



# 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: June 15, 2016

Subject: **Alameda Rent Program May 2016 Monthly Report**

Ordinance 3148 went into effect on March 31, 2016. The Program Administrator (PA) agreement between the City and Housing Authority was approved on April 4, 2016.

This report is the second monthly report by the Program Administrator as required under the agreement.

## Program Administration

Informational workshops:

- Continued weekly information workshops for landlord and tenants
- One monthly night information workshop held on May 24<sup>th</sup>
- Workshops had 66 registered and 41 in attendance.
- Registration is available online at <http://www.alamedarentprogram.org/workshops/>

Phone and email inquiries for the month of May:

- Most inquiries are received at the beginning and end of the month.
- Calls last 10 - 45 minutes
- Individuals with questions usually contact the Housing Authority more than once
- Contact information: 510.747.4346; [rrac@alamedahsg.org](mailto:rrac@alamedahsg.org)

The Housing Authority works closely with the City Attorney's Office on legal and regulatory issues as well as to refer complaints. Additionally, the AHA has frequent contact with City staff to share feedback.

The website, <http://www.alamedarentprogram.org>, shares information about the ordinance and is frequently updated with news and information. The site continues to provide access to:

- The City's Rent Ordinance
- Policies
- Educational workshops
- Tenant/landlord rights & resources
- Submit question
- Register for our email list to stay informed
- Download forms

## Outreach

- Newspaper ads: Alameda Journal, Asian Journal
- Alameda Realtors Association weekly Friday newsletter includes short updates
- Presentation for the Alameda Realtors Association
- Alameda Unified School District (AUSD) received rent stabilization announcement hardcopies, in four languages, to be available in each school office.
- Alameda Municipal Power include the announcement of the new Ordinance in the billing inserts for the month of June.
- Online advertising of website through Google AdWords
- Staff developed an instructions handout for landlords to assist in filing requirements for rent increases and terminations of tenancy

### Rent Increases

There is a homeowner vacancy on the Rent Review Advisory Committee. The Mayor and AHA staff conducted interviews for this position in May. The Mayor will nominate an applicant on June 7 and Council will confirm on June 21.

RRAC Cases for June 6, 2016 Meeting:

- 12 rent increases were submitted this month
  - 11 cases settled or were dismissed before going to the RRAC
  - 1 case settled during the RRAC meeting at 6.5%
- All RRAC cases were for rent increases above 5%
  - Staff spent significant time calling and emailing landlords and tenants to clarify the rent review process
  - Often, landlords and tenants noted that they were in negotiation before the RRAC meeting, however, it took several calls from staff to have the proper paperwork filed demonstrating parties had reached an agreement
  - Many tenants and landlord had legal questions regarding other provisions of the ordinance that did not directly affect the validity of the rent increase notice. For example, tenants and landlords requested review of offer letters regarding the requirement to offer a one-year lease.
  - Staff had difficulty contacting several tenants this month. In some cases, landlords did not provide phone or email contact and tenants did not respond to letters mailed by staff. In other cases, tenants did not respond phone message or mailed letters.
- Trends from Landlords:
    - Needed clarity on required paperwork
    - Submitted an agreement form with the rent increase forms
    - Hired an attorney to go through the RRAC process
  - Trends from Tenants:
    - Not interested in engaging in the public rent review process
    - Apprehensive about disagreeing with the landlord
    - No response to contact from the AHA
  - Staff received several contacts from tenants regarding rent increases over 5% that had not been filed with the AHA. Staff reviewed the notices and notified tenants that the rent increases were invalid. Staff followed-up with the landlords to update about the new rent regulations.

Staff are developing clinics to provide step-by-step, in-person information on proper noticing of rent increases and terminations.

### **Terminations of Tenancy**

The month of May had a total of five filings for Termination of Tenancy.

- Three were valid for "No Cause," "Owner Move-In" and "Withdrawal from the rental market."
- Two were invalid for "Withdrawal from the rental market"
- These invalid notices were caused by the absence of the relocation fees in the notices.
- One invalid notice was refiled as a valid "Withdrawal from the rental market"
- All landlords have been contacted regarding the validity of the notice.
- Staff received contact from several tenants regarding payment of owed relocation assistance. Staff followed-up with parties involved to clarify timing requirements set forth in Ordinance 3148.

### **Capital Improvement Projects (CIP)**

- Resolution 15138, adopting policies for CIP's, was approved by council on April 5, 2016.
- The application for CIP is available online and information workshops specifically for CIP began on May 19th.
- The first workshop was full and the remaining workshops had low attendance.
- One application was submitted late May and is pending paperwork from the applicant.

### **Staffing Update**

- Staff recruitment for a Program Assistant and two Specialists is underway.

**Rent Program Monthly Report**  
**May 2016**

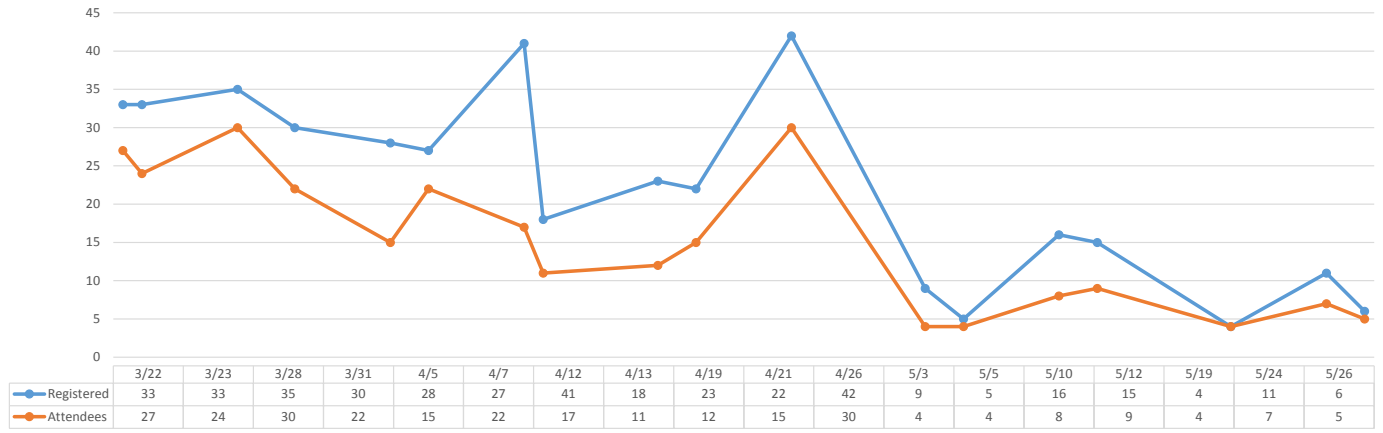
# of public contacts		
	Number of <b>unduplicated</b> public contacts	Number of <b>duplicated</b> public contacts
<b>Total:</b>	110	242

Outreach Activities
* Capital Improvement Plan Workshops
* 1 x week educational workshops
* Periodic updates to website lists
* Rent ordinance ad in Alameda Journal & Chinese newspaper
* Presentation for Alameda Realters Association

RENT INCREASES		
# of applicants to initiate RRAC process		
	Number	Increase Type
	0	Tenant Initiated - At or below 5%
	12	Landlord Initiated - Above 5%
<b>Total:</b>	<b>12</b>	
# cases dismissed before RRAC meeting		
	Number	Results
	1	0-5%
	6	5.1% - 10%
	1	above 10%
	2	Tenant is moving away
	1	Landlord withdrew increase
	0	Postponed
<b>Total:</b>	<b>11</b>	
# of cases heard at RRAC		
	Number	Results
	1	Agreement at a rent increase of \$100, 6.5%
<b>Total:</b>	<b>1</b>	
# of petitions		
	Number	Results
	0	
<b>Total:</b>	<b>0</b>	
# of appeals to City Council		
	Number	Results
	0	
<b>Total:</b>	<b>0</b>	

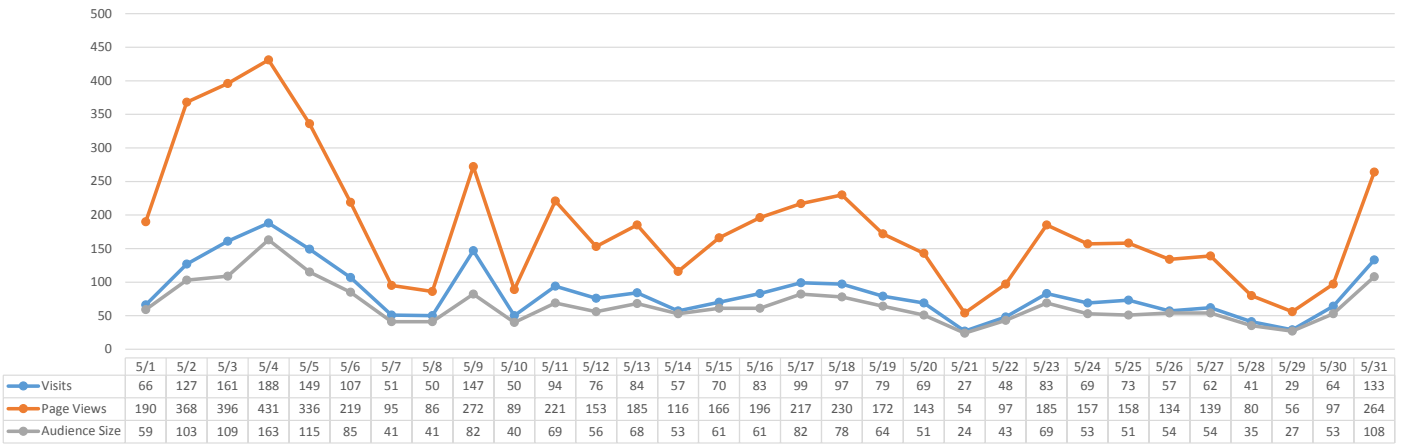
TERMINATIONS OF TENANCY		
# of valid terminations by type		
	Number	Type
	1	No Cause
	1	Owner Move-In
	0	Demolition
	0	Capital Improvement Plan
	1	Withdrawal from the rental Market
	0	Compliance with a governmental order
<b>Total:</b>	<b>3</b>	
# of invalid terminations by type		
	Number	Type
	0	No Cause
	0	Owner Move-In
	0	Demolition
	0	Capital Improvement Plan
	2	Withdrawal from the rental Market
	0	Compliance with a governmental order
<b>Total:</b>	<b>2</b>	
Capital Improvement Plan Application		
	Number	Results
	1	# of applications filed
		Average rent increase (requested)
	1	# of households relocated (temporary)

### Workshop Registration and Attendance



Capital Improvement Workshops	
May 19, 2016	26
May 26, 2016	14
June 2, 2016	5
June 9, 2016	10

### Website Traffic



### Google Ads

#### Ad Views

