

CLPHA Eviction Rapid Response Plan

Preparing Your PHA for Media Inquiries on Evictions

1. Get Your Numbers Ready

- a. Work with counsel to identify your eviction statistics, ensure your data is consistent and that you can define what your eviction data is measuring (e.g. does eviction mean a posting? A judgement? An exit?)
- b. Compare your PHA's eviction statistics to the eviction rates of your city's market rate housing

2. Prepare a fact sheet of your PHA's eviction prevention efforts

- a. Use CLPHA's Eviction Brief template to explain your PHA's eviction process and prevention programs
 - i. Be as specific as possible. Consider including the total dollar investment your PHA has made in eviction prevention programs

3. Draft a Response Plan

- a. Consider who will need to be involved in any public response to media inquiries about evictions – CEO/Executive Director, Senior Staff, Commissioners, Mayor?
- b. Draft a public statement from your CEO/ED that can be modified as needed
 - i. Consider who needs to see the statement: media, investors, elected officials

Alerting CLPHA Colleagues to Evictions Inquiries

1. Contact CLPHA Communications Director Jenny Werwa if you receive a media inquiry about evictions at jwerwa@clpha.org, 202-638-1300. Consider:
 - a. Do you think this could become a national story?
 - b. Are you seeking advice from CLPHA communications colleagues?
 - c. Would a statement from CLPHA be useful?
 - d. Would you like to speak directly with other PHA communicators who have experience with media inquiries about evictions?