

HOME SHARE PROGRAM COMMITTEE BENCHMARKING SUMMARY **September 19, 2022**

Supervisor Herrity and Supervisor Alcorn introduced the Home Share Pilot Program Board Matter on June 28, 2022. In response, a Home Share Program Committee was formed to research current home sharing models and to explore possible options for the Board of Supervisors' consideration.

Home Share Program Committee Benchmarking Discussions

*Note: The Committee is available to provide additional follow-up and clarification from any of the following programs interviewed.

SILVERNEST

- Web platform for homeowner listings and searchable database for home seekers.
- “Aims to be a combination of AirBnb and Match.com for empty-nesters, who would like to rent out a room for money or chores.”
- Online rental agreements available for a fee
- Background checks available for a fee
- Minimal one-on-one support
- Costs for Users: \$24.99 a month for hosts; \$14.95 per month for home seekers
- Cost for Partners: Initial software use payment of \$16,000 to \$30,000
- **[RECENT LISTING IN FAIRFAX COUNTY](#)** (listing active on September 18, 2022)

NESTERLY

- Mission to offer more affordable, intergenerational housing
- Customizable web-based rental agreement
- Questionnaires to determine needs/wants for both homeowner and home seeker
- Financial/school enrollment verification
- Performs background checks
- Provides for task exchange to reduce rent
- Provides social worker phone support monthly
- Works with a local regional coordinator provided by local partner. Local partner can provide match-support counseling, home visits for safety checks, marketing, and information and assistance.
- No fees incurred until successful match is made.
- Booking fees from \$95- \$195, depending on length of rental agreement.
- Monthly fee of 2.5% of monthly rent. Rent is set by homeowner.
- Cost: initial software use fee with a la carte service add-ons: \$25,000 - \$100,000

MONTGOMERY COUNTY PARTNERSHIP WITH HOUSING INITIATIVE PARTNERSHIP (HIP) NON-PROFIT

- Local housing counseling services provided by HIP include rent counseling, ready-to-rent services, needs counseling, home inspections, background checks
- HIP provides rent agreements customized to individual situations
- Housing counselors work with county social workers through referrals

- Provide homeowner counseling and assistance to make homes rent ready
- Provides on-going support
- 7 matches since launch in 2019. Slow implementation due to Covid.
- Cost: Montgomery County RFP original budget of \$170,000

CENTRAL OHIO AREA AGENCY ON AGING (COAAA) IN PARTNERSHIP WITH NESTERLY

- Local regional home share coordinator (Volunteer Manager)
- No rent subsidies, but task exchange is possible
- Still in the beginning stages; interrupted by Covid
- COAAA currently depends on Nesterly for direct-phone counseling
- Cost: 2-year contract with initial payment of \$25,000 for software use

BOSTON AGE FRIENDLY

- The City of Boston home sharing initiative:
- 2017 Age Friendly Boston Action Plan identified a need for more creative housing options, including “exploring the creation of a home share network, matching older homeowners with rooms to rent with others who need to rent a room, such as graduate students or other older adults.”
- In 2017, initiated a pilot **INTERGENERATIONAL HOME SHARING PROGRAM WITH NESTERLY** as a sole source \$10K contract.
- The City of Boston provided publicity, marketing, and other outreach efforts to help with recruitment and to promote the credibility of the idea and Nesterly as the match maker.
- In pilot program, more home seekers than homeowners.
- Pilot goal: 10 matches of home owners with younger home seekers. After initial goal met, program funded \$100,000 for 100 matches.

NEW YORK FOUNDATION FOR SENIOR CITIZENS HOME SHARE MODEL

- Operated by New York Foundation for Senior Citizens. Funded by New York State & New York City governments (including funding from the City’s Area Agency on Aging), and private sources. Majority of funding is from public sources.
- Either host or home-sharer must be age 60 or older; if the home-sharer is a person with a disability, the homeowner can be age 55 or older.
- Professional Social Workers screen and check references of the host and home-sharer, assist with finding compatible matches, schedule and attend match meetings, and offer a written agreement. Agreement must be signed by both parties and includes a clause that either part must give 30-day notice in order to terminate agreement.
- Home inspections are included.
- Matching service is free, with no fees or security deposits. When a match occurs, home-sharers are responsible for a monthly contribution toward mutually agreed upon household expenses and/or provision of household services.
- Average length of rental agreement and actual average time renter stayed in home varies, but some have lasted for many years.
- 2,500 people have been matched since its inception in 1981.

- "The majority of matches are very successful because the Foundation works hard to ensure compatibility. That said, it is very time-intensive and there needs to be a lot of outreach to secure participants."
- "The program is highly regarded by elected officials and they applaud its innovation and success over 41 years."

HOMEMATCH PIMA PROGRAM, PIMA COUNCIL ON AGING, TUCSON, ARIZONA

- Program, launched in 2021, now paused.
- Found people remain deeply cautious about sharing their homes with non-family members in this era of COVID-19
- Landlord-tenant relationship added significant legal considerations and complications to the process.
- Note: Contracted vendor for home sharing feasibility study: 75 hours for \$27,500. The Pima Council recommends taking time to do a more in-depth study as project not as successful as predicted.

4STAY (AT NORTHERN VIRGINIA COMMUNITY COLLEGE)

- Home sharing organization working with the Northern Virginia Community College. Home sharing technology is integrated with the [**NVCC WEBSITE**](#).
- Local company that expressed interest in responding to RFPs for home sharing programs.

HOMESHARE OC PROGRAM, ORANGE COUNTY, CALIFORNIA

- Homeless Intervention Services of Orange County - Charity with no government funding.
- Program launched in 2020.
- 12 matches since 2020.
- Home sharing initiative in response to community colleges setting aside parts of parking lots so home-challenged students could sleep in their cars.
- Matching assistance includes interviews with home owners and students.
- Program launched in 2020.
- 12 matches since 2020.

CANADA HOMESHARE

- University of Toronto pilot effort pre-Covid; now countrywide.

WIN-WIN HOMESHARING (ATTEMPTED)

- [**2020 FAIRFAX COUNTY HOUSING CHALLENGE**](#) Winner
- Win-Win website not active.

GEORGE MASON UNIVERSITY OFFICE OF CONTEMPORARY STUDENT SERVICES

- No current intergenerational home sharing, but off-campus housing office interested in exploring possible county plans.

Recent Media Coverage

- [THE WASHINGTON POST](#)
- [PBS NEWSHOUR](#)
- [MSNBC](#)

Home Share Resources

- [A CONSUMER'S GUIDE TO HOMESHARING](#) (posted on Fairfax County website to support [50+ COMMUNITY ACTION PLAN](#))
- [NATIONAL SHARED HOUSING RESOURCE CENTER](#)
- [DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT](#)

Home Share Program Committee

- **Department of Family Services (DFS)/Fairfax Area Agency on Aging (AAA):** Jacquie Woodruff, Legislative and Policy Supervisor
- **Fairfax Area Commission on Aging (COA):** Catherine Cole, Chair and At-Large Representative, and Mike Perel, Braddock District Representative
- **Office of the County Attorney (OCA):** Cynthia Bailey, Deputy County Attorney
- **Department of Finance/Risk Management (DOF):** Randy Jouben, Risk Manager
- **Department of Housing and Community Development (HCD):** Toni Clemons-Porter, Associate Director, Senior Housing and Assisted Living
- **Department of Neighborhood and Community Services (NCS):** Patricia Rohrer, Long Term Care Program Development Manager
- **Department of Planning and Development (DPD):** Carmen Bishop, Planner V, and Tracy Strunk, Director of Department of Planning and Development
- **Department of Procurement and Material Management (DPMM):** Lee Ann Pender, Director of Department of Procurement and Material Management, and Pat Wilkerson, Team 3 Contract Specialist Supervisor