



MEMORANDUM

CSFRA, Community Development Department

DATE: October 19, 2020

TO: Rental Housing Committee

FROM: Patricia Black, Analyst II
Andrea Kennedy, Analyst I
Anky van Deursen, Program Manager

SUBJECT: Community Outreach and Communication Plan Overview

RECOMMENDATION

Receive a presentation from staff updating the Rental Housing Committee on community outreach and education efforts for the Community Stabilization and Fair Rent Act.

INTRODUCTION AND BACKGROUND

In June 2018, staff briefed the Rental Housing Committee (RHC) on outreach efforts to educate and inform the Mountain View community of the Community Stabilization and Fair Rent Act (CSFRA). The presentation provided an overview of efforts completed to date and offered a road map of activities to be implemented during Fiscal Year 2018-19.

As noted during that presentation, the community outreach goal for Fiscal Year 2018-19 was to increase community awareness and understanding of the rental protections and related services available for landlords and tenants in Mountain View in a manner accessible for all.

In order to achieve this goal, staff focused outreach and education efforts on three objectives coupled with the following supportive strategies:

1. **Develop consistent materials to clearly communicate the CSFRA:** Create a theme and branded design, compose key messaging and talking points, and simplify outreach materials.
2. **Increase engagement to better inform and assist the community:** Deliver presentations, workshops, and community meetings. Offer clinics and consultations, foster relationships with community organizations, utilize multiple

modes of communication, and provide translation services for outreach efforts and events.

3. **Improve program efficacy, efficiency, and compliance to improve transparency and foster trust:** Communicate updates and major changes to affected parties, develop documents to assist affected parties, and evaluate program outcomes.

In October of Fiscal Year 2019-20, staff updated the RHC on the progress of the Outreach Plan. Continuity in branding and messaging is critical to the success of outreach efforts. Therefore, the goals, objectives, and strategies outlined during Fiscal Year 2018-19 were carried over to Fiscal Year 2019-20. Activities planned for Fiscal Year 2018-19 were shared with the Committee at this time.

ANALYSIS

The protections available to community members under the CSFRA are dependent upon the community's knowledge of the law. Effective communications and outreach are vital in ensuring rights and responsibilities are understood, implemented, and accessed accordingly. During the first eight months of Fiscal Year 2019-20, staff developed new tools, materials, activities, and processes to encourage greater engagement with the Mountain View community, including creating the first Annual Report for the Rent Stabilization Program, expanding the capabilities of the Rent Registry Online Platform, and hosting interactive workshops and community events for landlords and tenants.

COVID-19 significantly impacted all aspects of planned community outreach efforts and related services during the last four months of Fiscal Year 2019-20 (March 2020 through June 2020), including the ability to host live workshops, engage in community events, and distribute printed materials. Major changes in local and State law shifted outreach efforts to focus on emergency communications for COVID-19 Relief Programs, transforming outreach and communications beyond the scope of prior goals, and shifting staff work from a focus on CSFRA-related outreach to COVID-19 Relief Program-related outreach during the final quarter of Fiscal Year 2019-20 (April 2020 through June 2020). Major activities performed by staff included:

- Created and distributed the first Annual Report for the Rent Stabilization Program for Fiscal Year 2018-19;
- Partnered with additional community organizations to increase understanding of the laws (CSFRA and COVID-19 Relief-Related Programs) in challenging-to-reach communities;

- Developed interactive workshops to help teach property owners and tenants the basics of the law and how to fill out forms and notices;
- Designed Phase Three of the Rent Registry Online Platform to allow for tenants to file petitions online;
- Transitioned to virtual platforms for RHC meetings, workshops (webinars), and office hours/clinics to ensure continuity of service during the COVID-19 Emergency; and
- Planned, designed, and implemented additional outreach plans for COVID-19 Relief Programs.

The goals, objectives, and strategies outlined during Fiscal Year 2018-19 and carried over to Fiscal Year 2019-20 will continue for Fiscal Year 2020-21 with an emphasis on multi-modal methods of communication. Major tasks planned for the fiscal year include:

- Implementing multi-modal outreach strategy that includes informational videos, social media, webinars, virtual meet-ups, and community meetings;
- Fostering public engagement through the creation of unique community outreach experiences, such as virtual open houses, City-based drive-in events, and material distributions;
- Completing the redesign of the website to help communicate important information more clearly;
- Broadening multilingual resources, including webpages, webinars, and materials;
- Releasing Phase Three of the Rent Registry Online Platform to allow Tenant Petitions to be filed online;
- Expanding the Landlord Rent Registry to allow Landlords to register all property information and unit details;
- Completing and releasing Phase Four of the Rent Registry Online Platform to allow Landlord Petitions to be filed online; and
- Virtually deploying customer service satisfaction surveys for general customer service inquiries, the petition process, and webinars.

Staff continues to anticipate that this approach will result in a greater understanding of the CSFRA, additional City programs, and other related emergency communications, thereby fostering understanding of the related resources available to community members in Mountain View. During Fiscal Year 2020-21, staff will implement various measurement tools to track and report program outcomes and the development of performance measures.

PUBLIC NOTICING – Agenda posting.

PB-AK-AvD/TG/1/RHC
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- Attachments:
1. Fiscal Year 2019-20 Rent Stabilization Program Community Outreach Overview
 2. Fiscal Year 2019-20 COVID-19 Relief Programs Community Outreach Overview