

Mayor's Office of Housing and Community Development
City and County of San Francisco



Edwin M. Lee
Mayor

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Director

On May 6, 2014, the OCII Commission considered and approved the Memorandum of Understanding (MOU) between OCII and the Mayor's Office of Housing and Community Development ("MOHCD"). At the same meeting the Commission asked several questions regarding the lease-up of the OCII properties, including: who is applying; the number of COP holders applying; the number of successful COP holders; why some COP holders are unsuccessful applicants; what are the racial/ethnic mixes; and what challenges the Developers are experiencing. The MOU requires a Marketing Outcomes Project Report subsequent to the initial lease-up for each OCII affordable housing development. The 280 Beale Street report represents the first such report.

Marketing Outcomes Project Report
April 5, 2016

Project name	280 Beale (Transbay Block 6)
Project location	280 Beale Street; Transbay Project Area
Project sponsor	Mercy Housing California
Project tenure	100% affordable
Population type	Family housing
Total number of units	70
Total number of affordable units	69 (55 1-bedroom, 14 2-bedroom, 1 mgrs)
Affordability level(s)	50% Area Median Income
Marketing start date	March 11, 2015
Construction completion date	June 18, 2015
100% Lease-up date	September 30, 2015
Occupancy preferences	<ol style="list-style-type: none"> 1. Hunters Point and Western Addition Certificate of Preference ("COP") Holders 2. Ellis Act Housing Preference ("EAHP") Holders 3. San Francisco residents or workers 4. General Public.

How many COP holders applied	12
What city did they live in prior to 280 Beale	10 from San Francisco 1 from Oakland 1 from Richmond
How many COP holders were housed	6 ➤ 5 with Western Addition Certificates ➤ 1 with Hunters Point Certificate
Of the 6 COP holders housed, what was their city of origin	5 from San Francisco 1 from Richmond
How many COP holders are currently active on the mailing list	870
How many EAHP holders applied	1
How many EAHP holders were housed	1
Total San Francisco Residents or Workers Housed	64
Non-San Francisco Residents and City of origin (not including COP holders):	4 ➤ 1 from San Bruno ➤ 1 from Burlingame ➤ 1 from Belmont ➤ 1 from Daly City

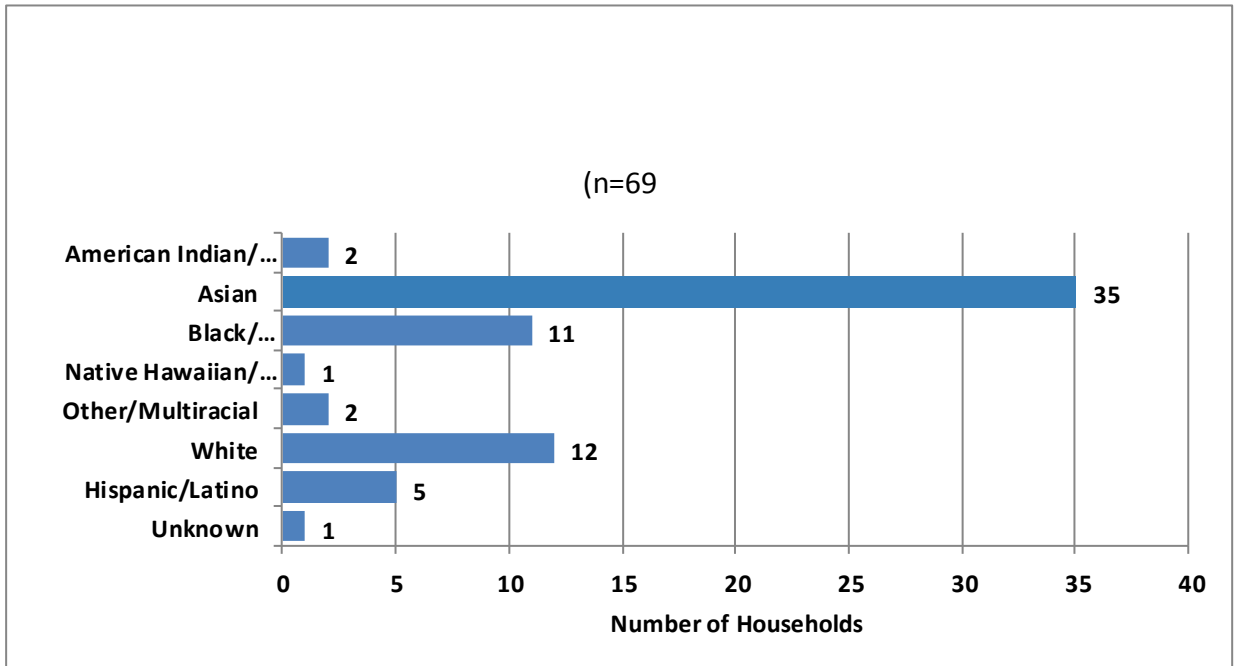
280 Beale Street Heads of Households at Lease-Up

Race Ethnicity	COP Residents:	Total 280 Beale Residents	Percent:
American Indian		2	3%
Asian		35	51%
Black	6	11	16%
Native Hawaiian		1	1%
Other/ Multiracial		2	3%
White		12	17%
Hispanic/Latino		5	7%
Unknown		1	1%
Total		69	100%

*Latino respondents were included in a reported race.

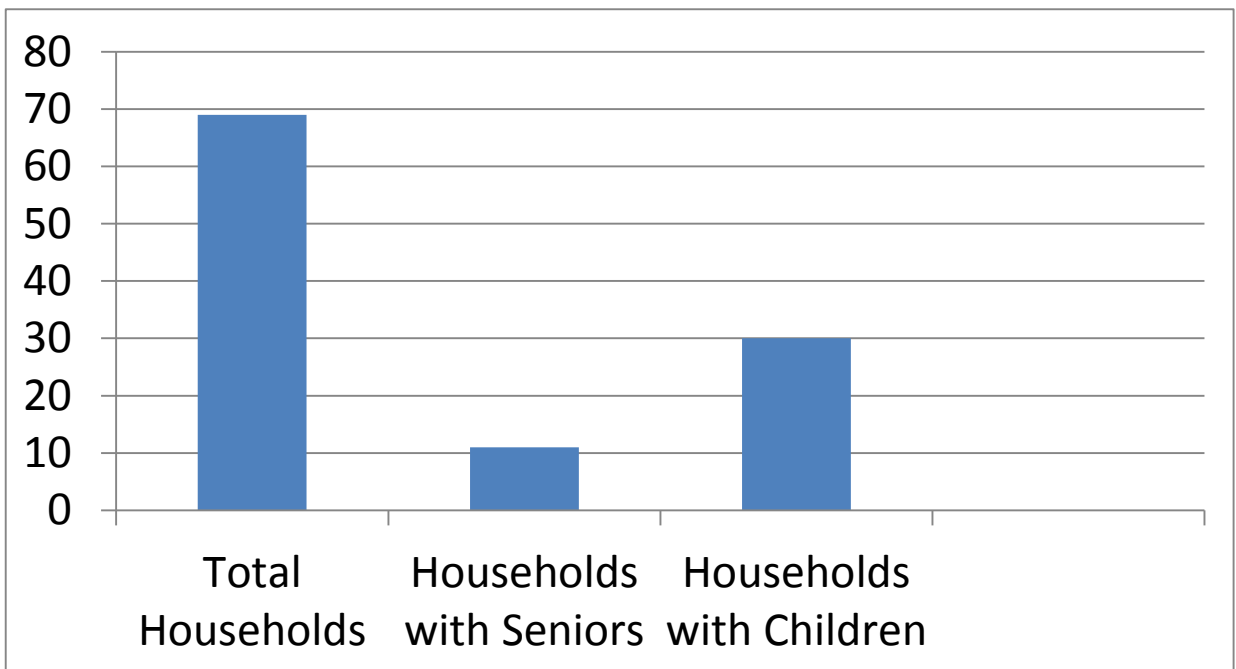
Lease-up Demographics

Race/Ethnicity Head of Household



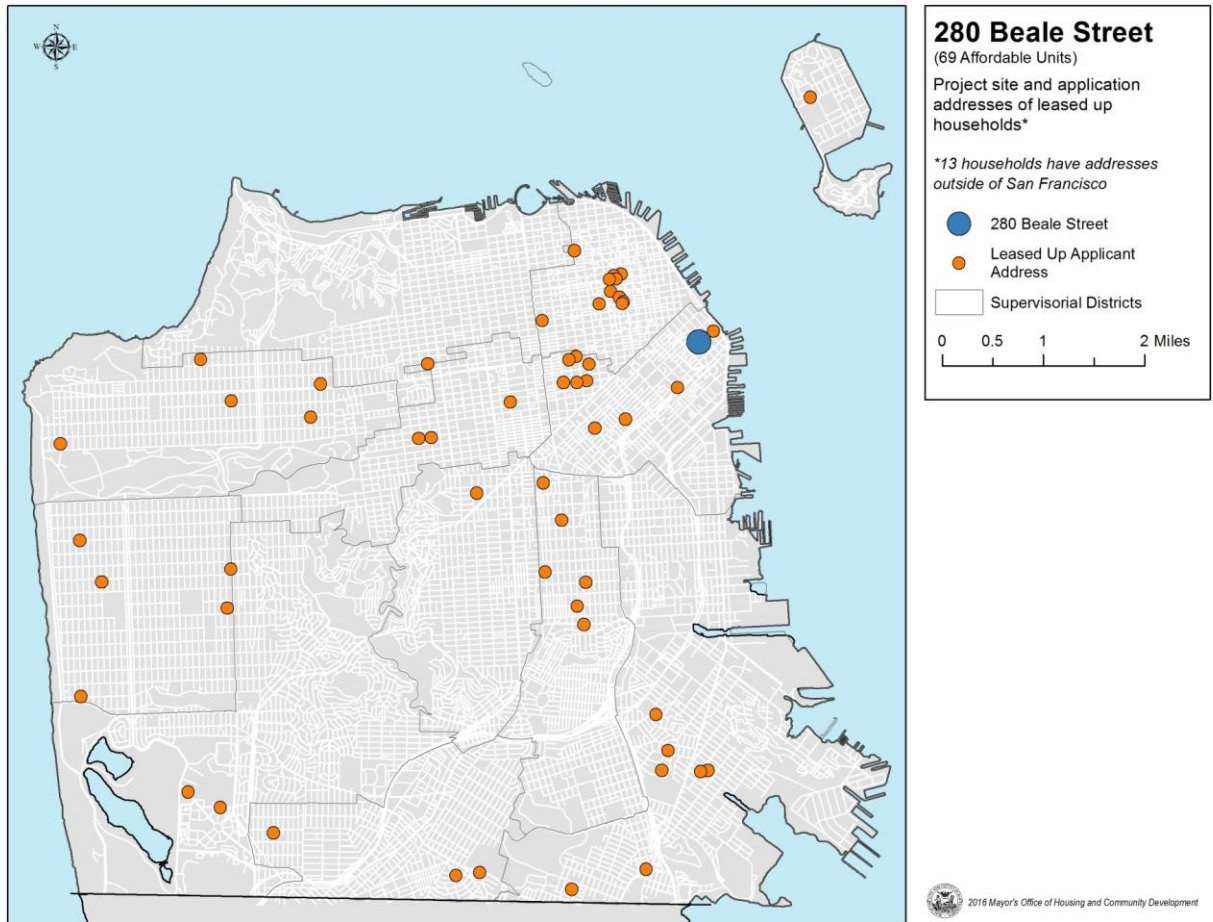
Approximately 51% of the successful applicant households at 280 Beale Street are Asian American, and 17% are occupied by White households, and 16% by Black households. While 7% of the successful applicant households identified as Hispanic/Latino.

Households with seniors or children

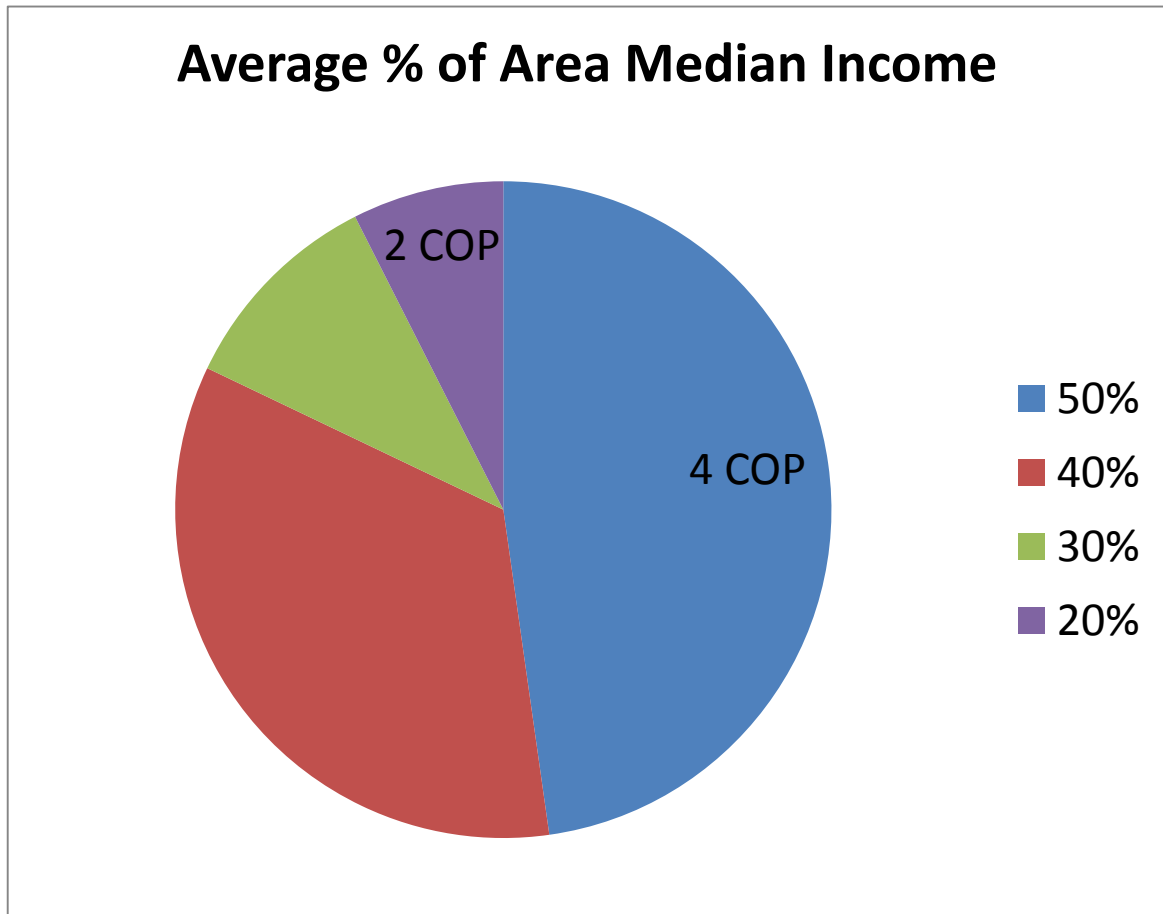


While the units are relatively small (55 1-bedroom and 14 2-bedroom) at 280 Beale Street, the majority of successful applicant households have either senior or children family members, which often are among the most vulnerable populations. Households interested in larger units will want to consider 222 Beale Street (also known as, Transbay Block 7) where 23 3-bedroom units are being developed, as well as 53 1-bedroom and 43 2-bedroom units.

Location of where successful applicants resided



The location map (above) shows that Districts 3 and 6 are the most represented areas for the initial lease-up of 280 Beale Street. Additionally Districts 9 and 10 represented well with 6 and 7 residents housed, respectively. The balance of the supervisorial districts had some successful applicants with the exception of District 2.



The above pie chart shows that the majority of applicants living at 280 Beale are at 50% of Area Median Income (“AMI”) (or \$43,700 for a 3-person household). Of significance is that two households (who are also COP households) are at 30% or less AMI levels because MOHCD staff paired the households with housing subsidies from the AIDS Housing Alliance. This subsidy allows a household, which would otherwise not have an adequate income, to live at 280 Beale Street.

Mercy Housing reported no major problems with the lease up process. The highlights of lease up are:

- Lease up completed by September 30, 2015 deadline
- 5354 applications were submitted during 14 day application period
- Certificate of Preference (“COP”) Holders participation and placement:
 - 12 COP holders applied
 - 9% of successful applicants at 280 Beale were COP holders. Previous COP housing rate in the last two affordable developments was an average 2%.
 - Three COP holders were denied for being under income and were referred to housing counseling
 - Three COP holders did not provide requested information nor did they show up for scheduled interview and did not respond to MOHCD staff inquiries
 - One had an eviction within the last seven years
- One Ellis Act Housing Preference household, evicted from District 3 (Chinatown) applied, qualified and moved in
- 22 households were denied and appealed. With MOHCD help, 9 appeals were overturned