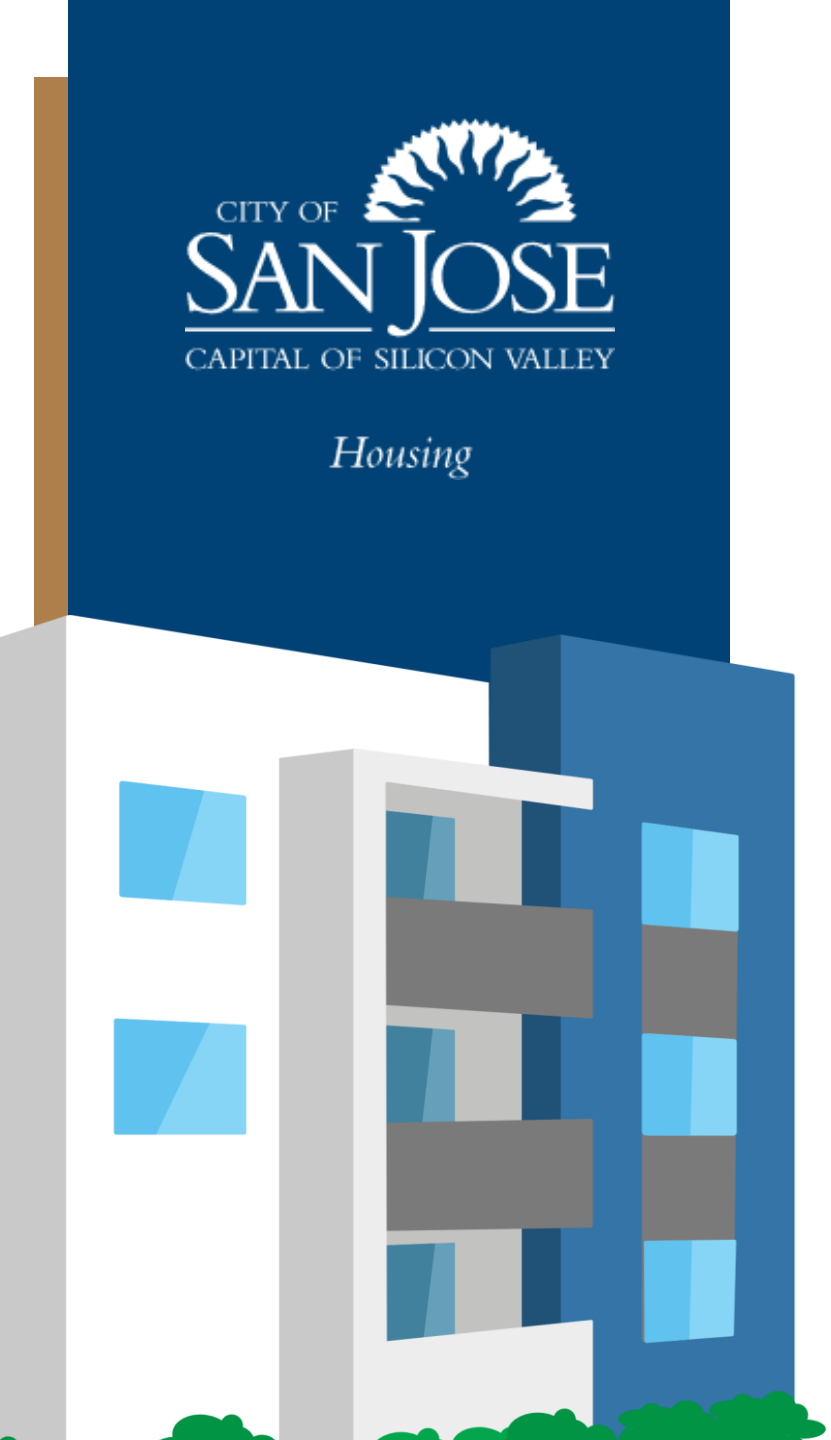
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Housing



Rent Registry Update

December 3, 2019
Item 4.3

Jacky Morales-Ferrand
Director

Rachel VanderVeen
Deputy Director

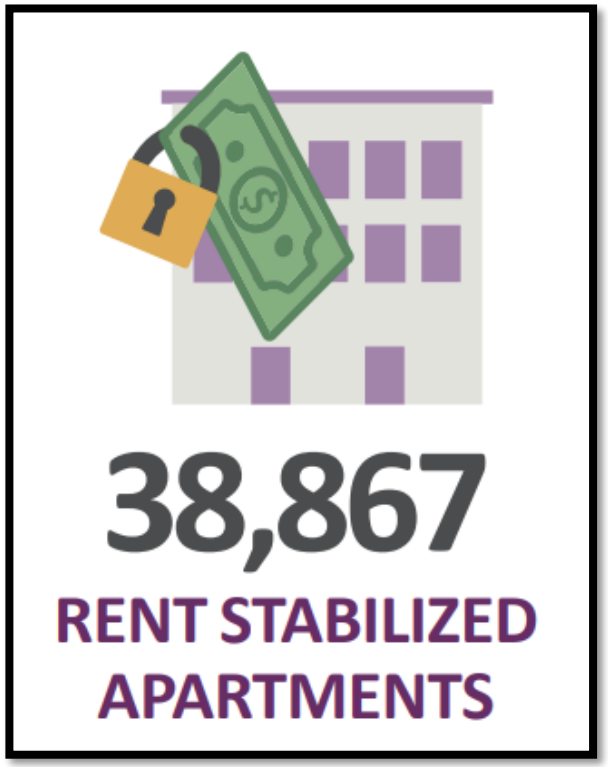
Fereshteh Zakeri
Information Systems Analyst

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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



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Rent Registry Timeline

Jan 2017
Direction to implement a rent registry

Nov 2017
IBM led workshops

Jul 2018
Landlord Website Testing & Feedback

2017 — 2018 — 2019 — Rent Registry 2.0

May 2017
Completion of Rent Registry Prototype

Jan 2018
Site Testing & Refinement, User Guide, Outreach Materials

Aug 2018
Rent Registry 1.0 Goes Live!



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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 5th 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

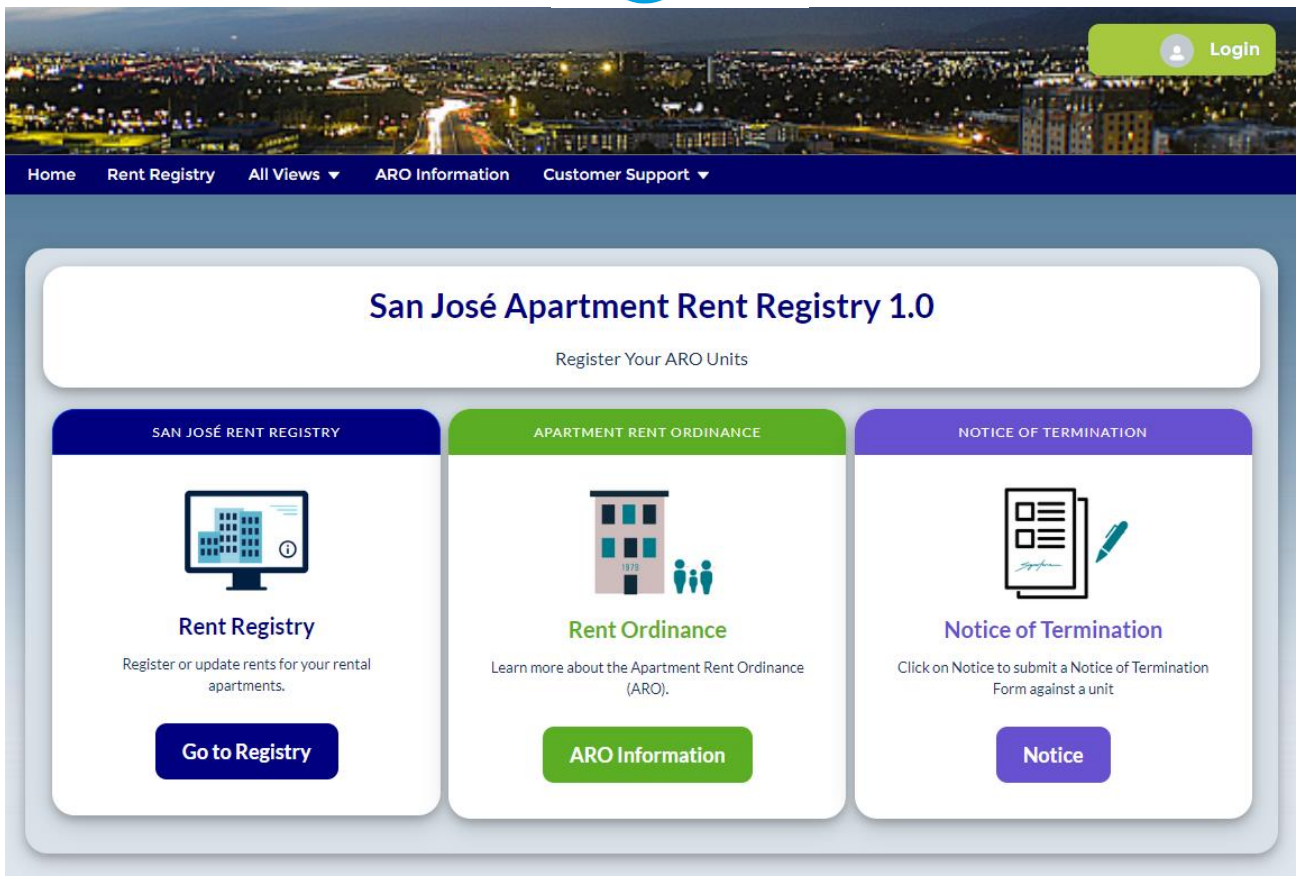
Cities in progress:

- East Palo Alto
- Richmond
- West Hollywood



Rent Registry Built In-House





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Rent Registry 1.0 - Landlord Only Access

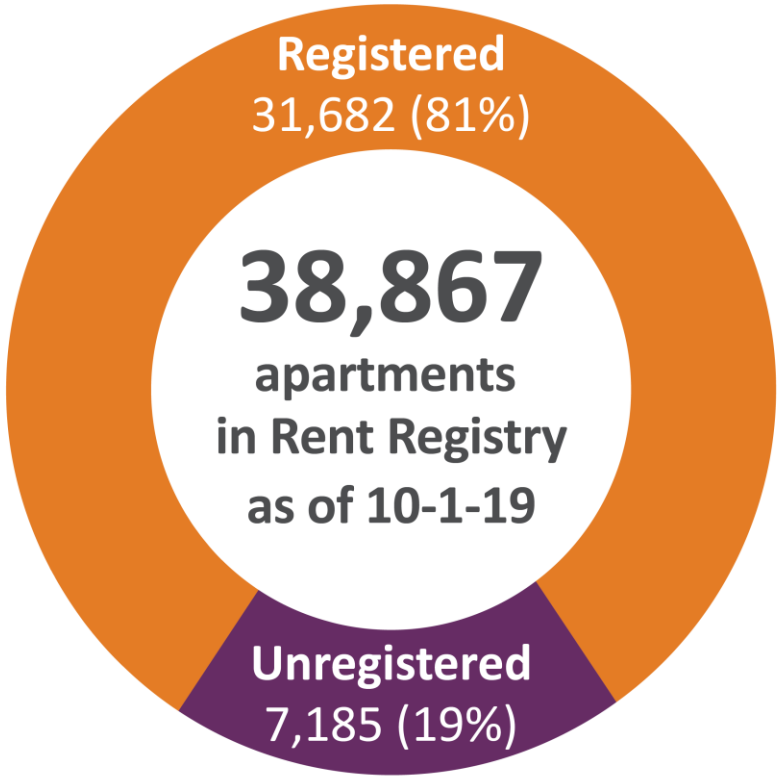
Outreach to landlords consisted of :

- 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



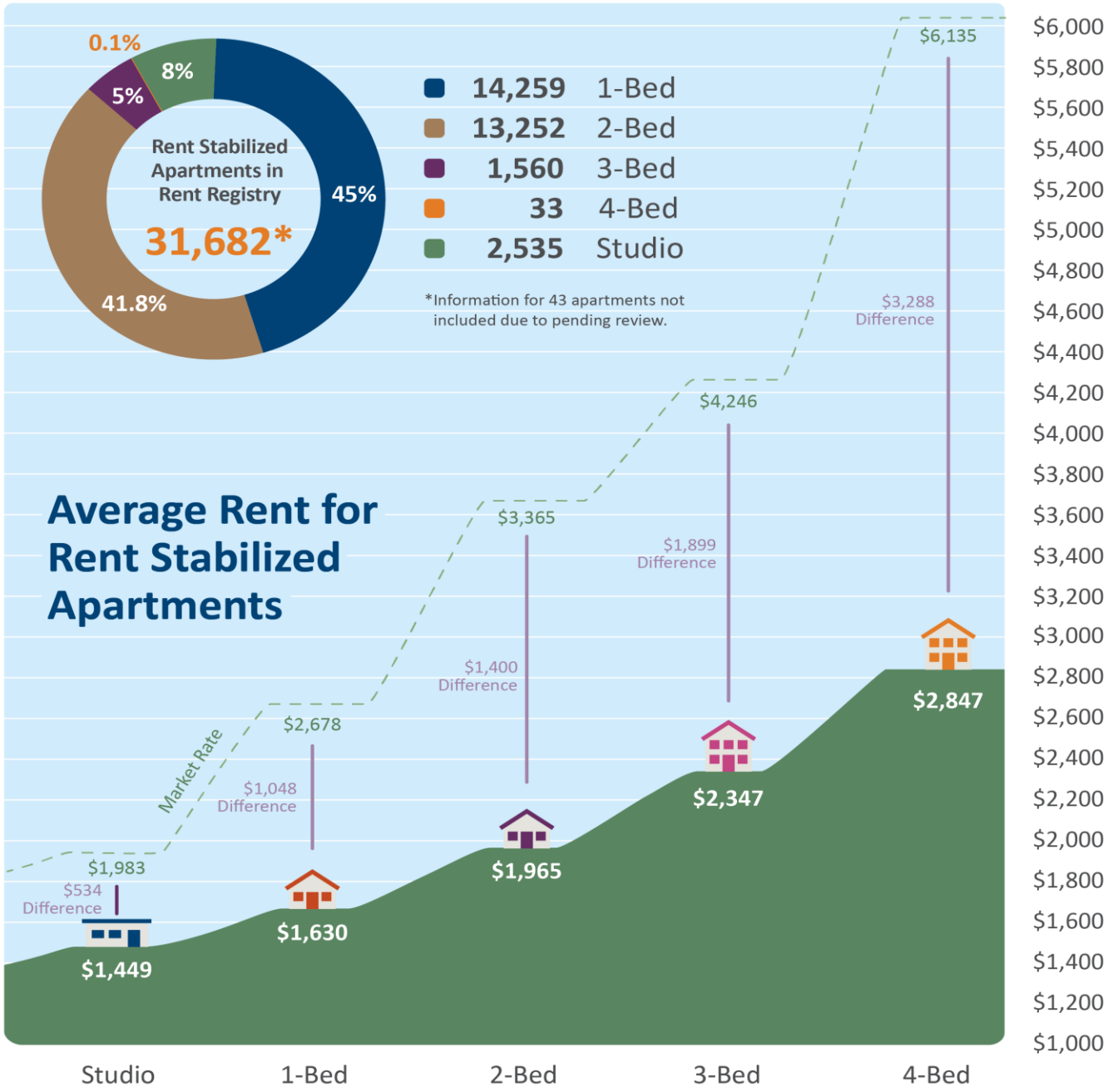
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Compliance Rate

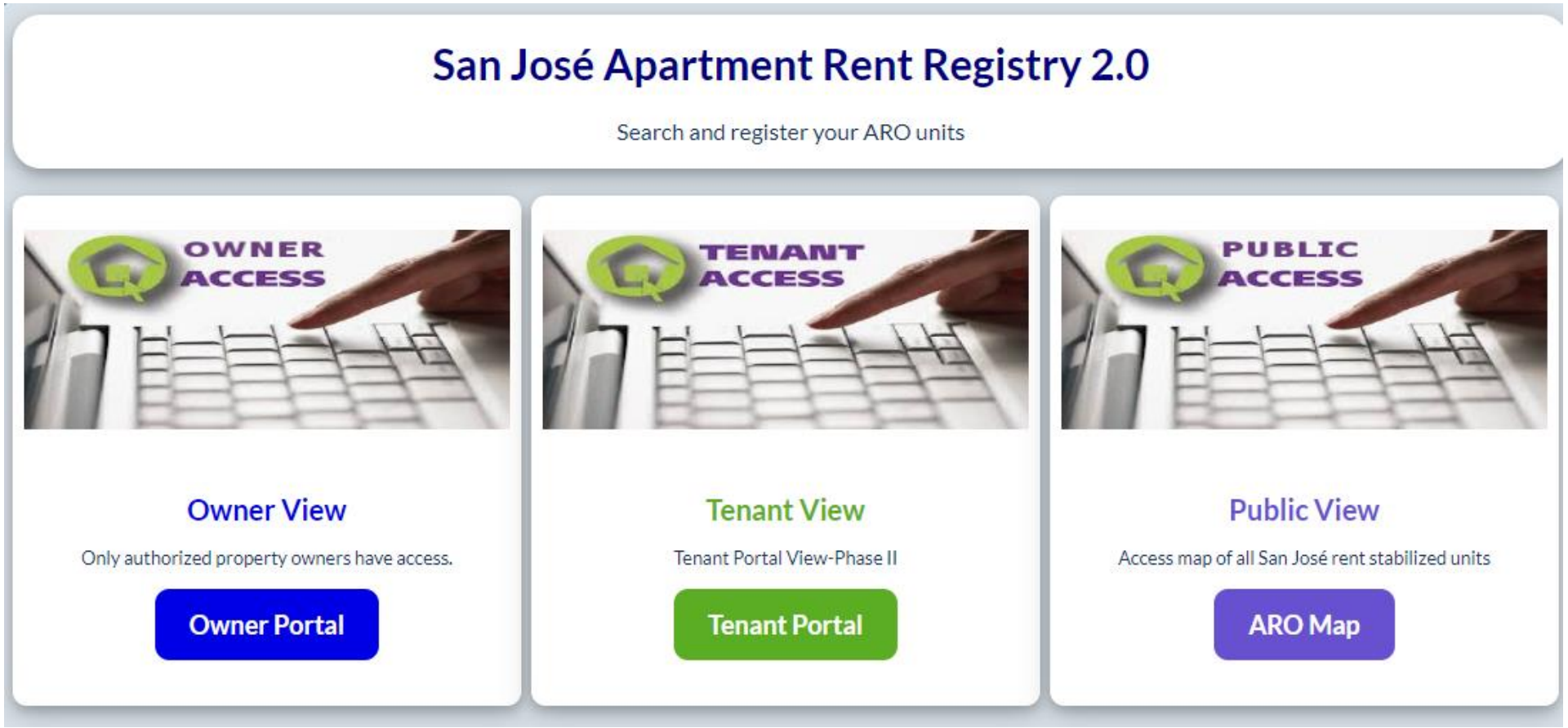


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Looking Ahead: Phase Two – Tenant Validation of Apartment Information



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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



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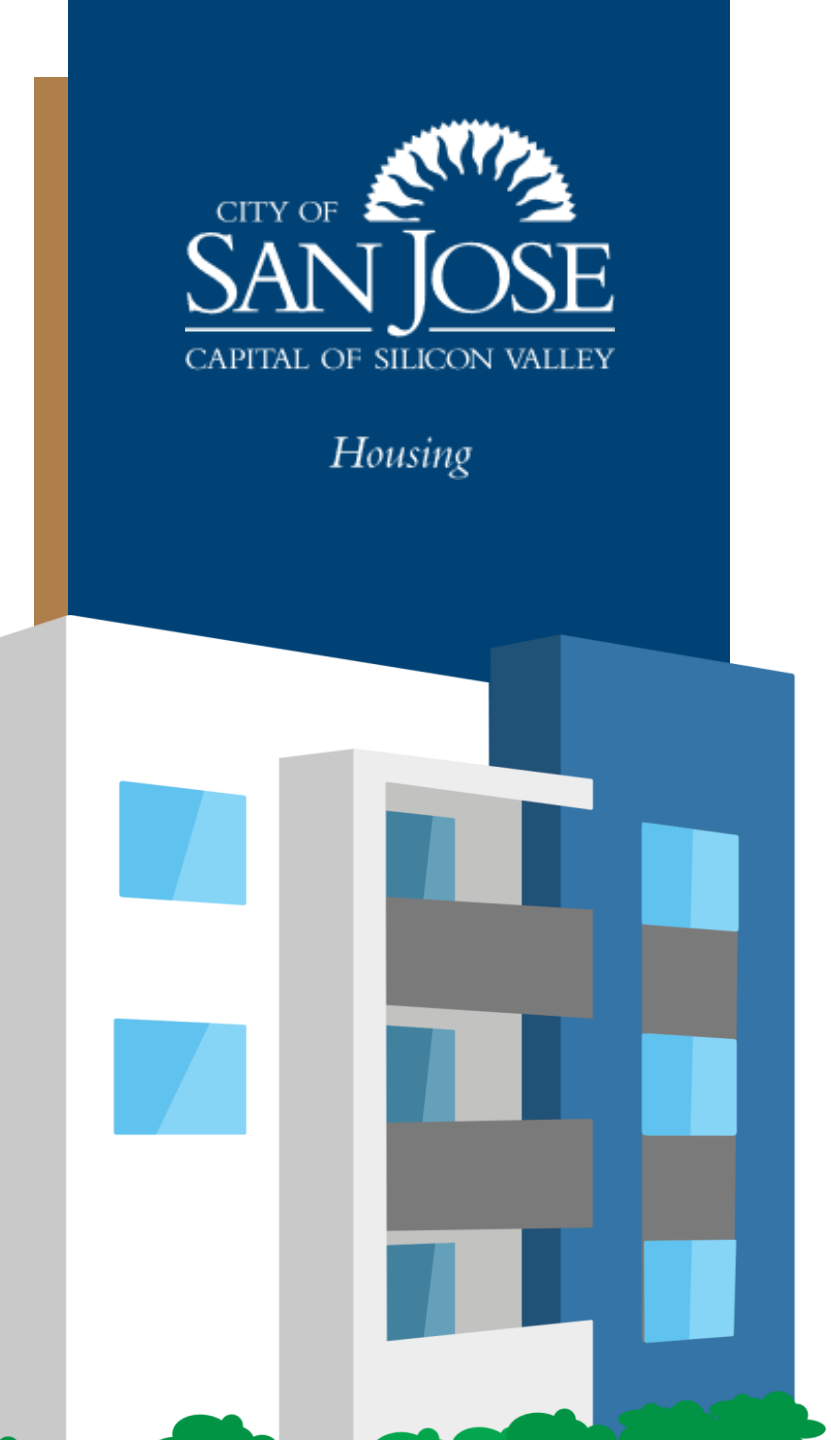
Recommendation

Accept the staff report on the Rent Registry.



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