



**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: December 15, 2016 [Updated data March 16, 2017](#)

Subject: **Alameda Rent Program November 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**

Ongoing efforts include:

- 47 attendees at informational workshops or fair housing trainings
- Announcement in Alameda Sun “Local Happenings” for informational workshops and fair housing trainings
- Walk-in inquiries accepted at Program Administrator’s office
- If a workshop is cancelled due to enrollment of 5 or less people, staff will contact registrants to offer a 1:1 appointment to provide information and answer questions as needed.

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

❖ Rent Increases

SUBMISSIONS (Summary for November filings heard at the December 5 RRAC meeting):

- 29 total submissions
- 18 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.

SUBMISSION OUTCOMES:

- 25 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 Filing withdrawn;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.

ADDITIONAL COMMENTS:

- Several filings this month included violations under urgency moratorium ordinances in place from November 5, 2015 through March 30, 2016. The Program Administrator required the landlords to reimburse the tenants (or provide the tenants with a credit) for the amounts of the rent that were improperly charged.
- The Program Administrator made several referrals to the City Attorney's Office regarding the following:
 - Retaliation
 - Compliance with regulations
 - Invalid rent increase
- Staff offered in-person appointments with parties scheduled for review before RRAC to support communication between landlords and tenants.
- Staff spoke with Alameda Renters Coalition members about the RRAC process and encouraged them to attend a workshop or to contact staff to coordinate a special workshop

❖ **Terminations of Tenancy**

VALID SUBMISSIONS

- Three (3) valid submissions
 - One (1) "Owner Move-in"
 - One (1) "Notice to Vacate (No Cause)"
 - One (1) "Withdrawal from the Rental Market"

INVALID SUBMISSIONS

- One (1) invalid submission
 - Staff confirmed the notice was invalid due to the following reason(s):
 1. relocation assistance incorrectly calculated
 2. notice was not filed within 7 calendar days.
 - The notice was rescinded.

ADDITIONAL COMMENTS

- Terminations for "Notice to Vacate (No Cause)" are monitored by staff and landlords are required to verify compliance with the 5% rent increase restriction for a new tenant.
- A summary of terminations to-date is now available online (<http://www.alamedarentprogram.org/reports/>).
- The Ordinance does not require any notice to cease or a termination of tenancy notice for failure to pay rent, breach of the lease, nuisance, or failure to give access to be filed.

❖ **Capital Improvement Plans (CIP)**

- No CIP submissions

❖ **Program Administration**

- Tenants and landlord are encouraged to submit forms and inquires on our website, by email, by fax or by mail. Staff is developing an online submission process for specific forms.
- Additional legal and social service resource contacts have been made available online. This information is also provided upon request over the phone as well as through email and mail.

❖ **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 November 2016

ESTIMATED NUMBER OF PUBLIC CONTACTS

	November	Cumulative - to - date (April - November)
Unduplicated	218	1410
Duplicated	488	3031

TERMINATION OF TENANCY

Valid no fault termination notices

	November	Cumulative - to - date (April - November)
No Cause	1	23
Owner Move-In	1	14
Demolition		
Capital Improvement Plan		
Withdrawal from the Rental Market	1	6
Compliance with a Governmental Order		
Total	3	43

CAPITAL IMPROVEMENT PLANS

Applications for capital improvement plan

	November	Cumulative - to - date (April - November)
Approved		
Pending		
Denied		3
Total	0	3

RENT INCREASES

1). Rent increase offers:

	November		Cumulative - to - date (April - November)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
At or below 5%	2		6		10
5.1-10%	3		26	14	40
Above 10%	2	4	27	11	38
Dual option: 12-mth offer significantly less than MTM offer	18		161		161
Total	29		245		

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

	November		Cumulative - to - date (April - November)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
Agreement reached {	At or below 5%	11	76		76
	5.1-10%	2	36	14	50
	Above 10%	3	19	7	26
	Withdrawn	1	14		14
	Postponed	1	1		1 (Previous postponed cases resolved; data reflects outcomes.)
Tenant decided to move out	3	2	39	4	43
Total	25		210		

3). RRAC meeting outcomes:

	November filings for December 5 RRAC mtg.		Cumulative - to - date (April - November)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
Agreement {	At or below 5%				
	5.1-10%	1	6		6
	Above 10%		1		1
No agreement: RRAC recommendation {	At or below 5%		3		3
	5.1-10%		3		3
	Above 10%	1	1		1
Tenant did not attend	3		21		21
Total	5		35		

4). Petitions & referrals:

	October filings for November 9 RRAC mtg.		Cumulative - to - date (April - November)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
Petition for Hearing Officer Referral to City Council					
Total	0		0		

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

OUTREACH ACTIVITIES

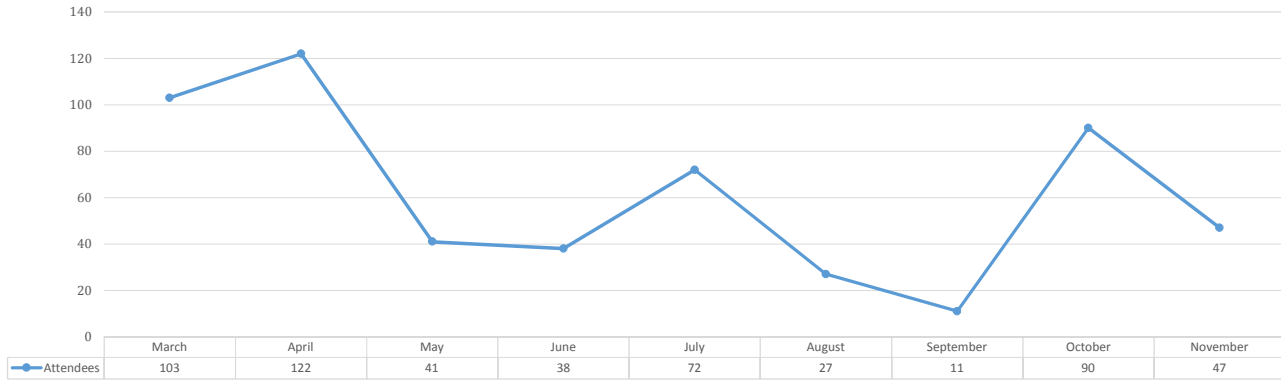
Completed November

- Staff continued **site visits to large properties** with more than 30 units to share information about current regulations
- **Google ads**
- Announcement of upcoming workshops in Alameda Sun's "**Local Happenings**"
- Tabling at Tuesday Alameda **Farmer's market**

Upcoming December

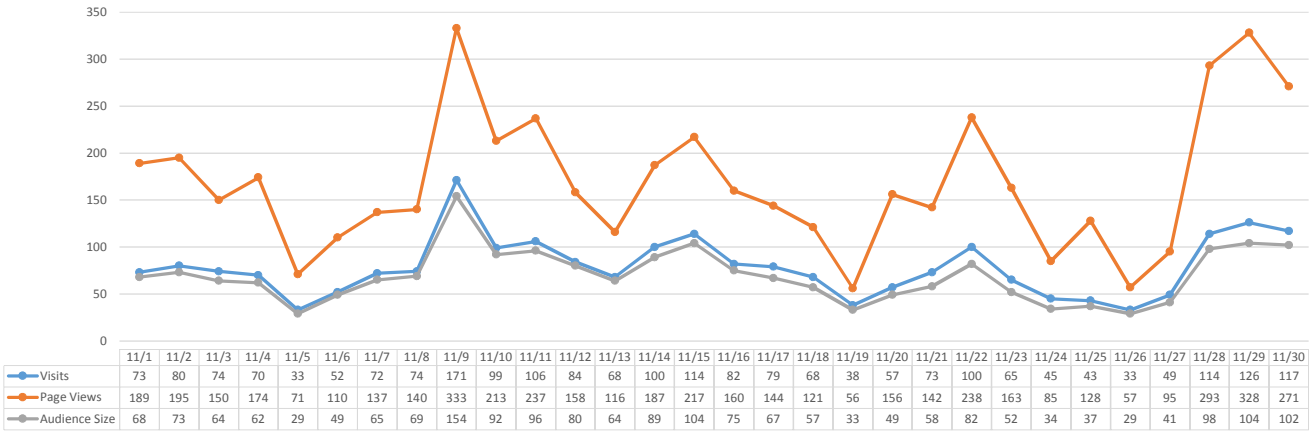
- Outreach will continue with workshops and newsletters. An update mailer will also be developed to inform citizens of L1's continuance.
- Announcement of upcoming workshops in Alameda Sun's "Local Happenings"
- Winter Newsletter with emphasis on free consultation offered on December 6, 2016 at City Hall

Workshop Attendance



Total: 551

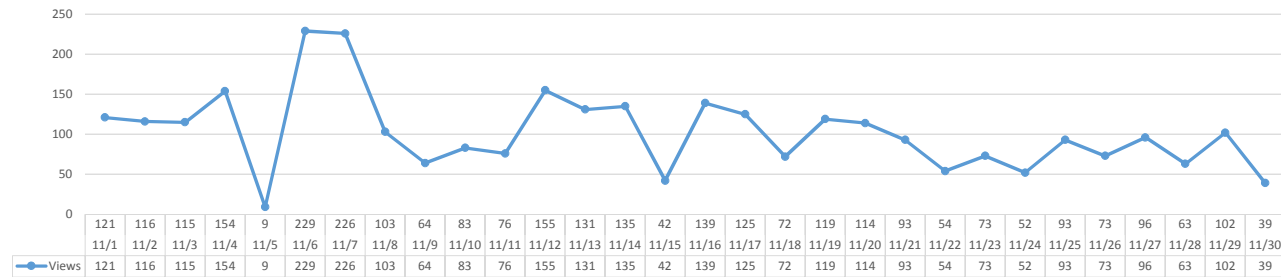
Website Traffic



Total: 2359
Total: 5064
Total: 2076

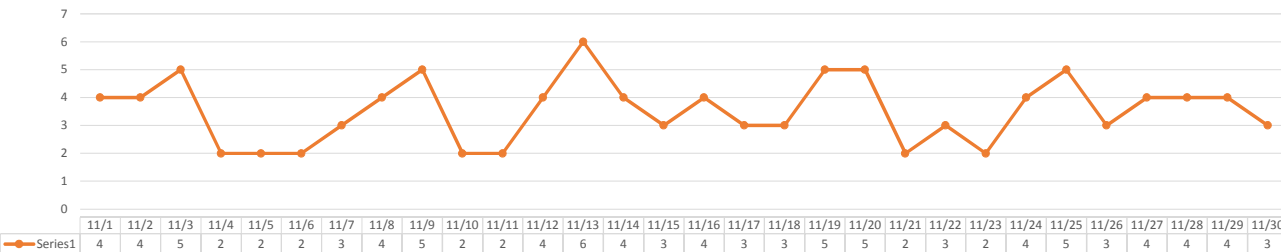
Google Ads

Ad Views



Total: 3066

Ad Clicks



Total: 106