

ATTACHMENT 2



CITY OF GLENDALE
Marketing and
Outreach
Proposal for Rental Rights



Table of Contents

TABLE OF CONTENTS	1
EXECUTIVE SUMMARY	2
INTRODUCTION	3
GOALS	4
OUTREACH AND EDUCATION STRATEGY	5
COMMUNITY OUTREACH	11
PARTNERSHIPS AND COLLABORATIONS	13
EVALUATION AND FEEDBACK	14
TIMELINE	16
CONCLUSION	18

Executive Summary



This marketing plan outlines strategies and initiatives to promote the Rental Rights Program in Glendale. The objective is to raise awareness, educate the public, and ensure that tenants and landlords are well-informed about their rights and responsibilities. By implementing effective marketing strategies, public outreach initiatives, and educational campaigns, we aim to foster a fair and equitable rental market in Glendale.

Introduction

The Rental Rights Program in Glendale was established in response to the pressing issue of unaffordable rental rates and the need to address the challenges faced by tenants and landlords in the city. The program was designed to strike a balance between the interests of tenants and landlords, fostering a fair and equitable rental market for all stakeholders involved.

The Glendale City Council tasked the Ad-Hoc Committee with evaluating the marketing strategy for the rental rights program and coming up with new ideas and strategies that would better target landlords and tenants. The Ad-Hoc Committee's role was to gather insights, identify areas for improvement, and provide recommendations to develop a comprehensive marketing strategy that would effectively target both landlords and tenants.

Through collaborative discussions and analysis of the program's goals and objectives, the Ad-Hoc Committee generated valuable insights and suggestions to strengthen the marketing strategy. Staff utilized the Ad-Hoc Committee's input in shaping a robust plan that aligns with the needs and preferences of the target stakeholders.

Building upon the Ad-Hoc Committee's recommendations, staff developed a comprehensive marketing strategy that employs various channels and tactics to maximize outreach and engagement. The strategy aims to raise awareness about the Rental Rights Program, educate the public about its benefits and provisions, and foster compliance among landlords and tenants.

7000+

Residents Served

1000

Emails

6000

Phone Calls

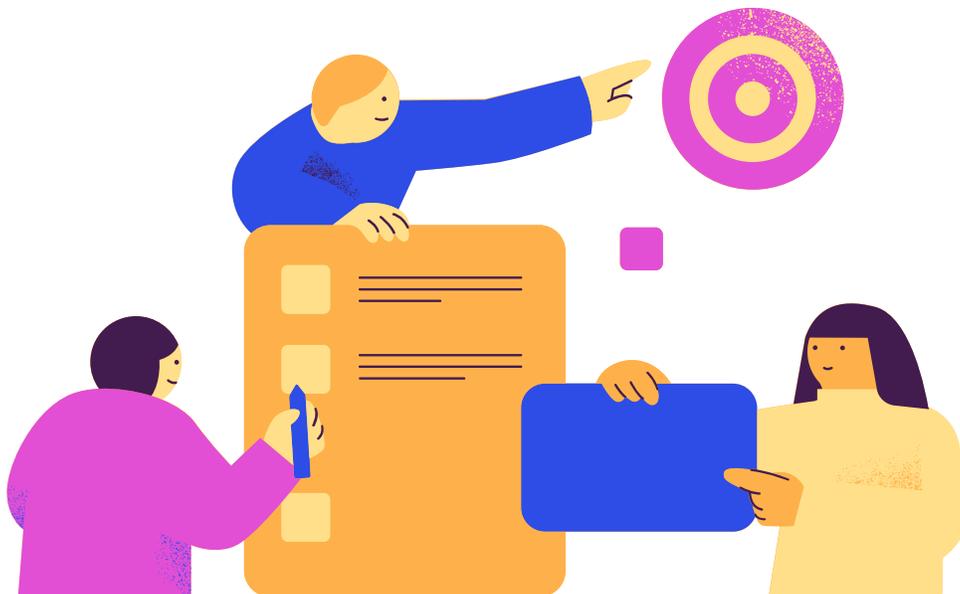
Goals

The marketing and outreach efforts of the Rental Rights Program in Glendale are driven by several key goals and objectives. The primary goal is to increase awareness of the program among landlords and tenants in the city. This includes enhancing program visibility, improving understanding of the Rental Rights Program and its benefits, and expanding program recognition through strategic marketing initiatives. Staff developed the strategy in this report with the following goals in mind:

1. Increase Awareness

2. Promote Engagement

3. Provide Education and Resources



Outreach and Education Strategy

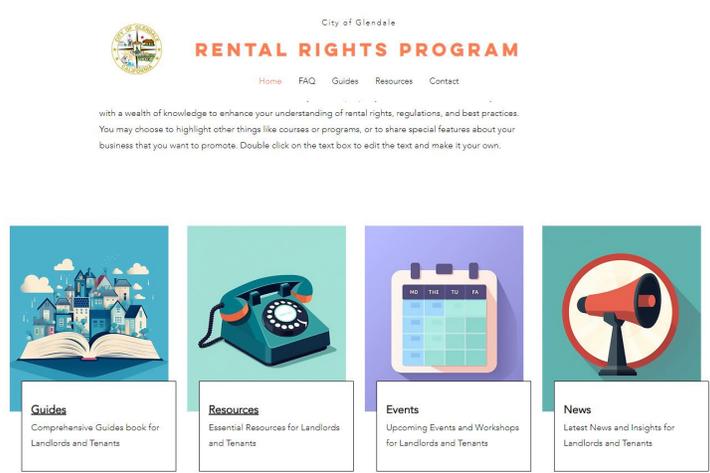
Website and Online Presence

New Webpage

Recognizing the need for a more user-friendly online platform, the Rental Rights Program staff has taken the initiative to revamp its existing website. The current website has been deemed “clunky” and “difficult” to navigate, hindering users' ability to access vital information about tenant rights and landlord obligations. To address these issues, staff is working to develop a new website that provides an enhanced user experience.

The redesigned website will prioritize user-friendly navigation, intuitive design, and clear content organization. Users will be able to easily find the information they need, whether it pertains to the program overview, tenant rights, landlord obligations, frequently asked questions, or contact details. The content will be presented in a concise and digestible manner, ensuring that users can quickly grasp the key concepts and provisions of the Rental Rights Program.

The development of this new website is a significant step forward in improving program accessibility and providing comprehensive information to stakeholders. The website will be available in multiple languages to allow for further accessibility. It will serve as a centralized hub where tenants and landlords can access vital resources and gain a better understanding of their rights and responsibilities. Through a more user-friendly and inclusive website, the staff aims to empower individuals with knowledge and promote transparency within the rental market in Glendale.



Outreach and Education Strategy

Website and Online Presence

Social Media



Staff recognizes the importance of leveraging social media platforms to engage with the community and effectively disseminate information. Working with our Public Information Office the program will establish a strong presence on popular social media platforms such as Facebook, Twitter, and Instagram, allowing for direct communication with the target audiences.

The primary objective of the Rental Rights Program's social media strategy is to keep the community informed and educated about tenant rights, landlord obligations, and program updates. Staff will regularly share valuable information, including program announcements, educational resources, relevant news articles, and important updates on rental regulations.

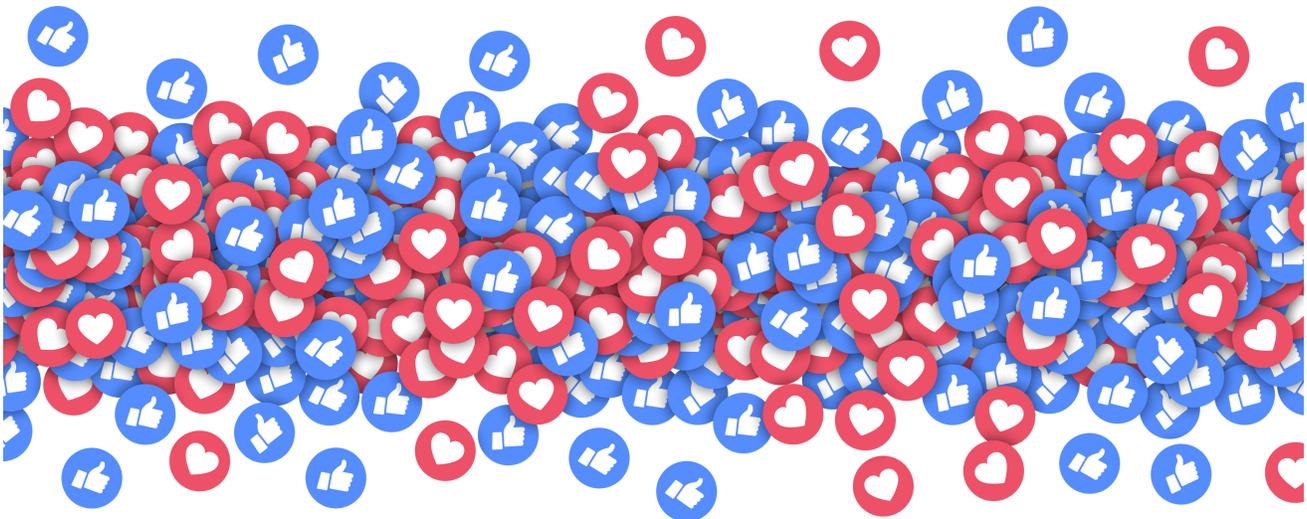
Campaigns may include informative videos, infographics, testimonials, and success stories to highlight the benefits of the program and showcase real-life examples of how it has positively impacted tenants and landlords in Glendale. By using compelling visuals and relatable narratives, the program can effectively communicate its objectives and encourage community members to actively participate and take advantage of the resources and protections offered by the Rental Rights Program.

Social Media

One of the key advantages of utilizing social media platforms as part of the Rental Rights Program's marketing strategy is the ability to reach and engage with an audience that might not be easily targeted through traditional means of marketing. Social media platforms provide a unique opportunity to connect with diverse demographic groups, including younger renters, tech-savvy individuals, and those who may not be actively seeking information through traditional channels such as print media or local events.

Through targeted advertising and content promotion, the Rental Rights Program staff can specifically tailor its social media campaigns to reach these specific audience segments. Platforms like Facebook, Twitter, and Instagram offer powerful targeting tools that allow the program to narrow down its audience based on factors such as age, location, interests, and even rental status. By utilizing these tools, the program can ensure that its messages and resources are reaching the right individuals who can benefit from the Rental Rights Program.

Social media also offers the advantage of virality and organic reach. When individuals find value in the content shared by the Rental Rights Program, they are more likely to share it with their own social networks. This can lead to a ripple effect, where information about the program spreads organically, reaching a wider audience that may not have been initially targeted. By creating compelling and shareable content, such as informative videos, infographics, or tenant testimonials, staff maximize its reach and impact within the community.



Outreach and Education Strategy

Educational Materials

To effectively educate and inform both landlords and tenants about their rights and responsibilities under the Rental Rights Program, a comprehensive range of educational materials will be developed. These materials will serve as valuable resources that individuals can refer to for guidance and understanding of the program's key components.

Staff will create visually appealing and informative brochures, pamphlets, and flyers that concisely outline the program's objectives, tenant rights, landlord obligations, and key program features. These printed materials can be distributed at community centers, libraries, local businesses, and other public spaces where they are easily accessible to the target audience. They will serve as handy references that individuals can take with them and refer to when needed.

Staff will produce educational videos or host webinars to provide in-depth explanations of important topics related to tenant and landlord rights. These videos can cover subjects such as lease agreements, eviction processes, maintenance responsibilities, and dispute resolution. They will be shared on the program's website and social media platforms to reach a wider audience and allow individuals to access the information at their convenience.

In addition to staff will develop a newsletter to keep stakeholders informed and engaged with the Rental Rights Program. A newsletter can serve as a regular communication tool to provide updates, share educational resources, and highlight important events or changes related to the program. By crafting informative and engaging content, the newsletter can help build a sense of community and encourage ongoing participation. The newsletter can include articles, tips, success stories, and relevant information to address the interests and concerns of both landlords and tenants.



The program website will serve as a central hub for downloadable resources, offering a comprehensive collection of informative materials that individuals can access and refer to at any time. These resources may include guides, checklists, sample forms, and templates related to rental agreements, maintenance requests, and dispute resolution. By providing downloadable resources, staff ensures that individuals have easy access to the necessary tools and information to navigate their rental rights effectively.

To promote these educational materials, the Rental Rights Program staff will integrate them into its overall marketing strategy. They will be featured on the program website, shared on social media platforms, and distributed during community outreach events and workshops. Collaborations with local organizations, such as community centers, schools, and nonprofit agencies, will also be established to disseminate the materials to a wider audience.

City of Glendale RENTAL RIGHTS PROGRAM
 (818) 548-3926
 GlendaleCA.gov/Rent

RIGHT TO LEASE
 Rental units located on a parcel with 4 or fewer dwelling units...
 Landlord must offer a lease with a term of 1 year to prospective tenants...
 Tenant can choose to accept or reject the lease offer.

ACCEPTANCE
 Tenant and landlord enter into a 1 year lease...
 • Landlord must make offer to renew another year, 90-days prior to current lease expiration.
 • Tenant has 60 days to accept.

REJECTION
 If rejected, landlord and tenant can enter into a month-to-month lease...
 Tenant can seek relocation before accepting or rejecting a lease if a proposed rent increase is over 7% in a 12 month period.

Failure by landlords to offer a Right to Lease renewal shall render future rent increases null and void, until the landlord presents a new 1 year lease offer.

NO FAULT
 Tenant Household Income below 130% AMI*
 Years Occupied x Proposed Rent (PR)

Years Occupied	Multiplier
Up to 3 Years	3 x PR
3-4 Years	4 x PR
+4-5 Years	5 x PR
5+ Years	6 x PR

2 x HUD FMR* + \$1000

JUST CAUSE EVICTION
 Establishes 12 legal reasons for eviction and...
 ALLOWABLE GROUNDS FOR EVICTION:
 reasons include:
 • Failure to pay rent
 • Violation of lease agreement
 • Causing continued nuisance
 • Using unit for any illegal purpose
 • Unauthorized subtenant occupying unit
 • Violative Landlord access to unit
 • Smoking Ordinance

NO FAULT* reasons include:
 • Major renovation to unit
 • Owner/Family move-in
 • Permanent withdrawal from rental market
 • Complying with Government order
 • Government agency contractual obligations

In the instance of no fault evictions, the landlord must provide each tenant with relocation assistance equal to:

*Area Median Income (AMI) and Fair Market Rent (FMR) are published annually by HUD. For more information and current AMI and FMR visit: GlendaleCA.gov/Rent.

To ensure maximum outreach and engagement, the program will employ targeted mailers, bill insertions, and property-specific distribution of printed materials. These efforts will enhance the program's visibility and provide valuable resources directly to residents and landlords in Glendale.

Targeted Mailers

The staff will implement a targeted mailing campaign to reach all residential properties in Glendale. Large mailers will be sent to all households in Glendale, providing an overview of the Rental Rights Program, important contact information, and key highlights of tenant and landlord rights. By directly reaching residents in their mailboxes, the program ensures that important rental rights information reaches every household in the community.

Printed Material in GWP Billings

The Glendale Water and Power (GWP) billings present an excellent opportunity to reach a wide audience. The Rental Rights Program staff will coordinate with GWP to include printed materials, such as brochures or informational inserts, in their bill mailings. By utilizing the existing bill distribution process, the program can effectively engage residents and landlords with vital rental rights information while minimizing additional costs and logistics.

Brochures for Newly Purchased Properties

To ensure that landlords are well-informed, the program will distribute brochures to newly purchased properties. These brochures will be provided to property owners or management companies during the transfer of ownership process. By proactively reaching out to new property owners, the program ensures that they are aware of their obligations and have access to resources that support compliance with rental rights regulations. This approach helps in establishing a strong foundation of awareness and adherence to the program from the early stages of property ownership.

Community Outreach



The Ad-Hoc committee recognizes the significance of direct engagement and face-to-face interactions in building trust, fostering understanding, and disseminating crucial information. To maximize community outreach, the program will implement a series of initiatives that aim to connect with residents, landlords, and relevant stakeholders. These initiatives include community workshops and seminars, collaboration with local organizations and tenant advocacy groups, and active participation in local events relevant to residential rental market.

Staff will organize informative workshops and seminars to educate residents and landlords about their rights and responsibilities under the program. The workshops and seminars will provide a platform for participants to ask questions, seek clarifications, and receive guidance from program representatives.

To enhance the effectiveness of community workshops and seminars, the Rental Rights Program staff will adopt a targeted approach by organizing intimate events in specific neighborhoods, on a monthly basis in various languages. This approach is a result of valuable insights gained from past events, where large-scale community-wide workshops did not yield significant attendance. By shifting to smaller, neighborhood-focused workshops, the program aims to create a more intimate and engaging environment that encourages active participation and fosters meaningful interactions.

The targeted workshops and seminars will be strategically planned to cover different neighborhoods throughout Glendale, ensuring comprehensive outreach and participation from residents across the city. Each month, a specific neighborhood will be selected as the focal point for the workshop, and efforts will be made to ensure that all neighborhoods are included in the rotation. By rotating the locations, the program ensures that residents from every part of Glendale have the opportunity to attend a workshop in their vicinity.

To expand the reach and impact of the Rental Rights Program, collaborative partnerships will be forged with local organizations and tenant advocacy groups. These partnerships will enable the program to tap into existing networks and leverage their expertise and resources in reaching the target audience. By working closely with these organizations, the program can access their platforms, newsletters, and events to disseminate information and raise awareness about rental rights. Additionally, collaboration will facilitate the sharing of insights and best practices, enhancing the overall effectiveness of the program. Some suggestions by the Ad-Hoc Committee for community partners include the Department of Motor Vehicles, Glendale Community College, Verdugo Job Center and local churches and schools.

The Rental Rights Program staff will also actively participate in local events that are relevant to Housing, such as community fairs, neighborhood gatherings, and housing expos. These events provide an excellent opportunity to engage with the target audience directly, interact with community members, and distribute program materials. Program representatives will be present at booths or designated areas to engage in conversations, address queries, and provide on-the-spot information about rental rights. By actively participating in local events, the program establishes a visible presence, builds trust, and creates avenues for ongoing communication with the community.

Partnerships and Collaborations



Staff recognizes the importance of forging partnerships and collaborations to amplify its impact and reach a wider audience. By working together with property management companies and landlord associations, the program can establish fruitful collaborations that benefit both landlords and tenants. These partnerships can facilitate the dissemination of program information, training sessions, and educational materials to a larger network of property owners and managers. By actively engaging property management companies and landlord associations, the program can ensure that the rental rights message reaches a broad spectrum of stakeholders within the rental housing industry in Glendale.

Collaborating with the Glendale Tenant Union (GTU) is another key avenue for expanding the program's reach and strengthening its advocacy efforts. The GTU is a prominent tenant advocacy group in Glendale, representing the interests of tenants and working towards ensuring affordable and fair housing. By partnering with the GTU, the Rental Rights Program staff can tap into their expertise, knowledge, and community networks. Collaborative initiatives may include joint educational workshops, co-hosted events, and mutually beneficial outreach efforts. This partnership can provide valuable insights, foster community engagement, and promote a unified approach towards rental rights in Glendale.

Through these partnerships and collaborations, the Rental Rights Program staff can leverage existing networks, resources, and expertise to reach a wider audience and foster a stronger community of renters, landlords, and tenant advocates. By working together, the program can expand its outreach efforts, share valuable information, and create a supportive network that champions the rights and responsibilities of all stakeholders in the rental housing market.

Evaluation and Feedback

To measure the success of the marketing strategy for the Rental Rights Program, it is crucial to track key metrics and collect relevant data. Here's a breakdown of how staff will go about measuring and evaluating the strategy:

Program Awareness: Monitor the level of program awareness among the target audience by measuring the percentage of landlords and tenants who are aware of the Rental Rights Program at different stages of the marketing campaign. Staff can do this by conducting surveys among landlords and tenants to gauge their awareness of the Rental Rights Program.

Participation Rates: Track the number of landlords and tenants who actively participate in the program over time. Measure the number of participants in key outreach events, as well as the number of tenants and landlords who report compliance issues or seek assistance through program channels.

Stakeholder Feedback: Collect feedback from landlords and tenants to gauge their satisfaction with the Rental Rights Program. This can be done through feedback forms, online surveys, or direct communication channels. Pay attention to suggestions, concerns, and recommendations shared by stakeholders and use them to make improvements.

Website and Social Media Analytics: Monitor website traffic, engagement metrics, and social media analytics to assess the effectiveness of online marketing efforts. Track metrics such as page views, click-through rates, social media shares, and comments to gauge audience engagement and interest.

Data Analysis: Regularly analyze the collected data to gain insights into the effectiveness of specific marketing channels, messages, and campaigns. Identify trends, patterns, and areas for improvement. Look for correlations between awareness, participation rates, and feedback to understand the impact of the marketing strategy.

Refinement and Optimization: Use the insights gained from data analysis to refine and optimize the marketing efforts. Adjust messaging, channels, or targeting strategies based on the data to maximize the impact of the campaign. Continuously test and experiment with different approaches to find the most effective methods for reaching and engaging the target audience.

Ongoing Evaluation: Establish a schedule for regular evaluation and review of the marketing strategy. Set milestones and checkpoints to assess progress and make necessary adjustments. Consider conducting periodic reviews with stakeholders to gather additional insights and perspectives.



Timeline

Month 1

- Finalize the design and development of the Rental Rights Program website.
- Begin optimizing the website for search engines and ensuring its responsiveness across different devices.
- Develop and publish engaging and informative content on the website, including program details, tenant rights, landlord obligations, and frequently asked questions.
- Conduct surveys to assess the community's current level of awareness and understanding of the Rental Rights Program.

Month 2

- Launch the new Rental Rights Program website, making it accessible to the public.
- Begin development of print material.
- Develop a timeline of community meetings and begin booking venues.
- Begin sending out monthly newsletters.

Month 3-4

- Print and distribute educational materials, including brochures, pamphlets, and flyers.
- Establish social media accounts (e.g., Facebook, Twitter, Instagram) dedicated to the Rental Rights Program.
- Develop a content calendar and create engaging posts to raise awareness, educate the community, and promote the benefits of the program.
- Forge partnerships and collaborations with property management companies, Landlord/Tenant associations, and community groups.

Timeline

Month 5-6

- Include program information and resources in GWP billings and new property owner welcome packets.
- Begin Monthly community workshops and seminars in specific neighborhoods, ensuring comprehensive coverage across Glendale.
- Launch targeted social media advertising campaigns to reach a broader audience.

Month 7-8

- Print and distribute educational materials, including brochures, pamphlets, and flyers.

Month 9-10

- Evaluate the effectiveness of the marketing strategies through data analysis, including website analytics, social media engagement metrics, and workshop attendance records.
- Gather feedback from program participants through surveys, focus groups, and interviews.
- Compile evaluation reports and identify areas for improvement.

Month 11

- Review the evaluation reports and make recommendations for optimizing the marketing plan.
- Refine marketing strategies based on the insights and feedback gathered.
- Prepare a summary report highlighting the achievements and impact of the marketing efforts.

Conclusion

This marketing plan provides a comprehensive framework to promote the Rental Rights Program in Glendale. By implementing the outlined strategies and initiatives, we aim to raise awareness, educate the public, and ensure that tenants and landlords are well-informed about their rights and responsibilities. With effective marketing and outreach, we can foster a fair and equitable rental market in Glendale.