



Housing

REPORT ON THE BETTER HOUSING INITIATIVE PROGRAM

(FORMERLY KNOWN AS THE RESPONSIBLE LANDLORD ENGAGEMENT INITIATIVE)

June 10, 2021

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Director

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Bianca Madrid
Community Programs Administrator

Background

■ Responsible Landlord Engagement Initiative

- 2009 – Neighborhood Housing Services of Silicon Valley
- 2015 – Catholic Charities of Santa Clara County
- 2020 – Discontinuation of the Responsible Landlord Engagement Initiative



■ City of San José, Housing Department Funding (Affordable Deed Restricted)

- 2020 – Community Programs Administrator Recruitment
- 2021 – Launch of the Better Housing Initiative Program



Pilot Program Model

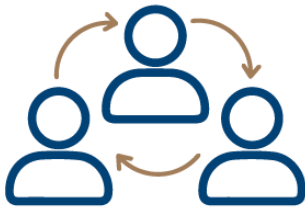
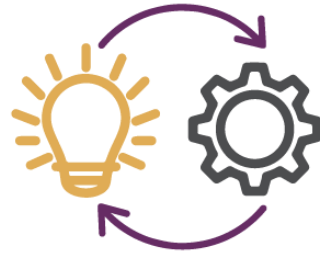
Program Development

- Assess program resources
- Develop new program model
- Identify targeted affordable housing properties
- Implement pilot projects at the targeted sites



Better Housing Initiative

Vision: Engage tenants, property owners, and other stakeholders in collaborative communication and strengthened partnership.



Community Programs Administrator

Facilitate communication to identify on-site issues

Guide collective work of seeking and monitoring solutions

Support targeted strategies to mitigate the likelihood of reoccurring issues

Better Housing Initiative: Objectives

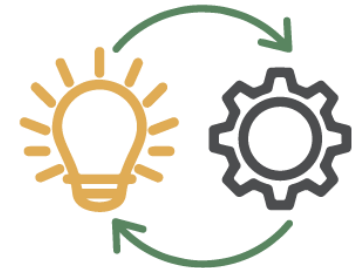
Vision: Engage tenants, property owners, and other stakeholders in collaborative communication and strengthened partnership.



**Engage
Stakeholders**



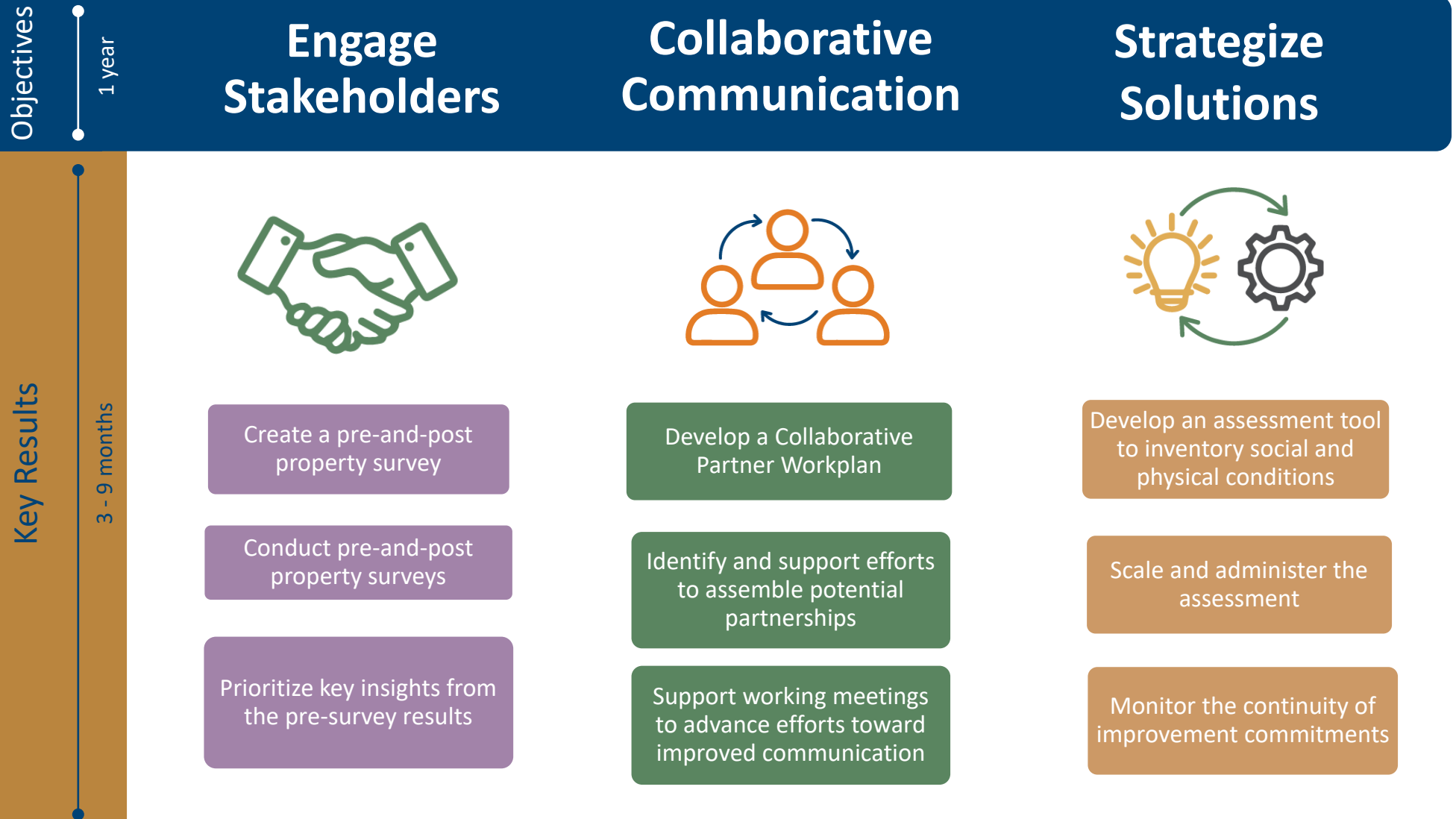
**Collaborative
Communication**



**Strategize
Solutions**

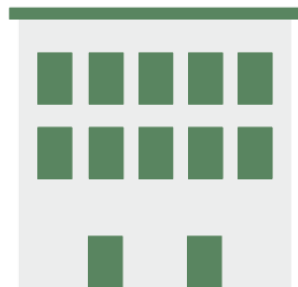


Better Housing Initiative: Key Results



Target Properties for Fiscal Year 2021 - 2022

Multi-Family Residential Development Name	Total Units	City Council District
Valley Palms Apartments	354	7
Foxdale Village Apartments	287	5
Japantown Senior Apartments	75	3



Evaluation & Follow-Up



- Provide status update regarding the progress of the Better Housing Initiative Program



- Neighborhood Services and Education Committee February 2022



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