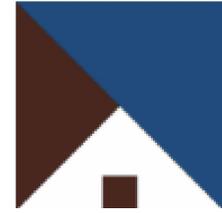




Shared Housing and Resource Exchange

&



**Home Match**  
A COVIA COMMUNITY SERVICE



## HOME SHARE PROGRAMS

**PRESENTERS:**

**Amy Appleton**

SHARE Founder and Executive Director

**Karen Coppock**

Home Match Senior Director

# Today's Agenda



- Focus on those 60 years and older
- Explain the nuts and bolts of home share
- Detail two Northern California home share programs
- Navigate home share programs during COVID/disasters
- Offer ways to prevent and mitigate homelessness

# Cathy Senderling-McDonald, CWDA Exec. Director, says:

“The multi-layered investments delivered through our programs will *strengthen our clients’ well-being and resiliency in a multitude of ways.*”



# National Shared Housing Resource Center



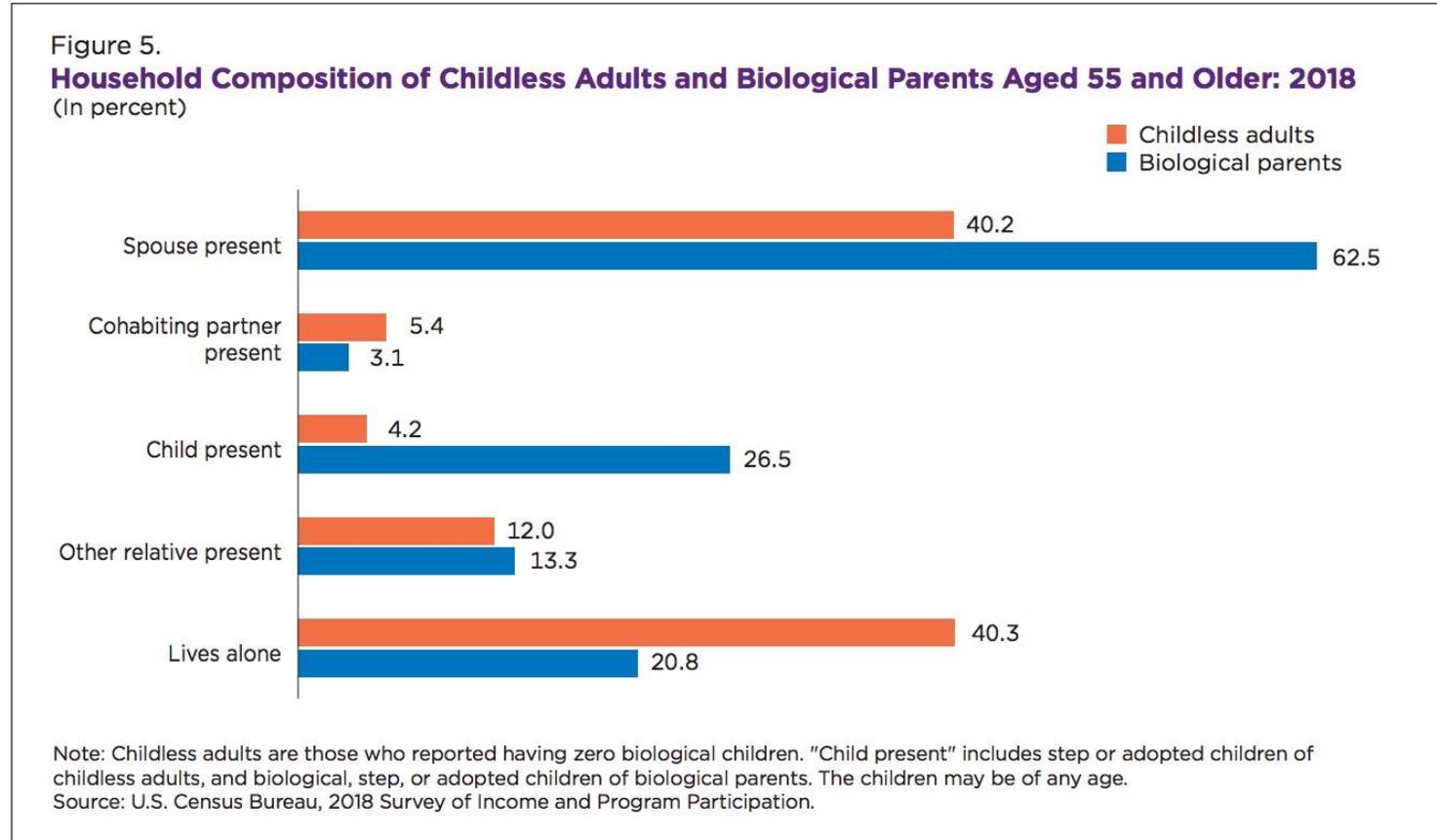
- 58 nationwide home share programs
- Home share programs spanning 13 counties in California
- Website: [www.nationalsharedhousing.org](http://www.nationalsharedhousing.org)
- National program directory
- Quarterly Webinars
  - Upcoming Webinar “Funding Resources” on 10/15/21
- Membership tools to create a home share program

# Californians Are Aging

- Fastest growing, most vulnerable & diverse population
  - **1 in 4** will be 60 years and older by 2030
  - Approx. **30%** of older adults in CA are considered poor or near poor
  - **29%** of those 65 years and older are projected to have Alzheimer's (between 2018-2025)
  - **50 years and older** the fastest growing population in CA experiencing homelessness

Cited: CA Master Plan for Aging, US Census Bureau, and a CDWA Memo, Reduce Senior Homelessness, 1/27/21

# Many Older Adults Lack Support

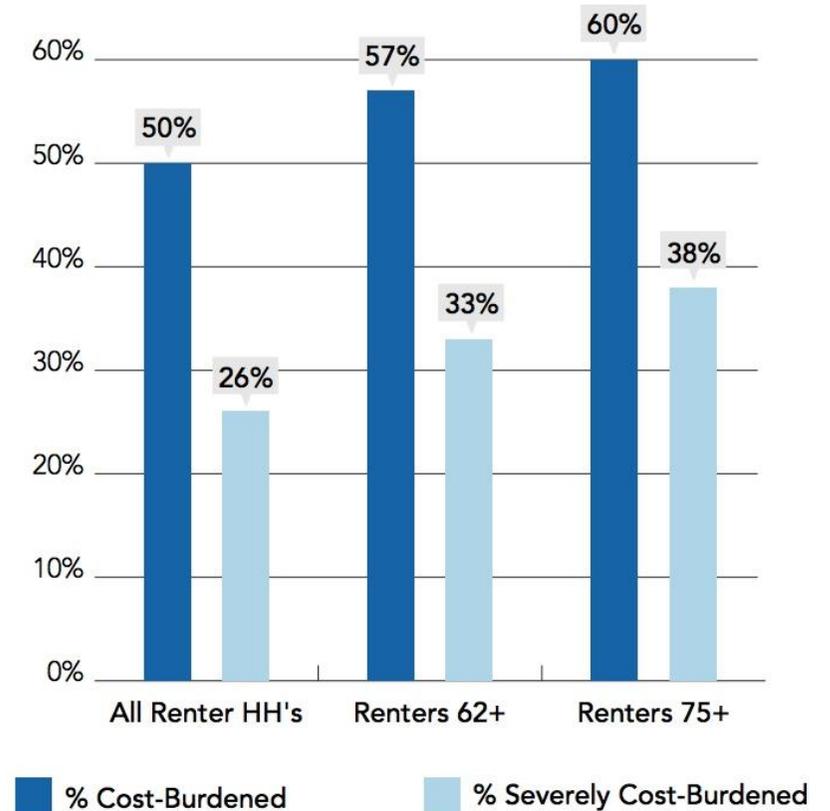


- **1.8M (30%)** Californians 60 and over live alone
- **22%** of those without children are their own caregivers

# Affordability Gap

- Income
  - 70% of aging population relies on Social Security as sole income
- Housing
  - Aging Californians pay a disproportionate amount of income for housing

Percent of Cost-Burdened and Severely Cost-Burdened Renter Households by Age



Source: NLIHC tabulations of 2014-2019 American Community Survey data.

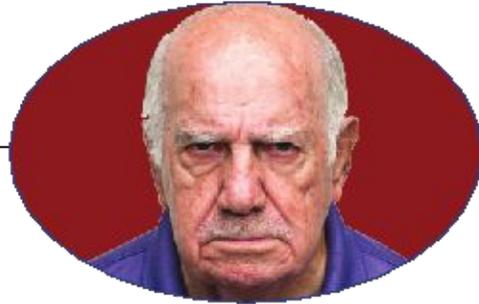
# Federal Assessment of Shared Housing

- History of shared housing in the US
- Various housing models and challenges of home sharing and co-living
- Federal and state initiatives
- Inexpensive housing stock (26% of homes have two or more bedrooms per person)
- Positives out-weigh trade-offs (loss of privacy)
- Encourage multigenerational households
- Increase of shared ownership of home purchase

Cited: HUD: Office of Policy Development and Research, August, 18, 2021

# What is Home Sharing?

WHAT PEOPLE THINK



IN REALITY...

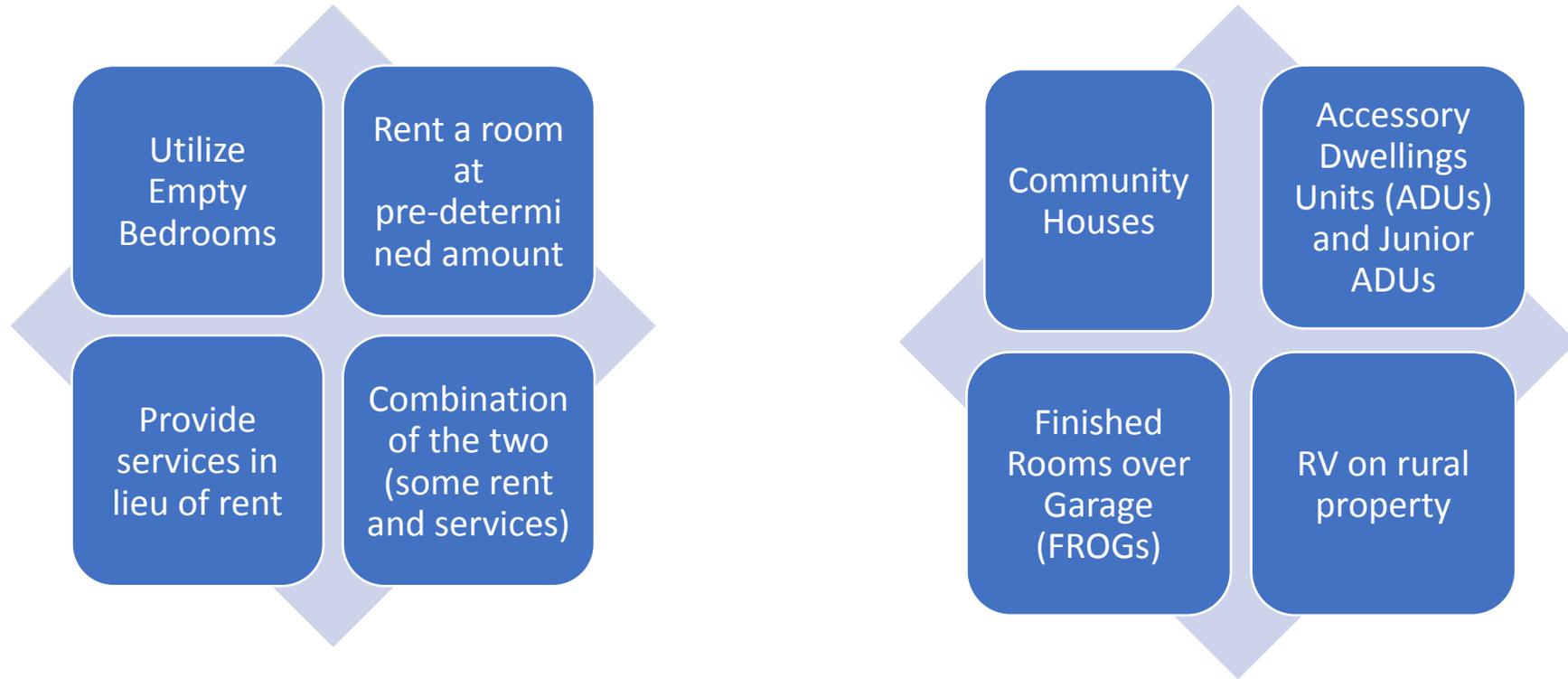


# Home Sharing Is A Housing Solution

- Immediate
- Inexpensive
- Existing Housing
- Flexible Emergency Housing Program
- A Solution for Preventing & Alleviating Homelessness
  - CA has 20 empty bedrooms for every person experiencing homelessness
  - Or, 2.6M bedrooms where no one sleeps



# Types of Home Shares



Two or more unrelated parties who share a home or apartment for their mutual benefit. Each person has their own bedroom or living space with private or shared bathroom, sharing defined common living areas.

# Benefits of Home Sharing

- Generate additional income
- Affordable, long-term, permanent housing
- Remain home safely AND thrive
- Peace of mind for you and your family
- Alleviates loneliness and being house bound
- Creates companionship and community
- Promotes well being and healthy aging
- Promotes diversity and intergenerational bonds
- Prevents and alleviates homelessness
- Emergency response assistance
- Nationally recognized



# Home Match, a Covia Community Service

- Launched in 2012
- Part of Covia, a Front Porch partner
- We focus on:
  - Homelessness prevention
  - Stabilized housing
  - Aging in place
  - Human connections
  - Intergenerational understanding
  - Financial Stability



# Our Matches by the Numbers



**271**

Affordable housing units created



**\$794**

Average room cost



**Home Match**

A COVIA COMMUNITY SERVICE



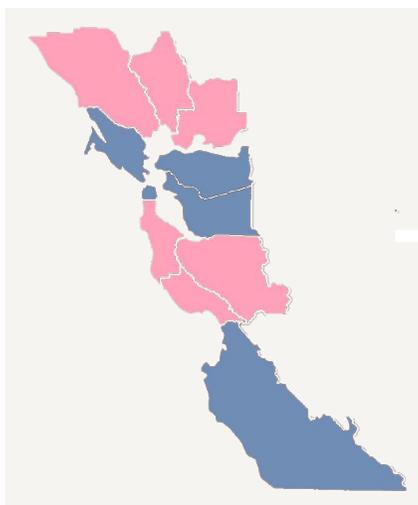
**263**

Older adults with stabilized housing



**6.3 years**

Longest match



## 5 service areas

Enabling efficiencies through centralized functions and procedures

- Alameda County (Oakland & Fremont Tri-City Area)
- Contra Costa County
- Marin County
- Monterey County
- San Francisco City & County

# Strength in Diversity



## Race & Ethnicity

**15%** Asian    **16%** Hispanic    **10%** Black    **18%** Multiracial

## Age Friendly

**62**  
Average age

**18 - 94**  
Age range

## Income Inclusive

**80%**  
Extremely low to low income

**65%**  
Facing housing insecurity

**\$34,391**  
Average income

**25%**  
Average income increase for home providers, most commonly used for home repairs and property taxes

# SHARE Sonoma County

- Launched in 2014
- Providing “stepping stones to forever homes”
- Preventing and mitigating homelessness
- Rebuild Lives
- Emergency Housing



Mission Statement: Dedicated to enhancing the health, wellness and dignity of those wishing to age in place, matched with those in need of permanent housing and creating community for all.

# SHARE Matches by the Numbers



**112**  
Annual average



**\$725**  
Average room cost



**246**  
Active matches  
40% require case mgmt.



**11 years**  
Longest match

**SHARE**  
SONOMA COUNTY

Shared Housing and Resource Exchange

Annual Budget:  
\$625,000

Local/State Funding  
Community Foundation  
Multiple City Funding  
Private Donations

Future Funding  
Project Homekey  
CalAIM pending



## Serving 23 Cities in Sonoma County

- Sonoma County Population: ~500,000
- Seniors over 65: 102,000
- Seniors over 75: 36,000
- 3,000 chronic homeless (more than one year)
- 20,000+ newly homeless or at risk

## Collaborations with SCHSD:

IHSS, APS, HDAP, Home Safe, MSSP, Whole Person Care,  
IMDT/COVID Teams

# SHARE Diversity

## Race & Ethnicity

**1%** Asian   **5%** Hispanic   **2%** Black   **2%** LGBTQI   **1%** Multiracial

## Age Friendly

**72**   **6 - 103**  
Average age   Age range

## Other Stats

**6%** Veterans

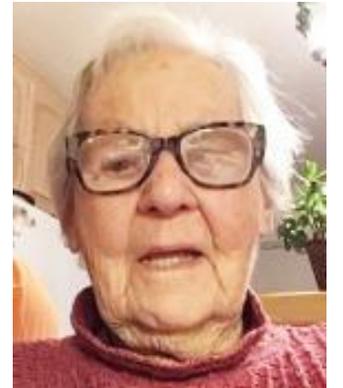
## Income Inclusive

**84%**   **65%**  
Extremely low to very low income   \$0 Rent/Service-Exchange Match Structure

**26 Months**   **7 Matches Qtrly**  
Average Length of homelessness of those we house   Utilize peer service provider Rapid Rehousing Funds



Shared Housing and Resource Exchange



103 Years Young!

# Home Sharing During Catastrophic Events



# Repercussions of COVID-19 on California Tenants

- Landlords required to apply for rent and utility assistance before initiating eviction under COVID-19 Tenant Relief Act
- Renters who have applied are protected through March 2022
- Over one million are behind in rent
  - 68% are several months behind
  - 27% are five or more months behind
- Homelessness likely to increase
- Risk of losing “mom & pop” landlords
- Construction costs skyrocketing
- Labor shortages

# Home Sharing During the Pandemic

- Careful planning and clear expectations
- Covid-19 vaccination status
  - Majority of home sharers fully vaccinated;
  - Protocol for household guests
- Inherent risks of sharing discussed
  - Cannot evict someone who tests positive
  - Home sharers matched based on activity levels
  - Program adaptation continues

# Creating Sustainable Funding Opportunities

- **CalAIM**
  - Implementing “in lieu of services”
  - Includes housing transition navigation services, housing deposits, housing tenancy and sustaining services
- **HUD insights into shared housing is timely and significant**

# Home Sharing Is A Solution For Homelessness

- 30% of SHARE population served is designated homeless
- Our focus is on the 20,000+ not counted as homeless
- Successful matches predicated on ongoing:
  - Supportive services and case management
  - Evaluation of needed resources
- Service exchange in lieu of rent
  - Represents 65% of SHARE program
  - Serves mostly extremely low income clients
- Community Houses (CH)
  - Example: A new SHARE 8-bedroom CH in Rohnert Park
    - All tenants were designated homeless
    - Master lease arrangement w/ property management company



# YOU CAN MAKE A DIFFERENCE in the housing crisis...



Share your home  
or refer those  
who might benefit



Advocate funding  
for home sharing  
at city, county, and  
state levels



Create, fund and  
support home  
sharing in  
your community



Tell your friends!

# Contact Us!



Shared Housing and Resource Exchange

**Amy Appleton**

**SHARE Sonoma County**

Website: [sharesonomacounty.org](http://sharesonomacounty.org)

Tel: 707-766-8800

Email: [info@sharesonomacounty.org](mailto:info@sharesonomacounty.org)



**Home Match**

A COVIA COMMUNITY SERVICE

**Karen Coppock**

**Home Match**

Website: [covia.org/programs/home-match](http://covia.org/programs/home-match)

Tel: 415-351-1000

Email: [HomeMatchSF@frontporch.net](mailto:HomeMatchSF@frontporch.net)