

**CITY COUNCIL MEETING
TUESDAY, JULY 14, 2020**

**DOCUMENTS RECEIVED
AFTER PUBLISHED AGENDA**

AGENDA QUESTIONS & ANSWERS

Item 6

AGENDA QUESTIONS & ANSWERS

MEETING DATE: July 14, 2020

Item #6: [LB 20-035](#) Residential Rent Stabilization and Tenant Protections: (1) Introduce an Ordinance Amending Chapter 12, Article 1 of the Hayward Municipal Code Relating to Residential Rent Stabilization and Tenant Protections; (2) Introduce an Ordinance Adding Chapter 12 Article 2 of the Hayward Municipal Code Related to Tenant Relocation Assistance; (3) Adopt a Resolution Authorizing Amendment to Resolution 20-060 City of Hayward Fiscal Year 2021 Master Fee Schedule to Establish an Amount of Relocation Assistance; and (4) Provide a Progress Report on Implementation of Residential Rent Stabilization and Tenant Protection Ordinance (Report from Deputy City Manager Ott)

Re: Agenda item 6: RRSO revisions: Why is there a meal allocation in the temporary relocation recommendation?

The meal allocation compensates the tenant for increased meal costs associated with the loss of a kitchen only if the temporary accommodations lack cooking facilities . It is anticipated that tenants may seek temporary accommodations in a motel or hotel without cook facilities.

ITEM #2 CONS 20-370

Adopt an Ordinance Amending Chapter 10 (Planning, Zoning and Subdivisions), Article 1 (Zoning Ordinance), Section 10-1.2780 through 10-1.2797, Tobacco Retail Sales Establishments, of the Hayward Municipal Code

PUBLIC COMMENTS

From: Andrey Abutin
Sent: Tuesday, July 14, 2020 5:15 AM
To: List-Mayor-Council
Subject: RE: CONS 20-370; Adopt an Ordinance Amending Chapter 10 (Planning, Zoning and Subdivisions), Article 1 (Zoning Ordinance), Section 10-1.2780 through 10-1.2797, Tobacco Retail Sales Establishments, of the Hayward Municipal Code

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----- Forwarded message -----

From: **Andrey Abutin**
Date: Tue, Jul 14, 2020, 04:54
Subject: Re: CONS 20-370; Adopt an Ordinance Amending Chapter 10 (Planning, Zoning and Subdivisions), Article 1 (Zoning Ordinance), Section 10-1.2780 through 10-1.2797, Tobacco Retail Sales Establishments, of the Hayward Municipal Code
To: <List-Mayor-Council@hayward-gov.ca>

Hello Mayor Halliday, and City Council.

This is my very first attempt at citizen involvement in city politics. Please forgive any rookie mistakes along the way.

I lived in Hayward for a couple years now. I normally work six days a week and my usual source of news is Google News. I'm still busy working these days (while my job is still around what with covid19 going around).

So, late last week, I was rather shocked to see an article from East Bay News show up in my news feed announcing a ban (pending confirmation vote) on vape products in Hayward despite hearing absolutely nothing about it beforehand.

Some background, first. I am 36 years old, male. I started smoking cigarettes shortly after turning 30 due to life circumstances. Eventually, my habit progressed to over a pack a day. A couple years ago, I discovered vaping. Within less than a month, I stopped buying cigarettes entirely. Vape pods were (and still are) expensive. But you can always buy a bottle of liquid to refill them yourself at a small fraction of the retail price. These days, I have a device where you only replace the heating element vs an entire pod.

To make one thing absolutely clear, yes, these devices must be kept out of minors' hands. Having read the public comments for a previous meeting, underage smoking and vaping is a serious, serious problem. The vaping industry completely missed the opportunity to be part of the solution. On the other hand, the proposed approach is misguided, and does almost nothing to address underage tobacco use.

The proponents of the restrictions seem to have the belief that middle schoolers can pool together loose pennies from lunch money, walk into a store, and walk out with a pack of Menthols to smoke between classes. By banning Menthols and forcing retailers to raise prices on lower cost products, we will nip the above scenario in the bud. Sounds ridiculous? Because it is!

The legitimate retailers aren't the problem. Between the risk of losing their license and the regular sting operations run by law enforcement, no one will sell tobacco products to a young person who can't present a valid ID showing the buyer is over 21. Many will even require a scan, as well, to check for fakes.

Legislatively forcing tobacco retailers to raise prices, if they even manage to stay open hurts everyone. It hurts adult tobacco customers by eliminating choices and increasing prices. It hurts communities when local small businesses close and lay off workers. Now is not a very good time to be looking for a new job, to say the least. And it hurts the people who are underage by creating an ideal environment for the growth of black markets not subject to any kind of regulations.

Thank You,
Andrey Abutin

From: Beth Marshburn
Sent: Monday, July 13, 2020 3:46 PM
To: List-Mayor-Council
Subject: comment re legislation to end the sale of menthol cigarettes, other flavored tobacco products, and associated vaping and electronic smoking paraphernalia and devices in the city

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This is being touted as a measure to protect youth. It's one of what a neighbor called "showy ordinances" - it sounds good, if you're not paying attention to the details.

I submitted the following note via e-comment - my apologies if it was sent twice, that function was not easy to use.

- - - - -

I'm pretty sure smoking percentages are higher among poor and minority groups, and this is a regressive tax, hitting harder among those groups. And I don't know whether it's still true, but when I grew up it was the case that almost all Black smokers smoked menthol cigarettes. Mayor and Council, are these really the groups you want to target? Or are you protecting them for their own good? Don't you have anything better to do?

- - - - -

The e-comment has a short limit, so let me add here, in case I'm not being clear:

Preventing children from buying cigarettes = good.
Charging adults higher prices, preventing vulnerable groups from buying preferred brands, and damaging small businesses = bad.
Please focus on crime, streets, homeless people, and supporting Hayward businesses and taxpayers. Targeting menthol cigarettes and gas-powered lawnmowers is not going to help.

Thank you for your attention.
Beth Marshburn

From: George Jonson
Sent: Tuesday, July 14, 2020 1:23 PM
To: List-Mayor-Council
Subject: Please read for consent Item# 2

CAUTION:This is an external email. Do not click on links or open attachments unless you know the content is safe.

Hello Honorable City council of Hayward,

My name is George Jonson. For the past 20 years I have made traditional wooden hookah pipes with customers in Hayward. Hookah for nearly a millennia has been used by many cultures and is deeply important in the social fabric meetings. The issue of youth access to vaping products has nothing to do with the cultural expression of smoking hookah. We have been swept up in the tidal wave of legislation trying to address the youth vaping that has soared at astounding rates, yet hookah usage is on the decline. Hookah has the second lowest consumption rate of any tobacco in America. Hookah tobacco for nearly 500 years has been preserved in honey and molasses thus making it a "flavored product" so a flavor ban without exemption is a ban on the entire ritual practice of hookah smoking . The availability of products like mine are being driven to extinction along with many people's livelihoods. Most of my customers are of Armeianian, Persian, Arab and Indian, decent. This first generation entrepreneurs serving their marginalized community stand to lose their legal business with the stroke of a pen. Please consider carving out traditional non-electronic hookah products from this ordinance and leave them in 21 and older establishments.

Hookah brings together many cultures and peoples from all walks of life. In today's climate it is apparent that we all need to get together to connect as a community.

Exemptions for Hookah have been made in CA on SB38 and recently SB793, with the support of Senator Jerry Hill. Other cities such as Los Angeles, Irvine, Long Beach, San Diego County, Burbank, El Cajon, Encinitas, Ventura, Culver. We would have had more exemptions if we were a larger community and could have reached more ears. We are not big tobacco, we are a small grassroots organization made up of mostly volunteers from within our community.

Thank you for your careful consideration. We support strong regulation to save our culture from eradication.

--

Best Regards,

George Jonson
Owner Operator Regal Hookah, Co-founder Hookah Chamber of Commerce

From: Rima Khoury
Sent: Monday, July 13, 2020 3:43 PM
To: List-Mayor-Council
Subject: Agenda Item # 2

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PLEASE READ FOR PUBLIC COMMENT

Dear Mayor and Councilmembers of Hayward,

Before you inadvertently vote to ban the thousand year cultural tradition of hookah in the City of Hayward please understand the facts.

There is no teen hookah epidemic. The FDA and CDC reports have made it clear that hookah is not the problem with youth. There are no facts that support a ban on hookah.

Hookahs are not being confiscated in schools. Hookahs are 3 feet tall and cannot be easily concealed in your pocket or backpack like vape. Hookahs take 25 – 30 minutes to set up and need hot coals, therefore it cannot be smoked during recess in the bathroom at school. Hookah's cost over \$200 for all the parts and accessories, making it out of reach for most kids.

Gov. Gavin Newsom stated in his executive order address on September 16, 2019 that "hookah is not the problem in classrooms".

Furthermore, FDA recently stated in their Guidance for the Industry dated January 2020 that although data shows that flavored tobacco entice youth, that such data does NOT appear to raise comparably urgent public health concerns with youth usage of hookah products because the lower prevalence of youth use of these products suggests that they do NOT appear to be as appealing to youth at this time. Emphasis added.

Hookah is not the problem.

Yet hookah is becoming collateral damage in the war against vape. Hookah is not vape. Hookah has been practiced for over a thousand years by Arabs, Persians, Armenians, Turks and Indians, many of which have immigrated to America and still practice their cultural traditions. Hookah is the center piece of social gatherings and is often offered to guests as a sign of hospitality and respect.

Many immigrant small business owners have built their business doing what they know from their home country. Often times they work 20 hour days, seven days a week to support multiple generations of their family. Rather than banning hookah and crippling these immigrant small business owners, consider passing reasonable regulations that address youth usage and access. Many of these business owners that have been operating legally for years would be happy to work with law makers to address youth access issues. These hookah lounge and retailer owners often have several years remaining on their leases and have personally guaranteed their leases. They will not only lose their business, but their homes and no longer be able to support their family and extended family.

A tobacco flavor ban is a ban on hookah because it only comes in flavors. Even hundreds of years ago hookah was made with molasses and honey.

The federal government has recently passed a 21 and over minimum for tobacco products across all fifty states. In addition, the FDA has passed an e-cigg ban on flavored cartridges. May 12, 2020 is the FDA deadline for all vape and hookah products to be accepted for FDA review, after which any products without FDA authorization will be unlawfully on the market and their products seized and injunctions restricting sales will be issued along with fines and

penalties. The federal government is addressing the youth access issue and also providing legislation across the board, eliminating the patchwork of laws from city to city and closing loop holes for bad actors to skirt the law.

Please note that hookah has been exempted from the California State flavored tobacco ban, SB793, because of its cultural significance and that it is fundamentally different from vape. Please see attached video of Senator Hill explaining why hookah was exempted from SB793 at the Senate Appropriations hearing on June 25th, 2020. This bill passed with 31 yes and 4 no votes and will now go to the Assembly for a vote.

Senator Hill learned the difference between vape and hookah and understood that hookah was not the problem and took steps to exempt it due to its cultural significance. We ask that the City of Hayward do the same.

Please exempt hookah and preserve our cultural tradition. Thank you.



RIMA KHOURY, ESQ.
GENERAL COUNSEL
FUMARI INC.

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ITEM #5 WS 20-032

East Bay Community Energy Potential Rate Increase: Review and Comment on a Potential Rate Increase for Electricity from East Bay Community Energy (Report from Public Works Director Ameri)

PUBLIC COMMENTS

From: Alex DiGiorgio

Sent: Tuesday, July 14, 2020 8:05 PM

To: List-Mayor-Council <List-Mayor-Council@hayward-ca.gov>

Subject: EBCE: Small point of clarification/context re amount of nuclear energy from PG&E

Good evening, Mayor Halliday, Director Mendal, Members of the Council and City Staff,

One minor point of clarification and additional context to Councilmember Marquez's question re: the amount of nuclear energy PG&E previously provided to the City (i.e., before EBCE began serving the City):

Currently, any residential or commercial electricity consumer in Hayward who opts out of EBCE service returns to PG&E's energy supply--which is currently about 40% nuclear. So there are already electricity customers in Hayward purchasing this amount of nuclear power today.

If there are any further questions about this, please feel free to contact me anytime.

Many thanks,

Alex

--

Alex DiGiorgio, JD | Public Engagement Manager

[East Bay Community Energy](#)

ADiGiorgio@ebce.org

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ITEM #6 LB 20-035

Residential Rent Stabilization and Tenant Protections: (1) Introduce an Ordinance Amending Chapter 12, Article 1 of the Hayward Municipal Code Relating to Residential Rent Stabilization and Tenant Protections; (2) Introduce an Ordinance Adding Chapter 12 Article 2 of the Hayward Municipal Code Related to Tenant Relocation Assistance; (3) Adopt a Resolution Authorizing Amendment to Resolution 20-060 City of Hayward Fiscal Year 2021 Master Fee Schedule to Establish an Amount of Relocation Assistance; and (4) Provide a Progress Report on Implementation of Residential Rent Stabilization and Tenant Protection Ordinance (Report from Deputy City Manager Ott)

PUBLIC COMMENTS



July 13, 2020

RE: ITEM 6 - Residential Rent Stabilization and Tenant Protections:

Dear Mayor Halliday and City Council,

First, we would like to express our appreciation to Staff for their thoroughness, and proactiveness; especially in addressing the discrepancies between AB1482 and the City of Hayward's RRSO.

LANGUAGE CLARIFICATIONS

- Regarding ***Clarify Noticing Requirements for Landlords*** we recommend a copy of the RRSO or summary be given to tenants upon new tenancies AND lease renewals.
- We appreciate the incorporation of our input regarding the Petition forms containing a line in the other respective languages declaring this information is available in the target language and where to find it.
- Regarding ***Clarify when banked rent accruals and capital improvement pass-throughs start***, there should be a moratorium on this until the COVID-19 State of Emergency has been lifted.
- Regarding ***Update language regarding mediation***, the staff report says of the mediator's role, "do not consider evidence or make decisions," however the suggested language clarification says "and any documents they wish to present in the mediation." **We request to strike the language clarification that no mention of additional documents be made.**

ALIGNMENT WITH STATE LAW

- **We would like to see the permanent relocation assistance go beyond the recommendation included in AB 1482.**
 - **The amounts should at least cover 3 months worth of rent.**
 - **Additionally, household rental units that include lower income, elderly or disabled tenants, and/or minor children should be entitled to a single additional relocation payment of \$2,500 per unit from the owner (as seen in Oakland).**
 - Given the Landlord and Tenant education efforts already underway, we don't see educating on the expansion of the relocation assistance being as great of a hurdle as described in the staff report.

SPECIFIC POLICY ISSUES

- We fully support the removal of the exemption for Affordable Housing Conversions.
- We support the **temporary relocation assistance**, and would like to see
 - **The inclusion of natural disasters as they are still a habitability concern landlords are still responsible for.**
 - **Specificity for a Right to Return at the same rent prior to relocation**
 - **A commitment to review the per diem annually, and adjust accordingly.**
 - **Further understand how families exceeding the number of people allowed in a single hotel/motel room are to be accommodated under this policy.**



ADDITIONAL ANALYSIS OF RESIDENTIAL RENT INCREASE THRESHOLD

We are disappointed there is no review of the efficacy of the 5% threshold for the Covered Units.

Based on ACS data from the Census Bureau, from 2008 to 2018 the Median Household Income in Hayward increased by an approximate rate of 1.01459 annually (attachment 1). We know high-income earners moving to Hayward skew some of the year-to-year increases, and people already living in Hayward (especially low-income residents) are not necessarily seeing these income increases.

How do you continue to justify permitting rent increases upwards of 5% per year when people's incomes are not increasing at the same rate?

According to Realtor.com, the Jackson Flats apartments - built in 1964 - at 24900 Santa Clara Street is currently leasing a 1 bedroom for \$1,983 per month (attachment 2). One would need approximately an annual post-tax income of \$71,388¹ to afford this apartment.

After 5 years, with an annual rent increase of 5%, one's income would have to be \$91,111. But with an average income increase rate of 1.01459, the renter would only be making \$76,749. That renter would effectively be paying 40% of their income. After 10 years, that same renter would be paying 47% of their income on rent (attachment 3). **Year-over-year; it becomes more challenging and unsustainable for that tenant to afford their rent. Are these policy-driven circumstances acceptable to Hayward City Council members?**

As stated in our March 5, 2020 letter, we would like to see **data on the lengths of the tenancies for tenants being served notices for Failure to Pay Rent and Failure to Pay Utilities evictions, and follow-up with the tenants regarding the financial circumstances surrounding their failure to pay rent and/or utilities.** While these may not be in the scope of the RRSO; they help us to understand the related issues tenants are experiencing.

We appreciate your consideration of our thoughts, and are available to offer clarification on anything stated herein.

Sincerely,
Alicia G. Lawrence
Housing Justice Advocate
The Hayward Collective

¹ This is based on the idea that rent should be no more than 1/3 of one's income. By HUD standards, this tenant would likely be a Moderate to Low-Income Tenant depending on the family size.

MEDIAN HOUSEHOLD INCOME - HAYWARD

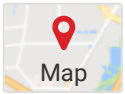
Source: American Community Survey 1-Year Estimates,
Table S1903

Year	Wages	Rate of Change
2008	\$72,170	
2009	\$72,278	1.0015
2010	\$68,968	0.9542
2011	\$62,885	0.9118
2012	\$66,263	1.05372
2013	\$63,887	0.96414
2014	\$70,809	1.10835
2015	\$79,165	1.11801
2016	\$78,837	0.99586
2017	\$92,121	1.16850
2018	\$80,134	0.86988
AVERAGE INCOME INCREASE RATE		1.01459



Listing Provided by Apartments.com™

\$1,950 - \$2,558 /mo



1 - 2	1	675 - 925	Pets
beds	bath	sq ft	OK

Commute Time

Jackson Flats

24900 Santa Clara St, Hayward, CA 94544

Property Details

Floor Plans

Call us at (844) 851-1845.

1 Bedroom (4 plans)

1 ba	675 sq ft	\$1,950	Available
1 ba	725 sq ft	\$2,133	Available
1 ba	725 sq ft	\$1,983	Available
1 ba	675 sq ft	\$2,161	Check Availability

2 Bedroom (4 plans)

1 ba	875 sq ft	\$2,237	Available
1 ba	925 sq ft	\$2,348	Available
1 ba	925 sq ft	\$2,558	Check Availability
1 ba	875 sq ft	\$2,507	Check Availability

Overview

Type

Apartment

Built

1964

Comfortable apartment living near Downtown Hayward

Property Features**Community Features**

- 1 and 2 Bedroom Apartments Available
- Air Conditioning
- All Electric Kitchens
- Balcony
- Brand New Renovated Units*
- Cable Ready
- Carpet
- Cats Allowed
- Ceiling Fan
- Ceiling Fans
- Close Access To I-880 And Other Freeways
- Covered Parking
- Covered Parking/Carports
- Covered and On Street Parking
- Deck
- Dishwasher
- Disposal
- Easy Freeway Access to Hwy 880 & Hwy 92
- Modern Stainless Steel Appliances*
- New Cabinets*
- New Countertops*
- New Paint*
- Night Patrol
- On-site Management
- Online Services
- Onsite Laundry Facility
- Open Air Cardio Fitness Room
- Outdoor Grills
- Patio
- Picnic Area
- Picnic Area Seating
- Planned Social Activities
- Playground
- Pool
- Pool
- Private Balconies and Patios*

Breakdown of Rent Payments and Affordability Year-Over-Year Based on Annual 5% Increase in Rent, and Average Annual Median Household Income Increase Rate

Year	Rent	Post Tax Earnings Needed	Post Tax Earnings Actual*	% of Income Spent on Rent	Increase in % of income spent on rent
2020	\$ 1,983.00	\$ 71,388.00	\$ 71,388.00	33.33	
2021	\$ 2,082.15	\$ 74,957.40	\$ 72,429.55	34.50	1.16
2022	\$ 2,186.26	\$ 78,705.27	\$ 73,486.30	35.70	1.20
2023	\$ 2,295.57	\$ 82,640.53	\$ 74,558.46	36.95	1.25
2024	\$ 2,410.35	\$ 86,772.56	\$ 75,646.27	38.24	1.29
2025	\$ 2,530.87	\$ 91,111.19	\$ 76,749.95	39.57	1.33
2026	\$ 2,657.41	\$ 95,666.75	\$ 77,869.73	40.95	1.38
2027	\$ 2,790.28	\$ 100,450.08	\$ 79,005.85	42.38	1.43
2028	\$ 2,929.79	\$ 105,472.59	\$ 80,158.55	43.86	1.48
2029	\$ 3,076.28	\$ 110,746.22	\$ 81,328.06	45.39	1.53
2030	\$ 3,230.10	\$ 116,283.53	\$ 82,514.64	46.97	1.58
2031	\$ 3,391.60	\$ 122,097.71	\$ 83,718.52	48.61	1.64
2032	\$ 3,561.18	\$ 128,202.59	\$ 84,939.98	50.31	1.70
2033	\$ 3,739.24	\$ 134,612.72	\$ 86,179.25	52.07	1.76
2034	\$ 3,926.20	\$ 141,343.36	\$ 87,436.61	53.88	1.82
2035	\$ 4,122.51	\$ 148,410.52	\$ 88,712.31	55.76	1.88
2036	\$ 4,328.64	\$ 155,831.05	\$ 90,006.62	57.71	1.95
2037	\$ 4,545.07	\$ 163,622.60	\$ 91,319.82	59.73	2.01
2038	\$ 4,772.33	\$ 171,803.73	\$ 92,652.17	61.81	2.08
2039	\$ 5,010.94	\$ 180,393.92	\$ 94,003.97	63.97	2.16
2040	\$ 5,261.49	\$ 189,413.62	\$ 95,375.49	66.20	2.23
2041	\$ 5,524.56	\$ 198,884.30	\$ 96,767.01	68.51	2.31
2042	\$ 5,800.79	\$ 208,828.51	\$ 98,178.85	70.90	2.39
2043	\$ 6,090.83	\$ 219,269.94	\$ 99,611.27	73.38	2.47
2044	\$ 6,395.37	\$ 230,233.43	\$ 101,064.60	75.94	2.56
2045	\$ 6,715.14	\$ 241,745.11	\$ 102,539.14	78.59	2.65
2046	\$ 7,050.90	\$ 253,832.36	\$ 104,035.18	81.33	2.74
2047	\$ 7,403.44	\$ 266,523.98	\$ 105,553.06	84.17	2.84
2048	\$ 7,773.62	\$ 279,850.18	\$ 107,093.07	87.10	2.94
2049	\$ 8,162.30	\$ 293,842.69	\$ 108,655.56	90.15	3.04
2050	\$ 8,570.41	\$ 308,534.82	\$ 110,240.85	93.29	3.15
2051	\$ 8,998.93	\$ 323,961.56	\$ 111,849.26	96.55	3.26
2052	\$ 9,448.88	\$ 340,159.64	\$ 113,481.14	99.92	3.37
2053	\$ 9,921.32	\$ 357,167.62	\$ 115,136.83	103.40	3.49
2054	\$ 10,417.39	\$ 375,026.00	\$ 116,816.68	107.01	3.61
2055	\$ 10,938.26	\$ 393,777.31	\$ 118,521.03	110.75	3.73

*Based on average income increase rate of 1.01459 annually.

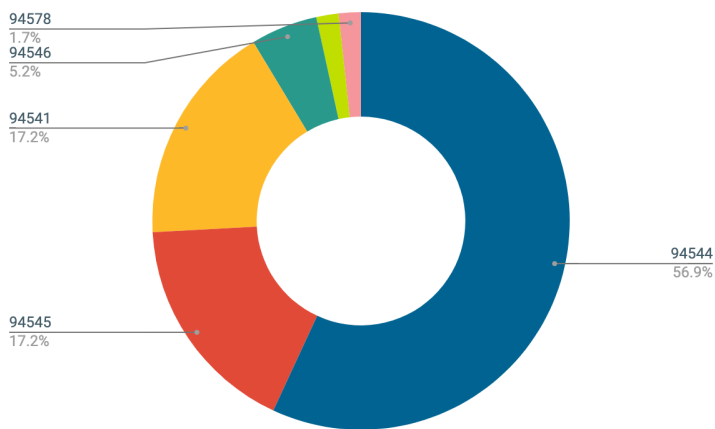


PETITION: REDUCE THE RENT / PETICIÓN: REDUCCIÓN AL ALQUILER

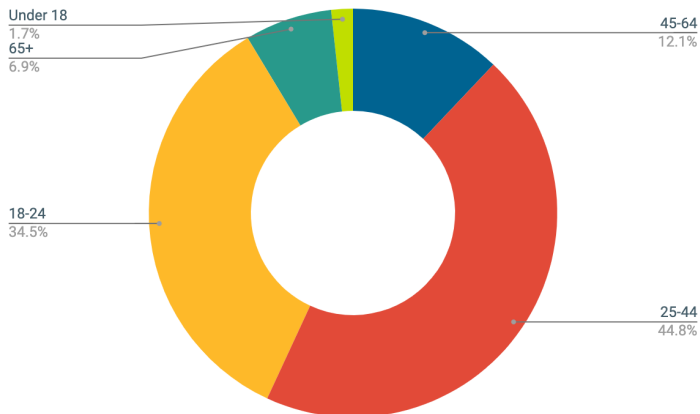
Circulated June 25, 2020 to July 12, 2020

58 Signatures

Zip Code Breakdown



Age Breakdown



Please note: We had more than 58 respondents, however we removed duplicates and omitted respondents who we understood to live on the border of City of Hayward and Unincorporated Alameda County, and could not ascertain if they were within City of Hayward jurisdiction.



PETITION LANGUAGE

Lower the 5% Threshold in the Residential Rent Stabilization Ordinance

Current City of Hayward law - the Residential Rent Stabilization Ordinance - allows a landlord of a unit built before 1979 (excluding single family homes, condos, and some additional exceptions) to raise rents up to 5% per year without any interference.

That 5% is an arbitrary number to appease landlord and real estate groups.

Incomes do not increase at 5% year over year; especially the incomes of working class, low-income households.

We are calling on the City of Hayward City Council to lower the current 5% threshold to the annual rate established by the Department of Housing & Urban Development's Annual Adjustment Factors Rate for our area, which is based on the Consumer Price Index changes in residential rent and utility costs.

Hayward tenants need more than a tool that prevents "rent spikes," we need actual affordable rents that allow us to establish and maintain our long-term roots in this city.

Reducción al límite del 5% en la Ordenanza de Estabilización de Alquiler Residencial

La ley actual de la Ciudad de Hayward - la Ordenanza de Estabilización de Alquiler Residencial - permite al propietario de una unidad construida antes de 1979 (excluyendo viviendas unifamiliares, condominios y algunas excepciones adicionales) aumentar los alquileres hasta 5% por año sin ninguna interferencia.

Ese 5% es un número arbitrario para apaciguar a los propietarios y grupos de bienes raíces.

Los ingresos no aumentan al 5% año tras año, especialmente los ingresos de la clase obrera, hogares de bajos ingresos.

Hacemos un llamado al Ayuntamiento de la Ciudad de Hayward para que baje el umbral actual del 5% a la tasa anual establecida por la Tasa de Factores de Ajuste Anual del Departamento de Vivienda y Desarrollo Urbano para nuestra área, que se basa en los cambios del Índice de Precios al Consumidor (inflación) en renta residencial y costos de servicios públicos.

Los inquilinos de Hayward necesitan más que una herramienta que evite los "picos de alquiler", necesitamos alquileres asequibles que nos permitan establecer y mantener nuestras raíces a largo plazo en esta ciudad.



SIGNATORIES

Adela Jimenez Rocha
94544

Alejandra Gallegos
94544

Alex Moreno
94545

Alexis Villalobos
94541

Andreina
94545

Andrew Matsumoto
94541

Annette Sanders
94544

Araceli Orozco
PODER
94544

Arun kumar
94544

Britney Gutierrez
94545

César Delgadillo
The Hayward Collective
94544

Cindy Liu
94545

Cody Rose
94546

Daisy Orozco
94541

Danae Griffin
94544

Elisha Crader
94544

Elizabeth Blancas
94545

Genevieve Bunda
94541

Guillermina Inahara
94544

Harold Galvez
94545

Israel Ramirez
94544

Jessica Muñoz
94544

Joe Navaro
94544

John Wichman
94544

Jordan Leopold
94541

Jose Lara
94544

Karla Carranza
94541

Katelyn Lance
94546

Katiha Higareda
94544

Keanu Estrada
The Hayward Collective
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Kenneth carthan
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Kimberly Briones
94544

Kirsten Deetz
94544

Lacei Amodei
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Leonor Castellon
94544

Lidia Boteo
94544

Liliana Mendoza
94544

Lucia Aguilar-Navarro
94544

M. DEL CONSUELO SALDATE
T.V.H.C
94544

Maria Briseno
Stay Woke Co.
94544



Maryann Phillip
94545

Michelle Ducaud
94545

Monica Cendejas
94542

Monica Ruiz
94541

Nancy Respaldiza
94544

Navpreet Khabra
The Hayward Collective
94544

Pamela Low
94544

Ramon Rios-Parada
The Hayward Collective
94541

Rebecca Jankura
94541

Rhasaan Sherrill
94545

Robin Bonner
94541

Rosio Almaguer Andrade
94544

Stella Arndorfer
94546

Stephanie Perez
94544

Victor Contreras
94544

Xochitl Gonzalez
94544

Ysenia Sepulveda
The Hayward Collective
94545

Zyanya Oseguera
94578



TESTIMONIES

Elisha, 94544

My experience with housing has been one similar to those of my generation. It was difficult to move out of my parents' home after college because, for a long time, I couldn't find a place in my hometown that I could afford, or a roommate to split the rent with who could afford to move out of their parents' home. My parents being the only homeowners in our immediate family made our home the place our family comes to when facing housing insecurities of their own. My family that had previously occupied 3 separate homes, is now under one roof. The rent in Hayward is too high, and is only on a quick rise. I'm not sure how long it'll be before I have to move back home with my parents if my rent increases by 5% every year and my income doesn't.

Maria, 94544

When COVID 19 hit and many lost their jobs our landlord refused on allowing us to pay a fraction of our rent. We are on a month to month lease and are worried about how we and others in our complex will survive this.

M. DEL CONSUELO, 94544

A mi la dueña me sube la renta cada agosto \$ 170.
The owner raises my rent \$170 every August.

Rhasaan, 94545

Considering this pandemic will have long lasting economic effects on this community I believe it is only right to reconsider decreasing the rent increase as to not further devastate people trying to recover from an economic crisis

Cody, 94546

I currently live in Castro Valley because my family and I were priced out of where we used to live in Hayward. This is not unusual, as most folks I knew growing up have either left already or are considering doing so.

Now, in a Covid-19 reality, it isn't feasible to expect that residents will be able to continue paying an (let's be honest) expected yearly increase of 5% to their rents. In normal circumstances this is difficult. In a pandemic stricken society/economy? It's ridiculous.

Now more than ever the arbitrary 5% increase allowance is unsustainable. Please consider reviewing this policy and replacing it with acceptable and realistic alternatives for rent control that actually have direct and meaningful impacts on the Hayward community.



Israel, 94544

My family has been struggling whit the rent increase for the past years , it's been hard to keep up , whit the rent increases and the lower salaries. Whit the new companies buying the apartments, they do not care how high the rent goes and the city does no limit the companies on raising rent. Please do something about because the people of hayward need it.

Lidia, 94544

As a college graduate and someone who just started renting on their own. I have had to adjust to my income according to the increase of rent for the passed two years. The increase on rent has made it hard to keep up with bills, student loans and unexpected expenses. Having rent control and lowering the increasing 5% would help many, that like me, are trying to have a better life and a prosperous future to give back and serve our communities.

Monica, 94542

It is a shame rent increases but the standards of the building you live in do not. We are paying more without any new amenities or cleanliness.

Monica, 94541

Please follow the Hayward Collective recommendation. It's best for the residents of Hayward since most of them are renters. In my neighborhood some of the landlords live in mini mansions in white flight cities. Stop exploiting renters.

Katiha, 94544

Consideró que la renta es muy alta, en comparación con los salarios y el area donde yo vivo siempre está sucia, ay muchos vagos desafortunadamente la renta no me permite buscar una mejor area para mis hijos y para mi.
I think that the rent is very high, in comparison to the wages and the area where I live is always dirty, there are lots of lazy guys. Unfortunately, the rent doesn't allow me to look for a better area for my kids and for me.

Liliana, 94544

Es extremadamente dificil lo caro que esta la renta y la comida tiene uno que decidir pagar la renta y dejar de comprar la comida.
It is extremely difficult with how expensive the rent and food are and one has to decide to pay the rent and stop buying food.



Nancy, 94544

Todos los años nos aumentan la renta, nosotros no recibimos aumento todos los años en nuestros trabajos (si es que tenemos trabajo) menos un aumento de 5% o mas. Las propiedades no valen lo que nos cobran.

Every year our rent is increased, we do not receive a pay increase at work every year (that is if we have a job) much less an increase of 5% or more. The properties are not worth what they charge us.

Xochitl, 94544

Hayward ya no podemos pagar estas rentas tan caras y en besindarios peligrosos. Para poder pagar las rentas tenemos que vivir más de una sola familia en un departamento de dos recamaras esto ya es insoportable no podemos vivir sin estar pensando mes con mes como pagar la renta! Y más para que después de pagar la renta aún nos quede dinero para comida y cosas esenciales. Las rentas ya son demasiado caras les pedimos de favor consideren bajar las rentas.

In Hayward we can no longer pay these rents that are so expensive and in dangerous neighborhoods. In order to pay the rent more than one family has to live in a two-bedroom apartment. This is unbearable, we cannot live without thinking month after month about how to pay the rent! And more so after paying the rent that we still have money left for food and essential items. The rents are already too expensive, we ask that you please consider lowering the rents.

Keanu, 94544

Hayward needs affordable rents that allow people to establish and maintain their long-term roots in our city.

Please listen to Alicia, and The Hayward Collective.

Our community organizers been doing the work to assist Hayward.

Andreina, 94545

I have live in every part of Hayward because of rent being raised on my family and is being forced to find an affordable are since I was a child. Help families find forever homes.

ITEM #7 LB 20-038

**Transient Occupancy Tax: Adopt Resolutions
Establishing November 3, 2020 as the Date for
a Proposed Ballot Measure Asking Hayward
Voters to Approve an Increase in the City's
Transient Occupancy Tax (Report from Finance
Director Claussen)**

PUBLIC COMMENTS



July 13, 2020

Hayward City Council
777 B St.
Hayward, CA 94545

Members of the Council,

Last week the Hayward Chamber of Commerce learned of the item on your July 14 agenda that would potentially call on Hayward voters to approve an increase in the transient occupancy tax (TOT). City finance director Dustin Claussen addressed a meeting of the 16 members of the chamber's Government Relations Council, members of our board of directors, and Hayward hoteliers last Friday. The response was unanimous opposition to a TOT increase because of its negative impact on Hayward's recovery from the COVID-19 pandemic and our overall economic development


Hayward hotel general managers represented included **Sajit Kharti** of Best Western Plus, **Adam Bowley** of Hampton Inn and **Peter Kharti**, who owns a Best Western here and is building a Holiday Inn on Mission Boulevard. We later had input from **Sajid Dadabhoai** of La Quinta Inn & Suites, **Amit Patel** of Vagabond Inn, and **Mohammed Nazeem**, whose company is planning to develop a Hyatt and a Hilton Home 2 on land adjacent the Hayward Executive Airport.

Our hotel owners cited revenue losses of up to 60% and more during this crisis, despite dropping rates by up to 30%, with any recovery not expected for two years. Mr. Khatri of Best Western Plus, who has had his business here for 35 years, urges consideration of the "total" tax paid by guests. There already is a 2% excise tax, so if the tax rates go up to 14%, plus 2%, we are at 16%, nearly double the current rate.

I hope you read the e-mail sent you by Hassan Fallah, GM of Fairfield Inn & Suites here for more than a decade, who said: "The situation reminds me of the industry crash after 9/11. However, I see COVID-19 as much worse for the business community."

Our GM's cite that hotels in other cities have even received deferrals on paying TOT and note that bigger cities have convention centers to bring business to the area, which Hayward does not have. Guests also are feeling the strain of the pandemic and we need to keep them here to dine and shop. Our hotel owners say that if TOT is increased Hayward will lose guests to neighboring cities. Most people book hotel rooms online and they look at the total paid, including tax. If they find a better deal Hayward will lose the business at a time when it needs it desperately.

Sincerely,



Kim Huggett
President & CEO

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