

U.S. DEPARTMENT OF HOUSING AND URBAN
DEVELOPMENT PRESENTS

HCV Landlord Webinar 2: Education and Outreach Strategies

April 22, 2020



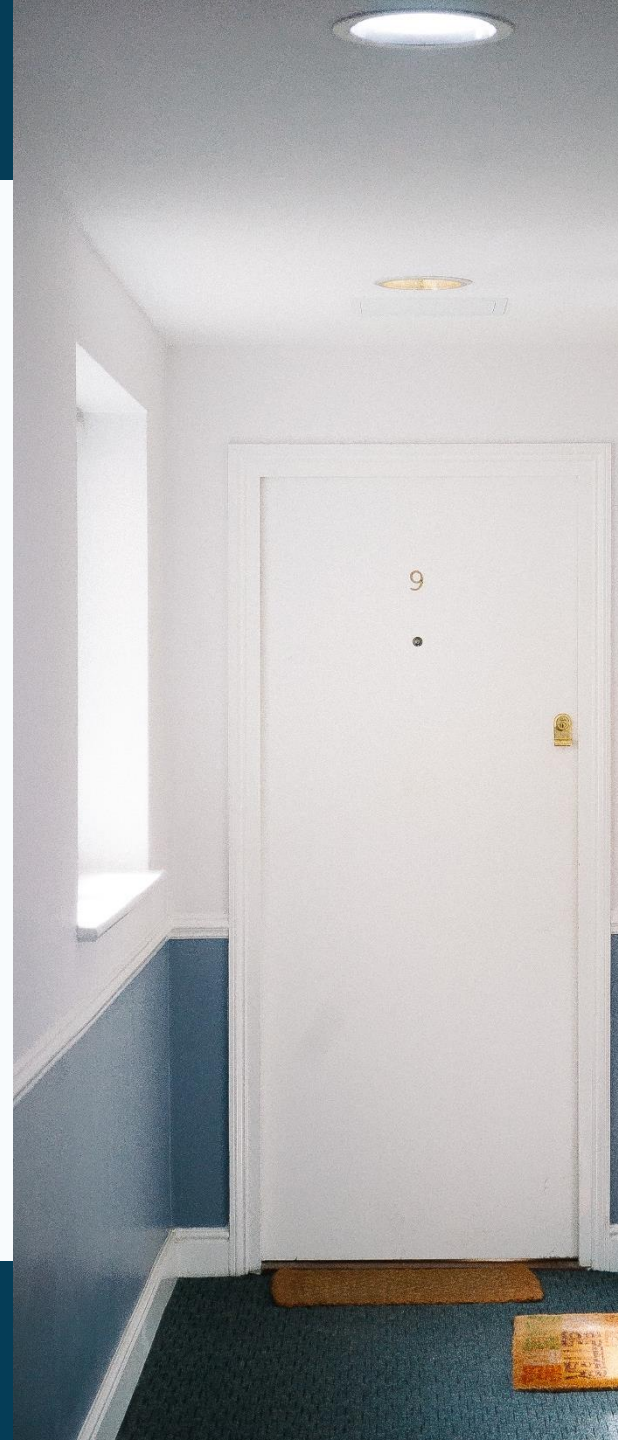
Welcome

Steven Durham, Director
Office of Housing Voucher Programs, PIH HUD



HCV Landlord Participation Webinar Series

- Webinar 1: Background and Introduction: Challenges Landlords Experience
- **Webinar 2: Education and Outreach Strategies**
- Webinar 3: HUD Tools and Efforts – Landlord Strategies Guide for PHAs



Today's Webinar

WHAT TO EXPECT

- Overview of Landlord Strategies Guidebook for PHAs
- Education and Outreach Strategies
- PHA Profiles
- Additional HUD Efforts
- Conclusion and Q&A

The background of the entire slide is a photograph of a bookshelf. The shelves are filled with numerous books of various colors, including red, blue, green, and brown. The books are arranged in rows, and the image is slightly blurred, giving it a soft, academic feel.

OVERVIEW

Housing Choice Voucher Landlord Strategy Guidebook for Public Housing Agencies

Guidebook: Background

- HCV Landlord Task Force
- Recent Research
- 2018 Landlord Listening Forums
- Housing Choice Voucher Landlord Strategy Guidebook for Public Housing Agencies
- 2018 and 2019 PHA Focus Groups and Interviews

Guidebook: Purpose

To support public housing agencies (PHAs) in improving landlord participation in the Housing Choice Voucher (HCV) Program by:

- Increasing Recruitment
- Increasing Retention
- Improving Responsiveness
- Improving Tenant-Landlord Relationship
- Improving Inspections Process
- Minimizing Bureaucracy

Guidebook: How To Use

- Publishing Guidebook chapters on HUD's website as they are completed.
- Guidebook will be updated in its entirety once all chapters are published.
- Encouraged to read the entire chapter as many strategies in a chapter are related information that is transferrable

Guidebook: Where to Find

- HUD HCV Landlord Resources
 - https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord
- Housing Choice Voucher (HCV) Landlord Strategy Guidebook for Public Housing Agencies

Strategy Snapshot

- Strategies with similar goals and/or implementation methods are grouped together into chapters.
- Each strategy begins with a snapshot that PHAs can use to help them determine if the strategy fits the PHA and its resources.

STRATEGY: STRATEGY NAME

Brief overview of the strategy and the overall goal.

Who: The types of PHAs that might benefit the most from a particular strategy based on PHA size and location.

Cost: An approximation of whether the cost for the PHA to implement or maintain a strategy is minimal, moderate, or high.

Implementation Considerations: An estimate of whether the potential barriers or work to implement or maintain a strategy would be considered minimal, moderate, or high.

Strategy Snapshot

- Provides PHAs with an indication of amount of resources that a strategy might require.
- Encourages PHAs to fit strategy to specific circumstances by offering variations of strategies.

Picking Strategies to Fit Your PHA

- Landlord needs
- Local issues
- Resources:
 - Flexibility in budget
 - Staff time and specific skill sets
 - On-hand materials or technology



Education and Outreach Strategies

Education and Outreach Chapter

- Highlights strategies to attract new HCV Program landlords and retain current landlords. Includes:
 - Introduction and Event Planning 101
 - New Landlord Orientation
 - Landlord Outreach Events
 - Expanding Your Network
 - Tenant Education
 - Information Sharing



EDUCATION AND OUTREACH

INTRODUCTION

Education and outreach to landlords and tenants are valuable strategies that public housing agencies (PHAs) can use to recruit new Housing Choice Voucher (HCV) landlords and retain current landlords. PHAs can provide education and outreach in a variety of ways. Some strategies include hosting or attending events targeted to landlords or affordable housing providers. Education and outreach can also include activities like newsletters, presentations, briefings to community groups, one-on-one appointments, or other ways of sharing information or creating relationships between PHAs and landlords. PHAs can scale these activities up or down based on the staffing available to plan and facilitate the activities. PHAs can increase the number of activities when there is a strong need to recruit new landlords or implement other types of activities when they debut a new service, such as a landlord portal.

The following strategies are included in this section:

- New Landlord Orientation
- Landlord Outreach Events
- Expanding Your Network
- Tenant Education
- Information Sharing

Related strategies include:

- Landlord Focused Customer Service
- Technology
- Partnerships

The education and outreach strategies identified in this chapter address the following areas:

Education and Outreach Process Improvements

PHA Process Improvement	New Landlord Orientation	Landlord Outreach Events	Tenant Education	Expanding your Network	Information Sharing
Increase Recruitment	X	X		X	
Increase Retention	X	X	X	X	X
Improve Responsiveness	X	X		X	
Improve Tenant-Landlord Relationship			X		
Improve Inspections Process					X
Minimize Bureaucracy	X	X			X

The contents of this document, except when based on statutory or regulatory authority or law, do not have the force and effect of law and are not meant to bind the public in any way. This document is intended only to provide clarity to the public regarding existing requirements under the law or agency policies.



Event Planning 101

- Many of the strategies are event-based.
- An Event Planning 101" section is included in the introduction. This outlines:
 - Steps, timelines, and tips for
 - Event Framework: Who, What, How, Where, When—keys to event planning
 - Each strategy also includes specific events details within the strategy section
 - Allows PHA to evaluate variations on events to fit individual circumstance

Event Planning 101

EVENT FRAMEWORK

WHO	Who is the target audience? Both landlords and tenants? Will the event be open to partner organizations and/or the general public? How many participants does the PHA anticipate?
	Who will present the information? PHA staff? A group panel? An outside moderator?
WHAT	What information will be presented?
HOW	How will the information be delivered? Is this a series or stand-alone event? Is the event lecture- or discussion-based?
WHY	Why is this event important? What is the objective? Is the goal to update participants who already know the basics or provide training on brand-new information?
WHERE	Where will the event take place?
WHEN	When will the event take place? What is the date and time? How often will this event be offered?

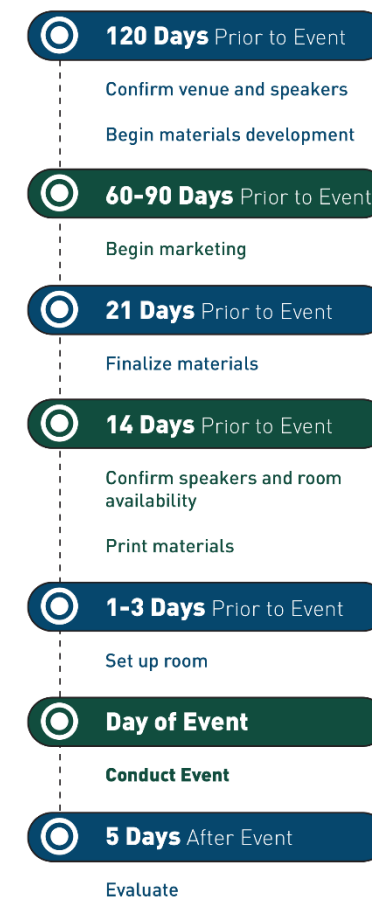
SAMPLE TIMELINE 1

Small event held at PHA.



SAMPLE TIMELINE 2

Large event held at a community building.



Alternates to In-Person Events

- Live or recorded webinars
- Instructional videos
- Web meetings
- Phone calls, Emails

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

- Typically hosted by PHA staff, often at the PHA or community space
- Uses the Event Framework as a guide to planning orientation events

Standard Topics at Orientation

- 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
- Overview of Housing Assistance Payments Contract
- Inspections

Typical Format

- Includes relevant PHA speakers, inspectors, fair housing
- 2-3 hours in length
- Sign-in sheet to develop landlord list
- Includes ample question and answer time



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 it on YouTube to maximize accessibility.

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

- Goals include:
 - Listening to issues and concerns
 - Providing information
 - Building and strengthening relationships and partnerships
 - Recruiting new landlords
- Uses the Event Framework, but provides examples of different variations of outreach events

Setting an Agenda

- Ask current landlords what they would like to see on an agenda.
- Ask PHA staff about common issues or trends
 - 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.
- Topics for any landlord
 - Presentations from legal aid and/or the sheriff's department on evictions, the difference between service, assistance and emotional support animals, fair housing, new housing regulations that would affect all landlords, presentations from city or county departments, and the county tax assessor's office.

Landlord Outreach Event Formats

- Variations include:
 - Brown Bag Lunch and Learn
 - Annual Appreciation Event and Social Hour
 - Listening Session
- Locations vary with the number of attendees and types of events – a good chance to partner with other organizations.



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.



Housing Authority of Cook County

Jackie Hodges, Assistant
Director, HCV Program

Profile:

- Chicago, IL
- 12,643 vouchers
- 7,800 landlords
- Landlord Workshops
- Annual Seminar





Sonoma County Housing Authority

Orbelina Landaverde,
Housing Locator

Profile:

- Sonoma County, CA
 - 2,880 vouchers
-
- Social Hour
 - Housing Fairs



COUNTY OF
SONOMA

Wheel of Fortune – BUST THAT MYTH!



STRATEGY: TENANT EDUCATION

The goal of this education strategy is to provide current or future voucher holders with information and training on basics of the HCV program and tenant rights and responsibilities.

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

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

Implementation Considerations: ● LOW ○ MEDIUM ○ DIFFICULT

- Event-based strategy
- Informs tenants of their rights and responsibilities under HCV program in an effort to improve the landlord-tenant relationship
- Can provide landlords with a greater level of comfort in working with voucher holders

Standard Tenant Education Topics

- Overview of the HCV program
- How to search for units
- How to complete rental applications and what landlords look for
 - Guest speaker opportunity: property owner or manager
- How to improve credit scores
- Tenant and landlord rights
 - Guest speaker opportunity: legal aid
 - Fair Housing
- Common unit preventative maintenance and when to contact the landlord or request inspections
 - Guest speaker opportunity: housing inspector
- Renter's insurance 101
- The tenancy addendum alongside a sample lease
- How to be a good neighbor
- Tips for getting to know a new neighborhood

Tenant Education

- May be offered by partner organizations in your area
- May be in person or on-line
- Tenant education completion may include a certificate, which tenants can show to landlords
- Tenant education may include multiple sessions but be mindful of tenants' time and other responsibilities

STRATEGY: EXPANDING YOUR NETWORK

Reaching beyond HCV-centered events to find opportunities to provide outreach to current HCV landlords and recruit new landlords.

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

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

Implementation Considerations: ● LOW ○ MEDIUM ○ DIFFICULT

- Examines different ways PHAs can recruit or retain landlords through means other than PHA-hosted events.
- Options include:
 - Participating in events hosted by other organizations
 - Appointments, meetings, phone calls
 - Identifying and reaching prospective landlords using PHA data and programs

Expanding Your Network: Non-PHA Events

- PHAs can partner with other organizations and present information about the HCV program to a variety of audiences including:
 - Housing Industry Group meetings
 - Housing fairs



Homes For Good

Travis Baker, Landlord
Liaison

Profile:

- 3,000 HCV
 - 250 HUD-Veterans Affairs Supportive Housing (HUD-VASH) vouchers
- 650 landlords
- Landlord Association meeting presentations





**Medium Sized PHA
Serving Lane County,
Oregon**

3000 HCV Vouchers

250 VASH Vouchers

650 Landlords

**534 units to be
developed by 2023**



Homes for Good Housing Agency

LANDLORD LIAISON TRAVIS BAKER

Provides educational opportunities for
current and potential landlords.



Collaboration with Lane County Rental Owners Association

- 1000+ members
- 8 Collaborative Workshops Hosted
- 29 Newsletter Articles Published
- 30 Monthly Meetings Attended

Participate

- Attend meetings
- Join the conversation
- Submit articles to the newsletter
- Take a seat on the board

Educate

- Provide education at events
- Host educational workshops
- Provide educational flyers and brochures

Innovate

- Philanthropic events
- Information sharing
- Research and development
- Proactively discuss policy and procedural changes

Lessons Learned



Expanding Your Network: Appointments, Meetings, Phone Calls

- PHAs can provide outreach through one-on-one interaction.

TIPS

- Consider scheduling appointments with similar landlords in groups. For example: meet with landlords who operate large apartment complexes one month, and with landlords with small portfolios the next. Groups of landlords may share common issues and concerns. If an activity, for example, the passage of new legislation, affects a certain type of landlord, the PHA might want to schedule a meeting with the landlords most impacted by this type of issue versus scheduling based on the portfolio size of the landlord.
- Before setting your schedule or attending an appointment, take time to talk to other departments within the PHA to gauge if there are specific issues that have been more common over a period of time. Example: The Inspection Department may note they have seen a change in the number of abatements over the last 6 months. The HCV landlord contact may be able to address the issue directly with landlords or, at least, enter the appointment with an understanding that the issue may come up in discussion.

Expanding Your Network: Using Data

- Locate new landlords using data
 - Conduct outreach to landlords listing properties who are not already part of your program
 - Call Low Income Housing Tax Credit properties in your area which are obligated to take HCVs
 - Run a list of your own landlords and reach out to see if they might have additional properties they could offer to HCV families
 - Use tax records to locate owners of large housing portfolios who are not yet landlords in the HCV program
- Combine efforts with other PHA programs



Columbus Metropolitan Housing Authority

Shay Mock, Landlord
Relations Team Lead

- Profile:
- Columbus, OH
- 14,323 vouchers
- 5,000 landlords

- Interviews with Landlords
- Outreach events



COLUMBUS METROPOLITAN HOUSING AUTHORITY
COMMUNITY. COMMITMENT. COLLABORATION.

STRATEGY: INFORMATION SHARING

Providing updates, news and information on HCV and other PHA programs through the portal, websites, social media, mailers, columns or articles, and newsletters.

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

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

Implementation Considerations: ● LOW ● MEDIUM ○ DIFFICULT

- Strategy examines content, audience, and the various ways information can be disseminated.
- Methods include:
 - Newsletters
 - Re-occurring columns in other publications
 - Information posted on the PHA portal
 - Social media posts
 - Emails or mass mail emails
 - Texts (MMS or SMS)

How to Decide?

- Depends on
 - Resources available
 - How your community likes to receive information
 - Urgency of the information the PHA needs to share
- Urgent, time-sensitive information?
 - Social media is quickest if your audience uses it!
 - Immediate financial impact? Use most reliable way to reach all landlords
 - Good choice to promote through more than one communication means
- Audience might want to print off and keep?
 - Post to website or newsletter
 - Include as a flyer in a mailing
- Lots of news to share, but not very time sensitive?
 - Newsletter might be a good fit

Other HUD Efforts for HCV Landlords

- Resources Webpage
 - NEW! Learn more about tenant obligations
 - NEW! Form descriptions
 - NEW! Flow chart of HCV lease-up process
- Symposia – on hold due to COVID-19
- HUD's landlord mailing list
 - sign-up now, regular updates coming soon

Questions?

landlordtaskforce@hud.gov

Conclusion

- Join us in July for the next Guidebook chapters
- HUD HCV Landlord Resources
 - https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord
- Housing Choice Voucher (HCV) Landlord Strategy Guidebook for Public Housing Agencies
- If you have specific comments or concerns about how COVID-19 is impacting your operations as an HCV landlord, please send them to landlordtaskforce@hud.gov.