



December 19, 2011

Dear Hayward City Council,

I encourage you to approve an ordinance, similar to that passed by the Richmond City Council in October of 2008, penalizing legal owners of foreclosed residential properties up to 1,000 dollars/day for failure to maintain their properties.

In Richmond, we have utilized this ordinance to fine many banks significant amounts of money. This ordinance serves as an effective tool to pressure these big banks to clean up their properties, which create blight, and subsequently blight creates crime, in our neighborhoods. The fact that we are effectively utilizing this ordinance also serves as a deterrent strategy in that banks know that we are forcing them to either clean-up their properties or pay fines; we are hitting them in the pocketbook, thus causing them to think twice about foreclosing on properties in the first place and instead work with homeowners to help them stay in their homes. If more cities pass such an ordinance, the impact on these banks will only be greater. I hope Hayward joins Richmond and other cities in this effort.

Sincerely,

A handwritten signature in blue ink that reads "Gayle McLaughlin". The signature is written in a cursive, flowing style.

Gayle McLaughlin
Mayor, City of Richmond