

# 2021 Impact Report

## Housing & Community Development Department

### Oakland Housing & Community Development (HCD) Mission:

*HCD is dedicated to improving neighborhoods and making sure all Oaklanders have safe and affordable housing.*

## HCD Organization

### Housing Development

- Funds the development, acquisition, and preservation of new and existing affordable housing; offers first-time homebuyer support

### Rent Adjustment Program

- Enforces the City's rent Adjustment Ordinance & provides mediation, legal services, and education to tenants and property owners

### Community Development & Engagement

- Manages the dissemination of federal, state, and local grant programs and provides housing resources & referrals

### Residential Rehabilitation

- Provides loans and grants for the rehabilitation of existing units for low & moderate-income homeowners

### Administration & Finance

- Executes policy & strategic initiatives; manages fiscal and accounting duties including loan servicing & repayment

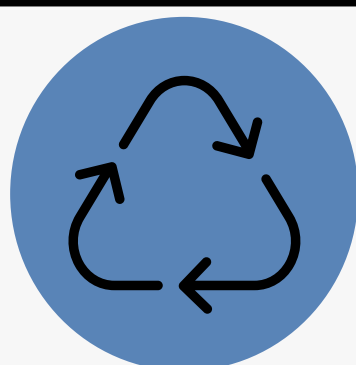
For **market data** on home values, residential rents, and more: [click here](#) to see the **Oakland Economic & Workforce Development Department** dashboard.

### The City of Oakland's Department of Housing & Community Development

addresses Oakland's housing challenges by providing funding and strategy around the "3 Ps":



**Protection**  
of Oaklanders  
from  
displacement



**Preservation**  
of the existing  
affordable housing  
stock



**Production**  
of new, deeply  
affordable housing  
units

## HCD's Equity Approach

Disaggregate data by race & ethnicity whenever possible

Target resources to Oakland's most vulnerable residents

Identify and remove barriers for Black, Indigenous, and People of Color (BIPOC) Oaklanders



Protection strategies aim to stem displacement and to ensure that low-income residents have the information, resources, and support needed to remain in their homes in accordance with local and state laws.

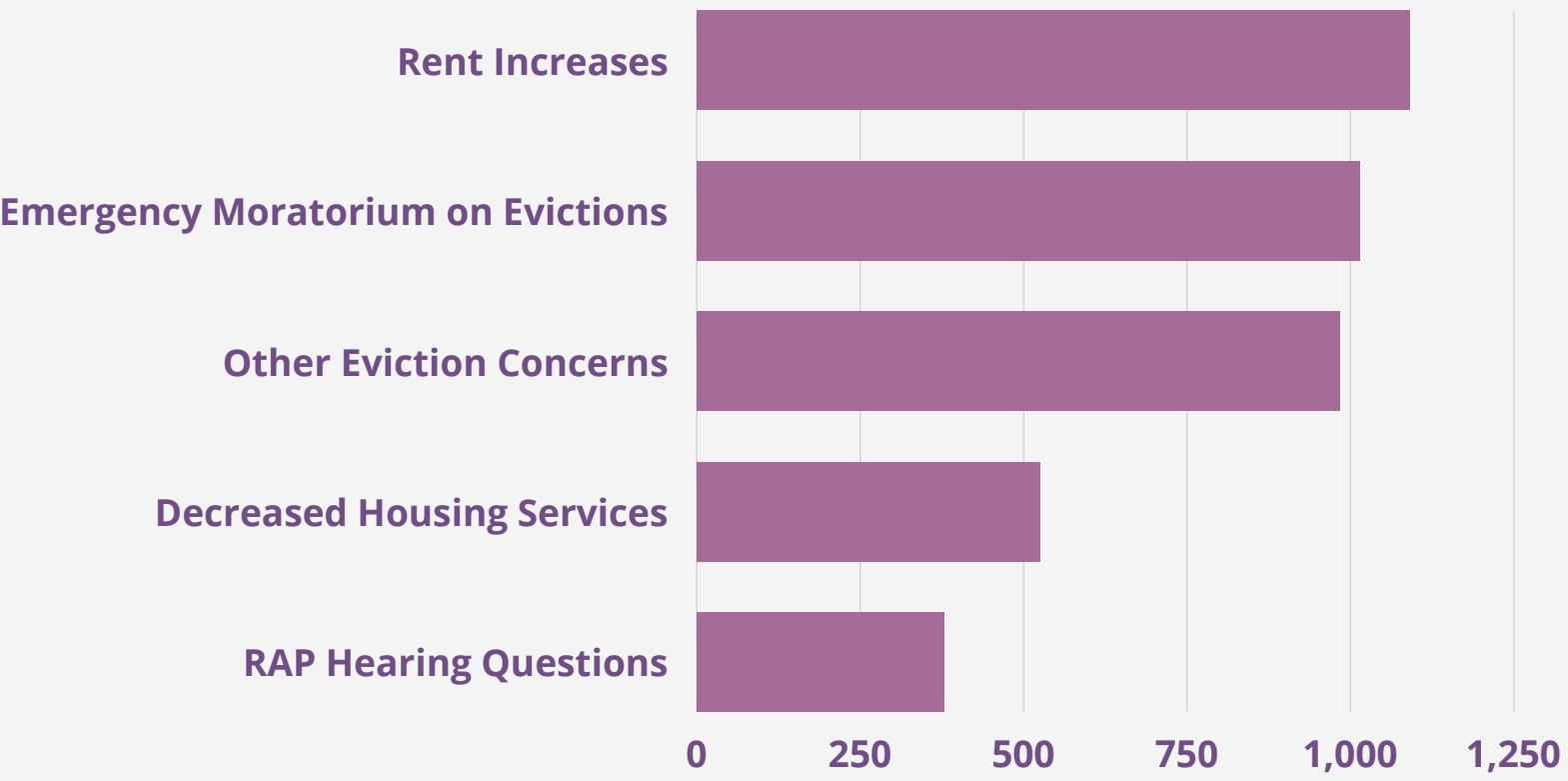
Protection

Oakland's Housing Concerns

HCD Rent Adjustment Program (RAP) housing counselors connect with members of the public about housing issues and provide information and referrals. RAP counselors had **4,150 total contacts in 2021**.

Housing Counseling Contacts by Issue

The **five most common concerns** RAP counselors recorded:



RAP Educational Workshops

To address community concerns, HCD staff coordinates workshops to educate the public on housing rights, issues, and processes within the City of Oakland. Over the 2021 calendar year:

- ✓ 15 workshops offered
- ✓ 943 total registrants

Workshop topics included\*:

- Eviction Moratorium for Tenants
- Eviction Moratorium for Property Owners
- Fair Chance Ordinance for Property Owners
- Small Property Ownership
- Tenant's Rights
- Tenant's Rights for Students
- Security Deposits
- (Spanish) Tenant's Rights
- (Cantonese) Rent Control and Evictions
- (Mandarin) Rent Control and Evictions

\*some workshops offered multiple times in the year

Emergency Rental Assistance Program

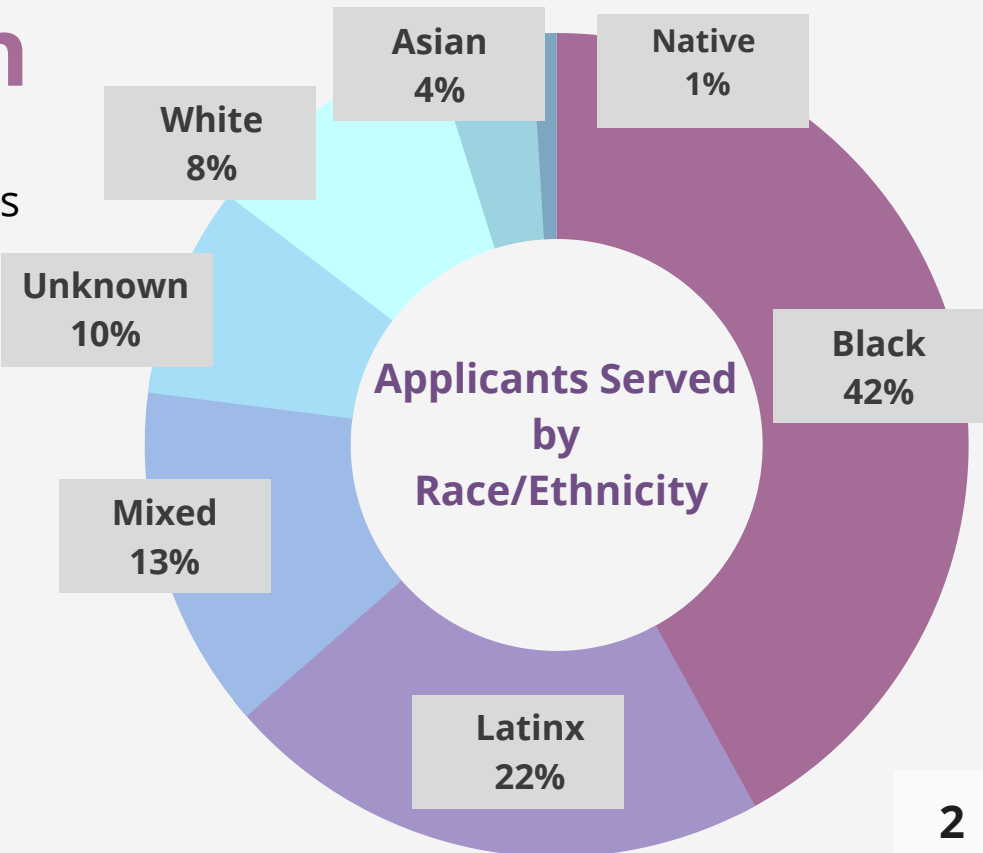
**ERAP** provided resources to Oakland households during the pandemic to **prevent homelessness** and **increase housing stability**.

**\$30.5 Million**

total funds administered to **2,857** Oakland households in 2021

**86%**

of applicants served earn 0-30% of the Area Median Income (AMI)





Housing preservation entails strategies that are designed to retain an affordable housing infrastructure for renters and homeowners alike.

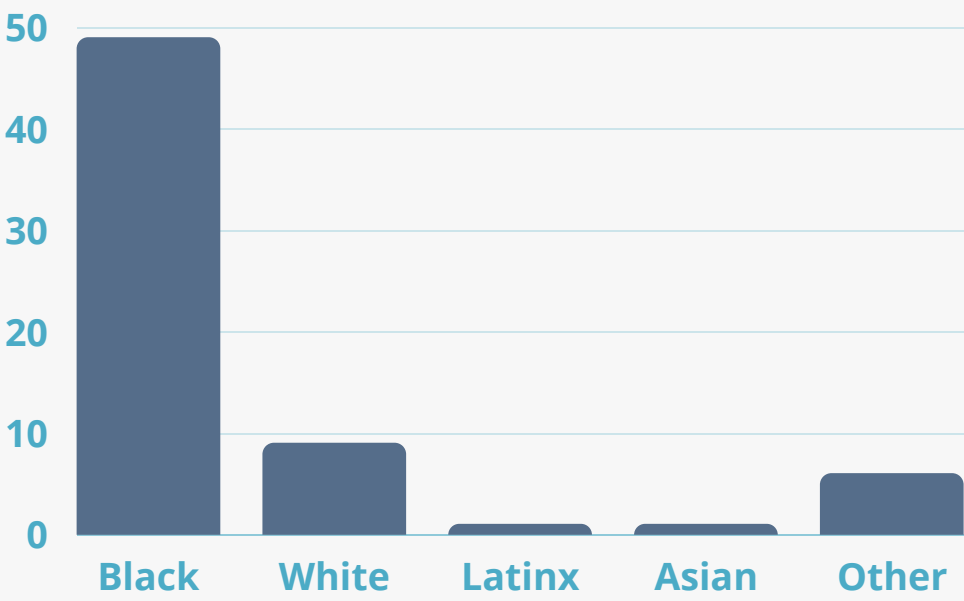
Preservation

Residential Rehabilitation Projects

Through the Residential Rehabilitation Unit, HCD provides grants and loans to property owners to improve their homes and meet access needs.

2021 activity is as follows:

	# of Projects	Value of Projects
Completed	24	\$783,350
In Pipeline	72	\$5,139,000



Projects in Pipeline: Residents by Race/Ethnicity

\*One property may have multiple loans/projects attached to them due to qualifying for additional HCD programs

89%

Projects approved for homeowners over 62 years old in 2021

84%

Projects approved for extremely or very low-income homeowners in 2021

Acquisition & Conversion to Affordable Housing (ACAH)

Oakland HCD is committed to stemming displacement by providing funds to acquire existing properties and convert them to restricted affordable housing in partnership with Community Land Trusts (CLTs), Co-ops, and other developer partners.

Project Spotlight

Project: Shadetree

Units: 25

Affordable Units: 20

City Funding: \$2,500,000

Developer: Bay Area CLT/SHADE



Earthquake Safety

HCD provides grants to property owners to prepare their buildings for the ever-present threat of earthquakes. 2021 activity is as follows:

	# of Units Retrofitted	Value of Grants Distributed
Retrofits of Owner-occupied 1-4 unit buildings	53	\$1,057,352
Retrofits of Soft-story Apartment Buildings	251	\$1,417,842
Total	284	\$2,475,194





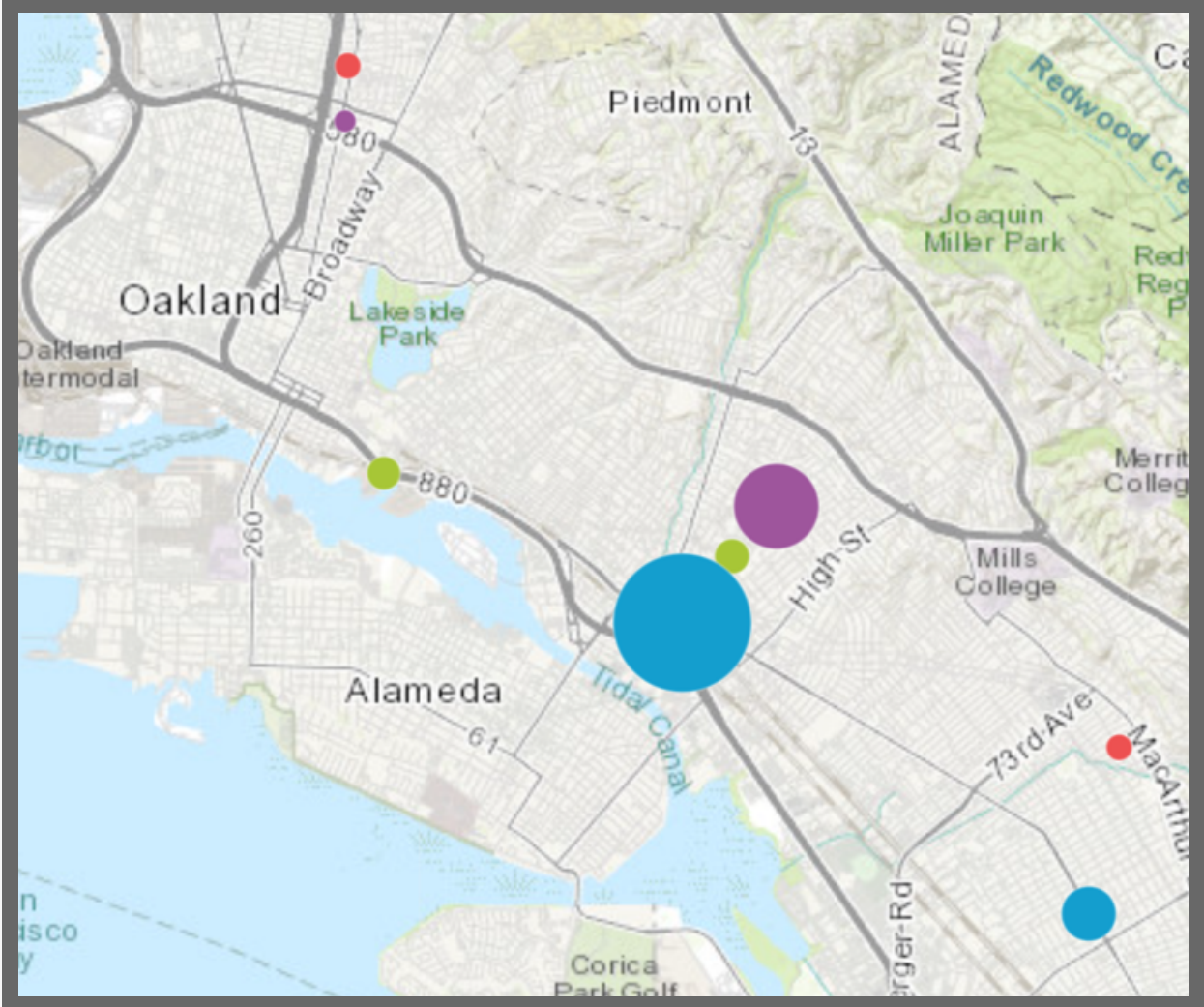
Production strategies provide affordable housing through new construction, financing for first-time homebuyers, and the provision of capital for development.

Production

\$71,888,225+

in City funds  
invested in **727 units**

2021 Affordable Housing Projects (by loans closed)

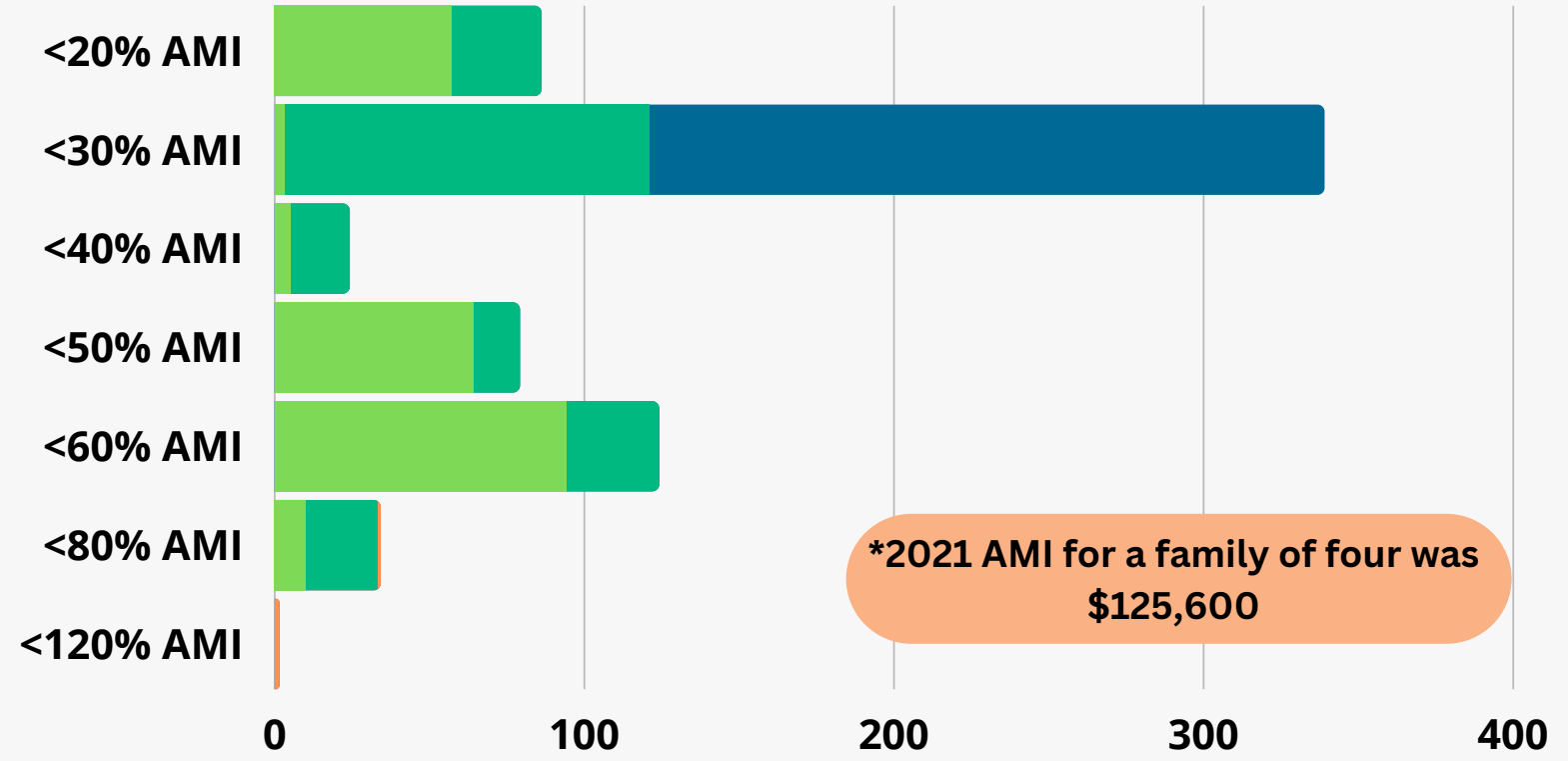


Legend

- Below Market Rate (mixed income)
- New Construction
- Fewer Units
- Preservation: Acquisition/Conversion
- Preservation: Rehabilitation
- More Units

2021: Units Funded by Area Median Income (AMI)\*

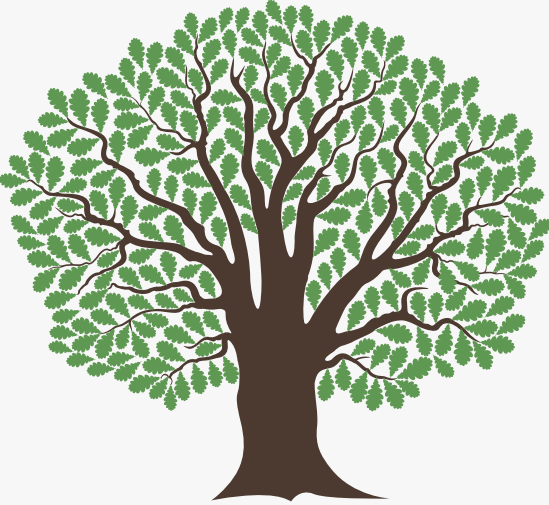
- New Construction
- Preservation
- Density Bonus/Inclusionary
- Homekey\*



\*2021 AMI for a family of four was \$125,600

\*Oakland secured state **Homekey** funds to purchase and rehabilitate hotels, motels, and other existing buildings to **convert them into permanent or interim affordable housing** for people experiencing homelessness.

Looking Ahead: A Focus on Emerging Developers



**Emerging Developers** are firms that have no more than five years of operational experience, and have completed five or fewer projects.

In 2019 HCD began integrating **emerging developer** criteria into its Notices of Funding Availability. **More is to come in 2023 with expanded efforts!**

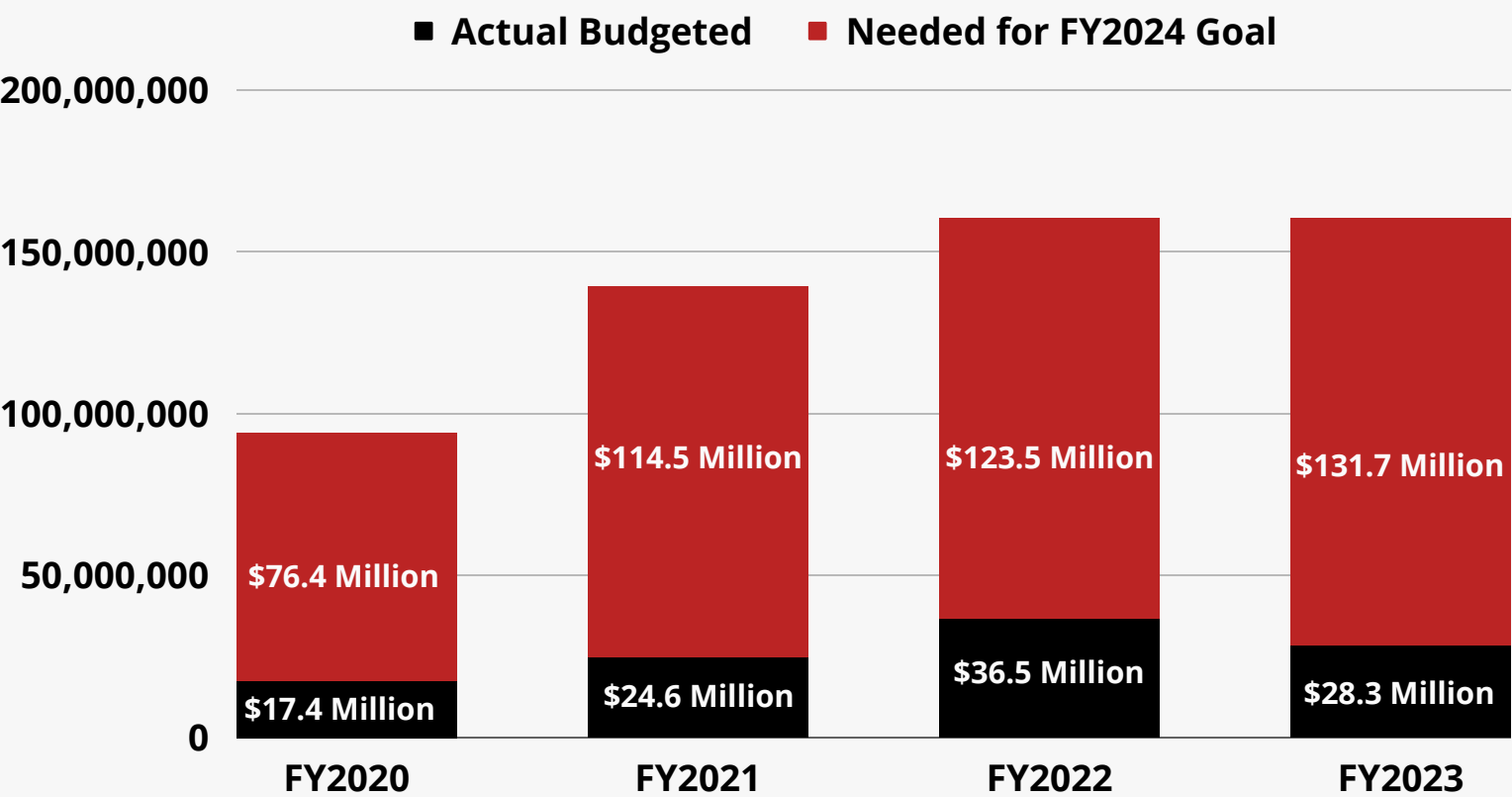
Learn More & Get Involved!

Oakland's Housing Challenge

With an estimated average local subsidy of **\$150k per new affordable unit**, the City of Oakland alone cannot produce enough affordable housing to meet demand. One-time sources like **2016's voter-approved Measure KK** provided \$100 million which produced 1,542 new construction, acquisition/preservation, and homeless units combined over five years.

These funds, however, have been fully spent. In order to meet the City's goal of producing at least 4,760 affordable units by FY2024, **new funding sources must be identified** (depicted below).

HCD Annual Production Budget



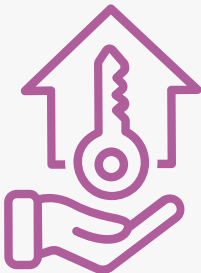
How to Get Involved:



Advocate at the **state and federal levels** for additional housing resources



Build an **Accessory Dwelling Unit** (ADU) in Oakland to increase the housing supply



Become a landlord in partnership with the **Oakland Housing Authority**



Learn more about housing plans in Oakland through the **2023-2031 Housing Element**

Click bolded text for links!

For more information

contact [housingassistance@oaklandca.gov](mailto:housingassistance@oaklandca.gov), call 1 (510) 238 - 3721 or visit:

[www.oaklandca.gov/departments/departments-of-housing-and-community-development](http://www.oaklandca.gov/departments/departments-of-housing-and-community-development)