



**Supporting Renters &
Working with Landlords
June 7, 2018**

Agenda

1. Landlord Engagement Toolkit
2. RentSmart
3. Waterloo's Learnings Related to Landlord Relationships

Today's Presentation By...

Landlord Engagement Toolkit



Jennifer Rae
University of Ottawa
jrae@uottawa.ca

RentSmart



Kristi Fairholm-Mader
Co-Executive Director
Ready to Rent BC
778-679-4920
ed@readytorentbc.org

Waterloo



Edwina Toope
Program Manager
Lutherwood Housing Services
519-503-0257
etoope@lutherwood.ca

THE LANDLORD ENGAGEMENT TOOLKIT:

A Guide to Working with Landlords in Housing First Programs



Jennifer Rae, PhD & Tim Aubry, PhD

Centre for Research on Educational and Community Services, University of Ottawa



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



Why We Made This Toolkit

- Part of the Homelessness Partnering Strategy toolkit series
- Landlords are central to the Housing First model
- Communities expressed a need



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada

How the Toolkit was Made

- Review of the literature
- Phone and in-person consultations
- Site visits in five communities across Canada
- City representatives, Housing First program staff and managers, Housing First clients, landlords/property managers, coalitions
- 60 individuals from 24 different organizations



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada




What the Toolkit Contains

- Step-by-step guide to landlord engagement across four stages:
 - Summaries of existing literature
 - Direct excerpts from consultations with communities
 - Indigenous-specific content
 - Key questions to consider when developing your own approach
 - Links to additional resources
 - Copies of materials used by real programs





Tools in the Toolkit

- Landlord survey
 - Housing coordinator job description
 - Promotional brochure
 - Program description
 - Email and phone contact scripts
- 
- Sales call guide
 - Rent supplement agreement
 - Landlord newsletter
 - Landlord satisfaction survey





STAGE ONE: Laying the Groundwork



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



STAGE ONE

Critical Tasks

- Explore the local context
- Get creative about working together with others
- Consider all costs – damages, flex fund, sufficient rent sup
- Establish clear policies and procedures
- Hire and train program staff






STAGE TWO: Recruiting Landlords



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



STAGE TWO

Critical Tasks

- Develop a marketing strategy
- Develop marketing materials
- Identify access points
- Educate landlords
- Educate tenants






STAGE THREE: Maintaining Relationships



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



STAGE THREE

Critical Tasks

- Communicate effectively
- Screen tenants, landlords and units
- Provide responsive support to landlords
- Provide intensive support to tenants
- Mitigate risks
- Repair damages
- Navigate evictions carefully





STAGE FOUR: Working Together as Partners



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



STAGE FOUR

Critical Tasks

- Provide recognition
- Conduct evaluation
- Host forums
- Invite landlords to the table





Conclusion

Be proactive and persistent.

A successful landlord engagement strategy requires careful thought, effort, and dedicated resources.



Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



Using the Toolkit

- Training tool
- Resource used in day-to-day work
- Program design and planning
- Bringing new partners to the table
- Advocating for funding, informing grant applications





Where to Access the Toolkit

The Community Workspace on Homelessness

<https://workspaceonhomelessness.ca/>



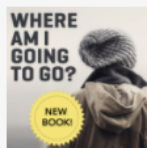
Employment and
Social Development Canada

Emploi et
Développement social Canada

Canada



Featured Resource



This community forum is
managed by the Canadian
Observatory on Homelessness.

[Contact Us](#)

Welcome to the Community Workspace on Homelessness

Welcome to the Community Workspace on Homelessness - an interactive space for communities and by communities.

It is an opportunity for leaders, service providers and policymakers to share information, seek input and guidance from others, as well as have discussions around homelessness.

Recent Discussions

Register for CAEH Housing First Community of Practice Webinar: November

Michelle Bilek • 0 replies • 10 days ago [View Discussion](#)

More secure passwords in HIFIS 4

Alli Ryder • 0 replies • 3 weeks ago [View Discussion](#)

Register for Housing First Community of Practice Webinar: October

Michelle Bilek • 0 replies • 4 weeks ago [View Discussion](#)

Use of tablets/mobile technology?

Greg Tedesco • 1 reply • 2 weeks ago [View Discussion](#)

YAP - Canada's first tool for assessing youth's risk of homelessness and id...

Mari-Jane McKittrick • 1 reply • 11 days ago [View Discussion](#)

HIFIS 4 Training Materials

Rob DeBok • 1 reply • 4 weeks ago [View Discussion](#)

Register for Housing First Community of Practice Webinar: September 2017

Michelle Bilek • 0 replies • 7 weeks ago [View Discussion](#)

[Start a Discussion](#)

Upcoming Events

OCT
25

National
Conference on
Ending
Homelessness

Wednesday, October
25 - Friday,
October 27

[Report](#)

[Load More...](#)

Questions & Comments

Jennifer Rae

jrae@uottawa.ca

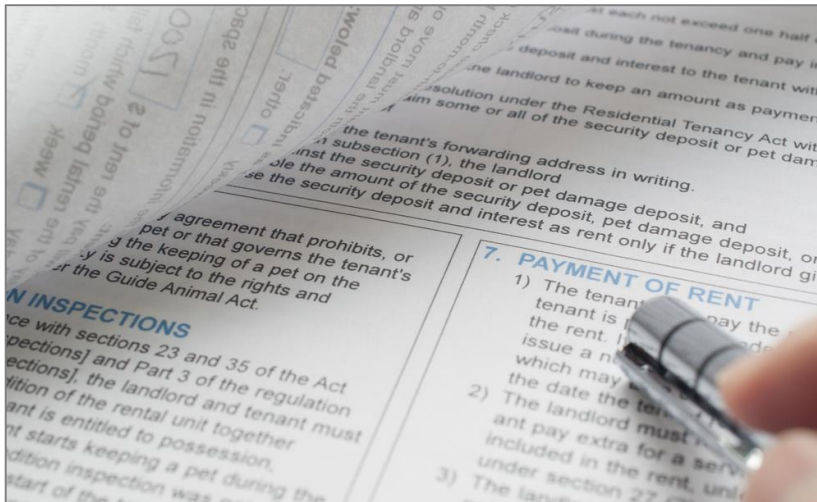
Supporting Successful Tenancies

Kristi Fairholm Mader, co-Executive Director, Ready to Rent BC

ed@readytorentbc.org; 250-388-7171



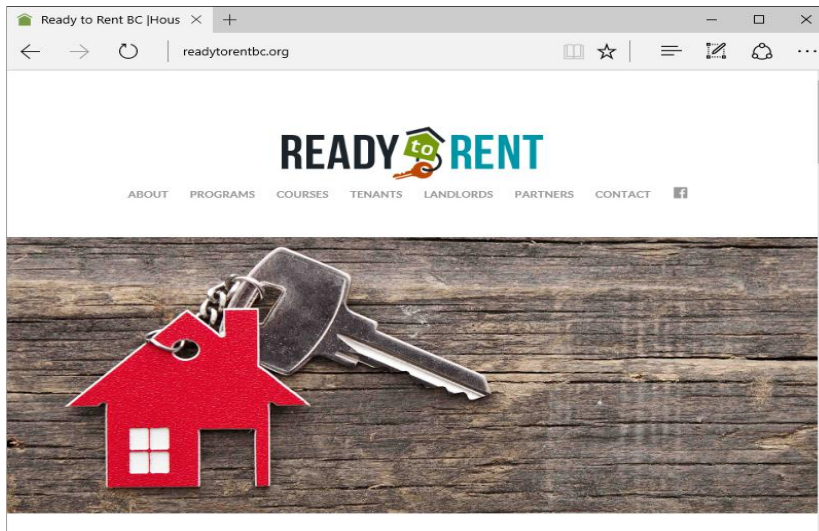
Being a good tenant is not an innate skill



RentSmart Model of Prevention

Vision: Community well-being through housing education and support

Mission: To deliver housing education and related services



Tenants: The Challenge

Finding Housing:

- New or returning to renting
- Bad past experiences
- Discrimination
- Limited references or solid credit history

Keeping Housing:

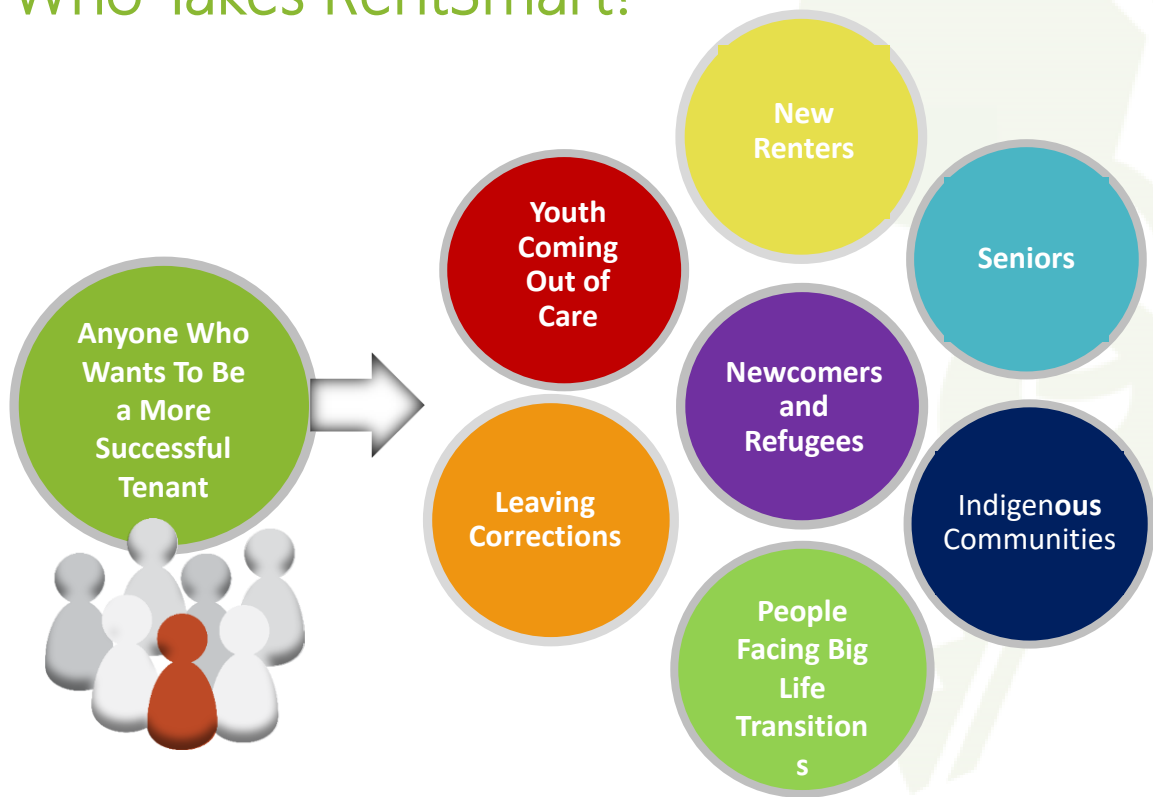
- Do not understand their rights and responsibilities
- Lack rental skills/experience
- Need to avoid eviction

Increasing Costs:

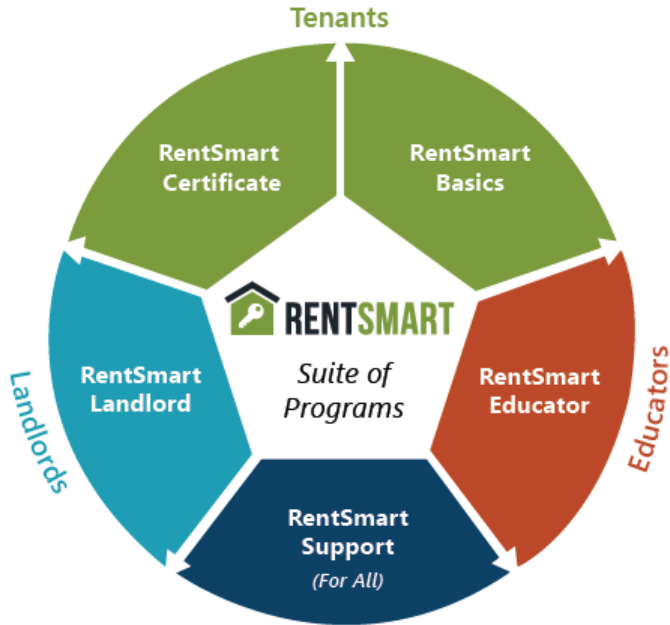
- Housing costs are high
- Moves and evictions are costly



Who Takes RentSmart?



RentSmart Model



Solution: Successful Tenancies

***RentSmart* supports successful tenancies by providing 3 things:**

1. Educated Tenants
and Landlords

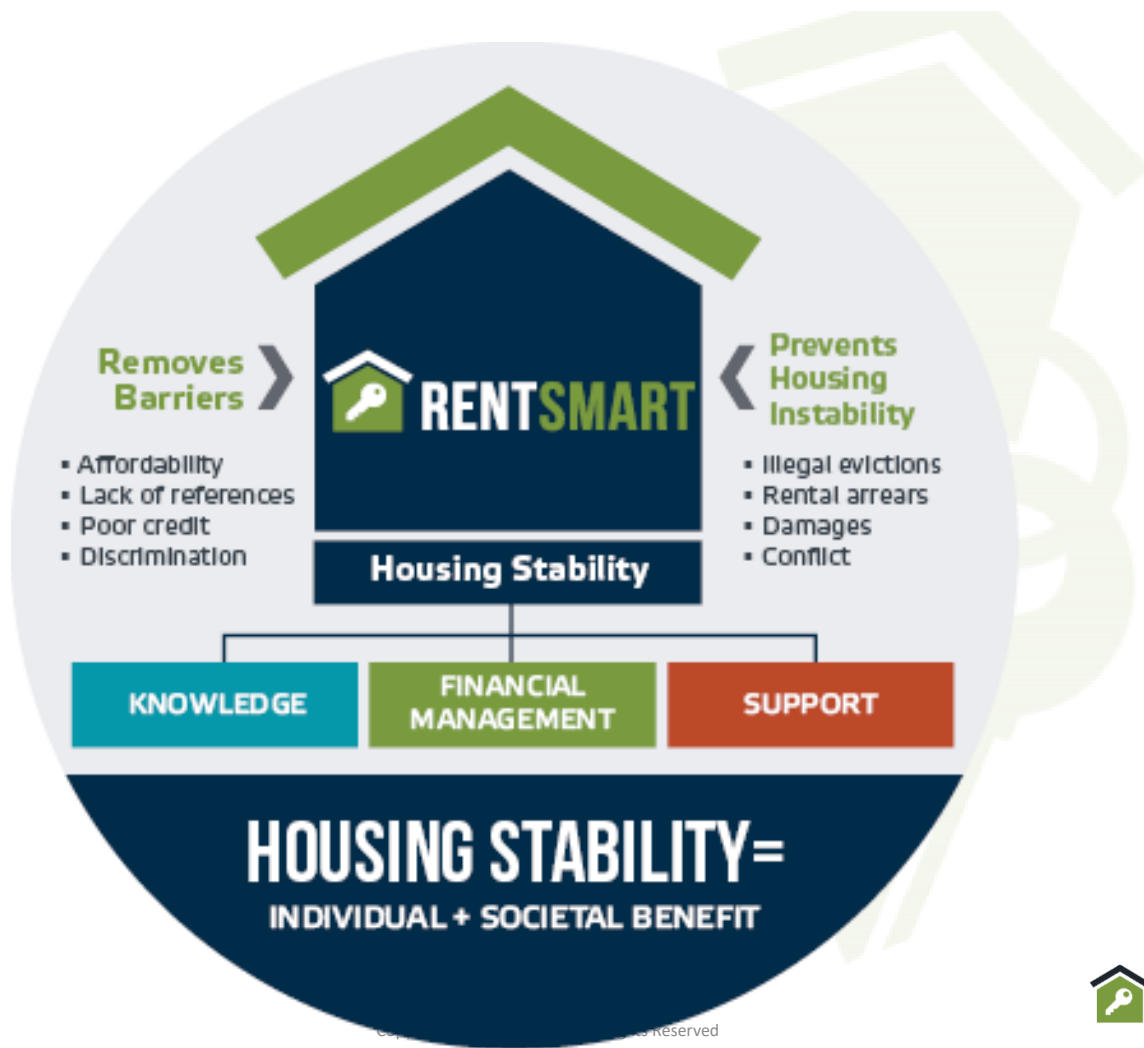


2. RentSmart
Certificate



3. Support





RentSmart Certificate Education Covers



✓ **RentSmart** is key to successful tenancies



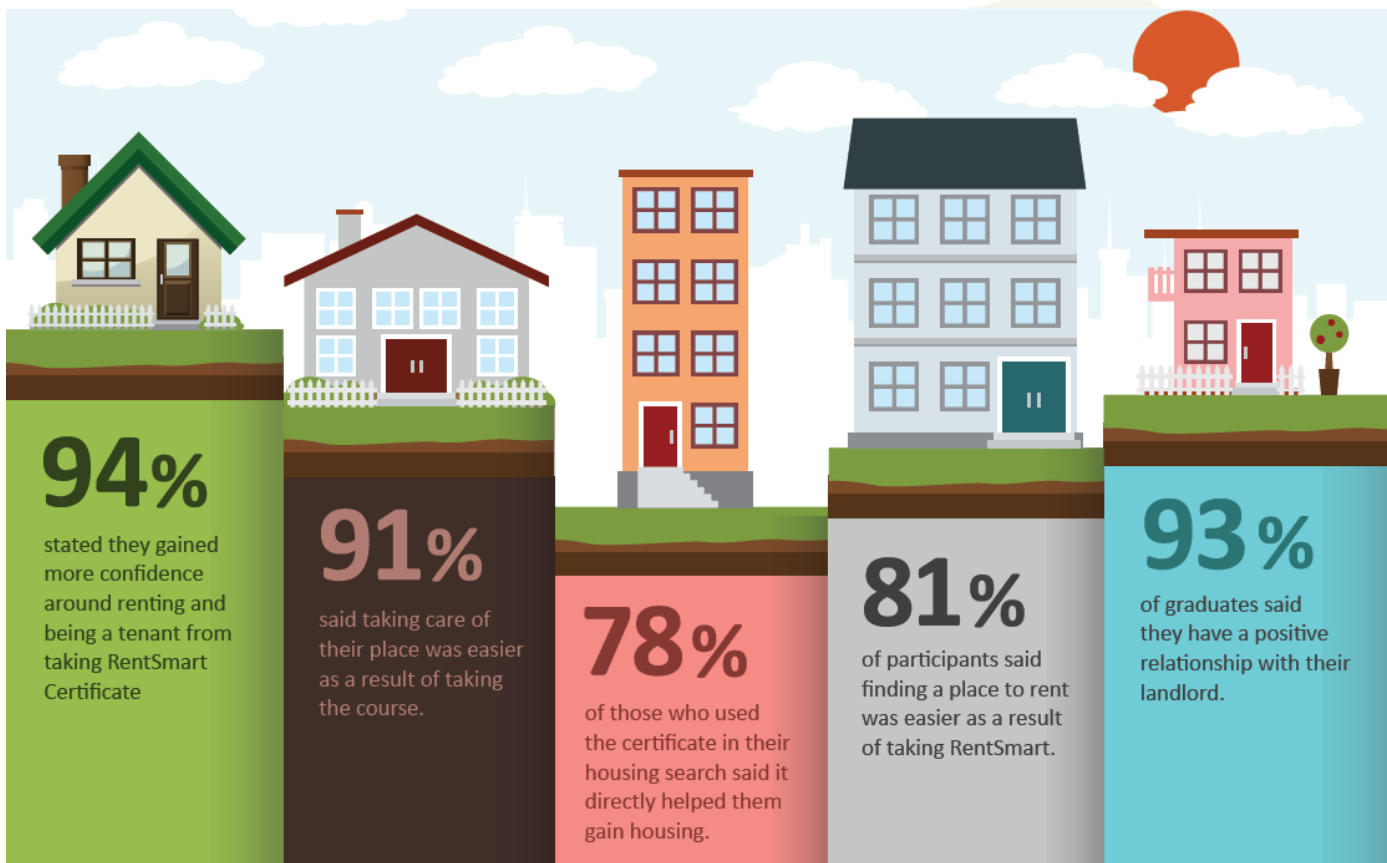
Housing Applies Financial Literacy

- Why pay rent? Why on time?
- Understanding affordability
- Housing priorities, needs and wants
- The role of money
- Paying rent
- Building positive credit, Fixing poor credit
- Understanding budgets; building your own budget
- Living on fixed incomes
- More in-less out; Community-based resources
- Debt and other issues that place housing at risk
- Scams, payday loans and other predatory lending



RentSmart Builds....



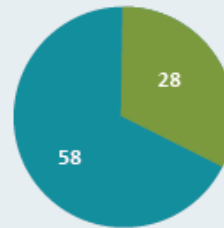


**Survey of RentSmart Participants: 2017-2018*

At least 3000 people have taken a RentSmart course to date.

RentSmart in Community

- BC, Alberta, Manitoba and Ontario are all RentSmart provinces
- Certified RentSmart Community Educators
- Graduate database
- Impact measurement
- Support to Community Educators
- RentSmart Online with one-to-one support and facilitator guide



Growth

A total of over 58 communities across Canada trained to deliver RentSmart. In the 2017/2018 year, 30 new communities join the RentSmart network.

■ Total RentSmart Communities as of 2017

■ Total RentSmart Communities as of 2017/18



"I am more confident and knowledgeable and more of a proud renter. The course helped me understand things from the landlords perspective and in turn I became a better renter. Thank you so much this course taught me a lot and definitely changed my life"

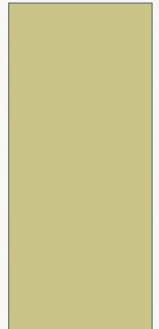
RentSmart graduate 2017

Thank you! Kristi Fairholm Mader: ed@readytorentbc.org





**CAMBRIDGE STEP HOME PILOT
LEARNINGS ABOUT LANDLORD
RELATIONSHIPS
JUNE 7, 2018**



OVERVIEW OF PILOT

- Project included 15 staff hired by 4 individual agencies.
- Collaborative team work out of shared office space.
- Goal was to house 50 people experiencing chronic homelessness beginning with highest acuity/complexity.
- Timeline April 1/16- March 31/18

SERVICE PATHWAY

Phase 1

Eligibility
(Add to PATHS List –
E - Engagement)

Desire to
Participate
(Update to DIP –
documents in
process)

Document
Readiness
(5-10 max)

Priority List,
Support Offer &
Intro to HL &
HBSW

Phase 2

Housing
Search

Lease
Up

Warm
Transfer to
HBSW

Move
In

Phase 3

Progressive
Engagement

Coaching

Greater
Independence

ROLE OF HOUSING BASED STREET OUTREACH

- Supports Phase 1 and 2 activities including:
 - Searching and engaging with people experiencing homelessness
 - Eligibility determination- SPDAT-PATHS additions
 - Supporting people to become document ready
 - Working with the Housing Liaison Workers to help support housing viewings

ROLE OF HOUSING LIAISONS

- Supports Phase 2 Activities
- Dedicated staff to engage and recruit landlords who focuses on landlord relationships and the partnership with our program

TOOLS FOR HOUSING SEARCH

RENTERS TOOL KIT

- Access the Region of Waterloo's Renters Took Kit to help you search and secure rental housing.
- https://www.regionofwaterloo.ca/en/living-here/the-renter_s-toolkit.aspx

LANDLORD MARKETING STRATEGY

- Program overview pamphlet distributed to:
 - Faith organizations
 - Known landlords and property managers
 - “Units wanted” posters and business cards distributed in community buildings, mailboxes
- Respond to web adds (Kijiji)
- Networking with current and past landlords
- Cold calling landlords (small, medium and large) to explain the program

LANDLORD MARKETING CONT..

- Tenant outreach with other low income tenants who are not part of the program to find out how they found housing
- Informed the Waterloo Region Apartment Management Association
 - Presentation at monthly meeting
 - Insert in newsletter
 - Attended annual trade show

AFTER PEOPLE WERE HOUSED:

- Home Based Support workers supported Phase 2 and 3 Activities:
 - Provided housing based Support
 - Peer Support
 - Linkages with other specialized programs such as Mental health and addiction services.

ROLE OF HOUSING LIAISON AND HOUSING SUPPORT WORKERS

- Housing Liaison Workers supported the Landlord-took calls, followed up on problems, provided mediation and problem solving and supported move outs as necessary.
- Housing Support Workers supported the tenant with housing stability, following the terms of their lease, implementing our local tools for recovery.
- They worked together to solve problems to maintain housing and keep positive relationships with landlords.

PILOT OUTCOMES

- 62 Individuals housed (goal was 50)
- 11 People went back to homelessness.
- Of these 11, 8 were re-housed through the program
- <http://homelesshub.ca/resource/promising-practices-12-case-studies-supportive-housing-people-mental-health-and-addiction>

ESSENTIAL LESSONS LEARNED

- Landlords are partners in the program
- The needs of landlords, tenant and the community need to be balanced.

LESSONS LEARNED CONT..

- Be clear with landlords with what they can expect from the program or service.
- Our support is housing based. It takes place in the home and focuses on the skills needed to be a successful tenant.
- Get consents from all parties for open communication and info sharing.

PROBLEM SCENARIO- WHAT WE LEARNED

- We recruited a Landlord who was very engaged and excited about the program.
- Tenant moved in after a long period of homelessness and street involvement.

PROBLEM SCENARIO CONT...

- Problems soon started.
- It was clear that without a bigger intervention serious damage would occur to people and property.

THE INTERVENTION

- Program lead decided that the best course of action was to pursue an N11 where the tenant voluntarily agrees to end the tenancy early and eviction is avoided.
- This created controversy within the team.

THE INTERVENTION CONT..

- The overall 'almost' consensus was that safety of community, including tenants and landlords, is always primary, and we should do what we can to ensure safety for all.
- Key point to note is that the tenancy was ending but we were not ending service to the tenant.

FOLLOW UP SUPPORT POST TENANCY

- Tenant was provided support to connect back with family for a short term stay.
- Tenant was linked with a supportive housing project for permanent housing which he moved into a couple of months later.
- We provided support to landlord to link with a company and provided resources to pay for a safe clean up of toxic waste and debris from the unit.

LEARNINGS: COMMUNICATION WITH LANDLORD

- Clear communication from the outset of tenancy
- Early communication as problems arise
- A better and more transparent description of program participants and potential risks

LEARNINGS: TENANT ASSESSMENT AND MATCHING

- The need for good matching of tenants with the right landlord and the right unit
- Any available unit is not a good fit for every tenant
- Ability to determine independent life skills prior to independent living

LEARNINGS: ADDITIONAL RESOURCES

- Funds for damages and clean up
- The need for a well established connection with companies who do toxic waste clean ups with a quick time turnaround

THANK YOU

Edwina Toope

Program Manager Lutherwood Housing Services

etoope@lutherwood.ca

