

**CATEGORY: Policy**

**COMMITTEE: Renters' Engagement Subcommittee**

**PURPOSE: Renters of Mar Vista Population Survey**

**BACKGROUND:**

The Renters' Engagement Subcommittee (RES) is proposing a 26-question survey to be distributed to the renting population of Mar Vista, defined as all persons living within the jurisdiction of the Mar Vista Community Council (MVCC) who lease their living space, be that in the form of a rented single family dwelling; an accessory dwelling unit; or an apartment or condominium in a multifamily building. The purpose of this survey is to better assess the profile and needs of the renting population of Mar Vista in order to improve their engagement in the MVCC. This information will be used to create or enhance the outreach efforts of RES, the Outreach Committee at large, and the outreach and engagement efforts of the MVCC Board of Directors.

It is well known that renters, who make up at least 60 percent of the residents and stakeholders of Mar Vista, are underrepresented in the activities of the MVCC. The Renter's Engagement Subcommittee was established to increase Mar Vista's renting community's knowledge of and participation in the activities of the MVCC. To that end, this survey is proposed to gain better insight into the profile of Mar Vista renters; their existing knowledge of the MVCC; reasons for not knowing of the MVCC or not participating in its activities; and community concerns that may or may not be renter-specific. We also ask for demographic information and information on housing stability to understand how the engagement preferences of renters may differ based on various subgroups.

The idea for this survey was initially presented at the RES meeting on August 31<sup>st</sup>, 2019. A motion was not taken; rather, RES co-chairs Bickerton and Laferriere were advised by attendees to draft the survey in full for submission at a later meeting. This fall, the Renters Engagement Subcommittee held one working meeting on October 13th to finalize a draft survey for consideration and a motion to approve the survey was passed at our November meeting on November 9th. The survey reflects the input from community members and MVCC board members who attended these meetings.

Upon request by the Outreach chair, the co-chairs Bickerton and Laferriere are submitting this motion (which includes a detailed outline of the survey describing the intention behind each set of questions and a final draft of the full survey) to the Outreach Committee for consideration and possible action.

**THE MOTION:**

The MVCC Outreach Committee approves a “Renters of Mar Vista” population survey, as defined and amended in the following, for consideration of the full MVCC Board of Directors at its next convening.

**CATEGORY: Policy**

**COMMITTEE: Renters' Engagement Subcommittee**

**PURPOSE: Use of MVCC logo in Renters of Mar Vista Population Survey**

**BACKGROUND:**

The Renters' Engagement Subcommittee (RES) is proposing a 26-question survey to be distributed to the renting population of Mar Vista, defined as all persons living within the jurisdiction of the Mar Vista Community Council (MVCC) who lease their living space, be that in the form of a rented single family dwelling; an accessory dwelling unit; or an apartment or condominium in a multifamily building. The purpose of this survey is to better assess the profile and needs of the renting population of Mar Vista in order to improve their engagement in the MVCC. This information will be used to create or enhance the outreach efforts of RES, the Outreach Committee at large, and the outreach and engagement efforts of the MVCC Board of Directors.

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The co-chairs Bickerton and Laferriere are submitting this motion for approval to use the MVCC logo on survey materials in digital and paper form.

**THE MOTION:**

The MVCC Outreach Committee approves use of the MVCC logo on a "Renters of Mar Vista" population survey to support costs associated with, as defined and amended in the following, for consideration of the full MVCC Board of Directors at its next convening.

**CATEGORY: Finance**

**COMMITTEE: Renters' Engagement Subcommittee**

**PURPOSE: Approval of budget for Mar Vista Population Survey**

**BACKGROUND:**

The Renters' Engagement Subcommittee (RES) is proposing a 26-question survey to be distributed to the renting population of Mar Vista, defined as all persons living within the jurisdiction of the Mar Vista Community Council (MVCC) who lease their living space, be that in the form of a rented single family dwelling; an accessory dwelling unit; or an apartment or condominium in a multifamily building. The purpose of this survey is to better assess the profile and needs of the renting population of Mar Vista in order to improve their engagement in the MVCC. This information will be used to create or enhance the outreach efforts of RES, the Outreach Committee at large, and the outreach and engagement efforts of the MVCC Board of Directors.

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The idea for this survey was initially presented at the RES meeting on August 31<sup>st</sup>, 2019. A motion was not taken; rather, RES co-chairs Bickerton and Laferriere were advised by attendees to draft the survey in full for submission at a later meeting. This fall, the Renters Engagement Subcommittee held one working meeting on October 13th to finalize a draft survey for consideration and a motion to approve the survey was passed at our November meeting on November 9th. The survey reflects the input from community members and MVCC board members who attended these meetings. Upon request by the Outreach chair, the co-chairs Bickerton and Laferriere are submitting a detailed outline of the survey describing the intention behind each set of questions and a final draft of the full survey to the Outreach Committee for consideration and possible action.

The co-chairs Bickerton and Laferriere are submitting this motion for approval of a budget to support this survey, which is shared below.

Item	Price	Quantity/Duration	Total
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Survey Monkey Personal Plan	\$25.00 per month	2 months	\$50.00
Facebook Ads	\$10.00 per day	60 days	\$600.00
Staples Color Copies	\$0.47 per copy	750 copies	\$352.50
<i>Subtotal</i>			<i>\$1,052.00</i>
<b><i>Total (for tax)</i></b>			<b><i>\$1,100.00</i></b>

**THE MOTION:**

The MVCC Executive & Finance Committee approves the budget of \$1,100 requested by the Renters Engagement Subcommittee to support costs associated with a “Renters of Mar Vista” population survey, as defined and amended in the following, for consideration of the full MVCC Board of Directors at its next convening.