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.

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: 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.

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.