



Department: Community Development
Cost Center: 4008
For Agenda of: 2/24/2026
Placement: Study Session
Estimated Time: 120 minutes

FROM: Timmi Tway, Community Development Director
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SUBJECT: RENTAL HOUSING REGISTRY STUDY SESSION

RECOMMENDATION

Receive a presentation and conduct a study session on a rental housing registry.

REPORT-IN-BRIEF

The Community Development Department's workplan for the 2025-2027 Budget includes facilitating a study session on a potential future rental housing registry. This is in direct response to feedback received from the community on the need to address safe and stable housing for renters, and follows the October 28, 2025, study session on Renter Protections.

One of the key findings of the Renter Protections study session was that the City can gather basic data on households and housing stock via existing data sets but has limited data on rental housing and renter demographics in the community.

The intent of this study session is to provide Council and the community with the parameters of a potential future rental housing registry as well as discussion of resources needed for establishment and ongoing maintenance of a rental registry. Staff's discussion includes rental registry examples from other cities with details regarding costs and program roll-out, along with presenting three different options for rental registry implementation with a detailed analysis of timing, cost, and the process for establishing a registry program.

POLICY CONTEXT

Major City Goals

The 2025-2027 Major City Goals include a set of workplan items for the Housing and Neighborhood Livability – Healthy, Safe, and Affordable Goal. Included within this goal set is Strategy 3, to ensure housing is safe, healthy, and affordable, while facilitating stronger protections for renters. This study session specifically implements Goal 3b: "Conduct a study session with the City Council on potential Rental Housing Registry."

Housing Element

This study session is also part of the ongoing implementation of the Major City Goal work plan to implement the City's [6th Cycle General Plan Housing Element](#). Specifically, this study session addresses Policy 1.2 to support and inform the public about fair housing laws and programs that allow equal housing access for all city residents, as well as Program 7.1 to continue to work directly with neighborhood groups and individuals to address concerns pertaining to neighborhood needs, problems, trends, and opportunities for physical improvements.

BACKGROUND

Rental Housing Statistics

City staff presented a [Renter Protections Study Session](#) on October 28, 2025, with a comprehensive, in-depth overview of the City's rental housing stock and challenges facing renters and the community. Some of the key statistics are provided below for context. One of the key findings was that the City can gather basic data on households and housing stock via existing data sets but has limited data on rental housing and renters in the community. A rental registry was identified as a potential solution to provide the City with this data.

- SLO has a homeownership rate of 38%, with 62% of households being renters². California, as a whole, has a homeownership rate of 55.8%. 62% of the 23,984 housing units in the City equates to approximately **14,870 estimated rental units**. A community group comprised of property management companies in the City counted **8,208 professionally managed units**.
- The City's average rent is **\$3,200 per month**¹ – 39% higher than the state average and 59% higher than the national average.
- Over 55% of renter households are cost burdened, meaning that they pay more than 30% of their income towards rent. Over 30% of renter households are severely cost burdened, meaning that they pay more than 50% of their income towards rent.²

What is a Rental Registry, and Why Are they Established?

Rental registries are databases maintained by localities that contain information about rental properties and ownership. Depending on the registry's design, rental property owners may be required to provide their name and contact information; details about the number, location, and types of units they lease; up-to-date rent levels and occupancy statistics; eviction information; and/or other information as required by a municipality. The majority of rental registries that were studied by staff as part of this report were

¹ Zillow Rental Market Report - <https://www.zillow.com/rental-manager/market-trends/san-luis-obispo-ca/>

² https://data.census.gov/profile/San_Luis_Obispo_city_California?q=160XX00US0668154;
<https://data.census.gov/table/ACSST5Y2022.S2504?q=housing%20stock%20san%20luis%20obispo%20city&q=160XX00US0668154>

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implemented with the assistance of specialized software from a third-party vendor. The different aspects of a rental registry and options for implementation are discussed further below.

The majority of municipalities surveyed by staff utilize rental registry data to ensure compliance with local renter protection regulations such as rent stabilization and tenant protection laws. Some jurisdictions with a high student population, such as Berkeley, Davis, and Isla Vista, utilize the rental registry tool to collect information on housing safety. Berkeley and Davis both require a self-inspection checklist, inclusive of basic habitability standards, to be completed by both landlord and tenant and submitted as part of the annual registration process.

When weighing whether to establish a rental registry, it is helpful to consider the goals that the City Council has for housing in the community (such as stabilizing rents, improving substandard housing, establishing eviction protections, etc.). The data collected in a rental registry can be tailored towards these issues. Issues such as rent stabilization and eviction protections often require additional ordinances and regulations.

Public Engagement

The intent of this study session is to provide Council and the community with the parameters of a potential future registry as well as discussion of resources needed for establishment and ongoing maintenance of a rental registry. The information provided in the study session is informed by the many public comments the City has received over the past two years regarding renter protections, including the desired implementation of a rental registry. Staff also conducted proactive outreach to a variety of stakeholders who were generous in giving their time to discuss a potential rental registry with staff, including the entities listed below:

- SLO Tenants Union
- SLO Coastal Association of Realtors
- SLO Chamber of Commerce
- CDD Developers Roundtable
- Cal Poly Off-Campus Housing Program
- Cuesta College Basic Needs Center
- Quaglino Enterprises
- Private landlords of student and family housing
- Property management companies
- Various cities and counties in California that have implemented rental registries

The community groups gave wide-ranging feedback. While most groups agreed with the need for more comprehensive data regarding rental units in the City, as well as the challenges of maintaining affordability and safety in rental housing, there were varying opinions regarding the necessity and scope of a rental registry as a tool to address this need.

Community groups representing tenants supported the creation of a comprehensive,

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software-based rental registry, with mandatory participation required for all rental properties. Under this approach, the registry would be updated yearly, with a fee charged to cover the operation and maintenance of a registry. The long-term objectives of the registry would be to identify every rental unit in the City, its ownership information, and collect accurate data on rental costs Citywide, as well as data on evictions, unit turnover, and safe housing issues. There would be a component for tenants to access and verify the information collected regarding a particular unit in the registry.

Generally, groups representing property managers, realtors, and the business community questioned the need for, and efficacy of, a software-based rental registry with mandatory compliance. Some participants expressed a strong desire to utilize the City's existing business license database, as well as data from larger property management firms, to identify and conduct enforcement against unlicensed properties. The following concerns about rental registries were identified:

- Privacy and security of information collected, especially if there is a public-facing component of the registry.
- Accuracy of information collected from property owners.
- Delays in collecting information due to communication barriers between property owners, managers, and tenants.
- Potential for rental registry fees to be passed on to tenants, thereby increasing housing costs.
- Landlords withdrawing properties from the market if required to register and provide data to the City, thereby decreasing City rental housing stock and availability.
- Noncompliance from property owners, leading to an ineffective registration rate of the rental registry.
- Lack of tangible benefits to landlords and/or tenants realized through a rental registry.
- The possibility of a rental registry leading to further regulations imposed upon rental properties, such as rent control.

In discussion with other cities that have implemented a rental registry, staff received several process recommendations to ensure success of this tool should Council decide to move forward. These included the following:

- Robust levels of community engagement are necessary – providing multiple opportunities for the community to provide feedback and understand the potential impacts and requirements of a rental registry.
- Staff capacity building and training well ahead of registry implementation is critical. The additional staffing resources required to implement the registry are a significant cost, and are discussed below.
- A long roll-out process of the rental registry of a year or more to give the community ample time to voluntarily provide information, before higher levels of enforcement.
- Community workshops and “office hours” with staff to assist property owners with signing up for the registry.

- Keeping the rental registry roll-out sequenced separately from implementation of other rental protection strategies in order to preserve staffing resources and keep the community focused.

DISCUSSION

This section provides additional discussion on the information the City currently collects through the existing business license process, as well as information regarding rental registries, including the typical information collected as well as the different options available for implementation.

Rental Registries in Other Communities

City staff researched jurisdictions in California that have established rental registries to provide an overview to inform this discussion. This section discusses the basics of rental registries in other communities. Over 35 jurisdictions in California have some form of a rental registry. Several cities are exploring adding rental registries. On January 27, 2026, the City of Santa Barbara instituted a [temporary rent increase moratorium](#) while their staff works to develop a permanent rent stabilization program. This permanent program would include a registration requirement for all rental units, a locally enforced cap on rent increases, as well as locally enforced just cause eviction protections. A full list of cities and counties with information about their rental registry programs can be found in Attachment A.

Information Collected

Various jurisdictions in California have established rental registries. The information collected in each registry varies, depending on the complexity of the registry, whether the jurisdiction has other local renter protections, and what the desires of the community are. The information collected in a rental registry could include any of the following:

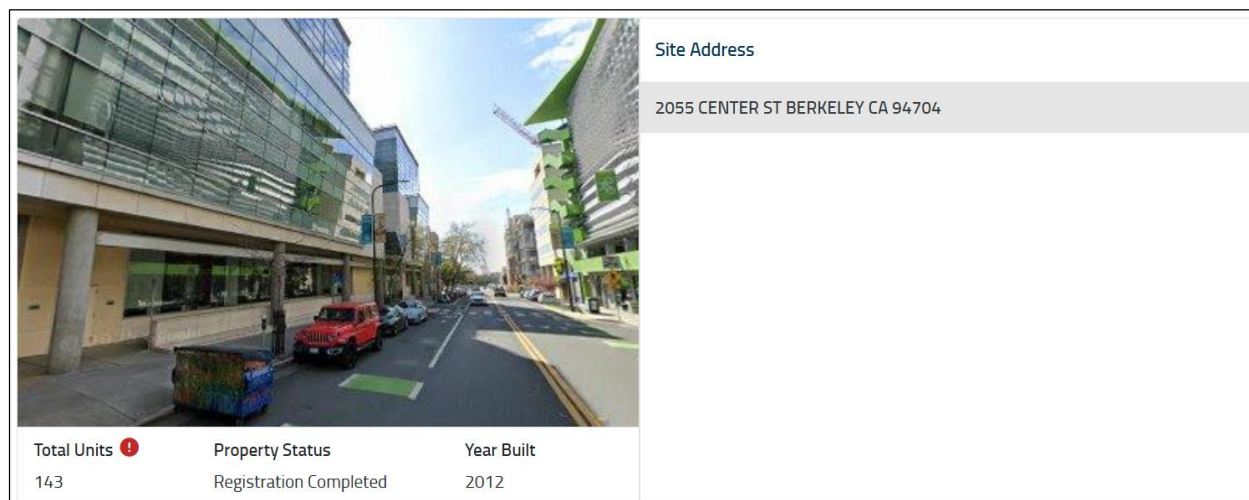
- Owner information (owner name, address, etc.)
- Tenant information including frequency of tenant turnover, eviction history
- Property characteristics – age, number of units, square footage of units, number of bedrooms in each unit
- Rent amount
- Lease language, or information about specific lease terms
- Property rules and policies (ex: pets, smoking)
- Fees not included in rent such as utilities, parking, pet surcharge, application
- City code enforcement data, such as number of verified violations at a property, etc.
- City permitting data for each site or unit

Most of the information collected as part of a rental registry is for internal use of the jurisdiction. Based on staff research, most cities do not publish the information collected in a rental registry to the public. Some jurisdictions, such as Fresno, Berkeley, and Los Angeles County, provide a searchable database of units where members of the public can view unit addresses, number of occupants, rent amount, and the most recent date of turnover. Other jurisdictions do not provide any public-facing data. Staff found that none

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of the public databases shared personally identifying information of landlords or tenants. Below is a screenshot of how a property appears in Berkeley's public rental registry website.

Figure 1: Berkeley Rental Registry Public Website



Site Address
2055 CENTER ST BERKELEY CA 94704

Total Units !	Property Status	Year Built
143	Registration Completed	2012

2055 CENTER ST BERKELEY CA 94704

Add Column

Unit #	Unit Status Code	Unit Regulation Type	# of Bedroom	Number of Occupants	Initial Rent	Current Rent	Apparent Lawful Rent Ceiling !	Services
201	RENTED	Partially Covered	1	-	\$4,666.00	\$4,666.00	-	-
202	RENTED	Partially Covered	1	-	\$3,473.00	\$3,473.00	-	-
203	RENTED	Partially Covered	1	-	\$3,288.00	\$3,288.00	-	-
204	RENTED	Partially Covered	1	-	\$3,166.00	\$3,166.00	-	-
205	RENTED	Partially Covered	1	-	\$3,785.00	\$3,892.00	-	-

1 - 5 of 143 items

Establishment and Implementation of Rental Registry

Most cities implement rental registries through adoption of a local ordinance, which provides a regulatory framework in their municipal code outlining the requirements, fee structure, as well as penalties for noncompliance. California cities that have adopted rental registry ordinances in the past two years include Santa Monica ([link to ordinance](#)), Monterey ([link to ordinance](#)), and Clearlake ([link to ordinance](#)). Many communities establish a fee for registration for each unit that must be registered. These fees help support the administration of the registry, typically covering the entirety of the software costs and the majority of staffing costs through the annual fee revenue, particularly after the program is well established and captures most of the city's rental stock. The fees

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generally range from \$25 to \$250 per registered unit. For example, Culver City charges \$167 per unit per year. Monterey charges \$50 per unit per year. A full list of cities and their associated registry fees can be found in Attachment A.

Based upon staff research, the implementation of a mandatory registry can take at least three years to achieve the goal of having 100% of rental properties captured in the City's registry. Below is a timeline of this process based on staff's conversations with other cities that have adopted a mandatory rental registry.

- Draft and adopt an ordinance - **six months to 1 year**
- Outreach and roll-out period designed to register the majority of properties through repeated communication and offering reduced or no fees – **1-2 years from adoption of the ordinance**. There are significant staff resources required during this period in order to secure all properties in the registry and respond to inquiries from landlords and the community at large. Most cities surveyed by staff spent 1-2 years in this phase before the majority of properties were registered. Some cities did choose to waive the registry fee during this time, which would delay the realization of a revenue-neutral program.
- Enforcement against properties that have not registered during the outreach and roll-out period – **1-2 years after initial outreach and roll-out period**. There is a high level of staff resources needed from the CDD Housing division, City Attorney, and Code Enforcement division during this phase to identify unregistered properties, conduct enforcement and move through the administrative citation process for properties that refuse to register. Most cities surveyed by staff reached an 80-90% compliance rate after the outreach and roll-out period and entered the enforcement phase after the first or second year to close the gap.

Rental Registry Technology

Once established, cities with registries use out-of-the-box software solutions from providers such as [3Di](#), [HdL](#), [Tolemi](#), [Deckard](#), and others. These companies have specific software programs that are made for rental registries and can provide the following components of a rental registry:

- Identification of properties requiring registration through analysis of tax assessor data, existing City data, as well as online data from Zillow/Craigslist
- Website portal for property owners to enter information and pay fees associated with registration
- Ability to send mass email/ mailing through the software to implement registry and/or provide updates to all landlords/tenants, etc.
- Customer service through phone, email, and chat to assist users
- Automatically generated, customizable reports covering the various data points collected and trends, such as average rent, ownership information, tenant turnover
- Map-based interface showing all rental properties in the City and associated data to facilitate data analysis

These software solutions cost between \$10,000-\$50,000 per year, inclusive of start-up costs and yearly subscription fees. Most cities surveyed by staff cover the costs of software entirely through fee revenue from the rental registry.

Frequency of Information Collection

Cities typically collect information on an annual basis to capture changes in rent and tenant turnover. This information is typically collected from the landlord. Some cities, such as Beverly Hills, provide notices to all tenants in registered units of the landlord's inputted information to ensure that it is confirmed by the tenant. There is a process for tenants to formally dispute the information; for example, if the landlord underreports the actual rent, tenants can file a certified appeal that is then heard by a hearing officer. Since Beverly Hills has a local rent stabilization ordinance, rent increases are limited by local ordinance, which necessitates the hearing officer and rent appeal process. Beverly Hills also requires that landlords update their registrations any time that there is a new tenant, change in ownership, or change in property management.

In order to collect information, upon establishment of a registry, a jurisdiction must first identify properties that need to be registered. This can be accomplished through analysis of data such as tax assessment rolls, the existing business license database, and other City data sources. Software solutions are available to automate this process. After identifying properties, jurisdictions typically notify property owners of their requirement to register through mail, email, and media campaigns.

Enforcement of Rental Registry

Cities typically conduct enforcement against non-compliant properties who fail to register through the administrative citation process in the municipal code. If a mandatory rental registry is implemented through a local ordinance, failure to register a property would constitute a violation of the City's municipal code. Upon receiving information regarding a potential violation from the rental registry software provider or through a complaint received from the public, the city's code enforcement division would need to investigate and verify the violation and then provide notices of violation to the property owner with a corresponding fine. There is an allowance in the City's code for the property owner to contest the violation and request an administrative hearing.

Cities have varying fee structures for violations of their municipal code and rent registry ordinances. The City of Davis, for example, has an escalating fee structure of \$100 for the first violation, \$200 for the second violation, and \$500 for the third and subsequent violations. The City of Monterey imposes additional late fees if properties fail to register, topping out at an additional 50% after one month of failure to register.

Cities also may take legal action against the property owner to collect fees for violations of their municipal code and rent registry ordinances. This effort requires the coordination between the city's code enforcement as well as city attorney's office to collect information and move through the court process.

Resources and Costs for Rental Registry Implementation

The implementation and enforcement of a rental registry would require additional staffing resources as well as ongoing software costs. Below are the direct staffing requirements of other cities to administer their local rental registry and associated renter protection regulations, as well as the approximate costs to operate the registry inclusive of software and staffing. It should be noted that there are also indirect costs associated with administering a registry, such as costs associated with legal, administrative, and information technology support. Many cities surveyed by staff cover the direct and indirect costs of the rental registry through the annual registration fee revenue.

- Culver City established a rental registry program in October of 2020, in tandem with permanent rent control and tenant protection regulations. The rent registry is managed by two full-time staff members from the Housing and Human Services Department. The rent registry, rent control, and tenant protection programs incur approximately \$1.3 million in staffing and software costs annually. Revenue from the annual registration fee of \$167 per unit fully funds the costs of the program.
- Santa Ana established a Rent Stabilization and Just Cause Eviction Ordinance in November of 2024 that included a rental registry program. This program currently employs three full-time staff members from the Housing team, two full-time staff members from Code Enforcement, and two full-time staff members from the City Attorney's Office. The program incurs approximately \$1.6 million in staffing and software costs annually. Revenue from the annual registration fee of \$100 per unit fully funds the costs of the program.
- Monterey established a Rental Inventory Program in 2023 to provide more robust data to the City regarding their rental housing stock. The rental registry collects data regarding rent, ownership, tenant turnover, and basic housing characteristics. This program does not include rent stabilization or eviction protection measures. The program is overseen by three full-time staff members from the four-person Housing team, each dedicating partial time to oversight of the program. The rent registry program has incurred approximately \$236,000 in staffing and software costs annually. After two years of the program's adoption, approximately 82% of properties are registered and compliant. The revenue from the \$50 annual registration fee is currently covering over 90% of the staffing and software costs.
- Davis established a Rental Resources program in 2017, consisting of a mandatory rental registry for all single-family and multi-family rental units, as well as a mandatory inspection program for all rental properties with 1-4 units, with a mandatory move-in inspection requirement for larger multifamily properties with more than 5 units. The program utilizes one half-time staff member, with one supervising manager from the seven-person Social Services and Housing Department to operate the registry program. Additional Code Enforcement, Finance Department, and Planning Department support is used as needed. The Rental Resources program has incurred approximately \$250,000 in direct staffing and software costs annually. The revenue from the \$105 annual registration fee fully funds the staffing and software costs of the program.

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- Palo Alto established a standalone rental registry program in 2023 with the intent to provide more information to their Council regarding the 11,400 rental units in the city. The program is overseen by one full-time staff member in the City's Planning Division, with the partial efforts of other staff members to conduct enforcement, process registration payments, and outreach efforts. The city's software and services costs total \$443,256 for a four-year contract period. The revenue from the \$35 annual registration fee is intended to fully cover the staffing and software costs of the program. The city opted to waive the annual registration fee in the first year of the program's roll-out to incentivize participation and register the highest amount of properties.

Of the cities noted above, Monterey, Davis, and Palo Alto have a rental registry, but no additional local rent stabilization regulations (although Davis does have an inspection aspect), which is likely the reason that the staffing requirements and total costs of program operations are lower than the other cities.

Rental registry costs primarily lie in the staffing costs necessary for administration and enforcement. Staff found that cities charge anywhere from \$25 to \$200 per unit on a yearly basis to register each unit. Many cities surveyed by staff cover the entirety of staffing and software costs through this annual fee revenue, particularly after the roll-out period where the majority of rental units are identified and accounted for in the registry.

Rental Registry Options

There are a number of factors to study and consider when establishing a potential rental registry. The following information is being provided to outline three potential types of registries that the City could establish if there is Council direction to move forward. Each option is outlined below, with additional information about resource needs to implement the options.

Option 1: Utilize Existing Business License Database

Through discussions with the community on the issue of a rental registry, staff has received comments that the City should utilize the existing business license process to gather information about rental units, instead of creating a separate rental registry.

The Business License and Tax program is currently administered by the Finance Department. Under this tax program, businesses, including residential rentals, generating revenue in the City are required to obtain a business license and on an annual basis, remit a tax payment based on gross receipts earned in the previous calendar year. In its current state, the business license and tax program is considered administrative and would require significant changes and resources to have the ability to address issues of a regulatory nature. There would need to be additional staffing resources, training, and enforcement necessary to take the business license program from its current state to a more robust program dedicated to proactively identifying all rentals in the city.

The City currently collects about \$300,000 per year in business taxes from residential rental businesses, with the minimum tax being \$25 per licensed operator per year. The

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total amount of business taxes collected across all business types is approximately \$3 million annually. The business license program is administered primarily by one full-time staff member who is responsible for the intake of information from all business license applicants, with no current capacity or structure for identifying unlicensed rentals or collecting more significant housing data. During the annual business license renewal season, staff from other divisions within the department help to support the revenue management division as they manage the increased workload.

The Business License and Tax program does not currently have the regulations established through an ordinance nor a proactive process dedicated to identifying unlicensed rentals. The Finance Department is creating a form as an addendum to the Business License Application form to collect additional rental location information from residential rental operators. It is important to note that the information gathered with the form is provided voluntarily by the residential rental operators. The Finance Department does not have a means for validating that the information submitted is correct and complete. There would need to be additional analysis performed by a trained staff member with the assistance of outside software to verify this information. Per the City's latest [active business license report](#), there are 2,619 active business licenses for residential rentals in the City (inclusive of both long-term rentals and homestays). Many businesses include multiple addresses/units under one license. When considering that there are an estimated 14,970 rental units in the City, staff estimates that there may be 9,000-12,000 rental units not captured under an active business license.

As noted above, several community members and groups have requested that the City consider utilizing the existing business license process to address the identified need to collect more data. This option would necessitate changes to the City's existing business license and tax program (including adoption of ordinance amendments to require operators to provide certain additional information when obtaining and/or renewing a Business License), updates to the business license database, and would require significant staff as well as consultant resources dedicated to identifying rental properties that are unlicensed and conducting outreach to those property owners informing them of their requirement to secure a business license.

There would be difficulty in providing meaningful data beyond addresses from this database, such as unit size, information on rent trends, map-based insights, demographic information, or safe housing information. Additionally, properties removed from the rental market would not be accurately tracked, as some business licenses cover multiple properties and units, and there is not a regulatory requirement in place to notify the City when a unit is taken off the market.

It is anticipated that this effort would require significant additional City staffing resources across the Finance Department, Housing Division, Code Enforcement, and City Attorney's Office. The staffing levels necessary to implement this effort would be equivalent to or greater than that of a mandatory, software-based registry, without the guaranteed data and information that a software-based registry can provide. Additionally, without the additional revenue from an annual registration fee, the software and staffing

costs may not be fully recovered by business license revenue alone.

Overall Resource Need: *High*

Software Costs: *\$10,000-\$50,000 per year*

Staffing Need: *3.00 FTE (\$300k-600k per year)*

- *0.5 FTE of Finance Department Leadership time to develop and implement new regulations, ordinance, and enforcement procedures*
- *1 FTE of Finance Analyst time for intake of business license applications*
- *0.5 FTE of Housing Coordinator time to assist Finance Department to develop and implement new regulations, ordinance, and enforcement procedures*
- *0.5 FTE of Code Enforcement Specialist time for conducting enforcement*
- *0.25 FTE of City Attorney/Deputy City Attorney time for conducting enforcement*
- *0.25 FTE of Marketing/Communications Coordinator time for outreach/roll-out media campaign*

Option 2: Software-Based, Voluntary Rental Registry

This option would employ a software provider to roll-out a rental registry, without a mandatory registration requirement implemented through City ordinance. The registration rate would likely be low. This option would have a much lower impact on staffing needs, as the software provider would handle all registration by volunteer properties without the need for staff to conduct outreach associated with a mandatory program, enforcement, or facilitate a large volume of registrations.

Before pursuing this option, the City Council should consider the intent of establishing a registry. If the intent is to have a complete picture of the rental landscape, then a voluntary registry will likely not achieve this goal. Software providers have indicated that in cities with voluntary programs, after the first year only 20% of properties end up registered.

Overall Resource Need: *Low*

Software Costs: *\$10,000-\$50,000 per year*

Staffing Need: *0.5 FTE (\$60k per year)*

- *0.5 FTE of Housing Coordinator time to manage software and roll-out of registry*

Option 3: Software-Based, Mandatory Rental Registry

This option would implement a rental registry ordinance requiring all rental properties to register with the City, and employ the administrative citation process in the Municipal Code to penalize non-compliant properties and owners.

If this option is pursued, staff recommends implementing an initial roll-out process of at least a year where enforcement would not occur in the interest of registering the maximum number of properties possible. This roll-out period would require a high level of staff time from the Housing Division, with an estimated 14,000 rental units needing to be registered. While software providers have large-scale customer service teams able to handle a high level of inquiries, it is likely that there would still be a high volume of inquiries from property owners to the City directly through email, phone calls, and in-person visits that would

need to be redirected by City staff to the software provider.

The City could explore waiving or reducing the initial registration fee in order to incentivize participation. This would come at a significant cost to the City of approximately \$200,000 per year in potential fee revenue that could cover the software and staffing costs of the registry program. Once the initial roll-out period is complete, enforcement and the collection of fees would begin to support the program's operations. Staff found that most jurisdictions cover the cost of software entirely through fee revenue, along with a significant portion of the staff time spent on program administration. As mentioned above, the City of Monterey is currently covering 90% of their rental registry program costs after 2 years of the program's existence. There would also be a financial benefit to the City of recovering missing business license tax revenue through the rental registry.

Additional staffing would be necessary in the City's Housing Division, City Attorney's Office, as well as Code Enforcement Division in order to successfully implement, operate and manage the program.

Overall Resource Need: High

Software Costs: \$10,000-\$50,000 per year

Staffing Need: 3.00 FTE (\$300k-500k per year)

- *1 FTE of Housing Analyst time for software and overall program administration*
- *0.5 FTE of Code Enforcement Specialist time for conducting enforcement*
- *0.25 FTE of City Attorney/Deputy City Attorney time for conducting enforcement*
- *0.25 FTE of Marketing/Communications Coordinator time for outreach/roll-out media campaign*
- *1 FTE of CDD Customer Service Rep time for responding to landlord/tenant inquiries and community inquiries regarding the program*

The highest costs will be incurred in the first several years due to the need to set up the program and conduct extensive outreach and education. After 1-2 years, the program could be self-supporting through revenue from annual registration fees.

Additional Information and Focus Questions

This study session provided three options for Council's consideration when deciding on future efforts towards the establishment a rental registry – utilization of the existing business license database, a software-based voluntary registry, and a software-based mandatory registry. The work plan for the current budget cycle does not identify any further efforts, beyond this study session, to establish a rental registry during the 2025-27 Financial Plan. To implement a rental registry during the current financial plan, current work plan items would need to be reevaluated and postponed to provide staff capacity and funding for this new effort. Future and ongoing work plan items in the 2025-27 Financial Plan for Community Development that would need to be re-evaluated and postponed include all of the following:

- *1.a. Organize a focus group to explore barriers to residential infill development—including specific discussions about the Downtown Core—and produce a memo*

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to Council to help guide updates to the Zoning Regulations.

- 1.d. Implement actions and requirements of the State Fire Hazard Severity maps.
- 2.a. Conduct an educational forum and improve the implementation of Below Market Rate (BMR) best practices to market and streamline the purchase and rental process for BMR units.
- 2.c. Annually, or as needed for compliance, and by obtaining information from housing partners, complete updates to the Zoning Regulations to implement state law and to address identified barriers to affordable housing and housing production.
- 2.d. Work with SLOCOG to determine the City's RNHA allocation for the 7th Cycle Housing Element Update.
- 2.e. Initiate an update to the 7th Cycle Housing Element through the creation of an RFP for consultant services, and present RFP to the City Council with a study session on potential scoping for Land Use and Circulation Element Update.
- 3.d. Create a strategic plan for the safe housing program, and conduct outreach and engagement with a focus on both tenants and landlords.
- 4.a. Initiate an update to the Tree Regulations to streamline housing projects.
- 4.b. Conduct a study session with Council on Code Enforcement priorities related to safe/livable neighborhoods and receive feedback on priorities. Discuss potential updates to property maintenance standards.
- 4.d. Create a project plan and standard operating procedures for Community Development enforcement of zoning code regulations pertaining to Greek houses. Consider potential updates to zoning code to facilitate efficient regulation of Greek houses.

The work plan items above are primarily conducted by the Housing, Planning, and Code Enforcement Staff in Community Development, which are the groups that would likely be involved in development of a rental registry program, in addition to staff in the City Attorney's Office and the Finance Department. Some of the work program items cannot be postponed or removed because they are state mandated, such as the work related to the Housing Element. Council could direct staff to develop future work plan items for the 2027-29 Financial Plan if moving forward with a rental registry is of interest.

Focus questions identified for consideration of the proposed strategic direction are summarized below:

1. What is the goal of establishing a registry, and what is the issue that the registry is meant to address?
2. Which of the rental registry options, if any, presented in the report warrant further consideration?
3. Is there additional data or analysis that would be beneficial to Council in order to determine next steps?
4. Should staff re-evaluate and postpone the work plan items in the current 2025-27 Financial Plan to accommodate the implementation of a rental registry?
5. Should staff develop future work program items for the 2027-29 Financial Plan to implement a rental registry?

Next Steps

Should Council decide to move forward with a rental registry option, staff will conduct additional research, develop a scope of work and solicit cost estimates so this information can be utilized during the 2027-29 Financial Plan budget process.

Previous Council or Advisory Body Action

Previous City Council actions applicable to this study session work program item include:

- [Rental Inspection Program Adoption](#) in May 2015
- [Rental Inspection Program Repeal](#) in March 2017
- [6th Cycle Housing Element Adoption](#) in November 2020
- [Homelessness Response Strategic Plan Adoption](#) in March 2023
- [Housing Needs and Opportunities Study Session](#) in March 2023
- [Prohousing Designation Program Authorization](#) in June 2023
- [Code Enforcement Update Study Session](#) in October 2023
- [Public Memorandum on Renter Protections](#) in July 2024
- [Renter Protections Study Session](#) in October 2025

CONCURRENCE

The City Attorney’s Office, Finance Department, as well as Code Enforcement Division, have reviewed and concur with this report.

ENVIRONMENTAL REVIEW

The California Environmental Quality Act (CEQA) does not apply to the recommended actions in this report because the actions do not constitute a “Project” under CEQA Guidelines Section 15378. If a rental registry ordinance is implemented, it will be evaluated to determine if the project or program or any of its components requires environmental review under CEQA prior to adoption.

FISCAL IMPACT

Budgeted: Yes

Budget Year: 2025-26

Funding Identified: N/A

Fiscal Analysis:

Funding Sources	Total Budget Available	Current Funding Request	Remaining Balance	Annual Ongoing Cost
General Fund	\$	\$	\$	\$
State				
Federal				

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Fees				
Other:				
Total	\$0	\$	\$	\$

There are no fiscal impacts directly associated with this study session. If Council decides to direct staff to pursue one of the rental registry options, staff will conduct additional research, develop a scope of work, and solicit cost estimates so this information can be utilized during the 2027-29 Financial Plan budget process.

ALTERNATIVES

Continue consideration to a future meeting. If the City Council does not have sufficient information to provide direction to staff, or if additional time is needed for discussion, the Council can continue consideration of the item to a future meeting. If the City Council decides to continue the meeting, direction should be provided to staff on any additional information needed to complete the discussion.

ATTACHMENTS

A - Rental Registry Case Study Matrix