



City of Seattle DPD Rental Registration and Inspection Ordinance

Stakeholder Meeting
June 20, 2013

SMT Room 4080



June 20 Meeting Agenda

1. Welcome, Updates & Goals 2:00-2:15p
2. Discussion topics: 2:15-3:35p
 - Outreach objectives & strategies
 - Outreach activities
 - Summary approach/timeline
 - Discussion questions
 - Draft key messages
 - Revised outreach budget
3. Public Q&A 3:35-3:50p
4. Wrap-up & Next Steps 3:50-4:00p



June 20 Meeting Goals

1. Walk through our current plan for Outreach
2. Get your input and feedback



Outreach Objectives & Strategies

Overall Outreach Objectives:

- Owner compliance with the program – registration, standards, etc.
- Tenant awareness of their rights, responsibilities, and role in the program
- Broad awareness of the role of RRIO in supporting safe healthy housing in Seattle

Focus strategies during startup 2013-2014

- Lay the groundwork with community groups, etc.
- Target larger properties for registration (~4,000)
- Tenant awareness of their rights, responsibilities, and role in the program
- Capitalize on program launch for broad awareness

Focus strategies during startup 2015 – 2016

- Target smaller properties for registration (~60,000+)
- Tenant awareness of their rights, responsibilities, and role in the program
- Sustain broad awareness
- Learn and adapt
- Build a diverse pool of private inspectors



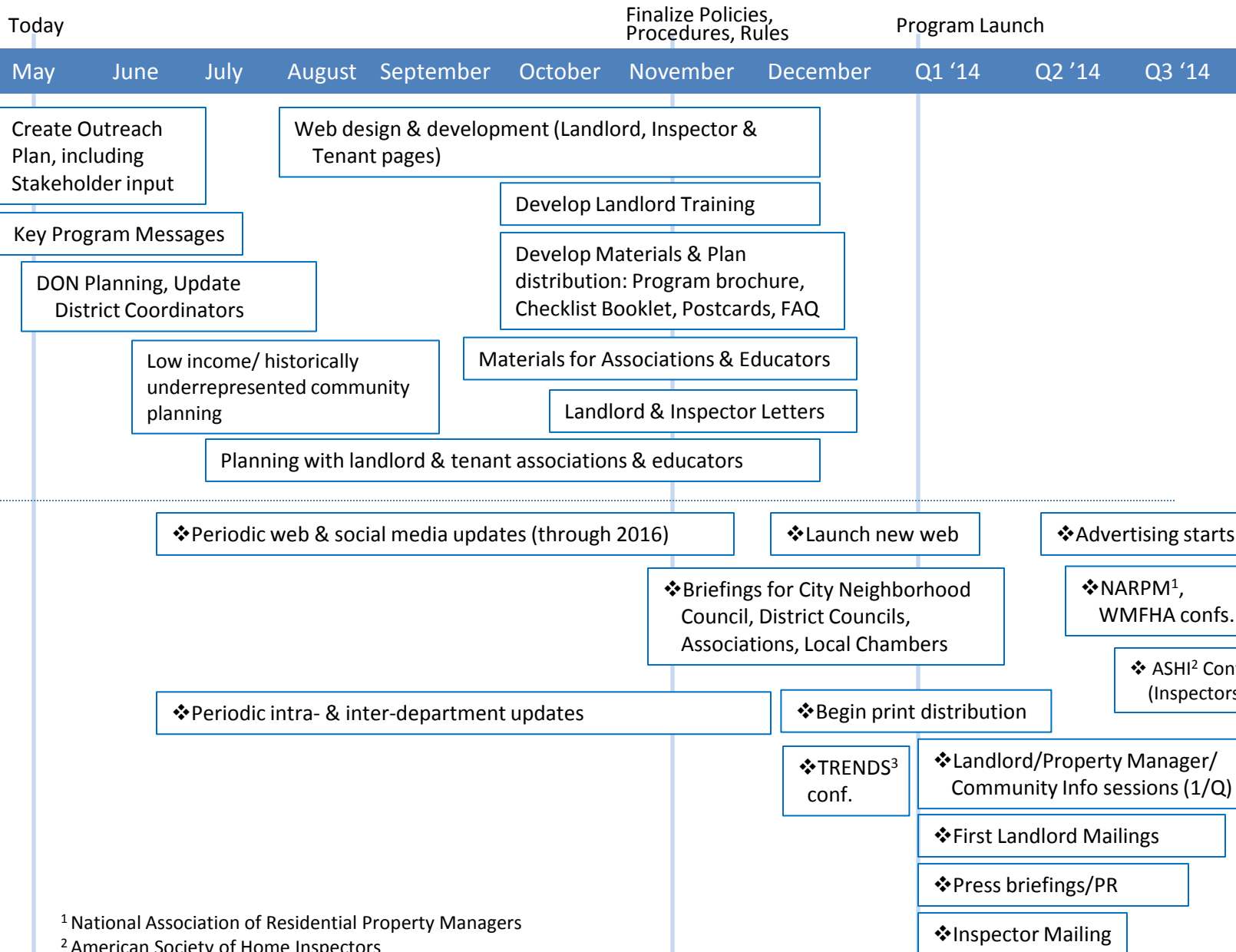
Outreach Activities

In addition to landlord mailings, these are the core outreach activities for 2013-2016.

All Audiences		
<ul style="list-style-type: none"> • Develop key messages • Print materials: program brochure, Checklist booklet, postcard leave-behind <ul style="list-style-type: none"> - Distribute via libraries, community service centers, associations & community groups • Engage through social media, community events 	<ul style="list-style-type: none"> • Public relations/media outreach pre, during and post-launch <ul style="list-style-type: none"> - Includes major media, community & ethnic media, and blogs • Work with associations and community groups, e.g. workshops, newsletter articles, conferences 	<ul style="list-style-type: none"> • Ensure housing related organizations, city departments, and community groups have appropriate RRIO information to share (see list in Appendix) • Leverage Dept. of Neighborhoods activity • Advertising • Post-launch surveys
Landlords <ul style="list-style-type: none"> • Landlord-focused web pages • RRIO education & training sessions • Landlord associations, e.g.: <ul style="list-style-type: none"> - WMFHA, RHA, Dept. of Housing, Common Ground, WA Landlord Association, real estate & property management groups 	Tenants <ul style="list-style-type: none"> • Tenant-focused web pages • Tenant associations & community groups, e.g.: <ul style="list-style-type: none"> - Dept. of Housing, Office of Civil Rights, Tenant's Union, Solid Ground, University Student Housing Office, Seattle Neighborhood Group, Public Outreach & Engagement Liaisons (POELs) 	Inspectors <ul style="list-style-type: none"> • Inspector-focused web pages • Direct mail and association work to recruit inspectors



Summary Plan & Approach, 2013-2014



¹ National Association of Residential Property Managers

² American Society of Home Inspectors

³ NW Rental Housing Management conference



Summary Plan & Approach, Q4 2014-2016

Implementation Milestones

	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Landlord Mailings (by property geographic area)	❖	❖	❖	❖	❖	❖	❖	❖	
❖ Advertising (as needed; bus, print, online, other)									
❖ Media Relations/PR/Web & Social Updates (Opportunistic) – press releases, articles, op-eds, blogs, etc.									
❖ Media Relations/PR to Local & Ethnic Media (lined up with Registration deadlines)									
❖ Periodic intra- & inter-department updates									
❖ Inspector Mailing, as needed									
❖ Inspector Mailing, as needed									
Neighborhood information sessions (lined up with registration deadlines, leveraging existing events)	❖	❖	❖	❖	❖	❖	❖	❖	
Landlord/Property Manager Info sessions (once per quarter)	❖	❖	❖	❖	❖	❖	❖	❖	
Program Materials distribution	❖	❖	❖	❖	❖	❖	❖	❖	
❖ Program Surveys							❖		❖
❖ Landlord, Tenant & Inspector Association & Educator work, ongoing as needed									
Conferences:			❖ NARPM,	❖ ASHI WW	❖ TRENDS 2015		❖ NARPM,	❖ ASHI WW	❖ TRENDS 2016
❖ TRENDS 2014			WMFHA				WMFHA		



RSJ in Outreach

- Outreach is a key component of meeting Race and Social Justice goals
- Elements of the outreach plan that directly support RSJ:
 - Outreach to community groups, including groups who represent communities of color and low-income people
 - Translation of materials (13 languages)
 - Advertising in community & ethnic newspapers
 - Working with Department of Neighborhoods and POELs
 - Post-launch survey, including requesting demographic information



2013-2016 Revised Budget*

• Advertising & other services	\$285K
• Program materials, including translation	\$67K
• Post-launch surveys	\$150K
• Staff time	\$170k
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TOTAL	\$672K



*Not including direct mail to landlords.



Discussion Questions

- What specific activities could community groups do to support outreach objectives?
- Are there important outreach activities that we should add?
- Which activities do you believe will be most effective at driving registration and program awareness?



RRIO Key Messages -- Draft

We will soon begin meeting with various groups. We want your feedback on how we talk about the RRIO program.

RRIO Program Purpose:

- Ensure that all rental housing in Seattle meets key health and safety standards

Our current system is not enough

- The complaint-based system only captures a fraction of substandard rentals
- American Housing Survey 2010 (US Census, Seattle area): 10% rental housing has “moderate to severe physical problems”

The new program

- Designed in consultation with landlord, tenant and community stakeholders
- Focuses efforts on identifying and fixing key health and safety problems
- Simple to use system that keeps costs low

Program benefits:

- Improves the quality of rental housing in Seattle
- Educates landlords and tenants about City housing codes and their responsibilities
- Ensures that all rental properties play by the same rules
- Lets the city know who is accountable when there is a problem or emergency with a rental
- Preserves neighborhoods and quality of life



PUBLIC Q&A

Please keep questions to 2-3 minutes per person



Wrap-up/Next Steps

Next Steps:

- Refine outreach plan and get started

Next meeting:

- No meetings planned for July

How today went: +/ ▲

- What did you like?
- What should we do differently?



APPENDIX

- List of City Departments and Community Organizations for Outreach



City Depts., Organizations & Community Groups

Other Organizations, City Departments and Community Groups for Outreach

- Office of Civil Rights
- Office of Immigrant Affairs
- Human Services
- Mayor's Office for Senior Citizens
- Customer Service Bureau
- 211 Community Information Line
- Seattle Police Dept Community Police Team
- Washington State Bar (WSBA)
- King County Bar Association (KCBA)
- Chambers of Commerce
- Multi-Family Collaboration Group run by Seattle City Light
- Schools
- Religious organizations (churches, temples, mosques, etc.)
- Other associations, e.g. Casa Latina, Women's Refugees, etc.

