

Expand Tenant Protections: Proposed Rent Registry Program Amendments to Support Proposed Rent Review Program Via Future Ordinance Amendment

Economic Development, Housing &
Project Management Standing Committee
February 19, 2026



Background

- ❑ On May 1, 2023, the City Council approved the FY 2023-25 City of San Pablo City Council Priority Workplan, which included:
 - #308: *Dedicate resources to create a new rental registry (w/ fees to offset city costs) for available San Pablo Housing Opportunities*

- ❑ City Council adopted an ordinance that established a rent registry program

- ❑ The Rent Registry program was established in Summer 2024:
 - Help the City collect data regarding rent and other relevant information.
 - Help inform the City about housing stock, trends, and rental market

- ❑ The City contracted with HdL Companies to administer the Rent Registry Program.
 - HdL handles the rental property registration, renewal processing, payment processing, and rental support center



Background *continued*

- ❑ The fees to register a rental unit is \$20 per account and \$7 per unit
- ❑ Data received includes:
 - ❑ Property owner information
 - ❑ Rental unit information
 - ❑ Tenancy lease date
 - ❑ Current monthly rent
 - ❑ Affordable unit restriction





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Rent Registry Feedback

Summary of concerns received by staff:

- Customers have complained about customer service (third party)
- Staff time utilized due to customers at counter, phone calls etc.
- Property owners have questioned the benefits the community
 - How does this benefit Tenants?
 - How does this benefit Housing Providers & Property Owners?
- Property owners have asked why the need to provide property information if City has access to that information
- No realistic penalty for non-registration or non-payment
- Confusion between all rental housing programs (Business License, RH&S, & Rent Registry)
 - What's the difference?
 - Difference criteria and fees for each program?





Rent Registry Feedback

Rationale:

- Customer Service Challenges
 - Third-party administration still requires City staff time (counter, calls)

- Unclear Community Benefits
 - Property owners question benefits for tenants and housing providers
 - Redundant property information requests

- Redundant Fee's and Registration Requirements

- Non-Verifiable Data
 - Unable for staff to use data to inform policy because its anecdotal

- More Up to Date Data Can be Obtained on other Platforms at No Cost
 - Annual reporting results in outdated information
 - Rental rates fluctuate and the program isn't designed to capture the changes



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Staff Recommended Action

1. Receive presentation; Recommend City staff draft proposed Ordinance in consultation with City Attorney's Office and forward to the City Council for formal consideration and approval.

Outcomes:

1. Focus on the New Rental Review Program
2. Eliminate Registration Fee's to Housing Providers
3. Improve stakeholder relations and reduce administrative burden
4. Develop communication plan for Housing Providers and Tenants on the Tenant Support & Assistance Package
 - a. Ensure all new programs focus on:
 - i. Transparency
 - ii. Efficiency
 - iii. Equity
 - iv. Measurable Benefits

