



County of San Mateo

Inter-Departmental Correspondence

Department: HOUSING

File #: 19-917

Board Meeting Date: 9/24/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Ken Cole, Executive Director
Subject: **Measure K** Agreement with HIP Housing

RECOMMENDATION:

Measure K: Adopt a resolution authorizing the Director of the Department of Housing or the Director's designee to execute an agreement with HIP Housing for the Home Sharing Program for the term of July 1, 2019 through June 30, 2021, in an amount not to exceed \$365,907.

BACKGROUND:

Measure K is a 20-year half-cent sales tax extension passed by voters in November 2016 to support essential County services and to maintain or replace critical facilities. The original tax was passed in 2012 (assigned as Measure A on that ballot). **Measure K** extends the sales tax for 20 years, until March 31, 2043. The Board and County staff have conducted study sessions and community outreach efforts to inform priorities of **Measure K** spending.

On June 19, 2019 the Board of Supervisors approved the fiscal year 2019-20 Recommended Budget and received the 2020-21 Preliminary Recommended Budget, which included HIP Housing's Home Sharing Program as a continuing initiative. The Recommended County Budget allocates \$180,250 in FY 2019-20 and \$185,658 in FY 2020-21 to HIP Housing's Home Sharing Program.

DISCUSSION:

HIP Housing's Home Sharing Program offers a creative solution for expanding housing opportunities and choice in San Mateo County. The Home Sharing Program matches persons who have space available to rent in their home (home providers) with persons seeking an affordable place to live (home seekers), maximizing housing inventory by using existing housing stock to create affordable housing options. HIP Housing's Home Sharing Program is the only program of its kind in San Mateo County and is one of the largest programs in the country providing a housing option for 660 people a year. Over 90 percent of the people applying to the Home Sharing Program qualify as low to extremely low-income according to HUD's standards. Additionally, 55 percent of the home providers are seniors aging in place. The Home Sharing Program utilizes a three-pronged marketing approach: (1) a large-scale marketing campaign; (2) a Community Outreach Specialist who facilitates and attends outreach events and executes the marketing strategy; and, (3) a cash incentive for new

home providers and providers who offer rent at or below \$1,000 per month. The term of the agreement is from July 1, 2019 through June 30, 2021, and the amount of the agreement shall not exceed \$365,907. Payments will be made to reimburse HIP Housing for actual costs incurred for launching its marketing campaign, its outreach efforts, and its issuance of cash incentives.

Since 2015, HIP Housing's marketing campaign supported by Measure A funds and Measure K funds has contributed to matching over 350 home providers with home seekers. The agreement recommended for fiscal years 2019-21 will see marketing campaign efforts continue with a new marketing message, an increase in outreach efforts to owners of accessory dwelling units, and new incentives for home providers who offer rents at or below \$1,000 per month.

PERFORMANCE MEASURE:

Measure	FY 19-20 Projected	FY 20-21 Projected
Number of Home Providers who contact HIP Housing to inquire about the Home Sharing Program	333	366 (10% increase)
Number of Home Providers interviewed by Home Sharing Counselors in preparation for Home Sharing	260	286 (10% increase)
Number of Home Sharing matches made	100	110 (10% increase)
Amount of incentives distributed to Home Providers 90 days after a housemate moves in	\$8,750	\$8,750
Amount of incentives distributed to Home Providers 90 days after a housemate moves in who has offered a rent at or below \$1,000 per month	\$16,250	\$16,250

FISCAL IMPACT:

Net County cost amounts to \$365,907 of **Measure K** funds for the FY 2019-20 and FY 2020-21 funding cycle, \$180,250 in FY 2019-20, and \$185,657 in FY 2020-21.