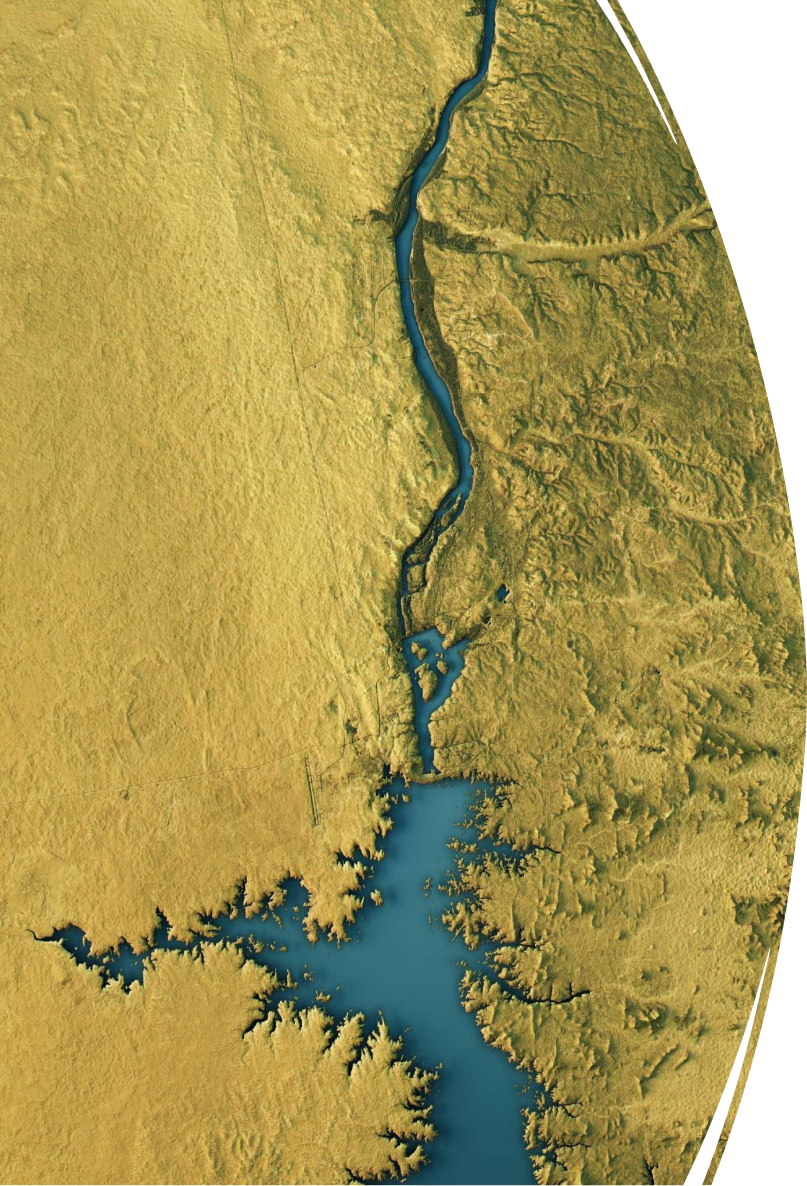




Landlord Engagement



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: jumped from \$1714 for a 1bedroom in 2020 to \$2170 in 2023
- Unfamiliar 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
- Unsheltered Porch population
- 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



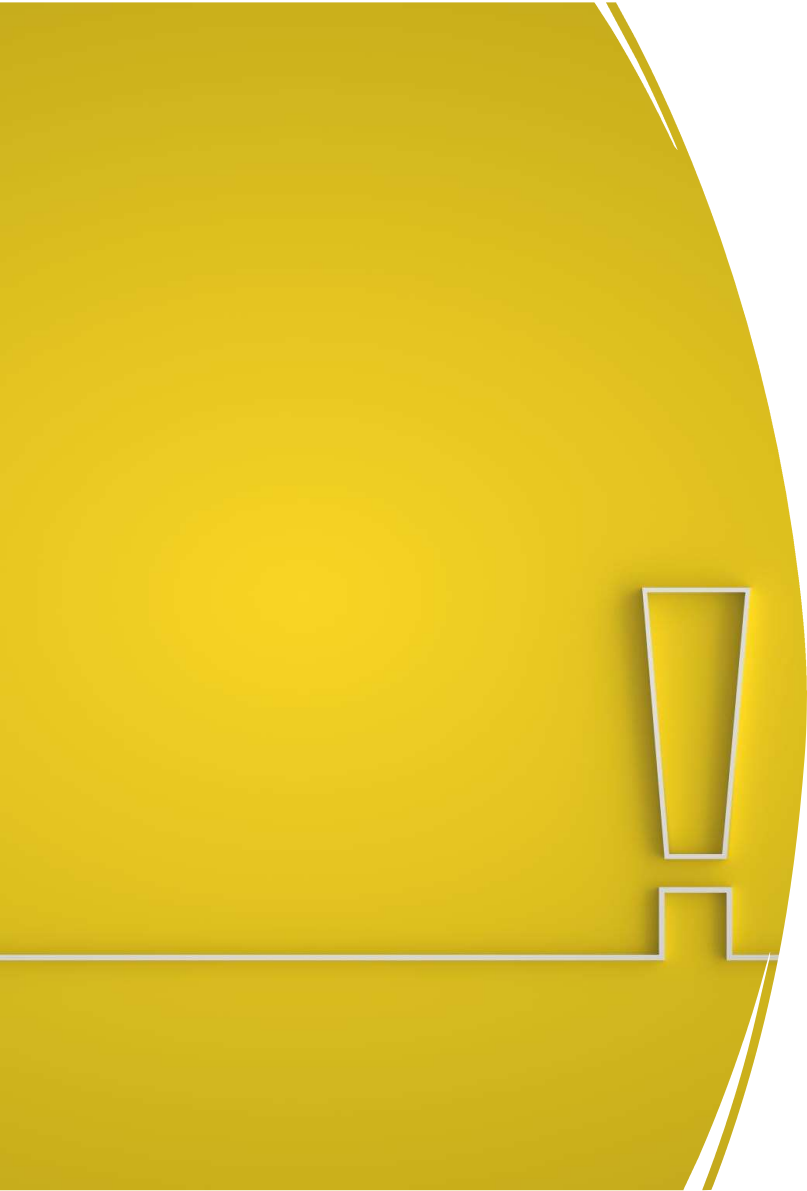
Rapid Rehousing Census & Timeline

- November 2019- began assessments and CE waitlist formation; research, planning and engagement
- June 2020- program kick off, used CE process to opened up our first program participants and started housing search
- 28 families/individuals initially on Coordinated Entry list/STEHP referral
- 2 housed by end of 2020
- 16 housed by end of 2021
- 30 housed by end of 2022
- 37 families with permanent housing today in 2023 between RRH and EHV
- August 2021 EHV opened connected and transitioned all eligible referrals in Putnam to EHV program



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



Maintaining Relationships

- Worked with just over 10 landlords throughout process including in states of NY, CT, TN, NJ and CA.
- Developed a standing relationships with 6 of them that rented multiple units to us throughout
- Kept my word, honest about unknowns
- Kept informed of changes
- Promptly returned calls/emails
- Listened to and addressed tenant issues quickly; empathy
- Willing to get creative to make things happen (helped with leases, W-9's, EHV landlord docs, educate about housing laws, etc.)

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 program to look on the marketplace and market to landlords
- Facilitated sale of a 4-family home from one landlord to maximize our housing stock

