



Nevada's FREE Housing Locator Service

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NVHousingSearch.org
ALL ROADS LEAD HOME

Advisory Committee Meeting

April 28, 2015

10:00 a.m. – 11:30 a.m.

Nevada Housing Division, Betsy Fadali and Nicole Andazola

Welcome & Introductions

Thanks and Special Mentions

Socialserve.com, Nina Miller and Sheila Roberts

Program Status Update and Projections

Special Needs Housing Module

Nevada Housing Division & Socialserve.com

Trainings and Presentations

Web Optimization

Radio Opportunity and Upcoming Events

Promotional Opportunity Discussion

Other Feedback

Nevada Housing Division

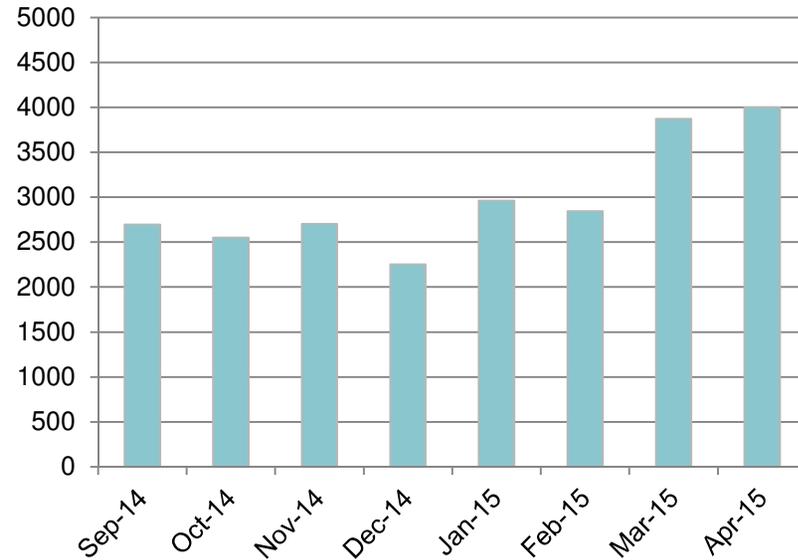
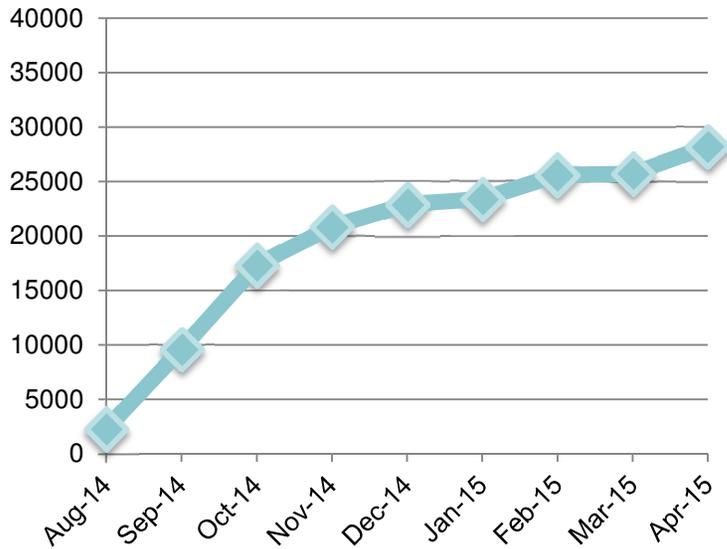
Meeting Calendar/Adjourn



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Stats Update and Projections

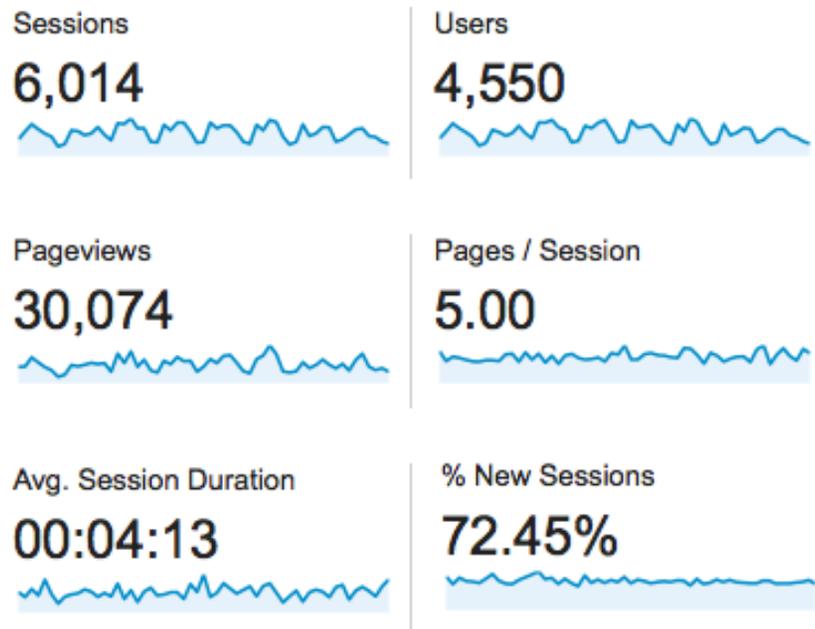
29,000+ Housing Units and 24,000+ Searches!



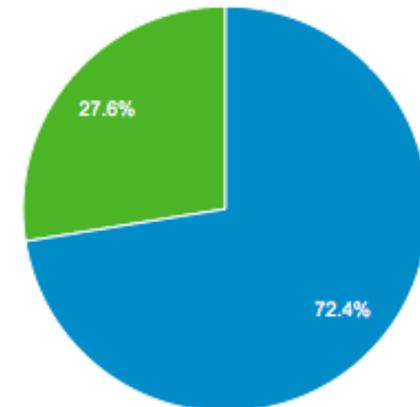


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Google Analytics March-April 2015



■ New Visitor ■ Returning Visitor

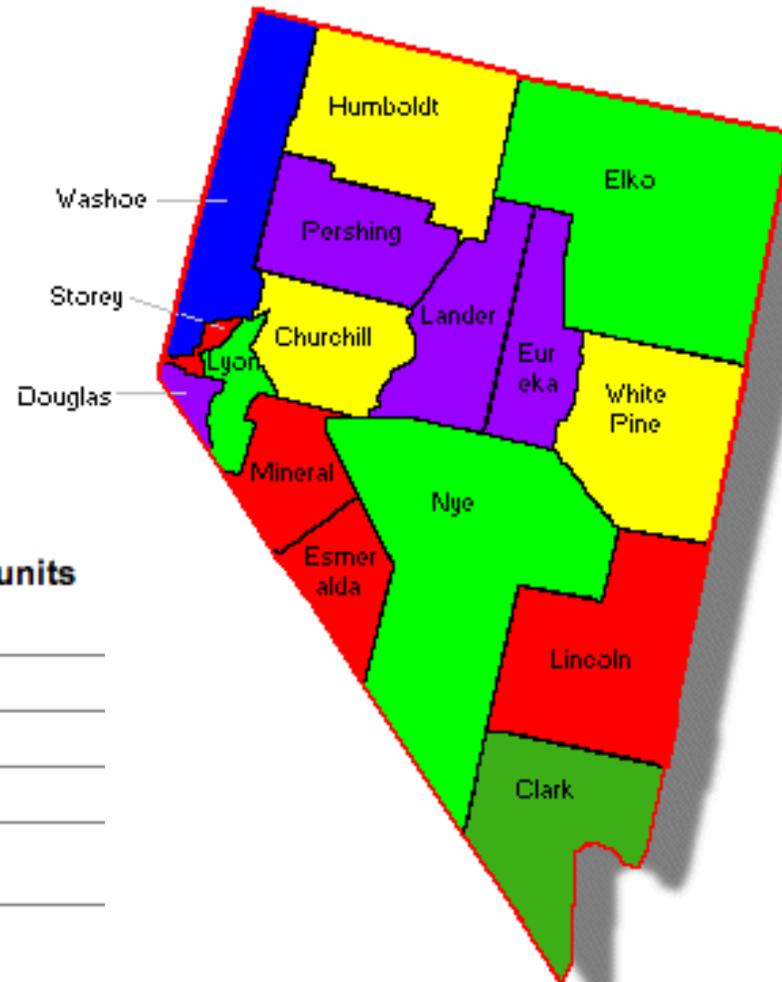




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- - 10,000 + Units
- - 500-9,999 Units
- - 250-499 Units
- - 100 - 249 Units
- - 1 - 99 Units
- - No Units



County	Estimated % of total multi-family units listed
--------	--

CLARK	8%
WASHOE	22%
CARSON	26%
ALL OTHER	37%
NV Total	11%



Service Provider/Restricted Access Portal

- Restricted Access allows approved agencies to search for those listings that serve specific populations, including Frail & Elderly, and Veterans
- For confidentiality reasons, the general public can not search by these designations, which are indicated privately by the landlord during the listing process
- Restricted Access allows case managers to design and save search criteria as they look for properties; notification is sent when an available property matches the saved criteria
- Viability Assessment is conducted prior to granting agency access to measure inventory and determine outreach needs



Landlord Registration Information

Special Needs Populations: (private)

Help Your Community - Your Rentals Can Make a Difference

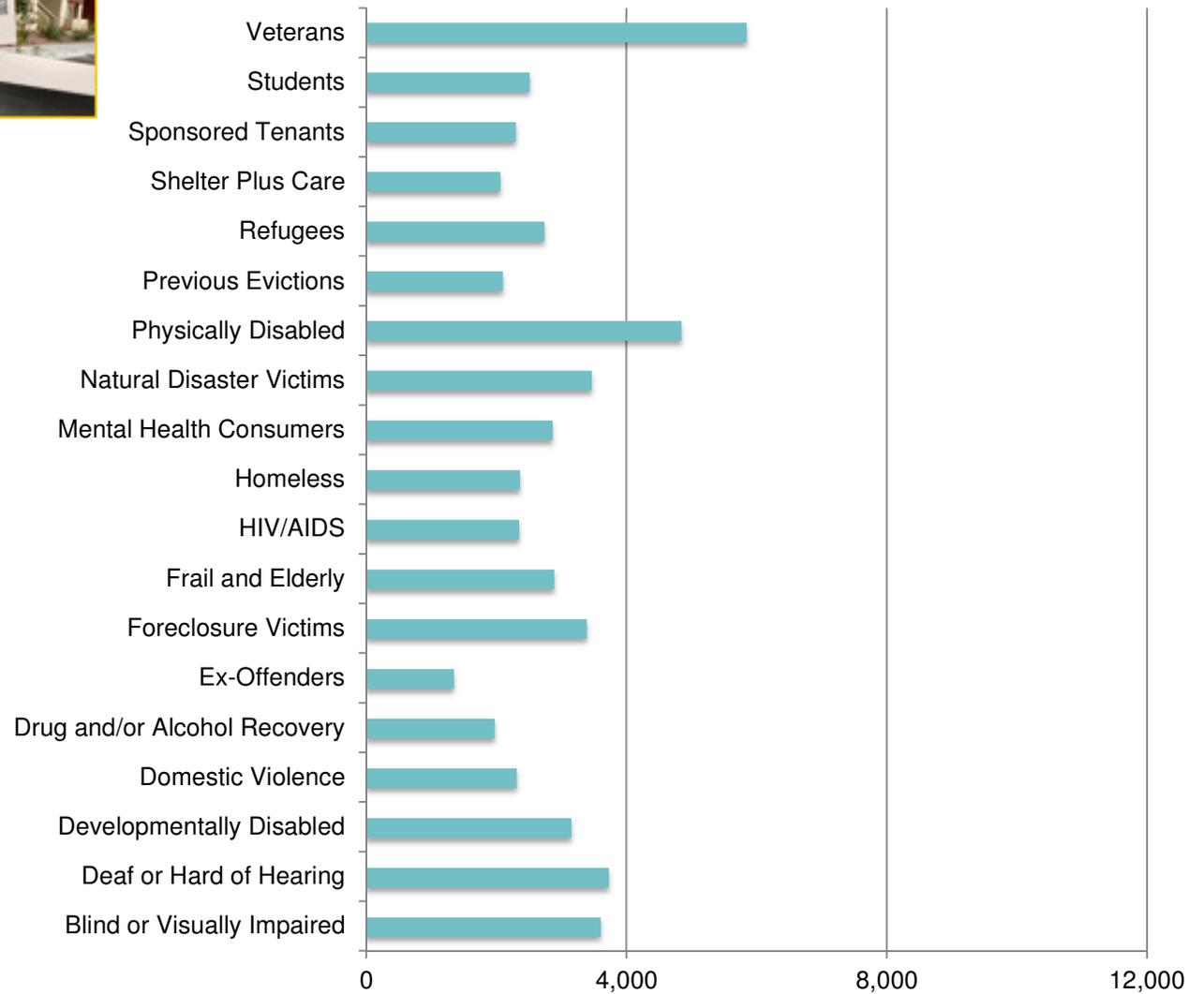
Selecting box(es) below will connect you with local agencies that serve individuals and families who may be facing housing barriers. This information is NOT publicly displayed and will only be available to authorized case workers with special search access.

Although the Fair Housing Act applies to ALL prospective tenants, selecting these categories may help you lease units faster and offer rewarding opportunities to work with area programs and tenants.

- | | | |
|---|--|---|
| <input type="checkbox"/> Blind or Visually Impaired | <input type="checkbox"/> Homeless | <input type="checkbox"/> Refugees |
| <input type="checkbox"/> Deaf or Hard of Hearing | <input type="checkbox"/> Homeowners Impacted By Foreclosure | <input type="checkbox"/> Shelter Plus Care [?] |
| <input type="checkbox"/> Domestic Violence | <input type="checkbox"/> Mental Health Consumers | <input type="checkbox"/> Sponsored Tenants [?] |
| <input type="checkbox"/> Drug and/or Alcohol Recovery | <input type="checkbox"/> Natural Disaster Victims | <input type="checkbox"/> Students |
| <input type="checkbox"/> Ex-Offenders | <input type="checkbox"/> Persons with Developmental Disabilities | <input type="checkbox"/> Transitional Age Youth [?] |
| <input type="checkbox"/> Frail and Elderly | <input type="checkbox"/> Persons with Physical Disabilities | <input type="checkbox"/> Veterans |
| <input type="checkbox"/> HIV/AIDS | <input type="checkbox"/> Previous Evictions | <input type="checkbox"/> All |



Housing units serving Special Needs Populations





Trainings & Materials

- NV Dept. of Health and Human Services Aging and Disability Services Division
- NV Dept. of Health and Human Services Division of Health Care Financing and Policy (DHCFP)
- Lend A Hand - Boulder City
- Continuum of Care - Reno
- Safe Nest
- NV Dept. of Employment, Training & Rehabilitation (DETR) Job Centers
- Statewide Senior Center Mail-out
- Clark Co. Social Services
- State-wide Social Services Mail-out
- University of Nevada, Reno
- American Red Cross of Northern NV
- Southern Nevada Health District
- Nevada Rural Housing Authority
- United Way of Southern Nevada (2-1-1)
- United Way of Northern Nevada and the Sierra (2-1-1)
- Nevada VOAD
- HELP USA
- Nevada Network Against Domestic Violence (NNADV)
- American Red Cross of Northern Nevada
- Latter Day Saints and Lutheran Social Services, Episcopal Diocese, others
- Washoe Co and Carson City School Districts Children in Transition



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Presentations & Promotional Events

- HOLD Southern NV Strong Grand Finale Event, Feb 2015
- Southern NV CoC Committee on Homelessness, Feb 2015
- Non Profit Empowerment Conference, Mar 2015
- CAAN Meeting, Apr 2015
- GOED Grant Administration Workshop, May 2015
- NevADA 25th Birthday Celebration, May 2015
- Journey of Hope Friendship Visit, June 2015
- NVSAA Trade Show June 2015
- Nevada Disabilities Conference 2015, July 2015





Newsletter Items



New Statewide Housing Locator Tool Now Available

This fall, the Nevada Housing Division introduced a statewide service to help Nevadans find and fill rental vacancies. **NVHousingSearch.org** is free to list and search for all types of rental housing, including affordable, accessible, subsidized and assisted-living units as well as market-rate rentals. To ensure maximum access to housing information, the service is available both online and through a live, toll-free, multilingual call center.

Coming soon:



Supportive Services Unit
Nevada Aging and Disability Services Division (ADSD)

NEW DIRECTIONS

DSD and Grantees Serving Nevada's Seniors and Persons with Disabilities



NVHOUSINGSEARCH.ORG: NEVADA HOUSING DIVISION'S NEW RENTAL SEARCH SITE

Last fall, the Nevada Housing Division introduced NVHousingSearch.org, a new statewide service to help Nevadans find and fill rental vacancies. NVHousingSearch.org is completely free to list and search



for all types, including affordable, accessible, and assisted-living units. The site features interactive maps, photos and a secure tenant portal.



It's 100% free to post unlimited rentals, whether a housing provider lists one rental or hundreds.

Units only have to be listed once. Even after a unit is rented, the listing can remain in the system,

and features as well as details about appliances, utilities and neighborhood amenities like

Links to NVHousingSearch.org

Agencies are strongly encouraged to place links on their websites to NVHousingSearch.org.

1. Increases public awareness and access.
2. Directly improves search engine presence and web visibility.
3. Thank you to those who have already linked to us!!





NVHousingSearch.org
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Link example!

Home | subscribe to newsfeed | type size: A+ A- | | SHARE | English | Español

Residents | Visitors | Business | About Clark County | Elected Officials | Services | Departments

Search Monday, April 27, 201

erayments

Clark County > Departments > Administrative Services > Community Resources Management > Services > Affordable Housing List

Quick Look-up

I Want To...

Most Popular

Comm Res Mgmt.

Department Home

Services

Forms

Contact Us

About Us

Fair Housing

Grants by Name

Consolidated Plan Docs



Community Resources Mgmt: Services



Affordable Housing List

The State of Nevada Housing Division maintains a directory of all affordable family and senior housing developments in Southern Nevada. Please click on the link below to access this information. The free service available through NVHousingSearch.org should assist you in your search.

NVHousingSearch.org
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A free service to list and find rental housing across Nevada

[Affordable Housing Resources Link](#)



Live Web Links – Thank you!

- Nevada State Apartment Association
- Office of Aging and Disability
- Community Resources Management Division, Clark Co.
- Nevada Housing Division
- Nevada Rural Housing Authority
- City of Henderson Community Development and Services, Neighborhood Services Division
- Economic and Urban Development Department, City of Las Vegas
- Silver State Fair Housing
- City of N. Las Vegas
- City of Sparks
- City of Reno
- Nevada Developmental Disabilities Council
- Partnership Carson City
- People First
- DETR
- Clark County Social Services
- Nevada 2-1-1
- Carson City
- UNR Housing
- Washoe County



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Web Presence Optimization

Directly improves search engine presence and web visibility!

facebook



Tweets Tweets & replies Photos & videos

NV Housing Division @HousingDivision · Apr 15
Find your next rental home using our FREE housing locator today!
NVHousingSearch.org. Search and list for FREE!



View more photos and videos

NV Housing Division @HousingDivision · Apr 1
Looking for rental housing in Nevada? Check out NVHousingSearch.org! It's easy and its FREE!

NV Housing Division @HousingDivision · Mar 17
NHD is pleased to announce the release of the 2014 Affordable Housing Survey "Taking Stock". Get your copy today:
housing.nv.gov/resources/Reso...

NV Housing Division @HousingDivision · Mar 9
Finding a rental in Nevada is so easy! Check out the FREE housing locator today! NVHousingSearch.org



CALL TO ACTION!!!

Marketing and Outreach Next Steps



- Outreach materials distribution
- Opportunities and events to promote the service (conferences, meetings, luncheons, fairs, association meetings, quarterly/annual events)
- Trainings and webinars are always free and available!
- Publications for news pieces (eNews, ListServes, newsletters, public service announcements)
- Email signature: consider signature such as, *"Looking for affordable rental housing? Check out NVHousingSearch.org, Nevada's FREE listing and locator service!"*



Promotional Opportunities

- Possible Radio Program: KUNR
 - “Beyond the Headlines” interview – need to pitch a half hour story with several speakers
 - Testimonials
 - Champions
 - History of NRS
- Low Income Housing Issues
 - Ideas??



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Contact Us

for more information and
free trainings for staff

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