



**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: November 28, 2016      [Updated data March 16, 2017](#)

Subject: **Alameda Rent Program October 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**

Efforts this month focused on informing property managers of current regulations in the City. Staff sent an informational mailer to 97 owners and property managers of apartment complexes with more than 30 units and began in-person visits to build relationships and share information.

Ongoing efforts include:

- 90 attendees at informational workshops or fair housing trainings: Increased attendance is presumed to be in response to the information mailer and email announcement sent to 16,000+ recipients in September
- Staff increased efforts to distribute the informational brochure to local organizations
- Tabling at the Tuesday Alameda Farmer's Market
- Announcement in Alameda Sun "Local Happenings" for informational workshops and fair housing trainings
- Walk-in inquiries now accepted at Program Administrator's office

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

## ❖ Rent Increases

### **SUBMISSIONS (Summary for October filings heard at the November 9 RRAC meeting):**

- 42 total submissions
- 29 of the notices included two rent increase options:
  1. 12-month lease near 5%
  2. Month-to-month rental agreement above 10%

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.

### **SUBMISSION OUTCOMES:**

- 36 submissions did not receive a review before the RRAC due to one of the following (See data page for more details):
  1. Parties reached an agreement prior to the RRAC meeting;
  2. Filing withdrawn;
  3. Filing postponed for one month; or
  4. Tenant decided to move out of the unit.
- Six (6) submissions were placed on the RRAC agenda for the November 9 meeting with the following outcomes:
  - Five (5) submissions were not heard by the RRAC because the tenant did not attend the RRAC meeting. The rent increases will become effective as stated in the notices.
  - One (1) submission was reviewed by the RRAC. Parties were unable to reach an agreement during the meeting. The RRAC provided a recommendation of a \$69.00/ month (4.9%) rent increase.

### **ADDITIONAL COMMENTS:**

- Many landlords requesting rent increases this month had not raised the rent for several years.
- Staff offered in-person appointments with both parties to encourage and provide an opportunity for communication between landlords and tenants. In addition, both parties were encouraged to reach out to ECHO and/or have an advocate to assist in speaking to one another.

## ❖ **Terminations of Tenancy**

### **VALID SUBMISSIONS**

- Ten (11) total valid submissions
  - Four (4) "Owner Move-in"
  - Five (5) "Notice to Vacate (No Cause)"
  - One (2) "Withdrawal from the Rental Market"

### **INVALID SUBMISSIONS**

- Three (3) total invalid submissions
  - One (1) invalid submission because the relocation assistance was incorrectly calculated. The notice was rescinded.
  - Two (2) invalid submissions were corrected and valid notices were then served to the tenants. The new valid submissions are included in the total of ten (10) valid submissions noted above.

### **ADDITIONAL COMMENTS**

- Staff informed landlords and tenants of the notices' deficiencies and reasons for non-compliance. Landlords were required to submit written documentation demonstrating the invalid notice was rescinded.
- Staff received a higher number of submissions this month. It is estimated this increase is a result of uncertainty generated by the November election.
- Staff communicates with each tenant to verify facts submitted by the landlord and to ensure that the tenant receives the full amount of the entitled relocation assistance.

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

- No CIP submissions

## ❖ **Program Administration**

- Staff is working with a consultant to make all required forms available by online submission. Online submission will be available soon.
- The Rent Program hired an additional part-time temporary staff member in October to meet administrative needs of increased volume in notice filings, inquiries, and general education.

## ❖ **Staffing**

- 1 Director at 80% time
- 1 Specialist at 100% time
- 1 Program Assistant at 100% time (Temp)
- 1 Program Assistant at 65% time (Temp)
- 1 Program Assistant at 20% time (Temp)

# Rent Program Data

## October 2016

### ESTIMATED NUMBER OF PUBLIC CONTACTS

	October	Total (April - October)
Unduplicated	337	1192
Duplicated	550	2543

### TERMINATION OF TENANCY

#### *Valid no fault termination notices*

	October	Total (April - October)
No Cause	5	22
Owner Move-In	4	13
Demolition		
Capital Improvement Plan		
Withdrawal from the Rental Market	2	5
Compliance with a Governmental Order		
<b>Total</b>	<b>11</b>	<b>40</b>

### CAPITAL IMPROVEMENT PLANS

#### *Applications for capital improvement plan*

	October	Total (April - October)
Approved		
Pending		
Denied		3
<b>Total</b>	<b>0</b>	<b>3</b>

## RENT INCREASES

### 1). Rent increase offers:

	October		Total (April - October)		Total
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	
At or below 5%	2		4		4
5.1-10%	2	1	23	14	37
Above 10%	7	1	25	7	32
Dual option: 12-mth - below 10% MTM - above 10%	29		143		143
<b>Total</b>	<b>42</b>		<b>216</b>		<b>216</b>

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

	October		Total (April - October)		Total
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	
Agreement reached {	At or below 5%	17	65		65
	5.1-10%	3	34	14	48
	Above 10%	6	16	5	21
	Withdrawn	1	13		13
	Postponed	1		1	
Tenant decided to move out	6		36	2	38
<b>Total</b>	<b>36</b>		<b>186</b>		<b>186</b>

### 3). RRAC meeting outcomes:

	October filings for November 9 RRAC mtg.		Total (April - October)		Total
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	
Agreement {	At or below 5%				
	5.1-10%		5		5
	Above 10%		1		1
No agreement: RRAC recommendation {	At or below 5%	1	3		3
	5.1-10%		3		3
	Above 10%				
Tenant did not attend	5		18		18
<b>Total</b>	<b>6</b>		<b>30</b>		<b>30</b>

### 4). Petitions & referrals:

	September filings for October 3 RRAC mtg.		Total (April - October)	
	Non-exempt	Exempt units*	Non-Exempt	Exempt*
Petition for Hearing Officer Referral to City Council				
<b>Total</b>	<b>0</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

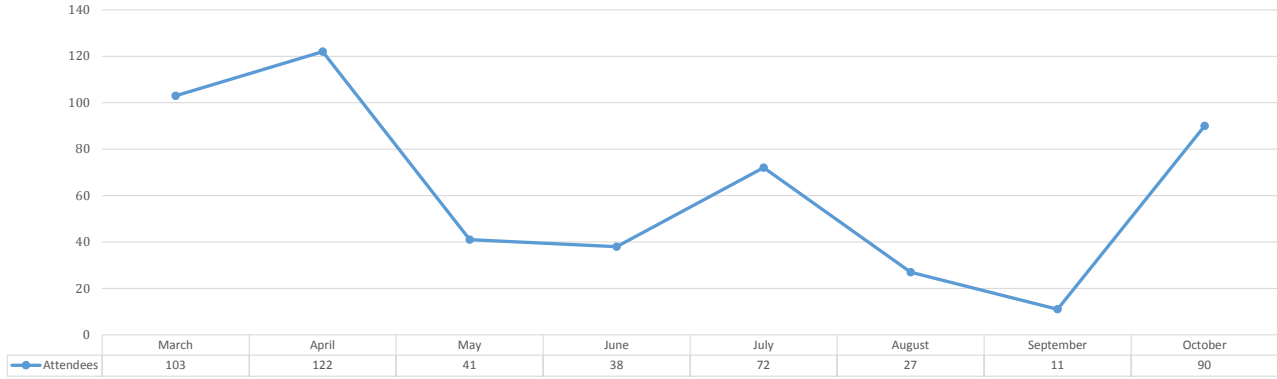
### Completed October

- Distribute **information brochures** to local organizations and businesses
- Educational outreach to **large properties** with more than 30 units via an informational letter to 47 owners and 50 properties
- Staff began **site visits to large properties** with more than 30 units to share information about current regulations
- **Alameda libraries**; information flyers distributed to all libraries
- **Google ads**
- Fair housing announcement in **EBRHA** October issue
- **Vision Hispana** Rent Stabilization informational ad
- Announcement of upcoming workshops in Alameda Sun's "**Local Happenings**"
- Tabling at Tuesday Alameda **Farmer's market**

### Upcoming November

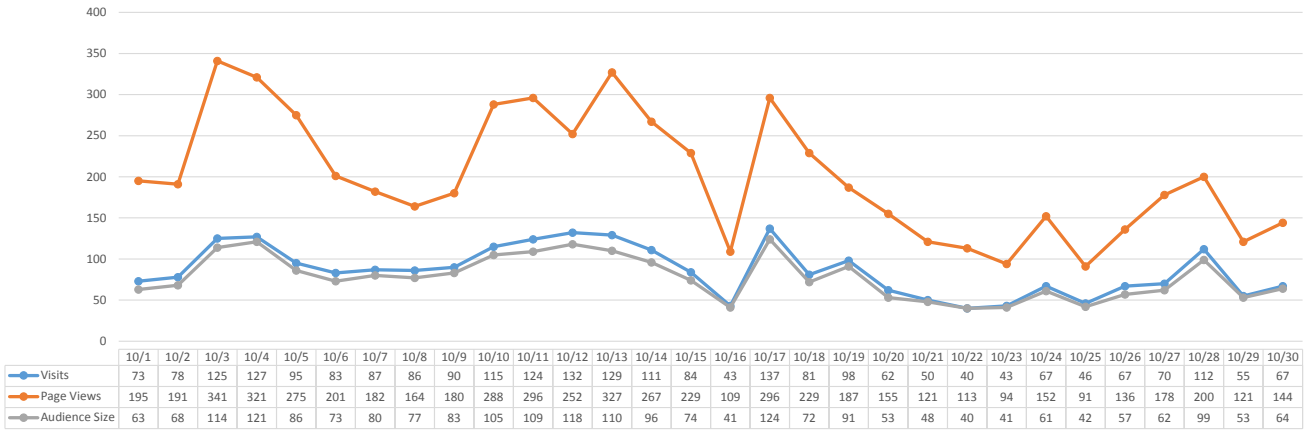
- Outreach will continue with workshops and newsletters. An update mailer will also be developed to inform citizens of L1's continuance.

### Workshop Attendance



Total: 504

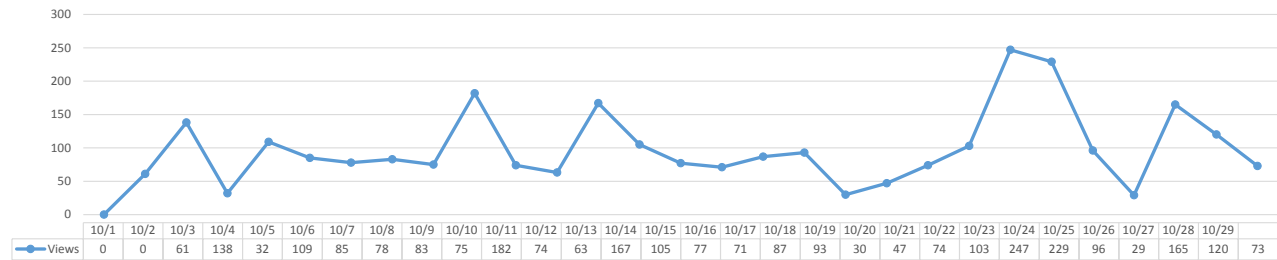
### Website Traffic



Total: 2653  
Total: 6225  
Total: 2393

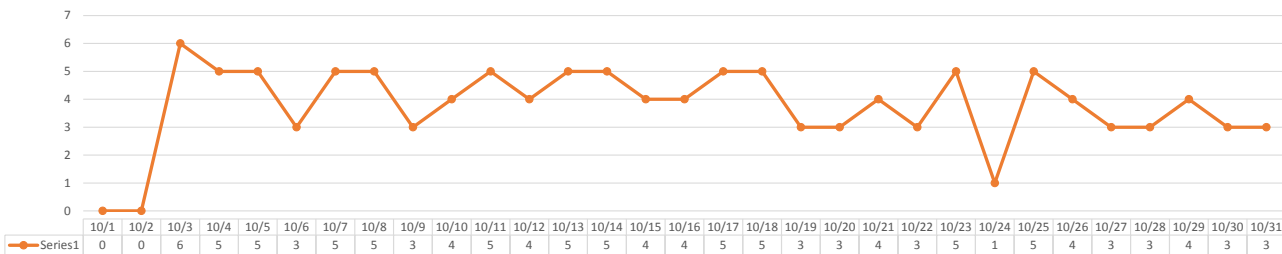
### Google Ads

#### Ad Views



Total: 2906

#### Ad Clicks



Total: 117