



Communications Toolkit Property Owner Engagement Program

This toolkit is provided to community partners to support awareness of and encourage Alameda County property owners to participate in the Property Owner Engagement Program. This program supports the Alameda County’s [Home Together 2026 Community Plan](#) primary objective to *ensure the availability of diverse and affordable housing for all residents*.

Key Messages

Alameda County offers programs for property owners to help permanently house residents experiencing or at risk of homelessness.

- The program offers benefits to property owners with available units for rent including guaranteed on-time monthly payments, resident support services, and financial incentives like:
 - Payment of a security deposit,
 - \$4000 damage guarantee, and
 - Additional cash bonuses for qualifying property owners.
- Building strong and lasting partnerships with property owners is a critical step toward ending homelessness in Alameda County.
- For more information or to enroll, visit the [website](#), call 510-777-2100, or email ACHomes@acgov.org.

Additional Resources:

- Property Owner Engagement Program
- Promotional Video: [A Place to Call Home](#)
- Promotional Flyer in [English](#) | [Spanish](#) | [Simple Chinese](#) | [Traditional Chinese](#)

Social Media Graphics:

Click on the image to enlarge, then right-click and “save as”



Do you have an Alameda County housing unit to lease?



For more information, contact us today!
ACHomes@acgov.org or call (510) 777-2100



ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

In partnership with



ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

Do you have an Alameda County housing unit to lease?



ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

In partnership with



ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

Suggested social media messaging

257 Characters

Alameda County offers a Property Owner Engagement Program to connect residential property owners with individuals looking for stable, permanent housing. If you're a property owner and would like to help end homelessness in @AlamedaCounty contact us today at ACHomes@acgov.org or call (510) 777-2100.

267 Characters

If you're a residential property owner in Alameda County, learn how you can help end homelessness! The Property Owner Engagement Program benefits include:

- Guaranteed on-time monthly payments
- Financial incentives such as payment of a security deposit and additional cash bonuses for qualifying property owners.



200 Characters

Alameda County is currently offering programs for property owners with available housing units to rent. Owners receive risk-free financial benefits while helping end homelessness. Contact ACHomes@acgov.org or call (510) 777-2100.

Social Media Hashtags:

#BeWell #ACPropertyOwnerEngagementProgram #EndHomelessness #Alameda County

Social Media Mentions:

@Dare2BWell @AbodeServices @Building.Futures.San.Leandro @Bay Area Community Services (BACS) @County of Alameda, CA – Government @EastBayInnovations

Alameda County Health Care Services Agency's Social Media Platforms:



Newsletter Sample: (185 words)

Each year, thousands of Alameda County residents look for a place to call home. Alameda County's Health Care Services Agency is partnering with local community-based organizations including [YOUR ORGANIZATION] to end homelessness in the region.

The Property Owners Engagement Program matches owners with available housing units to residents experiencing homelessness. Property owners are offered benefits including:

- Guaranteed on-time monthly rental payments
- Point of contact assigned to help with any tenant issues and to support long-term success of the tenancy.
- Low turnover — studies show that 98% of permanent supportive households maintain stable residency.
- 24-hour emergency phone number for after-hours support.
- Risk mitigation funds to cover unwarranted expenses including any property damages during a tenancy.

Building strong and lasting partnerships with property owners helps Alameda County housing partners increase housing options for people in need. The Property Owner Engagement Program is one of several that support the [Home Together 2026 Community Plan](#) and [Vision 2026](#), Alameda County's commitment to end homelessness by 2026.

To learn more about the Property Owners Incentive Project, please contact the Office of Homeless Care and Coordination at ACHomes@acgov.org or call (510) 777-2100.