

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.

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.

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 inquiries 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: 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.