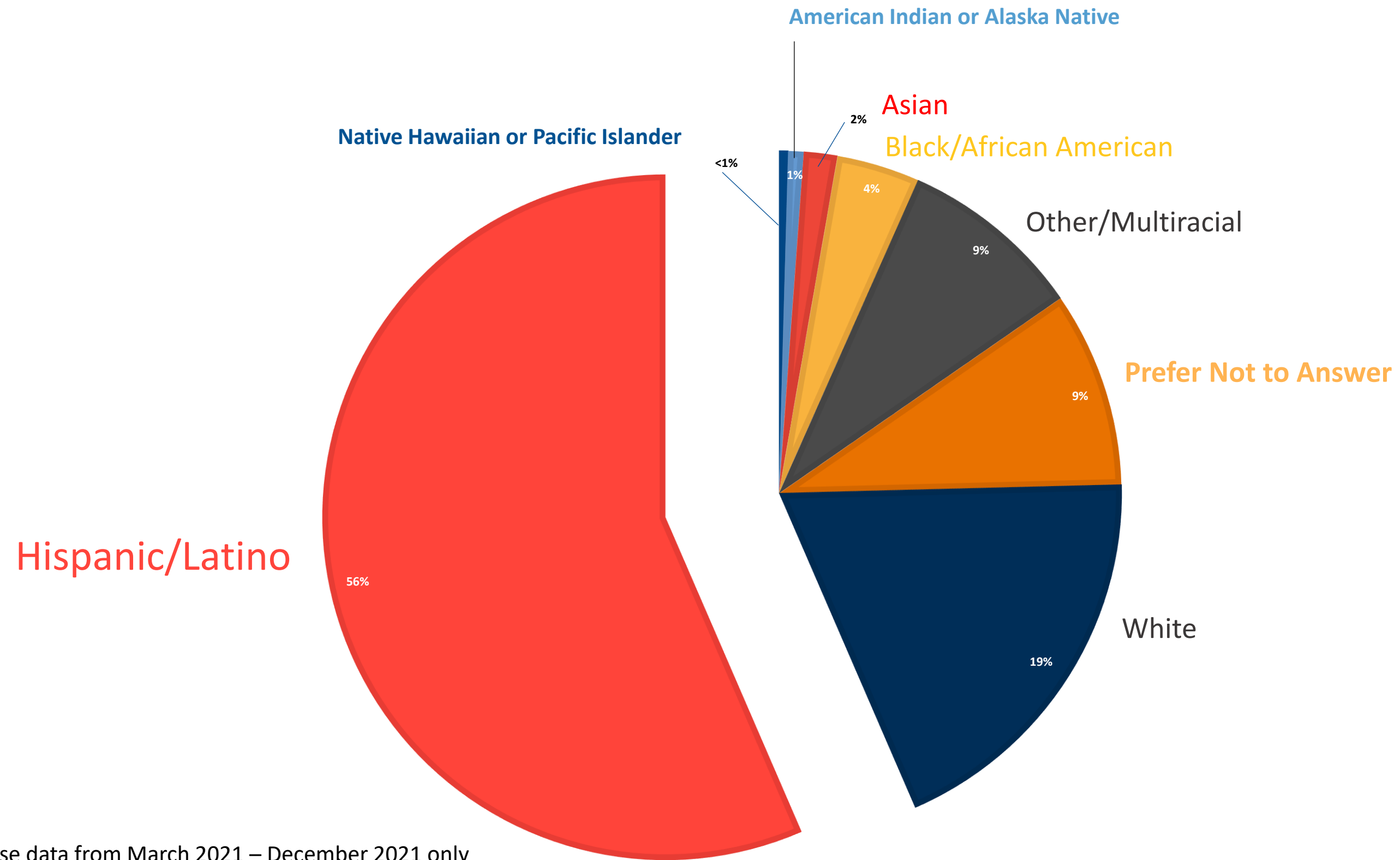
**700+**

Individual "mom and pop" landlords

# Housing Stability Services



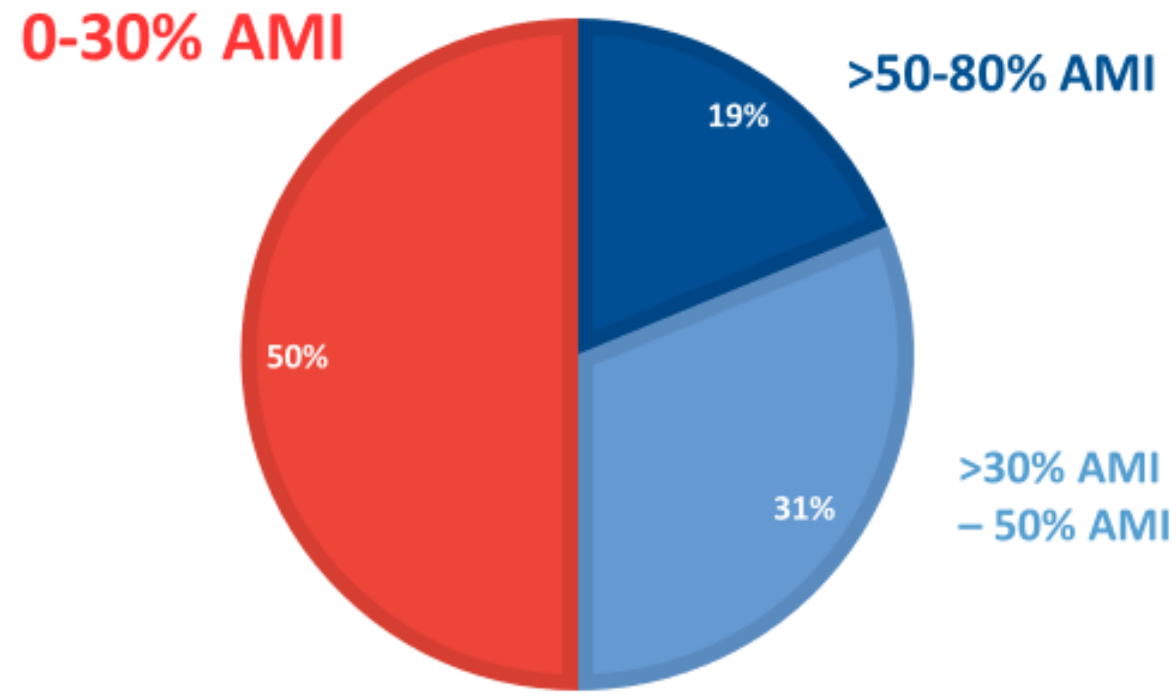
# Rent Assistance by Race/Ethnicity\*



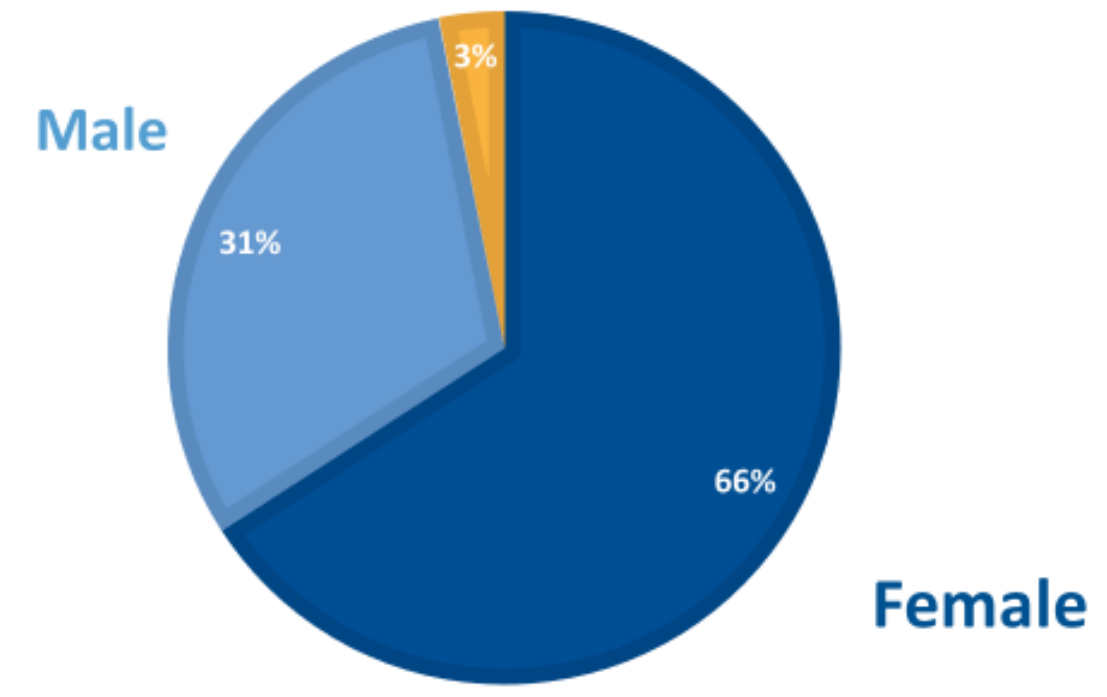
\*these data from March 2021 – December 2021 only

# Rental Assistance – Demographics\*

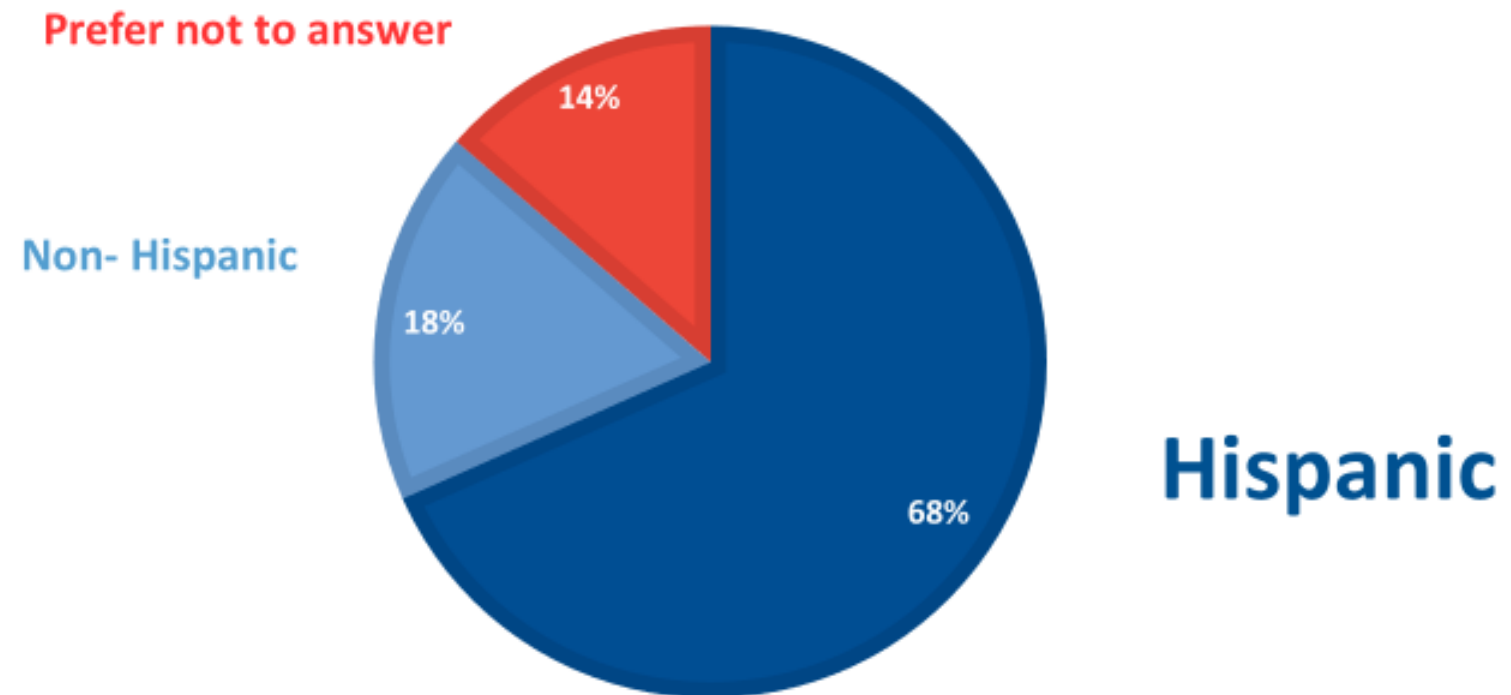
RENT ASSISTANCE BY AMI



RENT ASSISTANCE BY GENDER  
Prefer not to answer



RENT ASSISTANCE BY ETHNICITY



\*these data from March 2022 – December 2023 only

# Thank you!

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With acknowledgement to our funder and partner



**COUNTY OF MONTEREY**  
**DEPARTMENT OF SOCIAL SERVICES**

Katy Castagna, President and CEO  
Josh Madfis, VP of Community Investments