

Draft POD Outreach Schedule (Registration opens on 11/4/19 and First Lottery on 2/3/19) v = Completed as of 11/21/19

Week of:	Public Notices	Mailings	Presentations	Flyers	Communications/Media	Pop-Ups/Events	Workshops
October 7th	Santa Monica Daily Press; v La Opinion v						
October 14th	Santa Monica Daily Press; v						
October 21st	Santa Monica Mirror; v La Opinion v	Letter to 7,000+ long-term rent control tenants v					
October 28th	La Opinion v	Emails to: Housing Commission Mailing List; v Other City Commissions Mailing Lists; v Section 8 & HOME Waiting Lists; v Housing Outreach Contact List v UCLA Health 50+ Program v Rent Control Email List v Human Services Division v City Attorney's Office v	Wise & Healthy Aging; v		Press Release v Social Media v SaMoNews v		
November 4th	Santa Monica Daily Press; v	Virginia Avenue Park v Legal Aid Foundation LA v Libraries v	School District Community Liaison v		KCRW Radio Advertisements v CityTV v Social Media v		Virginia Avenue Park; v Main Library v
November 11th			Latino Club (VAP); v		CityTV v	Wellbeing Summit v	
November 18th		Rent Control Board Newsletter v	Disabilities Commission; Senior Community v; Senior Task Force v Disability Community Resource Center v Legal Aid Foundation of Los Angeles;	Libraries; v SMCC Emeritus program; v Meals on Wheels; v Food Pantries; Thrift Stores; St Johns Hospital; Parks; Ken Edwards Center; School District; St. Josephs Center	CityTV v		
November 25th	Santa Monica Mirror	Email to Big Blue Bus MODE email list	Social Services Commission; Committee on Racial Justice	UCLA Medical Center; Venice Family Clinic; YMCA; Camera Obscura; Grocery Stores; Business Improvement Districts	Social Media (paid Facebook ad) CityTV	Farmers Markets	
December 2nd	Santa Monica Daily Press; La Opinion;		North Of Montana Association; Wilshire/Montana Neighborhood Coalition; Virginia Avenue Park Advisory Board Ocean Park Association; Familias Latinas Unidas (VAP); Status of Women ; Friends of Sunset Park; Pico Neighborhood Association; Northeast Neighbors Group	OPCC; Service Employees International Union (home healthcare workers); Unite Here; Places of Worship; Los Angeles Department of Public Social Services & Department of Mental Health	City TV; Blog Post (council member) Social Media		
December 9th	Santa Monica Daily Press; La Opinion				CityTV		Fairview Library (12/11/19: 6-8:30pm)
December 16th	Santa Monica Mirror;		Mid City Neighbors		City TV	Main Library (Sunday)	Main Library (12/19/19: 12-2PM)
December 23rd	Santa Monica Daily Press; La Opinion				City TV		
December 30th					City TV		
January 6th	Santa Monica Daily Press; La Opinion	Postcard to 7,000+ long-term rent control tenants	Parent Connection Group (VAP);		Seascape (January) City TV;	Farmers Markets	Ken Edwards Center (1/8/19: 4-5:30pm)
January 13th			Older Adult Taskforce		Social Media	Reed Park	
January 20th	Santa Monica Daily Press; La Opinion				City TV	Virginia Avenue Park	
January 27th	Santa Monica Mirror	Emails to: Housing Commission Mailing List; Other City Commissions Mailing Lists; Section 8 & HOME Waiting Lists; Housing Outreach Contact List			Press Release CityTV		
February 3rd	Santa Monica Daily Press; La Opinion				CityTV		