

## **Overview:**

In year one of RTC, in the 12 zip codes where RTC is in 4 boroughs (not including SI), landlords will try to evict 38,953 households, close to 100,000 people, or 1 in 7 households.

These metrics are meant to help us think about how to get to scale and reach as many people as possible, while also developing relationships and digging deep into building wide campaigns and neighborhood based campaigns. They are based on an entry level organizer working full time on this, who has the support of a skilled supervisor and the training and support of a cohort of organizers within the coalition, and they are rooted in a model of organizing that emphasizes leadership development, base building and direct action. They are also based on extensive input from you all! While the numbers differ to reflect your different contexts (ie bronx has bigger buildings and mostly RS, manhattan buildings are smaller and BK is half gentrified etc.), they are based on similar principles of organizing. The hope is they are the floor, not the ceiling.

To support your work on this, you'll have the database and ongoing support from the coalition. An initial outline of trainings and retreats is below.

## **On organizing metrics:**

*Outputs (these are big bucket numbers)*

*No of People who got info about RTC:*

- Ways to calculate this number:
  - Number of buildings you did outreach to (next outcome number) multiplied by the number of units (every door should be flyered)
  - Number of people who attended a meeting where you did an announcement or teach in about RTC
  - Number of people you did a mailing to
  - People who got a mass email or a phone banking call
  - Street outreach, outreach in the court, media and social media, etc.
  - Other?

*No of buildings outreached to: Plan to get there!*

- Identify a list of buildings where you already have TA's in the RTC zip codes
- Ask TA leaders to distribute flyers about RTC to everyone in their building
  - To do this you could make it a call to action at a member meeting, you could have TA leaders come in for a training about RTC, you could ask for volunteers to do that at TA meetings, you could call leaders individually and ask them to come get flyers etc.
- Plan 2 Outreach Blitzes
  - Identify a list of 30-40 buildings to do outreach to about conditions, harassment, RTC, and their general tenants rights

- This list can be built from the BIP database, the Justfix data, and/or the ANHD data and word of mouth/recommendation!
    - In addition, please look at the eviction data and the worst evictors lists to do targeted outreach based on that.
  - Conduct an outreach training and plan a day of outreach (blitz). This can be an evening but Saturdays are ideal! You do the training in the am, have folks go in pairs to do outreach for 2-3 hours and then come back for lunch, debrief and celebration.
    - Attendees can be staff, allies, interns, students and members. Depending on the size of a building, reception at the doors, etc., a pair of folks should be able to go to 2 buildings (close to each other) in 2 hours.
    - What you need for the training and blitz:
      - Map of buildings
      - Outreach maps and lists for pairs. Each pair should have enough materials for each unit and a list of people in each building who have called 311. Doorknock where folks have called 311, flyer everyone else.
      - Sample rap
      - Dos and don'ts for outreach
      - Role plays!
      - Safety info and cell numbers
      - Materials:
        - Flyers about RTC
        - Doorknocking sheet
        - Maps and building info
        - Tenants rights night flyer
  - Ideally you'd invite everyone to a tenants rights night. At that meeting you'd then do a commitment card and figure out which buildings to start TAs in!
  - Organize TAs!
  - REPEAT in the spring! Obviously if every building wants to organize a TA this won't be possible but since that's highly unlikely....chances are the organizer will only be in 2-4 buildings by the spring.
- Tenants Rights Night
  - Invite everyone who you doorknock from the blitzes to the tenants rights night. You could also do a mailing, social media, etc. to get more folks out. And then at that meeting you'd ask folks to flyer their buildings.

#### No. of Workshops Offered:

- This includes TA meetings, tenants rights nights, workshops you invite people to, etc. while you're assessing a building's interest in organizing, you will probably do info sessions at buildings that you don't end up organizing--those meetings count for this as well.

#### No. of People who attended a workshop:

- No. of people who attend TA meetings, community meetings where you do a teach in about RTC, tenants rights night, etc.

No. of Leaders Trained:

- This includes informal and formal training. One on ones, steering committee meetings, skills trainings, attending outside trainings, attending coalition meetings, etc. all count towards this number.

No. of New Tenants Associations Formed---self explanatory!

No. of People in New Tenants Associations:

- This doesn't mean active members. This would be people who have signed on to a letter, rent reduction, come to a TA meeting or an action etc. This number really reflects the reach of the TA. If you had to answer how many people the TA represents---this number is that answer to that question.

No. of referrals to legal services providers:

- This number is really just referrals. We don't need to know if people ever connected with attorneys (though if you know that, that's great!) After a TA meeting, during one on ones, during doorknocking, etc., you are meeting folks who need to speak to an attorney and you are referring them, either to your internal process, to 311, etc.
- We will have tools to track this, such as a box in the database that you can check and a column for this on the doorknocking sheet.

*Outcomes (these are smaller more impact based numbers) NOTE: all outcomes here are fields we can add to the database and therefore can be easily tracked by using the database*

No. of Leaders Developed:

- This is the number of people who have come out of the training to take leadership. We are working on the expectation that each building would have a leadership team of anywhere from 3-10 tenants depending on the size of the building. So 3 leaders in each of your 5 buildings gets you to 15, etc., but hopefully we can exceed that!

No. of Households that apply for a rent reduction:

- This includes individual rent reductions as well as building wide rent reductions for decreased services. So anyone who signs the petition counts! This number is highest in the bronx because buildings are bigger there and have a higher percentage of rent stabilized units. However, the idea is that every building organized can do this, where there are repairs. Good relatively risk free first step and helps prevent MCIs.

Added \$ value of rent reduction:

- This is a hard number. I told robin hood no one is going to have any decisions on rent reductions in year 1. If only DHCR moved that fast. So this is a very rough estimate and a percentage. And it's why the actual number is blank. But we will keep track of the rent

reduction decisions to get a reasonable number for (hopefully!!) year 2.

No. of Household that Apply for a rent overcharge:

- These numbers are low because they are individual applications and time consuming. For the offices that do intakes, they are a bit higher. You could do 15 rent overcharges in one building, where you see a crazy pattern and 0 in any other or 3 each building, etc.
- Another way to get to this number, if folks identify this as an issue and strategy, would be to do an overcharge rent clinic at a building meeting, where you advertise in advance, asking people to bring all the necessary documents, have tables and attorneys and maybe portable scanners and do all 15 in one night.

No. of Tenants Association that became independent:

- This is blank because it's almost impossible to do in one year! But it is a goal of course that we work towards and should be tracking. It's also an argument for multi-year funding.

No. of household that stopped landlord harassment:

- Think about it from the perspective of this number divided by the number of TAs you are in. It comes out to about 25/building for the bigger buildings and 7/building for manhattan.
- This is everyone who got repairs (including individual apartment repairs as well as building wide repairs like a front door fixed or heat, etc.) plus anything else that the TA identified as harassment, such as charging late fees, supers at meetings, etc.
- To track this organizers will need to be able to tell the story of the buildings they organized and what improved because of their organizing work (you'll need agendas, notes from building meetings and any supporting documents like letters to the landlord, tenant complaint forms etc.)
- FYI, that all notes and documents can be tracked in the database so that you have an institutional memory on this. We can also add fields for the TAs to track this if you want.

No. of Households that got repairs:

- Think about it from the perspective of this number divided by the number of TAs you are in. It comes out to about 15-20/building for the bigger buildings and 5/building for manhattan.
- This is everyone who got repairs (including individual apartment repairs as well as building wide repairs like a front door fixed or heat, etc.)

No. of Household that Thwarted Evictions:

- This will be a percentage of your legal referrals