

1. Which landlord engagement strategy currently describes your work?
  - a. Decentralized: Various agencies throughout the community engage landlords for their individual programs. Agencies develop individualized strategies for recruitment and manage their own portfolio of units/landlords.
  - b. Centralized: A single agency is responsible for leading the development and implementation of a landlord engagement strategy for the entire community. This agency manages all operational components, and serves as the primary entity responsible for the unit acquisition and management of unit/landlord portfolio across all housing programs.
  - c. Hybrid: A combination of decentralized and centralized. One group or a select group of agencies/individuals are tasked with development and implementation of landlord engagement strategies for the entire community.
2. If you have a decentralized landlord engagement strategy in your community what steps would you take to implement a centralized landlord engagement strategy or a hybrid strategy?
3. Who are the system partners that you have leveraged or could leverage right now? What system partnerships would it benefit you to start building? How would you go about that?
4. What marketing materials do you need to develop for landlord recruitment? Do you have anything already that we can alter for our use?
5. How will you address all the things listed on the slide “Making the Business Case” when engaging landlords?
6. What are the incentive that you use in your community (financial and non-financial)? What incentives would you like to try that you are not currently using? What support do you need in order to begin trying out those incentives?
7. What is the most significant barrier for you in doing landlord recruitment (affordable housing, criminal background checks, income criteria, something else)? How will you address these barriers as an agency? As a community?
8. If your community or organization does not have a designated workgroup that meets regularly to discuss and implement landlord engagement strategies:
  - a. What organizations should be included in this workgroup to achieve the goal of engaging more owners and/or property management companies and getting them to commit units?
  - b. What specific people from these organization should be included in this workgroup to achieve the goal of engaging more owners and/or property management companies and getting them to commit units?
  - c. Who should facilitate the workgroup and what are the concrete objectives of the workgroup?
9. Who will be the person in your agency responsible for communication and contact with landlords? How can other staff support them?
10. How does Covid-19 impact access, recruitment, and retention in our area? What are you doing to work around it? What additional support do you need?