

MEMORANDUM

Housing Department
Rent Stabilization Division

DATE: January 22, 2026

TO: Rental Housing Committee

FROM: Alitcel Camacho, Analyst I
Anky van Deursen, Rent Stabilization Manager

SUBJECT: Annual Update of Outreach and Education Program

RECOMMENDATION

Provide an annual informational update on the Outreach and Education Program of the Rent Stabilization Division, including summaries of the activities conducted in Fiscal Year 2024-25 and the activities planned for Fiscal Year 2025-26.

BACKGROUND

The Rental Housing Committee (RHC) has requested annual updates to stay informed about the efforts of the Rent Stabilization Division (Division) in educating and informing the Mountain View community about the tenant protection laws and programs in the City. These include the Community Stabilization and Fair Rent Act (CSFRA), the Mobile Home Rent Stabilization Ordinance (MHRSO), Tenant Relocation Assistance, the Housing Help Center, and the Mountain View Mediation Program. This presentation provides an overview of tasks completed in Fiscal Year 2024-25 and outlines activities for Fiscal Year 2025-26. The RHC last received a similar presentation during its January 2025 meeting, which covered the activities completed by the Division in Fiscal Year 2023-24.

DISCUSSION

Community members' ability to access protections under tenant protection laws, as well as landlords' and park owners' understanding of their rights, responsibilities, and how to comply with the requirements, depends on their knowledge of the laws. Effective communication, education, and outreach can greatly help them understand and fulfill their responsibilities, as well as access their rights accordingly. Therefore, the Division implements a comprehensive Outreach and Education Program to support the success of tenants, landlords, and park owners.

Goal, Objectives, and Strategies

The goal of the Outreach and Education Program is to increase community awareness and understanding of the tenant protections in Mountain View. Staff focuses on three primary objectives that guide the implementation strategies for its Outreach and Education Program.

Table 1 below provides an overview of the Outreach and Education Program’s Goal, Objectives, and Strategies.

Table 1: Outreach and Education Program’s Goal, Objectives, and Strategies

Goal: Increase community awareness and understanding of tenant protections in Mountain View		
Objective 1: Develop consistent materials that clearly communicate available programs/services and their requirements	Objective 2: Increase engagement to better reach and inform the community.	Objective 3: Foster transparency and trust in the community.
Strategies <ul style="list-style-type: none"> Design and distribute materials to inform the public of tenant and landlord rights and responsibilities under local laws and regulations. 	Strategies <ul style="list-style-type: none"> Provide multiple methods for responding to questions and concerns from, and providing information to, community members. Deliver presentations, workshops, and community meetings. Engage vulnerable and hard-to-reach community members. Utilize multiple modes of communication. Foster relationships with community organizations. 	Strategies <ul style="list-style-type: none"> Communicate updates and major changes to affected parties and the broader landlord/tenant community. Evaluate outreach and education program outcomes. Engage stakeholders for feedback through outreach. Be responsive to tenant and landlord input.

Staff produces materials and communications, ranging from informational emails to detailed petition forms and workbooks, with the intent to maximize understanding of the tenant protection laws. Staff continuously reviews and revises program materials throughout the year based on community feedback and Division updates. The majority of the materials are offered in Spanish, Mandarin, and Russian, the three primary languages spoken by residents of Mountain View, in addition to English.

Summary of Outreach Activities in Fiscal Year 2024-25

The following provides a summary of the outreach and education activities conducted during Fiscal Year 2024-25, in comparison to those of previous fiscal years. For a full overview, please reference the Fiscal Year 2024-25 Activity Report (Attachment 1).

Table 2: Summary of Outreach and Education Activities in Fiscal Year 2024-25 compared with previous fiscal years

	Fiscal Year 2022-23	Fiscal Year 2023-24	Fiscal Year 2024-25	Percent Change FY 2024-25 compared with FY 2023-24
Public Inquiries	2,954	3,440	3,369	(3%)
Top Categories:				
Tenant Petitions	428	850	613	(28%)
Property Registration	640	462	370	(20%)
Targeted Mailings	3,122	5,865	2,739	(53%)
Educational Workshops	30	29	44	15%
Total Attendees	153	347	318	(8%)
Housing Help Center and Office Hours	76	91	115	26%
Total Attendees	310	340	397	17%
Outreach Events	63	109	109	0%
Total Community Members Engaged	3,091	4,167	3,639	(13%)

- **Public Inquiries**

Public Inquiries remained at the same level as the previous year, although tenant petition-related inquiries leveled off in FY 2024-25 (but still about 50% higher than in 2022-23). Registration inquiries are decreasing because landlords are now more familiar with the system.

- Targeted Mailings

Targeted Mailings leveled off due to the near completion of the outreach campaign to educate landlords and tenants about the required process for changing how utilities are charged and for filing the One-Time Utility Adjustment Petition.

- Educational Workshops

FY 2024-25 saw an increase in the number of workshops held, driven by an increase in OTUA workshops for both landlords and tenants.

- Housing Help Center and Office Hours:

The Housing Help Center's events and Office Hours remain popular among both tenants and landlords. Tenants' assistance focuses on rent assistance, support with registering for low-income housing, and legal help. To assist with the One-Time Utility Petition process, registration and fee payment, and other landlord-related issues, weekly Help Centers for landlords were added. This helped increase compliance.

- Outreach Events

Outreach events were geared towards expanding attendance towards vulnerable and hard-to-reach community members. Staff attended amongst others Cafecito meetings, the Second Harvest Brown Bag for low-income seniors and Hope's Corner Breakfast Distribution for individuals facing or at risk of homelessness. Outreach was also extended to reach families with school-aged children by attending additional school-based events at several campuses, such as back-to-school nights, open houses, and Día del Mundial Niño. Staff also organized its fourth annual Summer Community Kickoff, a family-friendly, housing-focused resource fair, in collaboration with our community partner organizations, attended by about 466 community members.

Customer service feedback

The following customer service feedback was received for FY 2024-25:

- 95% of clients who were helped in the office agreed that they received the support they needed.
- 98% of all clients agreed that the staff were respectful and kind.
- 94% of Help Center attendees agreed that the information provided helped them.
- 78% of tenant petitioners felt that the forms and instructions provided were useful.

Testimonial Examples:

- Tenant Petitioner Testimonial: “Thank you very much for all your help. I had no idea you could offer us so much support, and I am very happy that there are people as kind as you. Thank you very much again for helping me.”
- Housing Help Center Attendee Testimonial: “I've received help from this department a few times before. Everyone is incredibly helpful. This department makes such a difference!! It makes me so thankful to live in the City of Mountain View.”
- Workshop Attendee Testimonial: "I just want to acknowledge the thought and effort you and your team have put into successfully implementing this OTUA process and we appreciate it very much. The worksheets you've created are next level excellent based on the complexities of getting correct results for everyone, so I hope you all have high-fived each other on the outcome. Also, thanks for answering my questions! I know I ask a lot of them but hopefully they resonate with everyone else on the meetings. The zoom really helps make the daunting exercise less overwhelming.”

Fiscal Year 2025-26 Outreach and Education Program Plan

The goals, objectives, and strategies outlined will continue in Fiscal Year 2025-26, including but not limited to the following:

- Continuing targeted mailings to landlords and tenants regarding utility billing regulations and the required steps to comply with the law.
- Redesigning the Rent Stabilization Division's webpages as part of the Housing Department's overall redesign.
- Implementing an outreach campaign to inform landlords of registration and fee payment requirements and related compliance and enforcement mechanisms.
- Engaging vulnerable and hard-to-reach community members through continued outreach and by distributing accessible materials in Spanish, Mandarin, and Russian within the community and at high-touch locations.
- Evaluating Outreach and Education Program outcomes by comparing Quarterly Activity Reports, Housing Help Center data, and customer satisfaction surveys.

FISCAL IMPACT - None

PUBLIC NOTICING Agenda posting, posting on City's website, and email to RHC distribution list.

Attachment: 1. Rent Stabilization Division Fiscal Year 2024-25 Activity Report