



December 15, 2020

Mayor Marilyn Ezzy Ashcraft  
Members of the City Council  
*Via email to: clerk@alamedaca.gov*

Re: City Council Agenda Item 4-B, Dec. 15, 2020

Dear Mayor Ashcraft and Councilmembers,

On behalf of the Alameda Chapter of the Bay East Association of REALTORS®, we write regarding two issues which are simultaneously complicating the ability of our members and their clients to provide safe and affordable rental housing to Alameda residents. The most urgent is the pending City Council action regarding an urgency ordinance to extend the current local moratorium on rent increases to June 30, 2021.

Of the four alternatives presented to the Council, developing a grant relief program for “Mom and Pop” rental housing providers is critical if the Council wishes for them to continue safely housing Alameda residents.

Any modification or extension of the current local moratorium must be identical to and consistent with similar moratoriums imposed by Alameda County and the State of California. Enacting a moratorium stricter than the county and State versions will be final straw that breaks the backs of smaller rental housing providers in the City of Alameda.

The second issue relates to letters recently sent to tenants in Alameda from the City of Alameda Housing Authority. We ask the Council to direct the City of Alameda Housing Authority to refrain from sending correspondence to tenants in Alameda that may contain spurious information about rent amounts or rent increases. Our members who own or manage rental housing in Alameda are reporting their tenants are confused and anxious following receipt of these misleading letters.

Please consider these requests when acting on the emergency ordinance and in your work with the Alameda Housing Authority.

We are available to answer any questions you may have about how rental housing providers are navigating the COVID-19 crisis and special challenges it presents.

Sincerely,

Joe LoParo, Alameda Chapter Chair  
Marilyn Schumacher, Alameda Local Government Relations Chair

**From:** [Rise Hixson](#)  
**To:** [City Clerk](#)  
**Subject:** [EXTERNAL] Fw: Determination of the Maximum Allowable Rent  
**Date:** Saturday, December 12, 2020 9:09:48 AM

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----- Forwarded Message -----

**From:** Rise Hixson <[rise1931@att.net](mailto:rise1931@att.net)>  
**To:** [rentprogram@alamedahsg.org](mailto:rentprogram@alamedahsg.org) <[rentprogram@alamedahsg.org](mailto:rentprogram@alamedahsg.org)>  
**Sent:** Sunday, December 6, 2020, 11:28:14 AM PST  
**Subject:** Determination of the Maximum Allowable Rent

Alameda City Clerks Office,

I am asking that this be included/addressed in the City Council December 15th meeting:

I recently received a "Determination of the Maximum Allowable Rent" notice in the mail for my Alameda, Ca. address.

Receiving a notice of allowable rent increases during a pandemic is alarming.  
The City Council must know that people are already struggling,

Our rents are so high that tenants aren't putting money back into the community.

I haven't been able to do that for years, giving up dining out, going to movies, etc. in order to pay my rent. I used to put hundreds of dollars into the hands of local businesses each month and now all of that money goes to ONE SOURCE. That's not sustainable.

San Francisco is seeing a decrease in rental cost but Alameda is not? When does our market correct in order to maintain the balance and allow renters to keep local businesses alive?

The City Council need to address this. 3 of my 4 monthly payroll checks now go to my rent. When is enough enough?

This is not sustainable. During a pandemic, it's unconscionable.

We used to thrive in this community but for the last several years we are merely or barely surviving.

We rely on you to support this balance in our beautiful Alameda, so I'm asking that you continue to implement a rental increase freeze during the pandemic and to consider adjusting fair market values for rental units within Alameda.

Thank you and be well,

Rise Hixson  
721 Haight Ave  
Alameda, Ca. 94501  
[rise1931@att.net](mailto:rise1931@att.net)  
17 years in Alameda