Rent Stabilization Board

RENT STABILIZATION BOARD
OUTREACH COMMITTEE MEETING

Wednesday, May 19, 2021

5:30 p.m.

PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED EXCLUSIVELY THROUGH VIDEOCONFERENCE AND TELECONFERENCE.
Pursuant to Section 3 of Executive Order N-29-20, issued by Governor Newsom on March 17, 2020, this meeting of the Rent Stabilization Board's **Outreach Committee** (Committee) will be conducted exclusively through teleconference and Zoom videoconference. Please be advised that pursuant to the Executive Order and the Shelter-in-Place Order, and to ensure the health and safety of the public by limiting human contact that could spread the COVID-19 virus, **there will not be a physical meeting location available.**

To access this meeting remotely: Join from a PC, Mac, iPad, iPhone, or Android device by clicking on this URL: https://zoom.us/j/93833351265?pwd=a2lWVHBvMzZNb3Z3ZTIvSFE2cXhldz09. If you do not wish for your name to appear on the screen, then use the drop-down menu and click on "rename" to rename yourself to be anonymous. To request to speak, use the "Raise hand" icon by rolling over the bottom of the screen.

To join by phone: Dial 1-669-900-6833, enter Webinar ID: 938 3335 1265 and Passcode: 194580. If you wish to comment during the public comment portion of the agenda, Press *9 and wait to be recognized by the Committee Chair.

To submit an e-mail comment to be read aloud during public comment, email mlaw@cityofberkeley.info with the Subject line in this format: "PUBLIC COMMENT ITEM FOR OUTREACH COMMITTEE". Please observe a 150-word limit. Time limits on public comments will apply. Written comments will be entered into the public record. Email comments must be submitted to the email address above **by 3:30 p.m.** on the day of the Committee meeting in order to be included.

Please be mindful that this will be a public meeting and all other rules of procedure and decorum will apply for meetings conducted by teleconference or videoconference.

This meeting will be conducted in accordance with Government Code Section 54953 and all current state and local requirements allowing public participation in meetings of legislative bodies. Any member of the public may attend this meeting. Questions regarding this matter may be addressed to Matt Brown, Acting Executive Director, at (510) 981-7368 (981-RENT). The Committee may take action related to any subject listed on the Agenda.

Rent Stabilization Board

RENT STABILIZATION BOARD
OUTREACH COMMITTEE MEETING

Wednesday, May 19, 2021 – 5:30 p.m.

AGENDA

1. Roll call (2 min)
2. Approval of the Agenda (2 min)
3. Approval of the Minutes of the April 21, 2021 Meeting (5 min)
4. Public Comment (5 min)
5. Tenant Survey (Staff Updates, and Matt Brown) (25 min)
    a. Survey Companies Contracted by City of Berkeley
    b. Survey Budget and RFP Process
    c. Survey Scope and Questions Clarified
    d. Survey Timeline
6. Accessibility Issues: Closed Captioning Contract (Staff) (10 min)
7. Social Media Expansion: "Rent Board News" on Facebook and Ideas to Increase Engagement (10 min)
8. Staff Report: Recent and Upcoming Webinars, Workshops (5 min)
9. Schedule Next Meeting Date (2 min)
10. Future Agenda Items (5 min)
11. Adjournment (5 min)

STAFF CONTACT: Moni T. Law, Housing Counselor (510) 981-4906, Ext. 704

COMMITTEE: James Chang, Andy Kelley, Paola Laverde (Chair), Mari Mendonca

Rent Stabilization Board

RENT STABILIZATION BOARD
OUTREACH COMMITTEE MEETING

Wednesday, April 21, 2021 – 5:30 p.m.

Minutes (Unapproved)

1. **Roll call** – Committee Chair Laverde called the meeting to order and Moni Law called Roll
   Members present: Chang, Kelley, Laverde and Mendonca.
   Staff Present: Matt Brown, Moni Law and Lynn Wu.

2. **Approval of the Agenda**: M/S/C (Laverde/Chang) Motion to approve the agenda. Roll call vote. YES: Chang, Kelley, Laverde and Mendonca; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0.

3. **Approval of the Minutes of the March 24, 2021 Meeting**: M/S/C (Mendonca/Laverde) Motion to approve the minutes of the March 24, 2021 meeting. Roll call vote. YES: Chang, Kelley, Laverde and Mendonca; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0.

4. **Public Comment**: - None

5. **Survey 2021 – Discussion of Tenant Survey with Dr. Stephen Barton (45 minutes)**. Dr. Barton explained that due to prior commitments he would be limited in the type of assistance he could provide the Rent Board during the proposed 2021/2022 Rent Board Survey. Dr. Barton offered his assistance as an interpreter and coordinator between the Rent Board and any Survey Companies hired in refining the survey questions, the survey sample group and the timeline for completion of the survey. Committee Staffer Law provided the committee with the names of some of the Survey Companies currently contracted with the City of Berkeley. The processes for contacting and requesting bids from the Survey Companies including an RFP. The Outreach Committee agreed on a tentative budget of Seventy-Five Thousand Dollars ($75,000.00) to be included in the next Fiscal Year's Budget for a 2022 Survey. The Committee agreed to review and discuss the survey further at the next meeting.

6. **Social Media Update: RSB Policy (attached). Discussion (15 minutes)**: Committee Staffer Law gave a brief overview of the Rent Boards Social Media policy including recent updates. The Committee discussed expanding and updating the Rent Boards social media outreach to include providing more information and resources on Facebook and other social media platforms.

7. **Staff Report: Recent and Upcoming Webinars, Workshops (10 minutes)**: Committee Staffer Law discussed the recent webinars and other outreach activities undertaken by Rent Board Staff. Including the outreach preparation plans for a possible return of the Cal Student body population to campus for in person learning. Counselling and outreach information provided to Landlords and Tenants about housing retention grants and other resources.

8. **Schedule Next Meeting Date**: Next meeting: The Committee agreed to meet on the third Wednesday of the month, May 19, 2021 at 5:30 p.m.

9. **Future Agenda Items**:
    - Update on the list of Survey Companies currently contracted by the City of Berkeley
    - Further discussion on the Survey questions, timeline and other processes
    - Further discussion on the Survey Budget and RFP Process
    - Expansion of the Rent Boards Social Media Outreach

10. Adjournment: The meeting adjourned at 7:05 p.m.

STAFF CONTACT: Moni T. Law, Housing Counselor (510) 981-4906, Ext. 704

COMMITTEE: James Chang, Andy Kelley, Paola Laverde (Chair), Mari Mendonca

What preferences should Berkeley use to prioritize access to new affordable housing? How can the City develop this policy in a way that includes the opinions of those impacted by displacement pressures?

This topic is closed

Demographics (/portals/257/Issue_9777/survey_responses/demographics)

Map (/portals/257/Issue_9777/survey_responses/map)

Filter (/portals/257/Issue_9777/survey_responses/analyze)

Download

234 registered responses

Summary Responses (234) Survey

Rank the following policy goals in order of importance:

Average priorities over 234 responses

1. Support those who are struggling to stay in Berkeley to be stably housed in their community.
2. Give those with ties to Berkeley who have already been displaced an advantage in returning to their community.
3. Address historic housing discrimination or government-led displacement

4. Other

If you chose other, please explain

Answered
70
Skipped
164

Show Word Cloud (/portals/257/Issue_9777/63298/question_summary?filter%5Border_by%5D=Date&for_action=index&scope=on_forum)

Select your top three choices of preferences that would prioritize applications in affordable housing placement:

	Response Percent	Response Count
Berkeley resident, currently housed in Berkeley	37.7%	87
Currently unhoused in Berkeley, with ties to Berkeley, including past housing, job, child attending school, or support system in Berkeley	66.2%	153
Current resident or previous family ties in historically disinvested Berkeley neighborhood (See areas in red on this map: https://plcy.mp/9JFxzCt)	41.6%	96
Currently living near the affordable unit one is applying for (neighborhood proximity)	5.2%	12
Displaced/family displaced by government action (eg Berkeley Redevelopment Agency, BART construction)	44.2%	102
Displaced due to foreclosure or tax forfeiture	12.6%	29
Employed in Berkeley (do not need to be a Berkeley resident)	26.8%	62
Experienced a no-fault eviction (owner move-in or Ellis Act eviction)	31.6%	73
Experienced a no-fault code enforcement relocation	7.8%	18
Other option	7.8%	18

If you chose other, please explain

Answered
20
Skipped
214

Show Word Cloud (/portals/257/Issue_9777/63527/question_summary?filter%5Border_by%5D=Date&for_action=index&scope=on_forum)

Are there organizations or local community groups that the City should be in touch with for their opinions on an affordable housing preference policy?

Answered
101
Skipped
133

Show Word Cloud (/portals/257/Issue_9777/63524/question_summary?filter%5Border_by%5D=Date&for_action=index&scope=on_forum)

What do you think is the best way to reach out to people who have been displaced from Berkeley to get their opinions on an affordable housing preference policy?

Answered
108
Skipped
126

Show Word Cloud (/portals/257/Issue_9777/63525/question_summary?filter%5Border_by%5D=Date&for_action=index&scope=on_forum)

Is there something else the City should be asking or keeping in mind for an affordable housing preference policy?

Answered
131
Skipped
103

Show Word Cloud (/portals/257/Issue_9777/63526/question_summary?filter%5Border_by%5D=Date&for_action=index&scope=on_forum)

What is your current housing situation?

	Response Percent	Response Count
Rent apartment or house	31.0%	71
Own your own home	58.5%	134
Live with family or friends	4.8%	11
Other	5.7%	13

What is your current zip code?

Average
4229772.71
Total
968617950.00
Count
229
Skipped
5

Have you ever lived in Berkeley?

	Response Percent	Response Count
Yes	97.8%	222
No	1.3%	3
Prefer not to answer	0.9%	2

Do you currently work in Berkeley?

	Response Percent	Response Count
Yes	45.2%	104
No	27.4%	63
I am not currently employed	24.3%	56
Prefer not to answer	3.0%	7

How do you identify your race/ethnicity (select all that apply)?

	Response Percent	Response Count
Asian	3.1%	7
African-American/Black	5.7%	13
White	76.9%	176
Hispanic/Latinx	0.9%	2
Native American	0.4%	1
Pacific Islander	0.9%	2
Prefer not to answer	7.0%	16
Other	5.2%	12

How do you identify your gender?

	Response Percent	Response Count
Female	55.5%	126
Male	36.6%	83
Gender variant/Non-conforming	1.8%	4
Not listed	0.4%	1
Prefer not to answer	5.7%	13

How many people live in your household?

Average
2.79
Total
634.00
Count
227
Skipped
7

What was your annual household income in the last 12 months?

	Response Percent	Response Count
Less than $20,000	8.1%	17
$20,000 to $40,000	12.9%	27
$40,000 to $65,000	11.5%	24
$65,000 to $80,000	9.6%	20
$80,000 to $100,000	11.0%	23
$100,000 to $120,000	10.0%	21
$120,000 to $160,000	12.0%	25
$160,000 or more	24.9%	52

List of Potential Contractors

Firm	Address	City	Zip	Contact	Email	Phone
Lake Research Partners	1936 University Ave., suite 330	Berkeley, CA	94704	David Mermin	info@lakeresearch.com; dmermin@lakeresearch.com	(510) 286.2097
Fairbank, Maslin, Maullin, Metz & Associates	1999 Harrison St., Suite 2020	Oakland, CA	94612	Dave Metz	fm3research@fm3research.com	(510) 451-9521
Fairbank, Maslin, Maullin, Metz & Associates	2000 Harrison St., Suite 2020	Oakland, CA	94612	Dave Metz	dave@fm3research.com	
Fairbank, Maslin, Maullin, Metz & Associates	2001 Harrison St., Suite 2020	Oakland, CA	94612	Curt Below	curt@fm3research.com	
EMC Research	436 14th Street, suite 820	Oakland, CA	94612	Sara LaBatt	info@emcresearch.com; alex@emcresearch.com sara@emcresearch.com;	(510) 550-8924
David Binder Research	44 Page Street, Suite 404	San Francisco, CA	94102	David Binder	info@db-research.com	(415) 621 7655
Tulchin Research	220 Sansome, Suite 1360	San Francisco, CA	94104	Ben Tulchin	admin@tulchinresearch.com	(415) 576-1072
The Lew Edwards Group	5454 Broadway, 2nd Floor	San Francisco, CA	94618	Catherine Lew; Lloyd Edwards	info@lewedwardsgroup.com	(510) 594 0224
Hill Research					info@hillresearch.com	(888) 338-4455
WPA (Wilson Perkins Allen Opinion Research)	52 Ozone Avenue	Los Angeles, CA	90291	Brian W. Smith	bsmith@wparesearch.com	(405) 640-9517
ETC Institute	725 W. Frontier Circle	Olathe, KS	66061	Chris Tatham	ctatham@etcinstitute.com	(913) 829-1215
Baker Tilly				Nick Dragisich	nick.dragisich@bakertilly.com	(651) 223-3012
National Research Center	2955 Valmont Road, Suite 300	Boulder, CO	80301		nrc@n-r-c.com	(877) 467-2462
Mason Tillman, LTD	1999 Harrison St., Suite 2000	Oakland, CA	94612	Nick Negoro	nnegoro@mtaltd.com	(510)835-9012
Logan Surveying						
R&G Consulting						

FIRMS CONTRACTING WITH CITY OF BERKELEY

Potential for Rent Board's Tenant Survey

UPCOMING EVENTS

Lease-Breaking Webinar **Click Here to Register**
Wednesday, June 9, 2021 10:00 a.m. - 11:30 a.m.
Location: This is an Online Event
Landlords and tenants have important rights and responsibilities in a lease breaking scenario. Join us for an overview of the relevant laws and best practices when a tenant needs to break a lease.

Landlord 101 **Click Here to Register**
Wednesday, August 25, 2021 10:00 a.m. - 11:30 a.m.
Location: This is an Online Event
Are you a new landlord or are you considering purchasing rental property in Berkeley? Please join us for an overview of your rights and responsibilities, including rent control guidelines, tenant screening, repair issues, and security deposits.

COVID-19 Update **Click Here to Register**
Wednesday, September 15, 2021 10:00 a.m. - 11:30 a.m.
Location: This is an Online Event
In response to the Coronavirus (COVID-19) emergency, the Governor and the Berkeley City Council have taken important steps to protect public health and prevent further transmission of COVID-19 by avoiding unnecessary displacement and homelessness.

Evictions in Berkeley **Click Here to Register**
Wednesday, October 13, 2021 10:00 a.m. - 11:30 a.m.
Location: This is an Online Event
Facilitated by a Rent Board staff attorney; this webinar is a must for any landlord who wants to understand evictions in Berkeley. This webinar will cover state and local eviction laws, including the Eviction for Good Cause Ordinance and owner move-in evictions.

Security Deposits: Rights and Responsibilities **Click Here to Register**
Wednesday, November 10, 2021 10:00 a.m. - 11:30 a.m.
Location: This is an Online Event
This web seminar is designed for Berkeley tenants and landlords. We will cover how to comply with local and state laws regarding security deposits, including the use of security deposits; security deposit interest; and resolving security deposit disputes.

PAST WEBINAR VIDEOS

Rent Board Registration 101/Registering your Berkeley Rental Property Webinar
Wednesday, May 12, 2021
Location: Virtual Event
Registering a rental unit in Berkeley includes paying a registration fee, updating tenancy information and more. This webinar with our Registration staff will help landlords understand our online registration portal, the registration process and important forms and deadlines related to this process.

Measure MM Webinar
Wednesday, April 14, 2021
Location: Virtual Event
Berkeley voters passed Measure MM in the November 2020 election. Join us for an overview of how this measure impacts registration, rights, and responsibilities for both landlords and tenants.

Buying and Selling Rental Property in Berkeley Webinar
Wednesday, April 7, 2021
Location: Virtual Event
This webinar is designed to give all property sale stakeholders (landlords, tenants, and realtors) an understanding of their rights and responsibilities related to property sale. Topics will include showing rental units, transfers of leases and security deposits, buyout agreements and more.

Security Deposits: Rights and Responsibilities Webinar
Wednesday, March 24, 2021
Location: Virtual Event
This web seminar is designed for Berkeley tenants and landlords. We will cover how to comply with local and state laws regarding security deposits, including the use of security deposits; security deposit interest; and resolving security deposit disputes.

COVID-19 Update Webinar
Wednesday, February 17, 2021
Location: Virtual Event
In response to the Coronavirus (COVID-19) emergency, the Governor and the Berkeley City Council have taken important steps to protect public health and prevent further transmission of COVID-19 by avoiding unnecessary displacement and homelessness.

Berkeley Rent Control 101 Webinar
Wednesday, January 13, 2021
Location: Virtual event
Are you a new tenant or landlord in Berkeley? Please join us for an overview of your rights and responsibilities under the Berkeley Rent Ordinance. Topics include rent levels and rent control, housing services, and security deposits.