

# Section 8 Waitlist

August 25, 2022



# The CVR Team



The CVR Team is largely the same strong team that led the successful Section 8 waitlist opening in 2017. The Team will mimic and build upon strategies that worked well in 2017, adjust as necessary to handle new developments.



## Online Application

Applications will be received online 24/7 during the waitlist opening period from any internet-connected device.



## Outreach Efforts

Local team of community outreach specialists are connecting with CBOs and organizations around the city.



## Communications Strategy

Press, media and ad buys will be issued. Flyers, signs, and banners are being developed in all supported languages.



## Call Center Support

Agents will be available from 7am-6pm each day of the wait list opening to help with application submission and answer general questions.

# The CVR Team



## Online Application

- CVR is using its Applicant Portal to accept online applications from October 17th-October 30th
- Applications will be accepted 24 hours a day, 7 days a week, from any smart phone, mobile device or computer with Internet access
- The application will be available in English, Spanish, Armenian, Chinese, Korean, and Tagalog
- The Applicant Portal will include Frequently Asked Questions, videos showing how to navigate through the application, and a map of available resources
- CVR will ensure the Applicant Portal servers will pass a load test with 5,000 concurrent users, a concurrent load equivalent to over 450,000 applications over 12 hours, which will far exceed the expected volume of applications

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## Outreach: Re-Establish Public Library Partnerships

Solidarity and HACLA Intergovernmental Relations staff are working to replicate core partnership with City of LA Library to ensure applicants who need in-person application assistance or internet access can get support. In 2017:

- All 73 LA City Public Libraries posted notices, helped with setting up email accounts, and provided free internet access
- The LA County Library offered to have all County branches post notices, help with email account set-up, and provide free internet access
- 15 City of LA Public Libraries in the ZIP codes with the highest levels of poverty hosted our part-time staff to assist residents during the 2-week period
- 12 LA County Library branches that are adjacent to the City of LA explored helping directly through their staff. Ultimately one branch assisted.

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## Outreach: General Public Assistance Sites and Assistance to Existing Clients or Organizational Members

We are conducting outreach to local organizations and entities to create partnerships with organizations interested in participating in informational sessions virtually and in-person for partners willing to train staff or spread the word about the opening. Targeted efforts are built upon the success of the 2017 partnerships and include:

- Targeting public agencies, non-governmental CBOs and faith-based groups, and place-based or issue-oriented coalitions serving income-eligible population
- Conducting targeted outreach to ensure organizations serving special population groups can participate in online application process
- Some examples of targeted outreach include organizations facing high levels of housing discrimination, limited English speakers, or those serving seniors and persons with disabilities.

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## Outreach: Section 3 Hiring Program to Involve Local Residents in Outreach and Support to Applicants

- The CVR Team is working with the HACLA Section 3 department to gain resumes of Section 3 eligible persons who would serve as application ambassadors who assist people with applying throughout the City during the open period
- 15 ambassadors will be deployed to library branches during the opening to support the elderly, persons with disabilities, limited English speakers, and other individuals and families to apply
- They will also be stationed at computer labs offered by community organizations, public housing sites, regional centers, and other locations willing to host ambassadors.

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## Communications Strategy

- Press conference in early October with the Mayor of Los Angeles
- Media buys in local newspapers and radio that reach target audiences
- Media relations and media event(s)
- Mayor's PSA
- Social media

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## Call Center Support

- Call center agents will be deployed from 7am to 6pm each day of the waiting list opening to help applicants. This includes applicants requiring assistance due to a disability, translation needs, or communication in an alternative format.
- Based on experience with waiting list openings, most of the calls are expected during the first two days of the opening. Up to 60 agents will be available, staffing levels will be adjusted based on number of calls received
- Agents will be connected to LionBridge, which provides live interpreter services for more than 350 languages
- Call center agents are equipped to complete an application on behalf of an applicant, if necessary
- A robust system has also been designed to handle many frequently asked questions, thus freeing up agents



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## Communication Materials

- The CVR Team is developing flyers, door and “yard sign” style signs, banners, a broad list of frequently asked questions, and a fact sheet in multiple languages
- Large banners will be posted at the HACLA main office along with the 2 satellite offices, and flyers and signs will be posted throughout the City
- Communication materials reflect the application is available online using a smartphone, mobile device, and computer with internet access


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## Projected Calendar/Rollout/Information to the Public


- 9/19 – Applicant Portal landing page/information will be made live
- Late September – Trainings with community partners begin regarding the waiting list opening
- Late September – Council leaders, community organizations, libraries, etc. will distribute the link to application to the public
- 9/19 – Public notice released
- 9/26 – Flyers and signs distributed/posted
- 9/26 – Call Center IVR system live with basic information
- Early October – Media event conducted
- October – Earned and paid media continues
- 10/17 (6am PST) – Application Open Enrollment starts
- 10/17 – Call center agents available to assist callers; in-person assistance provided around the City

# Questions & Answers

# Thank You

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