



RENT STABILIZATION BOARD
OUTREACH COMMITTEE MEETING

Thursday, December 4, 2025 – 6:30 p.m.

Rent Stabilization Board Conference Room B – 2000 Center Street, 4th floor, Berkeley, CA
Teleconference location - 6100 Center Drive, Room 331, Los Angeles, CA 90045

PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED IN A HYBRID MODEL WITH BOTH IN-PERSON ATTENDANCE AND VIRTUAL PARTICIPATION.

For in-person attendees, face coverings or masks that cover both the nose and the mouth are encouraged. If you are feeling sick, please do not attend the meeting in person.

To access this meeting remotely: Join from a PC, Mac, iPad, iPhone, or Android device by clicking on this URL: <https://us06web.zoom.us/j/88965755345?pwd=342NlcSSjajiSr239LNrembf0MYKgi.1>. If you do not wish for your name to appear on the screen, then use the drop-down menu and click on "Rename" to rename yourself to be anonymous. To request to speak, use the “Raise Hand” icon by rolling over the bottom of the screen.

To join by phone: Dial 1-669-900-6833 and enter Webinar ID: 889 6575 5345 and Passcode: 467485. If you wish to comment during the public comment portion of the agenda, Press *9 and wait to be recognized by the Committee Chair.

To submit an email comment for the Committee’s consideration and inclusion in the public record, email corozco@berkeleyca.gov with the Subject line in this format: “PUBLIC COMMENT ITEM FOR OUTREACH COMMITTEE”. Please observe a 150-word limit. Time limits on public comments will apply. Written comments will be entered into the public record. **Email comments must be submitted to the email address above by 4:30 p.m. on the day of the Committee meeting in order to be included.**

Please be mindful that this will be a public meeting and all rules of procedure and decorum apply for both in-person attendees and those participating by teleconference or videoconference.

This meeting will be conducted in accordance with Government Code Section 54953 and all current state and local requirements allowing public participation in meetings of legislative bodies. Any member of the public may attend this meeting at the posted location(s). Questions regarding this matter may be addressed to DéSeana Williams, Executive Director of the Rent Board, at 510-981-7368 (981-RENT). The Committee may take action related to any subject listed on the Agenda.



COMMUNICATION ACCESS INFORMATION:

This meeting is being held in a wheelchair accessible location. To request disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist at (510) 981-6418 (voice) or (510) 981-6347 (TDD) at least three (3) business days before the meeting date.

Attendees at public meetings are reminded that other attendees may be sensitive to various scents, whether natural or manufactured, in products and materials. Please help the City respect these needs.



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REVISED AGENDA

1. Roll call (1 min.)
2. Land Acknowledgment Statement: *The Berkeley Rent Stabilization Board recognizes that the rental housing units we regulate are built on the territory of xučyun (Huchiun-(Hooch-yoon)), the ancestral and unceded land of the Chochenyo (Cho-chen-yo)-speaking Ohlone (Oh-low-nee) people, the ancestors, and descendants of the sovereign Verona Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. As we begin our meeting tonight, we acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley's landlords and tenants have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley's incorporation in 1878 and since the Rent Stabilization Board's creation in 1980. As stewards of the laws regulating rental housing, it is not only vital that we recognize the history of this land but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today.*
3. Approval of the Agenda (2 min.)
4. Review and approval of November 7, 2025, Meeting Minutes (2 min.)
5. Public Comment (5 min.)
6. Rent Board Outreach Staff Report (10 min.)
7. Digital Education and Engagement Update (13 min.)
8. Discussion on Language Access (15 min.)
9. Next meeting date and time - January (5 min.)
10. Future Agenda Items (5 min.)
11. Adjournment (2 min.)

STAFF CONTACT: Carla Orozco, Community Development Project Coordinator (510) 981-4934
COMMITTEE: Andy Kelley (Chair), Vanessa Marrero, Ida Martinac, Alfred Twu



OUTREACH COMMITTEE MEETING

Friday, November 7, 2025 – 6:30 p.m.

**Rent Stabilization Board Conference Room A – 2000 Center Street, 4th floor, Berkeley, CA
Minutes (Unapproved)**

1. Roll call: Commissioner Kelley called Roll.
Members Present: Commissioners Twu, Martinac, Marrero and Kelley.
Staff Present: C. Orozco
Members of the Public: One
2. Land Acknowledgment Statement: The Land Acknowledgment Statement was played.
3. Approval of the Agenda: M/S/C (Twu/Martinac) Motion to Approve the Agenda. Roll call vote. YES: Twu, Martinac, Marrero and Kelley; NO: None; ABSTAIN: None; ABSENT: None; Carried: 4-0-0-0.
4. Review and approval of the September 8, 2025, Meeting Minutes: M/S/C (Martinac/Twu). Motion to Approve the September 8, 2025, Meeting Minutes. Roll call vote. YES: Twu, Martinac, Marrero and Kelley. NO: None; ABSTAIN: None; ABSENT: None; Carried: 4-0-0-0
5. Public Comment: One
6. Rent Board Outreach Staff Report: No Action Taken
7. Next Meeting Date and time - December: December 4, 2025 – 6:30pm
8. Future Agenda Items:
 - Standing RSB Staff Report-Can include Staff from other Units at RSB
 - Merging Information from the Newsletter and Social Media
 - Quarterly Digital Ed Staff Update
 - RSB Social Media Development/Usage to target seniors, people with disabilities, those with limited English proficiency
 - UC Berkeley Outreach-Residential Housing, Student groups connected to people with disabilities, limited English proficiency
 - City of Mountainview High Language Line Use
 - Ed Roberts Outreach
 - BUSD first week of school flyers
 - Food Pantry Outreach
 - Disability of Rights Education and Defense Fund-Distribution of RSB Outreach Material
9. Adjournment: M/S/C (Martinac/Twu) Motion to adjourn. Roll call vote. YES: Twu, Martinac, Marrero and Kelley; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0. Meeting adjourned at 7:30 p.m.

STAFF CONTACT: Carla Orozco, Community Development Project Coordinator (510) 981-4934

COMMITTEE: Andy Kelley (Chair), Vanessa Marrero, Ida Martinac, Alfred Twu

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 EMAIL: rent@berkeleyca.gov ▪ WEB: rentboard.berkeleyca.gov



Digital Education Update: Sep/Oct/Nov 2025

PRESENTED FOR
Outreach Committee, December 4, 2025

PRESENTED BY
Berkeley Rent Board Staff:
Kayla Ginsburg, *Digital Education & Media
Coordinator*



Sep - Nov 2025

Digital Outreach & Education

Priorities: *Establishing a Foundation*

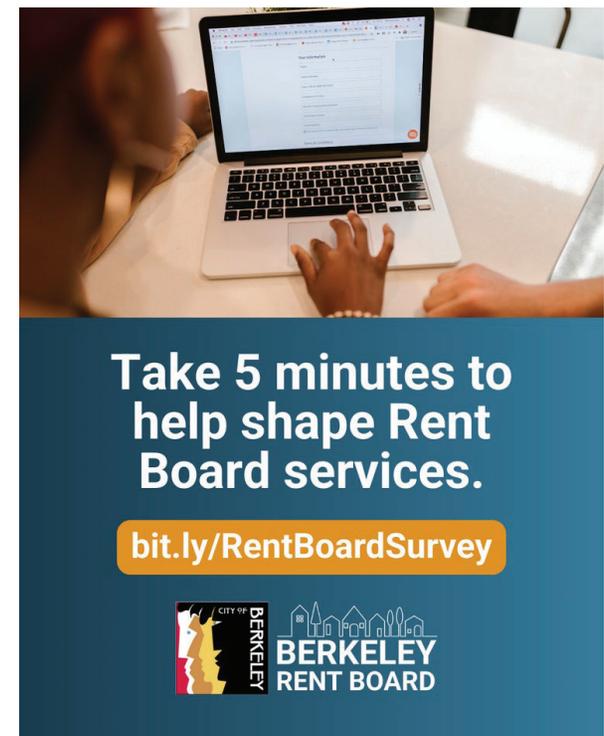
- New channels: Instagram, Bluesky, and LinkedIn
- Focus on organic growth
- Increased public communication through email and website news items

Social Media



- **Followers (Current):**
 - Facebook: 1029
 - *Instagram*: 103
 - *Bluesky*: 49
 - *LinkedIn*: 21
- **Views (3 Month Total):**
 - Facebook: 5000
 - Instagram: 9000
- **Interactions (3 Month Total):**
 - 770 Across All 4 Channels
- **Content (3 Month Total):**
 - 42 Posts (avg 3.5 per week)
 - Weekly series: “Tuesday Tenant Trivia” and “Berkeley Landlord Briefing”
- **Youtube Views (3 Month Total):**
 - 291
 - Top Viewed Video “How to Pay Your Registration Fees”

Most Viewed Content on Instagram



Website

- **Updated Service Pages:**
 - Registration Page
 - Housing Counseling Page
- **Metrics (3 Month Total):**
 - Views: 56,373 (down 0.7% from last year)
 - Total Users: 20,279 (up 5% from last year)
- **News Items (3 Month Total):**
 - 7 (up from 1 last year)

Email

- **22 Campaigns** (*vs 14 same time range last year*)
- **58% Open Rate Average**
- **4% Click Rate Average**
- **Quarterly Newsletters established:**
The Rent Board Review in August and November

IN PROGRESS: Rent Registry Survey Campaign (11/19 - 12/14)



Take 5 minutes to
help shape Rent
Board services.

bit.ly/RentBoardSurvey



Next Quarter's Priorities

- Social media advertising
- Robust Youtube Channel for tenants and property owners



Thank you!

Questions?



Contact Us

2000 Center Street Suite 400
Berkeley, CA 94707
Open Hours: M, T, Th, F, 9 am - 4:45
pm
(510) 981-RENT (7368)
rent@berkeleyca.gov
rentboard.berkeleyca.gov/



Join Our Email List!

Policy Updates, Regulation Reminders,
Education, and More!
bit.ly/RSBmailinglists



Follow Us on Social Media

@BerkeleyRentBoard on Instagram, Facebook,
Bluesky, and LinkedIn