USING LOCAL PLAYERS TO RECRUIT LANDLORDS

Build Local Consortiums as a Launching Pad
Objectives

➢ Task Force Approach and Community Buy In for Landlord Recruitment
➢ S3 Housing Connect
➢ Committee Composition
➢ Partnerships Encouraged
  ➢ Local Public Housing Authorities
  ➢ Rapid Rehousing Providers
UNIQUE LOCATION

➢ Growth comes from surrounding metropolitan areas
➢ With larger city growth comes larger city issues
➢ Rent prices determined by proximity
➢ Rising costs of rent decrease affordable housing options
➢ Homelessness has increased and is more visible
➢ City elected officials and community agencies initiated Task Force Approach in 2017
THE “SANFORD” APPROACH

- Dilapidated Building Condemned by City
- 22 people living in the building
- City of Sanford wanted to assist with their relocation
- Contracted with Rapid Rehousing Provider- Johnston Lee
  Harnett Community Action Agency and provided funding
- Consultant from North Carolina Coalition to End
  Homelessness Hired by City
- Community Meetings for everyone involved in local
  homeless population services- Non-profits, Churches,
  government, private citizens, etc.
THE “SANFORD” APPROACH

➢ Community Meetings for Everyone involved in local homeless population services- Non profits, Churches, government, private citizens, etc.

➢ Task Force Applications Received- 21 Member- 13 voting, 8, non-voting

➢ Governance- Mission, Bylaws, Goal Setting

➢ Committee Structures

➢ Monthly Meetings for Task Force and Committees

➢ Momentum has continued since 2017
THE “TRUE” WORK - COMMITTEES

Role- Provide expertise to focus on specific, attainable goals and issues related to homelessness

➢ Community Engagement
➢ Data and Metrics
➢ Housing
➢ Low Barrier Shelter
➢ Resource Development
➢ Service Provision
HOUSING COMMITTEE GOALS

- Increase the availability of and access to affordable housing for individuals and families exiting homelessness.
- Expanding Opportunities for Rapid Rehousing and Permanent Supportive Housing
- Develop Landlord Engagement and Retention Strategies
- New Construction - Affordable Permanent Housing
Landlords Wanted

S3 HOUSING CONNECT
HOMELESSNESS TASK FORCE
LANDLORD RECRUITMENT

➢ Be Creative!

➢ Places for Recruitment:
  ❑ Eviction Court
  ❑ Obituaries (but be respectful)
  ❑ Super Stores - Walmart, Lowes, Home Depot, Builders Supply, etc.
  ❑ Local Realtor Associations
  ❑ Existing Landlords
  ❑ Local Lists through Public Housing Authority and Section 8
THE LOCAL HOUSING AUTHORITY CAN BE YOUR GREATEST ALLY IN ENDING HOMELESSNESS IN YOUR COMMUNITY
LOCAL HOUSING AUTHORITY ASSISTANCE

➢ Executive Director has participated in task force since inception
➢ Preference for homeless clients
➢ Sharing of landlord resources
➢ Application awarded by NC Housing Finance Agency to renovate a vacant building – 5 units for the homeless
➢ Partnership with City for Community Development Block Grant Funds - same redevelopment project
➢ Total Grant between two awards- approximately $1.2 million
GOOD MATCHES TAKE WORK
TOOLS OF ENGAGEMENT

• Offer the program requirements as added benefits
  1. I’ll contact the tenant if you are concerned about noise, unit damage, or even loud music (case management)
  2. I will be involved for a full year. You get the tenant and me as an added bonus. (program requirement).
  3. If this “just ain’t working”, I will arrange for the tenant to move and avoid an eviction for you both. This is called the managed exit (case management, mediation and housing search)
• Listen to your landlords and address their concerns even if he answer is no
• Reward, recognize and praise as often as is possible
Whatever your number … Be available to your landlords. Tenants will age out but landlords do not.
JEFFREY RAWLINGS, RRH CASE MANAGER/
S3 HOUSING CONNECT CHAIRMAN

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