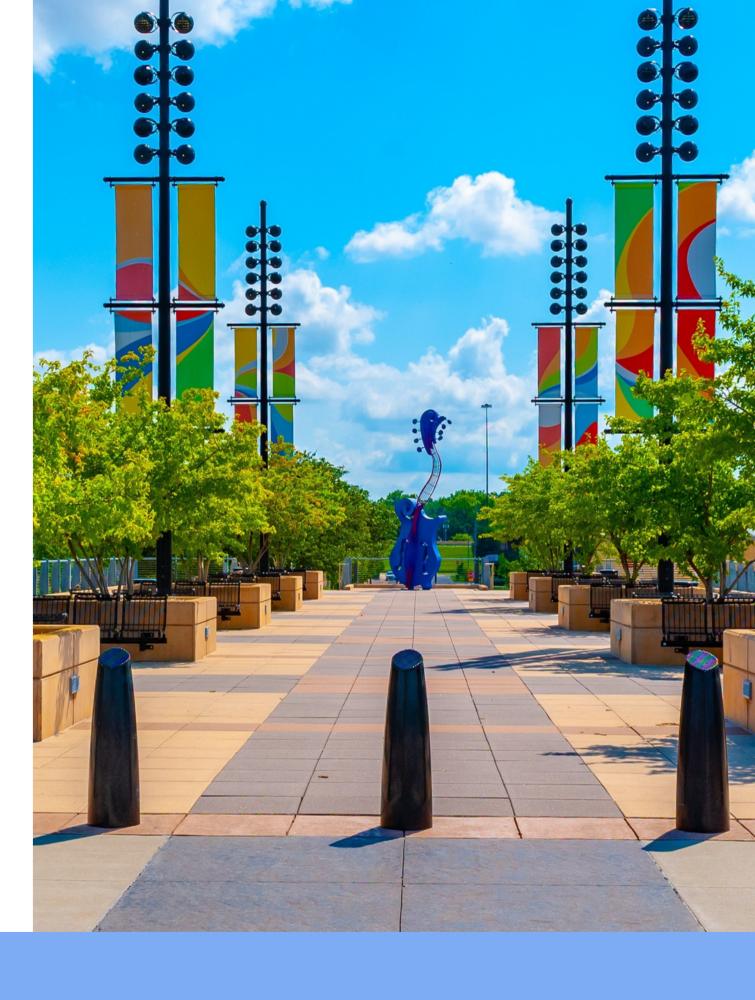
## **Communications** Waterloo's New Look

Minela Ikanovic, Kathryn Shumaker, Cole Adesso, Aaron Villarreal, and Gabriel Bautista





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Citizens of Waterloo

Gives the general Public the ability to look up housing information for the city of Waterloo



Citizens of Waterloo

Gives the general Public the ability to look up housing information for the city of Waterloo Landlords of Waterloo Allows landlords to follow a rubric in order to own and properly manage properties for tenants



Citizens of Waterloo Gives the general Public the ability to look up housing information for the city of Waterloo

Landlords of Waterloo Allows landlords to follow a rubric in order to own and properly manage properties for tenants

3

Tennants of Waterloo

Will grant tenants a resource in order to view their rights as well as see their deadlines and upcoming inspections

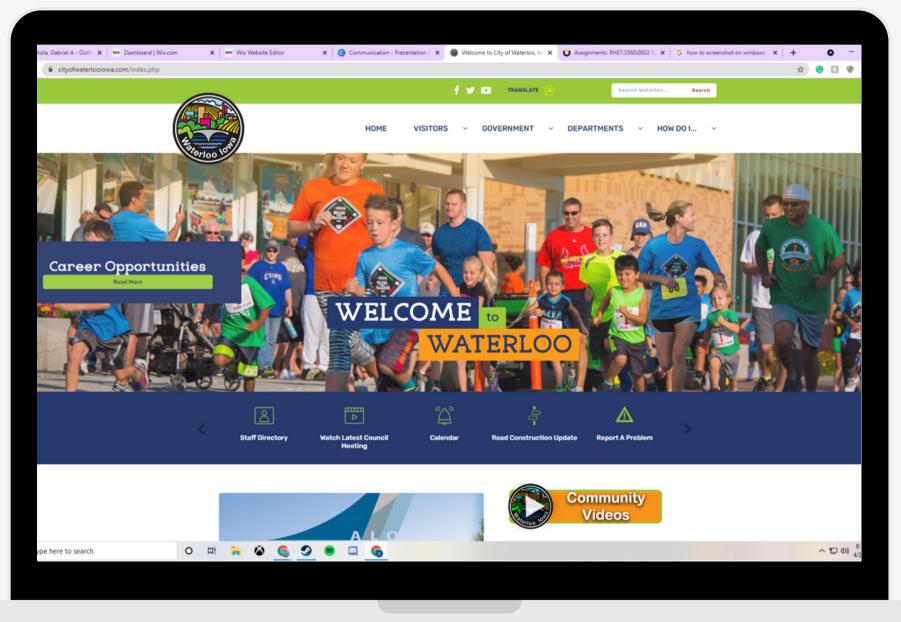
Background

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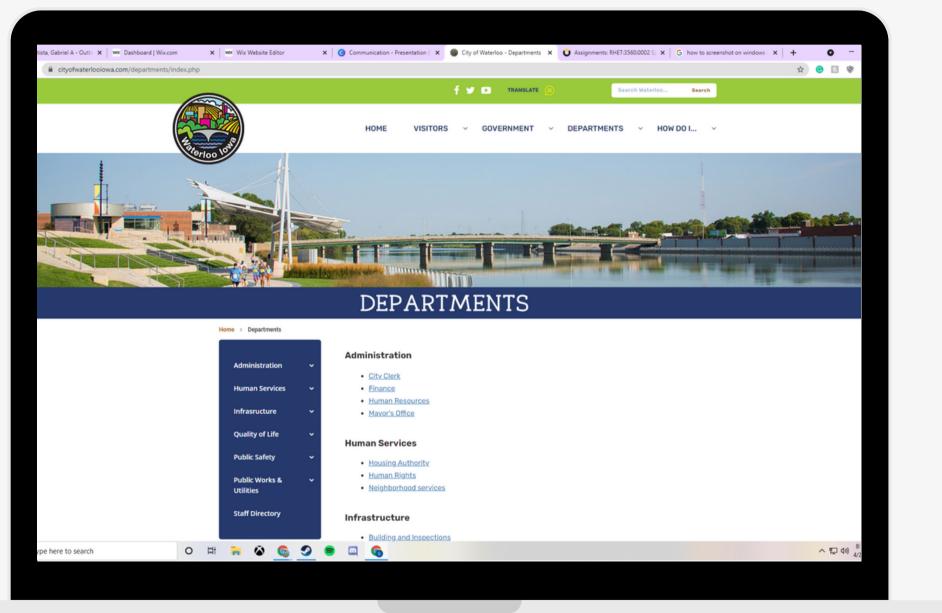


## Current Website Navigation



### Homepage

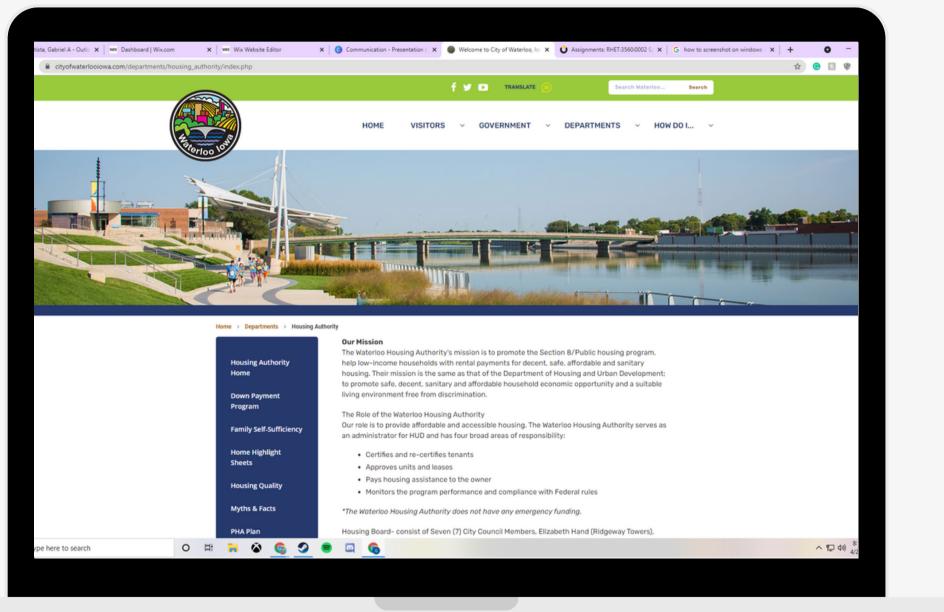
## **Current Website** Navigation



### Homepage

### **2** Departments

## **Current Website** Navigation



### 2

#### 3 **Housing Aurthority**

### Homepage

### **Departments**

## **Currently Includes**

Home > Departments > Hou Housing Authority	Sing Authority Our Mission The Waterloo Housing Authority's mission is to promote the Section 8/Public housing program, help low-income households with rental payments for decent, safe, affordable and sanitary	3
Home	housing. Their mission is the same as that of the Department of Housing and Urban Development; to promote safe, decent, sanitary and affordable household economic opportunity and a suitable	
Down Payment Program	living environment free from discrimination.	
Family Self-Sufficiency	The Role of the Waterloo Housing Authority Our role is to provide affordable and accessible housing. The Waterloo Housing Authority serves as an administrator for HUD and has four broad areas of responsibility:	
Home Highlight Sheets	Certifies and re-certifies tenants     Approves units and leases	
Housing Quality	Pays housing assistance to the owner	
Myths & Facts	Monitors the program performance and compliance with Federal rules     *The Waterloo Housing Authority does not have any emergency funding.	
PHA Plan	Housing Board- consist of Seven (7) City Council Members, Elizabeth Hand (Ridgeway Towers). Rebecca Varnold (Voucher Program).	51
Section 8	Staff Members are:	
Section 8 Landlords	Julie Dawson, Director	
	Janet Wessels, Housing Coordinator	
	Tajah Wright, Housing Coordinator	
	Wanda Hill-Dorris, Housing Coordinator     Beverly Cosby, Housing Coordinator	
	Dana Jackson, Housing Inspector	
	Rick Kirby, Maintenance at Ridgeway Towers	
	Senada Muhic, Bookkeeper/Administrative Assistant	
	Contact Information	
	620 Mulberry Street, Suite 102 Waterloo, IA 50703	
	Phone: (319) 233-0201	
	Fax: (319) 291-4288	
	Email: julie.dawson@waterloo-ia.org Office Hours: Monday-Friday, 8:00am to 5:00pm	
e here to search O 🛱 🛼 🐼 🚳 🔩	2	

PHA Plan

**8** Section 8

### **Housing Authority Home**

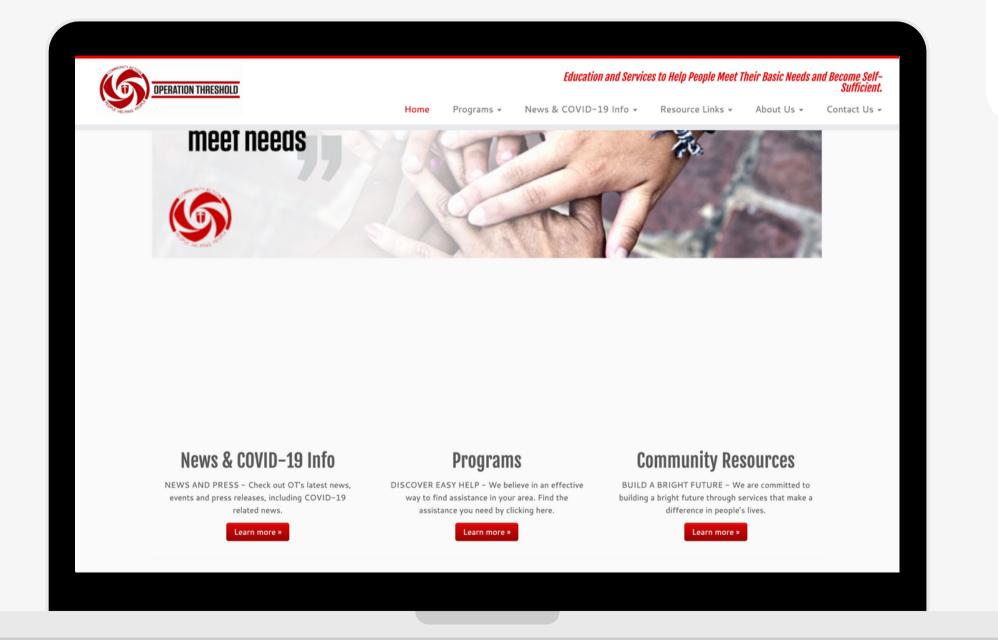
- **2** Down Payment Program
  - Family Self-Sufficient
  - Home Highlight Sheets
  - Housing Quality
  - Myths and Facts

### **9** Sections 8 Landlords

Best Practices

ALL STORE

## **Operation Threashold**



### Homepage

## **Operation Threshold**

### Homepage

### 2 FAQ

#### Home Programs ▼ News & COVID-19 Info ▼ Resource Links ▼ **About Us ▼** Contact Us ▼

#### $\equiv$ Ouick Links

- > OT COVID-19 Needs Survey
- > LIHEAP

OPERATION THRESHOLD

Search

eration Threshold | Education and Service Telp People Meet Their Basic Needs and

Home » About Us » FAQs

- Crisis & Energy Assistance
- Applications Currently Accepted
- → WIC
- > Nest Program
- Home Visitation Programming
- Disaster Case Management
- Affordable Housing
- > Family Development
- > Weatherization
- News & COVID-19 Info
- Donations

#### Q: Do you have a home repair program?

FAOs

A: No, Operation Threshold does not have a home repair program. Waterloo homeowners, who live within the city limits, are current with their taxes and have lived at their residence for at least one year can contact Community Development at 291-4429. Cedar Falls homeowners can call their City Hall and ask for housing.

#### Q: Where can I get school supplies for my children?

A: Eye of the Needle takes applications for school supplies for children in Black Hawk County. For those in Buchanan and Grundy, please contact Operation Threshold in the appropriate county – they do school supply drives.

#### Q: Do you assist in helping find a place to live? Also, what about rent and deposit assistance?

A: We offer Tenant-Based Rental Assistance (TBRA) to FaDSS participants and to those on Section 8 waiting list. This program provides eligible participants with the full rental deposit and 70% of the first month's rent for housing units within the City of Waterloo. All housing units must be inspected and meet or exceed Housing Quality Standards (HQS). Inspections are performed at no cost by a qualified housing inspector. For more information, see the affordable housing page. We also have affordable housing units available. See the affordable housing page, for more information. Please contact the Grundy and Buchanan offices directly for inquiries regarding rental assistance.

For those who do not qualify for TBRA, O.T. offers (what we call) a Low Income Housing list. This list has apartment complexes and landlords listed. We are not affiliated or endorsing any of these. In this case, O.T. does not assist with rent or deposit. Referrals are made to other agencies for rent. DONATIONS DON Donate Now

Click here 🕣

Education and Services to Help People Meet Their Basic Needs and Become Self-





#### **FAQ** section

## **Operation Threshold**

#### Education and Services to Help People Meet Their Basic Needs and Become Self-OPERATION THRESHOLD elp People Meet Their Basic Needs and Home Programs - News & COVID-19 Info - Resource Links - About Us - Contact Us -Home » About Us » FAQs FAQs **DONATIONS** DONA Donate Now Ouick Links Click here 🕢 Q: Do you have a home repair program? A: No, Operation Threshold does not have a home repair program. Waterloo homeowners, who live within the city limits, are current with their taxes and have lived > LIHEAP at their residence for at least one year can contact Community Development at 291-Crisis & Energy Assistance 4429. Cedar Falls homeowners can call their City Hall and ask for housing. Applications Currently Accepted > WIC Q: Where can I get school supplies for my children? Nest Program A: Eye of the Needle takes applications for school supplies for children in Black Hawk County. For those in Buchanan and Grundy, please contact Operation Threshold in the > Home Visitation Programming appropriate county - they do school supply drives. Disaster Case Management Affordable Housing Q: Do you assist in helping find a place to live? Also, what about rent and deposit > Family Development assistance? > Weatherization A: We offer Tenant-Based Rental Assistance (TBRA) to FaDSS participants and to > News & COVID-19 Info those on Section 8 waiting list. This program provides eligible participants with the full Donations rental deposit and 70% of the first month's rent for housing units within the City of Waterloo. All housing units must be inspected and meet or exceed Housing Quality Standards (HQS). Inspections are performed at no cost by a qualified housing inspector. For more information, see the affordable housing page. We also have affordable housing units available. See the affordable housing page, for more information. Please contact the Grundy and Buchanan offices directly for inquiries regarding rental assistance. For those who do not qualify for TBRA, O.T. offers (what we call) a Low Income Housing list. This list has apartment complexes and landlords listed. We are not

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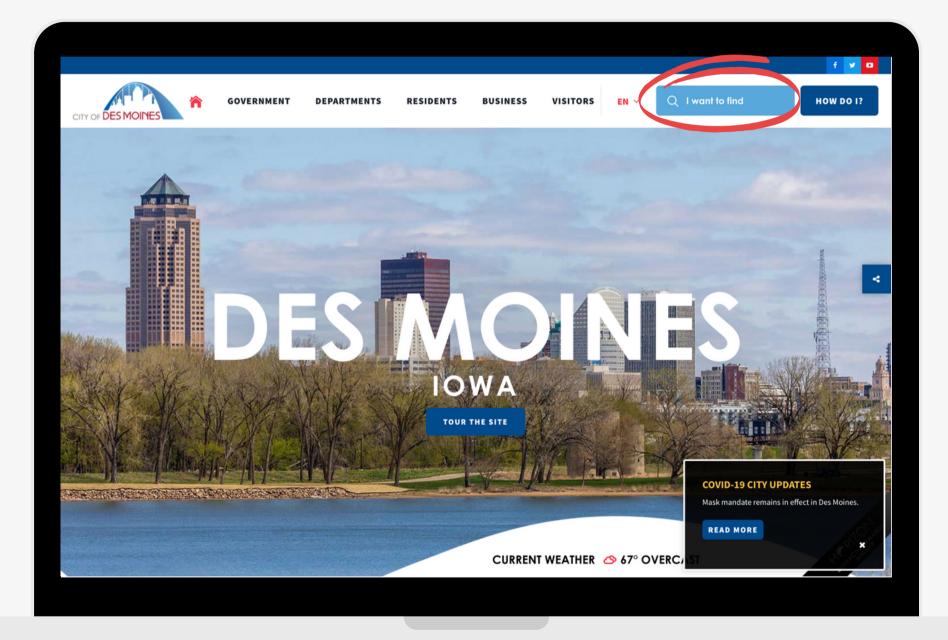
### 3

#### Homepage

### **FAQ** section

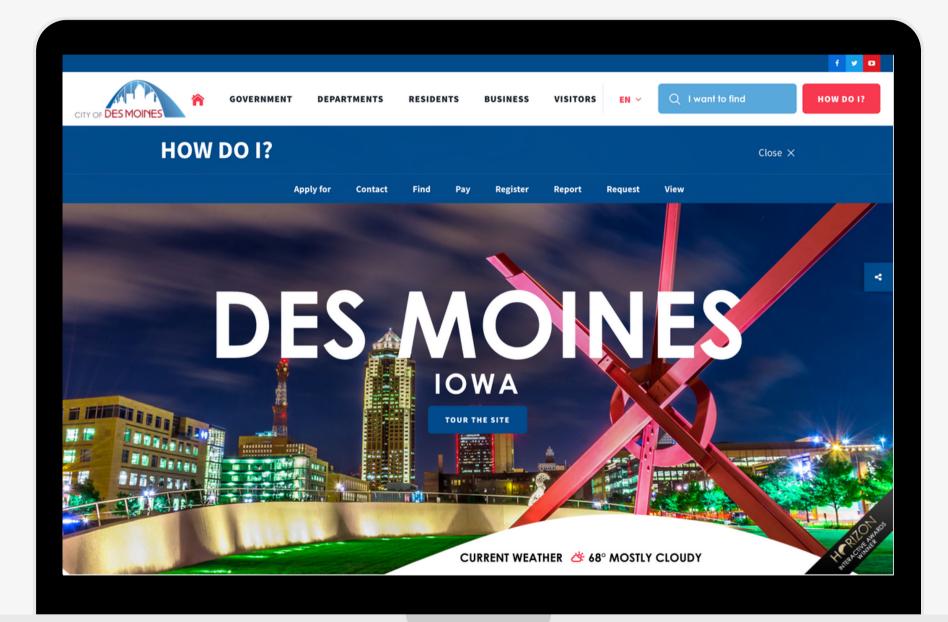
### "Quick Links" section

## **City of Des Moines**



### I want to find" tab

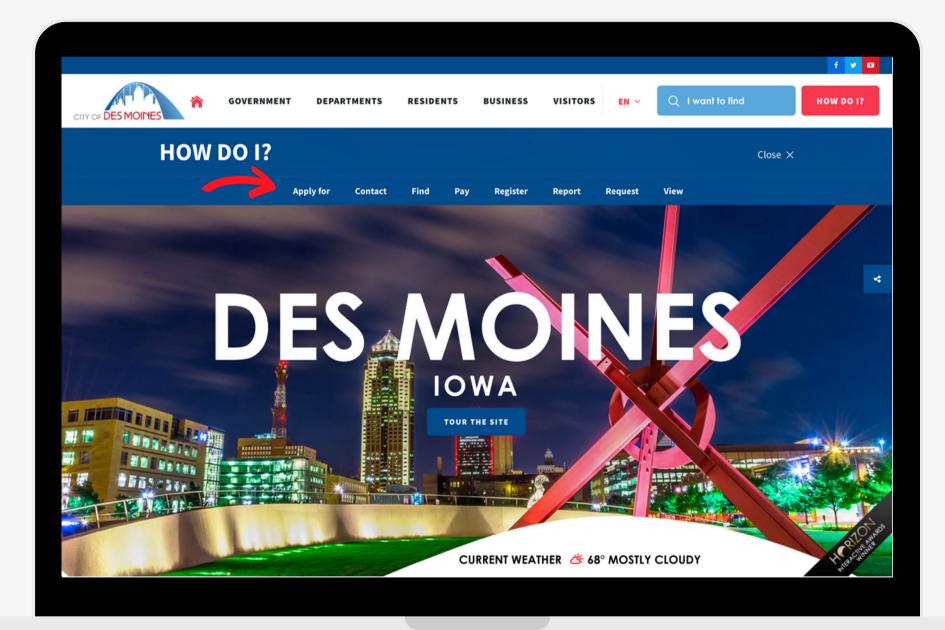
## **City of Des Moines**



### I want to find" tab

### 2 "How do I" tab

## **City of Des Moines**



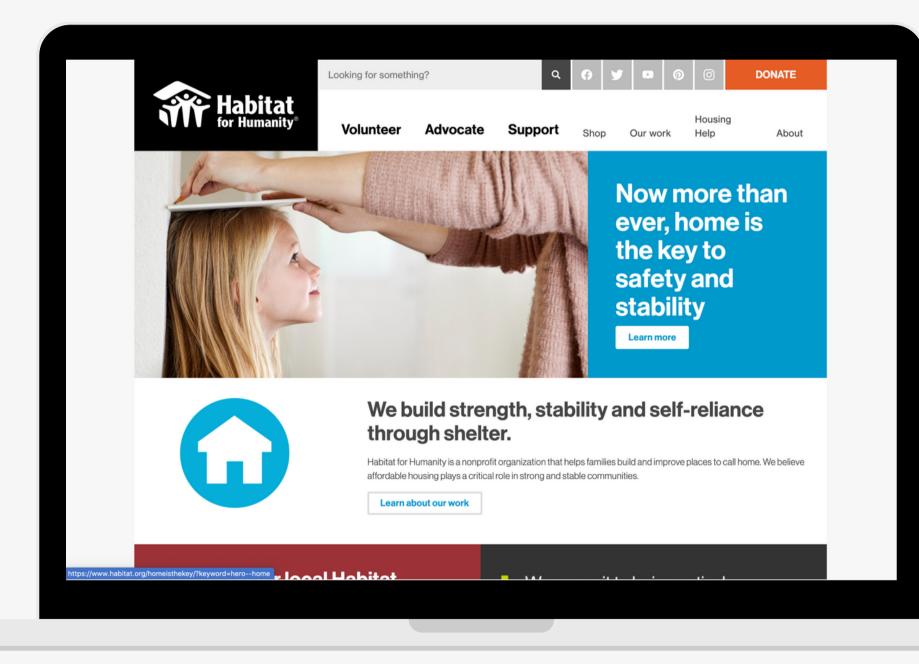
2

### I want to find" tab

### 2 "How do I" tab

### **Action items**

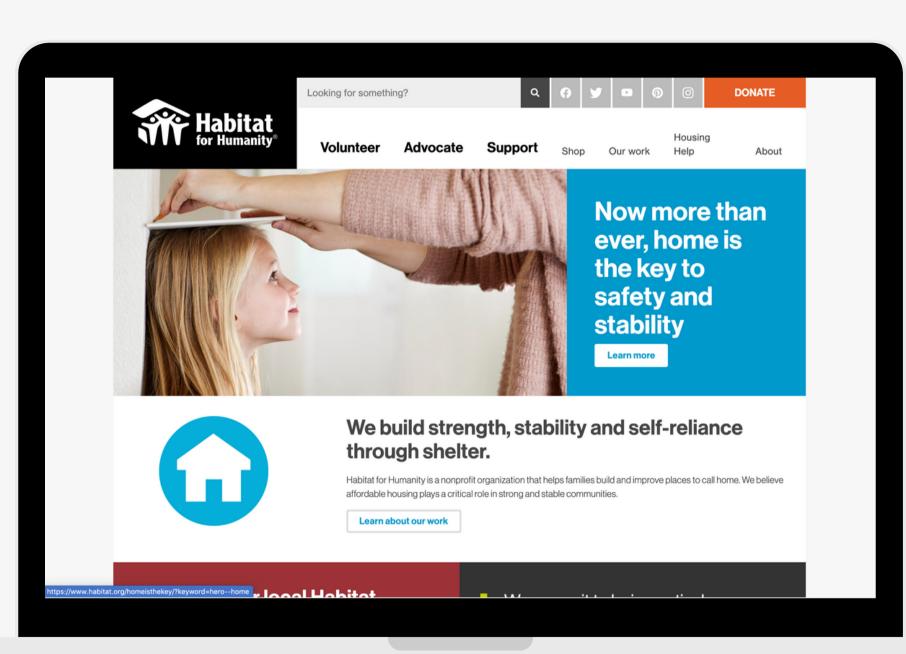
## Habitat For Humanity



### **Bold & color contrasting headings**



## Habitat For Humanity

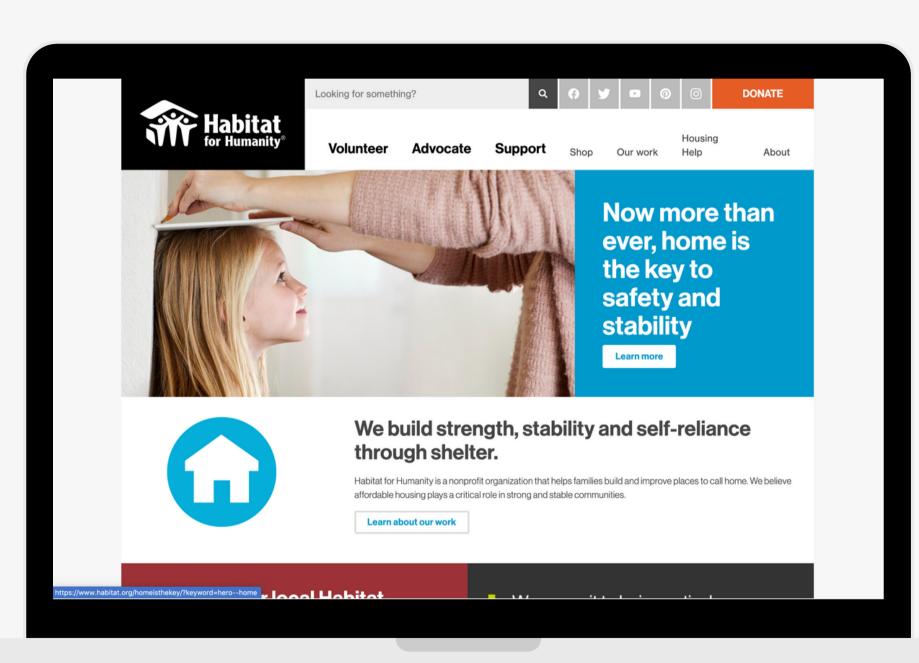


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### **Bold & color contrasting headings**

### **Eye-catching graphics**

## Habitat For Humanity



2

3

### **Bold & color contrasting headings**

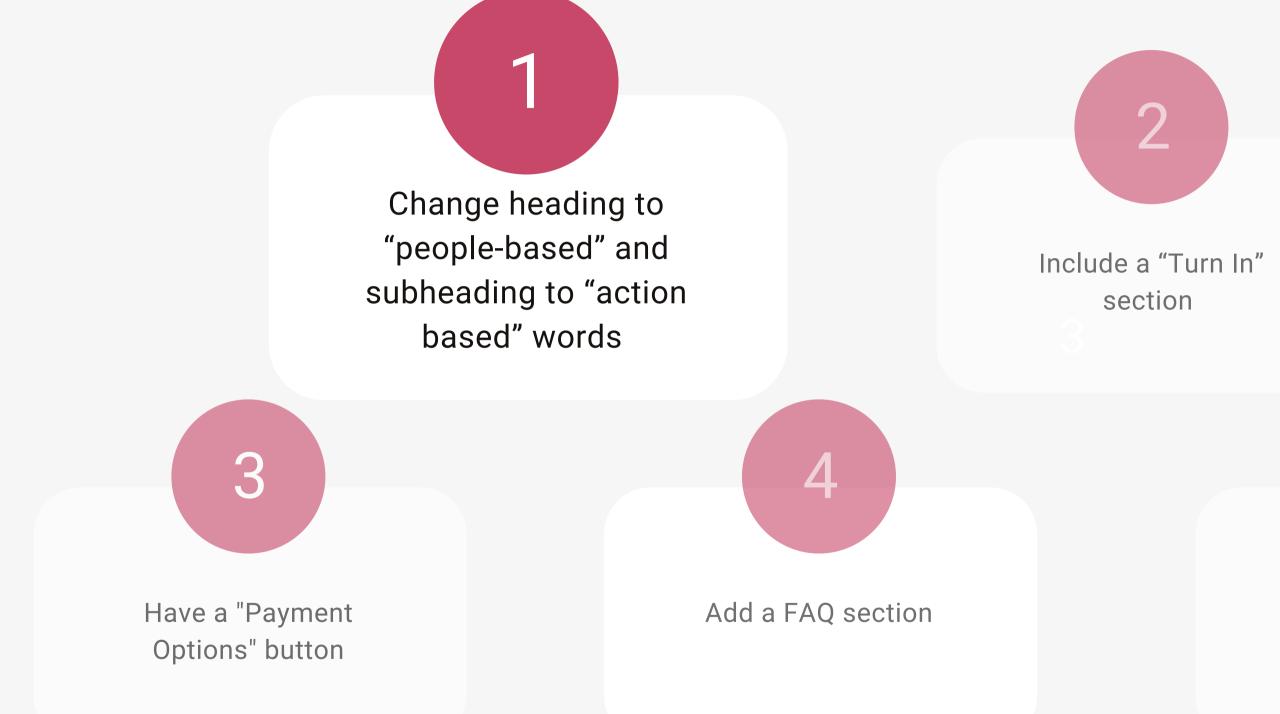
### **Eye-catching graphics**

#### **Informative subheadings**

## Recommendations



### Recommendations

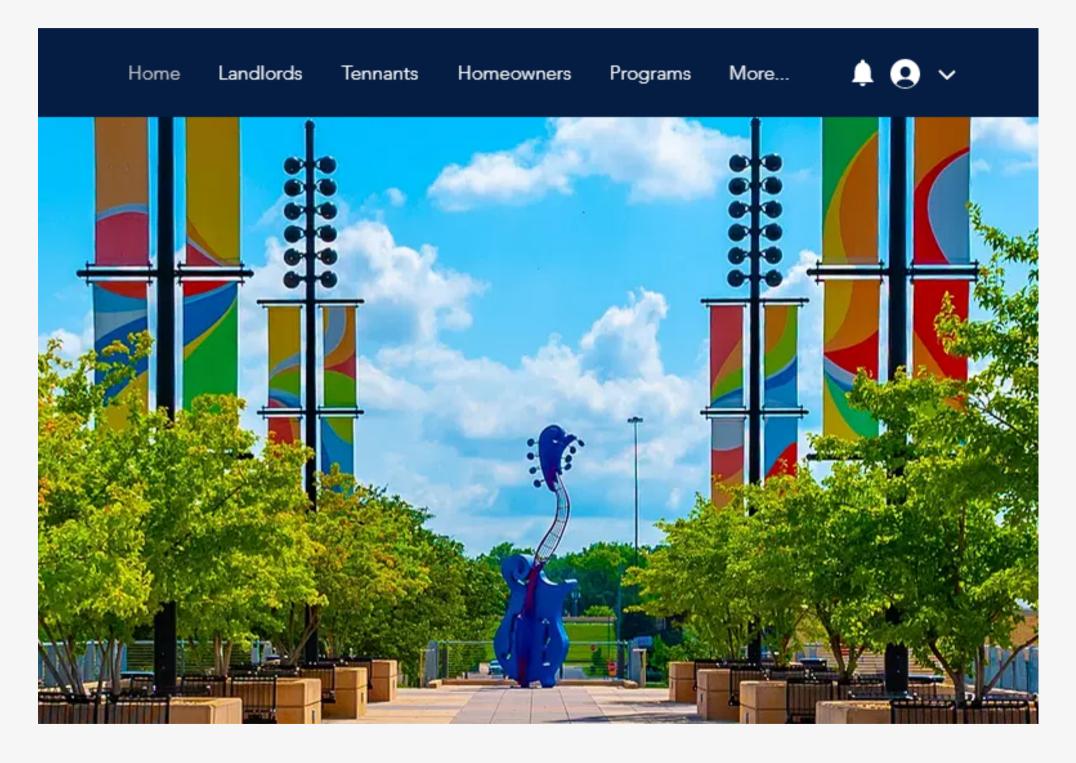




Include a contacting section

Change heading to "people-based" and subheading to "action based" words

- Headings become people based for ease of navigation
- Direct routes to pertinent information
- Requires less finding of information
- All relevant material consolidated into headings

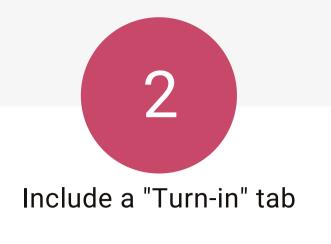


## Recommendations

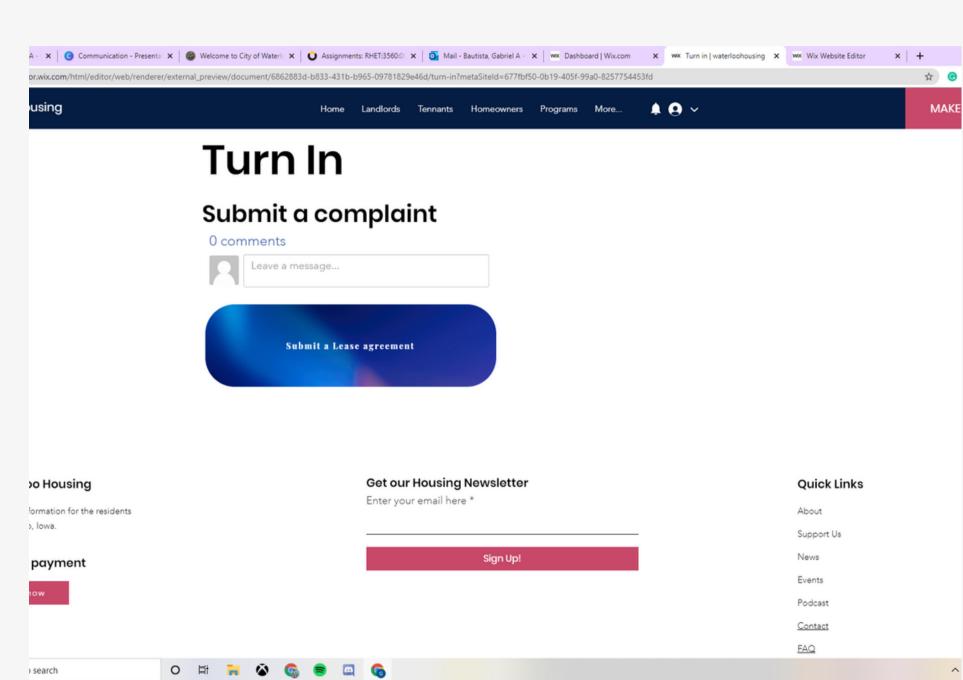




Include a contacting section

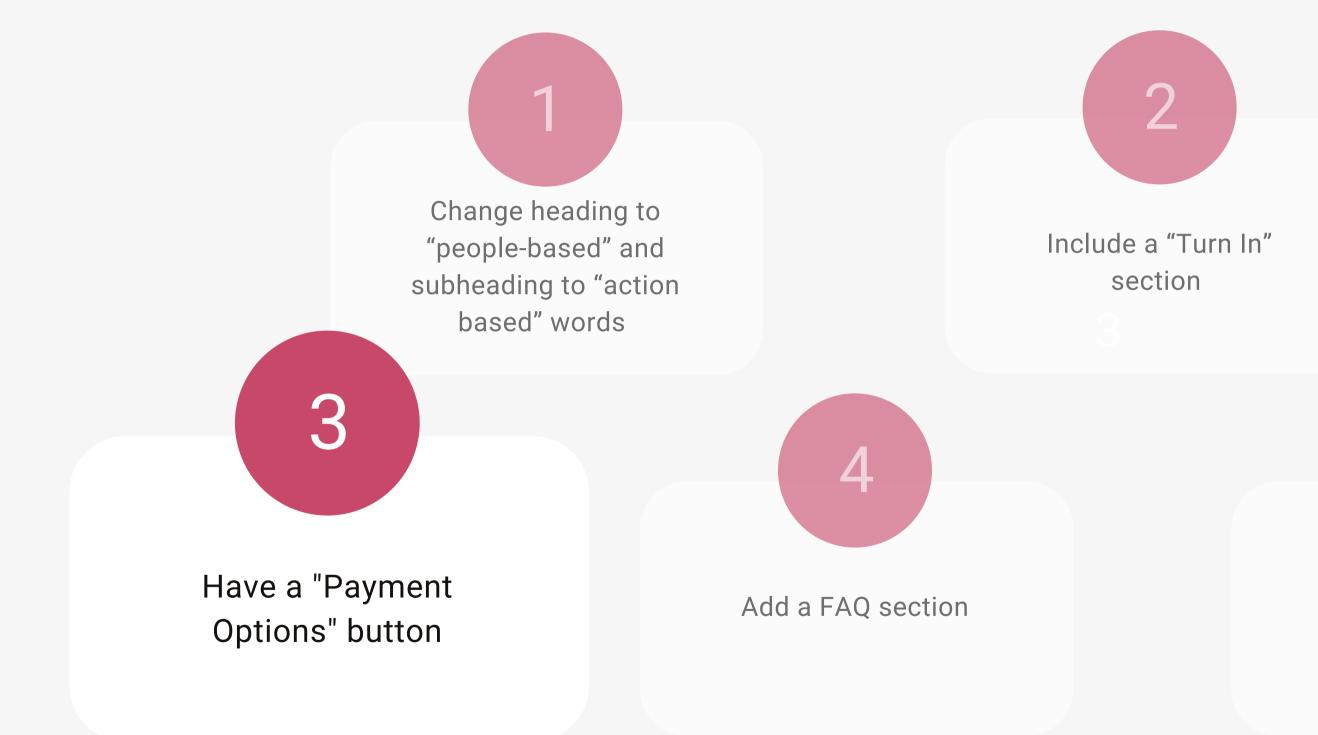


- Allows for tenants to turn in paperwork online
- Allows tenants to make complaints for properties that are problematic
- Allows tenants to submit paperwork in the form of a pdf in regards to contracts and leases





### Recommendations

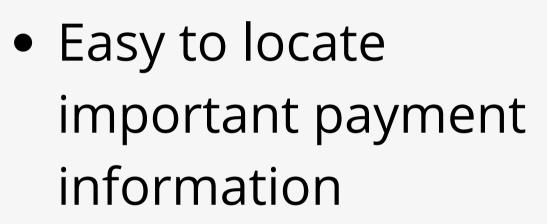




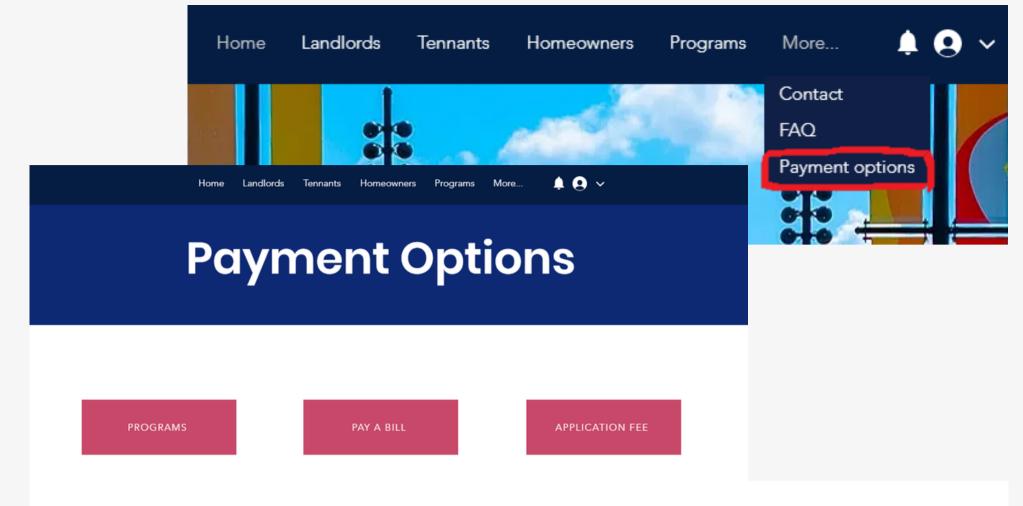
Include a contacting section



Have a "Payment Options" button



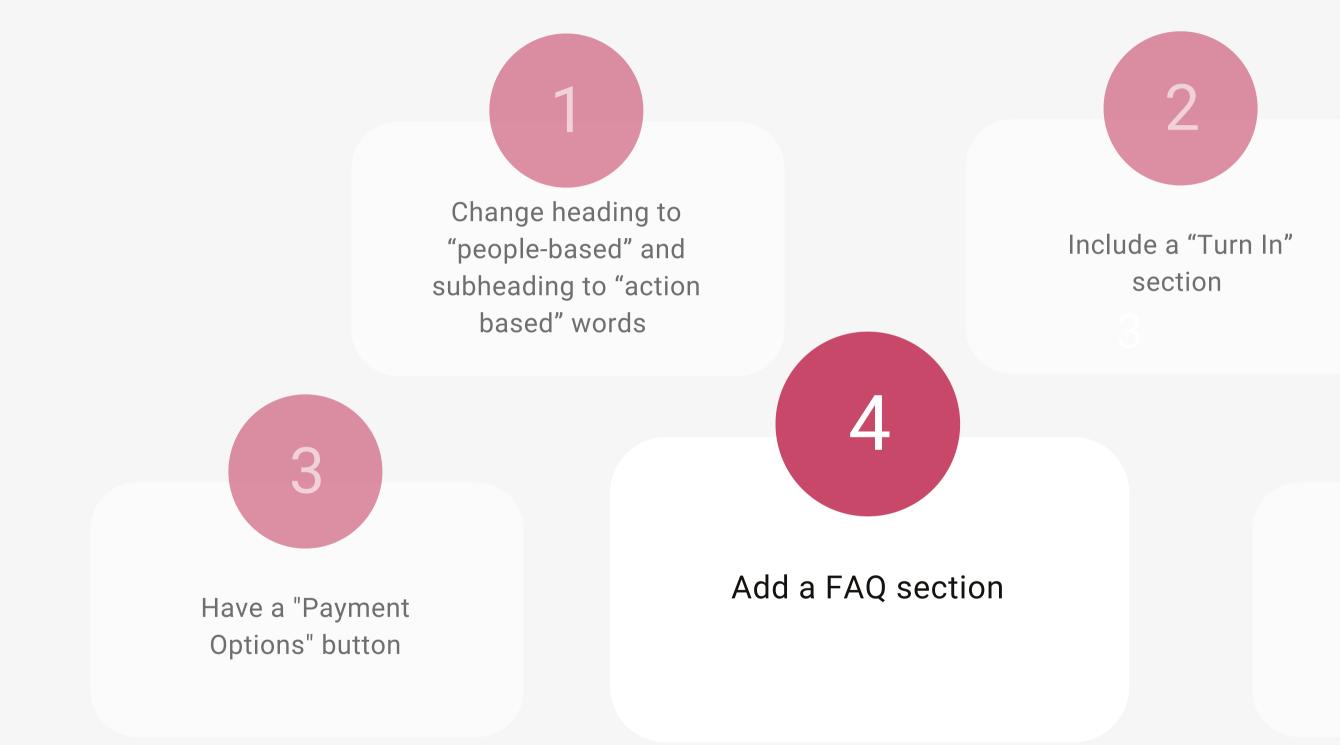
- One click access to all areas of payment
- All information consolidated to one page



#### **Make a Housing Payment**

First Name	Last Name			
First Name	Last Name			
Email Address *				
Email				
Building name	Landlord name			
Choose an option $$	Optional			
SUBMIT				
DO NOT REFRESH THE PAGE.				

## Recommendations





Include a contacting section



Add a FAQ section

- Answers questions that might not fall under headings
- Provides information not found with the search function
- Allows for inclusion of links to information not on city website

Home

Frequently asked questions below



#### Can I get evicted if I can't pay rent because of COVID-19?

In many cases, no you cannot. The Centers for Disease Control and Prevention (CDC) has temporarily halted evictions for most Americans due to the coronavirus pandemic until June 30, 2021.

moratorium is lifted.

The CDC moratorium was most recently scheduled to expire on March 31, 2021, but was extended in March.

#### What is Section 8?

An eviction is when a landlord who owns a property removes a tenant who is occupying that property. A formal eviction requires the tenant and landlord to go through a legal process.

The term section 8 is usually used to describe the Section 8 Housing Choice Voucher (HCV) programs.

#### Will affordable housing cause too much traffic?

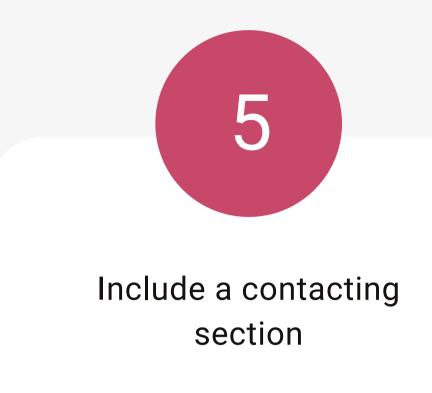
No, people who live in affordable housing own fewer cars and drive less. Two-thirds of renters and over three-fourths of the households living below the poverty line own no vehicles or only one, car, compared to 54 percent of all households and 44 percent of homeowner households. With lower car ownership rates come fewer trips, and fewer accurant auto commutes, the Matropolitan Transportation Commission found in the 1000s that low income

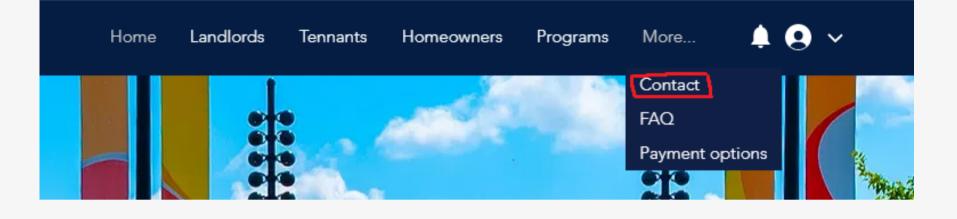


Called a moratorium on evictions, it means that qualified renters are be protected from getting evicted until the

## Recommendations





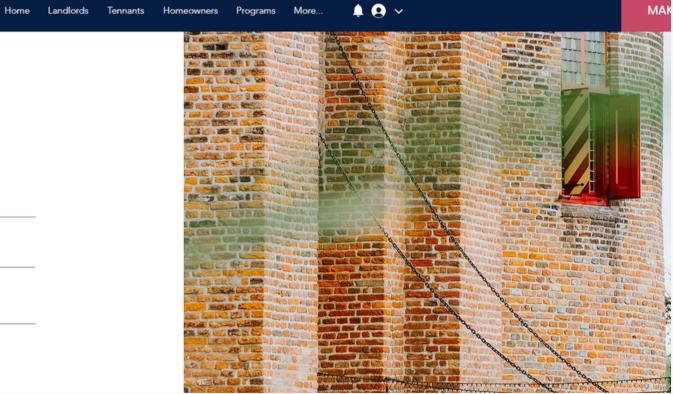


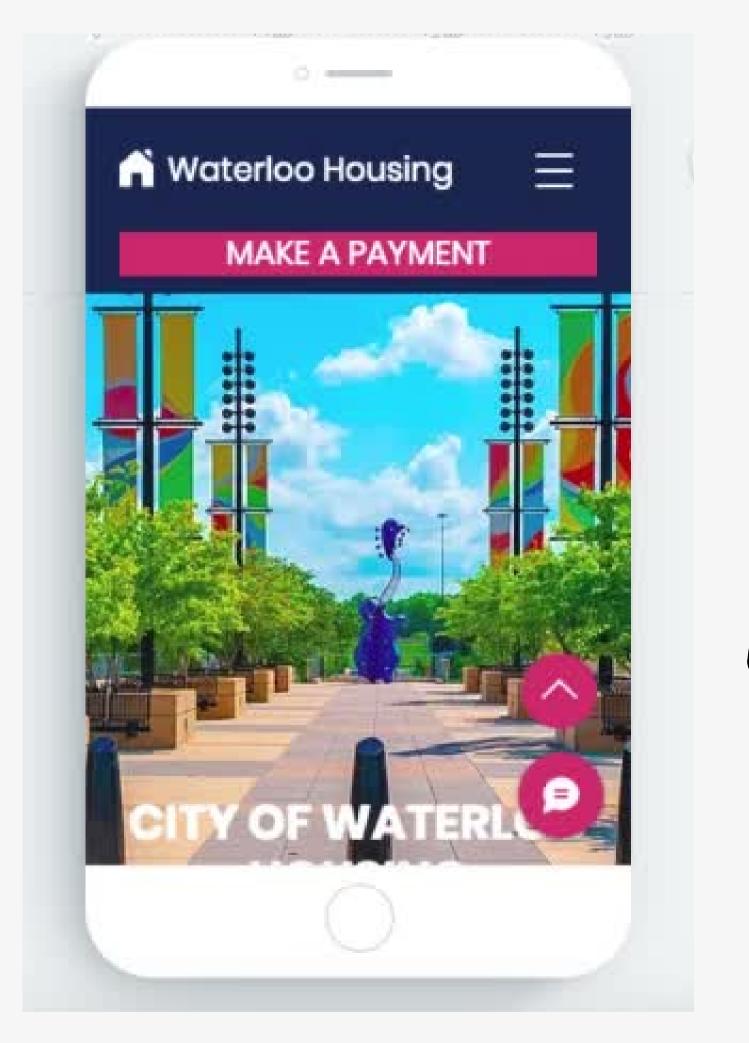
- Ability to get in touch and provide information to database
- No need to have congested call center
- Gives all contact information for the city

#### Get in Touch

using

620 Mulberry Street Waterloo, IA 50703 info@mysite.com | 319-233-0201 First Name \* Last Name \* Email \* Subject Type Your Message Here





# CHECK OUT THE mobile app



Visit our site