Any seniors living on very low incomes in Santa Monica are at risk of losing their homes due to their inability to afford basic needs such as rent, utilities, food, and medical care. Programs seniors depend upon, such as Social Security and Medicare, do not always cover the high costs of living, or the unique financial needs of elder households. As a result, many long-term senior members of the community are struggling with economic insecurity.

The Preserving Our Diversity (P.O.D.) pilot program was launched to help seniors with very low incomes avoid residential displacement through cash assistance. P.O.D. assists some of the city’s lowest-income and longest-term residents to live with greater dignity by helping them meet their basic needs and by facilitating access to mainstream goods and services.

The amount of cash-based assistance is determined by comparing a household’s after-rent income to the amount needed by a typical one-or two-person senior household to meet its basic needs. The amount was derived from the UCLA Elder Index Basic Needs Budget, with a local adjustment regarding utility and transportation costs.

P.O.D. will provide monthly cash-based assistance to help each household achieve a minimum monthly after-rent income of $700 for a one-person household or $1,225 for a two-person household. The POD pilot program began in 2017 with 22 participants and the City Council approved the $2 million expansion of the program in June of 2019 to assist an additional 200 to 400 seniors.

The program is available to those 65 and over with a qualifying income and who are currently living in a rent-controlled apartment that they have occupied prior to January 1, 2000.

To find out if you or someone you know is eligible for P.O.D., visit santamonica.gov/pod.

Our commitment to maintaining an affordable community

Program assists low income seniors with basic needs
A LETTER FROM MAYOR KEVIN MCKEOWN

As we read through Seascape, marveling at what life in Santa Monica offers, we can be grateful we and our families get to enjoy such a special place with our friends and neighbors. Yet, many of us worry about growing costs. Nowhere is affordability more challenging than in housing. What are Santa Monica’s housing affordability goals for 2020?

PRESERVING EXISTING AFFORDABILITY

First and foremost, we must protect our neighborhoods against gentrification, and our neighbors from displacement. Santa Monica’s latest zoning ordinances shift new housing opportunities to transit-served boulevards and to downtown, relieving some of the pressure on existing, occupied, relatively affordable housing in our neighborhoods.

PREVENTING HOUSING LOSS

The conversion of rental apartments to vacation rentals was turning neighborhoods into tourist party zones, and our existing affordable housing stock into de facto hotel rooms. Santa Monica’s law controlling home sharing is the strongest in the country and has repeatedly been affirmed by the court in challenges from AirBnB and Homeaway.com.

PROTECTING RENTERS

The most vulnerable of Santa Monica residents are those of us who rent. We have expanded our protections against tenant harassment, and increased renter relocation benefits. Recently we countered Ellis Act eviction abuses with new rules, increased fines, and greater enforcement powers for the City Attorney’s Office. We’ve enhanced no-fault eviction protections during the school year for educators and families with students.

HELPING RENT-BURDENED SENIORS

Our initial “Preserving Our Diversity” pilot program, providing rent subsidies to long-time resident seniors, was so successful that the Council allocated $2 million more to help as many as 400 low-income, often minority, senior households.

PROHIBITING DISCRIMINATION AGAINST THE POOR

Santa Monica’s pioneering “source of income” ordinance, which expanded housing opportunities for tenants with federal Section 8 housing vouchers or other housing subsidies, is now enshrined in California state law.

CREATING HOUSING TO END HOMELESSNESS

Last April the City Council authorized up to 150 units of supportive housing on city-owned land downtown, replacing an aging parking structure. This new housing will be specifically designed and staffed to ease the transition out of homelessness for individuals and families currently on our streets.

BUILDING NEW AFFORDABLE HOUSING

Santa Monica’s City Charter requires affordability for at least 30% of new units in multi-family buildings. Our Downtown Community Plan requires up to 35%. State law now encourages second units on parcels in single-family neighborhoods. Recent state and regional rulings will encourage even more new affordable housing production.

Enjoy the rest of Seascape. With so much to be grateful for, we still must focus our policies and resources on retaining and increasing our supply of affordable housing.

We can’t afford not to.

Santa Monica Homeless Count

Wednesday, January 22
St. Monica’s Catholic Community

For more information and to sign up, visit SantaMonica.gov/HomelessCount
PRESERVING OUR DIVERSITY (P.O.D.) PROGRAM OFFERS ECONOMIC ASSISTANCE TO SENIORS IN SANTA MONICA

“The life of an artist like Pierre is one of perpetual seeking: for beauty, inspiration, and — more pragmatically — for financial security. The latter becomes an even greater challenge in a city like Santa Monica where the high cost of living can paint a daunting picture for everyone, but especially for senior citizens.

There was a time when uprooting was second nature to Pierre. Born in Beirut, he spent the early years of his youth traveling between Nice, Paris, London, Brussels, Lebanon, and Luxembourg. The self-proclaimed “international” had dedicated his life to the violin until a motorcycle accident at age 21; the damage severely impaired the entire left side of his body, suddenly rendering his dream null.

It was after the accident that he took up painting as a career path and he eventually found his way to Santa Monica in the 1980s, where he settled in a rent-controlled apartment above a close friend. He feels a sense of belonging here, and consistent inspiration courtesy of his favorite artist — “Mother Earth”. Driven by nature’s beauty and an ever-present reckoning with the accident at 21, Pierre creates modern contemporary pieces made with acrylic, sand, metal, and photography.

The City of Santa Monica believes it’s all of our responsibility to make sure we don’t leave our longtime community members behind, a value which led to the creation of the Preserving Our Diversity program.

When asked how he felt after learning he was accepted into the P.O.D. program, Pierre lets out a big breath. The assistance makes it possible for him to remain in his centrally located apartment in a walkable neighborhood, an important factor as Pierre no longer drives, and he also gets to stay near his dear friend who — 30 years later — still lives in the apartment below him.

When asked for any last thoughts, Pierre gave a thoughtful, articulate reflection on the values of altruism, gratitude, taking care of each other, and belonging. And he offered this final hope, “I really wish that all cities in the United States could take Santa Monica’s example and do something for the elderly people. I hope every city will follow this example. I’m extremely grateful and thankful to the Mayor and former Mayors of Santa Monica and to each and every member of the city council that help make programs like this possible.”

To find out if you or someone you know is eligible for P.O.D., visit santamonica.gov/pod.

YOUTH POET LAUREATE TO SPEAK AT REV. DR. MARTIN LUTHER KING, JR. 35TH ANNUAL CELEBRATION

Come start the new year off right by joining the Rev. Dr. Martin Luther King, Jr. Westside Coalition as they celebrate Dr. King, Jr. and his legacy, on January 20. This year’s theme has been taken from a speech by Dr. King, “Now is the time to make real the promises of democracy.” The event will include inspirational readings, music, dance, education awards presented to local students, as well as a Community Light Award.

This year’s event is excited to welcome Amanda Gorman as the keynote speaker. Heralded as “the next great figure in American poetry,” Amanda Gorman made history in 2017 at age 21 by being named the first ever National Youth Poet Laureate in the United States. Born and raised in Los Angeles, she attended New Roads School in Santa Monica. Amanda is a rising senior at Harvard at the top of her class studying Sociology. At age 16, she was a youth delegate to the United Nations and the executive director of a non-profit that promoted literacy. She has advocated for racial equality, climate action and LGBTQ rights.

The publication of her poetry collection, also at age 16, won her an invitation to the Obama White House and to perform for Lin-Manuel Miranda, Al Gore, Secretary Hillary Clinton, Malala Yousafzai, and others. She has performed 4th of July and Thanksgiving poems for CBS and she has spoken at events and venues across the country, including the Library of Congress and Lincoln Center. She currently writes for the New York Times newsletter “The Edit” and recently signed a two-book deal with Viking (a division of Penguin Random House) after a bidding war involving eight publishers; in addition, she traveled to Slovenia with Prada as a reporter on the company’s latest sustainability project.

After the celebration, continue your civic engagement by stopping by the Community Involvement Fair for refreshments, information, and conversation with representatives from a variety of community organizations.

National Holiday Celebration
January 20, 2020, 9:00 a.m. to 10:30 a.m.
SGI-USA World Peace Ikeda Auditorium
525 Wilshire Boulevard, Santa Monica 90401

Community Involvement Fair
January 20, 2020, 10:30 a.m. to 12 p.m.
Fairmont Miramar Hotel & Bungalows
101 Wilshire Blvd., Santa Monica 90401

The 2020 Reverend Dr. Martin Luther King, Jr. celebrations are presented by the Reverend Dr. Martin Luther King, Jr. Westside Coalition and sponsored by the City of Santa Monica, SGI-USA, Santa Monica College Associates, Santa Monica College, RAND Corporation, Fairmont Miramar Hotel & Bungalows and Santa Monica Bay Area Human Relations Council, as well as a variety of other organizations and individuals.

For further information and events, visit MLKJrWestside.org | MLKWestside | MLKWestside@gmail.com | 310.207.3934
YOUR CITY AT WORK - ADDRESSING AFFORDABILITY

Francie Stefan
DIRECTOR OF HOUSING AND ECONOMIC DEVELOPMENT

What are programs and policies in your work area that have an impact on affordability?
Housing and Economic Development (HED) is responsible for (1) investing in the production and preservation of long-term, deed-restricted affordable housing created by non-profit organizations, (2) providing rental-assistance programs for low-income households, including people experiencing homelessness, (3) monitoring deed-restricted affordable housing owned by for-profit organizations, and (4) exploring new tools to address affordability challenges, such as the senior assistance program known as Preserving Our Diversity (POD), which we are currently expanding.

What are some programs that help people transition to more affordable housing?
We work every day to respond to rising housing costs. Whether it’s addressing regional homelessness, producing and protecting affordable housing, preserving rent-controlled housing, or facilitating housing production consistent with neighborhood character, we are fighting against economic trends that make housing increasingly unaffordable. Our residents are too. We must continue that work together.

How can the public get involved, and how can they learn more?
One of the primary challenges faced by virtually everyone working to expand affordable housing is limited funding. We work closely with the City Council and community members. We look forward to the launch of the City’s new website to share more. In the meantime, we can be reached at attorney.mailbox@smgov.net or 310-325-8336.

Lane Dilg
CITY ATTORNEY

What are programs and policies in your work area that have an impact on affordability?
The City’s values of equity, affordability and inclusivity permeate everything we do. We support a thriving business environment characterized by honest work and fair pay. The City Attorney’s Office drafted the City’s Minimum Wage, Living Wage, Hotel Workers’ Living Wage, and Hotel Worker Protection Ordinances. We enforce those laws and have, for example, obtained more than $650,000 in back wages for local car wash, hotel, and janitorial workers.

We continually seek new ways to keep low-income and otherwise vulnerable tenants in their homes. We recently drafted school-year eviction protections for students and teachers, and we expanded City law providing relocation benefits to tenants displaced from their homes. After we received complaints that landlords would not accept Section 8 vouchers, we drafted a City law to prohibit that discrimination and then led an enforcement campaign against local landlords violating the law. And we have obtained precedent-setting wins in a wide range of tenant harassment cases and in defense of the City’s Home-Sharing Ordinance, which preserves our rental units for residents.

What are the ways that we're addressing affordability that most people aren't aware of?
The Criminal Division of the City Attorney’s Office provides downtown representation to domestic violence survivors, who are victims of a crime that threatens lives, wellbeing, and economic stability. Our Homeless Court uses criminal justice intervention tools to provide badly needed social services to individuals who have lost their homes, usually to rising costs or various forms of loss or trauma.

How can the public get involved, and how can they learn more?
As a community, we face our challenges together. Our most impactful enforcement cases often begin with a citizen complaint; and the City’s most innovative ordinances frequently arise from conversations between concerned Council and community members. We look forward to the launch of the City’s new website to share more. In the meantime, we can be reached at attorney.mailbox@smgov.net or 310-325-8336.

Andy Agle
DIRECTOR OF HOUSING AND ECONOMIC DEVELOPMENT

What are programs and policies in your work area that have an impact on affordability?
Affordability has become one of Southern California’s hardest challenges. The City of Santa Monica is committed to policies and programs that help keep our community affordable in order to maintain the diversity that makes this such a special place. From affordable housing production and tenant protections to increasing minimum wage and transportation infrastructure. Here’s a look behind the scenes of affordability in Santa Monica with three City leaders.

What are some common questions that you get from the public, and how can they learn more?
I encourage everyone to advocate at the national, state, regional, and local levels for increased funding and new financing tools to support affordable housing.

What are some common questions that you get from the public, and how can they learn more?
When I tell people what I do for Santa Monica, the most common question I hear is, “Is there really affordable housing in Santa Monica?” I am proud to tell them that there are over 4,500 deed-restricted affordable residences in Santa Monica and that of the new multi-family homes built in Santa Monica since 1994, 38 percent are deed-restricted to serve low- and moderate-income households.

How can people get involved in this topic?
One of the primary challenges faced by virtually everyone working to expand affordable housing is limited funding. I encourage everyone to advocate at the national, state, regional, and local levels for increased funding and new financing tools to support affordable housing.

Francie Stefan
ACTING CHIEF MOBILITY OFFICER / ASSISTANT DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT

What are programs and policies in your work area that have an impact on affordability?
For a typical household, the second biggest cost is transportation (housing is first). Households can spend $8,000-$10,000 per year on car ownership (fuel, maintenance, insurance, licensing) with variability based on miles driven, vehicle age, etc. Mobility work in Santa Monica seeks to increase opportunities for traveling without dependence on a car. Transportation Demand Management programs seek to get employees subsidized transit passes and access to secure bike parking. Big Blue Bus provides affordable transit services throughout the Westside and coordinates with Metro Rail and Bus services. Locally, Breeze’s discounted 30-day transit passes through the LIFE program (Low Income Fares are Easy), which you can load onto your TAP card.

What are the ways that we're addressing affordability that most people aren't aware of?
Many people notice when one of our non-profit affordable housing organizations builds new, long-term housing that is deed-restricted for occupancy by low-income households. People may not know about the many affordable homes that were created by purchasing existing buildings, rehabilitating them, and deed-restricting them for long-term support for low-income neighbors. People might also not be aware of the rental-assistance programs that allow many low-income households, particularly seniors and people with disabilities, to live anywhere in the community.

How can people get involved in this topic?
Make a personal commitment to try a new mode once a week or more. Try out new ways of getting around, and talk to your friends and neighbors about it. Give feedback in the interactive map cityofsantamonica.mysocialpinpoint.com/friendlyroutes.
Santa Monica is made up of over 70% renters
A cross the city, many long-time residents of Santa Monica are concerned that they’ll be pushed out of the community they know and love. But as Santa Monica grows and changes, so must our ability to ensure that the right systems and safeguards are in place, especially for those at risk of losing their homes.

One of the most impactful policies to keep our city economically inclusive is Rent Control. Adopted more than 40 years ago, Rent Control affects nearly 28,000 households today. Thanks to Rent Control, tenants can rest assured that their monthly costs won’t balloon beyond the annual cap set by the City (most recently 2% or a maximum of $44). Rent Control also works to ensure renters are treated fairly by developing and implementing particular policies that guide renting in Santa Monica.

However, for those cash-strapped families with growing needs, it has become near impossible to move within the community. Due to the 1995 Costa Hawkins Act, State law allows all California lessors to raise rents to the market rate once a tenant moves out, resulting in 300 to 500 Santa Monica units “resetting” rents every year. This means that a rent controlled apartment might be rented for $1,000 per month and once the tenant moves out, the one-bedroom apartment can be reset to the current market rate of $1,824 (source: Rent Control Board’s 2018 Annual Report).

While this is considered by the state to be a fair policy for landlords, it has resulted in fewer options for low- and moderate-income families in Santa Monica.

The City of Santa Monica is doing everything we can to make sure that people remain in this community, especially those who have been long-time residents and employees. Through City policy, programs, and services, the City provided 6,000 different forms of assistance to households in 2019, with plans to increase that number over the coming years. This is important because the City estimates that a household now needs to make a minimum of $90,000 annually to reasonably afford a one-bedroom apartment. (And for families, that can mean a 3-bedroom apartment requires an annual household income of at least $134,000.) These estimates are based on national best practices of spending one-third or less of your monthly income on housing.

On the following pages is an overview of all the housing related programs and services the City is working on to ensure low- and moderate- income housing is available here. And if you’re interested in diving deeper into what the City is doing—and possibly applying for housing programs—please visit santamonica.gov/housing.

Together, we are continuing Santa Monica’s commitment to being an inclusive and diverse city by addressing the housing needs of everyone in our community.

### 5,900 SANTA MONICA HOUSEHOLDS ARE SERVED BY CITY HOUSING PROGRAMS

| City-funded Deeds | The City invests in the production and preservation of affordable housing owned and operated by non-profit affordable-housing providers. |
| Continuum of Care (C.O.C.) | A program that assists people experiencing homelessness find permanent housing and services. |
| H.O.M.E. | A federally-funded program that helps households at risk of losing their housing receive rental assistance so they can stay in their homes. |
| Housing Voucher Choice (Section 8) | A program that assists low- and very-low income households with monthly vouchers to help subside rent. Waitlist applicants who currently live and/or work in Santa Monica are prioritized. |
| Inclusionary Deeds | Through the Affordable Housing Production Program (A.H.P.P) and similar tools, a subset of all new multi-family homes in Santa Monica must be affordable to low- and moderate-income households. The A.H.P.P requires all new developers to either build low- and moderate- income housing as part of their development or put money toward low- and moderate- income housing in Santa Monica. |
| Preserving Our Diversity (P.O.D.) | A new—and expanding—City program that provides monthly cash assistance to Santa Monica seniors to help meet their basic needs and maintain housing stability. In 2019, Santa Monica’s City Council approved a $2 million expansion of the program to keep Santa Monicans housed. This program now serving 21 households will expand to up to 400 participants. |
| H.U.D. - Funded Deeds | Federal dollars fund low-income homes in Santa Monica. In some cases the City of Santa Monica administers the renters assistance associated with the homes. |
affordability and affordable housing:

"Affordability" The general level of housing price relative to the household or family income. The most common bar for affordability is when housing and its related costs (rent or mortgage, utilities, insurance, etc.) is less than 30% of the total household income. "Affordability" is something that many of us feel the pressure of whether we rent or own our homes.

"Affordable Housing" Housing that’s affordable to lower- and moderate-income households. Sometimes subsidized by the government or offered in market-rate non-governmental developments.

FAMILY SIZE ANNUAL INCOME
1 ADULT $39,950
2 ADULTS $48,450
3 ADULTS $58,800
4 ADULTS $69,650
5+ ADULTS $84,750

How much can a household earn and still be eligible for low and moderate-income housing?

we are experiencing a statewide crisis.

California has become unaffordable for most of its residents: since 2010, less than a third of Californians can afford to buy a home, compared to the national average of 84%. In LA County, the median cost of a home requires three times the median income, and many renters are having to pay an average 47% of their income for rent.

While Santa Monica’s overall median household income is higher than LA County’s ($86,018 vs. $61,015), the cost of living is also very high. Nearly half of Santa Monica residents (47% homeowners, 48% renters) are spending more than 30% of income keeping a roof over their heads.

Across LA County, more than 13,000 people lose their housing every month. While new housing developments are underway thanks to efforts like Measure GSH, there is a very real need to ensure that people who are housed have the protections and support they need to stay in their homes.

a quick guide to tenants rights.

Some legal reasons for eviction:
• Owner (or immediate family member) seeks to occupy the unit
• Owner wants to take the unit off the rental market (e.g. convert to condos) — see Ellis Act below
• Tenant doesn’t pay rent and breaks the lease
• Tenant breaks the lease (e.g. having pets, subletting, nuisance complaints)
• Tenant damages the property or conducts illegal activity on the property

Illegal reasons for eviction (or other tenant harassment):
• Discrimination based on tenant’s gender, age, race, national origin, disability, immigration status, sexual orientation, or other attributes
• Source of income
• Being at the end of the lease agreement
• Eviction notice during the school year for household with students (under 18) or teachers in Santa Monica schools

Possible reasons for rent decrease:
• Removal of amenity or parking that was originally part of the lease agreement
• Unnecessary construction in the building
• Maintenance and repair (e.g. deteriorated paint or flooring)

NOTE: if there is a housing code violation (like no heat), contact Code Enforcement at 310.456.4984.

Rights in an "Ellis Act" vs. "Buyout Agreement":
Ellis Act is when an owner wants to remove a property from the rental market (e.g. convert to condominiums). If this is the case, the owner must:
• Pay permanent relocation (based on bedrooms and demographics of tenants)
• Provide time for relocation
• 120 days for most tenants
• Up to a year for seniors or disabled individuals
• Keep the property off the rental market

Buyout Agreements are when a tenant agrees to voluntarily vacate a rent-controlled unit in exchange for a payment negotiated with the landlord or established in ordinance.

• Before any negotiating begins, owners must provide the tenants with a notice of rights, including:
  • Right to rescind within 30 days
  • Right to consult a lawyer
  • Right to consult Rental Control Office
  • Right to say no

The Rent Control Office also has an outline of average buyout agreements from the last few years, and this should inform what amount of money is legally available to tenants.
Santa Monica Housing Division

For decades, the City has been committed to ensuring that housing is affordable to residents at all income levels, with tools and resources tailored to meet their different strategies:

1. Increase affordable housing: The Affordable Housing Production Program (AHPP) requires that 38% of all new multi-family buildings in Santa Monica be affordable housing or that 25% of all new single-family residential buildings includes some affordable housing. As a result, 6% new affordable homes opened in 2016.

2. The response for our most vulnerable residents: Affordable Housing Loans to nonprofit developers to build new affordable housing or rehabilitate housing to be affordable for 55 years in Santa Monica.

3. Help residents pay for their housing

Housing Choice Voucher Program (HCV) (also known as Section 8) helps low-income, or senior disabled households who pay 30-40% of their monthly income to rent, and the Housing Authority pays 60-70% of a reasonable rent directly to the landlord.

The Preserving Our Diversity (P.O.D) pilot program helps older adults who reside in rent controlled apartments and are low-income meet their basic needs through a pilot program monthly subsidy.

- If you need affordable housing, or want to join the waiting list.
- If you're already in affordable housing.
- If you own or are building affordable housing. 310.458.8783 or santamonica.gov/housing

Rent Control Board - In April 1979, the City passed the Rent Control Law, considered one of the most radical in the country. Santa Monica is still one of 12 cities in California with rent control. Today, almost 30,000 rental units in Santa Monica are subject to the Rent Control Law. Tenants in these units have limited annual rent increases and may petition for rent reductions if the owner does not maintain their unit or takes away housing services and/or amenities. 310.458.8781 or smgov.net/rentcontrol

City Attorney’s Office - The CAO provides legal and ethical guidance on issues that impact the people of Santa Monica. Consumer Protection advocates the public and enforces the law, which relates to important issues, like tenant harassment (e.g., refusing to do repairs required by law or refusing to acknowledge receipt of a lawful rent payment) and fair housing rights (which include no discrimination against Section 8 participants and reasonable accommodations for tenants with disabilities).

Want to submit a complaint? While the City Attorney’s Office can’t enforce local legal representation, they can provide education about the law and take other kinds of action in appropriate cases.

310.458.8336 or smgov.net/departments/cao

Code Enforcement - responds to issues like tenant harassment related to construction, relocation or violations of buyout agreements. Code enforcement related to Municipal Code violations and not parking or other traffic and police matters. 310.458.9998 or smgov.net/departments/poc/about-us/code-enforcement or code.enforcement@sm.gov.net

Through a variety of short and long-term strategies, we are addressing the many levers of affordability to making sure that Santa Monica remains a city that works for everyone.

- We are increasing minimum wage, while also helping small businesses grow to meet these greater standards.
- The Minimum Wage Ordinance bolsters incomes across the city to help employees live without excessive financial burden.
- We are providing affordable transportation.
- With all forms of Santa Monica transit costing less than $2.50, we are helping residents and workers commute to work and get around without needing a car. For more information, go to smgov.net/gosamoe
- We are passing legislation for home-sharing that thoughtfully protects the affordability of our community, while allowing individuals to share their homes for compensation.

What every tenant should know:

Don’t sign a lease you can’t commit to, or something you don’t understand.

Don’t pay rent in cash, and always get a receipt upon payment.

Get the help of a lawyer at the first sign of trouble.

Don’t allow a rent increase that’s a pass-through surcharge for increased property tax. This is illegal, but can happen when properties are sold and/or reassessed.

Quick contact list:

To submit comments, complaints or service requests 24/7, visit smgov.net/santamonicaconnects

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Housing Rights • Tenants’ Rights

Fair Housing Rights • Tenant Harassment • Legal and ethical guidance

Muni Code Violations • Tenant Harassment • Relocation/Buyout Agreements

Tenants • Housing Voucher Programs

We are here to help.

If you or someone you know is at risk of losing housing:

- Contact Santa Monica Housing Division at 310.458.8783 or smgov.net/housing
- If you are having trouble paying your mortgage, call the Los Angeles Center for Foreclosure Solutions at 1.888.9999. HOPE
- If you need move-in help or rental subsidies, the Rapid Rehousing program, in partnership with St. Joseph Center, can provide valuable help to those who are close to being self-sufficient but need a short-term boost.
- If you live in the broader L.A. County region, contact the LA Homelessness Services Authority at lahsa.org to see if you qualify for their homelessness prevention program.
- If you’d like to find a rent-controlled property in Santa Monica, visit the Rent Control website at smgov.net/rentcontrol and click on “Apartment Listing Service” on the right.
- If you believe a housing provider is engaging in unlawful discrimination, contact the Santa Monica City Attorney’s Office Consumer Protection Division at 310.458.8336.
- If you need assistance in legal filing, see the Legal Aid Foundation of Los Angeles at lafla.org or 800.399.4529. You can also step by their Santa Monica location at the Courthouse at 1725 Main St., Room 210.
- If you are a senior (62+), live in a rent-controlled unit, and unable to pay rent, the Preserving Our Diversity pilot program could be the help you need. Please visit santamonica.gov/housing and call the Santa Monica Housing Authority at 310.458.8783.
- If you need help with temporary relocation due to code violations or construction that make units temporarily uninhabitable, Santa Monica has a dedicated staff available to provide support. If you are temporarily displaced from your home, temporary housing may be required to provide you with temporary rehousing. Temporary relocation assistance may include lodging in a hotel/motel, per diem benefits or comparable housing. Find out more at 5MCConsumer.org.

Community Corp. of Santa Monica: Restores, builds, and manages affordable housing for working families 310.394.8978 or communitycorp.org

Disability Community Resource Center (DCRC): A Center for Independent Living dedicated to supporting the equality of life for people with all kinds of disabilities. The Santa Monica office is located at Wise & Healthy Aging at the Ken Edwards Center 310.394.9671 or drcoc@about-us/

Westside Food Bank: provides food to local food pantries and helps low-income residents of Santa Monica to store their food - Santa Monica 310.828.6016 or 310.828.6016.

Wise & Healthy Aging advances the dignity and quality of life of older adults through leadership, advocacy and services. They partner with Legal Aid Foundation of LA and The Financial Planning Association of LA in offering legal and financial services to seniors. 310.394.9791 or wiseandhealthyaging.org/westside-guide
Monica is working hard to resolve the reminder that affordable housing is hard to come by — a problem Santa Monica is working hard to resolve.

**HOW RENT CONTROL AND STATE LAW AB 1482 IMPACTS YOU**

The City’s Rent Control Law protects most Santa Monica renters from big rent hikes and unwarranted evictions. Tenants who live in any of the roughly 28,000 units covered by the law (which applies to most units that were built before 1979) can have their rents increased only by slightly less than the rate of inflation every year, and can be evicted only for one of 10 specified reasons.

But the rent control law doesn’t apply to every unit in the City. Some units—most notably those built after 1979 and those in properties with three or fewer units, one of which is occupied by the owner—are exempt from the rent control law’s protections. By 2010, it had become apparent that tenants were being evicted from those units without cause, so the City addressed this problem with Measure RR. That voter-approved measure applied eviction protections to nearly all Santa Monica tenants, regardless of whether they live in a rent controlled unit.

But state law prevented the City from applying rent-level protections to most units that had been built after 1979, and the City Charter prevented rent-level protections for units in properties with three or fewer units in which one unit was owner occupied. So landlords could induce tenants to leave by the simple expedient of dramatically increasing their rents.

The Tenant Protection Act of 2019 (State Law AB 1482) addresses this problem. It limits rent increases for units not subject to a local rent-control law to the rate of inflation plus 5% (which, this year, adds up to 8.3% in Santa Monica) or 10%, whichever is less. While this new state law, which went into effect on January 1, provides less rent-increase protection than the rent control law, it prevents tenants from being displaced by rent hikes that are intended solely to drive them out of the units. The Legislature anticipated that some landlords might try to blunt the law’s impact by dramatically raising rents before the January 1 effective date. As of New Year’s Day, any rent increase since March 15, 2019 greater than the maximum allowed must be rolled back to the rent in effect on March 15 plus 8.3%.

But spending time with Mitch, a managing partner at Oceana Properties Limited, is a heartening reminder that there are landlords who really are on the side of the tenants, have your best interests at heart, and who are thoughtful, compassionate, and intentional about the way they do business. That’s why it’s important to shine a light on someone like Mitch.

**LETTING EMPATHY LEAD**

Mitch was born in Poland, but made his way to Chicago at the age of nine with his family. After graduating from college, he came to southern California in 1978, looking for opportunity. He found it pretty quickly, in the form of a 4-plex rental property that was for sale in Huntington Beach. He partnered with his mom and aunt to buy it, and his career in property management began.

It wasn’t long until he expanded his horizons, moving north to Santa Monica where he invested in a 30-unit building near Santa Monica College, and after that — a 24-unit building, also in Santa Monica, making for a grand total of 52 local units.

But Mitch found that simply renting apartments to tenants wasn’t enough. He was struck with empathy for people struggling to meet rent. He recognized the psychological and physical challenges that many of them had, and how they could lead to homelessness. He also realized that given just a slightly different set of circumstances, he too, could be vulnerable to the risk of homelessness. This recognition of how vulnerable all of us can be to circumstances that may lead to homelessness is a reality that many of us don’t take the time to contend with.

But it’s a good thing Mitch decided to contend with that fact, because 28 years ago — he made the decision to begin working with the Santa Monica Housing Authority’s Housing Choice Voucher Program — also known as Section 8.

**SECTION 8**

These days, over half of Mitch’s units are allocated to Section 8 rentals. He says that he knows many property managers are wary of renting out to Section 8 tenants, but he’s found it’s really no different than renting to regular tenants. And there’s a wonderful benefit to it — the knowledge of knowing you’re helping people. By helping to lift the burden of high housing costs, you’re affording people the opportunity to live with the security of knowing they have a place to lay their heads at night — and they’ll still have money leftover to meet other living costs, like groceries and medical expenses.

**PARTNERING WITH THE CITY**

If you’re a property owner interested in partnering with the city to rent units at affordable prices, or for updates on what the city is doing to increase affordable housing, visit santamonica.gov/housing.

Please note, AB 1482 is a state law, not a local ordinance or Charter provision, and these protections for non-controlled units are not enforced by the City.

To learn more about rent control in Santa Monica, visit smgov.net/rentcontrol or call 310.458.8751.
The Santa Monica Arts Commission recently approved artist April Banks as designer and lead artist for the Belmar History and Art Project, which is an artistic, educational and commemorative project celebrating the legacy of one of the original African-American neighborhoods in Santa Monica. This neighborhood, called Belmar, was displaced by the expansion of the Civic Center campus in the 1950s. The upcoming Civic Center Multipurpose Sports Field is being built on this historic site, and the Belmar History and Art project is being implemented as part of the Coastal Commission’s approval process.

Ms. Banks works with art making as “social practice,” a form which puts human engagement and community at the heart of its process. In January 2020, she will be leading several workshops for community members to express themselves creatively through words, visuals and movement. Each session engages participants in learning about the history of the African-American experience in Santa Monica, and their reflections and personal histories will inform Banks’ design of the Civic Multipurpose Sports Field’s art and interpretive elements. Utilizing their contributions and historical collections and works about the area, in collaboration with Alison Rose Jefferson as project historian, the City is creating a dialogue with community members to make this history relevant and relatable. This work will continue through ongoing educational programming and further opportunities to engage.

The creation of this artwork and other interpretative programming encompasses an acknowledgment of displacement, an uncovering of neighborhood history and a celebration of the rich legacy of African-American contributions to Santa Monica life. Through this project we aim to create a sense of hope and an expression of social justice for current and future generations. Learn more about the history of the neighborhood and the California Coastal Commission’s Environmental Justice mandate that facilitated this project’s development, and about the art and history project overall by visiting SantaMonica.gov/arts/belmar.

**APRIL BANKS SELECTED AS BELMAR HISTORY AND ART PROJECT LEAD ARTIST**

**THE HISTORY OF SANTA MONICA’S FIRST HISTORICAL LANDMARK**

Rapp Saloon - 1438 2nd Street (Built 1875)

The first Santa Monica landmark was designated in 1975, on the building’s centennial year. Remarkably intact over its long history, the building was the first masonry structure in the City. The one-story structure was built for William Rapp by contractor Mr. Freeman and bricklayers and plasterers Spencer & Pugh. An 1877 advertisement in the Santa Monica Outlook billed the establishment as the “Los Angeles Beer Garden” with “fresh-tapped Los Angeles Beer always on hand.”

Over the years, the building has housed a variety of uses: It was officially used as Santa Monica’s Town Hall from May 1888 to February 1889. It later became a Salvation Army meeting hall, a radiator repair shop, art galleries, and storage for one of the first movie studios in the Los Angeles area, Vitagraph Film Co. in the 1900s. Today, it is the centerpiece of one of Santa Monica’s most successful, pioneering adaptive reuse projects, the Santa Monica Hostel International, opened in the 1980s and continues to provide affordable accommodations to visitors from around the world. See this historical landmark in person at 1438 2nd St.
OPENING:

Opening in the 1950s, Memorial Park serves as the primary park for baseball and softball and is home to the City’s only public gymnasium and skate park. The Memorial Park Redevelopment and Expansion Project is part of the Memorial Park Master Plan, which combines the existing 10.3 acre Memorial Park with the former Fisher Lumber site – a City-owned, 2.9 acre property adjacent to the existing park – into a newly renovated and expanded community park. The need to expand and redefine Memorial Park’s role was determined more than 20 years ago to meet increasing demand for recreational activities.

The project’s redevelopment and expansion is focused on maximizing the 13.2 acre site for Santa Monica residents by:

- Improving amenities for existing uses
- Increasing field space with a focus on diamond sports
- Considering the park’s relationship to the surrounding neighborhood
- Elevating community programs such as the gymnasium, Santa Monica Police Activities League (PAL), and fitness facilities
- Integrating components of the City’s Bicycle and Pedestrian Action Plans
- Integrating appropriate buffering along busy vehicular corridors
- Construction will take place in multiple phases to minimize disruption to the existing park. Phase 1 will take approximately 18-24 months, and phase 2 is on an approximately 12 – 18 month timeline.

For more information about the Memorial Park Master Plan, please visit SantaMonicaParks.org/MemorialParkMasterPlan.

FUTURE TRENDS AND DISRUPTION DEEP DIVE

As part of the strategy development, the City recently convened local, regional, national, and international industry experts, academics, business leaders, and public sector leaders to share insights and ideas on how technological advancements and global trends might impact and manifest in Santa Monica and the greater Los Angeles Region. Highlights of the ideation deep dive include:

- Changes in connectivity could create the opportunity to reduce commuting behavior and support our broader sustainability goals.
- Increased artificial intelligence may impact how we learn and access education.
- By identifying risks earlier, we can harness changes related to artificial intelligence, user options, and connectivity to create opportunities for Santa Monica and the region.

SANTA MONICA 2050: A STRATEGY TO ENHANCE AND SUSTAIN OUR ECONOMY

Santa Monica currently enjoys a vibrant economy, but global trends such as artificial intelligence, user options, and connectivity have the possibility to reshape how we work, live, shop and interact. To understand how these changes or others may manifest, the City of Santa Monica has launched Santa Monica 2050 – a strategy to evaluate and prepare the City for the future given the acceleration of technology and the changes that come with innovation.

The forward-thinking strategies cultivated 30 years ago by City leaders successful positioned Santa Monica’s businesses in a variety of sectors to flourish. The question now is what will Santa Monica’s economy look like 30 years from now and beyond?

In the coming months, the City will seek community participation in the development of the Santa Monica 2050 strategy. For more information and updates on the progress of the evolving project, please visit SantaMonica.gov/2050economy.
GET READY TO VOTE FOR YOUR MOST LOVED SANTA MONICA BUSINESSES OF 2020

Who do you love? From the most loved coffee bar to the favorite Santa Monica farmer, the City of Santa Monica is putting the call out to discover and celebrate the Most Loved Businesses in Santa Monica. Which local business can you not live without? Who puts a smile on your face when you drop in?

The winners will be announced in an upcoming “Santa Monica’s Most Loved…” issue of the SM Daily Press, at an awards ceremony at City Hall in May, and will be celebrated throughout the year by the Buy Local Santa Monica initiative and community business partners. So tell us who you love and be entered to win some fabulous prizes including gift certificates from our local businesses, Buy Local SM gear and more!

To vote, visit BuyLocalSantaMonica.com (starting on Feb. 1). Vote throughout the month of February and share your favorites on social media with the hashtags #MostLovedSM #SantaMonica. Make sure to tag @BuyLocalSM on Twitter, Facebook and Instagram.

Results will be tabulated once the contest closes in March/April. Everyone who votes and enters their email will be entered to win a raffle prize. The winners will be notified in early May along with the announcement of the Most Loved SM 2020 Business Winners and Runners-Up. To view last year’s results, visit BuyLocalSM.com/most-loved.

BE COUNTED IN THE 2020 CENSUS

Every 10 years, the federal government is required to count every person living in the United States – regardless of citizenship status, age, or criminal history – through a national Census. The next Census is in Spring 2020, and it represents an important opportunity for Santa Monica to provide an accurate tally of its diverse community. Census data determines how much more than $115 billion dollars are spent to support our State, County and City’s vital programs. It’s a huge endeavor, and one with an enormous impact on all Santa Monicans. A complete count of all our residents will ensure that everyone is equally represented in our political system and government resources are allocated fairly for the next decade. Santa Monica utilizes Census data for a variety of City services including public safety, emergency management and initiatives involving legislation and advocacy. Without an accurate count, vital community programs will be affected like public libraries, education, health services, and affordable housing. That’s why it’s important that EVERYONE participates in April. Here are 3 things to know about the 2020 Census:

1. A citizenship question will NOT be on the Census as ruled by the U.S. Supreme Court.
2. All responses to the Census are safe, secure, and protected by Title 13 of federal law. Census data is only used to produce statistics.
3. There are three ways to respond to the Census – by mail, phone and for the first time, online!

Remember, the Census will ask 10 questions. It will take no more than 10 minutes. But it will affect the next 10 years. Learn more at SantaMonica.gov/census.

PUBLIC MEETINGS

For updates on meetings for Boards, Commissions and Task Forces, go to smgov.net/Clery or call 310.458.8411.

Airport Commission
January 27 / February 24, 7 p.m.
Ken Edwards Center

Architecture Review Board
January 21, 7 p.m.
City Council Chambers

Arts Commission
January 27 / February 24, 6:30 p.m.
Ken Edwards Center

City Council Meetings
January 14, 28 / February 11, 25, 5:30 p.m.
Civic Center East Wing
January 25, 10 a.m.
Civic Center East Wing

Commission for the Senior Community
January 15 / February 19, 1:30 p.m.
Ken Edwards Center

Commission of the Status of Women
January 8 / February 12, 7 p.m.
Ken Edwards Center

Disabilities Commission
January 6 / February 3, 6:30 p.m.
Ken Edwards Center

Housing Commission
January 16 / February 20, 6 p.m.
Ken Edwards Center

Landmarks Commission
January 13 / February 10, 7 p.m.
City Council Chambers

Library Board
January 9 / February 6, 7, 7 p.m.
Main Library

Planning Commission
January 16, 7 p.m.
City Council Chambers
January 22 / February 5, 19, 7 p.m.
Civic Center East Wing

Recreation and Parks Commission
January 16 / February 20, 7:30 p.m.
Thelma Terry, Virginia Avenue Park

Social Services Commission
January 27 / February 24, 7 p.m.
Ken Edwards Center

Seascape is a publication of the City of Santa Monica, designed to inform residents about City programs and services. Please email comments to communications@smgov.net or mail to:

Seascape
City of Santa Monica
1685 Main Street, PO Box 2200
Santa Monica, CA 90407-2200

Seascape is printed on recycled paper. In accordance with the Americans with Disabilities Act, Seascape is available in alternate formats by calling the City Manager’s Office at 310.458.8301 (TDD/TTY 310.917.6626).

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JANUARY/FEBRUARY 2020 EVENTS
The City of Santa Monica offers more than a hundred events each month. Check out the entire list at santamonica.gov/events and subscribe to the City’s newsletter at smgov.net/newsletter.

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**New Poems for a New Decade with Dinah Berland**
- 2 p.m. - 4 p.m., Camera Obscura Art Lab, smgov.net/newsletter

**JANUARY**
- 310.458.4904, smgov.net/newsletter
- 310.458.8684, smgov.net/newsletter
- 310.458.8634, smgov.net/newsletter
- 310.458.8682, smgov.net/newsletter
- 310.458.8634, smgov.net/newsletter

**FEBRUARY**
- 8 p.m. - 10 p.m., Miles Playhouse, smgov.net/newsletter

**CITY HALL CLOSED EVERY OTHER FRIDAY, HOLIDAYS**