

# ENGAGE AND RETAIN: UNPACKING THE INGREDIENTS FOR SUCCESSFUL LANDLORD PARTNERSHIPS

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END HOMELESSNESS  
ST. JOHN'S [#WECANENDIT](#)

# LAND ACKNOWLEDGEMENT

We respectfully acknowledge the land on which we gather as the ancestral homelands of the Beothuk, whose culture has been lost forever and can never be recovered. We also acknowledge the island of Ktaqmkuk (Newfoundland) as the unceded, traditional territory of the Beothuk and the Mi'kmaq. And we acknowledge Labrador as the traditional and ancestral homelands of the Innu of Nitassinan, the Inuit of Nunatsiavut, and the Inuit of NunatuKavut. We recognize all First Peoples who were here before us, those who live with us now, and the seven generations to come. As First Peoples have done since time immemorial, we strive to be responsible stewards of the land and to respect the cultures, ceremonies, and traditions of all who call it home. As we open our hearts and minds to the past, we commit ourselves to working in a spirit of truth and reconciliation to make a better future for all.



At EHSJ, we work toward a vision in which every resident of St. John's has

# A PLACE TO CALL HOME



The idea of ending homelessness seems daunting at times, but we appreciate a challenge. We chose the tagline #wecanendit because we believe we can. We love the idea of systems change to ensure better outcomes for all our neighbours – even if it means working ourselves out of a job.

## #WECANENDIT



# COMMUNITY CONTEXT



Population: **110,525**



Total Households: **49,260**



Approximately **1 in 4 households** experience housing affordability challenges

# LOCAL HOUSING STOCK



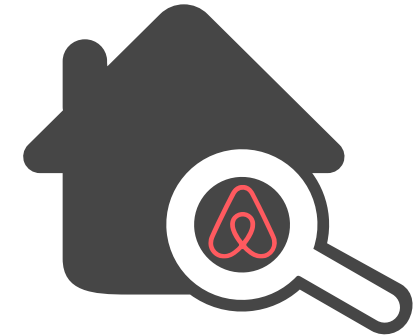
Vacancy  
rate



Price  
increase



Rent  
promotions



Shrinking  
opportunities

# LOCAL HOUSING STOCK



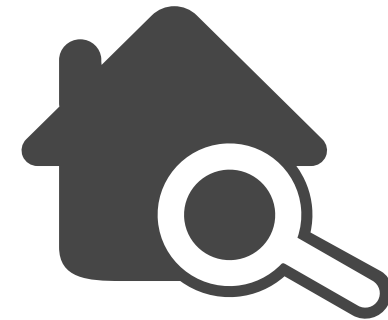
Growing  
community  
housing  
needs



Long  
waitlists



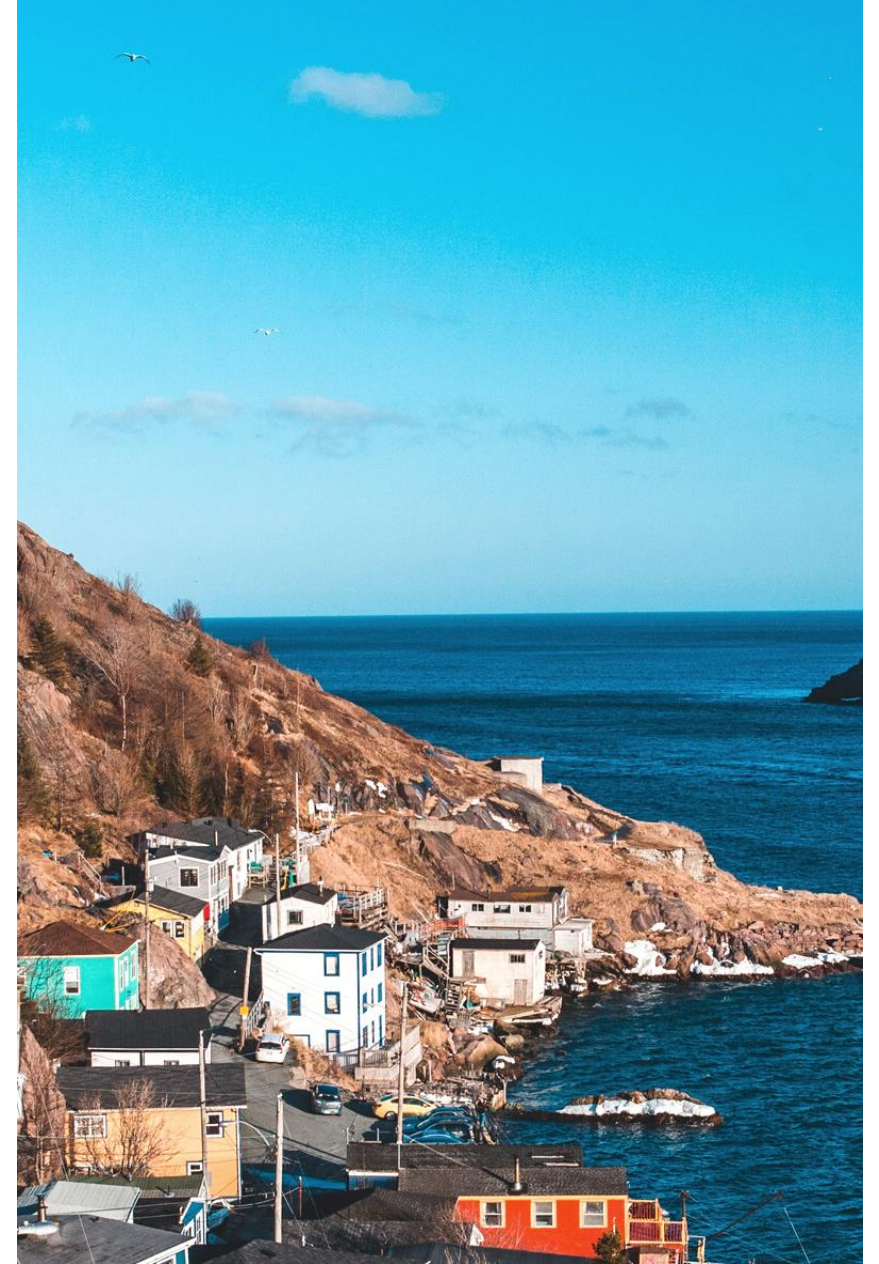
Slow pace  
to increase  
community  
housing  
stock



Reliance on the  
private rental  
market to meet the  
needs of vulnerable  
populations

# LANDLORD CONTEXT

- Primarily small-scale landlords
- Small, tightly knit group
- Few new landlords emerging to provide low barrier, affordable rentals
- Landlords face multiple obstacles to partner with community
  - Cumbersome subsidy programs
  - More and more challenging to attain profit
  - Risk increasing



End Homelessness St. John's designed a program called HomeConnect.

This program's core purpose is to create matches between landlords, community and tenants.

It aims to make sustainable matches thinking not just about housing for today but what would create homes for the long term.

# END HOMELESSNESS ST. JOHN'S **HomeConnect**





# HOMECONNECT STATS

Since it began in April 2020, we have:

**20** landlord partnerships

**65** program units

**61** current tenancies

**55%** of current tenancies over 12 months

**160** total tenancies

**405 days** average length of tenancy

# ENGAGING AND RETAINING LANDLORDS



Building  
Partnerships



Supporting  
Partnerships



Maintaining  
Partnerships

# BUILDING STRONG PARTNERSHIPS



## Understand landlord needs

- Surveys
- Focus groups
- Individual meetings
- Engagement sessions



## Know the facts

- Housing needs assessment
- Research
- Listen to the landlord community



## Collaborate on design

- Collaborate from the start when designing program structure and incentives



## Prioritize relationships

- Develop individual connections
- Site visits, coffee, texts, phone calls
- Move away from a sales pitch

# TOOLS TO MINIMIZE RISK FOR LANDLORDS



## FINANCIAL PROTECTION

- \$10,000 Landlord Protection Fund to cover damage, lost rental revenue, etc.
- Support establishing tenancy funding



## TENANCY SUPPORT PLAN

- All tenancies have a support plan in place unique to:
- Tenant needs and preferences
  - Landlord preferences
  - Unit context



## IN HOME CHECK-INS

- Minimum monthly
- In-person at unit
- Client-focused housing support



## STANDARDIZED PROCESS

- Third-party unit inspections
- Single point of contact address concerns
- Guidance on Residential Tenancy Act and Property Standards

# SUPPORTING LANDLORDS

A landlord program cannot remain stagnant.

It must be responsive to change.





# SUPPORTING LANDLORDS THROUGH CHANGE IN ST. JOHN'S

## Rental Market

- Dramatic increase in vacancy rate
- Increased costs to renovation and maintenance

## Government Programs and Policies

- New rental subsidy program (CHB)
- Changes in interactions between client programs
- Changes in access to emergency shelter
- Changes in energy costs

## Community Trends

- Unit takeovers
- Opioid crisis
- Increased cost of living

# TOOLS TO SUPPORT LANDLORDS



## FINANCIAL

- Holding Fees
- Supported Referrals
- Paying damage vs only at tenancy end

## SYSTEM NAVIGATION + SUPPORT

- Partnership to complete subsidy program inspections internally
- Consolidating landlord paperwork for client programs

## ADVOCACY

- Streamline processes
- Resolve payment issues
- Clarify communication

## PEER SUPPORT EVENTS

- Monthly knowledge exchange events
- Information sessions





# PRESERVING LANDLORD PARTNERSHIPS



# PRESERVING LANDLORD PARTNERSHIPS



## Proactive approach to tenancies

- Consider landlord needs with matches
- Cooling off periods
- Landlords as source of info



## Data collection

- Evictions
- Damage
- Success



## Responsiveness to issues

- Respond quickly and fully
- Debrief situations



## Relationship maintenance

- Choose communications channels that work for landlords (call, text, email, in person)
- Check on landlords



# TOOLS TO PRESERVE LANDLORD PARTNERSHIPS

- Regular tenancy review meeting schedule
- Responsive tenancy support plans
- Impact reports
- Landlord celebration events

# Q&A



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