Effective Rapid Rehousing in a Challenging Market: Landlord Recruitment

#### **Rapid Rehousing Highlights**

- Rapidly access clients
- Provides the minimum amount of assistance necessary to obtain and stabilize housing
- No prerequisites that postpone movement to housing
- Landlords are critical, partnerships are essential and most importantly, **EVERYONE** is housing ready.



#### **RRH : #FFXHousingchallenge**











### Key Points

LANDLORD RECRUITMENT

MARKETING TO LANDLORDS

FINANCIAL ASSISTANCE



#### Landlord Recruitment

It is imperative for RRH providers shift their thinking from a solely social one that incorporates a business oriented approach.

Landlords and management companies are in the business of reducing risk and maximizing return on investment.



#### Landlord Recruitment

Financial Barriers – Limited income and no savings

Tenant Screening Barriers –Issues of concern that may cause a landlord to reject applications for housing. Barriers may include evictions, late payments, poor credit history, and criminal backgrounds...BUT

#### **HOUSING IS STILL POSSIBLE!!!**



#### Landlord Recruitment

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.

Develop key selling points to promote the program

Diversify landlord recruitment (private landlords, property management companies, non-profit housing developers)

#### **Landlord Issues of Concern**

## Rent paid on time

Who can I call with issues of concern

Property Damage

Nuisance

#### **Financial Assistance**

Rental assistance is an extremely important in helping households retain their housing.

Not all households will require ongoing assistance.

Subsidies should be brief, so the funding can extend to as many households as possible.



### **Diversifying Financial Assistance**



#### Financial Assistance Using Community Collaborations





Consider partnering with your faith community Individual Donors – Family Sponsorship Programs

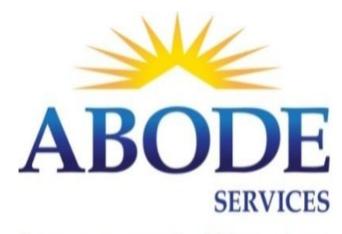




## Thank you!

#### Jerrianne Anthony, MPA Northern Virginia Family Service janthony@nvfs.org

#### RAPID RE-HOUSING HIGH-COST AREAS



Because everyone should have a home.

National Alliance to End Family Homelessness

Vivian Wan February 19, 2016

#### **ABODE SERVICES = HOUSING FIRST**

- Started as a "shelter provider"
- Adopted Housing First in 2005
- 30+ Housing Programs- 1,000 HH/ night
- Employee 30 Housing Specialists
  & 8 Housing Managers
- Administer \$15+ Million a year in housing subsidies



#### OUR "HIGH COST" RENTAL MARKET

#### • Expensive and increasing

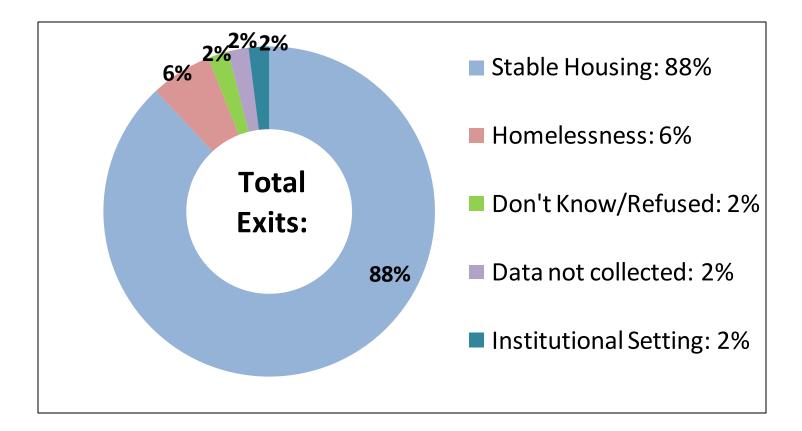
- Modest 1 BRs in San Jose typically \$2,300+
- Modest 1 BRs in Oakland typically \$1,400+

#### Competitive

- Landlords highly selective
- Apartments available for few days, at mos
- Landlords not always motivated to make repairs

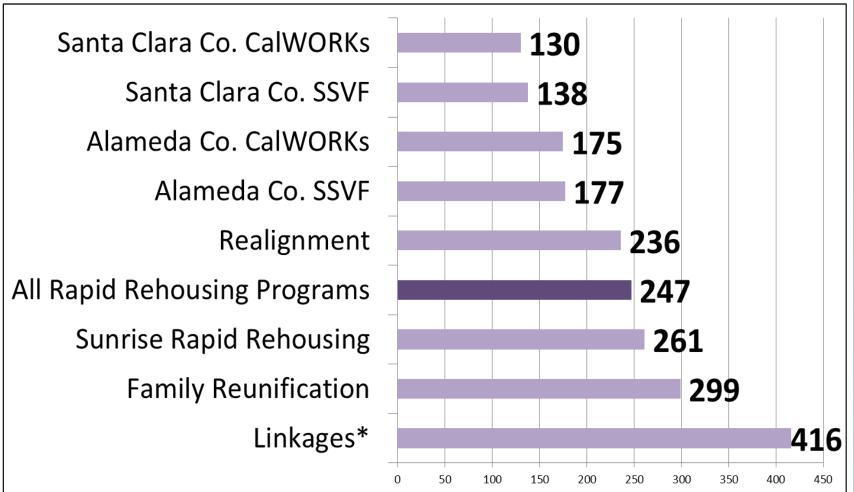


#### RAPID REHOUSING EXITS JULY 2011- DECEMBER 2015



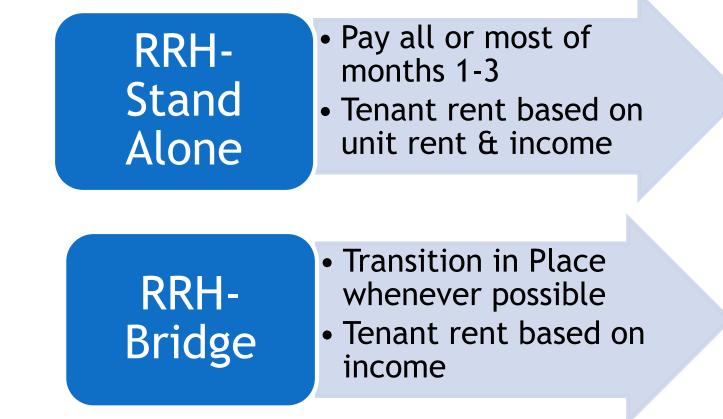


#### HOW LONG DOES IT TAKE? AVERAGE DAYS FOR EXITED PARTICIPANTS



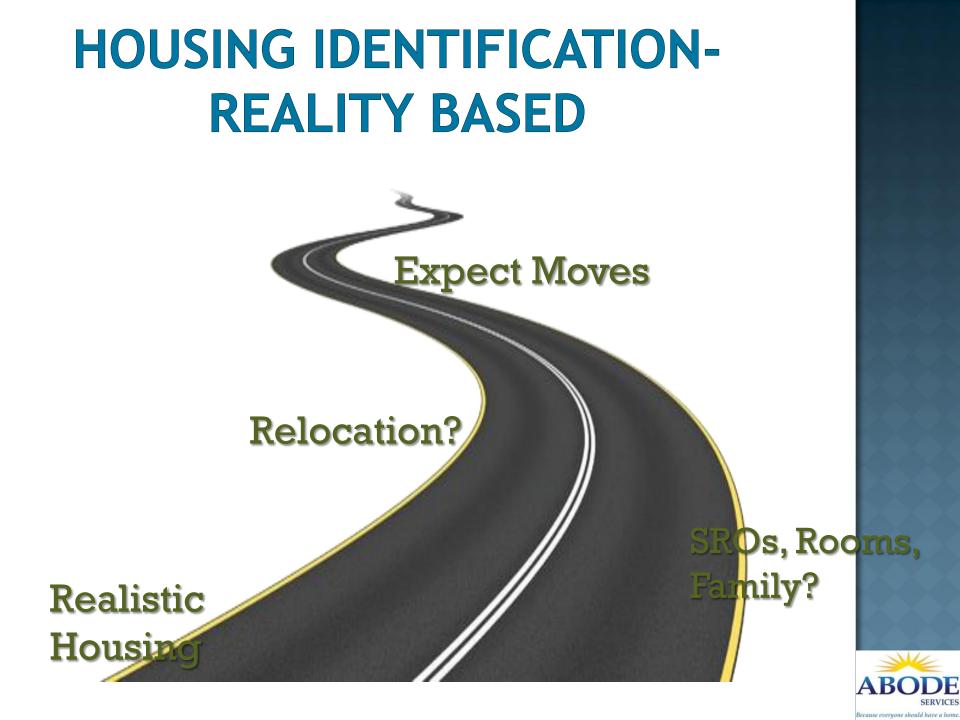


#### RAPID REHOUSING- TWO WAYS TO SUCCEED



HOMELESSNESS is the alternative
 > 95% of those living in poverty are housed





### **SELLING POINTS FOR LANDLORDS**

- Guaranteed Rent Payments- the rent check from us for the next XXX months
- Free Advertising- we can fill your vacant units
- Case Management and Housing Support-We will be there for you and the tenant
- Free Inspections- trained staff will help you maintain your property
- Security Deposits to mitigate risks



### INNOVATIONS-LANDLORD PROMISE FUND

#### Wrap-around support for landlord

- BEFORE: Signing Bonuses, Retention \$\$
- DURING: 24hr number, case mgmt, recognition clubs/ political support, renters insurance.
- AFTER: Risk Mitigation fund- pays for repairs over deposit and vacancy loss.



# FINANCIAL ASSISTANCE

- Housing Focused Staff-
  - Not only Housing Identification
  - Clear "Financial Communication"
- Ability to "close" on a unit quickly
- Housing "fast" funds- to take care of old debt other barriers
- Expect deeper support & upwards of 80% rent burden
- Double deposits/ flexibility in structure

CUT CHECKS <u>FAST</u>



#### REALITY FOR FUNDERS-LOCATION...SUBSIDY...SERVICES

- Deeper levels of subsidy- more expensive!
  More need for flexibility- limited housing choice
- Outcomes may be lower than national averages--- it is hard to survive in "wealthy" communities—STILL WORTH IT
   May be used as a bridge- and not stand alone intervention



### **IDEAS TO TAKE AWAY**



Rapid re-housing is possible in high cost areas

- Requires adaptation, realistic expectations from all stakeholders
- Risk Taking- lots of feelings
- Programs will need to:
  - Support moves
  - Cut checks fast
  - Dedicate housing staff



### RAPID RE-HOUSING HIGH COST AREAS



Because everyone should have a home.

If you would like more information, you can contact: Vivian Wan, Chief Operating Officer (510) 657-7409 x 212 vwan@abodeservices.org

# RAPID **REHOUSING IN** NEW MEXICO **RESPONDING TO THE NEEDS OF A RURAL STATE**



#### NEW MEXICO COALITION TO END HOMELESSNESS

Nonprofit corporation founded in 2000; now has 70 member organizations.

Manages the Continuum of Care processes for Albuquerque and the Balance of State, the New Mexico Homeless Management Information System (HMIS), and Coordinated Assessment.

Also coordinates local, state and federal advocacy.

Presentation by Hank Hughes, Executive Director

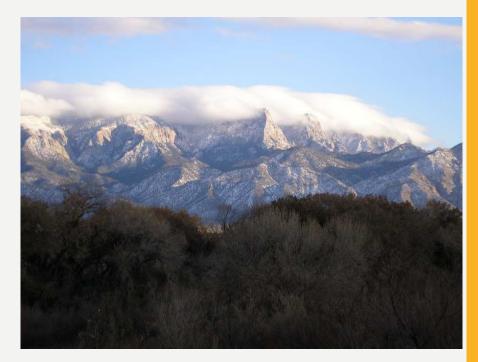
# **ABOUT NEW MEXICO**

- Small population in a large area
- 2 million people in 121,298 Square Miles
- Urban areas are Albuquerque, Santa Fe and Las Cruces.
- Rural areas have unique challenges
- Agencies serve over 8,000 homeless and formerly homeless people each year



## RAPID REHOUSING IN A RURAL STATE

- In many small communities the domestic violence shelter is the main or only agency serving homeless people.
- New Mexico therefore has many rapid rehousing programs at domestic violence agencies.



### RAPID REHOUSING FOR RURAL AREAS

- Many of our rapid rehousing programs are combined with homeless prevention.
- With no shelters in many small towns, people tend to double up more, and thus qualify for homeless prevention but not rapid rehousing.



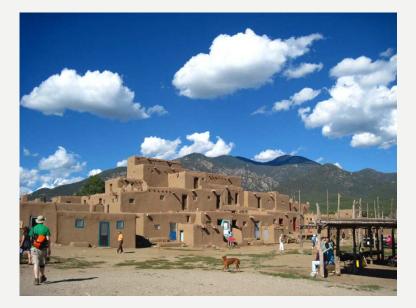
## RAPID REHOUSING IN A SMALL TOWN

- Landlord relations
- Housing quality
- Family influences



### CHALLENGES IN NATIVE AMERICAN AREAS

- Homeless Native Americans seek assistance in neighboring communities
- Overcrowded housing is very common in Native American Communities



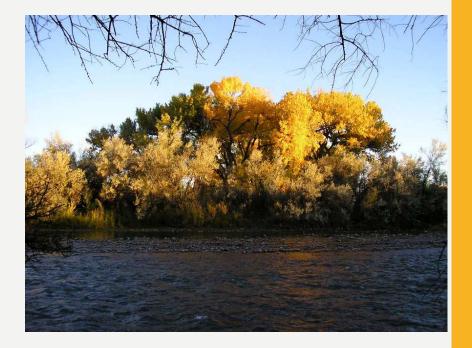
### COORDINATED ASSESSMENT FOR RAPID REHOUSING

- New Mexico has a Statewide
  Coordinated Assessment System
- Homeless people can be assessed at any participating agency including CoC and ESG funded agencies
- The assessment gives people a score that shows their relative need for housing
- Once assessed people are placed on a statewide housing list through the New Mexico HMIS



### COORDINATED ASSESSMENT How it works

- People who score in the middle of the vulnerability scale are deemed good candidates for rapid rehousing,
- The statewide list facilitates movement between communities.
- Victims of Domestic Violence can enter the Coordinated Assessment System anonymously.



### COORDINATED ASSESSMENT UNDER DEVELOPMENT

- We are still expanding out to the rural areas
- We are adding intake to coordinated assessment at mental health centers and health clinics



### **THANK YOU!**

