



MEMORANDUM

CSFRA, Community Development Department

DATE: June 24, 2019

TO: Rental Housing Committee

FROM: Andrea Kennedy, Administrative Analyst
Anky van Deursen, Program Manager

SUBJECT: Update on CSFRA Database Management System

RECOMMENDATION

To receive an overview regarding the development and implementation of a database management system to assist in the administration of the Community Stabilization and Fair Rent Act.

BACKGROUND

Due to the scope and breadth of the Community Stabilization and Fair Rent Act (CSFRA), with over 15,000 rental units being covered by the program, implementing the CSFRA in an effective and efficient manner requires a reliable, well-functioning information technology system that is able to receive, store, and retrieve a potentially significant volume of data to ensure data integrity, improve staff efficiency, and prevent errors caused by missing or misidentified information received from the public.

On August 27, 2018, after having solicited proposals for a database management system through a Request for Proposals, the Rental Housing Committee approved a contract with 3Di, Inc., to develop a centralized database management system capable of supporting the different types of information necessary to support the regulations.

In the fall of 2018, staff from the CSFRA and Information Technology Department started their collaboration with 3Di, Inc., to develop a database management system. On January 8, 2019, Phase I, online property registration, was launched, which coincided with the invoice mailing of the Fiscal Year 2018-19 Rental Housing Fees. Property registration allows owners/property managers to support the following types of information online:

- Owner/Property Management information
- Rental Property information
- Rental Unit information
- CSFRA exemptions
- User Manual
- Management of multiple properties

ANALYSIS

In January 2019, CSFRA staff continued working with 3Di, Inc., to develop Phase II of the database management system. For five months, staff and 3Di developed detailed process flows to connect the property registration process, with the option to file noticing requirements online, create bulk e-mail templates, and establish a thorough list of report fields. Twice-a-week phone conferences with the 3Di team resulted in the build-out and completion of Phase II. The roll-out of Phase II was divided into two releases. Release 1 consisted of the owner/property manager's ability to submit CSFRA-required notices and Release 2 included the creation of a bulk e-mail system and an ad hoc reporting function. An estimated 10 to 15 staff hours per week went into completing Phase II of the database management system.

- Termination Notices
- Banked Rent Increase Notices
- Tenant Buyout Information

The screenshot displays a web application interface for a database management system. At the top, it shows the location 'MOUNTAIN VIEW, CA 94041' and an '+ ADD UNIT' button. Below this is a table with columns: Unit, Status, Bedrooms, Bathrooms, Monthly Rent, Original Rent Amount, Move-In Date, Last Rental Increase, Occupied By, and Action. The table contains five rows of data. A context menu is open over the second row (Unit 2), listing actions: Edit, Delete, Apply for Exemption, Submit Banked Rent Increase Notice, Submit Tenant Buyout Agreement, and Submit Termination Notice. Below the table is a 'Case History' section.

Unit	Status	Bedrooms	Bathrooms	Monthly Rent	Original Rent Amount	Move-In Date	Last Rental Increase	Occupied By	Action
5	Exempt	-	-	-	-	-	-	Owner	⋮
3	Non-Exempt	Studio	-	\$900.00	\$1,500.00	12/01/12	09/01/17		⋮
2	Non-Exempt	1 Bedroom	1	\$2,500.00	\$2,300.00	06/30/17	09/01/18		⋮
1	Non-Exempt	Studio	1	\$2,000.00	\$1,200.00	01/01/16	-		⋮
4	Non-Exempt	-	-	-	-	-	-		⋮

Graphic 2: Online Submittal of CSFRA-Required Noticing Module

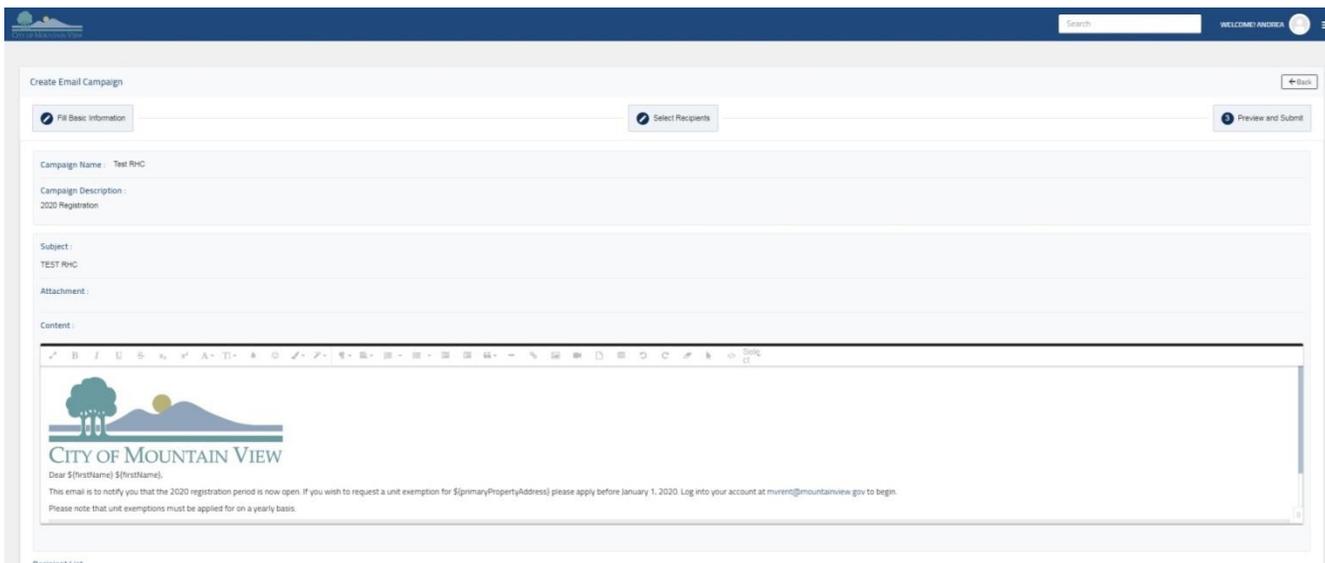
The online CSFRA Required Noticing Submittal module of the database system allows housing providers to comply with their obligation to submit copies of certain notices to the Rental Housing Committee. Once the housing provider registers a property online and uploads a notice through this module, CSFRA staff will review the information provided. Once approved, the housing provider will receive a letter of acceptance via e-mail. In the event that the owner desires to make a correction or has rescinded the notice, an option has been built into the online module to edit or withdraw such submitted notice.

All housing providers received a postcard in early June 2019, creating awareness of this online tool, explaining the functions of the database and directions on how to create an online account (see Attachment 1).

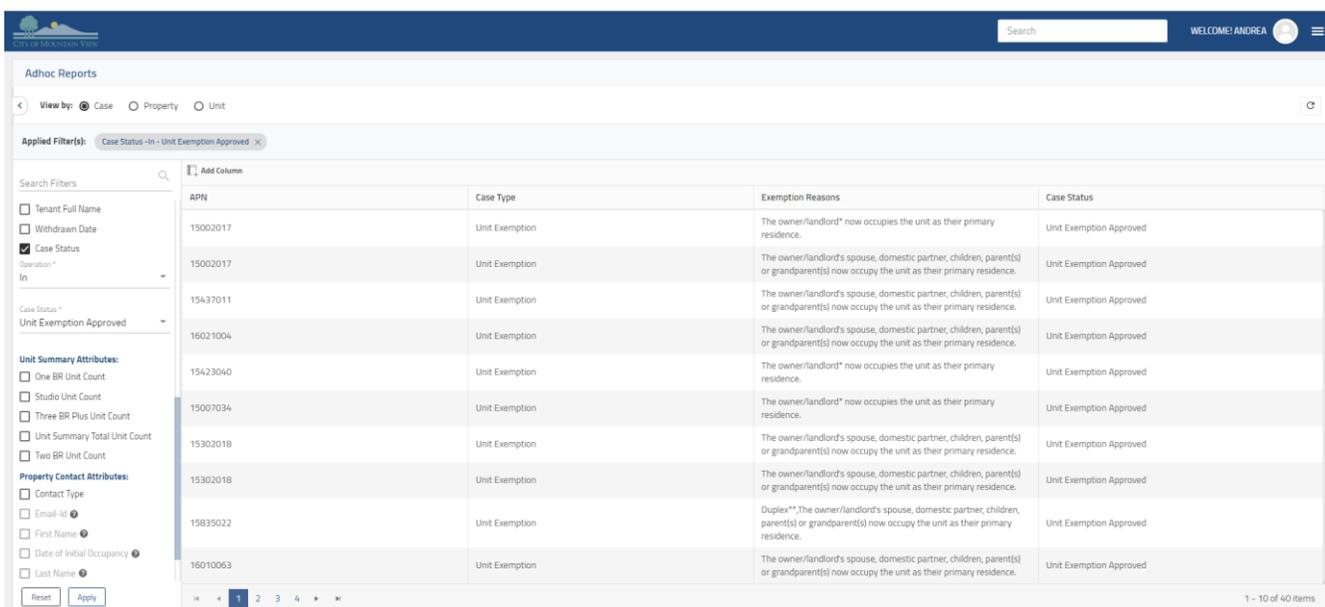
Phase II: Release 2: Bulk E-mail System and Ad Hoc Reports

3Di released the modules for a Bulk E-mail System and Ad Hoc Reports for staff testing in mid-May 2019. Following rounds of testing and considerable bug-fixing, Release 2 went live on June 6, 2019. Release 2 provides the ability to:

- Design e-mail templates for bulk distribution
- Specify individual users/groups to receive mailings
- Generate reports based on specific search criteria



Graphic 3: Bulk E-mail System Module



Graphic 4: Ad Hoc Reports: Exemption Requests

The screenshot shows the 'Adhoc Reports' interface. At the top, there is a search bar and a welcome message 'WELCOME! ANDREA'. Below the header, there are navigation options: 'View by: Case Property Unit' (with 'Unit' selected). The 'Applied Filter(s)' section includes: 'Current Monthly Rent - Greater than - 1', 'Date of Last Effective Rental Increase - Range - 01/01/2017 to 06/13/2019', and 'Original Rent Amount - Greater than - 1'. On the left, there are search filters for 'Original Rent Amount' (Greater than 1) and 'Unit Name' (with 'Unit Summary Attributes' expanded to show 'One BR Unit Count', 'Studio Unit Count', 'Three BR Plus Unit Count', 'Unit Summary Total Unit Count', and 'Two BR Unit Count'). The main table displays the following data:

APN	Unit Name	Original Rent Amount	Current Monthly Rent	Date of Last Effective Rental Increase	Occupied By
15411015	1	500	1957	12/13/2018	Owner
15411015	2	700	500	12/13/2018	Tenant
15423040	2	3400	3400	10/06/2018	Tenant
15423040	3	1800	2100	02/09/2018	Tenant
15411015	111	400	500	12/16/2018	Tenant
16010063	1	500	4500	10/01/2018	Owner
16010063	4	3500	4000	05/01/2017	Manager
16004005	102	3975	4100	12/02/2018	Tenant
15804002	101	3400	3400	02/02/2017	Tenant
15804002	101A	2300	2400	11/05/2018	Tenant

At the bottom of the table, there are navigation controls (Reset, Apply) and a page indicator '1 - 10 of 27 items'.

Graphic 5: Ad Hoc Reports: Rent Data

Summary

The launch of Phases I and II of the database management system provides housing providers with one single online platform to enable them to set up an online account, input and change owner and property information, request exemptions, submit required notices, and opt in for e-mail communications. The portal can be reached at www.mvrent.mountainview.gov. This robust database is able to handle extensive data, including rent levels, vacancy rates, and turnover information. A fully populated database would also allow staff to communicate economically and efficiently with housing providers. However, due to the lack of registration of housing providers, the database currently has limited use. It is currently at the owner's discretion to register their property and to input detailed unit information.

NEXT STEPS

The next steps in developing the data management system include the following phases:

Phase III

- Case management system for Landlord Petitions
- Case management system for Tenant Petitions
- Development of a multilingual platform

Phase IV

- Expand uploading to include permitting request process information
- Explore integrating the Tenant Relocation Assistance Ordinance (TRAO) process
- Explore the possibility of integrating payment processing
- Explore the possibility of integrating Multi-Family Housing Inspection Program

CSFRA staff and 3Di are currently in the requirements gathering process for Phase III. Next, the 3Di team will analyze the scope of work, followed by the development of a project schedule for this phase.

FISCAL IMPACT

In Fiscal Year 2018-19, the RHC adopted in its budget \$175,000 for start-up and development of a database management system. For Fiscal Year 2019-20 we rebudgeted part of this amount (\$146,400) for further costs regarding this database. It is currently foreseen that this amount is sufficient to cover the costs in the upcoming fiscal year.

PUBLIC NOTICING – Agenda posting.

AK-AvD/DJ/1/CDD/RHC

898-06-24-19M

Attachment: 1. Online Registration Postcard, June 10, 2019