



COMMUNICATION AND OUTREACH WORK PLAN 2017-2018

Rent Stabilization Board

GOAL: EXPAND CONSTANT CONTACT AND SOCIAL MEDIA TO EXPONENTIALLY INCREASE OUTREACH

MEDIA	PURPOSE	AUDIENCE	FREQUENCY	PUBLICATION OR EVENT DATE	#	COST			DESIGN COPYING PRINTING MAILING*
						STAFF HOURS PIU	STAFF HOURS REG	STAFF HOURS ADMIN	
PRINT MEDIA									
Annual Report	Fiscal Year (FY) Budget and RSB outcomes, mission, policy, services, tenant success story – standard format	Board, Interested Public	Annual	September	TBD	40	-	40	\$500
Newsletter	Director's message, trends and policy, changes, services	Tenants and Landlords	Annual	September	21,000	80	-	40	\$13,500
Informational Postcards	Move in /Move Out	Tenants and Landlords	Annual	May	21,000	80	-	60	\$7,750
	Owner Information	Landlords	Annual	July	3,000				\$3,500
	Habitability	Tenants	Annual	October	21,000				\$7,750
	AGA	Tenants and Landlords	Annual	November	23,000				\$7,750
	Soft Story	Tenants	Annual	As needed	1,500				\$1,200
Guide to Rent Control	Rent Control and Eviction Protection Information	Tenants and Landlords	Annual	January	6,500	-	-	30	\$6,000
New Tenant Checklist	Checklist for new tenants	Student Tenants	Continuous	March	2000	10	-	-	\$100
Tenant Packet	Tenant Rights and Responsibilities	Tenants	Continuous	January	5,000	25	-	-	\$1,000
Landlord Packet	Landlord Rights and Responsibilities	Landlords	Continuous	January	100	5	-	-	\$1,000
Magnet	RSB Information	Tenants and Landlords	Continuous	Every 18 mos.	5,000	5	-	-	\$2,500
PTA Directories	Advertisement	Tenants	Annual	September	11	20	-	5	\$5,750
Newspaper ads	Advertisement of legal notices	Tenants and Landlords	Annual	August	Print	10	-	20	\$1,500
Advance AGA Notice and Security Deposit	Annual General Adjustment Increase and advance notice	Tenants and Landlords	Annual	November	23,000	-	60	10	\$8,500 - \$14,000

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						STAFF HOURS PIU	STAFF HOURS REG	STAFF HOURS ADMIN	DESIGN COPYING PRINTING MAILING*
Lawful Rent Ceiling Notice	Lawful Rent Ceiling notice	Tenants and Landlords	Annual	February	23,000	-	60	20	\$13,000
Registration Fee Billing	Registration Fee notice	Landlords	Annual	May	3,000	-	100	10	\$4,500
July Penalty Billing	Registration Penalty Billing with 60-Day Administrative Waiver Offers	Landlords	Annual	July	500	-	80	20	\$800
January Penalty Billing	Registration Penalty Billing	Landlords	Annual	January	250	-	25	5	\$250
Rent Validation Report	Documentation of the vacancy registration form information	Tenants	New Tenancy	Ongoing	5,000	-	560	-	\$5,000
Registration Outreach	Exemption Verification, New Unit Registration, Unregistered Multi-Unit Buildings	Landlords and Tenants	As needed	Ongoing	500- 15,000	-	200- 400	-	\$1,500 - \$4,000
					164,361-	275	1,085-	260	\$93,350-
PRINT MEDIA SUBTOTAL					178,861		1,285		\$95,850
ELECTRONIC MEDIA									
Constant Contact (Expand Existing)	Email campaigns for workshops & seminars	Tenants and Landlords	Weekly	Ongoing	Online	-	-	120	ELECTRONIC \$750
	Rent Board & Committee meetings	Board, Interested Public	Weekly	Ongoing					
	Quarterly "e-Newsletters"	Tenants and Landlords	Quarterly	March June September December					
	Issue-specific campaigns (AGA/SD, Annual Fee due, etc.)	Tenants and Landlords	Quarterly	Ongoing					
Social Media (Expand Existing)	Issue specific Facebook, Twitter	Tenants and Landlords	As needed	Ongoing	Online	10	-	50	ELECTRONIC
AGA Posted	Annual General Adjustment Increase	Tenants and Landlords	Annual	January	Online	-	15	10	ELECTRONIC
Televised Rent Board Meetings	Live and repeat TV broadcasting of regular and special Rent Board meetings on Cable Channel 33	Landlords & Tenants, Interested public	Monthly and as needed	Ongoing	12-15	-	-	25	\$20,000 - \$22,000
Radio broadcasting of Rent Board Meetings	Live broadcasting of regular and special Rent Board Meetings on KPFA	Landlords & Tenants, Interested public	Monthly and as needed	Ongoing	12-15	-	-	5	
Public access & transparency	Live closed captioning of regular & special Rent Board meetings	Interested public, hearing-impaired	Monthly and as needed	Ongoing	12-15	-	-	5	\$10,000
Granicus	Live webcasting of regular & special Rent Board meetings	Landlords & Tenants, Interested public	Monthly and as needed	Ongoing	12-15	-	-	5	\$6,500
MEDIA	PURPOSE	AUDIENCE	FREQUENCY				COST		

					#	STAFF HOURS PIU	STAFF HOURS REG	STAFF HOURS ADMIN	DESIGN COPYING PRINTING MAILING*
Press Releases	Issue specific	Board, Interested Public Tenants and Landlords	As needed	Ongoing	Online	-	-	TBD	ELECTRONIC
Student Guide to Renting	Student Tenant Rights and Responsibilities	Student Tenants	Continuous	August	Online	10	-	10	ELECTRONIC
Info Sheets	45 Topics	Tenants and Landlords	Continuous	As Needed / January	Online	10	-	-	ELECTRONIC
FAQs	Annual General Adjustments Capital Improvements Codes & Habitability Eviction Issues Exemptions Landlord Rights & Responsibilities Lease Issues Mediation Services Occupancy Registration Roommates & Neighbors Section 8 Security Deposit Separate Agreements Services State Law Subletting Tenant Rights & Responsibilities Vacancy Decontrol	Tenants and Landlords	Continuous	As Needed / January	Online	-	-	100	ELECTRONIC
Videos	Rent Stabilization & Vacancy Decontrol	Tenants and Landlords	Complete	Ongoing / Research Posting Options	Online	-	-	-	ELECTRONIC
	Eviction Protections in Berkeley								
	Registration								
	Security Deposits								
ELECTRONIC MEDIA SUBTOTAL					48-60	30	15	330	\$37,250- \$39,250
MEDIA	PURPOSE	AUDIENCE	FREQUENCY	COST					

					#	STAFF HOURS PIU	STAFF HOURS REG	STAFF HOURS ADMIN	DESIGN COPYING PRINTING MAILING*
OUTREACH									
In House Seminars	New Landlord and Small Rental Property Owners	Landlords	February	Ongoing	1	15	-	-	\$50
	Seminario de los Derechos del Inquilino	Tenants	July	Ongoing	1	15	-	-	
	Tenants' Rights (New Tenants to Berkeley)	Tenants	September	Ongoing	1	15	-	-	
	Landlords & Tenants Security Deposit Rights and Responsibilities	Tenants and Landlords	April	Ongoing	1	15	-	-	
	Landlord in Berkeley 101	Landlords	May September	Ongoing	3	45	-	-	
	Landlords Rights and Responsibilities-Evictions	Landlords	October	Ongoing	1	15	-	-	
Workshops	Evictions in Berkeley – for Berkeley Landlords	Landlords	March	Ongoing	1	15	-	-	\$100
	Long Term Tenants (Part 1)	Tenants and Landlords	March	Ongoing	1	15	-	-	
	Tenant's Rights	Tenants	April	Ongoing	1	15	-	-	
	Raising Rents in Berkeley: Occupancy and Tenancy Turnover Workshop	Tenants and Landlords	May	Ongoing	1	15	-	-	
	Long Term Tenants (Part 2)	Tenants and Landlords	June	Ongoing	1	15	-	-	
	Small Rental Property Owners	Landlords	September	Ongoing	1	15	-	-	
	Tenant's Rights	Tenants	October	Ongoing	1	15	-	-	
Outreach	Black History Celebration	Tenants and Landlords	February	Ongoing	1	4-8	-	-	\$500-\$1,000
	Landlord Recruitment	Tenants and Landlords	April	Ongoing	1	4-8	-	-	
	South Berkeley Seniors	Tenants and Landlords	May	Ongoing	1	4-8	-	-	
	Juneteenth	Tenants and Landlords	June	Ongoing	1	4-8	-	-	
	National Night Out	Tenants and Landlords	August	Ongoing	1	4-8	-	-	
	Solano Ave Stroll	Tenants and Landlords	September	Ongoing	1	4-8	-	-	
	Berkeley Indigenous People's Day POW WOW	Tenants and Landlords	October	Ongoing	1	4-8	-	-	
	Latino Heritage Day	Tenants and Landlords	October	Ongoing	1	4-8	-	-	
	Sunday Streets	Tenants and Landlords	October	Ongoing	1	4-8	-	-	
Realtor Outreach	Special Workshop for Realtors and Purchasers	Realtors	February	Ongoing	1	12	-	-	\$25
	Marvin Gardens Realtors Meeting	Realtors	February	Ongoing	1	12	-	-	
	Coldwell Banker Realtors Meeting	Realtors	May	Ongoing	1	12	-	-	
Cal Student Outreach	Weekly On Campus Counseling	Tenants	August-May	Ongoing	35	35	-	-	\$100
	Public Service Interns on Campus Outreach	Tenants	August-May	Ongoing	TBD	TBD	-	-	
	Calpalooza	Tenants	January	Ongoing	1	5	-	-	
	Housing Forum	Tenants	March	Ongoing	1	5	-	-	
	Cal Day	Tenants	April	Ongoing	1	5	-	-	

	Housing Fair	Tenants	April	Ongoing	1	5	-	-	
	Casa Joaquin	Tenants	April	Ongoing	1	5	-	-	
MCLE/Professional Trainings	Continuing Education workshops that provide MCLE credits for attorneys/other professionals	Interested attorneys/professionals	As needed	TBD	TBD	-	-	TBD	
OUTREACH SUBTOTAL					67	353-389			\$775- \$1,275
PROPOSED COMMUNICATION AND OUTREACH									
Expand Constant Contact and Social Media	Coordinate an expansion of Constant Contact and Social Media (including the tip of the month email) also tied to Daily Cal	Tenants and Landlords	Monthly	September – December 2017	12	20-40	-	40-80	ELECTRONIC
Facebook paid advertisement	Explore opportunities and costs to target Berkeley Renters and Owners	Tenants and Landlords	Monthly	September – December 2017	12	5	-	-	ELECTRONIC TBD
Property Managers Workshop	Same workshop as Landlord in Berkeley 101 - Landlords Rights and Responsibilities targeted to managers	Landlords	Annually	January – December 2018	1	15	-	-	-
Increased outreach to target populations	Explore opportunity and cost to collaboratively partner with appropriate organizations already serving target populations (tenants with disabilities, international students, Chinese community and interfaith) to increase outreach	Tenants	Annually	January 2018 - December 2019	TBD	20	-	-	-
Recording and captioning of training and workshop events	Explore opportunity and costs to record and caption trainings and workshops for posting to website, Facebook, Vimeo, YouTube, or webinars etc.	Landlords and Tenants	Monthly	January 2018 - December 2019	12	5	-	-	TBD
Translation of existing materials	Define basic information for translation and explore costs to translate into Spanish and Chinese	Landlords and Tenants	Annually	July – September 2017	TBD	5	-	-	TBD
KALX, and CalTV	Incorporate into Constant Contact expansion, Public Service Announcements mirror tip of the month	Landlords and Tenants	Monthly	September 2017- March 2018	12	10	-	-	-
Outreach Materials	Explore RSB t-shirts, posters etc. for events	Board, Interested Public	Annually	December 2017	TBD	TBD	-	-	TBD
PROPOSED COMMUNICATION AND OUTREACH SUBTOTAL					49	60	-	TBD	TBD
MEDIA	PURPOSE	AUDIENCE	FREQUENCY	PUBLICATION OR EVENT DATE	#	STAFF HOURS PIU	STAFF HOURS REG	STAFF HOURS ADMIN	DESIGN COPYING PRINTING MAILING*
TOTALS						164,525-179,037	768-794	1,100-1,300	630-670 \$131,375-136,375

*Amount will vary depending upon whether design is done in-house or outsourced.