



Pasadena Housing Providers

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Pasadena Housing Providers Announces Intention to Submit 2026 Rental Housing Ballot Measure

Pasadena, December 17th, 2024 – Today, Pasadena Housing Providers announced that it is working to bring an initiative to the 2026 city ballot in order to restore democratic oversight to the governance of Pasadena’s rental housing.

In the two years since Measure H was passed, under the guise of a rent control measure, the unelected and unaccountable Pasadena Rental Housing Board (PRHB) has missed numerous deadlines, brought chaos to Pasadena’s rental housing market, and failed to create the operational rental registry they had promised in the 2022 charter amendment.

The structure of the PRHB was already intended, unfairly, to exclude landlords from key decisions but the hijacking of the appointment process by extremists has led to a situation with only one landlord on a Board of thirteen people. Naturally, this leads to unbalanced decisions due to a lack of relevant knowledge.

Following the PRHB’s consistent refusal to accept input from the landlords they regulate, Pasadena Housing Providers will be bringing forward an initiative that restores balanced decision-making and ensures that key regulatory decisions are made by elected Council members, not by unelected activists.

Pasadena Housing Providers supports the need for affordable housing in Pasadena, and **will not be proposing any change to the current rent control formula** which restricts rent increases to 75% of the rate of inflation.

SITUATION

- Rental housing is a large and important part of Pasadena’s overall housing market, and property owners deserve a voice in making sure that it remains viable and healthy.
- The “Fair and Equitable Rental Housing Amendment” (Measure H) was described as being about rent control. This wasn't true, as 40 out of 42 pages covered other topics. The Chair of the Rent Board admitted in a 2022 interview that he and his fellow activists did not tell the whole truth about Measure H *.
- The PRHB overreach includes extending the rent registry to single family home owners, cherry-picking data to increase landlords’ fees and costs, and making it unaffordable for owners to move back into their own homes.
- The PRHB lacks experience in managing rental housing, as there is virtually no landlord experience on it. The PRHB has acted unprofessionally and antagonistically, rejecting attempts to find common ground on even common sense reforms.



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- The PRHB has acted inappropriately around the Brown Act's requirements for transparent decision-making, signed expensive no-bid contracts, and provided inaccurate guidance on its helplines and website. This mismanagement puts the City and its taxpayers at financial and legal risk.
- The PRHB has chosen to include all single family homes, all condominium homes and all ADU properties within their billing and registration system while explicitly eliminating the ability for property owners to gain control of their homes without complex, and expensive fees and costs.
- A direct consequence of this PRHB overreach is that small landlords are selling to large corporate interests who have no interest in maintaining affordable housing in Pasadena.

SOLUTIONS

- Pasadena needs a genuinely fair and sustainable model for managing rental housing.
- Pasadena needs to restore democratic oversight to regulating rental housing in Pasadena, instead of allowing a small biased group to create overreaching regulations with severe financial and legal consequences.
- Pasadena Housing Providers intends to bring a genuinely fair initiative to the ballot in 2026 that considers the needs of all stakeholders, protects existing rent control measures, allows mom-and-pop landlords to continue providing affordable housing, and ensures that landlords can continue to invest in Pasadena.
- We are seeking input from the whole community on how to ensure we maintain sustainable and healthy rental housing in Pasadena.

NOTES

* <https://jacobin.com/2022/12/pasadena-tenants-union-rent-control-measure-h-organizing#:~:text=what%20i%20really>

ABOUT PASADENA HOUSING PROVIDERS

Pasadena Housing Providers represents individuals and families who have acquired, maintained, and renovated rental homes in the City of Pasadena. We are families providing housing for families.

Our mission is to give a voice to these property owners at the City Council, the Rental Housing Board and the ballot box. Our goal is to promote fair and equitable regulations that do not drive up the cost of rental housing in Pasadena.

Website: www.pasadenahousingproviders.com