



Housing

Welcome

**Anti-Displacement
Technical Advisory Committee
(TAC) Meeting #7**

September 30, 2021

Agenda Overview

- 🏠 Welcome
- 🏠 Introductions/roll call
- 🏠 Presentation on COPA components:
 - Outreach and Education
 - Enforcement Framework
- 🏠 Discussion and Activity
- 🏠 Wrap up/next steps



Introductions

Name and
Organization/Affiliation



Ground Rules

- Be curious
- Keep an open mind
- Speak from your perspective
- Challenges accompanied by solutions
- Make proposals
- Everyone has space to talk
- Be respectful





Housing

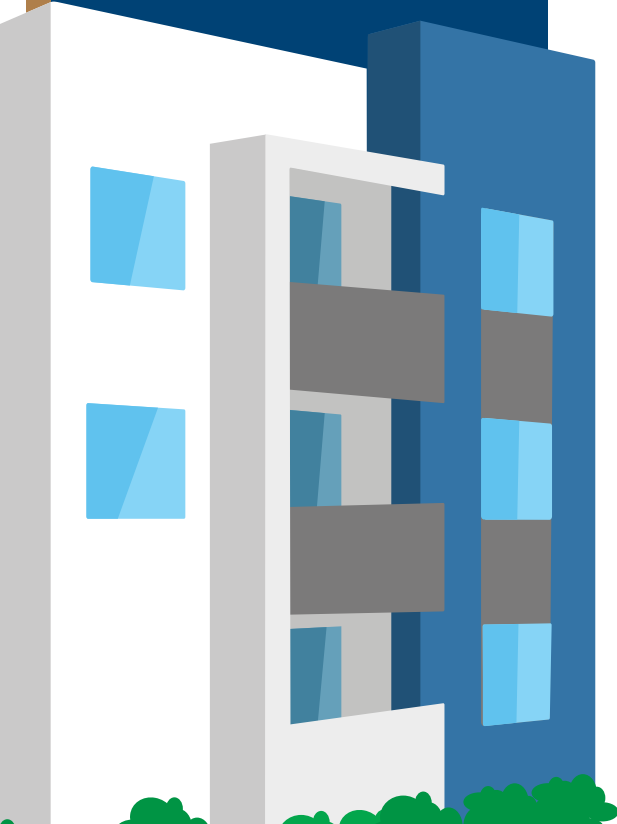
Ensuring Program Success

Community Outreach and Compliance

Anti-Displacement
Technical Advisory Committee
Meeting #7
September 30, 2021

Asn Ndiaye

*Partnership for the Bay's
Future Fellow, Housing
Department*



Where We Are Now

🏠 Prior

- Overview, process, timeline, applicability, qualified nonprofits, financing, affordability, tenant engagement, ownership

🏠 Today

- Education/outreach, enforcement

🏠 Future meeting

- Draft framework



Current COPA Implementation Timeline

Milestone	Timeframe
Draft Framework	Fall 2021
Public Review Period	
Council Committees (CEDC/HCDC)	Winter 2022
City Council	
Implementation Period	Spring to Winter 2022
Effective Date	Spring 2023



Why do outreach?

- Make sure all stakeholders and residents have the information they need to use and comply with the COPA program
- Increase community engagement efforts in most impacted communities
- Partner with industry stakeholders to ensure successful and efficient program
- Create enforcement rules that encourage participation and compliance



Education and Outreach



How to do outreach?

- ▶ Working with stakeholders to reach out to property owners and tenants
- ▶ Designing attractive and informative materials to increase awareness of the program
- ▶ Ensure appropriate time for implementation
- ▶ Reaching out to historically under-represented areas/groups



Education and Outreach Proposal

- Spring 2022 - Summer 2022
 - Stakeholder meetings
 - Community outreach
 - Educating tenants and property owners
- Spring 2022 - Winter 2023
 - Policy goes into effect
 - Continue direct outreach
 - Return to council for any needed changes



Partnerships with Industry Stakeholders

- Property Owners
- Realtors
- Brokers
- Appraisers/Title Organizations



Partnerships with Community Stakeholders

- 🏠 Working Partnerships USA
- 🏠 Law Foundation of Silicon Valley
- 🏠 SOMOS Mayfair
- 🏠 Eastside PEACE AD Workgroup
- 🏠 Sacred Heart
- 🏠 School of Arts and Culture
- 🏠 SIREN
- 🏠 ICAN
- 🏠 PACT
- 🏠 Affordable Housing Network
- 🏠 SV@Home
- 🏠 Destination: Home
- 🏠 The Housing Trust of Silicon Valley
- 🏠 VietUnity
- 🏠 **Other Groups?**



Discussion



Enforcement



Potential Enforcement Principles

- ▲ Purpose of enforcement structure is to be educational, not punitive
- ▲ Like Housing Payment Equality Ordinance, COPA ordinance would allow Council to create a fee structure to incentivize program compliance
- ▲ The fee structure would ramp up with subsequent violations, starting with notification/education for first offense.



Questions to Consider

- Legal implications of non-compliance: will COPA include legal recourse?
 - Plaintiff: Will the program be enforced by city staff or independent organizations bringing cases for redress, potentially in court?
 - Responsible Party: Who would be liable in that context: property owner, realtor, broker, etc.?
- Staffing Needs: how will COPA be managed and staffed at the City level? How will that staff time/positions be paid for?
- Limits of enforcement approach: since property sales are singular events, what is the proper enforcement approach to repeat offenders?



Comments/Questions?



Wrap Up & Next Steps

- TAC Meeting #8: 10/8, 1-2:30pm
- SAC Meeting #6: 10/21, 6-7:30 pm
 - <https://bit.ly/SAC6SJ>
- Feedback survey
 - <https://bit.ly/TAC7feedback>



Thank you!

