



# Memorandum

**TO:** MAYOR REED

**FROM:** Councilmember Johnny Khamis

**SUBJECT:** BUDGET DOCUMENT

**DATE:** May 21, 2014

Approved

Date

05/21/14

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Senior Housing Match Program

Amount of City Funding Required: \$95,000

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

Leverage existing technology to activate a Senior Housing Match program within the affordable housing website, [www.scchousingsearch.com](http://www.scchousingsearch.com).

Funding requested for two year period for term-limited Analyst II staff person or contractor to establish Senior Housing Match capability within the existing affordable housing website that is operated as a partnership between the City of San Jose and the County of Santa Clara, supported by socialserve.com. Socialserve.com is a non-profit that provides affordable housing websites in 36 states. This program is also eligible to be funded via CDBG funding, which is recommended for the second year of funding.

The Senior Match Program is being used successfully in New York City, LA County, San Mateo County and by other governments throughout the U.S. The program matches pre-screened, pre-backgrounded seniors looking for housing with seniors who have rental space available within their homes. Often the arrangements allow the senior homeowners to gain assistance with daily tasks in exchange for a reduced rental rate. With 10.1% of the population of San Jose aged 65 years or older, a percentage that is growing, and with the growing need for affordable housing that exists in the Bay Area, we have a great opportunity to utilize technology to help solve the challenges related to these phenomena. This program can provide a win-win for seniors looking for an affordable place to live and those who wish to age in place within their existing residences.

Funding will provide the personnel needed to conduct outreach to seniors who would benefit from having pre-screened, background-checked renters. While this could be a half-time position, a full-time position can also be utilized to work with landlords to increase the number of listings and establish the [www.scchousingsearch.com](http://www.scchousingsearch.com) site as the go-to place for affordable housing. This platform can also be leveraged for other purposes – including rapid disaster recovery housing intervention for quickly re-housing displaced individuals after a natural disaster, which a full-time staff member could explore.

Socialserve.com is currently working with the Association of Bay Area Governments to investigate the potential for exploring a Bay-Area-wide affordable housing website. A Senior Housing Match program, once established, could be easily integrated into any eventual Bay-Area wide website on the socialserve.com platform.

Once established over two-years, we would anticipate that no further funding would be required. The program could be maintained by existing staff from the City, the County, the Santa Clara County Housing Authority, volunteer assistance, or with some combination of these resources.

This program is recommended by the Santa Clara County Senior's Agenda Housing work team and is consistent with the Senior Agenda goal of increasing access to affordable housing for seniors.

### **Funding Source**

Essential Services Reserve (\$2 million)

Funding requirement estimated by Housing as two year commitment. Position eligible for CDBG funding, which could be utilized for the 2015-2016 budget year.

Other (Program/Project/Fund):

Department or Organization: Housing Department / Budget Office

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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This change is:

One-time       Ongoing

The City Service Area to which the change best relates:

- Community and Economic Development Services
- Environmental and Utility Services
- Neighborhood Services
- Public Safety
- Strategic Support
- Transportation and Aviation Services