

Interim Rent Control Program Communications Summary (as of 6/2/20)

Dedicated landing page at <http://culvercity.org/rent> and related FAQs page, launched Feb. 1:

- **Landing page - total stats**
 - 7,059 pageviews
 - 4:05 average time on page (sitewide avg is 1:19)
 - Traffic mostly coming from: Google/Bing/Yahoo search, Google Display Network Ad, "Direct" (bookmark, typing into address bar, etc), Facebook, GovDelivery emails
- **FAQs page - total stats**
 - 623 pageviews
 - 3:22 average time on page (sitewide avg is 1:19)
 - Traffic mostly coming from: Google/Bing/Yahoo search, Google Display Network Ad, "Direct" (bookmark, typing into address bar, etc), GovDelivery emails

Animated video launched Feb. 25:

- <https://www.youtube.com/watch?v=oXWmVGJB95A>
 - 305 views
 - Average view length of 51 seconds (or 85% of the video)
- <https://www.facebook.com/CityOfCulverCity/videos/2541600072796171>
 - 95,368 views of at least 3 seconds
 - 1,673 full video (60 seconds) views
- **"Boosted" Video ad on Facebook:**
 - 51,285 "ThruPlays" (at least 15 seconds viewed)
 - 221,958 Impressions (# of times video was shown)
 - 2,401 Clicks on the video (includes link to webpage, Facebook Page name, Reactions/Comments/Shares, etc)

At least 2 social media posts each week since late 2019 on Facebook, Instagram and Twitter.

Social media advertisements:

- **Facebook/Instagram Boosted Post #1 about Eviction Moratorium - ended April 30**
 - Reach: 15,816
 - Post Engagements (clicks, reactions, comments, shares, etc): 1,035
 - Link Clicks: 280
 - Shares: 65
- **Facebook/Instagram Boosted Post #2 about Landlord Registration - ending May 31**
 - Reach (# of unique people who saw the Boosted Post): 55,713
 - Impressions (# of times Boosted Post was shown to people): 225,361
 - Post Engagements (clicks, reactions, comments, shares, etc): 1,899
 - Link Clicks: 1,123
 - Shares: 63
- **Facebook/Instagram Boosted Post #3 about Special Council Meeting - ending June 11**
 - Reach: 5,040

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- Impressions: 9,731
- Post Engagements (clicks, reactions, comments, shares, etc): 137
- Link Clicks: 221
- Shares: 5
- **Twitter Promoted Tweet about Special Council Meeting - ending June 11**
 - Impressions: 39,179
 - Engagements: 568
 - Clicks (links, hashtags, profile name, etc): 459
 - Retweets (shares): 18

Google Display Network advertisement - general push to culvercity.org/rent ending May 31:

- Impressions: 617,523
- Clicks: 1,602

Newspaper Ads:

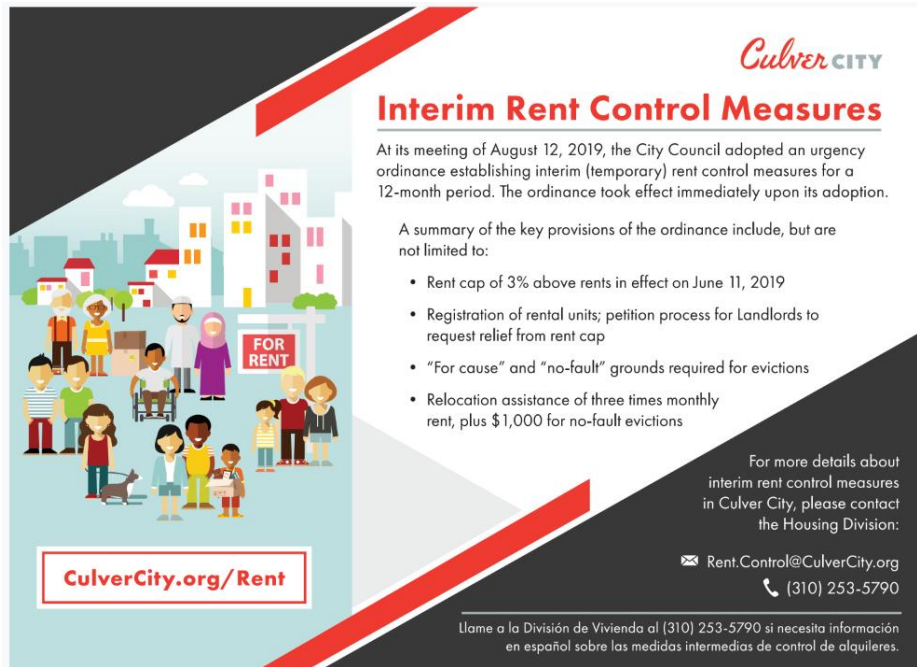
- Four half-page color ads in Culver City News: April 2, April 16, April 30 and June 4.
- Ad 1, Ad 2, Ad 3, and Ad 4 are shown below.

Mailers:

- **Mailer #1: Folded, full-color, double-sided 8.5x11" mailed week of April 6**
 - Sent to: all Culver City mailboxes (25,000+)
- **Mailer #2: Tri-fold, full-color, double-sided 8.5x11" mailed week of April 13**
 - Sent to: Landlords as an Insert in a letter from HdL Companies
- **Mailer #3: Postcard, full-color mailed week of June 1**
 - Sent to: all Culver City mailboxes + landlords (First Class to 3,500+)
- Copies of each mailer are shown below.

Interim Rent Control Program Communications Summary (as of 6/2/20)

Newspaper Ad 1



Culver CITY

Interim Rent Control Measures

At its meeting of August 12, 2019, the City Council adopted an urgency ordinance establishing interim (temporary) rent control measures for a 12-month period. The ordinance took effect immediately upon its adoption.

A summary of the key provisions of the ordinance include, but are not limited to:

- Rent cap of 3% above rents in effect on June 11, 2019
- Registration of rental units; petition process for Landlords to request relief from rent cap
- "For cause" and "no-fault" grounds required for evictions
- Relocation assistance of three times monthly rent, plus \$1,000 for no-fault evictions

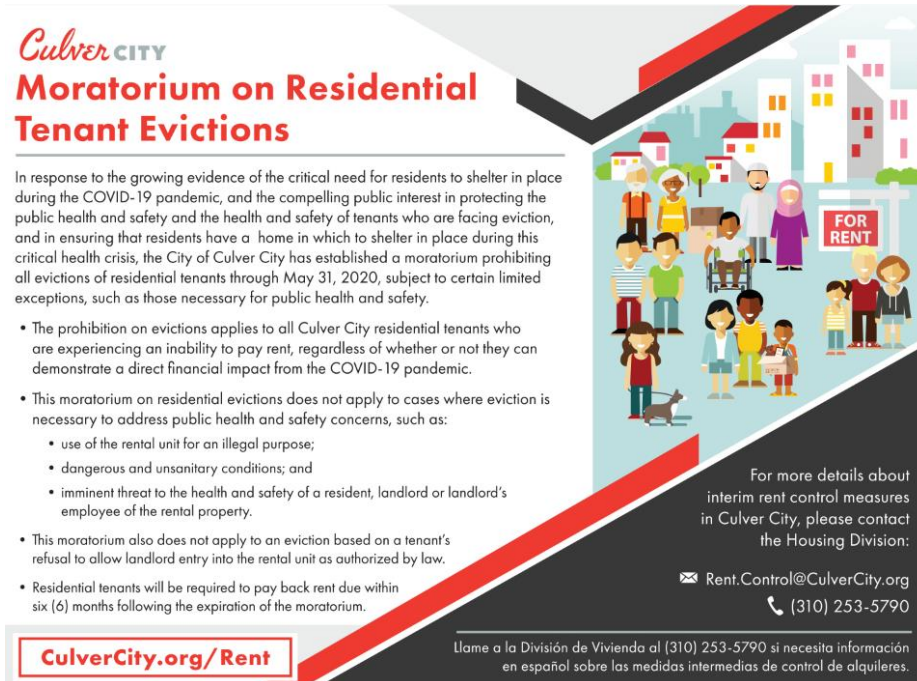
For more details about interim rent control measures in Culver City, please contact the Housing Division:

✉ Rent.Control@CulverCity.org
☎ (310) 253-5790

CulverCity.org/Rent

Llame a la División de Vivienda al (310) 253-5790 si necesita información en español sobre las medidas intermedias de control de alquileres.

Newspaper Ad 2



Culver CITY

Moratorium on Residential Tenant Evictions

In response to the growing evidence of the critical need for residents to shelter in place during the COVID-19 pandemic, and the compelling public interest in protecting the public health and safety and the health and safety of tenants who are facing eviction, and in ensuring that residents have a home in which to shelter in place during this critical health crisis, the City of Culver City has established a moratorium prohibiting all evictions of residential tenants through May 31, 2020, subject to certain limited exceptions, such as those necessary for public health and safety.

- The prohibition on evictions applies to all Culver City residential tenants who are experiencing an inability to pay rent, regardless of whether or not they can demonstrate a direct financial impact from the COVID-19 pandemic.
- This moratorium on residential evictions does not apply to cases where eviction is necessary to address public health and safety concerns, such as:
 - use of the rental unit for an illegal purpose;
 - dangerous and unsanitary conditions; and
 - imminent threat to the health and safety of a resident, landlord or landlord's employee of the rental property.
- This moratorium also does not apply to an eviction based on a tenant's refusal to allow landlord entry into the rental unit as authorized by law.
- Residential tenants will be required to pay back rent due within six (6) months following the expiration of the moratorium.

For more details about interim rent control measures in Culver City, please contact the Housing Division:

✉ Rent.Control@CulverCity.org
☎ (310) 253-5790

CulverCity.org/Rent

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Interim Rent Control Program Communications Summary (as of 6/2/20)

Newspaper Ad 3

Culver CITY

City of Culver City's Landlord Registration Application

The interim rent control measures passed on August 12, 2019 require all landlords to register their residential rental units with the City by **May 31, 2020**.

Every landlord of a residential rental unit in Culver City must obtain a Rent Registration certificate. This does not include buildings used only for commercial purposes, but does apply to joint living and working quarters.

 Fill out the Landlord Registration online at CulverCity.org/Rent.

Call (310) 594-7847 for assistance with the online application process.

Contact the Housing Division for additional questions:
✉ Rent.Control@CulverCity.org
☎ (310) 253-5790

Llame a la División de Vivienda al (310) 253-5790 si necesita información en español sobre las medidas intermedias de control de alquileres.

Newspaper Ad 4

Culver CITY

Permanent Rent Control Measures Discussion

June 11, 7 PM 

In August 2019, Culver City implemented interim rent control measures for a 12-month period. The City is studying whether to enact a permanent rent control program and what measures should be included. The City Council will discuss future action during a Special Virtual Public Meeting on **Thursday, June 11 at 7 PM**.

If you want to submit comments or share suggestions about permanent rent control regulations in Culver City, follow the directions on CulverCity.org/Agendas. You may:

- 1 Speak during the live meeting on Webex.
- 2 Email written comments to Rent.Control@CulverCity.org.
- 3 Use the eComment feature to add your comment to the agenda.

For more details about interim rent control measures in Culver City, please contact the Housing Division:
🌐 CulverCity.org/Rent
✉ Rent.Control@CulverCity.org
☎ (310) 253-5790

Llame a la División de Vivienda al (310) 253-5790 si necesita información en español sobre las medidas intermedias de control de alquileres.

Interim Rent Control Program Communications Summary (as of 6/2/20)

Mailer #1

Culver CITY
9770 Culver Blvd.
Culver City, CA. 90232



*****ECRWSEDDM*****
POSTAL CUSTOMER

For more details about interim rent control measures in Culver City and how you may be affected, please contact the Housing Division.

CulverCity.org/Rent Rent.Control@CulverCity.org (310) 253-5790

Llame a la División de Vivienda al (310) 253-5790 si necesita información en español sobre las medidas intermedias de control de alquileres.



Interim Rent Control Measures: What you need to know

The Rent Cap

For certain rental units, there is now a rent cap of 3% above the rent that was in place on June 11th, 2019. The rent cap does not apply to any rental unit first occupied after February 1, 1995, detached single-family homes, or separately owned condominiums and townhouses. The 3% rent increase cap includes both the payment required for occupying the unit as well as other "housing services," such as storage and parking.

Go to CulverCity.org/Rent or call the Housing Division at (310) 253-5790 to learn if the rent cap applies to you.

▶ If you believe you reside in an applicable rental unit and your rent increase exceeds the 3% cap, you should immediately:

- 1 Notify your Landlord in writing that you believe the increase exceeds what is allowed under the interim ordinance
- 2 Send a copy of the letter to the Housing Division at 9770 Culver Blvd., Culver City, CA 90232
- 3 File a complaint with the Housing Division at (310) 253-5790 or Rent.Control@CulverCity.org
- 4 Fill out the Excessive Rent Complaint Form, which you can pick up from the Housing Division or download from the City website at CulverCity.org/Rent

Through May 31, 2020, there is a residential tenant eviction moratorium due to the COVID-19 (coronavirus) pandemic. This moratorium does not apply to cases where eviction is necessary to address an imminent threat to the health and safety of a resident, landlord or landlord's employee of the rental property. Details are subject to change as the City responds to COVID-19. Please check CulverCity.org/Rent for the latest updates.

Evictions and Relocation Assistance

"For cause" and "no-fault" grounds are required for evictions. Relocation assistance (three times monthly rent, plus \$1,000) may be available for no-fault evictions.

"For cause" grounds for eviction could include failing to pay rent, violating a material term of the rental agreement, refusing to allow the Landlord to enter the unit, using the unit for an illegal purpose or to create a nuisance, committing or threatening to commit certain criminal acts, and failing to correct a dangerous or unsanitary condition.

"No-fault" evictions could occur when the Landlord intends to demolish the rental unit, remove it from the rental market, use it as supportive housing for a person who requires special services or use the rental unit as a manager's unit for themselves or

members of their family. Tenants who have lived in the unit for at least ten years and are age 62 or over, have a disability or are terminally ill are protected from "no-fault" evictions.

The eviction protections and relocation assistance apply to all rental units in the City, with the exception of owner-occupied mobile homes (which are governed by California's Mobilehome Residency Law), and any dwelling unit that lacks its own bathroom or kitchen facility and is occupied by a tenant who uses a bathroom or kitchen facility in common with the Landlord or a member of Landlord's immediate family. Please refer to the ordinance available on the City website for a more complete description of the specific provisions that may apply to your situation.

Interim Study Period

These new rules were put in place for an interim twelve month trial period. City Council directed City staff to further study and analyze a potential permanent rent control program over the course of the year. Council will hold a hearing to review the study on Monday, May 4th at 6 PM*.

Please submit your comments on the interim regulations and suggestions for possible permanent regulations to Rent.Control@CulverCity.org. If you have any questions, you can also always call the Housing Division at (310) 253-5790 or go to CulverCity.org/Rent to learn more.

Culver CITY *Dates and times listed are subject to change. Please check CulverCity.org/Rent for the latest updates.

Interim Rent Control Program Communications Summary (as of 6/2/20)

Mailer #2



Residential Rental Registry Requirement

The Interim Rent Control Ordinance **requires all landlords to register with the City by May 31st**. The online registration system is online at the City website at CulverCity.org/rent.

Landlords may also register by filling out the Rental Registration form available from the housing department or online at CulverCity.org/rent. Instructions are available on the form.

After registration, the City will issue the landlord a Rent Registration Certificate for each unit. The Certificate must be displayed in a conspicuous place.

Interim Study Period


These new rules were put in place for an interim twelve month trial period. City Council directed City staff to further study and analyze a potential permanent rent control program over the course of the year. Council will hold a hearing to review the study on Monday, May 4th at 6 PM*.

Please submit your comments on the interim regulations and suggestions for possible permanent regulations to Rent.Control@CulverCity.org.

Rent Control Notice




All landlords must post the Interim Rent Control Ordinance Notice (on the reverse of this mailer or print a copy from our website) in a conspicuous location in a common area - at the entry or entries to the building or units, or other similar location or locations as necessary to provide tenants a reasonable opportunity to view the notice - at all properties where a Rent Registration Certificate is required.

*Dates and times listed are subject to change. Please check CulverCity.org/Rent for the latest updates.



Contact Us

If you have questions or would like more information, please:

-  Visit CulverCity.org/Rent,
-  Email the Housing Division at Rent.Control@CulverCity.org, or
-  Call the Housing Division at (310) 253-5790

Llame a la División de Vivienda al (310) 253-5790 si necesita información en español sobre las medidas intermedias de control de alquileres.



Culver CITY Interim Rent Control Measures

On August 12, 2019, interim rent control measures went into effect for a 12-month period in Culver City. Learn more and register by visiting the City website at CulverCity.org/rent.

Interim Rent Control Measures: What Tenants Need to Know

Medidas Provisionales de Control de Alquileres: Lo que los Inquilinos Necesitan Saber

- On August 12, 2019, interim rent control measures went into effect for a 12-month period in Culver City.
- For all rental units in Culver City built on or before February 1, 1995 (except as noted), there is now a rent cap of 3% above the rent that was in place on June 11, 2019.
 - The rent cap does not apply to rental units first occupied after February 1, 1995.
 - The rent cap does not apply to single-family-homes, separately owned condos & townhouses, owner-occupied mobile homes, or Section 8 housing.
 - "For cause" and "no-fault" grounds are required for evictions.
 - Relocation assistance (three times monthly rent, plus \$ 1,000) may be available for no-fault evictions.
 - From now until August 2020, the City Council will study whether these and/or other rent control measures should become permanent.

- El 12 de agosto de 2019, las medidas provisionales de control de rentas entraron en vigencia por un periodo de 12 meses en Culver City.
- Para todas las unidades de alquiler en Culver City construidas el 1 de febrero de 1995 o antes (excepto como se indica), ahora hay un límite de alquiler del 3% por encima del alquiler que estaba vigente el 11 de junio de 2019.
 - El límite de alquiler no se aplica a las unidades de alquiler ocupadas por primera vez después del 1 de febrero de 1995.
 - El límite de alquiler no se aplica a casas unifamiliares, condominios y casas adosadas de propiedad separada, casas móviles ocupadas por el propietario o viviendas de la Sección 8.
 - Se requieren motivos "por causa" y "sin culpa" para los desalojos.
 - La asistencia de reubicación (tres veces el alquiler mensual, más \$ 1,000) puede estar disponible para desalojos sin culpa.
 - Desde ahora hasta agosto de 2020, el Ayuntamiento estudiará si estas y / u otras medidas de control de rentas deberían ser permanentes.

For more details about interim rent control measures in Culver City and how you may be affected, please contact the Housing Division. Para obtener más detalles sobre las medidas provisionales de control de alquileres en Culver City y cómo puede verse afectado, comuníquese con la División de Vivienda:

CulverCity.org/rent  Rent.Control@CulverCity.org  (310) 253-5790

A landlord must post this notice at every property subject to a Culver City Rent Registration certificate. This notice must be posted in a conspicuous location in the common area, or the entry or entries to a building or unit, or other similar location or locations as necessary to provide tenants a reasonable opportunity to view the notice. Este aviso debe publicarse en un lugar visible en el área común, o en la entrada o entradas al edificio o unidades, u otro lugar o ubicaciones similares según sea necesario para brindar a los inquilinos una oportunidad razonable de ver el aviso. (Ordenanza 2019-011)

Interim Rent Control Program Communications Summary (as of 6/2/20)

Mailer #3



Culver CITY

Permanent Rent Control Measures Discussion



June 11, 7 PM

Last August, Culver City started interim rent control measures for a 12-month period. The City is studying whether to enact a permanent rent control program and what measures should be included. City Council will discuss this at a Special Virtual Public Meeting on **Thursday, June 11 at 7 PM.**

If you want to submit comments or share suggestions about permanent rent control regulations in Culver City, go to CulverCity.org/Agendas and follow directions to add your comment to the June 11 agenda or register to speak at the live meeting.



Culver CITY

9770 Culver Boulevard
Culver City, CA 90232

For more information,
contact the Housing Division:

CulverCity.org/Rent
Rent.Control@CulverCity.org
(310) 253-5790

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control de alquileres.