

Summary and Fiscal Note

1. Legislation Summary

Department: Legislative

Title: An ordinance relating to unfair housing practices; adding new protections for homeowners from unwanted solicitation of residential property by establishing a Do Not Solicit List; providing an enforcement process; prescribing penalties; amending Section 14.08.020 and 14.08.190 of the Seattle Municipal Code; and adding a new Section 14.08.042 to the Seattle Municipal Code.

Background: The legislation creates a new unfair housing practice that prohibits individuals, including real estate brokers or real estate agents, salespersons or their employees, from soliciting homeowners and other residential property owners who have indicated they do not desire to sell their property or be solicited to sell their property.

Solicit means attempting to purchase, acquire any interest, or convey residential property, through any form of communication including but not limited to mail, oral communication, or electronic communication.

The legislation authorizes the Director of the Office of Civil Rights (OCR) to create and maintain a public “Do Not Solicit List” of residential property owners who have expressed a desire not to sell their property or be contacted. Any residential property owner who has been solicited to sell their property and does not desire to be solicited may request to have their name and address put on the “Do Not Solicit List”. Any residential property owner who appears on the “Do Not Solicit List” may request in writing that the Director remove their name from the “Do Not Solicit List”. The property owner’s name will be removed within 30 days of the request. The inclusion on the “Do Not Solicit List” of any residential property owner shall be deemed a desire not to sell their property and a desire not to be solicited under the provisions of this legislation.

The legislation also establishes enforcement provisions, including monetary penalties and a private right of action. Penalties include: \$1,000 for a first violation and \$2,000 for subsequent violations within 12 months. OCR is responsible for implementation and enforcement of this legislation. The legislation would be effective June 1, 2027.

Homeowners in the City report receiving repeated, unsolicited offers to purchase their homes that precludes them from the quiet, enjoyment of their homes. New York State and the City of Philadelphia have adopted policies that establish similar policies related to unwanted solicitation that have been in effect for many years. The City desires to implement a similar policy that can protect residents from unwanted solicitation.

Summary Attachments:

2. Capital Improvement Program (CIP)

Does this legislation create, fund, or amend a CIP Project?

Yes

No

- a. CIP Project Name:
 - b. Master Project ID:
 - c. Project Location:
 - d. Start Date:
 - e. End Date:
 - f. Total Project Cost Through 2030:
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3. Summary of Financial Implications

Does this legislation have financial impacts to the City?

Yes

No

- a. Expenditure Change to General Fund

2026	2027 est.	2028 est.	2029 est.	2030 est.
N/A	\$200,000	\$369,500	\$369,500	\$369,500

2027 costs include 1 FTE for an engagement specialist (\$162,261), program launch and campaign costs (\$34,239) and a subscription to identify businesses by their phone number (\$3,500). Although the effective date of this legislation is not until June 1, 2027 the budget includes a full year for the engagement specialist, as that person will be responsible for establishing the systems, materials and processes needed to begin implementation on June 1, 2027.

2028 costs include the ongoing engagement specialist position, 1 FTE for a senior civil rights investigator position (\$177,156) and ongoing program costs (\$26,583).

OCR has stated that the full-time engagement specialist and senior civil rights investigator are the minimum staffing needed in order to be able to effectively implement

this ordinance. While there may be other strategies to reduce costs in the short or long term, those strategies may have an impact on the ability of OCR to effectively implement the legislation and consequently the intended impact of the ordinance.

b. Revenue Change to General Fund

Because this ordinance would charge a penalty for violations, there will likely be some revenue change to the general fund. However, it is not known at this time what that increase would be, although it is likely to be modest.

c. Number of Positions

2026	2027 est.	2028 est.	2029 est.	2030 est.
N/A	1	1		

d. Total Full-Time Employee (FTE) Change

2026	2027 est.	2028 est.	2029 est.	2030 est.
N/A	1	1		

3d. Other Financial Impacts

a. Does this legislation create any other financial impacts for The City of Seattle, such as direct or indirect costs, one-time or ongoing, that aren't mentioned above? If yes, please explain these impacts. N/A

b. If the legislation has costs that can be covered within the current budget, explain how. Does the department have extra resources in its budget to handle these costs? Or does the department need to shift resources away from other work to handle these costs? N/A

c. What financial costs or other impacts might happen if this legislation is not implemented? N/A

d. How might this legislation affect other City departments besides the one that proposed it? N/A

4. Other Impacts

a. Does this legislation require a public hearing?

Yes

No

b. Does this legislation require a notice to be published in The Daily Journal of Commerce and/or The Seattle Times?

Yes

No

c. Does this legislation affect a piece of property?

d. Race and Social Justice Initiative impacts:

1. How does this legislation affect vulnerable or historically disadvantaged communities? How did you come to this conclusion? Please consider both impacts within City government (like employees and internal programs) and in the broader community.

Based on stakeholders and reports from residents, those targeted for unwanted solicitation frequently include homeowners in vulnerable, disadvantaged communities who are at risk of being taken advantage of by unethical individuals. This legislation can provide protection for homeowners from this activity.

2. Please attach any Racial Equity Toolkits or other racial equity analyses used to develop or assess this legislation. N/A

3. What is the Language Access Plan for communicating with the public about this legislation? To Be Determined

e. Climate change impacts:

1. Emissions: Will this legislation significantly increase or decrease carbon emissions? Attach any studies or materials that inform your answer. N/A

2. Resiliency: Will this legislation make Seattle more or less able to adapt to climate change? If it reduces resiliency, explain what can be done to lessen the impact. N/A

f. If this legislation creates a new program or expands an existing one, what are the long-term, measurable goals? How will this legislation help achieve those goals? What methods will be used to track progress?

Reduce the number of homeowners who report receiving unwanted solicitations of their homes.

g. Does this legislation create a non-utility CIP that involves shared funding with a non-City partner or organization? N/A