



NVHousingSearch.org

ALL ROADS LEAD HOME

Advisory Committee Meeting Minutes
October 14, 2014
10:00 a.m. – 11:30 a.m.

NEVADA HOUSING DIVISION / ELIZABETH FADALI

WELCOME AND INTRODUCTIONS

Nina Miller -SocialServe
Crystal Kirby -SocialServe
Sheila Roberts -SocialServe
Laura Valentine - ADSD
Kate Zook - Silver State Fair Housing
Jean Barrette - Governor's Office of Economic Development
Nancy Brown - Schwab Bank
Nicole Nelson - NV Housing
Ann Hawkins - NV Housing
Karen Gonzales - Rural Nevada Management Corp
George Graham - City of Sparks
Phyllis Hargrove - HUD
Karen Gonzales - Rural Development Corporation
Laurie Vance - Ovation
Palisa Sturgis - Money Follows the Person/FOCIS
Betsy Fadali – NV Housing

PUBLIC LAUNCH & SPECIAL RECOGNITIONS

- Two months ago: 20 landlords signed up and 3000 units
- Today: 110 landlords 18000 units
- Went live Sept 16th for searches

PRESS COVERAGE

- Nicole did radio show
- Univision
- Reno Gazette Journal

DEPT OF BUSINESS AND INDUSTRY RECOGNITION

Betsy Special recognition from Bruce Breslow & the Governor
Tower Award to Ann, Francine, Denise, Nicole and Betsy, for the design and small working group effort

SOCIALSERVE.COM / NINA MILLER & SHEILA ROBERTS

PROGRAM STATUS: CURRENT STATISTICS & PROJECTIONS

- Public launch went smoothly



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- InNEVation Center has link to view the launch presentation that took place in Las Vegas.
- Want to keep the momentum and want to increase diversity of the listing, looking to accommodate a variety of needs.
- Plan to put a calendar of events to help put the word out, with any events to promote the service
- SocialServe set up Betsy with an account to see how back end of the system works
 - Consumers are getting the listings quickly
- SocialServe is in 36-37 states,
- as of today over 18,000 units registered, have had 3600 searches since the launch alone
- Nevada now has 12 of 17 counties represented in system

WEBSITE ENHANCEMENTS

Improvements to NVHousingSearch.org site in response to board input:

- 'Info and links' has been made more user-friendly, by separating the resources by North, South & Rural
- Improving the tag lines associated with each resource
 - Tag lines will let user know what each agency does
- Landing pages for individual cities to give the property provider basic information
 - Requested to put Public Housing Authority contact info on top
- Information on what HUD does vs. Public Housing is now clearer
- Worked w/Silver State Housing Council to make language more specific
 - Will be building a more detailed Fair Housing page, it will be linked from the Nevada Housing search home page
 - Might be in form of a footer or just its own tab
- Please continue to give feedback to continue to improve site

Listings function: Socialserve.com is working on a completely new system on the listings side that will be coming to all its locators in the next couple years.

SPECIAL NEEDS HOUSING MODULE

Providers are asked if they would like to be promoted with agencies in their communities to populations that face housing barriers;

- Anything from veterans, ex-offenders, mental health consumers.
- Same system has been successful for many agencies across the country
- Always making sure all agencies have the minimum confidentiality in place.
- Agencies sign a 3yr agreement, and make sure the during staff turnover the agents no longer have access.
- Currently only collecting information and its restricted until its ready to launch,
 - will start with a pilot program want to assure all information is accurate
- Usually wait 3- 6 months before launching to assure adequate numbers, and to help set up case worker for success



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- Currently have thousands of units with landlords who are saying that they are open to be contacted by the agencies to learn about more options to serve special need tenants
- If there is a need for specific landlord in a specific area, all the tools will be available

NEVADA HOUSING DIVISION & SOCIALSERVE.COM

OUTREACH EFFORTS & TRAINING

The outreach and presentations are ongoing. There are potential organizations that can benefit from learning about NVHousingSearch.org. It's a public service that landlords are encouraged to use. It can be used as a planning tool, to see where affordable housing can be used in the state. SocialServe works with Government Council disability in many states. The general search feature of the website, allow there be searches in many accessibility criteria and targeted criteria that serves many consumers.

- Betsy been out promoting the program

Would like to maintain the momentum that we have with the listing want to continue to drive that piece, eventually reach a high % of the total inventory of the state.

- Will continue to put resources in that piece
- Staff will continue to make direct phone calls and webinars for different property management companies, private landlords, and associations.

NVHS is currently working with Michael Dang, the QAP will be coming out shortly, and there is a public hearing on Nov 5th.

- Encourage developers to list properties on the system
- Looking to award a point or two, if they include their properties on NVHousingSearch.org
- This is a chance to let developers know this free resource exist
 - Many developers are not involved. By letting them know, and tying that into the tax credit application process, we hope to see a boost in listing on rental units

SocialServe has/is to:

- to meet with Nevada 211 next week
 - Housing is one of their top inquiries
 - Will help information and referral specialist make referrals to rental properties
- Will be offering a training to Reno Youth Network
- Spoke to Division of Emergency Management
 - Discussed how site can be mobilized to serve in the event of a natural disaster
 - They were excited to learn about the relationship with counterparts in other states
- Did Presentation for Northern Nevada Regional Strategic Plan on Housing
- Did in person presentation of site to Nevada Division of Housing both Northern and Southern Tax Credit training
- Betsy, presented to Reno Area Alliance for the Homeless
 - Nancy helping to plug in to the Reno Area Alliance for Homeless world
- Became members of the State Wide Apartment Association (Michael Fazio's Group)
 - hoping to reach out to all members
 - offer a webinar to help them learn how to use the system



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UPDATE MARKETING & OUTREACH

SocialServe will be writing newsletter pieces for the Business Advocate and Open House

- Both will be published in their first quarterly newsletter of 2015
- Keep in mind different publication and e-newsletters that we all subscribe to are always looking for relevant content.

Denise NHD, out in rural communities distributing poster. Will be meeting with public TV station and radio station, to discuss on air PSA, this could be a free way to market. Socialserve marketing put a package together, includes 15 and 30 second public service announcements, and also did TV slides to promote the site

- Web links
 - Web presence and web visibility drive the traffic to the service;
 - The more the service is visited the higher the service will come up in search results.
 - The importance of raising awareness is key
 - Web-links come in a variety of sizes so they can fit into any system
 - Links can be shared directly with person or the system administrator
 - Doesn't just have to be posted as a button, it can also be a reference
 - Please communicate to any organizations or agencies that could benefit from these links

NEXT STEPS

- Think of way to bring information about the site to consumers, housing speakers.
 - Through different media outlets
- Looking to add a link Las Vegas office HUD fair housing page, that has general info on fair housing rules and regulations
- SocialServe is ready to make it happen for anyone who is ready
- Material distribution is important, keep rack cards visible
- Event samples to make our presence known
 - Media - newsletters -PSA - Real Estate meetings - County Associations - Humane Society - DMV
 - Workforce Affordable Housing - Chamber of Commerce - banking connections - colleges and universities.
- Material can be obtained by reaching out to anyone in the SocialServe team.
 - Already have an invite email for trainings ready that each person on advisory board can send to their staff and contacts

SCHEDULE NEXT MEETING:

TBD, Looking at mid January 2015