



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Councilmember Peter Ortiz  
Councilmember Omar Torres  
Councilmember Domingo Candelas  
Councilmember David Cohen

**SUBJECT:** SEE BELOW

**DATE:** March 22, 2024

Approved:

**SUBJECT: ANTI-DISPLACEMENT TENANT PREFERENCE AND  
NEIGHBORHOOD TENANT PREFERENCE FOR AFFORDABLE  
HOUSING DRAFT PROGRAMS STATUS REPORT.**

## RECOMMENDATION

Accept staff recommendations with the following amendments:

1. Develop and implement this outreach strategy that includes pro-active steps, beyond efforts of implementing in the Doorway Portal and *Promotores* program, to ensure that local community organizations who are active in the Displacement Census Tracts are engaged in supporting the Housing Department distribute information and resources on understanding the Tenant Preference Policy and how to apply.
  - a. This outreach should extend to groups such as, but not limited to:
    - i. SOMOS Mayfair, the Si Se Puede Collective, South Bay Community Land Trust, Silicon Valley @ Home, Sacred Heart Community Service, Affordable Housing Network, Latinos United for New America, Amigos de Guadalupe, Working Partnerships USA, Bill Wilson, Center, YWCA, Catholic Charites etc.
  - b. Direct the City Manager to issue a Manager's Budget Addendum (MBA) providing an analysis of implementing this robust outreach plan that includes non-profit partners.

## DISCUSSION

The objective is to ensure that local community organizations operating in the Displacement Census Tracts are actively engaged in supporting the Housing Department in distributing

information and resources on understanding the Tenant Preference Policy and how to apply for it.

The outreach strategy must be proactive and robust, ensuring that the targeted groups are thoroughly engaged in the process. It is imperative to extend outreach to groups such as SOMOS Mayfair, the Si Se Puede Collective, South Bay Community Land Trust, Silicon Valley @ Home, Sacred Heart Community Service, Affordable Housing Network, Latinos United for New America, Working Partnerships USA, Bill Wilson Center, YWCA, Catholic Charities and others of the same kind. These organizations are active in the community and can provide valuable support to the Housing Department in disseminating information about the Tenant Preference Policy and its application process.

To achieve the desired outcomes, the outreach strategy should include pro-active steps such as holding informational sessions, partnering with local leaders and community organizations, and using various communication channels, including social media, email, and phone calls, to reach out to potential applicants. This outreach should also extend to groups beyond the ones mentioned, ensuring that all local community organizations who are active in the Displacement Census Tracts are engaged in supporting the Housing Department.

Finally, we should direct the City Manager to issue a Manager's Budget Addendum (MBA) providing an analysis of implementing this robust outreach plan that includes non-profit partners. This will ensure that the plan is well-funded and executed efficiently, resulting in increased awareness and understanding of the Tenant Preference Policy among the targeted groups.

*The signers of this memorandum have not had, and will not have, any private conversation with any other member of the City Council, or that member's staff, concerning any action discussed in the memorandum, and that each signer's staff members have not had, and have been instructed not to have, any such conversation with any other member of the City Council or that member's staff.*