Community Landlord Engagement

JUNE 11 2020

WELCOME

Agenda

- Richard Bishop
- What is a Continuum of Care (CoC)
- Community Response-Why are we here?

Richard Bishop
with a message
from the Mayor

Columbus
GEORGIA

We do amazing.

WHAT IS A CONTINUUM OF CARE

Continuum of Care (CoC) is the group organized to carry out the responsibilities prescribed in the *CoC Program Interim Rule* for a defined geographic area. A CoC should be composed of representatives of organizations including: nonprofit homeless providers, victim service providers, faith-based organizations, governments, businesses, advocates, public housing agencies, school districts, social service providers, mental health agencies, hospitals, universities, affordable housing developers, law enforcement, organizations that serve homeless and formerly homeless veterans, and homeless and formerly homeless persons.

Responsibilities of a CoC include operating the CoC, designating and operating an HMIS, planning for the CoC (including coordinating the implementation of a housing and service system within its geographic area that meets the needs of the individuals and families who experience homelessness there), and designing and implementing the process associated with applying for CoC Program funds.

COC BOARD

Housing Authority of Coumbus Georgia	Lisa Walters	Co Chair
Columbus Consolidated Government	Denise McWhorter	Secretary
American Legion Phenix City	Leroy Davis	
City of Phenix City	Jennifer Lowman	
Home for Good Ex. Director	Pat Frey	Ex-Officio
Muscogee County Marshall office	Curtis Lockette	Chair
Formerly Homeless	Margalena Remington	
Individual	Beth Schwartz	Immediate Past Chair
Russell County School District	Mesha Patrick	
R&C Properties of Columbus	Louis Robinson	

WHY ARE WE HERE?

Private market landlords, property managers, owners, and public housing authorities are responding to the same conditions impacting housing crisis response systems nationwide. As everyone faces new or changing conditions and uncertain futures, Emergency Solutions Grants (ESG) recipients in partnership with Continuums of Care (CoCs) should prioritize working with landlords and property owners to house people experiencing homelessness. A proactive, affirmative landlord engagement system is one of the most efficient means of increasing the supply of available rental units in your community.

Immediate and Proactive Communication: Planning

Lead with Equity: Address the disparities that people of color face in accessing and maintaining stable housing by utilizing translation services, solicit feedback from people with lived experience, and engage multi-cultural service providers.

Understand any moratoriums on evictions: What is restricted (late fees, evictions), for how long, and what is being done to address them locally?

Connect to legal services for homeless and formerly homeless individuals.

Immediate and Proactive Communication: Action

Communicate: Let landlords know about operational changes such as staffing, points of contact, and redetermination of tenant rent.

Respond: Ensure providers have staff capacity to receive and respond to landlord inquires and can prioritize proactive communication. If not, coordinate assistance.

Clarify your commitment: Let landlords know how they will benefit: guaranteed rent, supportive services, regular communication.

Engage: Activate local groups who work with marginalized populations.

Recruitment and Retention: Planning

Map out your assets: Identify your current landlord engagement system: Who is responsible for recruitment and engagement; are risk mitigation funds available and accessible; who mediates? Ensure landlord/tenant education is widely available for participants and providers. Strategize for an effective communication strategy.

Look at your data/think outside the (red)lines: Use data to prioritize what landlords to target by unit type, location (transportation routes, near medical services, etc.), and site-specific needs (accessibility standards, on-site supportive services, etc.). Identify higher opportunity zones for targeted outreach and engagement.

Establish a LL advisory group: Engage current providers and develop a plan of action for leadership to support implementation and/or improvement. Include landlord(s) who can also be advisors and champions for the effort.

Recruitment and Retention: Action

Be specific: Specify your need and simplify the ask to landlords: # of units, size, requirements, etc.

Network: Contact referral sources, request they contact other landlords, act as referrals, etc.

Update inspection standards: Look for ways to simplify the inspection process without sacrificing quality. Review funding restrictions and requirements to communicate eligibility and standards.

Train: Establish minimum standards and training for all staff who engage with landlords. Make fair housing and anti-discrimination resources available and accessible to participants and providers.

Standardize: Implement tenancy and landlord tools like guidelines for home visits, how to read a lease, how to respond to a landlord complaint, etc. Create print, online, and video marketing materials.

Next Steps

- **Establish a LL Advisory Group**
  - **7-10 members**
  - **Property Management Companies**
  - **Private Landlords**

Moving Forward

- **Top 3 Action Items**
  - Housing programs in our community

  - Landlord education

  - Tenant education

  - Mediation and risk mitigation program

Resources and links

https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Landlord-Engagement.pdf

https://files.hudexchange.info/resources/documents/COVID-19-Landlord-Engagement-Reset-Your-Communitys-Critical-Partnerships-During-COVID-Response.pdf