

Unlocking the Private Market

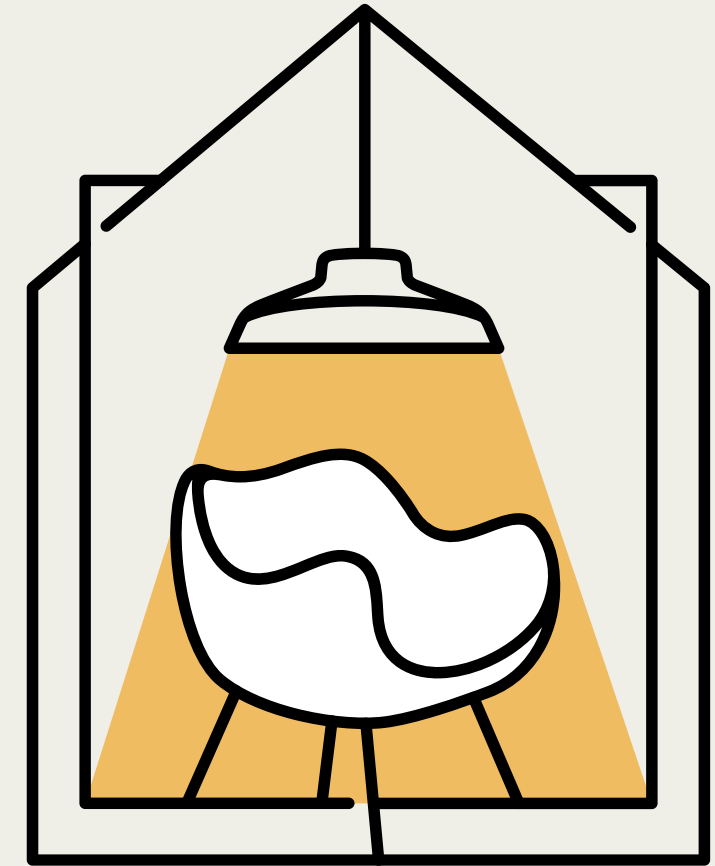
A STRATEGY FOR LANDLORD PARTICIPATION

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AGENDA

- Welcome and Objectives
- What is Master Leasing?
- WISH Halifax
- HousingWorks Ottawa
- If you were to do this in your community
- Large group problem solving



THANK YOU S

- To the many people we've had a privilege to serve
- To front line workers who share with us all that is happening in their work
- To advocates who continue to push for change
- To those who use their privilege, power, and/or position to work for better outcomes
- To all those who continue to live in precarious housing and on the margins



OBJECTIVES

- Continue to build our networks in the field of housing and homelessness and to learn from each other
- Learn about master leasing and how it works
- Develop plans to roll out master leasing in your community (even if it's hypothetical, spend some time envisioning what it might look like and what you would need to do to get there)
- Brainstorm potential solutions to common challenges

WELCOME



Executive Director, YWCA Halifax
Miia Suokonautio

Master Lease Administrator, HousingWorks Ottawa

Alicia Martinez



“To have Housing First,
you need *housing first*.”

Steve Pomeroy



WHAT IS MASTER LEASING

- A nonprofit or partner enters into a lease agreement with a private landlord.
- The nonprofit then creates housing agreements with participants.
- Upon a participant vacating the unit, the nonprofit retains the unit to house participants in perpetuity.

WHAT IS MASTER LEASING (CONT.)

- Participants are not tenants, nor subletters.
- Participants receive housing agreements that provide conditions of accommodation that can vary from the Residential Tenancy Act (RTA). The RTA may, or may not, apply to the housing agreement.
- Examples of conditions: stipulations regarding Tenant Insurance, mandatory access to the unit by housing supports workers, mandatory disclosure of household changes, etc.

BENEFITS



Participant **Support**

The nonprofit can furnish the unit, cover telephone (landline) and utilities, etc.



Landlord/Owner **Asset Protection**

The nonprofit is responsible for any damages to the interior of the unit.



Participant **Support**

The nonprofit provides in-home support for participants, and provides 24/7 on call support for participants, building superintendents, and landlords.



Landlord/Owner **Financial**

The nonprofit can collect funds from the participant (“fee for service”) or directly from another source (e.g. income assistance programs) and the nonprofit pays the landlord the rent.

WISH HALIFAX

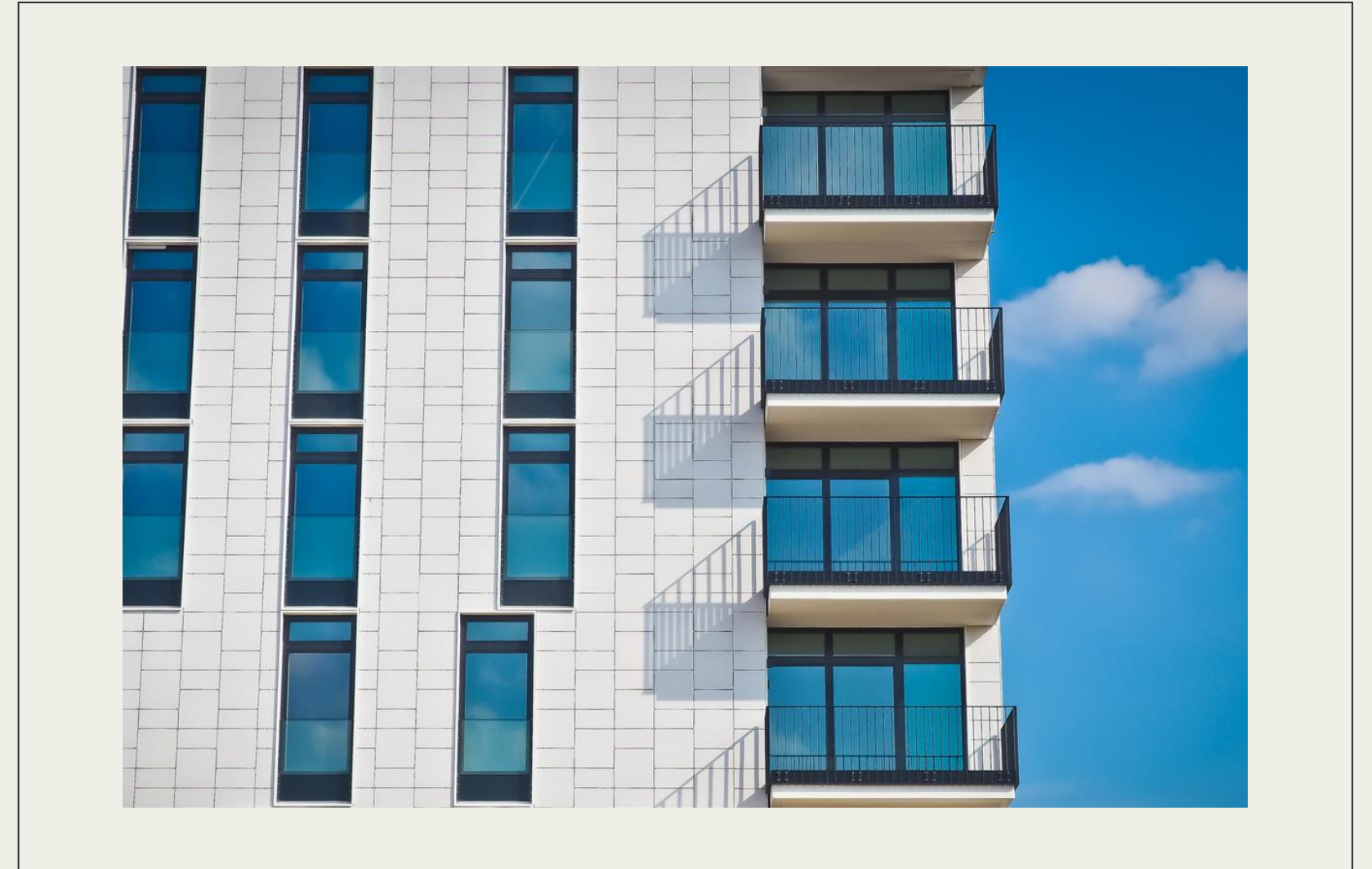
Women in Supported Housing

- Established in 2005 and recognized by CMHC as a Housing First program of excellence in Halifax/Nova Scotia
- YWCA holds master leases for 24 participants with 3-5 private landlords
- YWCA holds Service Agreement with Nova Scotia Department of Community Services
- One intake worker, two housing support workers, and shared housing manager and facility manager
- YWCA furnishes units, provides telephone and utilities, and is responsible for unit repairs and improvements
- Participants have housing agreements with YWCA; includes in home supports and 24/7 on call
- Referrals from By-Name List for Halifax.



HOUSINGWORKS OTTAWA

- HousingWorks Master Leasing began in 2022 as a pilot funded by the City of Ottawa. HousingWorks is a social enterprise within the Operation Come Home banner.
- HousingWorks holds master leases for 11 units with 5 private landlords.
- One Master Lease Administrator on staff.
- HousingWorks furnishes units and is responsible for managing the occupancy and rental payments. The landlord/owner is responsible for unit repairs and improvements.
- Participants enter into Occupancy agreements with HousingWorks; agreements include housing based case management and 24/7 on call support.
- Referrals from By-Name List and Youth Chronic Homelessness Priority List.



IF YOU WERE TO DO THIS IN YOUR COMMUNITY

1 Objectives

What type of housing will be provided? What will the terms be?

2 Participants

Who will occupy the units? How will you obtain occupants?

3 Funding

How will the non-profit pay rent? How will the non-profit receive rent?

4 Procurement

Where will you find the units? What kind of unit meets your objectives?

ITEMS TO CONSIDER

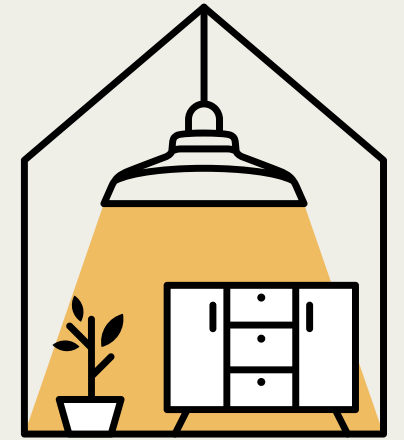


Liability

What happens if there is extreme damage to the unit?

- A comprehensive insurance policy will provide assurance to both the landlord and the non-profit.
- The housing agreement could include a requirement for the occupant to hold their own insurance and require proof of insurance to be provided yearly.
- Some municipalities have a Landlord Damage Fund for any damages above normal wear and tear. Access to those funds could alleviate the financial burden on the non-profit.

ITEMS TO CONSIDER



Affordability

How to ensure clients are able to afford the unit comfortably?

- Partnering with your municipality through pilots, contracts, or service agreements could enable the resident to access rental supplements - allowing the unit to be affordable and the landlord to receive market rates.
- Negotiating a reasonable fixed rental amount with the landlord over a long term could ensure affordability through market rent increases.

ITEMS TO CONSIDER



Expectations

How to ensure a successful occupancy?

- By clearly defining both occupant and program requirements, you can set the groundwork for the occupant to stabilize into housing.
- Forming partnerships with agencies providing housing based case management could ensure supports as the occupant adjusts into housing. The housing agreement could include participation with supports for a set period as a requirement to maintain housing.

WICKED AND INTRACTABLE PROBLEMS

GROUP ACTIVITY



Use the QR Code to enter proposed solutions

Landlords who don't want to house our participants/stigma

Neighbours who don't like our participants/complaints to building superintendents, etc.

Too few available units/can't find a place through standard means

Rental rates that are too high/Average Market Rent guidelines that don't meet market rates

Applying a gender lens: it's her housing but he joins her/dealing with her partner who is jeopardizing her housing

Applying a youth lens; it's a young person's housing but their "friends" show up

“You can’t use up
creativity. The more you
use, the more you have.”

Maya Angelou



Thank you!

FOR SHARING YOUR YOUR TIME AND KNOWLEDGE



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