# Expanded Landlord Incentive Program Proposal

Submitted to: TASC (Treatment Alternatives for Safe Communities)

## 1. Purpose

This proposal outlines an expanded and enhanced Landlord Incentive Program intended to recruit and retain property owners for a Permanent Supportive Housing (PSH) pilot targeting high-barrier individuals. This population includes individuals with felony convictions and serious mental illness who have historically faced significant obstacles in securing stable housing.

## 2. Background & Need

Due to criminal backgrounds and behavioral health diagnoses, many landlords are hesitant to lease units to this demographic. The stigma and perceived risks (financial and reputational) make landlord engagement a key barrier to implementation. Without robust incentives, the pilot risks falling short of housing acquisition goals, undermining the entire initiative.

## 3. Objectives

The Landlord Incentive Program is designed to:

* Encourage landlord participation in housing justice-involved individuals.
* Offset financial and legal risks associated with high-barrier tenants.
* Promote long-term partnerships and housing stability.
* Build a sustainable pipeline of second-chance landlords.

## 4. Proposed Incentive Structure

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| **Incentive Type** | **Description** | **Amount (will be determined by what the budget dictates)** | **Tracking Method** |
| Signing Bonus | One-time bonus per unit leased to eligible tenant. | 1/3 market rate rent | Lease agreement verification and signed intake form. |
| Risk Mitigation Fund | Covers damage, unpaid rent, or early termination. | Up to $750 | Reimbursement claim, inspection report, proof of cost. |
| Holding Fee | Paid to landlords holding units for eligible clients. | ½ market rate rent (max 30 days) | Proof of unoccupied unit and landlord affirmation. |
| Repair & Readiness Stipend | Funds for minor pre-move-in repairs. | Up to $500/unit | Pre-inspection with itemized repair list and receipts. |
| Annual Retention Bonus | Incentive for landlords renewing leases after 12 months. | 1/3 market rate rent | Renewed lease and occupancy verification. |
| Expedited Case Management | Direct support line and caseworker triage. | Non-monetary | Monthly support logs and landlord feedback survey. |
| Advance Rent Incentive (Quarterly)- Saves on staffing costs | Advance payment for 3 months’ rent to reduce cash-flow concerns. | Up to 3 months of approved rent | Verified lease, signed subsidy agreement, and readiness checklist. |
| Advance Rent Incentive (Semi-Annual)- Saves on staffing costs | 6-month advance payment for high-need cases or special units. | Up to 6 months of approved rent | Requires supervisory approval, site review, and risk classification. |

## 5. Landlord Eligibility Criteria

* Units must pass inspection and meet local housing standards.
* Landlords must attend orientation on trauma-informed and justice-sensitive leasing.
* Landlords must participate in program evaluation surveys.
* Landlords must sign a rental subsidy agreement and provide tax documents (W9).

## 6. Program Administration and Justification

This program will be jointly administered by TASC and designated fiscal intermediaries. The proposed incentives reflect evidence-based practices from reentry housing models nationwide. Advance rent options are critical to addressing landlord liquidity concerns and encouraging participation from underutilized or private housing stock in rural areas.