

2012-2013 Multifamily Project Marketing Report for OCII
Prepared by the Mayor's Office of Housing and Community Development – 5/1/14

Summary

Since February 1, 2012, 6 former San Francisco Redevelopment Agency projects have initiated marketing of their units pursuant to marketing plans reviewed and approved by Mayor's Office of Housing and Community Development (MOHCD) staff but before implementation of the proposed memorandum of understanding between the Office of Community Investment and Infrastructure (OCII) and MOHCD. Of the 6 projects that have initiated marketing, 5 projects completed initial marketing and 1 project is still in progress. All projects were subject to utilizing the Certificate of Preference (COP) program as administered by MOHCD as well as their own project-specific occupancy requirements pursuant to their respective capital or operating subsidy program requirements. The projects where 100% of the units are permanent supportive housing serving formerly homeless households will only have COP holders to the extent the COP holders are within the target homeless population.

Below is a table summarizing the outcomes of the Certificate of Preference program in each of the completed lease-ups and a description applicable target populations of each project. Also included in this report are demographics of the initial lease-ups when available. Developers did not consistently collect demographic information of their applicant pools, nor were required to collect such data under their approved- marketing plans. Collection of demographic data will be required for all future projects.

Also included in this report either as attachments or summarized within the body of this report are descriptions of why COP holders did not move in to the former SFRA projects they had applied to and if they were able to be housed at other affordable housing developments.

Projects Leased 2012-2013

Project Name / Project Address	Total # of Units	Target Population	# of COP Holder Applicants	# of COP Holders Housed	Other applicable preferences	Notes
Mary Helen Rogers Senior Community – 701 Golden Gate Ave	100 units plus 1 manager's unit	Seniors age 55 and over at or below 50% of area median income (AMI) with 20 units for homeless seniors who meet Shelter-Plus-Care eligibility criteria	18	8	N/A	20 homeless units through Shelter-Plus-Care units referred by HSA and DPH; 23 households receiving rental assistance through MOHCD subsidy

Project Name / Project Address	Total # of Units	Target Population	# of COP Holder Applicants	# of COP Holders Housed	Other applicable preferences	Notes
Hunters View Phase 1 – 112 Middlepoint Road	106 units plus 1 manager's unit	79 replacement public housing units for qualified Hunters View residents and subsidized by the San Francisco Housing Authority; 27 units available to qualified COP Holders and other applicants at or below 50% of AMI pursuant to the Bayview Hunters Point Redevelopment Plan	8	0	Pursuant to the Bayview Hunters Point Redevelopment Plan: Preference 1 = Hunters Point Certificate of Preference Holders; Preference 2 = other Certificate of Preference Holders; Preference 3 = rent burdened or assisted housing residents paying more than 50% of income toward rent; Preference 4 = San Francisco residents and workers; Preference 5 = members of the general public	60% of the units in Phase 1 were public housing replacement housing units and required to be occupied by existing qualified Hunters View residents
Bayview Hill Gardens – 1075 LeConte Ave	72 units plus 1 manager's unit	Homeless families or transition-age youth with 55 units referred by the Human Service Agency's Access Points and 17 units referred from the Shelter Plus Care system	2	2	N/A	Project fully subsidized by the Local Operating Subsidy Program or McKinney Shelter Plus Care – all units referred by Human Service Agency

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		administered by the Human Services Agency				
Rene Cazenave Apts – 25 Essex St	120 units	10 units required to be occupied by Mental Health Services Act qualified households; 9 units required to be occupied by Housing for Persons With AIDS qualified households; 101 units for homeless households referred by the Department of Public Health's Direct Access to Housing program	0	0	N/A	Project fully subsidized by the Local Operating Subsidy Program – all units referred by Dept of Public Health's Direct Access to Housing Program
Natoma Court – 474 Natoma St	59 units plus 1 manager's unit	Families at or below 60% AMI with preference to COP holders and other occupancy preferences required under the South of Market Redevelopment Plan	9	0	Pursuant to the South of Market Redevelopment Plan: Preference #1 – COP holders; Preference #2 = persons displaced from housing with the Project Area by the Loma Prieta Earthquake;	

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					Preference #3 & 4 = persons displaced by Redevelopment or City action; Preference 5 & 6 = residents of the SOMA Project Area or SOMA residents in census tracts 176.01 and 178	
1180 4th Street	149 units plus 1 manager's unit	50 units required to be occupied for homeless families referred by the Human Services Agency; 99 units for families at or below 50% AMI of which 2 units are targeted to small family daycare operators who meet the income requirements	11	TBD	Preference 1 = COP holders; Preference 2 = small family daycare operators (for 2 units); Preference 3 = members of the general public	50 units subsidized by the Local Operating Subsidy Program – those units to be filled by referrals from the Human Service Agency's Access Points

Mary Helen Rogers Senior Community

Total number of housing applications received – 1,722 for 80 non-homeless units

COP Holder summary – Out of the 18 COP holder applicants, 10 did not move in for various reasons. 3 withdrew their applications; 3 earned more than 50% of area median income (in 2012, \$36,050 for 1-person household or \$41,200 for a 2-person household); 3 did not meet the age requirement (were under 55 years old), and 1 had an eviction history. The project developer anticipated receiving 38 project-based Section 8 subsidies from the San Francisco Housing Authority to assist low-income applicants to Mary Helen Rogers Senior Community, including COP holders; however, the Housing Authority rescinded its commitment due to procurement process errors. The rescission left 38 households with a substantial rent burden, some paying 50%-100% of their income toward rent. In response the Mayor's Office of Housing and Community Development provided a \$1,050,000 loan to the developer to fund a rent subsidy reserve so that those households would pay on average no more than 40% of their income toward rent. All 8 COP holders currently living at Mary Helen Rogers Senior Community are having their rents supplemented from this rent subsidy reserve.

Demographic data – The following types of data was available from the initial leasing: income of applicants and household size.

Income level:

>60% AMI	8%
50-59% AMI	7%
40-49% AMI	18%
30-39% AMI	26%
20-29% AMI	22%
<20% AMI	18%

Household Size:

1 person	48.5 %
2 people	39.4%
3 people	12.1%

Hunters View Phase 1

Total number of housing applications received – 142 for 27 non-public housing replacement housing units

COP Holder summary – Out of the 8 COP holder applicants, 8 did not move in for various reasons. 2 withdrew their applications; 6 did not earn enough income to afford the rent. At time of application, all households had to sign acknowledgment of the receipt of the Ground Rules for Denial of Rental Application. Those ground rules specified that the combined gross household income of applicants for a particular unit must be 2.5 times 1 month's rent. However, of the 8 COP holder applicants for Hunters View Phase 1, 1 moved to Mary Helen Rogers Senior Community, 2 moved to Candlestick Heights at 833 Jamestown Avenue and 1 moved to Rincon Green at 333 Harrison (both projects are affordable rental developments).

Demographic data – The following types of data was available from the initial leasing: income of applicants, household size, and residence at time of application.

Income level:

>50% AMI	5%
40-49% AMI	13%
30-39% AMI	16%
20-29% AMI	21%
<10% AMI	45%

Household size:

1 person	20%
2 people	22%
3 people	18%
4 people	20%
5 people	8%
6 people	8%
7 people	2%
8 people	1%
9 people	1%
10 people	1%

Residence at time of application:

San Francisco	76%
East Bay	17%
Peninsula	4%
South Bay	1%
Solano County/Sacramento	2%
Marin	0%
Out of state	1%

Bayview Hill Gardens

COP Holder summary – all 2 COP holder applicants moved into Bayview Hill Gardens

Demographic data – The following types of data was available from the initial leasing: race of applicants.

Race:

African American	54%
Latino	18%
Caucasian	17%
Filipino	4%
American Indian	2%
Asian	3%
Moroccan	1%
Samoan	1%

Rene Cazenave Apartments

COP Holder summary – there were no COP holder applicants since all units were referred by the Department of Public Health

Demographic data – not available

Natoma Court

Total number of housing applications received – 2,793 for 59 units

COP Holder summary – Out of the 9 COP holder applicants, 0 were housed for various reasons. 3 were interviewed but were either nonresponsive to numerous follow-up correspondence requesting additional application information or were denied due to criminal history, an inability to demonstrate an ability to pay rent, or credit issues; 1 was scheduled for an interview 3 different times but did not show up for all 3 interview appointments and was nonresponsive to voicemail messages or mailed correspondence; 2 were denied due to credit history, appealed the denial, were given an opportunity to provide documentation with their appeal but that requested documentation was not submitted; 3 were denied due to credit history and unlawful detainer filings. Two COP applicants for Natoma did however find affordable housing units. One was placed at Bayview Hill Gardens and 1 was placed at AVA (BMR unit).

Demographic data – The following types of data was available from the initial leasing: race, ethnicity and household size.

Race:

American Indian or Alaska Native	1%
American Indian or Alaska Native and Black or African American	1%
American Indian or Alaska Native and White	0.1%
Asian	36.4%
Asian and White	1.7%
Black or African American	16.3%
Black or African American and White	1.8%
Declined to State	19.9%
Native Hawaiian or Other Pacific Islander	1.5%
Other	8.7%
White	11.6%

Ethnicity:

Declined to State	37.5%
Hispanic	15.9%
Non-Hispanic	46.6%

Household Size:

1 person	27.7 %
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2 people	25.5%
3 people	21.2%
4 people	15.7%
5 people	6.7%
6 people	2.3%
7 people	0.9%

1180 4th Street

Total number of applications received – 2,983 for 99 non-homeless units

COP Holder summary – 11 COP holders have applied and their applications are still being processed. We found out today however, that one of the COP holders will withdraw their application because they are in contract and have been approved to purchase a re-sale BMR.

Demographic data – not available since application processing still underway