RESIDENT ENGAGEMENT

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What we will touch on today:

- What exactly is resident engagement?
- Why is resident engagement important?
- How do you successfully engage with your residents, especially during a pandemic?
- Positive outcomes from resident engagement.
## Resident Engagement

### What is it?
- Allowing your residents to have a voice. What do they care about?
- Building a community that is their own by creating value and a sense of safety and ownership.
- Helping in the decision making.

### Why do we do it?
- Empowers your residents. Giving them a chance to be heard when it comes to important issues, property decisions.
- Assisting families, and individuals in becoming more self-sufficient.
- Taking unneeded stress off of our residents, to allow them to focus more on their goals.
BUT HOW DO WE DO IT?

Different kinds of engagement:

* Individual/One-on-One
* Senior Engagement
* Family Engagement

It can be hard...
It can be stressful...
Just don’t give up on trying and exploring new ideas!
HOW TO ENGAGE WITH YOUR RESIDENTS:

- Checking in/phone calls
- One-on-one meetings
- Surveys
- Researching for a resident
  - Jobs
  - Childcare
  - Health Insurance
  - Educational Opportunities/ Training
  - Medical Supplies, Assistance applying for waiver program
  - Mediation Services
  - Transportation Options
WAYS TO ENGAGE CONTINUED:

- Tenant/resident meetings (monthly/bi-monthly)
- Newsletters
- Planned activities
- Presentations from outside organizations and also from your own housing organization.
- Health fairs/job fairs
- Campus/school tours
- Free blood pressure screenings/other medical screenings
- Wellness packets. This was a huge success during Covid.
- Community garden
- Exercise groups (weekly/monthly)
- 1K fun runs and other sports-themed events
- Outside organizations hosting fun activities on-site, such as bingo, board games, movie matinees.
WAYS TO ENGAGE DURING A PANDEMIC

- Monthly newsletters
- Phone calls/check ins/ How ya doin’?
- Texting/emailing/video chats with those tenants who are able to do so.
- Wellness bags
Positive outcomes!

- Better communication between residents and housing management staff.
  - Less unit turnovers and evictions.
  - Decrease in lease violations.
  - More positive relationships makes for a happier community and a less-stressed staff.
  - Residents feel they can trust you and depend on you.
POSITIVE OUTCOMES CONTINUED...

- Pride of place. Less vandalism/crime on property.
- Improvement of life
  - Obtaining employment
  - Furthering education
  - Aging in place
**Attendance: 2015, 2017, 2019**
Turnovers: 2015-2016
2017-2018
2019-2020

Misty Ridge 1
Misty Ridge 2
Fahnstock House
Old Friends at New...

- 2015
- 2017
- 2019
Common Lease Violations

- Top 3 most common lease violations (my experience):
  1. Past due rent
  2. Housekeeping
  3. Behavior challenges, such as bullying/confrontations
PAST DUE RENT—PROVIDE REFERRALS FOR RENTAL ASSISTANCE

Project New Start- PHARE and CDBG funds provided to Pa. Interfaith. This funding has assisted more than 150 households in Adams County obtain housing by giving up to $750 for security deposits and car repairs and up to $1,500 for past due rent, mortgages and utilities.

SCCAP Emergency Rental Assistance- South Central Community Action Programs oversees the federal Emergency Rental Assistance Program for Adams County which helps with rent and utility payments.

ERAP is available statewide: https://www.dhs.pa.gov/ERAP/Pages/ERAP.aspx

Local churches/Salvation Army- residents have had luck with reaching out to the Salvation Army and local churches in the area. Most churches will help with a one time rent payment, or even help with other expenses.

Payment Plans- if you are able to do so, have the property management team arrange payment plans with a resident or family, where each month they pay their current rent and a portion towards the past due amount. This is a signed agreement.

Reaching out/calling resident: If a resident who normally pays on time is late, make a phone call to check on them. Did they simply forget? Have they been hospitalized? Did they have an unexpected event like a large car repair? Communication is key!
HOUSEKEEPING- PROVIDE REFERRALS/REACH OUT TO OUTSIDE ORGANIZATION

Weekly check-ins- start by talking to the resident while inside the unit, showing them what you are concerned with. Provide them with a checklist of tasks to work on, and a deadline to get things in order. Go back and check after the deadline and give feedback. Set new goals and deadlines if more work still needs to be done.

Church/Service groups- utilize local church groups, scout groups, etc. See if a group of individuals would volunteer to help a resident clean their unit. If needed, the group comes back to do another round of clean up.
**Behavior Challenges/Bullying**

- Mediation meetings between property manager/supportive services coordinator, and the tenants involved.
- Post in newsletters or flyers about bullying: ways to acknowledge it, ways to help defuse problems, ways to get along in large group settings such as apartment complexes.
- Outside sources- Agencies that solely do mediation sessions.

**Jerry Mitchell**- Pa. Attorney General’s Office for mediation services.
[https://www.attorneygeneral.gov/ope_rep/jerry-mitchell/](https://www.attorneygeneral.gov/ope_rep/jerry-mitchell/)
JERRY MITCHELL

- Jerry came multiple times to help assist with the issues going on at a senior buildings.
- Met with property manager and supportive services first, met with each resident involved individually, then met as a group with all involved to try and resolve the problem.
- He did an anti-bullying presentation for everyone at the property.
- He then came back for a picnic at the property!
Show you care by allowing residents to talk to many different people, such as the Executive Director or board members of your agency or organization.

Residents then feel their concerns are heard and their opinions are valued.
**ADDITIONAL RESOURCES:**

- **Pa. Office for Aging**  
  Can direct you to your local office: [https://www.aging.pa.gov/Pages/default.aspx](https://www.aging.pa.gov/Pages/default.aspx)

- **Central Pa. Food Bank**  
  [https://www.centralpafoodbank.org/](https://www.centralpafoodbank.org/)

- **PA Independent Enrollment Broker (Waiver Program)**  
  1-877-550-4227  [https://www.paieb.com/](https://www.paieb.com/)

- **PHFA Representative & PHFA website**  
  Tawanda Peterson- tpeterson@phfa.org  [www.phfa.org](http://www.phfa.org)

- **United Way of Pennsylvania**  
  Can direct you to your local UW affiliate: [https://www.uwp.org/](https://www.uwp.org/)

- **Adult Protective Services**  
  Hotline- 800-490-8505

- **Pa. CareerLink**  
  To find your local office: [https://www.pacareerlink.pa.gov/jponline/](https://www.pacareerlink.pa.gov/jponline/)
ANY QUESTIONS?
COMMENTS?
IDEAS?
LET’S SHARE!

THANK YOU!
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