

New Tenant Preference Policies Anti-Displacement, Community Collaboration, and Efficient Implementation

Housing California – March 7, 2024



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Who is in the room?



sv@home



SOMOS Mayfair

Housing California - Tenant Preferences



"A VIBRANT MAYFAIR"



Artist: Felix Quintana



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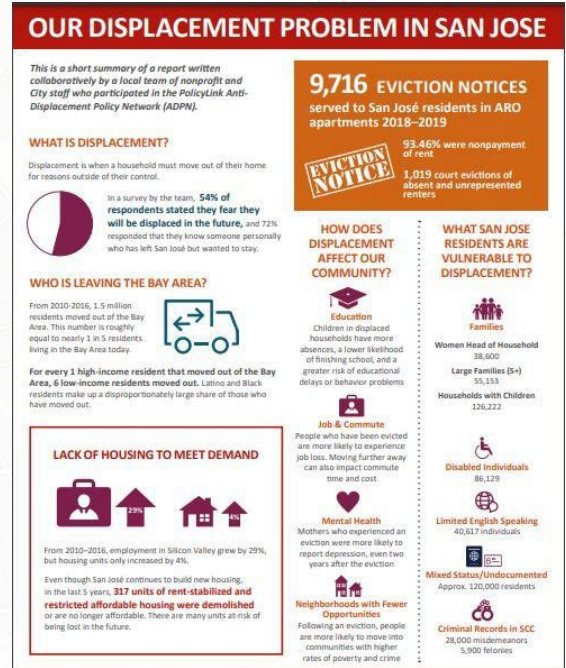
What's the Problem?

Our San Jose families continue to be pushed out of their communities:

- Redlining
- Historically racist housing policies
- Decades of disinvestment
- Increased cost of living
- Unlawful evictions
- Lack of access to affordable housing

Estimated Renter Displacement & Special Population Layers

- Overall Displacement
- 0%-50% AMI
- 50%-80% AMI
- Percent Low-Income



Estimated Renter Displacement Risk for 0% - 50% & 50% - 80%
Area Median Income Households

- Low Data Quality
- Probable Displacement
- 1 income group
- 2 income groups

Housing Crisis is a Racial Justice Issue

With special thanks to researchers, Joana and Rosaura Mayfair residents who contributed their dreams and aspirations for this neighborhood concept map.

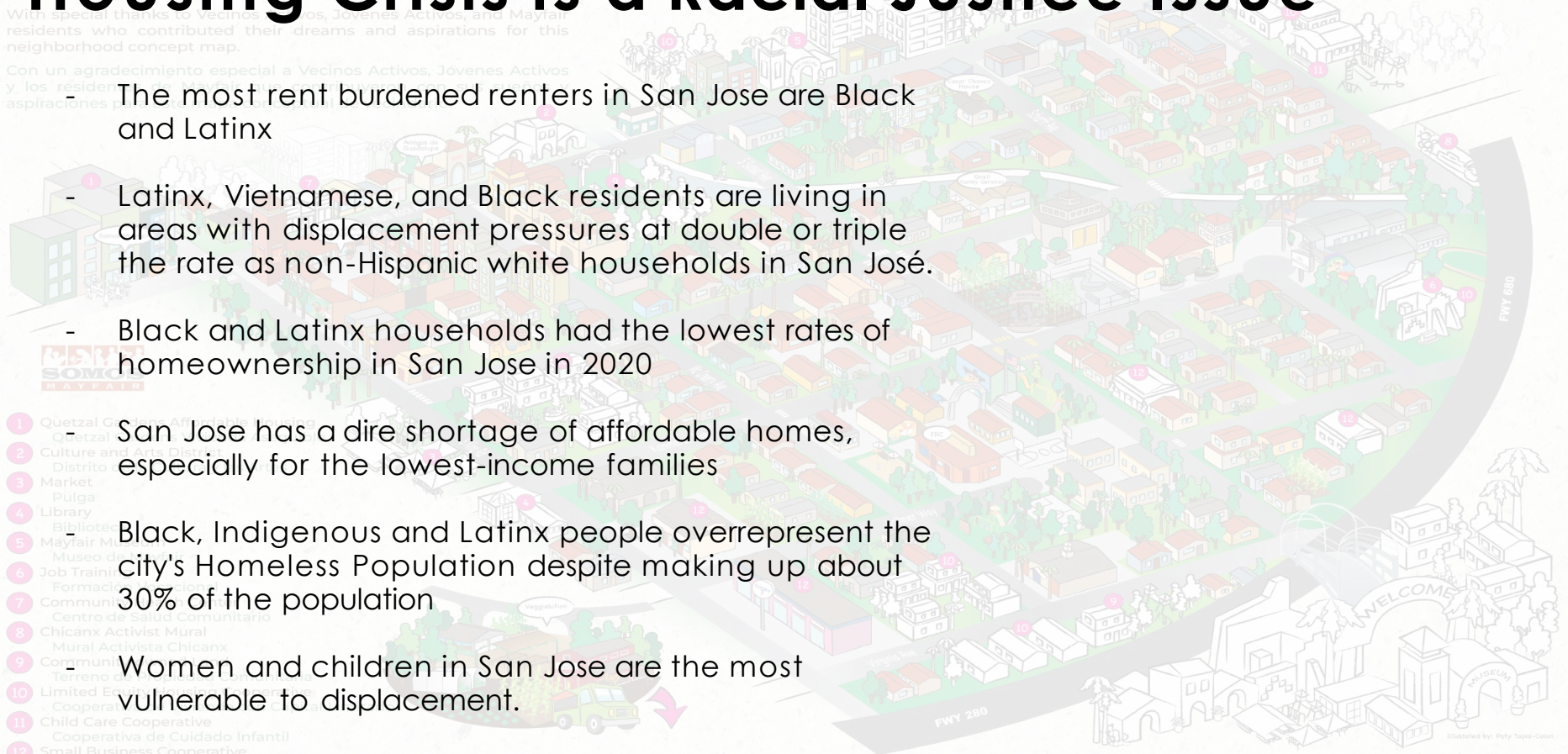
Con un agradecimiento especial a Vecinos Activos, Jóvenes Activos y los residentes de Mayfair por sus sueños y aspiraciones.

- The most rent burdened renters in San Jose are Black and Latinx
- Latinx, Vietnamese, and Black residents are living in areas with displacement pressures at double or triple the rate as non-Hispanic white households in San José.
- Black and Latinx households had the lowest rates of homeownership in San Jose in 2020
- San Jose has a dire shortage of affordable homes, especially for the lowest-income families
- Black, Indigenous and Latinx people overrepresent the city's Homeless Population despite making up about 30% of the population
- Women and children in San Jose are the most vulnerable to displacement.

- 1 Quetzal Co-op
- 2 Culture and Arts District
- 3 Market Pulga
- 4 Library
- 5 Biblioteca Mayfair
- 6 Museo de la Comunidad
- 7 Job Training Center
- 8 Farmacia Comunitaria
- 9 Centro de Salud Comunitario
- 10 Chicana Activist Mural
- 11 Mural Activista Chicana
- 12 Co-op de Terreno
- 13 Limited English Proficiency Cooperative
- 14 Child Care Cooperative
- 15 Cooperativa de Cuidado Infantil
- 16 Small Business Cooperative

Sources: Bay Area Equity Atlas, Urban Displacement Project, San Jose Housing Department

Placement is flexible. This is a proposal to spark possibilities and plan together.
La colocación es flexible. Esta es una propuesta para despertar posibilidades y planificar juntos.



Our Story

We began advocating for tenant protections and affordable housing production

- Quickly realized we can't build our way out of the crisis
- Community still faces substantial barriers to accessing affordable housing

Vecinos Activos

OUR STORY // NUESTRA HISTORIA



2014-2015

OUR ORIGINS

Our community began to recognize that our neighborhood did not have adequate public amenities (street lights, sidewalks, etc)

NUESTROS ORIGENES

La comunidad empezó a reconocer que nuestra vecindad no tenía comodidades públicas adecuadas (luzes en la calle, aceras, etc.)

2016

ABOGACIA DE LOS DERECHOS DE INQUILINOS

La comunidad empezó a reconocer que nuestra vecindad no tenía comodidades públicas adecuadas (luzes en la calle, aceras, etc.)

TENANTS RIGHTS ADVOCACY

Community began to recognize that our neighborhood did not have adequate public amenities (street lights, sidewalks, etc)



2017

QUETZAL GARDENS

We rallied the community to have their input on affordable housing happening in our backyard connecting with SOMOS' Community Vision.

QUETZAL GARDENS

Reunimos a la comunidad para que listen su voz sobre viviendas asequibles en nuestra vecindad, alineamos el proyecto con la visión de SOMOS.



2017

ANTI-DESPLAZAMIENTO Y PREFERENCIA LOCAL

Después en 2017, nos enfocamos con políticas como Preferencia Local y estrategias sobre el Anti-desplazamiento

ANTI-DISPLACEMENT & LOCAL PREFERENCE

Later in 2017, we were also focusing on policy for anti-displacement and Local Preference



2018

LOCAL PREFERENCE

We continued our Focus on Local Preference

PREFERENCIA LOCAL

Seguimos con nuestro enfoque de Preferencia Local.



2018-2019

MAPA DE MAYFAIR

Trabajamos al lado de comunidades, creando el mapa de Mayfair

MAYFAIR MAP

Working alongside community, we developed the Mayfair Map that held our vision for the neighborhood.



The Mercury
Should tenants get the first shot at buying their homes?

2020

COPA

Through forums and outreach, we met with the community to create a community-focused policy

COPA

Con foros y alcance, nos reunimos con comunidad para crear una política enfocada en la comunidad.

2021

VIVIENDAS ALTERNATIVAS

Durante el Verano de 2021, tuvimos nuestra campaña de Raíces a Techo, usando estrategias de Viviendas Alternativas.

ALTERNATIVE HOUSING

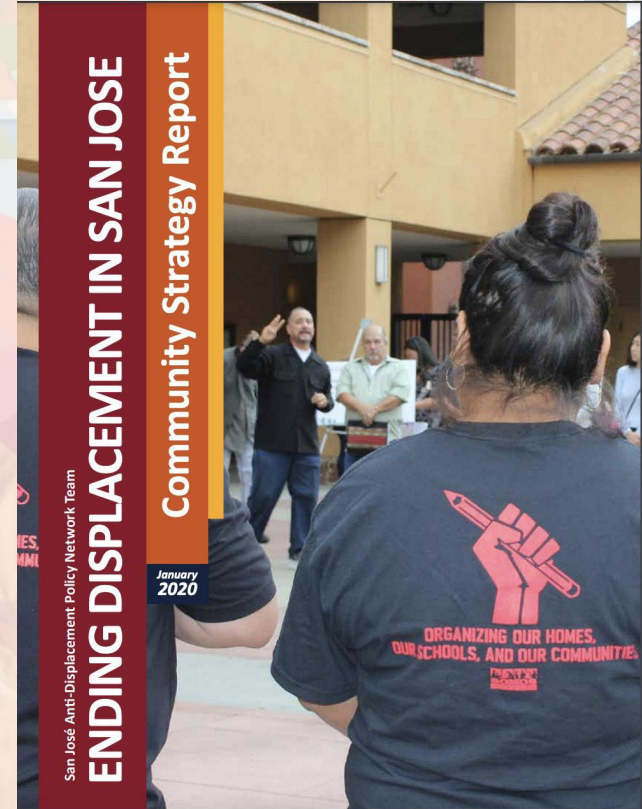
During the Summer of 2021, We held our Roots to Roof campaign, strategizing about Alternative housing.



Community Led Solutions

We organized, build coalitions and in partnership with the Housing Department, we were able to pass a 10-point Anti-displacement strategy plan for the City of San Jose (2020):

- Support Equitable COVID-19 Recovery and Impact Mitigation Measures for Renters and Homeowners
- **Establish a Neighborhood Tenant Preference for Affordable Housing**
- Explore a Community Opportunity to Purchase Program/ Ordinance (COPA)
- Increase Equitable Representation of Historically Underrepresented Communities on City Commissions



Quetzal

Quetzal Gardens was approved for development with strong support from the community.

- RCD, developer, had partnered since 2018 with SOMOS Mayfair

SOMOS did extensive outreach and direct assistance to over 200 community members to complete their applications.

- According to RCD records, over 350 applicants from the zip code 95116 (the zip code where the building is located) applied
- The building fully leased up in mid-2021,
 - Zero current neighborhood residents were successful in applying for these apartments
- Approximately 3,000 households submitted applications for 42 non-homeless units (over 70 applicants per unit)



TENANT PREFERENCES TO MITIGATE DISPLACEMENT

CITY OF SAN JOSÉ
HOUSING



AUTHORITY FOR ANTI-DISPLACEMENT TENANT PREFERENCES

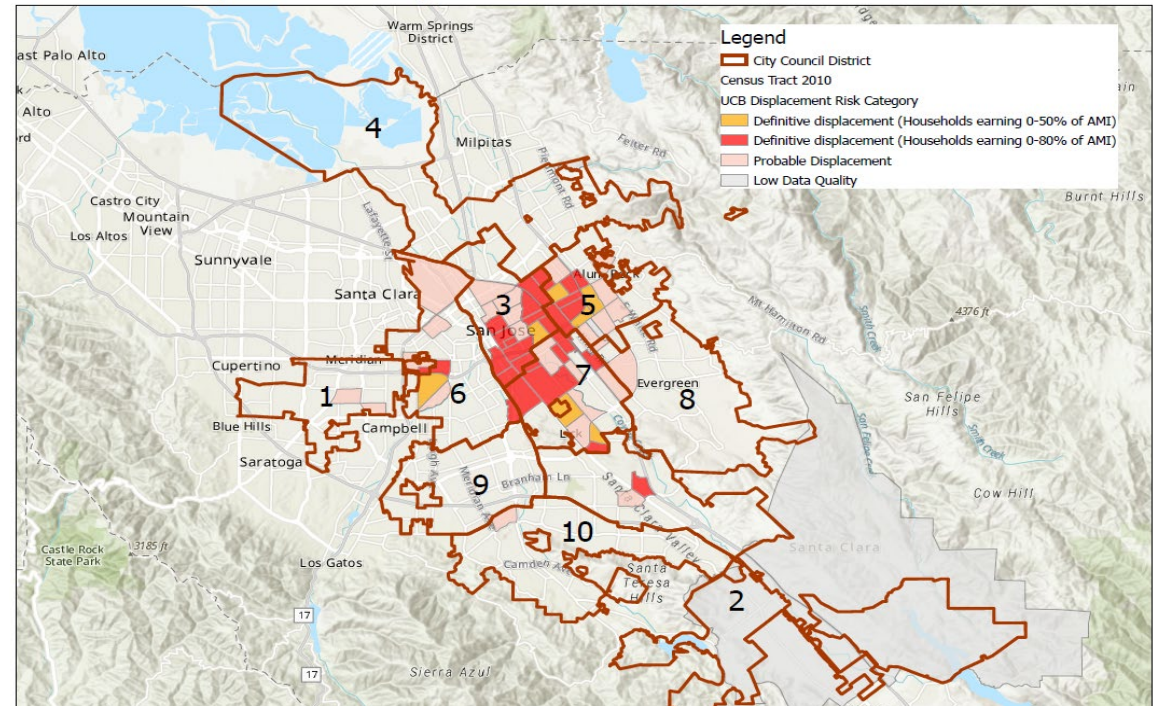
- Community voice (Council District 5)
- 2017 City Council priority (District 5 nomination)
- 2018 National peer-learning Anti-Displacement Policy Network (ADPN)
- 2019-20 San José's ADPN City/community co-authored report
- 2019-20 Citywide Residential Anti-Displacement Strategy (#2)

LEGAL GROUNDING

- SB 649 (2021)
 - Co-sponsored with City of San José, SOMOS Mayfair, Housing Action Coalition
 - Gives jurisdictions authority to prioritize residents at-risk of displacement
- Disparate impact analysis
- Findings for program's City Council resolution
- State HCD's fair housing review (as a lender)

TWO TYPES OF ELIGIBILITY - LIVE IN DISPLACEMENT AREAS OR IN SAME COUNCIL DISTRICT

UC Berkeley CA Estimated Displacement Risk Model - June 2022 - San José Census Tracts



PROGRAM DEVELOPMENT TASKS

- Define **target population**
- Identify **evidence** for eligibility & **process**
- Use **technology** - Doorway renter portal
 - Geocoding matches address to census tract
- Develop **program details**
 - Outreach to stakeholders for priorities
 - Language for City funding documents
 - Administrative guidelines
 - Training & tools - property owners, city staff
- Consider **related requirements**
 - Alternative documentation advertisement
 - Fair housing marketing
 - Use of Doorway
- **Outreach** to owners, to residents with CBO partners

Stakeholders

1. **Affordable housing owners, managers**
2. Attorneys
3. Renters
4. CBOs

TAKEAWAYS

- Legal tenant preferences take intentionality to create
- Disparate impact analysis differs in every community
- What people want to see may or may not be legal
- Fostering housing choices citywide is more easily legal
- Deals are few and far between, so timing is key
- HCD signoff is important – plan ahead for a given deal



FOR MORE INFORMATION

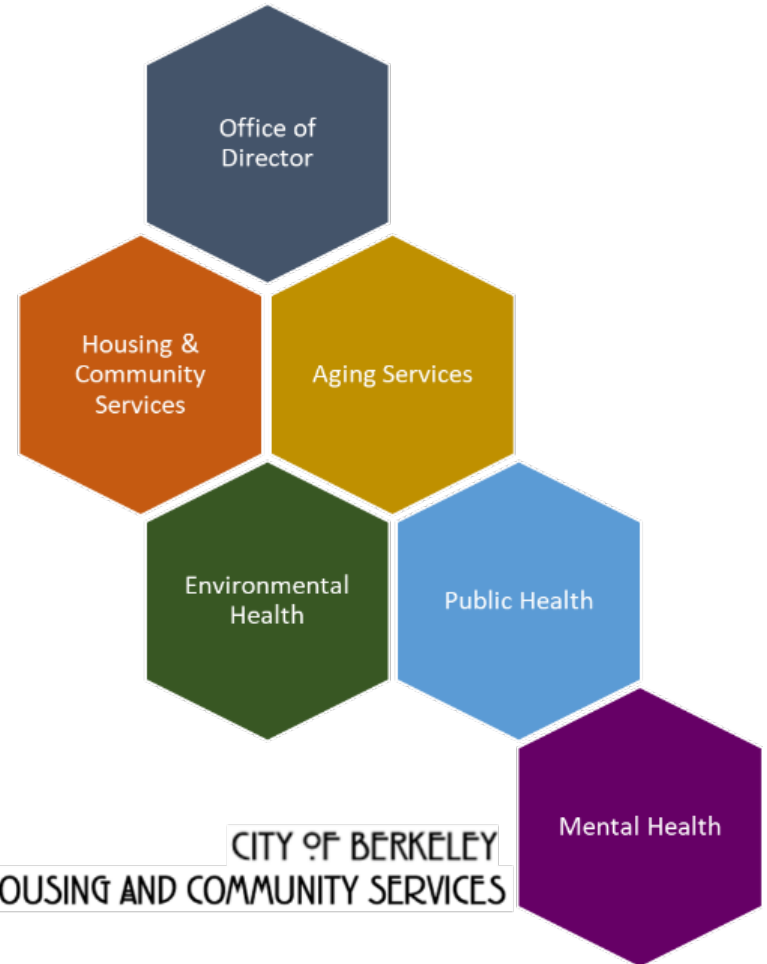
<https://www.sanjoseca.gov/your-government/departments-offices/housing/resource-library/housing-policy-plans-and-reports/tenant-preferences>

Kristen.clements@sanjoseca.gov



City of Berkeley Department of Health, Housing, and Community Services

Enhancing Community Life and
Supporting Health and Wellness
for All



Berkeley's Affordable Housing Preference Policy

Anna Cash
City of Berkeley

March 7, 2024



What is Berkeley's Affordable Housing Preference Policy?



Berkeley's Housing Preference Policy prioritizes households who experienced or are facing displacement in Berkeley for new affordable housing units.

city of berkeley
ADELINE CORRIDOR
specific plan

Community Calls for a Preference Policy



- Gentrification and displacement, especially in South Berkeley
- Adeline Corridor Specific Plan
- BART redevelopment: Ashby & North Berkeley

PUBLIC REVIEW DRAFT
MAY 2019

1947 CENTER STREET
BERKEEY CA 94704



Community-Driven Engagement

Partnership for the Bay's Future Challenge Grant

- Dedicated Fellow
- Support for Healthy Black Families/East Bay Community Law Center

Engagement Strategy

- Community Surveys
- Outreach led by Healthy Black Families
- Community Leaders Group

Preference Categories

- First Priority: Displaced due to BART construction
- Displaced due to eviction
- Displaced due to foreclosure
- Ties to redlined neighborhoods
- Ties to redlined neighborhoods – generational
- Homeless OR at-risk of homelessness
- Families with children

Implementation Planning

Started before policy adopted:

- Coordination with Housing Portal
- BART Database
- Disparate Impact Analysis

Adopted date: July 11, 2023

Once policy adopted:

- Outreach planning
- Drafting Administrative Guidelines & training

Effective date: January 1, 2024



[Back](#)

Descendants of Residents of Redlined Neighborhoods

Your household can receive preference for housing if you or another household member have a parent/guardian or grandparent who lives or lived in a redlined neighborhood within Berkeley. If you qualify and would like to be considered for this preference, please enter your relative's primary or former address. If you qualify for this preference and are selected for an interview, be prepared to provide proof of address for the address holder. Use the map below to determine if your address is in a formerly redlined neighborhood:

City of Berkeley Map of Formerly Redlined Neighborhoods

Please select one:

- At least one of my parents or grandparents lives or lived in a formerly redlined neighborhood in Berkeley
- I do not qualify for this preference

Next

Application Process

CERTIFICATES

HOUSING PORTAL PRE-APPLICATION

LOTTERY & SORTING WAITLIST BY PREFERENCES

PREFERENCE VERIFICATION

Maudelle Miller Shirek Community



- 87 total units
- Healthy Black Families offices on ground floor
- 9,960 applications
- Jurisdiction website = top referral
- Limited BART and foreclosure certificate applications



Takeaways

- Community-driven policy development
- Outreach partnerships
- Responding to existing displacement
- Collaboration with affordable housing providers
- Leveraging technology
- Early implementation planning
- Nimble and flexible implementation
- Demographic data collection



Learn More & Get in Touch

[Berkeleyca.gov/housing-preferences](https://berkeleyca.gov/housing-preferences)



HousingPreferences@berkeleyca.gov



Discussion/Questions

