

# Rental Housing

EAST BAY RENTAL HOUSING ASSOCIATION | NOVEMBER 2019

## IMPLEMENTING AB 1482

Statewide Rent Control  
and Eviction Restrictions

PLUS:  
OAKLAND'S CITY AUDITOR INVITES YOU  
TO 'BLOW THE WHISTLE' FOR THE CITY  
THINGS CAN GO BADLY WITH BRIGHT-LINE  
STANDARDS



12

Championing Integrity: Oakland's City Auditor Invites You to 'Blow the Whistle' for the City

BY MICHAEL C. HOUSTON, MPP, CIA



8

Implementing AB 1482

BY RON KINGSTON & JACK SCHWARTZ



14

Things Can Go Badly with Bright-Line Standards

BY NICOLE SEIDNER

Features & Columns

- 6

NEWS COLUMN

Legislative Activity and Local Policy
- 16

FEATURE

Housing Affordability Toolkit: Incentives to Develop BYNMHC
- 20

FEATURE

Understanding COPA, San Francisco's New Multifamily Property Law

MANDANA ARJMAND, REAL ESTATE ATTORNEY
- 22

FEATURE

Government Taking Private Property

NATHAN DURHAM-HAMMER
- 28

COMMUNITY OUTREACH

Community Advisor Report and Photos

BY GEORGIA W. RICHARDSON

Events & Directory

31

UPCOMING EVENTS

36

COMMUNITY CALENDAR

38

VENDOR DIRECTORY

42

AD INDEX

East Bay Rental Housing Association

Volume XVI, Number 11 | November 2019

EBRHA OFFICE

3664 Grand Ave., Suite B, Oakland, CA 94610

TEL 510.893.9873 | FAX 510.893.2906

www.ebrha.com

EBRHA STAFF

Nathan Durham-Hammer | nathan@ebrha.com 510.318.8305

ASSOCIATION EXECUTIVE

Eric Engelbrecht | eric@ebrha.com | 510.893-9873 ex. 101

MEMBERSHIP SPECIALIST

Shani Brown | reception@ebrha.com | 510.893-9873 ex. 108

MEMBER SERVICES COORDINATOR

Emma Cen | accounting@ebrha.com | 510.893-9873 ex. 102

BOOKKEEPER

Sophia Butler | events@ebrha.com | 510.893-9873 ex. 104

EVENTS COORDINATOR

EBRHA OFFICERS

PRESIDENT Wayne C. Rowland

FIRST VICE PRESIDENT Luke Blacklidge

SECOND VICE PRESIDENT Irina Gelfenbeyn

TREASURER Carmen Madden

SECRETARY Brent Kernan

EBRHA DIRECTORS

Wayne C. Rowland, Luke Blacklidge, Irina Gelfenbeyn, Carmen Madden, Brent Kernan , Arcola Moore, Symon Chang, Taylor Hines, Jacqueline Jacobs, Fred Morse, Conor Murphy, Rick Phillips, Joshua Polston, Jack Schwartz, Judy Shaw, Carlon Tanner

PUBLISHED BY

East Bay Rental Housing Association

PUBLISHER

Wayne C. Rowland

MANAGING EDITOR Nathan Durham-Hammer

ADVERTISING

Nathan Durham-Hammer 510.318.8305 | nathan@ebrha.com



Rental Housing (ISSN 1930-2002-Periodicals Postage Paid at Oakland, California. POSTMASTER: Send address changes to RENTAL HOUSING, 3664 Grand Ave., Suite B, Oakland, CA 94610.

Rental Housing is published monthly for \$36 per year by the East Bay Rental Housing Association (EBRHA), 3664 Grand Ave., Suite B, Oakland, CA 94612.

Rental Housing is not responsible for the return or loss of submissions or artwork. The magazine does not consider unsolicited articles. The opinions expressed in any signed article in Rental Housing are those of the author and do not necessarily reflect the viewpoint of EBRHA or Rental Housing. This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal service or other expert assistance is required, the services of a competent person should be sought. Acceptance of an advertisement by this magazine does not necessarily constitute any endorsement or recommendation by EBRHA, express or implied, of the advertiser or any goods or services offered. Published monthly, Rental Housing is distributed to the entire membership of EBRHA. The contents of this magazine may not be reproduced without permission. Publisher disclaims any liability for published articles. Printed by Jostens Printing Co. Copyright © 2019 by EBRHA. All rights reserved.

Holiday Party

Come celebrate our 80th Anniversary.

Thursday, December 5th, 2019

6:00pm to 9:00pm

Oakland Zoo Snow Building

9777 Golf Links Road, Oakland, CA 94605

Enjoy a special performance by Anna Maria Flechero & the Johnny Ramos Band.

Please contact the EBRHA office to purchase tickets.

Tickets are \$50.



contributors



NATHAN DURHAM-HAMMER

Nathan has been a longtime member of East Bay Rental Housing Association, often volunteering on committees and during elections. Before joining EBRHA as the Association Executive, he served as Secretary of the EBRHA Board of Directors. An Oakland native, Nathan was a scholar-athlete at Sonoma State University before entering real estate. He and his wife are a mom-and-pop rental housing provider. Nathan now enjoys spending time with his family. Nathan relentlessly tracks housing-related policies, and has written and presented about many issues affecting East Bay rental housing. He has extensive personal experience with rent board petitions, a background of over ten years in commercial and rental property leasing and sales, and is a rental property owner/manager. He has assisted many rental property owners in some of the most strictly regulated markets, to better navigate local and state regulations. Nathan has a keen eye for fairness in policy and practice, and leads East Bay rental housing communities toward equitable solutions.



RON KINGSTON

Ron Kingston is the EBRHA state lobbyist and president of the California Strategic Advisors. He has 30 years of lobbying experience and is one of the original writers of the state's Costa-Hawkins Act. He grew up in South Lake Tahoe and lives in Carmichael with his wife Sherrie, a financial planner. In his spare time, he cycles, skis and takes international scuba diving trips.



MICHAEL C. HOUSTON, MPP, CIA

With over 15 years of professional experience, working in various Bay Area government agencies and nonprofits, Michael is a career public servant who has pursued more effective, efficient, and accountable services for the public. Before coming to Oakland, Michael worked at Cal State University East Bay, where he oversaw the campus' internal audit function and Whistleblower Program. Previously, Michael held increasingly responsible roles at the City of San Jose Auditor's Office, where he conducted and led performance audits of a wide range of city services and internal operations. Michael has a Master of Public Policy degree from U.C. Berkeley, a Bachelor of Arts degree in History from Sonoma State University, and is a Certified Internal Auditor.



GEORGIA W. RICHARDSON

Georgia is the Community Relations Advisor for East Bay Rental Housing Association. She is responsible for bridging EBRHA's communication and relationships with individuals and organizations in the community, city government and other real estate related organizations. She is also a real estate Broker with over 35 years experience and served as the 2003 President of the Oakland Association of Realtors. She has a vast sphere of influence in the community and is dedicated to using her experience and networking skills to educate and promote EBRHA's benefits to rental housing providers and other real estate related organizations.

APD

Since 1963

APPLIANCE PARTS DISTRIBUTOR

1.800.447.4926

APPLIANCE PARTS DISTRIBUTOR

Serving The Apartment And Builder Industry Since 1963

Largest Appliance Parts Inventory In NorCal!

GE® 15.8 Cu. Ft. Top-Freezer Refrigerator

- CleanSteel™ Exterior
- Spillproof Glass Shelves
- Gallon Door Storage
- NeverClean™ Condenser
- Deluxe Quiet Design

ENERGY STAR

64 3/4 in x 28 in x 31 in

GTE16GSHSS

GE® 18.2 Cu. Ft. Stainless Top-Freezer Refrigerator

- All Stainless Steel exterior
- Stainless steel door Handles
- Adjustable Glass Shelves
- Adjustable Humidity Crisper
- Gallon Door Bins
- ENERGY STAR
- 66 5/8 in x 29 1/2 in x 32 1/8 in

GTE18ISHSS

GSD3360KSS

GE® Built-In Dishwasher

- 4-level PowerScrub™
- ENERGY STAR® Qualified
- 100% water filtration
- Piranha™ hard food disposer
- QuietPower™ 61 sound package

GSD3360KSS

GE Spacemaker® 1.5 Cu. Ft. Capacity Over-the-Range Microwave

- 950 Watts
- Convenience Cooking Controls
- Auto and Time Defrost

JVM3162RJSS

General Electric Free Standing Self Clean Stainless Smoohtop Range

- Ceramic Glass Top
- Adjustable Time Self-Cleaning System
- Dual Size Ribbon Element
- Quick Set Oven Controls
- Self Clean Oven

JB645RKSS

General Electric Gas Free Standing Self Clean Stainless Steel Range

- 4 Sealed Burners
- 2 11,000 and 2 9000 btu Burners
- Quick Set Oven Controls
- Self Clean Oven
- Tru Temp Oven Set System

JGB635REKSS

Package Price

\$1779<sup>00</sup>

With GE® 15.8 Cu. Ft.

We're Not Just About Parts. We're Trained Professionals.

www.apdappliance.com

San Leandro

16200 East 14th St.

510.357.8200

Fremont

37250 Fremont Blvd.

510.490.0600

Dublin

6843 Dublin Blvd.

925.828.5800

Prices subject to change without notice

ebrha.com | NOVEMBER 2019 | RENTAL HOUSING 5



## Oakland News: Measure AA

### The No WAAY Campaign

In 2018, EBRHA members helped voter awareness of the potential negative impact of several local ballot measures. The campaign, “no” on Measures W, AA & Y, entailed monumental efforts from property owners small and large. EBRHA members hit the streets in their neighborhoods and spoke with their fellow property owners about these extremely harmful measures. Others spent hours phone-banking as a team. The campaign was an amazing show of grass-roots collaboration, and was instrumental in raising awareness about the City of Oakland’s efforts to go after every homeowner, property owner, and rental housing provider. It met an important degree of success, despite the ambiguity of measures W and AA, and the last-minute introduction of measure Y. A year later, the City still has yet to determine how to implement Measure W, the vacancy tax. Measure AA “Oakland Promise” failed at the ballot. Measure Y compromised the most vulnerable property owners when it was used after-the-fact by the Oakland City Council to undo longstanding duplex and triplex owner protections. The City government has lost a great deal of trust with voters. EBRHA contributed to the legal action to uphold election laws and rallied to prevent this unfortunate misleading legislation and loose levying of new parcel taxes. In October 2019, Oakland taxpayers and voters finally record a victory – over their own elected representatives!

### Jobs & Housing Coalition VS. City of Oakland

EBRHA is pleased to announce the decision of the Alameda County Superior Court on Measure AA. The judge stated that allowing Measure AA to be enacted with less than two-thirds of the votes would constitute “a fraud on the voters”. The court approved Jobs & Housing Coalition’s motion for summary judgement and ruled the City of Oakland’s post-election passage of Measure AA was invalid. This is a resounding victory for the voters, taxpayers, and for the democratic process. EBRHA contributed greatly to this effort and those contributions are confirmed as having been well worth it. EBRHA remains committed to holding local government accountable to ensure they abide by the law, and that they fully respect the vote of the people.

Measure AA was a parcel tax of \$198 per single family residence and \$135 per rental unit. The sizable parcel tax was scheduled to increase annually. It was purported to fund “Oakland Promise”, but it lacked many of the specifics for implementation and oversight, which would naturally be included in the ballot language for a special tax. Passing the measure would have required a 2/3 majority vote to pass. With only about 62% yes votes, the measure failed. Of course, the City of Oakland tried to certify the measure after the election. In other words, they tried to change the rules after a loss. The matter was decided without a trial, which is evidence of how egregiously the City government had denied voter’s rights.

Many of us support funding childhood education. This suit was not to oppose such funding, rather to stop the City of Oakland from blatantly violating election laws. EBRHA is always ready and willing to stand up for what is right, and would like to thank everyone who helped lead this fight.

– NATHAN DURHAM-HAMMER



# CAM

CERTIFIED APARTMENT  
MANAGER®

Presented by:



If you’re a **community manager** or **experienced assistant manager** we recommend this course!

UPDATED  
CURRICULUM!

# Invest in your career!

## CERTIFIED APARTMENT MANAGER — ONLINE

Earning your CAM allows you to demonstrate that you have the knowledge and ability to manage an apartment community and achieve owners’ investment goals.

### You’ll learn about:

- Occupancy rates
- Comprehensive marketing plans
- Sales team management and product readiness
- Equitable treatment of current and potential residents
- Resident retention and the maintenance of a positive company image
- Consistent and ongoing resident communication
- Positive resident service and issue resolution
- Enforcement of company policy in compliance with laws and regulations
- Property inspections
- Preventive maintenance programs
- Service request process
- Apartment turnover process
- Contractors and vendors
- Recruitment, hiring, orientation, and training of high-caliber employees
- Systematic employee evaluation
- Employment regulations and record keeping
- Analysis of the property’s financial operations with corrective actions for underperformance
- Monitoring of property performance to achieve the owner’s investment goals
- Accounting principles and practices
- Maximizing net operating income
- Reporting property performance honestly and accurately

**For just \$815\*, you can earn your CAM credential on a schedule that works for you!**

**For more information, visit [naahq.org/CAM](http://naahq.org/CAM)**

\*Member price



# IMPLEMENTING AB 1482

## Statewide Rent Control and Eviction Restrictions

BY RON KINGSTON & JACK SCHWARTZ

## AB 1482

is now state law. It creates a statewide program of rent control (formally referred to as “rent cap”) and eviction restrictions. If your rental property is already subject to a local rent control / just cause ordinance, it will continue to be regulated by that local rent control / just cause ordinance subject to issues pertaining to amendments and legal interpretations that will have to be resolved either through future legislation, litigation or a provision in AB 1482 as will be explained in this article.

The provisions of AB 1482 have at least five (5) different effective and/or retroactive dates, depending on a property’s particular circumstance. You will need to review your circumstances to determine if your rental property is covered by AB 1482 and, if so, which effective dates apply to you and what you need to do to comply with the various requirements that are stated in AB 1482 on or before November 25, 2019

Understanding whether your rental property is covered by, or exempt from, AB 1482 and how AB 1482 applies to your property requires your immediate attention. We are suggesting that you immediately consult your real estate attorney and tax professional to determine what, if any steps, you need to take to ensure an compliance with state and local laws on rent control and just cause for termination of tenancy.

## 1 RENT CONTROL

### VACANCY DECONTROL

AB 1482 does not change existing law. AB 1482 does not limit rent increases when the last original tenant is no longer in possession of the rented premises.

### ENFORCEMENT

There is no expressly stated enforcement mechanism; however, any jurisdiction that does not now have a “rent board” may form

such a board. This is the same as under current law. Until such time that a jurisdiction forms a rent board, any disputes will need to be settled between the rental property owner and the tenant informally or through a superior court lawsuit.

### RELATIONSHIP OF AB 1482 TO LOCAL RENT CONTROL / JUST CAUSE ORDINANCE

If your rental property is located in, but currently exempt from, a local rent control / just cause ordinance, your property may become subject to the requirements of AB 1482 but still remain exempt from the local ordinance.

### RENTAL PROPERTIES THAT ARE SUBJECT TO AB 1482

- Effective January 1, 2020, annual gross rent increases will be limited to five percent (5%) plus the regional Consumer Price Index (CPI) where your rental property is located or ten percent (10%), whichever is less calculated on the lowest gross rental rate charged for that dwelling at any time during the 12 months prior to the effective date of the increase. In determining the monthly rent, rent discounts, incentives, concessions or credits given by the rental property owner is excluded from the calculation of rent.

- CPI means the percentage change from April 1 of the prior year to April 1 of the current year in the regional CPI Index.
- For example, the correct CPI for the San Francisco Bay Area can be found on the United States Bureau of Labor Statistics website [www.bls.gov/regions/west/news-release/consumerpriceindex\\_sanfrancisco.htm](http://www.bls.gov/regions/west/news-release/consumerpriceindex_sanfrancisco.htm). The applicable CPI amount of the adjustment will also be published by EBRHA.
- Be precise when calculating the CPI rent amount.
- If the tenant remains in occupancy over any 12-month period, annual gross rent increases may be made in two (2) increments during the year but, together may not exceed the maximum annual rent increase. Generally speaking, most rental property owners will elect to increase rent once during the 12-month term.

- If gross rent was increased between March 15, 2019 and December 31, 2019, the increase cannot exceed five percent (5%) plus your regional CPI or 10 percent, which is less.
- If the gross rent increase exceeded the allowable amount, the gross rent during this time period, the gross rent effective January 1, 2020 will be calculated based on the lowest gross

rental amount plus the allowable increase as of March 15, 2019.

- If the rent increase during this time period exceeded the maximum amount, notice to the tenant should be issued on or before November 25, 2019 so that the adjustment is effective on January 1, 2020.
- A rental property owner is not liable for any corresponding rent that exceeds the maximum rent that can be charged on and after January 1, 2020.
- It is very important that if there is to be a monthly rent adjustment that the rental property owner or property manager issue a written notice of change of terms and conditions 30 days prior to January 1, 2020 PLUS the time period to deliver the notice (thus, on or before November 25, 2019).

- If gross rent was increased between March 15, 2019 and December 31, 2019, in an amount less than the allowable increase, rent may be increased twice within 12 months of March 15, 2019 up to the allowable amount.
- Tenants may not sublease the property in an amount that exceeds the allowable rent.
- If your property is currently exempt from a local rent control / just cause ordinance. But your property is a not an owner-occupied duplex or multi-family property, it may be, or may become, subject to the requirements of AB 1482.
- There is no “banking” of rent provision.
- There is no provision for recovery of expenses associated with substantial rehabilitation. This includes no recovery of government mandated or ordered improvements such as seismic retrofit. However, rental property owners may still charge the tenant for tenant caused damage.

### RENTAL PROPERTIES THAT ARE EXEMPT FROM AB 1482 RENT CONTROL REQUIREMENTS:

- Owner occupied duplexes and owner-occupied single-family residences with ADUs.
- Deed Restricted Properties with respect to affordable housing for persons or families of very low, low, or moderate income as defined.
- Housing that has been issued a Certificate of Occupancy within the last 15 years.
- Dormitories
- Properties that are no older than 15-years since the certificate of occupancy was issued.
- Residential real property that is separate from the title to any

other dwelling unit (generally single-family residences and condominiums), provided that the owner is not any of the following:

- A real estate investment trust as defined by Section 856 of the Internal Revenue Code;
  - A corporation; or
  - A limited liability company in which at least one member is a corporation.
- If you own an exempt residential rental property, you need to take the following steps to ensure that you are exempt from AB1482:
    - If you do not already have a written rental agreement or lease, you need to take the steps to obtain or impose such a document by July 1, 2020. If the terms of the written rental agreement or lease are substantially the same, the tenant is not required to sign the contract. Existing law regarding notice time periods are required.
    - For your current residents, and/or for leases or rental agreements made prior to July 1, 2020, that do not have the required statutory language, an owner may, but is not required to, serve a notice, of a change of terms and conditions that contains the following statutorily required language:

“This property is not subject to the rent limits imposed by Section 1947.12 of the Civil Code and is not subject to the just cause requirements of Section 1946.2(c)(7) of the Civil Code. This property meets the requirements of Sections 1947.12(c)(5) and 1946.2(c)(7) of the Civil Code and the owner is not any of the following: (1) a real estate investment trust, as defined by Section 856 of the Internal Revenue Code; (2) a corporation; or (3) a limited liability company in which at least one member is a corporation.”
    - If a notice is served, it needs to be served 30 or 60 days prior to August 1, 2020 as circumstances warrant. Tenants are not required to sign this notice.
    - For leases or rental agreements made after July 1, 2020, the agreements shall contain this statutory language. If such agreements do not have this statutory language, a notice of change of terms and conditions containing the statutory language must be served.
    - The statutory language should be stated in 12-point font size in notices and lease rental agreement documents.

## 2 JUST CAUSE PROVISIONS

### PROVISIONS DO NOT APPLY TO RENTAL UNITS WHERE:

- The first twelve (12) months of a tenancy or, the first twenty-four (24) months where an additional adult tenant is added to the lease or rental agreement before the existing tenant has continuously and lawfully occupied the premises for twenty-four (24) months before the just cause provisions are applicable.
- (1) Local just cause ordinances were adopted prior to September 1, 2019 and (2) New or amended enacted on or after September 1, 2019 that are “at least” as restrictive as AB 1482.
- Properties that are exempt from AB 1482’s rent control provisions.

### NOTICE LANGUAGE

- The following required statutory language must be provided to all tenants and arguably, should be in 12-point type:

“California law limits the amount that your rent can be increased. See Section 1947.12 of the Civil Code for more information. California law also provides that after all of the tenants have continuously and lawfully occupied the property for 12 months or more or at least one of the tenants has continuously and lawfully occupied the property for 24 months or more, a landlord must provide a statement of cause in any notice to terminate a tenancy. See section 1946.2 of the Civil Code for more information.”

- To comply with this requirement:
  - For existing tenancies, notice must be given no later than August 1, 2020 (tenants are not required to sign the notice);
  - For new leases or rental agreements that do not include this statutory language (or for oral leases or rental agreements), this written notice is to be given on or after July 1, 2020. Failure to deliver this notice in the prescribed manner invalidates a no-fault eviction.

### TWO TYPES OF JUST CAUSE TERMINATIONS

- “At fault” terminations are defined as:
  - Non-payment of rent;
  - Material breach of terms and conditions of lease or rental agreement;

- Maintaining or permitting a nuisance;
- Committing waste;
- Refusal to execute a written extension or renewal of the lease for an additional term of similar duration with similar provisions;
- Criminal activity on the rental property;
- Criminal threat on or off the property directed at the owner or the owner’s agent;
- Assigning or subletting the premises in violation of lease terms;
- Tenant’s refusal to allow entry to the premises as authorized by law;
- Using the premises for an unlawful purpose as described by applicable law;
- Employee or licensee’s failure to vacate the premises following termination of employment;
- Tenant’s failure to vacate the premises after tenant’s delivery of notice of the tenant’s intention to vacate the premises.
- BEFORE ISSUING A NOTICE TO TERMINATE FOR A CURABLE BREACH, the tenant must receive a written notice (EBRHA will have a new form to fit this requirement) and opportunity to cure (another E
- BRHA form) pursuant to paragraph (3) of Section 1161 of the Code of Civil Procedure. Once again, the tenant is not required to sign either one of these forms.
- If the violation is not timely cured, a three (3) day notice to quit without an opportunity to cure may be served to terminate the tenancy.

- “No fault” is defined as:

- Owner (or specified owner’s relatives) intent to occupy the rental property
- Owner withdrawal of the property from the rental market (not defined in AB 1482)
- Owner compliance with court or government agency order for the tenant(s) to vacate the property

- LIMITATION: If a court or government agency determines that the tenant is “at fault” for habitability related issues, the tenant shall not be entitled to a relocation payment of one month’s rent which is based on the last month’s rent
- Owner intends to demolish or “substantially remodel” the rental property.
- Substantial remodel work that requires a tenant to vacate the rental property for at least thirty (30) days and includes:

- Abatement of specified hazardous materials;
- Replacement or substantial modification to any structural, electrical, plumbing, or mechanical system that requires a permit from a government agency.

- Cosmetic improvements alone do not qualify as a substantial remodel. Cosmetic improvements include:
  - Painting;
  - Decorating;
  - Minor repairs; or
  - Other work that can safely be performed without having the property vacated.
- When completing a “no fault” termination, the tenant is entitled to receive the equivalent of one (1) month’s rent through either a direct payment or a waiver of the last month’s rent.
- If a “no fault” termination notice is served, the tenant is entitled (regardless of income) to a relocation payment to one month’s rent which at the owner’s option can be either:
  - A rent waiver; or
  - A payment of one month’s rent.

- In either case, the proper procedures must be followed.
  - If the tenant fails to timely move out, the tenant is liable for these damages in an unlawful detainer complaint.

### THIRD PARTY PROPERTY MANAGEMENT

AB 1482 has substantial impacts on how third-party property managers do business. This topic is beyond the scope of this article.

### SUNSET PROVISION

AB 1482 is repealed (“sunsets”) as of January 1, 2030.



# CHAMPIONING INTEGRITY:

## Oakland's City Auditor Invites You to 'Blow the Whistle' for the City

BY MICHAEL C. HOUSTON, MPP, CIA

The City of Oakland's Whistleblower Program is operated by City Auditor, Courtney Ruby's Office.

The Program was conceived in September 2008, when the Oakland City Council passed the Whistleblower Protection Ordinance, which was sponsored by Courtney Ruby and Councilmembers Ignacio De La Fuente and Pat Kernighan. The Whistleblower Ordinance codified a complaint process for "whistleblowers" to report suspected illegal or improper activities. The resulting "Fraud, Waste + Abuse Prevention Program" now known as the Whistleblower Program, took effect in January 2009.

The Whistleblower Program continues to foster the highest standards of ethical behavior and acts as a critical deterrent against, waste, fraud, and abuse of City resources.

### PUBLIC EDUCATION AND ENGAGEMENT ARE KEY TO THE CITY AUDITOR'S WHISTLEBLOWER PROGRAM

The Whistleblower Program operates with the understanding that educating City employees and the public about wrongdoing and advising them of their rights and responsibilities as potential whistleblowers, is critical to detecting, defending, and deterring against illegal or improper activities within Oakland's municipal government.

As such, the Whistleblower Program engages in diverse outreach activities, including presenting at employee and community events, City of Oakland supervisory trainings, as well as hosting events during National Fraud Awareness Week in November. Additionally, the Program publishes annual reports that give a high-level overview of Program efforts and achievements, including general descriptions of the Program's work. These activities and others are a direct way to engage members of the public, including City employees, contractors, vendors, and residents, in reporting waste, fraud, and abuse.

According to the Association of Certified Fraud Examiners' 2018 Report to the Nations, receiving tips from the public is the most common way that fraud is detected. The same report found that among organizations with fraud hotlines, 46 percent of substantiated cases

originated from hotline tips. In the City of Oakland, over half of our tips come from employees. In past years, up to 70 percent of tips have come from employees.

### WHISTLEBLOWERS ARE ENCOURAGED TO REPORT INSTANCES OF "WASTE," "FRAUD," AND "ABUSE"

While we are interested in learning about all cases of City government not working as intended, the Whistleblower Hotline is only for cases of "waste," fraud," and "abuse" committed by City of Oakland officials or employees, and/or directly affecting City of Oakland employees, property, resources, or services. The City Auditor's Office uses the following specific definitions:

- Waste is imprudent use or mismanagement of the City's resources. Examples of waste include using City funds to make excessive or extravagant purchases, or City employees performing their duties so inefficiently that it represents a waste of City resources.
- Fraud is defined as an attempt to personally benefit through wrongful or criminal deception. Examples include City employees falsely reporting expenses or accepting bribes or kickbacks from members of the public expecting favors in return.
- Abuse is misusing authority and access for personal reasons. Examples of abuse include City employees using City equipment for personal benefit, or City officials using their position in the City to bestow undeserved perks to family members and friends.

The following are some recent examples of alleged waste, fraud, and abuse that the Whistleblower Program has investigated and substantiated:

- We substantiated an allegation that a fee enforcement unit escalated enforcement against a member of the public despite evidence disproving the charges. The substantiated investigation led to the City dismissing the citations and implementing corrective action to address longstanding enforcement issues.
- One tipster alleged that a property owner received a tenant improvement grant for improvements he had not actually made to his property. Our resulting investigation confirmed the allegation,

and the property owner made full restitution to the City by returning \$10,000 in grant funds.

- Another investigation found that a contractor submitted fake timesheets for "ghost" employees, which defrauded Alameda County of workforce investment funding. Our investigation resulted in useful recommendations to address internal control deficiencies.

### WHISTLEBLOWERS ARE PROTECTED

Both the State of California and the City of Oakland are committed to protecting whistleblowers. Two key protections are offered to whistleblowers who make reports through the Whistleblower Hotline:

- First, whistleblowers are ensured confidentiality. At each step of the process, whistleblowers can be assured that their confidentiality will be vigorously protected by the City Auditor. The rare exception would be in cases that require the involvement of law enforcement agencies.
- Second, the City may not retaliate against whistleblowers. Specifically, whistleblowers are protected against "adverse action" for reporting whistleblower complaints. Adverse action includes terminations, compensation decreases, or less preferred work assignments. The City Auditor's Office reviews all reported cases of retaliation against whistleblowers.

### THE CITY AUDITOR TAKES WHISTLEBLOWER REPORTS SERIOUSLY

Once they are received, the City Auditor's investigation team immediately reviews cases. All whistleblower reports are reviewed and analyzed to determine if they warrant an investigation. The Whistleblower Program requires all four of the following criteria to launch an investigation:

1. Allegations must involve City of Oakland property, infrastructure, employees, officials, or otherwise fall within the City's jurisdiction.
2. If true, allegations must meet the definition of "fraud," "waste," or "abuse."
3. The allegations must have occurred within 12 months of being reported.
4. The allegations must not be known to be the subject of current litigation.

For those cases that warrant whistleblower investigations, the City Auditor's staff exhibit the utmost professional care in performing investigation work, holding interviews and meetings with relevant investigation parties and witnesses, documenting and reporting investigation results and milestones, and if warranted, briefing law enforcement.

All investigations with substantiated allegations are summarized in publicly released reports. The City Auditor is the residents' independent watchdog and she believes firmly in using her teeth when it comes to protecting the City, its assets, and its residents.

### THE WHISTLEBLOWER PROGRAM PROVIDES AN ACCESSIBLE AND SECURE HOTLINE FOR WHISTLEBLOWERS

The Whistleblower Hotline is available both online and through a telephone dispatch service. To assist whistleblowers who speak languages other than English, the Hotline provides over-the-phone interpretation services in over 150 languages. The Hotline facilitates whistleblower reports all day, everyday, year-round (24/7/365). Whistleblowers are assigned unique "report keys" and passwords through which they can follow-up on their cases. These features are particularly important to whistleblowers who choose to withhold their name and contact information.

### EXCITING UPDATES ARE ANTICIPATED FOR THE CITY AUDITOR'S WHISTLEBLOWER PROGRAM

After being unfilled for over a year, the Whistleblower Program Manager was filled in June 2019 by Michael Houston who arrived to the City Auditor's Office after serving a similar role at Cal State East Bay. He is happy to talk to you about the Whistleblower Program and discuss any whistleblower inquiries you have. He can be reached via email at [mhouston@oaklandca.gov](mailto:mhouston@oaklandca.gov) or by phone at 510-238-3114.

Now that the Whistleblower Program is staffed, it is undergoing some important changes. Most notably, the Program is in the process of a rebranding effort which will include publishing updated flyers and revamping its webpage. We encourage you to check in regarding these exciting updates, but in the meantime, our current web page contains lots of information about the Program: <https://www.oaklandauditor.com/whistleblower/>.







## Things Can Go Badly with Bright-Line Standards

BY NICOLE SEIDNER

**B**right-line rules and standards were created with a ‘simple’ goal that often leads to more harm than good. The idea is to draw a hard line of good or bad, acceptable or not, but often leaves out the difficult situations people often find themselves in. While the idea of ‘equal punishment for the same act’ might be well meant, it leaves out the human factor and can have real and damaging consequences.

In 1966, Ernesto Miranda signed a confession that led to a 20 to 30-year sentence - despite the only evidence incriminating him being circumstantial. His signed confession swore that he did it under no pressure, but his lawyer had the confession thrown out after arguing it was not voluntary. No one told him about his right to remain silent or consult with a lawyer. The Miranda case became a landmark in Bright-line Standards, deciding that everyone in custody must be specifically read what came to be known as their Miranda Rights – a Bright-line standard, no exceptions.

Bright-Line Standards	Alternatives
“No Felonies”	<ul style="list-style-type: none"><li>• No history of property crime within the last 5 years</li><li>• No violent crime convictions</li><li>• No sex offenses</li></ul>
“No Prior Arrests”	<ul style="list-style-type: none"><li>• No Prior convictions</li></ul>
Subjective Information	<ul style="list-style-type: none"><li>• Objective Information</li></ul>

When it comes to property management, rental property owners have plenty of Bright-line Standards that seem like a steady way to keep their property and tenants safe. No criminals, no felonious records, no sex offenders, no evictions. These seem like good rules to many rental properties but like most rules, it’s not always fair. Just because the same rule is applied across the board, doesn’t mean all players are really being treated as just.

This is important to keep in mind. Felonies have the connotation of violence, or that all felons are dangerous, but that isn’t always the case. People without felonies can be just as dangerous, and people with them may not pose a threat. For example, nearly half of the United States have legalized marijuana in some form or another. In other states, having this could lead to felony records.



The Bright-line Standard of “no felonies” can lead to bias profiling that only causes more harm. They won’t keep out violent criminals and can cause unintentional discrimination. Instead of creating solid rules with the good intention of safe keeping, consider the Bright-line Rule replacement.

Using objective information with an objective perspective can be hard but is the best way to prevent lawsuits and other damages. Those who review screening reports should be trained to use careful reasoning and factual information. While remaining completely non-biased can be difficult, we have assembled an infographic to for some guidance.

First impressions can be one of the strongest factors in how we view people. As someone who views tenant screening reports, first impressions should be the last thing considered.

**Nicole “Cole” Seidner** is a copywriter for the ApplyConnect Blog. She holds a degree in Writing from Savannah College of Art and Design with a focus in creative nonfiction. Her free time is spent taking pictures of her dogs or reading deep-dive analysis on movies that she hasn’t seen.

### BRIGHT-LINE STANDARDS

#### DO'S AND DON'TS FOR YOUR RENTAL CRITERIA

**Bright-Line Standards** are clearly defined rules based on fixed criteria that provides little to no room for special circumstances varying state laws, or errors.



#### DO

- Make individual assessments by considering the severity of the offense. A felony in one state might be a misdemeanor/infracton in another!



#### DON'T

- Exclude any individuals on the basis of 'felony + denied'. Understand a felony in one state can vary wildly across borders.



#### DO

- Base your criteria on objective information. Avoid subjective reasoning and rely on factual, objective information to avoid discrimination.



#### DON'T

- Use subjective information in your decision process. Don't review reports without a clearly defined rental criteria (which has been shared with the applicants).



#### DO

- Train anyone who reviews screening reports. The Safe Access for Credit for Multifamily Housing Professionals credential (SAFC-MHP) is a good option to consider. (free for CIC clients)



#### DON'T

- Have policies that factor the existence of a prior arrest if there was no conviction. Without a conviction there has been no crime to hold against your applicant.



No Cost Tenant Screening for Property Owners and Realtors

**EBRHA.ApplyConnect.com**





### Incentives to Develop

Housing development incentives can expand, diversify, and accelerate the production of affordably priced rental housing.

#### What Are Housing Development Incentives?

Local policies designed to stimulate the development of housing. A local government may employ a variety of mechanisms to incentivize the development of housing, whether by altering regulatory restrictions or by providing direct and indirect forms of support. Whatever the mechanism, these incentives ultimately increase revenue streams or decrease costs for a given development, thus increasing a project's likelihood of being developed.



**REGULATORY INCENTIVES**  
Flexibility around project approvals, development rights, density, parking, and design.



**FUNDING INCENTIVES**  
Direct or indirect funding or financing, to ease development costs or operating expenses.

#### How Housing Development Incentives Work

Housing development incentives can improve housing affordability in two ways – a direct approach that provides incentives in exchange for lower rents and a supply approach that increases the supply of rental housing to reduce the demand pressure on existing units.

##### DIRECT APPROACH

A well-run direct incentive program can increase affordability by requiring a reduction in rent in exchange for a commensurate set of incentives. These incentives can be achieved through negotiations between the developer and the municipality or through established government programs.

##### SUPPLY APPROACH

A supply approach focuses on increasing the overall supply of housing by reducing the costs of development and making more development feasible. An increased supply can stabilize or reduce rents and decrease the likelihood that existing residents are displaced.

Incentive Policies Can Be Designed to:

**Expand Production**  
More housing is built than otherwise feasible

**Diversify Production**  
Incentives strive for an optimal housing mix and depth of affordability

**Accelerate Production**  
Housing is built more quickly than otherwise feasible

### Incentives Categories

Housing development incentives vary widely in format and purpose and can be combined to achieve a suite of benefits.

#### Two Types of Incentives

Regulatory incentives can be relatively inexpensive and straightforward to implement but can be less effective than direct funding in increasing new housing by large amounts. Some incentives include:

- Density Bonuses
- Flexible Design Standards
- Reduced Parking Requirements
- Accelerated Approvals
- By-Right Development

Funding incentives provide money directly or indirectly from public reserves. They can be significant, and even necessary, for project feasibility. Some incentives include:

- Reduced Fees
- Public Land
- Tax Incentives
- Public Funding

#### All Incentives Should Strive to Be:

**MEANINGFUL**

To be meaningful to the developer, the incentive should pass the "but for" test: "but for" this incentive, the housing would not have been developed.

To be meaningful for the community, the incentive should be leveraged to **target a locality's specific needs**.

**TRANSPARENT, CONSISTENT, AND ACCESSIBLE**

Developers and other participants must be able to **understand, anticipate, and access** both the benefits and the associated restrictions and requirements.

**MARKET-APPROPRIATE**

The incentive must reflect local needs and constraints, such as market demand, political climate, affordability needs, and local cost levels.

### Density Bonuses

In markets that can support more units, additional density will increase overall supply and help to bring rents in line with local needs.

#### Incentive Format

Density bonuses allow more units of housing to be built on a site than would be allowed for under existing zoning regulations in exchange for a developer's provision of affordably priced units or other public goals. The "bonus" can be achieved through an increase in floor area ratio (FAR), a greater building height, decreased minimum unit size, or loosened setback requirements. Density bonuses typically allow for an increase of between 10% and 20% over a zoning code's baseline permitted density. In effect, for every affordable unit in a development, the developer is able to add a determined number of market-rate units to the development.

Density bonuses work as an incentive by increasing a project's overall revenue and decreasing per-unit development costs. Developers are able to build, and eventually operate or sell, more units than otherwise possible. Often, these additional units are market-rate units that serve to offset the lower levels of rental revenue derived from affordably priced units.

Density bonuses are one of the most common incentives offered to developers. The incentive is relatively inexpensive, is straightforward to implement, and effectively advances public and private goals.

#### Market Impact & Considerations

**IMPACT**  
In appropriate markets, density bonuses can effectively improve affordability through both direct and supply approaches.

Density bonuses can directly incentivize the building of more affordably priced units, if the rent generated by the additional units allowed is sufficient to offset the affordability requirements.

Moreover, by adding more units than otherwise would be the case, the project also contributes more to the overall supply of rental units, which can improve affordability.

**CONSIDERATIONS**  
Is the market strong enough to support the additional units? A density bonus is not helpful if the additional units are left unabsorbed by the market.

Will the additional density alter the type of construction required for the building and, therefore, add exceptional costs? On a project-by-project basis, an increase in the number of units may trigger a need to use different construction materials. The potential increase in costs may nullify the increased revenue.

#### San Diego, CA's Affordable Homes Bonus Program (AHBP)

San Diego introduced a density bonus program that offers a maximum 50% density increase when at least 15% of units are rent-restricted. The AHBP also allowed developers to receive up to five density bonuses, rather than the three allowed by the state's analogous program. The AHBP received 18 applications within its first three months, marking a 900% increase in average monthly applications over submissions to the state density bonus program.

### Reduced Parking

Relaxed parking requirements can decrease costs and allow more rental units to be developed.

#### Incentive Format

Reduced parking requirements relax zoning standards to allow for less required on-site parking, in return for the provision of more housing units.

Reduced parking requirements reduce costs and can potentially increase revenues. Structured parking is expensive to build, and surface lot parking is space-intensive. The flexibility to build only the parking space the market demands can amount to a significant reduction in construction costs and/or land costs. Moreover, it may be possible and market-supportable to use the saved space to build additional housing units, thus further increasing project revenues.

#### Market Impact & Considerations

**IMPACT**  
Reduced parking requirements can contribute to affordability through both a direct and supply approach.

By requiring that projects provide a certain number or percentage of affordably priced units to qualify for the cost savings of reduced parking, the city may directly encourage an increase in affordably priced units. The lower costs of development can lower the necessary rent levels.

In addition, simply being able to build more housing units on space that would have otherwise been used for parking increases the overall supply of housing, thus easing rents through a supply approach.

**CONSIDERATIONS**  
Are the levels of parking required reflective of market demand? A reduction in parking requirements should meet local demand for parking, amending what may be excessive requirements. As transportation options, such as ride-sharing, expand in some markets, local demand for parking spaces may meaningfully decrease.

How much costs do parking requirements add to development? The costs vary from market to market and by parking type but are significant in most areas.

#### Eased Downtown Parking Requirements for Seattle, WA

Seattle passed a bill in 2018 to reduce parking requirements for affordable housing projects, requiring one parking space per six units instead of three. In areas where "frequent transit" is available, no parking is required for any residential units. This measure will significantly ease rents in what is currently an expensive place to build – according to a 2015 report, one parking space per affordable housing unit increases rent by 12.5% in King County.

### Flexible Design Standards

Flexible design allows for more housing to be built in places where it is most needed and reduces the cost of development.

#### Incentive Format

Design flexibility incentives reduce regulatory constraints, allowing for more flexible building designs. These incentives often entail reducing required setbacks, increasing buildable area, allowing for flexible lot consideration, or reducing minimum lot size requirements. Together, these design allowances increase the potential for development on infill sites, making use of a greater portion of urban land to provide housing.

By increasing the effective supply of developable land, flexible design standards work as an incentive by increasing project feasibility and unlocking potential revenues. Developers are able to build on land that would otherwise be unsuitable for housing if baseline design standards were maintained. Moreover, more challenging parcels of land that warrant design flexibility are often small infill sites in densely developed areas, where there is likely greater demand for housing. Flexibility incentives provide resident households the option to live in highly sought-after areas where there may be superior employment opportunity, public education, or transportation connectivity.

#### Market Impact & Considerations

**IMPACT**  
Flexible design standards can contribute to affordability through both a direct and supply approach. Design flexibility incentives can be used to directly incentivize the addition of more affordably priced units. Moreover, by activating sites that would otherwise be unused, the incentive contributes to the overall supply of rental units, which can improve affordability.

**CONSIDERATIONS**  
Is the market strong enough to support the additional units? In markets where units are not easily absorbed, the risks associated with the potential revenue may not justify the costs of undertaking an exceptional design.

Will the required changes in design lead to prohibitively high costs? On a project-by-project basis, the need for an unconventional design may cause a project to be costlier than is feasible.

#### A Suite of Design Incentives in Tallahassee, FL

In exchange for requiring 10% of new housing units to be affordable, the City of Tallahassee provides housing design flexibility, such as relief from setback requirements and minimum lot size requirements, as well as a 25% density bonus.

### Accelerated Approvals

Saving time during pre-development and construction reduces both development costs and risks.

#### Incentive Format

Accelerated approvals move projects through key regulatory phases more quickly than usual. This may entail moving a project more quickly through initial land use approvals and post-entitlement planning or more expeditiously performing late-stage building code and construction inspections prior to delivery. Municipal staff may negotiate a timeline with the developer and may choose to prioritize projects and scale the approval timelines by each project's number of affordably priced units or depth of affordability.

Accelerated approvals work as an incentive by decreasing both the direct and opportunity costs associated with time and risk. By sticking to an expedited schedule, developers can avoid cost overruns and unnecessary delays, begin leasing units earlier, and obtain rental income sooner. Moreover, the resulting decrease in risk for a project may help developers access additional, or more favorable, sources of financing, decreasing necessary rents.

#### Market Impact & Considerations

**IMPACT**  
Accelerated approvals contribute to affordability by directly reducing the cost of development, which allows for lower rents. Many cities promise to expedite reviews for projects that directly contribute to the city's stock of affordably priced units. The incentive is generally most effective in securing affordably priced units if provided alongside additional incentives.

**CONSIDERATIONS**  
Is the incentive adequate on its own? Accelerated approvals alone are unlikely to "move the needle" on housing development. However, the incentive is relatively inexpensive and straightforward to provide, and when effectively delivered it models a general good practice for efficient government. The incentive can be especially effective in certain markets where risks are high or for certain projects or developers particularly sensitive to delays.

#### Accelerated Permitting in Santa Fe, NM

The City of Santa Fe, New Mexico accelerates the permitting process for projects that include at least 25 percent affordable housing. This policy is coupled with a number of other ordinances, including permit fee waivers, impact fee waivers, and a reduced utility expansion charge for affordably priced housing properties.



## By-Right Development

Housing supply can grow in response to demand, helping to bring rents and housing options more in line with community needs.

### Incentive Format

A by-right development approval process uses uniform, codified, and consistent zoning and development regulation to streamline and enable new housing developments. In contrast, “discretionary” zoning allows disparate groups to prioritize individual interests in ways that can be severely disruptive to the addition of housing supply and affordability.

By-right development works as an incentive by reducing softs costs and land costs and by mitigating project risk. An efficient and predictable entitlement process reduces carrying costs, consulting fees, and other costs associated with approval processes when compared to a lengthy discretionary review process. Land costs are reduced when the zoning premium on multifamily land is rendered obsolete, as by-right policies increase the number of parcels with few zoning restrictions, reducing competition and associated land costs.

### Market Impact & Considerations

#### IMPACT

By-right development lowers the cost and increases the supply of rental housing in areas where there is the greatest demand, thereby reducing the competitive pressures that drive up rents. By decreasing the costs associated with permitting and entitlement, developments require less financing and lower rents to achieve viability. By-right development protocols also encourage a greater volume of new development, as developers can anticipate a transparent and efficient process.

#### CONSIDERATIONS

Does the market need more units? By-right development allows supply to be more responsive to demand or actual need.

Is there political will to adopt by-right development? By-right development requires political consensus, which can be difficult to achieve in many jurisdictions.

How does the building review process differ geographically? Areas where discretionary review is more stringent, and where communities are more well-organized, tend to be wealthier and more well-established communities where affordably priced housing is most needed.

### “The Anti-Snob Law” – Massachusetts Chapter 40B

Once achieved, a statewide approach to by-right development both reflects and can act upon broad coalitions of support for more housing. The state of Massachusetts passed Chapter 40B in 1969, which allows affordable housing to be developed in towns where less than 10% of housing is affordable, regardless of local zoning ordinances. The policy has reduced local zoning and permitting barriers. 90% of qualifying projects submitted to local Zoning Boards of Appeals have been approved.

## Public Land

Public land sold at a below-market price in exchange for affordability lowers the cost of development and allows for lower rents.

### Incentive Format

A public land policy establishes criteria by which local governments select and sell parcels of publicly controlled land at below-market prices (often free) to improve affordability. Effective policies draw from a broad portfolio of land parcels and work to maximize the value of that land – such as by allowing for dense and mixed-income developments. The policy should employ a well-defined selection process and expedient regulatory approvals.

Public land acts as an incentive by decreasing development costs. The reduction in land price mitigates a very significant development cost, allowing for lower rents and greater affordability.

Public land disposition can operate effectively and create community benefits in strong and weak markets alike. Disposition creates opportunities in strong markets and catalyzes reinvestment in weaker ones.

### Market Impact & Considerations

#### IMPACT

Public land incentives can contribute to affordability through both direct and supply approaches. By minimizing a significant cost to development, public land incentives directly allow for the creation of more affordably priced units. And depending on the market need, public land can be provided as an incentive for a spectrum of housing types, to contribute to the overall supply of rental units, which can improve affordability.

#### CONSIDERATIONS

What is the size and strength of a municipality's public land portfolio? The impact of this incentive is directly tied to quantity and quality of land made available. More and better-quality parcels have a greater impact on affordability.

Is the incentive complemented by other policies? Public land incentives typically are not effective on their own. Even with a significant portfolio, a standalone land policy will produce fewer than 100 units annually.

### High Density Transit-Oriented Workforce Housing in Atlanta, GA

Atlanta's public land disposition guidelines are complemented by zoning relief for project modifications, as well as higher density uses and reduced parking requirements. These offerings helped the Metropolitan Atlanta Rapid Transit Authority (MARTA) recruit developers for station-area transit-oriented development (TOD) contracts that include workforce units. The program, introduced in Q3 2018, is coupled with a \$15 million fund that will provide below-market, low-rate financing to support development of workforce housing.

## Reduced Fees

Waivers or reimbursements decrease costs dollar-for-dollar, while deferrals reduce risk.

### Incentive Format

Fee reductions waive, reimburse, or defer a variety of fees typically incurred throughout a project's lifespan. These fees include those associated with building permitting, planning, and development, such as zoning fees, subdivision fees, site plan fees, building plan review-permit-inspection fees, and impact fees.

The extent of the fee reduction can be scaled depending on the type of housing units in question. For example, fees may be reimbursed to different percentages depending on the depth of affordability. Another policy option is to defer fees for market-rate units, such that the fee is to be paid when those units reach a certain level of occupancy.

Fee reductions work as an incentive by directly decreasing project costs (or project risk, in the case of fee deferrals). Fixed cost savings are especially valuable for smaller developments, and per-unit cost savings can be significant for larger developments with many housing units.

### Market Impact & Considerations

#### IMPACT

Reduced fees contribute to affordability primarily through direct cost reduction.

Fee reductions cover development soft costs and, therefore, help to lower the rents that a project requires to be feasible and profitable.

In some markets, a large fee reduction may be adequate to instigate a greater volume of housing development, but the incentive does not often contribute to a significant growth in supply.

#### CONSIDERATIONS

How meaningful are fee reductions in a market? Fee reductions would be most impactful in markets where developers are already eager to build but where development costs are high enough for a waived fee to be significant.

How important are these fees to the property and community? Some fees, such as impact fees, would contribute to surrounding infrastructure and improvements. Foregoing this capital to incentivize affordability forces a tradeoff between important public goods.

### Impact Fee Waivers in Polk County, FL

Polk County waives and reduces impact fees for newly developed for-sale and rental units provided to low-income households. Developers pay full impact fees up front when applying for a permit, but fees are reimbursed as housing units are occupied by low-income households. The county sets a maximum waiver cap of \$250,000 per year across the city, to limit the program's impact on the city budget.

## Tax Incentives

Property tax incentives improve affordability by lowering the cost to operate rental housing.

### Incentive Format

Property tax incentives are state or local policies that reduce the tax burden on properties that support a public policy goal. The specific mechanisms vary but fall under three broad categories: tax abatements, tax rebates, or tax exemptions. These incentives can be strategically enacted in different geographies and for different project types, to encourage development for which the city has the greatest need. For example, tax incentives can be provided for both new development and for capital improvements on existing buildings.

These tax incentives work by reducing property taxes, lowering operating costs. For a designated period of time, tax reductions amount to a direct discount on a property's operating costs. As operating costs rise in many areas, this cost savings can be very meaningful for project budgets.

### Market Impact & Considerations

#### IMPACT

Tax incentives can effectively contribute to affordability through both a direct and supply approach. By lowering operating expenses, tax incentives directly allow for projects to incur lower rents, as is often required. And in markets where the promise of tax incentives is enough to encourage more development overall, the incentive contributes to affordability by increasing housing supply.

#### CONSIDERATIONS

Can a municipality afford the cost of foregone revenue? A direct approach to improving affordability can work in any market, as long as the city is able to bear the opportunity cost of lower tax revenues.

Would other market conditions prevent the efficacy of tax incentives? Tax incentives would be most effective in markets where rents do not support construction costs, but where land is largely available and developable. If a city's land use and regulatory environment is the primary barrier, tax incentives will not be able to induce new development.

### Inducing Development in Philadelphia, PA

Philadelphia's tax incentive policy is designed to induce development of for-sale and rental housing by applying a significant 10-year tax incentive to a market with relatively weak conditions and the fourth-highest construction costs in the country. As a result, development has increased by 367% since the incentive took effect in 2006, while suburban areas without the incentive saw only an 11% increase in building activity. A report by JLL found that every \$1 in tax revenue foregone results in \$2 of net revenue through the resulting effects of the policy.

## Public Funding

Public money can catalyze development that would otherwise be financially infeasible.

### Incentive Format

Public funding “closes the gap” for desirable but otherwise infeasible projects. This money can come from federal, state, and local levels, with a multitude of formats and restrictions. Meaningful funding levels typically range from hundreds of thousands to millions of dollars.

Funding can be invested directly into project costs (capital or operating). In this case, the incentive works by directly decreasing costs and expenses. Public money often constitutes a critical piece of the capital stack for developers of affordably priced housing.

Funding can also indirectly benefit a housing project by covering the costs of surrounding improvements. These amenities include transportation and utilities infrastructure, parks and open space, and investments in economic revitalization. These projects bolster the success and cash flow of not only the project, but also the community and future projects.

The promise of public money serves as an early-stage instigator for new housing projects. Funding can be competitive to secure and tightly budgeted, but – when properly allotted – can be transformational for funding recipients.

### Market Impact & Considerations

#### IMPACT

Public funding contributes to affordability through both a direct and supply approach. Depending on the source, public funding is often competitively awarded to projects that promise to deliver affordably priced units. This is possible because the funding directly reduces development costs and, therefore, the rents necessary for a viable project. Public money and improvements also play an important role in galvanizing new development of all kinds, thus improving affordability by increasing supply overall.

#### CONSIDERATIONS

What restrictions does the public funding take? Depending on their design, public funds can come with many strings attached, which can affect the project's calculus in direct and indirect ways.

How significant is the financing gap, and will public money be adequate to fill it? In markets where building is expensive and/or rents are weak, a significant level of funding may be necessary – and public reserves may be inadequate.

### Housing Production Trust Fund in Washington, D.C.

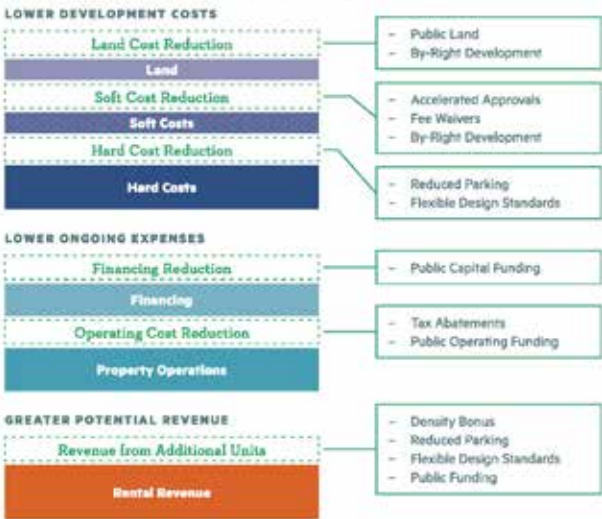
The HPITF is a special revenue fund in the District of Columbia that produces and preserves affordable housing. Drawing from a 1% percent tax on deed recordation and transfer taxes, the fund currently aims to commit \$100 million per year (the second highest in the nation). Every dollar of HPITF funding is matched with \$2.50 of private and federal financing, to be used toward qualifying and winning projects that serve a stipulated range of AMIs and housing needs. Between 2001 and 2016, the HPITF produced or preserved nearly 10,000 units of affordable housing.

## Economics of the Tool

Housing incentive policies can obligate and/or allow for a direct reduction in rents.

### Direct Approach: Reduced Costs and Expenses; Increased Revenue

Housing development incentives reduce costs or increase revenue, thus allowing for a direct decrease in rent for at least a portion of units, while still maintaining project viability.



## Phases of Incentives

Housing incentive policies influence project financials and outcomes throughout the development process.



## Economics of the Tool

Housing development incentives can be designed to increase the production of all forms of housing.

### Supply Approach: Increasing Overall Production

Housing development incentives can increase the supply of housing and, consequently, improve housing affordability. In particular, incentives such as by-right development, flexible design standards, public land, public funding, and tax incentives can significantly increase the likelihood of development.

Currently, the increase in rents of existing affordably priced market-rate housing is one of the largest factors driving the affordability crisis nationwide. The loss of this housing is a direct result of insufficient supply for new renter households. Increasing the supply expands affordability for all households.

The indirect impact of increased supply on lowering rents can be significant. Below is the estimated impact of a 1% increase in housing supply on rents and the number of households who would be able to afford rental housing as a result.

EFFECT OF 1% INCREASE IN SUPPLY		
DECREASE IN SHARE OF UNITS <\$800 SINCE 2000 (PERCENTAGE POINTS)	REDUCTION IN RENT	INCREASE IN AFFORDABILITY (BY HOUSEHOLDS)
Atlanta 15.7	0.63%	690
Sacramento 19.5	0.96%	720
Minneapolis 15.1	0.95%	780
Denver 20.9	0.98%	1,300
Pittsburgh 21.1	1.19%	730
San Antonio 19.3	0.82%	720
Seattle 14.5	1.02%	1,500
Tampa 26.8	1.00%	880

A 1% increase in overall supply in Pittsburgh would add 1,300 units to the market and reduce overall prices by 1.19%. This would make Pittsburgh affordable to 730 additional households.<sup>3</sup>

<sup>3</sup> A 2018 study by the Bay Area Council Economic Institute ("Closing the Housing Affordability Gap") calculated the effect of various housing policies based on the number of households for which housing would become affordable as a result of the policy, using a 10% housing cost burden threshold. The report calculated the responsiveness of rent to changing the supply through policy using a static method, which assumed the number of households for which housing would become affordable given a 1% increase in the overall supply of the right size and type units.

<sup>4</sup> 730 additional households would cover the household income 10% for affordability.





# Understanding COPA, San Francisco's New Multifamily Property Law

BY MANDANA ARJMAND, REAL ESTATE ATTORNEY

This week, I am taking on San Francisco's "Community Opportunity to Purchase Act," otherwise known as "COPA." COPA went into effect on September 3, 2019, and it regulates the sale of multifamily (3 or more units) rental properties in San Francisco.

But coping with COPA is no easy task. The text of the law is difficult to interpret, as are the logistics surrounding compliance with the law. Here, we break it down into easy to understand terms, and answer some of your most pressing questions regarding this revolutionary regulation.

## What Is COPA and Who Does It Cover?

COPA hopes to ease the housing crisis by giving housing non-profits a first bite at eligible multifamily properties. By giving these organizations a large advantage, such as a first look into properties that have

not yet hit the market, lawmakers hope that affordable housing will increase in a city that badly needs it.

So, COPA gives qualified housing non-profits the right of first offer AND first refusal to purchase eligible properties on the market. This means that if you're selling a multifamily property in San Francisco, you must offer your property to a City-approved list of housing non-profits, and give those same nonprofits an opportunity to match a higher, private offer that may come in. Thus, it is both a right of first offer and a right of first refusal.

The application of COPA is pretty broad. Properties that are three or more units and vacant land that could be developed into three or more units are subject to COPA. This applies to rental buildings that are currently under construction.

## How to Comply With COPA: The Logistics

Before the seller of a multifamily property may offer the building for sale to a purchaser other than a qualified nonprofit, the seller will provide each qualified nonprofit with an opportunity to make an offer to purchase. The qualified nonprofit then has five calendar days to notify the seller of its interest to make an offer. If, after the five calendar days expire and no nonprofits have expressed interest, the seller can then proceed to offer the building for sale on the open market. Quite an insider's advantage.

The seller must then respond to each qualified nonprofit who is interested in making an offer and provide the names of any tenants at the property. Then, the qualified nonprofit may submit an offer within 25 calendar days of the Tenant Disclosure. The seller can then accept or reject the offers. If rejected, the seller must still give the nonprofits a right of first refusal should another offer come in. Sound complicated? It is.

## What If You've Already Listed Your Property For Sale?

If you listed a property for sale and entered into a binding contract to sell prior to September 3rd, you will not be required to follow COPA's requirements.

If you have listed your property for sale before September 3rd but have not yet entered into contract, you will be required to notify qualified non-profits and provide them with the right of first refusal.

If you list your property for sale on or after September 3rd, all the provisions of COPA will be applicable.

## So, Can You Become A Qualified Non-Profit?

Some of our developer clients have expressed an interest in becoming a qualified housing non-profit, so that they can benefit from COPA. We don't blame them, as these nonprofits get an unprecedented "first look" into properties that have not yet even hit the rental market. It's

a valuable benefit for any buyer to have. For some, it's a tall hurdle to become a qualified nonprofit under COPA.

To be pre-qualified, the non-profits would need to show that they intend to create permanent affordable housing for low- and moderate-income residents and demonstrate the capacity to not only acquire the property but also the ability to manage residential property. It's a high bar, as not every qualified nonprofit will have the funds readily available to buy most of the buildings that fall under COPA.

The Mayor's Office of San Francisco certifies qualified nonprofits, soliciting applications once a year, and a qualified nonprofit's certification will be valid for three years. But unless you have a demonstrated history and commitment as a provider of affordable housing, it will be difficult to get certified.

When a non-profits buys a rental building pursuant to COPA, the deed will restrict the building's use to permanent affordable housing, with a mean value of all rents to not exceed 80% of the median income in the area.

## What If You Want to Sell Your San Francisco Multifamily Building?

Interestingly, COPA comes with benefits for sellers that involve San Francisco city transfer tax exemptions and possible Federal tax exemptions.

Talk to an experienced real estate attorney that can guide your compliance with COPA before you accept an offer. And, make sure that you get a real estate broker that understands the requirements of the regulation.

**Editor's Note:** For property owners in East Bay Cities, similar legislation is being considered. In essence, new encumbrances on title may arise. San Francisco's COPA policy is an example of yet another restriction of rental property ownership, and is likely to deter investment in new or existing apartment buildings and negatively impact the affordability of housing.





# GOVERNMENT TAKING PRIVATE PROPERTY

BY NATHAN DURHAM-HAMMER

In July, 2019, a group of rental property owners sued New York City and its rent board. The plaintiffs allege that recent revisions to the NYC rent stabilization policies, coupled with local agencies setting rents on certain apartments, is unconstitutional. The “takings” lawsuit emphasizes the arbitrary and irrational nature of the regulations:

payments are an unconstitutional transfer of money from one private entity to another. While common sense suggests that government transferring income and private property rights from one private entity to a non-owner in possession is clearly a taking, no property owner has prevailed in a definitive legal challenge.

When in practice it actually:

“Allows wealthy New Yorkers to continue to benefit unfairly from rent stabilization while penalizing low- and middle-income tenants...”

17 This action challenges the constitutionality of the New York Rent Stabilization  
18 Laws (“RSL”) that govern nearly one million apartments in New York City. These  
19 laws, together with the actions of the City Council making the law applicable in  
20 New York City and the decisions of the New York City Rent Guidelines Board  
21 setting permissible rent increases, violate the United States Constitution. They are  
22 arbitrary and irrational in violation of the Fourteenth Amendment’s Due Process  
23 Clause; they effect a physical taking of property in violation of the Constitution’s  
Takings Clause...

Why is rent control a taking? A basis for this lawsuit is that there is no rhyme or reason for who benefits from the policy. As 98% of economists, including those who lean left have reiterated, the reduction of housing supply that results from rent restrictions directly harms the universe of renters who are not benefitting from long-

The Takings Clause is a law based on the bundle of rights that accompany property ownership. It requires that government provide just compensation for taking private property for public use. Public use is generally defined as a necessity if it furthers a greater good – to benefit the public and thereby justify the taking. Past takings cases, however, typically entered a theoretical world.

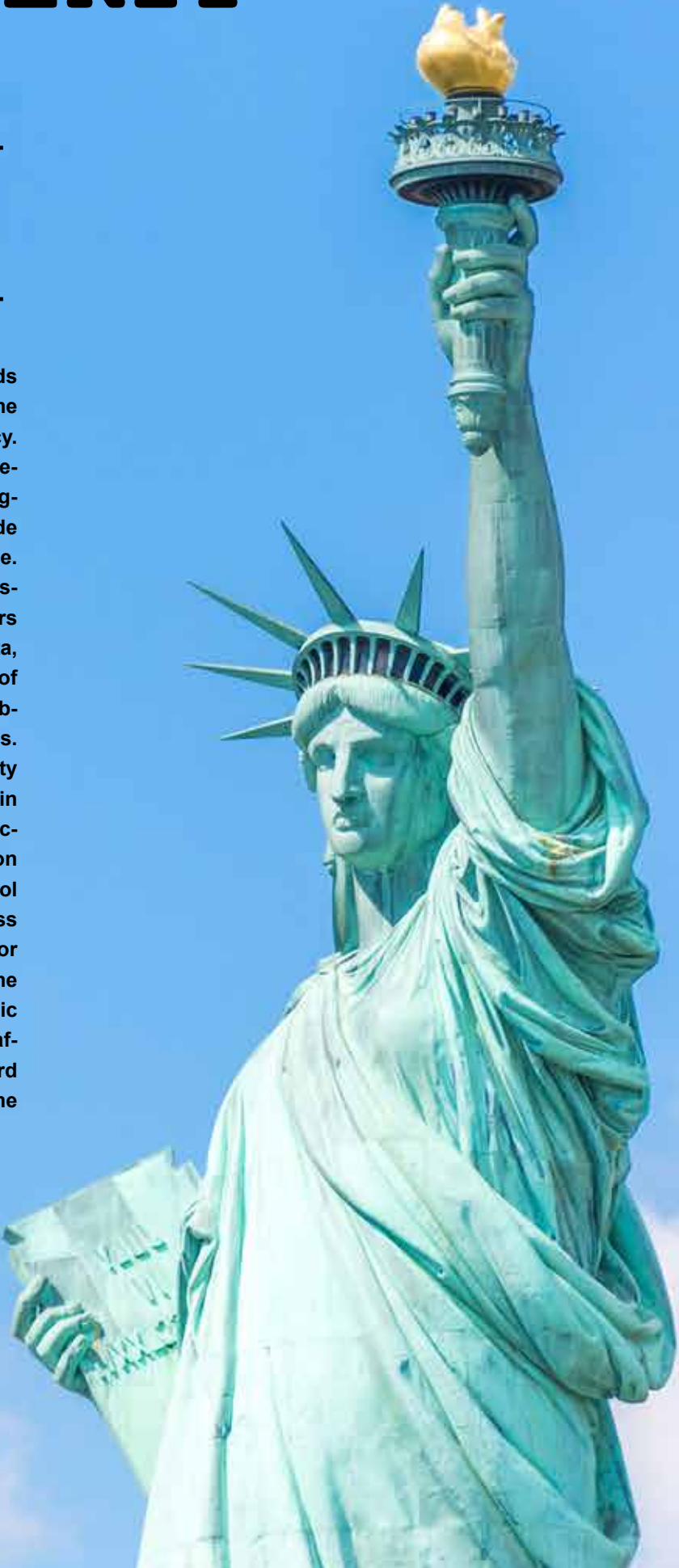
It has been difficult, if not impossible, for private citizens to utilize the courts to protect their properties from being taken by the government. This is especially apparent in housing regulation, most notably rent restrictions. Takings may occur frequently in states and cities where the government restricts property rights, but government has avoided compensating owners for decades. A popular theory is that rent restrictions benefit the public, and it is therefore necessary for government to limit the rights of property owners. Furthermore, courts have found that reducing income is not a taking.

Meanwhile, the City of Long Beach and California Governor Gavin Newsom have been named in an October 2019 lawsuit by Better Housing for Long Beach. The lawsuit focuses on relocation payments that are arbitrary in that they are not tied to actual relocation costs and not necessarily used for rent. The plaintiffs’ claim is that relocation

term rent control, and actually worsens regional housing shortages. As benefits of rent control accrue to renters earning above area median income, the stated purpose of furthering a greater good appears untrue by default. Select individuals fortunate enough to rent a controlled unit and choose not to move may benefit, while everyone else faces higher costs for housing. Numerous academic findings have shown that “gentrification” is most prevalent after the imposition of strict government regulations. The lack of income qualification, as in most government assistance programs, is why rent control may not be a justifiable taking. Two things come to mind, one that rent control must be paid for by the government rather than an unfortunate group of individual property owners, and two that despite past court decisions, rent restriction schemes could be unconstitutional without means testing. Notable claims in the lawsuit cover these basic problems:

“State and City representatives have advanced a variety of claimed justifications for the RSL, including that it helps provide affordable housing for persons of limited means, that it is needed to maintain socio-economic and racial diversity in the city, and that it will help abate a “housing crisis”...”

It seems painfully clear that without income standards for tenants to receive the windfall of rent control, the windfall is solely determined by length of tenancy. When rents are privately subsidized by owners and recent renters, a transfer of property rights to select long-term renters is unlikely to benefit the public. Set aside the reductions of income and equity, i.e. property value. Without evidence of financial need for housing assistance, without the subsidy being borne by the taxpayers at large, and in direct contradiction to empirical data, this practice reduces the housing supply in the face of increasing demand. The resulting injustice to the public is increasing costs for all owners and most tenants. Government imposing control over private property may be politically convenient in East Bay cities as in NYC, but abundant data shows rental housing restrictions generally worsen the affordability and condition of properties in those communities. Since rent control laws in the Bay Area allow affluent renters to possess apartments at discounted rents, there is no equity for lower income tenants. This is the exact opposite of the stated goals that such policies are to provide a public benefit by keeping financially vulnerable residents in affordable housing. With any luck, this case will be heard and precedent decided by the United States Supreme Court.





## SIERRA CLUB TREE TEAM



### HOST A TREE / VOLUNTEER

Do you have a public area in front of your home that could be home to a tree? Can you commit to caring for the tree for at least 3 years? Beautify your neighborhood by signing up for a tree with the Tree Request form.

Want to volunteer to plant trees? Sign up to volunteer with us on our activities calender or Meet up page.

### CONTACT US

Sierra Club Tree Team Website

[www.sierraclub.org/san-francisco-bay/tree-planting](http://www.sierraclub.org/san-francisco-bay/tree-planting)

Volunteer through Meetup

[www.meetup.com/sanfranciscobay](http://www.meetup.com/sanfranciscobay)

Email us

[screeplanting@gmail.com](mailto:screeplanting@gmail.com)

The nation's #1  
multifamily lender is  
lending in your backyard.



**13 Unit Apt Bldg**  
Oakland, CA  
\$1,657,000  
3-year Hybrid

**6 Unit Apt Bldg**  
San Leandro, CA  
\$725,000  
5-year Hybrid

**21 Unit Apt Bldg**  
Berkeley, CA  
\$3,150,000  
5-year Hybrid

If you have an apartment building with 5 or more units to purchase or refinance, call us today to learn how we can put our resources to work for you.



**CHASE**

LOW FEES | GREAT RATES | STREAMLINED PROCESS

**Contact Josh Milnes, Client Manager**  
**at (510) 891-4545 or [josh.milnes@chase.com](mailto:josh.milnes@chase.com)**



Credit is subject to approval. Rates and programs are subject to change; certain restrictions apply. Products and services provided by JPMorgan Chase Bank, N.A. #1 claim based on 2017 FDIC data. ©2018 JPMorgan Chase Bank, N.A. Member FDIC. All rights reserved. 290286



**STAINMASTER**  
CARPET  
Always stylish. Always beautiful.™

## Bay Area Contract Carpets, Inc.

Competitive Pricing  
Family Owned and Operated for Over 30 years  
Free Estimates  
Property Management Specialists  
100's of Rolls of Carpet and Vinyl in Stock  
Licensed, Bonded, and Insured  
15,000 sq foot showroom and warehouse  
Fast, Professional, Guaranteed Installation

[www.bayarecontractcarpets.com](http://www.bayarecontractcarpets.com)

**(510) 613-0300**

Additional Discounts for RHA Members

## Serving the East Bay **APPLIED WATERPROOFING SYSTEMS**

Providing Waterproofing Services Since 1985

### Commercial & Residential Buildings

Balconies Decks  
Walkways Patios  
Garage Coatings Driveways

Call Neal Golding  
**(510) 452-3666**  
[nlgolding@pacbell.net](mailto:nlgolding@pacbell.net)

LIC#552820

[www.appliedwaterproofing.com](http://www.appliedwaterproofing.com)



Providing Hassle-Free Laundry  
Rooms to the Multifamily Housing  
Industry Since 1947

**800.421.6897**  
[www.washlaundry.com](http://www.washlaundry.com)



Legal excellence & dedication to clients.

**Fried  
& Williams**  
Attorneys at Law

1901 Harrison Street, 14th Floor  
Oakland, CA 94612

[www.friedwilliams.com](http://www.friedwilliams.com)

Phone: 510.625.0100

Fax: 510.550.3621



**What's new?** Through their Community Relations Advisor, EBRHA continues to broaden communication with local government officials, Realtor associations and other housing provider advocates throughout Alameda and Contra Costa County. It has become increasingly clear that we're fighting an uphill battle on local and state housing issues. Statewide Rent Control (AB 1482) was passed recently. Cities who do not have local Rent Control and Just Cause Ordinances in place are now subject to statewide laws. Rental property owners and especially small property owners will most certainly need help navigating through the eviction process and rent adjustment guidelines. EBRHA's educational workshops, member meetings, roundtables and property management training offer the assistance needed for owners to adjust to all the new city and state regulations.

Speaking of new regulations, if dealing with Rent Control issues was not enough, Oakland recently adopted a Sidewalk Ordinance that is highly contested among property owners and the real estate community. There was a recent meeting at the Bridge Association of Realtors with two representatives from the Oakland Department of Transportation (DOT) and one of the Councilmembers, who is sympathetic to the challenges that this ordinance created. There were numerous buyers and sellers in escrow at the time this ordinance was implemented. In one case stated, in order to get transactions closed, a Broker had to assist financially to keep the deals together. No thought was given to how this ordinance would impact the real estate industry the elderly or disabled property owners! As a result of this meeting, a task force has been created to work with the DOT and Councilmembers to see how this law can be streamlined to remove some of the burdens it has created for real estate professionals, sellers and buyers.

When it pertains to housing, there seems to be an ongoing rush to implement laws without consulting with the experts in the housing industry. As a result, it creates more discord and distrust between our city officials, their constituents and the various business and trade organizations. There never seems to be a well thought out plan before rushing to vote on legislation. It appears city officials would rather implement laws and deal with the consequences later. More and more cities in the Bay Area are considering implementing more stringent rent control ordinances that are primarily focused on tenant's rights while property owner rights are being violated. So, the saga goes on!!



1261 Harrison St.  
Project - Consultant,  
Ronnie Turner



AREAEB - Earthquake Preparedness Symposium -  
Ruth Stroup, Farmers Insurance



Georgia Richardson with Paul Wong,  
Pres. Asian Real Estate Association of  
the East Bay



1261 Harrison St.  
Project Townhall  
Meeting



Rotary Business Development Mixer, Georgia Richardson,  
Mary Geong, Fannie Li.jpg



Rent Board Hearing



Rotary Business Mixer - Georgia Richardson with Autumn King,  
City of Oakland Public Information Officer



## Apartments Contribute \$3.4 Trillion To National Economy

New research commissioned by the National Apartment Association (NAA) and the National Multifamily Housing Council (NMHC) and conducted by Hoyt Advisory Services confirms what those in the apartment industry have long known: Apartments and their residents provide a monumental contribution to the economy on a national, state and local levels. The industry and its residents contribute more than \$3.4 trillion annually to the national economy, which breaks down to \$9.3 billion daily or, to put that into perspective, enough to buy six major league baseball franchises every day. In addition to the national data, the report provides a detailed breakout of the economic impact by state and in 50 metro areas.

To fully measure the impact of the entire industry, the research examined dollars and jobs supplied by four different – nationally and on an annual basis, resident spending contributes \$3.0 trillion; operations adds \$175.2 billion; new construction brings \$150.1 billion; and renovation and repair adds \$68.8 billion. Additionally, for the first time ever, this year's study also examined how the apartment industry and its residents contribute taxes to national, state and local econo-

mies. Tax payments associated with apartment operations, as well as tax payments by apartment residents, contributed \$408.9 billion to the national economy. These taxes support schools, improvements to local infrastructure and other critical services in communities across the country.

Importantly, lawmakers will not only have a hard time ignoring the undeniable value of these communities, but also their desirability. The demand for apartments continues to grow – we need to build 328,000 apartments each year at a variety of price points just to meet existing demand – and new apartment construction, alongside renovation and repair of existing stock, will continue to have a tremendous impact for years to come.

To read the full report, and view the data by state and metro area, visit [www.weareapartments.org](http://www.weareapartments.org).

**- COURTESY OF NAA**



# THE FUTURE OF HOUSING

## WHEN RENTAL OWNERS & POLITICIANS WORK TOGETHER: PART 2

BY RON KINGSTON

**W**ith hundreds of cities and counties across America trying to deal with a dearth of housing stock, public officials at all levels are getting involved. Whether these policymakers are in the early stages of debate or actually implementing changes, rental property owners are being painted as the villains. As long as that narrative continues, the one's with the most to lose will continue to be left on the outside of the discussion; with minimal opportunity for feedback. California Strategic Advisors has written a 3-part series that examines the future of housing and provides viable solutions to ensure rental property owners are substantial players in the process. Part 2 examines how rental owners have been advocates of tenants in the past.

Becoming a subject matter expert in California policymaking requires knowledge and experience. As we discussed in Part 1 of our 3-part series, the Legislature currently views rental owners as the villain in this grand fight to secure affordable housing for all residents. Some of that sentiment is attributed to stories of tenants being kicked out of their homes after living there for twenty years or more; a situation that cannot always be avoided. The other reason is due to term limits.

Legislators are turned over every 12 years, meaning that many do not know about all the positive things our owners have done to improve the lives of tenants. Remembering how we have worked with local governments and the state legislature helps equip us with the narratives that counter that sentiment. In this column, we will focus on how rental owners have been advocates for tenants and also how some government policies have indirectly benefitted rental owners in the long-run.

Some contend government interference into property rights started with the landmark case of *Pierson v. Post* in 1805; determining whether a fox hunter's prey constituted one's property. Others would argue that government

intrusion goes all the way back to the Roman empire when private property was subjected to government oversight. Regardless of when it occurred, the current overreaching oversight into rental properties is likely to continue with rental owners further losing their autonomy on how they structure their leases with tenants. The best way to combat this is reminding new legislators that rental owners have been advocates for tenants for a long time; long before they were state representatives.

“Reminding our legislators of stories like AB 967 is crucial to us taking back the narrative and once again becoming a driver in this policy development.”

Many legislators and tenants forget that one of the strongest anti-discrimination policies related to housing came about due to rental owners seeking to protect their tenants. In 2006, the City of Escondido sought to bar the renting to undocumented immigrants and demanded property owners compile information about their tenants. While the issue was challenged Federally, several other nearby cities began to adopt similar measures and some rental owners started screening their tenants. In fact, the City of San Bernardino overwhelmingly voted on a ballot measure banning undocumented immigrants from renting units in the county. Rental owners responded to this demonstrative policy by introducing and solely sponsoring AB 976, which prohibited

local governments from banning undocumented immigrants from renting property and prohibited owners from screening and/or compiling this data. This law has protected millions of undocumented immigrants, and has served as a strong barrier to ICE and their often nefarious deportation tactics. The bill was strongly supported by housing advocates, the ACLU, immigration advocates, and all the groups that are currently labeling rental owners as “evil landlords”. Unfortunately, none of the legislators from 2007 are still in

office and the new policymakers only hear the angry outcries of labor unions and the media. Reminding our legislators of stories like AB 976 is crucial to us taking back the narrative and once again becoming a driver in this policy development.

Government intrusion can rarely be a positive for rental owners, but a working relationship where collaboration from the onset is standard can yield amazing results. We are not the profit driven evil scumlords

“Legislators are turned over every 12 years, meaning that many do not know about all the positive things our owners have done to improve the lives of tenants.”

the media claims, and stories like AB 976 help show our compassion and concern for our tenants. Additionally, working on legislation to ensure every unit has basic necessities like running water, smoke detectors, and sufficient

security can improve the home value, decrease insurance costs, and help keep our tenants for the long-term. While some regulations may prevent the owner from being made financially whole, our collaboration can ensure the duties are shared by owners and tenants to safeguard against many of the common problems with renting to a tenant.

October 8, 2019

**Dear NAA Members,**

Last month, we alerted you to pending rent control legislation in the state of California. Governor Gavin Newsom signed the bill this afternoon, making statewide rent control the law of the land. This bill –Assembly Bill 1482 – will have a detrimental impact on residents, communities and the apartment industry throughout the state and will embolden forces throughout the country to pursue similar policies. A brief analysis of the legislation is available here.

In response to these disappointing actions, NAA released the following media statement:

“It is unfortunate that the California legislature and Gov. Newsom chose to enact statewide rent control under AB1482. The bill represents the implementation of a failed policy that does nothing to increase the supply of housing affordable to all income levels, and it is contrary to the expressed will of California voters in last November’s defeat of Proposition 10. Thirty years of academic research and the tangible effects of rent control in cities show this to be true. It is no coincidence that three of the nation’s most expensive places to live, including San Francisco, New York and Washington, D.C., continue to grapple with housing affordability despite their long-standing rent control ordinances. The apartment industry will continue to advocate for policies that provide durable and sustainable solutions for California’s housing crisis.”

With affordable housing conversations blanketing the nation, enactment of this legislation will catalyze similar rent control efforts. NAA continues to partner with local affiliates and other like-minded organizations to fight back against such efforts and, instead, pursue rational and comprehensive solutions to housing affordability challenges. Look for more information on our efforts in the coming months.

Regards,

**Robert Pinnegar**

Robert Pinnegar, CAE  
 President and CEO



## UPCOMING EVENTS

### Small Property Roundtable

**Date & Time:** Tuesday, November 12th; 4:00 p.m. - 5:30 p.m. | EBRHA Members Only  
**Presented by:** Wayne Rowland, EBRHA President  
**Topics:** **The Small Property Owner Roundtable is a casual meeting to discuss issues, experiences and solutions to common--or perhaps not so common--problems many of you may be facing.**

### Rental Property Management (RPM) 102 Duration of the Tenancy

**Date & Time:** Wednesday, November 13th 2:00 p.m. - 3:30 p.m.  
 Free to EBRHA Members, Non-Members: \$69  
**Presented by:** Carmen Madden, EBRHA Board Member  
**Topics:** **Rental Agreements & Addenda, Rent Control vs. Rent Regulation, Habitability Issues, Managing the Tenancy**

### EBRHA Member Meeting

**Date & Time:** Saturday, November 16th  
 Networking: 9:30 a.m. | Presentation: 10:00 a.m. - Noon | EBRHA Members Only  
**Presented by:** Dan Neumann, Waste Management Multi-Family Outreach Coordinator  
**Topics:** **Waste Management’s Best Practices for Multi-Family Housing**  
**Topics:** **EBRHA Board of Directors Election**

Unless noted, all events are held at:  
**3664 Grand Avenue • Suite B**  
**Oakland, CA 94610**



**TO REGISTER, GO TO EBRHA.COM/EVENTS**  
**OR CALL 510-893-9873**

## Beacon Properties

*East Bay Property Management & Brokerage Services Since 1990*

- We add value to buildings
- Experienced and informed
- Fully computerized
- Integrity and care

**Carlton Tanner,**  
 Owner/Broker

466 40th Street  
 Oakland, CA 94609  
 Tel 510-428-1864  
 Fax 510-601-1917  
 beacprop@pacbell.net



**Expertise and Representation on Rent Board Petitions, Hearings and Appeals**

**info@rentboardmatters.com**

**Liz Hart**  
**510-813-5440**



**FRANK FIALA ROOFING, INC.**  
**All Types of Roofing & Repairs**

15, 20, 25 Year  
 Manufacturer's Guarantee

**Title 24 Compliant Roof Systems**  
 Commercial • Industrial • Residential

**(510) 582-6929**  
 (925) 484-0124  
[www.ffialaroofting.com](http://www.ffialaroofting.com)

**THE WORLD'S BEST ROOF**  
**COOL ZONE**  
 THE WORLD'S COOLEST ROOF

Lic. #686707

**Albert Nahman**  
**PLUMBING & HEATING**

Lic. #414359

**RESIDENTIAL & COMMERCIAL**

- \*Plumbing Repairs
- \*Fixtures Installations
- \*Water Service Replacements
- \*Sewer Diagnostic Videos
- \*Trenchless Sewer Replacements
- \*Automatic Seismic Gas Valves Installations
- \*Drain Cleaning and Diagnostics
- \*Tankless Hot Water Heaters

**LICENSED GreenPlumbers**  
**THINK GREEN**

*The Plumber Referred by Your Friends!*  
**(510)843-6904**  
[www.albertnahmanplumbing.com](http://www.albertnahmanplumbing.com)

**Upgrade Your Bathrooms with a New Acrylic Bath or Shower Enclosure System in One Day!** \*in most cases




**TUB ENCLOSURE**      **SHOWER ENCLOSURE**

**COMPLETE INSTALLATION SERVICE AVAILABLE**  
 Prices below include tear out of existing enclosure (plastic, fiberglass or glued tile):

Installation of Acrylic enclosure (61.5" high), standard steel/porcelain bathtub, new drywall, ABS p-trap, ABS waste & overflow, dump off-site and sales tax at **\$2,109**

Installation of Acrylic enclosure (71.25" high), center drain shower pan, new drywall, ABS p-trap, dump off-site and sales tax at **\$2,159**

Available options: Corner shelves, glass doors, valves & trims and window kits. We can also convert your existing bathtub into a shower, or ADA-Compliant barrier-free shower.

**Manufactured in Hayward, CA since 1993**  
Prices are subject to change without notice

**CALL FOR A FREE ESTIMATE OR VISIT OUR SHOWROOM**  
**OPEN WEEKDAYS 9-4:30**

26247 Research Rd, Hayward, CA  
**510-765-2600**  
 Toll free: 888-228-4925  
[www.AmericanBathind.com](http://www.AmericanBathind.com)

**ABE AMERICAN BATH ENTERPRISES, INC.**

- Bright White Enclosure
- No grout to trap mold & mildew
- Integrated soap dish
- Interlocking leak proof corner seams
- Reinforced, molded acrylic panels, 3/4" thick, that look like 4" ceramic tile with simulated grout lines

American Bath Enterprises, Inc., manufactures all of its acrylic products, but is not a licensed contractor. All of the installations work shall be performed by licensed contractors experienced in the installation of the products of American Bath Enterprises.

**PACIFIC DIVERSIFIED**  
 INSURANCE SERVICES  
 License #: OK070568  
 363 Civic Dr. Suite 100 Pleasant Hill CA 94523

**TYPES OF INSURANCE:**

- Commercial & Residential Property**
  - Office buildings
  - Multi-family dwellings
  - Duplex, Triplex
  - Rental homes
  - Apartments
  - HOA's (Homeowners Associations)
- General Liability**
  - Bodily injury
  - Personal injury
  - Negligence
- Professional Liability**
  - Association Managers
  - Property Management firms
- Cyber Liability**
  - Employee and internal risks
  - Malware, Ransomware
  - Hacking, Phishing
  - IT breach, incident management

**CUSTOMIZED COVERAGE**

  
**RICK CALLAWAY**  
 COMMERCIAL INSURANCE EXPERT  
[RCallaway@pdins.com](mailto:RCallaway@pdins.com)  
**925-686-2860** ext 4120  
[www.hosprop.com](http://www.hosprop.com)

**DON'T LET LEAD BE THE CAUSE OF YOUR FAMILIES DEATH.**  
**OVER 143,000 U.S. DEATHS PER YEAR CAUSED BY LEAD EXPOSURE\***

**CALL ALAMEDA COUNTY HEALTHY HOMES DEPARTMENT CHILDHOOD LEAD POISONING PREVENTION PROGRAM (510) 267-8000 TO MAKE SURE YOU'RE LEAD FREE**

\*World Health Organization

**Seismic Retrofit Experts**

[info@wcharlesperry.com](mailto:info@wcharlesperry.com) • 415.509.2956

**W. CHARLES PERRY & ASSOCIATES**  
**ARCHITECTURAL ENGINEERING & CONSTRUCTION MANAGEMENT**



## ACTIVATE YOUR VOICE

### 1. EBRHA On Your Side

Have you experienced a situation or ruling that you feel infringed on due process as a property owner? We constantly hear about outcomes that are just plain wrong. EBRHA collects member experiences in order to make changes to a broken and biased system. Tell us your story today at [www.ebrha.com](http://www.ebrha.com)

### 2. Grand Jury Complaints

This investigative body looks at complaints received from citizens alleging mistreatment by officials, suspicion of misconduct, or government inefficiencies. To file a complaint, send an email to [grandjury@acgov.org](mailto:grandjury@acgov.org).

### 3. Attorney Complaints

The Office of Chief Trial Counsel reviews complaints of unethical conduct by attorneys licensed to practice in California (this includes Rent Board hearing officers and tenant attorneys engaged in suspicious misconduct). To file a complaint, go to [www.calbar.ca.gov](http://www.calbar.ca.gov), find the "Quick Links" on the left side, and then click on "Attorney Complaints" and complete the application.

**EBRHA IS HERE FOR YOU. KEEP US INFORMED ON ANY COMPLAINTS FILED WITH THESE AGENCIES.**

**WEST COAST  
PREMIER  
CONSTRUCTION, Inc.**  
Seismic & General Contractors



License No. 797467  
[www.wcpc-inc.com](http://www.wcpc-inc.com)  
Tel: (510) 271-0950

## Conform To Soft Story Apartment Building Seismic Ordinance San Francisco, Alameda, Oakland & Berkeley

- Successful track record of seismic retrofitting numerous soft-story apartment buildings in the Bay Area.
- Years of experience in cost-effective seismic retrofit design and construction—all under one company.
- Guaranteed approval of engineering and construction in conformance to Soft Story Ordinance.
- Screening, evaluation, engineering, construction, city sign-off
- 20 plus years of experience with over 400 seismic retrofits completed. A design-build company.

For inquiries, please contact **Homy Sikaroudi, PhD, PE**



Since 1924  
**GENERAL ROOFING Co.**  
General Roofing Company  
tailors their customer's  
experience to meet their  
specific needs.

## Quality Residential and Commercial Roofing



### All types of Roofing

- Composition Shingles
- Flat Roof Systems
- Single-ply
- Tile & Slate Specialists
- Fire-treated Wood Roof Systems

### Repair & Maintenance

- Repair All Types of Roofs
- Preventative Maintenance Programs

### Roofing Accessories

- Skylights
- Ventilations Systems
- Gutter Installation

General Roofing Co. has proudly provided residential and commercial roofing services in the Greater Bay Area for over 80 years. Our consistent quality workmanship and customer satisfaction has earned us the Diamond Certified designation.

**510-536-3356** 3309 Elmwood Avenue  
Oakland, CA 94601 **GeneralRoof.com**

Fully bonded and insured C-39 contractor License # 154732



## UPCOMING WORKSHOP

### Rental Property Management (RPM) 102

#### DATE & TIME

WEDNESDAY, NOVEMBER 13, 2:00 P.M. - 3:30 P.M.

#### PRESENTED BY

CARMEN MADDEN, EBRHA BOARD MEMBER

#### PRICE

FREE TO EBRHA MEMBERS, NON-MEMBERS \$69



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

#### TOPICS

Rental Agreements & Addenda, Rent Control vs. Rent Regulation, Habitability Issues, Managing the Tenancy.

**TO SEE EBRHA'S FULL CALENDAR OF EVENTS, TURN TO PAGE 40 OR GO TO [WWW.EBRHA.COM](http://WWW.EBRHA.COM)**

Unless noted, all workshops are held at

**3664 Grand Avenue • Suite B | Oakland, CA 94610**

**TO REGISTER, GO TO [EBRHA.COM/EVENTS](http://EBRHA.COM/EVENTS)  
OR CALL 510-893-9873. REGISTRATION REQUIRED**



## EARTHQUAKE AND STRUCTURES, INC.

Structural • Civil • Construction Management

## Premier Engineering Services in the Greater Bay Area



- **Soft-story screening and report per city ordinances**
- Seismic strengthening, foundations, and retaining walls
- Construction management and oversight
- Over 5,000 City approved construction projects.
- Knowledgeable, reliable, and insured
- Over 40 years of experience

### Contact

Bishwendu K. Paul, S.E., M. Eng.  
UC Berkeley Alumni  
Structural Lic. No. S003093

**(510) 601-1065  
(415) 835-6754**

**[bk@esiengineers.com](mailto:bk@esiengineers.com)  
[www.esiengineers.com](http://www.esiengineers.com)**

## COMPLETE ELECTRIC

Exit signs and Emergency back-up fixtures, Emergency calls, Expert trouble-shooting, Main service upgrades, Fuse boxes changed to breakers, GFCI plugs installed, Plugs grounded, Circuits added, Security lighting, Ambiance lighting, Garden/pathway lighting, Home and office remodels.



Lic. # 966283  
Clay Bartley • (510) 325-7462  
[cmpltelctrc@gmail.com](mailto:cmpltelctrc@gmail.com)  
[www.complete-electric.org](http://www.complete-electric.org)

## NOT YOUR TYPICAL ATTORNEY

### This is What Sets Our Law Firm Apart from the Rest:

- Affordable attorney with landlord/tenant expertise.
- We will work with you to devise a workable solution to solve tenant issues.
- Dependable, skillful and caring approach to tenant problems.

### The Shepherd Law Group

#### Call and Hear the Difference

Michael Shepherd  
3542 Fruitvale Ave. #316  
Oakland, California 94602

Voice: (510) 531-0129

Fax: (510) 436-5010

[theshepherdlawgroup@netzero.net](mailto:theshepherdlawgroup@netzero.net)



November

**TUESDAY, NOVEMBER 12TH**  
**Small Property Roundtable**  
Presented by: Wayne Rowland, EBRHA President  
The Small Property Owner Roundtable is a casual meeting to discuss issues, experiences and solutions to common--or perhaps not so common--problems many of you may be facing  
EBRHA Members Only  
**4:00 p.m. - 5:30 p.m.**

**WEDNESDAY, NOVEMBER 13TH**  
**Rental Property Management (RPM) 102 Duration of the Tenancy**  
Presented by: Carmen Madden, EBRHA Board Member  
Topics: Topics: Rental Agreements & Addenda, Rent Control vs. Rent Regulation, Habitability Issues, Managing the Tenancy.  
Free to EBRHA Members, Non-Members \$69  
**2:00 p.m. - 3:30 p.m.**

**SATURDAY, NOVEMBER 16TH**  
**EBRHA Member Meeting**  
Topic: Waste Management's Best Practices for Multi-Family Housing  
Presented by: Dan Neumann, Waste Management Multi-Family Outreach Coordinator  
Topic: Brief introductions of proposed Board Members running for election/re-election  
Voting for the EBRHA Board Members 11:00 a.m. - Noon  
Enjoy a complimentary continental breakfast  
EBRHA Members Only  
**Networking 9:30 a.m. | Meeting: 10:00 am - Noon**

No Refunds on no shows; Online advanced registration required! To register and pay, visit [ebrha.com/calendar](http://ebrha.com/calendar) or call (510) 893-9873. Unless noted, all classes and events are held at the **EBRHA Education Center, 3664 Grand Ave., Suite B in Oakland.**

December

**WEDNESDAY, DECEMBER 4TH**  
**New Rental Property Owner Class**  
Presented by: Shani Brown EBRHA, Member Services Coordinator  
The New Rental Property Owner class is an introduction to rental property ownership. It will cover what's necessary after the purchase of your rental property, how to market your property and common frequently asked questions.  
EBRHA Members Only  
**4:00 p.m. - 5:00 p.m.**

**THURSDAY, DECEMBER 5TH**  
**Holiday Party 2019**  
This year's holiday party will be masquerade themed. It will be located at the Oakland Zoo in the Snow Building with Live Music.  
**6 p.m. - 9 p.m.**

Oakland



ANNUAL ALLOWABLE RENT INCREASE

2019-20 (3.5%)

**RENT ADJUSTMENT PROGRAM FEE**  
Annual fees are \$68 per unit and are due March 1. However, this fee has just been increased to \$101. Owners are currently allowed to pass through \$34 to tenants.

**BUSINESS TAXES & REGISTRATION**  
Registration fee is \$60 and is due March 1. Tax is based on annual gross rental income at a rate of \$13.95 per \$1,000 of gross rental income. Tax renewal declarations are mailed at the beginning of the year. Online payments accepted at [www.ltss.oaklandnet.com](http://www.ltss.oaklandnet.com)

**LANDLORD PETITION FOR EXEMPTIONS**  
Claims covered include new construction, substantial rehabilitation, and single-family homes or condominiums.

**CAPITAL IMPROVEMENTS INCREASE FORMULA**  
$$(70 \% \text{ of Improvement Costs} \div \text{Number of Units}) \times \text{Useful Life of Improvement}^*$$

\*REFER TO ORDINANCE FOR NOTICING, QUALIFICATIONS AND AMORTIZATION PERIODS. SEE USEFUL LIFE CHART ON CITY OF OAKLAND WEBSITE.

A CPI increase of 3.5% becomes effective on July 1, 2019. Tenants may only receive one increase in any 12-month period, and the rent increase cannot take effect earlier than the tenant's anniversary date.

In addition, California law requires that for tenancies receiving greater than a 10% increase, a 60-day notice is required; if the increase is 10% or less, a 30-day notice is required. Owners can only impose "banked" rent increases equal to three times the current annual allowable rent increase rate. See schedule at right.

PERIOD	AMOUNT (%)
JULY 1 '19 - JUNE 30 '20	3.5
JULY 1 '18 - JUNE 30 '19	3.4
JULY 1 '17 - JUNE 30 '18	2.3
JULY 1 '16 - JUNE 30 '17	2.0
JULY 1 '15 - JUNE 30 '16	1.7
JULY 1 '14 - JUNE 30 '15	1.9
JULY 1 '13 - JUNE 30 '14	2.1
JULY 1 '12 - JUNE 30 '13	3.0
JULY 1 '11 - JUNE 30 '12	2.0
JULY 1 '10 - JUNE 30 '11	2.7
JULY 1 '09 - JUNE 30 '10	0.7
JULY 1 '08 - JUNE 30 '09	3.2
JULY 1 '07 - JUNE 30 '08	3.3

Visit [www.ebrha.com/members](http://www.ebrha.com/members) to see previous adjustments.

FOR FURTHER INFORMATION CONTACT:  
**Oakland Rent Board**  
250 Frank H. Ogawa Plaza, Ste. 5313  
Oakland, CA, 94612  
510.238.3721 | [www.oaklandnet.com](http://www.oaklandnet.com)

Berkeley

ANNUAL ALLOWABLE RENT INCREASE

2019 (2.5%)

**RENT STABILIZATION BOARD FEES**  
Annual fees are \$270 per unit and are due July 1.

**RATES OF ANNUAL PAYMENT OF SECURITY DEPOSIT INTEREST**

PERIOD	AMOUNT
BERKELEY RATES	
DEC. 2018	0.1%
DEC. 2016	0.1%
DEC. 2015	0.1%
DEC. 2014	0.1%
DEC. 2013	0.1%
DEC. 2012	0.2%
DEC. 2011	0.3%

FEDERAL RESERVE RATES	
DEC. 2014	N/A
DEC. 2013	0.3%
DEC. 2012	0.5%
DEC. 2011	0.4% (CORRECTED 11/3/2011)
DEC. 2010	0.4%
DEC. 2009	1.1%
DEC. 2008	3.4%

Beginning in 1998, adjustments are not allowed for the year following a tenant's initial occupancy. To obtain the maximum amount for a specific address, please use the "Rent Ceiling Database" calculator on Berkeley's Rent Board website.

Visit [www.ebrha.com/members](http://www.ebrha.com/members) to see previous adjustments.

PERIOD	AMOUNT
2019	2.5%
2018	2.3%
2017	1.8%
2016	1.5%
2015	2.0%
2014	1.7%
2013	1.7%
2012	1.6%
2011	0.7%
2010	0.1%
2009	2.7%
2008	2.2%
2007	2.6%
2006	0.7%
2005	0.9%

(1% + \$3 IF TENANCY CREATED AFTER JAN. 1999)

\*ADDITIONAL ADJUSTMENTS ARE ALLOWED IF AN OWNER PAID FOR ELECTRICITY OR HEAT.



FOR FURTHER INFORMATION CONTACT:  
**Berkeley Rent Board**  
2125 Milvia Street  
Berkeley, CA 94704  
510.981.7368 | [www.ci.berkeley.ca.us/rent](http://www.ci.berkeley.ca.us/rent)



ACCOUNTING & TAX

**The Lee Accountancy Group, Inc.**  
 Jong H. Lee, CPA | 510-836-7400  
 jhlee@theleeaccountancy.com

**Martin Friedrich, CPA**  
 510-895-8310  
 www.besttaxcpa.com

APPLIANCE SALES & PARTS

**Appliance Parts Distributor**  
 Mike De Fazio | 510-357-8200  
 www.apdappliance.com

APPRAISERS

**Access Appraisal: Apartment Specialists**  
 Joe Spallone, MAI | 510-601-1466  
 www.accessappraisal.com

ARCHITECTURE

**InsideOut Design**  
 Pennell Phillips | 510-655-1198  
 www.aboutinsideout.com

ASSOCIATIONS

**BOMA Oakland/East Bay**  
 Julie Taylor, CAE | 510-893-8780  
 www.bomaoeb.org

**Bridges Association of Realtors**  
 Davina Lara | 510-836-3000  
 oaklandberkeleyaor.com

**Oakland Chamber of Commerce**  
 Barbara Leslie | 510-874-4808  
 www.oaklandchamber.com

ATTORNEYS — EVICTIONS/PROPERTY OWNER DEFENSE

**Beckman, Feller & Chang P.C.**  
 Fred Feller | 510-548-7474  
 www.bfc-legal.com

**Bornstein Law**  
 Daniel Bornstein | 510-836-0110, x1007  
 www.bornsteinandbornstein.com

**Burnham Brown**  
 Charles Alfonzo | 510-835-6825  
 www.burnhambrown.com

**Dennis Phillips**  
 510-816-4306  
 www.dapesq.com

**Ericksen Arbuthnot**  
 Jason Mauck | 510-832-7770  
 www.ericksenarbuthnot.com

**Fried & Williams LLP**  
 Clifford Fried | 510-625-0100  
 www.friedwilliams.com

**Law Offices of Bill Ford**  
 Bill Ford | 415-306-7840  
 www.billfordlaw.com

**Law Offices of Brent Kernan**  
 Brent Kernan | 510-712-2900  
 bkernan@aol.com

**Law Offices of Elaine Lee**  
 Elaine Lee | 510-848-9528  
 www.elaineleeattorney.com

**Richards Law**  
 John Richards | 925-231-8104  
 www.richards-legal.com

**The Evictors**  
 Alan J. Horwitz | 510-839-2074  
 www.walanhorwitzlaw.com

**The Shepherd Law Group**  
 Michael Shepherd | 510-531-0129  
 www.theshepherdlawgroup.com

**Zacks, Freedman & Patterson, PC**  
 Lisa Padilla | 415-956-8100  
 www.zfplaw.com

ATTORNEYS — LAND USE/CONDO CONVERSION

**Beckman, Feller & Chang P.C.**  
 Fred Feller | 510-548-7474  
 www.bfc-legal.com

**Law Offices of Bill Ford**  
 Bill Ford | 415-306-7840  
 www.billfordlaw.com

**Law Offices of John Gutierrez**  
 John Gutierrez | 510-647-0600, x2  
 www.jgutierrezlaw.com

**Richards Law**  
 John Richards | 925-231-8104  
 www.richards-legal.com

**Zacks, Freedman & Patterson, PC**  
 Lisa Padilla | 415-956-8100  
 www.zfplaw.com

ATTORNEYS — REAL ESTATE/CORP.

**Burnham Brown**  
 Charles Alfonzo | 510-835-6825  
 www.burnhambrown.com

**Ericksen Arbuthnot**  
 Jason Mauck | 510-832-7770  
 www.ericksenarbuthnot.com

**Fried & Williams LLP**  
 Clifford Fried | 510-625-0100  
 www.friedwilliams.com

**Jack Schwartz, Attorney at Law**  
 Jack Schwartz | 650-863-5823  
 jwsjr1220@comcast.net

**Law Offices of Bill Ford**  
 Bill Ford | 415-306-7840  
 www.billfordlaw.com

**Law Offices of John Gutierrez**  
 John Gutierrez | 510-647-0600, x2  
 www.jgutierrezlaw.com

**Richards Law**  
 John Richards | 925-231-8104  
 www.richards-legal.com

**Zacks, Freedman & Patterson, PC**  
 Lisa Padilla | 415-956-8100  
 www.zfplaw.com

BANKING/LENDING

**Bridge Bank**  
 Dale Marie Golden | 510-899-7536  
 dale.golden@bridgebank.com

**Chase Commercial**  
 Josh Milnes | 510-891-4545  
 josh.milnes@chase.com

**Chase Commercial**  
 Ted Levenson | 415-945-5430  
 ted.levenson@chase.com

**Chase Bank**  
 Neil O’Callaghan | 415-315-8901  
 neil.ocallaghan@chase.net

**First Foundation Bank**  
 Michelle Li | 510-250-8133  
 www.ff-inc.com

**Luther Burbank Savings**  
 Gabriel Basso | 510-601-2400  
 gbasso@lbsavings.com

**Pacific Western Bank**  
 Marc Lipsett | 510-332-6964  
 www.pacificwesternbank.com

BATHROOM/KITCHEN REMODELING & BUILDING SUPPLIES

**American Bath Enterprises, Inc.**  
 Larry Arcadi | 510-785-2600  
 www.americanbathind.com

**APT Maintenance, Inc.**  
 Keith Berry | 510-747-9713  
 www.aptmaintenanceinc.com

**Ashby Lumber**  
 Paul Heiser | 510-843-4832  
 www.ashbylumber.com

**D.W. Hamilton Construction, Inc.**  
 D.W. Hamilton | 510-919-0046  
 www.dwhamiltonconstruction.com

**KMK Contracting & Property Services**  
 Kevin Knobles | 925-292-8667  
 www.kmkcontracting.com

**Sincere Home Decor**  
 Hei Chan | 510-835-9988  
 www.sincerehomedecor.com

CONSTRUCTION

**A-One Construction**  
 Ginny Graydon | 510-347-5400  
 www.a-oneconstruction.com

**ALP Construction & Painting**  
 Adrian Perez | 925-567-4777  
 www.alpconstructionca.com

**APT Maintenance, Inc.**  
 Keith Berry | 510-747-9713  
 www.aptmaintenanceinc.com

**BayPro Property Solutions, Inc.**  
 Sergio Rodriguez | 925-895-7898  
 sergio@bayprosolutions.com

**D.W. Hamilton Construction, Inc.**  
 D.W. Hamilton | 510-919-0046  
 www.dwhamiltonconstruction.com

**KMK Contracting & Property Services**  
 Kevin Knobles | 925-292-8667  
 www.kmkcontracting.com

**SpottCheck Consulting**  
 Susan Spott | 510-816-1452  
 www.spottcheck.com

**W. Charles Perry & Associates**  
 W. Charles Perry | 650-638-9546  
 www.wcharlesperry.com

**West Coast Premier Construction, Inc.**  
 Homy Sikaroudi | 510-271-0950  
 www.wcpc-inc.com

CONTRACTORS/RESTORATION

**ARC Water Damage**  
 Nina Lauffer  
 510-223-1279 or 877-437-9225 (toll free)  
 www.bayareafloodrepair.com

**Emergency Services Restoration**  
 Maria Perez | 800-577-7537  
 www.esr24.com

**HARBRO Emergency Services & Restoration**  
 Malcolm Stanley | 650-670-2364  
 malcolm.stanley@harbro.com

**P.W. Stephens Environmental**  
 Steve MacFarlane | 510-651-9506  
 www.pwsei.com

**Servpro of Lafayette/Moraga/Orinda**  
 Jenny Villena | 925-299-1323  
 servpro9542@sbcglobal.net

DOORS & GATES

**R & S Overhead Garage Door**  
 Sean Boatright | 510-483-9700, x14  
 www.rsdoors.com

ELECTRICIANS

**Complete Electric**  
 Clay Bartley | 510-325-7462  
 www.complete-electric.org

**Momentum Electrical Contractors**  
 Tom Grealis | 888-280-0794  
 www.momentum-electric.com

**Thomas Electric Co. (TEC)**  
 Thomas Hurtubise | 510-814-9387  
 www.tecelectric.net

ELEVATOR REPAIRS

**Paramount Elevator Corp.**  
 Mark Pipoly | 510-835-0770  
 www.paramountelevator.com

FINANCIAL PLANNING

**Enhance Wealth Advisors**  
 Terry Allen, CFP®, AWMA <sup>SM</sup>  
 925-932-8609  
 info@enhancewa.com

FIRE PROTECTION

**All-Guard Alarm Systems**  
 Sean Cooke | 510-909-7230  
 www.allguardsystems.com

FLOOR COVERINGS

**Bay Area Contract Carpets, Inc.**  
 Ken Scott | 510-613-0300  
 www.bayareacontractcarpets.com

FURNITURE MANUFACTURE

**Zuo**  
 Serena Martin | 510-877-4087  
 www.zuomod.com

GOVERNMENT AGENCIES

**Oakland Housing Authority**  
 Leased Housing | 510-874-1500  
 www.oakha.org

HANDYMAN SERVICES

**APT Maintenance, Inc.**  
 Keith Berry | 510-747-9713  
 www.aptmaintenanceinc.com

**KMK Contracting & Property Services**  
 Kevin Knobles | 925-292-8667  
 www.kmkcontracting.com

**Start to Finish**  
 Christopher Bailey | 510-727-9128  
 cpmbailey@sbcglobal.net

HAULING SERVICES

**KMK Contracting & Property Services**  
 Kevin Knobles | 925-292-8667  
 www.kmkcontracting.com

HEATING & AIR CONDITIONING

**Albert Nahman Plumbing & Heating**  
 Albert Nahman | 510-843-6904  
 www.albertnahmanplumbing.com

HOUSING SERVICES

**Hamilton Family Center – First Avenues**  
 Mayo Lunt | 510-763-8540  
 www.hamiltonfamilycenter.org

**Abode Services**  
 Audrey Kwon | 510-657-7409 x232  
 www.abodeservices.org

HUMAN RESOURCES MANAGEMENT

**Avitus Group**  
 Lance Harris | 925-827-0680  
 www.avitusgroup.com

INDOOR AIR QUALITY/MOLD & ODOR REMOVAL

**ECS Group, Inc.**  
 Shawn Rau | 707-732-3370  
 shawn@ecsgroup.net

**East Bay Indoors**  
 Howard Oliver | 510-666-6711  
 www.ebindoors.com

INSPECTIONS

**ECS Group, Inc.**  
 Shawn Rau | 707-732-3370  
 shawn@ecsgroup.net

**SpottCheck Consulting**  
 Susan Spott | 510-816-1452  
 www.spottcheck.com

INSURANCE

**AAA - NCNU (Oakland Rockridge)**  
 Sherri Kamaka | 510-350-2060  
 sherrianne.kamaka@norcal.aaa.com

**Bulloch Insurance Brokers, Inc.**  
 Curt Bulloch | 925-640-0485  
 www.curtbulloch.com

**Commercial Coverage Insurance**  
 Paul Tradelius | 415-436-9800  
 www.comcov.com

**Gordon Insurance**  
 Pamela Hutchins | 877-877-7755  
 www.gordoninsurance.com

**The Greenspan Co./Adjusters Int'l.**  
 Rich Hallock | 866-331-4790  
 www.greenspan-ai.com

**PFN Insurance Services**  
 Nicholas Penland | 510-483-6667  
 www.pfninsurance.com

**Jain L. Williams - State Farm Insurance**  
 Jain L. Williams | 510-530-3222  
 www.jainwilliams.com

**Kelly Lux — State Farm Insurance**  
 Kelly Lux | 510-521-1222  
 Kelly.lux.gjcg@statefarm.com

**Pacific Diversified Insurance**  
 Richard Callaway | 925-788-5558  
 rcallaway@pdins.com

INTERNET & PHONE SERVICE PROVIDERS

**Common Networks**  
 Allan Ng | 510-480-6732  
 www.commonnetworks.com



**Sonic**  
 Leah Gulley | 707-237-2459  
[www.sonic.com](http://www.sonic.com)

INTERCOMS & ACCESS CONTROLS

**R & S Overhead Garage Door**  
 Sean Boatright | 510-483-9700, x14  
[www.rsdoors.com](http://www.rsdoors.com)

INVESTMENT OPPORTUNITIES

**Martinez Real Estate Investment**  
 Jose Martinez | 510-769-0436

LAUNDRY EQUIPMENT

**Excalibur Laundries**  
 Richard Lisowski | 510-872-1664  
[www.excaliburlaundries.com](http://www.excaliburlaundries.com)

**Innovative Coin**  
 K.P. Forrest | 510-259-1494  
[www.innovativelaundry.com](http://www.innovativelaundry.com)

**PWS, The Laundry Company**  
 Herb McKay | 650-871-0300  
[www.pwslaundry.com](http://www.pwslaundry.com)

LAUNDRY MACHINE PAYMENTS BY SMARTPHONE

**ShinePay**  
 George Melcer | 732-763-6780  
[www.getshinepay.com](http://www.getshinepay.com)

LEAD, MOLD & PEST MANAGEMENT

**Alameda County Healthy Homes Dept.**  
 Larry Brooks | 510-567-8282  
[larry.brooks@acgov.org](mailto:larry.brooks@acgov.org) or [aclppp.org](http://aclppp.org)

LITIGATION SUPPORT SERVICES

**SpottCheck Consulting**  
 Susan Spott | 510-816-1452  
[www.spottcheck.com](http://www.spottcheck.com)

PACKAGE LOCKERS & DELIVERY MANAGEMENT

**Smiota Inc**  
 Waheed Rasheed | 408-332-1352  
[www.smiota.com](http://www.smiota.com)

PAINTERS

**ALP Construction & Painting**  
 Adrian Perez | 925-567-4777  
[www.alpconstructionca.com](http://www.alpconstructionca.com)

**Majestic Painters**  
 Nick Capurro | 925-336-0526  
[www.majesticpainters.com](http://www.majesticpainters.com)

PEST & VECTOR CONTROL

**California American Exterminator**  
 Tami Stuparich | 831-338-4800  
[www.calamericanext.com](http://www.calamericanext.com)

**Terminix**  
 Robert Sater | 510-489-8689  
[www.terminix.com](http://www.terminix.com)

**Western Exterminator Company**  
 Steve McHenry | 510-606-0602  
[www.westernexterminator.com](http://www.westernexterminator.com)

PLUMBING/WATER HEATERS

**Albert Nahman Plumbing & Heating**  
 Albert Nahman | 510-843-6904  
[www.albertnahmanplumbing.com](http://www.albertnahmanplumbing.com)

**Fast Water Heater Company**  
 Michael Kirk | 866-465-7442  
[www.fastwaterheater.com](http://www.fastwaterheater.com)

**L. J. Kruse Co.**  
 Beth Baldwin | 510-644-0260  
[www.ljkruse.com](http://www.ljkruse.com)

**Roto-Rooter**  
 Martin Alvarez | 510-755-1262  
[sanactma@aol.com](mailto:sanactma@aol.com)

**Water Heaters Only, Inc.**  
 Yana Carpenter | 800-835-5946  
[www.waterheateronly.com](http://www.waterheateronly.com)

PROPERTY MAINTENANCE

**A-One Construction**  
 Eva Morrissey | 510-347-5400  
[www.a-oneconstruction.com](http://www.a-oneconstruction.com)

**ALP Construction & Painting**  
 Adrian Perez | 925-567-4777  
[www.alpconstructionca.com](http://www.alpconstructionca.com)

**APT Maintenance, Inc.**  
 Keith Berry | 510-747-9713  
[www.aptmaintenanceinc.com](http://www.aptmaintenanceinc.com)

**KMK Contracting & Property Services**  
 Kevin Knobles | 925-292-8667  
[www.kmkcontracting.com](http://www.kmkcontracting.com)

PROPERTY MAINTENANCE SOFTWARE

**SYNCrew**  
 John Cranston | 415-968-1593  
[www.syncrew.com](http://www.syncrew.com)

PROPERTY MANAGEMENT

**Bay Property Group**  
 Daniel Bornstein | 510-836-0110  
[www.baypropertygroup.com](http://www.baypropertygroup.com)

**Beacon Properties**  
 Carlon Tanner | 510-428-1864  
[www.beaconprop.com](http://www.beaconprop.com)

**Canyon Pacific Management**  
 Tom Scripps | 415-495-4739  
[www.canyonpacific.com](http://www.canyonpacific.com)

**Cedar Properties**  
 Jonathan Weldon | 510-834-0782  
[www.cedarproperties.com](http://www.cedarproperties.com)

**4Crane Management**  
 Kit Crane | 510-918-2306  
[www.cranemanagment.net](http://www.cranemanagment.net)

**The Enterprise Company**  
 William McLetchie | 510-444-0876  
[www.theenterpriseco.com](http://www.theenterpriseco.com)

**ERI Property Management**  
 Terrence Sims | 510-883-7070  
[www.erirentals.com](http://www.erirentals.com)

**Kasa Properties**  
 Tania Kapoor Mirchandani | 415-377-9452  
[tania@kasaproperties.com](mailto:tania@kasaproperties.com)

**Lapham Company**  
 Jon M. Shaholian | 510-594-7600  
[www.laphamcompany.com](http://www.laphamcompany.com)

**Marquardt Property Management**  
 Karen or Judi Marquardt | 510-530-2050  
[www.mpmoakland.com](http://www.mpmoakland.com)

**Mynd**  
 Stacy Winship | 510-455-2667  
[www.mynd.co](http://www.mynd.co)

**OMM Inc./Mason Management**  
 Janice Mason | 510-522-8074  
[www.ommhomes.com](http://www.ommhomes.com)

**Seville Real Estate and Management**  
 Maya Clark | 510-244-1289  
[www.sevillepropertymanagment.com](http://www.sevillepropertymanagment.com)

**Shaw Properties**  
 Judy Shaw | 510-665-4350  
[www.shawprop.com](http://www.shawprop.com)

**Sphinx Property Management**  
 Jon Goree | 510-798-9299  
[www.sphinxpnm.com](http://www.sphinxpnm.com)

**Vision Property Management**  
 Frank Thomas | 510-926-4104  
[www.vpmpropertymanagement.com](http://www.vpmpropertymanagement.com)

**Wellington Property Company**  
 Jillian Loh | 510-338-0588  
[www.wellingtonpropertyco.com](http://www.wellingtonpropertyco.com)

**Woodminster Property Management**  
 Nicholas Drobocky | 510-336-0202  
[www.woodminstermanagement.com](http://www.woodminstermanagement.com)

REAL ESTATE BROKERS & AGENTS

**ARA Newmark**  
 Ryan Denman | 415-430-1031  
[www.aranewmark.com/norcal](http://www.aranewmark.com/norcal)

**ARA Pacific**  
 Mike Colhoun | 415-273-2177  
[www.arausa.com](http://www.arausa.com)

**Better Homes and Gardens Real Estate**  
 Serenity Thompson | 415-846-6957  
[serenity.thompson@bhghome.com](mailto:serenity.thompson@bhghome.com)

**Better Homes Realty**  
 Rene Mendieta | 510-388-4092  
[rmendieta@att.net](mailto:rmendieta@att.net)

**Caldecott Properties**  
 Andy Read | 510-594-2400  
[www.caldecott.com](http://www.caldecott.com)

**CBRE**  
 Keith Manson | 510-874-1919  
[www.cbre.com](http://www.cbre.com)

**Coldwell Banker Commercial**  
 Henry Ohlmeyer | 925-831-3390  
[www.coldwellbanker.com](http://www.coldwellbanker.com)

**Edrington and Associates**  
 Steven Edrington | 510-749-4880  
[steve@edringtonandassociates.com](mailto:steve@edringtonandassociates.com)

**Lapham Company**  
 Tsegab Assefa | 510-594-0643  
[www.laphamcompany.com](http://www.laphamcompany.com)

**Lee & Associates Commercial Real Estate**  
 Michael Lopus | 925-239-1424  
[mlopus@lee-associates.com](mailto:mlopus@lee-associates.com)

**Litton/Fuller Group**  
 Luke Blacklidge | 510-548-4801, x130  
[www.littonfullergroup.com](http://www.littonfullergroup.com)

**Marcus & Millichap**  
 Eli Davidson | 510-379-1280  
[eli.davidson@marcusmillichap.com](mailto:eli.davidson@marcusmillichap.com)

**Marcus & Millichap**  
 David Wolfe | 510-379-1200  
[www.marcusmillichap.com](http://www.marcusmillichap.com)

**NAI Northern California - VP**  
 John Caronna | (415) 531-5225  
[jcaronna@nainorcal.com](mailto:jcaronna@nainorcal.com)

**NAI Northern California**  
 Grant Chappell | 510-336-4721  
[www.nainorcal.com](http://www.nainorcal.com)

**NAI Northern California**  
 Timothy Norkol | 510-336-4724  
[tnorkol@nainorcal.com](mailto:tnorkol@nainorcal.com)

**The Pinza Group**  
 Steven Pinza | 510-725-4775  
[www.pinzagroup.com](http://www.pinzagroup.com)

**Property Counselors Link Corkery, Inc.**  
 Nadine Corkery | [link@linkcorkery.com](mailto:link@linkcorkery.com)  
[www.pclclink.com](http://www.pclclink.com)

**PTLA Real Estate Company**  
 Page Roberson | 925-937-7400  
[www.ptlareg.com](http://www.ptlareg.com)

**Red Oak Realty**  
 Vanessa Bergmark | 510-292-2000  
[vanessa@redoakrealty.com](mailto:vanessa@redoakrealty.com)

**Seville Real Estate and Management**  
 Maya Clark | 510-610-7699  
[www.homesbyseville.com](http://www.homesbyseville.com)

**Sharon Medairy, Realtor®**  
 Real Estate Source, Inc. | 510-517-9969  
[www.medairy.net5](http://www.medairy.net5)

**Six Degrees Realty**  
 Stephanie Christmas | 510-461-4663  
[www.stephaniechristmas.com](http://www.stephaniechristmas.com)

**Woodminster Real Estate Co Inc.**  
 Nicholas Drobocky | 510-336-0202  
[www.woodminsterrealty.com](http://www.woodminsterrealty.com)

RENT & MARKET RESEARCH

**Rentometer**  
 Michael Lapsley | 781-405-2978  
[www.rentometer.com](http://www.rentometer.com)

RENT CONTROL CONSULTANTS

**Bay Property Group**  
 Cristian Villarreal | 510-474-7404  
[cristian@baypropertygroup.com](mailto:cristian@baypropertygroup.com)

**Edrington and Associates**  
 Steven Edrington | 510-749-4880  
[steve@edringtonandassociates.com](mailto:steve@edringtonandassociates.com)

**Rent Board Matters**  
 Liz Hart | 510-813-5440  
[liz.hart1801@gmail.com](mailto:liz.hart1801@gmail.com)

**St. John & Associates**  
 Michael St. John | 510-845-8928  
[www.stjohnandassociates.net](http://www.stjohnandassociates.net)

RENTAL SERVICES

**Hamilton Properties Bay Area**  
 Delesha Hamilton | 404-606-2141  
[www.hamiltonpropertiesbayarea.com](http://www.hamiltonpropertiesbayarea.com)

**Caldecott Properties**  
 Julie Keys | 510-225-9244  
[www.caldecott.com](http://www.caldecott.com)

ROOFERS

**A-One Construction**  
 Eva Morrissey | 510-347-5400  
[www.a-oneconstruction.com](http://www.a-oneconstruction.com)

**Fidelity Roof Company**  
 Doug Kellor | 510-547-6330  
[www.fidelityroof.com](http://www.fidelityroof.com)

**Frank Fiala Roofing**  
 Frank Fiala | 510-582-6929  
[www.ffialaroofting.com](http://www.ffialaroofting.com)

**General Roofing Company**  
 Michael Wakerling | 510-536-3356  
[www.generalroof.com](http://www.generalroof.com)

SECURITY/SURVEILLANCE

**Bastion Security**  
 David Raske | 800-783-5700  
[draske@bastionsecurity.com](mailto:draske@bastionsecurity.com)

**R & S Overhead Garage Door**  
 Sean Boatright | 510-483-9700, x14  
[www.rsdoors.com](http://www.rsdoors.com)

**Stealth Monitoring**  
 Alex Godwin-Austen | 925-200-0823  
[aausten@stealthmonitoring.com](mailto:aausten@stealthmonitoring.com)

SEISMIC CONSTRUCTION

**B.A.S.S. Seismic Retrofit**  
 D.W. Hamilton | 510-919-0046  
[www.basseismicretrofit.com](http://www.basseismicretrofit.com)

**West Coast Premier Construction, Inc.**  
 Homy Sikaroudi | 510-271-0950  
[www.wcpc-inc.com](http://www.wcpc-inc.com)

SEISMIC ENGINEERING

**Earthquake & Structures, Inc.**  
 B.K. Paul | 510-601-1065  
[www.esiengineers.com](http://www.esiengineers.com)

**W. Charles Perry & Associates**  
 W. Charles Perry | 650-638-9546  
[www.wcharlesperry.com](http://www.wcharlesperry.com)

**West Coast Premier Construction, Inc.**  
 Homy Sikaroudi | 510-271-0950  
[www.wcpc-inc.com](http://www.wcpc-inc.com)

SUSTAINABLE ENERGY

**Center for Sustainable Energy**  
 Alexandra Patey | 858-244-1192  
[www.energycenter.org/smp](http://www.energycenter.org/smp)

TENANT SCREENING SERVICE

**Contemporary Information Corp. (CIC)**  
 Dan Firestone | 888-232-3822  
[www.continfo.com](http://www.continfo.com)

TOWING SERVICE

**Ken Betts Towing Service**  
 Ayub Azam | 510-532-5000  
[www.kenbettscompany.com](http://www.kenbettscompany.com)

**PPI Towing**  
 Stephanie Gipson | 510-533-9600  
[www.ppitowwing.net](http://www.ppitowwing.net)

TREE SERVICE

**Coastal Tree Service**  
 Hans Waller | 510-693-4631  
[www.coastaltreeservice.com](http://www.coastaltreeservice.com)

WASTE & RECYCLING MAINTENANCE

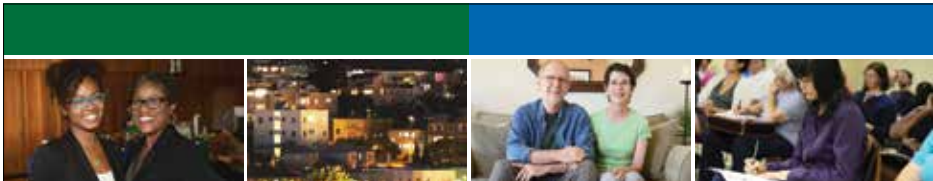
**Bay Area Bin Support**  
 Nancy Fiamé | 888-920-BINS  
[www.bayareabinsupport.com](http://www.bayareabinsupport.com)

**Clean Waste Revolution LLC**  
 Trivia Flowers | 510-565-4282  
[www.cleanwasterev.com](http://www.cleanwasterev.com)

**Copia Resources, Inc.**  
 Stephanie Layman | 925-453-9495  
[www.copiarresources.com](http://www.copiarresources.com)

**Trashlogic, LLC**  
 Lainika Johnson | 888-384-3131  
[www.trashlogic.com](http://www.trashlogic.com)





## Local Knowledge, Local Advocacy, Local Support When You Need It

**EAST BAY RENTAL HOUSING ASSOCIATION** (EBRHA) is a nonprofit trade organization representing owners and managers of apartments, condominiums, duplexes, single-family homes and other types of rental housing. EBRHA members range in size from small investors with just one property to large property management companies that own or manage hundreds of units.

Our membership consists of more than 1,500 rental housing owners, property managers, attorneys and other service contractors. Altogether, EBRHA represents over 30,000 rental units, and serves over 25 cities throughout Alameda and Contra Costa counties.

- Property management advice by phone or in person
- Tenant screening service (application/report fees apply)
- Annually updated legal forms, including forms online 24/7
- Monthly workshops on new laws, rental agreements, security deposits, legal notices, fair housing, rent control, and more
- Vendor directory of local businesses that offer exclusive member discounts
- Annual Trade Expo and monthly networking mixers
- Monthly educational membership meetings
- Community outreach and education
- Local and state lobbying
- An active and growing Legal Action Fund and Political Action Committee
- Subscription to *Rental Housing* and *units*
- Membership with the National Apartment Association and CalRHA

3664 Grand Avenue • Suite B  
Oakland, CA 94610



**JOIN TODAY! CALL 510-893-9873 OR  
GO TO [WWW.EBRHA.COM/JOIN](http://WWW.EBRHA.COM/JOIN)**

## ad index PRODUCTS & SERVICES

### APPLIANCE PARTS & SALES

Appliance Parts Distributor . . . . . 5

### ATTORNEYS

The Evictors . . . . . 43

Fried & Williams LLP . . . . . 25

The Shepherd Law Group . . . . . 35

### BATH ENCLOSURES

Ameican Bath Enterprise, Inc. . . . . 33

### CARPETING & FLOORING

Bay Area Contract Carpets, Inc. . . . . 25

### CONSTRUCTION

West Coast Premier Construction . . . . 34

### ELECTRICAL SERVICES

Complete Electric . . . . . 35

### ENGINEERS

Earthquake and Structures, Inc. . . . . 35

West Coast Premier Construction . . . . 34

### INSURANCE

Pacific Diversified Insurance . . . . . 32

### LAUNDRY

Wash Multi-Family . . . . . 25

### LENDERS

JPMorgan Chase Bank . . . . . 24

### PLUMBING

Albert Nahman Plumbing . . . . . 32

### PROPERTY MANAGEMENT

Maisel . . . . . 43

### PROPERTY MANAGEMENT & SALES

Beacon Properties . . . . . 31

### RENT CONTROL CONSULTANTS

Liz Hart . . . . . 31

### ROOFING SERVICES

Frank Fiala Roofing . . . . . 32

General Roofing Co. . . . . 34

### SEISMIC RETROFIT

Charles Perry & Associates . . . . . 33

### WATERPROOFING

Applied Waterproofing Systems . . . . . 25

Acceptance of an advertisement by this magazine does not necessarily constitute any endorsement or recommendation by EBRHA, express or implied, of the advertiser or any goods or services offered.

## Maisel Property Management, Inc.

### MPM

5942 MacArthur Blvd, Ste. E  
Oakland, CA 94605

Next Door  
to  
Better Homes Realty

### Serving Oakland and Surrounding Areas

- ◆ Level of service and fees tailored to your needs
- ◆ We can locate qualified tenants for your vacancies
- ◆ Experienced with Section 8 tenants
- ◆ Over 65 years of combined experience in residential property management in Oakland

**EAST OAKLAND Specialist!**  
[www.maiselpropertymanagement.com](http://www.maiselpropertymanagement.com)

**510-568-4444  
510-562-8600**

## ENOUGH IS ENOUGH!

### Protect Your Rental Property Rights!

**GO TO [EBRHA.COM/LEGAL-FUND](http://EBRHA.COM/LEGAL-FUND)  
TO CONTRIBUTE TO THE LEGAL FUND TODAY!**



## THE EVICTORS

ASSISTING PROPERTY  
OWNERS WITH THEIR LEGAL  
NEEDS SINCE 1975.

Effective. Efficient. Economical.

510-839-2067

**TheEvictors.com**

What happens when  
you don't advertise?

# NOTHING

Advertise in *Rental  
Housing* magazine to  
reach owners and managers  
of 30,000+ rental units.



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION

GO TO

[WWW.EBRHA.COM/ADVERTISING](http://WWW.EBRHA.COM/ADVERTISING) FOR DETAILS

**TURN TO PAGE 40  
TO SEE ALL OF  
EBRHA'S UPCOMING  
WORKSHOPS AND  
EVENTS**



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION



# Holiday Party

**Come celebrate our 80th Anniversary.**

**Thursday, December 5th, 2019  
6:00pm to 9:00pm**

**Oakland Zoo Snow Building  
9777 Golf Links Road, Oakland, CA 94605**

**Enjoy a special performance by Anna Maria Flechero &  
the Johnny Ramos Band.**

**Please contact the EBRHA office to purchase tickets.**

**Tickets are \$50.**

**JOIN TODAY! CALL 510-893-9873 OR  
GO TO [WWW.EBRHA.COM/JOIN](http://WWW.EBRHA.COM/JOIN)**



**EBRHA**  
EAST BAY RENTAL  
HOUSING ASSOCIATION