



Certificate of Preference Holder Survey – Final Results and Recommendations

Commission on Community Investment and
Infrastructure

June 5, 2018

Previous Survey Results Workshop

- Lake Research Partners (LRP) were selected to complete the survey
- All 891 active COP holders received postcards, and 114 individuals responded
- LRP presented findings to the Commission on September 19, 2017, including:
 - Methodology
 - Respondent results
 - Respondent housing interests

Survey Goals

- Better understand the demographics of the COP holders
- Use survey results to determine the housing needs of the COP holders to house as many COP holders as possible
- Implement a best approach in delivering the survey to ensure maximum responsiveness

Survey Results

- Majority of COP holders (85%) know the benefits of a Certificate
- Majority of COP holders (83%) still intend to use their Certificate
- Additionally the majority of COP holders are:
 - African American
 - Female
 - Over 60 years of age
 - Rent their units in San Francisco
 - Live with one to two other household members
 - Interested in senior housing
 - In need of housing assistance (with a rental subsidy and/or assistance with the process)
 - Interested in both rental and homeownership opportunities

Recommendations to Maximize Success

Recommendation	Action	Frequency
1. Meet housing demand for senior COP holders.	Eligible for 98% of the units in the MOHCD/OCII Housing Pipeline.	On-going
2. Meet demand for 1 and 2 bedroom units.	Housing Pipeline includes these unit types.	On-going
3. Developments need to include a range of income levels.	OCII's practice requires developers to include income tiering to households below 60% Area Median Income ("AMI").	These actions are on-going and are reflected in RFPs being released by OCII

Recommendations to Maximize Success (cont.)

Recommendation	Action	Frequency
4. Meet the services needs of seniors.	Services are required to be offered to resident households.	On-going
5. Inform COP holders of upcoming housing opportunities throughout the City.	Ensure COP holders apply through DAHLIA, which provides applicants information on units in various neighborhoods.	On-going
6. Educate COP holders about new neighborhoods, such as Transbay, Mission Bay, and Hunters Point Shipyard.	In October 2017, staff participated in an Information Session for the Transbay Block 7 housing site.	

Recommendations to Maximize Success (cont.)

Recommendation	Action	Frequency
	Since November 2017, staff has been attending, Department of Public Health staff's Shipyard presentations in the Southeast community. OCII staff provides housing and Shipyard specific information to all attendees, including COP holders.	

Recommendations to Maximize Success (cont.)

Recommendation	Action	Frequency
7. Assure COP holders know they have a preference in all affordable housing developments.	COP holders get notification of all affordable housing opportunities. December 2017, OCII staff obtained a social media account.	On-going Inform COP holders about different events
8. Provide list of units “coming soon” in the Western Addition.	In January 2018, MOHCD staff included this list of units in the COP holder Holiday Newsletter.	Once/year
9. Ensure Developers are informing COP holders about every housing opportunity.	Developers provide workshops for every approved Early Outreach Plan.	On-going during the Early Outreach Period

Recommendations to Maximize Success (cont.)

Recommendation	Action	Frequency
10. Need to get the word out that there are multiple affordable housing opportunities throughout San Francisco.	OCII social media notifications and MOHCD email blasts, often on a weekly basis.	OCII and MOHCD staff inform COP holders about current multifamily and inclusionary housing opportunities
11. Partner with non-profit agencies to determine effectiveness.	In early December 2017, staff provided BHPMSS and SFHDC an opportunity to discuss the successes and disappointments related to housing workshops.	At least once/year in the Fall
12. Hold an event in the community where the COP holders can obtain information and upcoming housing opportunities.	In December 2017, staff hosted a COP and affordable housing opportunities and information table at the BHPMSS Holiday Party.	Once/year.

THANK YOU