



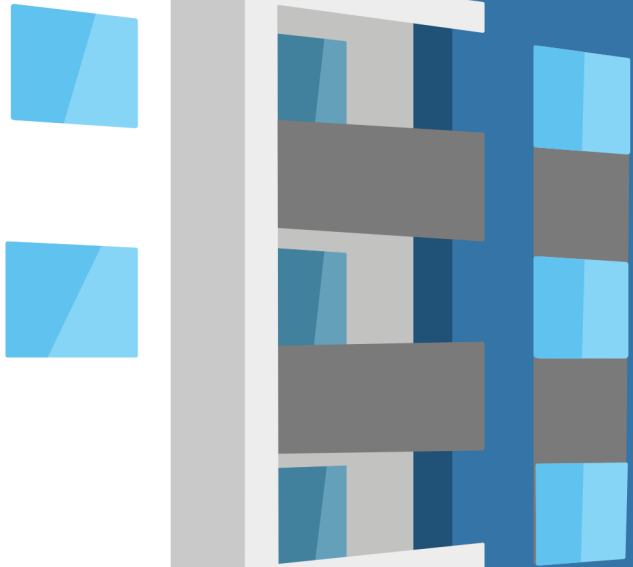
Housing

San José Citywide Residential Anti-Displacement Strategy

SPUR

September 30, 2020

Jacky Morales-Ferrand
Director, Department of
Housing



Community

- Nearly 1,000 engaged people
- 78 community organizations represented

PolicyLink ADPN

- Austin
- Boston
- Buffalo
- Denver
- Minneapolis/
St. Paul
- Nashville
- Philadelphia
- Portland
- Santa Fe
- Seattle

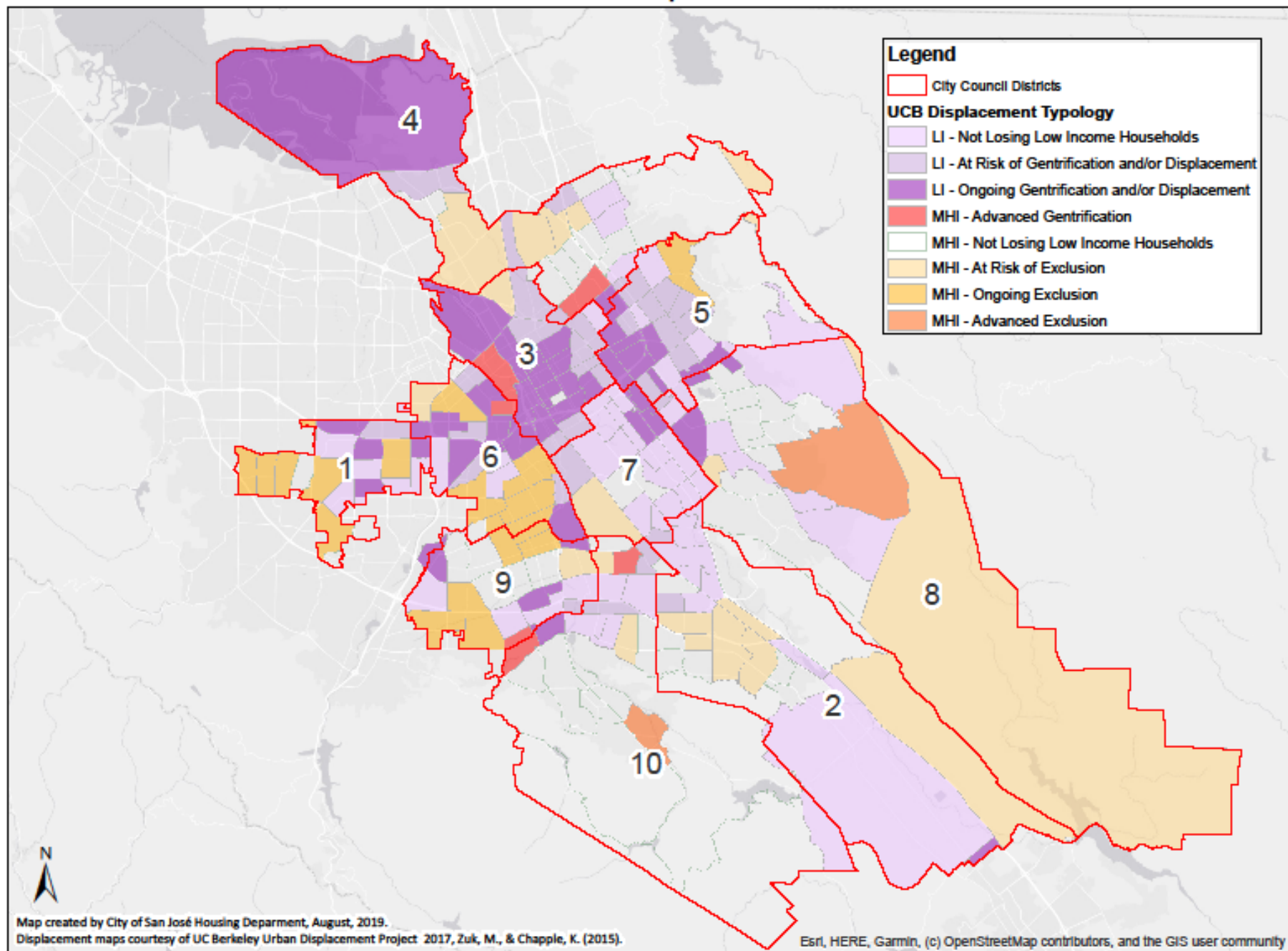
City of San José

- Housing
- Planning,
Building, &
Code
Enforcement
- Office of
Economic
Development

Partner Organizations

Working Partnerships USA
Law Foundation of Silicon Valley
SV Bike Coalition
SOMOS Mayfair
Eastside PEACE AD Workgroup
Sacred Heart
School of Arts and Culture
SIREN
ICAN
PACT
Affordable Housing Network
SV@Home
Destination: Home
The Housing Trust of Silicon Valley
The Golden State Mobilehome Owners
League
Silicon Valley Organization
Santa Clara County Association of
Realtors
California Apartment Association

San José Urban Displacement



3 P's: Protection, Preservation, Production

1. **Protection** of residents in rapidly-changing neighborhoods.
2. **Preservation** of existing affordable homes
3. **Production** of new affordable homes



Strategies in Progress

Protection of residents in rapidly-changing neighborhoods:

- 🏠 Strengthened the Apartment Rent Ordinance
- 🏠 Established the Tenant Protection Ordinance
- 🏠 Established the Ellis Act Ordinance
- 🏠 Established the Housing Equality Payment Ordinance



Strategies in Progress

Protection of residents in rapidly-changing neighborhoods:

- 🏠 Funded legal education and eviction defense
- 🏠 Funded a staff person to resolve issues at troubled buildings
- 🏠 Established COVID-19 eviction moratorium
- 🏠 Funded rental assistance to prevent tenant evictions and help building owners



Protection - NEW

**Support Equitable COVID-19 Recovery
and Impact Mitigation Measures for
Renters and Homeowners**

**Establish a Neighborhood Tenant
Preference for Affordable Housing**



Protection - TBD

Create a Role for Local Government in State Tenant Protections



Strategies in Progress

Preservation of existing affordable housing:

- Adopted affordable housing underwriting standards for long-term ground leases with land owned by the City or County
- Funded limited proactive Enhanced Code Enforcement in Project Hope neighborhoods



Preservation - NEW

Explore a Community Opportunity to Purchase Program (COPA)



Preservation - TBD

Increase Housing Quality and Prevent Code Enforcement-related Displacement

Create a Preservation Report and Policy



Strategies in Progress

Production of new affordable housing:

- 🏠 Adopted an Inclusionary Housing Ordinance
- 🏠 Established a production goal of 10,000 new affordable homes goal in five years
- 🏠 Passed **Measure E and a Commercial Link Fee**, a new funding source for the development and preservation of affordable housing



Production - TBD

Develop YIGBY Land Use – Yes in God’s Backyard

Optimize Urban Villages for Affordable Housing Development and Anti-Displacement



Equity and Governance

Increase Equitable Representation of Historically Underrepresented Communities on City Commissions



Production Preservation Protection

Establish a New Source of Funding for Affordable Housing and Anti- Displacement



Next Steps: Draft Indicators



of ELI, VLI, LI long-time SJ residents in affordable homes



Net new affordable housing



of rental housing units with affordability preserved



Housing cost burden and severe housing cost burden



of evictions



Next Steps

- Convene an Anti-Displacement Working Group to develop each recommendation
 - Broad membership of stakeholders and subject matter experts





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