

**Stakeholder's Meeting on
Proposed Rental Affordability Strategy Options
February 26, 2018**

Attendance	Number	Percent
Tenant	20	47.6%
Landlord	4	9.5%
Other	10	23.8%
Undisclosed	7	16.7%
Total	42	

Summary of Small Group Discussion

Improve Access to Information	Group1	Group2	Group3	Group4
Provide a way that all citizens can obtain this information (forms, etc.)		X		
Craft clear and precise message (Accuracy) (set papers)		X	X	X
Communicate rules				X
Share information with community spaces (Schools, Library, rec centers, DMV, Chabot college, social services)	X	X	X	X
CBO presentations		X		
Provide materials that address diverse communication needs (language, education levels, electronic vs paper, accessible, other demographics that require a different approach).		X	X	
Resolve fear of speaking out		X		
Host focus groups (target different community groups) (biannual community forum)			X	X
Provide information on tenant/landlord rights	X			X
Emails should clearly identify housing in subject				X
DST to distribute info				X
Email subscription option on bills				X
Follow-up with individuals that have been referred to resources				X
Use ECHO as a resource				X
Quicker response from City	X			
Provide rental listing referral	X			
Surveys online	X			
Rent Stabilization Ordinance in Spanish	X			

Attachment II

Mandatory Mediation	Group1	Group2	Group3	Group4
Mandatory mediation on disputes	X			
Legal advice on both sides	X			
Supportive Mediation with good instructions about the process (understandable)		X		X
Start with are there any additional issues-Need time to be able to respond				X
Would like to see a rent control office to review the rent increases or lease changes-technical process				X
Review mediation agenda in advance by both parties				X
Prefer binding mediation (decisions in print)		X		X
One sided request triggers mandatory mediation				X
Track performance of landlords				X
Define terms				X
3 rd party facilitator between tenant landlord			X	
Depends on issue (rent, maintenance) What is include in mediation?			X	
Fair for both sides			X	
How mandatory is mandatory?			X	
Non-binding			X	
Would not work if City did it (communication issue)			X	
Have a group of civilians be part of mediation process (Have City Guide Process)			X	
Need for documents (when rent goes up, etc.)		X		
Bilingual		X		
Contract Review		X		
Confidentiality Protection		X		

Longer Noticing Periods on large rent increases	Group1	Group2	Group3	Group4
60-day eviction notices		X		
90-120 Rent Increase notices		X		
Linked with school year to let children finish school		X		
< 1 year for 30-day notices			X	
>= 1 year for 60-day notices			X	
Give longer noticing period based on rent increases			X	
BMR penalized			X	
Supportive of longer notices to plan			X	
Make sense for hayward			X	
Eviction notices at least 3 months	X			
Rent Increase 6-month notice	X			
Termination letters over 6 months	X			
Add 15-30 days				X
Extra time for fixed income				X
Hardship triggers longer time				X

Attachment II

Barriers to Development	Group1	Group2	Group3	Group4
Appeals Process		X		
Train Local Labor Resources (require)		X		
Permitting process (fees, time, etc.)			X	
MTC Programs (regional funding			X	
Affordable units should be built-in			X	
Streamline Process			X	
Use County Funds			X	
What Happens to people who don't qualify for low-income housing?			X	
Mixed Income Housing especially near transportation			X	
How to incentivize job retention & resources close by and integrated.			X	
Bring more people to the table of various industries			X	
Tiny Homes	X			
Low-income Housing	X			
City should rehab empty building and build low-income housing	X			
City needs to become development/partner				X
Enforce strong requirements for housing				X
Cost to develop				X
City could revenue share with developers taking a % that flows down to tenants (owner partnership annuity)				X

Other Comments

- Provide laws to prevent rent increases
- Prioritize Hayward residents for rentals
- Landlord intimidation
- High rent increases from new landlords
- New Housing should be bought by residents-Priority for residents
- City regulate deposit money
- Just cause evictions
- Stop decontrolling units under the rent stabilization ordinance
- Homebuyer Assistance
- Government needs to help residents earn more money

Public Speakers

- Need to raise incomes
- Promote Homeownership
- Developers from out of area don't have a sense of community
- Partner with local developers
- Need more workforce housing.
- Keep Hayward affordable for Hayward Residents