

70. Approve County sponsorship of SV@Home in the amount of \$10,000 from the Office of Supportive Housing Fiscal Year 2023-2024 budget to support 2024 Affordable Housing Month. (LA-1) (ID# 24-5191)



# AFFORDABLE HOUSING MONTH 2024 SPONSORSHIP



Join SV@Home this year as we explore **#4Us4You4All!** This year is about moving housing affordability beyond the creation of affordable homes for individuals to the realization of stable neighborhoods for whole communities. Our signature annual program is a month-long series of events that build, sustain, and grow the movement for affordable housing. In partnership with dozens of organizations, Affordable Housing Month brings together thousands of participants, both virtually and in person – **but we need your support to make it happen.**

**AFFORDABLE HOUSING FOR YOU FOR ALL**



Please complete the following form and send, along with a high-res image file of your logo, to [sergio@siliconvalleyathome.org](mailto:sergio@siliconvalleyathome.org), to be included in print materials and digital promotion.

# AFFORDABLE HOUSING MONTH 2024 SPONSORSHIP

Benefits	Bronze (\$2,500)	Silver (\$5,000)	Gold (\$10,000)	Platinum (\$25,000)	Title (\$50,000)
Acknowledgement as lead sponsor on all SV@Home AHM communications					
Speaking role during SV@Home sponsored AHM event					
Name included on special event poster designed by local artist					
Online sponsor profile to be featured all social media channels (FB, Twitter, Instagram and LinkedIn)					
Visual call outs on social media, including tagged mentions of sponsor					
Listing in digital materials for both AHM and on our AHM landing page	Name	Name	Medium Logo	Large Logo	Prime Logo Placement
Logo/Name included on sponsor slide and poster featured at all AHM events over four weeks	Name	Name	Medium Logo	Large Logo	Prime Logo Placement

For questions, contact Sergio Lopez, SV@Home's Director of Development at [sergio@siliconvalleyathome.org](mailto:sergio@siliconvalleyathome.org).

# AFFORDABLE HOUSING MONTH 2024 SPONSORSHIP FORM



## YOUR CONTACT INFORMATION

Name of sponsor (as **you would** like to be publicly listed)

Name of main contact

Email

Phone

Address

(optional) Billing contact, email, phone

Please select sponsorship level:

- Title                       Gold                       Bronze  
 Platinum                       Silver

Please select payment method:

- Pay by credit card here  
(Note that credit card transactions deduct a percentage fee from each sponsorship donation.)
- ACH Payment

SV@Home is a 501(c)3 nonprofit organization.  
Our federal tax ID number is 81-4755729.



**Levine Act Contractor Form:  
Identification of Subcontractors and Agents**

*Completed form submitted to the County of Santa Clara is a public record.*

<b><i>This Section to be completed by County Staff after Form is completed by Contractor:</i></b>	
Date of Board of Supervisors Meeting	
When Agreement/Amendment Will Be Considered:	April 16, 2024
Legislative File No.:	24-5191

**Instructions to Contractor for Completion of Form:**

For any contract or grant/sponsorship agreement (including amendments) with the County of Santa Clara (“Agreement”) that will be submitted to the County of Santa Clara Board of Supervisors for consideration, any party entering into the Agreement with the County (“Contractor”) must:

- 1) Fill out Sections A, B, C, and D of this form.
  - a. For Section B, list any subcontractors identified in Contractor’s solicitation/grant proposal and/or in Contractor’s Agreement with the County (“Subcontractor”).
- 2) Provide a separate Levine Act Subcontractor Form: Identification of Agents to each Subcontractor, if any, listed in Section B, and collect a completed form from each Subcontractor.
- 3) Provide this form and each completed Levine Act Subcontractor Form: Identification of Agents to the designated County of Santa Clara contract manager for this Agreement.

*NOTE: This form is for the identification of Contractor’s Subcontractors and agents only. If a Contractor, Subcontractor, or their agents have any campaign contributions they are required to disclose pursuant to the Levine Act, they must separately disclose those contributions. They may make such disclosures online at <https://www.sccgov.org/levineact>.*

**SECTION A – CONTRACTOR AND AGREEMENT INFORMATION**

Contractor Legal Name (include d/b/a if applicable):	SV@Home
Title or Short Description of Agreement:	Sponsorship for Affordable Housing Month 2024 in Santa Clara County

**SECTION B – SUBCONTRACTORS FOR THIS AGREEMENT**

Provide list of Contractor’s Subcontractors for this Agreement:

	Name of Subcontractor(s):
1.	
2.	
3.	
4.	

If there are more than four Subcontractors, please submit a supplemental form. If attaching a supplemental form, check this box:

If no Subcontractors, check this box:  (If no subcontractors, no Levine Act Subcontractor Forms are needed.)

**(Continue to page 2)**



**Levine Act Contractor Form:  
Identification of Subcontractors and Agents**

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**SECTION C – CONTRACTOR’S AGENTS**

Provide list of Contractor’s Agents (as that term is defined under Government Code section 84308 and California Code of Regulations section 18438.3<sup>1</sup>) for this Agreement:

	Name of Agent(s):	Name of Agent’s Firm (if applicable):
1.		
2.		
3.		
4.		
5.		
6.		

If no Agents, check this box:

**SECTION D – CONTRACTOR SIGNATURE**

The undersigned declares that they are a representative of Contractor and are empowered to represent, bind, and execute contracts on behalf of the firm or individual. The undersigned declares that all statements in this Form are true and correct.

Regina Celestin Williams  
Printed Name

Executive Director  
Title

Contractor’s Authorized Representative Signature

4/9/2024  
Date

<sup>1</sup> California Code of Regulations section 18438.3 states:

- (a) A person is the ‘agent’ of a party to, or a participant in, a pending proceeding involving a license, permit or other entitlement for use only if the person represents that party or participant for compensation and appears before or otherwise communicates with the governmental agency for the purpose of influencing the pending proceeding.
- (b) If an individual acting as an agent is also acting as an employee or member of a law, architectural, engineering or consulting firm, or a similar entity or corporation, both the entity or corporation and the individual are “agents.”
- (c) “Communication with the governmental agency for the purpose of influencing the proceeding” does not include:
  - (1) Drawings or submissions of an architectural, engineering, or similar nature prepared by a person for a client to submit in a proceeding before the agency if:
    - (A) The work is performed pursuant to the person’s profession; and
    - (B) The person does not make any contact with the agency other than contact with agency staff concerning the process or evaluation of the documents prepared by the official; or
  - (2) Purely technical data or analysis provided to an agency by a person who does not otherwise engage in direct communication for the purpose of influencing the proceeding.



24-5191

**DATE:** April 16, 2024

**TO:** Board of Supervisors

**FROM:** Consuelo Hernandez, Director, Office of Supportive Housing

**SUBJECT:** Sponsorship of Affordable Housing Month

**RECOMMENDED ACTION**

Approve County sponsorship of SV@Home in the amount of \$10,000 from the Office of Supportive Housing Fiscal Year 2023-2024 budget to support 2024 Affordable Housing Month. (LA-1)

**FISCAL IMPLICATIONS**

There are sufficient funds in the Office of Supportive Housing's (OSH) FY 2023-2024 budget to cover the sponsorship amount of \$10,000.

**REASONS FOR RECOMMENDATION AND BACKGROUND**

SV At Home (SV@Home) will host Affordable Housing Month 2024 (AHM 2024) in May. The theme for AHM 2024 will be "for us, for you, and for all" to recognize that our well-being is tied to the well-being of our neighbors. AHM 2024 will include in-person and virtual workshops, open houses and tours, and creative community engagement opportunities with the goal of activating Santa Clara County residents around our housing challenges and solutions.

AHM 2024 events are also an opportunity to highlight the solutions that are being implemented by the County and its partners. The schedule of events for AHM 2024 is under development. OSH is planning to host and lead engagement opportunities. These include a moderated panel discussion relating to the success of the 2016 Measure A Affordable Housing Bond and an educational session intended to show community members how unhoused individuals are connected to pathways to permanent housing.

The County's sponsorship would also support SV@Home, which conducts research, issues reports, facilitates policy discussions, and advocates for programs and policies that lead to more affordable housing for low-and moderate-income households.

Santa Clara County agencies have organized affordable housing weeks, now months, for more than 20 years. This will be SV@Home's ninth year as the lead organizer. Benefits of

Approved: 04/16/2024

sponsoring AHM 2024 are further described in the attached “AHM 2024 Sponsor Form.” At the gold sponsor level, these benefits include the County’s inclusion on a special event poster designed by a local artist; online sponsor profile to be featured on all social media channels (FB, Twitter, Instagram and LinkedIn); visual call outs on social media, including tagged mentions; listing in digital materials for both AHM and on SV@Home’s landing page; and logo and name included on sponsor slide featured at all AHM events.

A separate recommendation that the Board of Supervisors adopt a proclamation declaring the month of May as Affordable Housing Month will be submitted.

### **CHILD IMPACT**

The recommended action will have no/neutral impact on children and youth.

### **SENIOR IMPACT**

The recommended action will have no/neutral impact on seniors.

### **SUSTAINABILITY IMPLICATIONS**

The recommended action will have no/neutral sustainability implications.

### **CONSEQUENCES OF NEGATIVE ACTION**

The County would not sponsor AHM 2024.

### **STEPS FOLLOWING APPROVAL**

Upon approval, the Clerk of the Board shall notify Consuelo Hernandez, Natalie Monk, and Diana Castillo in the Office of Supportive Housing.

### **ATTACHMENTS:**

- AHM 2024 Sponsor Form
- Levine Act Contractor Form SV At Home