



NVHousingSearch.org

ALL ROADS LEAD HOME

Advisory Committee Meeting Minutes
September 30, 2015
10:00a.m. - 11:30a.m.

ATTENDANCE:

| | |
|------------------------------------------|---------------------------------------------|
| Betsy Fadali - NV Housing | Kate Zook - Silver State Fair Housing |
| Sharath Chandra - NV Housing | Amy Jones- Reno Housing Authority |
| Sheila Roberts - SocialServe | Michelle Khau-Aging and Disability Services |
| Francine Lebrato - NV Housing | Phyllis Hargrove - HUD |
| Josie Hatem - NV Housing | Alex Crockett -Nevada 211 |
| George Graham - City of Sparks | Sherry Manning – Gov. Council on |
| Lorena Candelario - City of N. Las Vegas | Developmental Disabilities |

SPECIAL MENTIONS – EMPHASYS & HUD 811

- *Social Serve partnered with Emphasys seven weeks ago- Emphasys has acquired the Social Serve technology assets, the marketing staff and some of the development staff, including Sheila Roberts*
- *The change doesn't impact the service, there is now opportunity to grow the technology and now have key development staff that is already in place.*
- *Social Serve has been operating a nonprofit for over 16 yrs and because of its growth recently has had to turn away many development projects that can help make this a better service.*
- *Social Serve has 38 housing locators across the country; Emphasys is an entity that primarily focuses on housing finance authorities*
- *Acquisition ended as follows:*
 - *Emphasys now has the sales, marketing and software for SocialServe*
 - *For NVHousingSearch, the call center remains with Socialserve.com*
 - *HUD Section 811 addin module is being discussed with the Housing Division*
 - *Call center will still be run by SocialServe*
- *HUD811 Nevada was awarded a portion of the HUD Section 811 PRA funds.*
- *Discussions are taking place to help administer the award through P.A.I.R. module.*
- *P.A.I.R. module is a prescreen assessment, intake and inflow tool to help screen and process client information from multiple programs.*
 - *Able to build out waitlist and tools with only one log in and one intake form*
 - *This makes it possible to work directly with a caseworker and to place clients into 811 units as they are being built and assigned*
 - *P.A.I.R. has been customized for every state and every region; if discussions move forward we will be able to implement in Nevada.*



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ONE

YEAR

ANNIVERSARY!! ~ Socialserve.com

- September 16th was the 1 year anniversary for NVHousingSearch.org
- Betsy expressed appreciation to all those who helped
- NVHousingSearch was featured in the Silver State Spotlight; it a gave jump on the searches.

PROGRAM STATUS UPDATE AND PROJECTIONS ~ Socialserve.com

- Reviewed State and Update projection slides
- Currently over 36,000 housing units and over 45,000 searches
- Betsy has new goal of 40,000 housing units
- Dip in searches during the holiday is normal
- 4045 searches every month shows the need and success of the program

Google Analytics- Slide reviewed for June – September

- Allows a closer tracking of the use of the system
- Sessions are at 12,677, that is separate users
- Users are spending an average of 4.5 minutes on the website
- Over 68% of the traffic are new searches
 - Over 30% are return users

Estimated % of Total Multi-family units-slide

- Betsy has done a great job in getting connecting with landlords
- Single families seem to get leased fast
- 14% of multifamily listed in Nevada are listed on NVHousing
 - 24% in the north, rural has 39%.
- NVHousingSearch is open to any and all rental units (condominium, townhouses, module homes)
- Rental market is expected to be diverse, there is more in a demand than in other areas
- With the market getting tighter we expect to see more nontraditional rentals on the system than from years pass

SPECIAL NEEDS HOUSING MODULE AND DEMONSTRATION ~ Socialserve.com

Service Provider/Restricted Access Portal

- Allows approved agencies that work with different types of target consumers.
- Transition coordinator and case workers may be benefit from this.
- This is for those who want to work strictly with the agencies who serve the special need consumers.
- Many landlords want to work with agencies and want to be connected with agencies
- System also helps keep track of what the agencies are looking for
- Many landlords have demonstrated interest in working with special needs agencies.



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REPORTING NEEDS

- *Can collect over 100 different criteria's for the landlord*
- *Also have search criteria on Google analytics*
- *Can also pull custom recording, based on need of the office*
- *There may be a fee to do customized reports, onetime fee based on the size*
- *NHD is starting to see the uses of the data, by using data with A&D Services to see which reports can be helpful*
 - *Been sharing listing with a few other agencies, plan to do more work with the search criteria*
- *Helps identify the accessibility features, units that are needed*

TRAINING AND PRESENTATIONS

- *NVHS has taken part in various events. Also people from this advisory and board meeting have all helped out by taking NVHousingSearch information to various events*
- *Advisory members are already planning on taking material to future events*
 - *Please reach out to us, we can get you material*
 - *Also, training is always available to be tailored to your needs*
- *Betsy got 20 min of air time on "It's Your City" to talk about the locator; it will be featured on public access channel*
 - *clips may possibly be used on future PSA spots*
- *NHD has a few PSA spots already airing in northern Nevada in both English & Spanish.*
- *Reached out to Hispanic community via news channel Entrevision and El Mundo newspaper*

TESTIMONIALS

- *Received great feedback from many of our partners, we would like to continue to see more*
 - *Please share your testimonials, it helps carry the word to others*

MEDIA & PROMOTIONAL OPPORTUNITY DISCUSSION

- *Continuing to promote NVHS via web optimization*
 - *The more a website is visited the higher it's going to come up on a search*
 - *The more people will find the website*
- *Social media, is also a great way to increase attention to website*
 - *Both Washoe's and Lyon Co. have done Facebook posts*
 - *Social media is great way for agencies to help each other*
- *Betsy will provide a chart to shows the vacancy rate*
 - *75% of tax credit properties are listed*
- *There are many media opportunities, online webinars, training and presentation opportunities that are available; there are marketing materials on benefit to landlords, service providers also*



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OTHER FEEDBACK

- *Committee was asked to please give feedback on anything that can be improved or any thing that needs to be addressed, sometimes they are important points*
- *Visit the info link if you'd like to suggest a resource , or suggestions for in any changes*

MEETING CALENDAR/ADJOURN

We will meet again in another 4 months, date to be determined

Meeting adjourned 11:21am