

RENTAL HOUSING MARKE

Field handbook for collaborative market
assessments. Latin America and the Caribbean.



Collaborative Market assessments- Rental housing market

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TASK FORCE

Supported by:



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How did the idea of a handbook come about?

- Collaborative work born in early 2021 through as the outcome of a series of Cash & Shelter Webinars in the frame of the Response to the Venezuela Situation
- Information gap for better design the Rental Assistance Programmes in LAC
- A Task Force is formed in Oct 2021 (closed in Aug 2022)

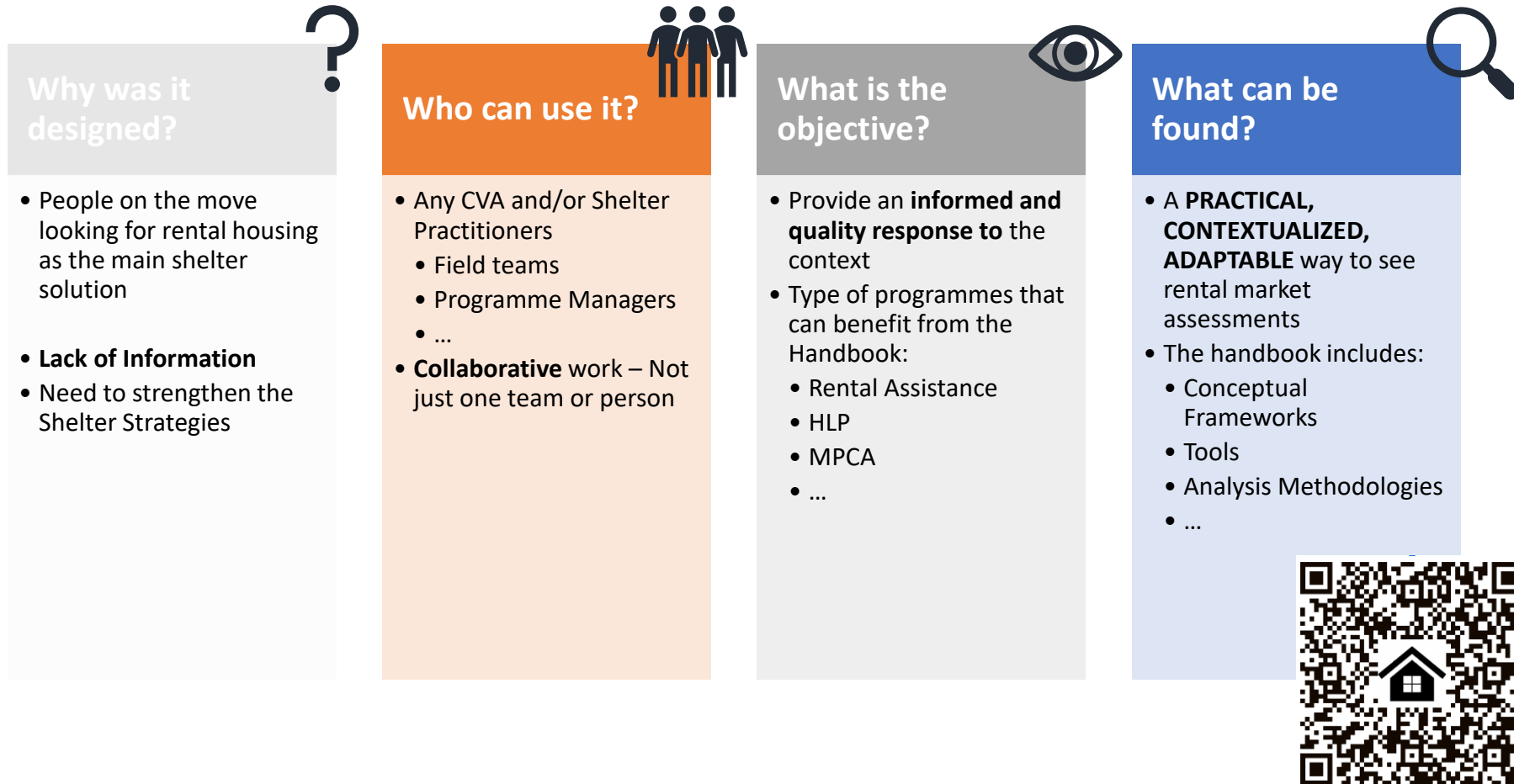
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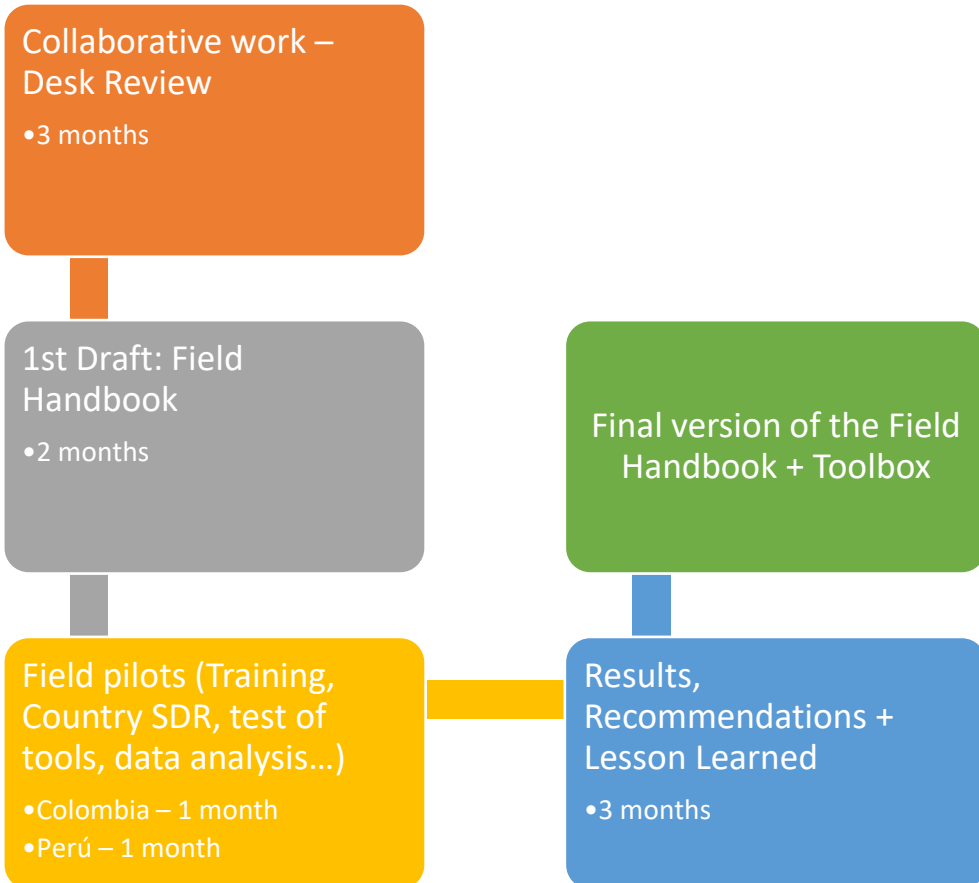
Context: Rental Assistance Programmes in LAC

- Mixed response to Rental Shelter Solutions in LAC
 - **Disaster response** – Emergency Shelter assistance in the form of rental programmes
 - **Mixed refugee & migration flows** – Durable Shelter assistance through rental programmes
- Example: Response to the Venezuela Situation ([R4V](#))
 - 15 countries implementing Rental Assistance Programmes
 - Needs identified for 2023-24 (JNA):
 - The main group to be supported are in-destination refugees and migrants (*already in 2022, 2,8M people in need at the destination out of approx. 6M refugees and migrants in the region*)
 - Rent payment as the main household expense (*76% surveyed in Perú, 46% Costa Rica*)
 - Indebtmments (*73% in Panama*) and forced evictions due to lack of means to pay the rent in urban contexts
 - Lack of adequate shelter: overcrowded and substandard living conditions;
 - **Lack of information on rental options and the market**
 - Insecurity of Tenure

Why a Rental Housing Market Assessment?



Steps followed for development and piloting





4,1★
valoración
promedio

★★★★★

Workshop Colombia & Ecuador



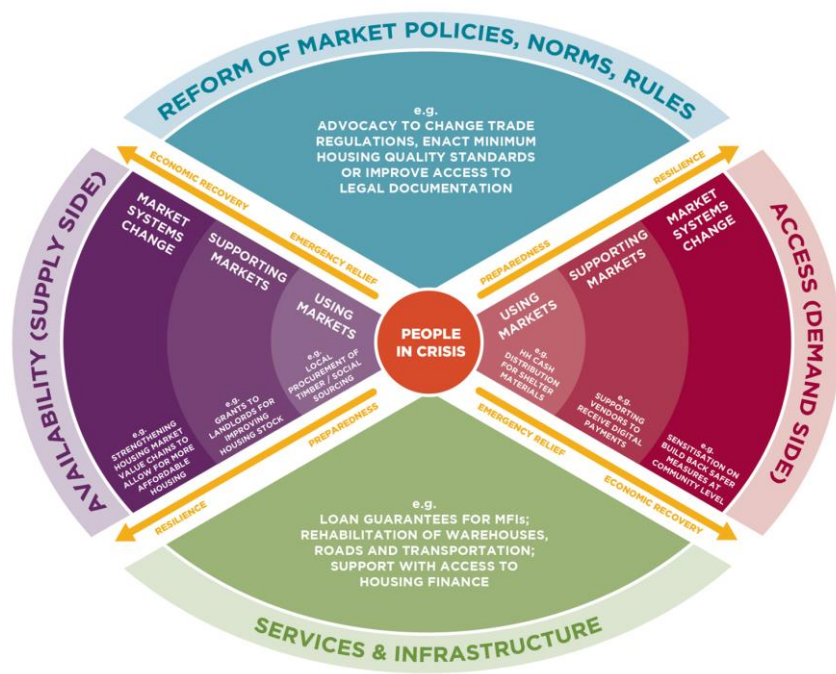
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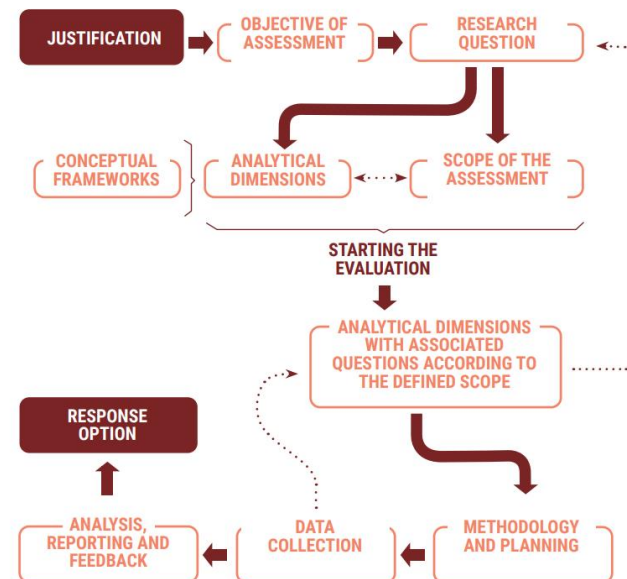


Field iterations
Colombia & Ecuador






MIC 2022, adapted by Task force





The process and conceptual frameworks





GUIDING QUESTIONS


- 


Who are the main **actors** in the rental housing market, how do they relate to each other and to what extent do they influence the market system?
- 


What are the rental housing market **practices** (including social norms, discriminatory practices and means of searching for rental properties, etc.) inside the formal and informal rental market system, and to what extent do they influence the rental market system?
- 


What are the existing **tenure models** in the rental housing market and to what extent do they influence the rental market system? Are the rights and responsibilities of the parties within the different arrangements balanced? Are there any risks associated with security of tenure in rental housing?
- 

What are the main **types of housing and accommodation** available? Do the lodgings offered for rent comply with the minimum conditions of habitability?
- 



Has the **housing stock** changed over time? What is the **cost** and how does this cost change over time? Do you observe any changes from the **demand side**? What are the main drivers of these changes? What is the capacity of the market to absorb an increase in demand?
- 


What are the **financial barriers** for affected populations to access adequate housing in the short, medium and long term? How long can affected populations afford adequate housing on their own without reverting to negative coping mechanisms or risking eviction? How is the local context/situation defining where, how, until when, and to whom people rent?
- 

What are the government-led programmes that the population of interest can access in relation to housing support? What are the government-led programmes that people can access in relation to housing support? What are the **government's housing policies**, building standards, regulations and land ownership, and how does the regulatory environment enable, or limit access to, adequate housing?
- 

What are the **existing infrastructures and services** in the rental housing market, and how do they enable, or limit access to, adequate housing for the affected population?
- 

What are the **risks** faced by the most vulnerable populations in accessing adequate housing through renting and what are the activities/measures we can put in place to mitigate them?

 Each analytical dimension can trigger multiple questions to have a more complete understanding of the context. Refer to:
GUIDING QUESTIONS -Tool#1

18 FIELD HANDBOOK FOR COLLABORATIVE MARKET ASSESSMENTS

THE MARKET ASSESSMENT PROCESS 19

Toolbox

METHODOLOGY AND PLANNING OF THE ASSESSMENT



GUIDING QUESTIONS
- GUIDE FOR
SECONDARY DATA
REVIEW



**DEFINITION OF THE
SCOPE OF THE
ASSESSMENT**



**METHODOLOGY
TIP SHEET**



**MARKET
MAPPING**



SCORING TOOL
- INDIVIDUAL
HOUSEHOLD
INTERVIEW (STEP 1)



**PROBLEM TREE - SES-
SION WITH ONE OR
MORE HOUSEHOLDS**



**"ME, MY HOME AND MY
NEIGHBOURHOOD" -
HOUSEHOLD SESSION**

ANALYSIS, REPORTING AND FEEDBACK



**SCORING TOOL -
ANALYSIS ACCORDING
TO SCORING BASED ON
ACCESS TO ADEQUATE
HOUSING (STEP 2)**



**RAPID REPORT
TEMPLATE**



**TENANT FOCUS
GROUP - SESSION
WITH TENANTS**



**INDIVIDUAL INTERVIEW
OF TENANTS -
INDIVIDUAL CALL**



**INDIVIDUAL INTERVIEW
WITH OWNERS -
MEETING OR CALL**



**INDIVIDUAL
INTERVIEW WITH
GOVERNMENTAL
ENTITY - MEETING OR
CALL**



**FOCUS GROUPS
WITH COMMUNITY
LEADERS - MEETING**

Challenges identified

- CVA vs Shelter conceptualization
 - Understanding of MBP by Shelter people
 - Understanding of AH by Market people
- As a collaborative exercise without dedicated funding: 1) Availability and commitment of task force members, 2) Funding for field pilots
- Qualitative (*time-consuming, more specialized...*) vs quantitative (*faster, easy gathering...*) approaches
- Face-to-face work (*Mainly virtual work and support to the field teams*)
- Inclusion of differential approaches (*such as: AAP, CwC...*)

Mainstreaming Community Engagement and Accountability in Rental Market Assessments

Understanding the rental housing market is essential to any rental assistance program. We seek to support to field teams to assess how the rental housing market system functions, to design appropriate responses for population groups that support and strengthen, rather than undermine, existing rental markets. In addition, it is key to understand the extent to which the rental market system enables or limits access to adequate housing for certain population groups in a given geographic area. We were committed from the start, that the people we serve were at the center of our work, from their perspective.

Why did we do it?



Balance **technical hard data** and **qualitative soft information**

technical facts and considerations from experts that arise from objective criteria

involves opinions, feelings, and point-of-view observations from the affected people



Recognize the members of the community as **experts of their own conditions**.



Include all members of an household to provide their **perspective of how different elements affect their experience** and might represent risks/barriers according to their profiles.



Empower people during assessments to **grow awareness of their needs** and take an active role towards co-creating solutions.

How can we better help people?

"I would say by getting closer to them, talking with them, visiting the neighbourhoods, getting to know more and visiting each home as you have done and by getting to know more deeply the reality of people"

Woman, Community member. Testimony collected during field testing of assessment tools.

How did we do it?

The collective task force was supported by NORCAP regional experts: Accountability to affected population and Cash and markets expert (from CashCap) hosted by IOM and IFRC respectively. Both were instrumental to enable efforts to systematically integrate accountability and community-led approaches across the initiative.

- 1 Tool mapping, adaptation and development → We mapped existing tools and adapted to the context. Developed new ones based on the assessment objective and context.
- 2 Revision of tool drafts with teams involved in the assessment. → Implementing teams reviewed the tools in light of their knowledge of the context.
- 3 Tools pilot, feedback integration and finalization → Based on feedback of the piloting teams, tools were finalized

THE TOOLS:

Guidance on defining the population reach

* Focus Group Discussions with tenants have a strong CEA component

Problem tree tool

* CEA Approaches are mainstreamed across several other assessment tools

Me, my house, my neighborhood

* CEA Sessions were conducted with assessment teams in all iteration of the exercise.

Remote interview

Find all the tools in the Rental Market Field Handbook ([Link](#))

Participatory tools help us to have other elements, which complement very well the technical vision in the exercise."

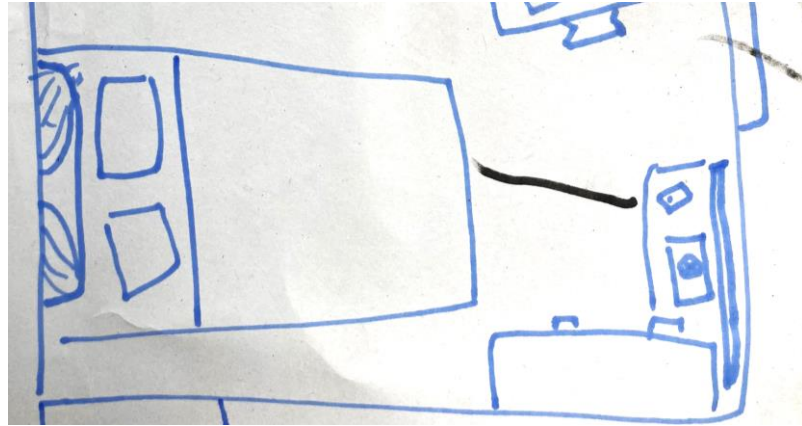
Celia Gonzalez, CashCap expert

Collaborative Task force



Elaborated by Elena Pedrazzani AAP Expert in collaboration with Jimena Peroni CashCap Expert





Q&A - chat

Resources- Links

- Field handbook <https://sheltercluster.org/shelter-cash-and-markets-community-practice/documents/field-handbook-rental-housing-market>;
- Toolbox [TOOLBOX: FIELD HANDBOOK FOR RENTAL HOUSING MARKET ASSESSMENT. Latin America and the Caribbean. | R4V](#)
- <https://sheltercluster.org/shelter-cash-and-markets-community-practice/documents/manual-de-campo-para-la-evaluacion-de-mercado>
- Voices on the process in Spanish <https://youtu.be/dBtxXF0Z2YQ>
- Launching in Spanish <https://youtu.be/JmZw-rwd0fc>
- Voices from the field <https://youtu.be/JmZw-rwd0fc>
- Learning from the first iteration in Colombia <https://youtu.be/SwkK-yVw8fs>
- Micro workshop introduction to RMI <https://youtu.be/SknhthSo0d8>
- Strengthening the CVA in shelter sector https://youtu.be/q5L_8T6h6AQ
- MBP and shelter programming resources (docs and video in English and Spanish)
- [Videos on MBP: https://www.fsnnetwork.org/SCALE/markets-in-crisis](https://www.fsnnetwork.org/SCALE/markets-in-crisis)

THANKS!