



LHP

LANDLORD
HOUSING
PARTNERSHIP

INCUBATOR - UNITED WAY



United Way of Anchorage

AGENGA

- ❖ Provide an overview of the pilot project development to date
- ❖ Review aspects of the program - incentives and assistance offered to landlords
- ❖ Discussion on how this work fits with community priorities
- ❖ Looking to the future – how can we partner to build out landlord engagement and resources for the community through the Landlord Housing Partnership project?

LANDLORD HOUSING PARTNERSHIP GOALS

- ❖ Become part of the solution to end homelessness through increased opportunities to connect willing landlords with prospective tenants.
- ❖ To build on the prior work of community partners and to expand the pilot in ways that support ongoing work in these areas
- ❖ To build stronger relationships with landlords, tenants, and service providers.
- ❖ To provide incentives and resources to landlords who rent to prospective tenants.
- ❖ Use a centralized web-based platform to market available rental units.

The 4 Pillars of Landlord Housing Partnership

I. PadMission

II. Landlord Rental Incentive

III. Support and Assistance for Landlords signing onto the program

IV. Risk Mitigation Fund



PILLAR I: PadMission – centralized data hub for listing units



PadMission

- ❖ PadMission is a free web-based platform to market available rental units, streamline communication, and collect data and analytics.
- ❖ This platform will specifically market your units to service providers.
- ❖ All tenants housed will have access to a case manager for ongoing tenant and landlord support.
- ❖ Build relationship with tenant & case manager.

Other Advertisement Platforms

- ❖ Zillow, Craigslist, and other advertisement platforms offer free advertisement to the community.
- ❖ Markets units to general public.
- ❖ Build relationship with tenant only.
- ❖ The individuals accessing these advertisement platform do not include the ongoing support and assistance LHP tenants will be tethered with.

PILLAR I: PadMission – Sample of a listing

The screenshot displays the PadMission website interface. On the left is a dark blue sidebar with the 'PADMISSION' logo and a menu. The 'Find Properties' option is circled in green. The main content area features a property listing for 'Pine Tree', including a large photo of a multi-story apartment building, a 'PREVIOUS PROPERTY' button, and a 'NEXT PROPERTY' button. Below the photo is a 'Contact Property' button. To the right of the photo, contact information for Scottie Siebrass is listed, including a phone number and a website URL. Below this are two buttons: 'APPLICATION' and 'TENANT SELECTION CRITERIA'. At the bottom of the main area is a 'Property Information' button and a map. On the right side of the page, there is a form with a text input field containing 'I'm interested in Pine Tr' and a 'Message' label. Annotations include a green box labeled 'Searchable data base' pointing to the 'Find Properties' menu item, and another green box labeled 'Allows information on tenant selection criteria and applications all in one place' pointing to the 'TENANT SELECTION CRITERIA' button.

PADMISSION

- Find Properties
- Change Password
- Contact
- Logout

Pine Tree

PREVIOUS PROPERTY

Next Property

Contact Property

Scottie Siebrass
402-933-6200
<https://www.pine-tree-aps.com/>

APPLICATION

TENANT SELECTION CRITERIA

Property Information

Map **Satellite**

I'm interested in Pine Tr

Message

Searchable
data base

Allows
information
on tenant
selection
criteria and
applications
all in one
place

PADMISSION

Find Properties

Change Password

Contact

Logout



Property
Type

Apartment

Total Units

198

Year Built

1999

Address

10351 Hamilton
Plaza
Omaha, NE 68114

Accessibility Features

Yes

Pets
Allowed

Yes

Programs Accepted

Rapid Re-Housing (RRH)

Permanent Supportive
Housing (PSH)

Emergency Housing
Voucher

Housing Choice Voucher

Supportive Services for
Veteran Families

[Show More](#)

Allows
landlords to
choose projects
to lease for each
property

Floorplan Information

Name	Square Feet	Available Units	Rent	Fees	Additional Informatio
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Application

Unit Summary

Size	Available
------	-----------

1 BR	0 Units
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PADMISSION



Find Properties



Change Password



Contact



Logout



2
Bedroom,
2 Bath

1036 sq
ft

3 units

Contact
for
Details

Application

Fee:

\$40.00

Security

Deposit:

\$300.00

3
Bedroom,
2 Bath

1266 sq
ft

0 units

Contact
for
Details

Application

Fee:

\$40.00

Security

Deposit:

\$300.00

Facilities and Amenities

Facilities

Fitness Room

Club House

Community Grills

Amenities

Garbage Disposal

Dishwasher

Patio

Close to Bus Line

Balcony

Utilities

Utility

Provider

Who
Pays

Electric

Omaha
Public
Power
District
(OPPD)

TENANT

Water

Metropolitan
Utilities
District
(MUD)

LANDLORD

Sewer

City of
Omaha

LANDLORD

Trash

Papillion
Sanitation

LANDLORD

Pet Policy

Padmission Community Slack channel for nation-wide networking

Padmission Comm... ▾

Browse Slack

Channels

general

landlord-engagement

padmission-support

+ celebrate-your-wins

+ Add channels


Direct messages

Nancy Burke you


+ Add teammates

landlord-engagement ▾

December 23rd, 2021 ▾


 **Matt Schnars** 5:03 PM

Mike suggested "I'd encourage anyone doing this work to consider becoming an associate or industry partner member of their state or local apartment association." Here's a map that may help find 'em in your area if you aren't sure where they are: <https://public.tableau.com/app/profile/mattschnars/viz/ApartmentAssociations/ApartmentAssociations> (edited)

 **Tableau Public**

Apartment Associations

Apartment Associations (111 kB) ▾



Hello, team!

What's everyone working on today?

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Send a message to #landlord-engagement

+ | 😊 | @ | Aa

▶ ▾

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Get the Slack Mobile App

Maybe later

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PILLAR II: RENTAL INCENTIVE PROGRAM



- ❖ Receive payment for helping your fellow community members!
- ❖ LHP acknowledges that landlords want to help people in their community AND that doing so poses a potential risk for your business. LHP will pay you for taking this leap to better your community.

30-day Pilot: Rental Incentive Push

The 30-day pilot's increased incentives are conditioned on setting up a PadMission Profile by February 28th, 2022 and include a \$100 bonus for signing onto Padmission.

Category 1: Rental Incentive

- \$1,000.00 at move-in
- \$500.00 at 6 month tenant retention
- Access to risk mitigation fund
- The landlord agrees to not screen out for the following:
 - Past Eviction(s) & Poor/No Credit
 - Misdemeanor & Non-Violent Felony Offense(s)
 - Citizenship status

Category 2: Rental Incentive

- \$1,500.00 at move-in
- \$1,000.00 at 6 month tenant retention
- Access to Risk Mitigation Fund
- The landlord agrees to not screen out for the following:
 - Past violent or sexual offense(s)
 - Previous drug related offense(s)

PILLAR III: LANDLORD ASSISTANCE

WE'RE HERE FOR YOU!

- ❖ Provide a helping hand as landlords sign on and navigate PadMission.
- ❖ Ensure case management services are available for each tenant housed.
- ❖ Open the lines of communication to assist with problem solving if issues arise.
- ❖ The pilot will work with an experienced social services professional to help determine the need that is present and how to make referrals for resolving the problem



PILLAR IV: RISK MITIGATION FUND



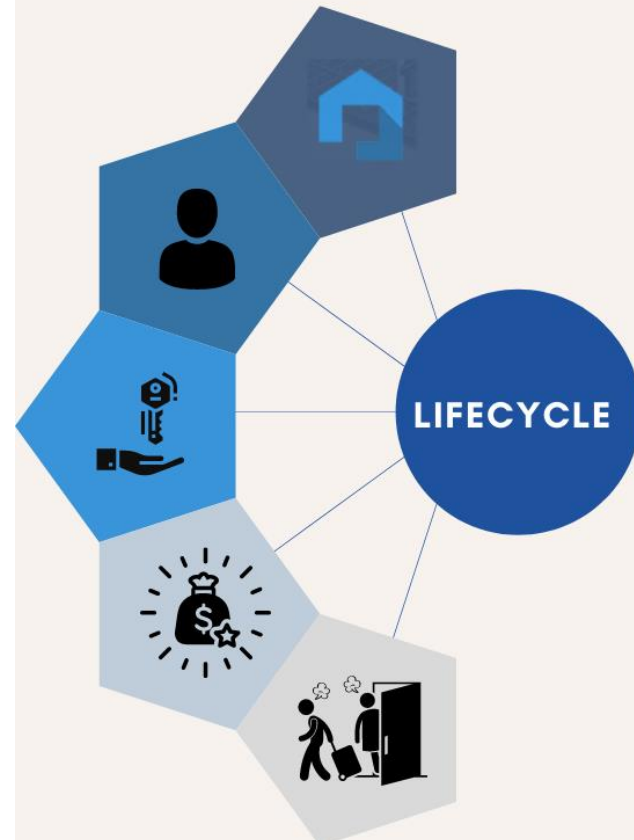
A FINANCIAL SAFETY NET

What if the unit is damaged by the vacating tenant who is a participant of the program?

- ❖ LHP will offer you funding to repair the unit after the deposit has been expended.
- ❖ LHP provides landlords with up to \$2,500.00 in mitigation to assist with damages incurred during the lease.
- ❖ An appeal process may be considered and the limit may be increased if higher damages have been documented



LIFECYCLE OF Landlord Housing Partnership



- Landlord Agrees to work with LHP and sets up a PadMission Profile.
- Service Provider identifies a prospective tenant
- Landlord agrees to rent to the PT by way of the rental incentive & tenant moves-in
- Landlord retains tenant in the unit for six months
- Landlord and tenant agree to vacate date, & landlord utilizes the risk mitigation fund

MEET THE TEAM

- ❖ Nancy Burke – United Way of Anchorage – Project lead
- ❖ Mary Jane Michael, coordinating contractor
- ❖ Sarah Bartolomei, Omaha NE – contractor for implementation and capacity development
- ❖ Zach Zears, Contract support for landlord engagement and response to tenant issues
- ❖ Mariel Donovan, Contractor and prior landlord engagement

Email: landlordhousingpartnership@gmail.com

Phone: (906) 296-4153

PadMission Website: <https://alhp.padmission.com/>

Website: WordPress (tbd)

IMPLEMENTATION PARTNERS

- ❖ Anchorage Coalition to End Homelessness – coordination of the program with Coordinated Entry
- ❖ Catholic Social Services – Case Management teams working to decompress shelters
- ❖ Up next: moving out to all organizations participating in Coordinated Entry for adult services, followed by additional populations as the program matures

COMMUNITY PARTNER DISCUSSION

How does this work fit with your organization? How can we work together?

What recommendations do you have for further implementation partners?

How would the community fund this effort going forward?

What's missing?

Thank you for joining us today!

