



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

Subject: **Alameda Rent Program December 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:

- 18 attendees at informational workshops
- 10 attendees at December 6, City Hall walk-in clinic
- Announcement in Alameda Sun “Local Happenings” for informational workshops and walk-in clinics
- 3 Walk-in inquiries accepted at Program Administrator's office

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

## ❖ Rent Increases

### **SUBMISSIONS (Summary for December filings heard at the January 11, 2017 RRAC meeting):**

- 45 total submissions
- 30 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:**

- 41 submissions did not receive a review before the RRAC due to one of the following (See data page for more details):
  - Parties reached an agreement prior to the RRAC meeting;
  - Filing withdrawn;
  - Filing postponed for one month; or
  - Tenant decided to move out of the unit.
- Five (5) submissions were placed on the RRAC agenda for the January 11 meeting with the following outcomes stated below. There is one (1) submission additional to the 45 December submissions because a November submission was postponed until the January 11 review.

#### Outcomes:

- One (1) submission was postponed one month and will be placed on the February 6 RRAC agenda.
- Two (2) submissions reached an agreement of a rent increase equal to 0-5% prior to the meeting.
- One (1) submission reached an agreement of a rent increase equal to 5.1-10% prior to the meeting.
- 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 \$62.50/ month (5.0%) rent increase and six (6) months later an additional rent increase of \$62.50/ month (5.0%).

### **ADDITIONAL COMMENTS:**

- When staff identifies an invalid rent increase:
  - If the rent increase has not yet become effective, the landlord is required to rescind the notice.
  - If the rent increase has already become effective, the landlord is required to reimburse the tenant the amount of rent for which the landlord did not have the authority to impose.
- Before a valid rent increase is reviewed by the RRAC, staff encourages communication between tenant and landlord by providing opportunities for private conversation with a third-party facilitator.
- The agenda for the RRAC is provided to members and available to the public one week prior to the meeting date. The agenda can be found online on the Rent Program website ([www.alamedarentprogram.org/upcoming-meetings](http://www.alamedarentprogram.org/upcoming-meetings)) and City website (<https://alamedaca.gov/agendas>).

## ❖ Terminations of Tenancy

### VALID SUBMISSIONS

- Four (4) valid submissions
  - One (1) "Owner Move-in"
  - One (2) "Notice to Vacate (No Cause)"
  - One (1) "Withdrawal from the Rental Market"

### INVALID SUBMISSIONS

- One (1) invalid submission

The tenant notified staff of the termination after the tenant had made plans to vacate. Staff informed the tenant that the tenant is not required to vacate. Tenant chose to vacate and staff ensured tenant was paid relocation assistance. In addition, the landlord is on notice that when the unit is rented to a new tenant, the rent cannot exceed 5% more than the previous tenant's rent.

### ADDITIONAL COMMENTS

- Staff follows up on terminations for "Notice to Vacate (No Cause)" after the effective date of the termination to verify the landlord is in compliance with the 5% rent increase restriction for a new tenant.
- A summary of terminations to-date is available online (<http://www.alamedarentprogram.org/reports/>).
- When a notice is determined invalid, staff requires the landlord to submit documentation demonstrating the tenant is informed the invalid notice is rescinded. Staff also notifies the tenant directly when a notice is invalid. Once an invalid notice is rescinded, a landlord has the option to serve a new notice that complies with City and State regulations.
  - One (1) valid notice this month is a re-submission from an invalid notice in the month of November.

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

- No CIP submissions

## ❖ **Program Administration**

- The Housing Authority provides in-person and over the phone translation upon request. Additionally, letters have a message at the top stating in six (6) languages that the document is important, please have translated. Documents can be translated upon request.
- Legal and social service resource contacts are available on the rent program website ([www.alamedarentprogram.org](http://www.alamedarentprogram.org)) for tenants and landlords. These resources are also provided during appointments and over the phone.
- Occasionally, tenants have expressed concern if their rent increase notice is found invalid, the landlord will retaliate. In these situations, staff explains the tenants' protections and options. Staff does not proceed with contacting landlords if the tenant states in writing that they do not want their landlord contacted. Often once the details of the new regulations are explained thoroughly, tenants move forward with the process.

## ❖ **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 60% time (Temp)

# Rent Program Data December 2016

## ESTIMATED NUMBER OF PUBLIC CONTACTS

	December	Cumulative - to - date (April - December)
Unduplicated	152	1562
Duplicated	399	3430

## TERMINATION OF TENANCY

### Valid *no fault* termination notices

	December	Cumulative - to - date (April - December)
No Cause	2	25
Owner Move-In	1	15
Demolition		
Capital Improvement Plan		
Withdrawal from the Rental Market	1	7
Compliance with a Governmental Order		
Total	4	47

## CAPITAL IMPROVEMENT PLANS

### Applications for capital improvement plan

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

## RENT INCREASES

### 1). Rent increase offers:

December			Cumulative - to - date (April - December)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
At or below 5%	1		7		7
5.1-10%	3	1	29	15	44
Above 10%	9	1	36	12	48
Dual option: 12-mth offer significantly less than MTM offer	30		191		191
<b>Total</b>	<b>45</b>		<b>290</b>		

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

December			Cumulative - to - date (April - December)		
	Non-exempt	Exempt units*	Non-Exempt	Exempt*	Total
Agreement reached {	At or below 5%	24	100		100
	5.1-10%	3	39	15	54
	Above 10%	1	20	8	28
	Withdrawn	9	23		23
	Postponed	1	1		1 (Previous postponed cases resolved; data reflects outcomes.)
Tenant decided to move out	5		44	4	48
<b>Total</b>	<b>45</b>		<b>254</b>		

### 3). RRAC meeting outcomes:

December filings for January 11 RRAC mtg.			Cumulative - to - date (April - December)		
	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%		3		3
	5.1-10%	1	4		4
	Above 10%		1		1
Tenant did not attend			21		21
<b>Total</b>	<b>1</b>		<b>36</b>		

### 4). Petitions & referrals:

November filings for December 5 RRAC mtg.			Cumulative - to - date (April - December)		
	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>		

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

## **OUTREACH ACTIVITIES**

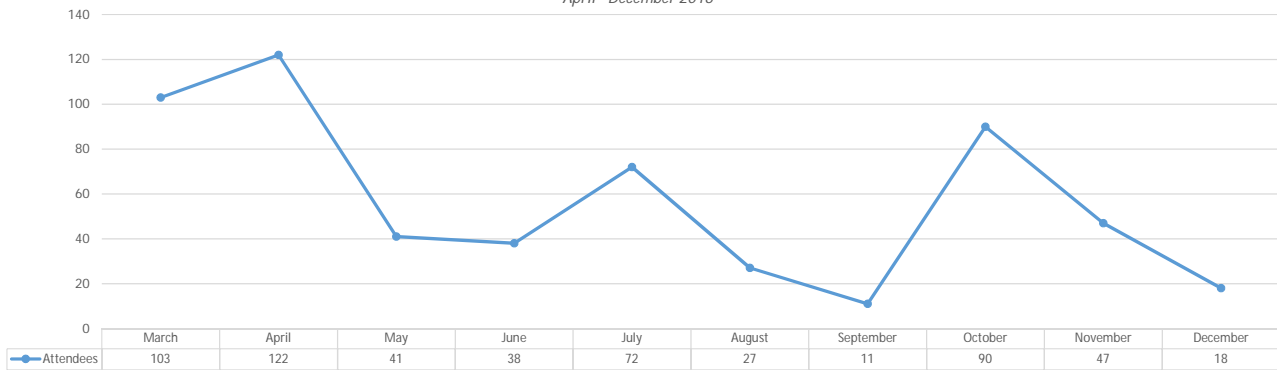
### Completed December

- Walk-in clinic held December 6 at City Hall
- Announcements of upcoming workshops for the month of January have been sent to Alameda Sun, Alameda Journal, and Vision Hispana.
- Google ads
- Weekly educational public workshops on Rent Stabilization Ordinance no. 3148

### Upcoming January

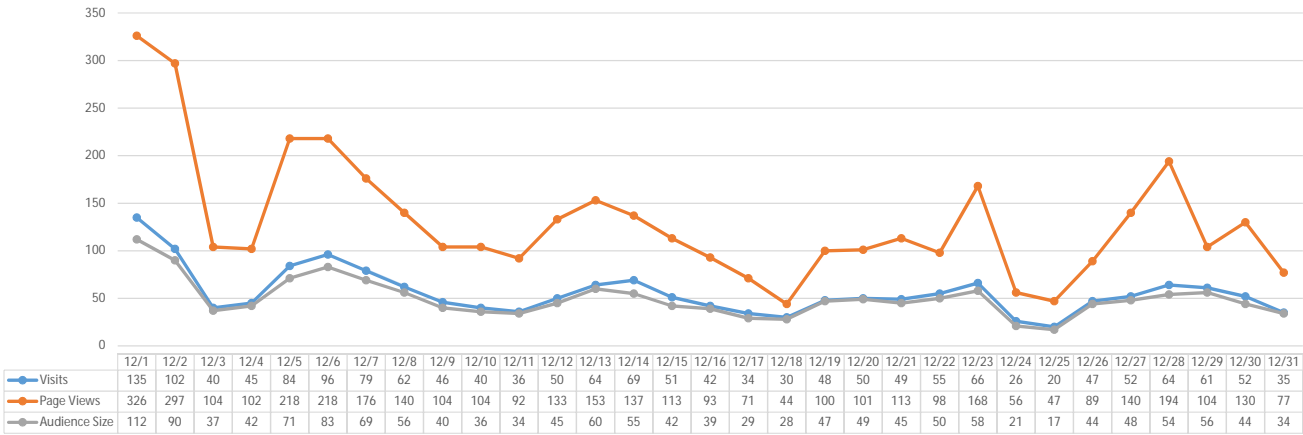
- Outreach will continue for educational workshops and clinics
- Walk-in clinic scheduled for January 11 & January 25 at City Hall
- Announcement of upcoming workshops and clinics in Alameda Sun's "Local Happenings"
- Announcements of upcoming workshops scheduled for publishing in Mo Magazine

### Workshop Attendance April - December 2016



Total: 569

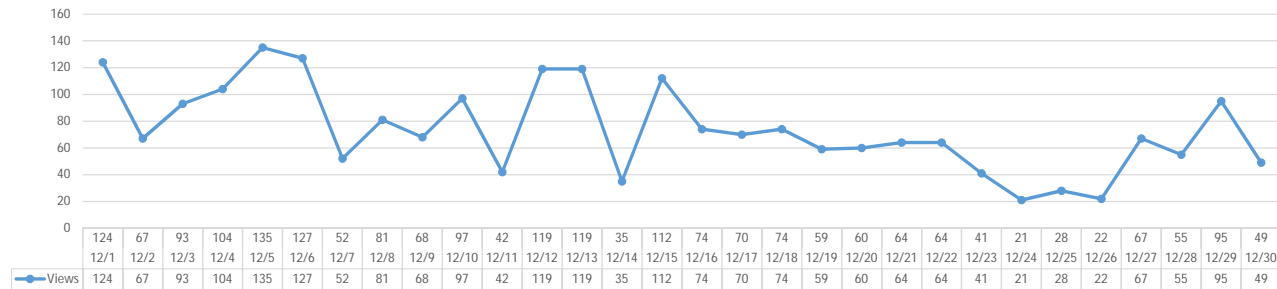
### Monthly Website Traffic



Total: 1730  
Total: 4042  
Total: 1535

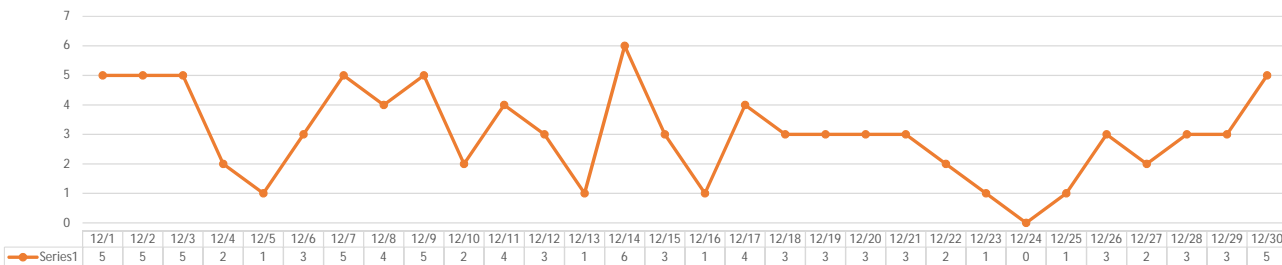
### Google Ads

#### Monthly Ad Views



Total: 2218

#### Monthly Ad Clicks



Total: 91