

Memorandum

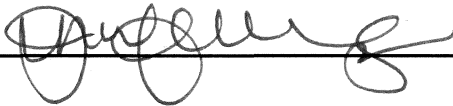
TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jacky Morales-Ferrand

SUBJECT: COMMUNITY STRATEGY TO
END DISPLACEMENT

DATE: January 16, 2020

Approved



Date

1-17-20

INFORMATION

In 2018, PolicyLink named the City of San José as one of ten U.S. cities to participate in its first “All-In Cities Anti-Displacement Policy Network.” San José was the only California city named to the 14-month peer city learning cohort. The purpose of this cohort was to study national best practices and tools other cities are using to address residential displacement and to stabilize communities. The San José Anti-Displacement Policy Network team (“the team”) was comprised of staff from the following City departments and community-based organizations:

- Councilmember Magdalena Carrasco and Chief of Staff Frances Herbert
- City of San José Housing Department: Director Jacky Morales-Ferrand, Division Manager Kristen Clements, Senior Development Officer Adam Marcus, Development Officer Jacklyn Joanino
- City of San José Department of Planning, Building and Code Enforcement Department: Director Rosalynn Hughey, Deputy Director Michael Brilliot
- Working Partnerships USA: Executive Director Derecka Mehrens, Director of Public Policy Jeffrey Buchanan, Policy Manager Asn Ndiaye
- Law Foundation of Silicon Valley: Housing Program Directing Attorney Nadia Aziz, Staff Attorney Michael Trujillo
- Chair of San José Planning Commission and Executive Director of Silicon Valley Bicycle Coalition, Shiloh Ballard

In addition, several organizations helped to organize outreach events and focus groups:

- SOMOS Mayfair, *Vecinos Activos*, and AV Consulting
- Law Foundation of Silicon Valley
- East San José PEACE Partnership and the Anti-Displacement Workgroup
- International Children’s Assistance Network (ICAN)
- Services, Immigrant Rights, and Education Network (SIREN)

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- School of Arts and Culture at the Mexican Heritage Plaza
- Destination: Home
- People Acting in Community Together (PACT)
- Affordable Housing Network

Finally, the City of San José Office of Economic Development reviewed and provided data to help with analysis for this report.

In January 2020, the team completed a report framing the problem of displacement and proposing solutions based on research and learnings from the Anti-Displacement Policy Network. The team selected the report’s recommendations based on the degree to which ideas were stressed in community meetings, the applicability of the ideas to San José, ideas’ estimated impact, which ideas could quickly make a positive difference for residents, and the availability of current resources to carry out the actions.

The Anti-Displacement Policy Network report, “Community Plan to End Residential Displacement,” is now published and can be found at: www.sanjoseca.gov/displacement. Anti-Displacement Policy Network team members did not agree on every aspect of the report, but they did agree on the overall approach and the need for meaningful strategies to help curb and mitigate the effects of residential displacement.

The report forms the basis for the City’s continued and widened outreach on anti-displacement policy and program ideas. Staff will collaborate with key stakeholders to conduct additional meetings in this second phase of outreach. Although each meeting will target certain groups to give feedback – including developers, landlords, property managers, realtors, equity organizations, health organizations, residents, etc. – the public is invited to attend. Developers should plan to attend one of the first two meetings. Discussions will focus on selected ideas from the report as well as other ideas. Meetings scheduled to-date are as follows:

01/21/20 12:00 p.m. – 2:00 p.m.	Anti-Displacement Community Forum Hosts: Santa Clara County Association of Realtors, the Silicon Valley Organization, and the California Apartment Association	SCC Association of Realtors Offices – Education Room 1651 N. First St. San José, CA 95112
01/24/20 3:00 p.m. – 5:00 p.m.	Anti-Displacement Community Forum Hosts: SV@Home, Destination: Home, and the Housing Trust Silicon Valley	Martin Luther King Library 2nd floor, Rm 255 150 E San Fernando St. San José, CA 95112
TBD	Anti-Displacement Community Forum Hosts: Law Foundation of Silicon Valley and Golden State Manufactured-Home Owners League	TBD
02/05/20 6:30 p.m. – 8:30 p.m.	Anti-Displacement Community Forum - Summary of other sessions Host: SOMOS Mayfair	Mexican Heritage Plaza 1700 Alum Rock Ave. San José, CA 95116

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The Housing Department will consider feedback from these meetings and other comments from the public as it identifies staff's recommendations on a Citywide Residential Anti-Displacement Strategy. The strategy will contain actions on which staff recommends the City should lead. Staff expects this item to be heard by the City Council this spring.

/s/

JACKY MORALES-FERRAND

Director, Department of Housing

For questions, please contact Kristen Clements, Division Manager, at (408) 535-8236.

