

## Appendix J

### Tenant Outreach and Education Full Program Guidelines

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## Article I. General Overview

### Section A. Introduction and Context

The November 2022 Citizens Ballot Measure ULA, which established the Los Angeles Program to Prevent Homelessness and Fund Affordable Housing (“House LA”), was written by affordable housing practitioners and successfully secured the support of 58% of voting Angelinos. The measure establishes robust funding to implement an array of homelessness prevention, tenant protection, housing preservation and housing production strategies. Anticipating that House LA’s transfer tax mechanism will create ample resources, the authors have directed a percentage of the annual tax revenue to Tenant Outreach and Education as one of many proactive strategies to prevent homelessness.

The guidelines prepared by the United to House LA Coalition and presented below are designed specifically for Tenant Outreach and Education services as provided by Stay Housed LA, plus any future outreach and education programs as determined by the Citizen Oversight Commission in consultation with community organizations, any reference to Stay Housed LA throughout this document is with this understanding.

Approximately 20,000 eviction cases are filed each year in the City of Los Angeles, where 889,000 renters live. Over 50% of tenants are rent burdened, and 25% are severely rent burdened. Providing residents with access to education and outreach will help mitigate and reduce the serious threats to the public health, safety and general welfare of residents in Los Angeles caused by the displacement and eviction of thousands of Angelinos.

Evictions create significant costs for local and state governments related to shelter funding, education funding, health care provided in hospitals instead of community-based providers, transportation costs for homeless youth, and foster care, the policing and incarceration of homeless people.

Furthermore, Black and Latinx tenants have been disproportionately impacted by COVID-19 itself, which has caused a cascade effect on incomes and the subsequent ability to pay rent, as shown in the Census Household Pulse Survey data. Providing a right to counsel to tenants in eviction cases is a proven means of preventing the disruptive displacement of families and the resulting social, economic, and public health costs of such displacement.

To address this array of concerns, House LA will allocate a projected \$16 million of annual funding to support tenant outreach and education. This Outreach and Education Program, based on the measure’s language and these guidelines, include the following elements (each of which is expounded on in the following sections of these guidelines).

- Meaningful Tenant Engagement: Acknowledging that true homelessness prevention is not only Outreach or Public Awareness or Education but includes Tenant Navigation and more. This includes but is not limited to collaboration and cooperation with wrap-around services, local resources and community groups, and other programmatic aspects of House LA as determined by subcontractors.

- Accurate Messaging: To the best of ability all parties involved will prioritize delivering accurate messaging regarding capacity, program updates etc to the public especially the target audience of this program tenant.
- Flexibility: Keeping homelessness prevention as the key goal, eviction prevention viatenant outreach and education will remain flexible in order to structure a program that can provide tenants with reliable information and support in a constantly shifting policy environment, with methods determined by subcontractors.
- Tenant Empowerment: The key focus of the program is to educate tenants of their rights in a confusing landscape and encourage them to assert their rights provided by law. When tenants feel safe and secure to assert their rights, this will translate to stronger communities as neighbors share information and resources with each other, ultimately building community knowledge and awareness of where to seek support. This can range from a call to LAHD to file a code violation complaint to understanding the court process and how to answer Unlawful Detainers to joining a community workshop on writing a letter to request repairs.

### **Section B. Purpose and Scope Overview**

The purpose of these Program Guidelines is to implement the section of House LA, which supports Eviction Prevention via Tenant Outreach and Education conducted by Stay Housed LA, plus any future outreach and education programs as determined by the Citizen Oversight Commission in consultation with community organizations. This includes but is not limited to collaboration and cooperation with wrap-around services, connection and referrals to local resources and community groups, and other programmatic aspects of House LA. Eviction Prevention is the focus and priority for outreach and education, unless determined by Oversight Committee and Subcontractors as guided by values in sections 1 & 2.

House LA funding will support the following work:

1. Eviction Prevention via Stay Housed L.A.
  - a. Public Awareness
  - b. Outreach
  - c. Education
  - d. Public Events
  - e. Tenant Navigation
2. Tenant Outreach and Education on other relevant topics as needed, included but not limited to:
  - a. Harassment
  - b. Habitability and Code Enforcement
  - c. Section 8 Housing
  - d. Informal Housing

## **Section C. Commitment to Meaningful Tenant Engagement**

House LA's goals include:

- Educate tenants about their rights to prevent displacement and eviction
- Empower tenants to assert their rights through providing an array of services including brief to comprehensive tenant navigation, in which a tenant continues to receive sustained support to address their immediate issue.
- Prevent and reduce homelessness by connecting residents to resources such as rental assistance, wrap-around services, supportive services.
- Maintain and preserve the current affordable housing stock, by informing tenants of their rights, how to seek repairs, file complaints with the City and address code violations, and more.

In alignment with this purpose, the Outreach and Education program seeks to preserve not only housing and the existing stock, but intergenerational family and community ties in the City via proactive homelessness and eviction prevention. This will be achieved by:

Offering services which are actively:

- Accessible: ADA compliant and language justice informed.
- Attune: to the needs and realities of different historically marginalized communities (such as but not limited to: disability, anti-black racism, homophobia, transphobia, sexism, lack of language access and other tenant experiences which affect the vulnerability of a tenants history and situation.) Implementation of service shall consider how the above may merit a shift in curriculum or delivery of service.
- Culturally relevant: Able to provide activities, communication, and follow-up in the appropriate manner in relation to the local area and the audience being served.
- Language Justice: Use language justice as a guiding principle to provide interpretation, translation and other agreed upon language justice accommodations to those whose primary language is not English.

Using curriculum which is strengthened by expertise in:

- Adult education
- Tenant rights
- Popular education
- Visual learning strategies

Staffing teams which are 51% comprised of staff which fall into at least one or more of the following categories:

- (1) Resident of local area being served and have a current zip code in the area;
- (2) Generational connection; while staff many not have a current zip code of the area being served and not a long term resident they will have generational connection to area being served

(some indications of generational connect are: born in the area, raised in the area, or have immediate family that lives or lived in the area etc);

- (3) Black, Indigenous or otherwise representative of the current diaspora represented in the area being served;
- (4) Is a tenant themselves of the local area being served and has experience learning their rights and responsibilities as a tenant and sharing that knowledge with others;

*\*Example: a staff of 3 in a community based organization would have at least 1-2 staff which fall into one of the above areas.*

## Article II. Program Requirements and Procedures

### Section A. Summary

In order to contribute to meeting House LA's overarching program goals, and in accordance with House LA's requirements for the Tenant Outreach and Education Program summarized above, the following is provided:

### Section B. Scope of Services

Stay Housed LA provides a number of eviction prevention services including but not limited to the following:

1. Public Awareness
2. Outreach
3. Education
4. Public Events
5. Tenant Navigation

**1. Public Awareness:** A portion of this program will be Public Awareness. The Subcontractor shall conduct a citywide multilingual public awareness campaign to educate residential tenants about their rights and responsibilities under the laws of the City of Los Angeles, the County of Los Angeles, the State of California, and the Federal government. Contractor shall also educate tenants on the resources and services available to them. The public awareness campaign is intended to be broadly accessible to all tenants and communities in the City of Los Angeles, regardless of immigration status, technical literacy, language skills, and/or access to the digital hardware necessary to access online information. The public awareness campaign will support both in person and virtual Know-Your-Rights (KYR) education as well as tenant outreach efforts outlined below.

The Outreach and Education Program shall subcontract with strategic communications experts to complete all aspects of the public awareness campaign, including but not limited to:

#### Advertising

1. Digital advertisements
  - a. Subcontractors shall utilize digital advertisements on major social media platforms to educate tenants on their rights and the services available to them through this program. This can include: Determining advertisement placement, developing advertisement, facilitating advertising purchasing, assess reach of advertising placements, and adapt digital marketing implementation every week.
  - b. The Subcontractor shall work with designated partners such as community based organizations to develop a coordinated strategy for targeting digital advertisements.
2. Print advertisements shall be produced with input and approval by designated partners. The Subcontractor shall determine the appropriate asset, language, and placement for each community with designated partners. Print advertisements may include fliers, postcards, mailers, banners, or other appropriate assets.
3. Earned Media: The Subcontractor shall develop and execute a media engagement plan. The plan shall

include a calendar for earned media, which will be updated on an ongoing basis as news hooks present themselves. Earned media outreach shall include pitching media placements about tenant protections and services provided by the program at major print, television, and radio outlets, housing specific publications, hyperlocal media, and non-English outlets.

### Website and Graphic Design

4. Website: The Subcontractor shall develop and manage a multilingual, ADA accessible website that centralizes information on tenant rights and resources pertinent to tenants across the City of Los Angeles. The website shall include, but not be limited to the following information:
  - a. Executive orders and emergency protections enacted by the City of Los Angeles
  - b. Information on LA City's Rent Stabilization Ordinance (RSO), resources offered by the Los Angeles Housing Department (LAHD), and other relevant tenant rights information for LA City tenants. Relevant County, State, and Federal tenant protections shall also be made available.
  - c. Archive of digital materials and resources, such as fact-sheets, letter/notice templates, FAQs, and other materials as necessary.
  - d. Contact information and links for the Contractor and consortium of partners, LAHD programs, including programs under the Rent Stabilization Ordinance (RSO), and Family Source Centers (FSCs).
  - e. Links to key City and County departments that offer wrap-around and supportive services, as provided by LAHD.
5. Graphic Design: The Subcontractor shall use a graphic designer to produce at least six different visual assets for use on the program website, advertisements, and other collateral. The Subcontractor shall ensure a consistent visual identity with the existing Stay Housed LA brand. The Subcontractor may share with the City for feedback purposes to ensure the public awareness campaign's materials, literature, website, and general messaging.

### Communication Strategy

- a. The Subcontractor shall use strategic communication consultants to manage and implement the Public Awareness Campaign, which includes:
  - b. Coordinate with the Subcontractor and consortium of partners to implement the Public Awareness Campaign.
  - c. Coordinate with the digital advertiser, website developer, and graphic designer to implement the campaign.
  - d. Ensure campaign messaging, website, and literature conform to Stay Housed LA's brand.
  - e. Ensure all public awareness materials are ADA accessible and information is provided in multiple languages.

**2. Outreach:** The Subcontractor shall deliver culturally competent, multilingual, ADA accessible, tenant outreach activities citywide as well as in high-need areas in the City to inform and educate tenants on their rights and services related to this program. Outreach activities include but are not limited to:

- Phone and text banking
- Canvassing
- Flier distribution to major essential businesses, grocery stores, hardware stores, pharmacies,

- medical facilities, foodbanks, and locations where homeless services are provided.
- Mail fliers or postcards to low-income households in targeted buildings or blocks.
- Door to door outreach to low-income households in targeted buildings or blocks or at high risk of displacement

Subcontractors may modify the type of outreach conducted as public health guidance changes due to COVID-19. Outreach may result in the submission of any applicable complaints related to the City's Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

The Subcontractor shall work with LAHD to identify specific high-need neighborhoods and populations for targeted outreach and education.

- Subcontractor shall refer tenants to EDP legal service providers via the Stay Housed website to receive emergency rental assistance (when available), pre-eviction services, legal representation/consultation or any other legally related issue.
- Outreach staff shall refer residents to wrap around services if the tenant is interested in or needs additional rental assistance or services to ensure housing stability.
- Outreach staff shall refer tenants to other resources applicable to the tenant needs especially using the local expertise of the community based organization.
- Outreach staff will be trained in conducting ADA accessible outreach, including phone and text banking.

**3. Education:** The Subcontractor shall deliver culturally competent, multilingual, ADA accessible, tenant education activities citywide as well as in high-need areas in the City to educate tenants on rights and services tenants have access to in the City of LA. Outreach activities include but are not limited to:

- Workshops: hosting workshops in a range of Know Your Rights topics
- Building Workshops: hosting workshops at the building or residential property tenants live in and cover a range of Know Your Rights topics
- Clinics: Events hosted by a community based organization where participants can have an individual conversation with a qualifying legal service provider.
- Other education events: as deemed appropriate and useful in homelessness and eviction prevention.
  - These events shall be delivered virtually, hybrid or in-person as it is deemed most effective for the targeted audience and the health and safety concerns of the time.
  - Virtual education events may be delivered on social media. Workshops shall be conducted in multiple languages and ADA accessible as necessary. Attendees shall receive up-to-date information on tenant rights and services available through Stay Housed LA and other organizations funded by House LA.



Workshops, clinics, and other events can include any or all of the following activities:

- Conduct outreach to prospective tenant attendees
- Follow-up with tenants who have RSVP'd to confirm participation
- Coordinate logistics
- Provide interpretation, translation, and/or accessibility accommodations as needed
- Prepare materials
- Facilitate the educational event
- Collect attendance
- Conduct surveys (as appropriate)
- Educational activities may result in the submission of any applicable complaints related to the City's Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

**4. Public Events:** To host a public event the supporting program staff and lead CBOs will:

- Conduct outreach to prospective tenant attendees
- Follow-up with tenants who have RSVP'd to confirm participation
- Coordinate logistics
- Provide interpretation, translation, and/or accessibility accommodations as needed
- Prepare materials
- Collaborate with City or community co-hosting organization
- Facilitate the educational event
- Collect attendance
- Conduct surveys (as appropriate)
- Educational activities may result in the submission of any applicable complaints related to the City's Rent Stabilization Ordinance (RSO) housing, Code Enforcement, harassment, and/or fair housing issues or referrals to the FSCs. Complaint resolution procedures are to be followed in accordance with the entity that receives the referral.

**And**

- Provide Childcare
- Provide water and snacks for tenants
- Provide food and breaks for staff
- Distribute printed materials to neighboring residential units
- If needed, coordinate with legal service providers via Stay Housed LA to host a legal clinic
- Coordinate other resources and information from city departments as needed
- Administrative support as needed for events such as capacity for receptionists to be dedicated to enrolling participants in the event once advertisement has launched.
- Other agreed upon resources and capacities needed

**5. Tenant Navigation:** Subcontractors will dedicate time to help tenants navigate a complex and oftentimes confusing housing rights and legal system. As tenants learn their rights and are referred to resources, it is imperative there is consistent follow up and support provided by CBO staff. This can include but is not limited to:

- Providing basic tenant education and information, via email, phone, text, video chat and in-person, to prevent homelessness and ensure tenants stay in their homes.
- Answering tenant questions regarding their housing situation via email, phone, text, video chat, and in-person. Assisting tenants with completing online intake forms and/or enroll in workshops.
- Reminding tenants to submit necessary paperwork to their landlords and/or their assigned attorney.
- Helping tenants connect with their assigned attorney to receive legal guidance and representation.
- Providing other types of support to tenants and referrals, on an as-needed basis, as they work through their housing crisis.

### **Section C. Eligible Participants**

House LA Program establishes the Outreach and Education program via Stay Housed LA and agreed upon subcontractors to prevent homelessness in Los Angeles.

Tenants: Eviction Prevention services as provided by Outreach and Education under House LA prioritize the tenant and prevent evictions for tenants in Los Angeles. Outreach and Education does not prioritize landlords or master tenants with these services.

Subcontractors: Subcontractors for Stay Housed LA eviction prevention are chosen by the existing Stay Housed LA Steering Committee and approved by the Citizen Oversight Committee.

### **Section E. Budget**

The total projected annual budget for the House LA Outreach and Education Program is \$16 million. The full budget is tentatively allocated toward subcontractors providing services outlined in scope of work above. Total contract amount may vary according to the number of contracts awarded and work stipulated. LAHD must have a strong commitment to fully recognizing the inherent value of the work provided. LAHD must work to fairly compensate subcontractors at competitive rates and factor in inflation, costs of living increases, etc over the next decade in order to retain staff.

### **Section F. Data Collection & Reporting**

Subcontractor shall collect program metrics and participant data. Subcontractor shall be responsible for continuously tracking and reporting the following data on a monthly basis:

- Number of virtual workshops, webinars, clinics, or other engagement events;



- Number of tenants reached through online public awareness, outreach, digital ads, and educational platforms;
- Monthly narrative reports with overviews of communications, outreach and education activities
- Subcontractor shall also regularly collect and report on pertinent qualitative data, including oral histories, to highlight program participant and Service provider success stories.

### **Section E. Evaluation**

At the end of the contract, an evaluation will be conducted on the Outreach and Education program.

## **Article III. Collaboration and Cooperation**

### **Section A. Overview**

The purpose of the Tenant Outreach and Education Program is to prevent homelessness via tenants made aware of resources, educated on their rights, and how to apply use of resources and rights. Tenants are then guided through the process of navigating services, moving through an eviction court case, and many other tenant vulnerabilities that would otherwise lead to homelessness. This program is unique from eviction prevention programs across the country because of the local expertise that is incorporated into tenant services via Outreach and Education. This local expertise is then supplemented by collaboration with Legal Service Providers and other agreed upon Subcontractors. Here are guidelines for cooperation and collaboration:

### **Section B. Community Based Involvement**

Local expertise shall be leveraged for the tenants benefit via execution of Outreach and Education services by Community Based organizations or other agreed upon local entities which hold deep ties across time and area of the geographic location being served.

### **Section C. Legal Service Providers (LSP)**

The main collaboration with Outreach and Education will be with the Legal Service Providers, where together tenant needs are first met.

### **Section D. Rental Assistance**

Outreach and Education shall collaborate with the House LA's rental assistance program to support vulnerable tenants who qualify for rental assistance. This collaboration will include referring tenants to the rental assistance program.

### **Section E. Wrap-Around Services**

Provide services to individual tenants as deemed necessary.

### **Section F. Other agreed upon subcontractors**

Outreach and Education shall collaborate with other agreed upon subcontractors to deliver services relevant to tenant rights and the enforcement of such rights.