

LANDLORD ENGAGEMENT PLAN TEMPLATE

Scenario for this plan: The Continuum of Care (CoC) has prioritized separating landlord engagement from case management as a strategic priority. The CoC is now needing to build the housing location infrastructure including what model they are going to adopt and how to implement this new process across all Rapid Rehousing and Permanent Supportive Housing programs. This plan focuses on The CoC aims to streamline housing placements, strengthen landlord partnerships, and secure buy-in from funders to ensure long-term success.

Date:

Organization:

STRATEGY	Additional Detail	DESIRED OUTCOMES/ INDICATORS	TIMELINE	STAFF RESPONSIBLE	OTHER STAKEHOLDERS
Goal 1: Devoted staff capacity for housing location services.					
Survey providers to see what they are doing currently	To understand what housing location services are being provided currently, and to collect centralized resources like landlord lists and program marketing materials	<ol style="list-style-type: none"> 1. A better understanding of existing housing location services 2. Consolidation of resources 3. Identification of a preferred community-wide housing location model 	2-3 months	Landlord Engagement Committee of CoC Board	Local service providers, housing authorities, CoC program staff
Identify the organization responsible for implementing the community-wide landlord engagement plan	Using a formal request for proposal (RFP) process, a committee with representatives of key stakeholders will select the organization	<ol style="list-style-type: none"> 1. Release RFP 2. Create an RFP review committee with at minimum representatives of CoC leadership, provider network, and persons with lived expertise. 3. Contract with organization signed 	6 months	CoC Lead Agency	Local non-profits, housing authorities, and city/county government officials
Goal 2: Establishing an outreach and education plan for landlords/ property managers.					

STRATEGY	Additional Detail	DESIRED OUTCOMES/ INDICATORS	TIMELINE	STAFF RESPONSIBLE	OTHER STAKEHOLDERS
Create and share standardized marketing materials	Develop a unified set of marketing materials to ensure that all providers communicate consistent information about housing programs and about landlord customer service and financial incentives	<ol style="list-style-type: none"> 1. All providers are sharing information about the same type of assistance in the same way 2. Increased landlord understanding and participation in programs 3. Increased awareness of programs and create effective outreach templates/materials 	2- 3 months	Marketing/Communications staff (if applicable) Community outreach manager	Local service providers, Coc program staff
Develop Informational workshops, webpages, and other materials for landlords/property managers	Educate landlords on the benefits of partnering with housing programs by addressing common concerns and providing information on tenant support options.	<ol style="list-style-type: none"> 1. Stronger relationships with landlords and property managers. 2. Reduced misconceptions about tenant support programs. 3. Increased willingness from landlords to participate and support housing initiatives. 	3-4 months	Community Outreach Manager, Housing Locator, Website manager, Marketing and Communications staff	Local service providers, Coc program staff
1. Goal 3: Streamlined rental matching process that reduces time spent locating available units and improves access for tenants and providers.					
Create a system-level tracking tool	This tracking tool will serve as the central repository for all available rental units, including landlord contact information.	<ol style="list-style-type: none"> 1. Research best practices 2. Pilot new strategy with 3 agencies for three months, making adjust to process as needed 3. Expand new process system wide 	6-12 months	Housing Locator staff, case managers, and landlord liaisons	Housing Locator staff, landlords, property managers,