



*Housing*

# Rent Registry Update

December 3, 2019

Item 4.3

**Jacky Morales-Ferrand**  
Director

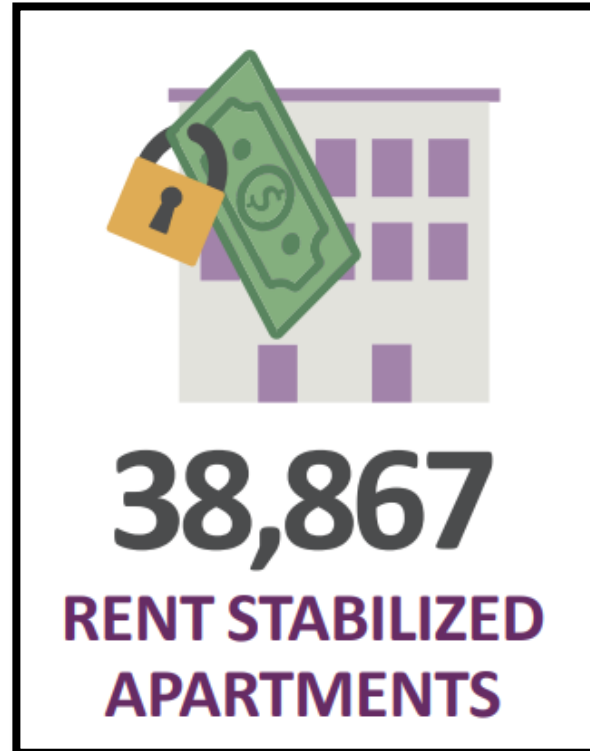
**Rachel VanderVeen**  
Deputy Director

**Fereshteh Zakeri**  
Information Systems Analyst

# Apartment Rent Ordinance Limits Rent Increases to 5% Every 12 Months

## Before

- Owner name
- Year built
- # of units

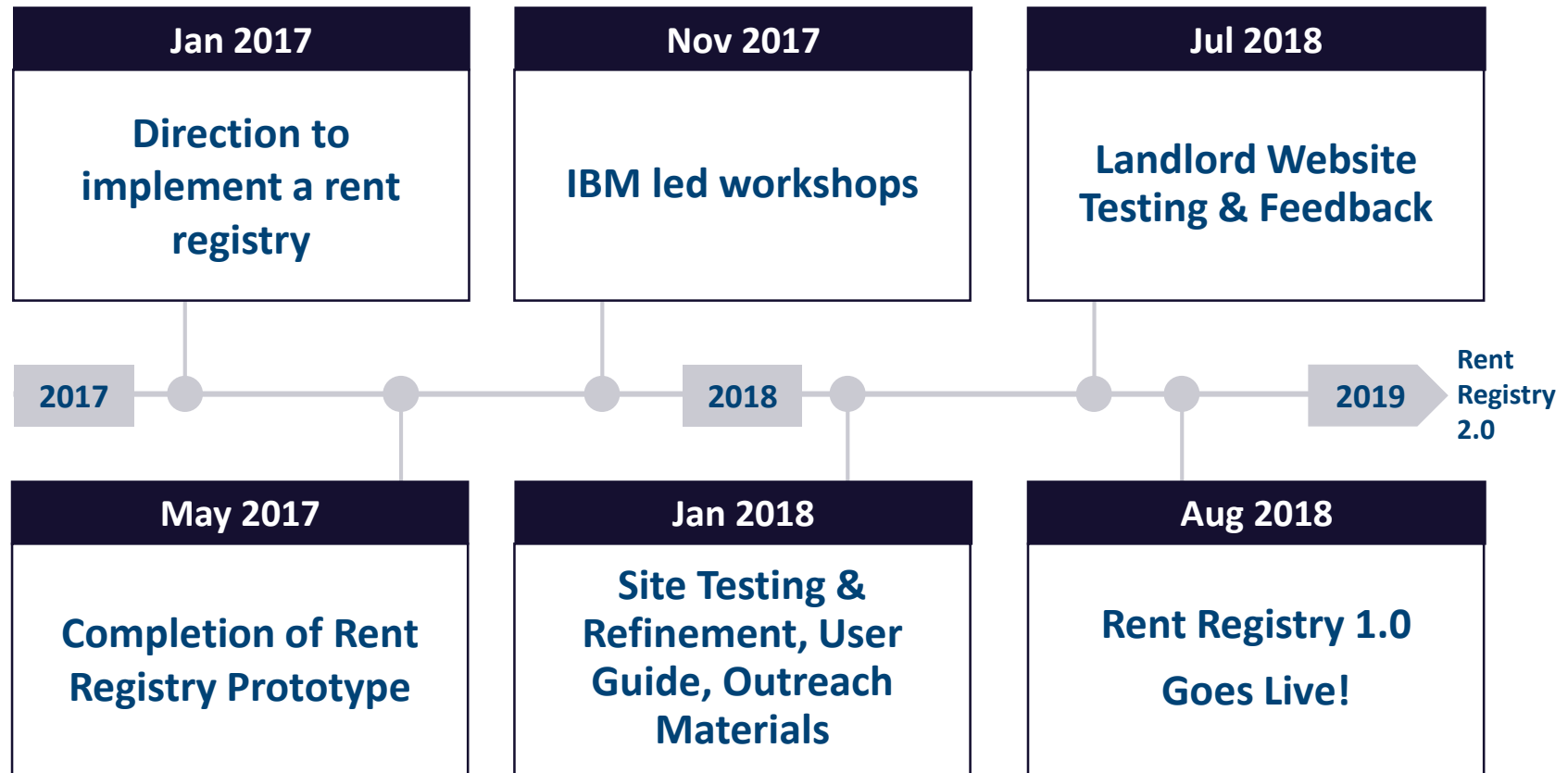


## Now

- More exact unit count
- # of bedrooms per unit
- Occupancy status, including owner occupied
- Length of occupancy
- Monthly rents



# Rent Registry Timeline



# IBM Smarter Cities Challenge



Seven team members



Two Design Thinking workshops: over 40 participants



43 interviews



88,000 apartments (triplex and above)



1.025 million residents



Multiple, disparate data sources, including: text, structural, social, open source



# San José is the 5<sup>th</sup> City in California with Online Rent Registry

## Cities with online registries:

- 1979 – Santa Monica
- 1980 – Berkeley
- 2016 – Los Angeles
- 2018 – Beverly Hills
- 2018 – San José

## Cities in progress:

- East Palo Alto
- Richmond
- West Hollywood



# Rent Registry Built In-House



The screenshot displays the 'San José Apartment Rent Registry 1.0' website. At the top right, there is a 'Login' button. The navigation menu includes 'Home', 'Rent Registry', 'All Views', 'ARO Information', and 'Customer Support'. The main content area is titled 'San José Apartment Rent Registry 1.0' with the subtitle 'Register Your ARO Units'. Below this, there are three primary service cards:

- SAN JOSÉ RENT REGISTRY:** Features a computer monitor icon with a building. The title is 'Rent Registry' and the description is 'Register or update rents for your rental apartments.' A 'Go to Registry' button is at the bottom.
- APARTMENT RENT ORDINANCE:** Features a building icon with people. The title is 'Rent Ordinance' and the description is 'Learn more about the Apartment Rent Ordinance (ARO).' An 'ARO Information' button is at the bottom.
- NOTICE OF TERMINATION:** Features a document icon with a pen. The title is 'Notice of Termination' and the description is 'Click on Notice to submit a Notice of Termination Form against a unit.' A 'Notice' button is at the bottom.



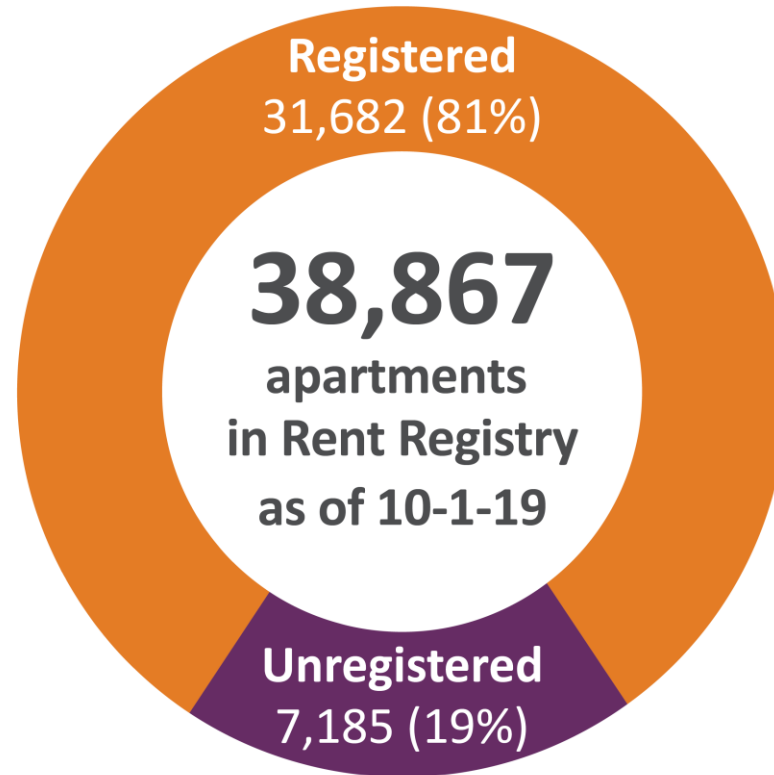
# Rent Registry 1.0 - Landlord Only Access

## Outreach to landlords consisted of :

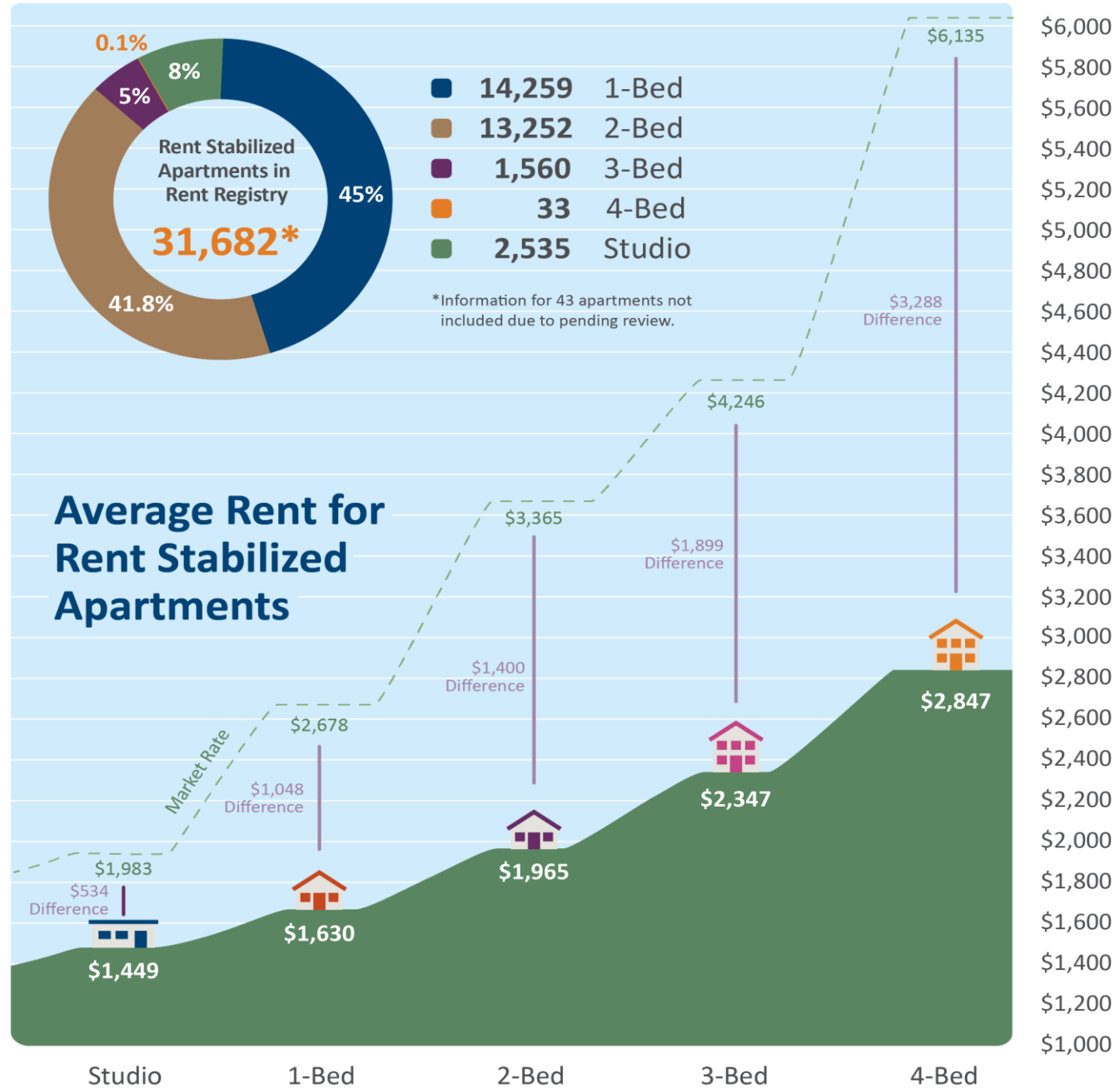
- Three mailers to landlords, 1 postcard
- Seven Rent Registry workshops
- Three email blasts
- User guide produced in three languages
- Availability of paper registration forms for landlords who prefer not to submit information electronically
- Phone, email, and in-person end user support



# Compliance Rate







# Looking Ahead: Phase Two – Tenant Validation of Apartment Information

## San José Apartment Rent Registry 2.0

Search and register your ARO units



### Owner View

Only authorized property owners have access.

[Owner Portal](#)



### Tenant View

Tenant Portal View-Phase II

[Tenant Portal](#)



### Public View

Access map of all San José rent stabilized units

[ARO Map](#)



# Appreciation for Team & Stakeholders

- **IBM Smarter Cities Challenge Team**
- **Mayor's Office of Innovation**
- **City Manager's Office of Innovation**
- **Rent Stabilization Program** – Rent Registry Team: Fereshteh Zakeri, Monica Velarde, & Fred Tran
- **Owners & property managers** who participated in testing & IBM workshops



# Recommendation

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Accept the staff report on the Rent Registry.





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