

Memorandum



CITY OF DALLAS

DATE March 31, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Office of Homeless Solutions – Unit Challenge Update**

The following memorandum is to provide an update on the Unit Challenge issued in December of 2022. The Unit Challenge called on property owners and managers to help us continue making progress in providing affordable housing to program participants and across a diverse set of housing options throughout the Metroplex, with the overall goal of a more collaborative system of accessible units. Below is a summary of this Challenge and how policymakers can get involved through the sharing of this information with your networks.

Results of Landlord Push and Engagement

In December of 2022, Housing Forward launched a campaign for housing units, with a goal of securing 250 units by February 28th as part of the effort to close one of the City's largest encampments. This goal was quickly exceeded through a combination of coordinating a systemwide unit strategy and continuing to be of value to landlord partners. Landlords are reporting that they are joining this effort because it is a win-win. They are benefiting from guaranteed rent, a single point of contact for support needs, and a streamlined lease up process. They have also hosted information sessions where landlords can learn more about the program, hear from peers who are participating in the program, and ask follow-up questions.

Since mid-December when the challenge began:

- 421 units have been acquired on behalf of the system.
- Over 180+ landlords and property owners are partnering

To date, over 180 landlords have joined the challenge and housed over 1,823 individuals through the Dallas R.E.A.L Time Rapid Rehousing (DRTRR) Initiative. The Initiative is on track to accelerate housing placements with new funding coming into the system via the U.S Department of Housing and Urban Development (HUD) unsheltered \$22.8 M award and the expansion of our encampment closure efforts.

Background Summary

Thirty-five percent (35%) more individuals have been housed than were two years ago, yet a continued barrier to progress as a system is finding available units that will accept housing vouchers and/or subsidies, to move our neighbors into. Texas is one of two states where landlords and property owners can choose not to accept a voucher or subsidy, which is not considered discrimination in the state.

Housing Forward has added a Landlord Engagement team within their organization that has dedicated staff members to work with landlords and property owners to bring more units into the system. Housing Forward has found that the relationships the Landlord Engagement professionals build from the beginning of the process are critical to ensuring the properties feel supported, with a dedicated liaison they can reach out to when anything comes up, which is key to a successful partnership.

Our neighbors who need more support are provided housing opportunities with robust wrap-around services through case management that helps promote stability and wellbeing. In addition to the Housing Forward Landlord Engagement team having ongoing relationships with partner landlords as an added layer of support, there are also specific benefits and incentives for landlords that join the rehousing effort which helps to eliminate financial risks and promotes wellbeing and stability, by improving the rental experience for both landlords and low-income households:

- Guaranteed rent for the duration of the lease (12 months, 18 months, or ongoing for some neighbors where appropriate)
- Wrap around services to ensure tenants are supported to fulfil their lease obligations
- Single point of contact for Landlords' support needs
- Streamlined lease up process and reduced admin / paperwork
- Liaison with the housing authority or other payers
- \$1,000 landlord incentive per signed lease
- All application and pet fees paid

To continue making progress on ending homelessness, the All Neighbors Coalition is calling on more properties to join us to diversify housing options across Dallas and Collin Counties.

Join Housing Forward [for an online information session](#) to learn how you can welcome tenants into your community and the financial incentives available.

Share this memo and the attached tool kit with your networks and landlords to join the challenge!

We thank you for your continued support in providing housing and stability to our unsheltered neighbors, should you have any questions please reach out to me or the Director of the Office of Homeless Solutions, Christine Crossley at Christine.Crossley@dallas.gov.

Service First,



Kimberly Bizer Tolbert
Deputy City Manager

c: T.C. Broadnax, City Manager
Tammy Palmonio, Interim City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors

Let's Bring Our Neighbors Home Unit Push Media Kit

Suggested Language:

The Let's Bring Our Neighbors Home campaign is a community wide effort to make more housing units available for our vulnerable neighbors. We have the resources and ability to ensure everyone in our community has a safe, stable place to call home, but more available housing units are needed.

A comprehensive incentive package is now available for landlords and property owners who will join us in providing safe homes for community members. Participating landlords will receive guaranteed rental income for 12+ months, \$1000 sign on bonus for each unit leased, and on-call support from a landlord liaison. Participating households are receiving supportive services with the sole focus of fostering long-term housing stability.

Join me and the many nonprofits working to serve our unhoused neighbors and together we can bring our neighbors' home. Interested landlords should sign up here to receive more information or join Housing Forward for an online information session on December 13th at 3pm.

Main Talking Points:

- Let's Bring Our Neighbors Home is calling on landlords and property owners to make more housing units available for our vulnerable neighbors who need safe, stable housing
- In exchange, landlords will receive
 - Guaranteed rent for 12+ months
 - \$1,000 per signed lease
 - On call support from landlord liaisons and case managers with the sole focus of fostering positive landlord and tenant relations and long-term housing stability
- Interested landlords should [sign up here to](#) receive more information or join Housing Forward for an [online information session](#) on December 13th at 3pm.

Please DO use Hashtags on your posts to help with exposure:

→ #EndHomelessness #LetsBringOurNeighborsHome #HousingForward
#CallingAllLandlords

Please DO Tag Housing Forward on your posts.

→ Twitter: @HousingNTX

→ Facebook: @HousingForwardNTX

→ Instagram: @HousingForwardNTX

→ LinkedIn: @HousingForwardNTX

[Unit Push Graphics](#)

Here's some suggested copy to use to make it easy:

Twitter suggested copy: @HousingNTX is looking for housing units immediately available across Dallas & Collin Counties. Our programs include guaranteed rental income for 12+ months & \$1,000 incentive for each signed lease.

<https://mdhadallas.jotform.com/223335113786152> #BringNeighborsHome

Facebook suggested copy: Calling ALL Landlords and Property Owners to join us in providing safe homes for vulnerable neighbors in our community.

@HousingForwardNTX wants to support each of you with guaranteed rental income for 12+ months and \$1,000 incentive for each signed lease. Our program will pay market rent

reliably. Participating households come with wrap-around supportive services or case manager with the sole focus of fostering positive landlord and tenant relations and long-term housing stability. Let's bring our neighbors home together.

Register your interest in joining our Let's Bring Our Neighbors Home campaign!

<https://mdhadallas.jotform.com/223335113786152>

OR

Join Housing Forward for an online information session on December 13th at 3pm to learn how you can welcome tenants into your community and the financial incentives available.

https://us06web.zoom.us/meeting/register/tZMlcuqhrz8jGtRRfrQwNjUbigcZ6UfJud3Z?fbclid=IwAR3cVc9I_XU01JQG6LEb8CVwKg7dJ-F-PgUytRVP1NWibleq_-txTq6HTiM

#EndHomelessness #BringOurNeighborsHome #HousingForward #LandlordEngagement

Instagram suggested copy:

Calling ALL Landlords and Property Owners to join us in providing safe homes for vulnerable neighbors in our community.

@HousingForwardNTX wants to support each of you with guaranteed rental income for 12+ months and \$1,000 incentive for each signed lease. Our program will pay market rent reliably. Participating households come with wrap-around supportive services or case manager with the sole focus of fostering positive landlord and tenant relations and long-term housing stability. Let's bring our neighbors home together.

Register your interest in joining our Let's Bring Our Neighbors Home campaign!

<https://mdhadallas.jotform.com/223335113786152>

OR

Join Housing Forward for an online information session on December 13th at 3pm to learn how you can welcome tenants into your community and the financial incentives available.

https://us06web.zoom.us/meeting/register/tZMlcuqhrz8jGtRRfrQwNjUbigcZ6UfJud3Z?fbclid=IwAR3cVc9I_XU01JQG6LEb8CVwKg7dJ-F-PgUytRVP1NWibleq_-txTq6HTiM

#EndHomelessness #BringOurNeighborsHome #HousingForward #LandlordEngagement

LinkedIn suggested copy

Calling ALL Landlords and Property Owners to join us in providing safe homes for vulnerable neighbors in our community.

@HousingForwardNTX wants to support each of you with guaranteed rental income for 12+ months and \$1,000 incentive for each signed lease. Our program will pay market rent reliably. Participating households come with wrap-around supportive services or case manager with the sole focus of fostering positive landlord and tenant relations and long-term housing stability. Let's bring our neighbors home together.

Register your interest in joining our Let's Bring Our Neighbors Home campaign!

<https://mdhadallas.jotform.com/223335113786152>

OR

Join Housing Forward for an online information session on December 13th at 3pm to learn how you can welcome tenants into your community and the financial incentives available.

https://us06web.zoom.us/meeting/register/tZMlcuqhrz8jGtRRfrQwNjUbigcZ6UfJud3Z?fbclid=IwAR3cVc9I_XU01JQG6LEb8CVwKg7dJ-F-PgUytRVP1NWibleq-txTq6HTiM

#EndHomelessness #BringOurNeighborsHome #HousingForward #LandlordEngagement