



NVHousingSearch.org

Advisory Council Meeting

March 23, 2017

AGENDA

- Welcome & Introductions
- Site Activity and Live Demonstration
 - Help Serve your Communities
- Marketing & Promotional Opportunities
 - Group Discussion

A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

Welcome & Introductions

Thank you to our Advisory Board!

| | | | |
|------------------------------|--|---|--|
| Nancy Brown | Charles Schwab Bank | Phyllis Hargrove | HUD, Las Vegas Regional Office |
| Gilbert Medina | City of Henderson | Lisa Martin | Nevada 2-1-1 |
| Lorena Candelario | City of N. Las Vegas | Betsy Fadali, Denise Cox, Francine Lebrato, Josie Hatem and Tim Whitright | Nevada Housing Division |
| Des Craig and Elaine Wiseman | City of Reno | Jeni Chavez or Crystal Kleidosty | NV Rural Housing Authority |
| George Graham | City of Sparks | Susy Breckon | Nevada State Apartment Assoc. |
| Kristin Cooper | Community Resources Management Division, Clark Co. | Matt Flemming | Northern NV Community Housing Board |
| Palisa Sturgis | Div. of Health Care Financing and Policy | Zanny Marsh | Northern NV American Red Cross |
| Earlie King | City of Las Vegas | Rique Robb and Michelle Khau | Office of Aging and Disability |
| Sheila Roberts | Emphasys Software | Laurie Vance | Ovation Development |
| Debbie Warner | Gaston and Wilkerson | Amy Jones | Reno Housing Authority |
| Jean Barrette | Governor's Office for Economic Development | Katherine Knister Zook | Silver State Fair Housing |
| Sherry Manning | Governor's Office on Developmental Disabilities | Laure Raposa for Mr. Dwayne Alexander | Southern Nevada Regional Housing Authority |

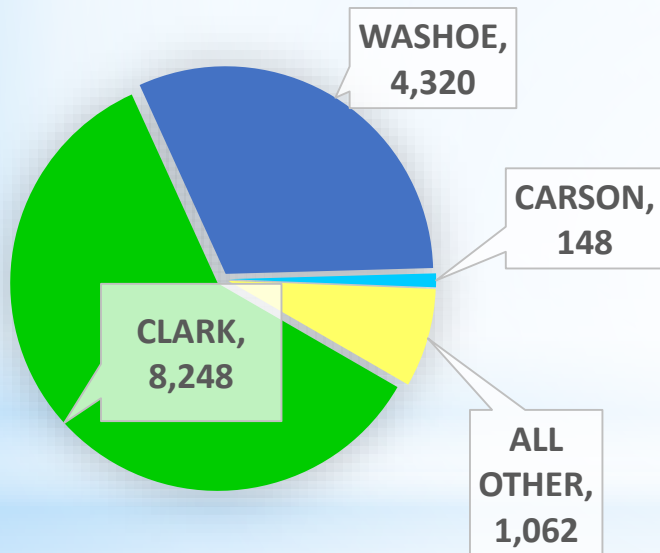
A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA



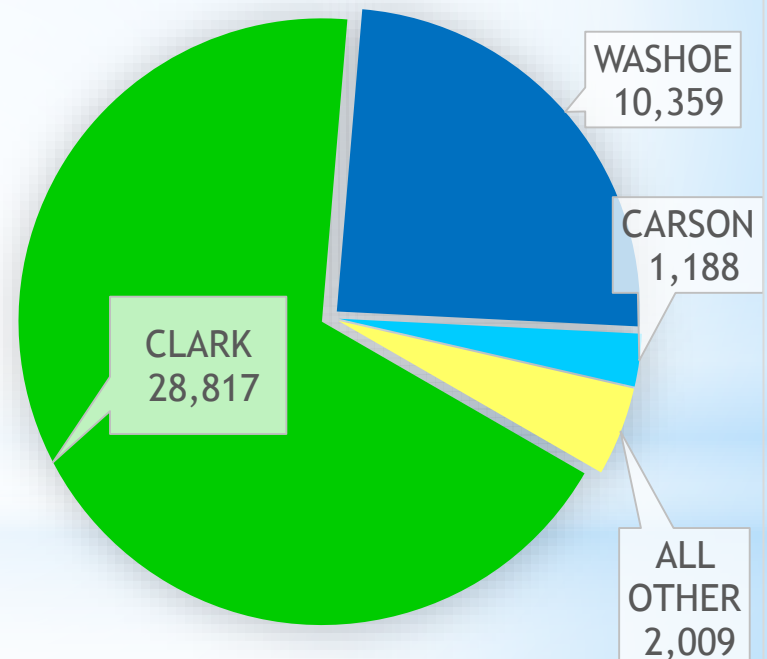
NVHousingSearch.org
ALL ROADS LEAD HOME

Consistent Growth!

Units in NVHousingsearch.org
9-16-2014



Units in NVHousingsearch.org
3-8-2017



15% of statewide multi-family units listed!*

* 2015 Five Year
ACS Estimates

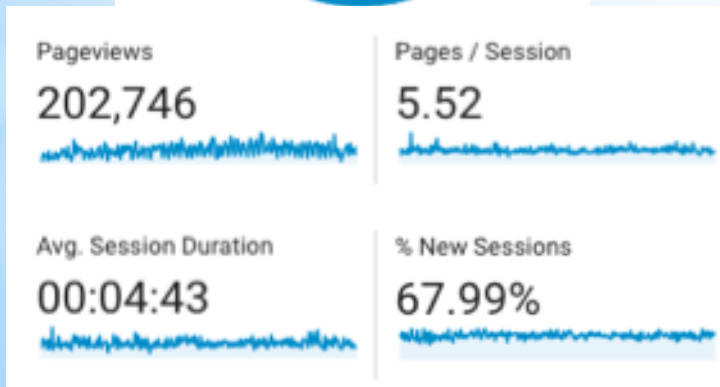
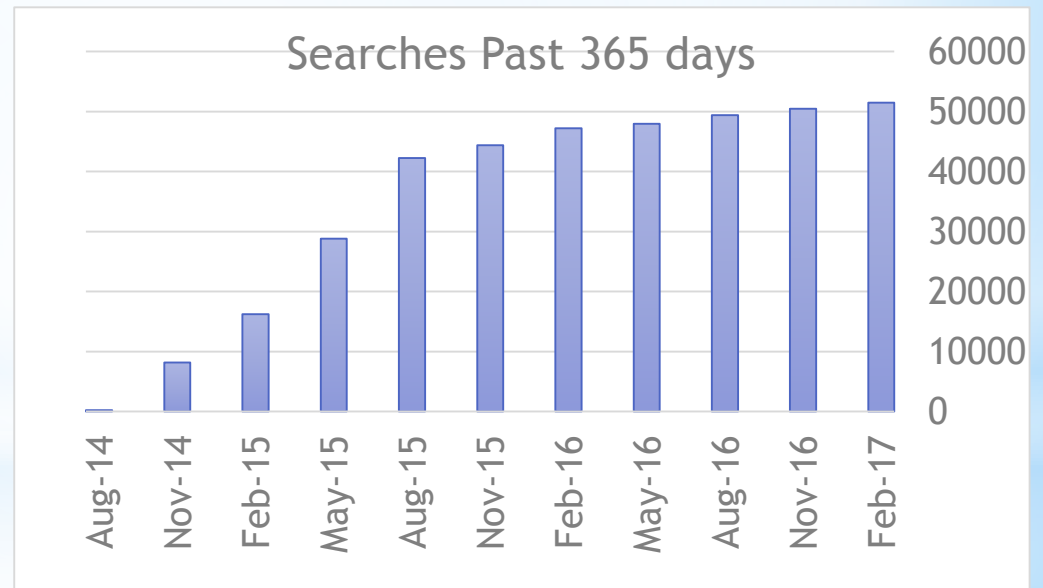
A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

Site Activity

We track thousands of new and returning visitors that visit the service!



**A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA**



NVHousingSearch.org
ALL ROADS LEAD HOME

Live Demonstration

**A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA**



NVHousingSearch.org
ALL ROADS LEAD HOME

**How NVHousingSearch.org can help
meet the housing needs of your
communities . . .**

A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

Free Training!

- Audience-specific
- Individual or group
- Easy to accommodate
- Regular trainings keep staff informed of new developments and educate new hires

Register now for:

Post-Discharge Housing Options for Transition Age Youth with Disabilities

Finding an appropriate and affordable living arrangement for youth transitioning to adulthood from the child welfare and juvenile justice systems is one of the most challenging aspects of the transition planning process. This task can be even more challenging when the young adult also has a special need or disability. In this webinar, we will hear from experts about the types of resources, programs and benefits that case workers and advocates can access to help support a sustainable housing plan. We will also learn about efforts at the state and local level to increase the housing options available to transition aged-youth. Finally, we will get a tour of the search tool provided at PAHousingSearch.com, a resource that can enhance our capacity to find housing for transition aged youth.

[Click here to register for this webinar on Monday, January 23, 2016, 12:00 - 1:30 pm ET.](#)

Landlord Recruitment

A FREE SERVICE TO LIST AND FIND RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

LANDLORDS - Advertise for free
TENANTS - Free searches



L.A. County Needs Rental Properties!

Join over 11,500 local landlords already listing on this free service
Learn about landlord incentive programs
Reach out to Veterans, seniors, and families



Housing.LACounty.gov
LOS ANGELES COUNTY HOUSING RESOURCE CENTER



Go to www.Housing.LACounty.gov
or call 1-877-428-8844



Landlord Information: Nashville, TN



HOW'S NASHVILLE
HOUSING 2016 BY 2016

Dear Nashville Landlord:

How's Nashville is a community-wide, collaborative effort to end chronic homelessness in Nashville that helped nearly 1,000 homeless individuals and families in 2015 to find permanent housing.

How's Nashville is aligned with the national **Zero: 2016** campaign to end veteran and chronic homelessness. If you have rental property and are interested in joining our efforts, please contact Doug Trotter by email at doug@howsnashville.org or by phone at 615-259-1111.

Landlords!

We have tenants ready to move today!

Transition to Community Living Initiative (TCLI)

[More >>](#)



Housing Our Heroes
Rent to a Homeless Veteran

| | |
|---|---------------------------------------|
| 520 Homeless Veterans Secured Housing | 308 Landlords Participating |
|---|---------------------------------------|



Over 3,000 Units Needed!

I'm Interested! [Click Here](#)



Program Promotion




- Increase the visibility of your agency's programs and initiatives via the News & Blog!

NEWS & BLOG

Home Is Possible Homebuyer's Program


The Nevada Housing Division offers NVHousingSearch as a means to find affordable apartments and rental homes throughout the state. If your situation is such where you are looking for homeownership opportunities, please know there is a potential solution for you too!



[Read More](#)

Richards Crossing Property Leasing Up in Carson City


Leasing up mid-April! Richards Crossing is a new 39 unit permanent supportive housing development in Carson City. New apartments are all one-bedroom, one bath.



[Read More](#)

New Executive Director of the Nevada State Apartment Association


Susy Breckon has recently become executive director of the Nevada State Apartment Association. Learn a little about Susy and the NVSAA mission.



[Read More](#)

Handy tools for renters on NVHousingSearch.org

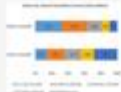
Check out the renter tools on NVHousingSearch.org. There is a rent calculator, moving cost calculator, checklist for inspecting apartments and a budget worksheet.



[Read More](#)

Who is the typical Nevada renter?


Nevada renters come in all varieties with big families and small, wealthy and not so wealthy, and of every race, ethnicity and age group. Using data from the American Community Survey we can look a little more closely at our "typical renter".



[Read More](#)

NVHousingSearch.org Search Feature Allows You to Find Apartments Available Now


There are many affordable apartments and homes listed on NVHousingSearch.org which are ready to rent today, even though Nevada has low vacancy rates in many areas. Try this easy search filter to find a place to live now.



[Read More](#)

HIP for Teachers!


This new homebuyer assistance program was designed to encourage new and existing teachers to lay down roots in our Nevada communities.



[Read More](#)

Renovaciones a la propiedad de Southwood en el condado de Lyon


¡Renovaciones al interior y al exterior de Southwood Apartments en Yerington están en marcha!



[Read More](#)

Blog Archive

See all of our articles, past and present.



[View All](#)

Disaster Recovery

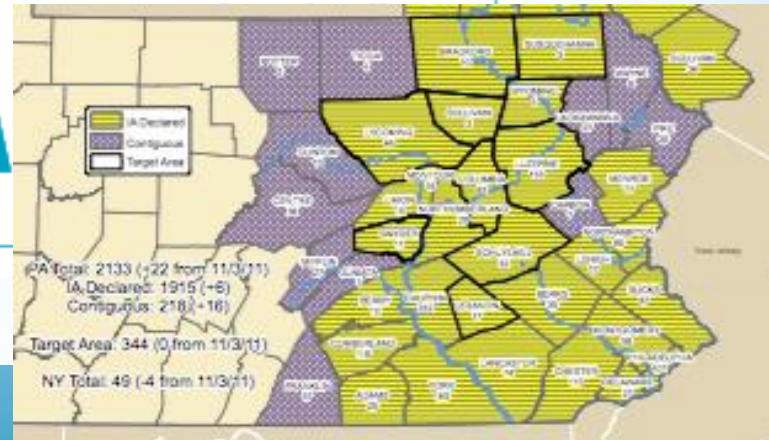
A FREE SERVICE TO LIST AND FIND RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

Number of outreach calls made
Calls per county
What we heard
Listings we added to the database
Number of victim calls handled through the call center

Daily Outreach Reports



LAHousingSearch.org
Finding a home in Louisiana made easy

[Home](#) [Find Rental Housing](#) [Find Housing for Sale](#) [List Housing](#) [Info & Tools](#) [Road Home Repair](#) [Contact Us](#)

The Louisiana Housing Corporation (LHC), in partnership with the Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP), has activated the Louisiana Disaster Housing Task Force to help residents displaced by the 2016 flood event.

The Task Force is using LAHousingSearch.org to locate housing for those displaced by the flood.

Property providers, you can help. [Login](#) now to add or update listings, or call 1-877-428-8844 (toll free).

Disaster Recovery



HousingSearchNW.org Disaster Housing Intervention Plan



Timeline

King County Disaster Housing Planning Committee

- Inform Socialserve.com about location and impact of disaster, housing focus, relocation information.
- Alert service agencies (e.g., 2-1-1, Red Cross, Traveler's Aid) that this service is in place.
- Release media bulletins urging listings and announcing HousingSearchNW.org as central, countywide housing locator resource.

- Continue to supply updated disaster resource information and links to Socialserve.com.
- Post announcements to social media on an ongoing basis with trending hashtags; ask partnering agencies with social media accounts to do the same.
- News release followup: the hook is website progress with a focus on relocation/searching.

- Additional e-blasts, newsletters, press, PSAs, etc. as needed.
- Continued communication with Socialserve.com daily or as needed.

Preparation Disaster Event Recovery

Socialserve.com®

- Furnish news release, eblast, suggested social media postings and other verbiage as well as emergency-relief agency contact list.
- Conduct additional, disaster-themed landlord marketing and outreach to continue to generate robust housing listings before the event of a disaster.

- Develop scripts and call center schedule to prepare for rapid response to increased call/listing volume.
- Receive, handle and record calls. Provide detailed listing information by phone to aid in quick placement of evacuees.
- Activate *ad hoc* webpages (e.g., disaster-specific resource page and landlord/tenant instruction pages).
- Provide trainings and materials to applicable service agencies working to relocate clients.

- Foster collaboration with regional agencies and entities like VOADs, Red Cross, State EMAs, and FEMA (if event is declared).
- Document feedback and details of service provided throughout event.
- Distribute messaging templates for Apartment and Realtor Associations.

- Continued communication with King County Disaster Housing Planning Committee daily or as needed to ensure all service and reporting needs are met.

HousingSearchNW.org
Powered by socialserve.com.



A FREE SERVICE TO LIST AND FIND RENTAL HOUSING ACROSS NEVADA

NVHousingSearch.org

ALL ROADS LEAD HOME

Trainings, Presentations & Outreach

- SNRHA rack card distribution and calendar
- Job Connect outreach
- University Center for Economic Development podcast
- Emphasys PAIR Product Demonstration
- Listing of HUD properties with WAHC
- Temple Grandin Event
- Family Health Fair in Reno
- Health Fair for Jet Employees
- Mobile Home Park Outreach
- Northern Nevada Behavioral Health
- Nevada Rural Affordable Housing Forum
- LIHTC Property Manager Training
- Interagency Homeless Council Working Group
- National Hemophilia Foundation Walk Event
- Human Behavior Institute
- Hispanic Outreach via NVHousingSearch.org Blog Feature





Role of Advisory Board

- **Participate...**
 - Bi-Annual meetings (webinar)
- **Advise...**
 - Marketing/outreach opportunities
 - Let us know where the service is working well
 - Suggest improvements
- **Spread the word...**
 - Share opportunities to promote the service (newsletters, conferences, meetings, quarterly/annual events)
 - Trainings and webinars (always free and available!)
 - Social media posts such (Facebook, Twitter), email signature lines
 - Printed outreach materials

A FREE SERVICE TO LIST AND FIND
RENTAL HOUSING ACROSS NEVADA



NVHousingSearch.org
ALL ROADS LEAD HOME

Group Discussion

Search Ideas

- Marketing/Outreach to housing seekers

List Ideas

- Marketing/Outreach to property owners and managers

General Feedback

- Testimonials, problems, needs, suggestions



Thank You!

Elizabeth Fadali, NHD
efadali@housing.nv.gov

Sheila Roberts, Emphasys Software
sroberts@emphasys-software.com