

# Landlord Lookup Community Outreach Plan

## Who is the user?

### *User Profile 1:*

- Users with active housing issues or advocates (advocacy groups, community leaders, elected officials, government agency employees)
- What are their goals:
  - people who need information on their landlord in an easy to understand, actionable format
  - For those who don't already know, find out what to do with this information (next steps, additional resources, etc)
  - If they know to search the web, they're likely visiting the respective government agencies' websites in order to find actionable information
- Considerations:
  - May have a fear of landlord reprisal (in site text, emphasize anonymity and that a representative can advocate for them)
  - May not know the process of how to file a complaint or what their landlord is required to provide by law

### *User Profile 2:*

- Users seeking to learn more information before moving into the building
- What are their goals:
  - Before deciding to move into a building, they want more information on the landlord and management to make an informed decision

## Strategy to Reach these Users:

### *Offline*

- Publicize within in community through community boards (presentations, posters)
- Media with targeted message for purpose (posters, advertisements) in neighborhoods (and buildings, if possible) with the most complaints (ColdMap)

### *Online*

- Links within housing advocacy organizations' websites and official NYC department websites (adds to perception of credibility; easier to find than a simple Google search; gives them next steps to address their housing issue)
  - Generally speaking, sites a user visits to find resources and information related to housing.
  - Specific pages/websites
    - Government agencies
      - NYC Department of Finance ["Data and Lot Information" page](#)

- NYS Division of Housing and Community Renewal [“Renters” page](#)
- NYC 311 [“My Neighborhood” section](#)
- Under all issue options when user selects “Your Home” when [making a complaint on NYC 311](#)
- NYC Department of Buildings [“Tenant Harassment”](#)
- NYC Department of Buildings [“Building Information Search”](#)
- NYC Housing Preservation & Development [“ABC’s of Housing”](#)
- NYC Housing Preservation & Development [“Renter’s Resources”](#)
- NYC Official Website/Housing/Tenant Resources [“Dead or Absentee Landlords”](#)
- Elected officials’ website
  - Manhattan Borough President Gale Brewer’s [“Resources for New Yorkers” page](#)
  - Brooklyn Borough President Eric Adam’s [“Housing” resources page](#)
  - City councilmember Ben Kallos’s [“Help” page](#)
  - Public Advocate Letitia James [“Helpful Links” page](#)
  - Public Advocate Letitia James: [NYC Landlord Watchlist](#)
- NYC housing/lifestyle-oriented websites → press release about new tool
  - Citylab.com
  - Gothamist
  - Gotham Gazette
  - PolicyMic
  - POLITICO NY
  - <http://newyorkyimby.com/>
  - The Blinker
  - Technical.ly Brooklyn
  - WNYC
  - Streeteasy
  - Padmapper
  - Brick Underground
  - Naked Apartments
  - Renthop
- Community Boards (websites of individual community boards)
- Advocacy Groups (\*many, many advocacy groups - find a way to have advocacy groups share with their partner organizations)
  - Housing Court Answers: Individual Owner/Building research: <http://cwtfhc.org/housing-links/>
  - Legal Aid Society
  - Metropolitan Council on Housing: Help & Answers [http://metcouncilonhousing.org/help\\_and\\_answers](http://metcouncilonhousing.org/help_and_answers)
  - Tenants & Neighbors

- NYC Housing Help: Know Your Rights  
<http://www.anhd.org/nychousinghelp/know-your-rights/>
- NYU Furman Center: Data <http://furmancenter.org/data>
- Targeted advertising for apartment-seekers

## **Global Requirements:**

### *User Experience*

- Users' experience or comfort with technology and with the NYC rules and regulations vary widely, therefore anyone should be able to understand the purpose of the site and also how to use it
  - Guided steps (similar to "Am I Rent Stabilized")
  - Give the contact information for their elected official, community board, and/or local advocacy groups; if they "feel uncomfortable calling 311, your official or \_\_\_\_\_ advocacy group can help you"
  - Link to additional resources
- Users speak a number of languages, therefore there should be an in-page translation ability
- Information should be presented in a clear format
- Information should be accessible cross-platform (desktop, mobile, tablet)

### *Technical Requirements:*

- Text validation for entering addresses
- Translation capabilities (nice to have)