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# MEETING SUMMARY

## Anti-Displacement Technical Advisory Committee

Meeting #7 - Friday, Sep 30<sup>th</sup>, 2021

11:00 am – 12:30 pm via Zoom

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The City of San José hosted the seventh Technical Advisory Committee (TAC) meeting as part of the citywide Anti-Displacement Working Group. This group is tasked with offering input on the design of a realistic Community Opportunity to Purchase program that balances the needs and desires of tenants, property owners, brokers, realtors, and housing advocates. A copy of the PowerPoint can be found [here](#).

### Attendance

Over 20 community leaders from diverse sectors attended the meeting. Among those invited included housing advocates, property owners, affordable and market rate developers, philanthropic leaders, realtors, community-based organizations, and business leaders.

The meeting was facilitated by Baird + Driskell Community Planning with assistance from the City of San José Housing Department staff.

### Introduction

Following a welcome and introductions, the facilitator revisited the ground rules the group established at the first TAC meeting. The facilitator also suggested a new ground rule, be respectful. While participants by and large have been very respectful, listening and interacting appropriately even if they disagree, some comments in the chat made overly broad generalizations during previous meetings. The new rule is intended to address this.

The facilitator also summarized previous discussions and the remaining topic in this series of meetings (a presentation of the draft framework).

### Education and Outreach

Partnership for the Bay's Future Challenge Grant Fellow with the City of San José discussed why outreach and education are important components of a COPA program. Next, Challenge Grant Fellow presented a proposed education and outreach timeline ranging between Spring 2022 to Winter 2023 to educate property owners, tenants, and industry and community partners on the new policy if it is implemented.

Next, participants brainstormed potential industry and community stakeholders that the City could partner with on COPA outreach and education. Participants offered a list of potential partners including neighborhood associations, service-providers, local advocacy groups, and property owner groups. Some of the suggestions included Latinos Unidos for a New America (LUNA), Silicone Valley Debug, African American Service Agency (AACSA), and the Vietnamese American Roundtable. A full list can be found in the appendix.

Participants then used a virtual whiteboard platform called Mural to discuss three questions:

- 1) How can the City partner with industry representatives and the community stakeholders on education and outreach?
- 2) What outreach & education strategies have worked well in the past with other major policy changes (e.g., just cause, tenant protection ordinance)?
- 3) If past outreach & education efforts didn't work well, what are some suggestions to better reach communities you serve/represent?

Some themes from the brainstorm

- **Tailor outreach-** Some outreach methods may resonate better with certain communities over others. The City should consult community leaders to learn what outreach methods work best for their constituents.
- **Conduct outreach in multiple languages-** Written materials and direct outreach on COPA should be conducted in multiple languages, including Spanish and Vietnamese which are widely spoken across the city.
- **Prioritize partnerships-** Outreach will be more effective if the City partners with existing community groups or institutions, such as eviction information centers, faith-based institutions, and with community leaders.
- **Property owners & private industry stakeholders-** Participants said the best way to reach property owners, brokers, and realtors would be through physical mailers, phone calls, and information sessions. They also suggested using the City's rent registry to reach property owners.

## Enforcement

The City then presented a set of potential guiding principles around enforcement of a COPA program. The principles included a focus on enforcement that is educational in trying to bring offenders into compliance. Staff said this might look like the City giving an initial notification following a first offense. To further encourage compliance, the City might implement a fee structure that would increase with subsequent violations. Staff also presented a set of legal and staffing questions the City is considering, which included: Should COPA include a legal recourse for stakeholders (i.e., private right of action)? And, how could COPA be managed and staffed at the City?



Participants asked for clarification on enforcement and if the City is considering a complaint-based approach. City staff responded that a complaint-based approach is more viable since it requires less staffing and thus less funding than a more active system. There was general agreement that the City should prioritize an educational enforcement framework, that enforcement is key in ensuring an effective program, and that repeat offenders of COPA should be subject to some penalty. One participant highlighted that allowing a private right of action within the enforcement framework would take some administrative burden off the City. Participants representing private industry cautioned that an overly-aggressive enforcement program could make their colleagues wary of doing business in San José.

### **Next Steps**

The next TAC meeting is scheduled for Friday, October 8<sup>th</sup>, from 1:00 - 2:30 pm via Zoom.