



MEMORANDUM

TO: Mayor and Council Members

FROM: Rosie Truelove, Director
Neighborhood Housing and Community Development Department

DATE: November 14, 2018

SUBJECT: Update on City Council Resolution No. 20180426-032 Regarding an Educational Campaign about Predatory House Flipping

City Council [Resolution No. 20180426-032](#) directed the City Manager to develop a public outreach and education campaign about predatory house flipping practices and the potential risks of participating in such transactions.

Neighborhood Housing and Community Development (NHCD) has scheduled an initial meeting with representatives from Texas Appleseed, Texas Fair Defense Project, Texas RioGrande Legal Aid, Austin Revitalization Authority, and Austin Board of Realtors to identify the type of information that should be included in a campaign to educate vulnerable populations at risk for being targeted by house flippers to make the best financial decisions for their families. The campaign would include flyers, an informational website, media outreach, and a social media effort through Twitter and Facebook. NHCD staff have also communicated with Austin Energy about including flyers in an Austin Energy mailing.

The department expects to finalize the content for the educational campaign by early December, and to engage news media and launch the campaign in early 2019. At that time, staff will provide an update on the campaign.

Should you have questions, please feel free to contact me at (512) 974-3064 or rosie.truelove@austintexas.gov or Erica Leak, Acting Assistant Director, at (512) 974-9375 or erica.leak@austintexas.gov.

cc: Spencer Cronk, City Manager
Joe Pantalion, Interim Assistant City Manager