



Rent Stabilization Board

**RENT STABILIZATION BOARD**  
**OUTREACH COMMITTEE MEETING**

**Tuesday, July 18, 2023 – 6:00 p.m.**

**Rent Stabilization Board Law Library – 2001 Center Street, 2<sup>nd</sup> floor, Berkeley**  
**Teleconference location: 667 N. Dunton Avenue, East Patchogue, NY 11772**

**PUBLIC ADVISORY: THIS MEETING WILL BE CONDUCTED IN A HYBRID MODEL WITH BOTH IN-PERSON ATTENDANCE AND VIRTUAL PARTICIPATION.**

For in-person attendees, face coverings or masks that cover both the nose and the mouth are encouraged. If you are feeling sick, please do not attend the meeting in person.

**To access this meeting remotely:** Join from a PC, Mac, iPad, iPhone, or Android device by clicking on this URL: <https://us06web.zoom.us/j/86432416179?pwd=cDF4YlR0dWhLbGs3OGdGZXc3S016UT09>.

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 and enter Webinar ID: 864 3241 6179 and Passcode: 549298. 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 for the Committee's consideration and inclusion in the public record, email [ndahl@cityofberkeley.info](mailto:ndahl@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 4:00 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 rules of procedure and decorum apply for both in-person attendees and those participating 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 at the posted location(s). Questions regarding this matter may be addressed to DéSeana Williams, Executive Director of the Rent Board, at 510-981-7368 (981-RENT). The Committee may take action related to any subject listed on the Agenda.



**COMMUNICATION ACCESS INFORMATION:**

This meeting is being held in a wheelchair accessible location. To request disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services Specialist at (510) 981-6418 (voice) or (510) 981-6347 (TDD) at least three (3) business days before the meeting date.

Attendees at public meetings are reminded that other attendees may be sensitive to various scents, whether natural or manufactured, in products and materials. Please help the City respect these needs.



Rent Stabilization Board

**RENT STABILIZATION BOARD  
OUTREACH COMMITTEE MEETING**

**Tuesday, July 18, 2023 – 6:00 p.m.**

**Rent Stabilization Board Law Library – 2001 Center Street, 2<sup>nd</sup> floor, Berkeley  
Teleconference location: 667 N. Dunton Avenue, East Patchogue, NY 11772**

**AGENDA**

1. Roll call (1 min)
2. Land Acknowledgment Statement: *The Berkeley Rent Stabilization Board recognizes that the rental housing units we regulate are built on the territory of xučyun (Huchiun-(Hooch-yoon)), the ancestral and unceded land of the Chochenyo (Cho-chen-yo)-speaking Ohlone (Oh-low-nee) people, the ancestors, and descendants of the sovereign Verona Band of Alameda County. This land was and continues to be of great importance to all of the Ohlone Tribes and descendants of the Verona Band. As we begin our meeting tonight, we acknowledge and honor the original inhabitants of Berkeley, the documented 5,000-year history of a vibrant community at the West Berkeley Shellmound, and the Ohlone people who continue to reside in the East Bay. We recognize that Berkeley's landlords and tenants have and continue to benefit from the use and occupation of this unceded stolen land since the City of Berkeley's incorporation in 1878 and since the Rent Stabilization Board's creation in 1980. As stewards of the laws regulating rental housing, it is not only vital that we recognize the history of this land but also recognize that the Ohlone people are present members of Berkeley and other East Bay communities today.*
3. Approval of the Agenda (2 min)
4. Approval of the Minutes of the June 12, 2023 Meeting (5 min)
5. Public Comment (5 min)
6. Updates Related to Transition and End of Eviction Moratorium (5 min)
7. Tenant Survey Data and Final Report for Sept. 21 Board Meeting (15 min)
8. Review Quotes for BART and AC Transit Ads (15 min)
9. Next Meeting Scheduled for September 11, 2023 (2 min)
10. Future Agenda Items (5 min)
11. Announcements (5 min)
12. Adjournment (2 min)

**STAFF CONTACT: Nathan Dahl, Public Information Unit Manager (510) 981-4935**

**COMMITTEE:** Soli Alpert (Chair), Stefan Elgstrand, Andy Kelley, Vanessa Marrero



Rent Stabilization Board

**RENT STABILIZATION BOARD  
OUTREACH COMMITTEE MEETING**

**Monday, June 12, 2023 – 5:30 p.m.**

**Rent Stabilization Board Law Library – 2001 Center Street, 2<sup>nd</sup> floor, Berkeley**

**Minutes (Unapproved)**

1. Roll call: N. Dahl called Roll.  
Members present: Alpert, Elgstrand, Kelley and Marrero.  
Staff Present: N. Dahl and M. Law.
2. Land Acknowledgment Statement: The Land Acknowledgment Statement was played.
3. Approval of the Agenda: M/S/C (Kelley/Elgstrand) Motion to approve the agenda. Voice vote.  
Carried: 4-0-0-0.
4. Approval of the Minutes of the May 8, 2023 Meeting: M/S/C (Kelley/Elgstrand) Motion to approve the Minutes of the May 8, 2023 Meeting. Voice vote. Carried: 4-0-0-0.
5. Public Comment: No public comment.
6. Outreach Efforts Related to Transition and End of Eviction Moratorium: Committee Staffer Dahl gave a brief update on certain proposed changes by the City Council to the timeline and process of handling evictions, the number of Eviction Notices received by the Rent Board since May 1, 2023, outreach efforts to impacted Tenants and location of the partial data on the Rent Board's website.
7. Review of RSB 2022 Tenant Survey Data and Report: Survey Consultant L. Gil-Trejo discussed the Tenant Survey Data collected, Methodology applied for the draft report and answered questions from the Committee Members. Survey Consultant L. Gil-Trejo will incorporate additional datapoints requested by the Committee and provide an updated report at the next meeting.
8. Next Meeting: Scheduled for Monday, July 10, 2023 at 5:30 p.m. at the Rent Board Law Library, 2001 Center Street, 2<sup>nd</sup> Floor, Berkeley.
9. Future Agenda Items:
  - Eviction Moratorium Outreach Efforts
  - Review of Draft Report of Tenant Survey – July Meeting
  - 2022 Counseling Data (calls, emails, appts. counseling cases) – July Meeting
  - Rent Board Outreach Activities and Metrics Tracking – July Meeting
  - Exploring Costs of Ads (Bart, Bus)
  - Exploring Costs of Digital Ads and Robo Calls for landlines.
10. Announcements: The Committee briefly discussed the Rent Board's planned participation at the 36<sup>th</sup> Annual Berkeley Juneteenth Festival.

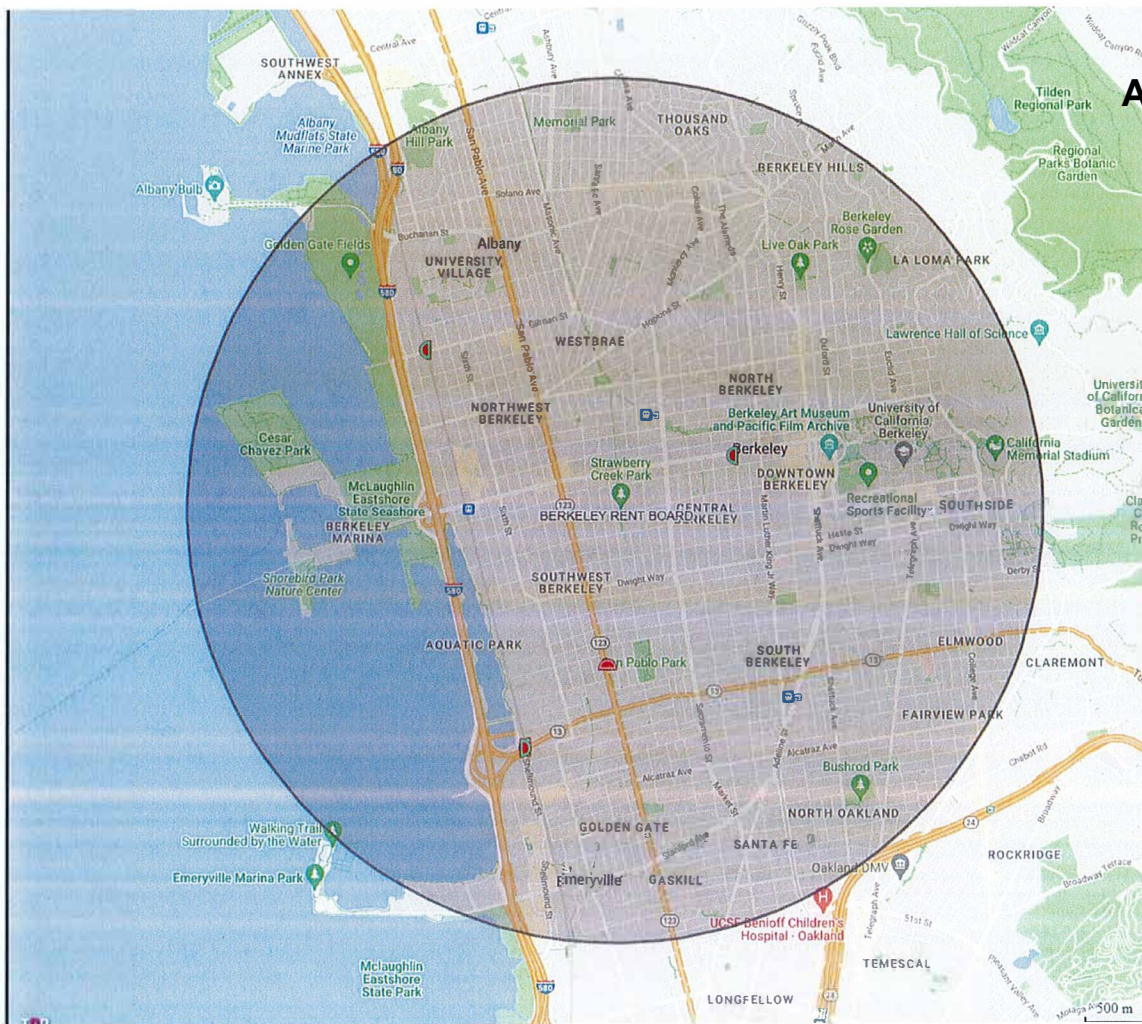
11. Adjournment: M/S/C (Kelley/Marrero) Motion to adjourn. Voice vote. Carried: 4-0-0-0. Meeting adjourned at 7:17 p.m.






**STAFF CONTACT: Nathan Dahl, Public Information Unit Manager (510) 981-4935**

COMMITTEE: Soli Alpert (Chair), Stefan Elgstrand, Andy Kelley, Vanessa Marrero



**Item 8.**  
**Attachment 1.**



	3	1459-1	Gilman & 3Rd NW/S	Posters	San Francisco
	4	BRK1001	The Parking Lot - I-80 1500 ft N/O University (Berkeley) E/S	Digital Bulletins	San Francisco
	5	BRK1002	I-80 1500 ft N/O University (Berkeley) E/S	Digital Bulletins	San Francisco
	6	1163-4	Ashby 500 ft E/O Eastshore N/S	Posters	San Francisco
	7	2059-1	Ashby 500 ft E/O Eastshore N/S	Posters	San Francisco



**Material:** Eco-Poster

**Illuminated:** Yes

**Extension:** No

**Spec Sheet:** P105GNS

**geopath ID#:** 30482557



1695 Eastshore Hwy, Berkeley, CA 94710 | 510-527-3350

**OUTFRONT**





**Material:** Eco-Poster

**Illuminated:** Yes

**Extension:** No

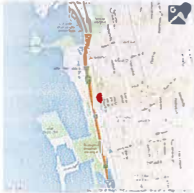
**Spec Sheet:** P10SGNS

**geOpajh ID#:** 561770



1695 Eastshore Hwy, Berkeley, CA 94710 | 510-527-3350

**OUTFRONT**



1095 Eastshore Hwy, Berkeley, CA 94710 | ED-627-3350

001000001 10000000

**Material:** Eco-Poster

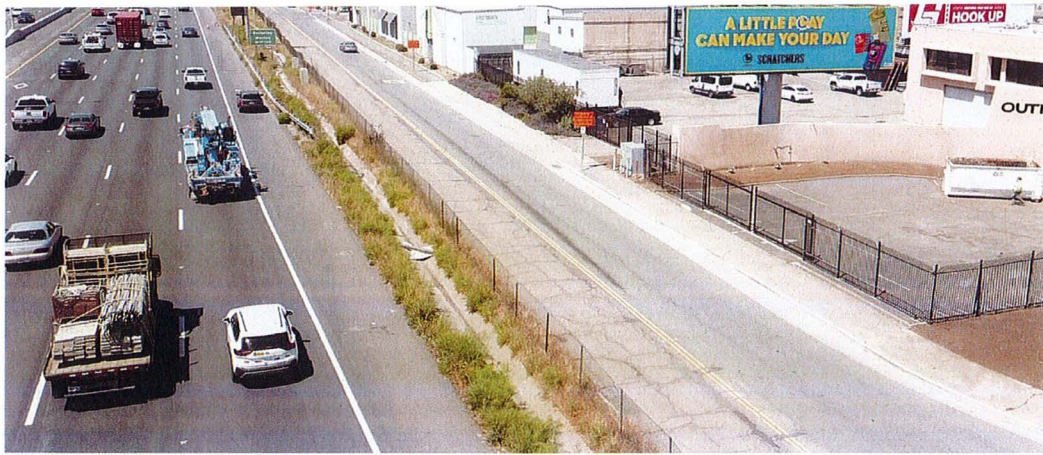
**Illuminated:** Yes

**Extension:** No

**Spec Sheet:** P105GNS

**geOpalh ID#:** 561586

**OUTFRONT**



Spot/Loop: 8 sec/64 sec

Full Motion: No

Spec Sheet: DBID-5

geopath ID#: 30681637

Restrictions: Tobacco|  
Alcohol|Cannabis|

Notes: OUTFRONT will only deliver a close-up or webcam photo for POP of this unit.



Located at the confluence of freeways (I-580 and I-80), this digital display reads to stop and go traffic throughout the day. This location is perfect for reaching, not just daily commuters, but also weekend traffic leaving the Bay Area for destinations such as Napa and Lake Tahoe. Points of interest in the immediate area are UC Berkeley, Bay Street Mall, and Pixar Studios.

1695 Eastshore Hwy, Berkeley, CA 94710 | 510-527-3350







**Spot/Loop:** 8 sec/64 sec

**Full Motion:** No

**Spec Sheet:** DBID-S

**geopath ID#:** 30469682

**Restrictions:** Tobacco  
Alcohol/Cannabis

**Notes:** OUTFRONT will only deliver a close-up or webcam photo for POP of this unit.



Located at the confluence of freeways (I-580 and I-80), this digital display reads to stop and go traffic throughout the day. This location is perfect for reaching daily commuters heading to the many tech companies in Oakland and San Francisco. Points of interest in the immediate area are UC Berkeley, Bay Street Mall, and Pixar Studios.

1695 Eastshore Hwy., Berkeley, CA 94710 | 510-527-3350

**OUTFRONT**



Material: Eco-Poster

Illuminated: Yes

Extension: No

Spec Sheet: PI05GNS

geopath ID#: 561446



1695 Eastshore Hwy., Berkeley, CA 94710 | 510-527-3350

**OUTFRONT**





Material: Eco-Poster

Illuminated: Yes

Extension: No

Spec Sheet: P105GNS

geopath ID#: 561844



1695 Eastshore Hwy ,Berkeley, CA 94710 | 510-527-3350

**OUTFRONT**



BERKELEY RENT BOARD





# RAIL MEDIA

© 2020 OUTFRONT MEDIA INC.

OUTFRONT/

 BERKELEY RENT BOARD



# BART MEDIA

**Influence a captive audience of over \* 432,000 daily riders**, with tremendous impact and frequency at high-profile locations. Rail advertising on BART's 5 lines offer unparalleled reach and frequency to some of the most savvy, diverse, and affluent audiences in The Bay Area.

BART advertising provides exceptional value and is the perfect way to **command the attention** of busy commuters in an otherwise hectic environment.

## / Station Media:

- / 2-Sheet Posters
- / Station Kings
- / Shelter Dioramas
- / Illuminated Piers
- / Platform Digital Network
- / Station Dominations
- / Wrapped Tunnels

## / Rail Car Media:

- / Ext Wrapped Trains
- / Int Rail Cards
- / Int Rail Brand Trains

\*BART 2019



BERKELEY RENT BOARD

# BART 2 SHEET POSTERS

Forge new relationships with the Bay Area's **432,000+ daily riders** through BART 2-Sheet Posters spread throughout the system. Send multiple messages to commuters at all their stopping points!

Situated on both, the concourse and platform station levels throughout the Bay Area, these vibrant and detailed 2-Sheet Posters **target key audience profiles.**

## / Product Information:

/ 46"H x 60"W

## / Coverage:

/ Systemwide

/ Targeted audience on request basis





# BART KINGS

Situated above escalators, stairwells, above ticket machines and at entrances/exits, **Kings cannot be missed as passengers move throughout the station. The** combination of dwell time and high impact make it a fantastic stand alone product as well as an integral part of a station domination.

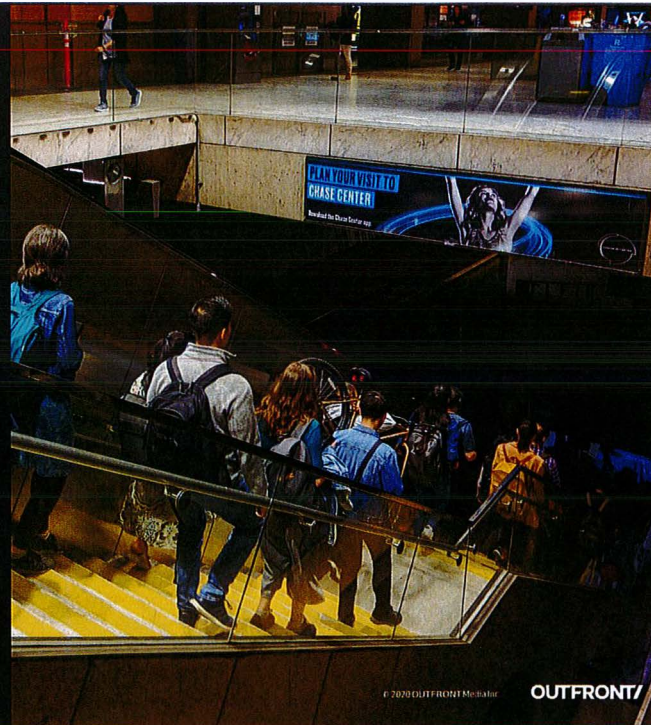
**/ Product Information:**


/ 30"H x 144"W

**/ Coverage:**

/ Systemwide

/ Targeted audience on request basis





## THREE TIER CAMPAIGN ACTIVATION

<h3><u>TIER ONE</u></h3> <ul style="list-style-type: none"> <li><input type="checkbox"/> TEN- TWO SHEET POSTERS</li> <li><input type="checkbox"/> TEN STATION BART KINGS</li> <li><input type="checkbox"/> \$5,000</li> </ul>	<h3><u>TIER TWO</u></h3> <ul style="list-style-type: none"> <li><input type="checkbox"/> TWENTY-TWO SHEET POSTERS</li> <li><input type="checkbox"/> TWENTY STATION BART KINGS</li> <li><input type="checkbox"/> TWO BILLBOARD/POSTERS-BERKELEY</li> <li><input type="checkbox"/> \$9,800</li> </ul>	<h3><u>TIER THREE</u></h3> <ul style="list-style-type: none"> <li><input type="checkbox"/> TWENTY FIVE-TWO SHEET POSTERS</li> <li><input type="checkbox"/> TWENTY STATION BART KINGS</li> <li><input type="checkbox"/> FOUR BILLBOARD/POSTERS-BERKELEY</li> <li><input type="checkbox"/> \$12,700</li> </ul>
---	---	--

**BERKELEY RENT BOARD + BART OUTFRONT MEDIA CAMPAIGN INVESTMENT: PRICELESS**  
Does not include 20 days from creative acceptance for production & installation. Payment required upfront unless established credit. Contract minimum cancellable. Impressions number based on 2019. Production and installation included in investment. Quote good for 7 days.

© 2020 OUTFRONT Media Inc. **OUTFRONT**

 **BERKELEY RENT BOARD**

**LAMAR** | TRANSIT

# BAY AREA TRANSIT PRODUCT KIT





# BUSES





# *Real, Powerful, Advertising*

KING | 30" X 144"

These "rolling billboards" bring the impact of large format ads down to the street level.



*\*Pictured in Sam Trans.*





# Get Noticed

SUPER KING | 30" X 216"

Stretch your marketing dollars and get the most exposure with more creative ad space.



*\*Pictured in AC Transit.*





# Make a Connection

QUEEN | 20" X 88"

Transit ads provide information to consumers on their way to make a purchase.



\*Pictured in Golden Gate.

**LAMAR**



# Contextually Relevant

TAIL | 21" X 70"

Transit buses are slow-moving, making tail ads easily noticeable by travelers and pedestrians.



\*Pictured in Golden Gate.





# Perfect Timing

TAIL | 19" X 59"

Reach consumers with powerful ads close to the point of purchase.



\*Pictured in Tri-Valley.





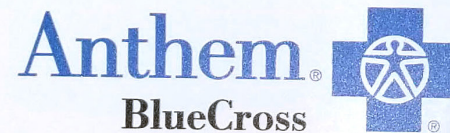
# Create a Lasting Impression

INTERIOR CARD | 11" X 28"

Ride times afford consumers the time to read and absorb brand messaging.

We've been helping  
Medi-Cal families since 1994.  
We'll help you, too.

Call 1-800-227-3238 (TTY 711)  
to see if you qualify.



Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Blue Cross of California Partnership Plan, Inc. are independent licensees of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association. Blue Cross of California is contracted with L.A. Care Health Plan to provide Medi-Cal Managed Care services in Los Angeles County.



\*Pictured in AC Transit.





# Greater Recall Power

SUPER TAIL | 2'6" X 7'

Transit ads increase impressions  
by taking your message into  
high-density areas of your market.



*\*Pictured in Golden Gate.*

**LAMAR**



# Big, Bold Creative

FULL BACK | 9' X 7'

Eye-level bus exterior ads provide maximum exposure for your brand.

This signature product delivers high reach and frequency, while providing consistent repetition.



\*Pictured in Golden Gate.

**LAMAR**



# Captivate Your Audience

EMPRESS | 42" X 144"

Buses go where people go – where they live, work, and shop – and so does transit advertising.



\*Pictured in Sam Trans.





# *Creatively Impactful*

SUPER SQUARE | 9' X 12'

Leave a lasting impact on  
pedestrians, motorists  
and passengers with  
larger-than-life messaging.



*\*Pictured in Napa.*





# Effective Messaging

KONG | 3'6" X 19'

Boost brand awareness with transit advertising reaching consumers daily.



\*Pictured in Sam Trans





# Drive Up Awareness

KING KONG | 9' X 19'

Transit advertising is a great way to drive up brand awareness and recognition.



\*Pictured in Sam Trans





# Find the Crowd

FULL SIDE | 9' X 40'

Transit ads circulate the busiest areas providing exposure to commuters, drivers and pedestrians.



\*Pictured in AC Transit

**LAMAR**



# Unmatched Impact

FULL WRAP | (2) 9' X 40' + (1) 9' X 7'

Reach your key audience by location, demographic, daypart, or behavior with creatively impactful messaging.



*\*Pictured in Golden Gate.*







| TRANSIT

# LAMAR OF BAY AREA

5650 IMHOFF DR.  
CONCORD, CA 94520

PHONE: 925.373.1900  
FAX: 925.373.1991  
[LAMAR.COM/BAYAREA](http://LAMAR.COM/BAYAREA)