



Rent Stabilization Board

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Please refrain from wearing scented products to this meeting.

**RENT STABILIZATION PROGRAM
OUTREACH COMMITTEE MEETING**

APPROVED MINUTES

Tuesday, May 9, 2017

5:30 p.m.

2001 Center Street, Law Library, 2nd Floor

1. Roll call: 5:58 p.m.
Members Present: Chair Chang, Commissioners Laverde and Murphy.
Staff present: Jay Kelekian, Cherie Shoquist, Nick Traylor and Moni T. Law
2. Approval of agenda: Laverde (moved), Murphy (second). Passed 3-0-0-0.
3. Approval of minutes: from the April 7, 2017 meeting. Moved to accept (Laverde), Second (Murphy). Passed. 3-0-0-0.
4. Public Comment: None.
5. Staff report on outreach and discussion:
 - a. **WORKSHOPS**: Increased attendance reported at workshops including landlord workshop (30 registered, 16 appeared). Usual attrition rate 50%. “Seminars” are smaller, more interaction, often in our offices at noon. “Workshops” larger space and bigger group (up to 50-60 recently), usually at night. Commissioners suggested putting up Rent Board announcements of workshops in areas where landlords congregate. Comm. Murphy finding tenants who move out from fear of eviction (they were told by landlord that won’t renew lease or that their lease ends). Comm. Laverde suggested coordination with BHA staff to educate vulnerable tenants including Section 8 tenants regarding good cause eviction protections (E.D. Kelekian clarified that acceptable if broader education message). Comm. Chang asked whether additional outreach possible to address problem cases, i.e. through the new Tenant Protection Ordinance. RSB counselors can only inform tenants of the existence of the law and refer to legal resources.
 - b. **EDUCATIONAL VIDEO SERIES**: Staff Traylor reported that he is approximately 80% completed on this series of informative videos for landlords and tenants. He is incorporating the dollar bill graphic. His goal is to post the videos on Facebook, and possibly on YouTube. Intend to include interactive outreach with personal stories,

- interviews. Suggested “Day in Life” stories (Comm. Laverde), and Comm. Murphy suggested to include a survey that asks if people are interested in appearing in our education videos. Also asked whether outreach conducted through the Berkeley School District (staff replied, yes- advertise every year in PTA materials).
- c. CAL INTERNS: Staff Law reported final work conducted by last year’s Cal Interns: a research paper, survey and pre-production of a documentary on homeless students at Cal; and the creation of a “Checklist for New Renters” that was distributed to every student in all six units of residential halls. Also posted to 40,000 students on Facebook UC Housing page. The interns also assisted in other projects in the office as needed.
6. Discussion and possible action on the Communications and Outreach Work Plan with budget details: Discussion lead by Deputy Director Shoquist: Commissioners asked to give direction for the budget on what priority areas and activities, and staff will then estimate staff hours needed to meet those objectives. Last meeting went through entire work plan, and today is to nail down a better idea of the number of staff hours and dollars. Discussion on priority areas for effective outreach. Expanding Social Media and Constant Contact (two of the top four items stated in the full Board meeting). We can measure the impact of the outreach.
- (a) The ‘Tip of the Month’ idea from Comm. Chang can be included in the weekly Constant Contact email. Other priorities discussed included Chair Chang’s idea to host eight or more events a year targeted to communities of color, and to look at “Night Markets at Cal.” Identify list of organizations like Centro de la Raza, NAACP, Black churches, etc. E.D. Kelekian asked what resources are needed to accomplish these goals? Estimating hours needed of staff time, and cost of production of materials, etc.
- (b) PSAs at KALX , KPFA and CalTV include hitting a wider audience in Berkeley. Commissioners mentioned that some people are unaware of our existence as a resource. Staff time may include Deputy Director Shoquist’s experience from preparing PSAs. She described that they are not necessarily expensive to prepare but important to create quality copy to read on air (and they are free advertising), but time consuming for staff to set up and attempt to secure a good time spot. Commissioners agreed it would be valuable to use this outlet for outreach, including discussing options on KALX with radio host Commissioner Townley.
- (c) Outreach for “Elevator Law.” BMC 19.50.040 increased payment to tenants with disabilities to obtain alternative housing during elevator repair. Another RSB Committee has been working on substantive habitability issues related to elevators to ensure tenants and landlords aware of responsibility to maintain working elevators. There are approximately 50 new buildings with elevators, and 17 rent controlled buildings found to have elevators.
- (d) Demographic Study to target outreach to vulnerable populations: Comm. Murphy recommended developing survey tools, i.e. optional participation in demographic collection (possibly noted on VR form, eviction notice or other form?). We currently prepare quarterly reports on rent data, and we can mine the database for information. We can do more and better data gathering, staff reported. We can more accurately detail the story of the significant number of clients we serve, property owners and tenants.
- (e) Translation of documents into Spanish and Chinese (identifying a few key documents and staff to identify estimated cost in time to translate and reproduce in other languages)

Action: Comm. Chang recommended that we adopt our existing budget plus 5% in anticipation of new needs and additional costs incurred in responding to this housing crisis. Moved (Laverde), Second (Murphy), passed unanimous to recommend the budget proposed by staff plus 5%. 3-0-0-0.

7. Items for future discussion and setting next meeting date: Discussion on holding this committee's meeting every first Thursday of the month at 5:30 p.m. (unless confirmed otherwise):

June 1, July 6, August 3, September 7, October 5, November 2, and December 7, 2017

Comm. Murphy announced a Wrap Around the World Conference is scheduled for her job that she is unable to miss, and will seek an excused absence if the meeting conflicts with this committee.

Comm. Murphy moved to adjourn in honor and memory of Julia Williams, Culture Committee in District 25 who died of cancer at age 63. Second by Laverde, Passed. 3-0-0-0.

8. Adjournment: 7:23 pm. 3-0-0-0.

STAFF CONTACT: Nick Traylor (510) 981-4901 Moni T. Law (510) 981-4906

COMMITTEE: Chair James Chang, Paola Laverde, Christina Murphy