



MEMORANDUM

CSFRA, Community Development Department

DATE: October 7, 2019

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.

ANALYSIS

Staff expanded the efforts executed during Fiscal Year 2017-18 with a shift in focus toward communicating the challenging legal content in a more accessible manner. Major tasks undertaken during Fiscal Year 2018-19 included redesigning outreach materials with easier-to-understand written content and more engaging design (brochures, flyers, handbooks, and website); designing and mailing biannual newsletters to update landlords and tenants of major changes related to the CSFRA; and expanding the number of community events facilitated by staff throughout the community. Major activities performed by staff include:

- Created and distributed biannual newsletters to update landlords and tenants of major changes related to the CSFRA;
- Redesigned outreach materials with easier-to-understand written content and more engaging design;
- Reformatted all petitions, including the Petition for Upward Adjustment of Rent (Landlord Petition) based on input from community members and staff experience;
- Designed and deployed two phases of the Rent Registry Online Platform for property owners; and
- Increased the number of workshops facilitated and community events attended.

For Fiscal Year 2019-20, community outreach will continue to be essential for the success of the Rent Stabilization Program. Continuity in branding and messaging is also critical to the success of outreach efforts. Therefore, the goals, objectives, and strategies outlined during Fiscal Year 2018-19 will be carried over to Fiscal Year 2019-20. Major tasks planned for the fiscal year include:

- Fostering public engagement through the creation of unique community outreach experiences, such as a community open house and events in City parks;

- Redesigning the website to help communicate important information more clearly;
- Creating and distributing an Annual Report;
- Partnering with additional community organizations to increase understanding of the law in challenging-to-reach communities;
- Developing interactive workshops to help teach property owners and tenants the basics of the law and how to fill out forms and notices; and
- Deploying customer service satisfaction surveys for general customer service inquiries as well as the petition process.

Staff continues to anticipate that this approach will result in a greater understanding of the CSFRA, thereby encouraging community members to access available resources related to rent stabilization in Mountain View. During Fiscal Year 2019-20, 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/DJ/6/RHC

898-10-07-19M-3