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REPORT ON RESIDENTIAL RENTAL REGISTRATION AND RENT STABILIZATION PROGRAM IMPLEMENTATION

April 22, 2025

City Council

Presented by: Lisa
Brinton, Director

Background

April 2023 - City Council adopted a Residential Rental Registration Program

- Rental Registration Ordinance

September 2024 – City Council adopted a Rent Stabilization Program

- Rent Stabilization Ordinance
- Just Cause Eviction and Tenant Protections Ordinance
- Tenant Anti-Harassment Ordinance

November 2024 - Council took further action to establish:

- Registration fees
- FY 2024–25 budget
- Workforce Allocation Modification

Program Budget & Staffing

Planning Manager	0.2
Community Development Analyst	1.0
Admin Analyst	1.0
Admin Aide	1.0
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	3.2
Salaries and Benefits	\$ 142,250.00
Software	\$ 200,000.00
Supportive Services (Hearing Officer, Education/Outreach)	\$ 300,000.00
Indirect Costs/ Overhead	\$ 13,000.00
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	\$ 655,250.00

November and December 2024

Vendor Selection & Platform Development

- Tolemi selected in Nov 2024 (Resolution No. 23163)
- Platform launched by Program start date: January 1, 2025
- Software used to identify potential rental properties via multiple criteria

Website & Resources

- Program web page created with summaries of all 4 ordinances
- FAQs, forms, definitions, and tenant/landlord resources
- Notices and petition forms available in English and Spanish
- Allowable Rent Increase Tool with user guide made available

Implementation Progress

January to April 14, 2025

Procedures & Legal Coordination

- Forms and notices developed in consultation with City Attorney

Outreach & Support

- Dedicated phone line, email, and office hours established
- Evening office hours added: Feb 20 & 27 (4:30 PM–7:00 PM)
- Notice of Delinquency sent Feb 12 to 5,374 unregistered properties

Support Provided:

- 7,086 phone calls answered
- 833 emails responded to
- 532 in-person appointments completed

Implementation Progress

	Fee Amount	Number of Units Registered	Total
Residential Rental Registration (Single Family and/or Newer Built)	\$45.00	3,646.00	\$164,070.00
Rent Stabilization (Multi-Family "two or more units on one parcel built before February 1,1995")	\$170.00	7,317.00	\$1,243,890.00
		10,963.00	\$1,421,233.00

Beginning April 2, 2025, late fees were assessed.*

Program Fees Collected

January 1, 2025 to April 14, 2025

Program Overview

Rental Registration & Rent Stabilization Program Data	
BuildingBlocks/Tolemi Suspected Rental Properties	8,202
BuildingBlocks/Tolemi Suspected Rental Units	21,779
Total Properties Registered (Submitted & Paid)	3,903
Total Units Registered	10,728
•Rent Stabilized	7,131
•Non - Rent Stabilized	3,597
Total Fees Collected	\$ 1,421,233.00
Registrations Pending Landlord Edits/Review	4
Registrations Pending Payment	471
Total Estimated Compliance	
•Properties	47.58% (50.47%*)
•Units	49.25% (50.34%*)
<i>*470 property owners have communicated that their property is not a rental</i>	
Pending Landlord Petitions	5
Pending Tenant Petitions	1

Challenges & Landlord Feedback

Implementation Challenges

- Interpretation of Ordinance Requirements
- Registration Process and Platform

Implementation Feedback Received from Landlords

- Registration Fees
- Rent Increase Limits
- CPI Timing Issues
- Sub-Metering
- Right-To-Return Period
- Withdrawal of Rental Unit(s)

Next Steps

1. Direct staff to continue to implement all four (4) ordinances and return with a Program report in October 2025.
2. Direct staff to modify and bring back to Council for consideration any of or all four (4) ordinances to clarify requirements and/or address concerns.
3. Direct staff to return to Council as soon as possible with draft ordinances to repeal any of or all four (4) ordinances.



Questions?

*For more information, contact Housing Division
(831) 758-7901 or Rentalregistration@ci.salinas.ca.us*

<https://www.cityofsalinas.org/Your-Government/Departments/Community-Development>