

May 10, 2023

Dear Mayor and Members of the Petaluma City Council

We the undersigned are residents of Petaluma Estates Mobile Home Park, 901 N McDowell Blvd, Petaluma, CA 94954.

We want to address the upcoming issue of changes to the Petaluma Ordinance that pertains to Mobile Home Park Space Rent. We feel that the current ordinance unfairly financially impacts each and every resident of the park. The specific section of the Petaluma Code is:

6.50.040 Residential rent increase limitations.

A. Except as provided in subsections B or C, or otherwise expressly authorized in this chapter, the space rent payable for use or occupancy of any mobilehome space shall not be increased within twelve months of the effective date of the preceding rent increase. Except as provided in subsection E or otherwise expressly authorized in this chapter, no initial rent increase shall be imposed sooner than twelve months after the last preceding rent increase regardless of whether the preceding rent increase was effective prior to the effective date of this ordinance. Said increase shall be the lesser of:

1. One hundred percent of the percent change in the CPI; or
2. Six percent.

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1. Twenty-five percent of the percent change in the CPI; or
2. Two percent.

PRINT NAME	SIGNATURE	ADDRESS
Nancy Jamarck	Nancy Jamarck	537 Vina Rose Dr Petaluma
SUSAN KELLER	Susan Keller	555 VINA ROSE DR. PETALUMA
Kathleen Thomsen	Kathleen Thomsen	573 Vina Rose Petaluma
Mary Curtis	Mary Curtis	554 Vina Rose, Petaluma
MURIEL A. TRUETT	Muriel A. Truett	542 VINA ROSE. PETALUMA
Jessica Pohl	Jessica Pohl	536 Vina Rose Petaluma
Don Paul	Don Paul	536 Vina Rose, Petaluma
Marie Lopez	Marie Lopez	530 Vina Rose Dr. Petaluma
Ed Lopez	Ed Lopez	530 Vina Rose Dr. Petaluma
CAROLYN DISTEL	Carolyn Distel	524 VINA ROSE DR.
KENNY RUSSELL	Kenny Russell	549 Vina Rose Ca.
Freda J. Lucchesi	Freda J. Lucchesi	560 Vina Rose Dr. Petaluma
Deborah Lucchesi	Deborah Lucchesi	560 Vina Rose Dr. Petaluma

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PRINT NAME	SIGNATURE	ADDRESS
Marcia Lucchesi	Marcia Lucchesi	560 VINA ROSE DRIVE
Gloria K Pearson	GK Pearson	pearsongk@aol.com
Bruce PEARSON	Bruce Pearson	1brucep@aol.com
Carol Kirkeby	Carol Kirkeby	548 Vina Rose Dr.

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John Bertus	John Bertus	15 West Napa Dr
Patricia West	Patricia West	21 West Napa Dr
Michael R. West	Michael R. West	21 West NAPA DR
DIANE L BURNS	Diane S. Burns	33 WEST NAPA DR.
FRANK E BURNS	Frank E. Burns	33 W NAPA DR
Bill Piatt	Bill Piatt	64 W. Napa Dr
Nickola L. Frye	Nickola L. Frye	63 W. Napa Dr.
Rhonda Hobbs	Rhonda Hobbs	69 W. Napa Dr.
Elvio Everett	Elvio Everett	39 W Napa Dr
VERA STEINFELS	Vera H. Steinfels	81 W Napa DR
Marcia Gonzales	Marcia Gonzales	69 W. Napa Dr.
JAMES E. WEBSTER	James E. Webster	37 W. Napa Dr
Lorraine Young	Lorraine Young	52 W Napa Dr.

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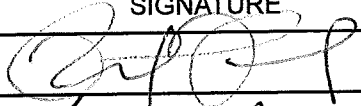
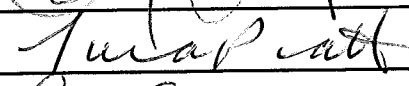
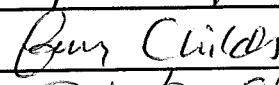
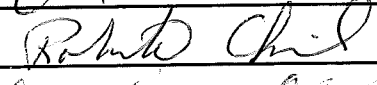
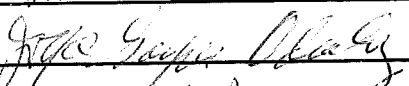


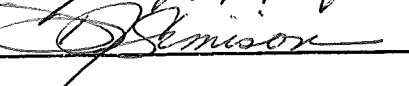
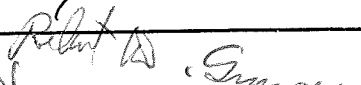
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Robert Pack		75 W. Napa
Christina Platt		64 W. Napa Dr.
Lucy Childs		58 W. Napa Dr.
Roberta Childs		58 W. Napa Dr.
Jane Gagne Childs		45 W. Napa Dr.
Melanie Steele		51 W. Napa Dr.
GARY CLEMENT		57 W. NAPA DR.
BT SIMISON		57 W. Napa Drive
ROBERT SIMISON		57 W. NAPA DR.

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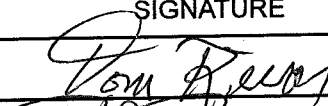


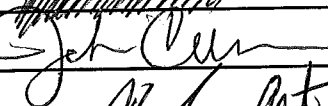
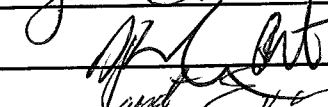
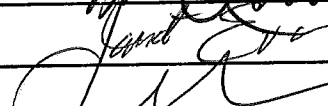
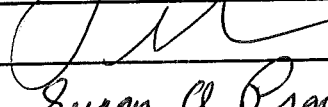
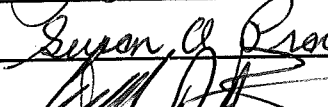

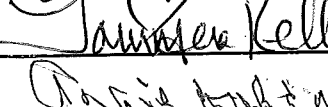
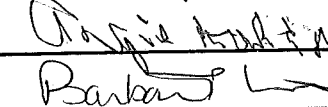
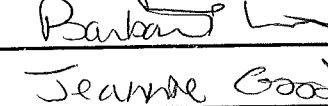
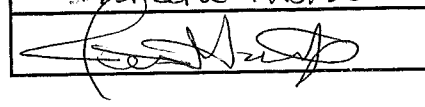
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TOM RIVAS		589 SONOMA DR
PAT RIVAS		11 11 1
Julia Marshall		577 SONOMA DRIVE
John Corcoran		577 SONOMA DR.
Rylee Cartier		571 SONOMA DR
JANEI EVANS		545 SONOMA DR
MICHAEL EVANS		565 SONOMA DR
Susan Proctor		559 SONOMA DR
Ed Budziask		588 SONOMA DR
Tamera Kelly		594 SONOMA DR
Angie Kater		595 SONOMA DR
Barbara Thorsen		553 SONOMA DR
	Jeanne Goodfellow	553 SONOMA DR

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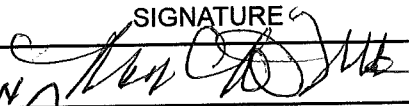
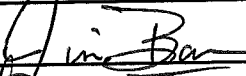

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PRINT NAME	SIGNATURE	ADDRESS
NANLY DAYTON-MATHESON		143 PETALUMA WAY 94954
SIM BAUER		582 SONOMA DR. 94954
Trinidad Cortez		901 Petaluma W 94954

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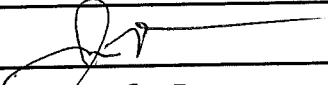
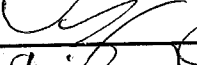
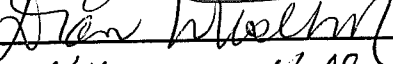
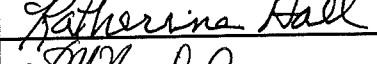
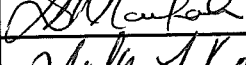



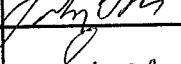

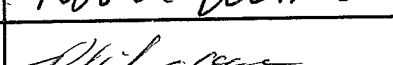
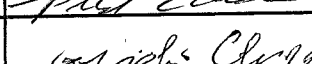
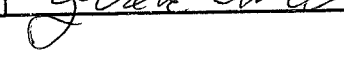
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Judith m. Kress		207 Petaluma Way
Elizabeth May		" " "
Dian Wusthof		221 Petaluma Way
Katherine Hall		223 Petaluma Way
ELENA NAITAKA		225 Petaluma Way
Vicki Keith		86 EAST NAPA DR
KICIA LHO		213 PETALUMA WAY
Jorge Castillo		213 PETALUMA WAY
Bilyan Frank		518 Vinado Drive
SUSAN REESE		214 Petaluma Way
Robert Ulmer		208 Petaluma Way
Phil Chickosky		563 Mendocino Dr.
Firele Chickosky		563 Mendocino Dr.

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Carlene Moon	Carlene Moon	80 East Napa Dr.
Stanley Good	Stanley Good	80 East Napa Dr.
Wanda Taylor	Wanda Taylor	92 East Napa Drive
Cynthia Fisher	Cynthia Fisher	202 Petaluma Way
Elaine Yoder	Elaine Yoder	4 W Napa Dr
MICHAEL STADLER	Michael Stadler	4 W Napa Dr

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Carol George	Carol George	575 Mendocino Drive
Beth Halcomb	Beth Halcomb	580 Mendocino Dr.
WENDELL DAY	Wendell W. Day	533 Mendocino Dr.
THELMA LANNING	Thelma Lanning	545 Mendocino Dr.
RUTH HANSEN	Ruth Hansen	557 MENDOCINO Dr.
Bonnie Graves	Bonnie Graves	539 Mendocino Dr.
Diane Day	Diane Day	533 Mendocino Dr.
Michael Salido	Michael Salido	527 Mendocino Dr.
SPENS P. CARSTEN	Spens P. Carsten	527 MENDOCINO
JEREN SALIDO	Jeren Salido	527 Mendocino Dr.
ALAN DURALL	Alan Durall	551 MENDOCINO DR.
JIM WEHLAGE	Jim Wehlage	580 Mendocino Dr.
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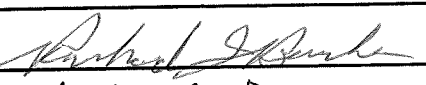
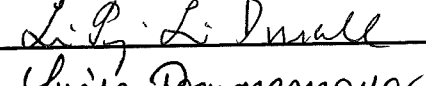
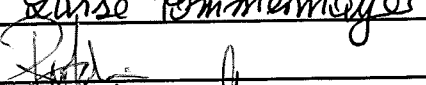
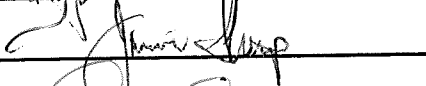


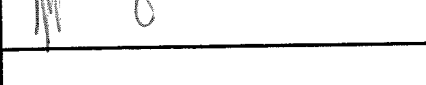
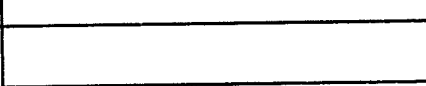
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LIPING LI-DUKALL		551 Mendocino Dr. Petaluma
LUISE POMMERNAYER		562 Mendocino Dr. Petaluma
RAY GALVIN		526 Mendocino Dr. Petaluma
Juanice Sharp		526 Mendocino Drive Petaluma
Donna Lewis		520 Mendocino Dr, Petaluma
Jennifer Basque		508 Mendocino Dr Petaluma
J. Scott Basque		508 Mendocino Dr Petaluma

May 10, 2023

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PRINT NAME	SIGNATURE	ADDRESS
Katherine Drady	Katherine Drady	574 Mendocino Dr. Petaluma
Dorothy Drady		574 Mendocino Dr. Petaluma

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LINDA SPENCER	Linda Spencer	121 N. NAPA DR PETALUMA
Betty Soldate	Betty Soldate	120 N Napa Petaluma
Pat Goodlin	Pat Goodlin	109 N. Napa Dr 94954
David Paluso	D. Paluso	95 N. NAPA DR 94954
Nadine Furtado Luevano	Nadine Furtado Luevano	96 N Napa Dr Pet. 94954
Hector J. Luevano	Hector J. Luevano	96 N Napa Dr Pet. 94954
Patsy Lopez	Patsy Lopez	95 N. Napa DR
Mike Lopez	Mike Lopez	95 N. Napa Dr 94954
Mary Heitman	Mary Heitman	90 N Napa Dr 94954
Ann Baker	Ann M. Baker	90 N. NAPA DR. 94954
JOHN MURPHY	John Murphy	91 N. NAPA DR 94954
AL DIORIO	Al Diorio	89 N NAPA DR 94954
CYNTHIA DIORIO	C. Diorio	89 N NAPA DR 94954

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KEN McCulla	Ken McCulla	85 N Napa Dr
Dorothy McCulla	Dorothy McCulla	85 N Napa Dr
William Mazzoleni	William Mazzoleni	56 VINA ROSE DR.
Michele Paskal	Michele Paskal	126 N Napa Dr.
Ronald N. Hodges	Ronald N. Hodges	103 N Napa Dr.
Jo Ann Blackston	Jo Ann Blackston	102 North Napa Dr
DONNA SLATTERY	Donna Slattery	108 N. Napa Dr.
Margaret Hoffman	Margaret Hoffman	115 N Napa Dr.
Whinnie Card	Whinnie Card	114 N Napa Dr
PHILIP PASKAL	Philip Paskal	126 N NAPA DR
ABRIENNE PASKAL	Abrienne Paskal	126 N NAPA DR
Helen Jacobson	Helen Jacobson	101 Petaluma Way

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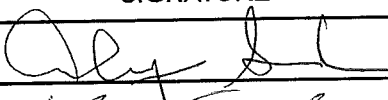
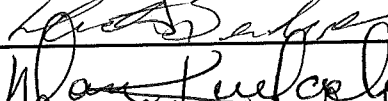
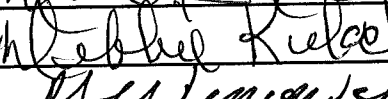
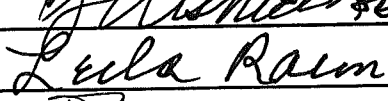
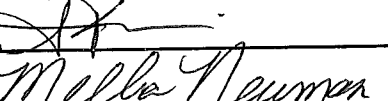
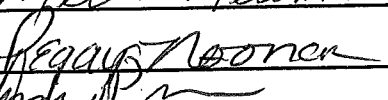
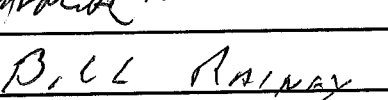
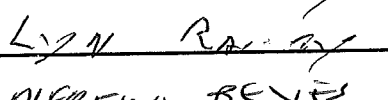
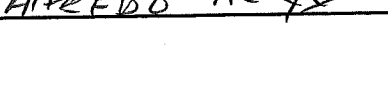


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PRINT NAME	SIGNATURE	ADDRESS
ARLYN SERBER		505 Sonoma Dr
Hector Serber		505 Sonoma Dr
Dan Kulack		511 Sonoma Dr
Debbie Kulack		511 Sonoma Dr
CATHERINE WISNIEWSKI		84 N. Napa Dr.
Leila Raim		84 N Napa Dr.
KIM PIERCE		504 SONOMA DR.
Melba Newman		528 Sonoma Dr.
PEGGY NOONAN		523 Sonoma Dr
Andrew Glrice		534 Sonoma Dr
Bill Rainey		541 Sonoma Dr
Lynn Rainey		-
Alfredo Reyes		516 SONOMA DR

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PRINT NAME	SIGNATURE	ADDRESS
Alicia Reyes	Alicia Reyes	510 Sonoma DR
Jackie Simondi	Jackie Simondi	72 N Napa Drive
Micki Neil	Micki Neil	540 Sonoma Dr
Jean Carolan	Jean Carolan	516 Sonoma DR
Jana Carolan	Jana Lewis	516 Sonoma DR
Jedi Biss	Jedi Biss	522 Sonoma DR

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Sharon Freitas	Sharon Freitas	24 North Napa Dr.
Willene F. Kanasky	Willene F. Kanasky	17 N. Napa Dr.
Sharon Springs	Sharon Springs	30 N. Napa Dr.
MARGARET CARLSON	Margaret Carlson	36 N. NAPA DR.
Suzanne Clark	Suzanne Clark	23 N. Napa Dr.
George Isermann	George Isermann	18 N. Napa Dr.
JANICE STEVENS	Janice Stevens	47 N. NAPA DR.
WALTER KLECK	Walter Kleck	47 N. NAPA DR.
LAUREN WILLIAMS	Lauren Williams	12 N. NAPA DR.
Marcia Vogt	Marcia D. Vogt	41 N Napa Dr.
Sheila Petersen	Sheila Petersen	48 N. NAPA DR.
Kathleen Stack	Kathleen Stack	79 N Napa Dr.
Diane Tillotson	Diane Tillotson	71 N. Napa DR.

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DEBRA O'Shea	[Signature]	83 Napa Dr
Deb TANAKA	[Signature]	1004 Sonoma Ct.
M. Miller	[Signature]	1003 Sonoma Ct
Barbara Long	[Signature]	65 N. Napa Dr Petaluma
Barbara Turner	[Signature]	29 N. Napa Dr. Petaluma
Gabrielle Mahurin	[Signature]	35 N. Napa Dr. Petaluma
Maryann Hoffman	[Signature]	35 N. Napa Dr. Petaluma
GEORGETTE ADOLPH	[Signature]	53 N. Napa Dr.
Donna Fowler	[Signature]	1008 Sonoma Ct. Petaluma
Tammy Gregory	[Signature]	1009 Sonoma Ct Petaluma
Diane Pimentel	[Signature]	94 W Napa Dr.
Helen Mattott	[Signature]	503 Mendocino Dr
Karen Fuller	[Signature]	502 Mendocino Dr

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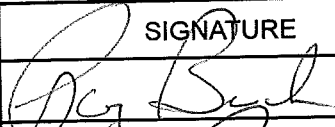
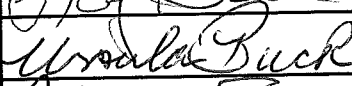
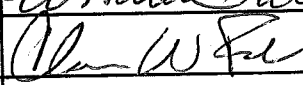
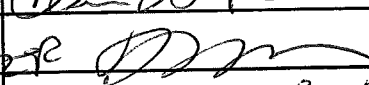
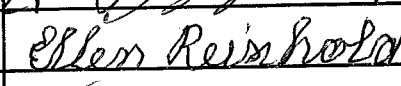
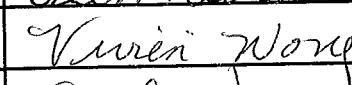
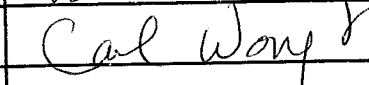
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Craig Buck		54 Mendocino Dr Petaluma
URSULA Buck		11 514 Mendocino Dr. "
CLARENCE Ficker		521 Mendocino Dr Petaluma
Dotty HARDBERGER		59 NORTH NAPA DR.
ELLEN REINHOLD		42 N. Napa Dr.
VIVIEN WONG		66 N. Napa Dr.
CARL WONG		66 N. Napa Dr

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Bryan Mead	Bryan Mead	256 Petaluma Way
Kayleen Mead	Kayleen Mead	256 Petaluma Way
Philip Wilcher	Philip Wilcher	238 Petaluma Way
Stephanie Stone	Stephanie Stone	238 Petaluma Way
Cathy Decker	Cathy Decker	244 Petaluma Way
Joe Wecker	Joe Wecker	244 Petaluma Way
Gisa Davis	Gisa Davis	232 Petaluma Way
Marjorie Fogarty	Marjorie Fogarty	249 Petaluma Way
Martha Gustafson	Martha Gustafson	255 Petaluma Way
ZACH DAY	ZACH DAY	255 Petaluma Way
Andra Kaczmarek	Andra Kaczmarek	127 Napa Dr. (North)
Sandra Schaffner	Sandra Schaffner	133 N. Napa Dr. Pet
Amy Co St	Amy Co St	250 Petaluma Way

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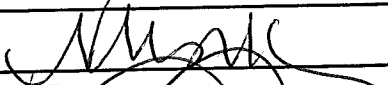
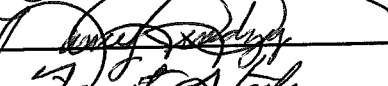
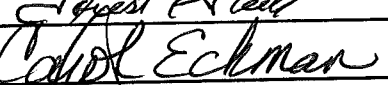
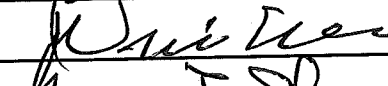
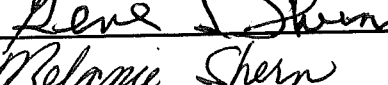
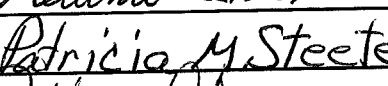
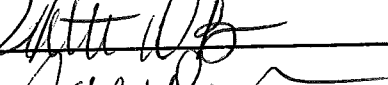

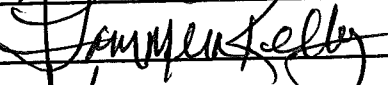



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Nancy Moser		55 East Napa, Petaluma 94954
Nancy Lindzy		38 E. Napa Dr., Petaluma 94954
FOREST STEELE		419 E NAPA DR. PETALUMA 94954
CAROL Eckman		61 E. Napa Dr. Petaluma
Dennis Eckman		61 E NAPA DR Petaluma
Gene Shern		43 E NAPA DR. Petaluma 94954
Melanie Shern		43 E. NAPA DR. Petaluma Ca. 94954
Patricia M. Steele		49 E Napa Dr. Pet. Ca 94954
PATTI Dellabruna		31 E. Napa Dr. Pet 94954
Joe Dellabruna		
Mikio Okada		1 E. Napa Dr. Petaluma CA 94954
Jamiera Kelly		7 E Napa Dr. Pet
Jeann Williams		26 E Napa Dr

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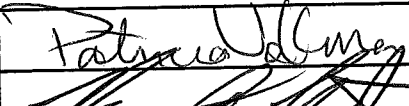

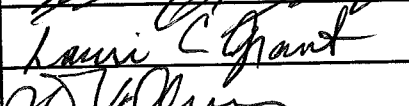
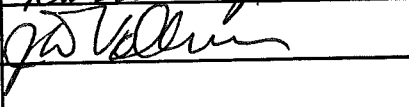
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1. One hundred percent of the percent change in the CPI; or
2. Six percent.

We, the undersigned, call on the Mayor and the Petaluma City Council to fairly address the objectives of the ordinance, while acknowledge that the owners of the park should be able to receive a fair increase in rents, by specifically adopting the following, which we assert is equitable and appropriate for all concerned:

Said increase shall be the lesser of:

1. Twenty-five percent of the percent change in the CPI; or
2. Two percent.

PRINT NAME	SIGNATURE	ADDRESS
Patricia Vollmer		25 E. Napa Dr.
Bruce Grant		19 E. NAPA DR.
LAURE GRANT		19 E. NAPA DR.
Joseph Vollmer		25 E Napa Dr.

May 10, 2023

Dear Mayor and Members of the Petaluma City Council

We the undersigned are residents of Petaluma Estates Mobile Home Park, 901 N McDowell Blvd, Petaluma, CA 94954. We want to address the upcoming issue of changes to the Petaluma Ordinance that pertains to Mobile Home Park Space Rent. We feel that the current ordinance unfairly financially impacts each and every resident of the park. The specific section of the Petaluma Code is:

6.50.040 Residential rent increase limitations.

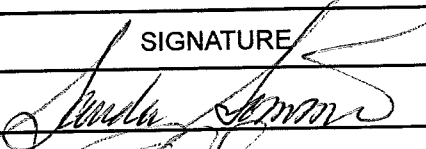
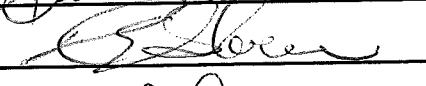
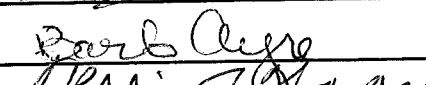
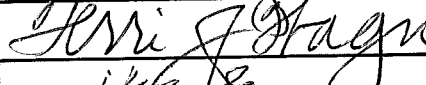

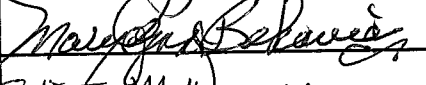
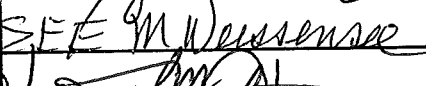
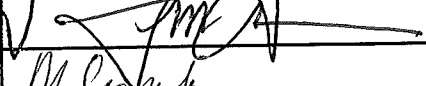
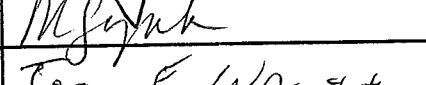
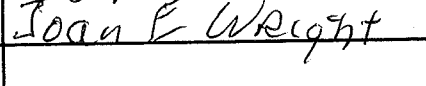
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PRINT NAME	SIGNATURE	ADDRESS
SANDRA SOMMERS		501 VINA ROSE DR. Petaluma
MARTIN SLOAN		501 VINA ROSE DR. Petaluma
Barb Ayre		507 VINA ROSE DR. -
TERRI WAGNER		506 VINA ROSE PETALUMA
Hubb Farasetti		500 VINA ROSE DR. Petaluma
MARYANN BEKOWIES		513 VINA ROSE DR. Petaluma
MARTY WEISSEN		517 VINA ROSE DR Pet
TERRY McQUEEN		27 W. Napa Dr. Petaluma 949
MARCO GEBENWORTH		28 W. Napa Dr. Petaluma CA 949
Joan Wright		46 W. Napa Dr Pet. CA

May 10, 2023

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PRINT NAME	SIGNATURE	ADDRESS
KATHLEEN ADAMS	Kathleen Adams	1006 NAPA Ct. PETALUMA
KRISTEEN ADAMS	Kristeen Adams	1006 NAPA Ct PETALUMA
BRUCE VERMER	Bruce Vermer	1007 Napa Ct Petaluma
PAUL MOSSI	Paul Mossi	1002 NAPA Ct
PATRICIA MULLOCH	Patricia Mulloch	1007 NAPA Ct
NICOLE GARCIA	Nicole Garcia	1018 NAPA Ct
STEVE GARCIA	Steve Garcia	1018 NAPA Ct.
ANN M JACK	Ann M Jack	99 West Napa Dr
DIANE HAWLEY	Diane Hawley	1001 Napa Ct
ELAINE FAUSER	Elaine Fauser	88 W. Napa Dr.
DONALD Mac KENZIE	Donald Mac Kenzie	88 W. NAPA DR.
PAUL CAMPI	Paul Campi	92 W. NAPA DR.
DIANN ATHER	Diann Athor	1013 Napa Ct

May 10, 2023

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PRINT NAME	SIGNATURE	ADDRESS
Judy Bufano	Judy Bufano	119 Petaluma Way
Marilyn Lee	Marilyn Lee	114 Petaluma Way
CAROLE D'BRIEN	Carole D'Brien	126 Petaluma Way
Chris Street	Chris Street	102 Petaluma Way
Dore Cook	Dore Cook	108 Petaluma Way
Carolyn Distel	Carolyn Distel	524 Ving Rose
TED MILES	Ted Miles	144 PETALUMA WAY
Priscilla Schelkun	Priscilla Schelkun	120 Petaluma Way
GREG SCHALKUN	Greg Schalkun	120 Petaluma Way
GARY MAGALLI	Gary Magalli	125 Petaluma Way
DEBRA TOLSON	Debra K Tolson	107 Petaluma Way
AnnMarie Bledsoe	A. M. Bledsoe	113 Petaluma Way

Mr. Mayor, ladies and gentlemen of the City Council,

My name is Nickola Frye.

I am a resident of the Petaluma Estates Mobilehome Park, and past president of the Homeowners Association.

I stand before you today to lend my unwavering support to the petition that I am presenting to this esteemed council. This petition represents the collective voice of our Petaluma Estates community, and is urging you to take decisive action on a matter of utmost importance - i.e. the Petaluma Ordinance that pertains to Mobilehome Park Space Rent.

The over 250 signatures contained on this petition, represents over 98% of the residents of our community who call on you to fairly address the objectives of the ordinance by specifically adopting the following, which we feel is equitable and appropriate for all concerned:

Thus, we are asking for the ordinance to read:

“Said increases shall be the lesser of:

- 1. Twenty-five percent of the percent change in the CPI; or**
- 2. Two percent.”**

In a city built on the principles of progress and prosperity, it is imperative that we continually strive to improve the lives of all of our citizens. The petition at hand embodies the hopes, dreams, and aspirations of our fellow residents.

Petaluma Estates is a 55+ community, where most of the residents live on limited incomes.

The most recent space rent increase, which saw each of us experience a rise of our space rent, by an amount of six percent, left many mobilehome residents scrambling to pay for their basic life necessities.

Petaluma seniors, veterans, the disabled and families, who live on limited incomes, particularly in mobilehome parks, frequently have to make life-affecting monetary choices, such as: having enough to eat or paying their space rent, choosing between getting health care or making home repairs to live safely.

As a board member of Rebuilding Together Petaluma I have personally been involved in providing services, repairs, yard work, and mobility assistance to numerous residents of many of our local mobilehome parks.

As recently as April this year, over 70 volunteers from the community joined to repair the homes of 12 low-income neighbors, many of whom reside in mobilehome parks. From the installation of grab bars, to replacement of bathroom floors and exterior decks, to sidewalk repairs, to new front porches, the Rebuilding Together Petaluma volunteers did it all.

These repairs were undertaken for those who were unable to physically do the work themselves, and/or who could no longer afford to make such repairs. Without the necessary repairs or yard work being accomplished we are faced with receiving written notices and the possibility of eviction from our homes by park management.

Let us seize this moment and work hand in hand to provide a reasonable adjustment to the Petaluma Ordinance that governs the Mobilehome Park Space Rent.

Thank you for your time, your dedication, and your service to our city.

**Nickola Frye
63 W. Napa Dr.
Petaluma, CA 94954
707-758-6158**

A handwritten signature in cursive script, reading "Nickola L. Frye". The signature is written in black ink and is positioned to the right of the printed name and address.

Cottages of Petaluma

Community Meeting for All Residents

Saturday May 20th at 10:00 a.m.

Dear Residents,

Bill Feeney, the community owner, will lead a question-and-answer session at which everyone will be encouraged to participate. The discussion will be in reference to:

1. State Law Changes voiding long-term leases as of January 1, 2025
2. Proposed changes in the Petaluma Rent Control Ordinance

All residents are encouraged to attend as these changes and/or proposed changes will have a major impact on everyone. We will discuss what, if anything, we can do to adapt or challenge them.

Coffee and donuts will be served. We look forward to seeing everyone on Saturday morning!

Sincerely,

Cottages of Petaluma Management

SUMMARY OF MAY 20, 2023 MEETING

The purpose of the meeting was to discuss the following issues:

1. The state law that voids long-term leases as of January 1, 2025.
2. Proposed changes to Petaluma Rent Control Ordinance.

After a 90-minute question/answer session and an exchange of ideas of how to address the above issues, there were two differing approaches. Park ownership, with the support of several lessees, made the following recommendations in amending the rent control ordinance:

1. A rental assistance program financed by park ownership for qualified residents with financial limitations.
2. The continued inclusion of the exemption of long-term leases from rent control.
3. The abolition of the "vacancy control", which has undermined affordable housing by artificially inflating the sales prices of homes under rent control. Instead, park owners will be allowed to increase the rent on turnover to the average of the three highest rents within the community.
4. The addition of mandatory mediation to the ordinance.

Some tenants felt the following changes to the ordinance were appropriate:

1. Annual CPI rent increases to be limited to 70% of CPI, not to exceed 4%.
2. A more radical suggestion was to limit increases to 25% of CPI, not to exceed 2%.
3. The continuation of "vacancy control."

Ownership pointed out that abolishing the exemption long-term leases from the local ordinance will result in decreased revenue (lower annual rent increases and no increase of rent on the sale of homes) and significantly increased costs (potentially hundreds of thousands of dollars in legal costs resulting from the necessity to utilize rental arbitration), which will impact all the residents of the Cottages as follows:

1. A much lower level of maintenance and repairs to the community facilities and amenities.
2. There will be no new homes installed as the loss of revenue makes it impossible to do so.
3. There will be no new amenities or upgrades to the community leading to a general decrease in the quality of life within the community.
4. In order to generate the revenue lost from abolishing long-term leases, ownership will likely continue to increase the number of rental homes in the community.

For lessees who agree to sign the enclosed "Declaration of Support" that will be given to the Petaluma City Council in support of the continued exemption of long-term leases from the rent control ordinance and the abolition of vacancy control, the Cottage ownership agrees to amend those individual's leases to include the following financial concessions, along with a 5-year lease extension:

1. All future annual CPI rent increases will be a minimum of 3%, not to exceed 6% abolishing the previous provision for a minimum increase of 4%, not to exceed 8%
2. Upon the sale of homes within the community, the buyers' rent will be the average of the three highest rents in the community, rather than the existing provision for the incoming rent to be the highest in the community.

For the almost 150 long-term lessees who want to take advantage of the above very favorable terms, please return the fully executed Declaration of Support to the management office immediately. Kathy will then provide you with a lease extension for your signature which reflects the terms and conditions outlined above. Since this City Council is in the process of collecting tenant suggestions for possible rent control ordinance alterations, the signed declaration must be returned to management by no later than June 1, 2023. Due to the timeliness of this issue, if the signed declaration is not submitted to the management office by June 1, 2023, our offer will no longer be available.

Lastly, since no present residents have participated in the very toxic, expensive, and adversarial rent arbitration process, it is important that everyone understands how distasteful and counterproductive it is. It is effectively a legal trial where the attorney for the park owner presents his case for a significant rent increase and the tenant's attorney makes a case against the proposed increase. Ultimately, the arbitrator determines who "wins." It is important to understand that the results are totally unpredictable! In three arbitrations we have been awarded a 60% increase in rent, a \$650 increase in monthly rent (more than doubling the resident's rent) and an increase of \$400 per month. In three other arbitrations, we were given only the annual CPI increase provided for in the ordinance. Literally no one wins and everyone loses! No one wants their financial future (including park ownership) determined by at best a "coin flip!"

The reason why every eligible resident in our community VOLUNTARILY signed rent-control exempt leases is that they witnessed this ugly process and wanted the security and stability of knowing exactly what their future rents would be. The arbitration process eliminates that security and stability by bringing into play the possibility of huge monthly rent increases of potentially hundreds of dollars. Our long-term leases have provided us the opportunity to consistently update and upgrade our beautiful community infrastructure and amenities, while installing over 100 new manufactured homes in the community. The loss of those leases will be devastating to our community. Please lend your support to protecting our quality of life by taking advantage of our generous offer.

SIMPLIFICATION OF CHOICES

We understand that the recent unauthorized flyers sent out by GSMOL may be confusing as to your options. To clarify the consequences of your choices, here is a brief overview:

1. RENT CONTROL: Annual CPI Increase is the actual CPI, not to exceed 6%.
2. LONG-TERM LEASES: Annual CPI Increase is the actual CPI, not to be less than 3%, not to exceed 6%.

Rent Control Option:

1. Advantage: If CPI is less than 3%, the resident saves a few dollars per month by getting a slightly lower rent increase.
2. Disadvantage: The very expensive and toxic rental arbitration process can potentially award the park owner a rent increase of hundreds of dollars per month.

Long-term Lease Option:

1. Advantage: The defined limits of annual rent increases provide the resident with the security and stability of knowing exactly what their rent will be every year. There is no possibility of the annual rent adjustment being increased by hundreds of dollars per month as rental arbitration is not part of the terms of the lease.
2. Disadvantage: If CPI is less than 3%, the resident will pay a slightly higher increase that year than if he/she were under rent control.

SUMMARY: Those who opt for rent control with the hope of potentially getting a slightly lower increase gamble that the park owner will not be awarded a large rent increase of hundreds of dollars per month through arbitration. Those who sign the long-term lease pay a slightly higher annual rent increase when the CPI is less than 3%; however, they have the peace of mind of knowing that their annual rent increase will never exceed 6% and they are not subject to the rent arbitration process where their rent could be increased by hundreds of dollars per month.

There is a final very important issue to be considered. The owner of the Cottages has historically utilized and **WILL CONTINUE** to utilize the rental arbitration process whenever there are tenants covered by rent control. His success rate has been 50% in that half of the time the arbitrator awarded rent increases of many hundreds of dollars per month. In the arbitrations that he "lost" the residents' rent was still increased by the CPI.

BOTTOM LINE: A LONG-TERM LEASE IS BY FAR THE BEST AND ONLY INTELLIGENT CHOICE! THE RISK OF HUGE RENT INCREASES IS NOT WORTH THE "REWARD" OF AN OCCASSIONAL LOWER ANNUAL RENT INCREASE!

Petaluma Rent Control

As a resident of the Cottages in Petaluma, I voluntarily signed a rent control exempt long-term lease agreement in lieu of a rental agreement governed by the Petaluma Rent Control Ordinance. I prefer the terms and conditions outlined in our lease to the terms of the rent control ordinance. I signed the lease because it gave me the security and predictability of knowing what my rent would be in the future. The rental arbitration provision of the ordinance does not provide that type of financial security and predictability. Although my rent is significantly higher than surrounding rent-controlled mobile home parks, the purchase price of my home was significantly lower than homes in those communities. Lastly, the leases enabled ownership to highly upgrade all our community facilities, while replacing over a hundred older homes in our community with new manufactured homes. These improvements provide me with a much higher quality of life than would be available in rent-controlled communities.

Since the recent California state law voids long-term leases on January 1, 2025, I am requesting that the Petaluma City Council positively affirm that all long-term leases, as outlined in the present rent control ordinance, will continue to be exempt from rent control. By exempting leases from rent control, the city avoids the expense of the rental arbitration process. Obviously, allowing the tenants and landlords to mutually agree to the terms and conditions of the tenants' tenancy is far superior to having a third party dictate those terms through arbitration.

If the Council disallows the lease exemption, I strongly favor the elimination of vacancy control from the rent control ordinance by allowing landlords to increase rent on turnover to the then average of the three highest rents in the community. This provision will likely eliminate the need for park owners to pursue rental arbitration, which gives me a degree of financial security.

Resident of the Cottages

Address

Date

Resident of the Cottages

From: Bill.Feeney@mhinvestors.com
To: [Wolf, Sarah](#); -- City Clerk
Subject: FW: "22/'23 Petaluma Mobile Home Sales
Date: Tuesday, May 30, 2023 5:09:26 PM
Attachments: [Cottage Sales.pdf](#)
[CPI and MH Sales.pdf](#)
[CPI from 2000 to 2022.pdf](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Sarah- Last email previously sent to Karen Shimizu! Thanks, Bill

From: Bill.Feeney@mhinvestors.com
Sent: Wednesday, May 3, 2023 6:50 AM
To: Shimizu, Karen <kshimizu@cityofpetaluma.org>
Cc: Terry Dowdall <trd@dowdalllaw.com>; Saulo Londono <saulo@wma.org>; Edna Cano <edna.cano@mhinvestors.com>; Nick Ubaldi <nick@harmonycom.com>
Subject: '22/'23 Petaluma Mobile Home Sales

From: Bill.Feeney@mhinvestors.com
Sent: Monday, May 1, 2023 5:57 PM
To: Terry Dowdall <trd@dowdalllaw.com>
Subject: FW: Cottage '22/'23 Sales

Karen- I am forwarding you some information that I shared with the other park owners and our attorney, Terry Dowdall, regarding the Petaluma mobile home sales over the last 15 months. I am also attaching an historical CPI chart showing that the average CPI increase under the Petaluma ordinance **over the last 21 years has been only 2.6%!** This fact provides perspective to some of the tenants' claims that the current rent control parameters of CPI, not to exceed 6% creates a financial burden on them; therefore, they are advocating an unrealistic proposal to alter the ordinance to revise it to a fraction of the CPI with as little as a 4% cap, which would make it impossible for mobile home park owners to properly maintain their communities. It is also important to keep in mind that the social security increase for the same time was 7.6%, With that said, we realize that there are a few residents who may be unable to pay the full 6% increase for this year. Therefore, the park owners have devised a program at our expense to accommodate those tenants in need, which we will review with you at our Thursday zoom meeting.

The purpose of the home sales information that I am sending you is to illustrate the impact of 30 years of "vacancy control" (not allowing a rent increase on the sale of the mobile homes) has had in artificially inflating the sales prices of mobile homes in Petaluma. Ironically, the purpose of this provision in the ordinance was intended to "preserve affordable housing" for future generations, while, in fact it has significantly increased the sales prices of the mobile homes, making them unaffordable! You can see that that the average sales price in the rent-controlled communities is approximately \$75,000 higher than the sales prices in the Cottages, free of vacancy control.

Therefore, we community owners are recommending a revision of the vacancy control element of the present ordinance that would partially eliminate, or at least greatly mitigate, the inflated cost of housing for future generations and to allow sufficient income for the park owners to properly maintain, update and upgrade their communities.

Our final recommendation for altering the ordinance is for the City of Petaluma to affirmatively continue, as it has for the last 30 years, to exempt long-term leases from the rent control ordinance.

The need for this clarification is that the State of California recently passed a law that voids long-term leases as of January 1, 2025. Obviously, this lease exemption serves the public interest by eliminating the need of the very expensive and adversarial rent arbitration process. In conclusion, the park owners also feel that by having you physically visit a couple of our communities you would see first-hand the impact of this ill-advised vacancy control provision of the ordinance. Nick Ubaldi of Little Woods has generously volunteered to personally meet with you at his community so that you can witness the devastating impact of vacancy control on his mobile home park. After visiting Little Woods, I would very much like you to tour the Cottages with our community manager to see the comparison of a highly upgraded community free of vacancy control. Please feel free to give me a call if you have any questions at (949) 466-6779. We are looking forward to a very productive meeting with you and your staff on Thursday. Thanks, Bill Feeney (owner of the Cottages)

From: Bill.Feeney@mhinvestors.com

Sent: Thursday, April 27, 2023 5:47 PM

To: Saulo Londono <saulo@wma.org>; Capri Mobile Villa <sierrabriggs@yahoo.com>; Daniel Weisfield <daniel@threepillarcommunities.com>; Jeff Renner <jeff@lacumbremanagement.com>; Jim Murdock <jim@lacumbremanagement.com>; Leisure Lake MHP <propertypartnersca@gmail.com>; Matt Davies <matt@harmonycom.com>; Nick Ubaldi <nick@harmonycom.com>; Petaluma Estates <petalumaestates@att.net>; royaloaks@treehousecommunities.com; Edna Cano <edna.cano@mhinvestors.com>

Subject: RE: Cottage '22/'23 Sales

Saulo- Attached is a list of all the manufactured home sales (all with rent control exempt, long-term leases with the provision that on turnover the rent goes to the highest in the community) in the Cottages for 2022/2023, as well as a list of all homes in Petaluma that sold in communities under rent control. As you can see the absence of vacancy control has resulted the following:

1. The difference in the sales prices of the homes compared to the NADA values (the "blue book" value of the home if it was sold in a not rent-controlled jurisdiction) is \$140,000 in the Cottages vs. the \$215,000 sales of rent controlled sales resulting in a **\$75,000 savings to a home buyer** of a lessee's home, with the provision to increase the rent to the then highest rent in the community upon the sale of a home.
2. The difference in the average rents is about \$900 per month (Long-term Leases average \$1,750 per month vs. Rent Controlled average of \$850 per month). Note that it took over 20 years (and hundreds of thousands of dollars in legal fees for rent arbitrations) for the community to increase rents from \$250 to today's rent level. The primary source of the present rent level is the ability to increase rent to the highest rent in the community on turnover, which protects the home buyer from rent gouging, since others are already

voluntarily paying the rent amount.

3. The “breakeven” point for the home buyer is a little under 7 years. (If the buyer of a lessee home used his/her \$75,000 of savings toward the \$900 per month higher rent--\$75,000 divided by \$900 per month equals over 83.3 months to breakeven). The average length of home ownership in California is approximately 10-12 years. Therefore, the average homeowner is better off paying the higher rent/lower purchase price and living in an updated community that furnishes him/her a superior quality of life. At the same time, the park owner is able to maintain, update and upgrade the community infrastructure, as well as upgrading the housing supply. **The City of Petaluma is also assured that their affordable housing is sustainable for decades to come and avoids the cost of “fair return” litigation.**
4. Per the standard GSMOL formula (\$100 of rent paid reduces the value of the home by \$10,000), the \$900 higher rent should result in a \$90,000 less expensive home vs. the \$75,000 reflected in the recent sales. Part of the reason for this small disparity is the home buyers are willing to pay a bit of a premium purchase price for homes located in updated/upgraded communities. Because of the significantly higher rents over the last 20 years, ownership was able to update and upgrade the infrastructure, community amenities and housing supply of the community. These improvements provide the residents a higher quality of life, which accounts for why home buyers are willing to pay a bit of a premium.

At the very least, this up-to-date sales data emphatically **proves that vacancy control drives up the cost of housing**, thereby defeating the goal of “protecting affordable housing.” It also illustrates the obvious fact that the lower the rent, the higher the sales price of the home and vice versa.

Therefore, a well-designed rent control ordinance must NOT include vacancy control. The comparison of these two “real time” side by side models provide a unique opportunity to examine which is best for the residents.

1. The present rent control rental agreement with vacancy control results in the following:
 - a. The very low rent artificially inflates the sales price of the mobile homes by approximately \$215,000; therefore, this element of the law is undermining the intended goal of “protecting affordable housing.” Just the opposite, **vacancy control is driving up the cost of housing!**
 - b. The inflated prices of these 1960’s/70’s trailers/mobile homes make it financially unfeasible to replace them with new state-of-the-art manufactured homes. Therefore, this deteriorating housing supply is not a sustainable model. Is it reasonable to assume that a 1960’s trailer will provide housing for Petaluma residents in 2040 or 2050? In fact, a recent law change (voiding long-term leases as of 2025) encourages park owners (and likely investors in the future) to buy less expensive mobile homes and convert them to rental homes (rentable at true market rates under a very liberal state rent control law) in order to combat the artificially low rents that a 30-year-old rent control ordinance has created, thereby diminishing the already very limited supply of what is supposed to be “affordable housing.”
 - c. The extremely low rents make it impossible for owners to properly

maintain their communities, let alone upgrade or update the park infrastructure or amenities. All but one of the Petaluma communities were built in the 1950's/60's with an infrastructure that was not designed or intended to be in used in 2023; therefore, it is a constant battle to keep up with needed repairs. The same is true of the original mobile homes/trailers that were not designed to provide housing in 2023.

- d. The extremely low rents perpetuated by vacancy control will likely lead to more "fair return" litigation, which needlessly costs both the park owners and the City of Petaluma potentially hundreds of thousands of dollars.
2. The alternative of a rental agreement that we are proposing allows the incoming rent on the sale of the home to simply go to the then average of the 3 highest rents, which protects buyers from unreasonable or arbitrary increases in rent:
 - a. The higher rent **saves the home buyer at least \$75,000** (probably more) on the purchase of his home vs. the present vacancy-controlled model.
 - b. The lower sales price on the older trailers enables either local mobile home dealers or park ownership to purchase the trailer and replace it with a new manufactured home. This ensures both ownership of the community and the City of Petaluma that there will be **sustainable affordable housing** for many decades to come.
 - c. The higher rent enables ownership to properly maintain, update and upgrade their communities. It may also make it financially feasible to **upgrade the housing supply** by replacing 50-year-old trailers with new manufactured homes.
 - d. Obviously, allowing the higher rent on turnover **eliminates the need and expense of litigation**, in the form of rent arbitration.

One last point that should be included in our proposal—I would like to push the City Council to **include the same long-term lease exemption** that had been part of their ordinance for the last 30 years. What possible reason would they have for not continuing this exemption? Thanks, Bill

Bill Feeney
Manufactured Home Investors, Inc.
bill.feeney@mhinvestors.com
(949) 466-6779

DOWDALL LAW OFFICES
A PROFESSIONAL CORPORATION
ATTORNEYS AT LAW
284 NORTH GLASSSELL STREET
FIRST FLOOR
ORANGE, CALIFORNIA 92866-1409
WWW.DOWDALLLAW.COM

Area Code 714
TELEPHONE 532.2222
FACSIMILE 532.3238

TERRY R. DOWDALL
trd@dowdalllaw.com
JAN D. BRESLAUER
jdb@dowdalllaw.com

MARVIN B. ADVIENTO
mba@dowdalllaw.com

IN REPLY REFER TO:

10306

May 30, 2023

MEMORANDUM: SUMMARY OF PARKOWNER'S POSITION

To: City of Petaluma

From: Owners of Manufactured Housing Communities in City of Petaluma

Date: June 5, 2023

Executive Summary

The Petaluma parkowners oppose proposed amendment to annual rent adjustments as now provided. The facts do not support a wholesale upheaval of the status quo.

The average annual rent increase over the past 20 year is **2.6%**. The evidence of non-discretionary operating expense exceeds CPI; solvency is threatened absent comparable revenue adjustments. Especially since 2022 is an anomaly seen *just once* over 20 years (the highest inflation in decades), which can be addressed by voluntary rental assistance for the needy. *Please consider the following proposals:*

1. Voluntary rental assistance, paid by park owners, to assist tenants with financial needs or distress, administered by a leading nonprofit organization that has served low-income tenants for over 30 years. This effectively eliminates economic evictions city-wide.

2. Rent adjustments to current park levels for new purchasers, at existing prevailing park levels. This promotes housing affordability (prospective home-buyers seek affordable housing) and as a "catch up." On in-place sale, rents to new tenants would start at an average of the 3 prevailing rents. This new revenue goes right back into the parks---to maintain roads, services, utilities, and services— so parkowners can periodically recover from unreimbursed hard costs of operation. This approach is also fair because it prevents "rent gouging" since at least 3 other residents are already voluntarily paying that level of rent.

3. The proposed status quo means a stable equilibrium, enabling parkowners to agree to continue operations for 5 more years. During this time, the participating parkowners would also agree to suspend their rights to litigate the ordinance on its face in state or federal court.

These modest changes would avoid the need to dramatically alter the status quo, provide a sustainable system at no additional cost to the taxpayer, and provide protection for residents which could never be mandated or required by Petaluma.

City of Petaluma
May 30, 2023
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Introduction

Parkowners have at all times been responsible, concerned and accountable. The average CPI increase for Petaluma's law for the last 21 years was 2.6% (CPI-U, All Items). The rent histories show that the rent adjustments are much less than the rate of inflation.

Overreaction? Note the 2001 (and current year CPI) are both 6.6% (capped at 6%). Following 2001, CPI dropped annually to 1.2%, 1.6%, 1.4% and 1.1%.

2002	1.8	2.1	1.2
2003	3.3	2.2	1.6
2004	0.2	0.5	1.4
2005	1.6	2.1	1.1

The "cap" has come into play one time in 22 years. That is a 4.5%, or over 22 years, a single occasion. That is essentially statistically insignificant. There is no reason to upset a delicately balanced status quo.

Proposals

1. Voluntary rental assistance for all residents in need. Voluntary assistance eliminates any eviction based on inability to pay rent.

Proposal: Mobilehome park owners will provide a well-established state-wide rent assistance program. The "Mobile Home Rental Assistance Program" (RAP) administered by the Manufactured Housing Educational Trust (MHET), a non-profit association serving low-income mobilehome owners in California for over thirty years. The park owner pays the subsidy. Once an applicant is approved, a "rent credit" in the amount of the rent subsidy is given each month on the recipient's monthly rent statement. Subsidies are 10% or where the need exists, owners approve higher subsidies.

The owners have the power to provide this relief, government cannot mandate it. Absence of "red-tape" means direct and immediate relief to needy tenants unable to pay. This legally binding remedy provides relief the city cannot offer: charitable promises are as binding and effective as enforceable contracts. The city cannot stop evictions. Parkowners can. At no cost to taxpayers.

The provision of rental assistance to end evictions presumes the maintenance of the status quo. This includes continuing enforcement of existing codes without change. This commitment can be provided for an initial 5 year period. This means no further rent evictions for the needy unable to pay.

2. "Pumping the brakes" on spiraling market of mobilehome sales. Stabilize the runaway market with vacancy rent adjustments.

Proposal: Allow adjustments at transfer at existing levels charged in the park. The park owners propose a modest change. Allowable re-indexing to an average of the 3 highest rents in the park has been used, and means equitable treatment for all tenants, the owners and consumers. Obviously, this protects the buyers from "rent gouging" since at least 3 other

City of Petaluma
May 30, 2023
Page 3

residents are *already paying rent* at that level.

The Shadow Market in Petaluma. The average sales price in the rent-controlled communities is approximately \$75,000 higher than where mutually agreed-upon leases provide for adjustments on sale. This is the value of rent control tenancies sold to new buyers. The new buyers pay for the entire expected rent control subsidy at market, in full, at sale.

Specifically, sellers moving on want depressed rents to spike profit margins—it all has little to do with ability to pay. A \$75,000 differential in sales price is a "real time" reality today. That is pure profit from subsidized rents, and pure cost added to price for the consumer. The buyer will pay for all future benefits in rent control in a lump sum.

Comparing the sales price over the last 15 months of Petaluma mobile homes in rent-controlled communities as opposed to a community where the lease allows the rent to increase to the then highest (already being charged) in the park on turnover.

Sale Date	Sales Price	Nada Value	Difference	Year Built	Incoming rent	Address
4/19/2022	\$54,000	\$29,504.00	\$24,496	1983	\$1,757	67 Candlewood Dr Petaluma, CA 94954
6/24/2022	\$79,000	\$6,352.00	\$72,648	1970	\$1,757	148 Oakwood Dr Petaluma, CA 94954
9/29/2022	\$155,000	\$37,163.38	\$117,837	2005	\$1,513	521 Maplewood Dr Petaluma, CA 94954
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3/29/2022	\$189,000	\$34,469.02	\$154,531	2010	\$1,757	81 Candlewood Dr Petaluma, CA 94954
2/22/2022	\$192,465	\$35,630.17	\$156,835	2003	\$1,690	105 Candlewood Dr Petaluma, CA 94954
3/17/2023	\$215,000	\$33,090.26	\$181,910	2009	\$1,863	52 Oakwood Dr Petaluma, CA 94954
8/31/2022	\$225,000	\$15,291.68	\$209,708	2005	\$1,757	129 Oakwood Dr Petaluma, CA 94954
7/1/2022	\$245,000	\$1,449.06	\$243,551	1999	\$1,757	36 Oakwood Dr Petaluma, CA 94954
2/16/2023	\$250,000	\$44,476.99	\$205,523	2003	\$1,757	43 Candlewood Dr Petaluma, CA 94954
3/11/2023	\$52,000	\$4,368.12	\$47,632	1974	\$1,863	13 Oakwood Dr Petaluma, CA 94954
Average	\$166,955	\$25,442	\$141,513		\$1,758	
Difference between community averages vs. Cottages			\$73,828.12		\$906	

Scarce commodities drive dysfunctional "black" or "shadow" markets. That is the current situation emerging in the city of Petaluma. Peer-reviewed studies show that selling a subsidized tenancy at market generates huge ill-begotten profit. That means that departing sellers are profiteering on a overinflated value generated by rent control. Selling that inflated value at market deprives future generations of any rent control benefits.

This is a reality recognized by municipal leaders sensitive to the needs of home buyers and shortage of affordable housing. Progressive jurisdictions like Santa Cruz have imposed ceilings on mobilehome sales (as a condition for rent control benefits) to protect affordable housing for new homeowners and existing tenants seeking housing.

Discussion

The Folly of Paltry Annual Adjustments: The owners' proposals would improve the landscape of housing affordability, availability and optimism. This creates a SUSTAINABLE business model. *How?* Existing tenant rents would be better protected by the ordinance by curbing just return rent applications; buyers are protected by limiting the rent increase and

City of Petaluma
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Page 4

driving down the cost of housing, and park owners are able to generate enough revenue on turnover to properly update and upgrade park infrastructure to maintain longevity.

Among other things, owners would have far less reason to apply for a rent adjustment. This means far less legal cost in the administration, staffing, and defense of rent controls. The absence of applications generated by the modest changes would cost the city nothing.

Gradual rent increases allows owners to address ever-increasing costs to maintain, update and upgrade aging community infrastructure. Such re-investment protects the community and individual home values. But preventing recoupment of increases for inflation, operating expenses, taxes and capital improvements force owners to seek fair return rent applications. And applications, granted or denied, are often challenged by the aggrieved parties (owners *and* tenants). Staff must assume such a “mandamus” lawsuit against every grant *or* denial.

How to budget for the potential onslaught of rent applications sought to avert the downward spiral into insolvency? Each park, each year, may seek to show irrefutable facts: real inflation, actual expenses, rising costs— all factors relevant to the courts. Consider actual costs to the taxpayers of Petaluma:

- ⌄ The total number of parks, multiplied by staff preparation per park;
- ⌄ The average cost of defending lawsuits: (i) from owners when denied and (ii) from residents when granted (supported by voluminous papers, documents and records); and
- ⌄ The cost of appeals.

Based on other rent control jurisdictions, if we assume (underestimate) costs at \$100,000 per administrative hearing, then \$100,000 per lawsuit, and, then \$100,000 per appeal / year, we have eight (8) parks (x) \$300k/year, or \$2.4 million per year. Conservatively.

Cities with rent controls actually budget well more. Please note this is why the “automatic adjustment” developed among cities concerned with tax payer burdens. To cut down on municipal taxpayer burden and shock. General revenue for a small population of mobilehome profiteers is bad policy and infuriates voters.

Ancillary Benefits: Petaluma is the “big winner” by virtually eliminating the need/expense of “fair return” litigation. Consider:

No Closures: For the 5 years’ initial duration offered by the Parkowners, we would also agree to no action to close any of the parks, cease operations, or serve notices of intent for closure in whole or part (unless required to do so by an earthquake, fire, or other unanticipated occurrence that results in a substantial loss of income and/or destruction of the infrastructure). This benefit is a concession no governmental entity can mandate. A voluntary concession to maintain affordable housing for the period requested costs the taxpayer nothing.

Agreement to Floors and Ceilings. If the foregoing are acceptable, the owners could further consider other *progressive* improvements to the stability of the status quo for the protection of residents, including the regulation of the CPI increase with a minimum adjustment

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City of Petaluma
May 30, 2023
Page 5

("floor") of 3% and a maximum annual automatic adjustment ("ceiling") of 6%. Many other options could be explored.

The proposals by the Parkowners would curb needless taxpayer expense benefitting a small group of market profiteers. And open up housing to the consumer— including new homeowner prospects such as tenants seeking affordable ownership. The Park owner's 2 proposals will cost the taxpayers nothing. And result in a net benefit to improving affordable housing opportunities for the five-year period as proposed. .

We believe this is a fair and equitable adjustment which would yield net benefits for virtually all voters in the city.

Very Truly Yours,

/s
Terry R. Dowdall
for
Dowdall Law Offices, A.P.C.

petaluma_pre_lit_rent_interdiction_accord-eff-MMXXIII-17-MAY_v_4.wpd

cc: Petaluma Park Owners
Western Manufactured Housing Communities Association, Inc.

CPI for All Urban Consumers (CPI-U)

12-Month Percent Change

Series Id: CUURS49BSA0

Not Seasonally Adjusted

Series Title: All items in San Francisco-Oakland-Hayward, CA, all

Area: San Francisco-Oakland-Hayward, CA

Item: All items

Base Period: 1982-84=100

Years: 2000 to 2023

AVERAGE CPI INCREASE SINCE 2002 = 2.6%

70% = 1.8%

Year	Jan	Feb	Mar	Apr	May	*Jun	Jul	Aug	Sep	Oct	Nov
2000		4.2		3.8		4.2		4.7		4.7	
2001		6.5		5.8		6.6 / 6% MAX		5.1		4.5	
2002		1.8		2.1		1.2		1.3		1.4	
2003		3.3		2.2		1.6		1.4		1.0	
2004		0.2		0.5		1.4		1.2		2.0	
2005		1.6		2.1		1.1		2.2		2.8	
2006		2.9		3.2		3.9		3.8		2.5	
2007		3.2		3.3		3.4		2.6		3.3	
2008		2.8		2.9		4.2		4.2		3.6	
2009		1.2		0.8		0.2		0.2		0.1	
2010		1.8		1.7		1.1		1.0		0.9	
2011		1.7		2.8		2.4		2.9		3.2	
2012		3.0		2.1		2.6		2.8		3.2	
2013		2.4		2.4		2.6		2.0		1.6	
2014		2.4		2.8		3.0		3.0		3.2	
2015		2.5		2.4		2.3		2.6		2.6	
2016		3.0		2.7		2.7		3.1		3.6	
2017		3.4		3.8		3.5		3.0		2.7	
2018		3.6		3.2		3.9		4.3		4.4	
2019		3.5		4.0		3.2		2.7		3.0	
2020		2.9		1.1		1.6		1.6		1.1	
2021		1.6		3.8		3.2		3.7		3.8	
2022						6.8 / 6% MAX					

CPI for All Urban Consumers (CPI-U) 12-Month Percent Change

Series Id: CUURS49BSA0

Not Seasonally Adjusted

Series Title: All items in San Francisco-Oakland-Hayward, CA, all

Area: San Francisco-Oakland-Hayward, CA

Item: All items

Base Period: 1982-84=100

Years: 2000 to 2023

AVERAGE CPI INCREASE SINCE 2002 = 2.6%
70% = 1.8%

Year	Jan	Feb	Mar	Apr	May	*Jun	Jul	Aug	Sep	Oct	Nov
2000		4.2		3.8		4.2		4.7		4.7	
2001		6.5		5.8		6.6 / 6% MAX		5.1		4.5	
2002		1.8		2.1		1.2		1.3		1.4	
2003		3.3		2.2		1.6		1.4		1.0	
2004		0.2		0.5		1.4		1.2		2.0	
2005		1.6		2.1		1.1		2.2		2.8	
2006		2.9		3.2		3.9		3.8		2.5	
2007		3.2		3.3		3.4		2.6		3.3	
2008		2.8		2.9		4.2		4.2		3.6	
2009		1.2		0.8		0.2		0.2		0.1	
2010		1.8		1.7		1.1		1.0		0.9	
2011		1.7		2.8		2.4		2.9		3.2	
2012		3.0		2.1		2.6		2.8		3.2	
2013		2.4		2.4		2.6		2.0		1.6	
2014		2.4		2.8		3.0		3.0		3.2	
2015		2.5		2.4		2.3		2.6		2.6	
2016		3.0		2.7		2.7		3.1		3.6	
2017		3.4		3.8		3.5		3.0		2.7	
2018		3.6		3.2		3.9		4.3		4.4	
2019		3.5		4.0		3.2		2.7		3.0	
2020		2.9		1.1		1.6		1.6		1.1	
2021		1.6		3.8		3.2		3.7		3.8	
2022						6.8 / 6% MAX					

Sale Date	Sales Price	Nada Value	Difference	Year Built	Incoming rent	Address
2/2/2023	\$110,000	\$18,610.02	\$91,390	1981	\$794	583 Sonoma Dr Petaluma, CA 94954
1/12/2022	\$115,000	\$5,222.79	\$109,777	1977	\$1,178	77 Pamela Dr Petaluma, CA 94954
10/25/2022	\$137,500	\$8,786.59	\$128,713	1984	\$1,200	1521 Florence Way Petaluma, CA 94954
3/6/2023	\$145,000	\$15,537.49	\$129,463	1977	\$920	74 Pamela Dr Petaluma, CA 94954
10/27/2022	\$155,000	\$5,927.15	\$149,073	1971	\$882	133 N. Napa Dr Petaluma, CA 94954
4/28/2022	\$161,650	\$15,537.49	\$146,113	1977	\$685	82 Pamela Dr. Petaluma, CA 94954
8/3/2022	\$179,000	\$5,848.98	\$173,151	1972	\$814	1007 Napa Ct Petaluma, CA 94954
3/7/2022	\$185,000	\$15,511.06	\$169,489	1984	\$820	1506 Royal Oak Dr Petaluma, CA 94954
1/14/2022	\$187,000	\$15,511.06	\$171,489	1984	\$806	1514 Royal Oak Dr Petaluma, CA 94954
10/28/2022	\$200,000	\$6,401.07	\$193,599	1983	\$870	1518 Royal Oak Dr Petaluma, CA 94954
3/10/2023	\$200,000	\$15,511.06	\$184,489	1984	\$736	1508 Royal Oak Dr Petaluma, CA 94954
2/18/2022	\$210,000	\$5,586.84	\$204,413	1972	\$800	201 Petaluma Way Petaluma, CA 94954
12/1/2022	\$210,000	\$8,507.61	\$201,492	1986	\$824	1550 Royal Oak Dr Petaluma, CA 94954
9/27/2022	\$222,000	\$6,546.55	\$215,453	1984	\$948	1526 Florence Way Petaluma, CA 94954
3/31/2022	\$222,220	\$4,867.33	\$217,353	1978	\$867	51 Napa Dr Petaluma, CA 94954
7/22/2022	\$225,000	\$33,709.71	\$191,290	2003	\$1,100	29 Napa Dr Petaluma, CA 94954
2/9/2023	\$225,000	\$29,415.27	\$195,585	1999	\$919	113 Petaluma Way Petaluma, CA 94954
2/23/2022	\$227,000	\$7,449.12	\$219,551	1983	\$785	1540 Crown Rd Petaluma, CA 94954
10/25/2022	\$255,000	\$14,295.48	\$240,705	1972	\$795	506 Vine Rose Dr Petaluma, CA 94954
3/28/2022	\$260,000	\$13,221.65	\$246,778	2004	\$856	528 Sonoma Dr Petaluma, CA 94954
4/11/2022	\$285,000	\$43,132.76	\$241,867	2006	\$834	23 Michael Dr Petaluma, CA 94954
9/19/2022	\$299,900	\$41,603.44	\$258,297	2005	\$894	574 Mendocino Petaluma, CA 94954
3/21/2022	\$315,000	\$12,761.42	\$302,239	1998	\$867	65 N Napa Dr Petaluma, CA 94954
4/15/2022	\$323,000	\$41,561.48	\$281,439	1987	\$793	7 E Napa Dr Petaluma, CA 94954
11/11/2022	\$327,000	\$20,399.48	\$306,601	2003	\$945	516 Sonoma Dr Petaluma, CA 94954
6/29/2022	\$345,000	\$26,152.35	\$318,848	1979	\$868	66 N Napa Dr Petaluma, CA 94954
12/22/2022	\$360,000	\$35,479.56	\$324,520	1999	\$882	97 N Napa Dr Petaluma, CA 94954
2/24/2022	\$380,000	\$56,240.08	\$323,760	2021	\$953	143 Petaluma Way Petaluma, CA 94954
5/26/2022	\$395,000	\$58,535.55	\$336,464	2015	\$905	79 N Napa Dr Petaluma, CA 94954
1/27/2023	\$185,000	\$13,332.60	\$171,667	1971	\$560	300 Stony Point Rd #418 Petaluma, CA 94954
3/10/2022	\$229,000	\$5,317.26	\$223,683	1969	\$770	512 Vine Rose Dr Petaluma, CA 94954
1/24/2022	\$259,000	\$30,420.96	\$228,579	1999	\$608	300 Stony Point Rd #519 Petaluma, CA 94954
11/30/2022	\$289,800	\$135,902.84	\$153,897	2021	\$775	300 Stony Point Rd #231 Petaluma, CA 94954
5/13/2022	\$300,000	\$29,623.09	\$270,377	2004	\$685	300 Stony Point Rd #119 Petaluma, CA 94954
Average	\$238,943	\$23,602	\$215,341		\$851	

4/19/2022	\$54,000	\$29,504.00	\$24,496	1983	\$1,757	67 Candlewood Dr Petaluma, CA 94954
6/24/2022	\$79,000	\$6,352.00	\$72,648	1970	\$1,757	148 Oakwood Dr Petaluma, CA 94954
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2/16/2023	\$250,000	\$44,476.99	\$205,523	2003	\$1,757	43 Candlewood Dr Petaluma, CA 94954
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Average	\$166,955	\$25,442	\$141,513		\$1,758	
Difference between community averages vs. Cottages			\$73,828.12		\$906	







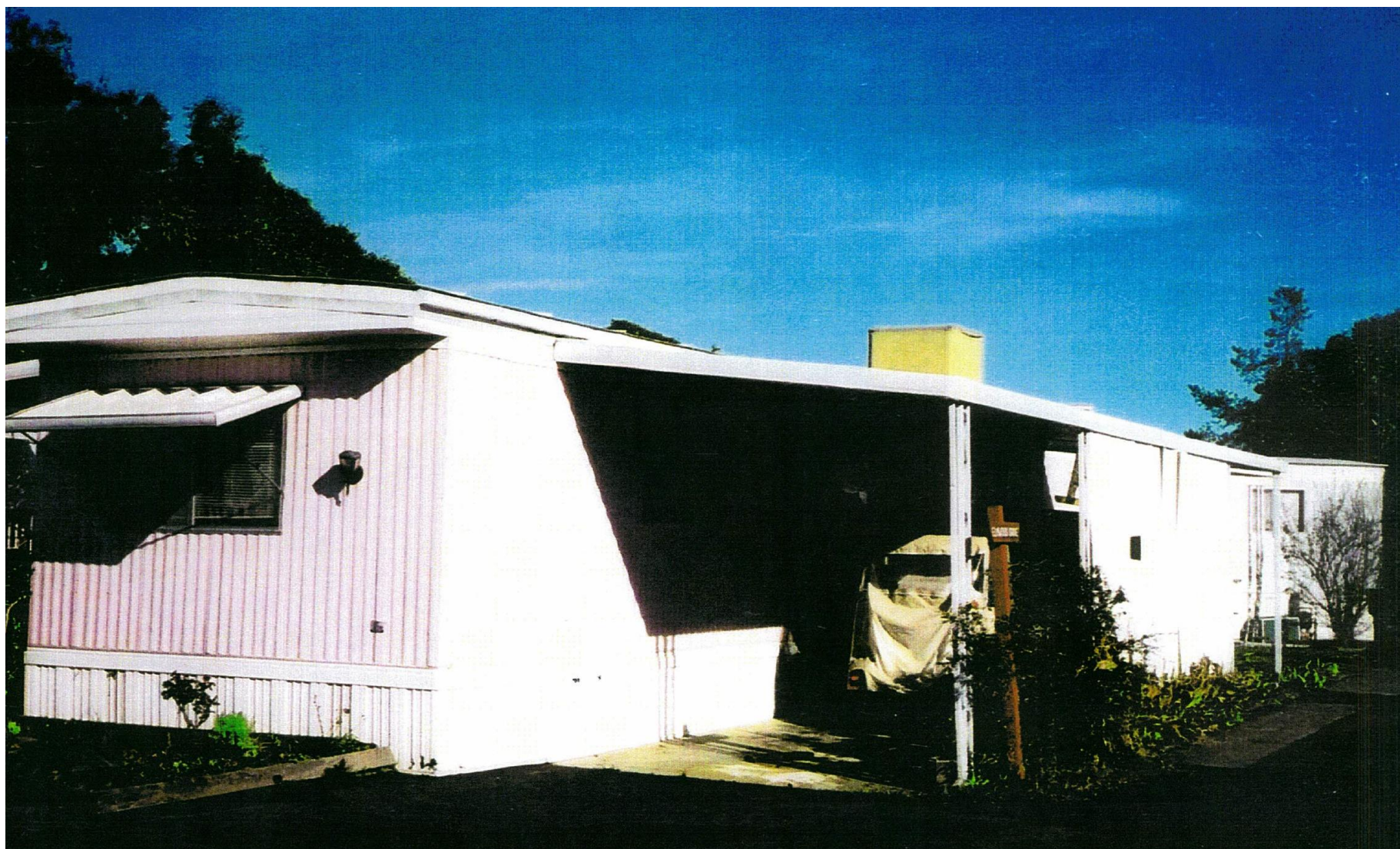




















**THE
COTTAGES
PETALUMA**

576 North McDowell Boulevard





















































From: Bill.Feeney@mhinvestors.com
To: [Wolf, Sarah](#); -- City Clerk
Subject: FW: Impact of Vacancy Control (Example of letter sent to Petaluma City Council)
Date: Tuesday, May 30, 2023 5:06:28 PM
Attachments: [Cottage Sales.pdf](#)
[CPI and MH Sales.pdf](#)
[SandalwoodCottages Before After Photos \(Clubhouse Common Areas\).msg](#)
[SandalwoodCottages Old New Home Photos.msg](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Sarah- Here is another email that I want to make sure is read. Thanks, Bill

From: Bill.Feeney@mhinvestors.com <bill.feeney@mhinvestors.com>
Sent: Friday, May 19, 2023 3:26 PM
To: kshimizu@cityofpetaluma.org; bbarnacle@cityofpetaluma.org; mhealy@cityofpetaluma.org; knau@cityofpetaluma.org; dpocekay@cityofpetaluma.org; jshribbs@cityofpetaluma.org; Jcaderthompson@cityofpetaluma.org; EDanly@cityofpetaluma.org; jgreen@cityofpetaluma.org; dbrady@cityofpetaluma.org; LRogers@cityofpetaluma.org; swolf@cityofpetaluma.org; mobilehomes@cityofpetaluma.org; Saulo Londono <saulo@wma.org>
Cc: Kathleen Fiebiger <info@cottagesofpetaluma.com>; Edna Cano <edna.cano@mhinvestors.com>; Bill.Feeney@mhinvestors.com
Subject: FW: Impact of Vacancy Control (Example of letter sent to Petaluma City Council)

Dear Council Members and Staff: In 1993 when the City Council enacted our present rent-control ordinance, they felt that vacancy control (assuring the buyers of mobile homes to have the exact same rent as the seller enjoyed) would protect tenants from “rent gouging” and ensure that affordable housing is available for future generations of residents. Although the goal was honorable, the unintended consequences have been disastrous and counterproductive to the purpose of that provision of the ordinance. GSMOL, the mobile homeowners’ advocacy organization, uses the formula that for every \$100 of rent, the mobile home’s sales price is reduced by \$10,000, which seems to be somewhat accurate. Per the attached data reflecting all the Petaluma mobile homes sales from January 1, 2022, through March of 2023, the homes sold in the rent-controlled communities averaged **\$75,000 higher** than the sales in the Petaluma community (the Cottages) that utilizes rent-control exempt long-term leases that provide that the buyer’s rent to be the same as the highest rent already being paid in the community. This provision protects the incoming buyers from rent gouging since others in the community are already voluntarily paying that level of rent. By forcing mobile home buyers to grossly overpay for their homes, vacancy control has totally undermined the Council’s original goal of “protecting affordable housing for future generations.”

The inescapable conclusion is that there is “no free lunch!” The lower the rents, the higher the sales price of the homes. The higher the rent, the lower the sales price of the homes. When an ordinance is overly aggressive in limiting rent increases, it will artificially inflate the sales prices of homes, which is the case in the vacancy control provision in the Petaluma ordinance. The Petaluma mobile home park owners are providing a moderate and very reasonable solution to this problem that has been successfully utilized at the Cottages for the last 20 years, as well as the California rent-controlled communities of Beaumont, Menifee, and Riverside County. (Keep in mind

that it took over 20 years for the Cottages to achieve today's present level; therefore, the average rent increase in the rent-controlled communities utilizing this suggested increase on turnover will be **very gradual!**) By allowing rents to be increased upon a change of ownership of a mobile home to the average of the then 3 highest rents in the community, home buyers are protected from rent gouging in that at least 3 other residents within the community are already voluntarily paying at that rent level. It also greatly reduces the purchase price of the homes that were previously artificially inflated by the vacancy control provision of the ordinance. This solution is a true win-win-win situation.

1. The tenant is protected from grossly overpaying for the home caused by vacancy control, which has been the case for the last 30 years. The tenants also benefit from the park owners' increased revenue which will be used to update and upgrade their community infrastructure and housing supply. This suggested provision provides an overall better quality of life for the residents, while saving them tens of thousands of dollars in the purchase price of their homes.
2. The mobile home park owners are able to increase revenue enabling them to properly maintain, update and upgrade the 60-year-old decaying infrastructure of their community. Please refer to attached "before" and "after" photos of 20-years of upgrading the Cottages' infrastructure that very graphically illustrates this point. It also allows for local mobile home dealers and/or park owners to update the outdated and substandard (built before HUD home building standards were enacted) housing supply by replacing the 1960's/70's trailers/mobile homes with modern state-of-the-art manufactured homes. Please refer to the "before" and "after" photos of older homes that were replaced by new manufactured homes in the Cottages. Over the last 20 years approximately 100 older trailers/mobile homes have been replaced with **sustainable** modern manufactured homes.
3. By allowing the increase of rent on turnover, the City of Petaluma avoids the predictable cost of the very adversarial and expensive "fair return" hearings because park owners will be able to increase revenue when homes within the community sell. The updating of the community infrastructure and upgrading of homes also ensures the **sustainability of affordable housing for future generations**. The present vacancy control element makes it financially prohibitive to upgrade the housing supply; therefore, these substandard and sometime dangerous trailers/mobile homes are recirculated forever. Obviously, this is not a sustainable business model!

Hopefully, you will agree that the elimination of vacancy control is long overdue, and our suggested solution is fair and reasonable!

Bill Feeney
Manufactured Home Investors, Inc.
bill.feeney@mhinvestors.com
(949) 466-6779