



Eastern PA Landlord Engagement Capacity Building Series

Session Two

Technical Assistance Collaborative (TAC)
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2022

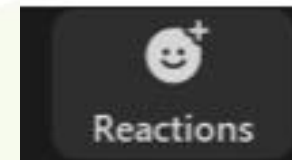
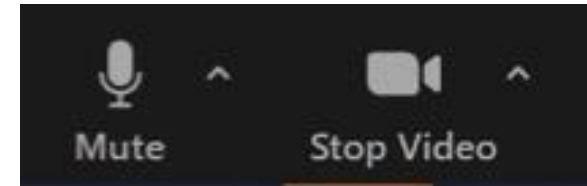
Logistics

- For today's session, please try to join on a computer to get the most out of the interactive portions.
- Please join us on camera. We need your engagement!
- Don't be shy! Please ask questions and participate.
- Please keep yourself on mute unless talking to minimize background noise.

Zoom Controls on Zoom Panel

Typically on the bottom of the screen

- Mute and Stop Video – gives you control of sound and picture
- Participants – see your peers on the call
- Chat – ask question talk with your peers
- Reactions – emojis to respond to questions





Landlord Engagement Capacity Building Series

Provider Listening Session

May 25, 1:30 PM

Housing Search Training Part I

June 1, 1:30 PM

Housing Search Training Part II

June 7, 1:30 PM

Leadership Strategy Session

June 10





Agenda

- 1. Welcome & Grounding**
- 2. Introductions**
- 3. Building Your Toolbox Refresher**
- 4. Crafting Your Pitch**
- 5. Breakouts**
- 6. Building a Collaborative Effort**

POLL QUESTION



What best describes your role?

- RRH Case Manager/Housing Specialist
- PSH Case Manager/ Housing Specialist
- RRH Program Manager
- PSH Program Manager
- Other



Welcome from DMA





Introductions

- Name
- Pronouns
- Role
- What color best describes how you're showing up in this space today?

Guiding Principles

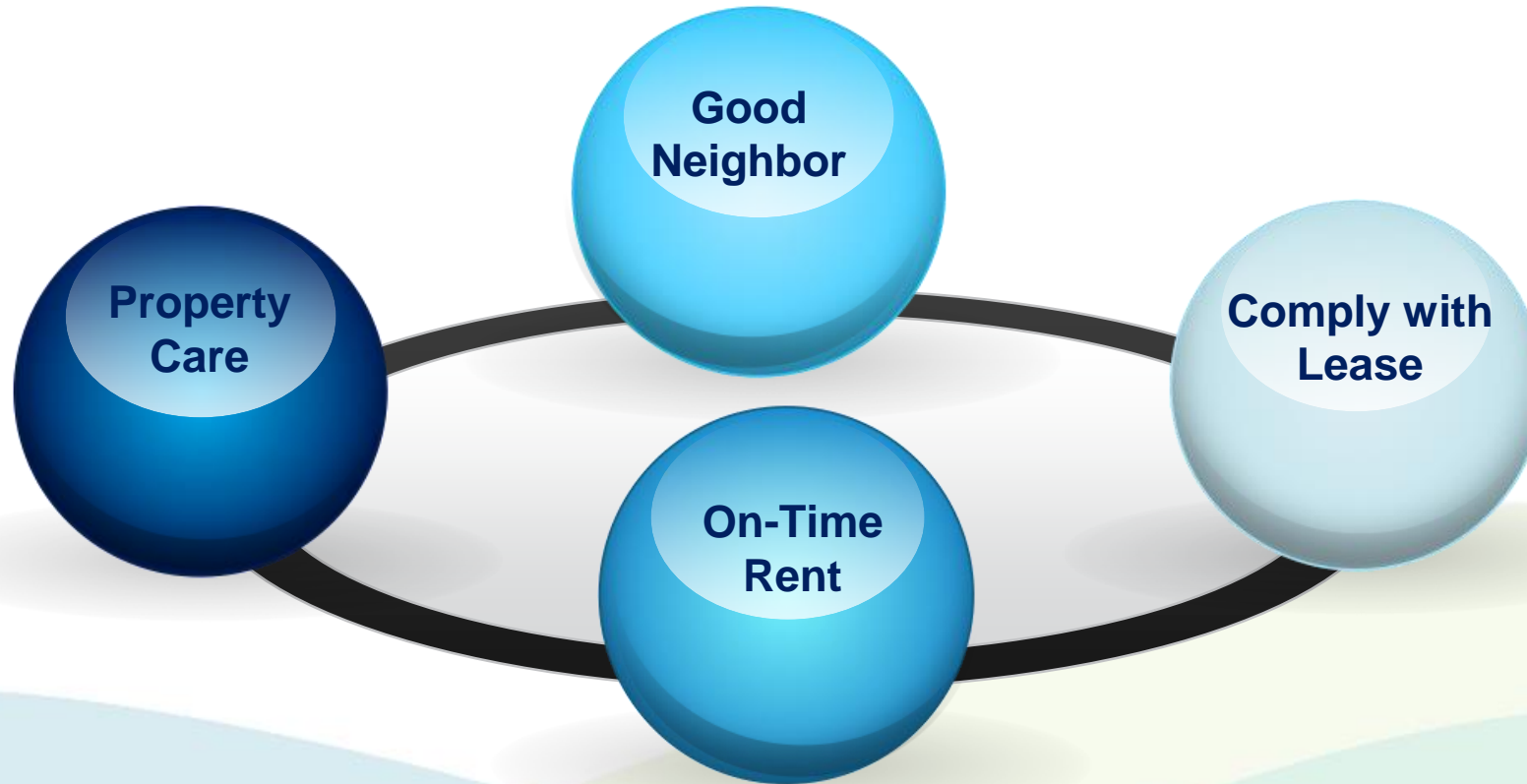
- All people can achieve housing stability in permanent housing.
- Everyone is “housing ready.”
- Improved quality of life, health, mental health, and employment can be achieved through housing.
- There is a focus on the right to self-determination, dignity and respect.
- Configuration of housing and services is based on the needs and preferences of the participant.
- Some participants will require more engagement efforts & resources.



Building Your Toolbox

Refresher

Four Things That Landlords Want





Inventory what you have to offer Financial Assistance

- Rental Assistance
 - ▶ Timeliness of check cutting
 - ▶ Direct Connection to HP if needed
- Deposit
- Risk Mitigation Funds
- Vacancy Loss Mitigation
- Application Fee
- Tenant Screening Check
- Move-in Kit/ Household Items
- Access to Basic Need Resources
 - ▶ Food
 - ▶ Phone

Inventory what you have to offer Supportive Services

- Home visits
- Frequency of case management engagements
- Financial literacy services
- After care services
- Timeliness of response (landlord & participant)
- Connections to other community based resources
- Support navigating VAWA
- Support terminating a tenancy
- Connection to crisis services



Crafting Your Pitch

Preparing to Negotiate

Language Considerations

Common Terms	More Inclusive Language
Case Management	'I meet with my client in their apartment and help them to property care for their apartment, budget, access food pantries, or address whatever needs they have.
Rapid Rehousing	My program targets households that we believe can achieve financial independence. We provider services and funding to help them to do that. 85% of the households we serve remain housed!

Make a Plan!

- Speak with property management in person!
- Don't start the conversation with 'Do you accept vouchers?'
- Be ready for resistance
- Offer additional information on program
- Remember- you are selling your program!

Example Pitch

- ✓ Security deposit and financial assistance to tenant based with budgeting support for their portion
- ✓ Ongoing supportive services including opportunity for home visits as needed
- ✓ Landlord/ Tenant Mediation and as needs arise, including rent payment issues or other lease violations
- ✓ Issues or grievances respond to landlord within 2 business days
- ✓ Housing partner case conferencing, annual gatherings and direct program points of contact
- ✓ Ability to fill new units without cost of advertising or other turnover issues
- ✓ Our tenants have support while others do not!



Activating Your Toolbox

Group Discussion: Madonna Scenario

- Madonna- has **never had own tenancy**
- Denied due to **drug possession & assault/battery charges** from 5-7 yrs ago
- Frustrated- feels like **she made changes** but still being punished

List 1-2 concrete pieces of information you would work to document to address potential landlord concerns.

How might you support Madonna in remaining motivated in the housing search?

Consider how you would approach given your specific program.



Building a Collaborative Effort

Programs in Silos

- Each program (or staff) has their own landlord pool
- Coordinated Entry relies on providers pairing with housing
- Inconsistency in landlord management protocol (or non-existent)
- Smaller pool means less client choice
- Fewer creative opportunities (linking to Tax Credit buildings, shared housing etc.)
- We all work in silos - difficult to respond in a coordinated, support way

Building an Infrastructure

- Landlord list used to track entire community/state landlord pool
- Coordinated Entry supports providers with housing opportunity options
- Single outreach and engagement communication strategy
- Single, streamlined landlord management protocol
- Housing Specialists to work across programs
- We work together, not in silos

Coordinated Landlord List

- Tracks all housing opportunities/partners in a given geography
- Used for case conferencing, housing matches, roommate matching, etc.
- Documents landlord information, such as
 - ▶ Risk aversion to previous evictions or criminal records
 - ▶ Types of units and availability
 - ▶ Units make up (tax credits, subsidized, etc.)
 - ▶ Location/Geography
 - ▶ Willingness to waive fees, etc
 - ▶ Pets
 - ▶ Preferences for tenants or number of units committed
 - ▶ Types of subsidies or service programs preferred
 - ▶ Notes and other highlights of partnership



Service Commitments to Enhance Collaboration

- Use of a single landlord management list requires providers agree
- A standard messaging protocol to describe programs (advantages and limitations)
- Standard protocol for landlord responsiveness (all must respond within 24 hours to landlord complaint)
- May be used to fund single Housing Specialist role that works across projects
- Case Management and support services meet minimum standards
- Ability for ongoing, near real time updates to units and/or partners

Don't burn each others' relationships... Leverage them!

Landlord Engagement Resources

- [HUD Landlord Engagement and Recruitment Resource](#)
- [Landlord Engagement | United States Interagency Council on Homelessness \(USICH\)](#)
- [HUD Landlord Engagement Equity During COVID](#)
- [Homeless System Response: Landlord Engagement Strategies in the Time of COVID-19 \(hudexchange.info\)](#)
- [Engaging Landlords: Risk Mitigation Funds Community Profiles | United States Interagency Council on Homelessness \(USICH\)](#)
- [SSVF Practice Area Document on Landlord Support](#)
- [HUD Rehousing With Equity](#)
- [HUD Examples of Housing Discrimination](#)
- [HUD Memo on Use of Criminal Records](#)



Thank you!