

From Code Enforcement to Code Encouragement

Building trust among landlords and tenants through community
engagement and education

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Today's discussion:

- ▶ Introductions
- ▶ Purpose: How the Topeka Landlord Expo became a vehicle for building trust and establishing relationships between landlord and tenants
- ▶ Topeka, KS
- ▶ Challenges
- ▶ Solutions
- ▶ From Discipline to Education
- ▶ Exercise
 - ▶ How to create a Landlord Expo in your community!
- ▶ Q & A

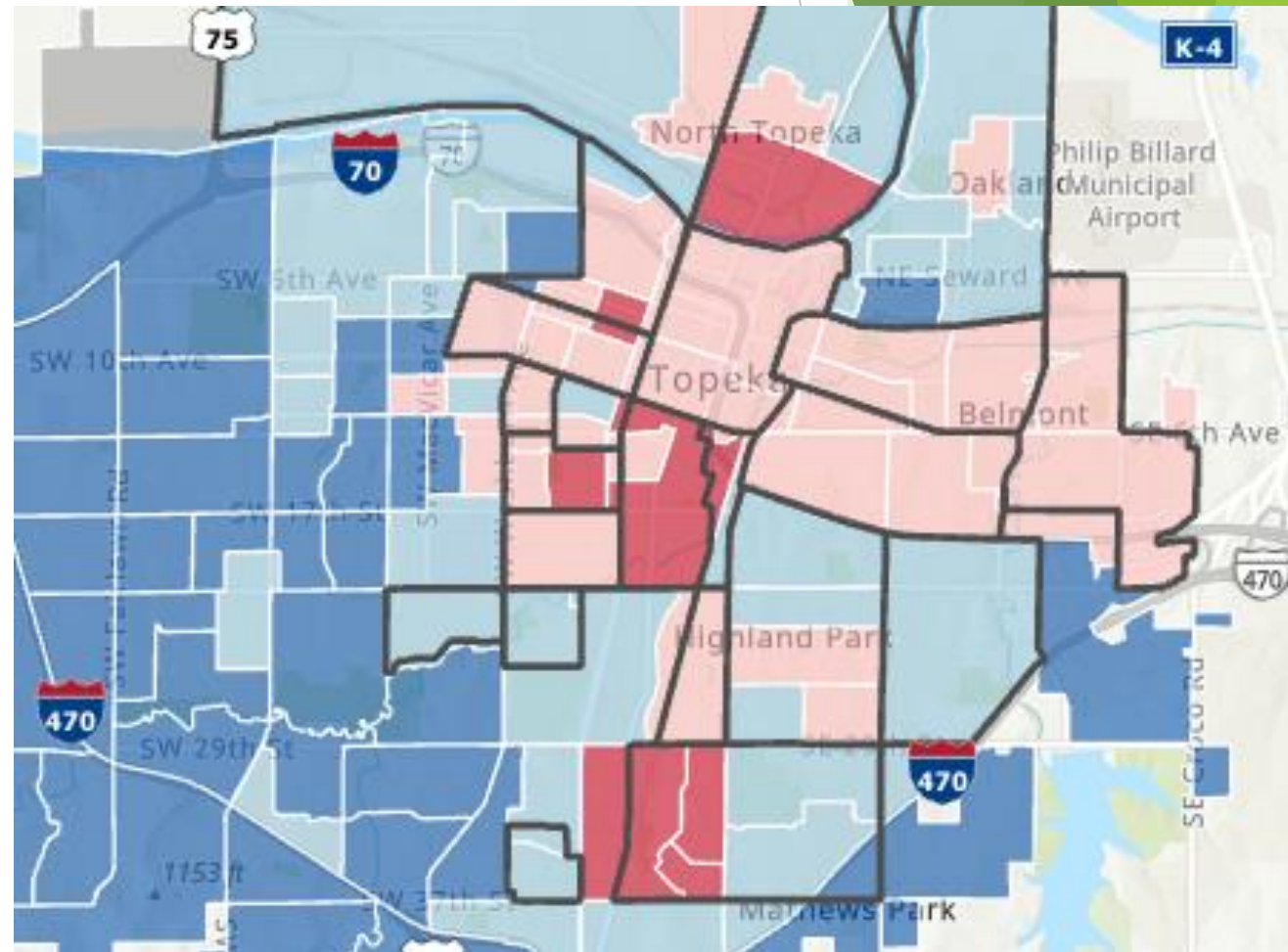
About our City

- ▶ Population: 127,000
- ▶ Location: Northeast Kansas on the banks of the Kansas River
- ▶ History: Brown vs. Board of Education, State Capitol
- ▶ New investments occurring in downtown, encouraging businesses, hotels, restaurants and event spaces



A brief look at code enforcement needs in Topeka

In 2000, the Planning Department began evaluating the "health" of the city's neighborhoods. This appropriate medical analogy allows you to see if the neighborhood needs "Intensive Care," if it is "At Risk," if it just needs "Out Patient" services, or if it is "Healthy." This overall health rating is based on five indicators of neighborhood health--Poverty, Public Safety, Average Residential Property Value, Homeowner Tenure, and Boarded Houses.



Cited Properties & Structures

Neighborhood Relations Property Maintenance division has the long term goal to reduce the number of cited properties and structures each year. Due to current conditions the number of cited will increase in 2018 as we take a more aggressive approach to address our housing stock in Topeka. Our number one goal is to improve the condition of our neighborhoods.

Property Maintenance Unit

The broad purpose of the Property Maintenance Code Unit is to protect public health, safety and welfare and ultimately try to make properties safer through protecting against criminal elements and personal safety, as well as through public health and sanitation procedures.

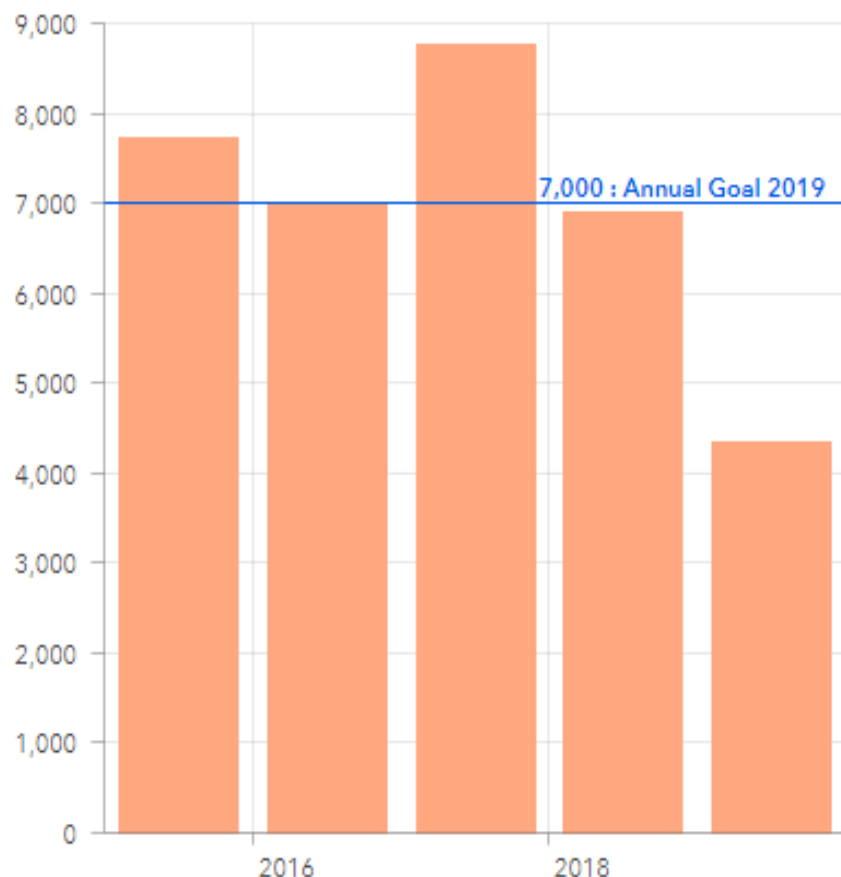
Voluntary Compliance refers to the property owner or responsible party bringing the property back into compliance with the International Property Maintenance Code (IPMC) within the time period allowed once notification has been given of the violation.

Complaints about a property can be called in anonymously to (785) 368-3161. A Code Official will visit the site within 48 hours to determine if a violation exists per the International Property Maintenance Code (IPMC).

For further information visit the [City of Topeka Neighborhood Relations Code Compliance](#) website or the City of Topeka adopted and amended International Property Maintenance Code.

For an FAQ of common violations or to get contact information visit [Code Compliance > Frequently Asked](#).

Cited Properties & Structures



YOY / YTD

A case study in Topeka: How the landlord expo came to be

- ▶ Longstanding challenges among neighborhood leaders, landlords and the City of Topeka existed
- ▶ City leadership decided to take a proactive role in repairing relationships by hosting a listening session with all parties
- ▶ Resulted in landlords and neighborhoods discussing what would be beneficial for their respective constituencies
- ▶ City agreed to plan and host an educational event for landlords to inform of rights and responsibilities and to have access to available resources, including advice, guidance and necessary tools that provide the avenue for a successful business. Landlords could also socialize and discuss issues openly and honestly with one another
- ▶ City and partners were hopeful the result would be more educated and encouraged landlords, resulting in better housing situations for tenants

How the landlord expo came to be & How Housing and Credit Counseling, Inc. (HCCI) Became Involved

- ▶ HCCI is a nonprofit, HUD approved counseling and education agency that began in 1972 as a social justice organization called - The Topeka Housing Complaint Center
- ▶ HCCI is funded by the City of Topeka to provide a unique Tenant/Landlord Counseling and Education Program
 - ▶ Provide expert, in-depth one-on-one telephone counseling - education and options to tenants, tenant advocates and landlords on their:
 - ▶ Rights/Responsibilities under Kansas landlord/tenant statutes, Federal Fair Housing Act and other applicable landlord/tenant related laws and issues
 - ▶ Provide forms that do the talking for tenants and landlords - forms are used to implement and explain rights and/or responsibilities to the other party in an easy to comprehend manner
 - ▶ Provide classroom education to landlords and tenants, respectively



How the landlord expo came to be, cont'd

Housing and Credit Counseling, Inc. (HCCI)

- ▶ Historically, landlords were resentful of the services provided by HCCI to tenants
- ▶ Landlords were equally aggrieved by the City's efforts to make them comply with city codes or face repercussions to include fines and court hearings
- ▶ As a way to calm tensions - HCCI joined and began attending local landlord association meetings
- ▶ The City also attended landlord association meetings to discuss various housing topics
- ▶ At the meetings - HCCI and the City were met with anger and distrust
- ▶ But we didn't give up....

Logistics

- ▶ Outreach included mailing invitations to landlords and neighborhood leaders
- ▶ Utilized existing partnerships in the community to encourage participation at the resource fair
- ▶ Securing the right location with access to multiple spaces for education and dialogue
- ▶ Encouraging neighborhood leaders and landlord association members to invite others to attend
- ▶ Scheduling a welcome by community leader, including door prize opportunities and breaks throughout the day
- ▶ Making a marketing and awareness plan about the event

Logistics

TOPEKA LANDLORD EXPO 2019

Saturday, September 14, 2019

Please remember to take the expo survey in the rear of the Regency Ballroom before you leave.

Thank you for attending the 2019 Topeka Landlord Expo.

We look forward to seeing you at the 2020 Topeka Landlord Expo!



2019 TOPEKA LANDLORD EXPO SCHEDULE

9:00AM
Prize Drawing

9:05AM
Welcome

City of Topeka City Manager Brent Trout

9:10AM

"When Do I Need a Permit?" (30 minutes)

Richard Faulkner, Division Director of Development Services, City of Topeka

9:45AM

"Property Maintenance 101" (30 minutes)

John Schardine, City of Topeka Property Maintenance

10:15AM
Door Prize Drawing

10:20AM

"Landlord 101" (30 minutes)

Bette Allen, President and Steve Vogel, Vice President
Shawnee County Landlord Association

10:55AM

"Safety Precautionary Tips" (30 minutes)

Officer Matt Blasingame, Community Policing Unit, Topeka Police Department

11:30AM

"Kansas Residential Landlord and Tenant Act and Best Practices" (1 1/2 hours)

Teresa Baker, Manager, Rental Housing Counseling and Education Program,
Housing and Credit Counseling, Inc.

1:00PM

Door Prize Drawing and Closing

1:15PM

"Fair Housing Act Rights/Obligations" (1 1/2 hours)

Teresa Baker, Manager, Rental Housing Counseling and Education Program,
Housing and Credit Counseling, Inc.

Vendor Expo ends @ 1PM
Last Workshop begins @ 1:15PM

Education

Organizers asked landlords and participants what topics would be most helpful to them in their efforts to work together to revitalize properties

Classes included:

- ▶ Department of Neighborhood Relations
 - ▶ Code Enforcement
- ▶ Topeka Police Department
 - ▶ Public Safety Programming
 - ▶ Crime Reduction Opportunities
- ▶ Development Services
 - ▶ Permitting Process and Requirements

Education Cont'd...

- ▶ Classes included:
 - ▶ Housing and Credit Counseling, Inc.
 - ▶ Tenants Rights/Responsibilities
 - ▶ Landlord Rights/Responsibilities
 - ▶ Based on Kansas landlord/tenant statutes
 - ▶ Federal Fair Housing Act
 - ▶ Relevant City ordinances



Partners/Resources/Vendors Booths

- ▶ Major partners included:
 - ▶ Housing and Credit Counseling, Inc.
 - ▶ Shawnee County Landlord Association
 - ▶ Relevant City Departments (TPD, Planning, Development Services, Code Enforcement, Neighborhood Relations, etc.)
 - ▶ Topeka Housing Authority
 - ▶ Shawnee County Reentry Program (as housing is key to reducing the rate of recidivism of those incarcerated).
 - ▶ Multiple vendors that focus on property repairs, landlord services (eviction attorneys, utility companies) and others



Marketing and Awareness

- ▶ Social Media
- ▶ Mailings
- ▶ Word of Mouth
- ▶ Partners
- ▶ Great location, door prizes and free classes!



Marketing

THE MIDWEST'S MOST INFORMATIVE

2ND ANNUAL



ALL A LANDLORD NEEDS TO KNOW!

SEPTEMBER 14

9AM - 1PM

RAMADA INN DOWNTOWN

420 SE 6TH AVE

OPEN TO RESIDENTIAL AND COMMERCIAL LANDLORDS

• VENDORS

• WORKSHOPS PRESENTED BY TOPEKA POLICE DEPARTMENT, CITY OF TOPEKA DEVELOPMENT SERVICES, CITY OF TOPEKA PROPERTY MAINTENANCE, HOUSING & CREDIT COUNSELING, INC., SHAWNEE CO. LANDLORD ASSOCIATION

LEARN MORE AT:

bit.ly/LandlordExpoTopeka

785-368-4470



Exercise Time!

Partners

- What partners should be at the table?
- How will you engage them?

Education

- What information do people want to learn more about?
- Who can provide the information?

Logistics

- What is the best location to hold the event?
- Who will you invite?
- What incentives will you have?
- What vendors should be present?
- How will you lay out the space?

Marketing

- How will you make people aware of the event?
- What kind of information is necessary to include?
- What social media strategies will you use?
- Who will post invitations/information and how often?

Share your ideas!

Partners

Education

Logistics

Marketing

Best Practices

▶ Evaluate Results

- ▶ Survey
- ▶ Report back on successes and challenges
- ▶ How can you improve your event for next time?
 - ▶ Switch time/format/location, etc.?
 - ▶ Adjust classes based on feedback



Other strategies Topeka is using:

- ▶ Federal Home Loan Bank Grant to assist in homeowner repairs of properties
- ▶ Landlord Retaliation Ordinance
- ▶ Comprehensive Housing Study currently under way to plan for affordable housing strategies and other needs over time

Thank you! Any questions?

