

## Eviction Prevention Program

### Eviction Help Center



**40**

Clinics held  
(including 2 pop-up  
events)

Tenant: 536 | Landlord: 5 | Other: 0

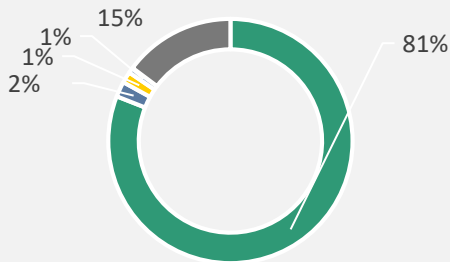


**287**

Individual households  
applied for State Rent  
Relief at the City's  
Eviction Help Center

541 total clients assisted since August 14, 2021

### Who We Serve (Household Demographics)



- Spanish
- Chinese
- Russian
- Other
- English

**85%**

Speak a primary language  
other than English and require  
translations assistance  
(n=541)



**91%**

Heard about  
services via the  
community  
(n=235 of 287)



**3+**

Majority (71%)  
have 3 or more  
people in  
household  
(n=233 of 287)



**<\$25k**

Majority (53%) live  
on an average  
annual household  
income of less than  
\$25k (n=206 of 287)



**48%**

Applied for the  
City's Rent Relief  
Program  
(n=204 of 287)



**2.3**

Average number of  
months of assistance  
from the City  
(n=84 of 287)



**22%**

Received  
termination notices  
(n=434)



**2.2**

Average number of  
months households  
are behind on rent  
(n=143 of 287)



**96**

Clients requested  
and received legal  
assistance  
(n=434)

# Community Outreach

## Information Requests



**2035**

Public Inquiries

Tenant: 1985 | Landlord: 46 | Other: 4

## Pop-up Events



**8**

Eviction Help Center Pop-Up Events

~250 Community Members

## Community Outreach and Meetings



**18**

Webinars, Trainings and Community Meetings (10 in English/Spanish)

~133 Community Members

# Multilingual Direct Communications

## Direct Mailings



**2**

Postcards

36,082 Households  
655 Landlords



**568**

Targeted Mailings

Courtesy letters following-up Failure to Pay Rent Termination Notices

## Electronic Outreach



**8**

Targeted Emails and MyMV Messages

7,915 Contacts  
35 Neighborhood Associations  
33 Landlord Representatives  
21 Tenant Representatives  
18 Community Organizations  
12 School District Contacts

# Multilingual Multi-Modal Communications



**3**

Website Pages

3 Languages



**3**

Informational Flyers

4 Languages



**1**

Short Video

3 Languages



**1**

Fillable Form

Mountain View COVID-19 Rent Relief Program

## Press Releases and News Media



**28**

Weekly MV Voice Ads



**1**

Press Release



**4**

News Media Coverage (1 in Spanish)



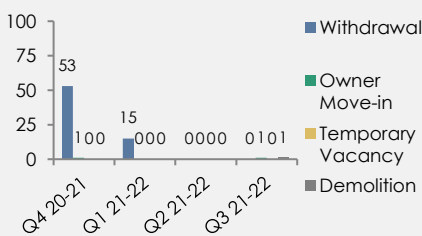
**4**

Social Media Posts

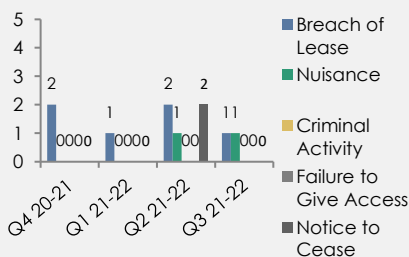
All shared via NextDoor, What's App, We Chat, and through Community Organizations

# Termination Notices as Received by the Rent Stabilization Program

## No-Fault Notices



## At-Fault Notices



## Failure to Pay Rent Notices

