

*Streets to Homes and the
Landlord Liaison Project*



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Affordable homes. Better lives.

Welcome





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Streets 2 Homes Snapshot

Seven years as collaborative community Housing First project

- Securing private market housing.
- Rental subsidy up to \$450.00
- Case planning
- Advocacy
- Capacity building / Skills development
- Community integration





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Evolution

From Pilot Project to Program

- Greater Victoria Coalition to End Homelessness
- Complementing existing services, such as Supported Housing and ACT

Housing First opposed to Treatment First

Toronto Streets to Homes model

Multi-agency partnership

Community oversight





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Statistics

Full subscription with 175 clients housed

82% of current clients successfully housed for greater than 1 year

63% of people housed prior to 2013 continue to maintain stable housing

Of those who have left the program;

- 43% achieved further social and financial independence
- 33% accessed higher level of services and support

100% landlord retention rate





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Why a Landlord Liaison Program?

- Landlord Recruitment Challenges
- Vacancy Rates / Increasing rents
- Preconceptions
- Representing Landlord needs
- Maintaining and preserving Landlord relationships



Landlord Liaison

Accesses Landlords and rental opportunities

Landlord Recruitment Strategies

- Appeal to business concerns
- Dedicated financial resources
- Building trust / brand
- Utilizing the success of tenants in Supported Housing.

Landlord Support

- Maintains dialogues
- Provides education
- Problem-solving support
- Assists with “best housing fit” concept



Streets 2 Homes Supporting
Clients in reaching their full
potential, as they determine it



Building Relational Capacity through Communication, Follow-Up and Resources

The ability to consistently create and maintain high quality relationships

- What Does this look like?
- Assessing/Meeting Needs
- Working With the variables

“When we work with the intention of nurturing and maintaining high-quality relationships with landlords, we create successful tenancies!”





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Meaningful response defined...

- Quickly initiate communication with all parties
- Ensure ongoing support and follow-up
- Monetary compensation
- Mutual agreements/ Expectations
- Arbitration
- Clean-up
- Debriefing





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The Team





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Thank you for your time.

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