

AFFORDABLE SILICON VALLEY  
VIBRANT **sv@home** POLICY  
ADVOCACY EQUITABLE  
May 2020 HOMES



We know that we aren't going to solve the housing crisis in one year. It will take all of us, all of our ideas, all of our passion, and all of our efforts to bring about change.

Let's work together to make every year the **#Year4Housing**.

"Alone we can do so little, together we can do so much." – Helen Keller, author and humanitarian

## Roadmap successes



Rebecca Wang, a founding member of Habitat for Humanity East Bay/Silicon Valley's Women's Leadership Council and a proclaimed "Habitat Rockstar," shows her passion as she works with other volunteers during a Women's Leadership Build day.

### A Major Pivot

Every May, we look back on the past year and look forward to the year to come. It's an understatement to say that this year is different. While the COVID-19 global pandemic has changed the way we are approaching our work, and while some actions have been delayed, responding to the housing crisis has become more essential than ever before. We have the opportunity to do this right, to create a community where everyone has access to a safe, stable, and affordable home. SV@Home is working with its partners throughout the Bay Area to double down on actions that pave the way for a more equitable, sustainable economic recovery through the production of needed new housing, preservation of the affordable housing we have, and protection of our residents who are even more challenged now to pay rent and stay housed.

### San José Voters Say YES to Housing Funding

On March 3rd, Measure E received 53.46% support from San José voters, enabling the City to raise an estimated \$30-\$70 million annually to help families at risk of

homelessness stay housed and fund the development and preservation of homes affordable to lower- and moderate-income households. SV@Home's new Action Fund led the successful campaign. (See the box below for information about the Action Fund.)

### CASA- 3Ps Legislative Successes

We said 2019 was the Year for Housing in Sacramento, and it delivered! Ten important bills included in the CASA Compact were championed by our Bay Area legislators and signed into law by the Governor, including bills that created a cap on rent increases, strengthened surplus land laws, and created a new regional body with authority to seek funding for the 9-County Bay Area. SV@Home played a big role in introducing legislation and making sure that the bills made it through the legislative process.

### Approval of Lots of New Homes

Working with partner agencies, SV@Home supported 4,116 new homes throughout the county, including 466 new permanent supportive homes for people experiencing homelessness funded by Santa Clara County's Measure A, and twelve developments with 3,650 new homes, 1,803 that are affordable. In Mountain View, SV@Home successfully pushed for the highest number of new homes in the East Whisman Precise Plan, which transforms an office park into a new transit-oriented neighborhood with 5,000 homes, with 20% affordability. Additionally, SV@Home worked with grassroots advocates in Sunnyvale to secure the City Council's support for a rental inclusionary zoning ordinance that will produce hundreds of new affordable homes, and advocated for the County to allocate \$10 million per year to support the development of homes for people with intellectual and developmental disabilities.

## SV@HOME ACTION FUND

In January of 2019, an SV@Home affiliated organization-- the **SV@Home Action Fund**-- opened its doors with the goal of increasing our effectiveness in responding to Silicon Valley's affordable housing crisis. A 501(c)4, the Action Fund can engage in activities that are not permitted for traditional 501(c)3 nonprofit organizations. In its first year, the Action Fund partnered with the County of San José to educate voters about the new Voter's Choice Act, worked with local colleges to register voters, and hosted several candidate forums to educate voters about candidate housing platforms. The most significant effort? The Action Fund led the Measure E campaign in San José.

Find out more about the Action Fund here-- <https://siliconvalleyathome.org/action-fund/>

*"Let's call it what it is. It's a disgrace that the richest state in the richest nation, succeeding across so many sectors, is falling so far behind to properly house, heal, and humanely treat so many of its own people." – Gavin Newsom, Governor of the State of California*

## Looking forward

### COVID-19 Housing Response

COVID-19 has made it more essential than ever to be laser focused on our community's housing needs. In March, SV@Home quickly pivoted to respond to immediate needs—ensuring that tenants and low-income homeowners remain housed even if they can't pay their rent or mortgage. We know this is a temporary solution, however, and that long-term actions are needed to ensure that people keep their homes. As we move from immediate needs to longer-term solutions, SV@Home will champion affordable housing as a key driver of a more equitable, sustainable Silicon Valley.

### Funding for Affordable Homes

While the passage of Measure E was incredibly important, more funding is needed to meet San José's goal to build 10,000 affordable homes by 2025. SV@Home is leading a coalition to advocate for a Commercial Linkage Fee ordinance—a source that neighboring cities all have adopted. This new source, which assesses a fee on new commercial development to fund new affordable homes for new workers, is expected to generate more than \$10 million annually.

### Advocating for More Land for Housing

SV@Home will continue efforts to ensure that major land use plans include significant new homes, with a minimum 20% affordability. There is the potential for thousands of new homes in North San José, Santa Clara's City North, Sunnyvale's Moffett Park, and Palo Alto's North Ventura. In the Diridon Station Area, located adjacent to a dynamic inter-modal transit hub and a future Google campus, SV@Home will continue to push for 15,000 new homes, with 25% affordability. Because we know planning for housing isn't enough, we will also work to ensure that visionary plans for Mountain View's North Bayshore, with nearly 10,000 new homes, and East Whisman, with 5,000 new homes, are implemented.

### Working with Cities to Plan for New Homes

All Bay Area cities will soon receive their Regional Housing Needs Allocations (RHNA) and will begin the process of completing their Housing Elements for the 2022-30 cycle. SV@Home will work closely with city staff and elected officials as they plan for the needed housing. As a member of San José's General Plan Task Force, SV@Home will push for the removal of barriers to affordable housing development and will advocate for a retooling of the zoning code to allow for "missing middle" housing options. In Sunnyvale, we will collaborate with city staff and elected officials to implement a comprehensive housing strategy that includes the 3Ps of housing-- production, preservation, and protection.

### Implementing Plans that Stem Displacement

SV@Home will work in several South Bay cities—including Mountain View and San José-- as they undertake development of comprehensive anti-displacement policies. In Palo Alto, as a member of the Partnership for the Bay's Future Challenge Grant team, SV@Home will partner with city staff and the new Partnership fellow to develop anti-displacement policy recommendations based on extensive community outreach.

### Continuing our Work with the CASA- 3Ps Coalition

In 2020, SV@Home continues to co-lead the coalition of partners in supporting new bills that increase housing production, preserve existing affordable housing, and protect vulnerable renters. Of particular focus will be creating incentives for the development of housing that is affordable to households priced out of the housing market, but who make too much to qualify for income-restricted affordable housing.



*"This year, we demonstrated that coming together across diverse interests is the way to ensure California's seniors, children, families, those experiencing homelessness, those with disabilities, those living with severe mental illness, and others can find a place to call home," – Leslye Corsiglia, Executive Director of SV@Home, after Governor Newsom signed 10 of the 3Ps Coalition bills into law in October 2019.*

noun: **coalition**: co·a·li·tion | \kō-ə-'li-shən\

**1a:** the act of coalescing : the *coalition* of water vapor into raindrops

**b:** a body formed by the coalescing of originally distinct elements: They formed a *coalition* with downtown merchants.

**2:** a temporary alliance of distinct parties, persons, or states for joint action. A multiparty coalition ruled the country.

How will we ever solve the housing crisis? We know the key ingredients--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's advocacy success is made possible through the partnerships and coalitions it forms with other local and regional partners.** We engage with a wide range of groups concerned about housing--from environmental, health, and educational organizations, to equity and other nonprofit organizations, to labor, business, development, government, and finance institutions.

As the voice of affordable housing in the Silicon Valley, our vision is 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 and our coalitions are strong. Please consider joining 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, Google

##### Platinum

EAH Housing, Housing Trust Silicon Valley, LinkedIn, The Core Companies, The San José-Evergreen Community College District, Union Bank

##### Gold

Alta Housing, Affirmed Housing, BRIDGE Housing, Charities Housing, Eden Housing, First Community Housing, Habitat for Humanity East Bay/Silicon Valley, LifeSTEPS, MidPen Housing Corporation, Sand Hill Property Company, Satellite Affordable Housing Associates

##### Silver

Abode Services, California Housing Partnership, Harmonie Park, PATH, Urban Catalyst, USA Properties Fund, UA Local 393

##### Bronze

Bill Wilson Center, Ikaika Ohana, SJ Downtown Association

#### 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.