



NVHousingSearch.org

ALL ROADS LEAD HOME

Advisory Committee Meeting Minutes

April 28, 2015

10:00 a.m. – 11:30 a.m.

WELCOME AND INTRODUCTIONS ~ Betsy Fadali and Nicole Nelson

Nicole Nelson - NV Housing

Betsy Fadali - NV Housing

Sharath Chandra - NV Housing

Ann Hawkins - NV Housing

Nina Miller - SocialServe

Sheila Roberts - SocialServe

Gilbert Medina - City of Henderson

Debbie Warner - Gaston and Wilkerson

Nancy Brown - Schwab Bank

Sherry Manning - City of Sparks

Laura Valentine - ADSD

Laurie Vance - Ovation

Earlie King - City of Las Vegas

Kate Zook - Silver State Fair Housing

Des Craig - City of Reno

Lorena Candelario - City of N. Las Vegas

Palisa Sturgis - Money Follows the Person

Phyllis Hargrove - HUD

George Graham - City of Sparks

Marka Turner - NV Rural Housing Authority

Josie Hatem - NV Housing

Betsy extended appreciation and special mentions that included property providers and a few of the advisory board members:

- Laurie Vance - put 5 senior properties on to the system
- Phyllis Hargrove - for the Nonprofit Summit, Sharath Chandra attended and spoke at
- Laura Valentine - for the letter that links and the NVHousingSearch with the Aging and Disability Services; plan to use letter with new property managers in the future

PROGRAM STATUS UPDATE AND PROJECTIONS ~ Nina Miller & Sheila Roberts

Extended an invitation to any new members of the committee for training

- rapidly approaching 30,000 units (currently 29,000)
- property unit information only has to be listed once
- there has been 24,000 searches since September, and expected that number to grow
- SocialServe in 38 regions
- Rarely have numbers like Nevada's been seen so early in region establishment

Google analytics, numbers look great

- over 6000 sessions in 2 month period
- over 30000 page views
- a least 5 pages are viewed in each session
- average 4min per session
- over 72% of the traffic are new searches



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Reviewed map: Unit Representation Against Population. Nevada has been very successful, most established regions struggle to see numbers like this; demonstrates the need for this service across the state

- Lincoln, Storey , Mineral and Esmeralda counties have no listed properties
- Clark county has over 17,000 unit represented, (8% of total multi-family units)
- Washoe county has over 20%of multi-family units, Carson at 26% , Rural total at 37%

SPECIAL NEEDS HOUSING MODULE

Reviewed the Service Provided Restricted Access Portal; this was part of the mission when it was first rolled out.

- It allows for landlords to connect with caseworkers that serve specific consumer groups, such as veterans and foreclosure victims
 - all information is kept private
 - recorded on back end of the system
 - it is not publicly searchable
- Discussing this today because SocialServe will be opening it up to agencies
 - allows approved/viable agencies through Nevada partners
 - case manager are able to design and save search criteria
 - system notifies when a match becomes available
 - when portal option is rolled out, we assure inventory matches the need of the approved agency
- SocialServe will conduct a viability assessment on a case-by-case basis for each agency request
 - it allows additional outreach if needed to build up inventory
 - has been very useful for the housing transition efforts
 - great way to get connected with landlords that are interested
 - it can increase at landlord education effort
 - informs landlords of the different levels of support to them
 - meeting can be set up to discuss next steps

Thousands of units available at properties willing to work with caseworkers, the biggest participation coming from veterans, then the physically disabled, followed by foreclosure victims

- once SocialServe knows specifics about the consumer group they could reach out to landlords
- it can help roll out the inventory to serve some of these groups
- has been successful across many regions
- gives the agency a chance to see how the website might have information on housing that can help solve their consumers housing needs



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TRAINING AND PRESENTATIONS

Nevada Housing sent out mass mailing of rack cards

- senior center in the state (70 total)
- 12 job centers in the state
- Social Service agencies
 - working with Clark County
 - Children in Transition programs in Reno and Carson City
 - people helping reach out to other similar programs
- get in touch with Betsy or Nicole with any suggestions or contacts

SocialServe will be sharing this presentation with the advisory committee. SocialServe can do remote webinar training presentation, in-person events, also provide materials to help promote

Sharath Chandra attended a few events, gave the following update

- many of the events like the CoC committee are an ongoing process
 - most programs are still being developed
- putting out the word of this free resource through various contacts, partners and nonprofits
 - once ready to identify units, they will already have this resource available to them
- new developers will be listing properties on this website
- Department of Health and Human Services, Aging and Disability Service Division
 - requires that programs that receive federal, state or local funds start reporting to NVHS on units
 - statute had not been enforced in the past - were looking for best way to integrate it
 - committee may want to find way to incorporate this requirement into applications and reports

SocialServe can work with any organization to get the word out. *They presented some recent examples*

- there was a big jump in the number after newsletter publications were posted
 - Betsy working with Laura on Aging and Disability Service to get an article in that newsletter
- Web links are another great way to help promote the service. *Demonstrated a few samples*
- *increases public awareness*
 - NVHousingSearch is on the HUD website since the launch, also in N. Las Vegas website
 - those who have a rolling screen on their homepage are asked to contact their IT department to include NVHousingSearch in the rolling screen; since links are usually more difficult to find
 - SocialServe will custom size graphics



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WEB OPTIMIZATION

A big part of the people that are searching for homes look to social media and online

- Reaching out to Facebook, Twitter and Craigslist
 - looking for landlords who wants to list and folks who want to search
 - been posting on the web on a weekly basis
 - asking committee to go in and 'like' NHD Facebook
- Nevada HousingSearch has many market units and single-family homes

RADIO OPPORTUNITY AND UPCOMING EVENTS

PROMOTIONAL OPPORTUNITY DISCUSSION

KUNR suggested a show on NVHousingSearch, may be in combination with other Housing subjects. They need at least 30min show; *asked please send forward any stories they have*

- possibly testimonials
- or people who have a high profile
- committee suggested possibly posters to put out
- SocialServe attending several events in Southern Nevada
 - Nevada Apartment Association in June along with Sharath Chandra
 - Disability conference in July; Betsy and Laura will be a part of the panel
 - SocialServe will also be hosting a table

OTHER FEEDBACK

- Assure that rack cards are available at all organizations
- There's potential for other radio stations in Las Vegas
- Suggested some of the Spanish radio stations because of the big audience
 - There is already a contact for a nonprofit organization in Northern Nevada they should be able to give contact information to somebody in the South
- Asking committee continue to voice anything they would like to share

SCHEDULE NEXT MEETING:

TBD, looking at end of summer