



Housing Authority of the City of Alameda

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To: Debbie Potter, City of Alameda Community Development Director

From: Claudia Young, Rent & Community Programs Director

Date: August 15, 2016 [Updated data March 16, 2017](#)

Subject: **Alameda Rent Program July 2016 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

- Staff developed a new clinic to provide education for tenants and landlords on noticing requirements for rent increases and terminations of tenancy under State and City rental laws. Announcements for this clinic were translated into 4 languages and shared through local newspapers, local social service organizations and through the City & Rent Program website.
 - o Newspapers/ Magazines: Alameda Journal, Alameda Sun, Bao Mo SF/Oakland, Sing Tao Daily, Vision Hispana, Asian Journal, EBRHA magazine, Realtors Association newsletter
 - o Organizations sharing announcement: Mastick Center, Alameda Family Services, Alameda Collaborative Social Services
 - o See more details on "Outreach Activities" on Rent Program Data page below.
- 72 individuals attended an informational workshop or notice clinic in July. Registration was full for the first 2 notice clinics. Staff will continue to host these notice clinics twice each month as participants expressed that the material was useful in understanding the practical application of Ordinance No. 3148.
- The Rent Program website received many updates in July. Most notably, there is a new webpage entitled "RRAC Archive" that now shares agenda, minutes, case summary and audio from previous RRAC meetings 2014 – to date.
- Staff received an increase in questions regarding the definition of a fixed term lease. Staff has emphasized that the Housing Authority cannot provide legal advice. Currently, the guidance on this question is limited to the definition of a fixed term lease provided by the City Attorney's Office. See below. For more information regarding the provisions of a lease, the Housing Authority has a webpage that provides contact information for organizations that offer legal services.
 - "A fixed term lease is a lease that has a stated period of time--a number of weeks, months, a year-- that a tenant may occupy a rental unit. During its term, a fixed term lease is not

terminable by either party. A fixed term lease automatically terminates upon the specified expiration date and a landlord need not give a tenant a notice of termination."

- Several local news stations have published stories about the new rental regulations in Alameda during July. These stories focus on the current regulations and potential ballot initiatives for November 2016.

Rent Increases

Fillings for rent increases total: 18

- Average rent increase offer: 11.8%
 - This average includes the different rates landlords offer for month-to-month tenancy vs. one-year leases. If only the lowest rent increase offers are averaged, the percentage drops to 10.6%.
- Significant staff time was spent in the effort to make contact with landlords and tenants
- Frequent communication with parties involved in the rent increase was necessary as there was a need for education on the paperwork requirements as well as the following facts:
 - Landlord and tenant may negotiate on their own before the RRAC hearing.
 - RRAC is not a Rent Board or court of law.
 - RRAC members are not participating as advocates for landlords and tenants, but rather as neutral third-party facilitators.

RRAC case summary for July cases heard at August 1st RRAC meeting:

- 18 cases filed
- 14 cases resolved before RRAC agenda was released (1 week prior to RRAC meeting)
- 4 cases on RRAC agenda
- 2 cases resolved before RRAC hearing on August 1st
- 1 case reached an agreement at the RRAC hearing of 5% effective August 1 and a deferred increase of 5% effective January 1, 2017
- 1 case the tenant did not attend the RRAC hearing. The original rent increase was 5% and this increase will become effective on date stated in the notice.

Update on June RRAC cases heard on July 6th:

In the previous monthly report, 4 RRAC cases were noted as receiving a RRAC recommendation of a rent increase between 5.1- 10%, as the parties were unable to reach agreement during the RRAC meeting.

Of those 4 cases:

- 2 cases accepted the RRAC recommendation
- 1 case provided no written response within the deadline; therefore the RRAC recommendation is binding on both parties
- 1 case withdrew the rent increase

Increase in Filings

Staff is creating a streamlined process to work with a large property management company, which has offered both an increase option under 5% and increase option above 5%.

Currently, if a rent increase notice offers an increase at or below 5% AND an offer above 5%,

the notice must be filed with the Program Administrator. This high volume of filings (when both below and above 5% is offered) is an unintended consequence of the ordinance.

RRAC Rules & Procedures

Staff worked closely with the City Attorney's Office to develop amended Rules & Procedures for RRAC. The current Rules & Procedures were last amended in 2000. The proposed amendments were shared at the August 1 RRAC meeting, during which additional changes were requested. The proposed Rules & Procedures will come before the RRAC again during the September meeting.

Terminations of Tenancy

July notice filings: 9

- 9 valid notices
- Most terminations required staff time to clarify amount and payment timeline for relocation assistance. Moreover, landlords and tenants are strongly encouraged to have any agreement in writing before payment relating to the option of a tenant to trade relocation assistance fee for more time in the unit, under termination causes for Notice to Vacate (No-cause), Demolition, & Withdrawal from Rental Market.

Capital Improvement Plans (CIP)

July CIP filings: 0

Previous CIP filings: 1

- Status: Denied; Applicant did not respond to requests for information.

Program Administration

- Staff is working with a consultant to make all required forms available by online submission.
- In light of renters' initiative confirmation for the November ballot, moving forward staff anticipates an influx in rent increase and termination filings for the next few months. Temporary staff were brought on board to assist with increases in call volume, administrative tasks and outreach efforts. An additional part time Temporary Program Assistant will be brought on board in September.

Staffing

Staffing for the month of July:

- 1 Director at 80% time
- 1 Specialist at 100% time
- 1 Specialist at 75% time
- Temp at 10% time

Rent Program Data

July Filings 2016

Number of Public Contacts

	July
Estimated Unduplicated	108
Duplicated	213

Rent Increases

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

Rent increase notices

	Filed in July	
	Non-exempt units	Exempt units
At or below 5%	1	
5.1-10%	7	4
Above 10%	1	1
Dual Option: 12 Mth offer significantly less than MTM offer	4	
Total	18	

Average July rent increase offer: 11.8%

Terminations of tenancy

Valid termination notices for no fault

	Filed July
No Cause	5
Owner Move-In	3
Demolition	
Capital Improvement Plan	
Withdrawal from the rental Market	1
Compliance with a governmental order	
Total	9

Cancellation of RRAC hearing

	Filed in July	
	Non-exempt units	Exempt units
Agreement reached	At or below 5%	1
	5.1-10%	9
	Above 10%	1
Withdrawn	Postponed	1
	Tenant decided to move-out	
Total	16	

Capital Improvement Plans

Applications for CIP

	Filed July
Approved	
Pending	
Denied	
Total	0

RRAC hearing outcomes

	Filed in July, for August 1st RRAC Mtg.	
	Non-exempt units	Exempt units
Agreement	At or below 5%	
	5.1-10%	1
	Above 10%	
No agreement: RRAC recommendation	At or below 5%	
	5.1-10%	
	Above 10%	
Tenant did not attend	1	
Total	2	

Petitions & appeals

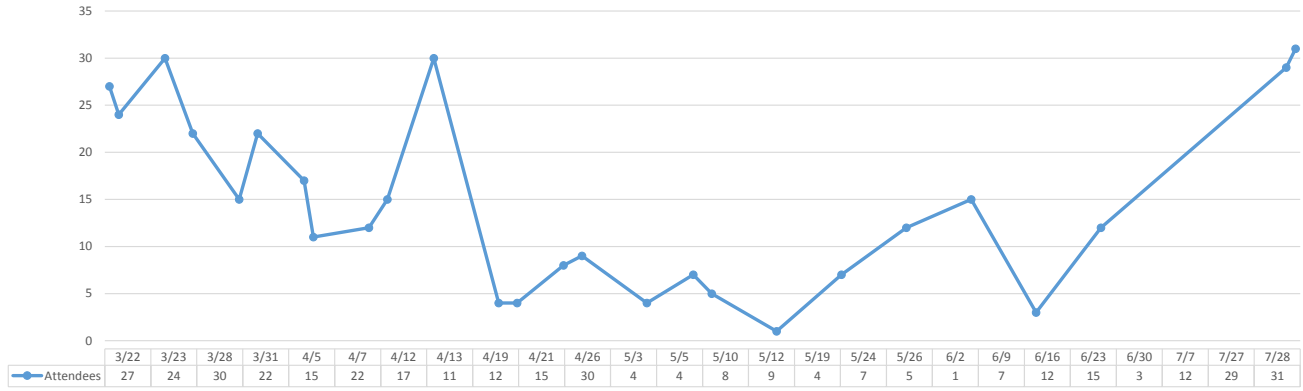
July Filings Heard August 1st

	Non-exempt units	Exempt units
Petition for Hearing Officer		
Appeal to City Council		
Total	0	0

Outreach Activities

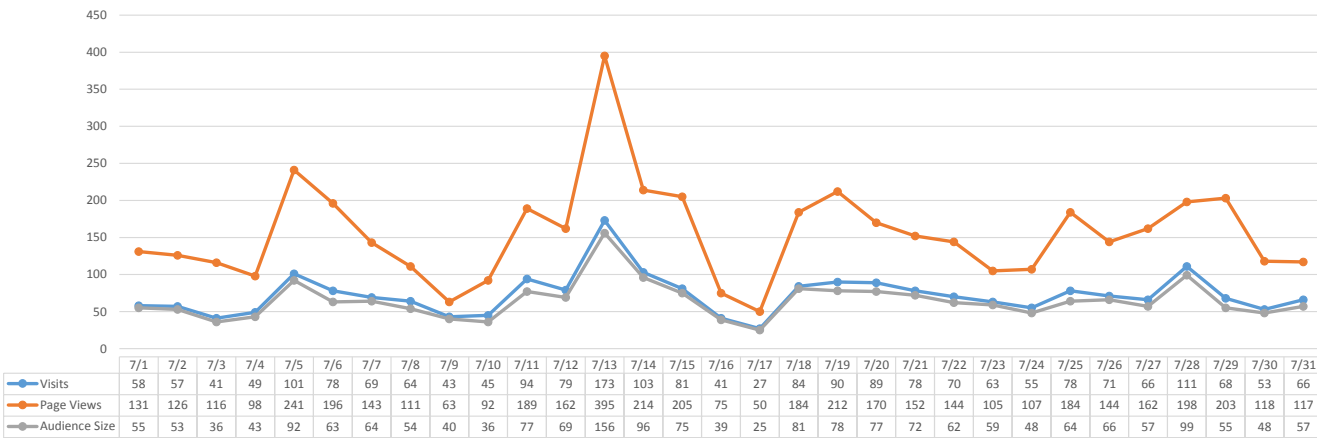
Completed	Scheduled
<ul style="list-style-type: none"> - Published Notice Clinic announcement in Bao Mo SF/Oakland - Published Notice Clinic announcement in Sing Tao Daily in Chinese (traditional) - Published Notice Clinic announcement in Vision Hispana in Spanish - Alameda Sun published a cover page article about Notice Clinics - Published Notice Clinic announcement in Alameda Journal - Sent email blast Notice Clinic announcement to Rent Program list serv (700+ recipients) - Weekly educational workshops and noticing clinics - Updates to www.alamedarentprogram.org website - Weekly announcements for Realtors Association newsletter - Mastick Center posted Notice Clinic announcement on bulletin & shared flyers with visitors - Notice Clinic announcement posted on front banner of City website - Alameda Family Services posted about Notice Clinic on Facebook & in newsletter - Notice Clinic announcement sent to Alameda Collaborative Social Services (60+ recipients) - Google Ads 	<ul style="list-style-type: none"> - Notice Clinic announcement on City cable channel - Monthly announcements in Vision Hispana in Spanish - Asian Journal, Notice Clinic announcement - Landlord Instructions translated in 4 languages; available on website - Educational workshop at EBRHA in September - Notice Clinic announcement in EBRHA Magazine, September issue - Participation in EBRHA EXPO in September - Google ads - AquaTech Swim School, Gyms, Boys & Girls Club, Libraries, Rec Leagues, etc.; share announcement flyers

Workshop Registration and Attendance



Total: 376

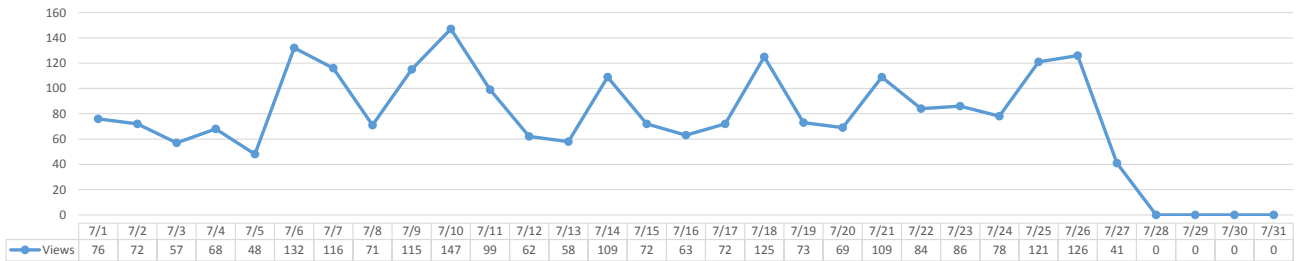
Website Traffic



Total: 2245
Total: 4807
Total: 1996

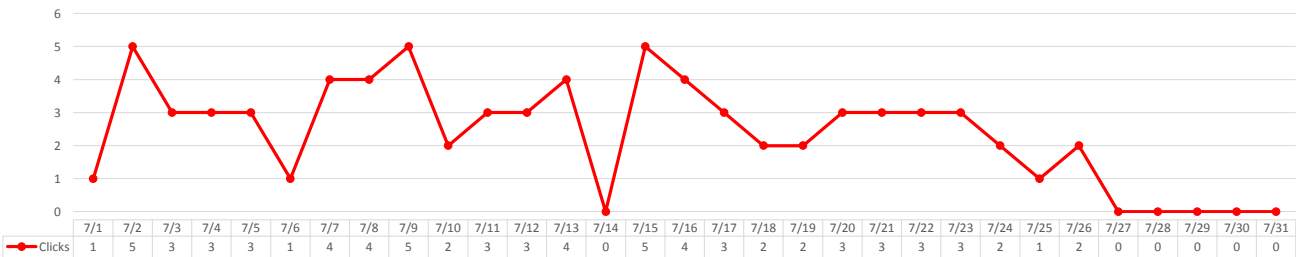
Google Ads

Ad Views



Total: 2349

Ad Clicks



Total: 74