

# (d) 2 – Rent Registry Update

Smart Cities and Service Improvements Committee  
November 07, 2019

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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



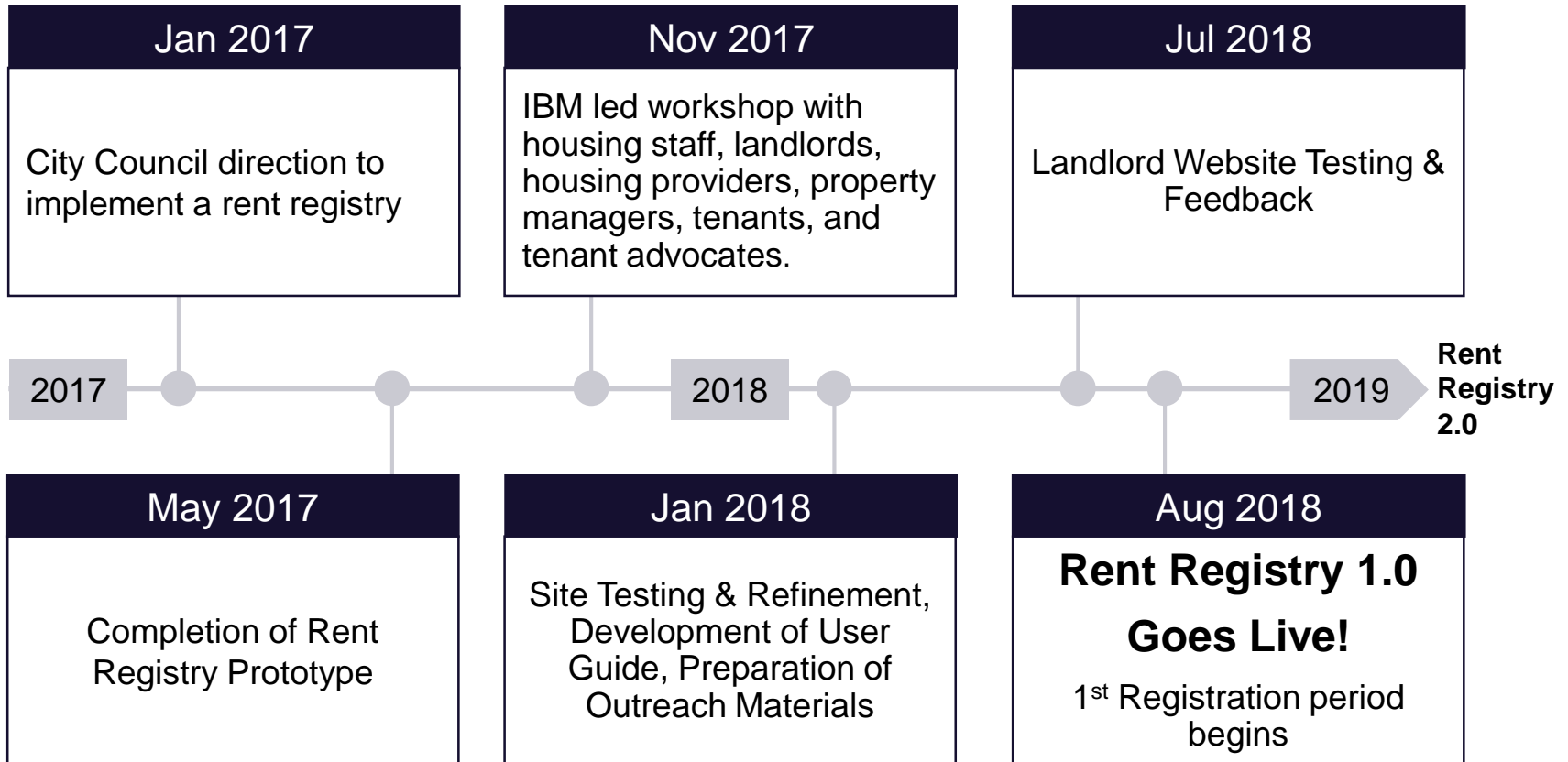
## BEFORE

- 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



The screenshot shows the homepage of the San José Apartment Rent Registry 1.0. At the top right, there is a 'Login' button. Below the header is a navigation menu with links for 'Home', 'Rent Registry', 'All Views', 'ARO Information', and 'Customer Support'. The main content area features three large cards:

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



# Rent Registry 1.0

## Landlord Only Access

### San José Apartment Rent Registry 1.0

Register Your ARO Units



Owner View

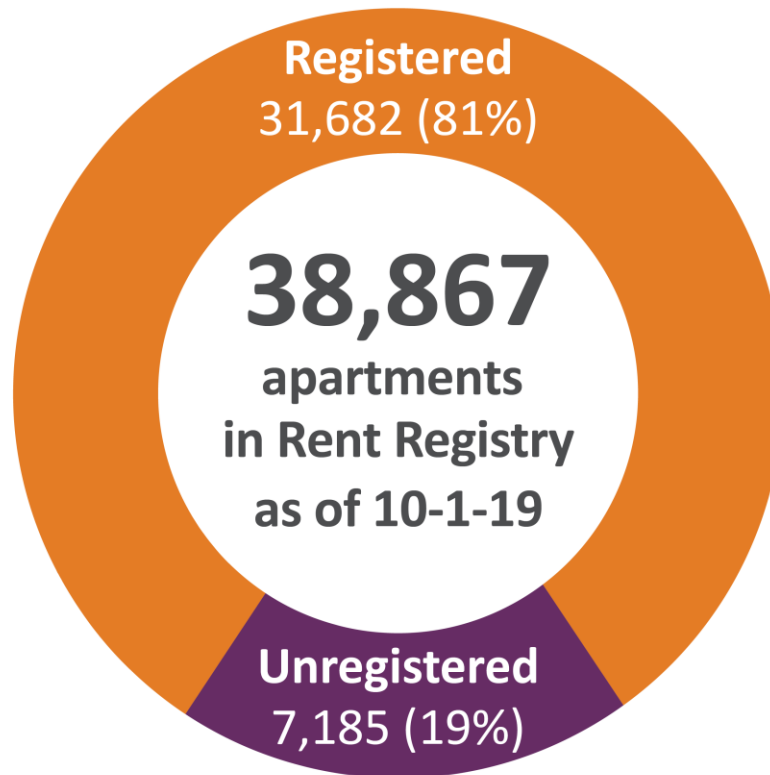
Only authorized property owners have access.

Owner Portal

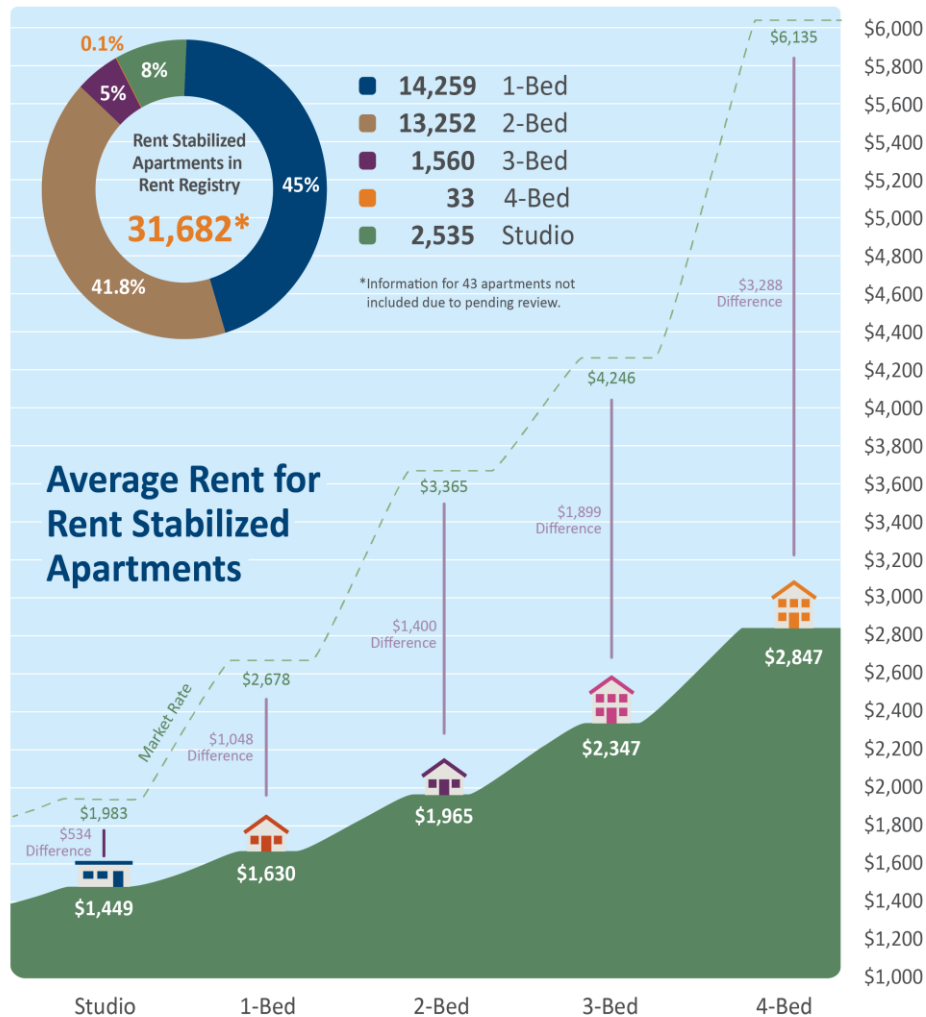
Outreach to landlords consisted of :

- 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

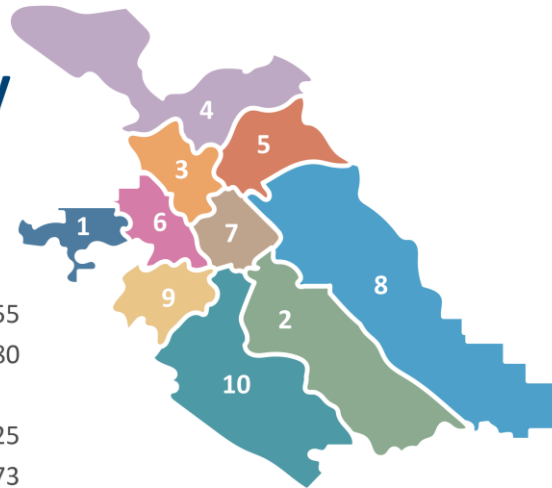


# Comparison of Rent Stabilized Apartments and Market Rate Rents

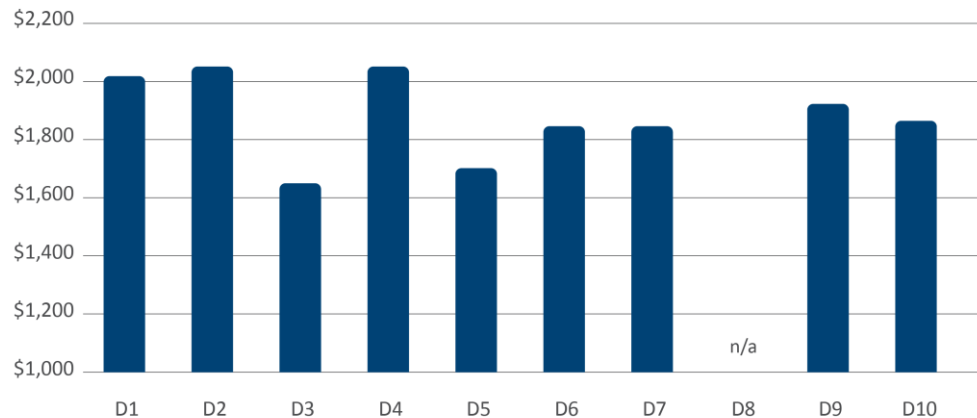


# Average Rent by District

## 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 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](#)

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