

"Our state's affordability crisis is undermining the California Dream and the foundations of our economic well-being. Families should be able to live near where they work. They shouldn't live in constant fear of eviction or spend their whole paycheck to keep a roof overhead. That's increasingly the case throughout California." - Governor Gavin Newsom

noun: **advocate**; plural noun: **advocates**
/'advəkāt/

a person who publicly supports or recommends a particular cause or policy.

synonyms: champion, supporter, backer, promoter, proponent

verb: **advocate**
/'advəkāt/

publicly recommend or support.

synonyms: advise, champion, stand up for, speak for, argue for, plead for, urge, promote, endorse

How are we going to solve the housing crisis? Well we need more funding, we need creative policies and fewer regulations, and we need strong political and community will. **That's where advocacy comes in.** Advocates stand up for new affordable homes, for policies that make development easier, for innovative ideas to create naturally affordable housing, and for policies that protect our residents and communities and preserve the homes we have now.

SV@Home is the voice of affordable housing in the Silicon Valley, working to create a place where all people have access to a safe, stable, and affordable home. A membership organization, SV@Home and its voice is stronger when its membership is strong. We ask that you join us today to help us tackle Silicon Valley's housing affordability challenges so our family, friends, neighbors, co-workers, and community members can continue to live in this amazing and prosperous region. We thank our many members, and salute our Catalyst members, for their support for our work. We couldn't do it without you!

CATALYST MEMBERS

Palladium

The David & Lucile Packard Foundation, Sobrato Family Foundation, Bank of America

Platinum

Google, EAH Housing, Eden Housing, Housing Trust Silicon Valley, The Core Companies, Union Bank

Gold

First Community Housing, Affirmed Housing, Habitat for Humanity East Bay/Silicon Valley, LifeSTEPS, Palo Alto Housing, Charities Housing, MidPen Housing Corporation, BRIDGE Housing

Silver

PATH, USA Properties Fund

SV@HOME ROADMAP STRATEGIES

Promote the development of housing for all.

Generate new resources for affordable housing.

Increase the land available for affordable housing.

Incentivize the production and preservation of affordable housing.

Implement creative and regional solutions to increase affordable housing.

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AFFORDABLE SILICON VALLEY VIBRANT **sv@home** POLICY ADVOCACY EQUITABLE May 2019 HOMES

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Since SV@Home's launch, we've confronted many challenges and experienced countless successes, proving that through our combined efforts we can move the needle towards a vision of housing affordability for all.

Step up for housing. Join us as we continue to **learn, act, engage, and explore** in response to the #1 quality of life issue in the Bay Area.

Our work continues . . .

"Our crisis resulted from decades of under-investment in housing and imbalanced development throughout Silicon Valley, a region which has produced six times as many jobs as housing units over the past decade." - San José Mayor Sam Liccardo

Roadmap successes

SV@Home jumpstarts project endorsements

Since launching its new project endorsement process, SV@Home endorsed 15 projects throughout the County, with a total of 3316 new homes, including 1505 units affordable to lower-income households and 307 permanent supportive homes funded by Measure A. A key victory was the approval of The Core Companies' 361-unit Agrihood in Santa Clara, which has a state-of-the-art farm surrounded by homes near retail and transit.

Making communities housing ready

Led by Destination: Home, SV@Home was an active participant in the Housing Ready Communities initiative alongside the County of Santa Clara and the City of San José, which works to engage and inform residents, neighbors, community groups, nonprofits, government, and housing developers and obtain support for new supportive housing development and homes for extremely low-income families and individuals. To date, the County has exceeded its projections, awarding \$243,180,000 in financing to 19 new developments in San José, Cupertino, Gilroy, Morgan Hill, Santa Clara, and Milpitas that will create 1437 new homes and improve an additional 484 homes.

Diridon Station and other specific plans move forward

As a member of San Jose's Diridon Station Area Advisory Group, which worked to create a shared community vision for redevelopment of the over 200-acre Plan Area, SV@Home successfully advocated that 25% of the homes be affordable. Efforts continued in Mountain View's East Whisman neighborhood, Santa Clara's Tasman East and El Camino Real plan areas, and Sunnyvale's Lawrence Station, which collectively have the capacity to add more than 20,000 new homes.

Vallco becomes County's first SB 35 project

Cupertino is now home to one of the first SB 35 developments in the state, with Sand Hill Property Company's proposal to redevelop the former Vallco Mall into a grand scale 50-acre retail, office, and housing development moving forward. SV@Home worked to support the project, which will include 2,402 homes – 50% of which will be affordable.

Cities work to identify new resources for affordable homes

SV@Home pushed San José leaders to take proactive action to study a Commercial Linkage Fee (CLF) as a potential funding source. Other cities in the County adopted this funding source, including Milpitas, which this year voted to increase its inclusionary requirements and establish a new CLF. Morgan Hill also updated its inclusionary ordinance to increase its inclusionary requirements to 15%. SV@Home also supported Measure V, a ballot measure that would have provided \$450 million in funding to help San José meet its 10,000-home goal, which was narrowly defeated at the polls.

CASA moves from plan to action

SV@Home co-led CASA – the Committee to House the Bay Area – which worked for over 18 months to develop a comprehensive 15-year emergency response to the Bay Area's housing crisis. The resulting "compact," finalized in December 2018, laid out a series of policy actions to build more housing for all, preserve existing housing resources, and protect residents from displacement and gentrification.

"If we want a California for All, we have to build housing for all." - Governor Gavin Newsom

Looking forward

Creating more money for housing

SV@Home will advocate for the implementation of a Commercial Linkage Fee in San José and will partner with the City and others to support a 2020 ballot measure, recognizing that it will take a considerable amount of funding to meet the need for affordable housing.

Identifying more land for housing

SV@Home will continue to advocate for the highest number of new homes and significant affordability in San José's Diridon Station Area, Mountain View's Terra Bella neighborhood, Palo Alto's North Ventura neighborhood, Sunnyvale's Moffett Park, the Kylli development in North Santa Clara, and Stanford University's General Use Permit, and other plan areas.

Planning for the future

SV@Home will engage as San José leaders revisit the Horizon 2040 General Plan and Gilroy, Los Gatos, and Campbell update their General Plans. And we are already gearing up for Housing Elements that will be due in 2023.

Strengthening policy for affordable housing

SV@Home will work with Sunnyvale City leaders to reinstate the City's inclusionary program and will work to strengthen Santa Clara's ordinance. And we will work with Milpitas and Campbell as they make revisions to their Accessory Dwelling Unit ordinances to make development easier for residents.

Moving CASA from plan to reality

2019 is the Year for Housing in Sacramento. SV@Home will strongly support pro-housing legislation that is aligned with the three Ps – *Protection* of existing tenants, *Preservation* of existing affordable housing, and *Production* of new market-rate and affordable homes.



Villas on the Park, an 84-unit permanent supportive housing development in Downtown San José developed by PATH San Jose and Affirmed Housing, will complete construction in 2019. Funding for the project came from the City of San José, the County of Santa Clara, the Santa Clara County Housing Authority, Housing Trust Silicon Valley, and Bank of America, among others.

Bringing units online

Working with partner agencies, SV@Home will support new development throughout the county, including Measure A-funded developments like Charities Housing's Blossom Hill Senior development in San José. We will continue to work with the Valley Transportation Authority to support housing on surplus property near light rail stations. New advocacy tools are in place that will allow us to activate members and the community to support these new homes.

Implementing plans for housing

While important land use plans have been approved, there is work to be done to ensure that the anticipated housing numbers are met. SV@Home will work to support 9,850 homes in Mountain View's North Bayshore Plan and thousands more in San Jose's Urban Villages, especially those located adjacent to future BART stations, such as the soon-to-open Berryessa Station.

Launching CoHo

SV@Home is launching CoHo – the Coalition of Housers – to bring together young professionals and emerging leaders in the South Bay who are working in and advocating for affordable housing, providing space for them to grow their leadership skills, deepen civic engagement, and collaborate with peers and housing sector experts.



"When I designed this poster, I was thinking about a functional and vibrant community with different people with different professions and family structures, different income levels, and different life styles. Everyone who contributes to the community deserves a happy life with a roof over their head. I believe strongly that affordable housing is crucial to sustain a community's quality." - Harumo Sato, a California-based Japanese visual artist. Harumo, who participated in SV@Home's Artist Huddle event earlier this year, resides in Mountain View.

Staff from Eden Housing, residents from Cambrian Center, and other supporters cut the ribbon at the grand reopening of a 153-unit senior development located near Good Samaritan Hospital in San José. Photo: Alain McLaughlin Photography Inc.