

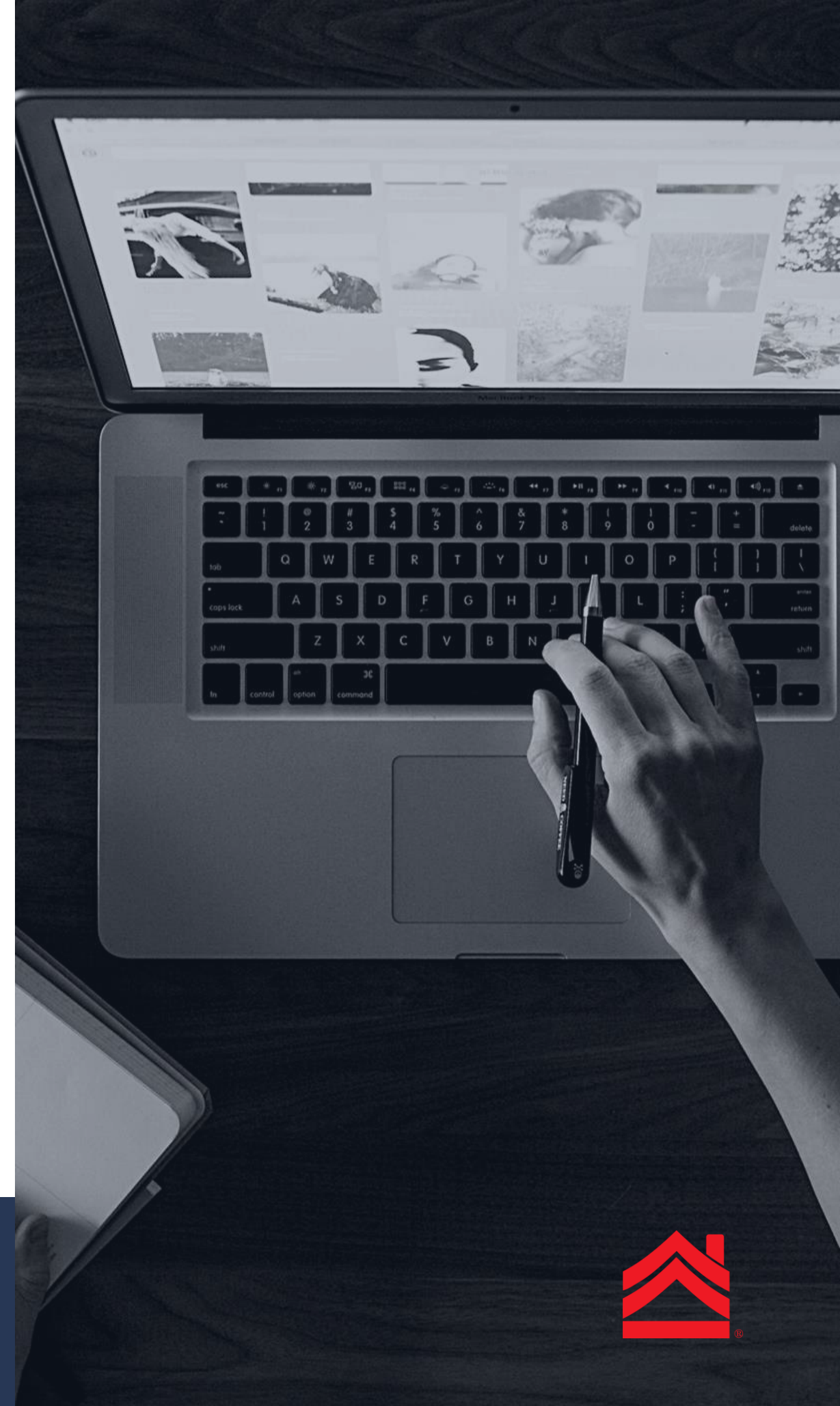
NATIONAL COALITION FOR HOMELESS VETERANS

2020 NCHV ANNUAL CONFERENCE

Virtual Edition



HD 1: Using Public and Private Markets to Find and Secure Housing





Speakers:

Jasmine Bazley (Moderator)

NCHV

Trevor Thundershield,

Owner Support Supervisor,

HOM Inc

Colleen Salinas

Metro Housing Team Lead,

MACV





HOM

BRIGHTER
FUTURES,
**STRONGER
COMMUNITIES**

Using Public and Private Markets to Find and Secure Housing

Trevor Thundershield | 2020





BRIGHTER FUTURES, STRONGER COMMUNITIES



Quick Introduction

- Permanent Housing provider in metro Phoenix, Arizona
- Subcontractor to COC, ESG, HTF, Medicaid, etc. funded grantees
 - **HOM:** Landlord engagement + rental assistance administration + related housing program operations management
 - **Partners:** Housing stability case management and support
- We look like a regional PHA for homeless/special needs housing programs





BRIGHTER FUTURES. STRONGER COMMUNITIES



Quick Introduction

- 100% scattered site, tenant based rental assistance
 - 3,000 PSH + 400 RRH households assisted monthly
 - Other: We lease up about 250 households annually for Phoenix PHA programs (HCV, HUD-VASH, Mainstream, FUP)
 - Manage \$30 million annually in rental subsidies
- We house 150 households in these programs **MONTHLY**



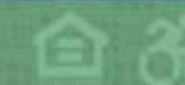


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Housing Location Specialist

- Researches the rental market
- Outreach, education, marketing, and recruitment
- Assists participants with housing search and application process
 - Assesses barriers
 - Transportation
 - Negotiation of screening criteria and rents
- Coordinates with supportive services partners
- Tracks unit availability and collects & shares feedback from landlords





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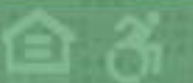


New Technology Offering



PADMISSION

- Web-based housing search platform custom built for homeless services systems to coordinate and enhance their *landlord engagement and housing search* assistance efforts
- Facilitates collaboration, coordination and information sharing among multiple stakeholders in the community.





Housing Program Participants

Our powerful search and filter functionality allows individuals and families to quickly find a property.



Case Managers and Housing Navigators

Padmission helps Case Managers and Housing Navigators assist their clients in securing housing.




Landlords and Property Owners

Property owners that accept PSH and RRH programs list their properties in Padmission for free.

Let's Go!



[LOGIN](#)

[Forgot Password?](#)














Need to Register?

[SIGN UP NOW](#)





 P A D M I S S I O N

-  Dashboard
-  Outreach Activities
-  Property Managers
-  Properties
-  Search Properties
-  View Properties
-  Add Property
-  Quick Update
-  Reports
-  Users
-  Account Options
-  Change Password
-  Logout



 Avenue 19 Apartments

[NEXT PROPERTY](#)

Avenue 19 Apartments
Edit



Property Information
Edit

Contact Property
Edit

Property Manager

602-249-0114

avenue19cm@calcapproperties.com

<https://www.avenue19apts.com/>

[APPLICATION](#)

[TENANT SELECTION CRITERIA](#)

Housing Locator Message

Message

[SEND MESSAGE](#)

Documents

[Application](#)





PADMISSION

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Property Type	Apartment	Total Units	136
Address	6545 North 19th Avenue Phoenix, AZ 85015	Year Built	Unknown
Pets Allowed	Yes	Accessibility Features	Yes

Floorplan Information

Edit

Name	Square Feet	Available Units	Rent	Fees	Move-In Special
1 bedroom 1 Bedroom, 1 Bath	602 sq ft	5 units	\$1,003.00	Application Fee: \$35.81 Security Deposit: \$965.00 Non-Refundable Fee: \$150.00	

Programs Accepted

Edit

- Permanent Supportive Housing (PSH)
- Rapid Re-Housing (RRH)
- Housing Choice Voucher (HCV)
- HUD-VASH

Unit Summary

Size	Available
1 BR	5 Units

Utilities

Edit

Utility	Provider	Who Pays?
Electric	Salt River Project (SRP)	LANDLORD
Natural Gas	Southwest Gas	LANDLORD
Water	City of Phoenix	LANDLORD
Sewer	City of Phoenix	LANDLORD
Trash	City of Phoenix	LANDLORD





- P ADMISSION
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-

Search Results

Search for Properties

CHOOSE CITY ▾ HUD-VASH, SUPPORTIVE SERVICES FOR VETERAN FAMILIES (SSVF) ▾ BEDROOMS ▾ Max Rent ADVANCED SEARCH

- Permanent Supportive Housing (PSH)
- Rapid Re-Housing (RRH)
- Housing Choice Voucher (HCV)
- HUD-VASH ✓
- Supportive Services for Veteran Families (SSVF) ✓

85 Total Properties

	Name	Property Type	Size(s)	Rent	Programs Accepted
	<p>RECENTLY UPDATED</p> <p>Avenue 19 Apartments 6545 North 19th Avenue Phoenix, AZ 85015</p>	Apartment	1BR	Rent: \$1,003.00	PSH, RRH, HCV, VASH
	<p>RECENTLY UPDATED</p> <p>Four Palms Apartments 210 East Jones Avenue Phoenix, AZ 85040</p>	Apartment	Studio, 1BR	Min Rent: \$725.00 Max Rent: \$925.00	PSH, RRH





- P ADMISSION
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- LE Landlord Engagement**
- NA Notes & Activity
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Landlord Engagement Progress Report

From Date 08-13-2020

To Date 09-13-2020

PROGRAMS ▾

SIZE ▾

CITIES ▾

Only Active Properties

Choose your dates above and this button will generate an excel report for all the data within these dates.

[GENERATE EXCEL REPORT](#)

385

AVAILABLE UNITS
2020-08-13

Studio	98
1 BR	157
2 BR	97
3+ BR	33

340

AVAILABLE UNITS
2020-09-13

Studio	97
1 BR	132
2 BR	87
3+ BR	24

-45

AVAILABLE UNITS
2020-08-13 to 2020-09-13

Studio	-1
1 BR	-25
2 BR	-10
3+ BR	-9

978

PROPERTIES
2020-08-13

Active	369
Inactive	342
Prospect	267
Updated Recently	95.66%

1020

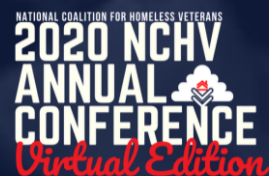
PROPERTIES
2020-09-13

Active	375
Inactive	369
Prospect	276
Updated Recently	93.07%

+42

PROPERTIES
2020-08-13 to 2020-09-13


Active	6
Inactive	27
Prospect	9
Updated Recently	-2.60%





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Notes Report

HOM Notes & Activity Report

From Date	Date	Type	User	Role	Property	Description
09-14-2020	<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>
To Date						
09-15-2020						
<input checked="" type="checkbox"/>	User Defined Notes					
<input checked="" type="checkbox"/>	Show Automated Notes					
<input checked="" type="checkbox"/>	Show System Notes					
09/15/2020 08:02:04 AM	Email Sent	MARIA	Case Manager	Tower on 19th Apartments	Contact Property form sent with subject: I'm interested in Tower on 19th Apartments!	
09/15/2020 07:38:18 AM	Email Sent	MARIA	Case Manager	2110 W Mariposa St	Contact Property form sent with subject: I'm interested in 2110 W Mariposa St!	
09/15/2020 07:38:02 AM	Record Update	Trevor Thundershield	Housing Locator Admin	Avenue 19 Apartments	Quick update availability submitted	
09/15/2020 07:36:32 AM	Email Sent	MARIA	Case Manager	The Resort on 27th	Contact Property form sent with subject: I'm interested in The Resort on 27th!	
09/15/2020 04:17:23 AM	Email Sent	[REDACTED]	Participant	2110 W Mariposa St	Contact Property form sent with subject: I'm interested in 2110 W Mariposa St!	
09/14/2020 10:56:23 PM	Email Sent	[REDACTED]	Participant	Crystal Pointe Apartments	Contact Property form sent with subject: I'm interested in Crystal Pointe Apartments!	
09/14/2020 10:53:40 PM	Email Sent	[REDACTED]	Participant	San Remo Apartments	Contact Property form sent with subject: I'm interested in San Remo Apartments!	
09/14/2020 10:10:15 PM	Email Sent	[REDACTED]	Participant	Highland Park Apartments	Contact Property form sent with subject: I'm interested in Highland Park Apartments!	





BRIGHTER FUTURES. STRONGER COMMUNITIES

Customer Service



- Inspect units quickly – 1-2 days from approval of RFTA
- Cut checks EVERY day (Better if it's ACH/Direct Deposit)
- Simplify your paperwork – make it electronic, if possible – Process Swiftly
- Answer your phone, return calls and emails ALL day, EVERY day
- Support your clients, mediate issues and solve problems
- Be a TRUE PARTNER
 - Us vs Them Mentality – ***get rid of it***
 - Need to strengthen relationships with landlord associations





BRIGHTER FUTURES, STRONGER COMMUNITIES



Contact Information

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facebook.com/[hominc](https://www.facebook.com/hominc)



facebook.com/[padmissionapp](https://www.facebook.com/padmissionapp)





Landlord Engagement

FINDING AFFORDABLE HOUSING FOR VETERANS

COLLEEN SALINAS

MINNESOTA ASSISTANCE COUNCIL FOR VETERANS

Common ground



1. Affordable housing is hard to find but can be even harder to keep.
2. Creating and maintaining landlord relationships is key to ending homelessness.
3. Clients who need affordable housing often have other barriers, like poor rental history and justice involvement.

MACV's approach to landlord partners?

What it is:

- ▶ A strategic approach to creating, maintaining, and managing relationships between service providers and landlords that encourages landlords to house high barrier tenants now, and in the future.
- ▶ A customer service focus that recognizes and respects landlords' priorities and concerns

What it is not:

- ▶ A "quick fix" to resolve a single person's housing crisis
- ▶ Tricking a landlord into taking a difficult tenant
- ▶ A replacement for Case Management
- ▶ A catch all phrase that includes every interaction staff have with landlords

Desired outcome

House homeless Veterans more effectively and efficiently by increasing access to affordable units with flexible resident selection criteria. Make renting to high barrier homeless Veterans the smart business decision for landlords.

- ▶ Affordable: Units that are affordable to self-paying Veterans at or below 50% AMI and accept VASH/Section 8 vouchers.
- ▶ Flexible resident selection criteria: Willing to rent to Veterans with prior justice involvement and/or poor rental history, including evictions

Rapid Rehousing - 2 clients

Landlord relationships ... a balancing act!



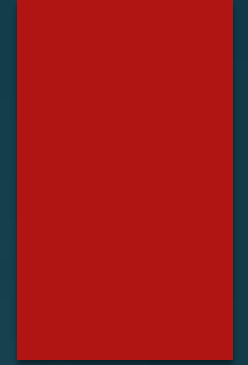
Why do it?

- ▶ To provide quality & accessible affordable housing to our hardest to serve Veterans
- ▶ Investing in the landlord relationship can get our Veterans preferential treatment: more flexible criteria to get into housing, more patience in resolving problems, access to non-VASH subsidized units.
- ▶ Strong landlord relationships save time and effort- rather than approaching each homeless Veteran as a unique problem, we have a steady pipeline of units.
- ▶ A good landlord relationship will survive a bad tenant.

Improve customer service

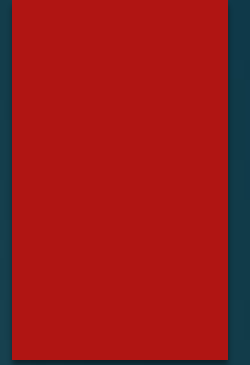
- ▶ Treat landlord as a partner- not an adversary.
- ▶ Communicate- be the “go between” with landlord, tenant, and other service providers
- ▶ Be (painfully) honest- and have a plan
- ▶ Empathize
- ▶ Know housing basics- tax credits, Section 8, Fair Housing, etc.
- ▶ Practice thoughtful placement
- ▶ Once our Veteran, ALWAYS OUR VETERAN

Services to provide



- ▶ Single point of contact- your number is always the right number
- ▶ Tenant education- rigorously support lease compliance
- ▶ Attend lease signings
- ▶ Unit visits and site visits- report any concerns to landlord immediately
- ▶ Complete applications, including required compliance
- ▶ Market vacant units and provide appropriate applicants
- ▶ Unit inspections
- ▶ Negotiate mutual lease terminations and coordinate move outs

Metrics for success



- ▶ Expanding number of units a landlord offers
- ▶ Increasing flexibility in resident selection criteria
- ▶ Acuity of Veterans housed
- ▶ Reduction in prevention requests/ unit turnover
- ▶ Retention of landlord relationships

Successful outcomes 2/19-2/20

(Landlords under contract)

- ▶ 34 Veterans and their families housed
- ▶ Subsidized units for 6 non-VA eligible Veterans
- ▶ Zero prevention requests*
- ▶ No evictions
- ▶ No additional deposits required

Barriers overcome

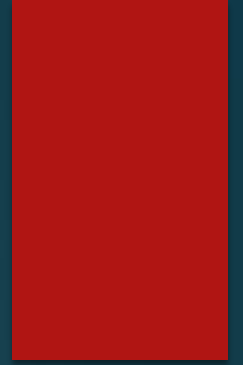
Justice Involvement

- **20 Felonies:** murder, vehicular manslaughter, attempted murder, open attempted murder charges, level 2 sexual assaults, terroristic threats, kidnapping
- **45 Misdemeanors:** assault, theft, domestic violence, drug sales, weapons charges

Poor Rental History

- **22 Evictions:** including multiple evictions from VASH subsidized/ PHA units
- **\$47,000:** Unpaid rent and property damage to past landlords (forgiven!)

Would you like to know more?



- ▶ <https://www.usich.gov/solutions/housing/landlord-engagement/>
- ▶ https://www.homelesshub.ca/sites/default/files/attachments/LANDLORD%20TOOLKIT_ENG_web.pdf
- ▶ <https://cceh.org/wp-content/uploads/2016/06/Core-Components-of-CUSICH-Centralized-Landlord-Engagement-Programs-and-Community-Landlord-Engagement-Initiatives.pdf>
- ▶ <https://www.hud.gov/sites/documents/LANDLORD-DESKBOOK.PDF>

Questions?

