Linking “Hard Side” and “Soft Side” for the Long Haul

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The Challenge

✓ Getting “soft” service providers and the “hard” disciplines to mesh
✓ Figuring out who’s around for the “long haul”
✓ Linking service provision to self-interest
Entities Involved in a Deal

“Hard Side”:
- PHA?
- Master Developers
- HUD Grant Mgrs.
- State HFAs
- Syndicators
- Lenders
- Property Managers

“Soft Side”:
- HUD CSS Mgrs.
- PHA CSS Mgrs.
- Case managers
- Local service providers
Remember LIHTC?

✓ For **15 years**, you can remind folks of the basis on which **9% credits** were “won”

✓ Most states’ HFAs award **competitive points** for promising services

✓ Will your HFA hold management’s feet to the fire as part of the **compliance monitoring process**?
HOPE VI: A Higher Standard?

- Many deals are:
  - 1/3 public housing residents
  - 1/3 Tax Credit residents
  - 1/3 market renters

- LIHTC rents $700s, market rents higher

- Housing quality, services, and expectations to be equivalent

- Work requirement reduces isolation of public housing residents
Who’s Got Staying Power?

“Hard Side”:
✓ PHA
✓ Property Managers

“Soft Side”:
✓ Local service providers
Realities of Property Management

HUD said it best:

- HUD Occupancy Task Force
- “Essential Requirements of Tenancy”
Essential Requirements of Tenancy

- Pay rent and other charges
- Refrain from disturbing others
- Avoid criminal behavior
- Avoid damaging unit or surroundings
- Obey dwelling lease and house rules
Making the Case: “Hard” and “Soft” Are Joined

| ✓ Pay rent and other charges                      | ✓ Job training and credit repair                      |
| ✓ Refrain from disturbing others                  | ✓ Counseling and parenting training                   |
| ✓ Avoid criminal behavior                         | ✓ Linkage with educators, police                      |
| ✓ Avoid damaging unit or surroundings             | ✓ Housekeeping and maintenance training               |
| ✓ Obey dwelling lease and house rules             | ✓ Homeownership preparation                           |
Management Self-Interest

✓ It is in **Management’s self-interest** to:
  – Learn who local service providers are
  – Make folks aware of those resources
  – Provide space or otherwise facilitate
  – Obtain services **in-kind**, like Ron taught us!

✓ This applies to **existing** tenants and **future** tenants (a.k.a. applicants)
Services are essential ingredients in complying with ADA requirements to allow **reasonable accommodations**. PHAs nor property managers can mandate **which services**, but….

Knowing what’s available can lead to a win/win and avoid **nasty litigation**.
Going Forward

“CSS” has an opportunity to be guided by:

- HOPE VI Program evaluations
- Local and site-based assessment of need
  - Unique resident populations
  - One size does not fit all
Make the Case!

✓ Ya Can’t “Live on Love”
✓ The Puzzle Pieces **DO** Fit!