




# Getting to Know the Housing Industry

Stages of Smoke-Free Multi-Housing Program Development:  
A series for public health professionals

Part Two of Nine | October 27, 2011


---

---

---


---

---



---

---

---



## Welcome!

- Please be sure to turn up the volume on your computer speakers – **No need to call in**
- If you have questions, please type them into the chat box at the bottom of your screen and we will answer them during or after the presentation
- The presentation will be recorded and archived on our web site at [www.mnsmokefreehousing.org/webinar](http://www.mnsmokefreehousing.org/webinar)
- Printable version of the presentation will be available

---

---

---

---

---

---

---

---



## Today's Speakers





**Brittany McFadden**  
Program Director,  
Live Smoke Free



**Carissa Larsen**  
Assistant Program Director,  
Live Smoke Free



**Josh Dye**  
Marketing & Outreach Coordinator,  
HousingLink

---

---

---


---

---


---

---



---

Live Smoke Free 

## Live Smoke Free



- Program of the Association for Nonsmokers—Minnesota
  - Working on smoke-free housing since late 1990's
  - Three full-time staff dedicated to project
  - Assisted hundreds of property managers in policy adoption, including public housing authorities; private owners; suburban, urban, and rural properties
- Recipient of MN Mentoring Supplement to provide technical assistance to Communities Putting Prevention to Work (CPPW) grantees
- Partnering with the Public Health Law Center
- Made possible by funding from the U.S. Department of Health and Human Services. Sponsored by the Minnesota Department of Health

---

---

---

---

---

---

---

---

---

---

Live Smoke Free 

## Technical Assistance Team





**Brittany McFadden**  
Program Director,  
Live Smoke Free



**Warren Ortland**  
Staff Attorney,  
Public Health Law Center



**Carissa Larsen**  
Assistant Program Director,  
Live Smoke Free

---

---

---

---

---


---

---


---

---

---

Live Smoke Free 

## Technical Assistance Scope of Work



- Webinar series on the stages of developing a smoke-free housing program
- Development of a comprehensive "how-to" training manual for smoke-free housing advocates
- Individual consultations, including site visits, strategy development, legal issues, and materials
- Coordination of a smoke-free housing training on November 14, 2011, in conjunction with the CPPW "Making it Better" conference in Minneapolis

---

---

---

---

---


---

---

---

---

---

Live Smoke Free 

## Stages of Smoke-Free Multi-Housing Program Development

**Phase 1: Understanding the Need for Smoke-Free Multi-Unit Housing**

Stages of Smoke-Free Multi-Unit Housing Program Development

<b>The Case for Smoke-Free MUH</b> The importance of adopting smoke-free MUH policies	<b>Getting to Know the MUH Industry</b> Assessing the MUH stock and learning what's important to the industry	<b>Building Your Smoke-Free MUH Program</b> Creating goals, materials, and procedures to sustain a program	<b>Understanding Legal Issues</b> Learning the local, state, and federal laws pertaining to MUH
--	--	---	--

**Phase 2: Working Toward Smoke-Free Multi-Unit Housing Policy Adoption**

Stages of Smoke-Free Multi-Unit Housing Program Development

<b>Strategies to Reach the Housing Industry</b> Getting your message to landlords	<b>Working with MUH to Adopt a Policy</b> The policy adoption process	<b>Providing Cessation in Smoke-Free Buildings</b> Helping current residents make the transition to a smoke-free environment	<b>Working with Renters Exposed to Smoke</b> Empowering renters suffering from secondhand smoke drift	<b>Program Sustainability</b> Partnering with other smoke-free MUH programs
--	--	---	--	--

Print a pdf of the [Smoke-Free Multi-Housing Program Continuum](#)

---

---

---

---

---

---

---

---

---

---

---

---

Live Smoke Free 

## Webinar Series

Based on the Smoke-Free Multi-Unit Housing Program Continuum

- *The Case for Smoke-Free Housing*
- **Getting to Know the Multi-Housing Industry**
- Building Your Smoke-Free Housing Program – November 10<sup>th</sup>
- Understanding Legal Issues – December 1<sup>st</sup>
- Strategies to Reach the Housing Industry – December 15<sup>th</sup>
- Working with Property Owners/Managers to Adopt a Smoke-Free Policy – January 12<sup>th</sup>
- Providing Cessation in Smoke-Free Buildings – January 26<sup>th</sup>
- Working with Renters Exposed to Secondhand Smoke – February 9<sup>th</sup>
- Program Sustainability – February 23<sup>rd</sup>

Learn more and register at [www.mnsmokefreehousing.org/cppw](http://www.mnsmokefreehousing.org/cppw)

---

---

---

---

---

---

---

---

---

---

---

---

Live Smoke Free 

## Getting to Know the Multi-Housing Industry

Topics Covered Today:

- Assessing your community's housing stock
- Housing industry terminology
- Types of housing
- Partnering with the housing industry
- Messages that resonate with managers




---

---

---

---

---

---

---


---

---

---


---

---

Live Smoke Free 

## Why Focus on the Housing Industry?

- The industry's policy makers:
  - Building owners
  - Building managers
  - Building developers
- The industry is asking for smoke-free information
  - "Hot topic" in discussions
  - Invitations to give presentations
  - Requests for materials



*Working with building owners can affect positive change faster than working with individual tenants*

---

---

---

---

---

---

---

---

Live Smoke Free 



## Assessing Your Community's Housing Stock

---

---

---


---

---

---

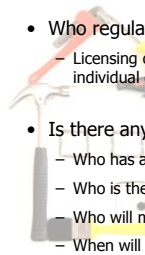
---

---

Live Smoke Free 

## Questions to Answer

- Who are the major community officials?
  - Police Chief, Fire Chief, Mayor, City Council Members
- Who regulates housing?
  - Licensing or Inspections Department, County Assessor, individual cities
- Is there any new apartment construction happening?
  - Who has applied for a building permit?
  - Who is the developer/contractor?
  - Who will manage/own the building when it opens?
  - When will it open?




---

---

---

---

---

---

---

---



## Importance of Connecting with Public Officials



- Burnsville, MN (pop. 60,306)
- Over 200 fires at multi-housing complexes since 2004
- Partnering on "Keep the Burn Out of Burnsville" campaign
- Burncliff Apartments: cigarette fire; now smoke free (became Parkwood Pointe)



December 22, 2008

---

---

---

---

---

---

---

---



## Where to Look for Information



- Mailing lists/databases in your organization
- Apartment finder magazines and web sites, Craigslist
- Multi-Housing Associations
- City web sites and internal city lists
  - Some cities list all licensed apartments on their web site
  - Some cities will send you or sell you a list
- Web searches



*Think broad...many segments of communities are connected to housing!*

---

---

---

---

---

---

---

---



## Multi-Housing Coalitions



- Informal network of managers
  - May be coordinated by a manager
- **Crime-Free Multi-Housing**
  - Usually coordinated by the city police or fire
  - Managers may be required to attend
- Captive audience
- Coordinators are often looking for speakers




---

---

---

---

---

---

---

---



## Gather Information on Each Property



- Building name, location, # of units, web site
- Do they cater to a specific population (seniors, students, disabled, low-income, homeless, etc.)?
- Who manages the building?
- Who owns the building?
- Are they already smoke free?




---

---

---

---

---

---

---

---



## Housing Industry Terminology




---

---

---

---

---

---

---

---



## Glossary



- **Renter-Occupied Units:** All units are owned by one person or company and rented to residents. Also known as an Apartment Community.
- **Owner-Occupied Units:** Units are typically individually owned by the resident. Includes town homes, condominiums, housing cooperatives (co-op), and other homeowner associations. Also known as a Common Interest Community.

Download a pdf of our [Housing Industry Glossary](#)

---

---

---

---

---

---

---

---



## Glossary



- **Housing Cooperative (Co-Op):** Residents either own shares reflecting their equity in the co-op's real estate, or have membership and occupancy rights in a not-for-profit co-op, and underwrite their housing through paying subscriptions or rent.
- **Portfolio:** All of the properties under control of a particular ownership/management company.
- **Fixed-Term Lease:** A rental agreement that has specific start date and end date, usually for a period of six months or one year.
- **Month-to-Month Tenancy/Periodic Lease:** A tenancy without a specific ending date.

---

---

---

---

---

---

---

---



## Glossary



- **Affordable Housing:** Costs no more than 30-40% of a household's annual income.
- **U.S. Department of Housing and Urban Development (HUD):** Programs to assist renters, landlords, and communities in areas of housing. Administers many housing vouchers and public housing programs.
- **Housing Voucher:** A subsidy is paid to the landlord directly by a funding agency on behalf of the renter. The renter pays the difference of the rent charged and what has been subsidized. Section 8 has two voucher programs.

---

---

---

---

---

---

---

---



## Public Housing Alphabet Soup



- HRA: Housing & Redevelopment Authority
- PHA: Public Housing Authority
- CDA: Community Development Agency
- EDA: Economic Development Agency
- HA: Housing Authority
- Different names, same purpose
- May own market rate and subsidized buildings
- May be HUD, state-based, or locally funded




---

---

---

---

---

---

---

---



## Housing Terminology Lessons Learned



- Resident vs. Renter vs. Tenant
  - Resident is more inviting
- Manager/Owner vs. Landlord
  - Manager/Owner is more contemporary
- Building vs. Property
  - Be accurate and consistent; know what you're collecting in your data
- Public Housing vs. Affordable Housing vs. Subsidized Housing
  - Be accurate; when using generalities, go with Affordable Housing




---

---

---

---

---

---

---

---



## Policies in Public Housing vs. Market Rate Housing



- Many steps are the same, but terminology may be different
  - Renters in public housing may go through "recertification" rather than "lease renewal"
- Public Housing Authorities may have to get board approval
- HUD-funded buildings will likely not be able to adopt a lease addendum; instead, they adopt a policy in the House Rules

---

---

---

---

---

---

---

---



## Information from an Industry Expert



HousingLink 

---

---

---

---


---

---

---


---



Live Smoke Free 

## Types of Rental Housing Ownership

- **Privately Owned:** Independent owner (ie, landlord) who makes decisions



- **Publically Owned:** Funded and controlled by government agency (federal, state, local); Board of Directors may make decisions

---

---

---


---

---

---

---

---

Live Smoke Free 

## Types of Subsidized Housing:

- **Section 8:** Vouchers & Project Based
- **Public Housing**
- **Section 42:** Low income housing tax credit program
- **Different from market rate**

---

---

---


---

---

---

---

---

Live Smoke Free 

## Income Targeted

- Earning < 30% - 80% of Area Median Income
- Twin Cities AMI - \$55,600
- Open subsidized waiting lists are largely available to seniors & those with disabilities

---

---

---

---

---

---

---

---



## Types of Housing: Populations Served



- Family housing
- Senior/disabled housing
- Student housing
- Transitional housing
- Other specialty populations




---

---

---

---

---

---

---

---



## Rental Housing Market



- Vacancy Rates
  - Currently declining. Some regions below 5%
- Average Rents
  - \$850+ for 2 Bedrooms in the Twin Cities
- Where to find this information
  - Local research firms
  - U.S. Census

---

---

---

---

---

---

---

---



## Relaying the Message



Why is it important to learn housing industry terminology?

- Allows you to communicate better with managers and understand what managers communicate to you
- Shows that you care about being a part of their industry and are not just an outside group
- Helps you understand barriers and solutions




---

---

---

---

---

---

---

---

Live Smoke Free




**Partnering with the Housing Industry**

---

---

---

---

---

---

---

---

Live Smoke Free



**Trade Associations**

- **National Association for Housing and Redevelopment Officials (NAHRO):** 20,000 agencies that administer affordable housing and community development programs
- **National Apartment Association:** 55,000 multifamily housing companies
- **National Multi-Housing Council:** Industry's primary advocate on legislative matters
- **Community Association Institute:** 60 worldwide chapters working with common interest communities
- **State/Local Multi-Housing Associations:** Represent companies in your area

---

---

---

---

---

---

---

---

Live Smoke Free



**Industry Media**







---

---

---

---

---

---

---

---

Live Smoke Free 

## Other Housing Organizations

- **Housing finance agencies:** Fund rehabilitations, renovations, and development
- **Affordable housing advocates:** Connect people to affordable housing options and preserve affordable housing
- **Market analysis firms:** Conduct research on housing trends




---

---

---

---

---

---

---

---

Live Smoke Free 

## Partnerships in Minnesota

- Member of the Minnesota Multi-Housing Association
  - Represents 250,000 units
  - Conference presentations
  - Exhibit booths
  - Serve on PR committee
  - Round table discussions
  - Articles in their newsletter
  - Smoke-free lease addendum on website
- Member of the Minnesota Chapter of the National Association of Housing and Redevelopment Officials
  - 600 members
  - Conference presentations
  - Exhibit booths




---

---

---


---

---

---

---

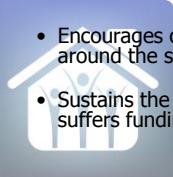
---

Live Smoke Free 

## Relaying the Message

Why is it important to partner with the housing industry?

- Builds relationships and opens doors to policies
- Allows you to educate other housing organizations
- Encourages organizations to conduct research around the smoke-free housing issue
- Sustains the movement even if your program suffers funding cuts




---

---

---

---

---

---

---

---

Live Smoke Free 



## The Industry's Interest in Smoke-Free Policies

---

---

---


---

---

---


---

---

Live Smoke Free 

## The Benefits of Smoke-Free Policies

- Eliminates smoke drifting from unit-to-unit
- Protects residents from the health harms of secondhand smoke
- Market advantages of offering smoke-free living
- Protects property from costly damage and fires caused by smoking




---

---

---

---

---

---

---

---

Live Smoke Free 

## What the Industry is Saying



*"Most communities that have taken the leap consider smoke-free housing an edge over the competition."*

Chip Tatum  
Government Affairs Director  
Florida Apartment Association  
Maitland, Fla

Video Testimonials:

- [Minnesota](#)
- [Maine](#)

- [California](#)
- [British Columbia](#)



*"It is great as a manager to not have to be the referee between smoking and non-smoking neighbors."*

Tom Hopp  
Site Manager, Oaks Glen Lake  
Oaks Properties LLC  
Mendota, Mass

---

---

---

---

---

---

---

---



## Exponential Growth



- As of January, 2011, at least 230 local HRAs had adopted smoke-free policies, about 214 policies were adopted since January, 2005
- More companies are adopting policies for entire portfolios
  - Pennsylvania-based Pennrose Management Company: 148 properties in the Mid-Atlantic
  - Oregon-based Guardian Management: 124 properties in the Northwest and Southwest
  - North Dakota-based IRET: 77 properties in the Midwest

---

---

---

---

---

---

---

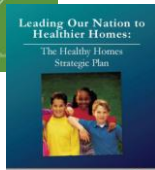
---



## Government Position Statements



- Surgeon General Call to Action
- HUD Healthy Homes Strategic Plan
- HUD Memos




---

---

---

---

---

---

---

---



## Relaying the Message



Why is it important to understand the housing industry's interest in smoke-free policies?

- Allows you to point to trends in the housing industry
- Allows you to understand what motivates the housing industry (ie, cost savings)




---

---

---

---

---

---

---

---

Live Smoke Free  **Webinar Series** 

Based on the Smoke-Free Multi-Unit Housing Program Continuum

- *The Case for Smoke-Free Housing*
- *Getting to Know the Multi-Housing Industry*
- Building Your Smoke-Free Housing Program – November 10<sup>th</sup>
- Understanding Legal Issues – December 1<sup>st</sup>
- Strategies to Reach the Housing Industry – December 15<sup>th</sup>
- Working with Property Owners/Managers to Adopt a Smoke-Free Policy – January 12<sup>th</sup>
- Providing Cessation in Smoke-Free Buildings – January 26<sup>th</sup>
- Working with Renters Exposed to Secondhand Smoke – February 9<sup>th</sup>
- Program Sustainability – February 23<sup>rd</sup>

Learn more and register at [www.msmokefreehousing.org/cppw](http://www.msmokefreehousing.org/cppw)

---

---

---

---

---

---

---

---

---

---

Live Smoke Free  **Training for Public Health Professionals** 

- Day-long training covering entire process of working on smoke-free MUH featuring national experts
- November 14, 2011, 8:30 am – 4:30 pm
- Held in Minneapolis, MN in conjunction with the CPPW "Making it Better" conference
- Registration is FREE and travel scholarships available
- Register at [www.makingitbetterconference.org](http://www.makingitbetterconference.org)

---

---

---

---

---



---

---

---

---

---

Live Smoke Free  **Contact Information** 

<b>Live Smoke Free</b>	<b>Public Health Law Center</b>
Carissa Larsen Assistant Program Director <a href="mailto:carissa@ansrmn.org">carissa@ansrmn.org</a> 651-646-3005	Warren Ortland Staff Attorney <a href="mailto:warren.ortland@wmitchell.edu">warren.ortland@wmitchell.edu</a> 651-290-7539
Brittany McFadden Program Director <a href="mailto:brittany@ansrmn.org">brittany@ansrmn.org</a> 651-646-3005  <a href="http://www.msmokefreehousing.org">www.msmokefreehousing.org</a>	<b>HousingLink</b>  Josh Dye Marketing & Outreach Coordinator <a href="mailto:jdye@housinglink.org">jdye@housinglink.org</a> 612-522-2500 ext. 221

---

---

---

---

---

---

---

---

---

---