Tribal HUD-VASH Program

Setting Your Program Up For Success

WELCOME TO DAY THREE
Agenda for Day Three:

- Opening Session: Invocation & Welcome Back
- Landlord Engagement & Identifying Housing Market
- Creating an Action Plan
- Break
- Action Planning: Group Report Backs
- Wrap-Up: Final Questions & Next Steps
- Closing Ceremony: Invocation and Adjourn
SESSION NINE

LANDLORD ENGAGEMENT & IDENTIFYING HOUSING MARKET

Christie Bevis, Collaborative Solutions
What do landlords want?

- Good Neighbor
- Long-Term Renter
- On-Time Rent
- Property Care
Understanding Landlords

- Rental housing is a business
- They are looking to reduce risk
- Maximize return on investment
- Small landlords are the largest supplier of affordable housing in the country
In many ways, you are “selling a product” in the open market. You have to convince property owners that your “product” will meet their needs and address their concerns.

Marketing the program is one of the best tools to use in developing a pool of landlords and management companies who are willing to rent directly to your clients.

You also want to be realistic about the landlord expectations (i.e., housing inspection/HQS, paperwork, timeline for actual housing placement, etc.).
What’s in it for them: The Win/Win

- Provision of Landlord/Tenant Education Class (pay rent, keep your unit clean, be a good neighbor)
- Consistent, on-time rent
- Budgeting Services
- Additional Housing Support to address housing/lease issues
- Tenant Home Visits
- Go-To Source for Filling Housing Vacancies
Leave no stone unturned

Diversify your methods for outreach to landlords

- Host a landlord event
- Cold calls
- Networking meetings
- Housing Authority contacts
- Direct mail, flyers, brochures, social media
- Free advertising: message boards, radio spots, etc.
Key Elements to Developing Creative Landlord Partnerships

➢ HONESTY

• Be truthful about what is in your control and what is not.
• Don’t promise something that will not happen.
• Be clear about your role.

➢ INTEGRITY

• Always follow through with what you say you will provide/do.
• Be open with the landlord and keep them informed of any changes.
Marketing Packet

- Agency Brochure
- Program Brochure
- One-page informational handouts or fact sheets
- Letters explaining the program or agency
- Client Success Stories
- Testimonial letters from other landlords who have partnered and benefitted from the experience
- Business Cards
Your Mission: Identify strategies to engage landlords with the goal of convincing them to rent to Veteran households experiencing homelessness.

1. Identify 5 outreach strategies to identify and engage potential.

2. List 5 creative ideas or incentives you will use.
RESOURCES

- HUD’s Landlord Engagement & Recruitment Additional Resources (May 2015)

- Vets@Home Toolkit

- SNAPS In Focus: Increasing Housing Placements of Homeless Veterans

- Joining Forces: Private Landlords Partnering to End Homelessness
SESSION TEN

CREATING AN ACTION PLAN

Christie Bevis, Collaborative Solutions
An action plan is a document that lists what steps must be taken in order to achieve a specific goal.

The purpose of an action plan is

• clarify what resources are required to reach the goal,
• formulate a timeline for when specific tasks need to be completed and
• determine what resources are required.

How do we do this in a meaningful and impactful way?
Developing Your Action Plan

- Assessing and evaluating progress is a fluid, on-going process.
- Identifying, testing, evaluating and learning as we go = Quality Improvement
  - Track progress and realign efforts as needed.
  - Identify opportunities and barriers to reach goal.
  - Builds common understanding of your project.

Handout: *Three Simple Tips for Quality Improvement*
Where do I begin?
Getting Started: Now It is Your Turn

- **Challenge:** House 10 Veterans within next 4 months

- **Working with your team:**
  - Identify 2 - 3 priority strategies you want to implement to ensure you are on track for reaching the challenge.
  - For each strategy, you will include specific action items for how the strategy will be achieved including:
    - Who will be responsible?
    - Timeline for completing
  - Be specific and QUANTIFY!
Let’s Take a Break...
Creating an Action Plan:

Group Report Back

Howard Burchman, Housing Innovations
CLOSING SESSION

WRAP-UP AND ADJOURN
WHAT’S NEXT?

- What questions do you still have?
- Resource review
- Identify priority next steps for grantees