



Rent Stabilization Board

**RENT STABILIZATION BOARD
OUTREACH COMMITTEE MEETING**

Monday, May 8, 2023 – 5:30 p.m.

Rent Stabilization Board Law Library – 2001 Center Street, 2nd floor, Berkeley

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/82440433351?pwd=eHZrYXF5dDFpQ1V5UWtmbEFFd3BFZz09>. 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: 824 4043 3351 and Passcode: 591949. 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 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 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. 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.



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OUTREACH COMMITTEE MEETING

Monday, May 8, 2023 – 5:30 p.m.

Rent Stabilization Board Law Library – 2001 Center Street, 2nd floor, Berkeley

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 April 10, 2023 Meeting (5 min)
5. Public Comment (5 min)
6. Outreach Efforts Related to Transition and End of Eviction Moratorium (15 min)
7. Review of RSB Agency-Wide Outreach Plan and Budget from 2017-2018 (20 min)
8. Next Meeting Scheduled for June 12, 2023 (2 min)
9. Future Agenda Items: (5 min)
 - Eviction Moratorium Outreach Efforts
 - Review of Draft Data Results from Tenant Survey – June 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 (5 min)
11. 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, April 10, 2023 – 5:30 p.m.

Rent Stabilization Board Law Library, 2001 Center Street, 2nd floor, Berkeley, CA 94704

Minutes (Unapproved)

1. Roll call: N. Dahl called Roll.
Members present: Alpert, Elgstrand, Kelley and Marrero.
Staff Present: N. Dahl
2. Land Acknowledgment Statement: The Land Acknowledgment Statement was played.
3. Approval of the agenda: M/S/C (Kelley/Marrero) Motion to approve the agenda. Voice vote.
Carried: 4-0-0-0.
4. Approval of the Minutes of the March 9, 2023 Meeting: M/S/C (Elgstrand/Kelley) Motion to approve the Minutes of the March 9, 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 an update to the Committee on some of the planned outreach ahead of the end of the City of Berkeley's Eviction Moratorium, in the form of mailers with infographics, workshops and webinars.
7. Update on Tenant Survey Progress and Timeline: Committee Staffer Dahl gave a brief update on the completed Tenant Survey, timeline and planned format for presentation of the survey results.
8. Update on Rent Board Outreach Activities and Metrics Tracking: Committee Staffer Dahl and the Committee discussed planned revision to the current mode of metrics tracking.
9. Next Meeting: Scheduled for Monday, May 8, 2023 at 5:30 p.m.
10. Future Agenda Items:
 - Eviction Moratorium Outreach Efforts
 - Rent Board Outreach Activities and Metrics Tracking
 - Review of Draft Data Results from Tenant Survey
 - 2022 Counseling Data (calls, emails, appts. counseling cases)
 - Exploring Costs of Ads (Bart, Bus)
 - Exploring Costs of Robo Calls for landlines
 - Exploring Costs of Digital Ads
 - Agency Outreach Workplan prior to March 2020

11. Announcements: Committee Staffer Dahl gave a brief update on the Rent Board’s planned participation at the Berkeley City College, Night of Community on April 12th and the Berkeley Bay Festival on April 22nd.
12. Adjournment: M/S/C (Kelley/Elgstrand) Motion to adjourn. Voice vote. Carried: 4-0-0-0. Meeting adjourned at 6:58 p.m.

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

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



Rent Stabilization Board

The Berkeley City Council has placed end dates on the COVID-19 Eviction Moratorium!

The Berkeley City Council has made two important changes to the Eviction Moratorium (BMC Chapter 13.110) that you should know about.

The “Covered Period” Is Extended Through April 30, 2023

- During this period, landlords may only evict tenants to ensure the health and safety of other residents.
- Unpaid rent that accrues at any point during the Covered Period may not be used as the basis to evict a tenant following the expiration of that period.

A New “Transition Period” Covers May 1 – August 31, 2023

During the Transition Period, landlords may evict tenant households for three reasons:

1. To ensure the health and safety of other residents at the property.
2. To perform an Owner Move-in eviction if they own only one residential property in Berkeley.
3. For nonpayment of rent that came due May 1 through August 31, 2023, unless the tenant provides documentation of a COVID-related reason for nonpayment.

A COVID-related reason for nonpayment of rent includes at least one of the following:

- A decrease in income caused by COVID-19 or any government response to COVID-19.
- Material decrease in household income due to caregiving responsibilities.
- Material out-of-pocket medical expenses due to COVID-19.
- A reduction in the number of tenants in a residential unit.



After August 31, 2023, a landlord may be able to use any unpaid rent that accrues during the Transition Period to begin an eviction lawsuit. Tenants are strongly encouraged to apply for all available rental assistance as soon as possible if they have a COVID-related reason for nonpayment.

Starting September 1, 2023, all eviction protections arising from COVID-19 will have expired. State law and the good cause for eviction provisions of the Rent Stabilization Ordinance will again regulate terminations of tenancy and evictions from that point forward.

Please visit the Rent Board’s COVID-19 webpage for more, including information about rent relief: www.tinyurl.com/rsbcovidinfo. See the back side of this mailer for an infographic explaining the Transition Period.

Eviction Moratorium

UNDERSTANDING THE 'TRANSITION' PERIOD

MAY 1, 2023 - AUGUST 31, 2023



Some Evictions Permitted

An owner may evict a tenant for the following reasons:

- The eviction is necessary to stop an imminent threat to the health and safety of other occupants.
- A qualifying owner intends to move into a residential unit as their own primary residence.
- The tenant has failed to pay rent that came due on or after May 1, 2023 and did not provide the owner with a documented COVID-related reason for failing to pay.



A COVID-related reason for failing to pay rent is:

- A decrease in income caused by COVID-19 or any government response to COVID-19.
- Material decrease in household income due to caregiving responsibilities.
- Material out-of-pocket medical expenses due to COVID-19.
- A reduction in the number of tenants in a residential unit due to COVID-19.



Notice Requirements

Any notice to terminate a tenancy for nonpayment of rent must inform the tenant of their right to submit documentation establishing a COVID-related reason for the failure to pay rent.

Tenant must provide a declaration and/or any documentation regarding their COVID-19 related reason for failing to pay rent before the expiration of any notice to terminate the tenancy.



Rent Relief

The Eviction Defense Center (EDC) has funding from the City of Berkeley to assist Berkeley tenants with rent relief. Please contact the EDC at (510) 452-4541.

Housing Retention Grants webpage: www.tinyurl.com/housing-grants



Speak to a Housing Counselor

Contact us with questions about your rights and responsibilities. Counselors cannot give legal advice.

Phone: 510-981-7368 **Email:** rent@cityofberkeley.info

Make an Appointment: www.tinyurl.com/rsbappointment



More information available online!

Rent Board COVID-19 Resources webpage: www.tinyurl.com/rsbcovidinfo



STAFF COMMUNICATION AND OUTREACH WORK PLAN 2017-2018

Rent Stabilization Board

GOAL: EXPAND CONSTANT CONTACT AND SOCIAL MEDIA TO EXPONENTIALLY INCREASE OUTREACH

MEDIA	PURPOSE / DETAIL	DRAFT PRODUCTION PREPERATION START DATE	FINAL DUE DATE	PUBLICATION OR EVENT DATE	RESPONSIBLE STAFF AND HOURS DEDICATED			STATUS	OUTCOMES
					PIU	REG	ADMIN		
PRINT MEDIA									
Annual Report	Fiscal Year (FY) Budget and RSB outcomes, mission, policy, services, tenant success story – standard format	July 5, 2017	August 28, 2017	September 11 Publication September 14 Board Packet	Michelle X/40	-	Cherie X/40	Discussed Format First Draft to be completed	TBD Printed X Electronic (21,000 Mailed in 2018)
Newsletter	Director's message, trends and policy, changes, services	July 5, 2018	August 27, 2018	September 10 Publication September 13 Board Packet	80	-	40	Discussed Format First Draft to be completed	TBD Printed X Electronic (21,000 Mailed in 2018)
Informational Postcards	Move in /Move Out			May	80	-	60		
	Owner Information			July					
	Habitability			October					
	AGA			November					
	Soft Story			As needed					
Guide to Rent Control	Rent Control and Eviction Protection Information			January	-	-	Omar X/30		
New Tenant Checklist	Checklist for New Tenants			March	10	-	-		
Tenant Packet	Tenant Rights and Responsibilities			January	25	-	-		
Landlord Packet	Landlord Rights and Responsibilities			January	5	-	-		
Magnet	RSB Information			Every 18 mos.	5	-	-		
PTA Directories	Advertisement			September	20	-	5		
Newspaper ads	Advertisement of legal notices			August	10	-	20		
Advance AGA Notice and Security Deposit	Annual General Adjustment Increase and advance notice			November	-	60	10		
Lawful Rent Ceiling Notice	Lawful Rent Ceiling notice			February	-	60	20	\$13,000	
Registration Fee Billing and Information	Registration Fee notice			May	-	100	10	\$4,500	
July Penalty Billing and Information	Registration Penalty Billing with 60-Day Administrative Waiver Offers			July	-	80	20	\$800	
January Penalty Billing	Registration Penalty Billing			January	-	25	5	\$250	

2125 Milvia Street, Berkeley, California 94704

TEL: (510) 981-7368 (981-RENT) • TDD: (510) 981-6903 • FAX: (510) 981-4940
 E-MAIL: rent@cityofberkeley.info • INTERNET: www.cityofberkeley.info/rent/

Rent Validation Report	Documentation of the vacancy registration form information			Ongoing	-	560	-	\$5,000	
Registration Validation and Enforcement	Exemption Verification, New Unit Registration, Unregistered Multi-Unit Buildings			Ongoing	-	200-400	-	\$1,500 - \$4,000	
ELECTRONIC MEDIA									
Constant Contact (Expand Existing)	Email campaigns for workshops & seminars			Ongoing	-	-	120	ELECTRONIC \$750	
	Rent Board & Committee meetings			Ongoing					
	Quarterly "e-Newsletters"			March June September December					
	Issue-specific campaigns (AGA/SD, Annual Fee due, etc.)			Ongoing					
Social Media (Expand Existing)	Issue specific Facebook, Twitter			Ongoing	10	-	50	ELECTRONIC	
AGA Posted	Annual General Adjustment Increase			January	-	15	10	ELECTRONIC	
Televised Rent Board Meetings	Live and repeat TV broadcasting of regular and special Rent Board meetings on Cable Channel 33			Ongoing	-	-	25	\$20,000 - \$22,000	
Radio broadcasting of Rent Board Meetings	Live broadcasting of regular and special Rent Board Meetings on KPFA			Ongoing	-	-	5		
Public access & transparency	Live closed captioning of regular & special Rent Board meetings			Ongoing	-	-	5	\$10,000	
Granicus	Live webcasting of regular & special Rent Board meetings			Ongoing	-	-	5	\$6,500	
Press Releases	Issue specific			Ongoing	-	-	TBD	ELECTRONIC	
Student Guide to Renting	Student Tenant Rights and Responsibilities			August	10	-	10	ELECTRONIC	
Info Sheets	45 Topics			As Needed / January	10	-	-	ELECTRONIC	
FAQs	Annual General Adjustments Capital Improvements Codes & Habitability Eviction Issues Exemptions Landlord Rights & Responsibilities Lease Issues Mediation Services Occupancy Registration Roommates & Neighbors Section 8 Security Deposit Separate Agreements			As Needed / January	-	-	100	ELECTRONIC	

	Services State Law Subletting Tenant Rights & Responsibilities Vacancy Decontrol								
Videos	Rent Stabilization & Vacancy Decontrol			Ongoing / Research Posting Options	-	-	-	ELECTRONIC	
	Eviction Protections in Berkeley								
	Registration								
	Security Deposits								
In House Seminars	New Landlord and Small Rental Property Owners			Ongoing	15	-	-	\$50	
	Seminario de los Derechos del Inquilino			Ongoing	15	-	-		
	Tenants' Rights (New Tenants to Berkeley)			Ongoing	15	-	-		
	Landlords & Tenants Security Deposit Rights and Responsibilities			Ongoing	15	-	-		
	Landlord in Berkeley 101			Ongoing	45	-	-		
	Landlords Rights and Responsibilities- Evictions			Ongoing	15	-	-		
Workshops	Evictions in Berkeley – for Berkeley Landlords			Ongoing	15	-	-	\$100	
	Long Term Tenants (Part 1)			Ongoing	15	-	-		
	Tenant's Rights			Ongoing	15	-	-		
	Raising Rents in Berkeley: Occupancy and Tenancy Turnover Workshop			Ongoing	15	-	-		
	Long Term Tenants (Part 2)			Ongoing	15	-	-		
	Small Rental Property Owners			Ongoing	15	-	-		
	Tenant's Rights			Ongoing	15	-	-		
Outreach Events	Black History Celebration			Ongoing	4-8		-	\$500-\$1,000	
	Landlord Recruitment			Ongoing	4-8		-		
	South Berkeley Seniors			Ongoing	4-8		-		
	Juneteenth			Ongoing	4-8		-		
	National Night Out			Ongoing	4-8		-		
	Solano Ave Stroll			Ongoing	4-8		-		
	Berkeley Indigenous People's Day POW WOW			Ongoing	4-8		-		
	Latino Heritage Day	Tenants and Landlords	October	Ongoing	4-8		-		
	Sunday Streets	Tenants and Landlords	October	Ongoing	4-8		-		
Realtor Outreach	Special Workshop for Realtors and Purchasers	Realtors	February	Ongoing	12	-	-	\$25	
	Marvin Gardens Realtors Meeting	Realtors	February	Ongoing	12	-	-		
	Coldwell Banker Realtors Meeting	Realtors	May	Ongoing	12	-	-		
Cal Student Outreach	Weekly On Campus Counseling	Tenants	August-May	Ongoing	35	-	-	\$100	
	Public Service Interns on Campus Outreach	Tenants	August-May	Ongoing	TBD	-	-		
	Calapalooza	Tenants	January	Ongoing	5	-	-		
	Housing Forum	Tenants	March	Ongoing	5	-	-		

	Cal Day	Tenants	April	Ongoing	5	-	-		
	Housing Fair	Tenants	April	Ongoing	5	-	-		
	Casa Joaquin	Tenants	April	Ongoing	5	-	-		
MCLE/Professional Trainings	Continuing Education workshops that provide MCLE credits for attorneys/other professionals	Interested attorneys/professionals	As needed	TBD	-	-	TBD		
COMMUNICATION AND OUTREACH PRIORITY GOALS FOR FY 2017-208									
Expand Constant Contact and Social Media	Coordinate an expansion of Constant Contact and Social Media (including the tip of the month email) also tied to Daily Cal	Tenants and Landlords	Monthly	September – December 2017	20-40	-	40-80	ELECTRONIC	Increase Constant Contact Active Subscribers from 560 to X
Facebook paid advertisement	Explore opportunities and costs to target Berkeley Renters and Owners	Tenants and Landlords	Monthly	September – December 2017	5	-	-	ELECTRONIC TBD	
Property Managers Workshop	Same workshop as Landlord in Berkeley 101 - Landlords Rights and Responsibilities targeted to managers	Landlords	Annually	January – December 2018	15	-	-	-	
Increased outreach to target populations	Explore opportunity and cost to collaboratively partner with appropriate organizations already serving target populations (tenants with disabilities, international students, Chinese community and interfaith) to increase outreach	Tenants	Annually	January 2018 - December 2019	20	-	-	-	
Recording and captioning of training and workshop events	Explore opportunity and costs to record and caption trainings and workshops for posting to website, facebook, vimeo, utube, or webinars etc.	Landlords and Tenants	Monthly	January 2018 - December 2019	5	-	-	TBD	
Translation of existing materials	Define basic information for translation and explore costs to translate into Spanish and Chinese	Landlords and Tenants	Annually	July – September 2017	5	-	-	TBD	
KALX, and CalTV	Incorporate into Constant Contact expansion, Public Service Announcements mirror tip of the month	Landlords and Tenants	Monthly	September 2017- March 2018	10	-	-	-	
Outreach Materials	Explore RSB t-shirts, posters etc. for events	Board, Interested Public	Annually	December 2017	TBD	-	-	TBD	