

RENTAL HOUSING CHALLENGES IN HAYWARD

WEDNESDAY, JANUARY 17TH 2018 AT HAYWARD CITY HALL

WHY ARE WE HERE?

- Provide more information about changing rents and demographics in Hayward
- Share with you what we heard from renters at the January 10th meeting
- Learn about your experiences as a landlord/realtor in Hayward
- Summarize this information for City Council as they begin discussing strategies for addressing rental housing in Hayward

This is not your only chance to share your experience - there will be more opportunities. We always want to hear from you.

WHAT WILL WE DO?

- Short presentation from City staff
- Break into small discussion groups
- Share what we learned in our discussion groups
- Opportunity for additional comments

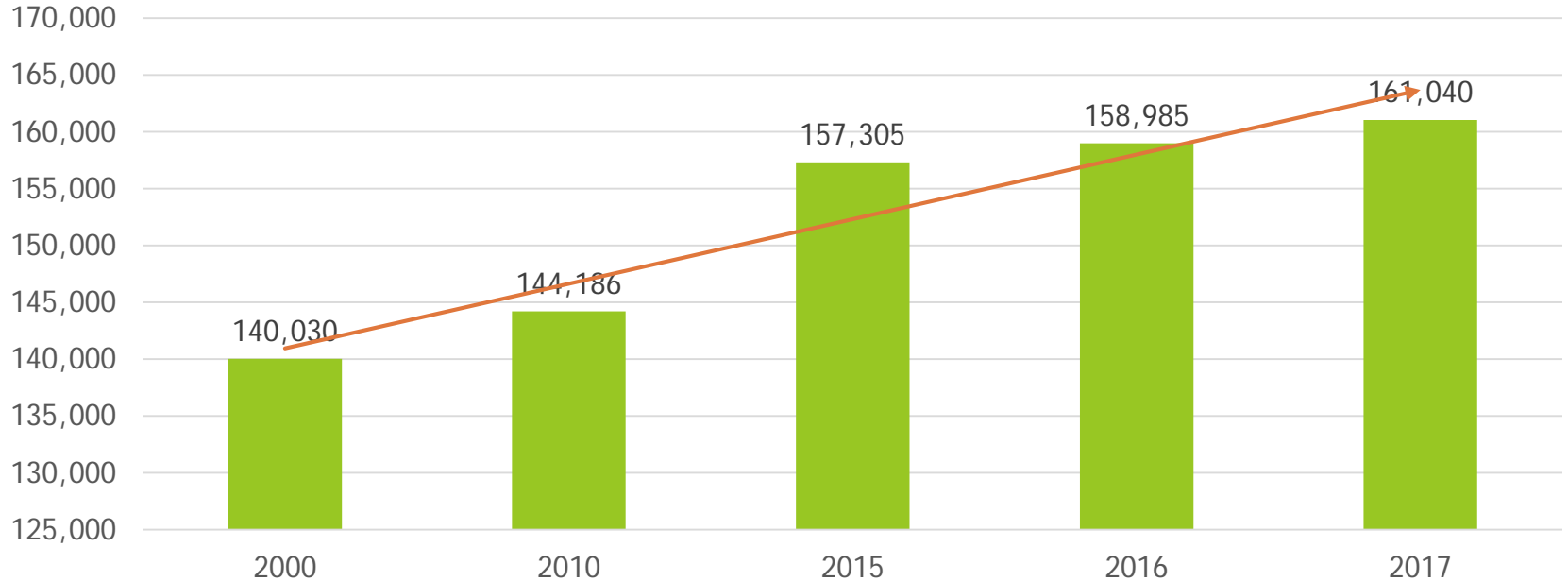
If you would like to make an additional comment later in the morning, please fill out a speaker card and bring it to the front of the room or hand it to a City staff member.

HAYWARD'S CHANGING RENTS & DEMOGRAPHICS

- Hayward's population is growing and becoming more diverse
- Housing prices are increasing in all of Alameda County, including Hayward
- Almost half of all the housing units in Hayward are rental units
- More than half of Hayward renters spend more than 30% of income on housing

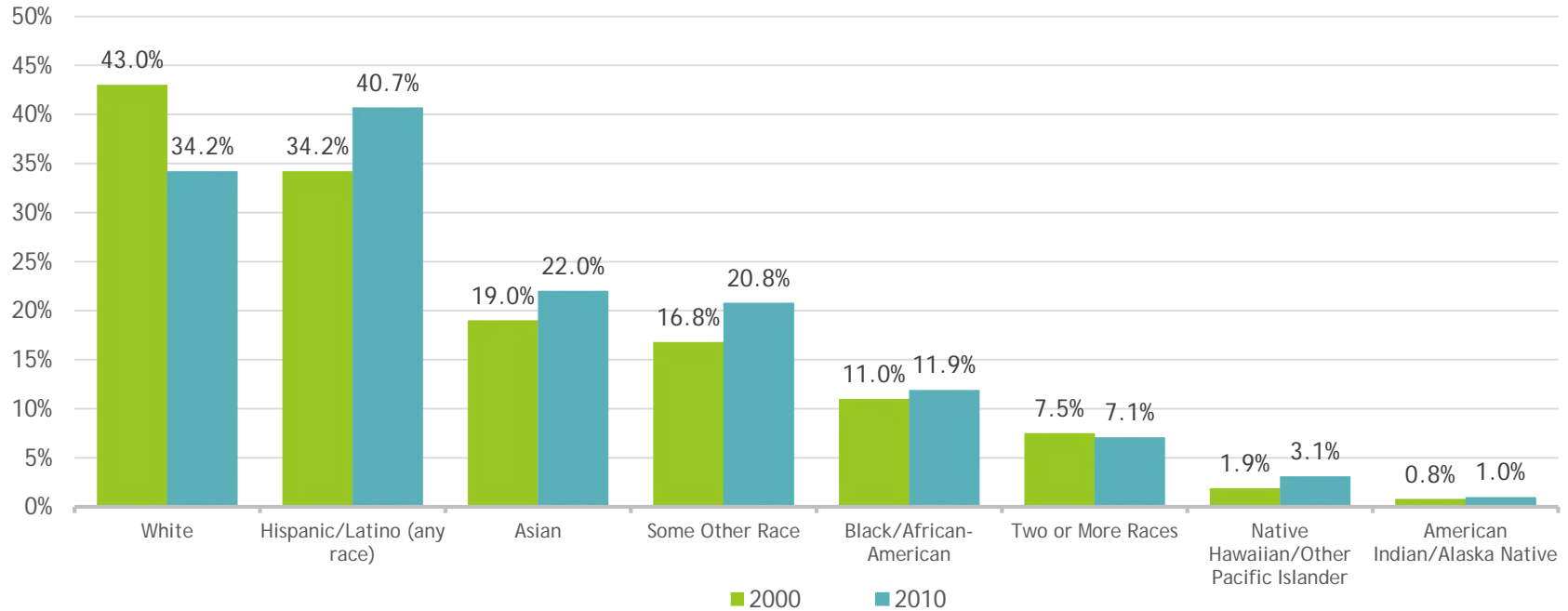
HAYWARD DEMOGRAPHICS

Growing Population



HAYWARD DEMOGRAPHICS

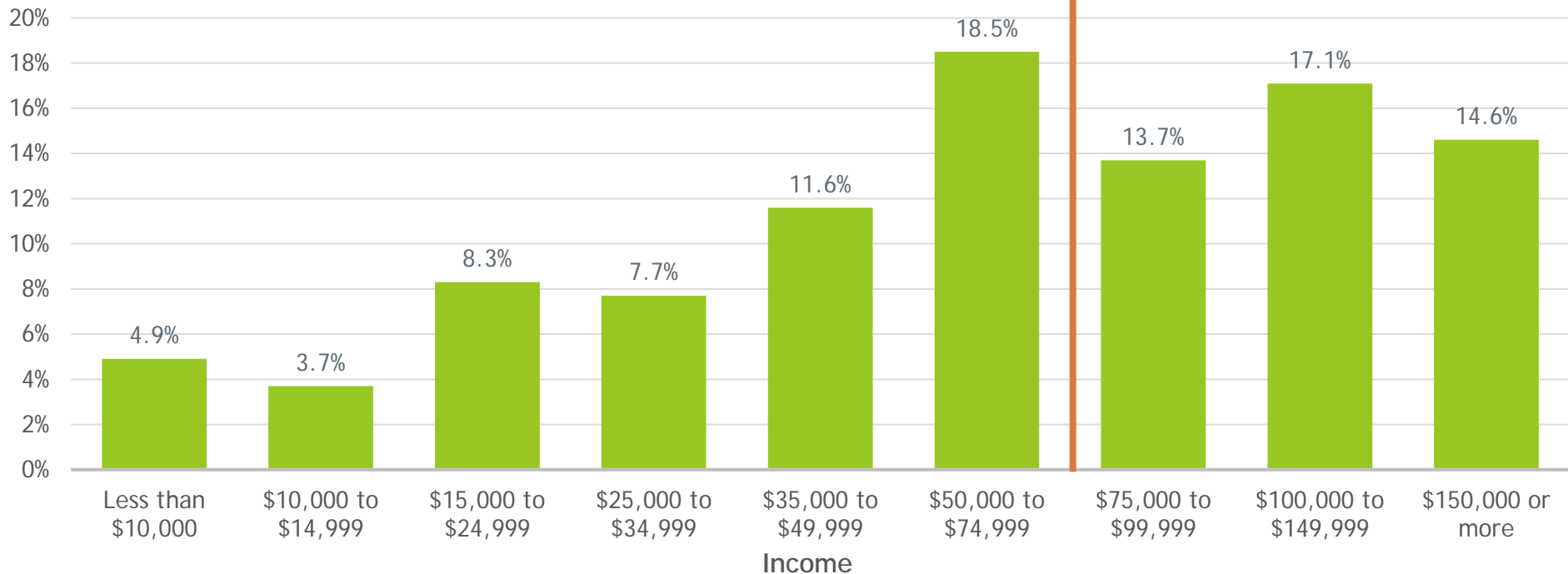
More Diversity



HAYWARD DEMOGRAPHICS

Hayward median income lower than Alameda County

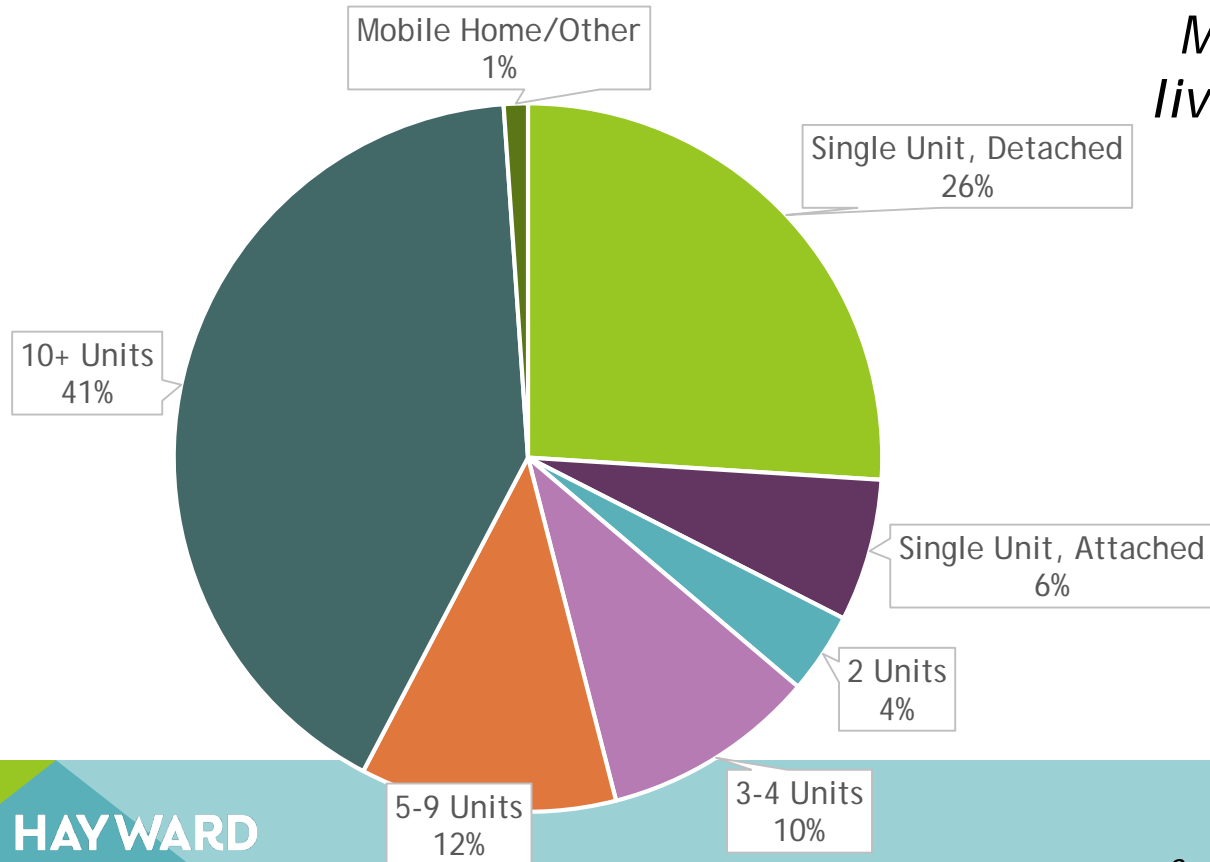
Median Household Income (2016)
Hayward- \$68,138
Alameda County - \$79,831



HAYWARD RENTAL HOUSING

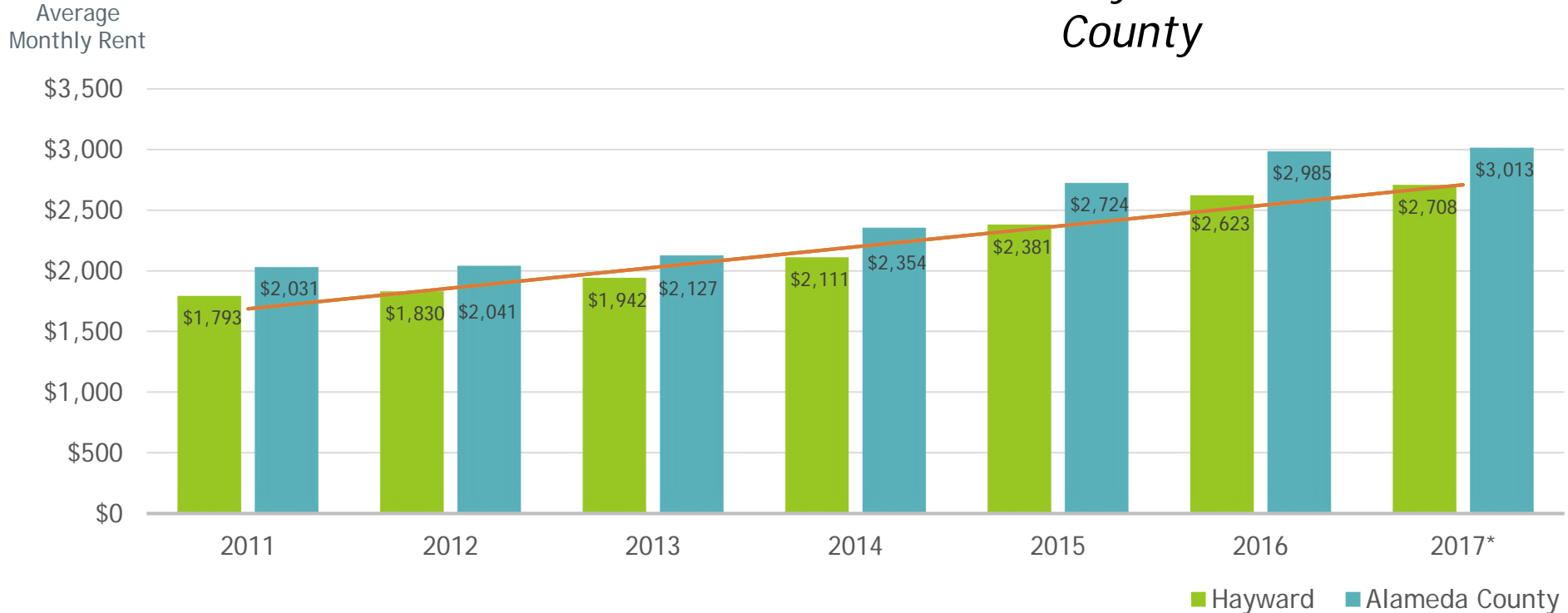
Most Hayward renters live in large apartment buildings with 10 or more units.

Hayward has 22,874 total rental units.



HOUSING DATA

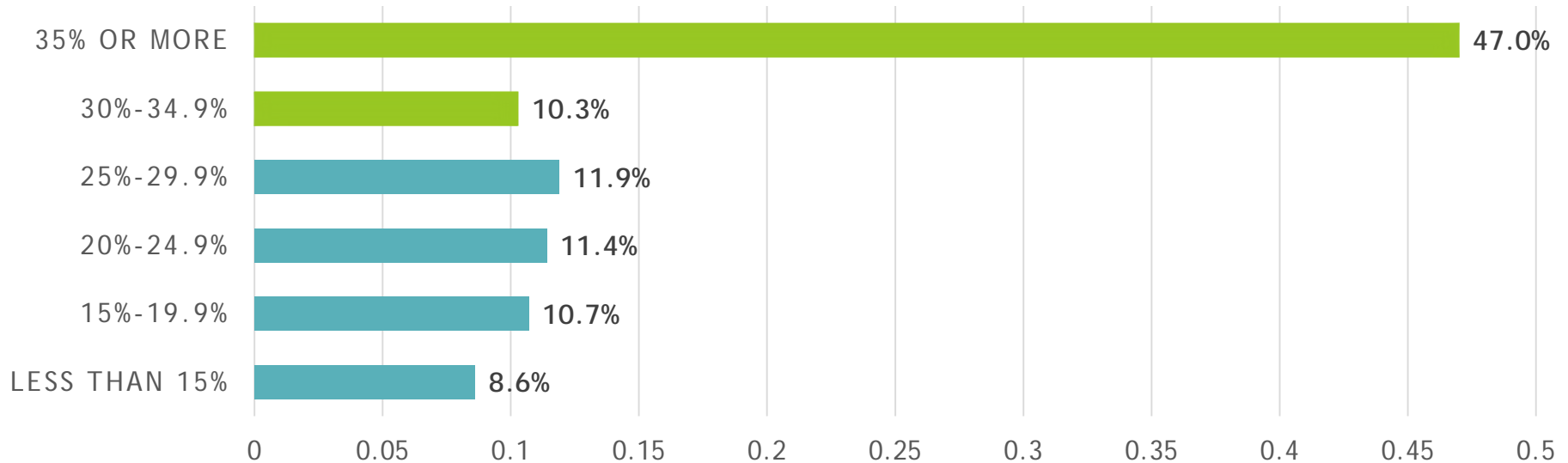
*Rent is increasing in
Hayward and Alameda
County*



HOUSING DATA

57.3% Hayward renters experience a housing cost burden, spending more than 30% of their income on housing.

% OF HOUSEHOLD INCOME SPENT ON HOUSING



THE CITY OF HAYWARD'S ROLE IN HOUSING

- We regulate and inspect rental units, and respond to reports of unsafe living conditions and other code violations
- We administer Hayward's Rent Stabilization Ordinance
- We place requirements on new developments to fund affordable housing
- We can apply for funding that is only available to cities or governments
- We provide funding to community organizations and service providers who work on housing issues in our community

WHAT WE HEARD FROM RENTERS ON 1/10/18

Tenants are frustrated and feel vulnerable because:

- Some apartments are poorly maintained
- Rent is rising quickly and without reason
- Short notice for evictions or no reason for lease terminations
- Multiple adults or families sharing a unit
- Renting rooms from families and pricing rising without regulation
- Even highly educated people with good jobs cannot afford housing
- Concerns about cultural change due to economic changes - gentrification

CITY OF HAYWARD TENANT PROTECTIONS

- **Rent Stabilization Ordinance (1983) - 1,000 units (5+ unit properties)**
 - Increase of 5% of existing rent permitted
 - Binding enforcement with City-appointed mediator and arbitrator
 - Prohibits retaliatory evictions; Good cause eviction protection
- **Mobile Home Rent Stabilization Ordinance (1989) - 2,322 units**
 - The greater of 3% of existing rent OR 60% of the percent change in CPI
 - Binding enforcement with Rent Review Officer / City-appointed mediator and arbitrator
 - Prohibits retaliatory evictions; Good cause eviction protection

TENANT PROTECTIONS IN ALAMEDA COUNTY

City	No Protections	Mobile Home Rent Stabilization/ Control	Mediation/ Rent Review	Rent Stabilization/ Control	Landlord-Tenant Relations (only)
Hayward		X	X	X	
Alameda County		X			
Alameda				X	
Berkeley				X	
Dublin	X				
Emeryville					X
Fremont		X	X (binding)		
Livermore	X				
Newark	X				
Oakland				X	
Pleasanton		X			
San Leandro			X		
Union City		X	X		

ADDITIONAL POLICY OPTIONS

- Mandatory mediation
- Extended noticing period
- Ombudspersons
- Rent gap payment assistance

LET'S HEAR FROM THE ROOM

Open smartphone browser

Go to sift.ly

Enter participant code: hayward

SMALL GROUP DISCUSSION

- Two City staff members will be at facilitating and taking notes to discuss your experiences as a landlord or realtor in Hayward
- Ground rules:
 - Listen deeply
 - Talk one at a time
 - Be respectful
 - Everyone gets a chance to speak
- Pick one person in your group who will share what you discussed.
- Questions? Ask a City staff member.

SHARING OUT

What were the 5 key things you discussed in your small group?

ADDITIONAL COMMENTS

- If you have filled out a speaker card, please make sure that it gets to City staff.
- If necessary, the time we have left will be divided by the number of speakers there are so everyone gets a chance to speak.
- City staff will help you keep track of your time.
- Be mindful of your time - we want to make sure everyone gets a turn.

MORE TO SAY?

Do you have more to say or know someone who couldn't be here today but would like to share their story with us?

Take the survey at:

<https://www.surveymonkey.com/r/haywardhousing>

Business cards for City staff are at the front of the room.

THANK YOU