



PRESS RELEASE For Immediate Release

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LA County Showcases Business Advantages to Property Owners Who Rent to Previously Homeless Tenants

County and City Incentives Take the Risk Out of Renting to Families, Veterans, and Individuals Who Experienced Homelessness



Los Angeles, CA, May 7, 2019 – Landlords from across the County attended a HouseLA event to learn about programs that offer financial incentives in exchange for partnering with the County of Los Angeles, City of Los Angeles, and non-profit service

providers, to end LA's homelessness crisis. Sheila Kuehl, Third District Supervisor, and officials shared information about the Homeless Incentive Program (HIP), which provides financial incentives to property owners who agree to accept subsidized tenants holding County or City issued Veterans Affairs Supportive Housing or Section 8 Housing Choice Vouchers.

“The best solution to homelessness is housing! In the San Fernando Valley, and, indeed, all over the County, we are asking property owners to partner with us to help find solutions,” Supervisor Kuehl said. “We get it that landlords are in business, and doing business with LA City and County has never been smarter. If you want reliable tenants who pay the rent on the first of every month, just make a good choice and work with us!”

HIP is part of an unprecedented and comprehensive effort by Los Angeles County and partner cities to end homelessness. It is comprised of three major components:

1. One-month payment to hold the rental unit while a tenant is referred.

2. Move-in assistance to homeless individuals such as money for the security deposit, essential furnishings, and utility connection fees.
3. Financial assistance to landlords to mitigate damage caused by tenants during their occupancy.

The Community Development Commission/Housing Authority of the County of Los Angeles (CDC/HACoLA) and the Housing Authority of the City of Los Angeles (HACLA) initiated their programs in 2016 and have been hosting similar events since that time. To date, both agencies have collectively housed more than 2,400 families. Both programs will continue to be funded through June 30, 2020.



“Through partnerships and innovative programs, the County has made major strides in the fight to end homelessness,” said Monique King-Viehland, CDC/HACoLA Executive Director. “While there’s more work to be done, it’s encouraging to see so many property owners answer the call to help out their neighbors.”

The event provided an opportunity for landlords to share their thoughts and ideas. Valuable insight provided by property owners at previous events has allowed the agencies to develop incentive programs like HIP that effectively address concerns.

“As a property manager,” says Giselle Valenzuela, “I have to have confidence when I advise landlords. I have had lots of really good experiences working with LA Family Housing and the Housing Authority, and I would encourage other property owners to learn more so they can also participate in these programs that help you find really good tenants.”

The impact made by HIP has led to hundreds of individuals and families moving from homelessness into permanent housing within the County. While the partners celebrate these accomplishments, they also understand that there is still much more to do to continue the progress that has been achieved.



Carlos Van Natter, HACLA’s Section 8 Director, said, “HACLA is working on improving our partnership with landlords by providing maximum HUD-allowed rents, streamlining inspections and offering incentives to house homeless clients, because landlords play a critical role in accomplishing our goals — preventing and ending homelessness, one home at a time.”

Other agencies in attendance included the U.S. Department of Veterans Affairs of West Los Angeles, Brilliant Corners, LA Family Housing, and LeaseUp Los Angeles, who had staff onsite to answer questions and distribute material on services provided. These agencies have been strong partners in the effort to end homelessness.

Property owners interested in participating in Los Angeles County’s programs are invited to visit the CDC/HACoLA website at www.hacola.org/hip. Landlords interested in participating in HACLA’s programs may visit www.hacla.org/HIP.

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