

Landlord Engagement Lab

The [Landlord Engagement Lab](#) (LEL) is a peer-to-peer network for cities to gain exposure to best practices, policies and tools to increase engagement and build relationships with local **“mom and pop” landlords**. Through actionable work sessions, tailored resources and opportunities for shared learning, this network will help small-to-mid-sized cities prevent evictions and support community members by developing and refining their strategies for engaging with “mom and pop” landlords.

Cities participating in this cohort will learn how to operationalize racial equity in a landlord engagement strategy; how to facilitate or strengthen relationships with “mom and pop” landlords; how to develop policies, programs and resources to support small landlords and prevent evictions; and how to engage with landlords authentically. With the tools and approaches honed through this program, participating cities will be better equipped to foster housing stability for residents, while meeting the needs of their small landlord community.

“Mom and Pop” Landlords

This program will focus on engaging and serving smaller local landlords, rather than larger real estate and property management companies.

Strategies will be tailored to property owners who manage **20 or fewer** residential rental units.

Growing out of the National League of Cities’ and the [Stanford Legal Design Lab](#)’s work with the [Eviction Prevention Learning Lab](#), the year-long Landlord Engagement Lab is open to all cities with a population under 300,000 and is made possible with the generous support of [The Bank of America Charitable Foundation, Inc.](#)

[Apply to the Landlord Engagement Lab by March 25, 2022!](#)

Benefits to Participating Cities

Cities can expect to receive a range of benefits and support through their involvement in the Lab, including:

- Interactive virtual programming with subject matter experts through bi-monthly Lab Meetings.
- Periodic small group workshops or peer discussion groups to collaborate on tactics, strategies and challenges for engaging with small landlords.
- Eligibility for up to 10 hours of hands-on technical assistance.
- Resources and tools through a shared resource hub and newsletter.
- Peer-to-peer exchange with other cities in the Landlord Engagement Lab.
- Access to programming and resources from the [Eviction Prevention Learning Lab](#).

Requirements for Participation

Cities interested in joining the Landlord Engagement Lab should be prepared to do the following:

- Create or refine a landlord engagement strategy, with a specific focus on engaging “mom and pop” landlords.
- Identify at least two (2) city staff members to serve as lead participants for the city’s involvement, with an opportunity for the participation of additional colleagues or community partners.
- Be an active participant in bi-monthly virtual programming and online resource-sharing.
- Apply lessons from the Landlord Engagement Lab to your local context.
- Identify, address and remove racial disparities in your landlord engagement strategy.
- Commit to creating an equitable landlord engagement strategy that supports both renters and small landlords.
- Complete an initial onboarding survey, periodic progress reports and a final feedback survey at the conclusion of the program.

What to Expect from the Landlord Engagement Lab

Areas of Focus

Lab programming will be responsive to the specific needs and interests of participating cities, but key topics of discussion will likely include:

- Racial Equity
- Developing a Strategy & Implementation
- Landlord Incentives
- Supportive Services
- Advisory Boards & Commissions
- Local Policies
- Communication & Outreach Strategies
- Authentic Community Engagement

Lab Meetings

Staff representatives of participating cities should plan to actively take part in bi-monthly Lab Meetings on Wednesdays from 1–2:15 p.m. ET. These video calls will engage all members of the Lab on topics directly related to landlord engagement and will often feature presentations from cities or outside subject matter experts.

Workshops & Peer Discussion Groups

The bi-monthly Lab Meetings will be supplemented with targeted and optional workshops, hands-on work sessions, and discussion groups with peers.

12-Month Calendar for Bi-Monthly Lab Meetings

- Wednesday, May 4, 2022*
- Wednesday, May 11, 2022
- Wednesday, July 13, 2022
- Wednesday, September 14, 2022
- Wednesday, November 9, 2022
- Wednesday, January 11, 2023
- Wednesday, March 8, 2023
- Wednesday, May 10, 2023

* Mandatory orientation

Hands-On Technical Assistance

Participating cities will be eligible to request and receive up to 10 hours of hands-on, one-on-one assistance for specific projects or initiatives related to local landlord engagement strategies. This may include, but is not limited to, the review or development of program materials or strategy documents; the creation of outreach materials or collateral; data analysis and visualizations; virtual strategy meetings or mapping exercises; and presentations to stakeholder groups.

Additional resources or tools will be shared on an ongoing basis and participants will have the ability to raise questions, communicating directly with other participating cities and program coordinators.

Who Should Apply?

- Is your community a small-to-mid-sized city looking to increase its engagement with “mom and pop” landlords who own 20 or fewer residential rental units?
- Is your city seeking to develop a landlord engagement strategy that responds not only to the immediate needs of your community, but also looks to address the root causes of your local eviction crisis?
- Could your city benefit from peer-to-peer exchange and dialogue with subject matter experts about landlord engagement?
- Is your city looking to strengthen relationships with “mom and pop” landlords?
- Could your city better leverage resources and assets at the local, state and federal levels to ensure sustainable progress is being made to prevent evictions?
- Is your city open exploring new ideas and strategies while also sharing its own challenges, approaches and lessons learned?

If your answers to these questions are yes, your city is strongly encouraged to [apply for this opportunity!](#)

Application Requirements

- Small-to-mid-sized cities with a population of 300,000 people or below are eligible to apply.
- Applicants must have a demonstrated municipal commitment to actively creating or refining a landlord engagement strategy that focuses on preventing evictions.
- Applicants must commit to embedding and operationalizing racial equity in their landlord engagement strategy, to address the disparities that Black, Indigenous and People of Color households face in accessing and maintaining stable housing.
- Applicants must have a commitment from two (2) lead participants to actively participate in and contribute to ongoing Lab programming.
- Applicants must complete the initial onboarding survey and participate in the mandatory program orientation on May 4, 2022, from 1–2:15 p.m. ET.

Note: Cities are not required to be members of the National League of Cities to participate in the Landlord Engagement Lab.

Selection Criteria

Applicants interested in participating in the Landlord Engagement Lab should demonstrate the following:

- Commitment to creating or refining a landlord engagement strategy that focuses on supporting “mom and pop” landlords and preventing evictions.
- Commitment to identifying and addressing the disparities that Black, Indigenous and People of Color households face in accessing and maintaining stable housing.
- Dedication to actively participating in Lab programming, including bi-monthly Lab Meetings and resource-sharing.
- Open-mindedness to exploring new ideas, eagerness to share about your city’s landlord engagement strategy and willingness to be challenged about your city’s current approach.

Application Timeline

Application Period Opens	January 31, 2022
Applications Due	March 25, 2022 11:59 PM EST
Notification of Acceptance	April 15, 2022
Virtual Orientation Meeting	May 4, 2022
First Lab Meeting	May 11, 2022

Questions?

If you have questions about the Landlord Engagement Lab or the application process, please [review the FAQs](#) or contact the team at LandlordEngagementLab@nlc.org.

Apply Today!

Applications are due by 11:59 P.M. EST on March 25, 2022