



Housing

San José Citywide Residential Anti-Displacement Strategy

City Council

September 22, 2020
Item 8.1

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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

Today's Agenda

1. What is our Vision for San José?
2. How do we define displacement? Why is it a problem? Who does it impact the most?
3. Introduction of Citywide Residential Anti-displacement Strategy
 - a. "3 P's"
 - b. Existing Policies and Criteria
 - c. Summary of Recommendations
4. Next Steps



Our Vision: Equitable Development

Diversity and Social Equity
San Jose celebrates, embraces and involves a diverse blend of cultures and achieves social, cultural and economic equity.

Innovative Economy
San Jose's economy thrives on innovation, providing job opportunities for all and ample fiscal resources for a vibrant community.

Environmental Leadership
San Jose is a model of an environmentally sustainable and healthy city, a leader in green Technology and a vigilant steward of its resources for present and future generations.

Healthy Neighborhoods
San Jose's neighborhoods are attractive, affordable, and safe places to live with engaged community members.

San Jose embodies the energy and vitality of its unique human, natural and economic resources.

Interconnected City
The activities of daily life are in close proximity and easily accessible by walking, bicycling and public transit.

Quality Education and Services
San Jose residents and businesses receive a broad range of high quality services and enjoy excellent educational opportunities for all.

Vibrant Arts and Culture
Arts and culture in San José connect people, provide rich opportunities for participation, and foster creativity.

ENVISION SAN JOSE 2040



What is displacement? Who does it impact the most?



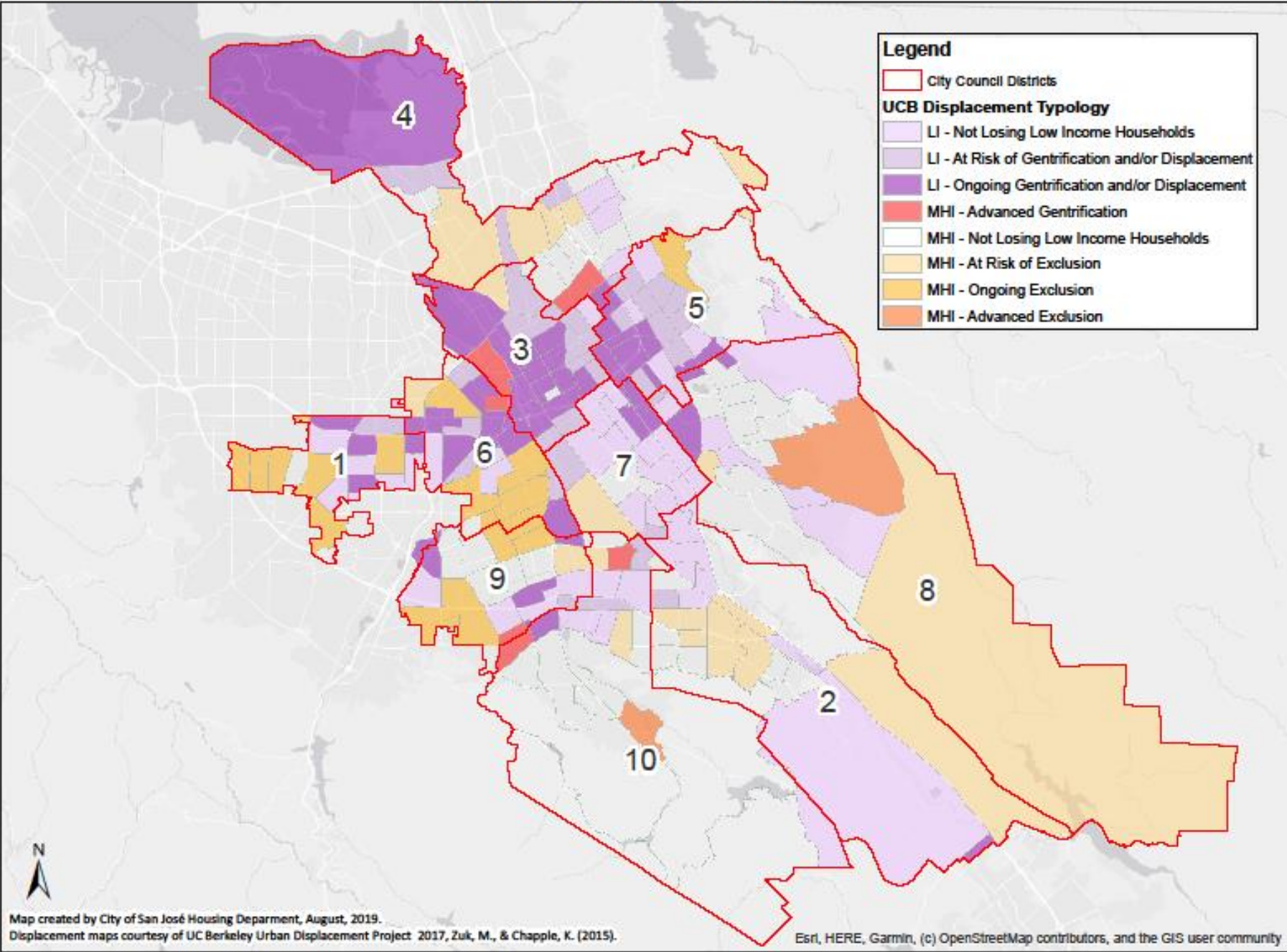
Definitions

Displacement is when a household must move out of their home for reasons outside of their control.

Gentrification is when a historically disinvested neighborhood changes through real estate investment & new higher-income residents move in. Gentrification is often associated with displacement.



San José Urban Displacement



9/22/2020

Systemic Racism Underpins San José's Displacement Problems



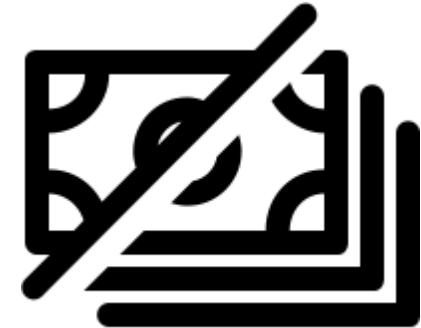
Displacement has negative impacts



Education



**Access to
opportunity**



Family Finances



Mental Health



Segregation



Seniors



Citywide Residential Anti-Displacement Strategy



3 P's: Production, Preservation, Protection

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



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, a new funding source for the development and preservation of affordable housing



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



Strategies in Progress

Protection of residents in rapidly-changing neighborhoods:

- 🏠 Updated 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 grants
- 🏠 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

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



Protection

2. Establish a Neighborhood Tenant Preference for Affordable Housing



Preservation

3. Explore a Community Opportunity to Purchase Program (COPA)



Equity and Governance

4. Increase Equitable Representation of Historically Underrepresented Communities on City Commissions



Protection Preservation

5. Create a Role for Local Government in State Tenant Protections

6. Increase Housing Quality and Prevent Code Enforcement-related Displacement

7. Create a Preservation Report and Policy



Production

8. Develop YIGBY Land Use – Yes in God’s Backyard

9. Optimize Urban Villages for Affordable Housing Development and Anti-Displacement



Production Preservation Protection

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



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

- 🏠 Report back to City Council in 12 months





“I came because I am a worker and I believe every human being has a right to housing and as workers we have the right to let the city know what we need, want, and deserve.”

“San José is our city—I went to public schools here, work here, and want my daughters to grow up and live here too, even though Los Baños might be more affordable.”





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