



Housing

REPORT ON THE BETTER HOUSING INITIATIVE PROGRAM

(FORMERLY KNOWN AS THE RESPONSIBLE LANDLORD ENGAGEMENT INITIATIVE)

June 10, 2021

Jacky Morales-Ferrand
Director

Rachel VanderVeen
Deputy Director



Background

🏠 Responsible Landlord Engagement Initiative

- 2009 – Neighborhood Housing Services of Silicon Valley
- 2015 – Catholic Charities of Santa Clara County
- 2020 – Discontinuation of the Responsible Landlord Engagement Initiative



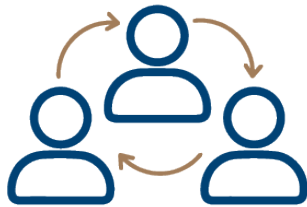
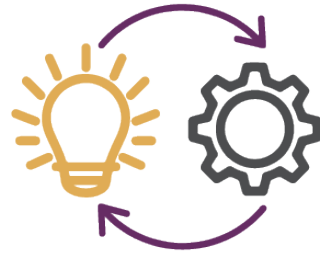
🏠 City of San José, Housing Department

- 2020 – Community Programs Administrator Recruitment
- 2021 – Launch of the Better Housing Initiative Program



Better Housing Initiative

Vision: Engage tenants, property owners, and other stakeholders in collaborative communication and strengthened partnership.



Community Programs Administrator

Facilitate communication to identify on-site issues

Guide collective work of seeking and monitoring solutions

Support targeted strategies to mitigate the likelihood of reoccurring issues



Budget Impacts

Mayor's June 2020 Budget Message

Directed City Manager to allocate one-time funds to develop the Community Programs Administrator position.

- Current funding expires at end of Fiscal Year 2020 – 2021.

Fiscal Year 2021 – 2022

Housing Department has requested an extension of the funding source for Fiscal Year 2021 – 2022.

- Develop new program model; and
- Implement pilot projects at targeted affordable housing properties.



Better Housing Initiative: Objectives

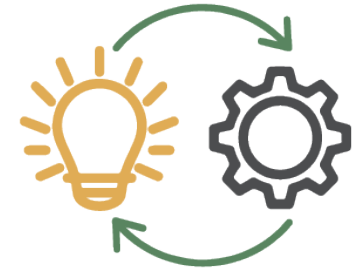
Vision: Engage tenants, property owners, and other stakeholders in collaborative communication and strengthened partnership.



**Engage
Stakeholders**



**Collaborative
Communication**



**Strategize
Solutions**



Better Housing Initiative: Key Results

Objectives

1 year

Engage Stakeholders

Collaborative Communication

Strategize Solutions

Key Results

3 - 9 months



Create a pre-and-post property survey

Conduct pre-and-post property surveys

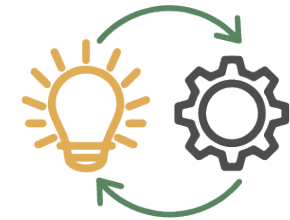
Prioritize key insights from the pre-survey results



Develop a Collaborative Partner Workplan

Identify and support efforts to assemble potential partnerships

Support working meetings to advance efforts toward improved communication



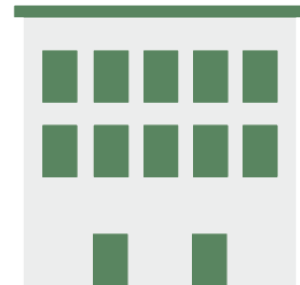
Develop an assessment tool to inventory social and physical conditions

Scale and administer the assessment

Monitor the continuity of improvement commitments

Target Properties for Fiscal Year 2021 - 2022

Multi-Family Residential Development Name	Total Units	City Council District
Valley Palms Apartments	354	7
Foxdale Village Apartments	287	5
Japantown Senior Apartments	75	3



Evaluation & Follow-Up



- Provide status update regarding the progress of the Better Housing Initiative Program



- Neighborhood Services and Education Committee February 2022



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