



**Housing Alliance
of Pennsylvania**

Landlord Engagement

Quarterly Mediation Peer Exchange

March 1, 2022

Poll:



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Who is joining us today?



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Agenda

- Why landlord engagement is important?
- Johnstown Landlord Engagement
- NLC resources to support cities in landlord engagement
- Q&A with Presenters



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Why is this important?

- There needs to be balance between the needs and interests of landlords, tenants, and the community to achieve strong and healthy neighborhoods.
- The common ground:
 - Safe and decent rental housing offered at a fair price
 - Responsible tenants stable and successful in their current housing
 - Responsible landlords meeting their financial and operational obligations
- Landlords are critical partners in preventing eviction and solving homelessness



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Lessons Learned

- Same principles for engaging diverse communities apply to landlord engagement
- Landlords are as stigmatized as low-income tenants
- Scarcity/ Poverty/Trauma are not limited to just tenants
- It has to be systematized

- **Incentives Matter**

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What landlord incentives does your program / organization / community currently offer?

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What landlord incentives are you interested in creating for your program / organization / community?

**The
Greater
Johnstown
Landlord
Association**



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