

Attachment D

Overview of San Leandro's Rental Assistance Shallow Subsidy Program

Program Overview:

The Shallow Subsidy Program aims to prevent homelessness among extremely low-income households (30% Area Median Income or below), to reduce the likelihood of eviction and housing instability.

Program Design:

- Create the “Keep People House (KPH) – San Leandro” to deliver holistic, equity-driven homelessness prevention services.
- Provide a thorough outreach and awareness plan in coordination with city staff, community-based organizations, housing advocates, and tenant networks. Information to be shared via community events, digital platforms, and direct referrals.
- Intake Application/Eligibility Screening – Homelessness Prevention Platform (HPP) – digital screening and application tool ensuring transparency, ease of use, and equity in program access. HPP automatically flags eligibility and prioritizes applicants based on a vulnerability index which also allows for flexible, human-centered overrides as needed.

Outcome Metrics and Reporting:

- **Units:** Number of new units secured, number of current units maintained, number of units retained for at-risk clients.
- **People:** Percent of people served who stayed housed, number of people housed.
- **Wraparound services:** Participant engagement in wraparound services, and financial progress, such as income increases, benefits accessed, or reduced debt.
- **Subsidy Utilization:** total funds distributed, average monthly subsidies per household.

Risk Management and Sustainability:

- Program will be structured to maintain continuity, engagement and housing outcomes in the face of structural and individual challenges, including:
 - Program awareness and access
 - Participant disengagement
 - Landlord withdrawal or housing instability
 - Client eligibility barriers
 - Federal policy changes
 - Funding or operational disruptions
 - Workforce stability

Timeline & Milestones Overview:

- Contract Execution & Program Setup (Weeks 1 - 2)
- Staffing & Training (Weeks 2 – 4)
- Community & Stakeholder Engagement (Weeks 3 – 6)
- Go-Live & Early Implementation (Week 4+)

- Ongoing Program Delivery & Monitoring (Month 2 onward)
- Deliverables include:
 - Live intake/referral system
 - Fully trained care coordination team
 - First 10 enrollments completed within 45 days
 - Quarterly outcome and financial reports
 - Ongoing dashboard reporting accessible to funders and partners

Budget:

Total Budget Request: \$1,368,952

- **Personnel/Staffing Expenses (2.15 FTE and 27% benefits): \$212,852**
- **Non-Personnel Expenses: \$1,051,000**
 - Subsidy Funding for 70 Households – shallow subsidies to help stabilize households by reducing rent burden and eviction prevention.
 - Travel – covers mileage and transportation for staff conducting in-person outreach, home visits, and tenant/landlord mediation.
 - Operational Supplies – includes laptops, phones, printing, postage, and general supplies necessary for program operations.
 - Occupancy – supports prorated costs for shared office space used by program staff.
 - Flex Funds – Allows for rapid response to participant needs that may not be covered under direct subsidy (e.g. utility arrears, document fees, security deposits, moving costs).
 - Technology – includes laptops, phones, phone plans, and maintenance for 2.15 FTE.
- **Indirect/Overhead Expenses: \$105,100** – includes administrative infrastructure, HR, IT, fiscal oversight, compliance functions, data management platforms, financial transparency, and funder reporting.

Funding Source:

State of California Department of Housing and Community Development Permanent Local Housing Allocation (PLHA).