

**Report on the New York City Rent Freeze Program:
Identifying and Enrolling Eligible Households**

December 15, 2014 Presentation to the New York City Council



Background: Why Issue This Report?

- Potential enrollment had not been estimated recently.
- May 2014: The Mayor’s “Five Boroughs, Ten Years Housing Plan” calls attention to the affordability crisis many New Yorkers face, particularly seniors and citizens with disabilities.
- May 2014: The City Council and the Mayor increase the qualifying income limit for the Senior Citizen Rent Increase Exemption (SCRIE) and the Disability Rent Increase Exemption (DRIE). This is done following an amendment to the State laws related to the programs earlier in the year.
- June 2014: Final Enrollment for SCRIE* increased by 2,572 households for FY2014 and by 1,921 households for FY2013. Prior to FY2013, the average enrollment change was fewer than 500 households per year. These significant increases happened in conjunction with enhanced outreach efforts and before the higher income limit went into effect for FY2015.

*not inclusive of Mitchell-Lama SCRIE – for historical comparison purposes.

Review of SCRIE & DRIE Qualifications



- SCRIE and DRIE share three requirements:
 - Applicants must rent an apartment that is rent controlled, rent stabilized, or part of a Mitchell-Lama development.
 - Applicants must have a total annual household income of \$50,000 or less.
 - Applicants must pay more than one-third of the household's total monthly income for rent.
- SCRIE also requires an applicant to be at least 62 years old.
- DRIE also requires an applicant:
 - To be at least 18 years old
 - To be receiving one of four federal disability benefits

Methodology: Combining Data Sets

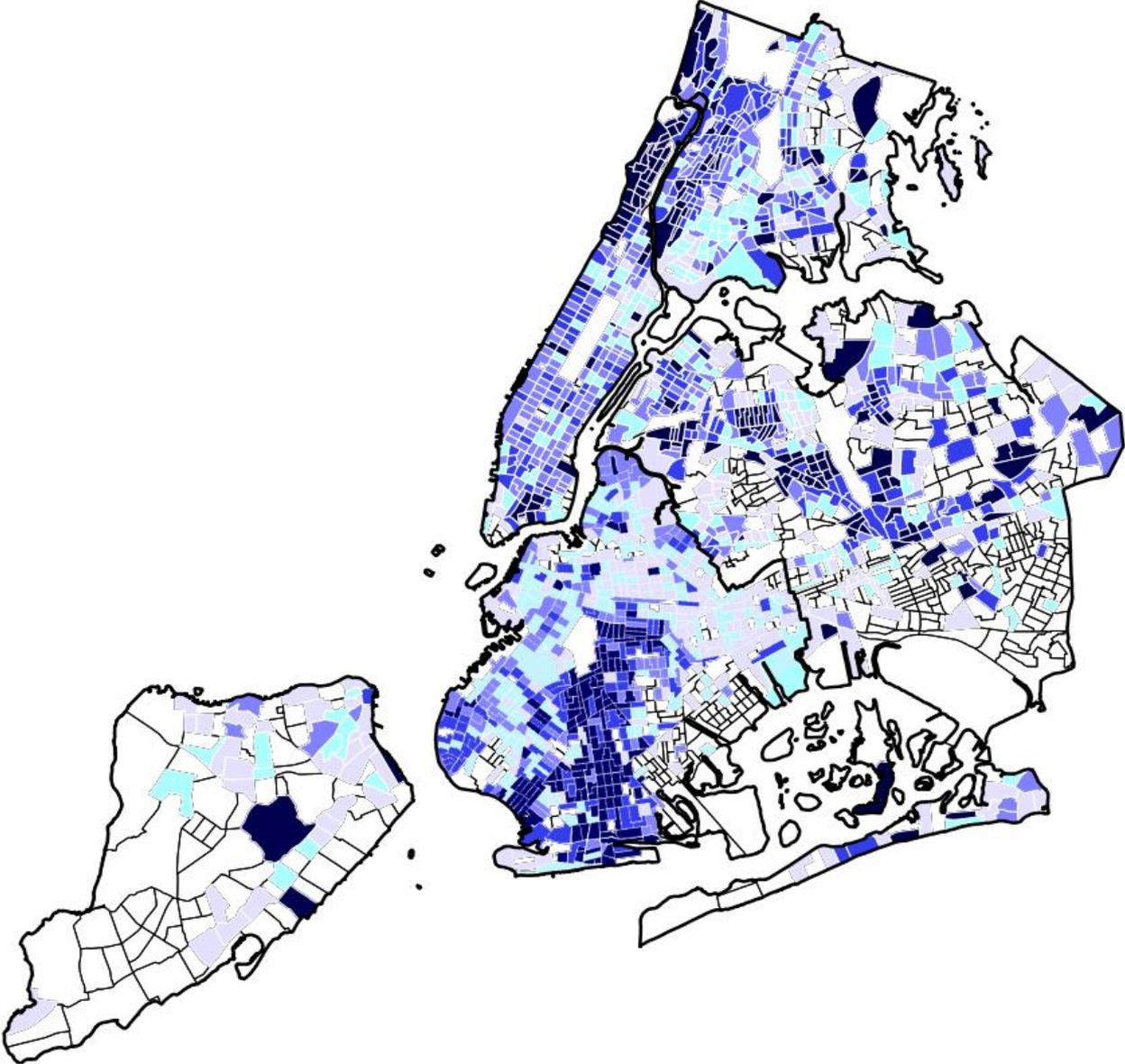
Data Set (Source)	Purpose
Active SCRIE and DRIE participants per property (DOF & HPD)	Starting Point: Current Enrollment
All City properties with their corresponding census tract (Census Bureau)	Geographical Matching
Rent stabilized unit counts (DHCR & DOF)	Total Number of Eligible Housing Units
Demographic information from American Community Survey (Census Bureau)	Counts of Limited English Speaking Households
Survey Data from the NYC Housing and Vacancy Survey (Census Bureau)	Age, Income, Rent & Receipt of Federal Disability Benefits

Rent Freeze Program Enrolled Households for FY2015 by Borough

Data as of 11/10/2014

Borough	Benefit Type		Total
	SCRIE	DRIE	
Bronx	9,015	2,821	11,836
Brooklyn	14,582	2,051	16,633
Manhattan	17,212	2,779	19,991
Queens	10,995	1,429	12,424
Staten Island	367	68	435
Total	52,171	9,148	61,319

SCRIE & DRIE Rental Household Density by Census Tract High Variance Related To Location of Rent Regulated Units

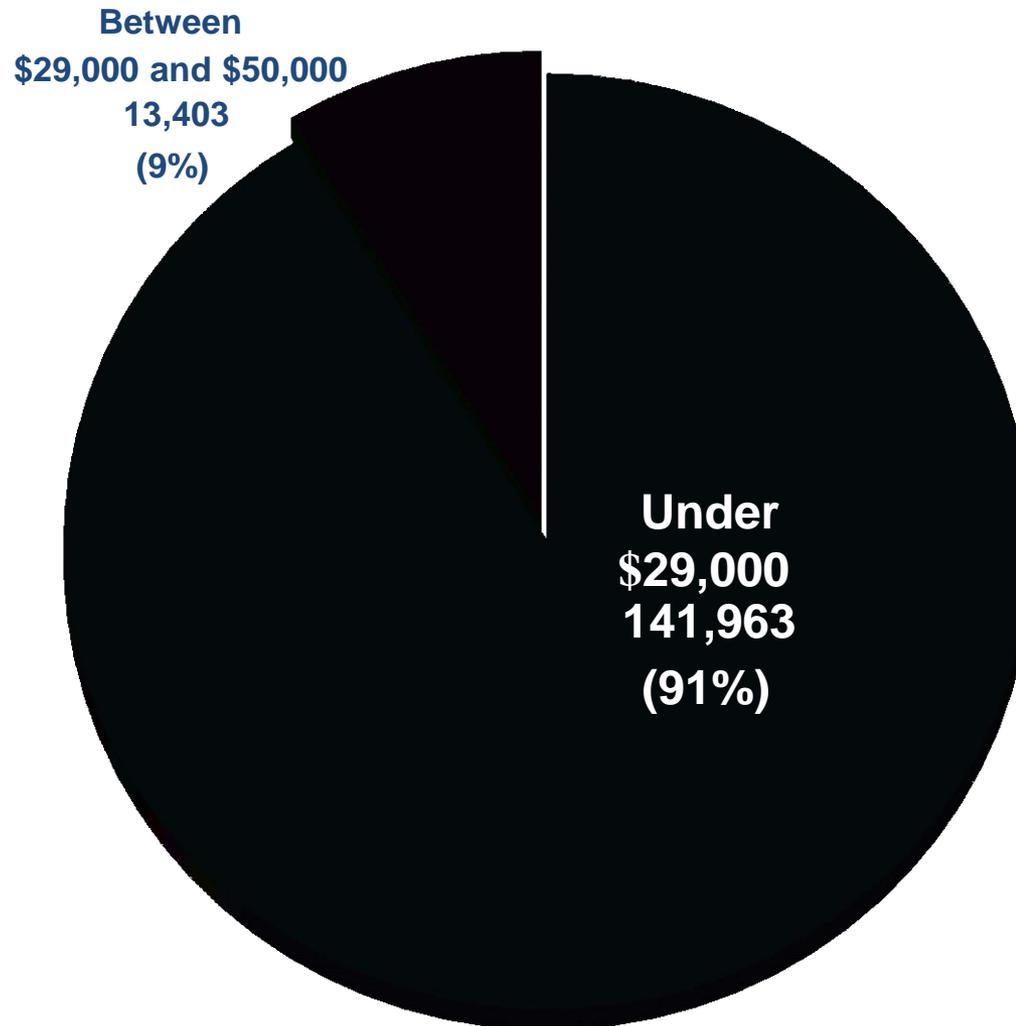


Total Eligible Population > 155,000 Households

78% Eligible are Seniors

Borough	Benefit Type		Total
	SCRIE	DRIE	
Bronx	21,181	10,399	31,580
Brooklyn	35,070	11,636	46,706
Manhattan	35,635	7,400	43,035
Queens	29,048	3,804	32,852
Staten Island	795	398	1,193
Total	121,729	33,637	155,366

91% of Eligible Households Qualify Under Previous Income Limit



N = 155,366

Over 94,000 Potential Enrollees

Borough	Enrolled Households	Potential Eligible	All Eligible	Utilization Rate
Bronx	11,836	19,744	31,580	37.5%
Brooklyn	16,633	30,073	46,706	35.6%
Manhattan	19,991	23,044	43,035	46.5%
Queens	12,424	20,428	32,852	37.8%
Staten Island	435	758	1,193	36.5%
TOTAL	61, 319	94, 047	155, 366	39%

Outreach Events

Notable increase in outreach events over the last three years

Events by Calendar Year	Total Events	Events Focused on Seniors
2012	99	24
2013	130	26
2014	178	77

Outreach

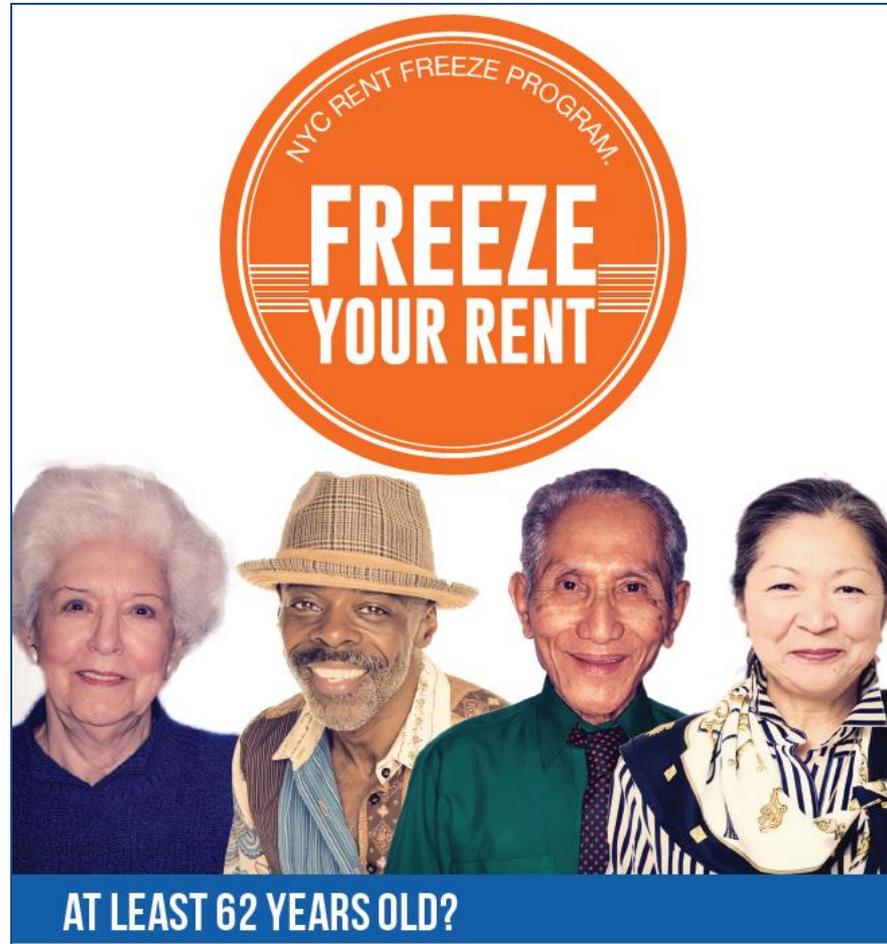
- Utilization rate tells us that we need to approach outreach in a different way
- Rebranding of program as NYC Rent Freeze Program
- New, clearer materials translated into six languages
- Neighborhood focused approach starting with Top 10 areas with highest rates of underutilization and moving on from there
- Ethnic media

Outreach

- Partnership with other City agencies, City Council, other elected officials, advocacy groups and community organizations
- Focus on reaching people where they are, in the languages they need, as well as reaching their adult children and caretakers
- Training of staff and leadership for our key partners
- Mailings and phone calls to approximately 140,000 households
- Legislation to include SCRIE information in leases

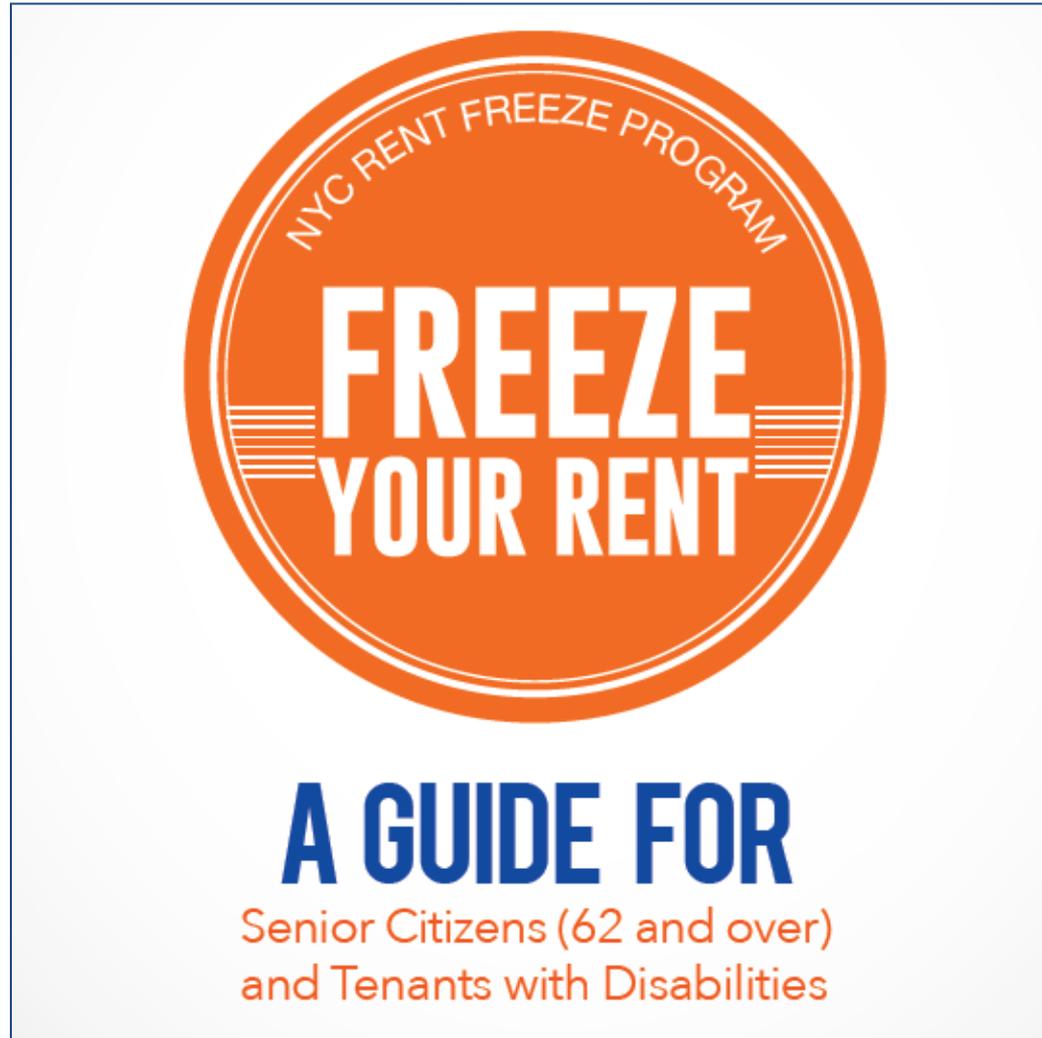
Outreach

New Marketing Materials



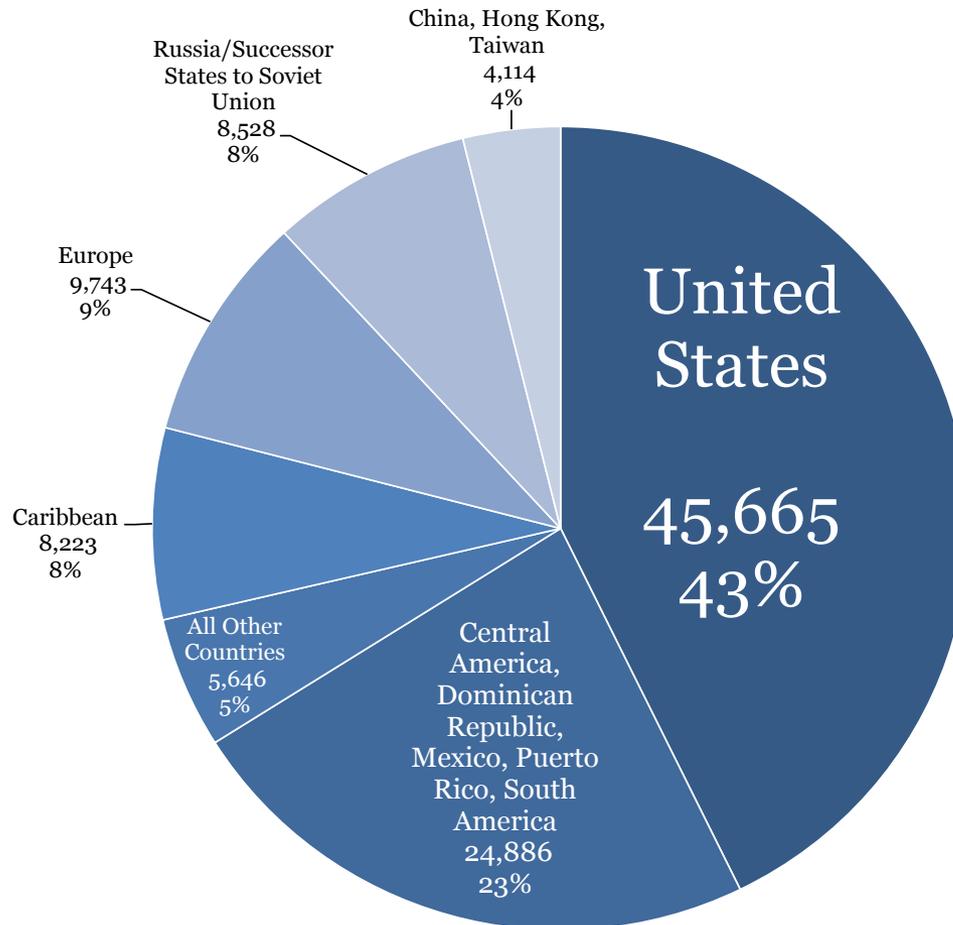
Outreach

New Marketing Materials



More Than Half of Potential SCRIE Enrollees Born Outside U.S.

Reported Place of Householder's Birth When Reported by Eligible Households



Top Ten Neighborhoods By Potential Enrollees

Neighborhood	Number of Potential Households
Stuyvesant Town / Turtle Bay	3,827
Coney Island	3,662
Kingsbridge Heights / Mosholu	3,024
Riverdale / Kingsbridge	2,531
Throggs Neck / Co – Op City	2,476
Kew Gardens / Woodhaven	2,389
Upper East Side	2,316
Flushing / Whitestone	2,305
Upper West Side	2,273
Highbridge / S. Concourse	2,269

Top Ten Neighborhoods by Non – U.S. Born Population

Top 10 SCRIE Target Neighborhoods
Non-US Born Reported by Neighborhood

Neighborhood	Non U.S. Born Population
Kingsbridge Heights / Mosholu	2,893
Coney Island	2,852
Flushing / Whitestone	2,748
Kew Gardens / Woodhaven	1,975
Highbridge / S. Concourse	1,861
Throggs Neck / Co – Op City	1,835
Upper East Side	1,438
Upper West Side	797
Riverdale / Kingsbridge	645
Stuyvesant Town / Turtle Bay	203