RENTAL HOUSING MARKETS

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

Collaborative Market assessments- Rental housing market

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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)
• 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)
  • Indebtments (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?

Why was it designed?
- People on the move looking for rental housing as the main shelter solution
- Lack of Information
- Need to strengthen the Shelter Strategies

Who can use it?
- Any CVA and/or Shelter Practitioners
- Field teams
- Programme Managers
- ...
- Collaborative work – Not just one team or person

What is the objective?
- Provide an informed and quality response to the context
- Type of programmes that can benefit from the Handbook:
  - Rental Assistance
  - HLP
  - MPCA
  - ...

What can be found?
- A PRACTICAL, CONTEXTUALIZED, ADAPTABLE way to see rental market assessments
- The handbook includes:
  - Conceptual Frameworks
  - Tools
  - Analysis Methodologies
  - ...

FIELD HANDBOOK FOR RENTAL HOUSING MARKET ASSESSMENT. Latin America and the Caribbean. | Shelter Cluster
Steps followed for development and piloting

Collaborative work – Desk Review
• 3 months

1st Draft: Field Handbook
• 2 months

Field pilots (Training, Country SDR, test of tools, data analysis...)
• Colombia – 1 month
• Perú – 1 month

Final version of the Field Handbook + Toolbox

Results, Recommendations + Lesson Learned
• 3 months
Workshop
Colombia & Ecuador
Field iterations
Colombia & Ecuador
The process and conceptual frameworks
Analytical Dimensions based on the conceptual frameworks
Toolbox

**Methodology and Planning of the Assessment**

2. Definition of the Scope of the Assessment
3. Methodology Tip Sheet
4. Market Mapping
5. Scoring Tool - Individual Household Interview (Step 1)
6. Problem Tree - Session with One or More Households
7. "Me, My Home and My Neighbourhood" - Household Session

**Data Collection**

8. Scoring Tool - Analysis According to Scoring Based on Access to Adequate Housing (Step 2)
9. Rapid Report Template
10. Tenant Focus Group - Session with Tenants
11. Individual Interview of Tenants - Individual Call
12. Focus Groups with Community Leaders - Meeting
13. Individual Interview with Governmental Entity - Meeting or Call

**Analysis, Reporting and Feedback**

14. Tool Handbook for Rental Housing Market Assessment, Latin America and the Caribbean | R4V
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 field teams to assess how the rental housing market 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.

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 did we do it?**

1. Tool mapping, adaptation and development
2. Revision of tool drafts with teams involved in the assessment.
3. Tools pilot, feedback integration and finalization

We mapped existing tools and adapted to the context. Developed new ones based on the assessment objective and context.

Implementing teams reviewed the tools in light of their knowledge of the context.

Based on feedback of the piloting teams, tools were finalized.

**THE TOOLS:**

- **Guidance on defining the population reach**
- **Problem tree tool**
- **Me, my house, my neighborhood**
- **Remote interview**

**Citation:**

"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."

"We 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."

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

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*Image credits: NORCAP*
Resources- Links

- Voices on the process in Spanish [https://youtu.be/dBtxXF0Z2YQ](https://youtu.be/dBtxXF0Z2YQ)
- Launching in Spanish [https://youtu.be/JmZw-rwd0fc](https://youtu.be/JmZw-rwd0fc)
- Voices from the field [https://youtu.be/JmZw-rwd0fc](https://youtu.be/JmZw-rwd0fc)
- Learning from the first iteration in Colombia [https://youtu.be/SwkK-yVw8fs](https://youtu.be/SwkK-yVw8fs)
- Micro workshop introduction to RMI [https://youtu.be/SknthSo0d8](https://youtu.be/SknthSo0d8)
- Strengthening the CVA in shelter sector [https://youtu.be/q5L_8T6h6AQ](https://youtu.be/q5L_8T6h6AQ)
- MBP and shelter programming resources (docs and video in English and Spanish)

THANKS!