



MEMORANDUM

CSFRA, Community Development Department

DATE: June 18, 2018

TO: Rental Housing Committee

FROM: Patricia Black, Administrative Analyst I
Andrea Kennedy, Administrative Analyst I
Anky van Deursen, Associate Planner

SUBJECT: Community Outreach and Communication Plan Overview

RECOMMENDATION

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

INTRODUCTION AND BACKGROUND

In May 2017, staff briefed the RHC on outreach efforts to educate and inform the Mountain View community of the recently implemented CSFRA. The presentation provided an overview of efforts completed to date and offered a road map of activities to be implemented during the 2017-18 fiscal year.

As noted during that presentation, the community outreach goal for Fiscal Year 2017-18 was to disseminate information and increase awareness to landlords and tenants, augmenting their knowledge, resulting in increased compliance with the CSFRA.

To achieve this goal, staff focused outreach and education on four main objectives:

1. Increase awareness through distribution of information.
2. Provide opportunities for community participation in educational and public-input meetings.
3. Aggregate online resources and materials for use by landlords and tenants.
4. Reduce language barriers by providing outreach efforts in Spanish and Mandarin.

Staff implemented a multipronged community outreach and education plan that included designing forms, templates, and additional materials to assist landlords and tenants; developing, translating, and distributing brochures for the CSFRA, the TRAO, and the Mountain View Mediation Program; hosting workshops to educate the community on the nuances of the CSFRA and the petition process; and developing a website for community members that aggregated the materials required for landlords and tenants.

ANALYSIS

The outreach efforts were a substantial undertaking for staff that required swift execution within a tight time frame. Additionally, CSFRA Rules and Regulations were adopted and refined throughout the year. Therefore, regular updates and changes of content were essential. Outreach and education materials consisted of language primarily used in the CSFRA and/or regulations to ensure consistency.

The community outreach and communications goal for Fiscal Year 2018-19 has been updated. The updated goal is 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, the following objectives have been defined:

1. Develop consistent materials to clearly communicate the CSFRA.
2. Increase engagement to better inform and assist the community.
3. Improve program efficacy, efficiency, and compliance to improve transparency and foster trust.

Staff has developed strategies to achieve the stated objectives. These community outreach and education strategies may be executed through a wide range of activities:

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 the community of the program:** 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.

For Fiscal Year 2018-19, community outreach will continue to be essential for the success of the CSFRA program. Staff intends to expand 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 planned for the fiscal year include redesigning outreach materials with easier-to-understand written content and more engaging design (brochures, flyers, handbooks, and website); creating and distributing an Annual Report; designing and mailing biannual newsletters to update landlords and tenants of major changes related to the CSFRA; partnering with additional community organizations; and expanding the number of community events, such as workshops and clinics, to be held throughout the community. Staff anticipates 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. Staff plans to implement various measurement tools, which may include a customer satisfaction survey related to the petition process, tracking and reporting of program outcomes, and the development of performance measures.

PUBLIC NOTICING – Agenda posting.

PB-AK-AvD/7/CDD/RHC
895-06-18-18M-1