

PRESS RELEASE
For Immediate Release

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HouseLA

**LANDLORD OUTREACH EVENT AIMS TO
HELP END HOMELESSNESS**

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



S. Whittier, CA, October 4, 2017 – Close to 100 landlords from across the County attended a HouseLA event to learn about programs that offer financial incentives in exchange for partnering with the County of Los Angeles, City of Long Beach, and non-profit service providers to end Los Angeles' homelessness crisis.

Fourth District Supervisor Janice Hahn and officials from the County and City 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 or Section 8 vouchers.

The HIP is part of an unprecedented and comprehensive effort by Los Angeles County and partner cities to end homelessness. It is comprised of 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.

"Our local landlords are an asset in the fight to end homelessness," said Supervisor Hahn. "We have developed a program that not only helps homeless individuals get housing, but gives our landlords the peace of mind they need."



The Housing Authority of the County of Los Angeles (HACoLA) initiated its program early last year and has been hosting similar events throughout the County since February 2016. Since program inception, the County has housed over 422 families through the HIP. The Housing Authority of the City of Long Beach (HACLB) is finalizing its own program, expected to begin shortly. Both programs will continue to be funded for the next three years through Measure H, the County's quarter cent sales whose revenues go to provide services for the homeless.

"Landlords are in a unique situation to lend a helping hand to combat the County's homelessness crisis," said Emilio Salas, HACoLA Deputy Executive Director. "It is our duty to dedicate all available resources to establishing successful landlords and tenant relationships."



Other agencies in attendance included the U.S. Department of Veterans Affairs of Long Beach and West Los Angeles, who had staff onsite to answer questions and distribute material on services provided. The VA has been a strong partner in the effort to end veteran homelessness.

Landlords interested in participating in Los Angeles 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 HACLB website at www.haclb.org. All media may contact Elisa Vásquez, HACoLA Public Information Officer, at (626) 586-1762, or Alison King, HACLB Bureau Manager at (562) 570-6153.

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