



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jacky Morales-Ferrand

**SUBJECT:** SEE BELOW

**DATE:** March 25, 2021

Approved

Date

3/29/2021

## SUPPLEMENTAL

**SUBJECT: CITYWIDE RESIDENTIAL ANTI-DISPLACEMENT STRATEGY  
STATUS REPORT**

### REASON FOR SUPPLEMENTAL

This supplemental memorandum includes a summary of comments from the public and the City Council with initial staff feedback on the issues raised at the Neighborhood Services and Education Committee meeting held virtually on March 11, 2021, and the Community and Economic Development Committee meeting held virtually on March 22, 2021.

### ANALYSIS

#### **Neighborhood Services and Education Committee Discussion and Recommendations**

The Citywide Anti-Displacement Strategy Status Report was heard last on the agenda, so the discussion was relatively brief. The major comments came from Councilmember Esparza. She recommended that staff work with the California Apartment Association's small property owners' group as part of the Community Opportunity to Purchase work. Councilmember Esparza also thanked staff for daylighting the challenges that immigrant families have in accessing programs, and spoke in favor of designing tenant preference programs to maximize housing choices for residents.

The Committee accepted the status report and referred the report to the City Council meeting on March 30, 2021.

## **Community and Economic Development Committee Discussion and Recommendations**

Councilmembers discussed a number of issues related to the Citywide Anti-Displacement Strategy Status Report, including the following:

- **New Board and Commission Members support:** Regarding the staff work discussed under Recommendation #4 on Commissions Composition, multiple Committee members discussed the importance of ensuring that new members of City boards and commissions have the resources and support needed to succeed, particularly for the seat being added on the Housing and Community Development Commission for a person with lived experience in homelessness. Members of the Committee mentioned ensuring digital accessibility and training for new members. Committee members also emphasized the need to understand the role of commissions in City decision-making. Chair Foley expressed concern over possible budget implications if compensation were extended to all commissioners. Staff suggested that matching the incoming commissioner with an experienced commissioner as a mentor would help new members acclimate to commission structure and procedures.
- **Community Strategy Report and PolicyLink ADPN:** Councilmember Carrasco suggested that staff continue to consult the [Community Strategy to End Displacement Report](#), published in January 2020 by community organizations and the City, to help inform the City's ongoing anti-displacement implementation work. (Per Councilmember Carrasco's and Chair Foley's requests, the Community report is linked above for reference.) Councilmember Carrasco suggested that staff brief new Councilmembers on the City's participation in the 10-city [PolicyLink Anti-Displacement Policy Network](#) in 2018-19. Staff will integrate context and lessons learned from participation in the PolicyLink network when briefing new councilmembers. In addition, PolicyLink just released a brief on [lessons learned from the Anti-Displacement Policy Network](#), based on surveys and interviews from City and community participants in the network.
- **Asset-building as part of the Community Opportunity to Purchase:** Several members of the Committee expressed support for exploring ways that the Community Opportunity to Purchase program can help low- and moderate-income households in San José to build assets and equity, including possible pathways to homeownership. As was noted by members of the Committee, many families in San José have historically been shut out of homeownership due to historically racially-biased housing policy. That legacy is evident in San José based on certain communities' relative lack of assets that help families build generational wealth and long-term housing stability. Staff is currently studying ways to address this need and incorporate asset-building as part of this strategy. Councilmember Mahan also asked questions about sources and amount of funding needed to make this program viable.

The Committee accepted the status report and referred the report to the City Council meeting on March 30, 2021.

HONORABLE MAYOR AND CITY COUNCIL

March 25, 2021

**Subject: Citywide Residential Anti-Displacement Strategy Recommendations Status Report - Supplemental**

Page 3

### **Public Comment**

In total, the Committee received two public comments on this item. The comments urged staff to consider San José's history of displacement of people of color, and for the City Council to have a dialogue on the provision of subsidies so as to focus assistance and subsidies on lower-income households.

/s/

**JACKY MORALES-FERRAND**  
Director, Housing Department

For questions, please contact Kristen Clements, Division Manager, at 408-535-3860.