# Recommendations

**1) Payment Integration Options**

**Recommendation:**  
Adopt **DocuSign-based invoicing** (pre-populated, CM sign-off, e-signature) as the **primary** method; keep **email/PDF** as a **fallback**; plan a **self-service portal** as a **Phase-2** enhancement.

**Why this:** Fastest to standardize and audit; reduces errors; simplest for landlords today while leaving a path to a portal later.  
**Success signals:** On-time payments ↑; exceptions ↓; landlord satisfaction (invoice experience) ≥ “good”.

**2) Landlord Outreach Email SOP (Link-Tracking)**

**Recommendation:**  
Run a **behavior-triggered** email program with three tracks: **unopened**, **opened/no click**, **clicked/no completion**. Track link activity to drive follow-ups.

**Why this:** Focuses staff time where it matters and converts more landlords with targeted nudges.  
**Success signals:** Open→click rate ↑; click→form-start rate ↑; unsubscribes stable/low.

**3) Email Templates Pack (E1–E5)**

**Recommendation:**  
Create a **5-template pack** covering: **Initial outreach**, **Reminder**, **Nudge**, **Hesitation-reassurance**, and **Thank-you/next steps**. Keep brand-consistent language across landlord and agency audiences.

**Why this:** Consistency and speed; enables A/B testing; reduces rewrite churn.  
**Success signals:** Template reuse rate ↑; reply quality ↑; time-to-send ↓.

**4) Email Campaign Tracker**

**Recommendation:**  
Use a **single campaign tracker** that mirrors the funnel (delivered → opened → clicked → completed), with unique contact IDs and campaign tags for easy roll-ups.

**Why this:** Clear visibility from send to conversion; enables weekly reporting and list hygiene.  
**Success signals:** Reliable week-over-week funnel; duplicate outreach ↓.

**5) Program Enablement – Media & Materials**

**Recommendation:**  
Record a short **voice-over video** (by a recognizable TASC staff “face”) using the landlord and agency overview decks.

**Why this:** Humanizes outreach; improves trust and comprehension asynchronously.  
**Success signals:** Video watch-through rate; lift in response vs. email-only.

**6) Document Portal**

**Recommendation:**  
Stand up a **central document portal** (read-only for public docs; secure upload for forms) and make it the single source of truth for partners.

**Why this:** Fewer email attachments; better version control; easier onboarding.  
**Success signals:** Portal adoption rate; “request for copy” emails ↓.

**7) KPI Visibility**

**Recommendation:**  
Publish the **approved KPI list** (process metrics first) to partners and keep it pinned in the portal and onboarding packets.

**Why this:** Aligns expectations; supports continuous improvement without debating the yardstick every week.  
**Success signals:** Fewer metric disputes; faster unblock in reviews.

**8) Rental Payment Tracking**

**Recommendation:**  
Maintain a **lightweight rental payment tracking mechanism** aligned to invoices (status, amount, period, verification date, CM sign-off).

**Why this:** Ensures pay/verification integrity; speeds reconciliation and landlord follow-up.  
**Success signals:** Reconciliation time ↓; payment disputes ↓.

**9) Evaluation Component (Pilot)**

**Recommendation:**  
Bake in an **evaluation track**: confirm whether **KPIs are met** and collect **impact/feedback** from clients, housing providers, and service agencies.

**Why this:** Demonstrates outcomes for Steering; identifies policy and practice improvements early.  
**Success signals:** Two structured feedback cycles completed; clear Year-2 change log.

**10) Language Access**

**Recommendation:**  
Staff the hotline with at least one **bi-lingual (Spanish-speaking) triage specialist** and ensure **bi-lingual front-line coverage** in client-facing roles.

**Why this:** Lowers access barriers; improves crisis handling and satisfaction.  
**Success signals:** Reduced call transfers; improved satisfaction among Spanish-speaking callers.

**11) Multi-Language Outreach**

**Recommendation:**  
Produce **Spanish (and other high-need language)** versions of key materials (flyers, FAQs, landing pages, email templates).

**Why this:** Equity and reach; better comprehension; higher completion rates.  
**Success signals:** Uptake in non-English inquiries and completions; fewer clarification calls.