



Rent Stabilization Department

Outreach & Communications Plan Update

January 24, 2024

Agenda Item #1





Background

Rent Stabilization Department

- Community Outreach Ad Hoc developing plans for outreach and communications
- Allegra & Bhyv provide support ongoing support and recommendations
- Evaluated the capacity of the Board, Allegra Consulting services and limited Rent Stabilization Board Staff to implement plans effectively
- Key Priorities developed for the next 6 months
- Seeking Board input on plans and priorities



Key Priorities

Rent Stabilization Department

1. Rent Stabilization Department Website Version 1.0 Launch

- > Estimated Launch: Late February 2024
- > Central hub for information for Landlords & Tenants
- > Forms, FAQs, educational materials
- > Enhanced communication channels to contact a Housing Counselor



Link to Logos Graphic Elements, Images and Branding Materials

Page dedicated to explaining Measure H

Workshop Videos

is will link to the existing HB page where minutes and meeting items can be found.)

Form and Submit

Additional Forms will be found in this section of the website.

Rent Control Board

Contact a Housing Counselor

Tenant Notices & Forms
General Notice to Tenants
Notice of Rent Withholding Form
Notice of Tenant Buyout Rights
Notice to Tenants and New Eviction Protections
Tenant Request for Rent Rollback Form
Tenants Section 8 Letter
Tenant Relocation Assistance

Landlord Notices & Forms
Landlord Notice of Intent to Terminate
Landlord Section 8 Letter

Pasadena Fair and Equitable Housing Charter Amendment

News You Can Use

Tip of the Month

(Presentation currently online by Goldfarb Lipman)

(Press Releases and Email Newsletter Content)

Information Sheets - tips on landlord-tenant issues
New Page

1/23/24



SITE MAP KEY

PRIMARY NAVIGATION PAGE

Rent Stabilization Department



ABOUT PRSD

- About/Key Services
- Core Purpose
- Mission and Vision
- Leadership and Staffing
- Measure H
- Pasadena Fair and Equitable Housing Charter Amendment

TENANTS

- FAQs
- Rent Control Overview
- Eviction Protection Laws

LANDLORDS

- FAQs
- New Rent Control Overview
- Eviction Laws



and Equitable
Housing
Charter
Amendment

Workshop and Educational Videos

Rent Control Board

Contact a Housing
Counselor

Tenant Notices
& Forms

General Notice to Tenants

Notice of Rent Withholding
Form

Notice of Tenant Buyout Rights

Notice to Tenants and New
Eviction Protections

Tenant Request for Rent
Rollback Form

Tenants Section 8 Letter

Tenant Relocation Assistance

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tips on landlord-tenant
issues
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Key Priorities

Rent Stabilization Department

2. Information Sheets & Tips of the Month

> Estimated Deliverable: Late February 2024

> **Information Sheets:** 10 key topics to answer frequent concerns in easy-to-understand format, topics include:

- Rent Control Overview
- Security Deposits
- Community Resources
- Rent Stabilization Department Overview
- Owner Move-In Eviction Process
- Habitability & Repairs
- Exemptions
- Retaliation and Harassment
- Just Cause Eviction Overview
- Moving In / Moving Out Checklists

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Key Priorities

Rent Stabilization Department

2. Information Sheets & Tips of the Month (Continued)

- > Estimated Deliverable: Late February 2024

- > **Tip of the Month:** 12 short tips to share monthly through social media and website. Drives viewers to the website. Topics include:
 - Relocation Assistance
 - Moving Out Checklist
 - Moving In Tenant Checklists
 - Retaliation and Harassment
 - Rent Registration
 - Allowable Rent Increase
 - Habitability Requirements
 - Sale of Property
 - Security Deposits
 - Lease Breaking
 - Just Cause Eviction
 - Subletting and replacing roommates



Key Priorities

Rent Stabilization Department

3. Educational Workshops

- > **Landlord Workshop (Virtual)** – March 2024
- > Will coincide with approval and rollout of new forms and policies
- > Topics to include Rental Registry and other current information from Board
- > Seeking speakers from Housing Rights Center and/or Public Counsel

- > **Tenant Workshops** – Resume Summer 2024
- > **Rental Registry Stakeholder Workshops** – March 2024 (Tentatively)

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Key Priorities

Rent Stabilization Department

4. Building Community Partnerships

- > Ongoing Effort
- > Seeking collaborations with community-based organizations to provide information and education to both Landlords and Tenants
- > Successful example of partnership –
December Spanish language tenant workshop
partnership with NDLO and Housing Rights Center



Key Priorities

Rent Stabilization Department

5. Exploring Additional Communication Channels

- > In Development – No specific deliverable dates set
- > Monthly newsletter for Tenants and Landlords with upcoming events and important updates
- > Transit Media and Utility Bill Inserts – provide broader exposure to community



Board Discussion

Rent Stabilization Department

1. Questions about initiatives
2. Feedback on the Key Priorities over the next six months
3. Other input to be factored into the plan