

# Kickstarting Property Engagement

*Presenter: Kaylin Rubin*

*Panelists: Danielle Dulski, Joel A. Givens, Kristen Nolen*

---

## Overview

Is your community committed to launching or enhancing property engagement efforts? In this breakout session, we'll explore a foundational step in advancing housing placement by fostering collaboration through a coordinated group, ultimately including service providers and residential owners/managers. Access resources and learn from experts who have successfully implemented similar initiatives. Seize this opportunity to drive significant change in housing accessibility.

## Additional Details

In this breakout session we will discuss the high level importance of forming a Property Engagement Work Group as the first step in establishing a centralized housing resource for your community. This group will be the foundation of collaboration, advocacy, and resource creation leading to a centralized portfolio of housing units for your neighbors exiting homelessness. Prior to creating and distributing any incentives, a strong relational foundation must be built. This work group will be the primary space for decision making, strategic design, and collective impact. You will leave this session with a comprehensive working group formation guide, equipped with meeting materials and activities, as well as the opportunity to hear from and ask questions of our three panelists who have successfully launched property engagement initiatives in their Built for Zero communities.

### KEY TAKEAWAYS

Participants will leave this session with a clear understanding of the importance of forming a strong working group and the valuable influence it can have at the systems level for their property engagement efforts.

Following this session, participants will have all the tools needed to begin planning and implementing a property engagement working group in their community.

Enabling conditions in the ecosystem: Local narrative change, cross-sector partnerships and alignment, resource mobilization and alignment

Equitable housing outcomes: Decreased number of people actively experiencing homelessness reduced, and equity gap reduction in time to permanent housing placements, increased and more equitable permanent housing placements

## Considerations for Equity

In establishing and conducting the activities of your working group, it is essential to prioritize equity at every stage. Carefully consider the composition of your group, ensuring diverse representation and inclusivity among those invited to participate. When assessing property needs, applicant aspirations, and the geographical distribution of properties, be intentional in your outreach efforts to encompass all relevant voices.

Additionally, evaluate the accessibility of meetings and the resources you develop. This includes the clarity of language used, the choice of terminology, and any requirements for accessing tools and information. By fostering an equitable environment, you will enhance the effectiveness and inclusiveness of your work.

