



FOR AFFORDABLE
AND PUBLIC HOUSING

Technology Trends for PHAs

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Hello!



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4 Years with MRI

Public Housing division

Fun Fact: I met my wife when we were both volunteering, then living, at a homeless ministry in SE Ohio

Hello!

Who do we have in the room today?

IT

S8

PH

Property Managers

Finance

Maintenance

ED

Today's agenda

1. Market Analysis
2. Technology Areas of Focus
3. Technology Adoption Best Practices
4. Q&A

Market Analysis

What we are seeing across the industry



Market Analysis

Current Trends

COVID-19 has impacted need in communities

- Increased demand for housing assistance
- Created turnover in PHAs
- ERAP/EHAP funding stabilized housing for people
- Still concern that funding can't cover the gap

Market Analysis

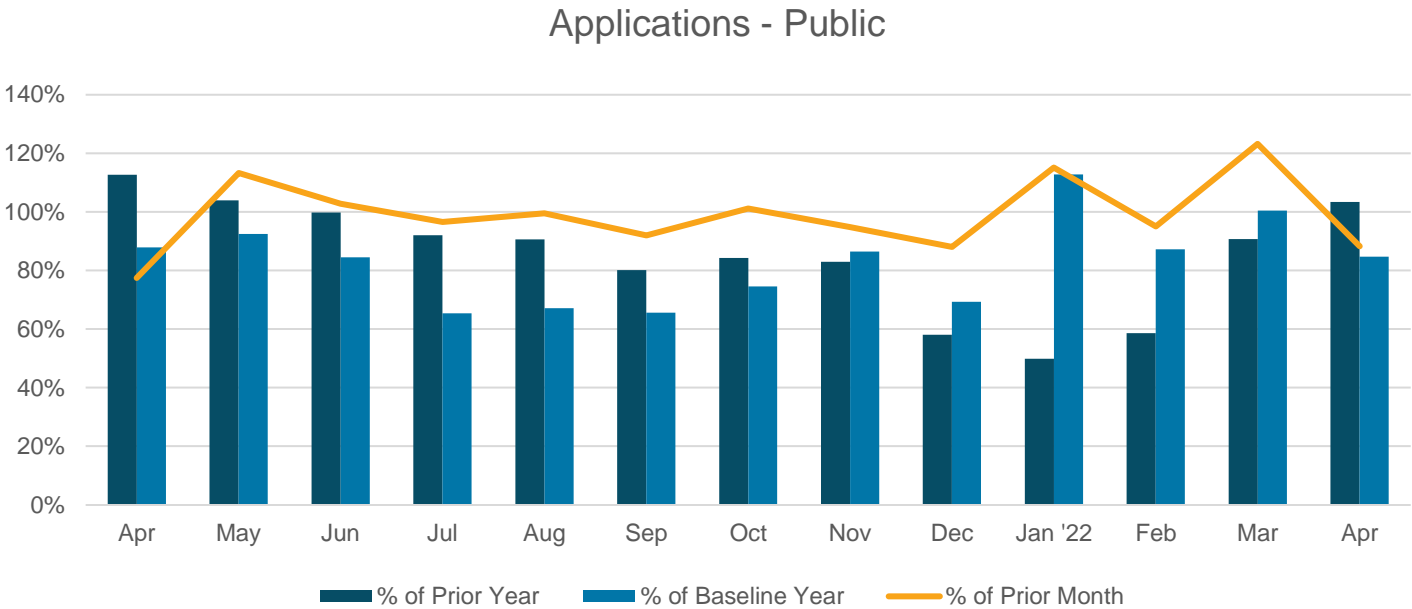
Current Trends

Technology Adoption Remains Strong

- Provides a better experience for clients
- Streamlines processes for staff
- Ensures the right people are being accepted on your program
- Offers added layer of safety

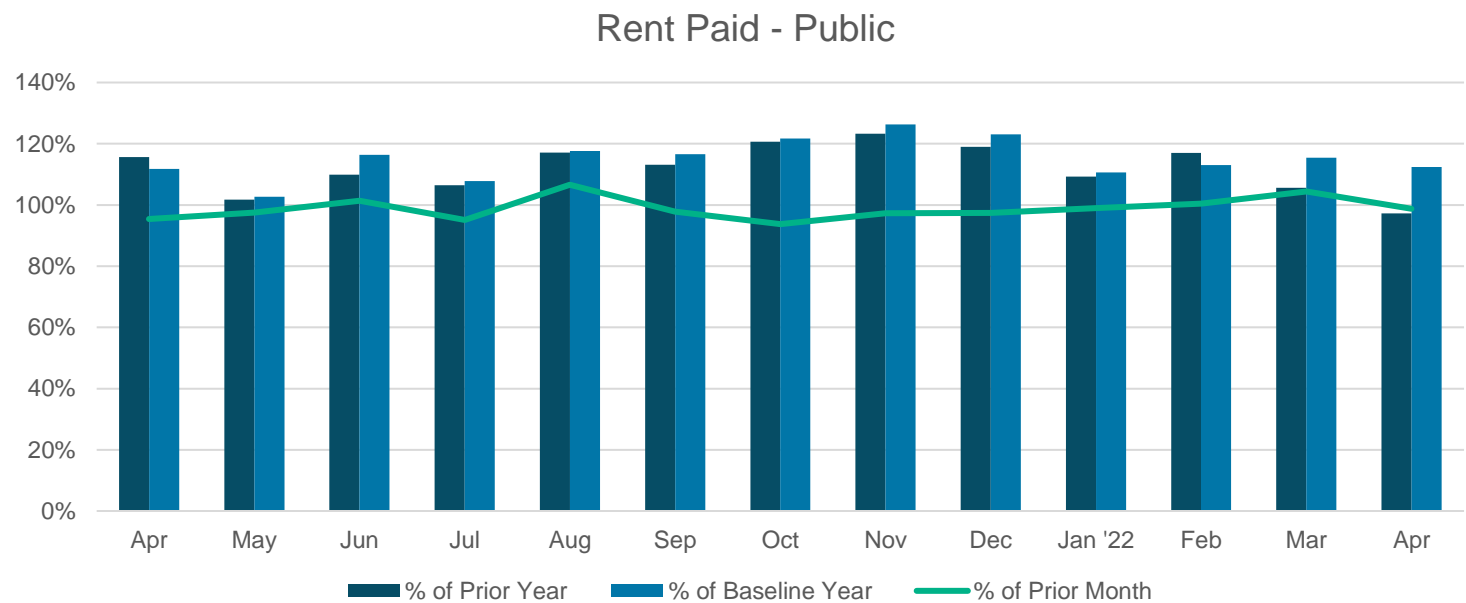
Market Analysis

Online applications overall flat or below previous.



Market Analysis

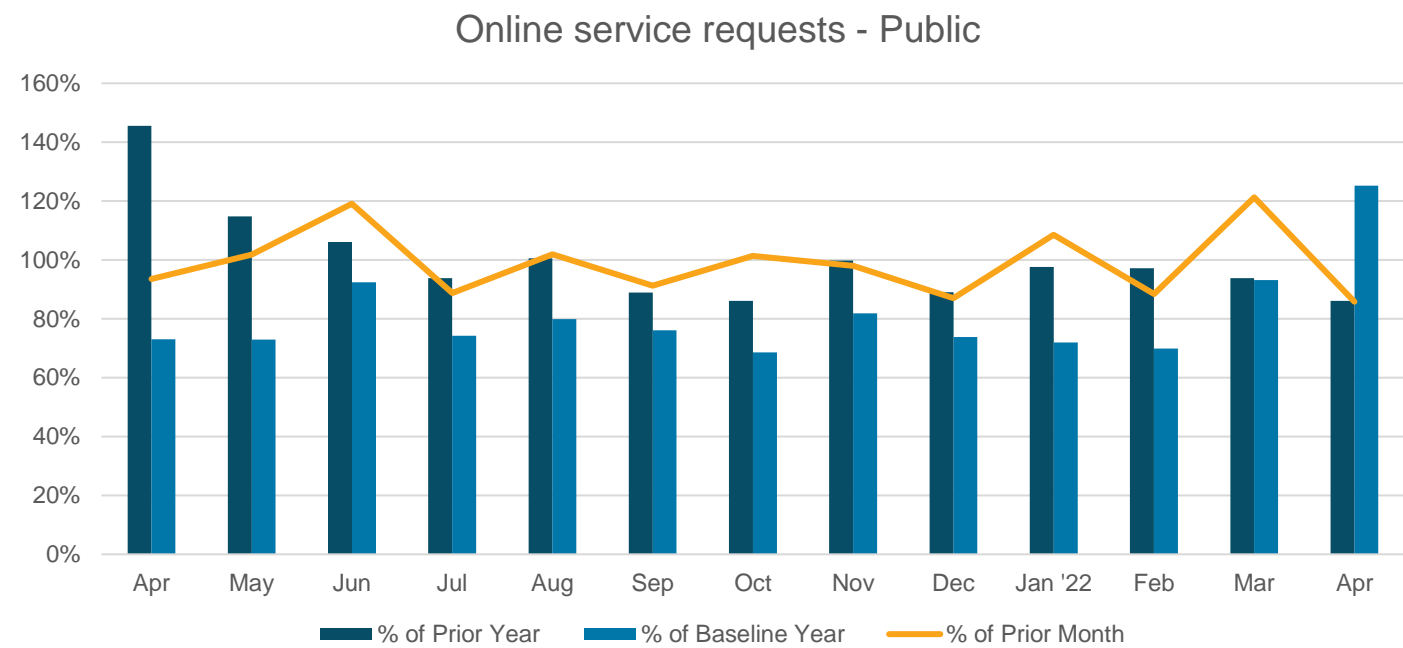
Online payments are up 12% over prior year.



Details available in “MRI Software Market Insights: Reflecting on a summer of recovery for Multifamily” – August 2021

Market Analysis

Online service requests also flat over previous year.



Details available in “MRI Software Market Insights: Reflecting on a summer of recovery for Multifamily” – August 2021

Technology Areas of Focus



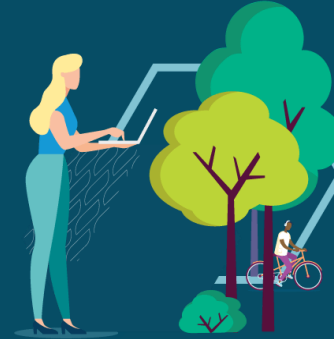
Manage Demand

Providing the community with an easy way to apply for assistance.



Resident Self-Service

Allow residents to get the information they need 24/7 and accomplish routine tasks.



Automated Communications

Stay in touch with your residents in a way they prefer.



Business Continuity

Provide your operational staff with the tools they need to more easily accomplish daily tasks.



WHAT TYPES OF TECHNOLOGY SHOULD YOUR PHA BE INVESTING IN NOW?



Manage Demand

How technology can assist with
intake and screening



Manage Demand

Common Scenario

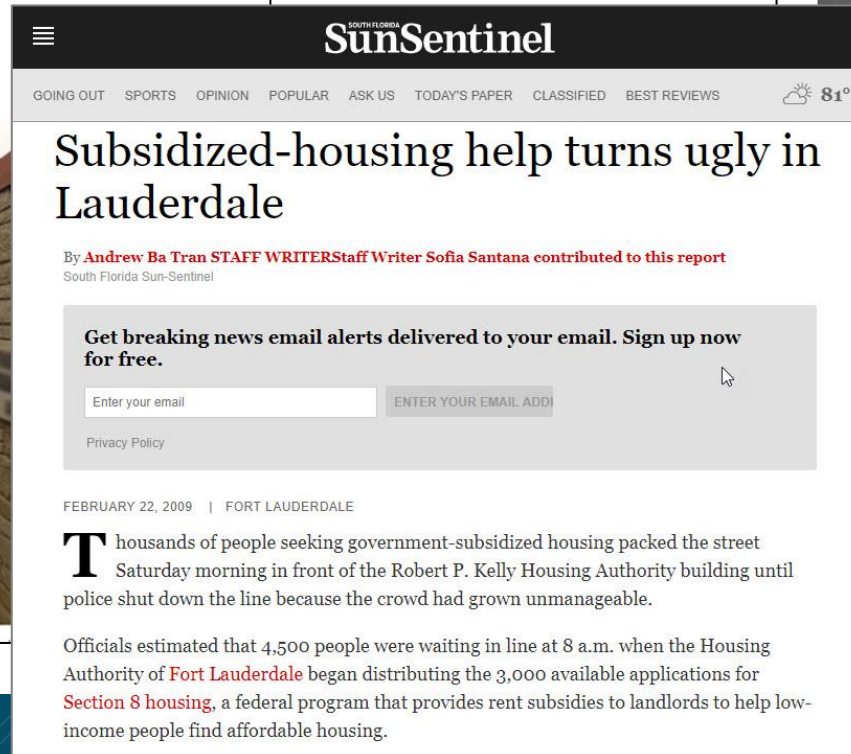
- Executive Director of a PHA
- Eviction moratorium lifting + “return to normal” creates an unprecedented demand
- Turnover and hiring issues impact staff bandwidth and resources

How do you handle this additional demand while keeping applicants and staff safe?



Manage Demand

Here is What to Avoid...



Manage Demand

Opening Your List Online

Make it smooth as possible by using technology to avoid:

- Onsite applicants/ unnecessary travel
- Security concerns
- Stacks of paperwork

Applicant's first interaction with your organization
(so make it a good one!)



Benefits of Opening Your List Online

Safety & Convenience

Applicants can complete form online 24/7 from safety of home

- No exposure to public transportation
- No face-to-face office visits

Provide immediate response to Applicant

- Applicant provided with a receipt
- View status of application immediately

Benefits of Opening Your List Online

Collect Better Information

- Reduce incomplete or invalid applications
 - Missing fields
 - Incorrect data (missing digit in SSN)
 - Consider all follow up that takes place to correct these errors (valuable staff time)
- Prevent duplicates
 - Allow applicants to only apply once regardless of status
- Precise time and date stamping



Benefits of Opening Your List Online

How do I measure ROI?

5

Minutes to Enter
an Application

10k

Applications
Received

50k

Minutes or 21 Weeks
of Data Entry

Assuming \$30,000 salary = \$12,115 in salary just to enter applications
(if they type non-stop for 21 weeks; not including data validation)

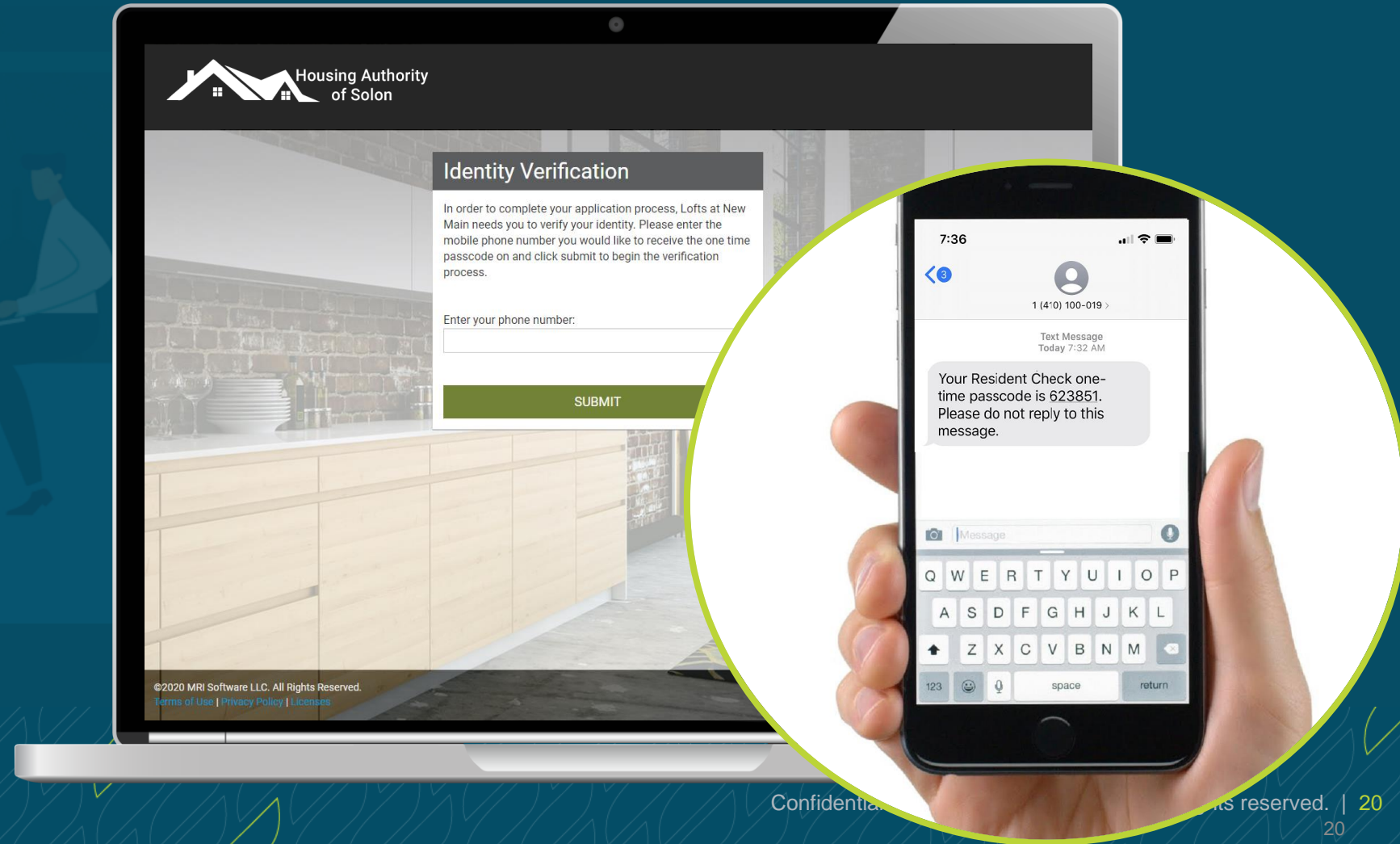
Background Screening

Automate the process to prevent fraud and relieve administrative burden

Create a safe and comfortable community environment

Minimize liability and fair housing risk

Leverage multi-factor authentication to verify identity



Resident Self-Service

Serving residents through improved technology



Resident Portals

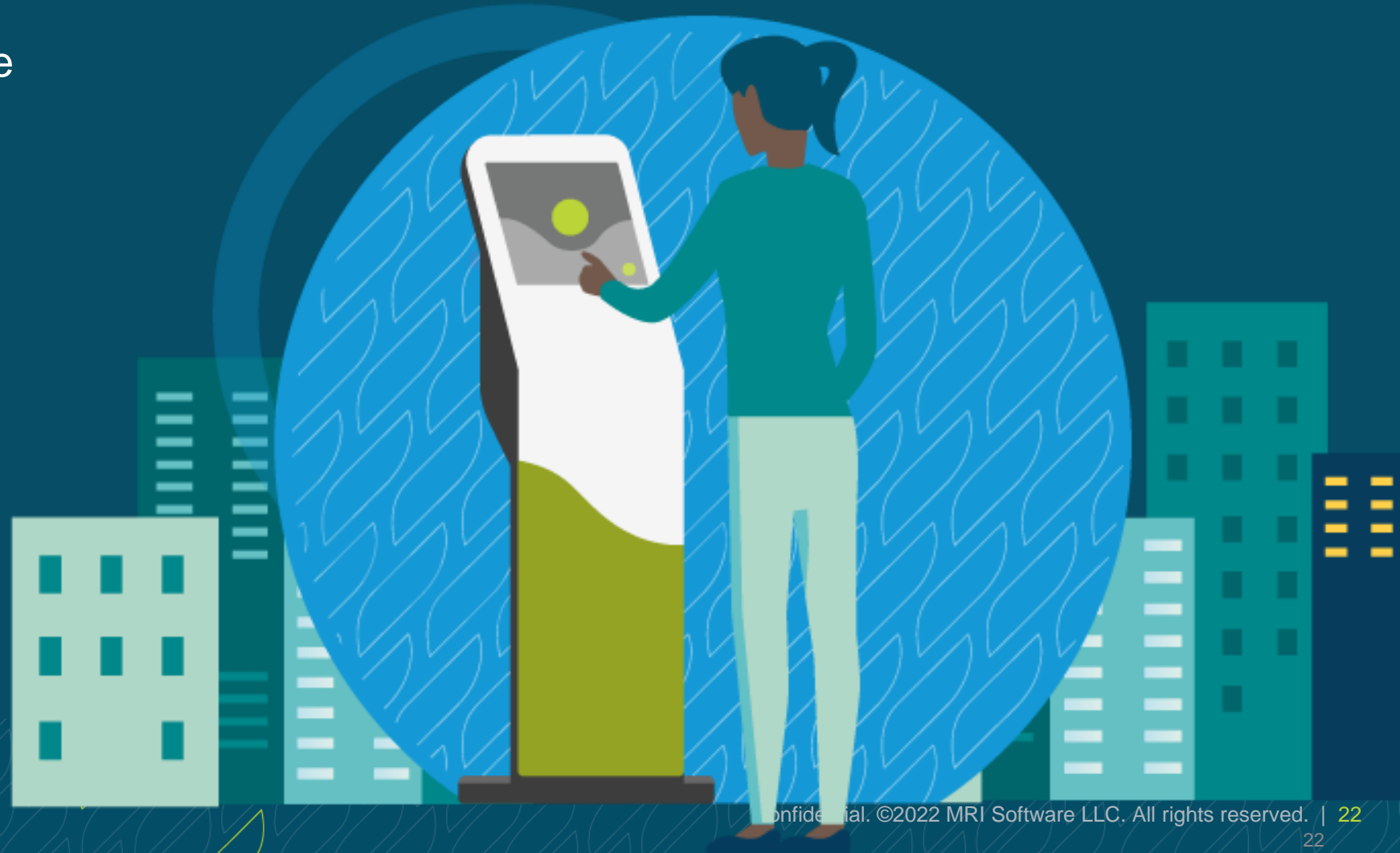


Keep residents happy with convenience and self-service

Online portals provides 24/7 access to community info

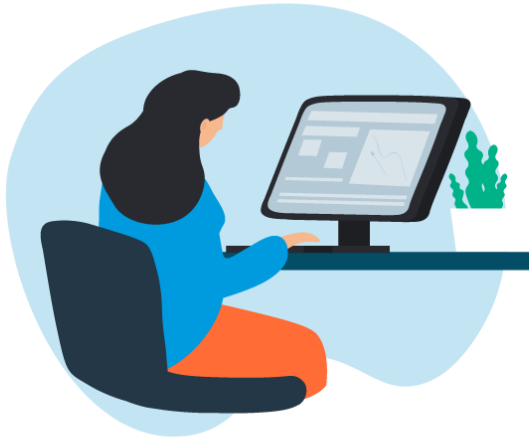
Empower residents with self-service tools

Automate routine tasks such as annual reexams

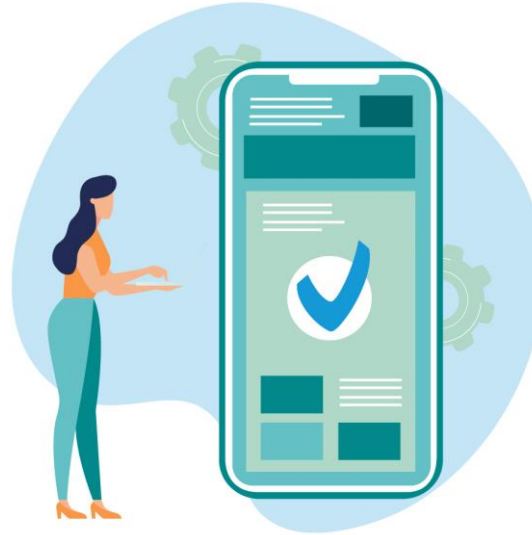


Resident Portals

How Clients Access



Desktop Computer



Mobile Device



Lobby Kiosk

Online rent payment

Simplify the rent collection process using a payments portal

Electronic Payments



Payment Channels



Online



Mobile App



Text Message



Email



Phone



Check scanning



Bank Bill Pay

Payment Types



VISA



DISCOVER

Credit Card

VISA



Debit Card



MoneyGram

Cash



eCheck (ACH)

MAINTENANCE/SERVICE REQUESTS



Service applications help eliminate

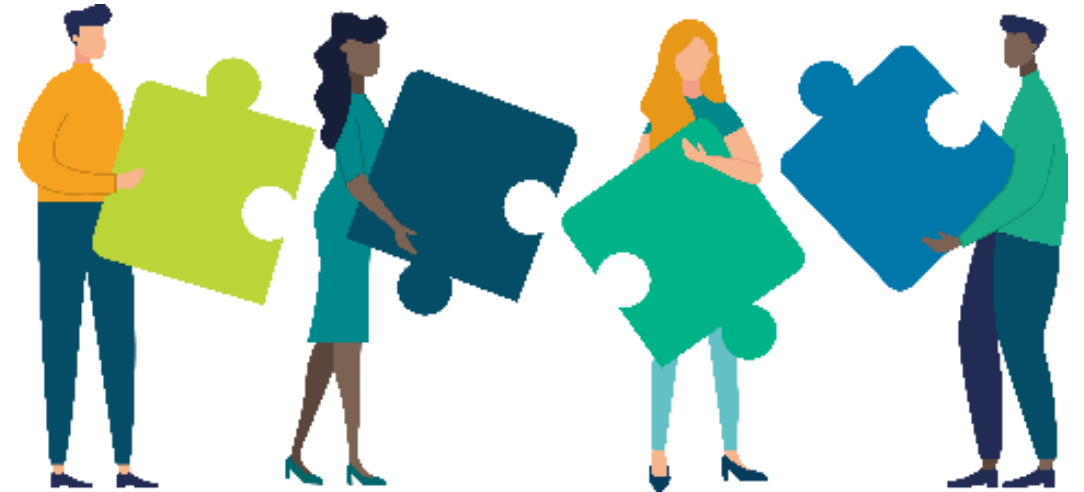
- After hours calls for non-emergencies
- Insufficient information on first call
- Repeated calls for status
- Delays in data entry
- No documentation of damages
- No confirmation of resident acceptance
- Preventative maintenance not consistent



Best Practices

Implementing Self-Service Portals

- Timing of launch
- Method of communication
- Services to offered
- Online documents to offer
- Internal documentation



Automated Communications

Engage with your residents in their preferred way



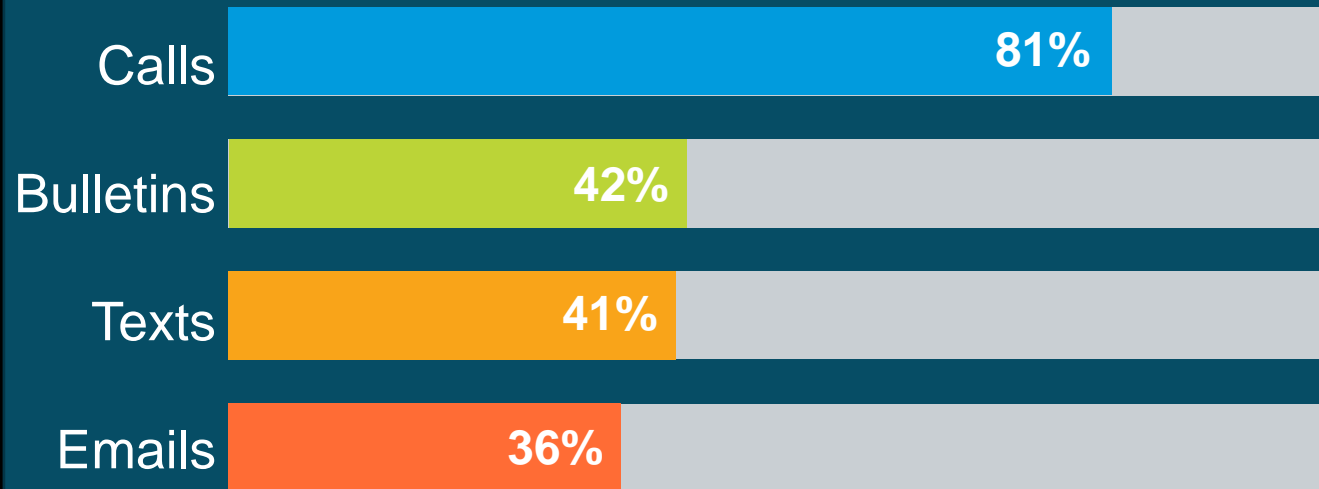
Automated Communications

Get information to residents using their preferred method of communication

Share information about community events, weather warnings, rent reminders, security notices, routine maintenance, and more

Reduce the amount of calls to your office

Evidence of Accelerated Adoption DIGITAL COMMUNICATION



[% Increase - August compared to February]

Business Continuity

Technology to Keep Your Office Running



Business Continuity

Several areas impacted by higher tech adoption

- Increase staff efficiency and boost retention with scalable, automated processes
- Free up your staff to focus on helping those in the community
- Remote accessibility is more important than ever
- Electronic signatures can keep documents flowing while limiting personal interaction

How do you provide access to remote workers while maximizing the safety of those returning?



Remote Accessibility (Cloud Hosting)



Anytime, anywhere

You'll have quick and easy access to your data and system from wherever you need to work



Peace of mind

Relax knowing software experts are on the job – extensive data backup services and audit controls protect your data



Cost efficiency

Control costs, free up your workstations, eliminate your on-premise servers, and protect your investment with affordable access to advanced technologies



Focus on housing

Don't be distracted by technology concerns and refocus your energies on the activities that drive your Agency



Eliminate hassle

Provider takes care of product updates saving valuable time

Workplace Management Solution

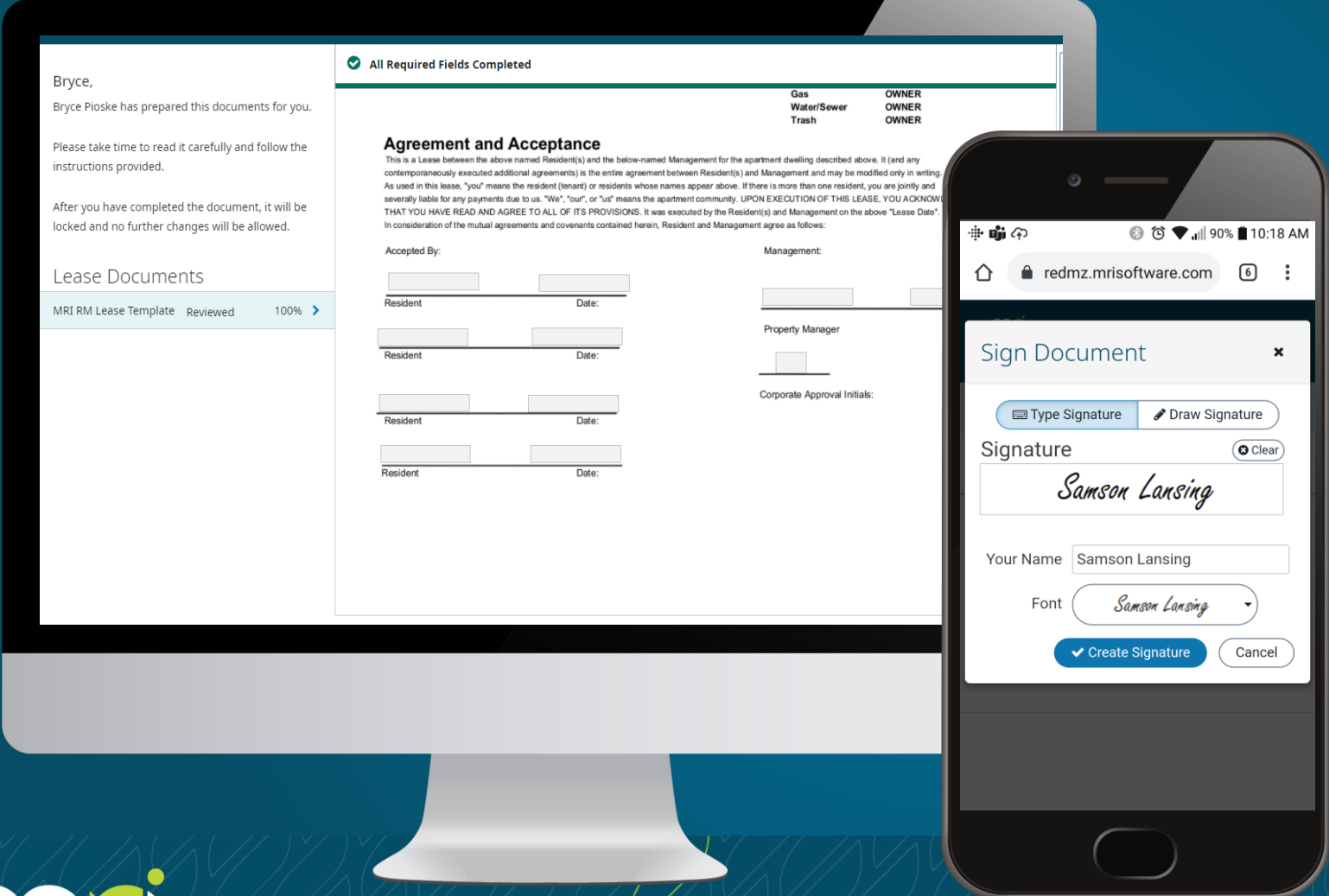
Create and deploy return-to-office plans, connect employees to their workspaces and identify space optimization and cost reduction opportunities

Solutions for:

- Space Planning
- Space Scheduling
- Space Utilization
- People Presence Management



Digital Documents & E-Signatures

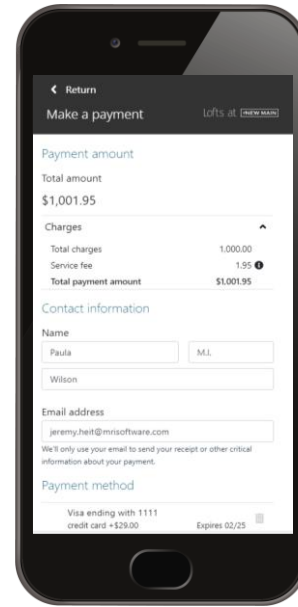


Digital user experience

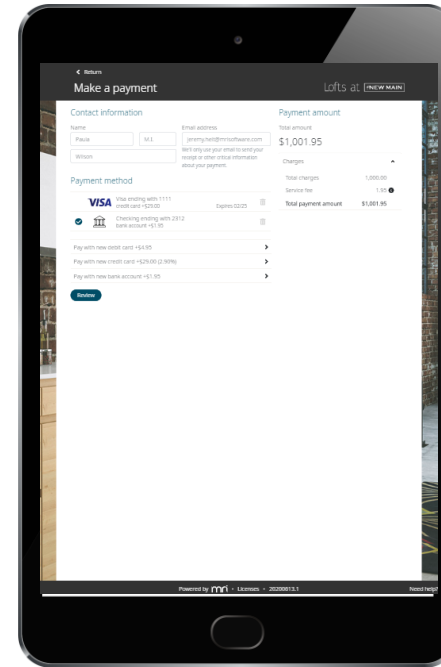
Sign from any mobile device



ANYTIME, ANYWHERE... AND ON ANY DEVICE



Smart Phone



Tablet



Laptop/Desktop



Keep mobile accessibility in mind when researching technology



(Preparing for) Artificial Intelligence



AI is not...



A quick AI tutorial



Get
data

(pictures, contracts)



Label
data

dog



Find
patterns

(build model)



Get
predictions



Store
feedback



Contract Intelligence



Now THEREFORE, the parties agree to amend the Lease as follows:

1. In Section II.G., the **Termination Date** shall be extended to **July 31, 2018** and, regarding option to extend the Term, the Notice Window shall be from November 1, 2017 to January 31,
2. As of August 1, 2013, in Sections II.J.&K., the Base Rent and Monthly Installments of shall be as follows:

Lease Period	Base Rent Per Annum	Monthly Installments of Base Rent
8/1/13-7/31/14	\$40,940.04	\$3,411.67
8/1/14-7/31/15	41,963.52	3,496.96
8/1/15-7/31/16	42,987.00	3,582.25
8/1/16-7/31/17	44,010.48	3,667.54
8/1/17-7/31/18	45,033.96	3,752.83

3. As soon as commercially reasonably possible after the date of this Amendment, Landlord expense, replace the carpet in the Premises and repaint the Premises in accordance with the Specifications (Work). Tenant acknowledges that Landlord shall be performing the Work while in occupancy of the Premises. Landlord shall have no liability to Tenant nor shall Tenant's obligations under this Lease or any prior lease be reduced or abated in any manner whatsoever of any inconvenience, annoyance, interruption or injury to business arising from Landlord's performance of the Work and Tenant shall use reasonable efforts to minimize any interference with Landlord's performance. Landlord shall nevertheless use reasonable efforts to minimize any interference with Tenant's use of the Premises. Except as set forth in this Section, Landlord has no other agreement with Tenant or other obligation to do any other work with respect to the Premises.
4. Tenant and Landlord each warrants and represents to the other that it has not dealt with any other party (including a broker or other agent) in connection with this Lease except Sandner Commercial Estate, Inc. (Broker). Each party shall indemnify and defend the other party for, from and against all claims, expenses, liabilities and losses (including reasonable attorneys' fees) resulting from the performance of the Work or compensation, commissions or charges claimed by or owing to any other party in connection with the Lease by reason of any act of the indemnifying party. Landlord shall be responsible for any cost of the Work.

Software Form Fields:

- Rent charge:**
 - Monthly amount: 3,411.67
 - USD
 - Monthly amount per area: n/a
 - Annual amount: 40,940.04
 - USD
 - Annual amount per area: n/a
 - Lease period start (Nth month/year): n/a
 - Start date: 1st Aug 2013
 - Lease period end (Nth month/year): n/a
 - End date: 31st Jul 2014
 - Pro rata: n/a
 - Total for all rental units: n/a
 - Total for all parking units: n/a
 - Includes other charges: n/a
 - Details: n/a
 - Refers to rental unit: Rental unit Edit
 - Refers to parking unit: n/a
 - Refers to payment: Payment Edit
 - Refers to graduation: n/a
 - Refers to indexation: n/a
- Rent charge (2):**
 - Monthly amount (2): 3,496.96
 - USD

1. Reads scanned documents
2. Understands layout
3. Classifies the document
4. Finds relevant information
5. Extracts information
6. Filters information
7. Groups

HOW DO YOU ENSURE ADOPTION BY STAFF AND RESIDENTS?

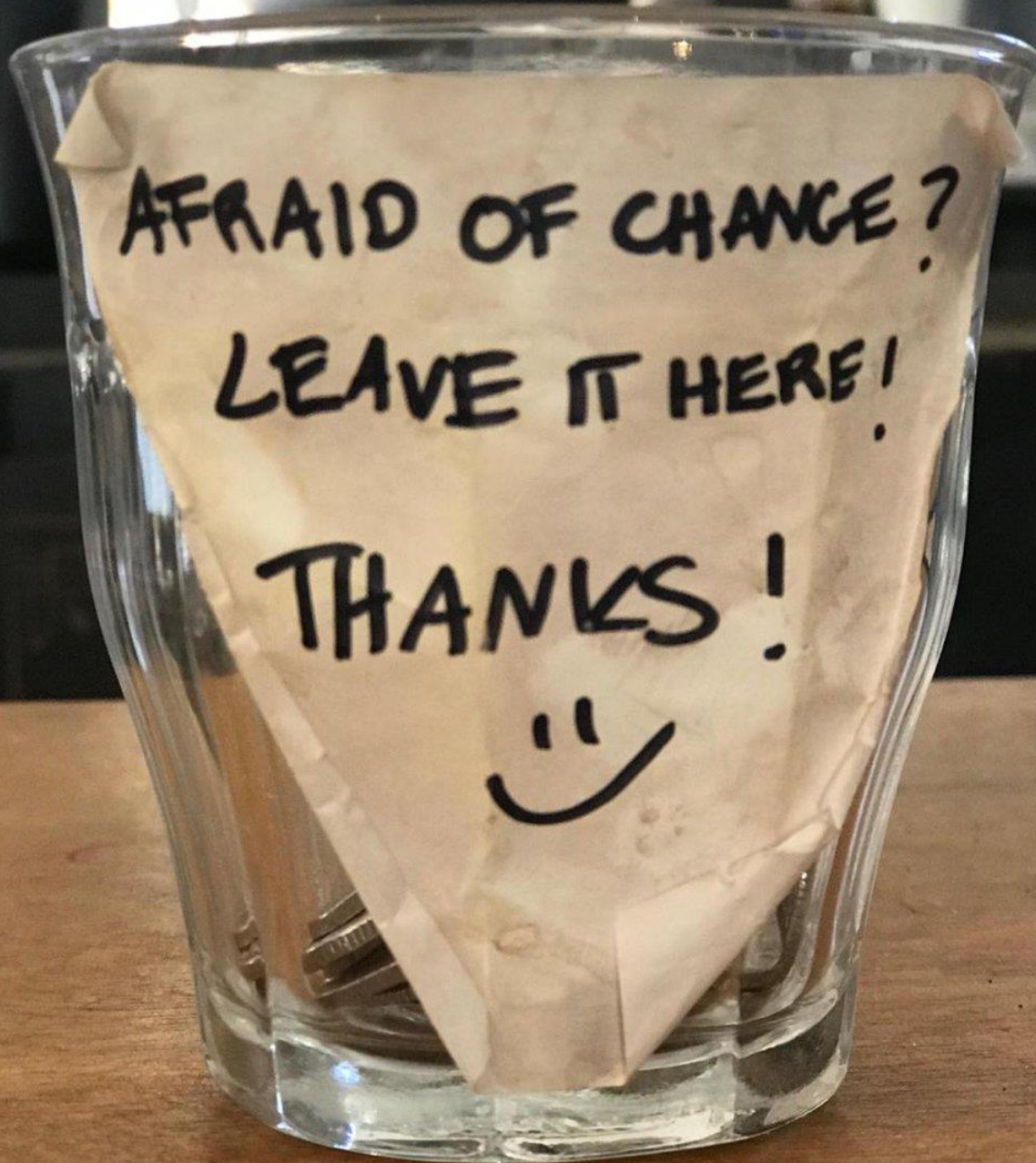




**WITH ALL THESE
BENEFITS, WHY
DOESN'T NEW
SOFTWARE ALWAYS
MEAN INSTANT GAINS
IN PRODUCTIVITY AND
REDUCTION IN
COSTS??**

ONE REASON: NO ONE LIKES CHANGE

Change affects every level of your organization from management to employees to residents/participants



EXECUTION MEASUREMENT
PLAN STRATEGY
CRITERIA ORGANIZATION
MAN MANAGEMENT VALUE
TEAMWORK MODEL IMPROVEMENT LEADER

TEAMWORK

DEVELOPMENT

ELEPHANT ANALOGY FROM “SWITCH”

The Rider | The Elephant | The Path

People have to start acting differently when you make a change.



DIRECT THE RIDER

Rational/thinking part of changing behavior. Lots of ways to direct the rider.

Motivate the Elephant

The emotional side. Lots of ways to motivate the elephant.

Shape the Path

The path are the systems you have set up at your agency.



ONBOARDING & ENGAGEMENT



Keys to successful adoption of technology

- Remote implementations
- Staff training
- Resident campaigns
- Client and resident support

TAKEAWAYS

Technology investment is about tradeoffs between efficiency, cost, level of detail/precision, accessibility, and more.

1

Plan to put the time in upfront to think through what you need and what the priorities are

2

Managing housing programs requires a lot of information processing and analysis

3

Reporting and communicating information is critical to enable well-informed and proactive decision-making

4

Document management is an important part of organizing information

5

No system is perfect, and will do exactly what you want off-the-shelf

Q & A

Thank You!

