



# City of Seattle DPD Rental Registration and Inspection Ordinance

Stakeholder Meeting  
August 1, 2013

SMT Room 4050/60



# August 1 Meeting Agenda

- |                          |            |
|--------------------------|------------|
| 1. Welcome               | 2:00-2:05p |
| 2. Discussion topics:    | 2:05-3:35p |
| – Program Updates        |            |
| – Registration Balancing |            |
| – Ordinance Changes      |            |
| – Outreach Details       |            |
| – Upcoming Milestones    |            |
| 3. Public Q&A            | 3:35-3:50p |
| 4. Wrap-up               | 3:50-4:00p |



# Program Updates

Audit – now uses follow-up with inspectors and tenant feedback

Fee Structure – lower per unit fee

Completed usability pilot for the weighted checklist

- City inspectors, stakeholder inspectors and Office of Housing
- Results are informing the design

IT system vendor has been selected, contract negotiations started



# Registration Balancing

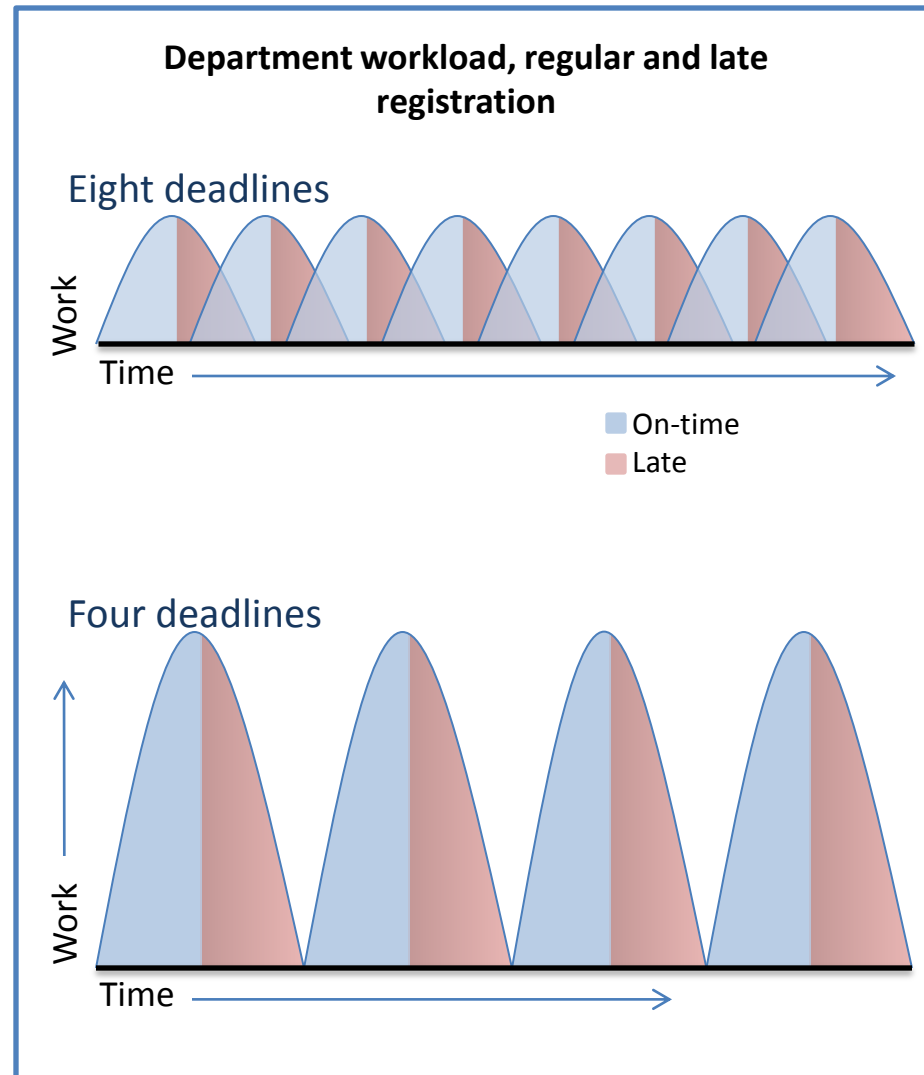
We are working to divide registrations for 1-4 unit properties in 2015-2016

## Goals

- Fair – no disparate impact
- Easy to communicate
- Easy for the property owner
- Easy to administer
- Roughly equal groups

## Question for considering:

- Number of registration deadlines: four or eight



# Registration Balancing: by ZIP Codes

## Question: How to build registration groups?

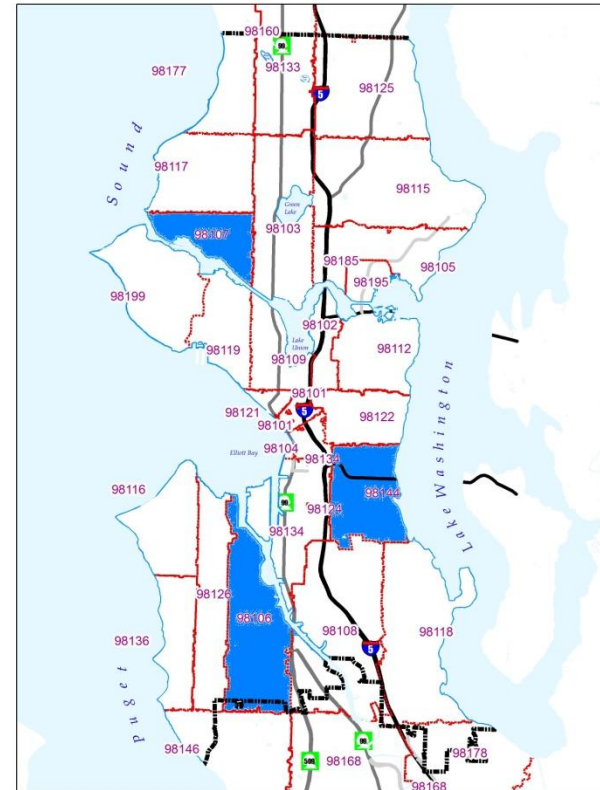
Option 1:

Larger geographically contiguous ZIPs



Option 2:

Several small, geographically disparate ZIPs



Question: How to select registration order: random or criteria-based (e.g. smallest first)?



# Proposed Ordinance Changes – see handout

## Three categories of proposed changes:

- Avoid an Unintended Consequence, e.g. spike in workload from single deadline for all 44,000 1-4 unit properties
- Operational to improve efficiency, e.g. eliminating physical signatures to facilitate online registration
- Cleanup & Clarity to reduce confusion, e.g. referencing “weighted standards” instead of “full standards”

We want to get your feedback & input –  
please see the attachment



# Outreach Update

Since our last meeting, we have been working to build out the details of our 2013-2014 outreach activity

Our community outreach relies on working with experts to reach our target audiences

- Developed detailed plans for working with key property owner-focused groups through 2014
- Lining up the up expert organizations for comprehensive outreach to tenants and community at large
- Inspector outreach will occur as-needed through inspector associations

Our work will be supported by umbrella activities that can be used by all organizations and audiences

- Materials: brochure, FAQ, training videos, checklist booklet, web site
- Media publicity
- Program awareness advertising



# Outreach Channels – Property Owners/Managers

We've reached agreements with several organizations to distribute materials and participate in meetings with members

Organization (Channel)	To reach (Audience)
Washington Multifamily Housing Association	Large market-rate property owners & managers
Rental Housing Association of Puget Sound	Small & midsize market-rate property owners/managers and their tenants
Housing Development Consortium	Nonprofit & low income housing managers/owners
Office of Housing	Nonprofit & low income housing managers/owners
Affordable Housing Management Association	Low income housing owners
Seattle Chinatown Intl District PDA	Property owners in the ID

Additional organizations we are talking with:

- National Association of Residential Property Managers (NARPM)
- Real Estate Association of Puget Sound (REAPS – RE Investors)
- Institute of Real Estate Management (IREM)
- APTFINDER.com (website for affordable housing listings)
- WA Apt Association
- WA Landlord Association





# Outreach – Historically Underrepresented Communities

## Contracting with the City Public Outreach and Education Liaisons (POELs)

- Initial meeting in November – materials review and general outreach approach
- POELs will customize and facilitate outreach into their communities:
  - African Americans
  - Seniors
  - Spanish
  - Vietnamese
  - Chinese (Mandarin and Cantonese)
  - Somali
  - Tagalog
  - Korean
  - Khmer
  - Amharic
  - Afaan-Oromo
  - Tigrinya
  - Laotian
  - Thai
  - Russian



# Outreach – Geographic by Neighborhood

## Working through Seattle Department of Neighborhoods and neighborhood district coordinators

- Initial meeting with district coordinators in August to plan general neighborhood outreach approach
- Neighborhood district coordinators will advise and assist on best outreach through their neighborhood councils and others:

- **Ballard** (Blue Ridge, Olympic Manor, North Beach, Crown Hill, Whittier Heights, Loyal Heights, Sunset Hill, Ballard, Seaview, Shilshole)
- **North** (Lake City, Northgate, Meadowbrook, Pinehurst, Maple Leaf, Cedar Park, Victory Heights, Olympic Hills, Jackson Park, N Matthews Beach)
- **Northeast** (University, Ravenna-Bryant, Roosevelt, University Park, Wedgwood, View Ridge, Laurelhurst, Hawthorne Hills, Windermere, Belvedere Terrace, Inverness, Matthews Beach, Magnuson Park)
- **Northwest** (Green Lake, Greenwood, Phinney, Licton Springs, Broadview, Bitter Lake, Haller Lake)
- **Central** (Squire Park, Leschi, 23rd & Jackson BD, Madrona, 12th Avenue Neighborhood, Colman, Jackson Place, Jackson Street Corr BD, Madison Valley, Union Street Business District)
- **Downtown** (Denny Triangle, Belltown, Commercial Core, Chinatown/International District, Pioneer Square)
- **East** (First Hill, Capitol Hill, Pike/Pine)
- **Lake Union** (Fremont, Wallingford, Eastlake, South Lake Union)
- **Magnolia/Queen Anne** (Queen Anne, Magnolia, Interbay)
- **Delridge** (Youngstown, Cottage Grove, Pigeon Point, Puget Ridge, High Point, Sunrise Heights, Westwood, Highland Park, South Delridge Triangle/White Center)
- **Greater Duwamish** (South Park, Georgetown, SODO, Beacon Hill)
- **Southeast** (Othello, Columbia City, Rainier Beach, North Rainier, New Holly, Brighton, Dunlap, Lakewood, Seward Park, Pritchard Beach, Genesee, Hillman City, Mt Baker, Rainier Vista)
- **Southwest** (Admiral, Morgan Junction, West Seattle Junction, Alki, Fairmount, Fauntleroy, Genesee-Schmitz)



# Outreach - Renters

Exploring partnerships with nonprofits to reach:

- Renters
- Organizations that provide services and support to renters
- Historically underrepresented communities through a different channel – fill gaps that the POEL and neighborhood groups can't reach

Some examples include:

- Solid Ground
- Tenants Union
- UW Off Campus Housing
- Got Green?
- Interim Community Development Association



# Outreach – Connections Within the City

Informing and working with interested and related Departments and organizations to raise awareness and distribute materials

- Office of Immigrant Affairs
- Office of Civil Rights
- Department of Human Services
- Mayor's Office for Senior Citizens
- Customer Service Bureau
- 211 Community Information Line
- Seattle Police Dept Community Police Team
- Washington State Bar (WSBA)
- King County Bar Association (KCBA)
- Chambers of Commerce
- Multi-Family Collaboration Group run by Seattle City Light



# Upcoming Program Milestones

Today



## Ordinance Changes

- ❖ Drafted
- ❖ To Council
- ❖ Adopted

## Program Fee Ordinance

- ❖ Mayors budget to Council
- ❖ Budget and fees adopted

## Director's Rules

- ❖ Released for Public comment
- ❖ Finalized/Adopted

❖ Website launch

❖ Program materials available

❖ Usability testing?

❖ Public Checklist Training starts

❖ Inspector Training starts

❖ PROGRAM LAUNCH



# PUBLIC Q&A

*Please keep questions to 2-3 minutes per person*



# Wrap-up/Next Steps

## Next Steps:

- Small groups meetings related to specific implementation topics as needed (outreach, inspections)
- Email updates as needed

## Next meeting:

- None scheduled; will convene if needed

## How today went: +/ ▲

- What did you like?
- What should we do differently?

