“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

advocare/ˈadvəkət/

a person who publicly supports or recommends a particular cause or policy.
synonyms: champion, supporter, backer, promoter, proponent

verb: advocate

advocate/ˈadvəkət/

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.

siliconvalleyathome.org • info@siliconvalleyathome.org
“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 Company’s 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.

Dividion Station and other specific plans move forward
As a member of San José’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.

Valico 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 Vallico 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-hope goal, which was narrowly defeated at the polls.

CASAb 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.

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 getting up for Housing Elements that will be due in 2023.

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 José’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.

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 Venture neighborhood, Sunnyvale’s Moffett Park, the Kylii development in North Santa Clara, and Stanford University’s General Use Permit, and other plan areas.

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.

Strengthening policy for affordable housing
SV@Home will work with Sunnyvale City leaders to reintimate 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.

“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.