

STRATEGY: LANDLORD OUTREACH EVENTS

Providing information to current landlords and recruiting new landlords. The goal of this strategy is to encourage information sharing between current and potential landlords and the PHA.

Who: All PHAs regardless of size and/or location.

Cost: \$ \$\$ \$\$\$

Implementation Considerations: ● LOW ○ MEDIUM ○ DIFFICULT

Landlord Outreach Events PHA Process Improvements

PHA Process Improvement	Landlord Outreach Events
Increase Recruitment	X
Increase Retention	X
Improve Responsiveness	X
Improve Tenant-Landlord Relationship	
Improve Inspections Process	
Minimize Bureaucracy	X



with PHA staff, ask questions, and receive answers, can go a long way to bridge the perceived information gap. If the PHA has added documents or tweaked processes in response to landlord concerns, this is an opportunity to let landlords know how the PHA responded to the landlord comments. It also provides the PHA with valuable insight on frustrations and issues with the HCV program which could be contributing to lower participation.

- Providing information about new programmatic or legal changes that will affect HCV landlords: Being current on programmatic changes can alleviate the fear of the unknown when new programmatic changes take effect. This can include both changes from federal (i.e. HUD), state, county, or local enforcing agencies. For example, if a city has recently changed to source of income (SOI) laws, this is a change where myth-busting and sharing information could be especially helpful to landlords.

WHAT THIS IS AND WHY IT WORKS:

PHA-hosted landlord outreach events engage with and educate the landlord community. Unlike new landlord orientations, which are targeted at providing new or prospective landlords with information needed to join the program, landlord outreach events can draw a varied audience and address a multitude of topics. They have the potential to both attract new landlords and increase the satisfaction of current landlords.

Goals for these events include:

- Listening to issues and concerns: Landlords have expressed that they want PHAs to consider them valued partners. They also would like greater ability to connect with PHA staff when questions or issues arise. An opportunity to interact



- Building and strengthening partnerships between the PHA, landlords, and other entities and resources: Networking can create a support system among stakeholders and provide information on untapped resources that can assist landlords, tenants, and the PHA.

POTENTIAL PHA PARTNERS

The below list provides partner organization types that the PHA could invite to participate in outreach events as participants, speakers, or vendors.

- Local non-profit organizations
- Local foundations
- Utility companies that offer energy upgrade rebates or weatherization
- Inspection companies
- Home security companies
- Banks
- City or county organizations with an interest in landlords or tenants such as building codes departments
- Housing developers
- Landlord associations

- Recruiting new landlords to participate in the HCV program: Outreach events demonstrate a commitment by the PHA to making landlords valued partners. The New Landlord Orientation strategy

provides information for building a strong foundation and relationship with the new landlord from the beginning. This landlord outreach strategy demonstrates a commitment by the PHA to continue to engage with landlords, hear their concerns, and work with them as valued partners. In addition, outreach events that focus on topics that interest all landlords may draw non-participating landlords, who did not have a prior interest in the HCV program. These events provide an opportunity for them to learn about the benefits of the HCV program, and other rental housing management related resources in the community.

Related Strategies:

- [New Landlord Orientation](#)
 - [Expanding Your Network](#)
 - [Landlord Focused Customer Service](#)
 - [Partnerships](#)
-

IMPLEMENTATION CONSIDERATIONS

Just as this strategy can meet a number of goals, it can take shape as a number of different events. These have a variety of framework and logistic needs. The event framework on the following pages can be applied to most outreach events. See also Event Planning 101.

FRAMEWORK: OUTREACH EVENTS

WHO IS THE TARGET AUDIENCE?

Target Audience: The target audience for landlord outreach events is current and prospective HCV landlords.

WHO WILL PRESENT?

Presenters: Outreach events focused on education of landlords will want to bring in expert presenters in topics of interest to landlords. See the Potential PHA Partners graphic for ideas.

Events that are focused on supporting current landlords through informing, listening, and enhancing the relationship between landlords and the PHA would also benefit from a strong PHA staff presence.

WHAT WILL BE PRESENTED?

Outreach events are a great way to address challenges faced by current HCV landlords and to connect with new landlords. The topics below are broken into categories by audience.

- **Current HCV Landlords:** Current HCV landlords may have specific challenges, or require different information, than prospective landlords. PHAs should consider asking landlords what information they would like to see on an agenda. PHA staff may also have heard of common issues or trends. Topics may include: common inspections fails, regulatory changes, payment abatement policies, procedure for requesting rent increases, enforcing tenant obligations, and explanation of Small Area Fair Market Rents (SAFMR), if applicable.
- **Current and Non-HCV Landlords:** By offering seminars on topics that are helpful to the landlord community, regardless of their HCV participation status, outreach events can connect with those landlords who might not attend an “HCV-only” event. Topics might include presentations from legal aid and/or the sheriff’s department on evictions, the difference between service, assistance and emotional support animals, new housing regulations that would affect all landlords, presentations from city or county departments, and the county tax assessor’s office.



TIP: The PHA might want to consider including a brief overview of the HCV program and have information on how to participate in the program available to those landlords who become interested in the program. The PHA may also want to have a list of the local PHAs and their contact information.

Landlords with small portfolios and corporate landlords may have different interests and needs. PHAs should try to tailor their outreach events to consider the needs of different types of landlords in their community.

FRAMEWORK: OUTREACH EVENTS

HOW WILL THE INFORMATION BE DELIVERED?	<p>Some PHAs plan outreach events as formal workshops, social or networking events, or annual recognition events. PHAs may want to mix-and-match topics and formats based on their target audience, needs, and financial constraints. PHAs should also consider having multiple types of outreach events to meet multiple needs and goals.</p> <p>Some variations discussed in detail below are:</p> <ul style="list-style-type: none"> • Brown Bag Lunch and Learn • Annual Appreciation Event and Social Hour • Listening Session
WHY IS THIS IMPORTANT?	<p>These events support current landlords as valued PHA partners. They can also attract potential landlords, who had not known about or considered working with the PHA.</p>
WHERE WILL THE EVENT TAKE PLACE?	<p>Outreach events can vary greatly in size and complexity. Suggestions for locations are noted below in the discussion of individual variations. As with all events, PHAs should consider utilizing free space such as PHA meeting space, partner organizations, and community buildings. For larger events such as an annual appreciation event, if no other adequate space is large enough, PHAs may want to consider renting meeting space. If the PHA rents space or amenities with a cost, the PHA should ensure that it has a clear understanding of what funds are eligible for paying for costs, and under what conditions.</p>



REMINDER: It is important to note that if the PHA makes use of space or amenities with a cost, the PHA should ensure that it has a clear understanding of what funds are eligible for paying for costs, and under what conditions. The PHA must follow its procurement policy, local law, and 24 CFR Part 200 (this may include sourcing multiple venues). The PHA may use administrative fees and administrative fee reserves to cover the cost of a venue for events directly related to administration of the voucher program per 24 CFR §§ 982.152, 982.155. See PIH Notice 2015-17. a cost, the PHA must follow its procurement policy, local law, and 24 CFR Part 200, which require sourcing multiple venues. The PHA may use administrative fees and administrative fee reserves to cover the cost of a venue for events directly related to administration of the voucher program per 24 CFR §§ 982.152, 982.155. See PIH Notice 2015-17.



Advisory Boards

Get feedback directly from landlords! A large PHA in the Midwest has an owner advisory board that provides feedback on landlord issues and the HCV program. This feedback guides the PHA's agenda for landlord workshops. Originally, all current HCV landlords were invited to participate during the landlord workshops. The group has remained the same for the past few years and, as people leave, they will have an open invitation at landlord workshops, and replace with new members. Currently there are about seven landlords that represent multiple properties. The group meets twice per year during the week. An advisory board may be appropriate for most PHAs, regardless of size.

Variations: While the WHO, WHAT, WHY for outreach events remain similar, the HOW, WHERE, WHEN vary based on the type of event. Below are three different variations on how a PHA might conduct outreach events.

BROWN BAG LUNCH AND LEARN	
HOW WILL THE INFORMATION BE DELIVERED?	Lunch and Learn events provide 1-2-hour daytime opportunities for PHAs to share information with, and receive feedback from, landlords. Lunch and learn events take place over lunch hours with participants bringing their own lunch. These events are typically less formal than a seminar or workshop. The format might be a mix of formal presentation, information dissemination, Q&A, and open discussion.
WHERE WILL THE EVENT TAKE PLACE?	Lunch and Learn events can take place in a variety of locations as the A/V needs are typically very minimal due to the informal nature. The PHA should note that attendees will be eating lunch. Room set-up could be in classroom-style or crescent rounds, both of which include tables. PHAs may want to consider whether the event location is close to restaurants where participants can get take-out lunches to bring to the lunch and learn.
WHEN WILL THE EVENTS TAKE PLACE?	Available resources and interest may dictate the frequency of these events. Additionally, landlords in a particular area might not be able to attend events frequently during business hours. If there appears to be substantial interest in the landlord community, the PHA may benefit from hosting a lunch and learn on a routine basis, monthly, bimonthly or quarterly for example. Offering these informal events on a schedule may increase participation and interest if landlords experience the value of the sessions and start putting these events as a standing appointment on their calendars.
ADDITIONAL NOTES	Marketing materials should make it clear that participants should bring their own lunch. Marketing materials need to be clear about what will be available for participants since the event will be held during lunch time.



Vendors

Having outside groups or organizations attend meetings benefits current HCV landlords and also has the potential to draw in prospective landlords.

ANNUAL APPRECIATION EVENT AND SOCIAL HOUR	
HOW WILL THE INFORMATION BE DELIVERED?	Annual appreciation events bring landlords together in a more formal or celebratory setting to network, honor accomplishment, provide awards, and appreciate contributions. Although they are not primarily intended to be an educational event, having a keynote speaker for an awards ceremony could be appropriate. Similarly, landlord social hours focus on networking and social activities. They may be less resource-intensive to plan and the PHA may benefit from partnering with various organizations to implement the social hours. Social hours may attract non-participating HCV landlords – raising awareness about the program.
WHERE WILL THE EVENT TAKE PLACE?	To encourage a light-hearted networking atmosphere, these events should take place in more comfortable spaces. These spaces may be available at a PHA-property community room, a nicely finished public space, or at a rented space.

ANNUAL APPRECIATION EVENT AND SOCIAL HOUR

WHEN WILL THE EVENTS TAKE PLACE?

Because of the possible cost and time investment to plan an appreciation event, it is likely to be annual or occur every other year. Since social hours are less formal, it may be appropriate to partner with a food/beverage establishment for the event, and let landlords know food/beverage will be available for purchase. With this format, a social hour could take place as often as the PHA would like to arrange it. Setting a regular schedule and/or recurring day may help boost attendance, with participants being more likely to remember the time and date of the event.

ADDITIONAL NOTES

PHAs may want to engage local funders or partners to see if they will sponsor an annual appreciation event, a dinner for example, or a social hour. Prior to engaging local partners, PHAs should review their gift and conflict of interest policies for any potential conflicts.

LISTENING SESSION

HOW WILL THE INFORMATION BE DELIVERED?

Hosting a landlord listening session can seem daunting for PHA staff. However, several PHAs have noted that listening sessions provide landlords with the opportunity to share valuable feedback to the PHA which can, ultimately, increase landlord satisfaction with the program. Although listening sessions have the potential to discourage new landlords who hear complaints aired at the session, the information sharing and willingness of the PHA to hear critical feedback may be more impactful and longer lasting than the negative feedback.

Engaging a moderator or facilitator can decrease PHA staff stress by having a neutral party that can also help keep the meeting on task and on time. Assigning someone from the PHA staff, such as a case worker, to record issues and suggestions may be useful. It might also be helpful to have other case workers on hand who can resolve specific landlord issues after the session. For example, if a landlord complains she hasn't heard whether her unit passed inspection, a case worker could answer that question before the landlord leaves after the listening session.

Use of an agenda or series of guided questions might also serve to keep conversation moving. Conversation might begin with PHA on HCV process improvements or updates, setting a positive tone for the session. The session could then move through a series of questions: What do you like about the program? What is not going so well? What changes would you recommend? Letting participants know up front that there will be time dedicated to discuss each of the topics on the agenda keeps conversation on track and in the appropriate vein. PHAs should also be prepared to provide information and facts to counter any misperceptions about the program.



TIP: Stick with it! One PHA noted that when they first began holding landlord outreach events, the meetings were complaint sessions, especially about the inspections process. The PHA listened to the feedback, made changes to address concerns, where appropriate, and saw the inspections process dramatically improve. According to the PHA, over time, sessions have become more constructive and are no longer contentious. Landlords who attend say “they are learning something new” at every meeting.

LISTENING SESSION

WHERE WILL THE EVENT TAKE PLACE?	A listening session is most likely to take place at the PHA or a landlord industry group space.
WHEN WILL THE EVENTS TAKE PLACE?	A listening session could be a one-time event or occur regularly. This may depend on what topics are motivating the PHA-landlord community to meet and the goals set by the PHA. Something to be cautious of is that landlords will expect the PHA to take some action based on the feedback provided in the listening sessions. In order to give PHAs time to address some of the concerns, the PHA may choose not to host listening sessions more than once or twice per year.
LOGISTICS NOTES	To support a constructive tone in a listening session, set a clear goal and establish ground rules for contributing.

MARKETING STRATEGY: CAST A WIDE NET!

When a small PHA in the Southwest planned their first landlord seminar, similar to a landlord recruitment event, they took a multi-pronged approach to bringing new landlords to the event. The PHA sent a marketing invitation to their full email contact list, but they also relied on a hands-on, personal approach. Staff was encouraged to personally invite as many landlords as possible. For example, staff would stop at complexes they drove by on their way home and let property managers know about this event open to landlords who were not currently partnered with the PHA. One PHA inspector invited landlords he met during the course of his day. The event speakers appealed to a broad base of landlords, discussing changes resulting from the State Landlord Tenant Act, compliant eviction process, service animals, and ADA compliance for landlords. They also had vendors such as animal control and a group that works with multi-family rental housing. Five regional housing authorities answered questions. The mayor attended, raising the profile of the event. The event brought in 150 participants including 90 landlords.



TIP: Start simple! Host a small landlord outreach workshop and use it to gauge the level of interest and types of events that would be most beneficial.

RESOURCES

Appendix D1-Sample sign-in sheet

Resource for program updates and potential topics:

https://www.hud.gov/program_offices/public_indian_housing/post/announce

REGULATIONS

Procurement: 24 CFR Part 200

Administrative Fee: 24 CFR §§ 982.152, 982.155. See PIH Notice 2015-17.

