



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Jennifer A. Maguire

SUBJECT: SEE BELOW

DATE: June 21, 2023

INFORMATION

SUBJECT: HOUSING DIRECTOR RECRUITMENT PROCESS UPDATE AND HOUSING DEPARTMENT INTERIM LEADERSHIP PLAN

The City of San José (City) is in the process of recruiting for a new Housing Director following the announcement of the retirement of Jacky Morales-Ferrand after 15 years of service to our community. This information memorandum provides an update to the [April 21, 2023, Information Memorandum](#) regarding the recruitment process as well as the interim plan for the Housing Department's leadership.

Recruitment Process Update

Nationwide Recruitment

After several extensive rounds of bidding and evaluation, the City has contracted with Mosaic Public Partners (Mosaic) to perform a nationwide search for the City's next Housing Director. Mosaic was selected given their recent successful placements of local government housing executive directors; clear strategy for leveraging multiple diverse recruiting channels to secure the widest reach for potential candidates; and strong approach for exploring potential candidates that have both public sector and private sector experience, especially in the areas of housing financing, housing development, and homelessness solutions.

Recruitment Next Steps

The insights gained from the Administration's extensive stakeholder outreach and community engagement (see Attachment) informed the [Statement of Policy and City Council Questions for the Prospective Director of Housing](#) that was adopted by the City Council on June 20, 2023 and the creation of the [Director of Housing Recruitment Brochure](#) which is part of the nationwide recruitment launched by Mosaic on Tuesday, June 20, 2023. The recruitment will remain open through Friday, August 18, 2023. The interviews are tentatively scheduled to be conducted in late August/early September 2023.

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Housing Department Acting Director

Due to the length of time to undertake a comprehensive recruitment process for the next Housing Director, it is important to establish a plan for the interim leadership of the Department—one that provides the required guidance and support to Department staff, ensures continued progress on existing priorities and initiatives, and affirms and enhances communication, partnerships with residents, community-based organizations, housing providers, and developers, and adds capacity to the Housing Department.

Therefore, I have asked Rosalynn Hughey, Deputy City Manager to serve as Acting Director, effective July 14, 2023. Rosalynn will work closely with Housing Department leadership team on day-to-day departmental operations and prioritization of:

- Driving the Housing Catalyst Team Work Plan;
- Designing the upcoming City Council Study Sessions on housing policies;
- Performing the financial feasibility analysis of the updated Cost of Residential Development Report;
- Ensuring progress in delivering the City’s emergency housing projects and expanding safe options for our unsheltered homeless residents; and
- Maintaining and enhancing communications with residents, community-based organizations, housing providers, developers, and the Housing and Community Development Commission.

In addition, with Jacky’s retirement I have asked Lee Wilcox, Assistant City Manager, to serve on the Destination: Home Boards of Directors and the County of Santa Clara Continuum of Care Board during this transition period.

Recognizing the critical importance of advancing the strategies to address our City’s housing needs as well as providing the stability for the Housing Department during the Director recruitment process, this interim plan enables us to not only stay the course, but make strides in delivering housing solutions for our community, until a new Housing Director is appointed to guide us into the future.

I will continue to keep the City Council and community informed as the selection process for the next Housing Director progresses. I am looking forward to continued feedback regarding this important position.



Jennifer A. Maguire
City Manager

For questions, please contact Dolan Beckel, Chief of Staff for the City Manager, at (408) 745-9696 or dolan.beckel@sanjoseca.gov.

Attachment – Stakeholder Outreach and Community Engagement Summary

STAKEHOLDER OUTREACH AND COMMUNITY ENGAGEMENT SUMMARY

Extensive outreach and engagement have been conducted—helping to inform the recruitment process and selection of the City’s next Director of Housing.

The internal stakeholder outreach included:

- Interviews with the Mayor and all City Councilmembers;
- Interviews with Senior Staff from primary partner departments;
- Interviews with the Director of Housing, Housing Assistant Director, and Housing Deputy Directors;
- Two focus group meetings with 16 randomly selected Housing Department employees;
- Two focus group meetings with eight mid-level management Housing Department employees; and
- An anonymous Housing Department employee survey available for all employees which was taken by 20 employees or approximately 18% of the department.

In addition to the internal engagement, the City Manager’s Office has conducted an extensive external process. This external stakeholder outreach and community engagement included:

- Over 10,000 general emails to stakeholder contacts in the Housing Department and the Parks, Recreation, and Neighborhood Services Department’s contact databases communicating the logistics of the community meetings and the community survey;
- Five in-person community meetings and one hybrid community meeting conducted in four languages (English, traditional Chinese, Spanish, and Vietnamese) including translated presentation fliers and handouts;
- A Citywide and anonymous community survey taken by 190 residents in the English language, eight residents in the Spanish language, one resident in the Chinese language, and one resident in the Vietnamese language;
- Over 40 personalized emails from the City Manager’s Office to key stakeholders; and
- One-on-one meetings with key stakeholder organizations, representatives, and individuals including, but not limited to:
 - Amigos de Guadalupe;
 - Business and Homeowners Network;
 - California Apartment Association;
 - Catholic Charities;
 - County of Santa Clara Office of Supportive Housing Continuum of Care Chief Executive Officers;
 - Destination Home Executive Director;
 - Housing and Community Development (HCD) Commission Chairperson and some HCD Commissioners;
 - Lived experience individuals (tenants and unsheltered residents) referred by the City Council and the Housing and Community Development Commission Chairperson;
 - Market rate and affordable housing providers, homeowners, and landlords;
 - Market rate and affordable housing developers;

**STAKEHOLDER OUTREACH AND COMMUNITY ENGAGEMENT SUMMARY
(Cont'd)**

- R.E.A.L. Coalition Housing Justice Group;
- Santa Clara County Association of REALTORS;
- Si Se Puede Collective;
- Somos Mayfair;
- SV@Home Executive Director;
- United Housing Alliance; and
- United Way of the Bay Area.

In total, external stakeholder outreach meetings (in person or virtual) were conducted with 76 individuals. The City will continue stakeholder and community engagement as appropriate throughout this recruitment process.