

ATTACHMENT A

Outreach Activities Fall 2021

The following represents the outreach campaign that the City team and its partners have engaged in this past year:

- Email blasts, followed up with calls and emails, to over one hundred (100) community-based organizations, including churches, faith-based organizations, advocacy and community organizations, and social service agencies; as well as elected officials and all City department heads
- Virtual Zoom presentations to twenty organizations which included staff, members, and constituents
- Coordination with East Bay Rental Housing Association and the California Apartment Owners Association
- Responded to hundreds of phone calls and email inquiries, including over three hundred (300) in Spanish, as well as multiple other languages
- Media coverage in Oaklandside, East Bay Express, East Bay Times, San Francisco Chronicle, and Telemundo
- On-site distribution of paper applications
- Referrals from 211, Alameda County's website, and State of California's rental assistance program portal
- (2) Citywide text messages to more than 25,000 Oakland residents