GILLIAN MORSHEDI: Going to-- oh, thanks, Laura. We're going to have Danielle kick it off before we dive into the actual specific continent landlord incentives. Oh, you can go back to the first slide, Laura. Thanks. Danielle, do you want to go ahead and introduce yourself and--

DANIELLE GARCIA: Yeah, absolutely.

GILLIAN MORSHEDI: --let folks know some of the cool updates you have for us.

DANIELLE GARCIA: Yeah. Sure thing. So thanks, everybody, for tuning in. We are-- so again, my name is Danielle Garcia. I'm running the EHV program. So I wanted just to provide some background context and then some opportunities for you to consider as you're going through this webinar series.

So one is if you are under 20% utilized, our EHV research team either has been or will be emailing you to identify the root cause of any low utilization. And so far, based on responses, we've gotten about 60% of responses so far that are saying that there is high shortage of housing inventory, right? That's no surprise.

I think right now, given the market, we are strongly aware that we are having trouble with landlord participation and lack of housing stock. And based on all of these responses, we created this webinar series to help you navigate through all of these barriers and see what other housing authorities and what our providers are doing to try to address these types of challenges and give you some ideas for consideration.

I think the big thing, as you're going through this webinar series, is we have lots of technical assistance that we can help you navigate through these challenges. So through these presentations, if anything is resonating with you that you really need help beyond this landlord engagement webinar series, please reach out to us. Our EHV website, hud.gov/ehv, if you click on that page and scroll to the bottom left corner of the page, there's a link where you can request technical assistance. I'll also throw it in the chat here in a bit.

One other flag for you all is that we have a dashboard that showcases the service fees and admin fees for EHV. We know how important all of these service fees are for your success and even some of these landlord incentives that you can create to help incentivize landlords to participate. One thing we want to flag, though, is that we're not seeing very strong reporting in this dashboard.

Right now, it's only showing about 11% of service fees have been expensed. And I know it's like there's a two-month lag. But it is important to paint the right picture of how you're using the service fee, especially since we're getting questions from the Hill asking if these service fees are helping you all. And we know that they are. So we just want to have that strong argument of all the great things and how you're incentivizing and being creative with the dollars that were provided.

One final note is that we are drafting a notice [AUDIO OUT] reallocation. So again, we strongly encourage you to seek technical assistance. We're here to help you and we really look forward to seeing you succeed, and we're very excited that you tuned in to participate in this webinar series. And so with that, I'm going to turn it back to home base.

GILLIAN MORSHEDI: Thanks so much, Danielle. I'm glad you were able to be here. I appreciate the announcements and the reminders and the head's up on some of that. So, yeah, again, I'll kind of re-welcome everyone to-- before we-- as we launch in-- and Lori, you can go to the next slide now. Thanks for holding for a sec. So we just want to go over a few logistical points and we have a couple of quick housekeeping things we're curious about before we dive into the content this morning.

But I just wanted to let your folks know, hopefully, you've got the recording announcement when we started recording, that we are recording this and we will be sharing the recording on the HUD EHV website, which, as Danielle just mentioned, is hud.gov/ehv. So we will be sharing the recording as well as the slides. All of you, because we have a good sized participant group, everyone is muted. If you're having trouble, hopefully, you can see this at least connecting.

And if you can't, you're having issues with audio, you can dial in with the number, the numbers that are provided there. And Lori, I don't know if you're able to put that in the chat as well just in case. Thanks so much. We have a Q&A box available for you. So a lot of you have been using the chat already, which is great. If you look at the menu at the bottom of the Zoom as well, there's a Q&A box where you can submit questions throughout our presentation for either Nicole or I, who will be presenting.

But also, we've got a few folks from HUD on, so if you have questions for us or HUD, you can use the Q&A box to submit those at any point during the presentation and we'll have time at the end to get to as many of those questions as possible. And then also, we hope you'll continue to use the chat as well, because we have that open for folks as well. You can share your thoughts in response to what we're presenting, especially if you have-- thank you, Lori, for the audio info if anyone needs to call in. That's in the chat now.

But continue to use the chat to share your thoughts and experiences on EHV the implementation. If you have reactions to what we're sharing or if you have implemented any of the ideas that we shared during the presentation, it'd be great for your colleagues on the call to see your feedback and your input as well in the chat, so please use both the chat and the Q&A box throughout. So this is a overview of this webinar series.

I did not mention that this is a series and this is our second webinar in this four-part series. So the previous webinar, which again, the recording and slides, if they're not already available, will be on that website was looking at system level approaches to landlord and unit engagement, including how to assess your local market. Today, we're going to be talking about landlord incentives. And then on July 12, we'll be looking at marketing outreach and landlord retention strategies.

And then we have a final fourth session that we're still deciding on based on your feedback and what to cover during that session. So if we move to the next few slides, we're going to have a couple of poll questions, and some of that we'll be getting at what you're hoping to hear from us. So before-- if y'all could take a moment to fill out-- we're curious who's all on the call.

If you would consider your role best described as housing authority, the voucher program administration, if you're on the CoC or other housing provider operation side of things, if you're doing kind of client facing, housing navigation, or case management working with clients, if you're more on the housing search or landlord engagement side, especially so more like the landlord facing side. And if none of those quite fits what your role is how you describe it if you'd select other, then you can put in the chat.

And it's asking folks this for a couple of reasons. One, so we know who's on the call today as we're presenting, but also, we're going to shift to another question in a second and this will help us with that. Lori, if you're able to make that public, so folks can kind of see. We can get a chance to see where folks are at, so you can vote directly in the poll and we can see. OK, great.

We've got, over half of you are on the housing authority voucher program administration side. We've got a few CoC and other housing providers on, and then a mix of housing navigation, housing search, and then some others, which I appreciate you all sharing in the chat. When you're fitting in the others, you can get a sense, thanks, Lori, of where folks are at. And then we have another poll question.

I mentioned that we have a fourth-- that we'll have a fourth webinar in this series, where we're still trying to figure out, based on what you all most need and want to hear about. We'll be building the content based on that. So if you could vote in this poll, that'd be hugely helpful to let us know which housing search and landlord engagement topics you'd like to hear more about. So we have here, landlord engagement for special populations, like youth or folks fleeing domestic violence or other populations.

If you want to learn more about shared housing, using vouchers for shared housing, that's another option. If you want to hear more about how to support households through the housing search process, that's another one that we've been hearing about. And then if there's something else, it's not one of those three, if you could, again, put that in the chat. If you select other and then put it in the chat, that would be really helpful for us. And we'll use all the input from this and the other webinars that we're hearing to build out that fourth topic.

And Lori, you can go ahead and share the results of that too as people keep voting. You can get a sense of what each other is looking for.

Thanks. All right, so we're seeing a mix, although the most of the people who are voting are saying supporting households through the housing search process. Great. If you want to provide any other details about your answer, like if there's something specific about supporting households through the housing process you want to put in the chat, feel free to do that as well.

Thanks, everyone, for participating. We have one final slip poll for you. It's a quick one, and then we'll get into the content. So this is, again, because this is the same. The date we have planned for that is July 26. We want to get a sense of people's availability. So if you are planning to attend the National Alliance to End Homelessness conference, which is the week of July 25, if you can let us know here, we'll just leave this open for 10 or 15 seconds to get a sense of people's availability for that last session, that'd be great.

And then you're all are off the hook for answering questions and you can shift asking us. OK, thank you all so much. OK, great. I appreciate that. That's really helpful for us. Thank you all so much. All right, so I appreciate you all participating in those polls for us. We're going to move into the content for this session at this point. And again, remember, as we're going through the slides, please feel free to put questions into the Q&A box and continue to chat with each other in the chat.

But if you have questions for us, it's easiest to be put in that Q&A box and that makes sure we won't miss it in the flurry of the chatting. All right, so today's session, we're going to talk about providing incentives to private market landlords and, particularly, the things we're going to cover are: making sure that folks have a better, have a good understanding of the range of landlord incentives you can offer. I think that phrase is somewhat familiar to folks, but the details of it are what we're going to kind of dig into a bit.

We want to help you all and those in your communities understand how to determine what types of incentives might work for your program or your community, specifically your EHV program, but also, you could think about it more broadly, if that's helpful. And then we're also going to go over some tips and some kind of considerations that are useful for actually getting started, if you want to actually create a landlord incentive program, ways, things to think about in order to kick that off.

So we're going to start off with an overview of landlord incentives, looking at what it means, what they can look like. So what we mean kind of broadly, just in the most general sense, when we're talking about landlord incentives, is there are resources that are available to really persuade or encourage property owners and property managers, those that have rental units available in the private market, to participate in voucher programs or other housing programs.

So we're just trying to-- we're thinking about, in general, resources that we have available to incentivize landlords to participate in our programs. And of course, they're particularly useful in really competitive rental markets, which I'm sure many of you are in, where landlords have a lot of freedom to be highly selective of who they want to rent to and so, therefore, can be a little bit reluctant, sometimes very reluctant to take on any kind of perceived risks or unknowns.

So landlord incentives can be useful everywhere, but that's particularly in really tight housing markets, where landlords have a lot of freedom to be selective is where they can be most impactful. So in terms of laying out some of the basics of what labor incentives can look like, we have here a couple of different categories just to help us orient. So the first, that blue box, has landlord bonuses or incentives. So I think this is what many people think of when we talk about landlord incentives.

This is essentially kind of framed it here as paying for participation, incentivizing landlords with just financial payments to actually rent to households that have EHVs, for example. So these are usually one-time payments that are made directly to landlords. They can be per landlord, they can be per unit. Usually, they're at the point that a household is leased, is actually leasing up. So once they've signed a lease with one of our participants, that's the point at which they are eligible to get this payment.

And of course, again, they usually are just one time payments at lease up, but communities will go into more details. You can also offer additional bonus payments for lease renewals or referral payments for referring other landlords, things like that. The second category we have here, we framed as landlord support funds, but they're often referred to as damage funds or risk mitigation funds. And there's a couple other kind of names that we'll cover in some examples here of what these can look like.

But this is rather than an automatic one time payment for a landlord, this is more like money that's set aside to repay landlords for losses that they might incur as a result of usually damage beyond wear and tear or terminated leases. So for example, for the wear and tear piece, if it's above wear and tear, but it's beyond what a security deposit might cover, you might have some funds available to reimburse landlords for those kinds of costs.

And the way it kind of works is landlords basically submit claims with documentation, usually when a tenant moves out. But you can kind of orient them or you can build them however you want, but usually, it's when a tenant moves out. Typically, they're capped at a certain amount per unit or per claim and there's some sort of process in place. But again, it's money that's set aside just in case, and often, can be referred to as risk mitigation or damage funds, might be the most typical phrases you've heard.

And then finally-- so that's another category. And then the final category I wanted to talk about is not actually-- some of which are-- the last financial incentive, excuse me, is funds to cover things like costs for bringing units up to HQS standards, for example, or to otherwise improve the units themselves, and then things like holding fees for landlords to keep units open, security deposits, helping cover application fees, and other related costs.

So some of these are more funds that would go, not necessarily to the landlord themselves, but can still help the financial incentives. Because if landlords are concerned about the ability of a potential tenant to cover these costs, that can be an incentive for them as well if we're able to provide those financials. So this is the kind of types of financial incentives, the big categories.

And then on the next slide, there's another set of potential incentives that are not financial incentives, but we want to cover both, because these can also be really helpful in persuading landlords to or encouraging landlords to participate. So here, we have things like application processing. So in this case, anything that can streamline or help the application process along, either so that it's simpler or that the landlord is not responsible for doing any piece of it.

So you're kind of taking on some of the responsibilities, so housing authority or partner agencies could can handle tenant screening process or the application process itself. This, of course, requires landlords to trust the partners that are offering to do this. And so some of this might be more incentivizing for landlords to have some sort of relationship or experience with the program, but certainly, something that can be really useful in terms of streamlining the process or taking some of those pieces off the plate and the landlords.

And it's likely more appealing to small landlords who maybe don't have-- not giant property managers who often have these things in place, but can be really appealing to smaller landlords, especially folks who have one unit or one thing to rent. Call support is another type of incentive. This could looked like a direct line to some staff, especially case management, in case something comes up with a new tenant. It really is allowing for-- can allow for a really quick response to concerns that a landlord might raise or if there's an urgent situation.

So having 24/7 availability is ideal, but there are certainly programs that set up this kind of support available for landlords that isn't 24/7. But that can be really helpful in terms of incentivizing landlords who might be a little bit cautious to participate.

Mediation services are sort of similar, so they're not necessarily-- they can be immediate or in response to urgent issues, but they're essentially just any kind of support with resolving disagreements, whether that between tenants, whether they're program participants or a program participant and another tenant or with a tenant and a landlord. So essentially, offering support to help resolve disagreements that might come up.

And this can be combined with things like offering education of any kind or training or resources for tenants on their rights and responsibilities, sort of being good neighbors, being good tenants, that sort of thing. We've also got a category here called property improvement services. So again, this is a little bit of a flip side to the coin of the damage funds or the landlord support funds or risk mitigation.

So the idea here is rather than necessarily paying for repairs, you might have a maintenance or repair crew of some kind who can actually come onto the property and make fixes, especially minor fixes. And this can be either at the end of a lease term when a tenant moves out or it could be during the course of the lease. So as things come up, it can be a nice service to offer to a landlord, that we have a crew available that's complimentary to you that can come in and fix things.

And it could be for just the unit itself or could be-- we have here like a beautification crew idea. So this could even be an additional incentive, where we have a crew that can come and do landscaping or gardening or other kinds of property improvement, in general. Again, kind of another incentive that's a little bit outside of the box, to have landlords kind of see value in working with you and your clients.

And the benefit of this kind of property improvement service is in addition to the incentive piece is just that it can be a really great job opportunity or training for current or former clients. This is a skill that's useful over and above any kind of incentive program that you're putting together, learning the skill and practicing the skill of maintenance and repair and beautification. That can be an added bonus for that.

And then the final category for incentives that we have here is essentially good PR for landlords who care about how they're perceived in the community especially. But it can be things like awards for good landlords or landlords that have rented to a number of households in your program or other kinds of appreciations or public recognition. So any kind of public, especially public, recognition for landlords that are participating in your program can be another incentive to include in a package.

Next slide. So here, we have-- this is usually a question, very understandably, what the potential funding sources are. So I just went over the different kinds of incentives, both financial and non, but all of those take resources.

So we have here just a, hopefully, easy to refer to chart. And again, we'll send-- these slides will be available for folks, but it kind of-- it lists out both the funding source and the relevant allowable uses. So again, we only have the allowable uses here that are specifically related to the incentives we're talking about.

So the EHV program administration and service fees, which Danielle was talking about at the top of her remarks are, obviously, a hugely important and really great resource for funding some of these incentives. So these fees can cover things like security and utility deposits, the application fees, the holding fees, so all that we were talking about in that third category of incentives, but really, crucially, can cover the incentive bonus payments we're talking about.

So if you look at owner recruitment and outreach and incentive and retention payments, all of which are allowable uses for that EHV program admin and service fee. And then we also have a few other options here listed like the HCV, the Housing Choice Voucher program admin fee reserves, which can also supplement EHV fee admin fees. And then EHV-CV funds themselves, which housing authorities may or may not be administering, but your community partners and your CoC partners in your community are likely or you're--

We have some, so you can kind of work with them if you're not administering those directly, but those can also be used for landlord incentives for up to three times rent charge and those can include signing bonuses, security deposits, damage repairs, costs of maintenance, and cleaning, so all the things we've been talking about. And then the last two we have here are will depend largely on your community and who your partners are, who you have good relationships with.

But municipal and local government funding as well as just direct philanthropy and private fundraising can be really, really helpful because they're often much more flexible according to either the priorities of the organization or the government agency, and so it can also be really helpful to, oh, thanks, further support financially these kinds of incentives. We have some folks in the chat sharing some of what you're doing as incentives, which is great. Thanks. Keep that coming. Next slide.

All right, so the rest of the slides I have, I'm going to go through a few examples of programs of what communities are doing. These first two are not strictly EHV five program incentives, but the details of them can certainly apply and the ideas are really similar. But so this first one I want to share a bit more details on is San Diego's incentive program, which is called Landlord Engagement and Assistance Program. It's for landlords within the city who rent to households exiting homelessness.

So this is not, again, not a specific EHV program, but can apply similarly. So they offer a bundle of incentives. There's financial incentives like payments for first apartments rented, and then an additional slightly lower payment as landlords offer up additional units. There's also what they call here a contingency fund. You'll see people call it differently. This is essentially that Landlord Support Fund Risk Mitigation Damage Fund.

They're calling it a contingency fund to cover expenses that a landlord might incur upon move out that are, again, over and above wear and tear and not what's covered by security deposit. They also are offering assistance with applications and credit checks and utility assistance and security deposit. So these are-- some of these are really common in bundles of programs. And then they also have additional incentives, which include a landlord liaison.

So that's kind of what that support I was talking about in that non-financial section as well as free online rental listing and tenant placement assistance. So again, kind of relating to that, the processing piece kind of taking some of the work off of the plates of landlords, and then a pre-inspection and certification that's good for 60 days so, again, to help streamline the move in process and avoid delays on that end. Good. Next slide.

So another example we wanted to highlight was the Chicago Housing Authority program, which is specifically incentive payments for mobility areas. So here, they're defining that as community areas with poverty levels that are below 20% as well as low violent crime rates, so trying to open up units for folks in different areas than they may be otherwise are often using Housing Choice Vouchers. So this is a one-time payment that's equal to the contract rate, essentially, and it's received within 30 days of that first payment that the housing authority is making.

So the key things I want to mention here are: there's no limit in this to the number of payments. So if a property owner has 20 units, presumably, they can get this incentive 20 different times. And another key piece which we see fairly often with housing authorities is that there's no application required. So basically, if you are leasing up a unit that's in one of these areas, you would automatically receive that payment. You, as a landlord, don't have to actually apply for this incentive, so that kind of automatic payment can be really helpful as well.

Next slide. So shifting a little bit from-- those were kind of incentive bundles or incentive payments, so shifting into that risk mitigation funds or damage funds contingency funds, like all these different things we can call this, so two examples here, one from Washington state and one from Colorado. And again, they're both-- I won't go over the individual details of each of these, but they're essentially up to a certain amount of money per claim to cover the kinds of damages we've talked about if they happen.

So landlords would submit a claim showing that they're a qualified landlord under the respective programs and then laying out what the damages received and what it's going to take to cover it, and there's a maximum payment that they can receive in reimbursement. So the reason the Washington State won is really interesting, because it's actually was created by legislation after, I think, there had been a couple of different pilot programs to kind of test out how it works. And so it covers a variety of types of housing programs.

That one's really interesting to look at if you want. And then the Colorado one is a little bit more of a standard one that's set up by program. So both those are worth looking into, and there's some links there in the slides that you'll get afterwards. And then the final two slides that I have before I hand it over to Nicole are, again, just some additional examples, so I won't go through all these specifically.

But we just wanted to give people a sense of the kind of variety of programs that are out there, incentive programs, to give you a sense of-- and these examples are specifically relating to EHV programs. This, as well as the next slide. But they're looking at a combination of those leasing bonuses that are assigned at least up, but there are different amounts. They're not all the same. There are some amounts that you see more frequently, but it's depending on the community how much is paid for each one.

Some of them have the bonus incentive plus a holding fee option, if necessary. You can see that Kern County, which is in California, has three years of supportive services for tenants included, so that could be something depending on your community resources you tap on. Philadelphia refers to their landlord support or risk mitigation or damage fund as owner assurance, which is another nice way, kind of positive way of framing that sort of option.

And again, this is meant to just show you sort of a bit of a variety of the types of incentive packages. So this slide has both programs that have both the incentives like the upfront landlord bonus, essentially, plus some other pieces of a package. And then the next slide is just some additional examples that are, again, EHV program specific and they're a little bit more just the typical, the landlord bonus, the payment upfront.

But even for this, we wanted to remind folks that A, the amounts are often different and that there can be some combination of an incentive that's paid at the time of lease up, which is the most typical. But you can also have things like what Travis County has there, which is you also get a payment if you renew, if you renew at least at one year, which is something we see sometimes but not always. And then on the Raleigh Housing Authority, you can see the example of a referral bonus.

So that's something else to think about, that if a landlord refers another landlord and that landlord ends up also leasing up with folks, then they get that referral bonus too. So lots of different combinations that we see in these examples that can be really good to think about as you're considering what maybe to put in place in your own community.

So with that quick and maybe a lot of information packed in overview of what landlord incentives even are, what we mean by them, I'm going to hand it over to Nicole to talk about actually getting started in your own community in terms of creating or adding on different incentive programs.

NICOLE MCCRAY-DICKERSON: Thanks, Gillian. Hey everyone. So I'm going to dive a little bit into how to create these incentives. Next slide, please. And so, I think the most important thing as you think about incentives in your community is try to identify or the need to identify what the need is in your community. So identifying the primary reasons why landlords are not working with your clients.

So maybe there could be talk, small groups of landlord fairs, that kind of talk to landlords about what those issues are and give them a safe space to be transparent with your organization as you try to figure out what are the needs in the community. Involve your CoC partners and providers and organizations in your community that may work with landlords or able to tap into some of the units that are available in your community.

And then maybe, also talk with tenants in the program, folks that are on the waiting list or waiting to be participants in the program, and then just general clients of the HCV program or your programs. I think the second thing that needs to happen is you need to understand the scope and the nature of what your landlords bring to what you're trying to accomplish with the EHV program. So large property management companies or smaller landlords have different needs, have different objectives, as they're trying to lease their properties up.

There are certain areas in your communities that are more likely to have HCV or EHV have participants in them, so high opportunities, trying to figure out how to get into those communities or areas in your community that are not typically used by HCV or EHV clients. And then, maybe try to tap into the owners of particular types of housing in your community, such as community boards or different aspects of housing in your community.

So again, just trying to understand what makes landlords tick and what could bring them into what we're doing with EHVs. The next thing is to examine what your incentive programs are. Do you have incentives? Have you used incentives in the past? Kind of work towards a program that is fitting of the first couple of things that we've been talking about in terms of what we're trying to do here and making sure that landlords are being served and recognized for what they're bringing to the table.

What things have worked for you in your community? What things haven't worked? And then maybe looking to other communities for ideas in terms of what you can do. I think another thing that would be helpful is to look at your payment standards and rents in your community. And that also speaks to the high opportunity areas and the non-high opportunity areas.

Some housing authorities use zip codes to use zip codes to place their payment standards and make sure that folks in one area have a different payment standard than other areas in their community. Different housing authorities do different things, so these are just suggestions. And I think the last thing is to find out how often units require repairs, because security deposit incentives or landlord mitigation fund could be used in those instances.

So making sure that seeing if-- as you're going out and doing inspections, are there things that a landlord mitigation or a security deposit could cover? And then putting that as part of your incentive program. Next slide, please. So as you're identifying these barriers, doing those surveys, talking to clients and landlords, and that sort of thing, coming up with solutions that might help with those barriers.

So if the application fees are too high, your potential solution could be covering the application fee or including a cost for credit check or a background check in those application fees that you're presenting to your clients or participants and or applicants. Making sure that if the rents are too high in your community, which I've heard a lot of as we do TA throughout the country, negotiating some lower rents with those landlords, or offering them a sign on bonus or a bonus payment to make up the difference in the initial negotiations for that unit.

If a barrier might be a private landlord, private units go off the market too quickly because of high or low vacancy rate in your community, maybe you might want to have some holding fees or offer holding fees to landlords, so that those folks experiencing homelessness have the time to get their documentation together and then become eligible for the program, and then eventually move into the unit.

Landlords are probably or maybe worried about tenants damaging their unit, so you might want to have a landlord support fund. As we were getting this slide together, the risk mitigation or damage repair funds kind of rubbed us the wrong way, so a landlord support fund might be a nice way to offer it to the landlords. If a barrier might be landlords don't want to incur the expense of getting their property up to HQS, maybe you could have a fund that could cover that.

Or maybe there's a repair crew that you all could have, that could go and help with getting units ready. And lastly, a lot of landlords are just hesitant to rent to the Housing Choice Voucher Program or EHV and are not really savvy as it pertains to using the program or getting good potential tenants. So in this case, financial incentives, those bonuses, on call support services, might be a way to present solutions to the landlord.

And like Gillian was talking about, just good landlord PR in general for the program, where you have awards and recognition, giving landlords a platform to talk about some of the barriers that they're having or the things that they're having issues with would be good ways to get landlords to be interested in the program.

And then also, just remind folks or remind landlords that with HCV, it's guaranteed payment of rent, that participants pay 30% of their income, and then the housing authority provides that guaranteed rent on a monthly basis.

Next slide, please. So here are some key considerations for designing your program. So for the financial incentives, figuring out how much do you want to offer and what will the criteria be. So landlords, new landlords, old landlords, resurfacing landlords, think that are provided incentives and that they are something that they are willing to participate in the program. Next is a non-financial incentives.

So what benefits can the housing authority offer to these landlords, and what can you do to require a partnership? What would be needed to require a partnership with these? What is the infrastructure that you all in your communities are providing to these landlords, repair crews, on-call services, and how will you ensure that this will be consistent throughout the program as your participants are in these units? Lastly, overall, who will administer it?

Will this be a partnership between the housing authority and the PHA? Will this just be the PHA? Will the CoC be in charge of it? These are all things that need to be discussed and part of the consideration for making sure that your incentive programs are successful. And then, how do you define success? More landlords coming on the program? Less participants leaving the program? These are all things to consider as you're going through, designing your incentive program. Next slide, please.

So one thing that we always stress is start small. When you test out, do a test, a pilot program, get a few landlords to want to invest in this program. So you want to make sure that you have a small test, a small test group to test, to work out the kinks, to measure your impact, so that you have a time and the ability to make course corrections and adjust the criteria or make sure that the amounts that you are providing for landlords is correct.

You want to build really good relationship with landlords, because if you have one good landlord, one good landlord will tell five good landlords, their friends, their family, and anyone else who will listen to them. So for example, narrow the criteria with the bonuses, limit the number of slots for incentives in landlord support, and then maybe pilot a crew at the property level to help with your most trusted landlords. Next slide, please.

So this slide is just some of the landlord resources that are available for you all. There's a HCV landlord resources, there's incentives in the guidebook, and then additionally, we put the rapid rehousing roundtable discussion series, which has some really-- maybe innovative landlord engagement and unit acquisition discussion points that could be helpful. Next slide, please. And so now we're going to open it up to Q&A. Yeah, I have--

GILLIAN MORSHEDI: Oh, sorry, Nicole, go ahead.

NICOLE MCCRAY-DICKERSON: No, no, go ahead.

GILLIAN MORSHEDI: I apologize. I didn't mean to step on you. I was just saying we have gotten a few questions and we've been holding them and tracking them, so we'll get to those. But if you have additional questions, please keep putting them in the Q&A box. Before we move on to them, I just want to recognize the folks have been sharing some barriers to the engagement, essentially, in the chat, which we really appreciate, and so I want to address those a little bit first.

I won't be able to go one by one, but there have been examples of landlords not really wanting to deal with the-- they didn't use-- you all didn't use the word bureaucracy, but essentially, don't want to do government paperwork, don't want to deal with cash only. There's lots of reasons that landlords even with us reminding them of, you'll get consistent payments and this kind of all the benefits you can come along, there'll still be landlords that are kind of unwilling or more difficult to work with.

So I just want to start off by saying that a big piece of-- one thing is, that kind of challenge is exactly the reason that so many communities have had to turn to this kind of the bonus payment piece of it. So there's pieces like, we can cover your damages if that's an issue or all this other stuff. And those don't, we recognize that the post lease incentives that we can offer don't necessarily get at all the different barriers that landlords are raising or the hesitancy to bring up or the challenges or their preferences.

But the idea of the bonus payment is meant to not just to maybe make up for some rent differences that might be experienced, but also to convince these landlords that like, yeah, maybe you want cash. We can't offer you that piece, but we can also give you a bonus of $1,000 even if you rent a unit at whatever amount. So what I would suggest is-- and I know this is easier said than done and I'm not trying to suggest that a landlord incentive program can address every barrier, that just won't happen, but I think that's a big part of what can be useful.

Nicole was going over the-- just talking about establishing the need in your community, talking to landlords both past and present, and even just potential talking to tenants is that, if a landlord is saying, well, I don't want to do this, because I only want cash or I don't want to deal with this, I think asking the follow up question of, OK, well, is there anything that we could offer theoretically that might get you over that hump? And maybe what they ask for is not something you can provide.

Some landlords are just not going to end up being EHV landlords or other housing program landlords, but I think the more you can dig at what would sweeten the pot for your landlord, what would get you to sign on to this potentially, I think that's the kind of like fact finding we're talking about. When we talk about establishing the need in your community, it's understanding that different landlords are raising different reasons why they don't want to participate, and trying to ask the next question of, well, what would it take to get you to participate.

And again, you might not be able to offer that, but it's helpful hopefully to build out your program in that way.

NICOLE MCCRAY-DICKERSON: Yeah. And I'd also like to add, not only talking to landlords, but talking to folks in your community who are not maybe doing the same thing, but making sure that your community is all on the same page. EHVs are in your community, HCVs are in your community, do your city officials know that you're trying to get this done? So that not only is it just the housing authority and the CoC trying to get these vouchers leased up, but it's a community wide affair, and so people are fired up and inspired.

It kind of trickles down and it should be a community-wide effort.

GILLIAN MORSHEDI: Thanks, Nicole. We have some folks offering additional ideas in the chat as well. So make sure-- we can try to list some of those out. But someone mentioned that what sweetens the pot for some of their landlords is speeding up the process and then someone actually above that mentioned that pre-RTA inspections like educational walkthroughs about what an inspector will be looking for while addressing concerns as a great stepping off point.

And I think similarly, one of the reasons that I think some landlords want or would be moved by holding fees, for example, or that example from, I think, of San Diego. In that example, where they offer a pre- inspection, an inspection certificate in the last six days. So there are ways to-- there's only so much you can do as far as speeding up the process, but there are certainly things to-- like if a landlord is saying, well, this takes too long, kind of getting at that.

Well, what about the fact that it takes too long is the issue, is it just that you need funding, you need you need assistance to hold that unit open for longer than it would normally take? Or again, kind of of that follow up question of, I hear what you're saying as far as this barrier, but what is it about that delay, for example, that is causing you the issue and how can we maybe include an incentive package of some kind ways to address those?

A few folks have mentioned-- and I don't want to get too much into the marketing or engagement of landlords, because the next webinar in this series is actually looking at that specifically, so I know it obviously overlaps. But the idea of doing things, like someone mentioned that landlord support fund, I think you framed it. A support group is helpful.

So I think that kind of straddles the line of like, we can connect you to other landlords as part of our incentive, but also I think some of that will be covered in our next session, so I don't want to go too far down that road, but I appreciate folks bringing those examples up. Someone just put in the chat about hosting a landlord conference to come together to address concerns, that can be a really helpful way to gather some of that intel that Nicole was bringing up, about trying to assess the need. Let's see.

We do have a question, but I think it's better, it's more-- I'd be curious to hear what people put in the chat in addition to what you've already been sharing. For those who have been offering incentives, what are some of the pitfalls that have been encountered? I think that's-- I don't know, Nicole, if you have thoughts on that, but I think that might be something that's good for folks on the call to put in the chat. Let's see. I'm looking through your questions too.

So one question was about shared housing and the complication that came into the Q&A box is, we see shared housing as a way to potentially expand the housing stock in this really hard market, but the prorated payment standard requirements have been tricky, and their requests for waivers from the regional HUD office haven't have thus far not been approved. So there's a question about, basically, how to move forward on this.

So before I answer, I don't know if Jerrianne or Danielle are still on and have any advice for following up on requests for experimental waivers from regional HUD offices.

DANIELLE GARCIA: Yeah, this is Danielle. So I have a PH notice 331-05. And so in here, it does cite the regulatory restriction we're under. It's 982.617c. So I think this would be a very difficult waiver to get approved given the restrictions and just trying to use the best form of spreading out payment standards to make sure the most families are covered through HUD subsidy. If you were to try to entertain it, the way it would get approved would be through good cause, so you'd have to have a very strong justification for a good cause waiver.

GILLIAN MORSHEDI: Thanks, Danielle. on the flip side, this isn't done or this isn't going to be a satisfying answer about, but as far as moving forward on this, I think any kind of-- again, I know that this doesn't solve the problem overall and maybe the scale would be too large. But the idea-- again, going back to the landlord bonus concept, I think that's a piece of where we're trying to figure out what that amount should be that would actually incentivize landlords can be.

It could be a specific one for shared housing situations, which is meant to kind of cover the difference between the market rent and what the payment standards say. So I hear what you're saying that the difference, that difference is a bigger problem maybe or continues to be a problem in the shared housing piece. But I think as far as we're talking about landlord incentives and what your package could look like to be useful, that bonus is meant to, again, be a little bit of a catchall.

But I think if you can-- the more you can explain to landlords why the amount is what it is or what it's meant to cover like, we know that your rent is usually at this and we can only provide up to this. But what we can do is provide this upfront incentive payment and maybe we can even do the one year lease up, the renewal, excuse me, payment as well.

That's why we talk so much about the-- or stressed the-- looking at the actual numbers in your community of what landlords are saying they want in both rent or in other pieces and using that to design your program. And being able to actually articulate that to landlords to make sure that they're hearing that you understand the issues that they're raising or the reasons they're hesitant, and kind of saying, but we have this incentive or this bonus payment that we can make to help kind of make up that difference.

I don't know, Nicole, if you'll add anything for that, but I could look for some additional questions that have come in.

NICOLE MCCRAY-DICKERSON: No. But I think there was a question around mandating landlords to stand documentation digitally to the PHA, no paper allowed. I mean that just depends on your PHA and what your admin plans is or what your policies say in terms of that. So just check your admin plan for those answers for that question. And then--

GILLIAN MORSHEDI: Yeah, go ahead.

NICOLE MCCRAY-DICKERSON: There's in the chat sort of the landlord that some-- the problem is not finding the landlord, it's the process. And I think we just need, as we said in the presentation, having those open dialogues between the landlord and the PHA to identify those barriers and then get to the root cause, and then finding solutions to help the process become easier, swifter, whatever it is that needs to happen, but that's just a conversation that needs to happen between all the parties involved.

GILLIAN MORSHEDI: Thanks Nicole, we have a question about promoting these kinds of programs to potential funders. And then we also had someone just recently share that they created a survey for landlords and then use the results from that to get funding from the CoC. I know that wasn't exactly a response to the question or I don't think it was, but I still appreciate that. So I think, that was the idea of-- again it goes along with kind of gathering as much information and data as you can to justify the need.

And also, if you can point to either smaller programs that you've been able to do or if you're able to chat with. We have a lot of examples here of different communities that have set these into place. And if you're able to connect with them to ask about how things have gone, if they can demonstrate how much more quickly they were able to lease up, or how many were landlords they brought in with these incentive programs, I think examples of how some version of this has worked in your community.

Or if you don't have that yet, because you haven't been able to fund a pilot program of some kind, then a combination of pointing to the need. And again, that comes from talking to landlords and providers and tenants of why everything you have to offer, absent landlord incentive program, isn't quite working, what the challenge is still are, and then being able to explain how the landlord incentive program that you are designing and put together would be able to-- what impact it would have.

And packaging that together to potential funders, I think, would be some guidance I would suggest. There's a question about EHV fees. I'm assuming the service fees are the monies allotted specific to the individual voucher. I think you're referring to the $3,500 service fees that each PHA got with their EHV allotment. It's not that. There's not a limit. It doesn't-- that's just the pot, how the money was calculated that each housing authority got.

So if a housing authority got 10 EHVs, they got 10 times $3,500 as a pot of money. And so it's not that there's a limit that you have to spend that specific amount per voucher holder. That's just how the calculation worked. Hopefully that answer that question.

Has anyone implemented a real estate property management company incentive to support with referrals to building units? I know-- Cricket-- I don't know if I'm understanding the question, but in the different, if you're--

I'm not sure if you're asking about creating a program that's just for property management companies. I think there are certainly-- I think depending on-- oh, instead of the property owner. I think you could. I mean I don't know off the top of my head of programs that specifically where for the managers. I think the thing is the types of incentives that we included.

I'm not saying that you can't incorporate the financial incentives as well, but the examples we gave of helping with the tenant identification or the application screening or the processing, and also the support you can offer for-- if issues come up or mediation, all of that would certainly be, I think, arguably much more relevant to property managers than the owners themselves if they're not the same entity. So certainly some of these incentives would be relevant for that.

And again, that's-- I know we keep going back to this, but that's another piece of why it's so important to figure out who the landlords are in your community and what they particularly are asking for or what they're saying they need. Because it will look different if it's a property manager of a big building versus individuals who have a room to let or an in-law unit or something. And so trying to design it as much as possible customized for your community will be really important.

I know there's some other questions we didn't get to, but we only have two minutes left. And so I want to pass it back to Nicole to kind of wrap us up. And again, we'll take the questions we haven't gotten and we'll try to use those to help inform that final webinar to the extent we can. And again, we'll also be sharing this recording and slides with you all as well. So, thanks so much for all your questions. Apologies for the ones we didn't get to. And Nicole, I'll pass it back to you two to wrap us up.

NICOLE MCCRAY-DICKERSON: Thanks, Gillian. So thank you for joining us today regarding landlord incentives. Our next webinar will be July 12, and that one is going to be facilitated by CSH around marketing, outreach, and retention strategies. So thank you all for joining us and have a great day. Thank you.

GILLIAN MORSHEDI: Take care everyone. Thanks so much. And thanks, Danielle.