



Meeting Date: 4 / 3 / 07

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: S. D. Gonzalez

Agenda Item No. I-2

Reviewed By: City Manager [Signature] City Attorney [Signature] Finance SW Other (Specify) _____

DATE: March 26, 2007

TO: City Council

FROM: S. D. Gonzalez, Housing Director
Housing Department [Signature]

SUBJECT: Support for Local "Don't Borrow Trouble" Campaign

RECOMMENDATION

That the Mayor and City Council approve and sign a letter to Freddie Mac supporting the initiation of a local "Don't Borrow Trouble" campaign.

DISCUSSION

The Real Estate Fraud Advisory Team, consisting of representatives from the Ventura County Coastal Association of Realtors, the District Attorney's Office, the City of Oxnard, lenders and other groups, is requesting support from the City of Oxnard to initiate a local "Don't Borrow Trouble" campaign. These campaigns, funded by Freddie Mac, use a combination of ads, billboards, websites, and public service announcements in English and Spanish to educate home buyers and borrowers about predatory lending practices. The campaigns also involve the use of local 1-800 numbers for referrals and assistance in understanding and resolving specific lending problems.

Freddie Mac is a stockholder-owned company established by Congress in 1970 to support homeownership and rental housing. The company purchases residential mortgages and mortgage-related securities which it finances primarily by issuing mortgage-related securities and debt instruments in the capital markets. The company offers a variety of products, including sponsorship of local "Don't Borrow Trouble" campaigns. The company provides seed funding and technical assistance to help launch local "Don't Borrow Trouble" campaigns.

The Real Estate Fraud Advisory Team and the District Attorney's Office have determined that real estate fraud and predatory lending are serious problems that merit attention and prevention. The Team will, therefore, be seeking funds from Freddie Mac to initiate a local "Don't Borrow Trouble" campaign. The City's support of the campaign will not only further the City's objective to provide

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affordable housing opportunities in the City, but also help to eliminate barriers to the production and accessibility of affordable housing opportunities in the City.

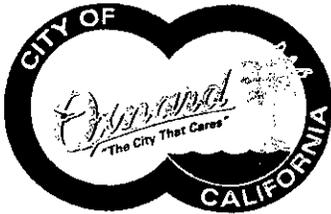
FINANCIAL IMPACT

There is no financial impact to the City of Oxnard associated with the recommended action.

SDG:rs

Attachment #1 -- Letter to Freddie Mac

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DR. THOMAS E. HOLDEN
Mayor

OFFICE OF THE MAYOR
305 West Third Street • Oxnard, CA 93030 • (805) 385-7435 • Fax (805) 385-7595
E-mail: drtomholden@aol.com

April 3, 2007

Ms. Gayle Bryce
Freddie Mac
21700 Oxnard Street, Suite 1900
Woodland Hills, CA 91367

Dear Ms. Bryce:

The City of Oxnard is pleased to join the 43 other local jurisdictions in the nation who have welcomed Freddie Mac's "Don't Borrow Trouble" Campaign. Locally, we join the County of Ventura, the Ventura County District Attorney's Office and the Ventura County Coastal Association of Realtors in asking Freddie Mac to help support the initiation of a local campaign to inform and alert our residents about the dangers of predatory lending, and to help set up a local hotline that residents can call to report problems.

The Ventura County Coastal Association of Realtors is seeking seed funding and technical assistance to help launch a local "Don't Borrow Trouble" Campaign. The City of Oxnard has been a participant on the Real Estate Fraud Advisory Team formed by the Ventura County Coastal Association of Realtors and the Ventura County District Attorney's Office.

The City of Oxnard has also been a leader in the production of affordable housing in our community and views predatory lending practices as obstacles to the accessibility of affordable housing in our community. Home buyers need to be protected from predatory lending practices which rob home buyers of the equity and security of their homes.

The "Don't Borrow Trouble" Campaign will help our community prevent the foreclosures and the loss of housing which follow these predatory lending practices.

We ask Freddie Mac, therefore, to bring its "Don't Borrow Trouble" campaign to our community by providing the seed funding and the technical assistance that will be needed to launch this much needed campaign.

Sincerely,

Dr. Thomas E. Holden,
Mayor

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Dean Maulhardt
Mayor Pro Tem

John C. Zaragoza
Councilmember

Andres Herrera
Councilmember

Timothy B. Flynn
Councilman

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