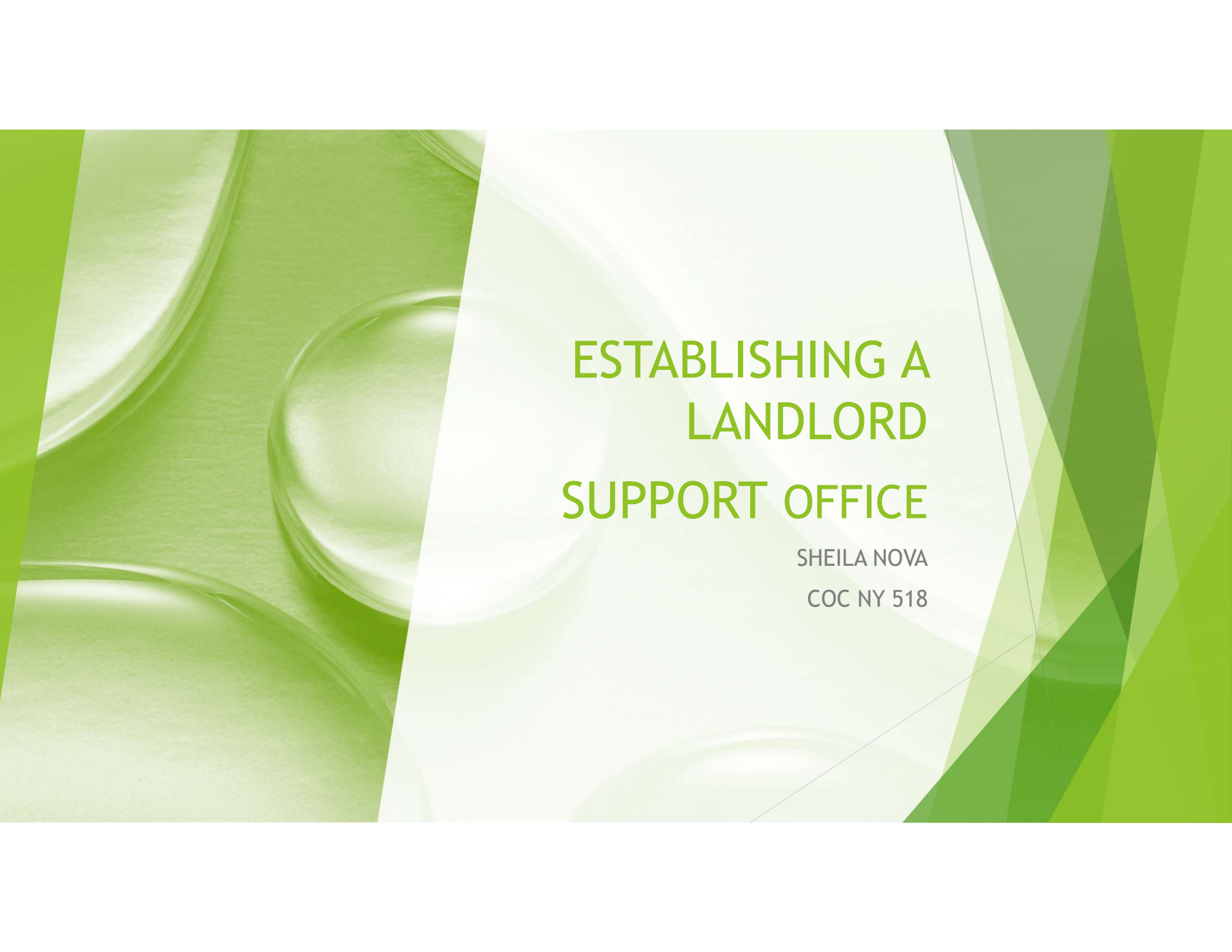




ESTABLISHING A LANDLORD SUPPORT OFFICE

SHEILA NOVA
COC NY 518

HOUSING CRISIS

► We are in the midst of a housing crisis that – by all indications – is rapidly getting worse by the month and is characterized by:

- A lack of housing inventory: both rental housing and housing for sale
- Cost escalation for both rental housing (apartments) and homes for sale





What Can We Do to
Address the
Affordable Housing
Shortage in our
Region?





- ▶ Develop and build more affordable and supportive units (both individual houses and apartment complexes) using public and private funds. However, the development cycle is too long to meet the existing inventory shortage in many CoCs
- ▶ Retain existing affordable housing units by supporting current rental property owners in ways that facilitate their efforts to better maintain their existing rental stock- and to keep the rental costs within federal Fair Market Rent guidelines.
- ▶ Recruit substantial new investment in rental housing by both public and private investors and by individuals and companies who value our community and are willing to invest in ways that make our community a better place to live, work, and play.



Landlord Liaison Project



WHAT IS A LANDLORD LIASON PROJECT?

WHY IS THIS PROJECT WORTH INVESTING ON?

- ▶ The Housing Support Office (HSO) fills housing and homeless assistance gaps. It strives to successfully house homeless individuals and families who cannot otherwise access housing due to a wide variety of rental barriers.
- ▶ The focus is on affordable and private-market housing and the expansion of the housing market. Locating market-rate housing that is affordable is nearly impossible. The Landlord Support Office creates partnerships with housing providers/Landlords, to offer housing opportunities at their properties for community members who are experiencing homelessness and who are also working with social service agencies and Oneida County homeless response system.
- ▶ Housing Support Office staff actively recruit landlords to partner with their program and makes connections between the partner landlord and homeless response system housing programs. A trusting relationship is a key component to success, and a good housing locator can be a reason a landlord agrees to collaborate.
- ▶ Housing Support Office staff inspect every unit to be sure it is safe, clean, and up to HUD standards. In addition, they ensure rent amounts for the unit size are within Fair Market Rent standards to comply with HUD funding regulations. LLSO staff will be accessed by Rapid Re-housing Programs and Permanent Supportive Housing Programs in Oneida County. Program case managers will be a critical component to the LLP, providing support to foster long-term tenancies. It's a challenge just to find housing, no less to keep it.
- ▶ The Housing Support Office also helps residential property owners who rent to their units (landlords) learn about and navigate the complex web of gov't assistance programs they can utilize to improve their rental units, e.g. lead-safe programs, rental unit rehab programs, weatherization and Empower programs, etc. Without this support, too many LLs take a "gov't is no help" attitude and are less likely to retain their properties or rent to those who are homeless.



The LLP is more than a LL recruitment project.

The landlord organization relationship is built on trust, which in turn depends on integrity

PROGRAM DESCRIPTION



**Fill vacant rental units.
Providing landlords
consistent quick
occupancy as well as
tenants' consistent quick
occupancy.**



**Assistance from LLSO in
housing search and
placement for program
participants, with listings
from partner landlords
who use *revised
screening criteria to
accept tenants with
higher barriers to
permanent housing.***

Partners agree to apply relaxed screening criteria to applicants for their units. In exchange, LLSO staff and agencies will provide rapid response to any concerns, along with support and assistance to achieve sustainable, long-term tenancies.



**Financial assistance if a
tenant breaks a lease
prematurely or causes
damages not covered by
a security deposit and
mitigation funds.**

Landlord assistance to protect and maintain their assets via risk mitigation funding. This needs to be well defined and funded to work effectively.



**Access to a 24-hour
hotline.**

It's helpful to offer the landlord a 24/7 hotline number with a rapid response to intervene in a crisis or respond to a serious concern at any time. Having someone to call in the event of a problem can be of great value to the landlord.



►Continue Program Description

- Educating both tenants and landlords in new housing-related laws and policies, and how to supply housing units for residents in Oneida County. In addition, educate LL about housing programs eligibility and criteria.
- Create and maintain consistent communication channels with all parties involved in a particular housing situation, including the landlord, tenant, case manager and other collaborating partners.

The Housing Support Office is more than a landlord recruitment project; it's an innovative program that can be a key part of the solution to the current crisis

►

DEVELOP A CENTRALIZED SYSTEM LEVEL TRACKING TOOL

Have a centralized repository of all available units and landlord contact information, they should consider creating one to store new landlord information. If possible, the tool should indicate whether the landlord has any available units in real time.

The goal is to match the tenant to a unit.





THE CoC NY 518 CREATED A LANDLORD ENGAGEMENT INITIATIVE AND IS WORKING ON SOME OF THE TANGLEBLE PIECES UNTIL WE RECEIVE COMMUNITY BUY-IN AND FUNDING FOR THE LANDLORD SUPPORT OFFICE

WHAT ARE
OUR
EFFORTS?





RECRUITMENT AND RETENTION STRATEGIES

- ▶ NETWORKING
 - ▶ SURVEYS
- ▶ HOST LANDLORD EVENT/FORUMS
- ▶ CREATE MARKETING MATERIALS
 - ▶ MULTIPLE LANGUAGES
 - ▶ STAFF THAT CAN COMMUNICATE EFFECTIVELY WITH IL'S TO HELP ACCESS RESOURCES
 - ▶ NEWSLETTER
- ▶ RECRUIT A LANDLORD TO BE A COC BOARD MEMBER

The background is a light cream color with a subtle pattern of green and yellow circular splatters and dots. On the left and right sides, there are large, abstract green shapes. The left shape is a dense cluster of overlapping circles and dots in various shades of green. The right shape is a series of overlapping, semi-transparent green triangles and polygons, creating a geometric, layered effect. The text is centered in the middle of the slide in a bold, green, sans-serif font.

SUCCESSFUL LANDLORDS'
PARTNERSHIPS ARE
LOCALLY DRIVEN AND
INVOLVE ONGOING
ENGAGEMENT

Key Partners Important to a LLSO

- ▶ Public Housing Authorities (PHAs)
- ▶ District Social Service Office (DSS) for the County
- ▶ City Housing Departments (if they exist) and Codes Departments
- ▶ HUD CoC and ESG grantees running rental assistance or shelter programs
- ▶ County and City Political Leaders and Urban and Economic Development Department Directors and/or staff.
- ▶ Local Community Foundation
- ▶ The CoC Planning Office and the CoC's Coordinated Entry Director should, we think, not just participate in the LLSO, but should coordinate the design and operation of the LLSO and lead this effort.