

(d) 2 – Rent Registry Update

Smart Cities and Service Improvements Committee
November 07, 2019

Jacky Morales-Ferrand, Director, Housing

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Apartment Rent Ordinance (ARO)

Municipal Code Chapter 17.23, Parts 1-9



Tenant



Landlord

- Limits rent increases to 5% once every 12 months
- Allows landlords to receive a fair return

Apartment Information Before and Now



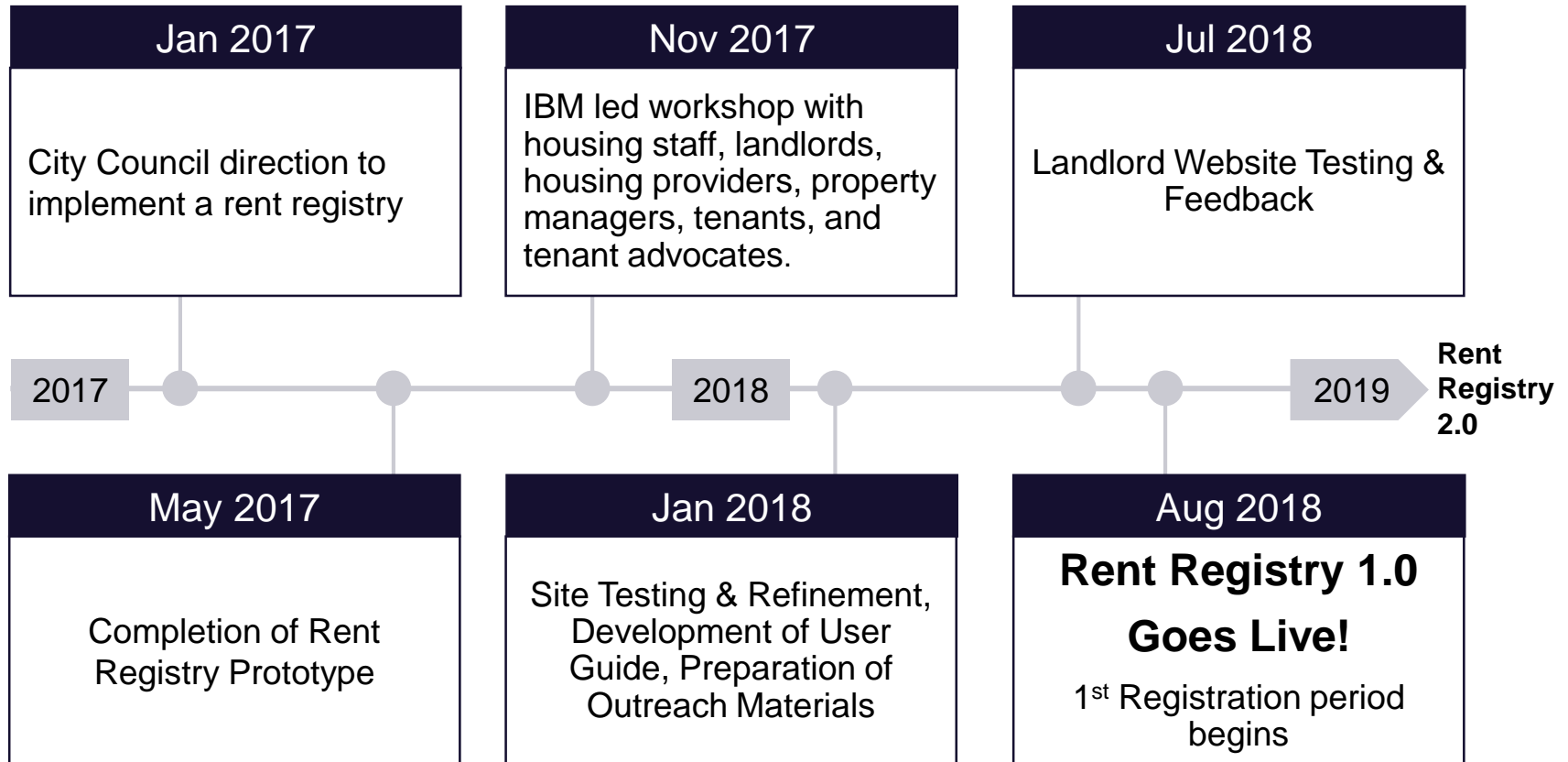
BEFORE

- Owner Name
- Year built
- Number of Units

NOW

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

Journey to Rent Registry



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**

Cities with Established Online Registries



Cities currently establishing an online presence:

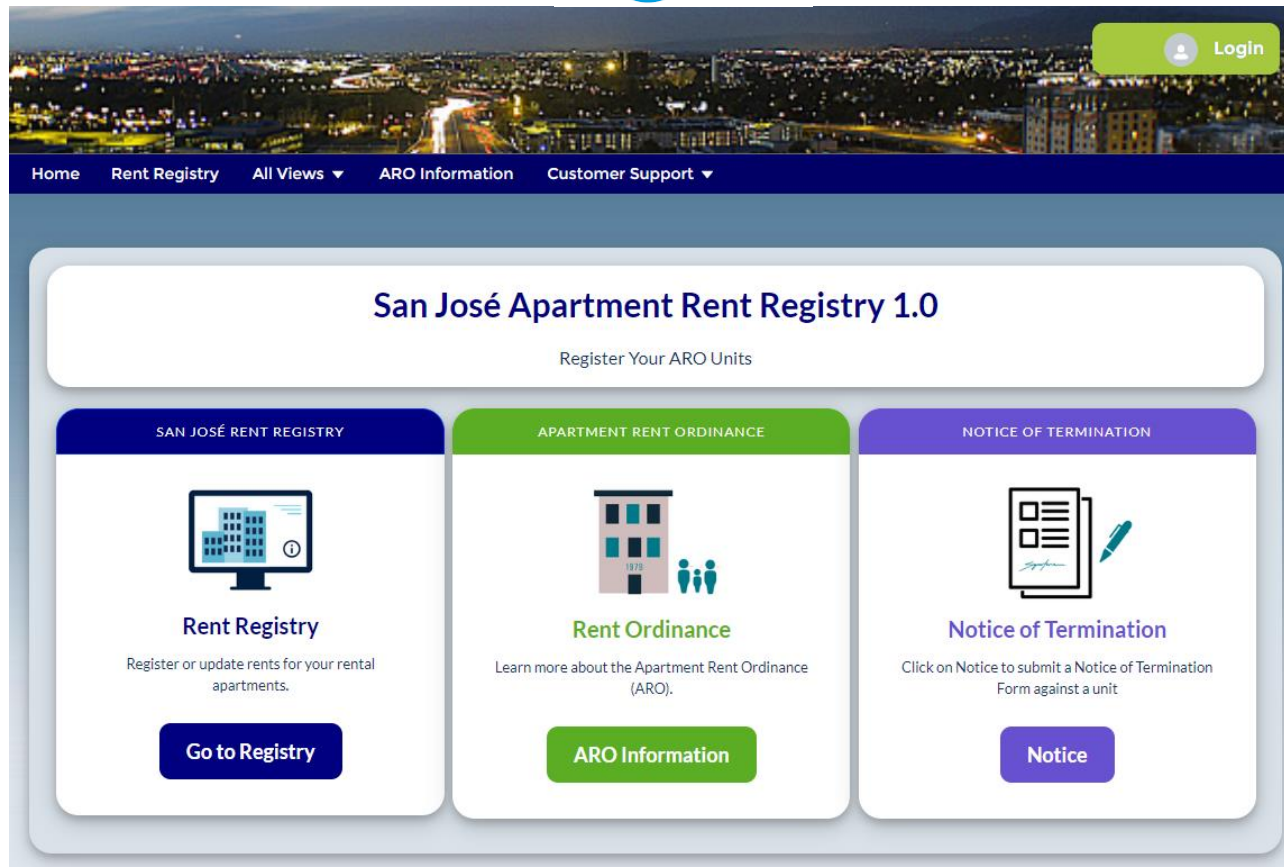
- East Palo Alto
- Richmond
- West Hollywood

The Rent Registry Team



Fereshteh, Fred, & Monica

Rent Registry Built In-House



Rent Registry 1.0

Landlord Only Access

San José Apartment Rent Registry 1.0

Register Your ARO Units



Owner View

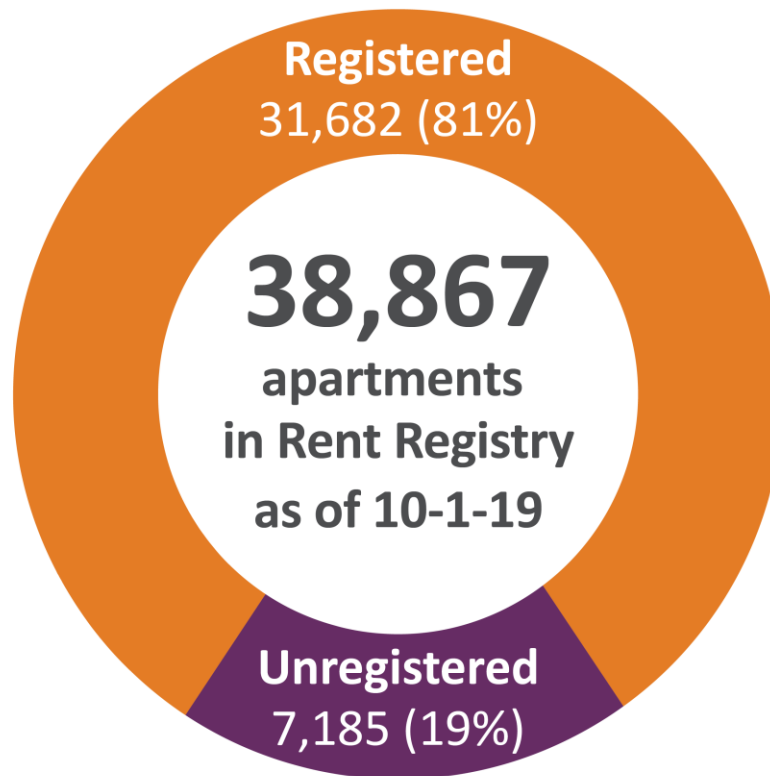
Only authorized property owners have access.

Owner Portal

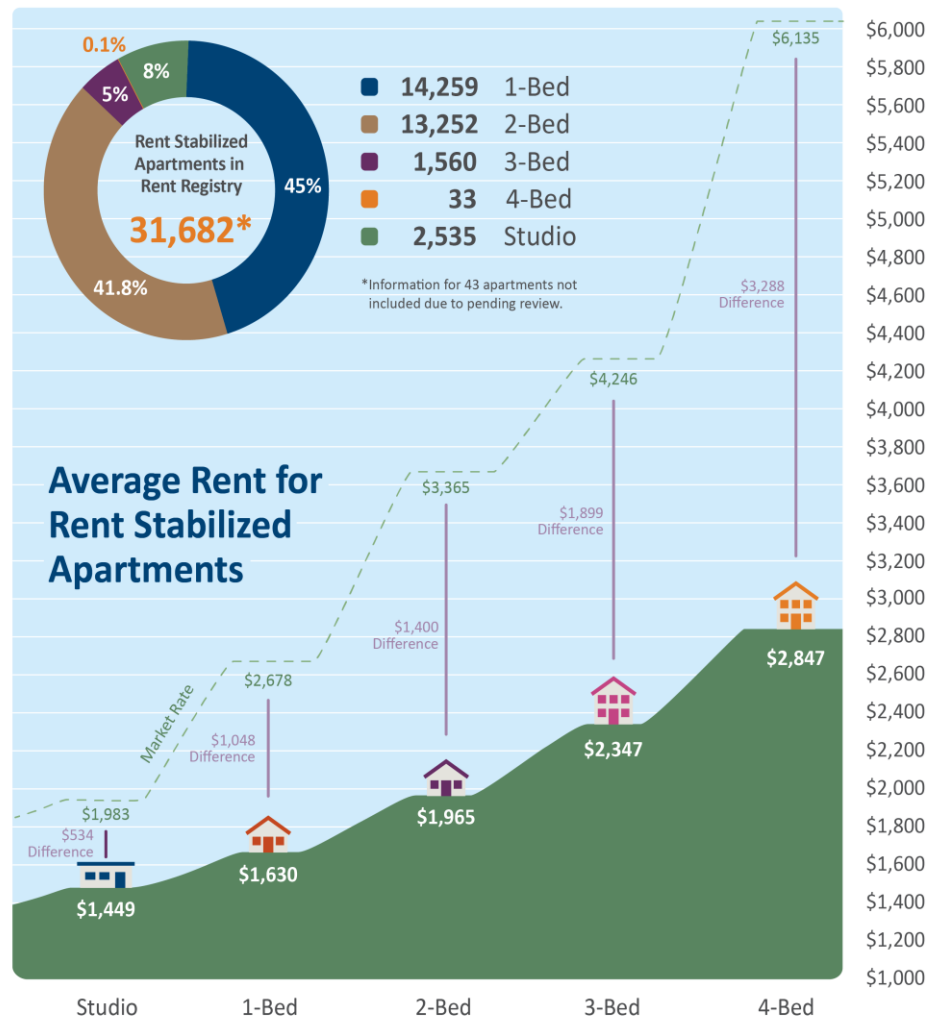
Outreach to landlords consisted of :

- 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



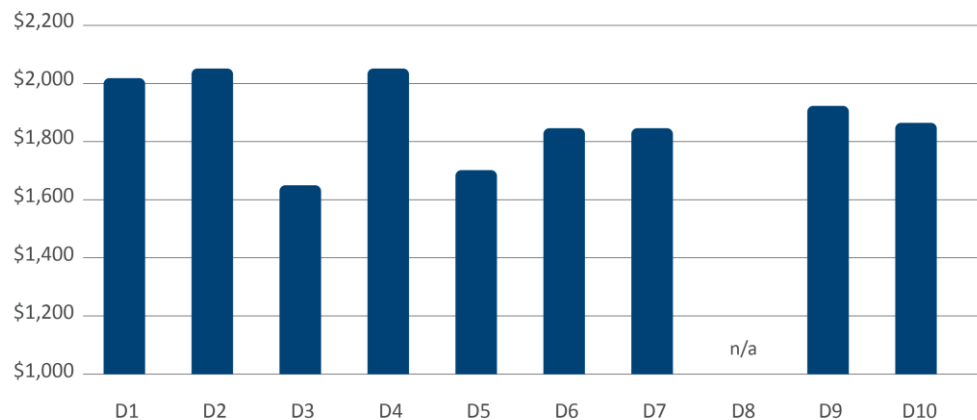
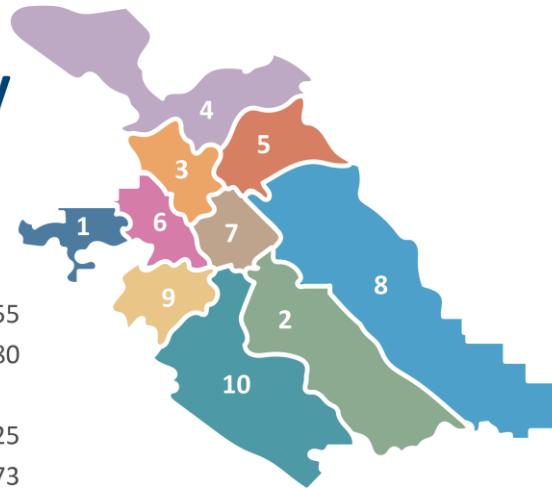
Comparison of Rent Stabilized Apartments and Market Rate Rents



Average Rent by District

Average Rent by Council District in Rent Registry

D1	\$2,010	D6	\$1,855
D2	\$2,040	D7	\$1,880
D3	\$1,643	D8	n/a
D4	\$2,043	D9	\$1,925
D5	\$1,706	D10	\$1,873




*n/a – Designates no apartments were registered during this period for D8

Looking Ahead


- Phase Two – Tenant validation of apartment information

San José Apartment Rent Registry 2.0

Search and register your ARO units




OWNER ACCESS




Owner View

Only authorized property owners have access.

Owner Portal



TENANT ACCESS




Tenant View

Tenant Portal View-Phase II

Tenant Portal



PUBLIC ACCESS



Public View

Access map of all San José rent stabilized units

ARO Map

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