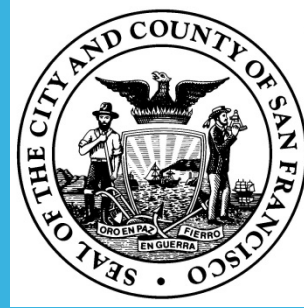


# OCII PROJECT MARKETING AND OUTREACH

MAYOR'S OFFICE OF HOUSING AND COMMUNITY DEVELOPMENT  
OCII COMMISSION  
JUNE 2, 2015



# MARKETING AND OUTREACH

- Redevelopment Plan details occupancy preferences
- Development Agreements outline marketing requirements
- Marketing Plan Template details marketing efforts
- Operational Rules outline lottery and lease up



# MOHCD MARKETING OCII PROJECTS

- Early Outreach Period – Access to Housing
- COP Mailings
- Email Blast
- Lottery Monitoring
- Weekly Monitoring of Lease Up and Sales with Review of All Disqualified Households
- Marketing to Underserved Populations
- Social Media



**2014-2015**

**MARKETING ACCOMPLISHMENTS**

**-Postcards**

**-Human Services and Department  
of Public Health**



**2014-2015**

**NEW COP RESOURCES**

**-SF Aids Housing Alliance Rental Assistance**

**-Housing Resource Manual**



# 1180 FOURTH STREET

- 149 total rental units
- 50 units for formerly homeless households
- 99 Very-low & low-income units
- 1, 2, and 3 bedroom
- \$997 - \$1362 monthly rent



# 1180 FOURTH STREET

- 2983 Lottery applicants for 99 Units
- 13 COP
- 3 COP Housed
  
- 2 “no-show”
- 4 over income
- 3 withdrew (2 were housed elsewhere)
- 1 deceased



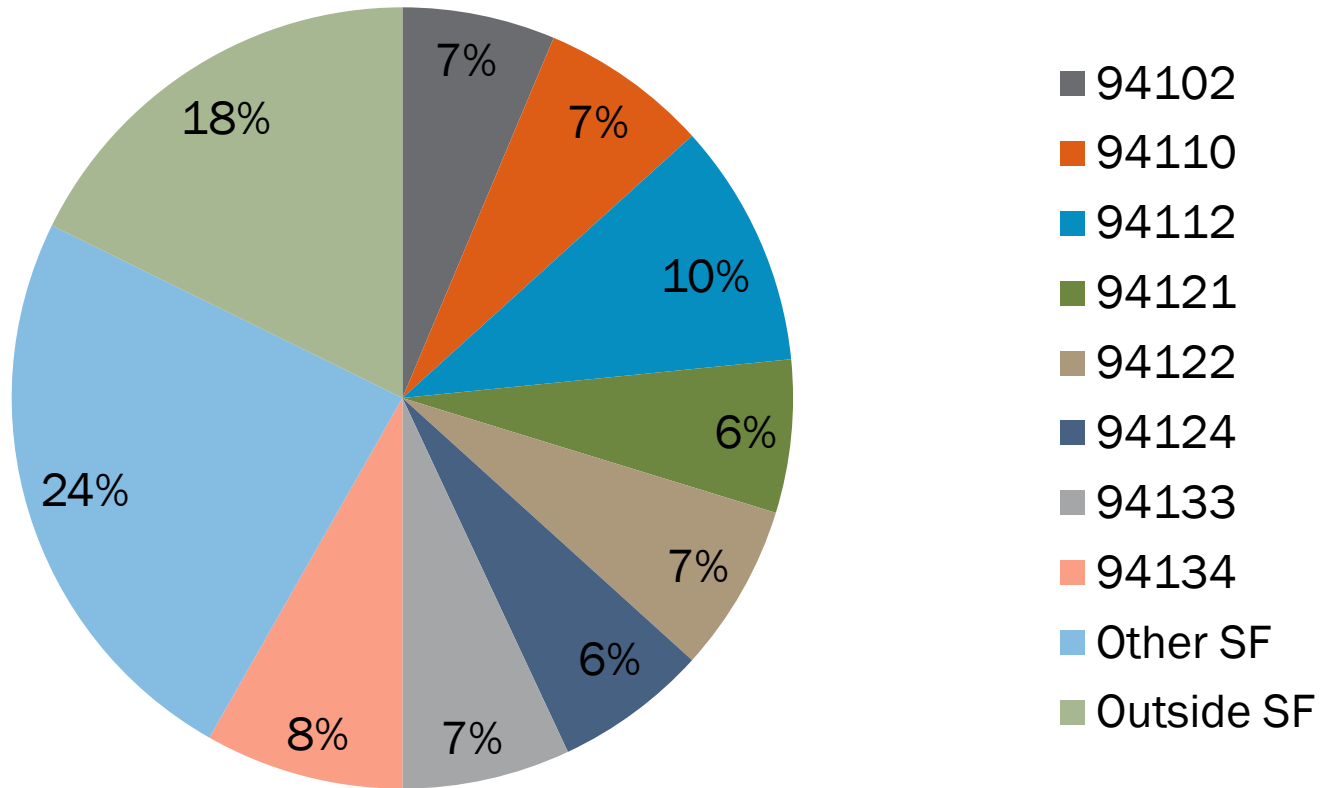
# SHIPYARD BLOCKS 50 & 51

- 80% AMI
- 9 for sale units
- 45 Applications submitted
- 1 over income COP certificate holder

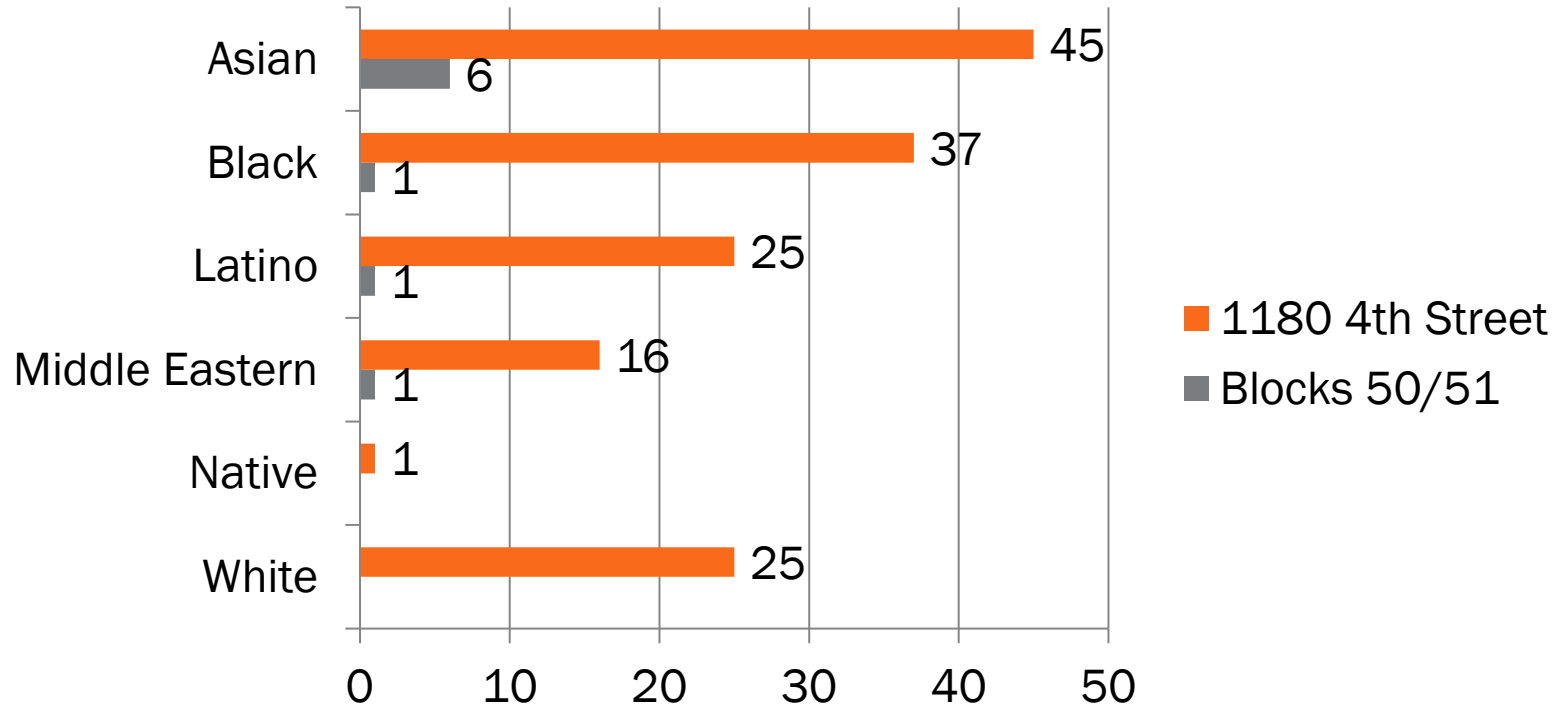




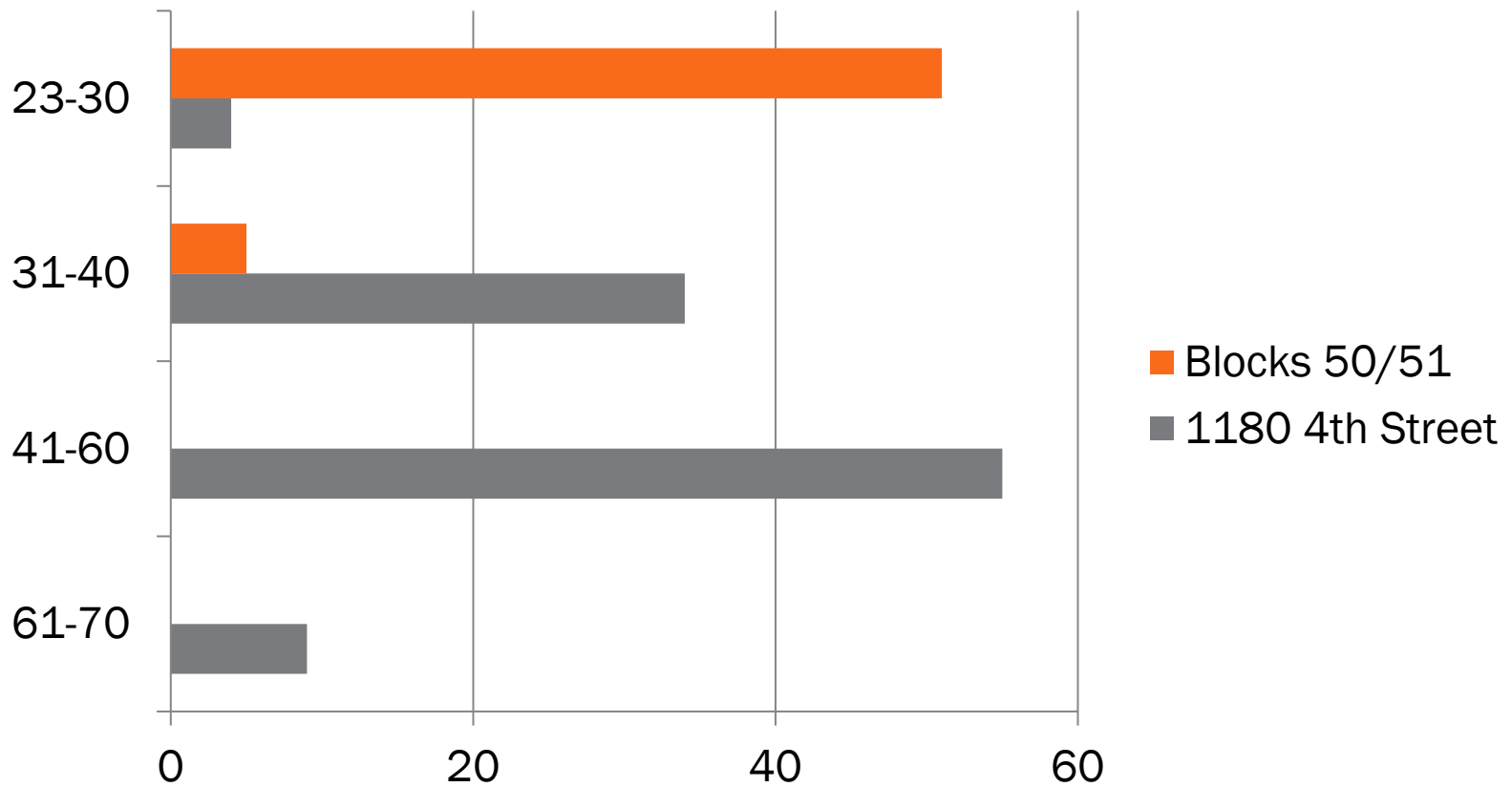
# 4<sup>TH</sup> STREET & BLOCKS 51/51 APPLICANT ZIP CODE OF ORIGIN



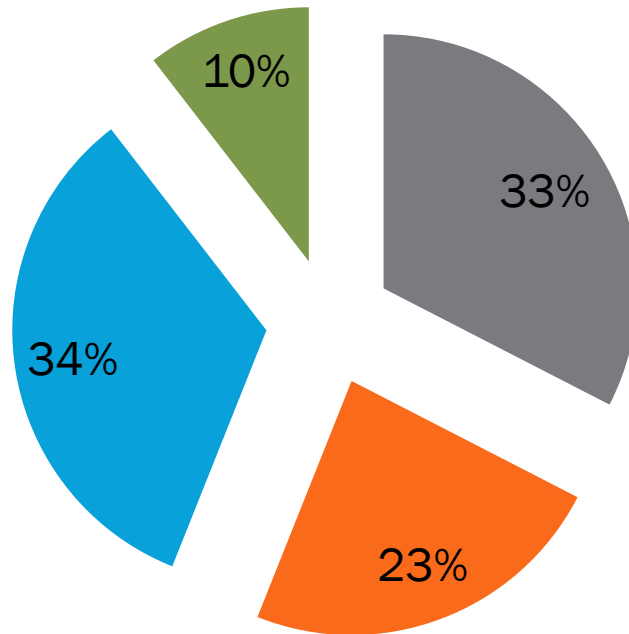
# ETHNICITY IN AFFORDABLE UNITS 14/15



# HEAD OF HOUSEHOLD AGE IN AFFORDABLE UNITS 14/15

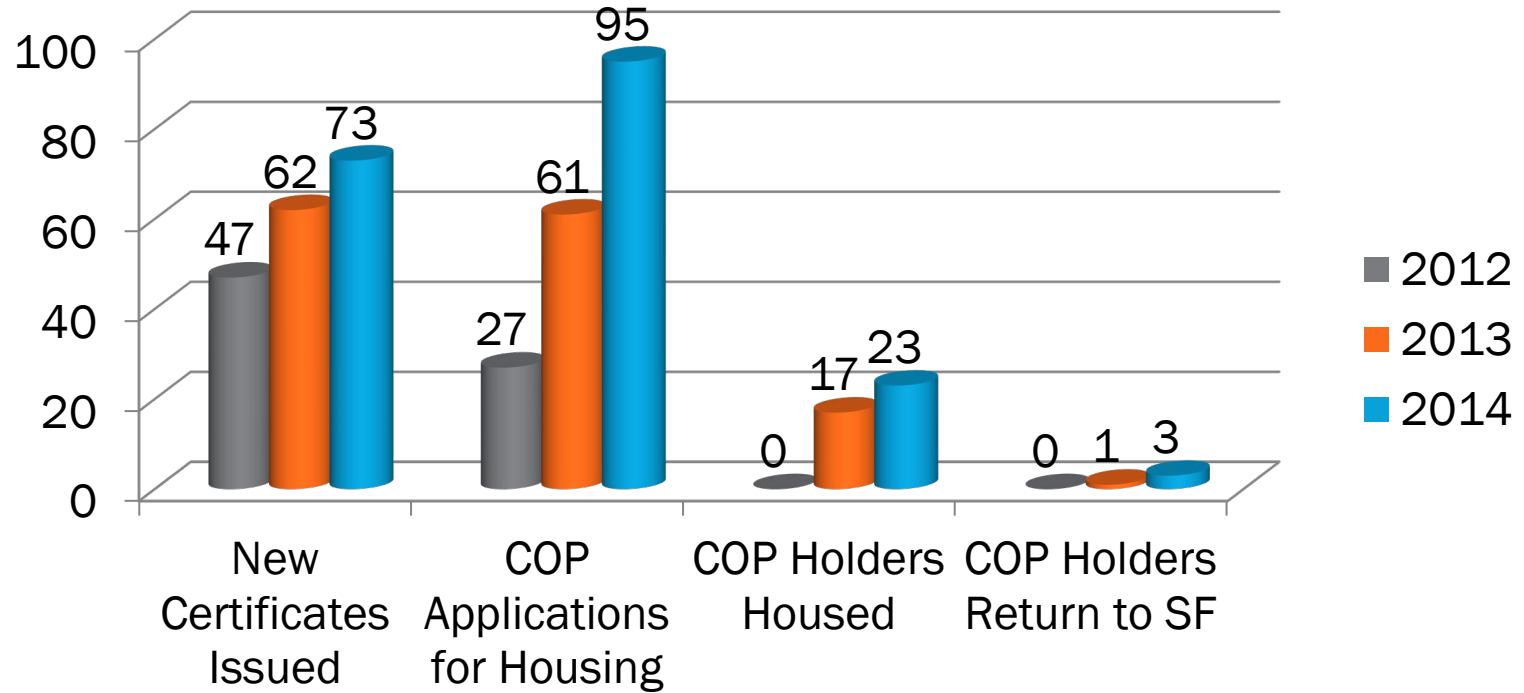


# CURRENT STATUS OF COP HOLDERS



- 1614 Deceased
- 1164 New Addresses Found
- 1660 Certificates Already Used
- 519 Have Not Used Certificate

# OUTREACH ACCOMPLISHMENTS



# WHAT'S NEXT? 2015/16

- COP Extension to 2021
- Fair Chance Ordinance Adoption
- DAHLIA

