

LANDLORD ENGAGEMENT LAB

Wilmington City Council Community Development Urban Planning Meeting – June 21st

Updating the RRPLIP



**LEGAL
DESIGN LAB**

Stanford Law School

NLC

NATIONAL
LEAGUE
OF CITIES

CITIES STRONG TOGETHER

Why is a rental license program important?

- To know who owns property in your community
- To be able to reach a responsible party when necessary
- To have access to key information about the property
- To be able to schedule regular property inspections
- To be able to reach tenants as well as the property owner
- To track rents and affordability in the community
- To track property performance and use code enforcement resources more effectively
- To identify and reward good landlords

We want a good database to keep track of ^ which a rental license program can help accomplish

Running an effective rental license program CAN be difficult (it does not have to be).

- Low compliance rates
- Diminishing trust between landlords/renters/local government
- Renters living in substandard or potentially dangerous units
- “Bad actors” fly under the radar

What goes wrong?

- Inefficient processes lead to slow application approval/denial
- Outdated software/technology
- Reactive rather than proactive code enforcement
- Little or no enforcement mechanism for non-compliant landlords

**Inefficient processes
lead to slow application
approval/denial**



- Simplify application
- Digitize application process

**Outdated
software/technology**



- Consider contracting with third-parties who automate enforcement of a rental license program

**Reactive vs. Proactive
Enforcement**



- Move from a one-sized fits all enforcement approach to a targeted approach

**Lack of Enforcement
Leads to Uneven Playing
Field**



- Not all landlords are the same
- Rewarding good landlords

Brookline Center, MN

Pop: 33,000

Has a performance-based inspection system



Able to “reward” good landlords and ensure that noncompliant properties are identified.

Hagerstown, MD

Pop: 43,000

Hired a third-party platform to help automatically identify non-compliant properties



Able to consolidate and automatically map four different data sets to identify non-compliant properties. Able to generate money through fees and save staff time.

Brookline Center, MN Performance Based Inspection System

Requirement	Type I	Type II	Type III	Type IV
Action Plan	No	No	Required	No
Association for Responsible Management	Recommended	Recommended	Attend 25% of meetings	Attend 50% of meetings
Crime Free Housing	recommended	Phase I	Phase I and II	Phase I, II, and III
Inspections	Every three years	Every two years	Every year	Every six months
Mitigation Plan	No	No	No	Must be completed prior to council approval of license
Monthly Updates	No	No	No	Required

Ways to Improve RRPLIP

- Simplify and digitize the RRPLIP application
- Integrate data with other existing systems/data
- Consider a performance-based system
- Offer carrots, not just sticks (these incentives can be financial or non-financial)
- Consider contracting with a third-party platform

Ultimately, these can be cost saving measures.



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