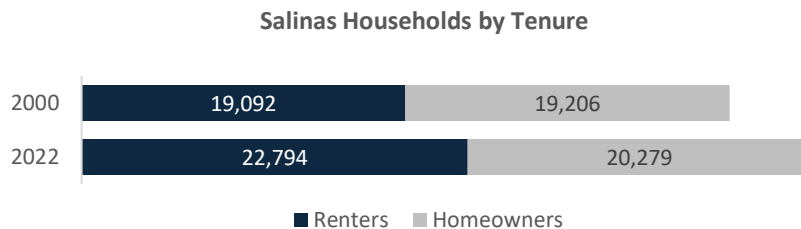


Salinas city councilmembers have the chance to pass the **Rental Stabilization Ordinance. Here are some facts about why this policy is so important for our community.**

Renters are essential to Salinas, but housing affordability has continued to worsen.

More than half (53%) of all Salinas households are renters.



Between 2000 and 2022, the number of renter households grew by **19%**, over three times the rate of growth for homeowners (**6%**).

Since 2000, rents have grown over seven times as much as renter incomes.

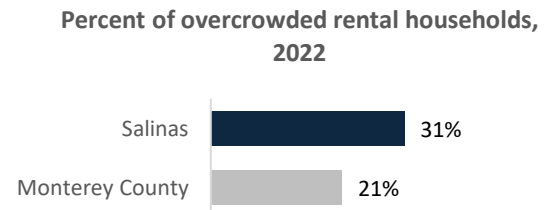
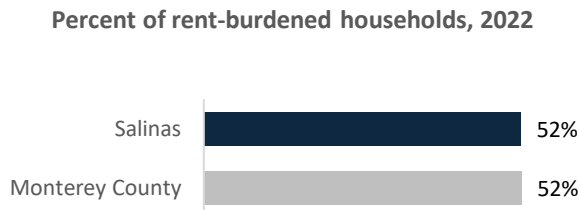
Between 2000 and 2022, median rents increased by **37%**

Meanwhile, median household incomes for renters only grew by just **5%**

Over this period, the number of rent-burdened¹ households rose by **57%**.



A majority of Salinas renters pay too much for housing and are more likely to live in overcrowded² households than Monterey County renters on average.



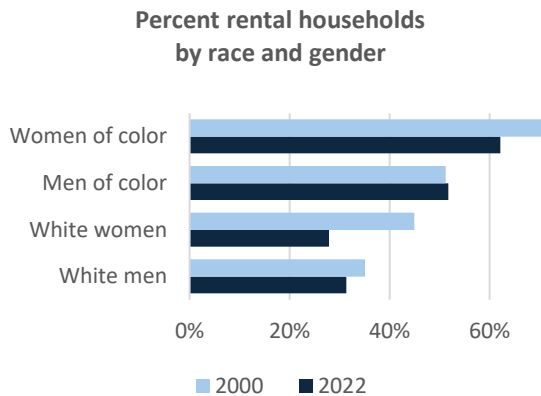
In 2022, the median market rent in Salinas (\$2,216/month) was **unaffordable for median-income renter households (\$5,376/month).**

These households would be rent-burdened, spending 41% of their income on rent.

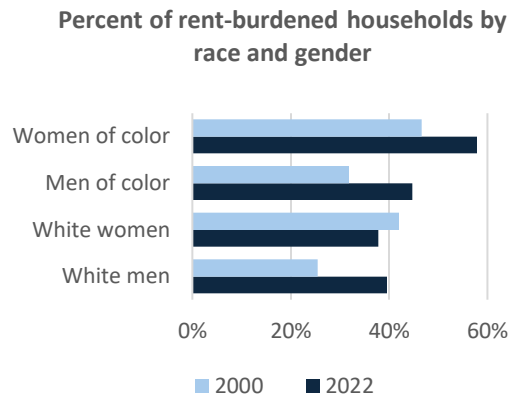
Rental affordability is a racial and gender equity issue.

In Salinas:

People of color are more likely to rent, especially women of color.



More than half of women of color-headed households are rent burdened.



If Salinas renters only paid what they could afford, each rent-burdened household would save a yearly average of \$8,300.³

These savings would cover the annual basic costs for a two-person household, like:

- All food costs
- 66% of childcare expenses
- 84% of healthcare costs
- Yearly tuition and fees at Cal State Monterey Bay

The **Rent Stabilization Ordinance** would help Salinas become a more inclusive, welcoming community, by creating:

- Reasonable year-over-year **rent stabilization**
- Protections to **stop arbitrary and unjust evictions**
- Rules to ensure **healthy living conditions for all renters**
- Safeguards to **prevent harassment of tenants**

LEARN MORE AND GET INVOLVED
tinyurl.com/salinasrenters

The **Bay Area Equity Atlas** is a partnership between the San Francisco Foundation, PolicyLink, and the USC Equity Research Institute. bayareaequityatlas.org

Sources: 2022 5-Year American Community Survey, 2000 and 2020 Decennial Census microdata from the Integrated Public Use Microdata Series and the US Census Bureau; median market rent data from the Zillow Observed Rent Index (ZORI); household expenses from the MIT Living Wage Calculator

Notes: Unless otherwise noted, "renters" refers to renter-occupied households. All data by race and gender is determined by the race and gender of the household head. All racial/ethnic groups are non-Latino (except for Latinos) and women/men of color include all persons who do not identify as non-Hispanic white. All dollar values are inflation-adjusted to 2022 dollars. Median market rent is an average of the 12 monthly estimates for that year.

Footnotes

¹We use the common standard of spending no more than 30 percent of income on housing costs to measure affordability at the household level. Rental households that exceed this percentage are rent burdened.

²The US Census Bureau defines an "overcrowded" unit as one occupied by more than one person per room (excluding bathrooms and kitchens).

³Potential increase in disposable income per rent burdened household. Data on living expenses are at the county level from the MIT Living Wage Calculator for a household comprising one adult and one child.