

New Partners for Smart Growth Conference

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SPEAKER

Kate Comfort Harr

Executive Director

HIP Housing

SESSION

Emerging Trends



Creative affordable housing solutions in
San Mateo County, CA
since 1972

Home Sharing

A Constrained Environment



Limited Buildable Land:

- Bordered by water on both side
- Protected Land and Green Space (75%)

Building New - A Perfect Storm

- Expensive and slow
- Loss RDA's
- Hammering Cuts Federal Programs
HOME/CDBG/Tax Credit Program
- Skyrocketing Land Values
- Acquisition – very difficult in a surging
jobs & housing market

We have to use what
we already have
more efficiently



HOME SHARING



Matching those who have space in their homes with people who need an affordable place to live



Long term living arrangement

Two or more unrelated people sharing a home

Shared common areas

Own bedroom space

Rent and Service Exchanges

Turning existing housing stock into a new affordable option



- One of 70 programs in the US (NP)
- 60 Int'l programs (NGO)
- HUD Prosperity Playbook Toolkit
- 2017 AARP “Where We Live; Inspiring Ideas”
- 21 Housing Elements – Fair Housing Choice

Applicant Screening



- Everyone Interviewed
- Background Checks
- Income verification
- Character References (3)
- Assignment to Counselor
- Safe and Supported

Matching



- Database
- Interviewing resources
- Empower clients to make their own decision
- Living Together Agreement

Match follow-up



- Telephone check-in
- Mediation
- Annual Questionnaire



What People Fear



What the Media Thinks



What they think

Home Sharing vs. “Hosting”

- ❖ Airbnb/VRBO/Homekey- are for profit “Hosting” Websites -- not a Home Sharing Program with supportive services and a community purpose
- ❖ HS Intended to be long-term living arrangement
- ❖ Not a short term vacation rental



Sharing Economy

1. Capitalizes on a underutilized resource
2. Earns income from and existing resource
3. Built on a foundation on trust

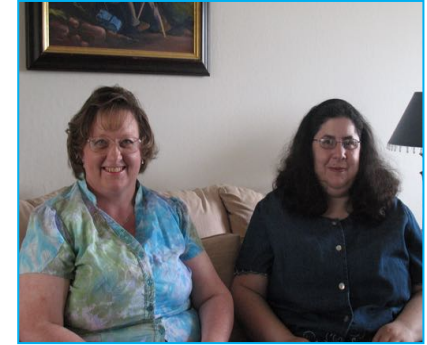
Keys to Success

- ❖ Funding
- ❖ Providers
- ❖ Outreach
- ❖ Municipality and
Community Partnerships

CDBG/HOME



- 94% Low-income
- 53% *At poverty below 30% AMI*
- 52% Providers are Seniors
- 68% At Risk of Homelessness
- \$900 *Average Rent*
(\$2,600 for a 1-bdrm apartment)
- 3 *years average stay*



- Reduced housing costs for both parties
- Prevents homelessness & foreclosures
- Promotes financial independence & stability
- Age in place – reduced isolation
- Allows service workers to stay local
- Increases affordable housing supply
- More timely and cost effective than building new
- Builds a sense of community

New Home Sharing Initiatives

ADU's

RHNA



ADU's - Matching Homeowners



- SB 1069, AB 2299, AB 2406, SB 229, AB 494
- Matching homeowners with possible renters
- Building incentives for workforce housing i.e. teachers
- Property tax rebates or special waiver incentives

RHNA

(Regional Housing Needs Allocation)

- Pilot Program
- California Senior Legislature
- Uniquely Constrained Environments
- Count HS matches towards RHNA
- Home Sharing agency does the compliance

