

Attachment 4

Chula Vista Tenant Housing Education Plan

DRAFT V5 – September 14, 2022

Overview

The City of Chula Vista is compiling updated information and understanding of tenant and landlord experiences via stakeholder meetings and surveys. The data, collected in English and Spanish, is focused on single family home owners to gauge what they currently know about landlord/tenant rights/responsibilities. In addition, an education and engagement campaign will increase awareness and understanding of the pending housing provider and tenant ordinance.

Partner stakeholder groups and community leaders have been engaged to provide and receive timely updates and discuss ordinance framework and content over the past few months. City staff and an independent facilitator is providing follow up after each meeting to collaboratively discuss the latest version of the ordinance for review by key stakeholders and organizations.

The ordinance is expected to be presented to the Chula Vista City Council at the September 27 Council meeting.

Key Dates

- Stakeholder Meeting #1:** June 2, 2022
- Create Education Graphics:** July 5, 2022
- Survey Conducted:** July 6 – July 26, 2022
- Updated information on the website (English/Spanish):** July 12, 2022
- Publicizing Survey to the Public:** Starting July 15, 2022
- Mass Email #1 / Newsletters (25k subscribers):** July 15, 2022
- Stakeholder Meeting #2:** July 13, 2022
- Stakeholder Meeting #3:** August 22, 2022
- Presentation at Council:** September 13, 2022
- Create Summary / Fact Sheet (English/Spanish):** Finalize _____
- Mass Email #2 / Newsletters:** City Distribute _____
- Create Partner Toolkit:** _____
- Education Materials Development (video, more graphics, flyers, etc):** ____

City of Chula Vista
@thinkchulavista

We want to hear from you! Please take our survey here.
ow.ly/UiQM50JWpg8

¡Queremos escuchar de ti! Por favor responde a nuestra encuesta aquí. ow.ly/pvjz50JWpg9

Translate Tweet

Are you a renter in Chula Vista?
Or a landlord who rents property within the City?

¿Es usted un inquilino en Chula Vista?
¿O un propietario que alquila una propiedad en nuestra ciudad?

Take this survey to provide important information about tenant/landlord experiences.

Tome esta encuesta para proporcionar información importante sobre experiencias de inquilinos y propietarios.

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chulavistaca.gov/landlordtenant

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Partner Education and Outreach Resources

What are we currently doing to teach the public; planning to do to teach the public and can we collaborate with others to reach mutual goals?

PLATFORMS	AACE	CA Apartment Assn (Membership Based)	CSA San Diego	Legal Aid (Eng/Span)	PSAR	SDAR (Membership Based)	SCRHA
Educational material development and distribution	Info on legal providers, resources.	Fact Sheets based on jurisdiction. Industry insights.	Services in English, Spanish, Arabic. Approx 3,000 cases/year in entire city of San Diego. Fact Sheets – based on jurisdiction laws.	FAQ in both Spanish and English on eviction moratoriums and the rights and responsibilities of tenants/landlords. Website FAQ including re: Eviction Moratorium Handout – AB 1482 – Just Cause AB 2179 – COVID 19 Protections. Materials for refugee orgs – SD & El Cajon – Arabic, Somali, Farsi.	Approx 40-50 FAQs on landlord/tenant relationships on their website (federal to state to local refers to attorney, ADA issues, federal and state laws).	Information for owners and realtor agents. Request from court 3 of eviction Notify City when property to be sold Require eviction notice be provided to City.	Outreach to property owners and managers/management companies, both members and non-members via our emails newsletters, website, public relations, social media and magazine.
Contact Database		Vendor database for legal services.	Agency database of cases.			Mechanism for collecting data not in place right now.	
Trainings / Classes / Presentations / Events	Weekly Know Your Rights training - Created with Legal Aid Covers AB 1482 & AB 2179. Zoom meetings weekly. Had a few presentations in person about once a month in	Webinars.		Fair Housing70 Presentations FY 2022. County Section 8 Training. Outreach to landlords mostly done by email about County	Online streams for fair housing workshops. Three property manager trainings/year.		Can also share information at classes and major events, such as our Trade Show.

	both Spanish and English Starting in-person – once a month.			section 8 training and fair housing.	Training – Certified Property Manager. ADA issues - federal and state laws.		
Phone Support		Call # for landlords. Chat function.	Hotline with a free toll number.				
Social Media / Digital Platforms	HousingHelpSD.	Chat function (on website). Only has this resource for memberships.			Has a blog, social media accounts (most use facebook about 80% for the older demographic, average age is 55 years old, but Instagram is used for the younger demographic), youtube channel, texting, etc.	Push texting? PSAR – Blog; social media; member Facebook – 800; stream video, YouTube, texting, MLS 80% on FB – average age = 55 IG for younger demographic.	
Languages			Languages in English, Spanish, Arabic.	Materials for refugee orgs – SD & El Cajon – Arabic, Somali, Farsi.			
Legal referrals					Has on call lawyers to help people with counseling.		
Collaboration	SD Eviction Collaborative. Works with housinghelpSDmonth		Works with National Conflict Resolution Center: incorporate services to help		Collaborates with CSA San Diego to have regular fair housing workshops. Works with		Willing to host/co-host community/educational forums/webinars. We’ve done this with CSA in the past.

			<p>with mediation. Has mandatory mediations where the county subsidizes them, BUT still needs better advertising. Also community mediation NCRC (program helps reach resolutions without going to court and is especially helpful in low cost issues).</p>		<p>Monica Lopez at CSA San Diego.</p> <p>Works with conflict resolution (National Conflict Resolution Center incorp services) to help with mediation. Community mediation NCRC. Mandatory mediations where the county subsidizes them, BUT needs better advertising.</p>		
<p>Neighborhood Outreach</p>	<p>Door to Door – leave flyers.</p>		<p>Outreach coordinators re tenant/landlord issues to let both know their rights and responsibilities.</p> <p>Housing counselors do follow ups.</p>				

SUBJECT AREAS	AACE	CA Apartment Assn (Membership Based)	CSA San Diego	Legal Aid (Eng/Spain)	PSAR	SDAR (Membership Based)	SCRHA
Tenant Outreach	<p>Financial Resource: Utility, Rental, Chicano Federation Program Expiration Information.</p> <p>Help tenant self-assert Personal Testimony</p>			<p>Printed materials like brochures in English, Spanish, Vietnamese, Farsi are put in libraries or office.</p>		<p>Newsletters? Fair Housing How many times people call? Track by unique calls.</p>	<p>Ability to share tenant facing information with members who can then share with their residents. (i.e. information flyers that housing providers can post or put in community newsletter).</p>
Landlord Outreach	<p>“Don’t let this happen to me” outreach Don’t be the landlord who messes up.</p> <p>Get an attorney (landlord). Communicate potential costs for attorney. Or legal resources. Free consultation.</p>			<p>How to reach single home landlords? Printed materials – English, Spanish + Vietnamese, Farsi Libraries, digital copies.</p> <p>Tenants & Landlords – April Fair Housing.</p>		<p>Legal Aid Collect data – Notices; demographics – HH#; veteran; disability, gender; race/ethnicity; Address; contact; gender pronouns. Have you been harassed? How resolved? What was issue? What is currently happening Nature of complaint? Harassment? Discrimination Important to collect demographics What type of harassment?</p> <p>Tenant – have you ever contacted code enforcement?</p>	

						<p>Do you contact landlord re: issues? If not, why? Are you afraid of retaliation?</p>	
Property Managers					<p>Hosts 3 property managers training a year with certified property managers.</p>	<p>How was eviction notice served?</p> <p>Track rental increase.</p> <p>Have you had your rent increased? Landlord provide written notice? Do you know how much time to provide notice? How long in CV? Have you been asked to move out?</p> <p>Complexes – code violations? Open cases? Reason for remodel?</p>	



Are you a renter in Chula Vista?
Or a landlord who
rents property within the City?



Take this survey to provide important information
about tenant landlord experiences.

[CLICK HERE](#)

Your Input is Requested by July 17



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¿O un propietario que alquila una
propiedad en nuestra ciudad?



Toma esta encuesta para proporcionar información
importante experiencias de inquilinos y propietarios.

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Se solicita to opinión antes del 17 de julio



www.chulavistaca.gov/landlordtenant