



**Housing  
Authority of the City of Alameda**

701 Atlantic Avenue, Alameda, CA 94501 ~ Phone: (510)747-4346 ~ Fax: (510)522-7848 ~ TDD: (510)522-8467 ~ Web: www.alamedarentprogram.org

To: Debbie Potter, City of Alameda Community Development Director

From: Claudia Young, Rent & Community Programs Director

Date: February 15, 2017

Updated March 2, 2017

- dual option rent increase data
- corrected Unduplicated Contacts total

Subject: **Alameda Rent Program January 2017 Monthly Report**

Beginning April 2016, the Program Administrator submits this monthly status report under the service agreement with the City of Alameda regarding the Rent Stabilization Ordinance No. 3148.

❖ **Outreach**

Ongoing efforts include:

- 10 attendees at informational workshops
- 4 attendees at January 11<sup>th</sup> City Hall walk-in clinic
- 7 attendees at January 25<sup>th</sup> City Hall walk-in clinic
- 20 in-person appointments with Program Administrator staff
- Advertisements for informational workshops and clinics were posted in Alameda Sun, Alameda Journal, Vision Hispana, and BaoMo San Francisco/Oakland

For more details, see “Outreach Activities” on Rent Program Data page below.

## ❖ Rent Increases

### **JANUARY SUBMISSIONS (Summary for submissions scheduled for February 6, 2017 RRAC meeting):**

#### Intake:

- 46 total submissions
  - 28 of the notices included two rent increase options:
    - 12-month lease near 5%
    - Month-to-month rental agreement above 5%Offering a higher percentage rent increase for month-to-month is a common approach of larger properties to incentivize tenants to sign a 12-month lease.
- One (1) submission, in addition to the 46 submissions, is included for the RRAC January monthly report. This submission was originally scheduled for December and was postponed until February 6, 2017.

#### Rent Review Advisory Committee meeting:

- 23 submissions were not placed on the RRAC agenda due to one of the following (See data page for more details):
  - Parties reached an agreement prior to the RRAC meeting;
  - Filing withdrawn;
  - Rent increase review postponed; or
  - Tenant decided to move out of the unit.
- 24 submissions were placed on the RRAC agenda for the February 6 meeting with the following outcomes:
  - One (1) submission was reviewed by the RRAC. Parties were unable to reach an agreement during the meeting. The RRAC provided a non-binding recommendation of a \$25.00/ month (2.3%) rent increase.
  - 23 submissions were not reviewed by the RRAC because:
    - One (1) submission was postponed and will be reviewed February 22
    - Seven (7) tenants decided to move out of the unit
    - Nine (9) parties reached an agreement of a rent increase between 0-5% prior to the RRAC meeting
    - Six (6) submissions were not reviewed by the RRAC because the tenant did not attend the RRAC meeting. The rent increases will become effective as stated in the notices.

### **ADDITIONAL COMMENTS:**

- The RRAC held a special meeting on January 24, 2017 to discuss the Rent Stabilization Ordinance as it relates to the RRAC.
  - No cases reviewed
  - The RRAC voted to share three (3) recommendations with City Council during the upcoming annual review of the Rent Stabilization Ordinance, as follows:

1. Professional mediation be offered and encouraged prior to the RRAC meeting.
  2. RRAC decisions to be binding for tenant-initiated cases with non-exempt units.
  3. Add language to Section 5.58-75 (D) that if the Program Administrator receives an agreement between a tenant and landlord about a rent increase, then the case is considered closed and withdrawn from the RRAC process.
- The Program Administrator reviews rent increase submissions for compliance under Ordinance 3148 as well as the previous Ordinances 3131, 3140, 3143, 3144, and 3149. Landlords are required to cure violations identified under all six ordinances.
    - To date, over 70 invalid rent increase notices have been rescinded
      - Approximately seventeen (17) of which required reimbursement to the tenant for rent charged in excess of the amount the landlord had the authority to impose.

## ❖ Terminations of Tenancy

### VALID SUBMISSIONS

- **Seven (7) valid submissions**
  - Five (5) "Owner Move-in"
  - Two (2) "Notice to Vacate (No Cause)"

### INVALID SUBMISSIONS

- **Six (6) invalid submissions**
  - Three (3) invalid submissions  
The tenants notified staff of the termination of tenancy notices. The notices were determined invalid and the landlords were required to rescind the notices.
  - Two (2) invalid submissions  
The landlord concurrently terminated two (2) units for "Notice to Vacate (No Cause)", for a property with less than 4 units. This is above the frequency of "Notice to Vacate (No Cause)" permitted by the Ordinance. The landlord rescinded both termination notices.
  - One (1) invalid submission  
The submission for "Owner Move-in" termination did not provide the required documents. The landlord was required to rescind the notice.

### ADDITIONAL COMMENTS

- Ordinance 3148 provides that a tenant terminated for "no fault" is owed \$1,500 for moving expenses (in addition to the equivalent of up to four months' rent). This \$1,500 is to be adjusted each year based on the change in the Consumer Price Index. In 2016, the Consumer Price Index changed 3.5%; hence, moving expenses are adjusted to \$1,553.00.

- The valid submissions, noted above, include three (3) units that had originally received invalid notices. The landlords served new notices and submissions that met City regulations.
- Submissions for terminations of tenancy also receive review of previous rent increases. Landlords are required to cure any rent increases imposed that violate Ordinance 3148, or previous Ordinance 3131, 3140, 3143, 3144, and 3149.
  - Several termination notices this month resulted in reimbursements to tenants for rent charged in violation of Ordinance 3148.

### ❖ **Capital Improvement Plans (CIP)**

- No CIP submissions

### ❖ **Program Administration**

- The Program Administrator works closely with City staff and the City Attorney's Office to make determinations of proper compliance under Ordinance 3148.
- Individuals may request a reasonable accommodation for a disability under the Americans with Disabilities Act (ADA). The requests are processed for approval following the Housing Authority policy for reasonable accommodation.
- In-person and over the phone translation is available for individuals, upon request.
- Occasionally, the Program Administrator receives Public Records Requests. The City Attorney provides all decisions on appropriate responses and releasing or withholding records.
- The City is soliciting applications from landlords interested in serving on the Rent Review Advisory Committee. Interested persons are encouraged to submit an application at the Office of the City Clerk.

### ❖ **Staffing**

- 1 Director at 80% time
- 1 Specialist at 100% time
- 1 Program Assistant at 100% time (Temp)
- 2 Program Assistants at 65% time (Temp)

# Rent Program Data January 2017

## ESTIMATED NUMBER OF PUBLIC CONTACTS

|              | January 2017 | Cumulative - to - date<br>(April 2016 - January 2017) |
|--------------|--------------|---|
| Unduplicated | 214          | 1776  |
| Duplicated   | 656          | 4086  |

## TERMINATION OF TENANCY

*Valid no fault termination notices*

|                                      | January 2017 | Cumulative - to - date<br>(April 2016 - January 2017) |
|--------------------------------------|--------------|---|
| No Cause                             | 2            | 29  |
| Owner Move-In                        | 5            | 21  |
| Demolition                           |              |   |
| Capital Improvement Plan             |              |   |
| Withdrawal from the Rental Market    |              | 7   |
| Compliance with a Governmental Order |              |   |
| Total                                | 7            | 57  |

## CAPITAL IMPROVEMENT PLANS

*Applications for capital improvement plan*

|          | January 2017 | Cumulative - to - date<br>(April 2016 - January 2017) |
|----------|--------------|---|
| Approved |              |   |
| Pending  |              |   |
| Denied   |              | 3   |
| Total    | 0            | 3   |

## RENT INCREASES

### 1). Rent increase offers:

| January 2017  |            |               | Cumulative - to - date<br>(April 2016 - January 2017) |            |       |
|---|------------|---------------|---|------------|-------|
|   | Non-exempt | Exempt units* | Non-Exempt  | Exempt*    | Total |
| At or below 5%  | 1          |               | 8   |            | 8     |
| 5.1-10%   | 8          | 1             | 37  | 16         | 53    |
| Above 10%   | 5          | 3             | 41  | 15         | 56    |
| Dual option: 12-mth offer significantly less than MTM offer | 28         |               | 219   |            | 219   |
| <b>Total</b>  | <b>46</b>  |               |   | <b>336</b> |       |

### 2). No RRAC meeting for rent increases due to following resolutions:

| January 2017               |                |               | Cumulative - to - date<br>(April 2016 - January 2017) |            |       |   |
|----------------------------|----------------|---------------|---|------------|-------|---|
|                            | Non-exempt     | Exempt units* | Non-Exempt  | Exempt*    | Total |   |
| Agreement reached {        | At or below 5% | 13            | 1   | 113        | 2     | 115   |
|                            | 5.1-10%        | 6             | 1   | 46         | 16    | 62  |
|                            | Above 10%      | 1             |   | 22         | 8     | 29  |
|                            | Withdrawn      | 4             | 1   | 27         | 1     | 28  |
|                            | Postponed      | 3             | 1   | 4          |       | 4<br>(Previous postponed cases resolved; data reflects outcomes.) |
| Tenant decided to move out | 9              |               | 52  | 3          | 55    |   |
| <b>Total</b>               | <b>42</b>      |               |   | <b>293</b> |       |   |

### 3). RRAC meeting outcomes:

| January 2017                        |                |               | Cumulative - to - date<br>(April 2016 - January 2017) |           |       |   |
|-------------------------------------|----------------|---------------|---|-----------|-------|---|
|                                     | Non-exempt     | Exempt units* | Non-Exempt  | Exempt*   | Total |   |
| Agreement {                         | At or below 5% |               |   |           |       |   |
|                                     | 5.1-10%        |               | 6   |           | 6     |   |
|                                     | Above 10%      |               | 1   |           | 1     |   |
| No agreement: RRAC recommendation { | At or below 5% | 1             |   | 4         |       | 4 |
|                                     | 5.1-10%        |               |   | 4         |       | 4 |
|                                     | Above 10%      |               |   | 1         |       | 1 |
| Tenant did not attend               | 6              |               | 27  |           | 27    |   |
| <b>Total</b>                        | <b>7</b>       |               |   | <b>43</b> |       |   |

### 4). Petitions & referrals:

| December filings heard at<br>January 11 RRAC mtg. |            |               | Cumulative - to - date<br>(April 2016 - December 2016) |          |       |
|---|------------|---------------|--|----------|-------|
|   | Non-exempt | Exempt units* | Non-Exempt   | Exempt*  | Total |
| Petition for Hearing Officer                      |            |               |  |          |       |
| Referral to City Council                          |            |               |  |          |       |
| <b>Total</b>                                      | <b>0</b>   | <b>0</b>      |  | <b>0</b> |       |

\*Exempt units are exempt from a binding decision regarding the amount of the rent increase

## **OUTREACH ACTIVITIES**

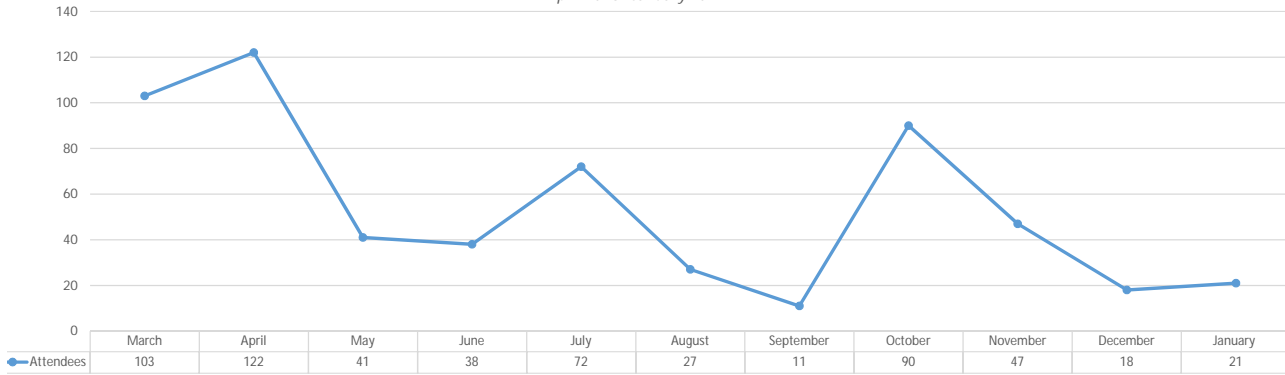
### Completed January

- City Hall walk-in clinics held January 11th & January 25th
- Announcements of upcoming workshops published in Alameda Sun, Alameda Journal, Vision Hispana, and BaoMo San Francisco/Oakland
- Google ads
- Weekly educational public workshops on Rent Stabilization Ordinance no. 3148
- Announced \$53.00 annual adjustment of relocation assistance calculation on website and e-announcements via "Stay Informed"
- No Fault Termination Checklist translated into four languages; available on website and upon request

### Upcoming February

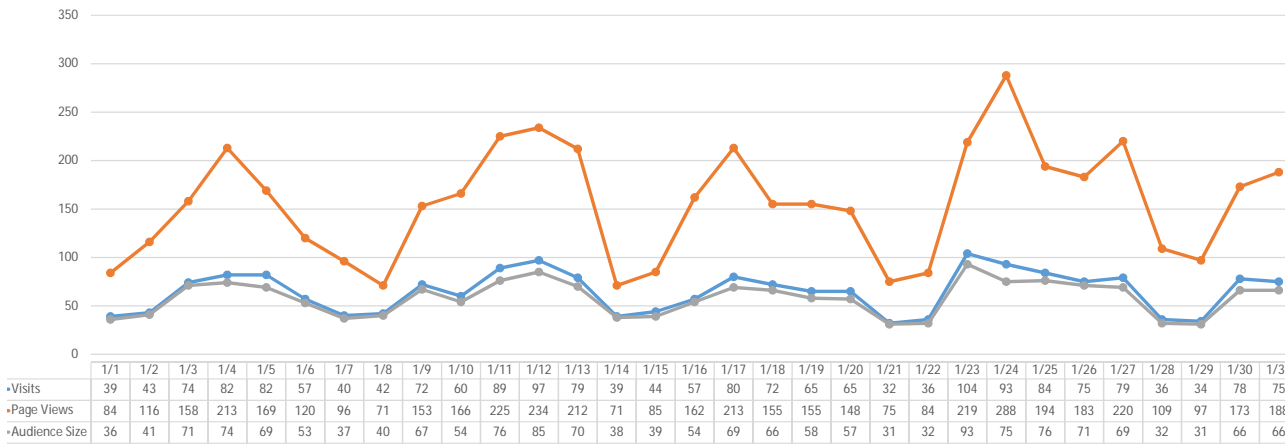
- Outreach for informational workshops scheduled for February 9th and February 23rd

### Workshop Attendance April 2016 - January 2017



Total: 590

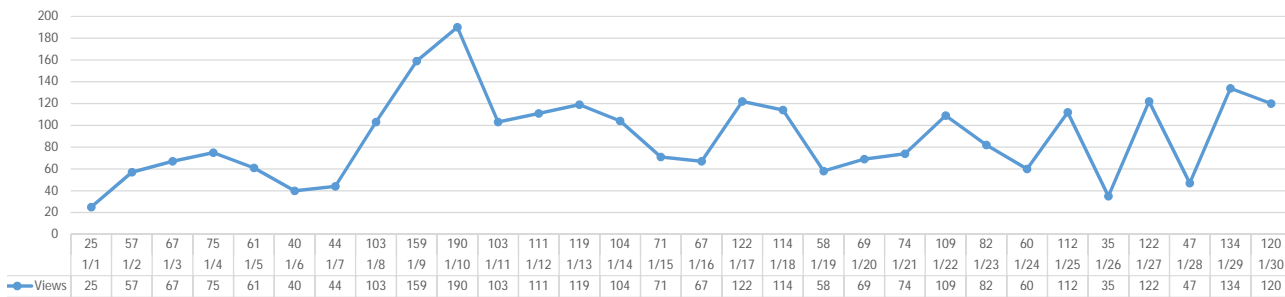
### Monthly Website Traffic



Total: 2004  
Total: 4836  
Total: 1796

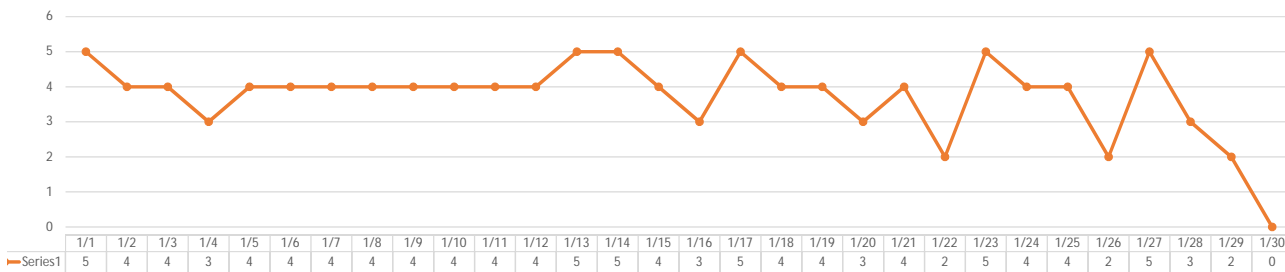
### Google Ads

#### Monthly Ad Views



Total: 2791

#### Monthly Ad Clicks



Total: 117