



LeaseUp LA! Powered by PATH





Agenda

- What is LeaseUp LA?
- State of the LA Rental Market
- Housing Location Services
 - Marketing Campaign
 - Housing Specialists
 - Supportive and Financial Services for Landlords
 - Mediation Services
- LeaseUp LA Housing Resources
 - LeaseUp Web Application
 - Shared Housing
- LeaseUp LA Expansion
 - Impact to Date
 - October – December 2020



SECTION 01

What is LeaseUp LA?

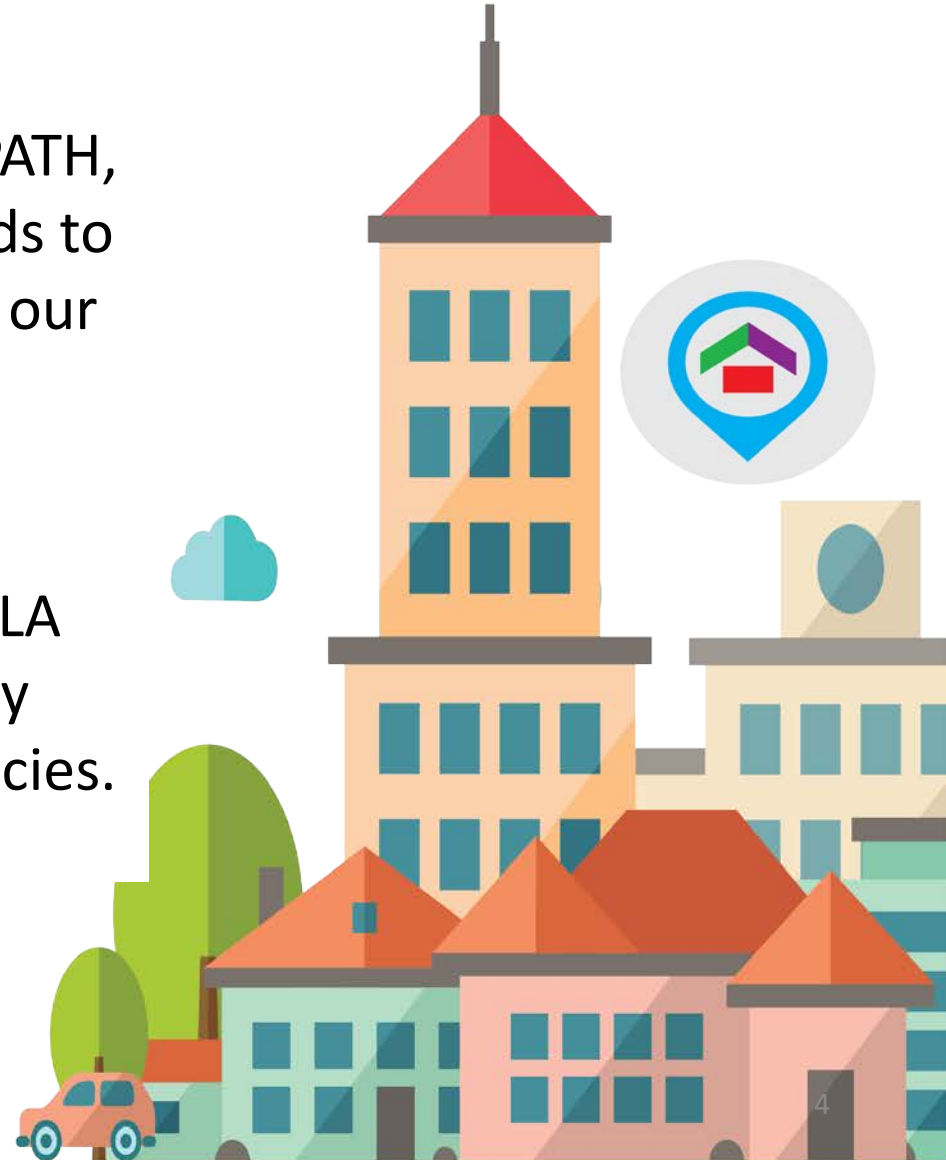


What is LeaseUp Los Angeles?



LeaseUp LA, is an initiative of PATH, to engage and support landlords to increase access to housing for our neighbors without a home.

This is a joint effort of PATH, LA Homeless Services Authority (LAHSA), and Community Agencies.





PATH's Housing Partnership Program

- **PATH's Housing Partnership Program (HPP) is designed to provide professional landlord and property management support to ensure a consistent portfolio of housing opportunities**
- **Established in 2014 with 5 staff**
- **Experience working across multiple SPAs, with multiple subsidies, and community providers**
- **Continued program development through experience & landlord feedback**
- **Scaled and implemented across the state**

Some Housing Perspective for LA

- The average 2018 vacancy rate of Los Angeles County is at 3.8%, with older and lower cost apartments at 2.4% vacancy
 - Source: Forbes, 2018, Los Angeles Tops Our List Of the Worst City for Renters 2018
- In March of 2020, average vacancy rate was 5.1%, still lower than the national average of 6.5%
- Between March 2020 – August 2020
 - Vacancies highest at luxury apartment buildings
 - Vacancies remain low at mid-tier, working class apartments
 - Rent increasing in submarkets where rent is lower – Antelope Valley, South LA, Southeast LA, and San Gabriel Valley
 - Source: Costar State of the Market Presentation
- An individual needs to make about \$26.62 for an average one bedroom in Los Angeles-Long Beach-Glendale metro areas
 - Source: National Low Income Housing Coalition, 2019

Housing Provider Concerns/Needs

1. Evictions

- Eviction is a big concern. All property owners that were interviewed stated that the eviction process in Los Angeles is difficult for property owners. The processes are cumbersome and adversarial.

2. Property Damage

- Liability and loss of income is a concern for property owners in general. However, housing people transitioning out of homelessness presents a different challenge.

3. Support for Tenants

- Landlords who have worked with programs spoke of inconsistency in support that tenants received. They also expressed concern in the timely communication of changes in staff and/or programs.

SECTION 02

Housing Location Services

LeaseUp LA Marketing



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PATH
MAKING IT HOME

**LEASE
Up**

DO YOU RENT UNITS
IN LOS ANGELES?

PARTNER WITH LEASEUP

LeaseUp offers free unit
listing and support services
for landlords.

🌐 www.leaseuplosangeles.org
✉ LeaseUpLA@epath.org
📞 (323) 428- 4742

- Landlord Housing Rights Training Seminars
 - Landlord Engagement Events
 - Direct mail campaigns
- Digital advertisement campaigns
 - News writes ups
 - Support from elected officials
- Apartment owner/ property management periodicals
- Multifamily Property Conferences
- Real Estate Broker Conferences
 - Local news websites

LeaseUp – Services for Landlords



Preferred Owner Program

Landlords who agree to flexibility with their current screening criteria have access to Holding Fees and Risk Mitigation Funds. This includes Mediation Services and access to a 24 Hour Support Hotline.



Risk Mitigation

The goal of Risk Mitigation funding is to encourage participation of Property Owners, and Managers by adding protections to those who are leasing to households transitioning out of homelessness.



Holding Fees

Landlords who participate in the Preferred Owner Program will have access to a Holding Fee. This covers SRO, Studios, 1 Bedroom, and Shared 2-Bedroom Units.



Landlord Engagement

LeaseUp facilitates a Landlord Advisory board of actively engaged landlords that provide insight and advocacy on the work of Housing Location and community partners, as well as hosting SPA-wide events.



The Housing Specialist



The Housing Specialist's role is to develop housing stock for programs, provide excellent customer service to landlords and partners, mediate landlord concerns.



Mediation Services

LeaseUp LA has a team of certified mediators!

Our team will provide interventions to help prevent evictions, and establish alternative housing options for tenants that create the least amount of negative impact to the property and the tenant.





Mediation Services Outcomes

2018-2020 FY

123 Cases Referred

- 15 Open Cases
- 9 cases unable to mediate
 - no response from owner or tenant self resolved
- 3 evictions
 - non participation from owner
 - tenant backed out of mediation plan
 - unlawful detainer with mediation referral
- 105 referrals closed without an eviction!
- \$50,329 in risk mitigation funds used





LeaseUp Los Angeles Web Application

The screenshot displays the LeaseUp Los Angeles web application interface. At the top, there is a navigation bar with the LeaseUp logo, a home icon, and buttons for "FEEDBACK" and "SIGN OUT". Below this is a filter bar with dropdown menus for "SPA", "Subsidy", "Rent", and "Beds", along with a "CLEAR FILTERS" button. The main area is a map of Los Angeles with numerous blue location pins indicating available units. On the right side, there is a sidebar with a "BOOKMARKS" button and a list of "181 Available and Upcoming Units". A specific unit is highlighted: "1758 Pine Ave. Long Beach Unit 2" for "\$1395", featuring "1 Bedroom" and "1 Bathroom", and is marked as "Status: Available". A small photo of the unit's interior is shown next to the details.

Instant access to housing at the fingertips of case managers!

Housing is pre-vetted

Owners have signed up

Title check, rent reasonableness, & inspections completed



LeaseUp LA Shared Housing

A shared housing unit is one that is occupied by *two or more households*.

- 1 household per bedroom.
- Could include an apartment that has several bedrooms, a house, or a room for rent.
- Housing unit must meet habitability or HQS standards
- Rents must be reasonable or at/below HUD FMR.
- Must be the owner or legal representative of the owner.
- Each household must have a standard lease or rental agreement that provides full rights of tenancy.

HPP Shared Housing
By the Numbers*
 *2018-2020

145
 HOUSEHOLDS
 PLACED

20
 DIFFERENT
 AGENCIES IN LOS
 ANGELES

SECTION 02

LeaseUp LA Expansion



Lease Up LA – By the Numbers



LeaseUp LA served all 4,761 square miles of LA County and Coordinated Entry Service organizations.

2,162

Case managers using LeaseUp LA App

96

Agencies in Los Angeles using the LeaseUp LA App

16,003

Interactions with agencies

3,134

Landlords Contacted for Units

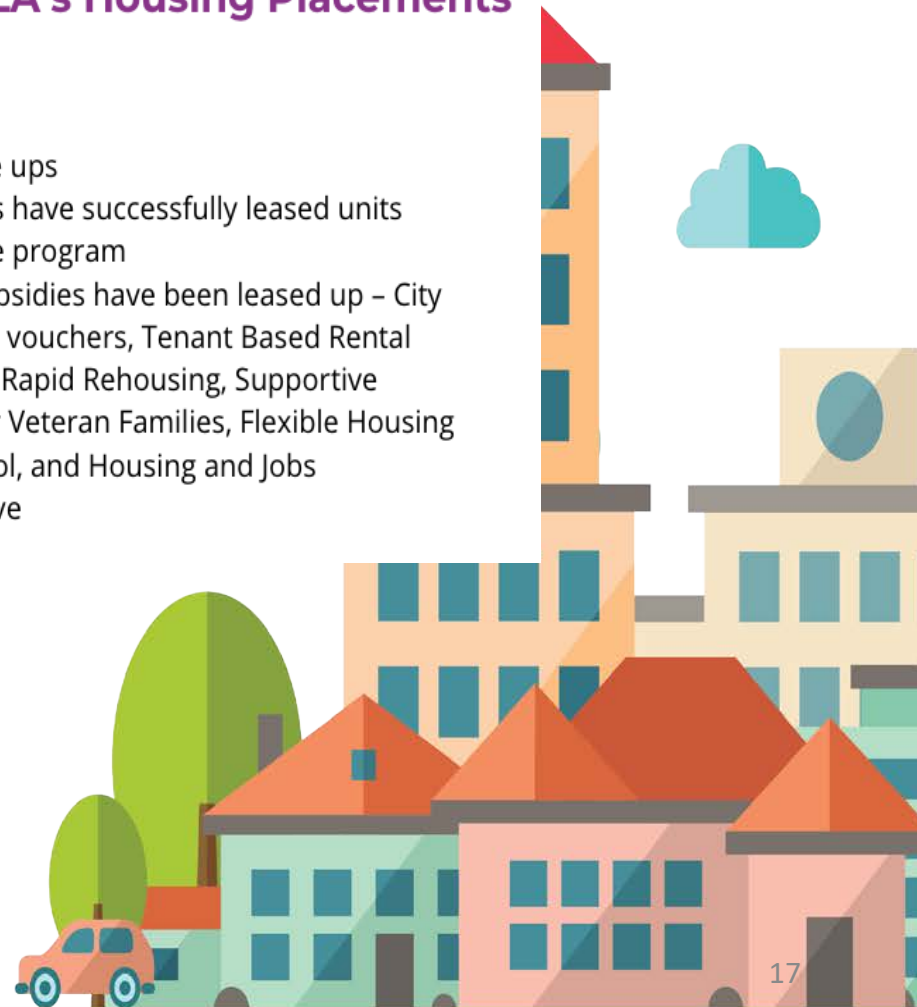
3,279

Units added to the LeaseUp LA App

LeaseUp LA's Housing Placements

LOS ANGELES

- 1,323 Lease ups
- 67 Agencies have successfully leased units through the program
- Multiple subsidies have been leased up – City and County vouchers, Tenant Based Rental Assistance, Rapid Rehousing, Supportive Services for Veteran Families, Flexible Housing Subsidy Pool, and Housing and Jobs Collaborative





October 2020 – 200 Unit Goal

Program

- Hire and begin training 17 additional temporary staff to drive the expanded marketing campaign for landlord and unit acquisitions.

Technology

- Lay the groundwork for a dashboard of district-level unit acquisition by identifying and preparing the data components needed to compile and synthesize the information.
- Expand mobile app to be compatible with Android.



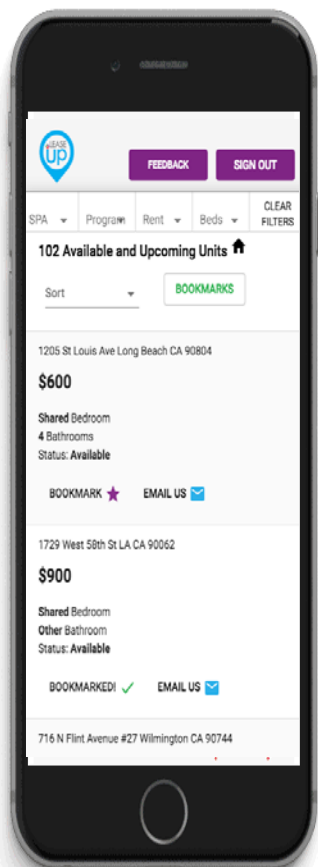


October 2020 Cont....

Marketing

- Develop and incorporate COVID recovery language into LeaseUp campaign
- Create and update community engagement materials for property owners.
- Create new print advertisements for outdoor advertising
- Create new print and digital advertisements for ads in LA Times, local publications, and apartment publications.
- Interview & photograph landlords, and service providers for radio and digital content.
- Expand existing digital marketing campaign including admail, social media targeted ads, programmatic display, and data re-targeting.
- Expand existing 1) print advertisements and 2) digital banners, e-newsletters, and sponsored content with local publications and apartment organizations.

November 2020 – 300 Unit Goal



Program

- Complete new staff training.
- Continue identifying more shared housing. Facilitate trainings to educate, and encourage other service providers to offer this as a standard housing solution to their clients.

Technology

- Identify the platform (e.g., LeaseUp website, etc.) that will be used to share district-level data and plans to integrate units from additional service providers.

November 2020 Cont....

Marketing

- Radio advertisements and commercials using new content from interviews.
- Outdoor advertisements using new print content.
- Expand our existing digital marketing campaign including admail, social media targeted
- ads, programmatic display, and data re-targeting.
- Continue purchasing 1) print ads and 2) digital banners, e-newsletters, and sponsored
- content with local publications and apartment organizations to increase visibility. Examples include Whittier Daily News, Pasadena Weekly, The Daily Breeze, and San Gabriel Tribune.
- Partner with similar service providers or advocacy groups such as Everyone In to leverage and expand our collective reach, and to create solidarity around LeaseUp as a solution to ending homelessness.

December 2020 – 500 Units

Program

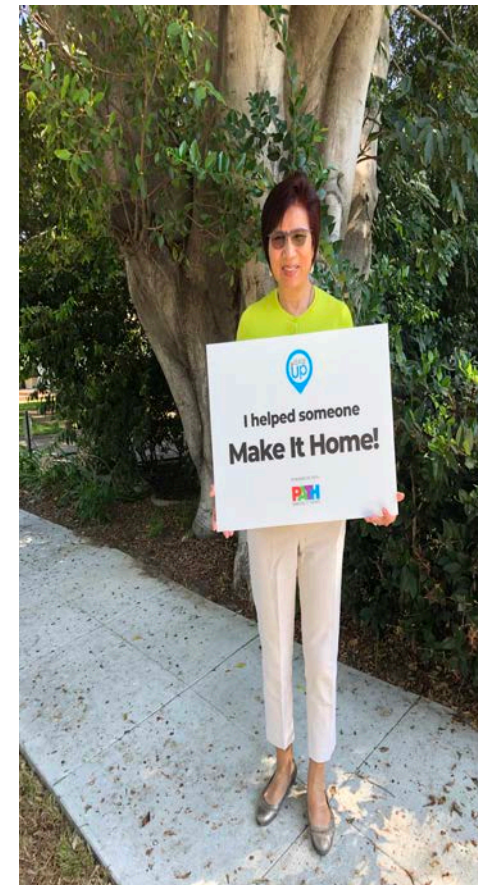
- Create an accountability system in coordination with LAHSA and United Way to ensure sharing of units and landlords that are acquired by all providers in Los Angeles County.

Technology

- Explore capability to allow other service providers to enter and upload their acquired units and landlords directly into the PATH-App for review by our data analyst. Also explore this for already-vetted landlords to upload their own units directly.

Marketing

- Direct mail piece reaching 50,000+ owners in Los Angeles County with connection to LA Times digital campaign, allowing us to analyze the return on investment.
- Review and continue marketing campaigns from October and November



Thank You!

Questions?

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