

STRATEGY: NEW LANDLORD ORIENTATION

Providing new or potential landlords with information on how to participate in the HCV program. The goal of this strategy is to provide education on the HCV program ensuring, landlords have a thorough understanding of and feel comfortable with the HCV process.

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

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

Implementation Considerations: ○ FEW ● MEDIUM ○ DIFFICULT

New Landlord Orientation PHA Process Improvements

| PHA Process Improvement | New Landlord Orientation |
|--------------------------------------|--------------------------|
| Increase Recruitment | X |
| Increase Retention | X |
| Improve Responsiveness | X |
| Improve Tenant-Landlord Relationship | |
| Improve Inspections Process | |
| Minimize Bureaucracy | X |



expectations, highlighting program benefits for landlords, countering misperceptions, and demonstrating an investment in a productive landlord-PHA relationship.

As noted in the chart, new landlord orientations have the potential to improve multiple aspects of the HCV process.

Related Strategies:

- Landlord Outreach Events
- Landlord Focused Customer Service

IMPLEMENTATION

As noted in the Education and Outreach Introduction (see Event Planning 101), the new landlord orientation strategy is event-based. On the following page are specific suggestions and recommendations on how to plan a new landlord orientation event.

WHAT THIS IS AND WHY IT WORKS: New landlord orientation consists of PHA-hosted informational workshops, for new or potential HCV landlords.

Participants at orientation workshops have already expressed interest in the program as evidenced by their attendance. Therefore, this is a prime opportunity for PHAs to further encourage participation by laying out clear



Orientation Workshops

Landlords who attend orientation workshops are noted to have fewer errors in their paperwork (HCV focus group sessions). An orientation is a good way to answer lingering questions about paperwork and policies.



EVENT FRAMEWORK

WHO IS THE TARGET AUDIENCE?

Target Audience: The target audience for landlord orientations are new or prospective landlords.

WHO WILL PRESENT?

Presenters: For the PHA, staff in attendance might include the primary HCV contact for landlords (such as the landlord liaison, the HCV director, or senior case manager) and inspections staff. Consider having someone who is familiar not only with the HCV program, but the PHA as a whole.

The presenters should be prepared to answer questions on a range of HCV and PHA topics.

First impressions are important! This may be one of the first interactions a landlord will have with PHA staff. The involvement of key staff, in addition to PHA management, shows a commitment to improving PHA-landlord relationships and can set the tone for future encounters.

WHAT WILL BE PRESENTED?

An orientation that covers the HCV program from A to Z provides new landlords with an understanding of the overall process and an accurate expectation of what the program, tenants, PHAs, and themselves can and cannot do.

Standard topics might include:

- Overview of the PHA and HUD
- HCV Program Overview
- Benefits for Landlords
- Landlord Roles and Responsibilities
- Rent Determination and Payment Process
- Request for Tenancy Approval and Specific Application Paperwork for Landlords
- Tenant Screening
- Housing Assistance Payments (HAP) Contract Overview
- Inspections
- Questions and Answers (Q&A)

Orientations should allow plenty of time for Q&A and networking. Allowing time for landlords to ask questions and receive information can be a particularly critical strategy to both combat misinformation about the HCV program as well as to gather feedback on how the PHA can better serve landlords.

When determining what information will be presented, PHAs should remember that some landlords may be coming to the orientation with no knowledge of HUD, PHAs, or the HCV program. Be sure to spell out common abbreviations and offer short, clear descriptions of practices like accessing the landlord portal or having a Housing Quality Standards (HQS) inspection.

EVENT FRAMEWORK

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| HOW WILL THE INFORMATION BE DELIVERED? | <p>A new landlord orientation is typically presented in a lecture-style format, lasting approximately 2-3 hours in length. Some PHAs also have presenters from multiple departments present on different topics.</p> <p>A PowerPoint presentation and an agenda will help the PHA and speakers organize time and maintain momentum, cover needed topics, and include time for questions. PHAs may also want to provide handouts to help participants understand the topics being presented.</p> |
| WHY IS THIS IMPORTANT? | <p>New landlord orientations have the immediate goal of providing new and prospective landlords with the information that will help them be successful in program participation.</p> <p>Orientation can set the stage for successful program participation and a positive PHA-landlord relationship.</p> |
| WHERE WILL THE EVENT TAKE PLACE? | <p>Orientations are typically low-key events that do not have extensive A/V or set-up needs. Presentation requirements for this type of event would typically be an LCD projector, screen, and laptop for visual; and a podium and theatre-style seating. Speakers and microphones may be necessary if the event includes playing a video or requesting input from a large group of participants.</p> <p>PHAs might find that their anticipated attendance numbers allow them to host the orientations in PHA meeting space. Public libraries or other local government or community facilities might also have space that meets the A/V and set-up requirements.</p> |
| WHEN WILL THE EVENTS TAKE PLACE? | <p>The frequency of meetings will vary based on the need to recruit more landlords for the program or the level of interest from new landlords in attending an orientation. The PHA should look at the numbers of new landlords on the program, as well as the interest they have received in the program to help determine how often to hold orientations.</p> <p>PHAs in larger service areas with a higher number of new and interested landlords may host multiple meetings throughout the month. PHAs with smaller service areas or smaller voucher programs, may find that monthly or quarterly meetings are sufficient.</p> <p>Offering orientation workshops on the same day each month may help staff remember to inform potential landlords and also will help landlords plan to attend. For example, the PHA may decide that a landlord orientation workshop will be held the last Thursday of every month. Offering Saturday or evening sessions periodically might also be valuable, particularly for landlords with smaller portfolios who may work other full-time jobs.</p> <p>When first implementing this strategy, the PHA may consider offering quarterly orientations and evaluating the frequency and content of the orientation after the first one or two orientations.</p> |



If the PHA finds that current and experienced HCV landlords are significantly represented in new landlord orientation meetings, the PHA may consider finding out what current landlords are getting or hoping to get from these sessions. Is this the only way they think they can communicate directly with PHA staff? Is this meeting their primary means of networking with other landlords? The presence of seasoned landlords could be a positive – providing them a refresher on the HCV program and an opportunity to discuss their experiences with the HCV program with prospective landlords. If the PHA notices that many orientation participants are current HCV landlords, the PHA might consider hosting separate meetings for existing landlords to meet their unmet needs, which is discussed further in the Landlord Outreach Workshops Strategy section. The PHA could also consider adding additional topics such as recent changes to the state or city building code that would be of interest and helpful to current landlords.



EVENT LOGISTICS

Some specifics related to new landlord orientations are noted below. For additional information on event logistics, see Event Planning 101.

TIMELINE

The sample timeline for smaller events held at the PHA included in the Education and Outreach Introduction section can be used as base for orientations since these events are typically smaller in scale and scope.

VENUE AND PRESENTERS

Due to their size and scope, orientations are good events to hold at the PHA and to use PHA staff to conduct the orientation. This will reduce not only the planning and implementation time, but significantly reduce potential costs.

MATERIALS, MARKETING, AND OTHER DETAILS

The majority of the orientation will be lecture-based. Suggested materials include a PowerPoint presentation and a landlord handbook produced by the PHA. The PHA will need to ensure that there is a way to project

SET THE TONE!

This may be one of the first times landlords have heard directly from PHAs about the program. PHAs should use this opportunity to spread positive messages about the program and provide information on issues that have historically caused confusion.

- The role of the landlord, tenant, and PHA
- The relationship between the HAP contract and the owner lease
- PHA and landlord screening
- Fair Housing Rights and Responsibility of a Landlord
- Benefits of the HCV program including guaranteed rent, assistance from the PHA in marketing vacant units, assistance ensuring property is well-maintained, and offering families affordable housing

the presentation and have printed handbooks available. Additional materials could include an agenda and list of PHA contacts. Avoid reinventing the wheel: sample materials including PowerPoint presentation, agenda, and a landlord handbook, are coming soon from HUD!



TIP: “Is that really all there is?” Consider bringing a sample packet of forms the landlord is likely to encounter when they participate in the program. Landlords might be surprised at how little paperwork needs to be completed.

Sample PHA forms can be found at:

https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord/forms



Scale it Down!

PHAs that do not offer regular orientations might instead create an orientation packet or offer individual appointments for interested landlords. PHAs might even record a landlord orientation and post in on YouTube to maximize accessibility.

Market: Often PHAs market orientations to landlords who contact the PHA with inquiries. Other minimal cost marketing strategies include advertising on the PHA’s website or social media, passing out flyers at outreach or other events, and reaching out to local apartment associations. PHAs might place ads, at a higher cost. The PHA might also include notices about upcoming events in their regular communications with landlords, like in monthly HAP remittances.

Marketing materials should also include information about parking and/or transportation options.

Evaluate: Keep track of attendance at orientation workshops – how many attended? How many units do they own? Do they become landlords with the PHA? Are they already landlords with the PHA? Where are their properties located?



REMINDER: If during the framework discussion, see Education and Outreach Introduction, the PHA chooses to hold orientations in outside locations, the PHA should ensure that it has time to seek, negotiate for, or sign contracts with free or low-cost settings like school auditoriums, libraries, community center meeting rooms or partner organizations’ meeting rooms. If it pursues a location with a cost, the PHA should ensure that it has a clear understanding what funds are eligible for paying for meeting space under what conditions. To enter into an agreement with a venue that involves 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.

Not only does evaluating data trends and gathering feedback from landlords guide a PHA on adjusting the frequency and location of workshops, it may also identify trends in landlord participation. This information might be useful for PHA Board members and other departments as well.

RESOURCES

Appendix D1-Sample sign-in sheet

Sample HCV Landlord Forms:

https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord/forms

REGULATIONS

Procurement: 24 CFR Part 200

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



