



# PRESS RELEASE



## For Immediate Release

Contact: Elisa Vásquez, HACoLA, (626) 586-1762

## LANDLORDS TARGETED FOR PARTICIPATION IN PROGRAMS AIMED AT ENDING HOMELESSNESS

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

Carson, March 22, 2017 – Today, over 100 landlords attended a HouseLA event to learn about programs that offer financial incentives in exchange for partnering with the County and People Assisting the Homeless (PATH) to end LA's homelessness crisis. County 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 issued vouchers such as Veterans Affairs Supportive Housing vouchers or Section 8 vouchers.



The incentive program has 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.

HIP is part of an unprecedented and comprehensive effort by the County of Los Angeles to end homelessness.

“It’s such a beautiful program, and the staff has been so helpful every step of the way,” said Catherine McAdoo, a landlord who has been

partnering with the County. “Most importantly, the program helps our homeless veterans establish stability in our community.”



“It is our goal to work with partners to increase the number of participating landlords,” said Sean Rogan, Executive Director of the Housing Authority of the County of Los Angeles (HACoLA). “It is through our collective efforts that we can try to bring an end to this crisis that has plagued the area for too long.”

The HouseLA event was sponsored by Second District Supervisor Mark Ridley-Thomas, HACoLA, PATH, South Bay Cities Council of Governments, and hosted by the City of Carson.

Landlords interested in participating in the County’s programs are invited to visit the HACoLA website at [www.hacola.org](http://www.hacola.org). All media may contact Elisa Vásquez, HACoLA Public Information Officer, at (626) 586-1762.

###