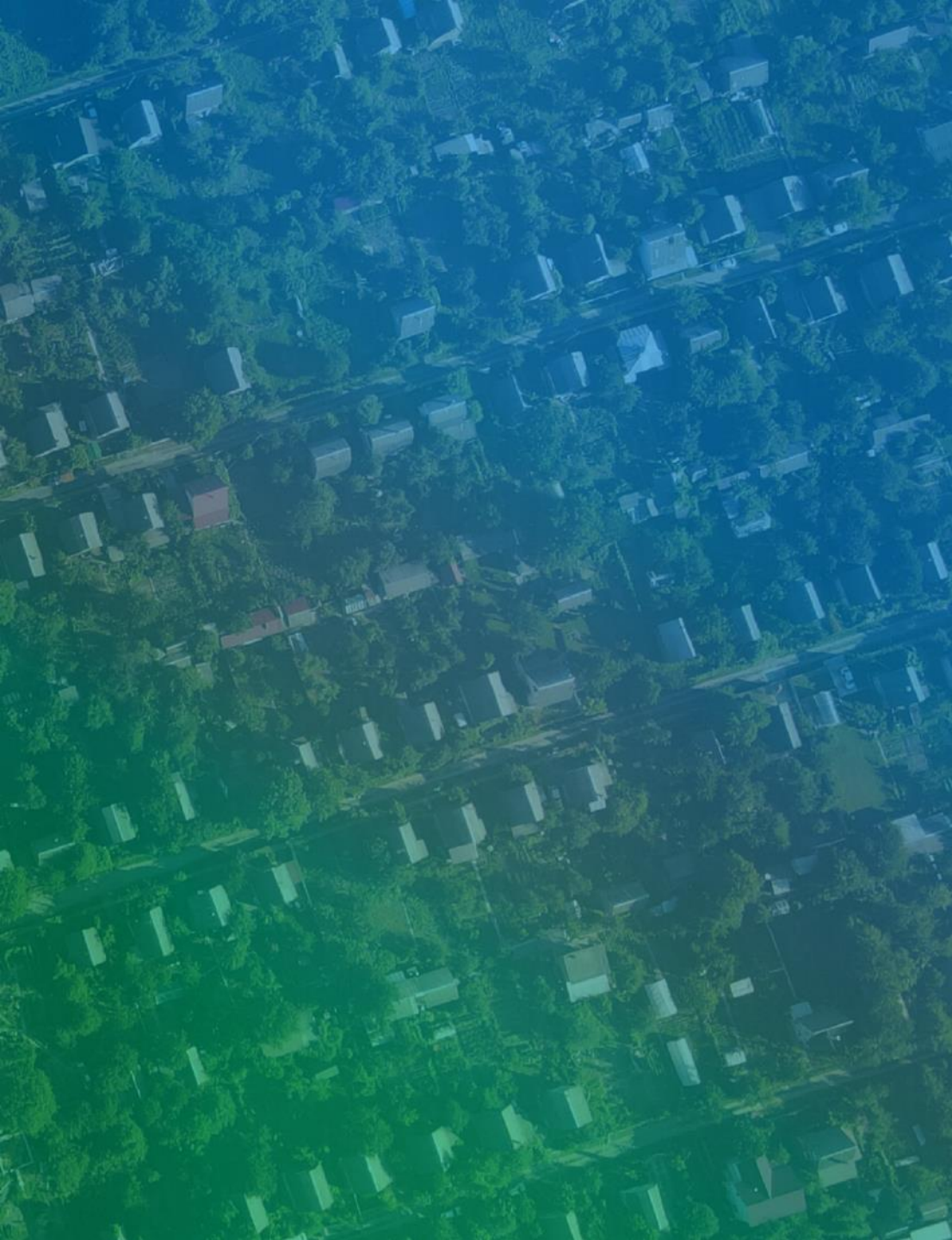


Housekeeping

- You will be muted throughout the webinar unless invited to unmute yourself.
- Questions can be entered in the Q&A section throughout the presentation and will be addressed at the end and at intervals during the webinar.
- This webinar is being recorded and will be posted on the HUD Exchange website at a later date.





HCV Landlord Engagement Strategies and Incentives during COVID-19



Agenda

- Introduction
- Landlord Challenges during COVID
- Funding
- Tools for PHAs
 - Financial incentives
 - Operation incentives to benefit landlords
 - Outreach



Introduction

- Landlords are essential partners of the HCV program
- Engaging with landlords is more challenging during COVID-19 pandemic
- Training goals:
 - **To better understand:**
 - Concerns of landlords in your service area
 - Eligible uses of CARES Act administrative fees and FY 20 administrative fees
 - Financial incentive options that may improve landlord participation
 - Inspection flexibilities and technological enhancements that make doing business with PHAs easier for landlords



Landlords in Your Service Area

- Before adding landlord incentives or shifting focus of landlord incentives, consider how pandemic continues to influence landlords.
- You may have heard from landlords about some challenges and concerns.
- You may have learned about some challenges and concerns through community meetings, local media, etc.
- Specific landlord challenges and community concerns should affect additional or shifts in landlord incentives.



Examples of COVID-specific Landlord Concerns

- Frustrations with federal, state, and local eviction moratoria
- Lack of understanding of eviction moratoria
 - When it is still legal to evict tenants?
- Concern for health and safety of tenants
- Inability to complete routine maintenance due to social distancing
- Struggle with mortgage payments on rental properties



Poll

- What is the primary concern you have heard from landlords in your service area during the pandemic? (select one)
 - Frustrations with federal, state, and local eviction moratoria
 - Lack of understanding of eviction moratoria
 - When it is still legal to evict tenants?
 - Concern for health and safety of tenants
 - Inability to complete routine maintenance due to social distancing
 - Struggle with mortgage payments on rental properties
 - Other



Examples of Ongoing Landlord Concerns

- Tenant's inability to pay for tenant-caused damages during move-out
 - Loss of rental income while awaiting initial inspection
 - Burden of recurring inspection and annual re-examination
 - Lack of PHA support in resolving landlord-tenant conflicts
 - Amount of paperwork and steps in the HCV lease-up process
-
- Poll: These may be heightened or lessened during pandemic. Have you noticed a change in level of landlord complaints or concerns in this area? (Yes or No)



What Your PHA Can Do

- Based on HCV family needs and landlord concerns, your PHA may want to consider using CARES Act funds to enhance or develop landlord incentives.
 - **Monetary incentives:**
 - Vacancy loss payments, security deposits, damage claim funds, signing bonuses
 - **Other incentives:**
 - Upgrade customer service tools, develop landlord-specific materials, invest in an online portal, improve webpage design to be more user-friendly, etc.

REMINDER

CARES Act admin fee funds can be used to retain and support owners/landlords

PIH Notice 2020-18 <https://www.hud.gov/sites/dfiles/PIH/documents/pih2020-18.pdf>



What Your PHA Can Do (cont.)

- Based on HCV family needs and landlord concerns, your PHA may want to communicate with prospective landlords about HCV program financial benefits that may be particularly enticing when many families are losing income and ability to pay rent.
 - Ex.: monthly HAP payment, ability for PHA to adjust HAP and tenant portion of rent when family income changes, etc.



An aerial photograph of a dense residential neighborhood, showing numerous houses with dark roofs and light-colored walls. The image is overlaid with a semi-transparent color gradient that transitions from a deep blue at the top to a vibrant green at the bottom. The text 'Financial Incentives' is centered in the middle of the image in a white, bold, sans-serif font.

Financial Incentives

Section Outline: Financial Incentives

- Signing and continuity bonuses
- Vacancy payments
- Referral bonuses
- Damage mitigation funds
- Security deposit assistance



Signing and Continuity Bonuses

- Signing bonus (new owner and new unit)
 - Flat fee paid to new and existing HCV landlords for renting units that have not had HCV tenants before
 - Best for landlords hesitant to join program or expand HCV portfolio
- Continuity bonus
 - Goes to landlords whose units are being vacated by an HCV tenant who re-rents to another HCV tenant
 - Helps retain landlords considering renting to market-rate tenants and who may not have had a positive experience with previous HCV tenants



Example: Memphis Housing Authority (TN)

- Created an owner incentive payment for new units
- Incentive applied to new and existing owners
 - Unit must not have had an HCV resident for at least 30 days
- \$700 for special purpose vouchers (FUP, Mainstream, VASH)
- \$500 for regular HCV
- Brought in new owners during COVID-19 pandemic



Example: Boston Housing Authority (MA)

- Implemented incentive for all new leases for homeless families and individuals in July 2020
- Outreach:
 - Started more than 1 month before implemented on July 1
 - Marketed through mailing lists, shelters, city agencies, real estate board, large management companies and through BHA website
- One-month contract rent to landlord for leasing to homeless HCV households
- Budgeted \$1M of CARES Act admin fee funds
- 300+ new leases with the incentive
- Most went to housing homeless families
- Most of incentive budget spent July–December 2020



Vacancy Payments

- PHA pays missed rent due to lease-up process to landlord
- Mitigates landlord concern of losing money due to HCV bureaucracy (including inspections process)
- Can overcome initial fears of participating in program
- May be helpful for PHAs with long lease-up times who are unable to immediately reduce those lease-up times



Referral Bonuses

- Usually a small bonus (e.g., \$100) to a landlord who successfully refers another landlord to HCV
- Inexpensive way for landlords to work as ambassadors for HCV program
- Allows PHAs to track where referrals come from



Damage Mitigation Fund

- Essentially an insurance fund for tenant-caused damage to unit beyond what a security deposit covers
- Often created in partnership with a state or local government
- Assuages fears of new owners around misconceptions that HCV participants are bad tenants
- Should be simple to administer and should pay out owners quickly after a verified claim
- Does not cost PHA anything until a claim has been verified
 - Little to no cost the first year
 - PHAs may choose to have tenants repay damage claims



Security Deposits

- Many new voucher recipients cite lack of deposit for a reason why they are not able to lease-up
- PHAs can provide one-time assistance or revolving loans for tenants for security deposits, application fees, or other moving costs
- Can be paid directly to landlord by PHAs
- Should be paid at lease signing, not with first HAP, for landlord security



Example: Municipal Housing Authority for the City of Yonkers (NY)

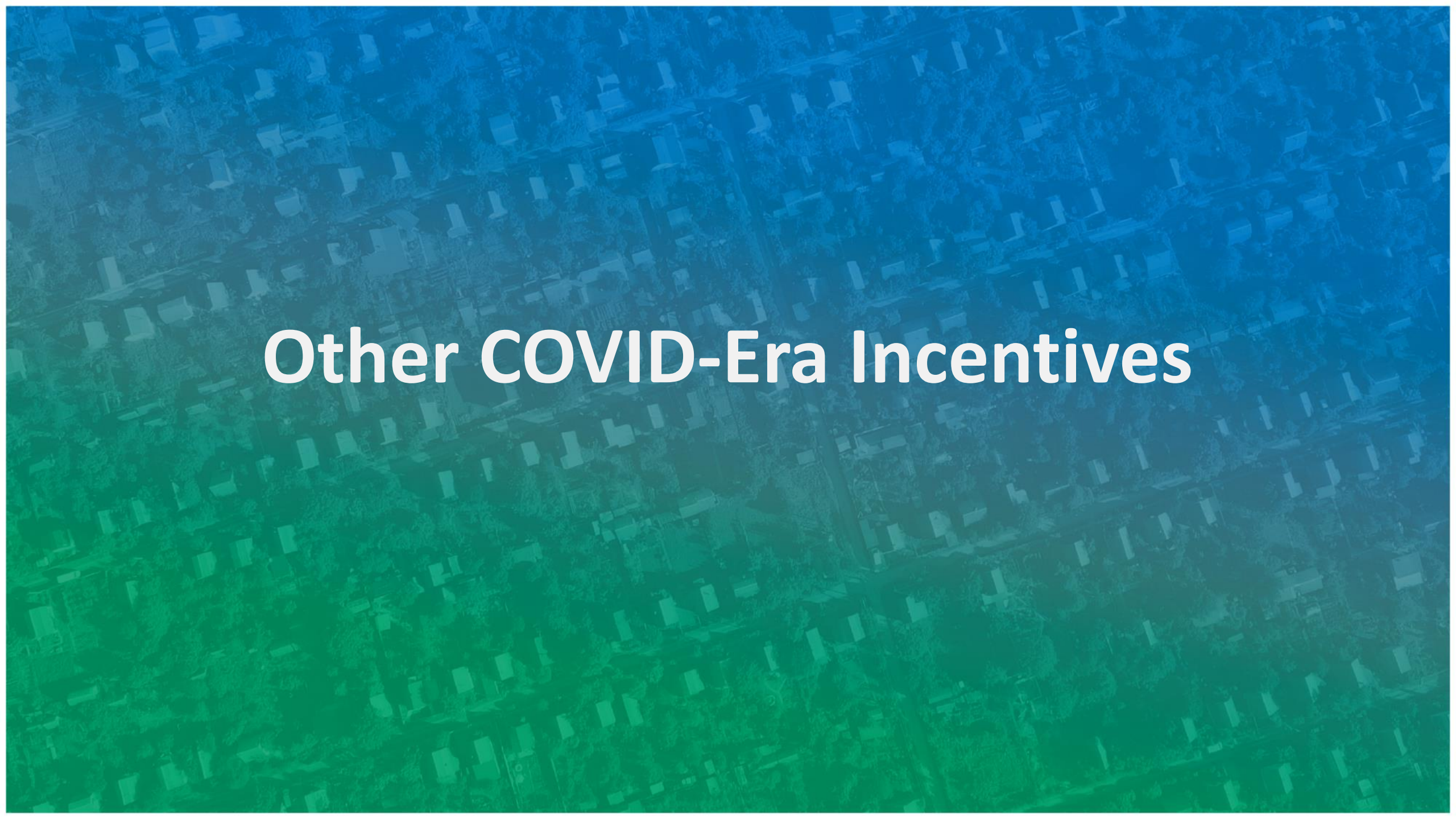
- To eliminate barriers to HCV households, MHACY covered:
 - First month's rent
 - One month security deposit up to payment standard
 - Broker's fee up to payment standard
 - Broker's fee prorated based on how long it took to secure a unit
- Incentive only for new voucher holders
- Implemented incentives beginning in October 2020
- Most widely used with TPV households
- Outreach: TPV relocation coordinator let participants know about incentive



Polls: Financial Incentives Added during COVID

- Has your PHA added or expanded a financial incentive for landlords during COVID-19? (Yes or No)
- If yes, is your PHA using CARES Act funds to pay for this incentive? (Yes or No)
- If yes, which category of financial incentive? (Select all that apply)
 - Signing and/or continuity bonus
 - Referral bonus
 - Vacancy payment
 - Security deposit assistance
 - Damage mitigation fund
 - Other



An aerial photograph of a city, showing a dense grid of buildings and streets. The image is overlaid with a color gradient that transitions from a deep blue at the top to a vibrant green at the bottom. The text 'Other COVID-Era Incentives' is centered in the middle of the image in a white, bold, sans-serif font.

Other COVID-Era Incentives

Section Outline: Other Incentives

- Inspections
 - Streamlining and enhanced flexibilities
- Technology
 - Enhanced use and availability



Inspections

- [PIH Notice 2020-05](#) and [PIH Notice 2020-13](#) waive requirements 24 CFR §§ 982.305(a), 982.305(b), 982.405 requiring passage of HQS before initial inspection
 - PHAs may rely on owner certifications
 - Must conduct inspection on unit “as soon as reasonably possible” and within 1 year
 - PHAs may adopt NLT exceptions and let tenants move in before HQS is fully passed
 - Extension up to 60 days to repair NLT fail
- Remote certifications via video
 - Landlord or other party can hold phone conferencing
 - Inspector can direct person onsite



Example: Memphis Housing Authority

- MHA took advantage of COVID and pre-COVID flexibilities to:
 - Pause annual inspections
 - Allow owner self-certification of re-inspections
 - Implemented a second re-inspection instead of forcing a tenant move



Technology

- Portals
- Video conference
- Digital signatures to avoid scanning
 - E.g., DocuSign, Adobe signatures
- Online and pre-recorded video briefings for tenants and landlords
- Reduce time that landlords spend interacting with PHA



Example: Municipal Housing Authority for the City of Yonkers (NY)

- Implemented rent café and owner portal to allow landlords to execute most functions through the portal
- Revamped website and provide almost daily updates to community on social media
- Conduct regular virtual town hall meetings
 - Including heads of city agencies
- Developing new marketing materials aimed at landlords
 - Includes current HCV landlords' perspectives



Example: Memphis Housing Authority (TN)

- Moved landlord webinars and briefings online
 - Webinars every 2–3 months on myriad issues
 - Annual landlord symposium is online this spring for first time
- Implemented owner portal in spring 2020
- Portal rollout included MHA–created tutorials
- Increased landlord communication to keep them informed of changes and new initiatives
 - Via email, social media, newsletters, and website
- 90% of owners use portal after less than 1 year since rollout
 - Significant decrease in owner calls and emails



More Resources

- HUD HCV Landlord Resources Page
 - https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord
- The Monetary Incentives and Reimbursements Funds Chapter of the HCV Landlord Strategies Guidebook for PHAs will be posted very soon!
 - https://www.hud.gov/program_offices/public_indian_housing/programs/hcv/landlord/
- Sign up for HUD's landlord mailing list to get notified about this and other resources or events.
 - <https://www.hud.gov/subscribe/signup?listname=Landlord&list=>



Additional Questions

- Send TA service requests to hudcc.trainings@iem.com
- Subject line: PHA COVID-19 TA Post-training Follow-up Question
- Include in body of email:
 - Requester name
 - Requester PHA
 - Training topic (include training attended)
 - Specific issue and/or question (be brief)
 - Email and phone number



Thank You

