

## **2 X 2 JOINT COMMITTEE ON HOUSING**

### **RENT STABILIZATION BOARD (RSB)/BERKELEY UNIFIED SCHOOL DISTRICT (BUSD)**

**Wednesday, March 11, 2026 – 5:00 p.m.**

**Berkeley Rent Board Conference Room B – 2000 Center Street, 4<sup>th</sup> floor, Berkeley, CA 94704**

**Teleconference Location – 2010 Fifth Street, Unit 260, Berkeley, CA 94710**

### **Public participation**

This meeting will be conducted in a hybrid model with both in-person and remote participation, and 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.

### **To access this meeting by Zoom**

[Join from a PC, Mac, iPad, iPhone, or Android device](#). If you do not want your name to appear on the screen, 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 1-669-444-9171, enter Webinar ID: 879 1111 9232 and Passcode: 711905. To comment during the public comment part of the agenda, Press \*9 and wait to be recognized by the Committee Chair.

### **Email comments**

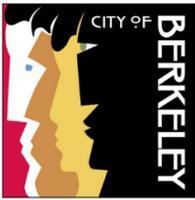
Email comments must be submitted to [sscole@berkeleyca.gov](mailto:sscole@berkeleyca.gov) by **3:00 p.m.** on the day of the meeting in order to be considered by the Committee and included in the public record. Format your subject line: "PUBLIC COMMENT ITEM FOR 2x2 COMMITTEE." Please observe a 150-word limit. Time limits on public comments will apply.

### **Decorum**

All rules of procedure and decorum apply for both in-person attendees and those participating remotely. Attendees at public meetings are reminded that other attendees may be sensitive to various scents. Please help the City respect these needs.

### **Communications 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.



**AGENDA: 2 X 2 JOINT COMMITTEE ON HOUSING - RSB/BUSD**

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**Teleconference Location – 2010 Fifth Street, Unit 260, Berkeley, CA 94710**

1. Roll Call
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 agenda
4. Public comment
5. Election of Committee Chair
6. Approval of September 29, 2025, meeting minutes (attached to agenda)
7. Newsletter Addition-for BUSD Families
8. Upcoming BUSD and BRD Events
9. Digital Education Fall Quarterly Update
10. 2025 Rent Registry Survey Results
11. Update from BUSD Directors
12. Update from Committee Chair
13. Future agenda items

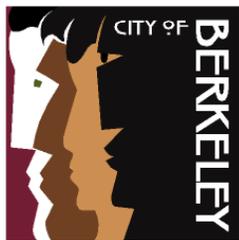
14. Discussion and possible action to set the next meeting

15. Adjournment

**STAFF CONTACT: Shamika Cole, Finance Director (510) 981-4903**

COMMITTEE MEMBERS:

Chair Soli Alpert (RSB)      Mike Chang (BUSD)  
Vanessa Marrero (RSB)      Jennifer Shanoski (BUSD)



**2 X 2 JOINT COMMITTEE ON HOUSING**

**RENT STABILIZATION BOARD (RSB)/BERKELEY UNIFIED SCHOOL DISTRICT (BUSD)**

**September 29, 2025 – 5:00 p.m.**

**Rent Stabilization Board Conference Room A – 2000 Center Street, 4th floor, Berkeley, CA 94704**

**Minutes – to be approved**

1. Roll Call: Shamika Cole, Finance Director, called Roll at 5:02 p.m.  
Members Present: Shanoski, Marrero, Chang, and Alpert.  
Staff Present: S. Cole and O. Ehlinger
2. Land Acknowledgment Statement: The Recording of the Land Acknowledgment Statement was played.
3. Approval of agenda: M/S/C (Shanoski/Alpert): Motion to approve the agenda. Roll call vote. YES: Shanoski, Chang, Marrero, Alpert; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0.
4. Public Comment: No public comment.
5. Approval of March 3, 2025, meeting minutes (attached to agenda): M/S/C (Shanoski/Chang). Motion to approve the March 3, 2025, meeting minutes. Roll call vote. YES: Shanoski, Chang, Marrero, Alpert; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0.
6. Presentation on Measure BB Staff Attorney/RSB O. Ehlinger– No action taken.
7. Title III Update National Association Bilingual Educators – M/S/C (Marrero/Alpert): Motion to send Title III letter to The House Committee on Appropriations. Roll call vote. YES: Shanoski, Chang, Marrero, Alpert; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0.
8. 2025-26 Areas of Focus – Discussion Only.
9. Future agenda items:
  - Continued coordination on immigration issues
  - Tenant survey analysis
10. Discussion and possible action to set the next meeting: To be announced
11. Adjournment: M/S/C (Marrero/Alpert) Motion to Adjourn. Roll call vote. YES: Marrero, Chang Shanoski, Alpert; NO: None; ABSTAIN: None; ABSENT: None. Carried: 4-0-0-0. Meeting adjourned at 5:55 p.m.

**STAFF CONTACT: Shamika Cole, Finance Director (510) 981-7368**

COMMITTEE: Vanessa Marrero (RSB), Soli Alpert (RSB), Mike Chang (BUSD), Jennifer Shanoski (BUSD)



# Digital Education Update: Sep/Oct/Nov 2025

PRESENTED FOR  
2x2 Committee, January 26, 2026

PRESENTED BY  
Berkeley Rent Board Staff:  
Kayla Ginsburg, *Digital Education & Media  
Coordinator*



Sep - Nov 2025

## Digital Outreach & Education

### Priorities: *Establishing a Foundation*

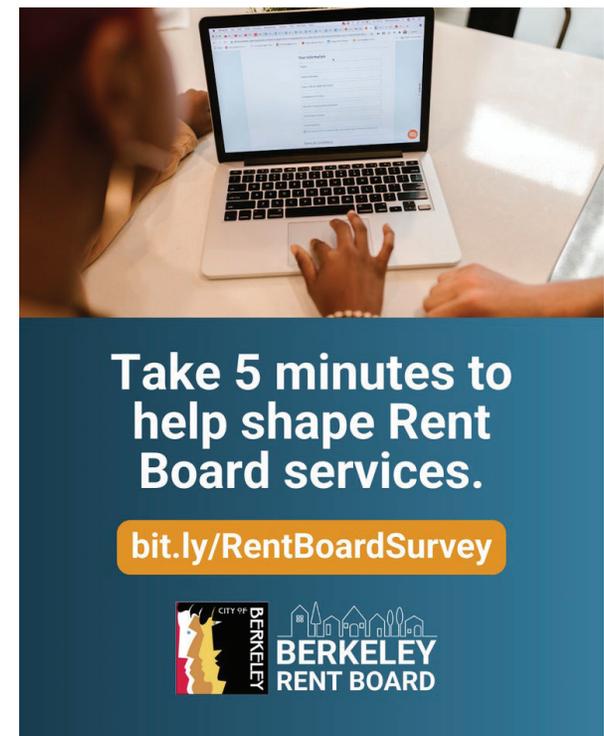
- New channels: Instagram, Bluesky, and LinkedIn
- Focus on organic growth
- Increased public communication through email and website news items

# Social Media



- **Followers (Current):**
  - Facebook: 1029
  - *Instagram*: 103
  - *Bluesky*: 49
  - *LinkedIn*: 21
- **Views (3 Month Total):**
  - Facebook: 5000
  - Instagram: 9000
- **Interactions (3 Month Total):**
  - 770 Across All 4 Channels
- **Content (3 Month Total):**
  - 42 Posts (avg 3.5 per week)
  - Weekly series: “Tuesday Tenant Trivia” and “Berkeley Landlord Briefing”
- **Youtube Views (3 Month Total):**
  - 291
  - Top Viewed Video “How to Pay Your Registration Fees”

# Most Viewed Content on Instagram



# Website

- **Updated Service Pages:**
  - Registration Page
  - Housing Counseling Page
- **Metrics (3 Month Total):**
  - Views: 56,373 (down 0.7% from last year)
  - Total Users: 20,279 (up 5% from last year)
- **News Items (3 Month Total):**
  - 7 (up from 1 last year)

# Email

- **22 Campaigns** (*vs 14 same time range last year*)
- **58% Open Rate Average**
- **4% Click Rate Average**
- **Quarterly Newsletters established:**  
The Rent Board Review in August and November

# Rent Registry Survey Campaign (11/19 - 12/14)



Take 5 minutes to  
help shape Rent  
Board services.

[bit.ly/RentBoardSurvey](https://bit.ly/RentBoardSurvey)



# Next Quarter's Priorities

- Social media advertising
- Robust Youtube Channel for tenants and property owners



# Thank you!

## Questions?

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### Contact Us

2000 Center Street Suite 400  
Berkeley, CA 94707  
Open Hours: M, T, Th, F, 9 am - 4:45  
pm  
(510) 981-RENT (7368)  
[rent@berkeleyca.gov](mailto:rent@berkeleyca.gov)  
[rentboard.berkeleyca.gov/](http://rentboard.berkeleyca.gov/)



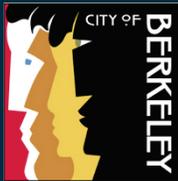
### Join Our Email List!

Policy Updates, Regulation Reminders,  
Education, and More!  
[bit.ly/RSBmailinglists](https://bit.ly/RSBmailinglists)



### Follow Us on Social Media

@BerkeleyRentBoard on Instagram, Facebook,  
Bluesky, and LinkedIn



# 2025 Berkeley Tenant & Landlord Rent Registry Survey Results

PRESENTED FOR  
2x2 Committee, January 26, 2026

PRESENTED BY  
Berkeley Rent Board Staff:  
Kayla Ginsburg, *Digital Education & Media Coordinator*

Item 10.



# Community Outreach Efforts



**Take 5 minutes to help shape Rent Board services.**

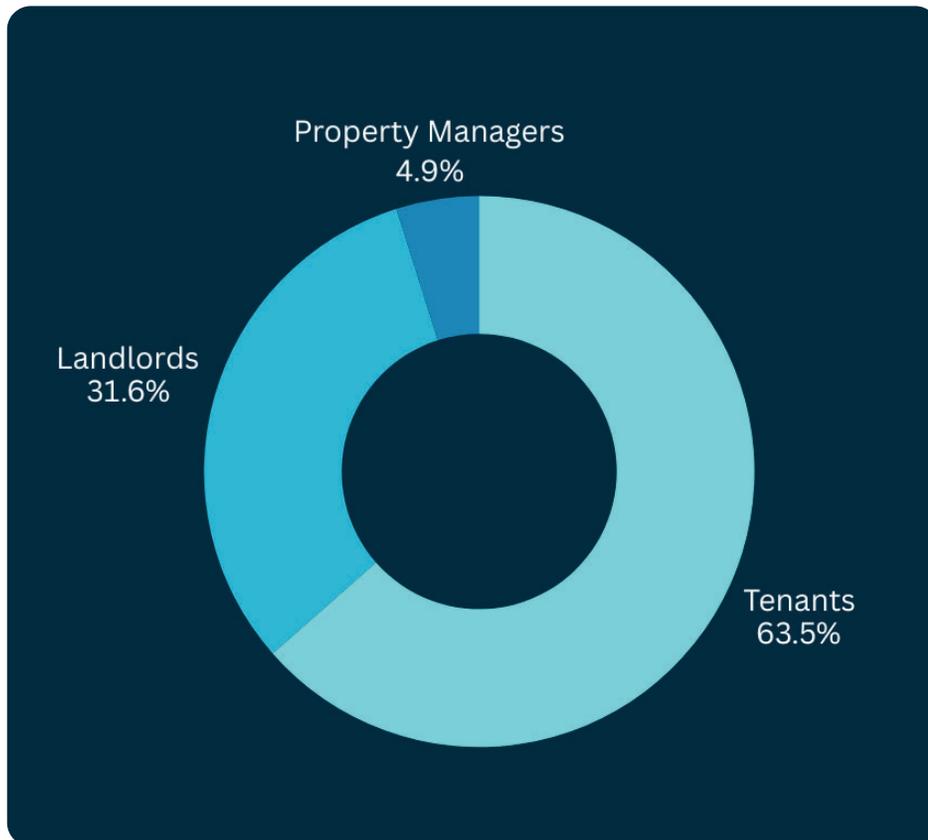
[bit.ly/RentBoardSurvey](https://bit.ly/RentBoardSurvey)



The logo for the City of Berkeley Rent Board, featuring a stylized house icon and the text "CITY OF BERKELEY RENT BOARD".

- Survey Available for 20 Days
- Distributed via Social Media, Email Newsletter, Website Announcement Bar and News Item, Downtown Berkeley IKE Kiosks, as well as City & Non-Profit Partners
- Marketed to Tenants, Landlords, and Property Managers who had and had not used the Rent Registry

## Key Highlights: 679 Responses



**33%** of Tenant Respondents Had Used the Rent Registry

**73%** of Landlord/PM Respondents Had Used the Rent Registry

## TENANT RESPONSE OVERVIEW

**33%** Tenant Respondents Who Had Used the Rent Registry

### Of these, they used it to:

- 32% Find out if their unit was listed
- 22% Look up coverage status
- 39% Look up rent ceiling

### Additional reasons included:

- “Try to understand who owns my building!”
- “Other rents in my building.”
- “Look up unit info for a unit I was hoping to move into.”

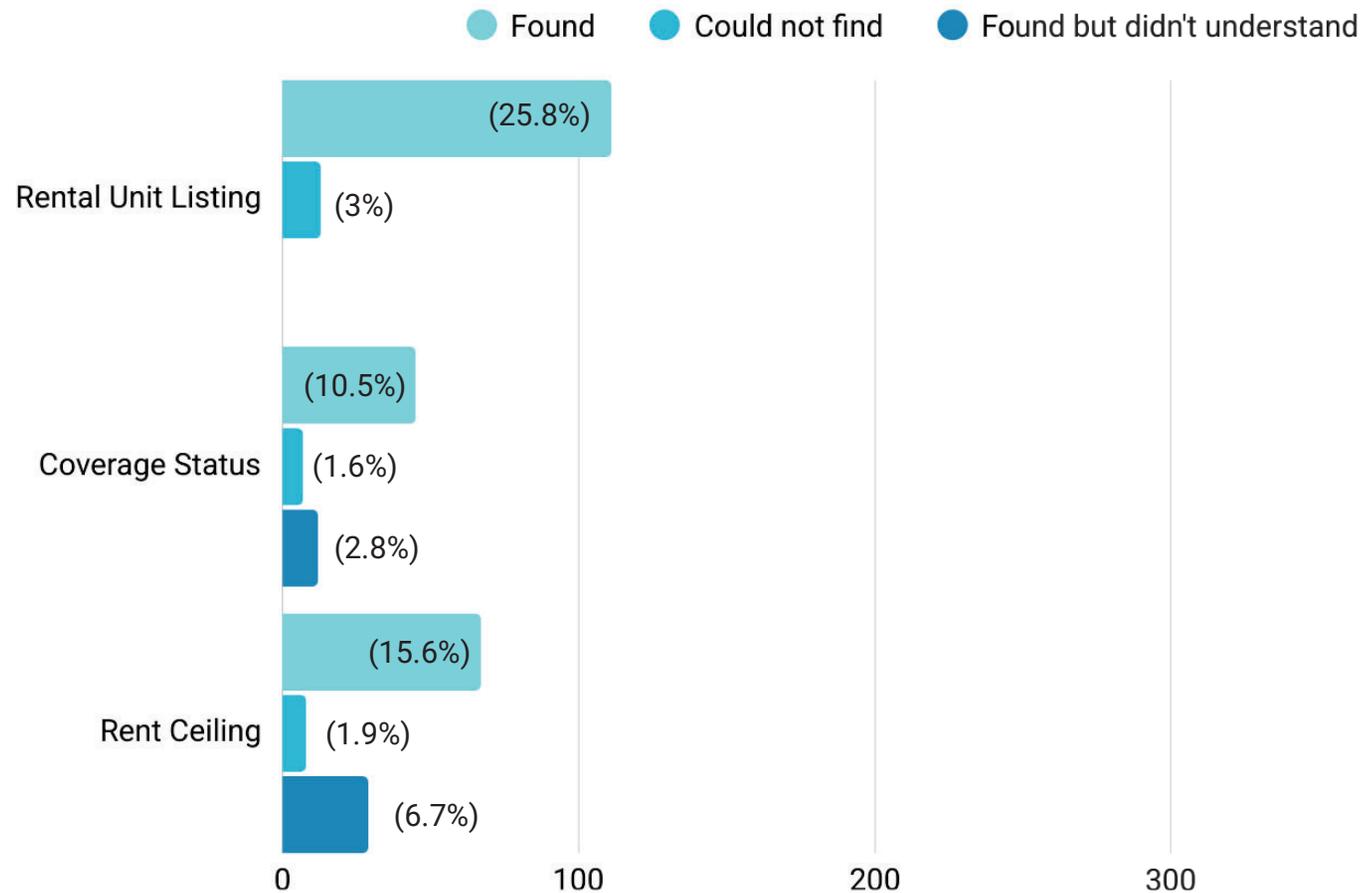
# TENANTS Who Used the Rent Registry Rated Their Experience:

Ease of use: 3.77 Stars 

Speed: 3.82 Stars 

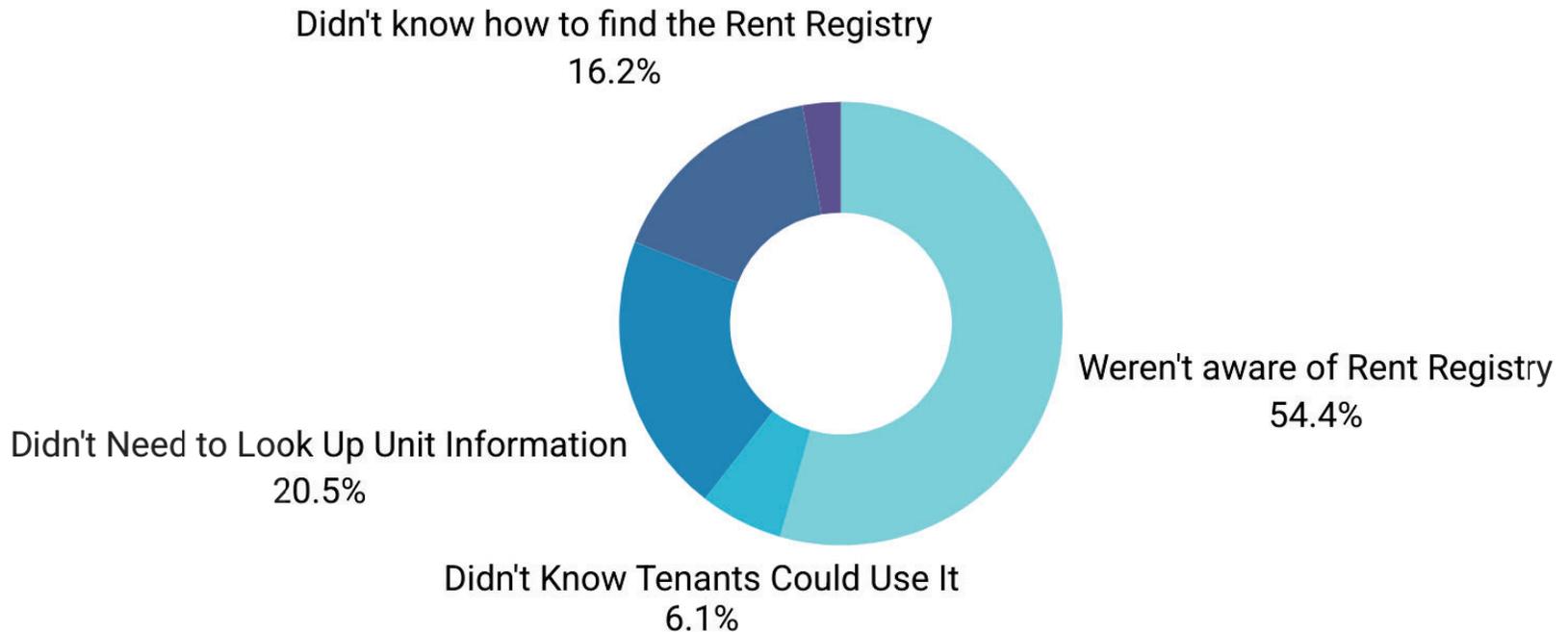
Accuracy: 3.58 Stars 

# TENANTS Who Used the Rent Registry

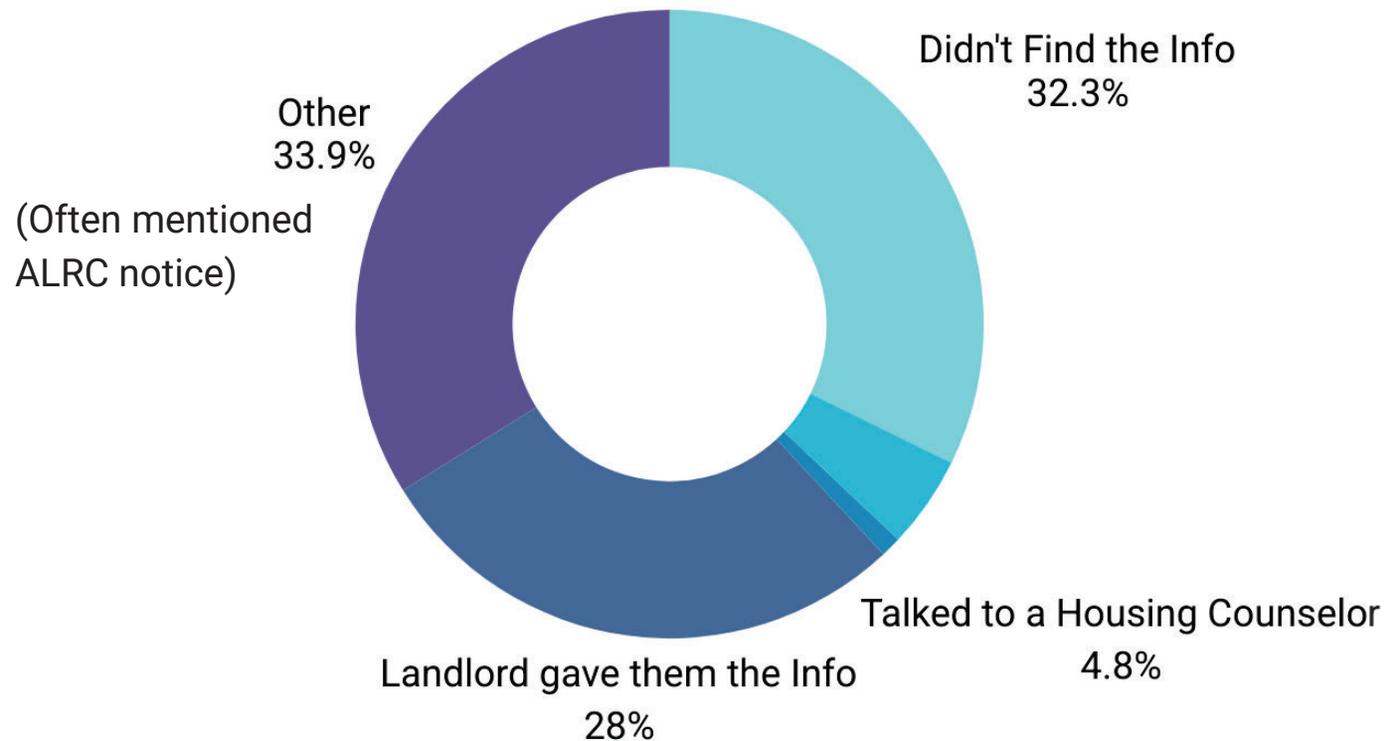


## TENANT RESPONSE OVERVIEW

**67%** of Tenant Respondents Had NOT Used the Rent Registry, citing:



# TENANTS Who Looked for Unit Info Without the Rent Registry Either:



## TENANTS Ranked the Following Additions to the Rent Registry in Order of Importance:

- #1** Book a housing counseling appointment
- #2** Submit a petition
- #3** Submit a notice that tenancy information is incorrect
- #4** Request mediation
- #5** Sign up for email updates

# TENANTS Feedback Themes

- Gratitude
- Data inconsistencies and difficulty using the search function
- Not knowing about the Rent Registry and wishing more people did
- Wanting to report landlord behavior

“Thank you for protecting tenants.”

“I’m glad that I now know of the Rent Registry as a resource.”

“A way for tenants to flag out of date info would be great.”

“In the past the rent registry seemed to be easier to access as a tenant. With the new format, it seemed that it was only accessible to landlords.”

## LANDLORD RESPONSE OVERVIEW

**73%** of Landlord Respondents Had Used the Rent Registry

Of these, they used it to:

30% Make online payments

34% Update tenancy information

18% Update contact information

8% Apply for unit exemption

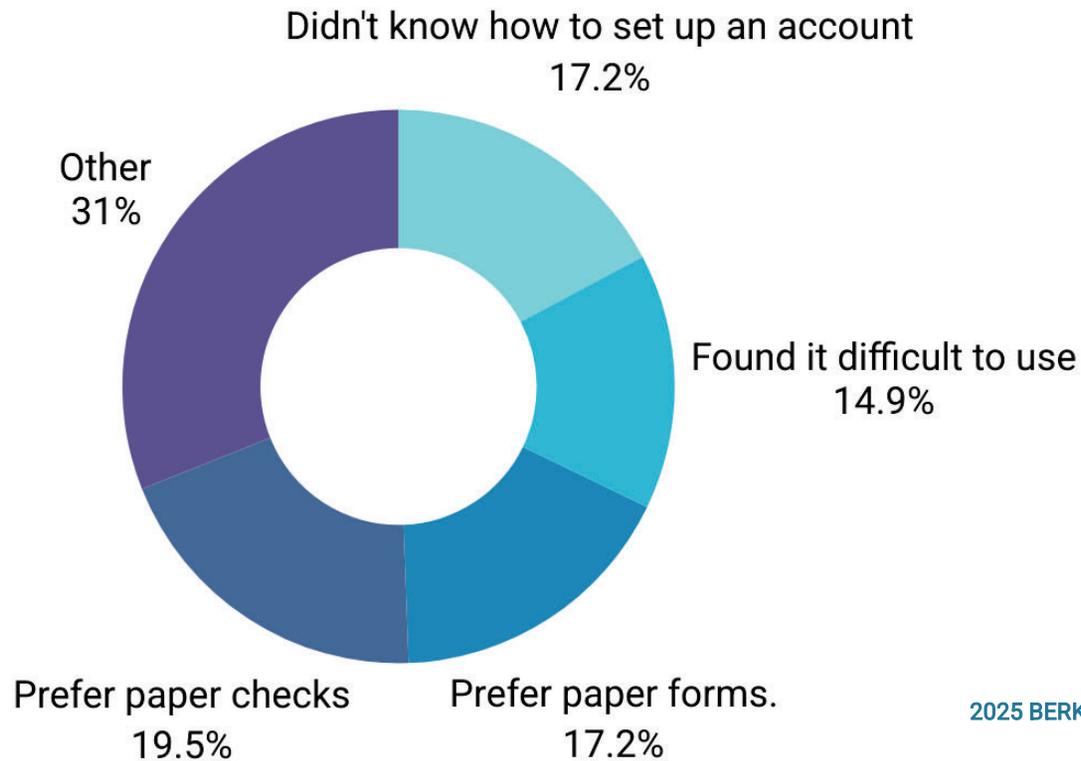
7% Add a new property

# LANDLORDS Who Used the Rent Registry Rated Their Experience:

	Not Successful	Difficult	Acceptable	Easy
<b>Setting Up An Account</b>	3.4%	24.9%	45.8%	19.8%
<b>Finding Their Property</b>	2.8%	18.2%	35.2%	40.9%
<b>Making An Online Payment</b>	8.5%	15.3%	33.9%	25.4%
<b>Understanding Their Registration Fees</b>	7.9%	20.9%	38.4%	24.3%
<b>Updating Their Contact Info</b>	5.8%	9.8%	31.8%	20.8%
<b>Speed of the System</b>	3.5%	16.5%	52.9%	19.4%
<b>General User Friendliness</b>	8.6%	32.8%	40.8%	14.9%

## LANDLORD RESPONSE OVERVIEW

**27%** of Landlord Respondents Have NOT Used the Rent Registry, citing:



## LANDLORDS Ranked the Following Additions to the Rent Registry in Order of Importance:

- #1 Book a housing counseling appointment
- #2 Automatic Payments
- #3 Submit a Petition
- #4 Sign Up for Email Updates
- #5 Apply for Penalty Fee Waiver
- #6 Request Mediation

## LANDLORD Feedback Themes:

- Want ability to make corrections
- Data inconsistencies and difficulty addressing them
- Upset with online payment fees
- Want all city requirements in one place

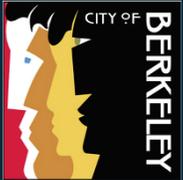
“Would be helpful to have a secondary account option for property managers.”

“Change the registry so provided housing services are remembered for a property.”

“Information still incorrect after multiple attempts to correct it.”

“User unfriendly.”

“Very happy you invested in an online system.”



# Thank you!

## Questions?

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