



# Housing Authority of the City of Alameda

701 Atlantic Avenue - Alameda, California 94501-2161 - Tel: (510) 747-4300 - Fax: (510)522-7848 - TDD: (510) 522-8467

To: Debbie Potter, City of Alameda Community Development Director

From: Claudia Young, Rent & Community Programs Director

Date: October 14, 2016 [Updated data March 16, 2017](#)

Subject: **Alameda Rent Program September 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

Outreach in September focused on:

- 1) Distributing the information brochure; see Exhibit 1. It is a requirement that landlords inform their tenants of the brochure no later than 10/15/16.
- 2) Announcing free fair housing trainings, facilitated by ECHO Housing; see Exhibit 2.

Staff shared these materials and announcements through:

- mail to 14,000+ Alameda residents and property owners
- email to 800+ contacts signed-up for Rent Program news & updates
- information posted on the Rent Program website
- distributed and advertised locally

Additional activities included the following:

- EBRHA EXPO Rent Program Booth
- EBRHA held a specialized class on the City of Alameda current rent regulations; materials presented by Rent Program staff.
- Staff initiated outreach with large property management companies in Alameda to ensure the regulations are understood and followed.
- Google ads ran from 9/1-9/19, reflected in the data on the last page of the report.

Attendance for in-person workshops decreased significantly this month. It is anticipated that attendance will increase in October due to mass mailing regarding the information brochure and fair housing trainings.

See more details on "Outreach Activities" on Rent Program Data page below.

## Rent Increases

FILINGS (RRAC summary for September filings heard at the October 3<sup>rd</sup> RRAC meeting):

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- 27 cases filed
  - Average initial rent increase offer: 9.6%
  - 22 of the notices included two rent increase options: 12-month lease near 5% and month-to-month rental agreement above 10%. Offering a higher rate for month-to-month is a common approach of larger properties to incentivize tenants to sign a 12-month lease. When the higher month-to-month rate option is included in the calculation, the average initial rent increase offer is 18.7%.
- Two additional cases postponed from August were reviewed at this month's RRAC meeting. Parties had requested and were approved for a one-month postponement in August
- 21 cases resolved before the RRAC agenda was released (One week prior to RRAC meeting) and did not appear on the RRAC agenda.
- Four cases on the RRAC agenda resolved before the RRAC meeting.

CASES REVIEWED BY RRAC:

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- Three cases came to agreement during the RRAC meeting. Summary below:

Agreements during RRAC meeting	Original offer
7.3% with agreed on one month delay	15.0%
16.7%	33.3%
7.4%	10.0%

- One case had no action by the RRAC because the landlord attended the RRAC meeting and tenant was not in attendance. The rent increase will become effective as stated in the notice.

ADDITIONAL COMMENTS:

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- As noted above, it is common business practice for a rent increase notice to offer several rates for different lease options in order to incentivize tenants. Staff educated landlords specifically on the requirement that all rent increase offers above 5% must be filed with the Program Administrator, regardless if the same notice also offers an option below 5%.
- Staff continues to initiate contact and communicate with tenant and landlords regarding the rent review process through multiple letters, emails, and phone calls. On average, there may be anywhere from 5-10 contacts with the tenant and landlord prior to the RRAC review.

## **Terminations of Tenancy**

### VALID FILINGS

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- Four "No Cause" terminations filed
  - Staff communicates with each tenant to verify facts and confirm tenant receives full amount of entitled relocation assistance.

### INVALID FILINGS

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- Two invalid notices filed
  - Staff contacted both the landlord and tenant to explain deficiencies, which make the notice invalid. Landlord was required to submit written documentation that invalid notice was rescinded.

### ADDITIONAL COMMENTS

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- Landlords and tenants are strongly encouraged to have any agreement in writing relating to payment of relocation benefits.

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

September CIP filings: 0

## **Program Administration**

- A draft Policy and Procedures manual is in progress. This document provides clear step-by-step detail on internal administrative processes.
- Staff is working with a consultant to make all required forms available by online submission. Online submission functionality is anticipated to be available in late October.
- The Rent Program hired additional temp staff in September due to increased volume in notice filings, inquiries, and education needs.

## **Staffing**

Staffing for the month of September:

- 1 Director at 80% time
- 1 Specialist at 100% time
- 1 Specialist at 90% time (Temp)
- 2 Program Assistants at 70% time (Temp)

# Rent Program Data

September 2016  
with 3-month summary

## RENT INCREASES

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

### 1). Rent increase offers

	September		August	July	Total
	Non-exempt units	Exempt units			
At or below 5%			1	1	2
5.1-10%	2		7	11	20
Above 10%	2	1	11	2	16
Dual option: 12.mth - near 5% MTM - above 10%	22		66	4	
<b>Total</b>	<b>27</b>		<b>85</b>	<b>18</b>	<b>130</b>

Average initial rent increase offer: 9.6%  
Average initial offer including second optional rate for MTM on 22 notices: 18.7%

### 2). Cancellation of cases scheduled for RRAC meeting

	September		August	July	Total
	Non-exempt	Exempt units			
Agreement reached	At or below 5%	12	32	1	45
	5.1-10%	3	7	13	23
	Above 10%	1	1	4	2
	Withdrawn		8		8
	Postponed		2		2
Tenant decided to move-out	8		20		28
<b>Total*</b>	<b>25</b>		<b>73</b>	<b>16</b>	<b>114</b>

\*Note: September total includes the resolution of a postponed August filing

### 3). RRAC meeting outcomes

	September filings for October 3 RRAC mtg.		August filings for September 7 RRAC mtg.	July filings for August 1 RRAC mtg.	Total
	Non-exempt	Exempt units			
Agreement	At or below 5%			1	3
	5.1-10%	2			1
	Above 10%	1			1
No agreement: RRAC recommendation	At or below 5%		1		1
	5.1-10%				
	Above 10%				
Tenant did not attend	1		11	1	13
<b>Total*</b>	<b>4</b>		<b>12</b>	<b>2</b>	<b>18</b>

\*Note: September total includes the review of a postponed August filing

### 4). Petitions & referrals

	August filings for September 7 RRAC mtg.	July filings for August 1 RRAC mtg.	June filings for July 6 RRAC mtg.	Total
Petition for Hearing Officer				
Referral to City Council				
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

## NUMBER OF PUBLIC CONTACTS

	September	August	July	Total
Estimated Unduplicated	157	194	108	459
Duplicated	358	439	213	1010

## TERMINATION OF TENANCY

### Valid no fault termination notices

	September	August	July	Total
No Cause	4	4	5	13
Owner Move-In		1	3	4
Demolition				
Capital Improvement Plan				
Withdrawal from the rental Market			1	1
Compliance with a governmental order				
<b>Total</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>18</b>

## CAPITAL IMPROVEMENT PLANS

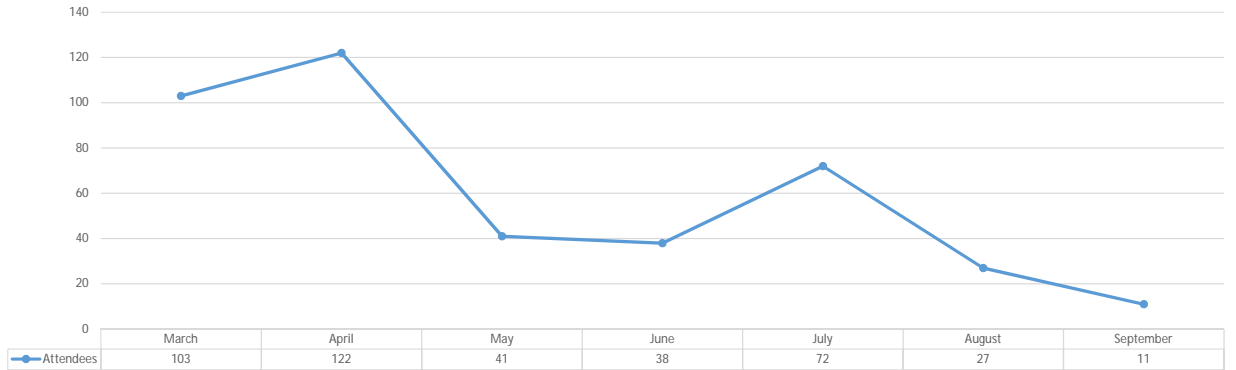
### Applications for capital improvement plan

	September	August	July	Total
Approved				
Pending				
Denied				
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

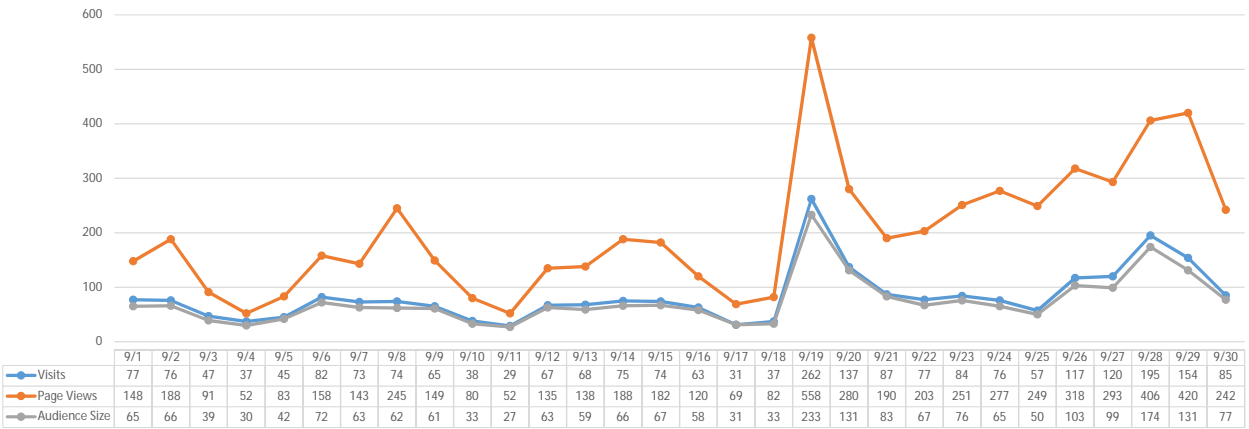
## OUTREACH ACTIVITIES

Completed SEPTEMBER	Upcoming OCTOBER
<b>Information brochure</b> distributed to 14,580 residents and owners	Distribute <b>information brochures</b> to local organizations and businesses
<b>Fair housing training announcement</b> distributed to 14,580 residents and owners	Educational outreach to <b>large property management companies</b>
Notice requirement updates and <b>information brochure</b> e-mailed to 841 Alamedans	Fair housing announcement in <b>EBRHA</b> October Issue
<b>EBRHA EXPO</b> Rent Program booth, 9/28.	<b>Vision Hispana</b> Rent Stabilization informational ad
<b>AUSD</b> ; school newsletters & information flyers at campuses	
<b>Alameda libraries</b> ; information flyers distributed to all libraries	
<b>Vision Hispana</b> Fair Housing ad: 9/10	
Information workshop announcement in <b>EBRHA</b> <b>September issue</b>	
Rent program presentation at <b>EBRHA</b> specialized monthly workshops; 9/21	
Daily announcements at the <b>Food Bank</b>	
<b>Google ads</b>	
Educational outreach to <b>large property management companies</b>	

Workshop & Clinic Attendance

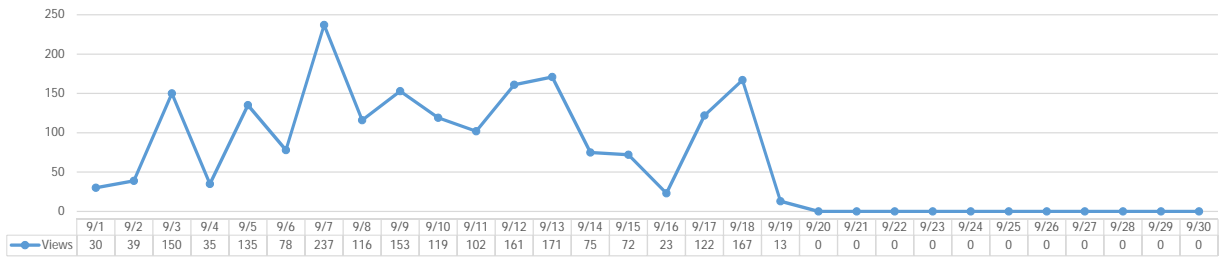


Website Traffic

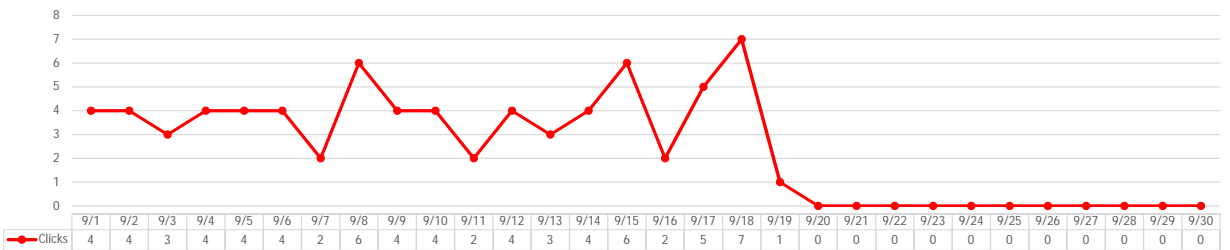


Google Ads

Ad Views



Ad Clicks



# Exhibit 1



The Housing Authority of the City of Alameda is the Program

Administrator for the Rent Review, Rent Stabilization and Limitations on Evictions Ordinance no. 3148.

## Services

### HOURS:

Monday-Thursday 8:30am - 4:00pm

### CONTACT INFORMATION:

Phone: (510)747-4346

E-mail: rrac@alamedahsg.org

### RESOURCES &

### WORKSHOP REGISTRATION:

[www.alamedarentprogram.org](http://www.alamedarentprogram.org)

### FILE DOCUMENTS:

E-mail: rrac@alamedahsg.org

Fax: 510-864-0879

Mail/Drop off: Rent Program

701 Atlantic Ave.

Alameda, CA 94501

The Housing Authority does not provide legal advice. Each landlord and tenant is responsible for seeking the advice of legal counsel on any matters or documents related to the specific circumstances of the case.

This is an important document. If you require interpretation, please call (510) 747-4346 or come to our office.

Este es un documento importante. Si usted requiere interpretación, por favor llame al (510) 747-4346 o diríjase a nuestra oficina.

Ito ay isang mahalagang dokumento. Kung kailangan mo ng interpretasyon, mangyaring tumawag sa (510) 747-4346 o Dumating sa aming opisina.

این مدرک مهمی است. اگر شما نیازمند به ترجمه این مدرک هستید لطفاً به این شماره تلفن بنشینید: (۵۱۰) ۷۴۷-۴۳۴۶ و یا به دفتر ما مراجعه کنید.

Đây là một tài liệu quan trọng. Nếu bạn cần giải thích, xin gọi (510) 747-4346 hoặc đến văn phòng của chúng tôi.

這是一個重要的文件。如果您需要翻譯服務，請致電 (510) 747-4346，或來我們辦公室。

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Housing Authority of the City of Alameda  
Rent and Community Programs

## Landlord Responsibilities & Tenant Protections



Rent Review, Rent Stabilization and Limitations on Evictions Ordinance no. 3148  
Effective March 31, 2016



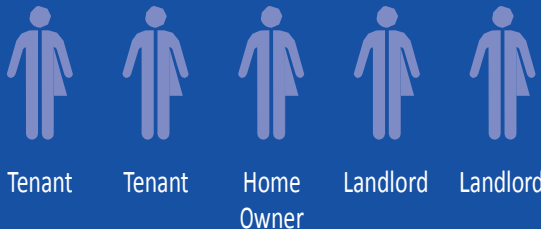
[www.alamedarentprogram.org](http://www.alamedarentprogram.org)  
Phone: 510-747-4346  
Email: rrac@alamedahsg.org

## Rent Increases

- There is no cap on rent increases
- There can be only one rent increase in any 12 month period
- One time rule: With the first rent increase on or after March 31, 2016, or initial occupancy, the landlord must offer the tenant a one-year lease

### Rent Review Advisory Committee (RRAC)

- The RRAC is a committee of five volunteers: 2 landlords, 2 tenants, and 1 homeowner.
- Members are not advocates for either party; the RRAC acts as a third-party mediator of rent increase disputes.
- Members are appointed by the Mayor and confirmed by the City Council.

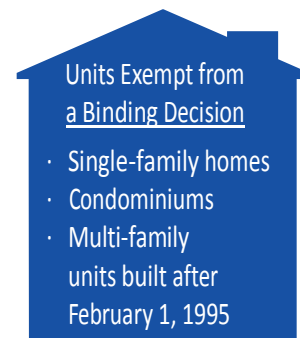


### Rent increases AT OR BELOW 5%

- The notice served on the tenant must include Form RP-02 or the exact text as stated in section 6-58.60, Ordinance no. 3148.
- Increase is effective on the date stated in notice; no delays to the effective date based on RRAC meeting or appeal dates.
- Tenants may request mediation by the RRAC, which the landlord is required to attend. Any recommendation or appeal is non-binding for both parties.

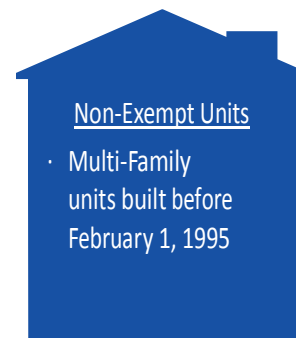
### Rent increases ABOVE 5%

- The notice served on tenant must include Form RP-03 or the exact text as stated in section 6-58.65, Ordinance no. 3148.
- A copy of the rent increase notice and Form RP-04 must be filed with the Program Administrator within 15 calendar days of service on the tenant.
- Rent increases above 5% are subject to review by the RRAC. If there is no show by a **person with ownership interest in the property**, the rent increase notice is void.
- The RRAC will dismiss the rent increase review if landlord and tenant reach a written agreement prior to the RRAC meeting date and file Form RP-05.
- Rent increases do not become effective until there is written agreement between landlord & tenant or a hearing officer makes a binding decision UNLESS the unit is exempt (see below).



### Non-Exempt Units

- If there is no agreement after a RRAC recommendation, a landlord or tenant may file a petition for a binding decision by a Rent Dispute Hearing Officer.
- If there is no petition, the RRAC recommendation is binding.



## Terminations of Tenancy

### For cause (grounds for termination)

- Failure to pay rent
- Breach of lease
- Failure to give access
- Nuisance

No relocation assistance or filing with the Program Administrator required.

### No fault (grounds for termination)

- Notice to vacate (no cause)\* -- New rent cannot exceed 5% of previous tenant's rent
- Owner move-in
- Demolition\*
- Capital Improvement Plan
- Withdrawal from rental market\*
- Compliance with governmental order

### Notice served on tenant must:

- State the reason for termination, if any
- Certify amount of relocation assistance
- Be filed along with Form RP-06 with the Program Administrator within 7 calendar days of service on the tenant

### Relocation Assistance

Amount: Tenant is entitled to \$1,500 plus the payment of one month's rent for every year, or portion thereof, the tenant has rented the unit, up to a maximum of four months' rent.

- The 3 grounds for termination noted above by an asterisk (\*), allow the tenant the option of trading relocation assistance \$ for more time in the unit.

Payment schedule: The first half of the relocation fee is paid when the landlord receives tenant's written confirmation to vacate. The second half is paid when the tenant vacates the unit.

The Housing Authority of the City of Alameda and ECHO Housing

# Welcome ALAMEDA Renters and Housing Providers to a **FREE FAIR HOUSING TRAINING!**

## **TRAINING DATES:**

TUESDAY,  
October 4, 2016  
6:30 PM

WEDNESDAY  
October 19, 2016  
2:30 PM

THURSDAY  
November 10, 2016  
6:30 PM

TUESDAY  
November 29, 2016  
2:30 PM

## **TOPICS WILL INCLUDE:**


- What laws govern housing discrimination?
- Who is protected under the law?
- Reasonable accommodations and modifications for tenants with disabilities
- Renting to families with children
- Occupancy standards
- Advertising guidelines
- AND MORE!

Please **REGISTER** for this  
training online at

[www.alamedarentprogram.org/workshops/](http://www.alamedarentprogram.org/workshops/)

For more information go to  
[www.alamedarentprogram.org](http://www.alamedarentprogram.org)

or calling (510) 747-4346

  
Housing  
Authority of the City of Alameda  
Rent and Community Programs



  
**ECHO**  
Eden Council for Hope & Opportunity

