



**City Council**  
September 23, 2025

Item #2 RTC 25-461

**Study Session: Update on City's  
Anti-Displacement Work Plan**

Afshan Hamid  
Director of Community Development

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**Introductions**

**Community Development Department**

- Afshan Hamid, Community Development Director
- Lesley Xavier, Planning Manager
- Adam Marcus, Housing & Community Services Manager
- John Baty, Planning Staff

**Community Planning Collaborative**

- David Driskell, Principal and Project Lead

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## Agenda:

- Purpose of Study Session
- Housing Element Recap
- What is Displacement?
- Impacts of Displacement
- Santa Clara's Displacement Work Plan
- Update on Countywide Community Planning Collaborative
- Next Steps
- City Council Discussion & Feedback

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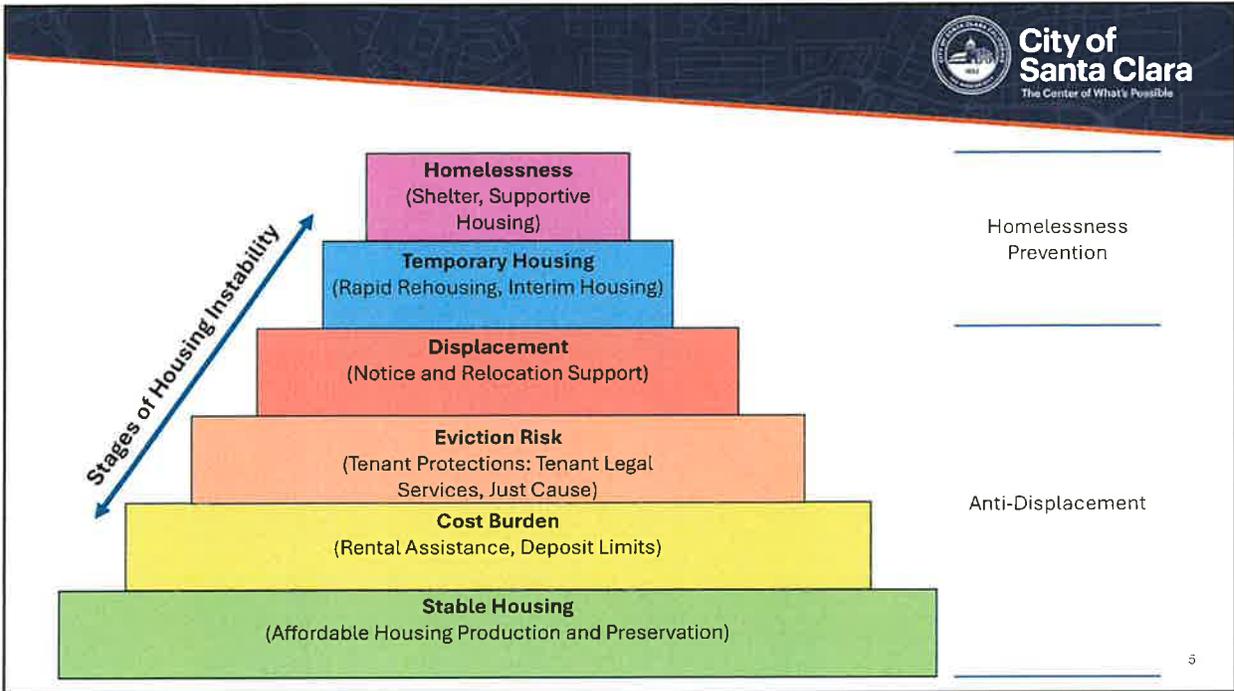
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## Purpose:

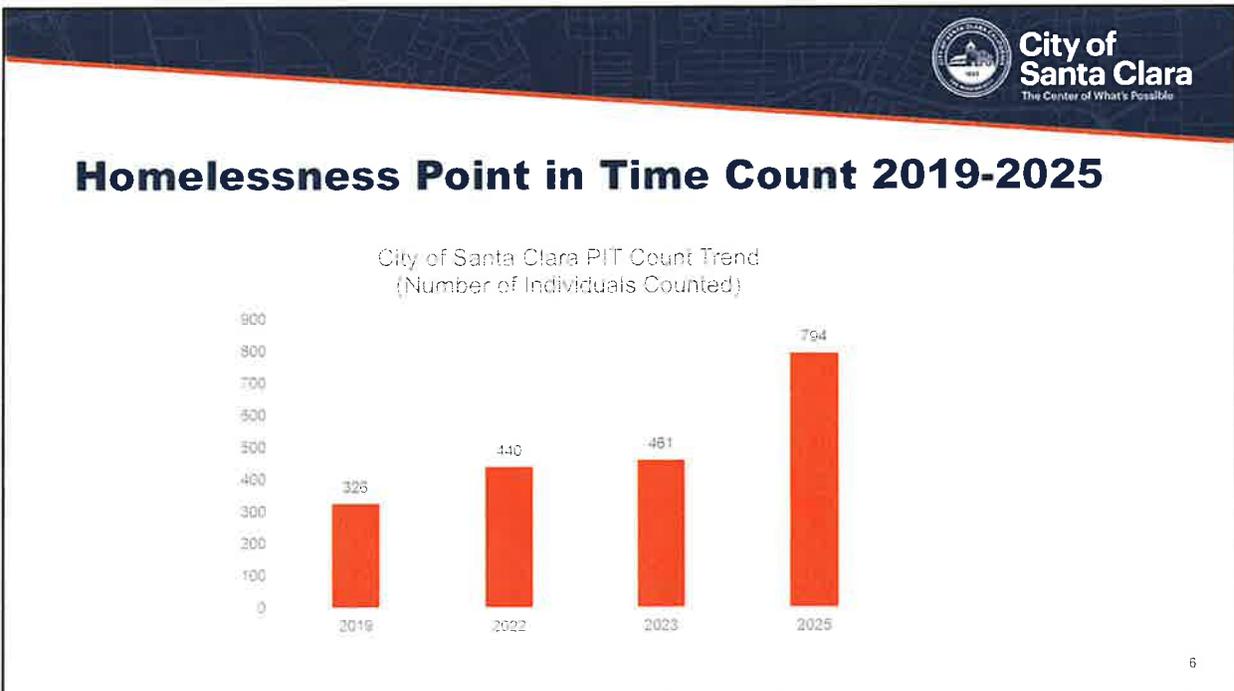
- Provide an overview of residential displacement, its forms, drivers, and potential impacts
- Highlight existing State laws and actions the City is already implementing to reduce displacement
- Identify potential new/expanded anti-displacement programs for evaluation
- Obtain early input and feedback from the City Council

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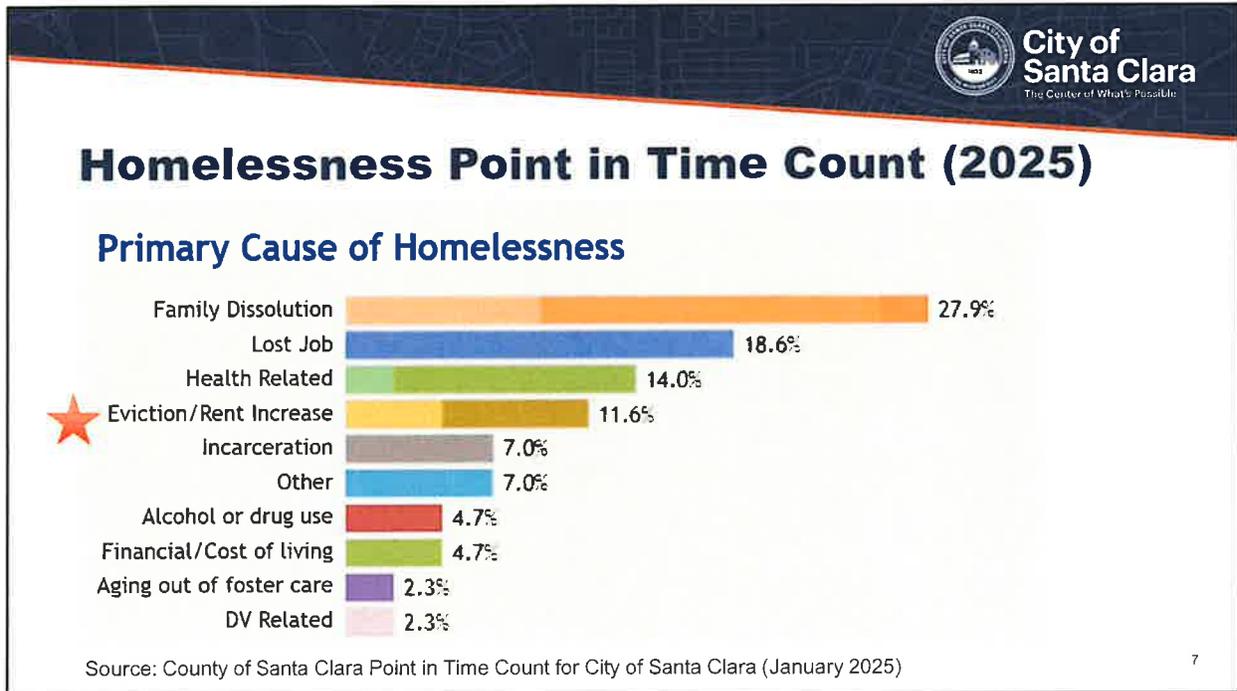
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### Housing Element Recap

- State mandated Element of the General Plan, with an eight-year cycle (6<sup>th</sup> Cycle: 2023-2031)
- Regional Housing Needs Allocation is 11,632 units
- Policies and goals tied to actions, deliverables, and timelines with oversight by State Department of Housing and Community Development (HCD)
  - Not meeting commitments risks loss of local land use control and eligibility for housing and infrastructure grants
- **Key Goal: Address displacement supported by all 21 Housing Element Actions**
- Required Anti-Displacement Work Plan-implementation

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## Housing Element Recap

### *Anti-Displacement Goal*

**Goal E:** Affirmatively further fair housing by increasing access to opportunity, reducing **displacement** impacts, reducing cost burden, targeting outreach to lower-income residents, and rehabilitating substandard living conditions.

**Policy E-2:** Work to reduce **displacement** of lower income residents from Santa Clara and to reduce the impact of relocation on low-income households.

**Action 13:** Residential **Displacement**... the City will evaluate potential **displacement** of residents, and **develop and adopt measures**, as appropriate, to address the risk of direct or indirect **displacement** of those existing residents.

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## Housing Element and Transit-Oriented Communities (TOC) Policies

### One Bay Area Grant (OBAG)

- Compliance with TOC Policies = Eligibility for funding
- Santa Clara has received \$9.9M from OBAG 1-3.
- Future funding (OBAG 4) is dependent upon continued compliance with TOC policies

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**1** What is displacement?

**2** Anti-Displacement Work Plan

**3** Next Steps

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**1** **What is displacement?**

When residents must relocate from their homes or neighborhoods due to factors beyond their control

-  **Rising rents**
-  **Hazardous building**
-  **Inability to pay**
-  **Demolition**
-  **Lease termination**

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## Forms of Displacement

<b>Direct Displacement</b> <ul style="list-style-type: none"><li>• Evictions</li><li>• Lease Non-Renewal</li><li>• Hazardous Building</li><li>• Redevelopment Buyouts</li></ul>	<b>Indirect Displacement</b> <ul style="list-style-type: none"><li>• Rising Rents and Housing Costs</li><li>• Land Use Changes</li><li>• Voucher Discrimination</li></ul>	<b>Cultural Displacement</b> <ul style="list-style-type: none"><li>• Change in Community Character</li><li>• Loss of Local Businesses</li></ul>
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## Displacement Factors

Incomes not keeping up with the rising cost of housing	Regional population and job growth without enough new housing	Loss of existing affordable housing
Lack of tenant protections	Public investments that attract redevelopment	Segregation, redlining and income inequality

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## Impacts of Displacement

### Families and Individuals

- Loss of Stability
- Mental Health Strain

### Environment and Economy

- Increased Commuting and Emissions
- Loss of Sustainable Housing Stock
- Loss of Workforce
- Strain on Public Services

### Neighborhoods

- Erosion of Community Bonds
- Loss of Culture
- Re-segregation

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## The 3 Ps for Addressing Displacement



### Protection

Example strategies to help people stay in their homes and communities:

- Tenant Legal Assistance
- Relocation Assistance
- Rental Assistance
- Proactive Code Enforcement
- Landlord & Tenant Education



### Preservation

Example strategies to help homes stay affordable:

- Rent Stabilization
- Rental Registry
- Opportunity to Purchase Act (OPA)
- Condo Conversion Restrictions



### Production

Example strategies to reduce barriers to building homes and support more affordable housing:

- Inclusionary Zoning
- Affordable Housing Funding
- Streamlined Approval for Affordable Housing

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## State Law

- **2020: Tenant Protection Act**
  - In certain cases, limits rent increases, eliminates “no cause” evictions, requires relocation assistance
- **2020: Housing Crisis Act**
  - Requires: up to 3 years notice for units at-risk of losing deed restriction; demolished units be replaced with similarly affordable units; existing tenants of affordable units be given priority for new units.
- **2024: Security Deposit Limit**
  - Security deposits limited to 1 month’s rent

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## Santa Clara's Anti-Displacement Work Plan

- A. Actions Underway**
- B. Actions Committed to Doing**
- C. Actions Committed to Evaluating**

*Committed = Action in Housing Element and Compliance with TOC Policies*

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## Work Plan: Actions Underway

- Funding at least one tenant/landlord resource and dispute resolution service contract annually
- Funding the regional Homelessness Prevention System
- Assisting property owners of income restricted housing to make periodic capital improvements
- Monitoring inventory of income restricted units that may be at-risk of losing affordability controls

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## Work Plan: Actions Committed to Doing

- Assist Housing Authority w/ promotion/incentives for landlords to accept Housing Choice Vouchers
- Propose a new ordinance requiring property owners to provide a City brochure explaining tenant rights and conversion procedures
- Create database of Naturally Occurring Affordable Housing (NOAH) units
- Work with owners of at-risk income restricted homes to restructure City loans to extend affordability

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## Work Plan: Actions Committed to Doing

- Update citywide affordable housing ordinance to comply with MTC TOC Policy with deeper affordability requirements for inclusionary rental and ownership projects
- Assess feasibility of updating definition of “moderate income” units from 120% AMI to 100% AMI

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## Work Plan: New Measures to Evaluate

- Setting a rent deposit limit (*superseded by State law*)
- Requiring no net loss of income-restricted units
- Requiring replacement of existing affordable units at same or lower income level
- Requiring landlords to notify tenants and City at least 1-year in advance of redevelopment and/or conversion
- Requiring relocation benefits beyond required by State
- Enhancing code enforcement activities re: substandard housing
- Establishing a Community Opportunity to Purchase Act (COPA) program

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## Work Plan: Collaborate

Anti-Displacement Policy / Program	Continue Existing	Update Existing	Evaluate New
No Net Loss and Right to Return	Campbell, Cupertino, Gilroy		Los Gatos, Santa Clara City
Right to Return for Substantial Rehabs	Cupertino, Gilroy, Morgan Hill		Campbell, Los Gatos, Santa Clara City
Tenant Relocation Assistance	Milpitas, Sunnyvale	Cupertino, Morgan Hill	Los Gatos, Santa Clara City
Substandard Conditions/Code Enforcement	Cupertino, Los Gatos	Gilroy	Campbell, Santa Clara City
Proactive Enhanced Code Enforcement	Cupertino, Gilroy		Campbell, Los Altos, Santa Clara City
COPA/TOPA			Campbell, Los Gatos, Santa Clara City

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## Santa Clara County Planning Collaborative

- Supporting shared learning and providing technical assistance on housing elements and housing element implementation across all 16 jurisdictions in Santa Clara County
- Financially supported through ABAG/MTC and contributions from member jurisdictions
- Organized by the Cities Association of SCC
- Regular meetings plus focused technical assistance based on jurisdiction priorities
- **Key focus in 2025: supporting anti-displacement education, engagement and policy/program development**

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## Countywide Education and Engagement

- Let's Talk Housing website  
santaclara.letstalkhousing.org
- Community Survey  
420+ responses from City of Santa Clara residents!
- Focus Groups

Santa Clara County Community Survey on Displacement and Its Impacts

\* 1 Tell us about your relationship to Santa Clara County. [Check all that apply]

Live  
 Work  
 Go to school  
 Used to live here but chose to move

Let's Talk Housing  
COMMUNITY PAGES GIVE INPUT  
Home What is Displacement Why This Matters What  
Building communities where people can stay and thrive  
Santa Clara County for all of us

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## Countywide Technical Assistance

- Staff website with resources and tools
- Data resources
  - Housing Precarity Risk Model
  - BAHFA Evictions Report
  - Data guide
- Policy toolkit
  - Policy/program guidance
  - Case examples
  - Resource library

Let's Talk Housing  
STRATEGIES FOR TECHNICAL ASSISTANCE

Quick Guide to Creating an Anti-Displacement Strategy  
RESOURCES FOR LOCAL GOVERNMENT STAFF

Home What is displacement? What can we do? Developing your strategy Talking about displacement Legal landscape

### Anti-Displacement Legal Landscape

Major State and Federal Laws  
Several key pieces of state and federal legislation provide the foundation for anti-displacement protections in California. Local anti-displacement policies should build upon these to ensure comprehensive, effective and workable protections for tenants, as described below.

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## Next Steps

1. Community/Stakeholder Outreach  
August – January 2026
2. Collaboration and Analysis  
November – April 2026
3. Study Session #2  
Spring 2026
4. Public Hearing  
May 2026



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## City Council

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