



Linking “Hard Side” and “Soft Side” for the Long Haul

Southern Sustainability
Conference

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The Challenge



- ✓ Getting **“soft”** service providers and the **“hard”** disciplines to mesh
- ✓ Figuring out who’s around for the **“long haul”**
- ✓ Linking service provision to **self-interest**



Entities Involved in a Deal



“Hard Side”:

- ✓ PHA?
- ✓ Master Developers
- ✓ HUD Grant Mgrs.
- ✓ State HFAs
- ✓ Syndicators
- ✓ Lenders
- ✓ Property Managers

“Soft Side”:

- ✓ HUD CSS Mgrs.
- ✓ PHA CSS Mgrs.
- ✓ Case managers
- ✓ Local service providers

Remember LIHTC?



- ✓ For **15 years**, you can remind folks of the basis on which **9% credits** were “won”
- ✓ Most states’ HFAs award **competitive points** for promising services
- ✓ Will your HFA hold management’s feet to the fire as part of the **compliance monitoring process**?

HOPE VI: A Higher Standard?



- ✓ Many deals are:
 - **1/3** public housing residents
 - **1/3** Tax Credit residents
 - **1/3** market renters
- ✓ **LIHTC** rents \$700s, **market** rents higher
- ✓ Housing quality, services, and expectations to be **equivalent**
- ✓ Work requirement **reduces isolation** of public housing residents

Who's Got Staying Power?



“Hard Side”:

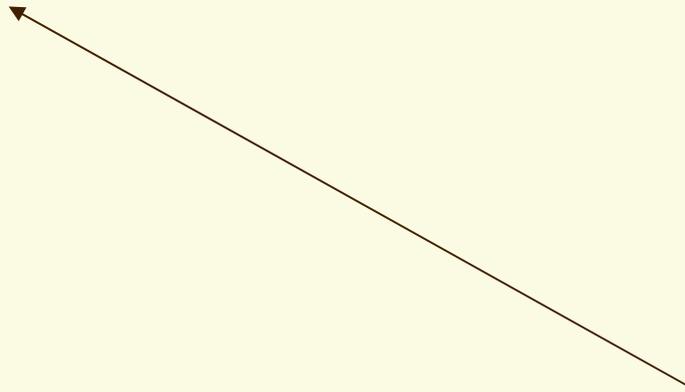
✓ PHA



✓ Property Managers

“Soft Side”:

✓ Local service providers



Realities of Property Management



HUD said it best:

- ✓ HUD Occupancy Task Force
- ✓ “Essential Requirements of Tenancy”



Essential Requirements of Tenancy



- ✓ Pay rent and other charges
- ✓ Refrain from disturbing others
- ✓ Avoid criminal behavior
- ✓ Avoid damaging unit or surroundings
- ✓ Obey dwelling lease and house rules

Making the Case: “Hard” and “Soft” Are Joined



- | | |
|---------------------------------------|---|
| ✓ Pay rent and other charges | ✓ Job training and credit repair |
| ✓ Refrain from disturbing others | ✓ Counseling and parenting training |
| ✓ Avoid criminal behavior | ✓ Linkage with educators, police |
| ✓ Avoid damaging unit or surroundings | ✓ Housekeeping and maintenance training |
| ✓ Obey dwelling lease and house rules | ✓ Homeownership preparation |

Management Self-Interest



- ✓ It is in **Management's self-interest** to:
 - Learn who local service providers are
 - Make folks aware of those resources
 - Provide space or otherwise facilitate
 - Obtain services **in-kind**, like Ron taught us!
- ✓ This applies to **existing** tenants and **future** tenants (a.k.a. applicants)

Management Self-Interest



- ✓ Services are essential ingredients in complying with ADA requirements to allow **reasonable accommodations**
- ✓ PHAs nor property managers can mandate **which services**, but....
- ✓ Knowing what's available can lead to a win/win and avoid **nasty litigation**

Going Forward



“CSS” has an opportunity to be guided by:

- ✓ HOPE VI Program **evaluations**
- ✓ Local and **site-based** assessment of need
 - Unique resident populations
 - One size does not fit all

Make the Case!



- ✓ Ya Can't **“Live on Love”**
- ✓ The Puzzle Pieces **DO Fit!**