



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

**Monday, July 14, 2025 – 6:30 p.m.**

**Rent Stabilization Board Conference Room A – 2000 Center Street, 4th floor, Berkeley, CA**

**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/82917325022?pwd=LLqkMgDAQgzWJh4I0i1cNXvUk2YL06.1>. 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: 829 1732 5022 and Passcode: 338627. 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 email comment for the Committee's consideration and inclusion in the public record, email [corozco@berkeleyca.gov](mailto:corozco@berkeleyca.gov) 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 4:30 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 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**  
**OUTREACH COMMITTEE MEETING**

**Monday, July 14, 2025 – 6:30 p.m.**

**Rent Stabilization Board Conference Room A – 2000 Center Street, 4th floor, Berkeley, CA**

**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. Review and approval of June 9, 2025 Meeting Minutes (2 min.)
5. Public Comment (5 min.)
6. Rent Board Outreach Staff Report (20 min.)
7. General Measure BB Outreach/Informational Sheet for Commissioners to Circulate to Public (10 min.)
8. Landlord Brown bag Informational Session (10 min.)
9. Next Meeting Date (2 min.)
10. Future Agenda Items (5 min.)
11. Adjournment (2 min.)

**STAFF CONTACT: Carla Orozco, Community Development Project Coordinator (510) 981-4934**  
COMMITTEE: Andy Kelley (Chair), Vanessa Marrero, Ida Martinac, Alfred Twu



## OUTREACH COMMITTEE MEETING

**Monday, June 9, 2025 – 6:30 p.m.**

**Rent Stabilization Board Conference Room A – 2000 Center Street, 4th floor, Berkeley, CA**

### **Minutes (Unapproved)**

1. Roll call: C. Orozco called Roll.  
Members Present: Marrero, Twu, and Martinac. Committee elected Commissioner Marrero to be acting Chair in Commissioner Kelley's absence.
2. Land Acknowledgment Statement: The Land Acknowledgment Statement was played.
3. Approval of the Agenda: M/S/C (Twu/Martinac) Roll call vote. YES: Twu, Martinac, and Marrero NO: None; ABSTAIN: None; ABSENT: One; Carried: 3-0-0-1
4. Approval of the Minutes of April 14, 2025 Meeting: M/S/C (Twu/Martinac) Roll call vote. YES: Twu, Martinac, and Marrero. NO: None; ABSTAIN: None; ABSENT: One: 3-0-0-1
5. Public Comment: None
6. Tenant Survey: No Action Taken
7. Rent Board Outreach Staff Report: No Action Taken
8. General Measure BB Outreach: No Action Taken
9. Webinar about Organizing/Tech Assistance: No Action Taken
10. Landlord Brown bag Outreach: No Action Taken
11. Outreach Committee Work Plan: No Action Taken
12. Next Meeting Date: July 14, 2025 – 6:30pm
13. Future Agenda Items:
  - Next Steps with Tenant Survey Findings-Send to our NGO's, School Board, Elected Officials
  - Standing RSB Staff Report-Can include Staff from other Units at RSB
  - Standing General Measure BB Outreach
    - o Develop a 1page document for commissioners to circulate about Measure BB changes. Something different than the Measure BB before and after document used to educate the public by staff. (Seana)
  - Promoting National Night Out and how residents can organize one in their building or neighborhood.
  - RSB Social Media Development/Usage to target seniors, people with disabilities, those with limited English proficiency

- UC Berkeley Outreach-Residential Housing, Student groups connected to people with disabilities, limited English proficiency
- City of Mountainview High Language Line Use
- Ed Roberts Outreach
- BUSD first week of school flyers
- Food Pantry Outreach
- Disability of Rights Education and Defense Fund-Distribution of RSB Outreach Material
- PowerPoints developed to by outside departments ensure they follow the City’s accessibility policy (Seana)

14. Adjournment: M/S/C (Martinac/Twu) Motion to adjourn. Roll call vote. YES: Martinac, Twu, and Marrero; NO: None; ABSTAIN: None; ABSENT: Kelley. Carried: 3-0-0-1. Meeting adjourned at 7:38 p.m.

**STAFF CONTACT: Carla Orozco, Community Development Project Coordinator (510) 981-4934**

COMMITTEE: Andy Kelley (Chair), Vanessa Marrero, Ida Martinac, Alfred Twu

# Berkeley Rent Board Digital Communications

## Where We Are and Where We're Headed



Prepared for the Rent Board Outreach Committee  
July 14, 2025 Meeting by Kayla Ginsburg

# Our Goals



- Utilize digital channels to **advance the mission** of Berkeley Rent Board and foster stronger community connections.
- Establish a consistent and trustworthy **brand presence** that inspires confidence and compliance.
- Systemize **internal processes** to improve intra-agency efficiency and training.

# Where We Are



## DIGITAL CHANNELS



WEBSITE



FACEBOOK



YOUTUBE



CONSTANT  
CONTACT

## SUBSCRIBERS

9900

## MONTHLY WEBSITE VIEWS

20,000

# Where We're Going

## A 90 Day Roadmap



**ESTABLISH A  
BRAND**

**UNDERSTAND  
OUR AUDIENCES**

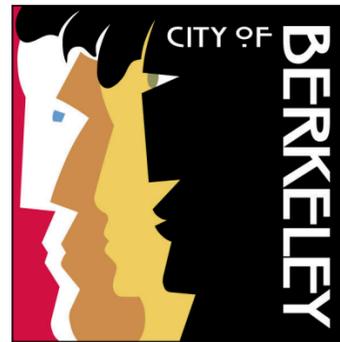
**GROW OUR  
PRESENCE**

**STRENGTHEN OUR  
FOUNDATION**



# 1 Establish a brand

LOGO



COLORS



# 1 Establish a brand

## VOICE

<b>Empowering &amp; Equitable</b>	Action-oriented, equipping tenants, landlords, and marginalized communities alike to navigate rental housing law fairly.
<b>Clear &amp; Accessible</b>	Confident, clear, and skimmable plain language, making complex housing policy simple and actionable.
<b>Professional &amp; Approachable</b>	Informed and respectful, building trust through clear guidance and a welcoming tone.

# 2 - Understand our audiences' needs

FULLY-COVERED UNITS

PARTIALLY-COVERED UNITS

EXEMPT UNITS

LANDLORDS

TENANTS

STUDENTS

REALTORS

LOW- AND FIXED-INCOME PERSONS

PERSONS WITH DISABILITIES

OLDER ADULTS

MARGINALIZED COMMUNITIES

# 3 - Grow our presence

## MORE CHANNELS



WEBSITE



FACEBOOK



YOUTUBE



CONSTANT  
CONTACT



INSTAGRAM



LINKEDIN

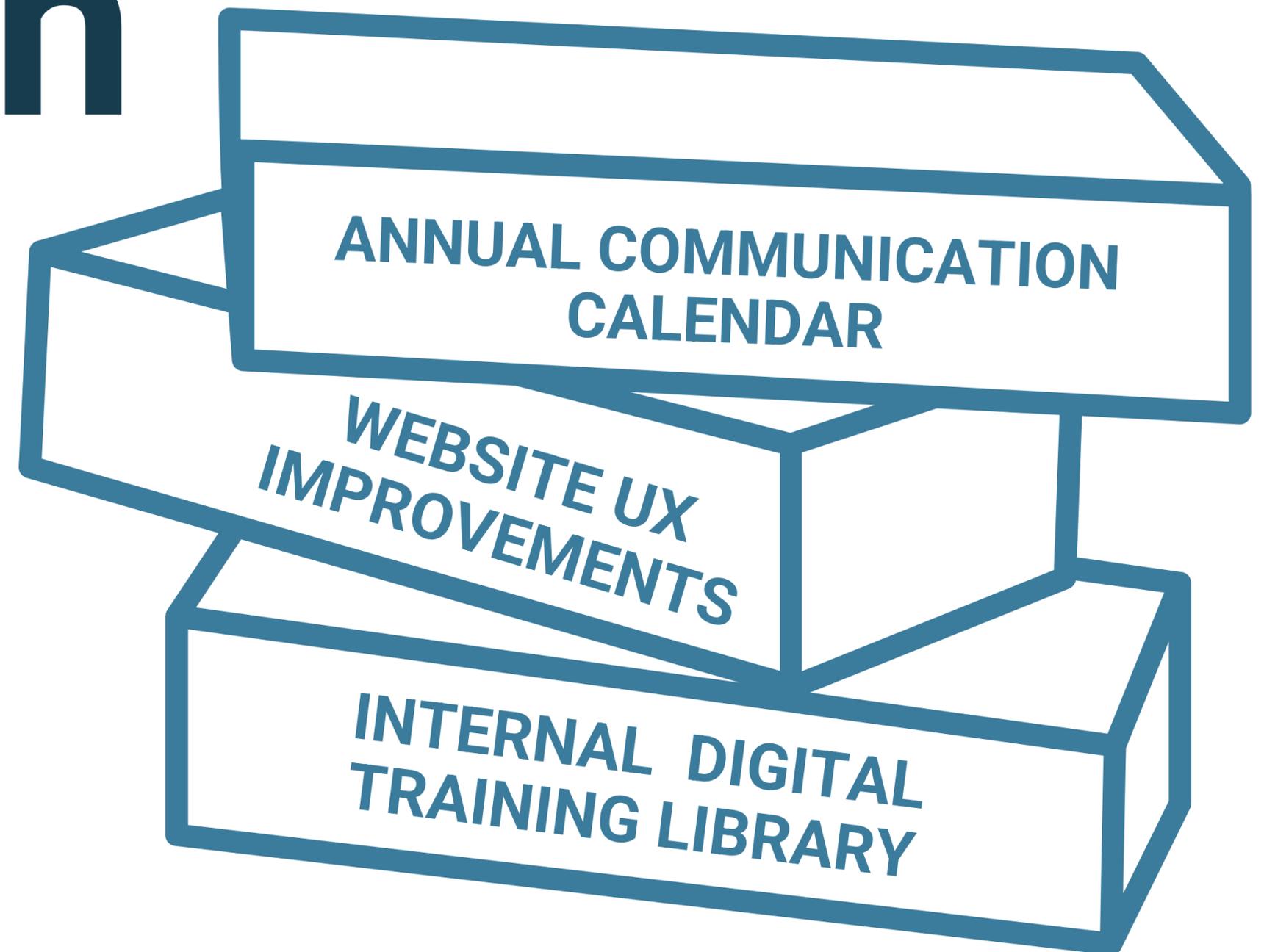


BLUESKY

## CONSISTENT AND ENGAGING CONTENT

- Establish a posting schedule:
  - Quarterly newsletter
  - 3-4x per week social media content
- Create engaging content within the following content pillars:
  - Education
  - Regulation
  - Agency News & Role
  - Events

# 4 - Strengthen our foundation



# Thank you!





Admission: **Free**

Location: **Block Party on  
McGee Avenue between  
Oregon and Stuart Street**

2100 Martin Luther King, Jr. Way  
Berkeley, CA 94704

**Time:**

3:00 PM to 9:00 PM

WEBSITE 

BUY TICKETS 

SAVE 



# National Night Out 2025

**Please join the Rent Stabilization Board at a National Night Out Block Party!** This will be a family-friendly gathering outdoors, including games, activities, information tables, and live performances. The City of Berkeley's Rent Board staff will provide useful housing information at an informational booth. We hope to see you there!

***Our information booth will be open from 3PM-7PM.***

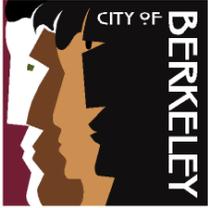


Plan and register your National Night Out gathering for Tuesday, August 5. Apply for a free Block Party Permit by Monday, July 21.

National Night Out is an annual event designed to strengthen our community by encouraging neighborhoods to build stronger relationships with each other and with their local Public Safety and City Officials.

The registration process this year is again online with an interactive map to assist you in finding an event in your area. In an effort not to double-book book make sure to check your area for other events.

<https://berkeleyca.gov/community-recreation/events/national-night-out-2025>



Rent Stabilization Board

## Berkeley's Rent Ordinance Before & After Measure BB

To help landlords and tenants put Measure BB amendments into context, the chart below compares Ordinance provisions before and after Measure BB.

Subject	Rent Ordinance Before Measure BB	Measure BB Change
Shared Kitchen/Bath Exemption	Previously, any unit where the tenant shared a kitchen or bathroom with the landlord was fully exempt from the Rent Ordinance regardless of whether the landlord lived on property when the tenancy started.	Where the tenant shares a kitchen or bath facilities with the landlord, the unit will be exempt from the Rent Ordinance only if the landlord lived in a unit on the same property at the start of the tenancy.
Government-owned or -subsidized units, like Section 8 or Shelter Plus Care	Previously, most landlords of government-owned or -subsidized units were not required to register those units with the Rent Board and pay registration fees, and the Rent Board did not control the rent for any type of government-owned or -subsidized units.	Landlords of government-owned or -subsidized units must register them with the Rent Board as either fully or partially covered, and pay an annual registration fee. Units that are fully covered will have a rent ceiling, meaning rent increases will be limited by the Annual General Adjustment set by the Rent Board each year. Whether a unit is fully or partially covered depends on unit type and if Federal law, State law, or administrative regulation exempts the unit from the rent control provisions of Berkeley's Rent Ordinance. Section 8 and Shelter Plus Care units are the most common types of government subsidies in Berkeley. There are, however, other types of subsidies. See our <a href="#">Measure BB webpage</a> for a table of subsidies and level of coverage.
Eviction for nonpayment of rent	Previously, the Rent Ordinance did not set a threshold on the amount of rent owed prior to allowing a landlord to start an eviction for non-payment of rent.	For a landlord to evict a tenant for nonpayment of rent, the tenant must owe an amount of rental debt equal to or greater than one month of the fair market rent (FMR) value for a unit of equivalent size in the metro area Oakland-Fremont, CA HUD Metro FMR as determined by the US Department of Housing and

Subject	Rent Ordinance Before Measure BB	Measure BB Change
		Urban Development for the fiscal year in which the rent is demanded. See our <a href="#">Good Cause &amp; Other Local Requirements webpage</a> for a table showing current FMRs.
Tenant failure to sign a substantially similar lease	Previously, if a tenant was asked to sign a substantially similar lease upon the expiration of a fixed-term lease and did not, the landlord had just cause to evict the tenant.	This just cause has been eliminated. A landlord cannot evict a tenant for failing to sign a substantially similar lease upon expiration of a fixed-term lease.
Material violation of a lease term	Previously, the Ordinance did not define material lease terms, did not require an alleged breach of lease to cause actual harm, and did not specify standards for describing the alleged violation and harm.	<ul style="list-style-type: none"> <li>● Material lease terms only include mutually agreed upon lease terms.</li> <li>● The alleged violation must cause substantial, actual damage to the landlord.</li> <li>● The landlord must demonstrate that the tenant's behavior was unreasonable.</li> <li>● The landlord's notice to the tenant to stop the violation (which is required before the landlord can serve an eviction notice) must specify the lease term, and describe the violation and resulting harm in enough detail for a reasonable person to understand.</li> </ul>
Requirements related to eviction notices and lawsuits	Previously, eviction notices did not have to direct tenants to the Rent Board for advice, and landlords had to file a copy of any notice to terminate a tenancy, notice to quit, and summons and complaint within 10 days after the tenant was served.	<ul style="list-style-type: none"> <li>● All eviction notices must contain a statement that advice about the notice is available from the Rent Board, the current phone number for the Rent Board's Housing counseling services, and the current address of the Rent Board's website.</li> <li>● The landlord must file with the Rent Board a copy of any notice to terminate a tenancy, notice to quit, and summons and complaint no later than 3 business days after the tenant was served with the document.</li> </ul>

Subject	Rent Ordinance Before Measure BB	Measure BB Change
Requirement to provide Notice of Tenant Rights	Previously, the Ordinance did not require that the landlord provide a Notice of Tenant Rights.	<ul style="list-style-type: none"> <li>Landlords must, within 15 days of the start of a tenancy, give the tenant written notice containing the following information: The existence of and scope of the Rent Ordinance; the tenant’s right to petition against certain rent increases, if applicable; whether the unit is exempt from rent control; and any other partial exemptions which may exist.. The Rent Board has <a href="#">forms</a> landlords can use for this purpose.</li> <li>If the property has an interior common area that all tenants have access to, the landlord must post the notice/s in the common area.</li> <li>Landlords must sign the affidavit included on all tenancy registration forms confirming that the tenant was provided the notice.</li> </ul>
New utility rules	Previously, the Ordinance did not prohibit the landlord from charging tenants utility amounts that varied monthly even if the property was not separately metered.	Starting February 6, 2024, a landlord may only charge a tenant in a fully covered unit for utilities if either: the cost of the utilities are part of the base rent, or the utility service is separately-metered, and the lease requires the tenant to place the utility in the tenant’s name.
Tenant right to organize	Previously, the Rent Ordinance did not provide a formal right for tenants to organize.	Tenants who live on certain properties now have an enforceable right to create tenant associations and engage in organizing activities. Landlords are required to confer in good faith with tenant associations in an attempt to address any issues such as: landlord-tenant relations, rent increases, habitability concerns, and other matters of common interest. Please see our <a href="#">Tenant Right to Organize page</a> for details.
Planned capital improvements	Previously, landlords could file a petition to have rent increases preliminarily authorized for planned capital improvements (the increases could only be implemented after the improvements were complete).	Landlords can only file a petition for rent increases for completed capital improvements.

Subject	Rent Ordinance Before Measure BB	Measure BB Change
Change to tenancy reporting requirements for partially covered units	Previously, owners only had to make the annual report (they were not required to report every new tenancy to the Rent Board).	Owners of partially covered units must now report new tenancies to the Rent Board within 15 days of the tenancy's start date. Owners must also update tenancy information annually during the registration cycle.
Annual General Adjustment cap	Previously, the AGA was capped at 7%.	The maximum AGA is 5%.
Owner Move-In Eviction Relocation Payment Inflationary Adjustments	Previously, the Ordinance gave the Board permission to make inflationary adjustments to owner move-in eviction relocation assistance amounts each year, but did not require the adjustments.	The Rent Board must make inflationary adjustments to owner move-in eviction relocation assistance amounts each year.
Rent Board power to implement penalties for the failure to report tenancy information within fifteen days	Previously, the Rent Board only had the power to collect penalties for failing to pay the registration fee on time.	Measure BB gives the Rent Board the power to impose fines for failing to report new tenancies within fifteen days of the tenancy start date. <b>IMPORTANT: While</b> Measure BB gives the Board the power to impose these fines, it does not create a fine system. The elected Board must take further action to adopt regulations to establish any sort of fines.