

Expand Tenant Protections: Rescinding the Rent Registry Ordinance and Program to Support New Rent Review Program

City Council
June 1, 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
- ❑ The City contracted with HdL Companies to administer the Rent Registry Program
- ❑ Staff collected feedback and conducted a program evaluation Winter 2026

Background Cont.

- Economic Development & Housing Staff convened a stakeholder workshop on April 22, 2026 with:
 - ECHO Housing
 - California Apartment Association
 - San Pablo Economic Development Corporation
 - Genoveva Calloway
 - (ACCE, Rising Juntos, Movement Legal invited but didn't participate)*

- Tenant workshop with Mobile Home Park residents on May 28, 2026 in Maple Hall

- New San Pablo Housing Hub Webpage launched for the public and engagement <https://sanpabloca.gov/housinghub>

Rent Registry Feedback

- ❑ 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 – Only 67% compliant
- ❑ Confusion between all rental housing programs (Business License, RH&S, & Rent Registry)
 - What's the difference?
 - Difference criteria and fees for each program?



Findings for Recommendation

- 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 - Annual reporting results in outdated information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

Previous Action

- ❑ Economic Development & Project Management Standing Committee review
 - February 19, 2026
 - Introduction and Overview of Staff Recommendation
 - May 13, 2026
 - Unanimous recommendation to City Council to repeal the Ordinance

Staff Recommended Action

1. Receive presentation; and
2. Waive the 1st Reading, Introduce the Ordinance repealing the Rent Registry; and
3. Continue preparing a draft of the New Rental Review Ordinance and Program pursuant to FY 2025-27 Council Priority Workplan Amendment #2 adopted on 03/30/26 per Reso. #2026-041.