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Tenant Protection & Partnerships

Good morning!

I heard that tenant protections is a big priority for the CEC Direct Install program. I can't speak to the language that belongs in the program, but I think the enforcement can come from a few places when the program is in place.

There are local and statewide tenant protection groups that can be leveraged for the program. Local nonprofit groups that work with working class folks tend to be aware of the local tenant protection groups. Having good relationships with organizers in the areas that will be served will help foster relationships with the local tenant protection groups. Sometimes, those tenant protection groups can be underfunded, so on a larger scale, it may be wise to form a relationship with the California Endowment. They have tenant protection lawyers as well and have actually trained or funded other local nonprofits through their Building Healthy Communities initiative. The Endowment would have local connections as well as other of their own resources. They are a massive, well funded organization, so it may help to be partnered with them since the Direct Install program is still a statewide program being administered in different, local parts of California.

Lastly, I'd recommend partnering with tenant unions when promoting these programs in cities. Tenant unions would help advertise the program, and the possibility of facing unfair rent rises or evictions would drastically lessen due to the protections the tenants would have coming into the program. Plus, enlisting multifamily buildings are incredibly difficult because owners are harder to find, and property management companies are always shy to participate in programs because of risk of liability. Tenant unions have, so far, been an untapped resource for promoting public programs. If the Direct Install program stays for a while, it could be used to cross promote tenant unions as well, abetting the success of the program and the proliferation of tenant unions in the parts of California that really need economic and efficiency intervention.

Thank you so much.