

Housing



# REPORT ON THE BETTER HOUSING INITIATIVE PROGRAM

(FORMERLY KNOWN AS THE RESPONSIBLE LANDLORD ENGAGEMENT INITIATIVE)

June 10, 2021

Jacky Morales-Ferrand
Director

Tascha Mattos

Senior Development Officer

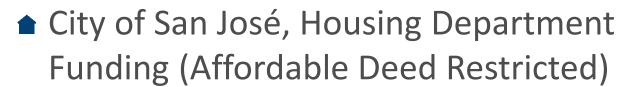
**Bianca Madrid** 

Community Programs Administrator



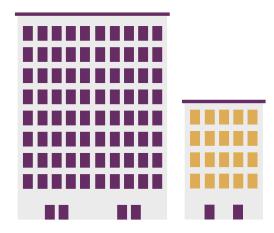
### Background

- 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



- 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



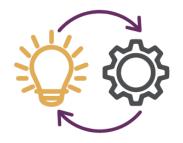






#### **Better Housing Initiative**

**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**

Objectives

1 year

**Engage Stakeholders** 

**Collaborative Communication** 

Strategize Solutions

Key Results

3 - 9 months



Create a pre-and-post property survey

Conduct pre-and-post property surveys

Prioritize key insights from the pre-survey results



Develop a Collaborative Partner Workplan

Identify and support efforts to assemble potential partnerships

Support working meetings to advance efforts toward improved communication



Develop an assessment tool to inventory social and physical conditions

Scale and administer the assessment

Monitor the continuity of improvement commitments



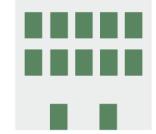
#### **Target Properties for Fiscal Year 2021 - 2022**

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

BUILDING GREAT PLACES INVESTING IN PEOPLE PROVIDING HOUSING FOR ALL



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