

# City of Cupertino Plan to End Homelessness

Community Kick-Off Meeting

February 10, 2022



CUPERTINO


# Meeting Agenda

Welcome & Introductions

County Plan & Cupertino City Plan to End Homelessness

Homelessness in Cupertino

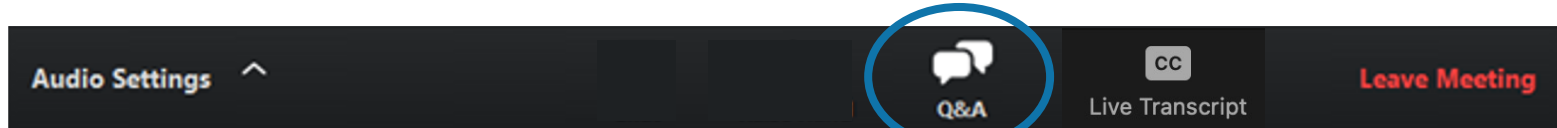
Q&A



**Opportunities for  
feedback throughout  
the presentation!**

*Be sure to take breaks, stretch, and take care of your  
personal needs throughout the meeting.*

# Zoom Logistics



Click the “**Q&A**” button

As an attendee you may ask questions and receive answers. The hosts may reply to your question live (out loud) or reply in the Q&A box.

Please also use the Q&A button to share your comments and responses to our questions throughout the presentation.

# Zoom Logistics

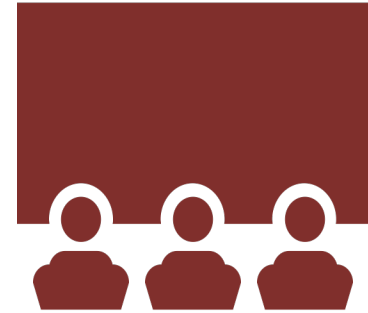


Click the **“Live Transcript”** button

Closed captions are available.

# Viewing Options

- Zoom Webinar
- [Cupertino.org/YouTube](https://www.cupertino.org/YouTube)
- [Cupertino.org/TV](https://www.cupertino.org/TV)
- Local Cupertino television channel
  - Channel 26 on Comcast
  - Channel 99 on AT&T



# Calling in via Phone Logistics

- Call **669-900-6833**
- Enter the webinar ID when prompted:  
**991 5503 2688**

# Key Community Contacts

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**What can you do if you are experiencing homelessness, or you would like to help a homeless resident in Cupertino?**

For referrals to **emergency shelter** and community **resources**, contact the Santa Clara County Here4You Hotline via **(408) 385-2400**

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For **security and safety concerns**, contact the Sheriff's Office via **(408) 868-6600**

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Notify the City to ensure that the proper agencies are aware of the situation and can take the appropriate response via **311**

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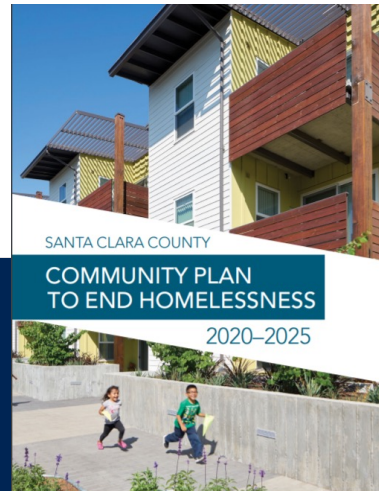
# Housing Element Update 2023-2031

- The Housing Element is a plan specifically for the **housing** needed in a community
- The City's efforts to address **homelessness**, including this City Plan, will inform the Housing Element Update process

Become a participant in the Housing Element by visiting:  
**<https://engagecupertino.org/housingelement>**

# The Santa Clara County Community Plan to End Homelessness

2020-2025



## STRATEGY 1



Address the root causes  
of homelessness  
through system and  
policy change

## STRATEGY 2



Expand homelessness  
prevention and housing  
programs to meet the  
need

## STRATEGY 3



Improve quality of life  
for unsheltered  
individuals and  
create healthy  
neighborhoods for all

# 2020-25 Santa Clara Community Plan to End Homelessness Three Key Strategies

<https://osh.sccgov.org/continuum-care/reports-and-publications/community-plan-end-homelessness>



# The Cupertino City Plan to End Homelessness

# A Brief History

- **City Council adopted** the Santa Clara County Community Plan to End Homelessness (December 2020)
- **City Council prioritized** the City Plan to End Homelessness as a FY 2021-22 City Work Plan item (Spring 2021)

**Cupertino is the first city** in Santa Clara County to develop a City Plan to End Homelessness!

# Introduction to the Cupertino City Plan to End Homelessness



## What?

A community-wide roadmap to ending homelessness



## Why?

To guide the City, nonprofits, and other community members as they make decisions about funding, programs, priorities, and needs

# What will the City Plan cover?

In the City of Cupertino...

- **Who** is experiencing homelessness, and **why**?
- In alignment with the Santa Clara County Community Plan to End Homelessness, what **evidence-based strategies** and **innovative approaches** must we pursue to maximize our resources and eliminate homelessness?
- What **targets** must we achieve to reverse the current growth in homelessness and bring us closer to our collective goal?

# Community Planning Process and Draft Timeline

Fall 2021

- Launch process

Winter  
2021-22

- Gather community input

Spring 2022

- Create City Plan

Summer  
2022

- Housing Commission recommends and City Council adopts Plan



# Community Engagement

- **Community-wide meetings**
- **Key stakeholder interviews & survey**
- **Focus groups** with persons with lived experience of homelessness, housing and services providers, City and County staff, criminal legal system agencies, affordable housing developers, education sector, healthcare providers, businesses, community organizations, etc
- **Draft plan public comment period**

# How can residents inform the process?

- ✓ By sharing your ideas **today**
- ✓ By providing your comments on the draft Plan during the **public comment** period

Sign up for email updates on the City Plan to End Homelessness website!

[www.cupertino.org/cphomelessness](http://www.cupertino.org/cphomelessness)

## Respond via the Q&A:

In your opinion, what programs or services are most needed to support persons experiencing homelessness in Cupertino?

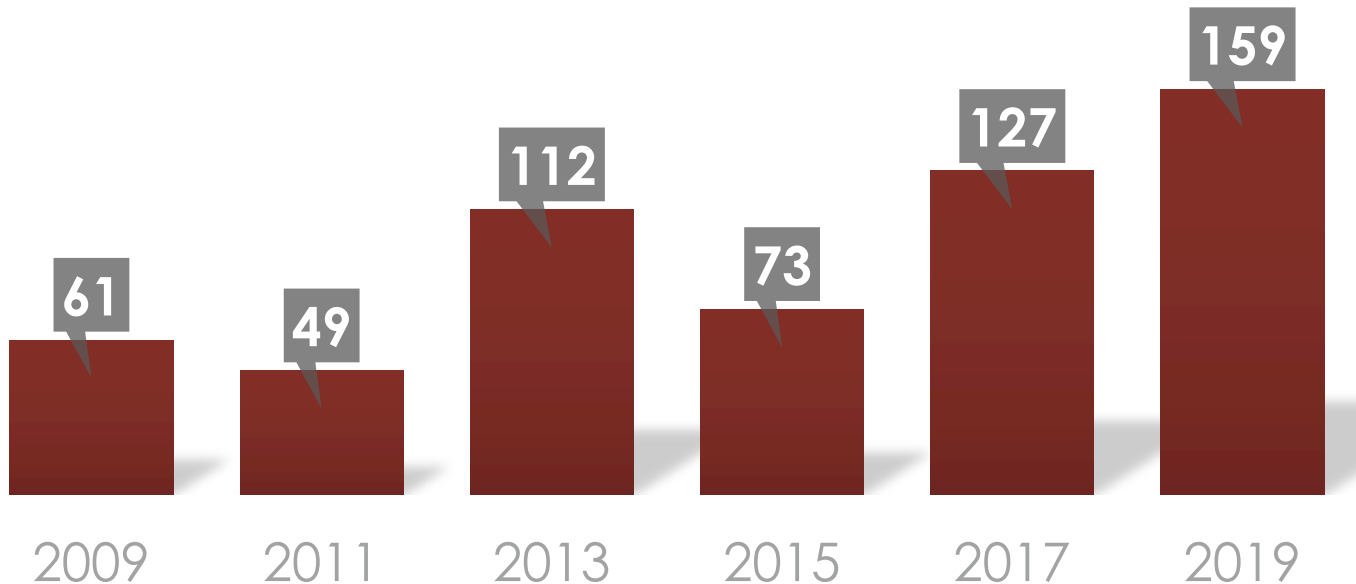




# Homelessness in Cupertino

# Homeless Individuals in Cupertino

*2022 data coming soon.*



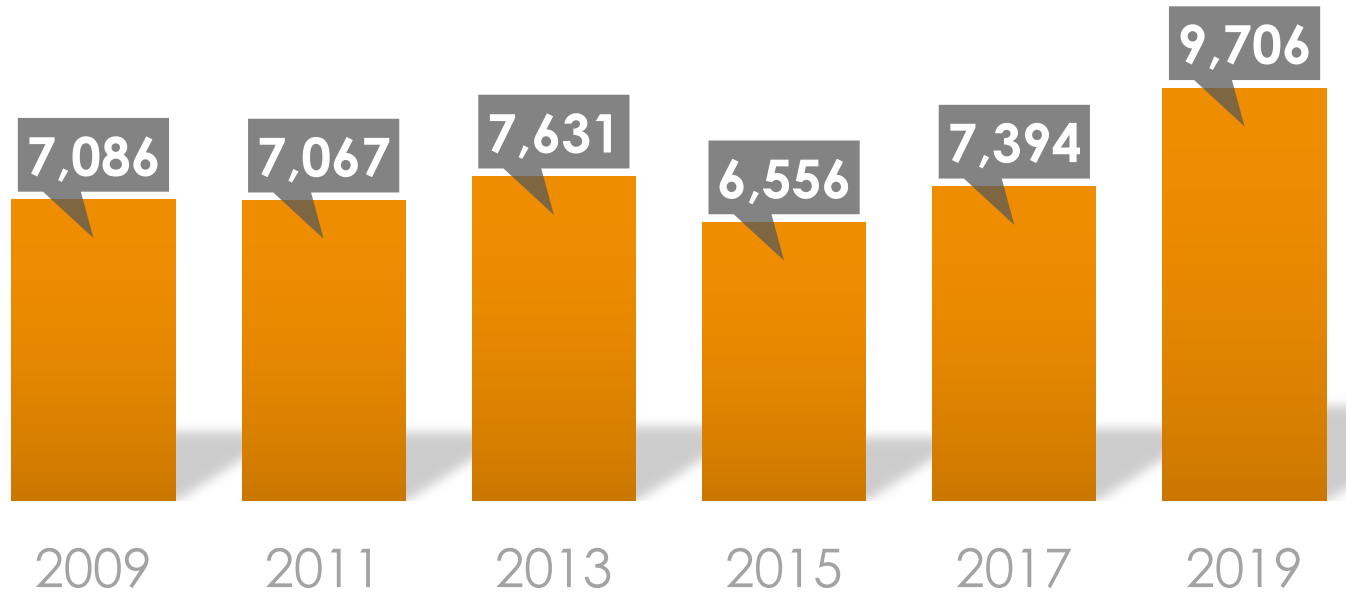
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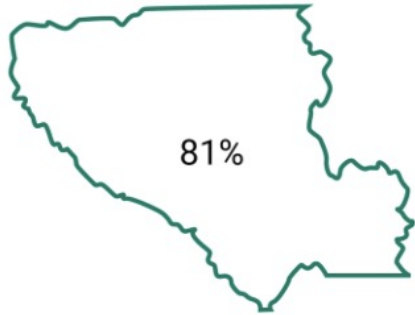
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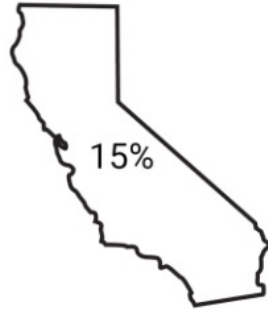
# Homeless Individuals in Santa Clara County



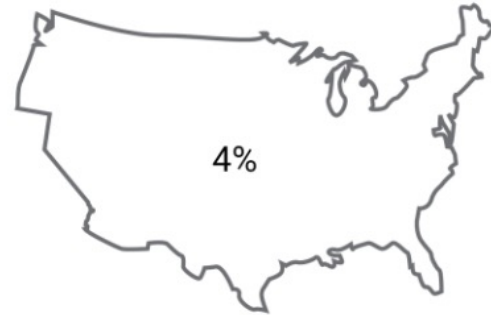
# Place of Residence Prior to Becoming Homeless



Santa Clara County



Other County in California



Out of State

## Respond via the Q&A:

What are some ways to improve the quality of life for unsheltered individuals?







# Causes of Homelessness in Cupertino

# 2019 Santa Clara County Homeless Census and Survey

## Primary Event or Condition That Led to Homelessness<sup>+</sup>

Top 6 Responses<sup>^</sup>



**30%**  
Lost Job

**22%**  
Alcohol or  
Drug Use

**15%**  
Divorce/  
Separation/  
Breakup

**14%**  
Eviction

**13%**  
Argument with  
Family/Friend

**11%**  
Incarceration

## Obstacles to Permanent Housing<sup>+</sup>

Top 4 Responses<sup>^</sup>



**66%**  
Couldn't  
Afford Rent

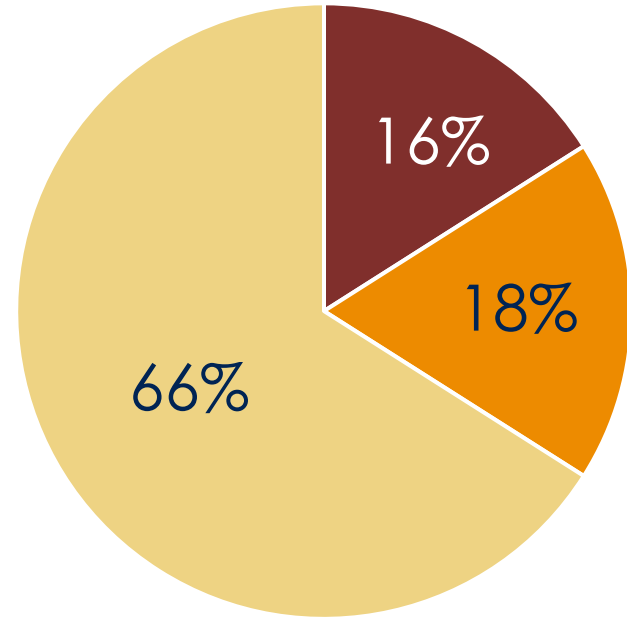
**56%**  
No Job/  
Income

**40%**  
No Housing  
Available

**35%**  
No Money for  
Moving Costs

# Renting in Cupertino

- **\$2,575** is the median monthly rent for a 1BR apartment
- **40%** of the population rents
- **14** low-wage workers are competing for each affordable home



- Severely Cost-Burdened Renters
- Cost-Burdened Renters
- Not Cost-Burdened Renters

# On the Edge of Homelessness\*

- About 457,000 (16.7%) Bay Area households were considered **extremely low-income (ELI)** in 2019, trying to make ends meet on an average of \$17,800 a year
- Nearly 51% of ELI households were **precariously housed** even prior to the COVID-19 pandemic
- Multiple factors, **including systemic racism**, contribute to significant disparities in who is represented among the ELI population and who has been most affected by structural barriers to housing security and the pandemic

# Structural Barriers to Housing Security

- **Housing is not a basic right** in the US
- **A shortfall in housing development**, especially in the context of income inequality and employment growth
- **The astronomical costs of development** for affordable housing and a scarcity of funding needed to support units for extremely-low income (ELI) households
- **The broken labor market**

# The Impact of COVID-19

- **Job losses and reductions in hours** have impacted low-wage and service sector workers most acutely
- Nearly 30% of extremely-low income (ELI) renters reported that they were still experiencing **income losses** due to the pandemic in June 2021
- Approx. 2/3 of ELI renters affected by COVID-related job losses saw their **monthly household income cut in half**
- 20% of ELI renter households report **being behind on their rental payments**

## Respond via the Q&A:

In your opinion, how can we prevent people from losing their housing and falling into homelessness?





# Addressing Homelessness in Cupertino



## How is the City addressing homelessness?

- City's **Unhoused Task Force**
- **Over \$100,000** through City Housing & Human Services Grant Funds for homeless services in FY 21-22
- Pilot Homeless **Jobs Program**
- Wolfe Road Encampment Program

# How else is the City addressing homelessness?

- De Anza College **Housing Assistance** Grants and **House Sharing**
- West Valley Rotating **Safe Park Program**
- Contributed \$4.72m to **The Veranda** development, the first Measure A project in Santa Clara County (2019)



# Key Partners Providing Housing and Services to Our Unhoused Neighbors

Abode Services	Amigos de Guadalupe	Bill Wilson Center	Catholic Charities	CityTeam
County Office of Supportive Housing	De Anza College	Destination: Home	Dignity on Wheels	Go Kids Inc
Housing Authority of the County of Santa Clara	LifeMoves	Live Oak Adult Day Care	Maitri	Nextdoor Solutions to Domestic Violence
Rotating Safe Car Park	Sacred Heart	Second Harvest Food Bank	West Valley Community Services	YWCA

# Respond via the Q&A:

What do we as community partners need to do to end homelessness in Cupertino?

*The City should...*

*Nonprofits should...*

*Housing developers should...*

*Healthcare providers should...*

*Law enforcement should...*

*The education sector should...*

*Businesses should...*

*Community organizations should...*



# Questions About the City Plan?

Visit [www.cupertino.org/cphomelessness](http://www.cupertino.org/cphomelessness)

Or contact Homebase at [cupertino@homebaseccc.org](mailto:cupertino@homebaseccc.org)



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