

January 20, 2015

Re: Alameda Rental Housing Community Discussion Project

Dear Honorable Mayor and City Council Members,

OMM is a property management company operating in Alameda for over 25 years. We represent owners and tenants in property management and leasing.

Over the course of the past few months, we have participated in meetings mediated by Jeff Cambra that have included tenant stakeholders, landlord stakeholders and property management stakeholders.

These groups have been interested in finding a common framework by which to increase the effectiveness and the participation of the stakeholders with Alameda's Rent Review Advisory Committee.

The meetings have resulted in the drafting of six discussion points, with a majority support of the first five, and interest in continued discussions surrounding the sixth point.

We support the Mayor and the City Council reviewing the information from these meetings and directing city staff to work on further development of these six points of consideration.

We maintain a hopeful outlook that the result of further review would be to create an accurate and complete data recording process that will document unreasonable rent increases and provide a neutral and supportive forum where both tenants and housing providers can come together to collaborate and arrive at a mutually beneficial outcome.

Thank you for your consideration of our position in this matter.

Very truly yours,

Janice Mason
Gregg McGlinn
Mike Baldasarra

Submitted at the 1-20-15 meeting

Alameda Rent Mediation Service

The importance of laying the proper framework.

Three crucial steps

- 1. Evaluate other local ordinances
- 2. Emulate their success points
- 3. Address their weaknesses and find ways to correct

Mediation equals Cooperation equals Give and take.

Local Ordinances

San Leandro Alameda County Unincorporated. Fremont.

San Leandro and Alameda Co Unincorporated - Very similar

Both provide that housing provider notifies tenants of the existence of the ordinance when a rent increase is given.

Both set a trigger of 10% or \$75.00 which was 10% when ordinances formed approx. 15 years ago. Both encourage tenants to contact housing provider before filing a complaint.

<u>Fremont</u>: Mandatory Notification. Tenants encouraged to contact housing provider before filing. Fremont ordinance speaks to a more detailed three step approach:

- 1. Conciliation
- 2. Mediation
- 3. Fact Finding

Successes: All three ordinances have served the Communities very well.

<u>Negatives:</u> Tenant/Landlord Communication encouraging tenants to contact housing provider is a plus but <u>mandating</u> tenants to contact housing provider before filing and <u>mandating</u> landlord to respond within, say, 48 hours would be a win win situation. <u>The vast majority of mediation</u> cases are resolved once tenant and landlord engage in conversation. This is an undisputed fact.

10% trigger. The above mentioned ordinances saw fit to set the trigger at 10%. Unfortunately by quoting \$75.00 which was the 10% at that time, it has led to much confusion. How? It worked ok at first but now tenants are filing on a \$90.00 or \$100.00 increase which is 4 to 6%. This is frustrating to a landlord having come through years of no increase or very low increases, and indeed some years of actual rent reduction.

Mediation – What's expected? Once a landlord appears before a Board he is expected to give up some ground. Often he encounters some peer pressure urging his cooperation. Obviously, with increasing costs he can easily justify the increase. Having a low trigger has the effect of a landlord being forced to hold to his increase rather than mediate in the true sense. A landlord, desperate to cover his costs of operation, may be pushed to ask for a bigger increase than he expects just so that he can come down. This creates frustration to tenants, to landlords and to

Submitted by John Sullivan at the 1-20-15 Meeting Re: 6-H mediators as it removes the atmosphere of "Trust" and "Give and Take" that is so vital to any mediation program.

10% Trigger is vital to the industry. In any say 10 year cycle its really only available 2 or 3 years. Evaluating rent increase history on Alameda Tenants who didn't move over the past 10 years they all had several zero increase years and many 1% and 3% years. Let's not overlook the big savings to tenants in those years.

BOTTOM LINE

To achieve the average 4-5% before taxes that is needed to operate rental housing a landlord must be able to get that 8% to maybe 12% for that few years in say a 10 to 15 year cycle. Otherwise the property will fall into disrepair, foreclosure or whatever all to the detriment of the tenants and the community.

The Mediation Services mentioned mandated the 10% trigger. R.R.A.C suggests 10% as reasonable in their deliberations. Let's mandate the 10% to prevent the frustrations mentioned. Setting a lower trigger is not fair to tenants. It gives them the false notion that that figure is the maximum that they should be expected to pay.

John Sullivan 510-538-4898

<u>Mediation</u> (Understanding – Trusting – Give and Take)

<u>Understanding</u> – Listen, understand and consider.

<u>Tenants</u> – The expenses associated with providing housing. <u>Landlord</u> – The humps and hollows of family budgets

Trusting – Landlords/Tenants. We need each other. Look at the whole picture.

Give and Take – Lets be prepared to give some ground and move forward.

The bigger picture – A benefit to tenants

- A) To encourage landlords to avoid as much as possible the humps and hollows when setting rent increases the attached document Adjusting rents Be cautious has been circulated to landlords. It is recommended that a copy should go to all Alameda Housing Providers.
- B) Rent Increases about 15% Mandate 120 days Notices. Generally these are the result of a sale of the property and the huge expenses generated, (Taxes Reassessed Mortgage Financing Transfer Taxes, etc.) Give tenants extra options. No increase for 4 months and extra time to look around.

<u>Important:</u> Before dismissing this or other suggestions as perhaps contrary to state laws let's explore every legality – "Specific Circumstances" – etc. to find a way to address the problem.

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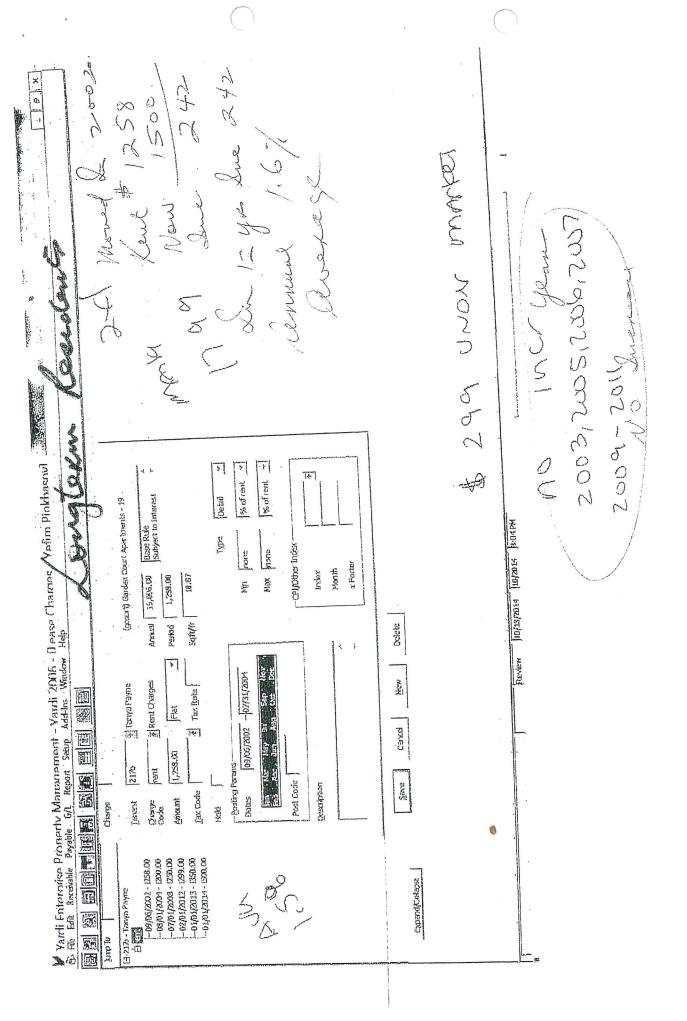
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Adjusting Rents in Today's Market-

Be Cautious!

Some of Alameda County's communities require that specific notices be provided to tenants advising them of "their rights to request mediation when receiving a rent increase"! Housing providers who are strategic in their approach and that "maintain good communication with their residents usually find the process manageable". Good communication with your tenants is the key to smooth rent adjustments. But at times, the market can move so swiftly we often do not devote enough thought to how it will effect our customers. On rare occasions, you may even find yourself invited to explain your decision to adjust rents at a Review Board or other body.

The following tips are provided as perspective on adjusting rents in today's improving rental market. They can help you in formulating your approach to any adjustment you may be considering.

Do any of these apply to your situation?

- Sluggish Market: Because of the huge downturn in the economy over the past several years, you might have avoided raising rents. You incurred some major rent losses because of vacancies, existing tenants unable to pay etc. In many cases, you had to adjust prices downwards.
- 2. Operations Expenses Increasing? Expenses such as water, gas & electric, sewer charges, dump fees, landscaping, roofing, parking lot refurbishing, elevator maintenance, pool maintenance, painting, carpeting, draperies, insurance, taxes etc. all tend to go up. General turn over expenses go up too simply because more people move away to follow employment etc.
- 3. Rent Adjustments: In response to all of the above situations, you need to balance your budget. You also need to be ready for future increases in costs or perhaps some delayed expenses etc.
- KEY: 4. "Be Cautious!" Some of your tenants have not had an adjustment for some time. Should you impose a large increase to make up for losses? Trying to make up for "lost time" is a common major predicament for landlords. Don't overdo it. Your tenants have budgets too. Many of them have experienced cut backs. True, economists tell us that employment conditions have improved, more people are back to full time work etc. But, understand that many tenants have themselves

incurred extra debt, increased credit card balances, etc.

- 5. Below Market Rents: Despite the fact that your tenants have enjoyed below market rents for some time, they may not be ready to step up to a large rent increase. Scrutinize your budget. Hopefully, by next year most tenants will have weathered the negative economy and they will be better equipped to handle an increase that would offset your negative budget.
- KEY: 6. Evaluate Rents Annually! Budget for upcoming major expenses etc. "Tenants usually understand and can cope with reasonable annual increase to meet your expenses." Leaving rents unchanged for long periods and imposing an extra large increase when you are hit with huge renovations or maintenance bills are something that most tenants can't handle.

(Make sure that your notice meets legal scrutiny. Have your attorney review all notices or use notices provided by the California Apartment Association)

7. 90 Day Written Notice? Placing a tenant in a corner with a short 30-Day or 60-Day Notice is not fair. Give them an opportunity to check out the Market. Otherwise, they are likely to abruptly submit a Notice to Vacate only to find that they wind up paying more rents anyhow. Nobody wins.

(Always consult with an attorney when serving notices to make sure yours meet legal scrutiny. Don't forget- you may also be required to provide additional notice of mediation, depending on the city, or where your property is located.)

- 8. Explain Market Rents: Show them that even with this new increase they will still be below today's typical market rents. Additionally, it is smart practice that long-term tenants' rents are somewhat below "Market" rents and tenants often expect this benefits for long term occupancy.
- 9. Can you Point to Major Improvements? Did you spend \$50,000.00 for a new roof, a resurfaced parking lot, a pool renovation etc. Be sure to point out those expenses when you are requiring a rent increase. You should budget for new exterior refurbishing, new double pane windows, and also point out those upcoming expenses.
- KEY: 10. Encourage Tenant Contact: "This is vital". Remember, tenants have budgets too! Ask them to contact you in the event that your increase really creates a hardship. Be sincere. Perhaps they have had heavy medical expenses, a temporary lay off or whatever. A minor delay of the increase for a couple months

could make all the difference to them. This could save them from moving and you would have a very grateful tenant with a good rent paying record.

- Don't Forget your Local Ordinances: Always be familiar with any local rent ordinances, mediation ordinances etc. and make sure your Increase Notices are in legal and lawful compliance.
- 13. Other Major Expenses: Let tenants know that you doing your part to protect and improve their home. (e.g., rebuilding of apartment decks, bringing them up to today's codes. The new double pane energy efficient windows and exterior redecorating all make for great improvement and the complex looks great!)
- 14. Encourage tenants to Compare: (If you are competitive, this approach should reaffirm the value of your property). For example, let your residents know that they can go out and compare pricing. They should consider that you pay for water, sewer and garbage. Also, tenant's should hopefully appreciate the quality of life you provide and the expenses associated with moving. If this adjustment is a hardship, maybe temporary job set back, shorter hours etc., they should be sure to let Manager know. It is not your intention to cause anybody to have to move. Perhaps, you can adjust or delay the increase or offer another option. Such as, you call and let your residents know the adjustment isn't till September to help you budget.

Conclusion: In closing, key points to focus on when considering rent increases include: establish good communication with tenants providing them with ample notice, reasons for the increase, and provide allowances for special tenant circumstances when necessary. Invite tenant questions and input. Finally, make regular increment adjustments. Restrain from making huge increases to make up for lost time.

Prepared by John Sullivan Emerald Properties- published by Timothy May-RHA Copyright (c) 2013

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2014-2015

For Fiscal Year Beginning July 1, 2014 and Ending June 30, 2015

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PLEASE READ IMPORTANT MESSAGES

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Ho from Lawra Thomas

Rent Survey for City of Alameda -Summary of Survey Results as of January 20, 2015

The purpose of this rent survey is to gather data on the extent and impact of rising rents in the City of Alameda.

About Renewed Hope Housing Advocates: This rent survey is administered by Renewed Hope Housing Advocates, a volunteer nonprofit organization. Since 1998, Renewed Hope has advocated tenant protections and affordable housing in Alameda. Renewed Hope has achieved a 25 percent affordable housing settlement for Alameda Point, and has pushed for a revision of the current Housing Element to allow more affordable housing development.

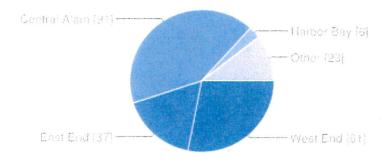
www.RenewedHopeHousing.org

Contact Renewed Hope Housing: RenewedHopeHousing@gmail.com or Laura Thomas at (510) 522-8901

Survey launched in April 2014

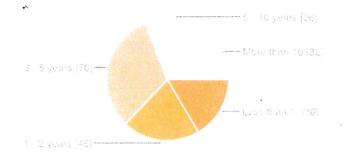
Total # of responses to Date: 223

1. In what neighborhood of Alameda is your home located?



West End	27%
East End	17%
Central Alameda	41%
Harbor Bay	3%
Other	10%

2. How long have you lived in your current unit?



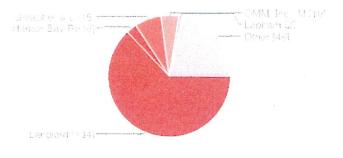
Less than 1 year	16%
1 - 2 years	20%
3 - 5 years	31%
5 - 10 years	16%
More than 10 years	14%

Rent Survey for City of Alameda – Summary of Survey Results as of January 20, 2015
www.RenewedHopeHousing.org | RenewedHopeHousing@gmail.com | Laura Thomas (510) 522-8901

Submitted by laure Thomas at the 1-2015 heaving Re: 10-14

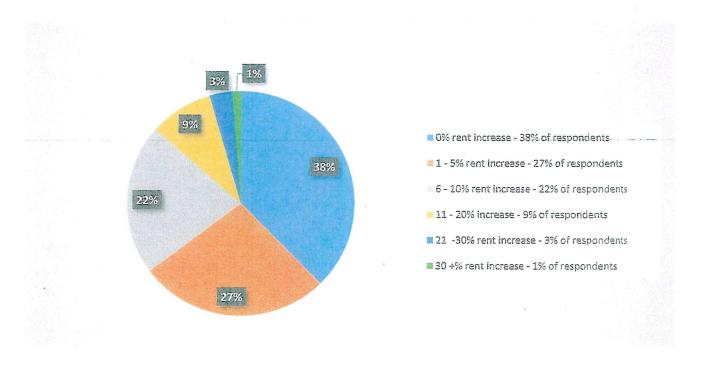
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3. I pay rent to:



Landlord	60%
Harbor Bay Realty	3%
Galagher & Lindsey	7%
OMM, Inc., Mason Management	4%
Lapham	1%
Other	21%

4. What was the amount of your rent increase in the past 12 months?



5. Concerns about your rent increase

I was one of the 84 tenants evicted from XXX in June 2013. We had no protection contrary to what the Alameda City Manager stated at a City Council Meeting. We did have financial hardship. The only benefit we received was an offer to pay for moving expenses not beyond 3 hours. The time over the three hours was to be paid by the tenant. We only had the use of one elevator either morning or afternoon. For additional relocating costs and higher deposits I am out \$5000+. In addition, what many of us thought odd was how fast permits were approved for the current demolition and retrofitting. This is generally not the norm for the permit process in Alameda. Just watch citizens approach the planning board to improve a personal property and it practically takes an act of Congress. I am personally for rent control. I am an active citizen who contributes both time and money to many organizations in Alameda.

- I am not yet concerned, but I am aware of the trend in Alameda and have much anxiety due to a limited income.
- I wish Alameda would have rent control. I love Alameda but I think I will soon be pushed to Oakland.
 But at least Oakland is rent controlled. It's hard to save money to move into a bigger spot when you're on a fixed income and know you will be getting an increase every year.
- · Rent is very high for us.
- Student and can't afford to pay more and have to look for new apartment also because roommate is getting married. Can't find affordable housing.
- If increases persist in the neighborhood in which I live will change. Community will change.
- I don't want rent increase. I am saving up money to send my kids to private school and buy a Mercedes SUV.
- Our landlord tried to illegally raise our rent by \$100 three months after we moved in, on a year lease rental.
- in the past two years my rent has increased 300.00
- Already high and only lived here less than a year and half. Due to losing my home and fear of
 foreclosure was rushed into finding a rental and only could only find a 2 bedroom. My daughter was in
 her senior year of high school so that and many reasons we wanted to stay in Alameda as it is HOME.
- Increase rent but still does not maintain property. Or respond in timely manner. Ex: Fridge not working
 I had to replace. Broken Faucet I paid for repairs.
- We are able to handle the current rate, but have concerns if it should continue annually. My husband
 has had a difficult time maintaining employment though he is a professional. His age does not work in
 his favor. I am establishing a practice having moved here knowing no one. We market ourselves
 constantly, but have concerns regarding our ages. We are both on social security.
- Originally my rent was to be increased by 50% (\$400.00), but after all the renters of this property having gone to the Alameda Housing Authority, My rent was cut back by \$100.00. That was the lowest they said they would go. Originally they agreed to a 6 month lease, when it came time to renew the lease, instead of providing a 1 year lease as was the "talk" from representatives for XXX, they said they were "extending the original 6 month lease agreement to a year lease. Meaning they only provided me a 6 month lease and not the 1 year lease as was mentioned. This current lease is up at end of July, where I feel they will try to increase my rent again more than \$100.00. If I had not agreed to the 6 month "extension" the month to month rent would have been \$1300.00 for the studio that I rent.
- Yes, reason given was that fact that tech people are moving to east bay and rents are increasing, generally. Other words, no good reason.
- I've lived here for 8.5 years. I opened a small home daycare in January 2013. August 2013 my landlord raised my rent by \$300. Then he raised it another \$300 in March 2014. However, I negotiated with him on the second increase to \$150. So, since Aug 2013 my rent went up \$450. He also told me that it will

go up yet again \$100 next year. Prior to me opening my daycare, my landlord had not raised my rent. I'm concerned that he is raising the rent so significantly in order to push me out. He has made several comments to me over the past year that indicate that he does not like my home daycare business. He also has said that he wants market rate rent for my unit. However, it is also noteworthy to mention that in the entire time I've lived here, he has not made any improvements and there are a number of problems. Such as, dry-rotted front porch and steps, dry-rot fence, chipping house paint, hole in my ceiling and water damage due to upstairs leak, leaking roof and mold.

- Neighbor across hall just had rent increased \$ 500.00 a month. I will be next but can't afford it & can't find safe space for cheaper so I will leave East Bay.
- Afraid of spike increase when my lease is up. Pet rules are changing and I have a working relationship w/ dogs. I am concerned about increasing pet rent.
- Being Evicted because of Renovation
- As units become filled, mgmt feels it can raise rents (supply and demand) to 'what the mrkt will bear'
- I lived previously on San Jose Avenue in a townhouse where my rent was raised \$100.00 a month yearly from \$950.00 to \$1800.00 with no repairs done. Now where I live nothing is repaired cleaned up, or fixed yet landlord is taking another increase. I pay 50 percent of my monthly income to rent.
- Although I receive rental assistance from the Housing Authority, the owners seem to be feel like they
 can increase the rent as much as they want. The housing authority doesn't advocate against this their
 attitude is either pay the increase or move. The reason I am on housing is because of low-income so
 picking up and moving is not financially an option. We need someone who can help fight for our rights.
- I think they are going to do major repair on my unit but won't give me any information.
- Something funny is happening at my apartment. I live in a Victorian house split into 4 units. Upstairs one unit became vacant the other was not. The owners gave the non-vacant unit resident (who has lived here 10 years) a month and half to move claiming his son was going to take the apartment. A month after that he put a sign on my door saying that he would be entering with an inspector to prepare for major renovations. I called him and asked him to give me more information and he emailed me and said he didn't have any yet. I was home when they came and I asked again and he said they were going to take the ceilings off and raise them ""soon."" I said what does that mean? He said I will tell you later.
- The 10 year evicted tenant said he thought the owner was going to add a third floor. I am on the bottom not the second where everyone has been evicted or vacated. This property belongs to XXX. I was raised in Alameda, left the area for school and came back. I have moved in here last November. Less than a year and I have a year lease. I don't see how I can live here if they are raising the ceiling. I have no information other than that and that it is happening soon. There is an engineer coming by. I certainly do not want to be stuck with only a month and half to move in this market. Can they claim their son is moving in to evict tenants and then have him move in and out to make repairs?
- Please advise on what I can do to get more real information and where I can learn about my rights."

- I am saddened on how this has really affected my budget the last past 12 months. I can't seem to save any money with the way our economy is still below percentage for jobs and resources to improve employment status.
- Currently unemployed. No income. Paying rent from savings. Cannot afford another rental increase.
 Where will I move?
- "NO REAL CONCERN BEYOND NORMAL. LANDLORD USALLY HAS ASKED ME IF I COULD AFFORD A RENT INCREASE. SOME TIMES HE DOES NOT INCREASE'S IT. 3% IS Fair. I LIVE IN A GOOD AREA OF ALAMEDA. ALAMEDA IS WORTH MORE TO LIVE HERE.

COMPARED TO S.F. SAFER THAN NEIGHBORING TOWN'S. I PAY ELECTRIC ONLY.

I SEE CITY VARIOUS BUSINESS FEE'S GOING UP. I SEE IN THE NEWS THAT PROPERTY TAX'S ARE GOING UP.LANDLOARD PAY'S ACI, EBMUD AND PG&E. LANDLOARD SAY'S LOAN IS ON A VARIABLE %.

- Greater than 10% increase in single month.
- This landlord purchased the two buildings 2 months before I moved in. ALL the tenants save 2 have moved out because she increased the rent by \$200 if not more. One tenant was an 85 yr old SICK woman who ran out of money & had to move into state run home- she died after being there 4 days! All the tenants who moved in after me are paying \$1650 & over. After a fire in one unit & subsequent construction (still ongoing), landlord is trying to get \$1850 + for 1 bedroom apts. I'm sure she will raise my rent at end of lease in November.
- We are mostly concerned about the reasons for the increase: HOA dues, parcel tax increase, and other
 increased expenses. The dues we discovered increased by only 11.00 and if there we are asked to
 vote on parcel tax increase, we now feel we'd be charged for those increased expenses so it's
 pressured us to offer a negative vote regardless of the issue.
- I'm disabled and my social security disability is my only source of income because I receive my benefit
 on the 2nd Wednesday of the month I am always late and pay a \$100 fee. In addition I locked myself
 out and he onside manager charged me \$50 to unlock my door! I am paying 90 percent of my income
 on rent
- My husband and I live in a studio apartment that we moved into when I was on a contract job and he was just starting a new job because we figured in 6 months or a year when our employment situations stabilized, we would move to a 1 bedroom, which was going for about \$1200 at the time, I would say. They have gone up so much that we consider something in the \$1400-1500 range a bargain, but not a good enough price to consider moving. Meanwhile we are in fear of our rent going up to what a 1 bedroom was when we first came to Alameda just over 1 year ago.
- The building I have called home for the last seven years recently changed hands and the rent was increased. The increase was uneven and I believe illegally applied. This is a five unit converted Victorian with 4 one bedroom units and a studio. Two of the one bedrooms have a small bonus space, maybe big enough for an office or a nursery, with a window and a door but no closet. When XXX was managing the building they said they did not qualify as bedrooms.

- When the building was sold and the rents were raised to ""market value"", those two units were raised to \$1600 while the other two units, one of them mine, were only raised to \$1400. This seemed unfair to me, we all had the same rental descriptions when we moved in. My unit went up \$350 theirs went up \$475
- One other (a studio) had to vacate due to pending construction.
- I cannot find anywhere else to live and will have to stay during a foundation replacement and feel it may be unsafe, but what are you going to do? This island is railroading existing tenants out with huge rent increases and pulling in the highest bidders. The two tenants who just left chose to leave the state and I am considering the same option. In the last 90 days I've only seen two decent units at the \$1200 price point, I and many others applied, there just aren't any vacancies at a reasonable price.
- Who can afford a 30 to 60 percent housing price hike on short notice? Gotta love gentrification, I
 thought you should have a record of this situation here as part of your case file.
- Although my rent is reasonable, they are now renting these units for nearly \$1,700-1,800. I cannot
 afford my place (barely), but I cannot move because I will lose this rate. Investigating nearby options,
 the price appears to have SKYROCKETED.
- I have a decent deal since I am sort of a "On site manager" but there's no way I could stay in the bay area if I lost this place. That said I still think I pay way too much given the blue collar job situation these days. It's an unfortunate fact that the housing market is predicated on the idea that "The dumbest tool with more money than they can handle responsibly wins.". In a nutshell this means that whenever someone buys a home it's because they out bid a whole lot of much smarter people just because they could get more financing. That's bullshit and it creates homelessness meaning better people than them are living on the street. I think we need to lose the idea that property values and housing prices are one and the same. They aren't. The "real" in "real estate" means that property values remain stable over time. The Native Americans didn't believe in property ownership, therefore real estate was worth \$0 to them. There's your "property value" right there. It's long overdue for housing prices to get back to reality. Overpaid yuppies are the problem and I don't allow them in my economy.
- We saw a 6 percent increase with no improvements to our unit just after the first year. We spent much of the year arguing to repair items that we noted were in need within our move in checklist, and the response that we received was largely that the property owner did not want to invest in the repairs, and that the unit was in high demand and we could leave if we wanted. We don't feel like valued renters, "repairs" are done in a patchwork manner if at all, and yet even still we have to watch as the rent continues to increase. We're worried about future planning as there are no standards, for all we know it could continue to increase by 6% annually, thus pricing us out of Alameda (where we own a small business and is important to us to stay).
- I think it's an outrageous increase. I have no storage, I pay all the utilities, I have no parking. The landlords do no gardening. It's all about money with no care for the people who actually live there. I've live in Alameda all my life, I'm 42, why should I move because money hungry slum lords think they need more money for a run-down piece of property?
- I have been living in my apartment for over 28 years. In January, the property was sold and I received a \$350.00 rent increase. The new landlord will not repaint, fix or do anything to my apartment. My

apartment has not been painted inside except for once where the old landlord paid for the paint and I had to pay for the painters.

- My concern is that with the demand for housing and the proposed development of the del monte building just a stones throw away, my landlord will continue to raise the rents because of the willingness of people trying to move to the island to pay more than something is worth to move in. Being month to month and not on a lease, I fear that any day we can get another increase (that we won't be able to afford) in order for him to maximize his profits and because other people are willing to pay more. Knowing how the market has changed so quickly recently, my wife and I are terrified that we will then be unable to find affordable housing on the island and have to move somewhere less desirable. We are both small business owners trying to make something out of our lives. This is unfair.
- We couldn't afford to move anywhere else in Alameda or in a decent part of Oakland for that matter.
 We feel stuck and without options. Our landlord would be happy to have us leave because they can turn around and rent our \$1000 one-bedroom for \$1350 to new tenants
- I can't afford a private apartment for myself and my son in Alameda because I don't make enough money working as a teacher's aide for the school district.
- I'm concerned of future increases. I'm barely scraping by and an increase would cause me to find a smaller place or leave Alameda, which is something I don't want to do. I have lived here all my life.
- My husband and I are both on disability, we barely get \$2k between the two of us.
- I'm not concerned about my rent increase. I understand that my landlord has expenses too.
- Our lease will be up in a few months are we are concerned about them raising the rent an unsustainable amount. I have heard horror stories about rents being raised by hundreds of dollars.
- My current landlord has been completely fair and only raised the rent once in the past 5 years, my concern is if I have to find another rental in alameda I am completely priced out!
- Low supply + high demand = increasing rents.
- I've lived in the same address for 17 years. It's a 7 unit bldg. I don't have issues with the rent since that's the reason I've stayed here for yrs. Privately owned.
- It was 10.4 percent and they only gave me 30 days notice. I decided not to push back for a 60 day notice because I was afraid of retaliation.
- I am on a limited fixed income it is very stressful when my rent is increased. I have taken on cleaning
 the laundry room and handling the trash bins in lieu of a reduction in my rent because it was the only
 way to make ends meet.
- If it continues to increase I may have no place to go. Increases don't mean owners are taking care of
 apt bldg or inside of apt. Was told increase was due to people moving to area so they can charge more.
- I currently pay slightly more than 45 percent of my monthly income (net) on rent. I realize that this is partly because I work at a non-profit agency serving seniors and persons with disabilities, but since the agency serves many persons in Alameda (and receives some city funding to do so), I would just like to

stress the need for having livable & affordable housing for those who do this kind of service work. I also volunteer my time for one of the City's Commissions and try to contribute to the community on a voluntary basis. I would hate to leave Alameda.

- Rent in Alameda is very cheap compared to the rest of the Bay Area.
- I'm a single mom. If there's another rent increase, I will have to move to a less safe city, further away from my job. We've lived here for 18 years.
- The rent increase has occurred, but the quality of service from the property manager and/or property owner has been inconsistent.
- I'm always worried I can no longer afford to rent in alameda and real estate pricing has sky rocketed so the idea of buying a home that I can live with my two kids remains that of a dream
- I will eventually have to move out of Alameda.
- Very concerned that our rent will go up by a lot after our one-year lease is up
- In comparison to other apartments in the same area, the amount is much higher. In addition, I pay an additional \$80-90 per month for trash/sewage that is not included in the rent and based on the overall use of all tenants. I can't afford a \$125 annual increase. In addition, I don't have normal amenities such as a microwave or dishwasher. Supposedly, the hike was in comparison to other comparable apartments in the area. Yet we don't have the amenities as other apartments in the area for the same price. There's other areas as well that have security for the same price. I've had my brand new car keyed in the very front of the building facing the street.
- The concern is that there seems to be no purpose to raise the rents other than across the board greed.
 I have no choice but to look to move out of the state of California seeing that my current rent for a one bedroom apartment is more than most mortgages for a 4 bedroom house outside California. I am throwing this money away instead of investing in my future.
- Landlord thinks he can get 1700.00 for a 2 bed room that has subpar electoral (4 fuses for the hole
 house and one plug per room a bathroom that is from the 50s) has an illegal apartment on the ground
 floor ceilings are under 7' and is just a slum lord
- No increase in maintenance and upkeep.
- I could barely afford this one. If it goes up \$100 every year or two, will need to move some place cheaper, which will mean moving out of Alameda. This seems like a sad reality. Already looking at San Leandro.
- There is 1 elderly adult and 1 disabled adult living in the home with me. We cannot afford to move, and we cannot afford the outrageous rent increases either. We are very friendly with all the neighbors and feel like this is home. We cannot afford to buy one nearby condo sold for \$480,000 recently.
- The only concern I have is the landlord or management company may decide to "market correct" our rent. Currently units of a similar size and nature are fetching nearly double what we currently pay. This has left us in a strange place where we've stopped contacting the management company for anything other than major repairs. Our policy has been to keep as far below the radar as we can.

- We can't afford to live here if our rent increases again next year. My Husband is a temp making only \$14.50/hr at nearby XXX, and I am a contractor, read, not full time employee, at a tech company in Silicon Valley. Of course no significant upgrades or work has been done to our house, either.
- I'm concerned it's going to continue to go up as more affluent people continue to move to the island.
- I know I am very lucky to have a landlord interested in long term retention of tenants. My commitment to being here for years was a major factor in them accepting my application.
- I received an initial increase from \$900 to \$1,150. After attending a meeting with Alameda Housing Authority, the rent was reduced to \$990. Am I to expect a minimum of 10 percent each year.
- I moved to a different apartment complex and a smaller apartment after less than a year at my previous location, because I knew the rent was going to increase from 2095 for a 3 bedroom, at least \$150 and the landlord would not let me move into a smaller apartment, even when my one year lease was up.
- I have no concerns the rent is very reasonable.
- I moved in years ago. Now, since Alameda is the place to move, my rent has gone up just so the manager can pocket profit to keep up at the market rate.
- Concerned that the owner will recognize how much they could charge (3000) vs. what they do charge
 me! Live month by month waiting for the other shoe to drop
- I've been lucky to have a landlord who wants us to stay so hasn't raised the rent but relocation would be impossible. Too expensive now!
- No moderate income housing; no rent control
- Unfortunately, continuous increases are the standard, not the exception. This is regardless of the actual work being done and the market. While the percentage may fluctuate, the increase has become all too "normal." I have lived in two units in this complex and even in probably one of the least favorable units (in terms of location bottom floor, between units, no view, facing a wall and a studio) increases were still standard. You are all but forced into a one-year lease if you do not have something ready for move-in because the shorter term lease options have such a steeper increase. And with the 1-year, they still try to shave days so you don't even get that rate for a full year.
- We moved in December and within just 6 months the rents have skyrocketed! Our rental company said that if we were to walk in off the street today they would charge almost \$800 more o month! This is ridiculous! They have told us to expect at least a 5%-10% increase in rent when our lease is up (perhaps more depending on the market).
- Our last building was bought and the new owner had everyone leave. The new owner redid the floors and painted, over doubling the rent. My concern is that I am being pushed out of my city of birth. I have worked at the same non-profit institution for 30 years, have a Bachelor's degree. My salary is far under the median. Soon, rents will be at over a third of my income so no one will rent to me. I am concerned that money is the bottom line for Alameda owners, rather than diversity. I am concerned that I will end up on the street. There have got to be some housing alternatives in this day and age. I saw the low cost

studios on Park Ave and Central, but seriously, studios? Maybe for the young, but not the majority. This seems like a sad attempt to pad affordable housing numbers.

- It's been ridiculous now for many years at the XXX apartments! A 6% increase one year, 5% the next, back up to 6% last year, and 6% again this year. We've gone to the Alameda Housing/Rental Board 3 different times up against the property manager and XXX, all to no avail. EVEN THOUGH the Board has "strongly recommended" against these increases, especially since we've lived here since 1997, AND since certain concessions made by the manager made weren't fulfilled. The property isn't the oldest in town, but still could use some major improvements and upgrades without the tenants paying through the nose for them! We are sooooooo sick of hearing, "Well, you SHOULD be paying us much more for your apartment/floor plan/view!" after all these years, this is very frustrating, rude, and even disrespectful. We've seen this place go so far downhill that it was only approximately 25% occupied at one time in this 450-unit property! Pet rules/acceptance has come and gone, and is back on at this time. Our barbecue grills have been removed and tenants are only allowed to have the equivalent of a camp sized propane stove on patios/balconys. Plants were asked to be removed, but the new (only part-time, by the way) manager is a bit more lenient. Oh boy, the list goes on, but we feel it is all reflective in the amount of rent we ALL pay here, even with constant parking garage and car breakins, thefts and internal burglaries...does all this justify the rental increases and poor treatment we get in return? We think not.
- "My friend looked to get a place here last week. She was quoted \$1,969/mo + pet rent for a year in a JUNIOR one bedroom---not even a one bedroom! She looked into a place here six months ago--l believe she was quoted ~ \$1,800. She ended up renting at XXX for ~ low \$1,750. Rent here has gone up nearly \$200 in six months! Not to mention the theft in the buildings and additional \$50/mo for an extra parking space.
- I cannot afford the increase, but I cannot move. Rent has gotten so expensive in alameda, I am
 completely stuck. Next year I anticipate moving out of alameda because I'll be priced out of my
 apartment.
- I am a ferry rider -> SF, an artist that participates in the local art community, and I'm worried I will no longer get to be a part of this community I love so much. Options are severely restricted because of dog ownership. Looking online (craigslist), there is nothing available for less than ~\$2,000.
- 6% increase in 2013. 6% in 2012. 5% in 2011. 6% in 2010. My rent has gone up 23% in the past four
 years. Management will NOT negotiate. I tried taking them two times to the RRAC (Rent Review
 Advisory Committee) here in Alameda, and both times the RRAC asked them to lower my rent, but they
 were unwilling.
- ...That they will continue to rise every single year or with other taxes
- "My most recent landlord has been fair and reasonable up until now.
- I am worried about the future, however. Houses in our neighborhood are now routinely renting for \$2,800 to \$3,000 a month and this is the older part of Bay Farm. Some Harbor Bay homes are now renting for \$4,500 a month and more. I worry my landlord will read about these higher rents and decide to increase my rent in order for me to move out so he can get even higher rent from the next tenant.

- I thought when I retired within five years I would be able to downsize and remain in a much smaller rental in Alameda but now I am feeling less sure this is do-able.
- Having a pet complicates things immensely. I am on a wait list for market-rate housing at a senior complex in Alameda but there is a three to five year wait list and they do not allow a pet like I have. Giving up my companion animal would be heartbreaking. I wish more landlords would rent to responsible pet owners. They can pick and choose tenants because there is so much demand and the first thing they rule out is people with pets. Even if you offer a very large pet deposit they turn you down.
- I am currently looking at older mobile homes in senior parks out of the immediate Bay Area that will
 take a pet as possible locations to retire. I have also considered moving out of state where rents are
 much cheaper. My hope is that my rent will not go up too much before I retire so I can start saving for
 the expense related to moving.
- I will be sad to leave Alameda because I was born here and raised my family here. I do not see much hope for rent control. The real estate agencies and their property rental arms have a lock on this town and will fight hard against anything that might stabilize rents. Soon Alameda will be another Tiburon, Sausalito or similar town - only available to the rich. Working class people or retirees on a fixed income need not apply.
- Our city leaders will bow down to the real estate companies and landlords. I really do not think they will be responsive to the needs of people who struggle to pay rent here. They want the property tax revenue and really don't care about us. That's my perspective, at least, as a frightened renter on their way out of town."
- The rent continues to increase 6 percent or higher within this entire complex. The rents vary monthly without repairs to each unit. It is so bad that some of my neighbors are receiving \$200 to \$300 increase yearly for their same unit. I am on a fixed income because I am permanently disabled and this is no compensation for the disabled on SSi.
- We have had several maintenance issues. When we asked the landlord to fix them the end of 2013, she started saying that rents have increased. First she said similar units are renting for \$2800 (we were paying \$2425 at that time), and she refused to fix the issues and increased the rent to \$2600. When we tried to push for fixes again recently, she started saying that she talked to someone at XXX who told her the units are renting for \$3000 now. I am concerned she will either increase it to \$3000, or ask us leave (which she did once stating we complain too much about maintenance). We won't be able to afford rent in alameda if things continue like this. We really need rent control to stop bully landlords.
- Will it continue to rise?
- Rent increases are frequent, sometime more than 2x a year, and significant in amount; \$100+. Many long term neighbors (10-20 years of continued tenancy) have had to move away. New tenants come and go very often, usually correlating with their first rent increase, in many cases just 6 months after moving in. There has been a noticeable increase in property crime that I believe relates to this the more transient rental community that now occupies a fair amount of the area. The result of many new short term tenants is that they are not as familiar with who lives in the area and are not here long enough to get to know their neighbors. They are less likely to notice when something is not as it should be. Also the number of children and elderly and/or disabled has noticeable decreased, particularly in the last 2 years. The constant rental increases of considerable sums are to the detriment of the

community and will have lasting negative effects if there is not a slow down mechanism created in order to make sure Alameda remains a place where people come to stay, especially it's renters, as the make up a large part of the island.

- How much can a Landlord increase rent at one time? Is there a "CAP"?
- Neighbor told me she is moving out due to a \$350 increase. She has been here prior to me. My lease is up in November
- Alameda should have rent control. Without rent control, the demographics of Alameda are changing
 and not for the better. Fixed income seniors have absolutely No options. Help us stay in our homes. We
 are being priced out of our community.
- I am a senior who owns a geriatric dog very worried the rent I must pay will increase beyond my means to afford to stay here. Rents for identical houses in my neighborhood have gone up \$400 to \$600 a month in the past year. (When I see a "for rent" sign I go to the property management company's website and look up the rents - which is how I know they have gone up this much.) I live in fear that my rent will be increased and I will not be able to find another place to rent in Alameda that will allow me to keep my dog. I think my landlord could very easily raise my rent or decide to sell the house, given the market. I got on the waiting list for market rate senior housing in Alameda but there is up to a 5 year wait just to get considered, with no guarantee of getting in once your name comes to the top of the list I once had perfect credit, but I lost my Alameda condo of many years to foreclosure during the recession after a reduction in income. This further complicates my ability to find a rental - although I owned homes for 30 years and as a renter have paid my rent in full and on time and have been a model tenant. I maintain my rental, pay for all my own utilities and even pay out of my own pocket for a gardener to take care of the yard since I am no longer able to myself. Our landlord refinanced this house not too long ago and mentioned how much money he saved because of the good interest rates so his costs have actually gone down since I moved in. I was born in Alameda and my family was active in the community for over 70 years. My landlord owns many other rentals in Alameda and, while I pay rent to him, he gets his tenants through a real estate property management company. I do not want to provide my exact address or contact information because I do not want to be considered a "problem" tenant for bringing up my concerns.
- I like my landlord very much. my concern is not that he is going to jack up the rent, but that if he sells the building I will not be able to find anything suitable for my family at any price. 2 kids, 2 dogs, 1 cat and a yard
- "My apartment building was sold to a rich XXX in 2012, and the landlord hired a private property
 manager to take care of the rental issues. The building was in not so great shape, so it took the entire
 year for the new owner to fix it (not within the tenant unit though as far as my apartment, things that
 need fix was done cheaply).
- My rent was \$850 before November 2013 the ex-landlord increased the rent every 2 years or so, with \$25 increase each time.
- The new landlord raise \$75, from \$850 to \$925 in November 2013, which is about 8.9% increasement. Today I received a new Notice Of Rent Increase letter, and my rent will be \$1000 starts from November. I was told that my rent is still below the market rate, but being a low income person, every year's rent increase as high as 8% is frightening. I'm worried that I might not able to pay rent in a few

years. A friend who is a landlord from Oakland, told me that with the rent control, it's around 3% increasement each year."

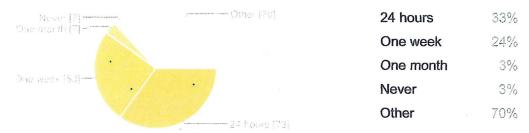
- 380 more a month is a heck of a lot to scrape together. Previous increases were much smaller increments.
- No improvements in my apartment and new residential manager is making it hard to live here
- After having the 6 unit building empty except for me for years, she has finally renovated the building, has given me 60 day notice and is increasing the rent on my unit %150.
- "Main concerns: there isn't affordable housing for families of four. Our family cannot afford more than \$2000/month and at this point we had to move in with my MIL. The only housing at \$2000 or under is in horrible condition and does not have nearly enough room for two growing boys. Neighboring cities do not have good schools, the jobs are here. If I could I'd move to Portland.
- Also 60 days notice is not enough here to find other housing when rents are raised more than 20%. I want 120 days notice, the guarantee of the full replacement of my deposit so that I can afford to put a deposit on another place if they're raising the rent that high, I want only 1 rental increase a year, and warning from landlords that if we do not sign a lease that they will raise the rent more. Also if landlords raise rents more than 20% they should also pay moving costs. "
- increases by max amount every Jan 1st for the last 3 years
- I love my apartment for only six months and then increase my rent over \$200
- I have heard from neighbors they will be raising rent \$100 per year, I just hope we can keep up!
- 1- we chose our rental based on a price we could afford. Increase is above our budget.
 - 2- assumed regular yearly increases
 - 3- increase notice was sent upon request for pest control Instead of pest control
 - 4- our family must now move due to rent increase & expected increase soon. "
- The apartment is not legal, and there are many things that are not up to code. There has also been multiple constructions/changes without permit. Also, our house is listed as a single family house, and we are the lower level. At City Hall, on the map, our apartment is supposed to be 'BUILDING A', which is supposed to be a separate building in the back of the property. It is NOT. So, our landlord scammed us into believing this was a legal unit upon move-in, and tried to raise the rent by \$100 after 3 months, after signing a year lease. He has tried to raise the rent by \$200 the last two years.
- We are concerned that because we pay several hundred dollars less than the other studio sized
 apartments in our building, we may have our rent raised to a comparable amount at any time. A 1/3
 price increase would not be out of line with the cost of other units. Ours is not maintained to the same
 standard, which is why it is so cheap, but there is nothing to stop the landlord from raising the rent
 anyway.
- 20% rent increase this year. I live alone. It hit me hard.

children the rent increase wouldn't have broken the bank for us, but for a family just getting by, \$100 would have been a large amount to jump on a monthly basis.

- We've renewed our lease 3 times, and each time the rent has increased by 10%. This seems
 excessive, far outpaces inflation and wage growth, and is not sustainable for a long term tenant.
- Having just moved to the bay area, my first year I spent in Oakland. Being unsatisfied with the area and
 my choice I soon looked elsewhere. While searching, I found and fell in love with Alameda. That said, I
 know I am new, to Alameda and the Bay Area, but feel like a place I can call home. I am fearful of
 losing this place and being pushed out.
- Landlord increased rents last May 2014 and we received another increased by January 2015 by additional 50 dollars. City of Alameda should regulate those rental increase
- Haven't reached end of year lease yet
- "My rent increase is prohibitive and is not in step with income and cost of living realities. The fact that it
 appears to happen annually does not ever take into consideration the reliable nature of my tenancy:
- · -My rent is always paid on time and in full
 - -I make requests once a year
 - -There is no off-street parking
- The on-street parking situation on San Antonio Ave between Park St and Oak St is worsening every
 month due to the city's support of local businesses over residents.** THIS IS A HUGE CONCERN."
- Our unit is old and outdated. The building states all units are updated and remodeled. We continue to have mold issues, very old carpet, old appliances and very little maintenance done on our part of the property. We get an annual increase every April ever since property management took over. And we always get the "were paying under market value" response I guess to make us feel better about paying for an old apartment!
- My car got towed even if it was the registered car in the contract. They said because there was no
 parking badge but somehow it dropped on the floor and I paid around \$300 dollars to the towing
 company.
- Our building was sold a few months ago. I found out that all the tenants received rate increases as of Nov. 1. The majority of the tenants had their rate increased by \$50. I called to question why mine was increased by \$75 and was told "we'll get back to you.' Never happened -- no explanation. 7.5 percent increase is much form than the cost of living
- Same 1/1 apartment was rented at \$1700 and \$1800, as people from SF started getting displaced. I am
 a therapist in private practice. I am the only therapist providing therapy to county clients, on Medi-Cal.
 This is a valuable service to the community. I wish there was some type of a discount for therapists to
 own here at a discount. I hope to stay close to my office at Ballena Isle Marina.
- The apartment complex is run-down, maintenance is poor to non-existent, maintenance repairs take a
 very long time and repeat calls, they are performed by un-skilled, un-licensed workers. The stairs and

decks are unsafe, repairs and modifications preformed without a permit, or inspection by city/county and are not to code. Water, sewer, and storm water services have been disrupted for extensive periods on multiple occasions in past year. Trash and debris pick up is not adequate. Routine maintenance is not performed.

6. When I call on maintenance or repair issues, it takes _____ to receive a response and have it fixed.



SUMMARY OF MEDIATION HEARINGS IN SAN LEANDRO AND FREMONT

City of Fremont – July 2013 to 2014

Total Calls:

367 (302 T, 65 HP)

T Cases opened:

55 cases (18%)

Reason for NOT opening a case:

Of the tenants that did not open cases, nearly all said their reason for declining was the non-binding nature of the process and/or their fear of retaliation by the landlord.

Breakdown of cases opened:

12 invalid rent increase notices

43 valid rent increases – 6 cases resulted in lower rents, 37 rent increases upheld

City of Fremont – July 2012 to 2013

Total Calls:

371 (309 T, 62 HP)

T Cases opened:

50 cases (13%)

Reason for NOT opening a case:

Of the tenants that did not open cases, nearly all said their reason for declining was the non-binding nature of the process and/or their fear of retaliation by the landlord.

Breakdown of cases opened:

10 invalid rent increase notices

40 valid rent increases – 6 cases resulted in lower rents, 34 rent increases upheld

City of San Leandro - July 2013 to 2014

Total Calls:

71 (37 T, 34 HP)

T Cases opened:

2 cases (3%)

Breakdown of cases opened:

1 – Rent increase upheld

1 – Mutually resolved prior to the hearing

City of San Leandro - July 2012 to 2013

Total Calls:

56 (40 T, 16 HP)

T Cases opened:

3 cases (5%)

Breakdown of cases opened:

1 – Mutually resolved at the hearing

1 – Mutually resolved after initial hearing and before continuance hearing.

Submitted by Jeff Cambra are the 1-20-15 heeting Re: 6-4