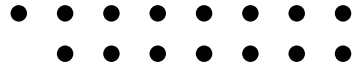




Distributed at the Meeting



# Compliance Tracking: A Comparative Study

Student Policy Institute of Berkeley





# Key Jurisdictions

## Santa Monica

27,000 rental units, established rental registry with significant amounts of community trust and pamphlet-based system

## Beverly Hills

8,000 rental units, relatively small staff and small registry but with persistent tactics that allow for 99% compliance

## Alameda

15,000 rental units, many landlords still primarily rely on paper mail and can be harder to contact, top 20 offender list to prioritize resources

## San Jose


38,000 apartments rental units, use of general city inspectors to flag non-compliant rentals as well as considering AI cross checking tech that allow for 99% compliance rate

## Richmond

19,00 rental units, small rent board that functions primarily in tandem with and gathers data through citywide database system IMS, speculated high compliance rate

## Concord

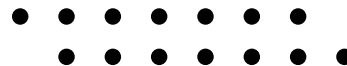
18,000 rental units, recently expanded registry covering all rental properties. Uses community partnerships and escalating fines to boost compliance, but struggles with outreach, staffing, and ownership turnover.



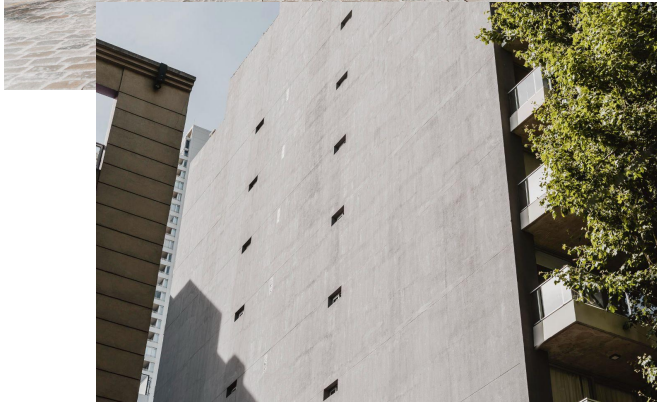


# Newsletter and Pamphlet Distribution

- **Santa Monica:** Newsletter/pamphlet that includes maximum allowable rent increase
  - Effective but costly: 20k+ biannually
- **Alameda:** Paper postcards can be effective in reaching landowners that may be unresponsive over email/phone



# Email & Phone Reminders



**Beverly Hills:** Weekly email and phone reminders until compliance is reached

- Must consider feasibility and short-term vs. long term time investment
- 45 day compliance window for initial ordinance; once that was passed they sent out weekly notices that are progressively more harshly written
- E-blasting registered addresses, emailing personal email addresses, and making phone calls

Frequency is major factor in effectiveness

- **Alameda** sends out letters on a monthly basis after noncompliance → generally *less* effective

# Possibility for Inspection and Active Monitoring

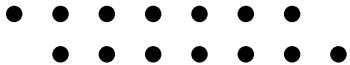
- **Concord:** Multi-family properties (4+ units) are inspected annually. For complaints, inspectors respond within 24 hours and can inspect any rental property
- The smaller population size and older properties makes quick inspection turnaround times easier and essential
- **Beverly Hills:** Saw significant support for an inspection-based system when rent board first established
  - Committee proposed multi-tier inspection system
  - Lack of implementation
- **San Jose:** High compliance rates driven in large part by its use of general city inspectors, already deployed across departments, to flag non-compliant rentals
- Multiple jurisdictions mentioned a desire for active inspection that was curtailed by cost and staffing concerns





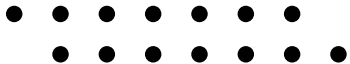
# Registries, Data, and Cross-Checking

- Use of AI tools remains largely *inconclusive* and jurisdictions generally reported satisfaction with existing software platforms like 3Di
- **Pasadena** cites data security and privacy concerns in a lack of interest for using any kind of AI tools for rental compliance registration
- However, cities like **Santa Monica** and **San Jose** are considering incorporating AI into registration
- **Richmond**: citywide system where everyone who owns a rental property has to enroll through citywide system, and that data is then cross-referenced with county-wide ownership change lists to determine who has yet to enroll and/or register



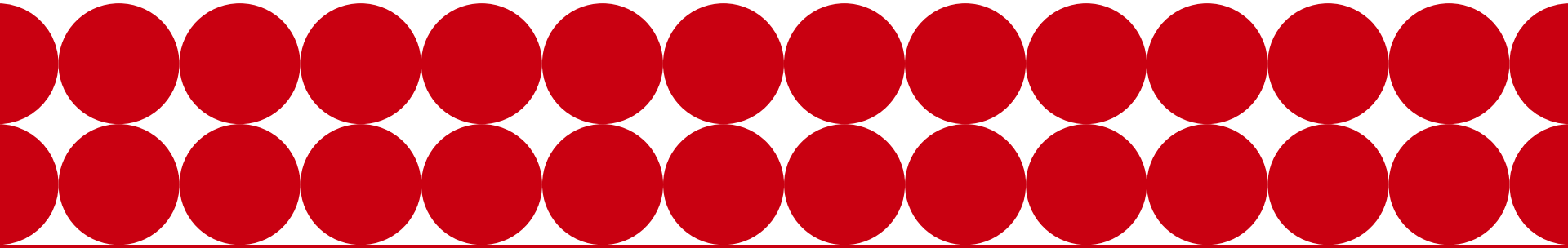
# Tenant Protection and Current Events

- **Beverly Hills:** Emphasis on creation of mass-awareness through frequent use of social media platforms and workshops for tenants and landlords centered around accessing rent registry
- **San Jose** and **San Francisco** noted current fears surrounding ICE and government intervention
  - Know-your-rights workshops and newsletters tailored for immigrant communities



# **FINAL RECOMMENDATIONS**

- 1 Postcards & Newsletters**
- 2 Email & Phone Reminders**
- 3 Registry Technology**
- 4 Inspection & Active Monitoring**
- 5 Tenant Protection Outreach**



**Thank You**