

# USING LOCAL PLAYERS TO RECRUIT LANDLORDS

*Build Local Consortiums as a  
Launching Pad*



# Objectives



- Task Force Approach and Community Buy In for Landlord Recruitment
- *S3 Housing Connect*
- Committee Composition
- Partnerships Encouraged
  - Local Public Housing Authorities
  - Rapid Rehousing Providers

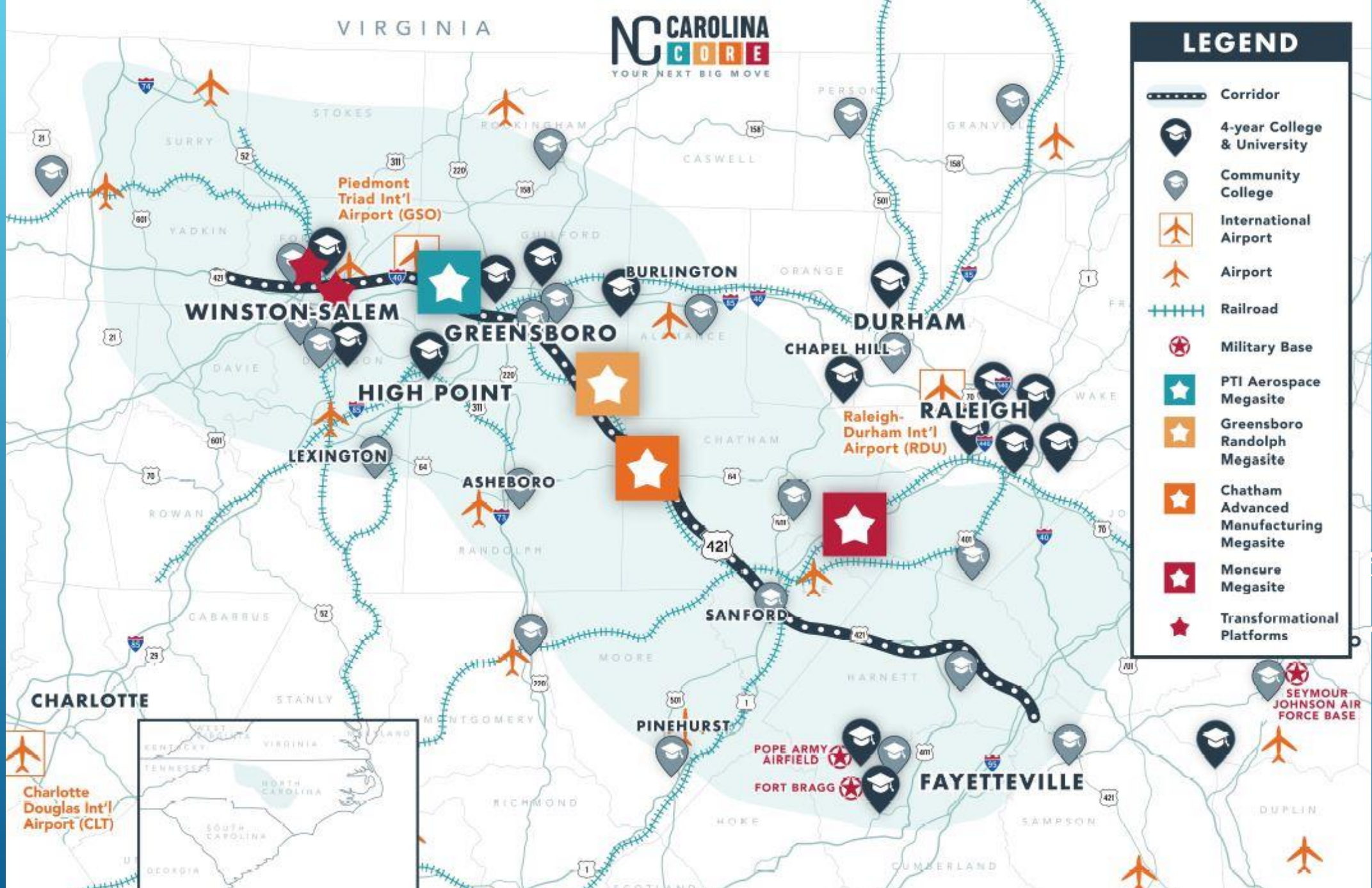


VIRGINIA

**NC CORE**  
YOUR NEXT BIG MOVE

### LEGEND

-  Corridor
-  4-year College & University
-  Community College
-  International Airport
-  Airport
-  Railroad
-  Military Base
-  PTI Aerospace Megasite
-  Greensboro Randolph Megasite
-  Chatham Advanced Manufacturing Megasite
-  Mencure Megasite
-  Transformational Platforms



# UNIQUE LOCATION

- Growth comes from surrounding metropolitan areas
- With larger city growth comes larger city issues
- Rent prices determined by proximity
- Rising costs of rent decrease affordable housing options
- Homelessness has increased and is more visible
- City elected officials and community agencies initiated Task Force Approach in 2017

# THE “SANFORD” APPROACH

- Dilapidated Building Condemned by City
- 22 people living in the building
- City of Sanford wanted to assist with their relocation
- Contracted with Rapid Rehousing Provider- Johnston Lee Harnett Community Action Agency and provided funding
- Consultant from North Carolina Coalition to End Homelessness Hired by City
- Community Meetings for everyone involved in local homeless population services- Non-profits, Churches, government, private citizens, etc.

# THE “SANFORD” APPROACH

- Community Meetings for Everyone involved in local homeless population services- Non profits, Churches, government, private citizens, etc.
- Task Force Applications Received- 21 Member- 13 voting, 8, non-voting
- Governance- Mission, Bylaws, Goal Setting
- Committee Structures
- Monthly Meetings for Task Force and Committees
- Momentum has continued since 2017

# THE “TRUE” WORK - COMMITTEES

Role- Provide expertise to focus on specific, attainable goals and issues related to homelessness

- Community Engagement
- Data and Metrics
- Housing
- Low Barrier Shelter
- Resource Development
- Service Provision



# HOUSING COMMITTEE GOALS

- Increase the availability of and access to affordable housing for individuals and families exiting homelessness.
- Expanding Opportunities for Rapid Rehousing and Permanent Supportive Housing
- Develop Landlord Engagement and Retention Strategies
- New Construction- Affordable Permanent Housing



Landlords Wanted

# ***S3 HOUSING CONNECT HOMELESSNESS TASK FORCE***

# LANDLORD RECRUITMENT

- Be Creative!
- Places for Recruitment:
  - ❑ Eviction Court
  - ❑ Obituaries (but be respectful)
  - ❑ Super Stores- Walmart, Lowes, Home Depot, Builders Supply, etc.
  - ❑ Local Realtor Associations
  - ❑ Existing Landlords
  - ❑ Local Lists through Public Housing Authority and Section 8

# THE LOCAL HOUSING AUTHORITY CAN BE YOUR GREATEST ALLY IN ENDING HOMELESSNESS IN YOUR COMMUNITY



# LOCAL HOUSING AUTHORITY ASSISTANCE

- Executive Director has participated in task force since inception
- Preference for homeless clients
- Sharing of landlord resources
- Application awarded by NC Housing Finance Agency to renovate a vacant building – 5 units for the homeless
- Partnership with City for Community Development Block Grant Funds- same redevelopment project
- Total Grant between two awards- approximately \$1.2 million


# GOOD MATCHES TAKE WORK



# TREASURE YOUR LANDLORD RESOURCE OR ELSE...



# TOOLS OF ENGAGEMENT

- Offer the program requirements as added benefits
    1. I'll contact the tenant if you are concerned about noise, unit damage, or even loud music (case management)
    2. I will be involved for a full year You get the tenant and me as an added bonus. (program requirement).
    3. If this" just ain't working", I will arrange for the tenant to move and avoid an eviction for you both. This is called the managed exit (case management, mediation and housing search)
  - Listen to your landlords and address their concerns even if he answer is no
  - Reward, recognize and praise as often as is possible
- 




867-5309

777-9311

800-CALL-ME

Whatever your number ... Be available to your landlords. Tenants will age out but landlords do not.

A decorative graphic consisting of several parallel white lines of varying lengths and thicknesses, arranged in a diagonal pattern from the bottom right towards the top right of the slide.

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