

PHONG LA

ALAMEDA COUNTY ASSESSOR



MONTHLY NEWSLETTER

Message from Assessor La

Dear Residents of Alameda County,

I hope you and your loved ones are doing well as we enter the Autumn season.

Community Engagements:

As we began September, staff and I were honored to join some of the 9/11 memorials last month, commemorating the 20th anniversary of the horrific terror attacks on the United States. These memorials provided a time to reflect and honor the lives lost that day. We can all remember exactly where we were at and what we were doing when we heard about the planes flying into the World Trade Center in New York City. As we move forward, we remember the countless lives lost that day, the lives of those first responders that continue to suffer from working at ground zero to save others, and those that served in our military response to the terrorist attack.

September 15 to October 15 marks Hispanic Heritage Month. In Alameda County, the Board of Supervisors proclaimed this annual celebration as Hispanic-Latino Heritage month. This is an opportunity to recognize and celebrate members of our

community and their ancestors who come from Mexico, parts of the Caribbean, Mexico, Central and South America, and Spain. Our Hispanic-Latino community and history is a fundamental part of our American history and continues to have a unique influence in our community.

This time of year, we also celebrate the Mid-Autumn Festival on the 15th day of the 8th month of the Lunar calendar. This celebration is also known as the Moon Festival or Mooncake Festival, traditional to many East and Southeast Asian people. The Mid-Autumn Festival focuses on thanksgiving and unity, marking the end of harvest season. This year, the mid-Autumn festival was celebrated on September 21. My staff enjoyed participating in the mid-Autumn festival in Oakland's Little Saigon neighborhood as folks enjoyed treats and entertainment. I hope all who celebrate enjoyed time with family and friends!

Thank you to Comcast California for inviting me to join in their announcement for RISE Oakland. Comcast RISE (Representation, Investment, Strength, Empowerment) has awarded marketing and technology services to 228 businesses in California thus far. RISE Investment Fund will award \$1 million in grants to 100 Oakland small businesses owned by people of color, including Black, Indigenous, Latinx, and Asian Americans. The application opened October 1 and will end on October 14. For information on the RISE Investment Fund check [HERE](#).

Last week, I joined Mayor Melissa Hernandez, the Dublin Chamber of Commerce, and the City of Dublin for the annual Dublin State of the City Address. This was a wonderful opportunity to meet with residents and business owners in Dublin and celebrate the City's recent achievements.

The Assessor's Office attended two job fairs last month – The Tri-Valley Job Fair in Pleasanton and Alameda's 7th Annual Autumn Job Fair. If you are interested in joining the Assessor's Office's team, check out the Alameda County On-Line Employment Center [HERE](#). We will be recruiting for experienced appraisers and auditors. If you have prior work experience in these areas, please reach out to us directly.

Please let the Assessor's Office know if your city, chamber of commerce, or organization is hosting an in-person or virtual event that you would like the Assessor's Office to attend.

Keep an eye out for upcoming events and tell others to [sign up for our newsletter](#) to get notified about important dates and deadlines. The [Assessor's website](#) is another great resource to find answers to your property ownership and assessment questions!

Free Legal Clinic to Help Answer Questions:

The Property Transfer Clinic (PTC) is here to help! The PTC is a *free* legal clinic available to assist property/business owners and constituents. The PTC is available on the third Friday of each month. I continue to work with the Alameda County Law Library, the Alameda County Bar Association, Legal Access Alameda, and the Alameda County Library to maintain this clinic and make it available to Alameda

County residents who do not have access to an attorney. The upcoming PTC date is October 15. Sign up [HERE](#)!

As always, we remain committed to serving the residents of Alameda County.

Sincerely,

Phong La
Alameda County Assessor

Upcoming Dates & Deadlines

October 11	Indigenous Peoples' Day
October 13	Cybersecurity Awareness Month - Fight the Phish webinar
October 15	Final day of National Hispanic Heritage Month
October 22-31	Alameda County Fair 2021
October 31	Halloween Unity Council's 26th Annual Dia De Los Muertos Community Health Fair - find more information HERE .

****Please note that event details continue to update frequently due to the ongoing COVID-19 pandemic.***

Resources

Understanding the Assessment Roll



What is the Assessment Roll?

The Assessment Roll is the foundation that property taxes are based upon, and is comprised of the assessed value of all Real Property and Business Personal Property, less applicable exemptions. Among other things, the Roll reflects the current status of property ownerships, addresses, and assessed property values. This is also a useful tool for government to prepare their budgets in anticipation of property tax revenues. Additionally, property taxes collected by the Treasurer-Tax Collector are based on the Roll. Subsequently, these funds support essential services to the County, including public schools, hospitals, cities, and special districts.

There are two parts to the regular assessment roll: (1) the “local roll,” which contains county assessed property, and (2) the “board roll,” which contains property assessed by the State Board of Equalization (BOE). The County’s local roll is a record of all assessable property discovered and valued by the County’s Assessor.

Who is responsible for delivering the Assessment Roll?

The County Assessor! The Assessor’s primary duties involve discovering and assessing all property within the County. This includes valuing all real property, as well as all taxable personal property (businesses, manufactured homes, boats, and airplanes). An assessment is the procedure whereby property is valued and listed on a roll for taxing purposes.

What happens after the Assessment Roll is complete?

Once the Assessment Roll is complete, the Assessor is charged with delivering it to the County Auditor by July 1 of each year. The Assessor must comply with the constitutional, statutory, and administrative requirements laid out in the Assessor’s Handbook Section 601 in completing and delivering the Assessment Roll. Once the Assessor surrenders the Roll it is made available to the public and is published in the Assessor’s Annual Report.

What impacts the Assessment Roll?

There are many factors that impact the Assessment Roll each year. For example, property transfers are one of the most significant factors to add value to the overall Assessment Roll. This is because a transfer in property (by sale and/or change of ownership) will trigger reassessment of the property unless an exclusion from reassessment applies. New construction and an increase in business personal property also account for large increases in the Assessment Roll.

How can I view the Assessment Roll?

The most recent 2020-2021 Assessment Roll and previous Assessment Rolls are available on the Assessor’s [website](#). Generally, the Assessor releases the annual Assessment Roll each Spring in the Alameda County Assessor’s Annual Report. The Alameda County 2020-2021 property Assessment Roll resulted in \$343 billion in gross assessed value across more than 512,246 taxable properties/accounts. This roll reflected \$21.5 billion or a 6.69% increase above last year’s assessment roll. Of the total assessed value, \$10.5 billion was from sales or transfers of real property in the County; \$4.3 billion was added from new construction, and \$1.1 billion was added from business personal property.

Assessor in the Community

**The Property Transfer Clinic will take place on October 15.
Please visit the link [here](#) to make an appointment with a
volunteer attorney for a free 30-minute consultation.**

PROPERTY TRANSFER CLINIC

Do you have questions about:

- The assessment process in Alameda County
- Transferring property to family members
- What happens to property after the death of a loved one
- Common exclusions from reassessment

Visit <https://guides.aclibrary.org/lawyers> and click **Schedule an Appointment** to talk with a volunteer attorney for a **FREE** 30-minute consultation

Clinics are held every third Thursday and Friday of the month.

Upcoming dates:
October 15, 2021
November 19, 2021



The Property Transfer Clinic is a partnership between the Alameda County Library, the Alameda County Law Library and Legal Access Alameda. It is funded by the Alameda County Assessor's office.



Photo of volunteers at the 18th Annual Healthy Living Festival, Alameda Counties largest senior health fair



Photo of the Union City 9/11 Memorial in honor of the 20th Anniversary of Flight 93



Photo of Mayor Melissa Hernandez delivering Dublin's State of the City



Photos of the Mid-Autumn Festival in Oakland's Eastlake Little Saigon neighborhood



Photo of attendees at the Legal Access Alameda Justice for All fundraiser, which supports free legal assistance to Alameda Counties low-income population

City Profile: Livermore

In each Newsletter, the Assessor's Office will profile a different city or unincorporated area in our County.

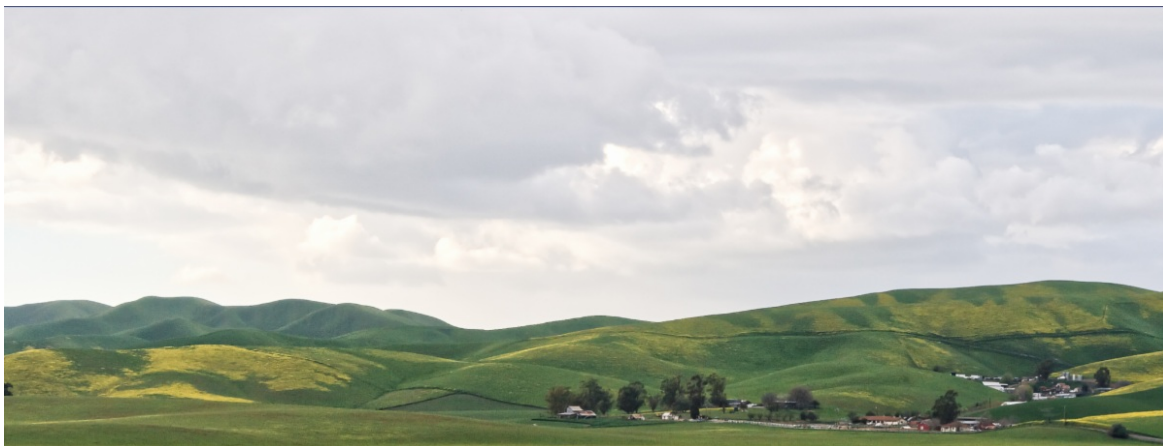


Photo of rolling foothills in Livermore

The City of Livermore, founded in 1869, is the most populous city in the Tri-Valley area, which includes Dublin, Livermore, Pleasanton, and San Ramon. Livermore sits at the eastern edge of the San Francisco Bay Area and is currently home to approximately 91,411 residents.

Originally, Livermore was a railroad town and was named after Robert Livermore, a local

rancher who settled in the area in the 1840s. Today, Livermore is proud to be an integral part of the Bay Area, powered by its research, technology, and innovation.

Livermore prides itself on being one of California's oldest wine regions. In fact, the Livermore Valley American Viticultural Area (AVA) played an important role in shaping California's wine industry. Robert Livermore planted the first commercial vines in the 1840s and pioneer winemakers continued to make an impact on the wine industry thereafter. C.H. Wente, founder of Wente Vineyards, James Concannon, founder of Concannon Vineyards, and Charles Wetmore, founder of Cresta Blanca Winery, were some of the early winemakers who planted grapes and founded their respective wineries in the 1880s.

In 2019, the Livermore Railroad Depot Relocation and Rehabilitation project earned the Governor's Preservation Award in recognition of the Depot's significant achievement in preserving the heritage of California. You can enjoy learning about Livermore's history by visiting the Ravenswood Historic Site, Carnegie Museum, and the Centennial Light (the world's longest burning light bulb), or by visiting Livermore's downtown area and wine region.

Livermore is also home to the Lawrence Livermore National Laboratory and the Sandia National Laboratories. The City's name can be found on the periodic table because the chemical element, Livermorium, was discovered during experiments between 2000 and 2006 as a result of a collaboration between the Lawrence Livermore National Laboratory and the Joint Institute for Nuclear Research in Russia.

In recent years, the Livermore downtown area was revitalized with shops, dining, and entertainment. The annual Livermore Rodeo, also called the "World's Fastest Rodeo," attracts locals and tourists every June. Residents and visitors can also enjoy the parks, recreation areas, and other facilities operated by the special district, Livermore Area Recreation and Park District (LARPD). For a complete map of the LARPD parks and facilities, check [HERE](#).

CONTACT

WEBSITE:

<https://www.cityoflivermore.net/>

CITY ADDRESS:

City Hall
1052 S. Livermore Ave.
Livermore, CA 94550
925.960.4000

CITY OF LIVERMORE COVID-19 RELATED RESOURCES

RESPONSE, TESTING, & VACCINE INFORMATION

The City of Livermore's Local Declaration of Emergency remains in place. There are a

number of local regulations in effect to benefit local businesses and to support Livermore residents, including eviction protection and allowances for expanded outdoor dining.

Find out how and where to receive your COVID-19 vaccine in Livermore [HERE](#). The Alameda County Public Health Department offers vaccinations for homebound individuals and their caregivers. Call (510) 208-4829 to schedule and appointment. Additionally, Stanford Health Care-ValleyCare is operating a homebound vaccination program. To schedule an appointment, email Cindy Britt, RN at cbritt@stanfordhealthcare.org.

COVID-19 testing is available in Livermore at Las Positas College and Stanford Health Care-Valley Care. To make an appointment directly with the facility, check [HERE](#).


UPCOMING EVENTS IN LIVERMORE

For a complete list of recreation classes and programs, including youth services organized by LARPD, check [HERE](#). Find information on City of Livermore's events, programs, and meetings on the City's [website](#) or the Livermore Valley Chamber of Commerce [website](#).

October 16	Livermore Heritage Guild's Auction and Annual General Meeting at Hagemann Ranch from 3:00-6:00 pm. Reserve your spot HERE .
October 17, 21, 24, & 28	Farmers Market (Sundays & Thursdays)
October 19	Leadership Livermore: Creating Tomorrow's Leaders – Local Government Day. Part of the nine-month leadership program in partnership with the Livermore Valley Chamber of Commerce.
October 30	<p>Kidz Town Halloween Hay Day from 1:00 – 5:00 pm in Historic Downtown Livermore. Get more information HERE.</p> <p>Livermore Winegrowers Association's 3rd Annual Wine & Wags event – Livermore Valley's dog-friendly wineries are hosting a day of fun for dogs and their owners. Get more information and purchase tickets HERE!</p>
October 31	Hagemann Ranch Open House from 1:00-4:00pm. Get information HERE .

Additional Housing Resources

There are numerous housing resources and financial support programs available for qualifying renters and landlords in Alameda County and throughout California. Support is available NOW, so please check out the resources below.



Are you a renter with difficulty paying your rent, or a landlord whose tenant has been unable to pay rent?

CA COVID-19 RENT RELIEF

Eviction protections changed October 1, 2021, but there are special protections available under state law through the CA COVID-19 Rent Relief program.

If you have unpaid rent or are struggling to pay rent that will be due starting October 1, apply as soon as possible!

For info on eligibility & how to apply,
visit: https://housing.ca.gov/covid_rr/index.html



COVID-19 RENT RELIEF

Struggling to pay rent?
Have past due utility bills?
Are you a housing provider who is owed rent?

You may be eligible for the
Emergency Rental Assistance Program

- Income is no greater than \$65,250 for a 4-person household
- Qualify for unemployment or experiencing financial hardship
- At risk of experiencing housing instability or homelessness

TO APPLY

Visit: **hpp.bayareacs.org**

Or call one of our partners:

Bay Area Community
Services

510-899-9289

Catholic Charities
East Bay

510-860-4985

Eviction Defense
Center

510-452-4541

For more information visit:


oaklandca.gov/emergencyrent

Email: HousingAssistance@oaklandca.gov

Call: 510-238-6182



CITY OF
OAKLAND

Keep Oakland
HOUSED 

As a result of COVID-19, are you...

Struggling to pay rent?

Owe your landlord past due rent?

**Owe past due payments
on utility bills?**

Are you a landlord who is owed rent?



Keep Fremont Housed Rental Assistance Program



In April 2021, as part of a federal relief package, the City's Human Services Department will be launching **Keep Fremont Housed** to assist Fremont households and landlords financially impacted by COVID-19

Keep Fremont Housed program will:

- Help renters pay past due rent or future rent
- Help renters get caught up on utility bills
- Help landlords supplement owed rent

Sign Up Now

Receive future updates about
Keep Fremont Housed via email.

Visit Fremont.gov/RentalAssistanceList or
Call Family Resource Center at 510.574.2028




Fremont
Human Services Department



Program Eligibility for Renters

- Rental unit must be located in Fremont
- Renter has household income at or below 80% of Area Median Income
- Renter qualifies for unemployment or has experienced reduction in household income, incurred significant costs, or experienced financial hardship due to COVID-19
- Renter demonstrates risk of experiencing housing instability or homelessness

Priority given to households who have experienced unemployment for 90 days preceding their program application or have a household income at or below 50% of Area Median Income

APPLICATIONS FOR AFFORDABLE HOUSING UNITS NOW OPEN

Apply : https://housing.acgov.org/listing/b802eb20-867a-4519-98cc-fa02c6c92c22/foon_lok_west_311_ninth_ave_oakland_ca

103 NEW UNITS

MidPen Housing is now accepting applications for new units at Foon Lok in West Oakland!

**APPLICATIONS ARE DUE
NOVEMBER 1ST AT 5PM**



Monthly Rent:

30% AMI 1BR \$602, 2BR \$735, 3BR \$843

50% AMI 1BR \$1,091, 2BR \$1,322, 3BR \$1,521

60% AMI 1BR \$1,336, 2BR \$1,616, 3BR \$1,861



Funded by Alameda County Measure A1
and approved by Alameda County taxpayers

Ready to buy your first home?
Down payment assistance is available!

AC Boost provides financial assistance to middle-income working households to purchase a home in Alameda County. The program offers **shared equity loans of up to \$210,000** to first-time homebuyers who live, work, or have been displaced from Alameda County. Application deadlines apply!

Learn more at acboost.org



¿Listo para comprar tu primera casa?

AC Boost ofrece préstamos de asistencia para el pago inicial de hasta \$ 210,000 para compradores de vivienda por primera vez que viven o trabajan en el Condado de Alameda o que han sido desplazados del Condado de Alameda. Asistencia en español está disponible.

Bạn đã sẵn sàng để mua ngôi nhà đầu tiên?

AC Boost cung cấp các khoản vay hỗ trợ thanh toán trước lên tới 210.000\$ cho những người mua nhà lần đầu sống hoặc làm việc tại Hạt Alameda hoặc những người phải chuyển nhà khỏi Hạt Alameda. Có hỗ trợ bằng tiếng Việt.

準備購買你的第一間房屋嗎？

AC Boost 提供 \$210,000 首期貸款幫助，給予首次買屋者。購房者要在亞拉米達縣 (Alameda County) 居住或工作，或在亞拉米達縣流離失所者。有中文提供幫助。

Handa na bang bumili ng unang bahay ninyo?

Ang AC Boost ay nag-aalok ng tulong sa paunang pagbayad na mga pautang ng may hanggang \$210,000 para sa mga unang-beses na mamimili ng bahay na nakatira o nagtrabaho sa Alameda County o sinuang napaalis mula sa Alameda County. May pagtulong sa Tagalog na magagamit.



acboost.org
(510) 500-8840
acboost@hellousing.org



AC Boost is funded by Measure A1 Affordable Housing Bond funds and administered by nonprofit organization Hello Housing on behalf of the County of Alameda.

The County of Alameda and Hello Housing do not discriminate against any person on the grounds of race, color, religion, national origin, ancestry, sex, gender, gender identity, gender expression, sexual orientation, marital status, familial status, source of income, genetic information, medical condition, physical disability or mental disability, or any other category protected by law.

Ver. 7/12/2021

COVID-19 Coronavirus Updates

ALAMEDA COUNTY IS NOW OPEN

On June 15, 2021, the State of California officially re-opened. Almost all public health restrictions have been lifted; however, all Bay Area Counties have re-instated the mask mandate for indoor public settings regardless of vaccine status. Alameda County is fully aligned with the [California State Reopening Plan](#) and State recommendations for fully vaccinated people. Everyone must wear a mask on public transportation and in other

limited settings, such as K-12 schools, childcare, state and local correctional facilities, homeless shelters, emergency centers, and cooling centers.

VACCINE DISTRIBUTION

All Alameda County residents, ages 12+ are now eligible to receive the COVID-19 vaccine in Alameda County. Please be advised that the Pfizer vaccine is approved for persons ages 12+; the Johnson & Johnson and Moderna vaccines are only approved for persons ages 18+. Additionally, the CDC recommends people who are moderately to severely immunocompromised should receive an additional dose of mRNA COVID-19 vaccine after the initial two doses. The CDC does not recommend additional doses or booster shots for any other population at this time.

The CDC is recommending that individuals who are at higher risk for COVID-19 receive the Pfizer COVID-19 booster shot to help increase their protection. Boosters are only authorized for those 18+ who received the Pfizer vaccine. For information on eligibility for the booster shot, as well as information about the booster vaccination shot, visit the CDC [website](#) or [California webpage on Pfizer boosters](#).

A comprehensive list of vaccination sites in Alameda County, searchable by Zip Code, can be found [HERE](#).

Your vaccination card is available through the California Digital Vaccination Card [website](#), which provides a link to a QR code and digital copy of your COVID-19 vaccination records. Additionally, if you require a replacement vaccination card, you may be able to request one in person or via mail, depending on where you were vaccinated. For information about how to receive a replacement vaccination card, check [HERE](#).

CARES ACT FUNDING

In response to COVID-19, the U.S. Congress passed the CARES Act, which provides for payments to State, Local, and Tribal governments navigating the impact of the COVID-19 outbreak. The CARES Act established the \$150 billion Coronavirus Relief Fund.

HOUSING ASSISTANCE

OAKLAND - [click here](#)

EMERYVILLE - [click here](#)

LIVERMORE - [click here](#)

Deferred Rent Programs

ALAMEDA POINT - [click here](#)

Child Care

For Child Care in Alameda County - [click here](#)

Covid-19 Testing

Interactive map to find testing sites and schedule appointments - [click here](#)

Food Distribution

Interactive map to find food, testing, and services in Alameda County - [click here](#)

Immigrants

Covid-19 Disaster Relief Assistance for immigrants - [click here](#)

Employment

Alameda County Workforce Development Board - [click here](#)

BUSINESS RESOURCES

Alameda Façade Grant Program

The City of Alameda re-opened its Façade Grant Program that provides business and property owners with matching grants to improve their storefront and enhance the city's retail districts. Under this program, eligible business and property owners may receive matching grants up to \$15,000 for exterior painting, new awnings and signs, and refurbishment of architectural features. Applications are now open. There are four application deadlines; the first deadline is September 16, 2021. For more information about the grant program, including guidelines and deadlines, check [HERE](#).

Small Business/Nonprofits Grants

The State Legislature and Governor Newsom approved significant financial support for businesses impacted by the pandemic, particularly small businesses and nonprofits. The Legislature recently passed an additional \$2.1 billion in grants for small business and nonprofits. This builds upon the \$500 million program that began in December 2020. Small businesses and nonprofits with 2019 revenues of up to \$2.5 million are eligible. Grant amounts range from \$5,000 to \$25,000.

The most recent round of grant applications opened Wednesday, April 28 through the California [Small Business COVID-19 Relief Grant Program](#). Applicants not selected to receive a grant in a previous round do not need to re-apply and will be automatically considered in this round of grant applications.

Additionally, small arts, entertainment, and cultural organizations that have not yet received a grant or applied for one are eligible for this grant round that opened on April 28. Applications can be submitted [here](#).

Business Tax Relief

On April 29, 2021, Governor Newsom signed a business tax relief bill that enables California businesses that received Forgiven PPP loans to deduct from their California state taxes, all business expenses paid for using the Forgiven PPP loan.

To be eligible, a business must have received a Forgiven PPP loan, experienced a reduction in gross receipts of 25% or more in 2020 as compared to the same time period in 2019, and not be a publicly traded company.

Agencies

Alameda County Small Business Development Center - [click here](#)

Small Business Administration Loans - [click here](#)

California Small Business Development Center - [click here](#)

California Governor's Office of Business and Economic Development - [click here](#)

Alameda County Workforce Development - [click here](#)

U.S. Small Business Administration - [click here](#)

Business Resources by City

ALBANY - [click here](#)

ALAMEDA - [click here](#)

BERKELEY - [click here](#)

DUBLIN - [click here](#)

EMERYVILLE - [click here](#)

FREMONT - [click here](#)

HAYWARD - [click here](#)

LIVERMORE - [click here](#)

NEWARK - [click here](#)

OAKLAND - [click here](#)

PIEDMONT - [click here](#)

PLEASANTON - [click here](#)

SAN LEANDRO - [click here](#)

UNION CITY - [click here](#)

Available Grants for Businesses

Pleasanton Business Assistance Program - [click here](#)

STAY IN TOUCH

Keep up-to-date on important information that may affect your property taxes by following us on Twitter ([@acassessor](#)) and Facebook ([Alameda County Assessor's Office - Home | Facebook](#)).

If this email was forwarded to you, subscribe to the monthly newsletter [HERE](#).



Visit our website
