

OCII COMMISSION

FY 18-19 COP ANNUAL REPORT ***JULY 1, 2018 – JUNE 30, 2019***

November 19, 2019



Background Information

- Certificate of Preference (COP) holders were displaced in the 1960's and 1970's due to former Redevelopment Agency action
- State and City law requires certificate holders to be prioritized in renting or purchasing affordable housing
- COP holder's need to meet all of the qualifications for affordable units
- Currently there are 950 "active" COP holders of which 314 have used their certificate once

COP Holders in OCII Projects 2018-19

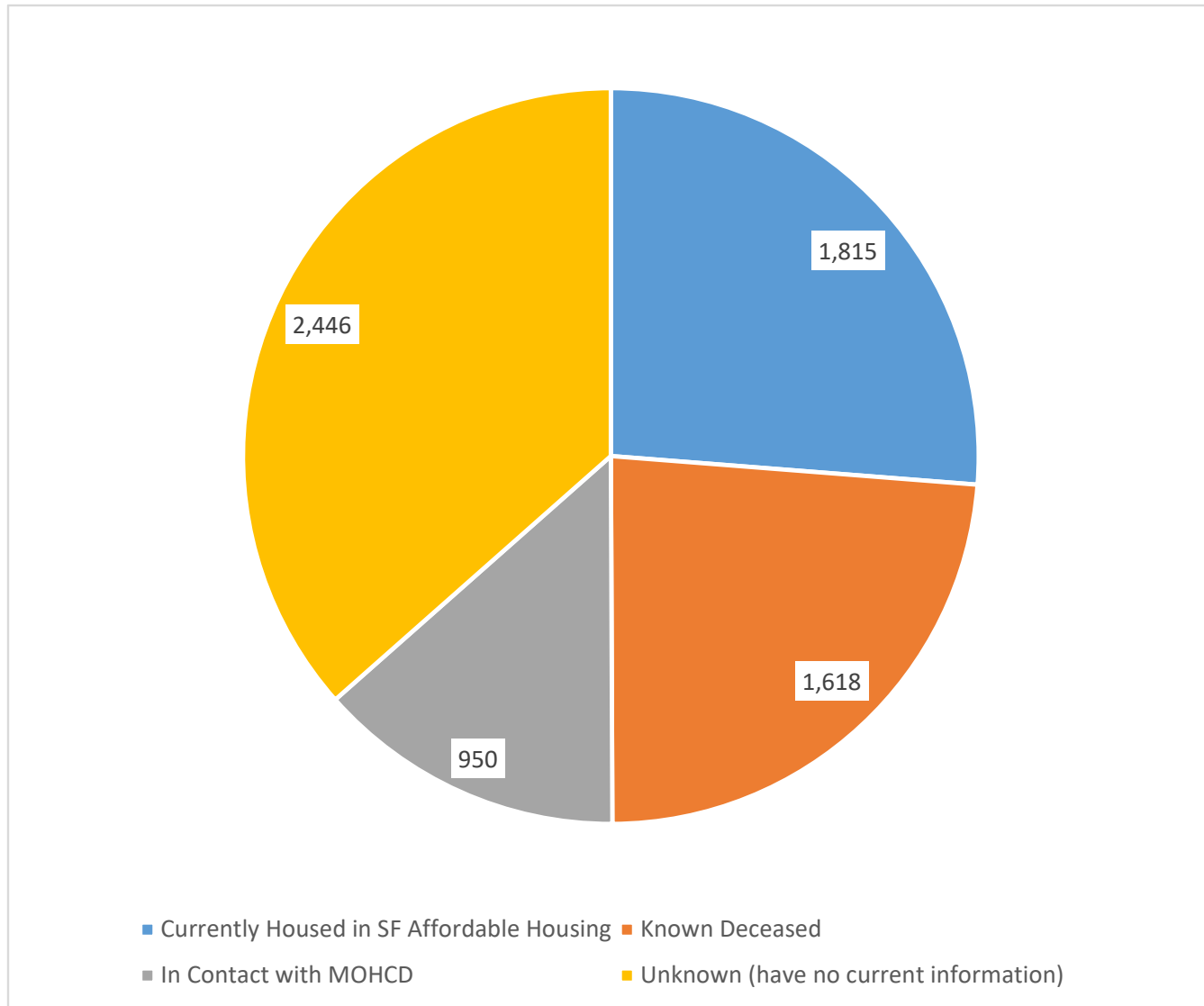
Project Area	Project Name	Tenure	Date 100% Occupied	Number of Affordable Units	All Applicants	COP Applicants	Successful COP holders in FY 18-19*
TB	222 Beale/255 Fremont (Natalie Gubb Commons)	Family Rental	Jul-18	95	6,580	10	1
Candlestick Point	Alice Griffith Apts. Phase 3	Family Rental	Aug-18	28	4,445	12	2
MBS	626 Mission Bay Boulevard North	Family Rental	Dec-18	113	5,749	25	10
Candlestick Point	Alice Griffith Apts. Phase 4	Family Rental	Jun-19	11	4,008	11	0
TOTAL				247	20,782	58	13

**Of the 13 COP holders housed, 6 were from Western Addition and 7 were from Hunters Point.*

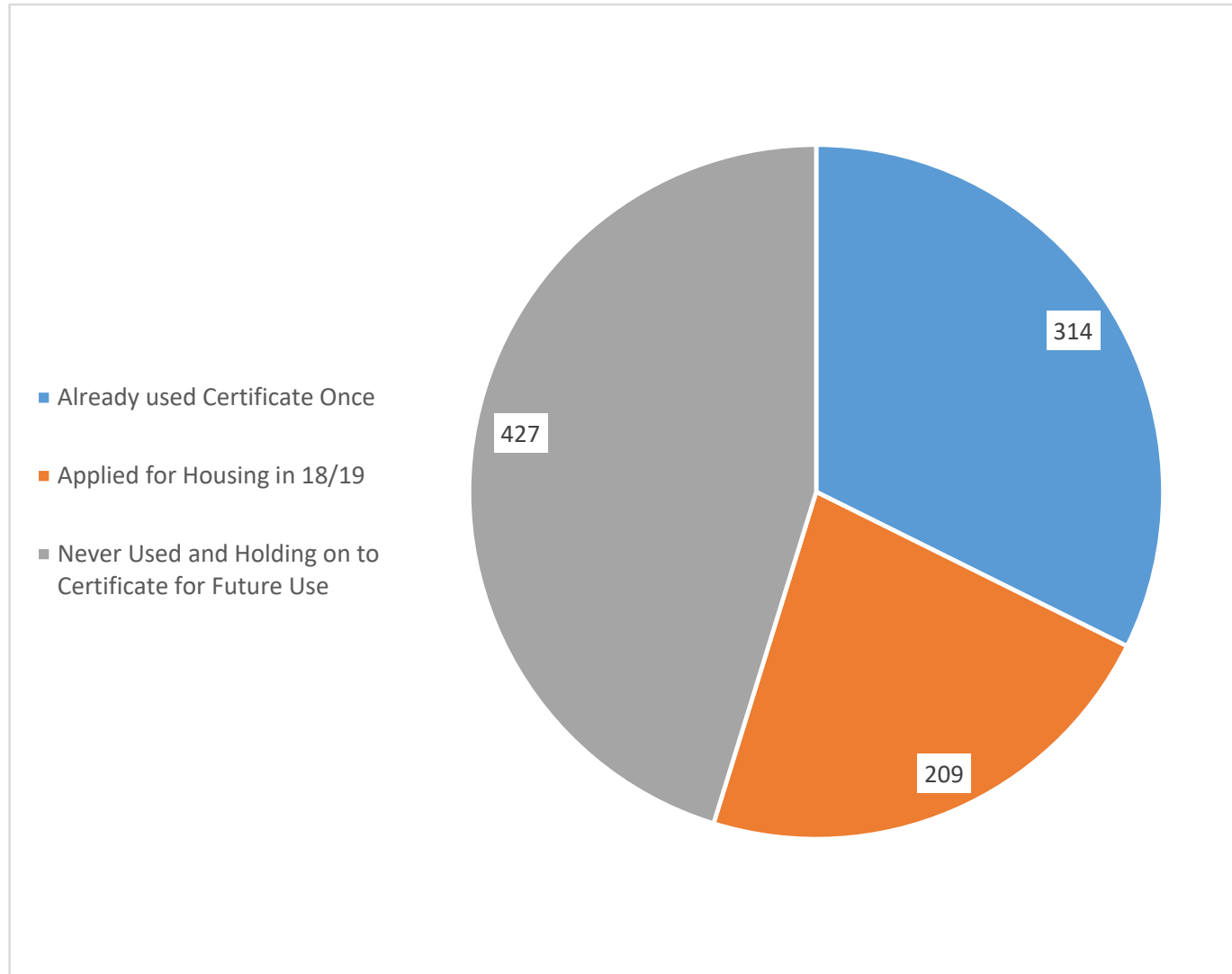
Full-time COP Coordinator's Activities

- COP mailings for every new development
- Eligibility confirmation
- Issue new certificates
- Responds to inquiries from the public
- Assists through lease-ups and sales processes
 - Connects with COP holders who applied but are non-responsive when contacted to submit additional paperwork
- Secures rental subsidies and/or financial assistance

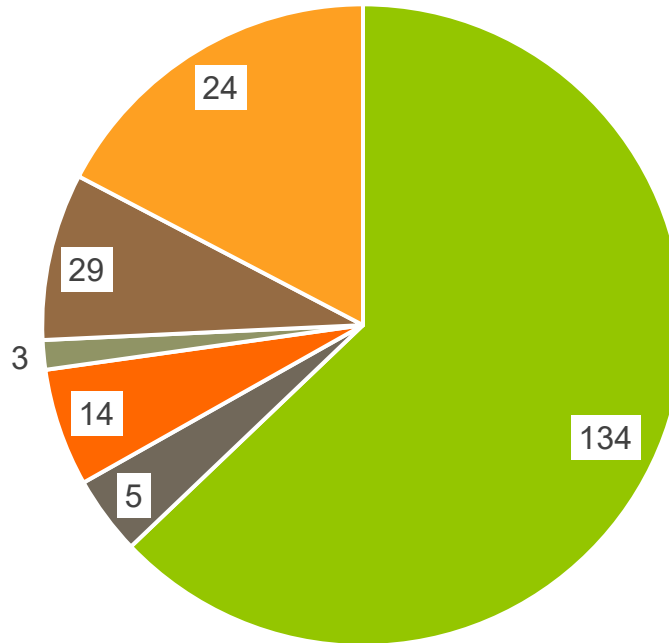
6,829 COP Holders Status as of June 30, 2019



950 COP Holders in Contact with MOHCD

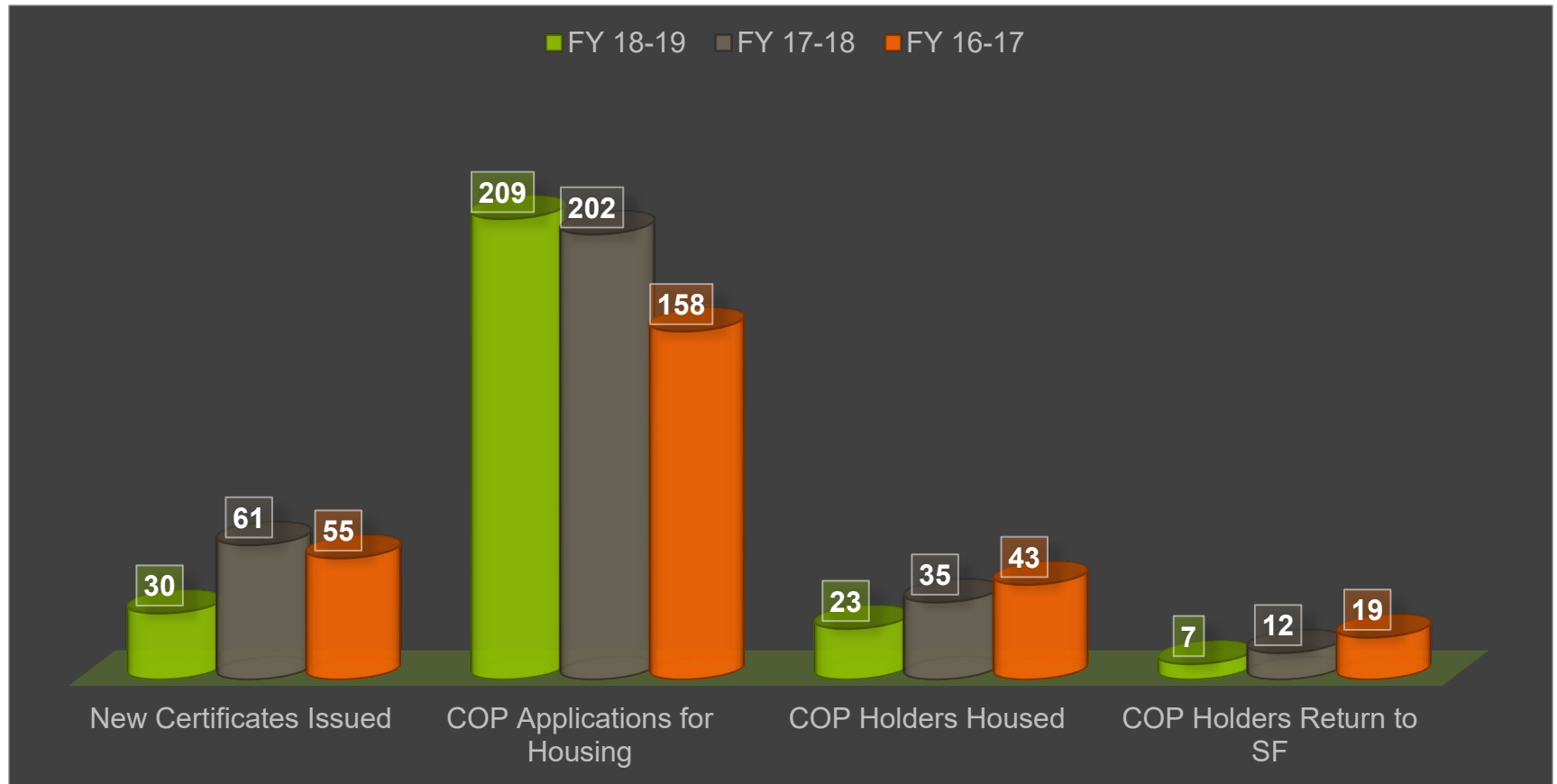


209 COP holder applications submitted for housing in 2018-19



- No Response or Withdrew
- Under Income
- Over Income
- Credit, Criminal, or Other Barrier
- Applied to Waitlist Lottery or Requested to be Waitlisted
- Housed

Outreach Accomplishments for all Affordable Housing Opportunities

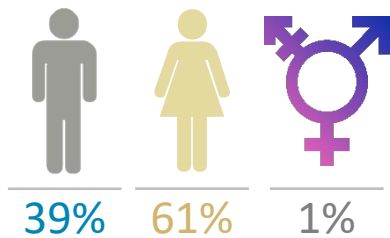


2017 Outreach to COP Holders

- OCII procured for a consultant to learn more about COP holders
- Lake Research Partners (LRP) surveyed 114 individuals who responded of the 891 COP holders who were contacted
- Captured the housing needs and preferences of active households
- Results:
 - Live in rental housing in San Francisco
 - Household size typically 1-2 people
 - Seniors who want senior housing
 - Need housing assistance
 - Interested in rental and homeownership opportunities
 - Want to live in Mission Bay and the Western Addition

Profile of COP Holders Reached

GENDER



AGE

Under 30	1%
30-39	0%
40-49	7%
50-64	54%
65+	32%

RACE

White	6%
Black	78%
AAPI	8%
Native American	1%
Other	5%

INCOME

< \$30k	41%
\$30k – <\$60k	25%
\$60k – <\$85k	12%
\$85k – <\$110k	5%
\$110k +	5%

REGION

San Francisco	60%
Other	39%
Don't know/ Refused	2%

Steps Implemented to Maximize Success

- Based on the survey results, staff implementing:
 - Income tiering (at both below and above 50% Area Median Income)
 - Require a mix of unit types (including 1 and 2 bedroom units)
 - Assure comprehensive services to all age groups, including seniors
 - Provide a list of “coming soon” units in the Western Addition
 - Ensure developers comply with Early Outreach procedures
 - Meet with housing counseling agencies to determine the effectiveness of the program
 - Inform COP holders about DAHLIA (learn about and apply for housing opportunities)

New Outreach

- Search for additional COP holders
- Procure a consultant to locate and confirm individuals who may be eligible for a COP
- Use a variety of social media resources
- Create and implement an “interactive” map to assist households
- Budget for these efforts

Engage

- Continue requiring Early Outreach Plans
- Support the launch of the COP Holders Club
 - Support and compete with each other
 - Attend workshop sessions
 - Stay engaged
 - Apply for affordable housing opportunities
 - Quarterly events
 - Tax preparation
 - Social equity discussions

Opportunity

- Take advantage of all subsidy opportunities
- Continue tiering requirements in all OCII Affordable Housing Requests for Proposals
- Interface with COP holder applicants
 - What made the opportunity attractive?
 - Why stay engaged?
 - Why decide to withdraw?

Thank You!

