

## RENTAL LICENSE PROGRAM

### Recommendations on Communication Practices To Follow / Draft February 10, 2020

*Council members and city staff will listen to community members and gather feedback at the public meeting, then make revisions as needed. The following ideas come from research and conversations with local people and communities who have already have a program.*

#### For All Property Owners

- **City will host an annual property owners meeting.** This is good practice for city staff, Council members, and property owners to meet together at least annually to discuss issues and build relationships.
- **Letter will go out every year to owners.** This will remind owners of the license fee deadline and update owners on the timeline for their next inspection. This keeps communication open and everyone clear on the schedule.
- **Materials will be clear and consistently updated on the city website.**
- **City staff will be available for one-on-one conversations and communication when desired.**

#### For All Renters

- **Letters to renters will be sent with details about the program. This will include information (in English and Spanish) on renters' rights and responsibilities.** Other languages will be provided if needed. Letter will also share how people can get the larger Rights and Responsibilities handbook online or as a hard copy.
- **Information will be available on website, social media, newspaper, Channel 6, flyers, and the city's online newsletter, City Beat.** Flyers will be provided at places like laundromats, markets, public health department, and local agencies. Material will be hard-copy and in video format.
- **Rights and responsibilities handbook would be provided online and as hard copies in various locations, including partner agencies throughout town.**

#### For Non-English Speakers

- **Produce a Spanish-language video** that could be shown immediately to Spanish-speaking renters when inspector enters (if a Spanish-speaking tenant is in attendance).
- Make short handout in Spanish to give to tenant at inspection; it will include details about renter rights and responsibilities.**
- Create flyer** to put up in Hispanic markets, county health department, churches, etc. **All materials will communicate that inspectors are not looking for personal information**, including papers of documentation, background, information about children, etc.