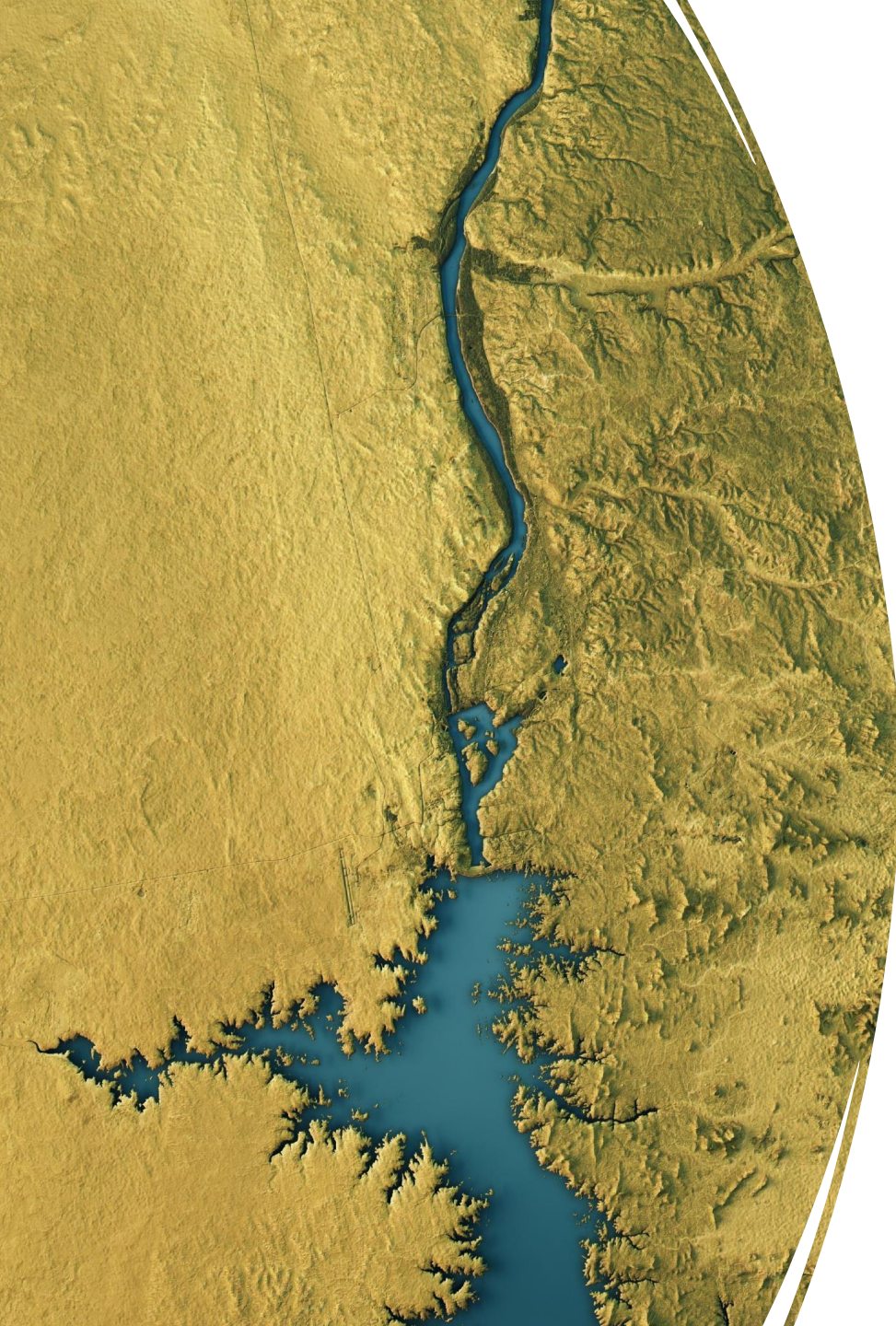




Landlord Engagement



Putnam County Data

- Small county, only 230.3 square miles
- Pre-COVID, Putnam median household income \$106,204 vs United States median \$65,712
- People below the poverty level: Putnam 4.1% vs United States 12.3%
- Due to the high median income and low poverty levels, it's a struggle to get funding for low-income housing
- Multi-unit housing makes up only 15% of Putnam's housing units, while 51% of the United States housing units are multi-unit



County Challenges

- Apartment stock is very low/competition is high
- FMR is extremely high
- Unfamiliar with the Housing First model
- Low-income population stigma negatively affects zoning board decisions
- Landlord aren't educated about housing programs and benefits associated and often misinformed
- No homeless shelter year-round: opens Dec-March only in the evenings
- No transitional housing or supportive housing options for people without documented disabilities
- Any apartment buildings available are for specific populations, and have long wait lists



Rapid Rehousing Census

- Currently there are 8 single adults and 3 families housed with Rapid Rehousing
- 28 people on Coordinated Entry list/STEHP referral
- 1 Housing Specialist
- New referrals weekly



Building Relationships

- Cold calling
- People approach- appeal to people's humanity
- Education/Challenging Stigma
- Engaging with stakeholders and networking
- Use of humor
- Partner with them- build a relationship so they feel supported
- Offer incentives
- Be available and responsive to landlord questions
- Transparency
- Cut checks quickly
- Get creative

Examples

- Consumer led us to a new landlord relationship- looking to build new units for this program
- Get creative with space- we have 2 single adults who were ok living together, created an SRO
- Homeless community has connections
- Manage challenging landlords to network to new landlords
- Created a Facebook page for this program to look on the marketplace and market to landlords