

Landlord Incentives:

Tips and Tools for Implementing Landlord Incentives during the COVID-19 Pandemic: What PHAs May Want to Consider



This informational handout provides guidance for Public Housing Authorities (PHAs) administrating a Housing Choice Voucher (HCV) Program and planning on providing landlord incentives during the COVID-19 pandemic. Incentives payments to new or existing landlords help expand housing to eligible tenants. In the current environment, not paying incentives may limit available housing for tenants.

Program Outreach

Plan for landlord outreach events. Consider the following questions:

- How often will you hold outreach workshops?
- What type of workshop (e.g., orientation, expansion, customer service, partnership) will you hold?
- Where will you advertise the workshop?
- With whom do you need to partner?
- How will you conduct the workshop (e.g., virtual, face-to-face, or a hybrid model)?
- What materials or resources are required?
- Who will conduct the workshops?
- How will you communicate the incentive opportunity?

Emergency Response Plan

Because CARES Act funding is limited and has an expiration date, understanding the potential financial burden to sustain a landlord outreach program is critical. Questions to consider:

- How much CARES Act funding will you make available to make incentive payments to new or long-term landlords?
- Will you be able to continue incentive payments after CARES Act funding has been expended?
- Will the outreach program become a fixed program to be funded in the budget? If so, how many landlords will be funded annually?
- Will landlord outreach require a full-time staff person on a permanent basis?
- What supplies and resources will you need in addition to staff time (e.g., technology, paper, space, data)?
- How will you measure the success of the program?
- If you are ready to apply for the **Moving to Work** Cohort 4 round, are you ready to include the required components and provide landlord incentives?

Technical Considerations

Not every PHA may be ready to support work-from-home or paperless environments to deliver workshops through a variety of venues. Additionally, PHAs may lack the technical infrastructure to support the program side with virtual initiatives. Consider the following questions:

- Will you be able to run large WebEx sessions?
- Is your chosen communications method (Zoom, WebEx, MS Teams, etc.) easy and user-friendly?
- What are the fees for license and registration?
- Do you have a stable platform that can run your technology (e.g., fiber versus Wi-Fi)?
- Do you have broadband and data-stream power for virtual presentations for up to 1,000 participants per session? If not, how much will an upgrade cost?
- Is your website secured with adequate firewalls to prevent malware exposure when providing documents for the public or email links?
- Do you have a technical support system or partner in place?
- Do you have the equipment needed, or will an upgrade be required?
- Do you already have a social media presence?
- Have you stepped up security and defense protocols to protect against malicious attacks from outsiders?

Helpful Tools and Links

- PIH Notice 2021-03 (Request for Applications under the Moving to Work Demonstration Program for Fiscal Year 2021: COHORT #4 – Landlord Incentives)
<https://www.hud.gov/sites/dfiles/pih/documents/2021-03pihn.pdf>
- PIH COVID-19 Frequently Asked Questions and Responses Relevant for HCV Landlord
<https://www.hud.gov/sites/dfiles/pih/documents/covid-faqs-hcv-landlords.pdf>
- HUD letter, August 4, 2020
https://www.hud.gov/sites/dfiles/pih/documents/cares_act_spending_final.pdf
- Office of Housing Choice Vouchers
https://www.hud.gov/program_offices/public_indian_housing/programs/hcv
- HCV Landlord Guidebook – Education and Outreach
https://www.hud.gov/sites/dfiles/pih/documents/llguidebook_education_outreach_full_chapter.pdf
- Landlord Engagement and Recruitment Desk book -
<https://www.hud.gov/sites/documents/landlord-deskbook.pdf>
- Landlord Engagement and Recruitment – Additional Resources
<https://www.hud.gov/sites/documents/landlord-resource.pdf>