



# SALINAS

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## REPORT ON RENTAL ASSISTANCE PROGRAMS AND HOUSING PRODUCTION TRACKING

May 13, 2025

City Council

Presented by:

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- City of Cudahy, CA – Rental Assistance Program (2023)
- City of La Mesa, CA – Older Adult Rental Assistance Program (2024)
- City of Monterey, CA – Rental Assistance Program details (2024)
- City of Tampa, FL – Rental & Move-In Assistance Program (RMAP) overview (launched 2022)
- National League of Cities – Lessons from Five Cities’ ERA programs (2022)
- Turner Center for Housing Innovation – “Building Local Institutional Capacity: Lessons from ERA” (Oct 2022)
- U.S. HUD Cityscape Journal – Discussion of Philadelphia’s PHLHousing+ cash assistance pilot (2024)

## Rental Assistance Program Review

# Eligibility Requirements & Targeted Population

- Residency
- Income Limits
- Demonstrated Need or Hardship
- No Duplicate Assistance
- Vulnerable Groups

- Application Windows
- Lottery v. First Come, First Serve
- Online Portals & Forms
- Documentation Requirements
- Language & Application Assistance
- Transparency & Updates

## Application & Intake Process

# Administrative Structure & Program Management

- External Partners for Administration
- Community Partnerships
- Interdepartmental Coordination
- Technology & Data Management

- Form & Duration of Assistance
- Payment Method
- Landlord Engagement & Conditions
- Additional Support Services
- Procedural Efficiency

## Program Procedures & Delivery Methods

- Track key metrics like households served, dollars spent, and evictions prevented
- Define success early and build data tracking into the program
- Use dashboards or regular reporting to support transparency and improve over time

## Program Outcomes & Metrics

# Funding Sources

- Housing Choice Voucher Program (Section 8)
- Project-Based Rental Assistance
- Housing Authority of Monterey County
- Permanent Local Housing Allocation (PHLA)
- General Funds
- Charitable Funds
- Philanthropic Grants



- Emergency Rental Assistance Program (ERAP)
- Housing Stabilization Service (HSS)
- California Emergency Solutions and Housing (CESH)
- Housing Stabilization Assistance (HSA)
- Prohousing Incentive Program (PIP)

Past City of Salinas Rental Assistance Programs

# Program Framework

Program Type	Target Audience	Common Requirements
Emergency Rental Assistance (One-Time)	Tenants facing sudden financial hardship (e.g., job loss, medical emergency)	Proof of hardship, lease, proof of arrears, residency verification
Short-Term Subsidy (2-6 Months)	Low- to moderate-income tenants recovering from hardship	Income below specified AMI threshold, lease, financial documents
Ongoing Shallow Subsidy	Extremely low-income tenants (e.g., seniors, disabled) with fixed incomes	Income documentation, long-term residency, proof of fixed income
Move-In Assistance	Tenants entering housing from homelessness or unstable housing	Proof of new lease, deposits required, homelessness risk documentation
Eviction Prevention/Legal Aid Coupled Assistance	Tenants with active eviction filings or legal housing issues	Active eviction case, legal referral, income or hardship documentation

## Residential Rental Registration and Rent Stabilization Program Staffing

1.0 FTE	Community Development Analyst -Limited Term
1.0 FTE	Admin Analyst - Limited Term
1.0 FTE	Admin Aide - Limited Term
3.0 FTE	Total Staffing

## **Rental Assistance Program Administrative Budget FY 2025-2026**

Salaries and Benefits	\$385,670
Software	\$ 95,500
Indirect Costs/Overhead	\$73,500
<b>TOTAL</b>	<b>\$554,670</b>

# Rental Program Fees Collected

*January 1, 2025 to May 5, 2025*

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	Fee Amount	Number of Units Registered*	Total Fees Remitted*
Residential Rental Registration	\$45/unit	3,847	\$173,115.00
Rent Stabilization	\$170/unit	7,733	\$1,314,610.00
Total		10,963	**\$1,494,000.00

\* Data source: Tolemi Slate Platform.

\*\*Beginning April 2, 2025, late fees were assessed.

# Program Budget and Expenditures

*January 1, 2025 to June 30, 2025*

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	FY 24-25 Budget	Estimated Expenditures*	Remaining Balance
Salaries and Benefits	\$142,250.00	\$90,564.45	\$52,014.55
Software	\$200,000.00	\$129,000.00	\$49,300.00
Supportive Services (Hearing Officer, Education/Outreach)	\$300,000.00	\$26,550.55	\$295,149.45
Indirect Costs/Overhead	\$ 13,000.00	\$0.00	\$13,000.00
Total	\$655,250.00	\$246,115.00	\$409,135.00

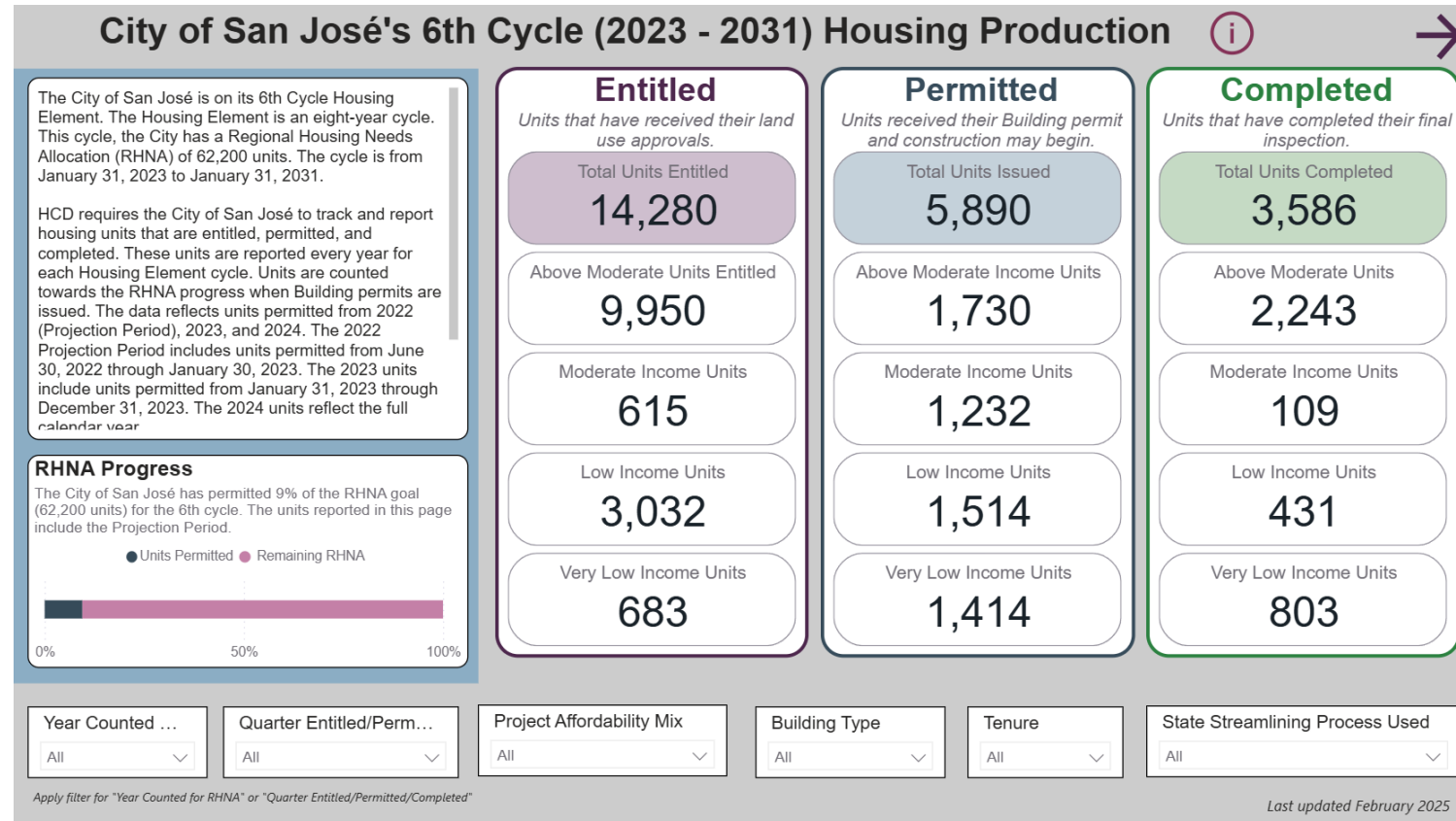
\*Estimated salary and hearing officer costs

# Reallocation of Rental Program Revenue

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Reallocation of Rental Program Revenue	
Estimated Revenue After Expenses	\$ 409,135
General Fund Loan Amount	\$ 205,203
Estimated Program Revenue Balance	\$ 614,338
Estimated FY 25-26 Rental Assistance Administrative Costs	\$ (554,670)
Estimated Balance After Administrative Costs	\$ 59,668

# Housing Production Dashboard







# Questions?

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*For more information, contact Housing Division  
(831) 758-7901 or [Rentalregistration@ci.salinas.ca.us](mailto:Rentalregistration@ci.salinas.ca.us)*

<https://www.cityofsalinas.org/Your-Government/Departments/Community-Development>