



Jackson County Community Long Term Recovery Group
Housing Recovery Workgroup

Landlord/Tenant Retention Engagement Plan

Purpose

We work to engage and retain responsible landlords as partners in our mission to provide quality, affordable housing options within our community.

Priority Leader

Cole Smith

Update Frequency

Provides updates in the JCC LTRG Housing Recovery Workgroup, which occurs on the third Wednesday of every month from 10:00 - 11:30.

Current Work

1. **Informing Landlords and Tenants about Support Services:** Inform the local community (landlords and renters) of existing support services in the community and encourage people to reach out before eviction becomes necessary.
 - a. **Action Steps:**
 - i. **Develop Informational Materials:** Create informative materials outlining existing support services available in the community, detailing contact information and available assistance.
 - ii. **Distribute Information:** Utilize multiple channels such as community centers, social media platforms, and local publications to distribute the informational materials to landlords and tenants.
 - iii. **Collaborate with Local Organizations:** Partner with local organizations and agencies to disseminate information about support services during community events or outreach activities.
 - b. **Metrics:**
 - i. Number of landlords and tenants reached with information about existing support services
 - ii. Track the utilization rates of support services by landlords and tenants following the dissemination of information.
 - iii. Gather feedback from landlords and tenants regarding the effectiveness and helpfulness of the information provided
2. **Spreading Awareness about Rent Well Courses:** Spread the word about Rent Well courses provided by ACCESS to increase community knowledge about being a good tenant and landlord.
 - a. **Action Steps:**
 - i. **Develop Outreach Materials:** Create promotional materials highlighting the benefits of Rent Well courses and the importance of being a responsible tenant or landlord.
 - ii. **Distribute Information:** Utilize various channels such as social media, community bulletin boards, and local events to disseminate information about Rent Well courses.

- iii. **Collaborate with ACCESS:** Partner with ACCESS to coordinate outreach efforts and ensure accurate information is provided to the community about Rent Well courses.
 - b. **Metrics:**
 - i. Measure the reach and engagement of awareness campaigns for Rent Well courses, tracking metrics such as social media impressions, website visits, and attendance at informational events.
 - ii. Number of individuals enrolling in Rent Well courses following awareness campaigns
 - iii. Gather feedback from participants regarding the usefulness and impact of Rent Well courses.
- 3. Building Relationships with Rental Owners Association:** Build relationships with the Southern Oregon Rental Owners Association to spread awareness and identify housing partners.
- a. **Action Steps:**
 - i. **Initiate Contact:** Reach out to the Southern Oregon Rental Owners Association to introduce the Long Term Recovery Group's goals and explore opportunities for collaboration.
 - ii. **Attend Meetings and Events:** Participate in association meetings, seminars, and networking events to establish rapport with rental owners and industry stakeholders.
 - iii. **Offer Resources:** Provide information about the Long Term Recovery Group's resources and support services available to rental owners and tenants in need.
 - b. **Metrics:**
 - i. Track the progress of relationship-building efforts with the Southern Oregon Rental Owners Association, measuring milestones such as initial meetings and ongoing communication.
 - ii. number of housing partners identified through connections made within the Rental Owners Association.

Staff Support

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