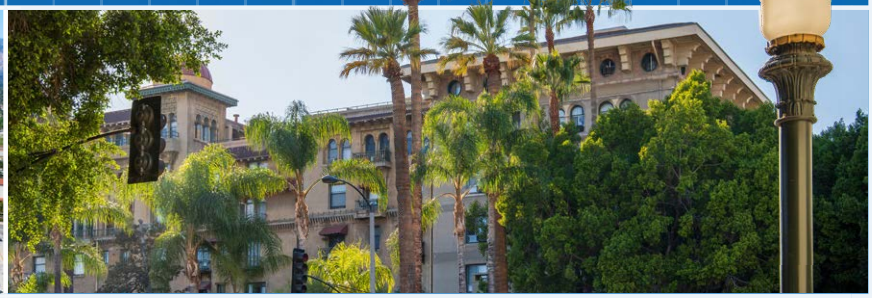
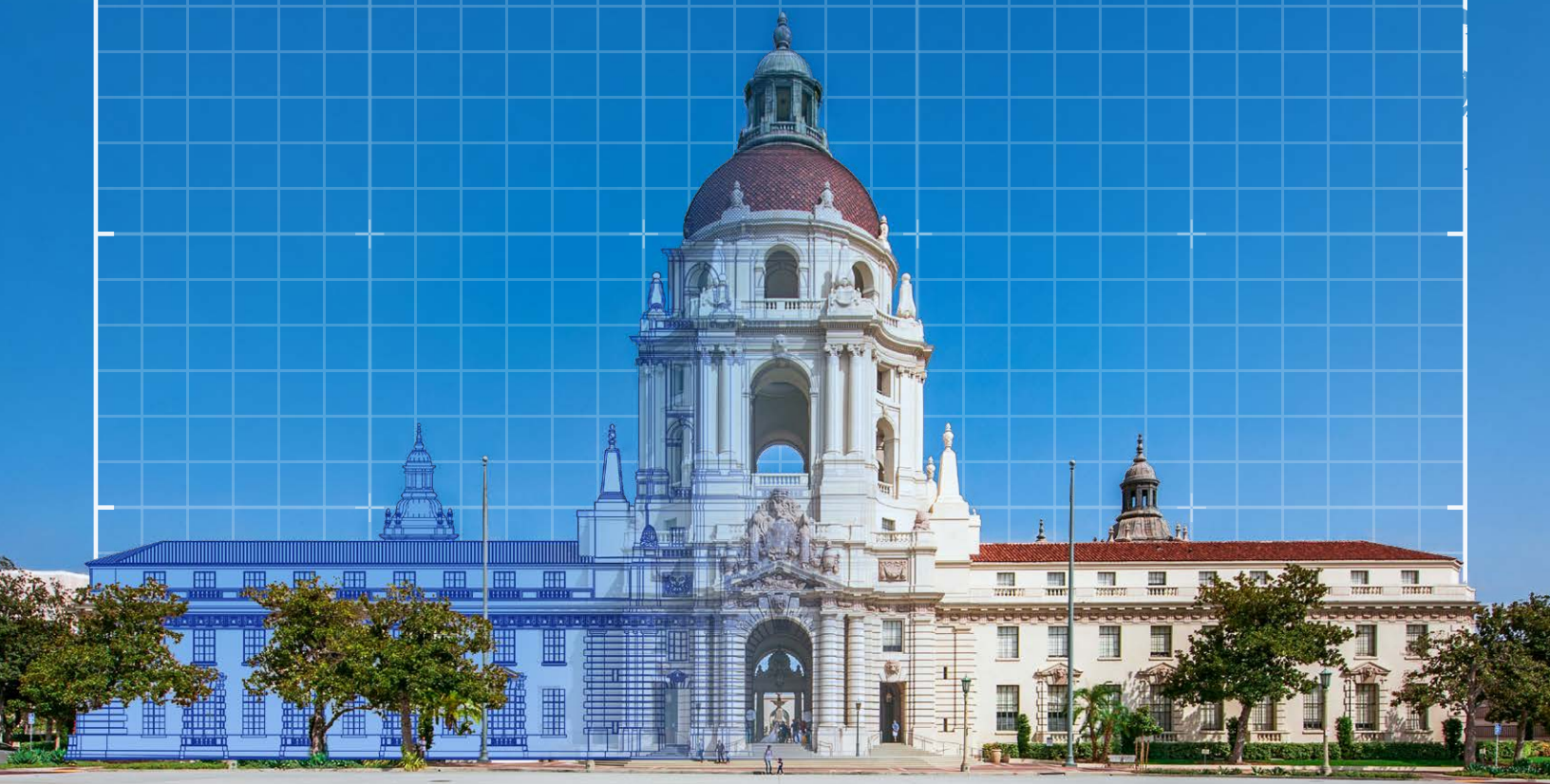
PASADENA
RENT STABILIZATION DEPARTMENT

Annual Report







CITY OF PASADENA ★ INCORPORATED JUNE 1886 ★

FISCAL YEAR 2025

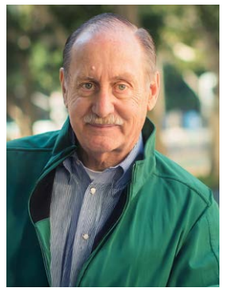
Pasadena City Council



Victor M. Gordo
Mayor



Tyron A.L. Hampton
Councilmember
District 1



Rick Cole
Councilmember
District 2



Justin Jones
Councilmember
District 3



Gene Masuda
Councilmember
District 4



Jessica C. Rivas
Vice Mayor and
Councilmember
District 5



Steve Madison
Councilmember
District 6



Jason Lyon
Councilmember
District 7

PASADENA
RENT STABILIZATION DEPARTMENT

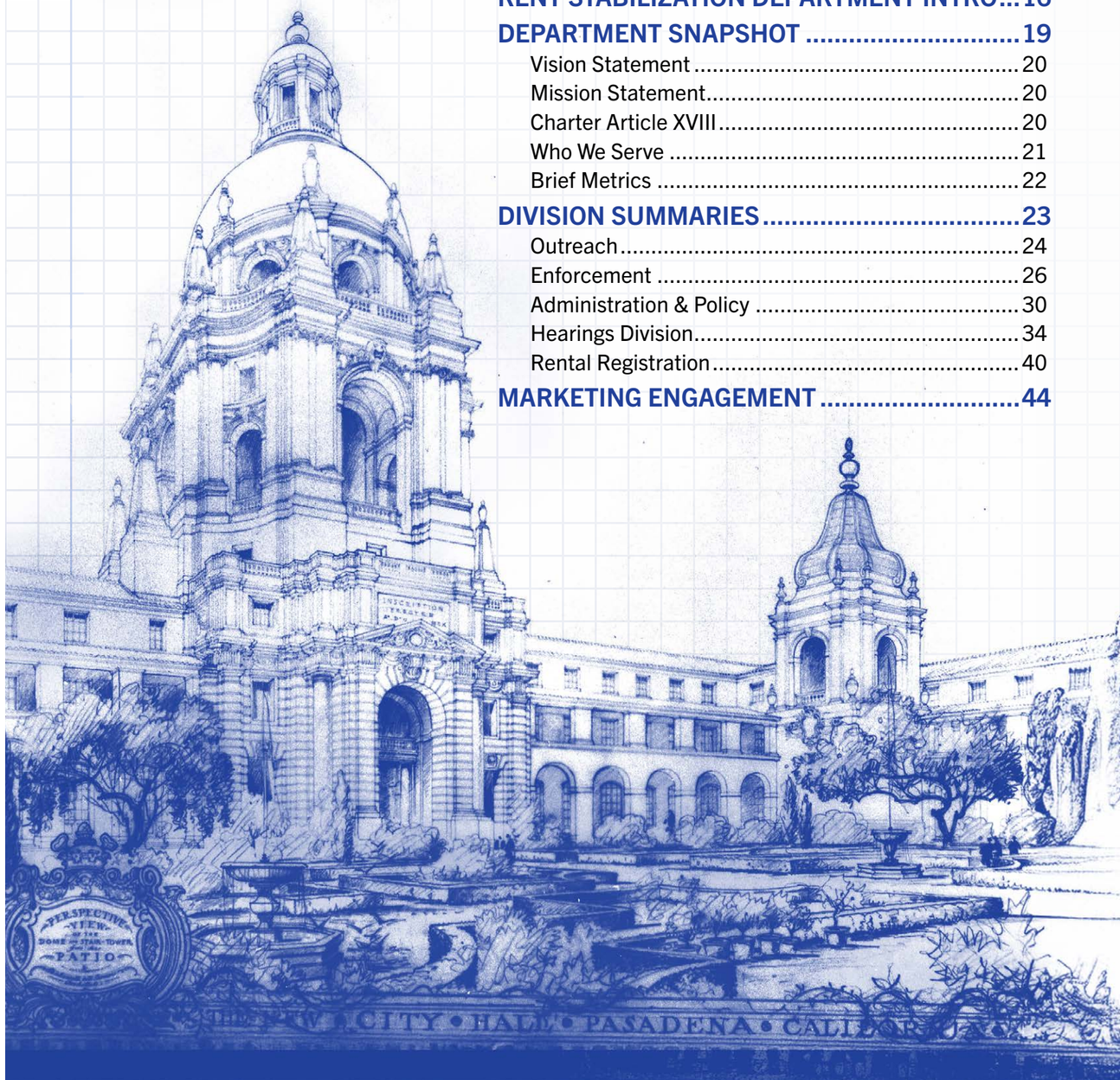
ANNUAL REPORT
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PRHB

PASADENA RENTAL HOUSING BOARD

INTRODUCTION

On November 8, 2022, voters in the City of Pasadena ("City") approved Measure H, adding Article XVIII to the Pasadena City Charter ("Charter"). This Charter amendment established rent stabilization and just cause eviction protections for tenants. The Pasadena City Council certified the election results on December 12, 2022. The Charter was subsequently filed with the California Secretary of State and became effective on December 22, 2022.

ESTABLISHMENT OF THE PASADENA RENTAL HOUSING BOARD

In accordance with Article XVIII of the Charter, and at the request of the Pasadena Rental Housing Board (Board), the City Council adopted Ordinance No. 7417 on December 11, 2023. This ordinance created Chapter 2.302 of the Pasadena Municipal Code, formally establishing the Rent Stabilization Department. The Department operates under the general administration of the City Manager and is led by the Executive Director of Rent Stabilization.

The Board itself was established earlier in 2023, with Tenant Members appointed on April 19 and At-Large Members on April 24. The Board held its inaugural meeting on May 24, 2023, and immediately began developing its organizational structure, including a work plan, training programs, interim staffing, legal counsel, budget planning, and administrative systems.

COMPOSITION

Pasadena residency is required to serve on the PRHB. There are 11 primary members, with 7 Tenant members and 4 At Large members. Each Tenant Member is nominated by a Councilmember to represent that Council District, (nominees must be tenants, reside in the nominating Councilmember's District, and may not have a material interest in rental property). The 4 At Large members are appointed by the City Council. At Large members may reside in any District, may/may not be tenants, and may/may not have material interest in rental property. There are 2 Alternate members: 1 Alternate Tenant member (citywide), and 1 Alternate At Large member (citywide). Alternate members are subject to the same conditions of the Primary Tenant and At Large members. All members of the PRHB are required to file annual Statements of Economic Interest.

CURRENT PRHB MEMBERS INCLUDE:



Allison Henry, Chair
District 3 / Tenant



Lourdes Gonzalez, Vice Chair
At Large



Ryan Bell
District 6 / Tenant



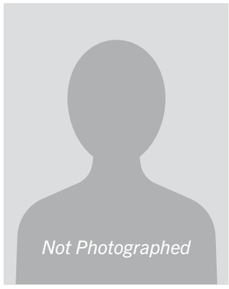
Deborah Dunlop
District 7 / Tenant



Varouge Mesrobian
At Large



Emanuel Najera
District 1 / Tenant



Barbara Pitts
District 4 / Tenant



Christine Rodriguez
District 5 / Tenant



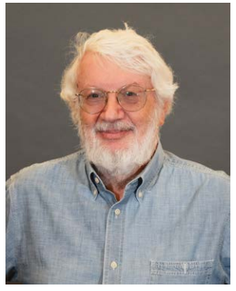
Dianne Romero Chavez
District 2 / Tenant



Arnold Siegel
At Large



Emily Wernberg
At Large



Peter Dreier
Alternate At Large



Brandon Lamar
Alternate Tenant

BOARD ACTIVITIES IN 2023

In its first year, the Board held 15 meetings and adopted 20 resolutions. Key actions included:

- Establishing the first Annual General Adjustment (AGA) of 2.75% on June 29, 2023.
- Forming Ad Hoc Committees.
- Approving contracts for legal and administrative services, including consulting services with BHYV and the development of the 3Di rental registry.
- Adopting interim regulations related to rent rollback enforcement, just cause eviction protections, and hearing procedures.
- Approving a term sheet with the City for the formation of the Rent Stabilization Department.
- Establishing Board rules and procedures.

BOARD ACTIVITIES IN 2024

In 2024, the Board held 23 meetings and adopted 24 resolutions, including:

- Establishing and delaying collection of the FY2024 Rental Housing Fee.
- Setting the Board's regular meeting schedule.
- Adopting regulations for Chapter 5 (Petition Process and Individual Rent Adjustments) and Chapter 6 (Hearing Procedures and Appeals).
- Initiating a process to review and recommend Charter amendments.
- Amending Chapter 4 (Just Cause Evictions) to address evictions related to substantial repairs and permitting.
- Approving the FY2025 budget and rental housing fee.
- Adopting Chapter 9 (Rental Registration) regulations and the 2024/2025 Annual General Adjustment.
- Amending Board rules of conduct and compensation.
- Updating Chapters 5 and 8 (Annual General Adjustments).
- Setting 2025 interest rates on security deposits.
- Requesting City Council consideration of the Ellis Act.
- Adopting Chapter 7 regulations for upward rent adjustments.

BOARD ACTIVITIES IN 2025 (JANUARY–JUNE)

From January through June 2025, the Board held 12 meetings and adopted 9 resolutions, including:

- Issuing prorated registration fee refunds for properties destroyed in the Eaton Fire.
- Amending Chapter 4 to address displaced occupants and pets due to the fire.
- Updating Chapter 9 to address transient occupants displaced by the fire.
- Amending Chapter 8 to allow temporary rent decreases for affected tenants.
- Adopting Chapter 11 (Anti-Harassment and Anti-Retaliation) regulations.
- Amending Chapter 3 to include a code of conduct and grounds for Board member removal.
- Approving the FY2026 budget.
- Amending Chapter 4 to enhance protections for families with school-aged children.

PASADENA
RENT STABILIZATION DEPARTMENT



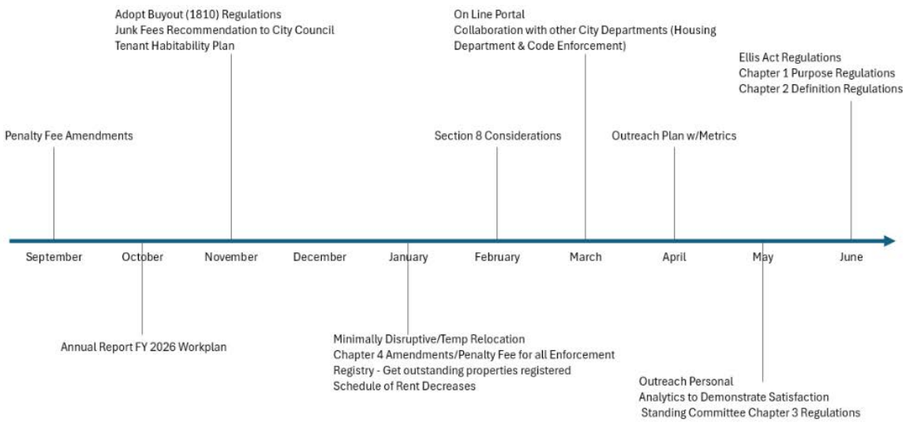
BOARD ACCOMPLISHMENTS

The following are the Board's accomplishments through June 30, 2025.

Policy Accomplishments	
Matter	**Date**
Established Base Rent and First Annual General Adjustment	6/29/2023
Rent Withholding for failure to roll back rent	8/23/2023
Rules of conduct for Board members and meetings	9/13/2023
Relocation assistance and fee schedule	9/27/2023
Security Deposit interest	9/27/2023
Just Cause: necessary and substantial repairs, owner move-in, and government order to vacate	11/15/2023
Petition Process and Hearing Procedures	2/21/2024
Amendments to Charter Article XVIII (Measure PR) (Recommendation to City Council)	5/22/2024
Rental Registration	6/26/2024
Base Rent Rollback Exemption for Section 8 Tenants	7/24/2024
Fair Rate of Return Standard and Upward adjustment of Rent	10/17/2024
Emergency Regulations in response of Eaton Fire	2/27/2025
Adoption of Article III: Voluntary Agreements to Reduce Rent due to Eaton Fire	3/6/2025
Tenant Anti-Harassment and Anti-Retaliation	3/6/2025
Amendments to Chapter 3: Code of Conduct to implement Measure PR 1811(d)	5/15/2025
2025/2026 Fiscal Year Budget	5/15/2025
Protections for families with school-aged children	6/5/2025

FY 2026 BOARD PRIORITIES

The following are the Board's FY 2026 Board Priorities:



Communications and Outreach Accomplishments	
Matter	**Outcomes**
Workshop-Community Engagement and Education	From October 17, 2023, through March 2024, the PRHB successfully hosted multiple workshops, fostering direct engagement with landlords and tenants and reaching more than 712 new constituents.
Print & Digital Media Outreach	Updated PRHB branding & messaging to ensure consistency across public-facing materials.
Trifold Brochures	Created Trifold Brochures with Frequently Asked Questions and distributed over 5,000 to libraries, community centers, City Hall and all public counters, increasing PRHB public visibility.
QR Code Engagement	Worked with Allegra Consulting to establish a QR Code engaging 288 scans increasing digital access to PRHB resources and boosted online engagement.
Monthly educational social media posts	Worked with Allegra Consulting to develop social media posts and web sliders on PRHB website and the City's social media platform to educate tenants and landlords on various topics.
Tip of the Month Digital Education	Worked with Allegra Consulting to develop monthly digital content for the period from June 2024 through January 2025 to education landlords and tenants. This allowed for regular promotion through the City's social media and website updates to ensure ongoing education on rent stabilization laws.
Rental Registry Promotion & Media Campaign	Social media & Digital Outreach: Utilized the city's media platforms to get the word out; Collaborated with real estate professionals, nonprofits, and property managers for broader engagement; high visibility media placements; 40,000 bilingual utility inserts via Pasadena Water & Power; Digital transit ad placed at Colorado Blvd & Garfield Ave; and conducted digital ad campaign on PasadenaNow.com increasing online engagement.
Video & Media Engagement	Conducted Video and Media engagement through YouTube and placed on PRHB website, and social media platforms and educated residents and property managers on the Charter and PRHB.
General Transit Media & Education	Transit advertising played a key role in broadening awareness and ensuring consistent public visibility of the PRHB. 60 interior bus panels promoting the PRHB initiatives and 20 bus shelter ads launched in both English and Spanish.

PRHB BOARDMEMBERS STATEMENTS

Allison Henry,
Chair
District 3/Tenant
TERM EXPIRES:
5/24/2029

"I am proud to serve on the Pasadena Rental Housing Board and aim to be diligent in the implementation of the Fair and Equitable Housing amendment. As chair my other goal is to serve as a helpful bridge between the City Council and the Board. I am proud of the work of the department in helping our city's tenants and landlords comply with the laws and protections, and have already seen situations legally resolved that prevented homelessness. There are powers the board does not have around housing issues that the council does, and I hope we can provide you with best in class data, productive recommendations, and thought partnership."

Lourdes Gonzalez,
Vice Chair
At Large
TERM EXPIRES:
5/24/2027

"I'm truly honored to be elected Vice Chair of the Pasadena Rental Housing Board for the coming year. I've been part of the board since it first came together in May 2023, and it's been a meaningful experience from the start. As someone who both helps shape housing policy and rents out a second unit on my own property in District 3, I see firsthand how important it is to achieve a fair balance. I'm committed to making sure our policies support both tenants and housing providers—because at the end of the day, we all want a community where everyone can feel secure and respected in their homes."

Ryan Bell
District 6/Tenant
TERM EXPIRES:
5/24/2027

"The goal of Measure H was to stabilize our community by ensuring tenants receive predictable, affordable rent increases and protections against arbitrary, no-fault evictions, while maintaining fair investment returns for landlords. That's exactly what we've been doing. When we started two years ago we had nothing but a vision and the determination to make Pasadena a safer, more secure place to live. Today we have a new city department working tirelessly to meet the needs of tenants and landlords, ensuring that everyone's rights are respected. As with any new undertaking, there have been growing pains. I want to thank the community that has taken this journey with us. You have invested your time, energy, and money in making sure the 60% of Pasadena households who rent have secure housing. We should all be proud of what we've accomplished! My hope for the future is that tenants will feel less afraid of displacement, less afraid to assert their rights, and landlords will feel supported in maintaining safe, secure housing for our community."

Deborah Dunlop
District 7/Tenant
TERM EXPIRES:
5/24/2029

"As an original appointed member of the Pasadena Rental Housing Board, I am proud to be serving our community by implementing Measure H in a fair and balanced way. We have worked hard over the last 2 1/2 years to safeguard the rights of both tenants and landlords, to keep tenants housed while providing income opportunities to rental property owners. Some of our best work has come from protecting families with school-aged children from disruptive evictions, ensuring fair relocation assistance in a daunting rental market and the creation of a Rental Registry. The Charter Amendment demanded numerous regulations to be formulated and passed. We have met our goals through the active participation of a diverse and highly-qualified Board, each bringing our critical life and work experience to our decisions. Pasadena's rental community is more vibrant than ever and we will continue to advocate to deliver secure housing for all the families of Pasadena."

Varouge Mesrobian
At Large
TERM EXPIRES:
5/24/2029

"I want to thank the City Council for selecting me to serve on the Pasadena Rental Housing Board as an At Large Member. I am inspired by my fellow members who take on the great responsibility to make a positive impact on our community. I have found in my 30 years as a Realtor that there's always a way to find common ground in providing housing solutions. I am committed to working tirelessly to ensure that our community remains a vibrant and inclusive place for all."

Emanuel Najera
District 1/Tenant
TERM EXPIRES:
5/24/2027

"I will continue listening to renters, landlords, property owners and all residents of Pasadena when it comes to discussing and/or deliberating all matters in front of the board."

Barbara Pitts
District 4/Tenant
TERM EXPIRES:
5/24/2027

"I am privileged to be a member of the Pasadena Rental Housing Board. Since our first meeting in 2023 I have witnessed the growth and development of the board, as they continue to achieve their goals."

Christine Rodriguez
District 5/Tenant
TERM EXPIRES:
5/24/2029

"It is an honor to represent District 5 on the Pasadena Rental Housing Board. I appreciate each of my fellow board members and the work of the Rent Stabilization staff. I am committed to ensuring equitable, affordable, and safe housing for all Pasadena residents."

Dianne Romero Chavez
District 2/Tenant
TERM EXPIRES:
5/24/2027

"This year, the Pasadena Rental Housing Board made important progress in building a fair and balanced housing system. We established clear procedures, expanded community engagement, and ensured tenants and housing providers have better access to resources. Looking ahead, our priorities are refining processes, strengthening outreach, and promoting transparency so Pasadena's rental housing system remains equitable, sustainable, and responsive to our community."

Arnold Siegel
At Large
TERM EXPIRES:
5/24/2027

"Since the board started operating, we have created, with the help of staff and our attorneys, an entirely new city department. We have reviewed and adopted extensive regulations that are required to implement the charter amendment. This is not always exciting work, but we have stuck with it.

We have tried to abide by the spirit and letter of the charter amendment. This is not always easy to do. Rent control and enhanced tenant protections are not universally supported by all members of the community. Often landlords feel we are overstepping our authority, and tenants feel we are not doing enough. That probably means we're doing our job."

Emily Wernberg
At Large
TERM EXPIRES:
5/24/2029

"I hope to improve efficiency, ensure fiscal responsibility, and allocate resources based on the needs of the community, backed by data, not anecdotes or assumptions.

In addition, I would like to foster an attitude of treating all customers of the Rent Stabilization Department equally. I would like to work toward making compliance for property owners more streamlined and less confusing with consistent, reliable messaging and communication."

Peter Dreier
Alternate At Large
TERM EXPIRES:
5/24/2027

"Starting a new city department is no easy task, but the Rent Stabilization Department and the Rental Housing Board have been carrying out their mission of protecting renters from unjust rent increases and evictions. The policies adopted by the board have saved renters millions of dollars and kept families, who might otherwise have faced eviction, in their homes. Almost all the money that renters have saved thanks to Measure H boosts the local economy - restaurants, retailers, and other businesses. The Chamber of Commerce should thank the RSD for improving the local business climate. Although a small handful of landlords have been whining about these rules and crying wolf, the vast majority of landlords have complied with these policies. This year, we'll be expanding our outreach activities to make sure that all landlords and tenants know their rights and responsibilities under Measure H."

Brandon Lamar
Alternate At Large
TERM EXPIRES:
5/24/2027

"As a Board Member of the Pasadena Rental Housing Board and former Vice-Chair, I have seen firsthand the tireless work undertaken to maintain stable housing and prevent homelessness in our community. The Board and the Department have worked relentlessly to ensure that Measure H is implemented in a way that is fair, effective, and responsive to the needs of both tenants and housing providers. While meaningful progress has been made, we recognize that there is still much work ahead. Our commitment remains steadfast to strengthen housing stability, refine our policies, and continue collaborating with the community to ensure safe, secure housing for all Pasadena residents."

STATEMENT FROM THE EXECUTIVE DIRECTOR

The data presented in this report reflects the success of an exceptionally effective model for implementing Article XVIII—made possible through strong support from the City and close collaboration with multiple departments. The Department has not only met but exceeded community expectations, despite limited staffing. Key achievements include launching the City's first-ever Rental Registry, enforcing rent increase and eviction protections, and educating landlords about their responsibilities under the newly adopted Article XVIII.

These accomplishments would not have been possible without the dedication and hard work of Department staff. Their efforts have resulted in a registration compliance rate that far surpasses that of comparable jurisdictions—an extraordinary feat, especially in the program's inaugural year. The first registration cycle required an all-hands-on-deck approach, and throughout both the first and second cycles, landlords consistently praised staff for their professionalism and support. Many even expressed their appreciation by bringing baked goods to the Department's first annual open house.

On a broader scale, the Department has played a critical role in helping residents remain housed—particularly during emergencies like the Eaton Fire—and in providing stability for families facing financial hardship. Staff have facilitated rent rollbacks and reimbursements, protected tenants unaware of their rights, and worked closely with community-based organizations to deliver outreach and education. Housing counselors have brokered daily resolutions, often avoiding court proceedings through the Department's hearing process, which includes settlement conferences when needed. In partnership with the Loyola Center for Conflict Resolution, the Department has served as a vital intermediary between residents and the courts, helping to ease the burden on an already overloaded unlawful detainer (UD) docket and saving both landlords and tenants time and money.



I am deeply grateful to the residents of Pasadena for the opportunity to serve you in this vital endeavor. It is an honor to work on your behalf to help ensure fairness, stability, and equity in our community.

Sincerely,

Helen Morales
Executive Director of
Rent Stabilization Department

Rent Stabilization Success Stories:

LANDLORD SUCCESS

A local landlord, contacted the Department after her tenant refused to pay a rent increase because it had not been reported in the City's rental registry portal. Our staff guided her through the process of properly reporting the increase and helped her calculate the security deposit interest owed to the tenant.

Once the update was completed, a Housing Counselor reached out to the tenant to confirm everything was done correctly. This proactive communication ensured the tenant understood the situation, and she received the full rent amount without delay.

During her interactions with the Department, the landlord also discovered a separate issue with another tenant. With the help of our mediation services, she was able to resolve the matter quickly and amicably.

TENANT SUCCESS

A tenant submitted a rent rollback request to his landlord using a form provided by the Department but did not receive a response. Concerned, he reached out to the Department and spoke with a Housing Counselor, who reviewed his rent payment history and helped strengthen the rollback request.

To ensure clarity, the Housing Counselor contacted the landlord directly to explain the rollback requirements and how the calculations worked. Over several weeks, the Department facilitated communication between both parties, verifying rent records and resolving discrepancies.

As a result of this collaborative effort, the tenant was credited with more than **$8,000 in overpaid rent dating back to 2023.**



PASADENA
RENT STABILIZATION DEPARTMENT

RENT STABILIZATION DEPARTMENT INTRO

Pasadena's Rent Stabilization Department (RSD) is a City department established to uphold the voter-approved Pasadena Fair & Equitable Housing Charter Article (Article XVIII), which was adopted by Pasadena voters in November 2022. The Department was created in December 2023 to support the Pasadena Rental Housing Board (PRHB) in implementing and enforcing the City's rent stabilization and tenant protection laws.

As a community-focused department, RSD promotes fairness, transparency, and stability within Pasadena's rental housing market. Through education, outreach, and enforcement, RSD serves both tenants and landlords, ensuring the rental housing landscape in Pasadena remains safe, stable, and equitable for all.

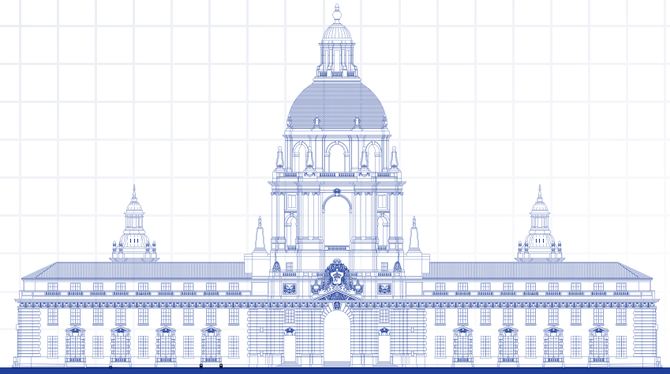
Operating under the oversight of the PRHB and the City Manager, RSD is responsible for administering the Charter's key provisions, including regulating allowable rent increases, providing eviction protections, maintaining the City's Rental Registry, and managing public hearings for rent adjustment petitions. The Charter stabilizes the rent for 68.5% of the City's rental housing market.

In its first years of operation, the Department focused on establishing a strong operational foundation to deliver exceptional public service. This included staff recruitment, development of internal systems, technology implementation, and the expansion of housing counseling and community outreach programs. RSD successfully launched its inaugural Rental Registry cycle, hosted monthly workshops on tenant and landlord rights, and implemented a new case management system to improve service efficiency.

RSD continues to strengthen its programs and build community trust through transparency, education, and accessible services. Looking ahead, RSD remains committed to advancing Pasadena's vision of fair and equitable housing. By strengthening outreach, improving accessibility, and expanding education efforts, the Department continues to build trust and transparency between tenants, landlords, and the community it serves.

PASADENA
RENT STABILIZATION DEPARTMENT

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Department Snapshot



VISION STATEMENT

RSD envisions a fair, stable, and equitable housing environment that protects tenants, supports responsible landlords, and strengthens Pasadena's diverse communities.

MISSION STATEMENT

To empower tenants and housing providers, uphold fair rental practices, and foster a stable and thriving rental housing community in Pasadena through education, collaboration, and fair enforcement of the City's Rent Stabilization Charter.



PASADENA
RENT STABILIZATION DEPARTMENT



CHARTER ARTICLE XVIII

In November 2022, Pasadena voters approved Measure H, an initiative that established rent stabilization and strengthened eviction protections for covered rental units within the city. This measure added new tenant safeguards and landlord requirements to the Pasadena City Charter, forming what is now known as Charter Article XVIII: The Pasadena Fair and Equitable Housing Charter Amendment.

Charter Article XVIII outlines core provisions designed to promote housing stability, including limits on annual rent increases, standards for Just Cause evictions, relocation assistance requirements, and registration of all residential rental units. To ensure these new protections were implemented consistently and transparently, the measure also created an independent governing body, the Pasadena Rental Housing Board (PRHB), responsible for adopting regulations, overseeing enforcement, and guiding the long-term administration of the Charter.

Following the Board's formation, the Rent Stabilization Department (RSD) was officially launched in December 2023. As a new department, RSD was tasked with building the operational foundation to administer Article XVIII, including developing rental registry systems, creating public information resources, supporting hearing processes, and providing direct assistance to both tenants and landlords.

WHO WE SERVE

The Rent Stabilization Department serves the entire Pasadena rental housing community. Our work centers on empowering and supporting:

- Tenants, by safeguarding housing stability, providing education on rights and responsibilities, and connecting them with clear pathways for assistance.
- Landlords and Property Owners, by ensuring compliance with Article XVIII, offering guidance on regulations, and supporting fair and predictable rental housing practices.
- Property Managers and Housing Professionals, by providing tools, workshops, and regulatory clarity to support day-to-day operations.
- The Broader Pasadena Community, by promoting transparency in the rental market, preserving affordability, and strengthening neighborhood stability.

Across all programs, RSD's mission is to empower tenants and landlords, ensure fair rental practices, and foster a thriving rental housing community in Pasadena through effective enforcement, education, and collaboration. Through this work, the department strives to create a rental housing environment that is stable, equitable, and reflective of Pasadena's values.

BRIEF METRICS

Calls / inquiries handled

- Over 3,700 inquiries for Housing Counselors
- Over 13,700 Phone calls

Workshops & outreach touchpoints

- 43 events and trainings where over 5,500 people attended

PASADENA
RENT STABILIZATION DEPARTMENT

Annual Report
FISCAL YEAR 2025

Division Summaries



Outreach & Enforcement Division

OUTREACH

As part of its mission, the Rent Stabilization Department (RSD) is committed to making sure Pasadena residents understand their rights and responsibilities under Charter Article XVIII.

Throughout the reporting period, staff actively engaged the community through a wide range of outreach efforts, attending public events, partnering with local organizations, and offering both in-person and virtual trainings. All trainings were provided with Spanish interpretation and are available for on-demand viewing on the Department's website.



Between April 2024 and June 2025, the Department carried out the following outreach activities:

Outreach Totals

	Attended	Number
Public Event	5,095	26
Training	243	7
Registration Workshop	211	10
Grand Total	**5,549**	**43**

In addition to in-person outreach, the Rent Stabilization Department (RSD) shared important updates through the City's official press releases and media channels.

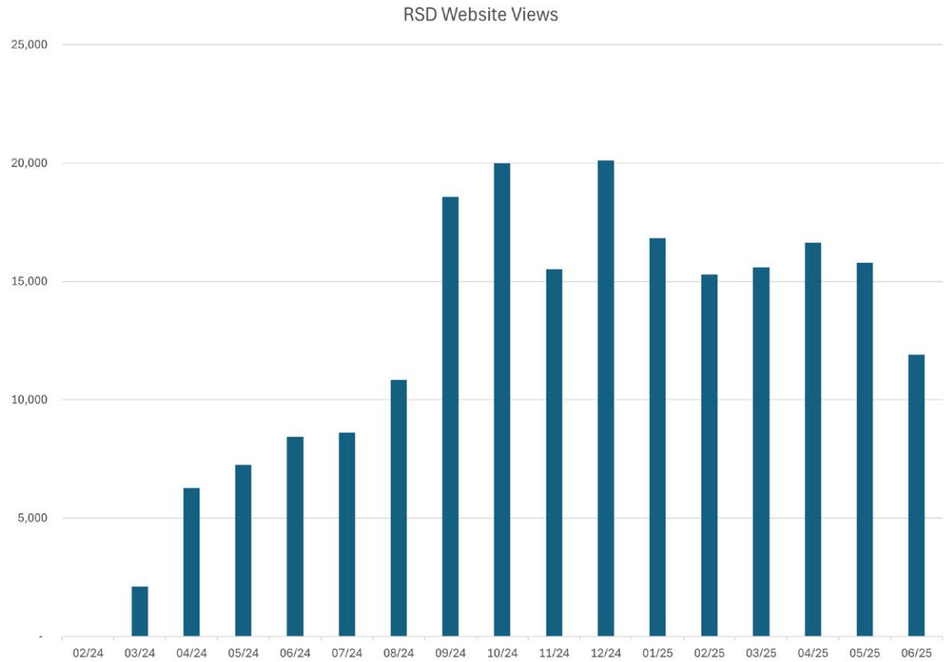
To expand its digital presence, the Department launched an Instagram account in April 2025, which quickly became a valuable tool for connecting with the community. In just the first two months, the account saw:

- **67,592 views**
- **548 likes**
- **149 shares**

These results highlight the Department's ongoing commitment to transparency, accessibility, and public education through both traditional and digital platforms.

WEBSITE ANALYTICS

RSD›s website is a community resource to provide educational materials to landlords, tenants, property managers and other stakeholders. Since launching, total views exceed 209K through the end of fiscal year 2025.



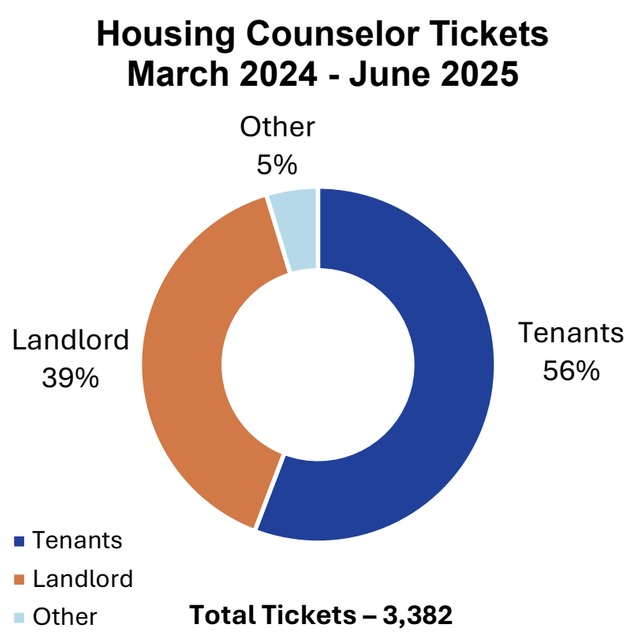
ENFORCEMENT

The Enforcement Section of the Rent Stabilization Department (RSD) helps landlords and tenants understand and follow the rules outlined in Pasadena's rent regulations (Charter Article XVIII).

Housing Counselors serve as the community's first point of contact, offering guidance, education, and support. Initially staffed by a single counselor, the program has grown to include a team of three, including bilingual staff who provide services to Pasadena's Spanish-speaking residents.

The main goal of Housing Counselors is to educate and guide both landlords and tenants so they can resolve issues without needing formal enforcement. In March 2025, a new petition and hearing process was introduced. Now, when needed, counselors can refer people to formal proceedings as well.

To better track how we assist the public, we implemented a new ticketing system in December 2024. Prior to that, assistance was provided through multiple methods, so the data reported may not fully capture the total number of constituents we've assisted.



From March 2024 to June 2025, our team handled over 3,300 requests with 56% coming from tenants, 39% from landlords, and 5% from other parties such as realtors, prospective owners, etc.

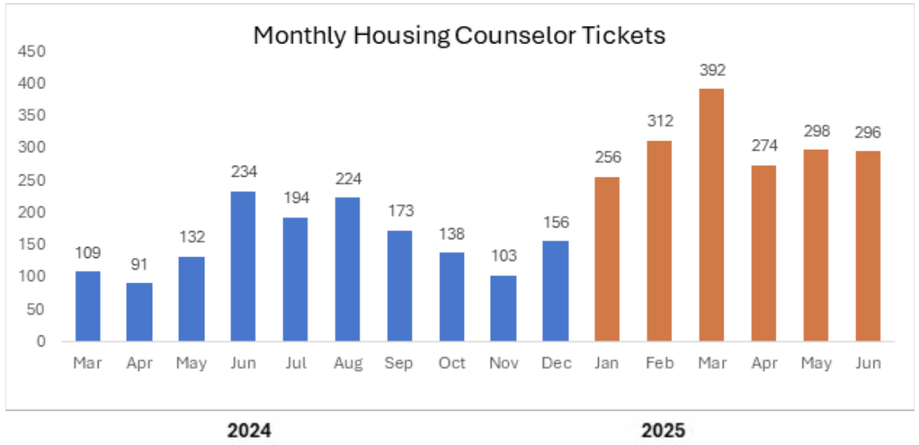
Most people who reach out to the Rent Stabilization Department have questions or concerns about a few key topics. The top reasons include:

- Rent increases
- Just cause evictions
- General questions about rent stabilization
- Illegal evictions
- Relocation assistance

These five topics make up about 73% of all the inquiries we receive.

Categories	Tickets	%
Rent Increase	876	26%
Just Cause Eviction	492	15%
General Question about Rent Stabilization	366	11%
Illegal Eviction	357	11%
Relocation Assistance	324	10%
Repairs / Habitability	224	7%
Rental Registration	179	5%
Other	114	3%
Security Deposit	100	3%
Rent Rollback	98	3%
Petition for Rent Adjustments	74	2%
Buyout / Cash for Keys	71	2%
Harassment	60	2%
Local Eaton Fire Ordinance	20	1%
Sale of Property	23	1%
Rent Registry Petitions	4	0%
Total	**3,382**	

As the Department has grown and become more established within the community, we have seen a steady increase in the number of individuals reaching out each month for assistance and information. The Department experienced a notable spike in inquiries around the time of the Eaton Fire and has continued to maintain strong levels of engagement since then.



The work of the Enforcement Section often leads to meaningful outcomes for both tenants and landlords. These may include:

- A landlord rescinding an eviction notice
- A successful buyout agreement between a tenant and landlord
- A landlord correctly adjusting (or “rolling back”) the rent to comply with regulations

The following financial outcomes were identified by staff based on interactions with Housing Counselors. These figures were compiled by reviewing original case data to the best of staff’s ability as the Department did not develop tracking protocol until 2025.

It’s important to note that these statistics **do not represent the full financial impact** of Charter Article XVIII. Not all outcomes are required to be reported to the Department, so the data reflects only a portion of the overall effect.

	Total
Buyouts	$718,115
Rent Rollbacks	$245,155
Returned Unlawful Rent	$8,698
Relocation Assistance	$143,757
Total	$1,115,725
Rescinded Notices	
Evictions Rescinded	25
Rent Increases Rescinded	76
Total	101

EVICTION REPORT

The City Charter requires landlords to submit a copy of any Notice to Cease or Notice of Termination of Tenancy to the Department. Since 2023, the Department has collected these notices and compiled the data by Council District.

	Council District							
	1	2	3	4	5	6	7	Total
2023								
3-Day Notice to Cure or Vacate	6	9	9	5	9	4	13	55
30/60/90+ day Termination Notice (No Fault)	1			1		1	1	4
Notice to Cease			1					1
2023 Total	7	9	10	6	9	5	14	60
2024								
3-Day Notice to Cure or Vacate	24	39	39	10	55	56	58	281
30/60/90+ day Termination Notice (No Fault)		1	1	1	4	1	6	14
Notice of Intent to Terminate for No Fault					1			1
Notice to Cease	1					22		23
2024 Total	25	40	40	11	60	79	64	319
2025								
3-Day Notice to Cure or Vacate	27	17	34	16	52	86	42	274
30/60/90+ day Termination Notice (No Fault)	6	2	4	4		1	6	23
Notice of Intent to Terminate for No Fault	3	3		1				7
Notice to Cease	2	1				1		4
Unlawful Detainer - Judgement	1	1						2
Unlawful Detainer - Summons and Complaint	1	1	1			3	2	8
2025 Total	40	25	39	21	52	91	50	318
Total	**72**	**74**	**89**	**38**	**121**	**175**	**128**	**697**

Analysis of the data indicates that certain Council Districts account for a higher number of notices, with the majority originating from Districts 5, 6, and 7. Most of these notices are 3-Day Notices to Cure or Vacate. While the Department has received very few notices related to unlawful detainer actions, this should not be interpreted as an accurate measure of such cases in the community. The data is self-reported, and not all landlords are aware of the submission requirement.

Administration & Policy Division

The Administration & Policy Division manages the internal operations and organizational functions of the Rent Stabilization Department. It is responsible for overseeing key administrative areas including budget management, procurement, contract administration, recruitment, human resources actions, payroll, and front desk operations. The division also handles public records requests, subpoenas, form development, public information, PRHB event coordination, meeting agendas, and minutes.

The team consists of five staff members: the Executive Director, Executive Assistant, Management Analyst IV, Communications Specialist, and Office Assistant.



KEY ACCOMPLISHMENTS – FY25

The Administration & Policy Division played a critical role in establishing and supporting the Rent Stabilization Department's infrastructure and operations. Notable accomplishments include:

ORGANIZATIONAL DEVELOPMENT & STAFFING

- Led the recruitment and onboarding of 15 staff members, building out the department's team.
- Spearheaded the design and buildout of the Rent Stabilization Department office, creating a functional and welcoming workspace.
- Created an annual work plan to provide direction and prioritization of goals.

PROCUREMENT & CONTRACT MANAGEMENT

- Opened 22 purchase orders to support departmental operations.
- Released a Request for Proposals (RFP) for relocation services.
- Executed contracts for both a Hearing Officer and a Relocation Specialist, expanding service capacity.
- Launched Alternative Dispute Resolution program with Loyola Center for Conflict Resolution.

BUDGET & FINANCIAL PLANNING

- Developed the FY26 departmental budget totaling $5.38 million.
- Calculated and recommended a $238 FY26 Rental Housing Fee to fully fund operations.
- Partnered with an external consultant to complete a Cost-of-Service Study, ensuring fee alignment with actual service costs.
- Review invoices for approval and code to respective account strings. Reconcile p-card statements each month.
- Ensure timely and accurate submission of all timecards each pay period.
- Public Access & Transparency
- Responded to over 150 Public Records Act requests, supporting transparency and public engagement.
- Launched official social media accounts on Instagram, Facebook, and X and created digital content to provide timely updates and engage with the community in accessible formats.
- Partnered with Pasadena Community Access Corporation for broadcasted interviews and public service announcements.
- Created multiple internal and public-facing forms to streamline operations and improve service delivery.
- Coordinated logistics and setup for Pasadena Rental Housing Board (PRHB) and 3 ad-hoc committee meetings, including agenda preparation, posting and minute-taking.
- Greeted 490 constituents meeting with departmental staff for the 4-month period of March-June, tracking began in March.

OPERATING BUDGET

- For FY 2025, the Rent Stabilization Department has a revised operating budget of $4,756,411, supporting 17.0 full-time equivalent (FTE) positions. This budget funds personnel, external vendors, capital outlay, and internal service charges essential to implementing the programs and services mandated by Charter Article XVIII.
- The budget is reviewed and approved annually by the Pasadena Rental Housing Board (PRHB) and incorporated into the City of Pasadena's overall operating budget. It is fully funded through the rental housing fee, with no reliance on the City's General Fund.



RENTAL HOUSING FEE

The rental housing fee fully funds the operations of the Rent Stabilization Department, as outlined in Section 1811(I)(1) of the Pasadena City Charter. Under this provision, all landlords are required to pay the fee annually. The Pasadena Rental Housing Board (PRHB) may adjust the fee as needed to ensure it covers the department's reasonable and necessary expenses. Landlords are not permitted to pass this fee on to tenants.

The fee amount is calculated by dividing the department's total annual expenses by the number of rental housing units in the city. The FY25 rental housing fee was calculated by adding projected FY24 end of year expenses, the FY25 department operating budget, and funding for the Deputy City Attorney over the estimated number of rental housing units. This is summarized in the table below.

FY25 Rental Housing Fee Calculation	
Projected FY24 Expenses	$1,820,129
FY25 RSD Adopted Budget	$4,696,732
FY25 City Attorney Office	$207,019
Total Expense	**$6,723,880**
Total Rental Units Estimate	**31,316 units**
Rental Housing Fee/unit	**$214.71***

*This fee represents FY24 and FY25. Collection of the FY24 rental housing fee was not possible until the rental registry launched in FY25.

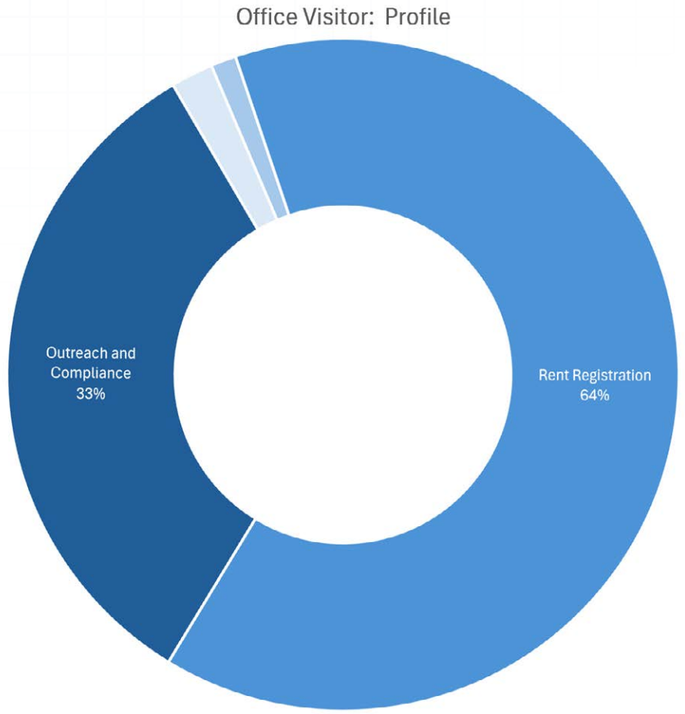
FRONT DESK VISITORS

The Rent Stabilization Department began documenting in-person visitors beginning in March 2024. Collecting visitor data has allowed RSD to track trends over time to determine which divisions receive the most in-person visitors to adjust staff scheduling, and consumer preference for whether constituents prefer to make appointments in advance or walk-in for service without advance notice. The data collected has allowed RSD to anticipate which days are the busiest and most importantly underscores the value of having a physical office location where landlords and tenants can meet with staff for in-person service.

A high-level summary of visitor data is below:

Division	March	April	May	June	Totals
Outreach and Compliance	19	59	39	44	161
Rent Registration	41	113	115	44	313
Hearings	1	2	2	1	6
Administration	2	7	1	0	10
Totals	**63**	**181**	**157**	**89**	**490**

64% of visitors met with Rental Registration staff, while 33% met with Outreach and Compliance. The remaining visitors were split between Administration and Hearings.



Hearings Division

BACKGROUND

Article XVIII grants landlords and tenants the right to file petitions to request administrative hearings to resolve disputes. The Hearings Division of the Rent Stabilization Department (RSD) was established as a neutral Division that oversees and manages the petitions, hearings, and appeals process as defined by Article XVIII and the Pasadena Rental Housing Board's (PRHB) Adopted Regulations. Prior to Division launch on February 3, 2025, the Hearings Division achieved the following foundational goals:

- Created a Hearings database in conjunction with Pasadena City Department of Information Technology (DoIT)
- Hired a Division legal assistant
- Secured a contracted Hearing Officer through a formal RFP process.
- Created, formatted, and reviewed over 50 Hearings Division-related forms for public and internal use.
- Created, developed, and published a Hearings Division website that included all forms, instructions, information for the public, and a Filing Portal.



The Hearings Division's daily operations currently include accepting petition filings, holding prehearing settlement conferences, holding prehearing conferences, presiding over administrative hearings, rendering hearing decisions, and managing an appeals process.

PETITIONS OVERVIEW

Article XVIII and the PRHB Adopted Regulations grant landlords and tenants the right to file petitions to enter Pasadena's rent stabilization hearing process. Landlords may file registration-related petitions such as objections to denied exemption requests and rent adjustment-related petitions including a petition for an upward adjustment of rent.

Tenants may file registration-related petitions such as objections to granted exemption requests and rent adjustment-related petitions including a petition for a downward adjustment of rent. Downward adjustment of rent petitions may be filed for one or more of the following reasons: 1) Failure to maintain a habitable premises; 2) Decrease in housing services or maintenance; and 3) Unlawful or excess rent charges.

Petitions for objections to denied or granted exemptions are set for a hearing within 45 days after the petition is filed. Petitions for individual rent adjustments are scheduled for a prehearing settlement conference, a prehearing conference if it does not settle during the settlement conference, and then a hearing.

TOTAL NUMBER OF PETITIONS FILED

As the Hearings Division launched on February 3, 2025, it continued ramping up operations between February 2025 and the end of the 2025 fiscal year on June 30, 2025. The Hearings Division has experienced significantly more volume and growth after June 30, 2025, thus, the numbers reported in this annual report are from the launch date through November 25, 2025.

Since the launch date, February 3, 2025, and November 25, 2025, the following total number of petitions were filed with the Hearings Division:

78 total petitions filed:

Landlord-initiated Petitions

- Objection to Denied Exemption requests ..... 24 filed
- Upward Adjustment of Rent petitions ..... 3 filed

Tenant-Initiated Petitions

- Downward Adjustment of Rent petitions ..... 42 filed
  - Decrease in Housing Services or Maintenance ..... 8 filed
  - Failure to Maintain Habitable Premises ..... 16 filed
  - Unlawful/Excess Rent ..... 18 filed
- Objection to Granted Exemption request ..... 1 filed
- Petitions for Rent Withholding ..... 8 filed

WHY FILE A PETITION? A CASE STUDY

Eleven tenants from a large apartment complex filed petitions for downward adjustment of rent based on excess rent claims due to utilities charges and other charges incurred above their base rent amounts. Upon being served their petition copies, the property management company contacted each of the tenants who filed a petition and resolved their issues before the Hearings Division could schedule a prehearing settlement conference. Every single one of the 11 tenants withdrew their petitions because, by virtue of merely filing their petitions, the property management resolved their concerns without involvement from the Hearings Division.

PREHEARING SETTLEMENT CONFERENCES

A prehearing settlement conference is a confidential proceeding where both parties in a petition case meet to discuss the case issues with a neutral hearing officer guiding the discussion to try to resolve their issues without the need for a hearing. A prehearing settlement conference is presided over by a Hearing Officer other than the one assigned to the hearing. This allows parties to speak freely and candidly about all issues raised in the petition.

Between the Hearings Division's launch on February 3, 2025, and November 25, 2025, the Division held 24 prehearing settlement conferences. Three petitions were fully settled and dismissed because settlement agreements were reached during the prehearing settlement conference.

SUCCESSFUL SETTLEMENT STORY

One successful settlement involved a tenant who filed a petition based on habitability claims due to unresolved air quality and ash issues following the Eaton fire. The tenant was not able to live in the unit due to the issues and tried to contact the landlord several times unsuccessfully. The tenant filed a petition for downward adjustment of rent. The landlord and the tenant both appeared in person for the prehearing settlement conference. During the conference, the landlord sincerely apologized to the tenant for not responding, explaining that she had been out of the country for several months. The landlord stated that the tenant had been a good tenant, committed to repairing the unit, and agreed to refund the rent paid during the period the tenant was unable to live in the unit, as well as reimburse additional expenses incurred as a result. The landlord and the tenant came to a settlement agreement and hugged each other at the end of the conference.

In the remainder of the prehearing settlement conferences that went forward, the parties discussed the petition issues, understood the other party's point of view, and agreed to continue working together towards a settlement prior to the hearing. The cases that did not settle or withdraw their petitions following the prehearing settlement conference were scheduled for a prehearing conference.

PREHEARING CONFERENCES

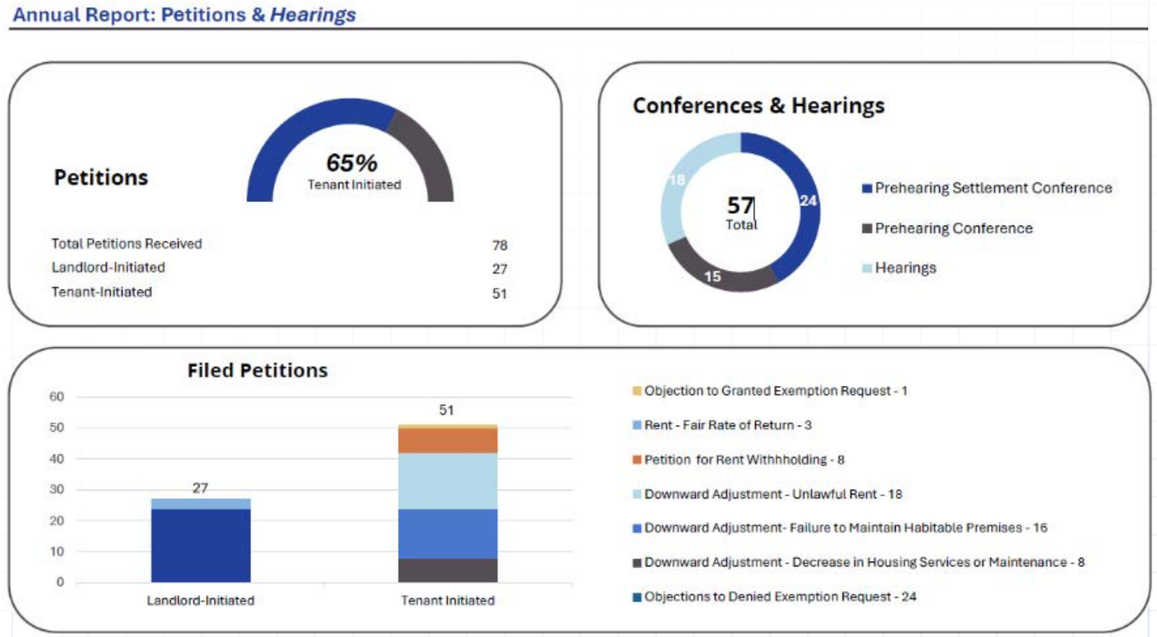
A prehearing conference is scheduled prior to a hearing for parties to meet the Hearing Officer assigned to their hearing and to pick a hearing date. The Hearing Officer sets dates with the parties for exchange of additional documents and discusses potential hearing witnesses or legal briefs with the parties. Following the prehearing conference, a prehearing conference order is issued to the parties, memorializing the discussion and any orders made during the conference.

Between the Hearings Division's launch on February 3, 2025, and November 25, 2025, the Division held 15 prehearing conferences.

HEARINGS

Hearings are administrative proceedings where both parties may present evidence and arguments before a neutral Hearing Officer who makes a final decision on the issues raised in the petition. Parties may present evidence during the hearing including documentary evidence, their own testimony, and testimony from witnesses, if any. The Hearing Officer issues a written decision on the issues raised by the petition within 60 days after the hearing record is closed.

Between the Hearings Division's launch on February 3, 2025, and November 25, 2025, the Division held 18 hearings, including three hearings for the same petition due to continuance requests. Two Hearing Officer decisions and one case dismissal order have been rendered. Seven more Hearing Officer decisions are currently pending issuance.



APPEALS FROM HEARING OFFICER DECISIONS

Parties may file a request for an appeal to the PRHB within 30 days following the mailing date of a hearing officer's decision. As of November 25, 2025, the Hearings Division has not yet received any appeals requests from a Hearing Officer's decision.

TREND INSIGHT INCLUDING TOP PETITION REASONS

The Hearings Division has received more tenant-initiated petitions for downward adjustment of rent than any other petition type. Top petition reasons for tenant-initiated downward adjustment petitions include a decrease in services such as parking and storage and habitability claims for incomplete construction projects. Additionally, unlawful rent claims for charges not included in base rent are common, such as separate charges for parking and utilities.

LOOKING AHEAD

Accessibility

The Hearings Division initially launched with an online filing portal that enabled parties to file petitions digitally. Concerned that community members without internet access were not able to file petitions, the Hearings Division added paper filings to the accepted filing methods. Parties may file their petitions or other documents in person, by mail, by email, or through the online filing portal.

The Hearings Division is currently partnering with Pasadena Public Libraries to make paper copies of petitions and petition instructions available, along with filing lock boxes. This effort will allow community members who do not have access to the internet to obtain and file their petitions at various library locations throughout Pasadena.

Depending on demand, the Hearings Division may also include paper copies of petitions and petitions instructions in other languages so that community members who prefer other languages may obtain and file their petitions at the public libraries. The Hearings Division anticipates an increase in accessibility of the petitions process and in the number of petitions filed due to reaching more members of the community through this partnership.



Rental Registration Division

The Pasadena Rental Registration Division was established as a core component of the implementation of the Pasadena Fair and Equitable Housing Charter Amendment (Article XVIII). This Charter was adopted to promote neighborhood and community stability, ensure access to safe and healthy housing, and preserve affordability for renters. It aims to regulate excessive rent increases and prevent arbitrary evictions, while also ensuring landlords receive a fair return on their investment and that the rights of renters, homeowners, and businesses are protected.

To fulfill these goals, the Pasadena Rental Housing Board (PRHB) created the Rental Registration Division to oversee a centralized database of covered rental units. The Division is responsible for administering annual registration and fee collection, monitoring rent levels and tenancy changes, and ensuring compliance with allowable rent adjustments and Just Cause eviction requirements. The Rental Registration Division serves as a vital tool for promoting transparency, accountability, and fairness in Pasadena's rental housing market, supporting data-driven policy decisions and equitable housing outcomes.



BUILDING THE RENTAL REGISTRATION DIVISION

To support the effective implementation of the Registry's responsibilities, the division has focused on recruiting qualified candidates for key positions, including Rental Registry Program Manager, Program Coordinator II, Senior Customer Service Representative, and Customer Service Representatives. These roles are critical to strengthening program coordination, enhancing frontline service delivery, and improving responsiveness to community needs. Collectively, they play an essential role in supporting departmental operations and ensuring high-quality public service.

POLICY AND PROCEDURES DEVELOPMENT

To ensure consistency and quality in service delivery, the Rental Registration Division is developing a comprehensive policy and procedure manual for all activities carried out by the Division. This manual will provide clear guidance on handling constituent concerns related to the Rental Registry under the Rent Stabilization Charter (Article XVIII). Using the SMART framework—Specific, Measurable, Attainable, Relevant, and Time-based—the manual will outline expectations and protocols to support effective and accountable service.

The policies will cover a wide range of core responsibilities, including administrative tasks such as case reporting, data entry, and form review. Additional procedures will address unit discrepancy resolution, unit and property exemption claims, pending staff reviews, reports of rent increases and occupancy amendments, non-rental property classifications, changes in property ownership, and the management of open, denied, pending payment, and non-compliance registration cases. The manual will also define procedures for collaboration with the Outreach & Enforcement Division and the Hearings Division to ensure coordinated service across the department.



CREATING ACCESSIBILITY FORMS

In tandem with staffing and procedural development, the Rental Registration Division is also undertaking a comprehensive review and update of all Rental Registry forms and public-facing documents. This effort ensures alignment with current regulations and the requirements of Charter Article XVIII. Each document is being evaluated for legal and procedural accuracy, with revisions made to correct grammar, standardize references to the Rent Stabilization Department, and improve accessibility. All forms are being converted into fillable, user-friendly formats to enhance usability and consistency across platforms.

As part of this process, the Rental Registration Division is updating key registration materials, including the Registration Notice, paper Registration Form, Invoice, Receipt, Registration Certificate, Registry User Guide, and Noncompliance Notices. Clear documentation is being developed to outline registration requirements such as the rental housing fee, registration period and deadline, fiscal year parameters, applicable violations, and available remedies. These updates are essential to ensuring that all public-facing materials reflect current policies and are accurately maintained on the city's website, supporting transparency and ease of access for both property owners, landlords, and property management companies.

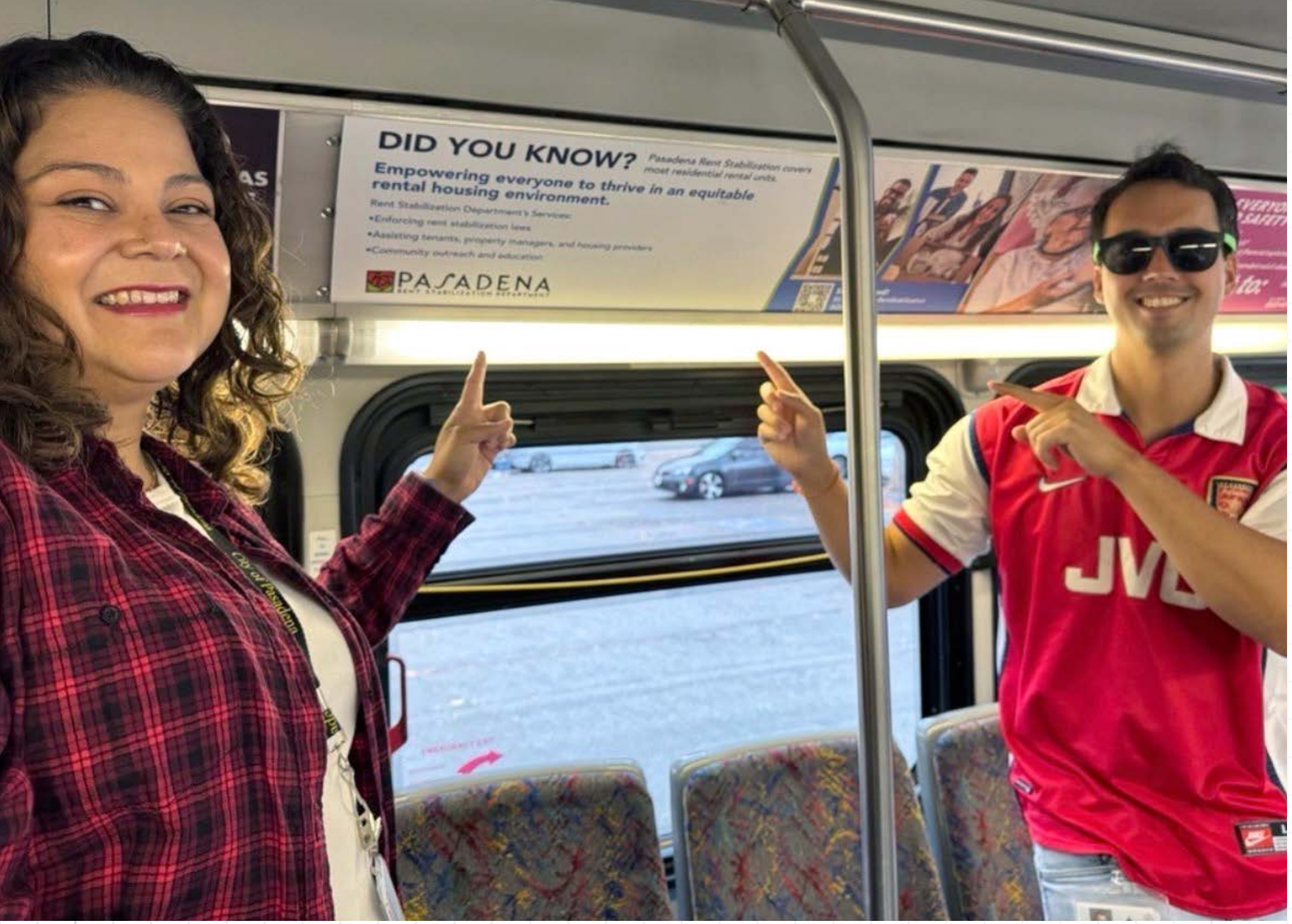
EDUCATIONAL PLANS AND EFFORTS

In addition to updating forms and documents, the Rental Registration Division is implementing a comprehensive Annual Registration Training Plan aimed at educating property owners, landlords, and property managers on the requirements of the Rental Registry as outlined in the Charter and adopted regulations. The training plan is designed to promote compliance, increase awareness, and encourage consistent engagement with the program.

To support this effort, the Pasadena Rental Housing Board (PRHB) hosted two landlord workshops on October 24, 2023, and March 19, 2024. These sessions provided an overview of the Rent Stabilization Department, rent control policies, eviction protections, rental registry procedures, fair housing laws, and relocation assistance. On September 24, 2024, the Rental Registration Division conducted a Rental Registration Webinar to further expand outreach on Registration Requirements and How to Register. Additionally, on October 23, 2024, the Los Angeles County Department of Consumer and Business Affairs held an educational session focused on housing and tenant protections, which was open to both landlords and tenants.

To provide direct support during the 2024 registration period, the Rental Registration Division also organized in-person registration sessions at three community locations: Jackie Robinson Community Center, Victory Park Community Room, and the Rent Stabilization Department Conference Room. These sessions were held ten times throughout September and October 2024, offering hands-on assistance to housing providers and reinforcing the City's commitment to accessible, community-based service.







MARKETING ENGAGEMENT

Building on the success of in-person registration sessions and educational workshops, the Rental Registration Division developed and implemented a comprehensive marketing and outreach strategy to support the annual rental registration process. This strategy was designed to ensure broad public awareness, stakeholder engagement, and timely compliance with the requirements of Charter Article XVIII.

Outreach efforts included the creation of several informational flyers, such as:

- What Information Do I Need to Register a Unit?
- Claim of Exemption
- Rental Registry Info and FAQs
- 2024 Annual Rent Registration Workshop Schedule

From September through December 2024, the Rental Registration Division distributed multiple press releases, placed advertisements at bus stops, and included a registration flyer insert in the September/ October Pasadena Water & Power utility bill. Digital Registration advertisement was published on RSD website and Registry webpage. Social media platforms were also used extensively to share timely updates and reminders.

On September 17, 2024, the Rental Registration Division mailed 11,115 registration letters to property owners. Each mailing included the "Pasadena Rental Registry Info and FAQs" flyer, the "What Information Do I Need to Register a Unit?" flyer, and the "2024 Annual Rent Registration Workshop" flyer. These coordinated efforts were critical in raising awareness and supporting property owners in meeting their registration obligations.

Building on these efforts, the Rental Registration Division continued its outreach to support registration compliance. On March 24, 2025, a total of 1,884 Initial Notice of Non-Compliance letters were mailed to landlords, followed by 1,430 Second Notice of Non-Compliance letters on May 1, 2025. Shortly after, on May 8, 2025, 6,815 Charter Information Sheet Notices were sent to tenants to further broaden awareness of registration requirements.

LAUNCHING THE REGISTRY & COLLECTING DATA ANALYSIS

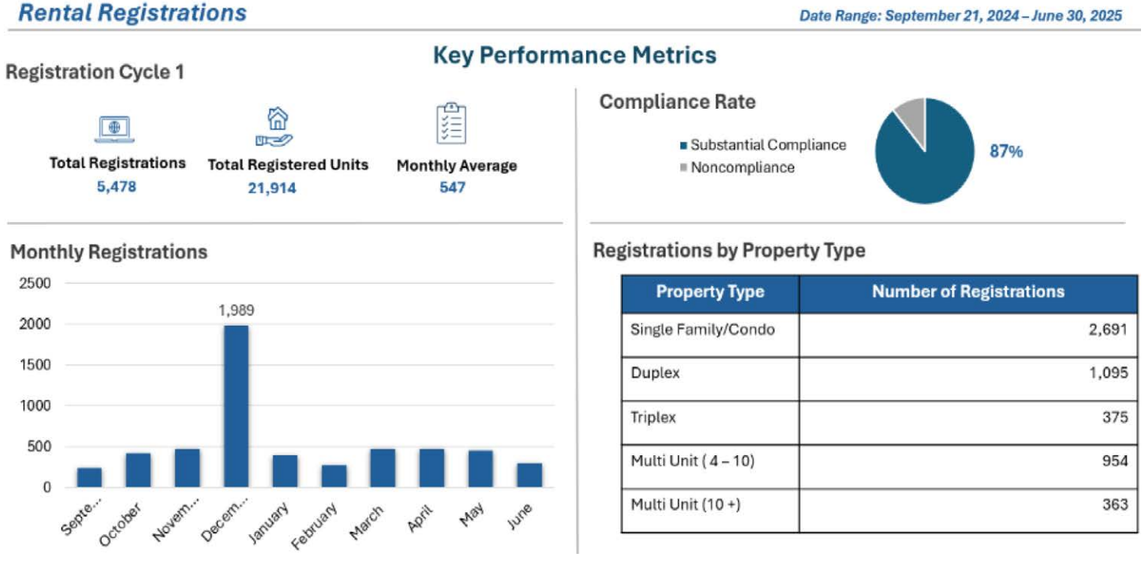
In accordance with Charter Article XVIII, Section 1812, the Rental Board is responsible for establishing a Rental Registry and online portal to collect information from property owners subject to registration and to make relevant data accessible to the public. To fulfill this mandate, the Rental Registration Division developed and launched a comprehensive Rental Registry system and online portal designed to ensure accurate registration, promote transparency, and support enforcement of rent stabilization and eviction protections for all covered rental units in Pasadena.

The centralized portal serves as a vital tool for collecting, managing, and publicly sharing data on registered units. It facilitates communication between housing providers, tenants, and the Rent Stabilization Department, while also streamlining the registration process and improving access to information. The system reflects the City's commitment to accountability, transparency, and user-friendly service delivery.

In compliance with Charter requirements, all owners of properties subject to registration were required to complete and submit a rental registry form for each property within 90 days of the system's launch. The Rental Registry officially became operational on September 22, 2024, marking the beginning of the registration period, which concluded on December 22, 2024.

RENTAL REGISTRATION

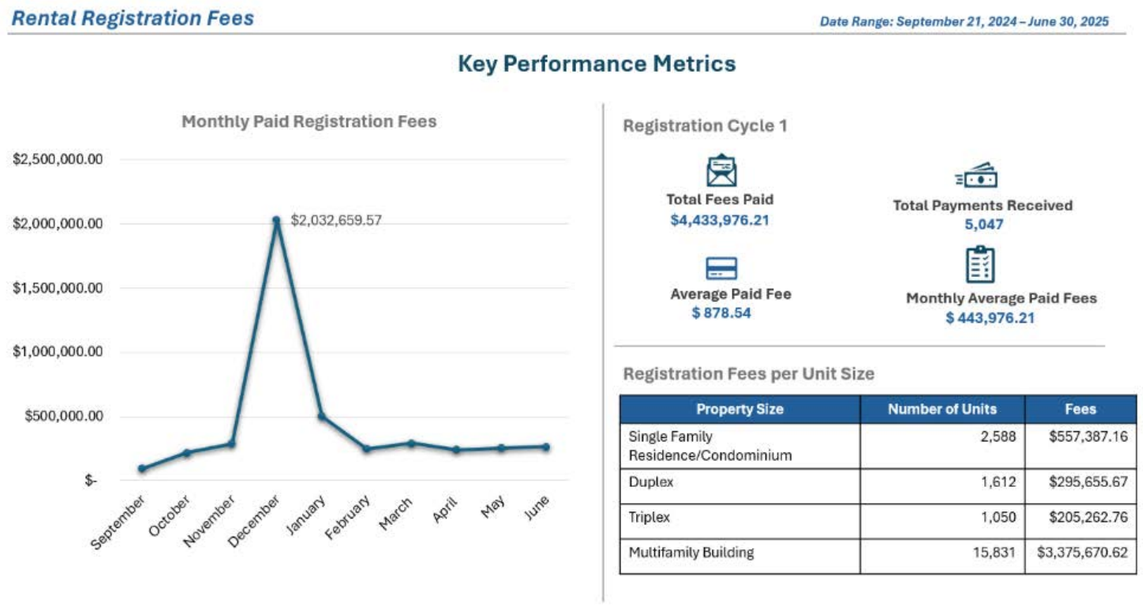
Following the launch of the Rental Registry on September 22, 2024, the Division began tracking registration activity through the remainder of the fiscal year ending June 30, 2025. As this was the first year of implementation, registration efforts extended beyond the initial deadline of December 22, 2024, to allow additional time for property owners to comply. This extended timeline supported the Rent Stabilization Department goal of collecting comprehensive rental registration data across Pasadena and ensuring broad participation in the program.



Between September 21, 2024, and June 30, 2025, the Rental Registration Program recorded 5,478 property registrations, covering a total of 21,914 rental units. On average, 547 properties were registered each month, with a notable increase in activity during December, when nearly 2,000 properties were registered. This trend reflects consistent engagement throughout the reporting period. Within the first nine months of implementation, the program achieved a strong compliance rate of 87%, indicating broad participation among property owners. Single-family homes and condominiums represented the largest share of registrations (2,691), followed by duplexes (1,095), triplexes (375), and multi-unit properties with 4–10 units (954) and 10 or more units (363). This distribution suggests that Pasadena's rental market is largely composed of smaller-scale landlords, which may inform future outreach and support strategies. Overall, the data reflects a well-functioning program that supports the City's broader goals of housing stability, regulatory oversight, and equitable access to rental housing.

RENTAL HOUSING FEE

The Pasadena Rental Housing Board established the Rental Housing Fee at $91.85 per unit for FY 2023-2024 and $122.86 per unit for FY 2024-2025. Because the first registration cycle launched in September 2024, spanning both fiscal years, the combined fee of $214.71 per unit was assessed and collected during this period. This approach ensured full cost recovery for program implementation and administration during the initial launch phase.



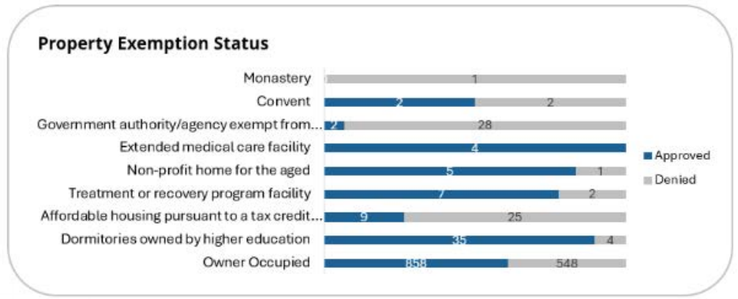
Between September 21, 2024, and June 30, 2025, the Rental Registration Program collected $4,433,976.21 in fees across 5,047 payments, averaging $878.54 per payment and approximately $443,976 per month. Single-unit properties accounted for the highest number of payments (2,588), contributing $557,387.16 in fees. Duplexes generated $295,655.67 from 1,612 units, while triplexes added $205,262.76 from 1,050 units. Multifamily buildings made the largest financial impact, contributing $3,375,670.62 from 15,831 units. These figures demonstrate broad compliance across property types and highlight the significant financial contribution of larger rental properties. The successful collection of registration fees supports the ongoing administration and enforcement of the Rent Stabilization Charter and ensures the sustainability of services provided by the Rent Stabilization Department.

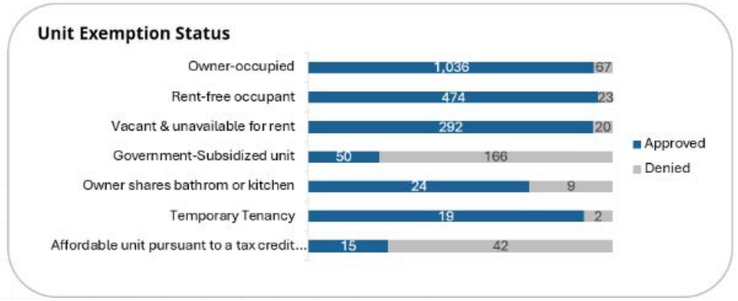
EXEMPTIONS

The Rental Registry data includes a detailed overview of exemption activity, providing insight into the types and outcomes of exemption requests submitted by property owners and landlords. This data helps illustrate how the Rent Stabilization Charter is being applied across different property types and occupancy situations, in accordance with Charter Article XVIII, Section 1804. The section defines both fully and partially exempt rental units, including those in owner-occupied properties, nonprofit housing under tax credit programs, and government-regulated facilities. The report supports transparency in the administration of exemption policies and reflects the City's commitment to fair and consistent application of the Charter's provisions.

Annual Report: *Exemptions*





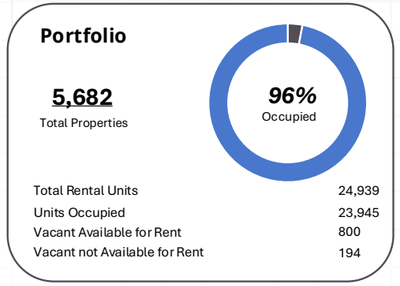


During the reporting period, a total of 1,533 property exemption requests were submitted, with 922 approved and 611 denied, resulting in an overall approval rate of 60%. The most common exemption type was for owner-occupied properties, followed by dormitories owned by higher education institutions and affordable housing developments operating under tax credit programs. Other exemption categories included treatment or recovery facilities, nonprofit homes for the aged, extended medical care facilities, and properties regulated by state or federal law. In terms of unit-level exemptions, 2,239 requests were submitted, with 1,910 approved and 329 denied—an approval rate of 85%. Most unit exemptions were related to affordable housing units under tax credit programs, temporary tenancies, and units occupied by owners or rent-free occupants. These figures reflect active participation in the exemption process and demonstrate the Rental Registry Division's role in evaluating a wide range of housing scenarios under the Charter's guidelines.

HOUSING INVENTORY

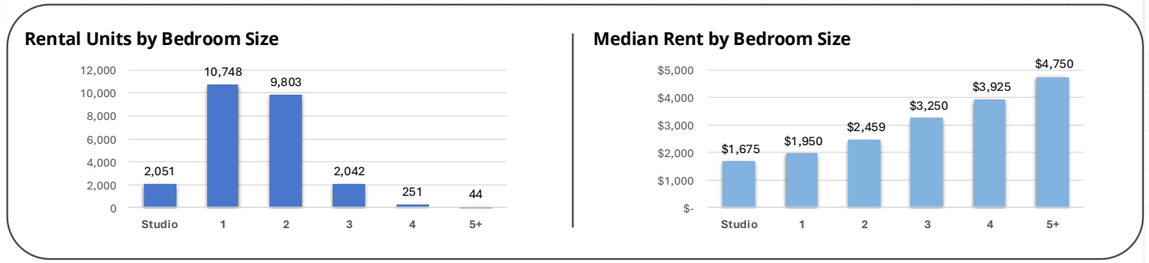
The Rental Registry data provides a detailed overview of Pasadena's rental housing inventory, offering insight into occupancy trends, unit types, and property classifications. This data serves as a foundational resource for understanding the scope and structure of the city's rental market, supporting policy development, program planning, and community engagement efforts.

Annual Report: *Rental Property*



Property Inventory

Type of Property	Units
Multifamily Building	22,292
Condominium	1,258
Single Family Residence	1,172
Low Income Housing	138
SFR – Individuals Room Rented	79
Total	**24,939**



The City's rental housing inventory includes a total of 5,682 properties, comprising 24,939 rental units, of which 96% are currently occupied. The majority of these units –22,292 are located in multifamily buildings, followed by1,258 condominiums, 1,172 single-family residences, and smaller numbers in low-income housing and single-family homes with individual rooms for rent.

In terms of unit size, one-bedroom units make up the largest share of the rental stock, followed by two-bedroom and studio units. The median rent increases with unit size, starting at $1,675 for studio, $1,950 for one-bedroom, and reaching $4,750 for units with five or more bedrooms.

Of the total units, 23,945 are occupied, while 800 are vacant and available for rent, and 194 are vacant but not available for rent. This data provides a comprehensive snapshot of the city's rental landscape, highlighting both the scale of diversity of the housing stock, as well as current occupancy and affordability trends.

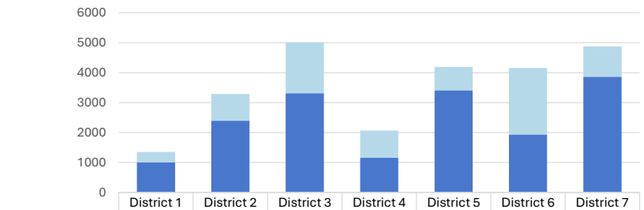
DISTRICTS

Annual Report: *Rental Properties by District*

Portfolio

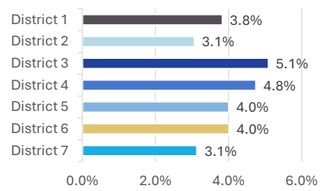
Council District	Properties	Units
1	513	1,356
2	1,098	3,289
3	730	5,008
4	592	2,063
5	821	4,192
6	733	4,157
7	1,195	4,874
Total	**5,682**	**24,939**

Ordinance Coverage



	District 1	District 2	District 3	District 4	District 5	District 6	District 7
Just Cause Only	350	897	1,695	908	782	2,220	1,012
Rent Stabilized	1006	2,392	3,313	1,155	3,410	1,937	3,862

Vacancy Rates by District



Citywide Vacancy Rate
4.0%

Vacant Units
994

Median Rents*

Council District	Studio	1	2	3	4	5+
1	$1,500	$1,650	$2,011	$2,706	$3,082	$4,750
2	$1,500	$1,746	$2,245	$3,090	$4,150	$4,418
3	$1,600	$2,082	$2,634	$3,550	$3,650	$2,571
4	$1,466	$1,928	$2,375	$3,680	$4,500	$5,000
5	$1,325	$1,709	$2,117	$2,790	$3,700	$4,350
6	$2,488	$2,595	$3,159	$3,885	$5,750	$6,475
7	$1,611	$1,958	$2,500	$3,398	$4,620	$4,160

**small sample size of some unit types may impact values*

The data reveals notable differences in the rental housing stock across City Council districts. While most districts have a relatively even distribution of rental units, there are some exceptions. District 3 has the largest share, with 5,008 units across 730 properties, while District 1 has the smallest, with 1,356 units across 513 properties, followed by District 4 with 2,063 units across 592 properties. For example, District 7 has the highest number of rent stabilized units (3,862), even though it ranks second in total rental units. District 6 is unique because it is the only district where Just Cause Only units (2,220) outnumber rent stabilized units (1,937), suggesting a higher concentration of newer multi-family housing.

Rental prices also vary significantly by district and unit size. District 6 reports the highest median rents, with studios at a median of $2,488, one-bedroom units at $2,595, and larger units reaching $6,475 for five or more bedrooms. In contrast, more moderate rents are found in District 1 (studio $1,500) and District 5 (studio $1,325).

Although vacancies remain low citywide, 994 vacant units represent an overall 3.98% vacancy rate. It is notable that District 3 accounts for 25.65% of all vacant units, while representing 20.08% of total rental units.

RENT STABILIZED VS. NON-RENT STABILIZED UNITS

Multifamily Units – Rent Stabilized vs Non-Rent Stabilized

	Rent Stabilized			Non-Rent Stabilized		
Bedroom Count	Median Rent	Avg Square Feet	Rent per Sq Ft	Median Rent	Avg Square Feet	Rent per Sq Ft
Studio	$ 1,541	445	$ 3.46	$ 2,425	629	$ 3.86
1	$ 1,840	758	$ 2.43	$ 2,695	782	$ 3.45
2	$ 2,245	1,004	$ 2.24	$ 3,299	1,088	$ 3.03
3	$ 2,932	1,277	$ 2.30	$ 3,250	1,446	$ 2.25
4	$ 3,320	1,563	$ 2.12	$ 3,193	1,716	$ 1.86
5+	$ 3,500	1,976	$ 1.77	$ 4,620	1,911	$ 2.42
Total	$ 1,974	861	$ 2.29	$ 2,795	932	$ 3.00

The City Charter establishes two fundamental tenant protections: Rent Stabilization and Just Cause Eviction. Nearly all rental units in Pasadena are covered by Just Cause Eviction provisions, safeguarding residents from arbitrary displacement. Rent Stabilization, which applies an additional layer of protection by limiting annual rent increases, extends to most rental properties. Exemptions are primarily limited to single-family homes, condominiums, and multi-family buildings constructed after 1995.

As illustrated in the chart above, rental rates in stabilized multifamily units are typically lower than those in non-stabilized properties. This cost differential persists even when controlling for unit size, underscoring the direct economic benefit of rent stabilization for tenants in our community.



CUSTOMER SERVICE PLAN

The high level of customer service delivered to housing providers throughout the first registration cycle reflects the success of the Rental Registry Division's proactive planning and commitment to public service. Through the development and implementation of a comprehensive customer service plan, the Division ensured that support was timely, consistent, and accessible. This approach included establishing clear service standards, training staff to provide accurate and courteous assistance, and streamlining communication channels to better serve the needs of property owners and managers. The positive outcomes observed during the registration period demonstrate the effectiveness of these efforts and reinforce the importance of maintaining strong service infrastructure as the program continues to grow. Throughout the registration period, landlords shared feedback regarding their experiences with the Rental Registry Division's customer service. Their comments reflected a range of perspectives and offered insight into the effectiveness of the Division's outreach and support efforts. Many landlords expressed appreciation for the responsiveness, clarity, and professionalism of staff, noting that these qualities were instrumental in helping them navigate the registration process.

Landlords provided the following comments regarding their experience:

"Hi Justin, Thanks to your clear and patient step-by-step help, I finally got through the frustrating Rent Stabilization registration and got the payment invoice in just a few minutes. If Pasadena ever has a survey about staff service and attitude, I would gladly rate you a perfect 10 out of 10. Really appreciate your kindness and patience, especially with my not-so-great English pronunciation. Thanks again!"

"Angelina, Keep up the excellent customer service."

"Daniel was patient, helpful, supportive, efficient, and pleasant."

"Hello, I am writing about my positive experience with Andrea G.

Andrea met with me on Tuesday and helped me complete the online registration of my rental unit. She was patient, professional, and empathetic. I had quite a negative attitude about the Rent Stabilization Department prior to our meeting. I attended public meetings in the past, and the whole process appeared to be stacked against mom-and-pop landlords. Andrea understood my feelings as a struggling landlord. I appreciated her compassion and her willingness to listen to me vent. I needed that! Andrea represents your department well. Having employees like her will help all of us navigate the complexities of Measure H. Thank you for your service!"

QUALITY ASSURANCE

Building on the foundation of strong customer service, the Rental Registration Division has also prioritized the integrity and reliability of its operations through the implementation of structured auditing and quality control measures. These efforts are designed to ensure that all data collected and maintained within the Rental Registry is accurate, complete, and fully compliant with the requirements of Charter Article XVIII and departmental standards. By routinely verifying registration records, identifying discrepancies, and confirming that both internal documentation and public-facing materials reflect current regulations, the Division reinforces transparency and accountability. This process not only safeguards the quality of the Registry's data but also supports continuous improvement in service delivery and program administration.

CLOSEOUT REGISTRATION CYCLE 1 & PREPARE FOR NEXT REGISTRATION CYCLE

To ensure the long-term reliability and effectiveness of the Rental Registry, the Division is now focused on completing and formally closing out the initial registration cycle. This final phase involves confirming that all required data has been accurately collected, verified, and documented in full compliance with Charter Article XVIII. By validating the completeness of registration records and confirming participation from all applicable housing providers, the Division is establishing a reliable baseline of rental housing data. This process not only reinforces the integrity of the program's first cycle but also prepares the system for future registration periods through thorough documentation and reporting.

After successfully launching and completing Registration Cycle 1, preparations begin for the second rental registration cycle in the 2025–2026 year. This next phase will build on the momentum and insights gained from the initial cycle, with a focus on ensuring timely planning, targeted outreach, and full system readiness in accordance with regulatory requirements. To support a smooth and efficient launch, proactively coordinate all operational, compliance, and communication efforts. This includes updating necessary forms and digital platforms, refining messaging strategies, and integrating feedback and lessons learned to enhance overall accuracy, efficiency, and user experience.





PASADENA
RENT STABILIZATION DEPARTMENT

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