



Landlord Engagement Pilot Program

Program Introduction &
Information Guide for Landlords

Welcome

The City of Missoula is pleased to introduce the Landlord Engagement Pilot-Program, an initiative designed to strengthen partnerships between landlords and tenants. Our shared goal is to increase housing stability, reduce vacancies, and support property owners who play a vital role in our community's housing market.

Program Overview

The Landlord Engagement Pilot-Program provides:

- Funding to reduce financial risk for property owners.
- Dedicated staff liaison from City Houseless Programs for landlord and tenant support.
- Recognition for landlords who contribute to housing stability in our community.
- Training opportunities and access to mediation services.

Landlord and tenant participation and feedback will directly shape how this program grows in the future.

Benefits for Participating Landlords

- Risk Mitigation Fund – Coverage of up to \$1,500 per lease for damages or unpaid rent.
- Housing Collaboration Funds - Leasing funds of \$500 for each new lease signed with a program-referred tenant.
- Dedicated Support – Access to the Property Engagement Specialist to answer questions, address concerns, and coordinate tenant support.
- Recognition & Promotion – Public acknowledgment through public acknowledgement through various communications outlets, and/or provide you with a plaque or window sticker to indicate your participation
- Matching of tenants & landlords whenever possible.

Program Supports for Tenants

To help reduce risks and promote stability, tenants leasing through this program will also receive:

- Light touch case management or housing navigator support.
- Connection to emergency rental assistance if possible (when available).
- Mediation services to resolve conflicts before they escalate.
- Opportunities to take Tenant Education classes.

Your Role as a Pilot-Program Landlord/Property Manager

As a participating landlord, you will:

- Provide Right of First Refusal for affordable units.

- Communicate openly with the city liaison about concerns or challenges and attend mediation to resolve these concerns as necessary.
- Participate in feedback sessions during the pilot.
- Submit proper forms and invoices to receive reimbursement or funds through the program.

Your partnership will help the City design a landlord engagement program that works for both property owners and tenants.

Program Timeline

- Months 1–3: Landlord onboarding, resource distribution, initial incentives available, and starting to onboard/lease to tenants.
- Months 4–9: Active leasing, incentives in place, training sessions offered.
- Months 10–12: Program evaluation, landlord feedback sessions, and recommendations for expansion.

Next Steps

- Sign up as a participating landlord with the City’s Landlord Liaison.
- List available units for tenant referral.
- Attend future workshops and roundtables to share your perspective.

FAQ

Who is eligible to participate in the Landlord Engagement Pilot-Program?

Any landlord or property manager with affordable unit(s) that is willing to work with engaged tenants.

Eligible tenants include unhoused neighbors who are looking for housing, have a stable income, and can support themselves in housing.

What does ‘affordable units’ mean?

HUD defines affordable housing as something that costs 30% of someone’s gross income. This can be over or under market averages for the area, depending on local pricing and local wages.

Sometimes affordable housing means at or below the market average for the area, which in Missoula is around \$1350/month in rent for a 1-bedroom unit.

What the LEP is looking for are units between the range of \$800-\$1,000 for a one-bedroom unit.

How does the Right of First Refusal process work?

When a landlord has a unit ready to offer to the program, they will fill out the physical or online form to provide the details about the unit. The Property Engagement Specialist will reach out to confirm details and then work on identifying a potential tenant for the space. Once a tenant is

identified, they will receive assistance in the application process, and an application will be submitted. If a tenant cannot be identified within two weeks of submission of the unit, then it will be communicated back to the landlord/property manager, and the unit can then proceed to public postings as they see fit.

What if a tenant is denied during the application process?

If a new applicant can be identified in a timely manner, then every attempt to still fill the unit through the pilot will be made. If that is not possible, then the unit can be posted publicly.

What can the Risk Mitigation Funds be used for?

These are flexible funds that can be applied toward damage to a unit by a tenant during or after the end of a lease. This can include things such as cleaning costs, property repair, appliance replacement, etc., so long as evidence that the damage that was done is beyond standard wear & tear of a tenancy. Receipts for work done or items purchased must be included in the submission for reimbursement. *These costs cannot also be taken out of the tenant's security deposit for the same work done.*

The same reimbursement process can be utilized to cover the cost of unpaid rent. The cap of \$1,500 per lease still applies, regardless of how it is utilized. All reimbursement should be submitted within 30 days of ending the lease.

How are the Housing Collaboration Funds accessed?

When a lease is fully executed by all parties, you will submit an invoice for \$500, labeled with a charge named Housing Collaboration Funds. Once the invoice is processed, a check will be issued and mailed to you. These funds are not a security deposit and do not need to be returned at the end of the lease.

Contact Information

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Thank You

Your participation in this program helps create stronger, safer, and more stable housing options in our community. The City of Missoula values your role in ensuring that all residents have access to quality housing opportunities.