In the fall of 2021, the Santa Clara County Continuum of Care launched the “HEADING HOME: No More Families Living on Our Streets,” campaign to end family homelessness by 2025. We started this campaign because no family should need to sleep outside at night. Every child deserves a chance at a happy, healthy life - that starts with a place to call home. The goal of the HEADING HOME campaign is to achieve “functional zero” by 2025 - meaning the number of housing placements for families is greater than the number of families entering homelessness.

**First Year Achievements**

Thanks to the collaboration between public, private, and non-profit partners, the HEADING HOME campaign achieved the following over the past 12 months:

**Path to Housing**

The County of Santa Clara Office of Supportive Housing and Santa Clara County Housing Authority ensured all eligible homeless families requesting assistance were enrolled in a housing program, putting them on a path to permanent housing. In October 2021, there were roughly 538 families with children experiencing homelessness seeking housing. As of mid-October 2022, all eligible families are now receiving assistance.

- **478 families with children** were placed in permanent housing and an additional 375 families are currently searching for housing with the help of a housing voucher through the partnership of County of Santa Clara Office of Supportive Housing & Santa Clara County Housing Authority.

**Non-profits also played a key role including:**

- Amigos de Guadalupe
- Abode Services
- Bill Wilson Center
- Carry the Vision
- Family Supportive Housing
- HomeFirst
- St. Joseph’s
- The YWCA Golden Gate Silicon Valley

- **1,176 families** were provided with financial assistance, case management & other services to help maintain stable housing through the Santa Clara County Homelessness Prevention System.

- **140 units** of additional temporary shelter capacity were created for families by the City of San Jose’s emergency interim housing site at Evans Lane, the County’s family motel program, and cold weather shelters.
WHAT'S NEXT?

As pandemic protections have expired, Santa Clara County must keep the momentum going to ensure families get and stay housed. In the months and years to follow, the HEADING HOME campaign will focus on:

- **Continuing enrollment of eligible families into the Emergency Housing Voucher program** before the December 31, 2022, deadline.
- **Expanding the Homelessness Prevention System and working with system partners** to ensure that families who are at risk of homelessness are promptly screened and provided with resources to remain in their homes.
- **Further streamlining the assessment process** so families receive housing assistance as quickly as possible.
- **Seeking the support of property owners and landlords** to create more available housing for families experiencing homelessness.

Landlord engagement will be a key area of focus in the year ahead. One of HEADING HOME’s biggest challenges is the lack of available housing units. The rental market is tight for renters of all income levels, and particularly for low-income renters, especially those with housing vouchers. The vacancy rate in San José is extremely low at 3.9 percent, and vacancy rates for three-bedroom units are even lower at 2.9 percent.

The campaign includes landlord incentives and move-in assistance, such as security deposits. Additionally, service providers are in regular contact with landlords to seek additional housing opportunities, and partners are continuing to strongly promote the campaign through their networks. The campaign will continue to explore opportunities for further landlord engagement.