



HOUSING DEPARTMENT

January 11, 2010

To: Pasadena City Council

From: William Huang, Housing Director 

Re: Agenda Item 9.A.
Pasadena Housing Resource Center Website Demonstration

In November 2009, the City of Pasadena Housing Department launched a new website, Pasadena Housing Resource Center (www.PasadenaHousingSearch.com), to help renters find low and moderately priced housing throughout LA County, but with an emphasis on housing in and around Pasadena. The website is free to both renters searching for housing and landlords desiring to list units (see attachments on how to search for or list housing units).

The site piggybacks on Los Angeles County's outstanding LA County Housing Resource Center website (Housing.LACounty.gov) without which the Pasadena site would not have been possible. The Pasadena website uses the same listings and same vendor (SocialServe.Com, a nonprofit organization) to develop and maintain the website, outreach to local landlords, and staff a bilingual call center.

The website differs from a static list of affordable apartment buildings in that it lists only currently available. The listings are kept current because landlords immediately remove listings for units as soon as they become leased.

The website also indicates which units accept Section 8 vouchers which enable voucher holders who may have been on the waiting list for years to find units before their vouchers expire.

If a renter cannot use or does not have access to a computer they can call a toll free number to access the website's companion bilingual call center (877/428-8844). SocialServe.Com staff will perform the housing search for the renter and send it to them via fax, email or US mail. Alternatively, a public access computer has been set up in the Housing Department's lobby and appointments with staff can be set up for technical assistance in performing housing searches.

The website enables caseworkers/housing locators to find housing for very difficult to place clients including large families and those with special needs. A housing search for a difficult to place client that may have taken hours or days to complete can now be accomplished in minutes with the new website.

The website has a role in disaster preparedness since it makes finding housing for large numbers of fire or natural disaster displaced quick and easy.

The website also furthers the City's green objective because it assists local workers in finding housing in and around Pasadena. Eventually, we hope to add the capability to search for housing in proximity to specific light rail stations for those wanting or needing to live a mass transit-oriented lifestyle.

How to Find Properties on PasadenaHousingSearch.com

Step 1

Go to www.PasadenaHousingSearch.com and click **Find a Place to Rent**.

Step 2

Select the city or area where you want to look for housing.

Note: If fewer than 30 properties are available for rent in the specific area you choose, results will show up automatically. Click [New Search or Other Resources](#) to refine your search.

Step 3

Choose from **Basic**, **Advanced** and **Accessible** search options.

A **Basic** search will let you search quickly for properties based on criteria like bedroom size and bathroom amount, ZIP Code, and if you have a Section 8 Voucher.

Advanced searches let you look for properties based on more detailed features such as school district, if appliances are included, if pets are allowed, whether the landlord requires a credit or criminal check, whether rentals are furnished, and more.

Accessible searches let you look for everything on the Advanced search as well as a broad range of accessibility features for tenants with special needs.

Step 4

Enter search criteria and press **CLICK HERE TO SEARCH** for results.

Step 5

Near the top of the listings page, view how many properties your search returned as well as features that let you navigate the listings. Click on any addresses that interest you for more information.

Special Features

- Click [Show These Properties on a Map](#) near the top of the page to see a map of your search results. Click around the map for more features or even start a new search from the map.
- To keep track of listings you like, click checkboxes next to each property you're interested in and scroll to the bottom of the page to add to a "basket." View the basket to compare properties side by side.
- Use the menus near the top of the page to sort the list by rent, address, date available, and more.

PASADENA HousingSearch.com
PASADENA HOUSING RESOURCE CENTER

Good News for Property Providers!

Introducing **PasadenaHousingSearch.com**, a **FREE** affordable housing listing for Pasadena.

With this FREE service, you will be able to...

- List and manage your properties with a toll-free phone call or via the Internet.
- Remove properties immediately when rented to avoid calls on rented properties.
- Let professional call center representatives assist tenants with locating your listings.

Please Register Today to List Your Properties

To begin listing your properties with PasadenaHousingSearch.com TODAY, register through one of the following options:

- By phone at 1-877-428-8844 (toll free)
- Online (www.PasadenaHousingSearch.com – **fastest** and **best** method)
- Fax the registration form below to 1-866-265-7811 (toll-free fax)

Your First Name:		Your Last Name:	
Your Company Name: (if no company name, your name will be used)			
City:	State:	ZIP Code:	
Contact Phone Number:		Email:	

Please note that this form is for registering only and **SHOULD NOT** be used for listing properties.
Please contact us with any questions: 1.877.428.8844