



## MEMORANDUM

**TO:** HONORABLE MAYOR &  
CITY COUNCIL

**FROM:** Shola Olatoye  
Director, Housing and  
Community Development  
Department

**SUBJECT:** Rent Registry Implementation  
Update

**DATE:** October 13, 2021

City Administrator  
Approval

Date: Nov 8, 2021

### INFORMATION

This Informational Memo serves as an update on the projected implementation plan for the initial build-out and enactment of a rental registration requirement in the City of Oakland. The Fiscal Year (FY) 2021-23 adopted budget allocated \$500,000 for initial startup costs for creating a rent registry. In addition, the adopted budget funded 1.0 full-time equivalent (FTE) Project Manager to assist in this endeavor. In the Budget Policy Directives, City Council requested an ordinance and staff report on the rent registry no later than May 2022 and a launch date of January 2023.

**Table A** below provides the costs of the implementation plan necessary to meet the January 2023 deadline. The technology purchases needed for the database component of the rent registry are estimated to be \$300,000. This estimate is based in part on the report by the San Francisco Budget and Legislative Analyst Office produced in April 2019 which compiled a list of municipalities that recently created a rent registry and documented their rent registry development costs. The range was between \$150,000 for West Hollywood with a total of 17,000 rent-controlled units to \$427,000 for Los Angeles with a total of 600,000 rent controlled units. Three municipalities -- Berkeley, East Palo Alto, and San Francisco -- spent \$300,000 on development costs.<sup>1</sup>

In addition to the 1.0 FTE Project Manager, staff estimates additional temporary staffing will be needed to support the build-out of the rent registry. As a part of producing the rent registry, staff anticipates that outside hearing officers will be needed for the transition period after the rent registry is established to review and adjudicate on any additional petitions that are generated from either tenants or landlords. The \$50,000 will be utilized to hire contract hearing officers to handle this possible volume of petitions so as not to overload current staff. Similarly, to support

<sup>1</sup> Note that for the three municipalities listed, the number of units did not affect buildout costs of the database. Each City spent roughly the same even though they vary tremendously in size -- San Francisco is much larger than Oakland, and Berkeley and East Palo Alto are significantly smaller.

the Project Manager with various administrative portions of developing the rent registry, \$50,000 has been set aside to hire temporary administrative support.

Staff recommends budgeting \$25,000 to perform extensive outreach and community engagement, which could include hiring outside facilitators to mediate a series of town halls. This community outreach is essential for developing a robust rent registry that serves all stakeholders. The proposed implementation plan allocates \$75,000 in contingency costs, with any unused funds returning to the fund balance. Between now and May 2022, staff will be conducting town halls, focus groups, and other community engagement processes to evaluate and determine the specific components of the rental registry and craft the relevant amendments to the Oakland Rent Ordinance.

A more in-depth report on the ongoing staffing needed to maintain and operate the rent registry will be provided by May 2022.

**Table A: Estimated system and staffing costs for a rent registry**

	<b>Startup costs</b>
Database development	\$300,000
Contracted Hearing Officers	\$50,000
Temp admin staffing	\$50,000
Outreach & engagement	\$25,000
*Contingency costs	\$75,000
Total	\$500,000

\*Any unused funds will return to the Rent Adjustment Program's (RAP's) fund balance.

Respectfully submitted



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Director, Agency/Department of Housing and  
Community Development

For questions, please contact Chaneé Franklin Minor, Manager, Rent Adjustment Program, at 510-501-4340.