



PRESS RELEASE



For Immediate Release

Contact: Elisa Vásquez, HAcOLA, (626) 586-1762; Annie Kim, HACLA, (213) 252-1864

LANDLORD OUTREACH EVENT AIMS TO HELP END HOMELESSNESS

New County and City Incentives Take the Risk Out of Renting to Homeless Men and Women

Los Angeles, February 15, 2017 – Today, over 200 landlords attended a HouseLA event to learn about programs that offer financial incentives in exchange for partnering with the County, City, and non-profit



service providers to end LA's homelessness crisis. County and City staff shared information about the Homeless Incentive Program (HIP), which provides financial protections and other safeguards to landlords who agree to accept subsidized tenants holding County or City issued vouchers such as Veterans Affairs Supportive Housing vouchers or Section 8 vouchers.

The incentive programs have three major components:

1. One month payment to hold the rental unit while a tenant is referred.
2. Move-in assistance to homeless individuals such as money for the security deposit and utility connection fees.
3. Financial assistance to landlords to mitigate damage caused by tenants during their occupancy.

The Homeless Incentive Program is part of an unprecedented and comprehensive effort by the County and City of Los Angeles to end homelessness.

“Landlords want peace of mind,” said Abraham Kohen, a landlord who owns several local properties and has been partnering with the County. “With these programs you have nothing to lose. Landlords have all the support they need to be successful.”



“It is our responsibility to dedicate all available resources to establishing successful landlords and tenant relationships,” said Sean Rogan, Executive Director of the Housing Authority of the County of Los Angeles (HACoLA).



“It takes a special kind of landlord to recognize that they can do good and do well at the same time. It can be very difficult for men and women who have been homeless to get back on their feet. The landlords who are signing up are real heroes and we will support them in every way to make sure these landlord-tenant relationships work,” said Douglas Guthrie, President and CEO of the Housing Authority of the City of Los Angeles (HACLA).

The HouseLA event was sponsored by County Supervisor Sheila Kuehl, HACoLA, HACLA, the City of West Hollywood, the Apartment Association of Greater Los Angeles, Brilliant Corners and the People Concern.

Landlords interested in participating in the County's programs are invited to visit the HACoLA website at www.hacola.org. Landlords interested in participating in the City's programs are invited to visit the HACLA website at www.hacla.org. All media may contact Elisa Vásquez, HACoLA Public Information Officer, at (626) 586-1762, or Annie Kim, HACLA, Public Information Officer, at (213) 252-1864.

###