

OCII Project Marketing and Outreach

July 1, 2015 - June 30, 2016

Mayor's Office of Housing and
Community Development

December 20, 2016



Marketing and Outreach

- ▶ -Redevelopment Plan details occupancy preferences
- ▶ -Development and Loan Agreements outline marketing requirements
- ▶ -Marketing Plan Template details marketing efforts
- ▶ -Lottery and Housing Preference Manual outlines lottery and lease-up processes



MOHCD Marketing OCII Projects

- ▶ -OCII Marketing Development Specialist
- ▶ -Early Outreach Period - Access to Housing
- ▶ -COP Mailings
- ▶ -Community outreach
- ▶ -Email Blast
- ▶ -Lottery Monitoring
- ▶ -Developer and leasing agent training
- ▶ -Weekly Monitoring of Lease Up and Sales with Review of All Disqualified Households



2015-2016

Marketing Accomplishments

- ▶ -Electronic Lottery
- ▶ -Published Housing Preference Guidelines
- ▶ DAHLIA Pilot Launch



2015-2016
Certificate of
Preference (COP)
Resources



- ▶ Intervening to assist in eviction prevention
- ▶ SF AIDS Housing Alliance Rental Assistance
- ▶ Housing Resource Manual
- ▶ SFHDC Rental Assistance Program

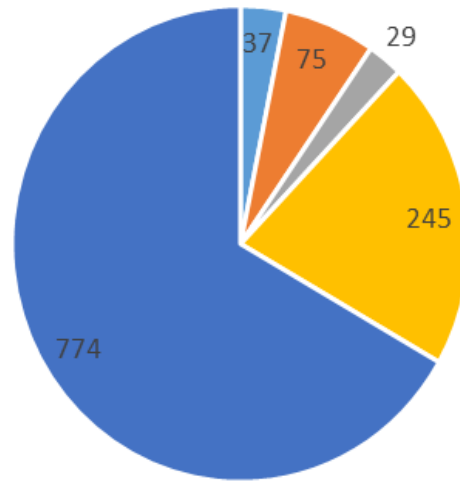
COP Activities 2015-2016

	FY 15-16	FY 14-15	FY 13-14
New Certificates issued	111	73	62
Applied for housing	157	95	61
COP Holders Housed	44	23	17
Returned to San Francisco	10	3	1



COP Outreach

1164 COP Eligible Households Contacted



■ Completing Paperwork ■ New Certificates Issued ■ Certificates Reissued
■ Undeliverable Mail ■ No Response

280 Beale Street

- ▶ 69 units at 50% Area Median Income (AMI)
- ▶ Lease up completed by September 30, 2015
- ▶ 5354 applications were received
- ▶ COP Holders participation and placement:
 - ▶ 12 COP holders applied
 - ▶ 9% of successful applicants at 280 Beale were COP holders.
 - ▶ 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

280 Beale Street cont.

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%

Hunters Point Shipyard, Blocks 50 and 51

- ▶ 88 new housing units of which 9 were available at 80% AMI levels
- ▶ One COP holder applied
 - ▶ Unfortunately submitted an incomplete package
 - ▶ Were provided with 3 business days to submit missing documents
 - ▶ Referred to SFHDC for assistance in application packaging and encouraged to apply for next phase of BMR units coming on line.
- ▶ Successful buyers per preference group:
 - ▶ 1-EAHP
 - ▶ 1-Rent Burdened
 - ▶ 7 SF residents
- ▶ Occupation Types: Security, engineer, in-home care, hospitality worker, and similar.

Hunters Point Shipyard, Blocks 50 & 51 cont.

Race Ethnicity	Percentage of Applicants:	Number of Applicants:
African American	16%	7
Asian	62%	28
Filipino	4%	2
Hispanic	7%	3
Middle Eastern	2%	1
White	9%	4
Total	100%	45

COP Outreach

- ▶ Bayview Senior Services grassroots outreach
- ▶ 200 community members applied for COP
- ▶ 35 new eligible certificate holders



**Bayview
Senior Services**

Dr. George Davis Senior Residence

1751 Carroll Avenue

- 120 one and two bedroom rental units
- Seniors, 62+
- 23 units set-a-side for homeless households
- Very-low income renters pay 30% of their income in rent
- 4139 Applicants for 97 units



Dr. George Davis Senior Residence

1751 Carroll Avenue

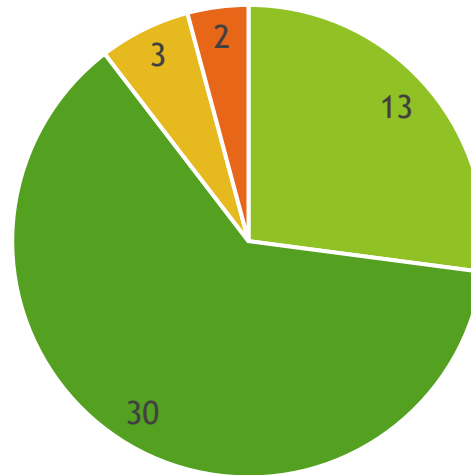
- 74 COP holders applied
- 36 Passed Housing Authority Screening
- 26 COP holders housed



Dr. George Davis Senior Residence

1751 Carroll Avenue

What happened to the 48 COP holders not housed?



■ Under Age ■ No Response or Withdrew ■ Other Eligibility Issues ■ Over Income

Pacific Pointe

350 Friedell Street

- 59 one, two, and three bedroom rental units
- Family housing for households up to 50% AMI
- \$964 - \$1178 monthly rent
- 2650 Applicants



Pacific Pointe

350 Friedell Street

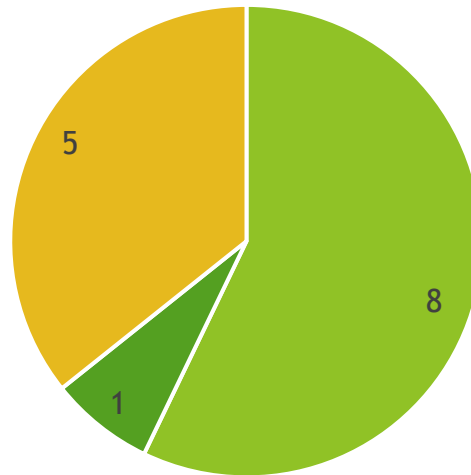
- 26 COP applied
- 12 COP holders housed



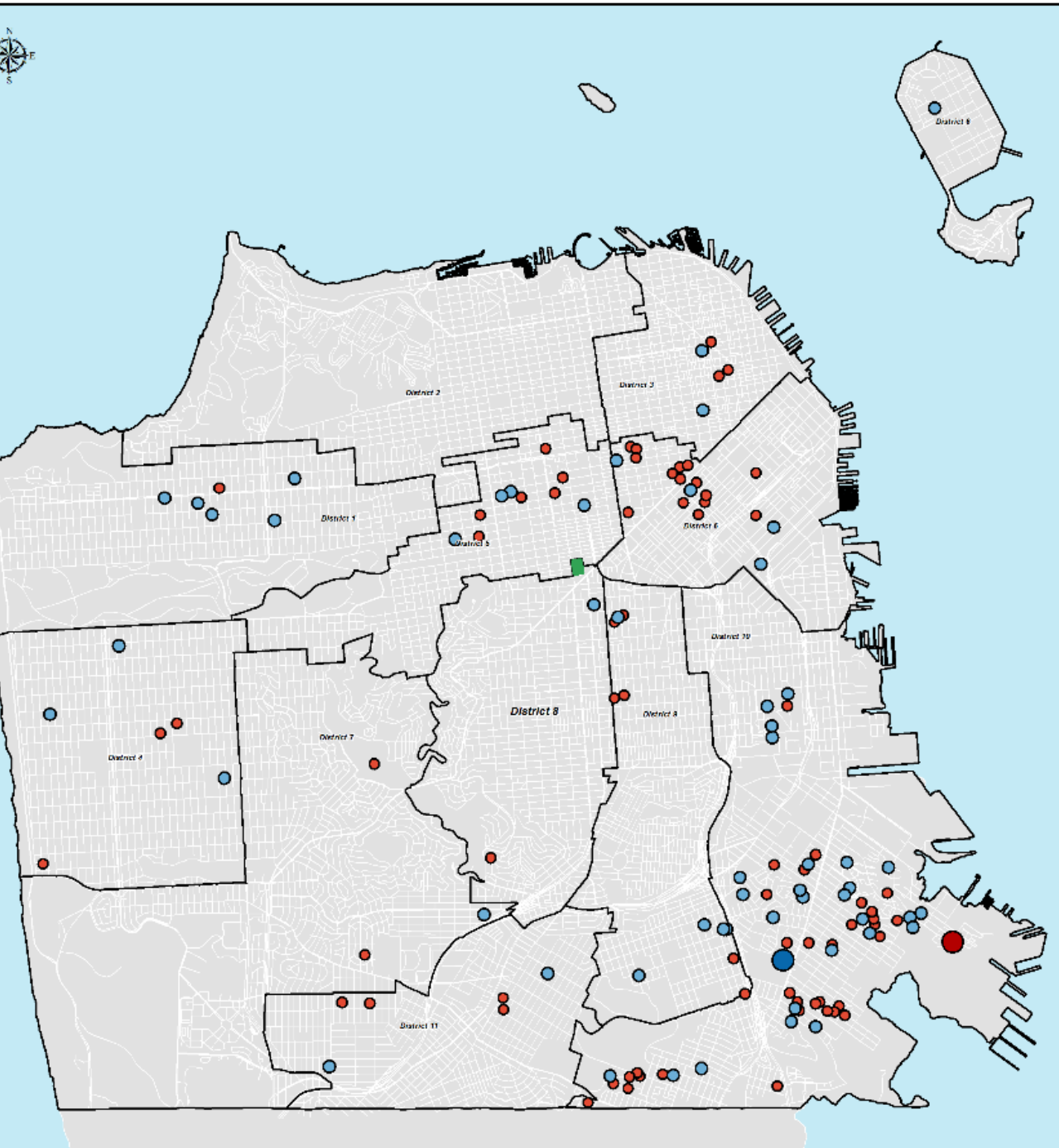
Pacific Pointe

350 Friedell Street

What happened to the 14 COP holders not housed?



■ No Response or Withdrew ■ Other Eligibility Issues ■ Over Income



Applicant Address Location for Dr. George Davis Senior Apartments and Pacific Point Apartments

Development

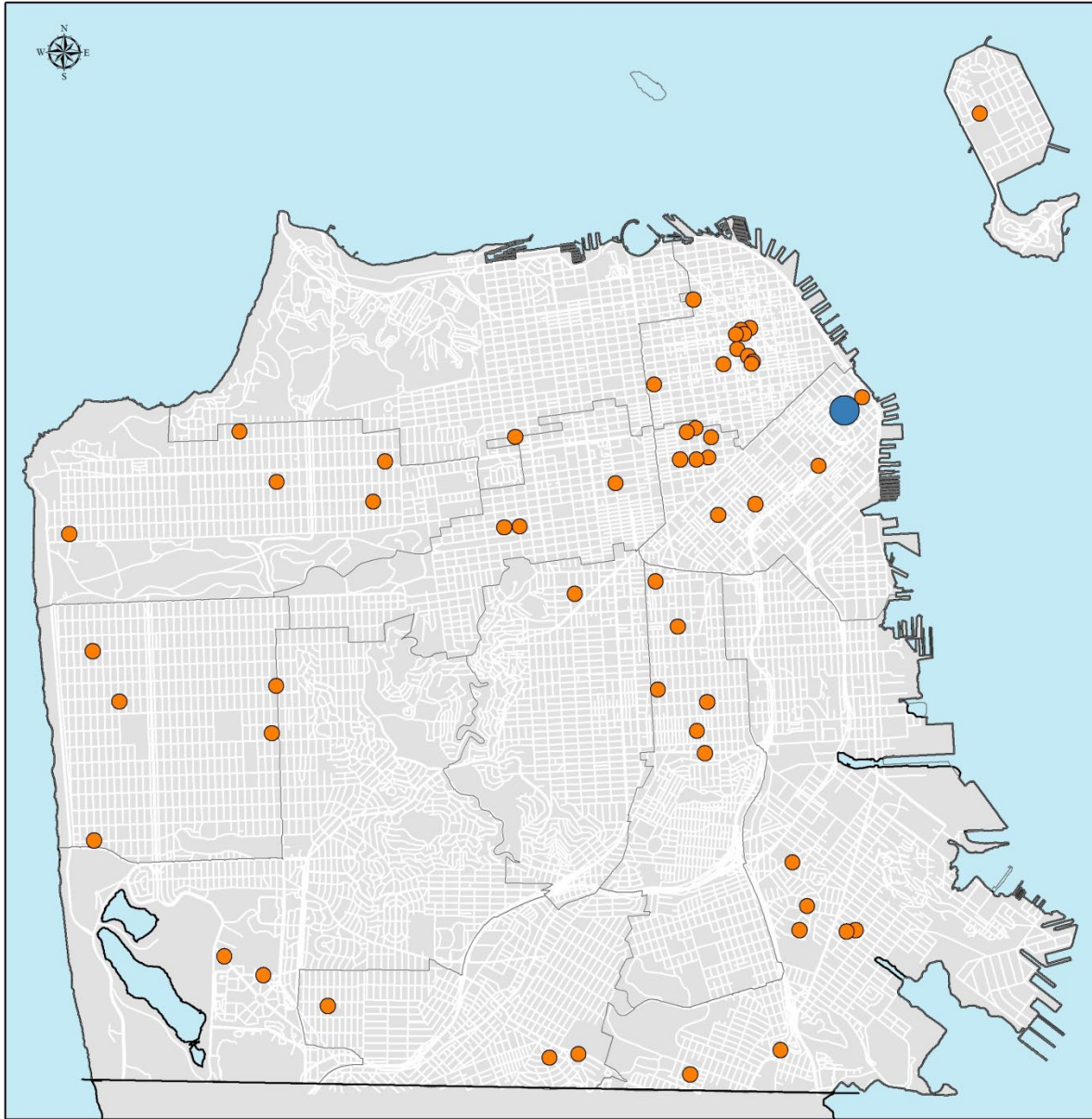
- Dr. George Davis Senior Apartments
- Pacific Point Apartments

Application Address of Occupants

- Dr. George Davis Senior Apartments
- Pacific Point Apartments

0 0.5 1 2
Miles





280 Beale Street

(69 Affordable Units)

Project site and application addresses of leased up households*

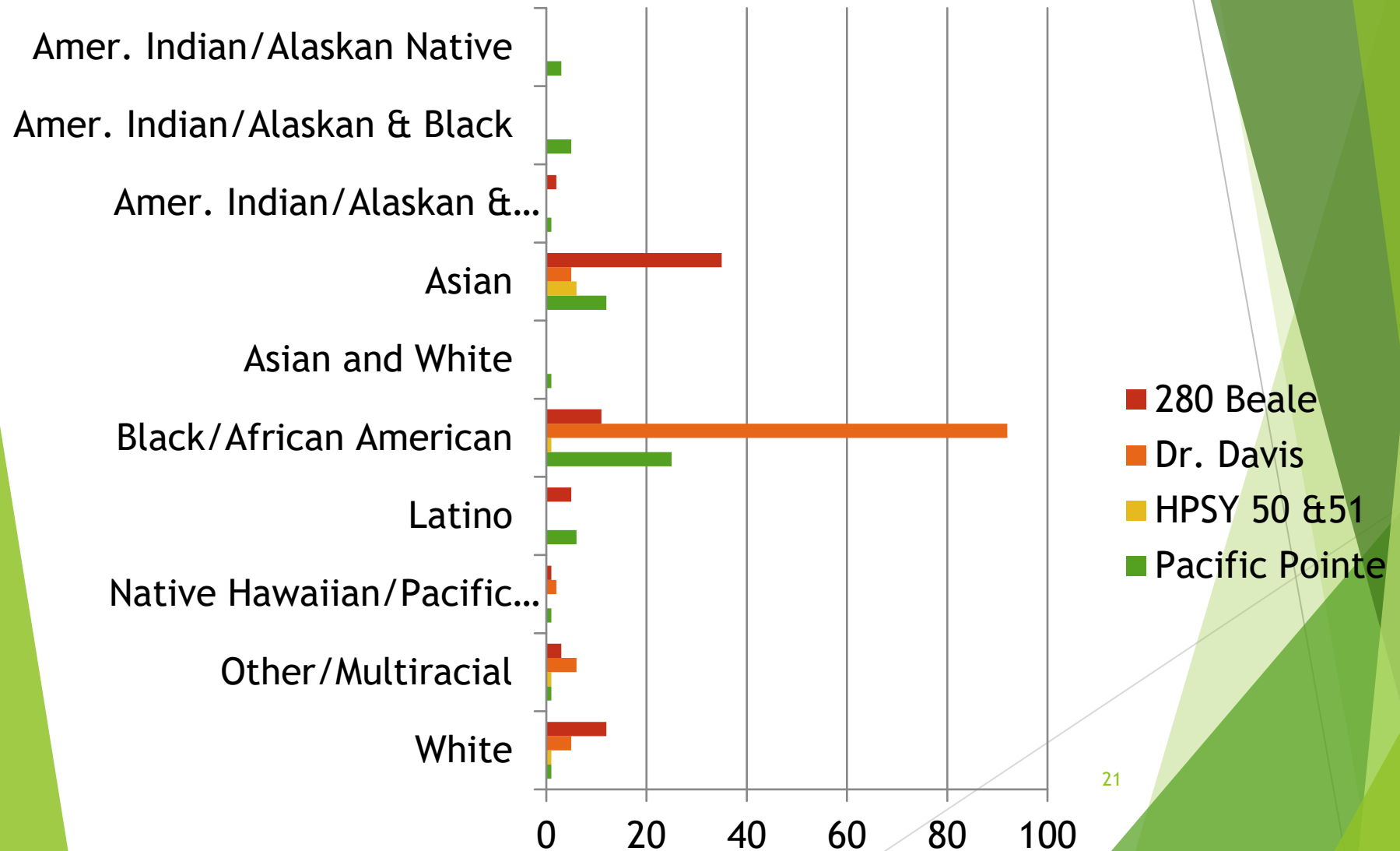
**13 households have addresses outside of San Francisco*

- 280 Beale Street
- Leased Up Applicant Address
- Supervisorial Districts

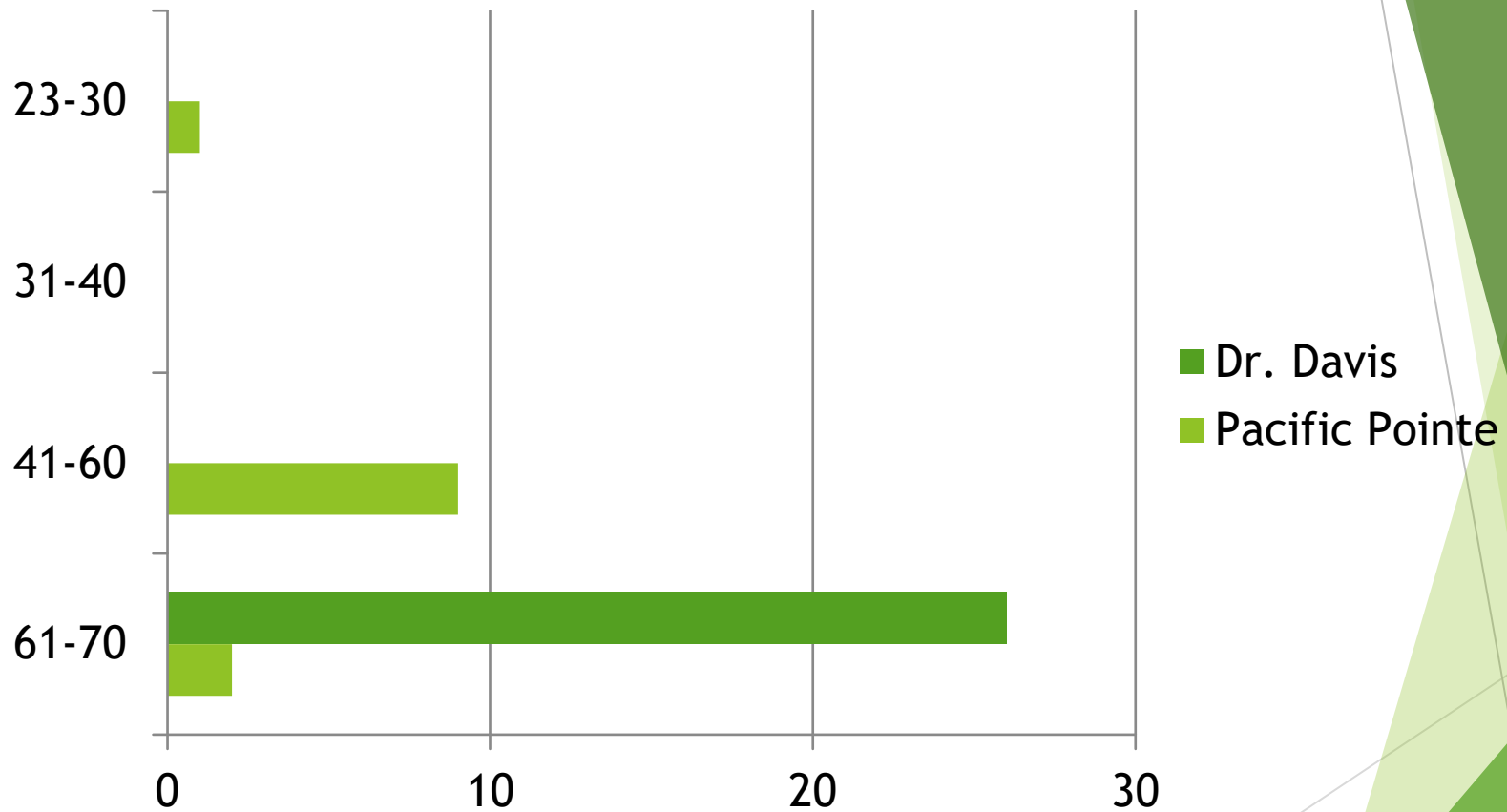
0 0.5 1 2 Miles



Ethnicity in OCII units 2015-2016



Head of Household Age 2015-2016



*Data not available for 280 Beale and HPSY 50&51 projects

OCII Inclusionary Projects In Progress

- ▶ 72 Townsend
 - ▶ A total of 74 units of which seven are inclusionary units at 95% AMI.
 - ▶ 269 applications were received for the inclusionary units.
 - ▶ Zero COP holders applied.
 - ▶ Six units have closed and one is in escrow.

- ▶ Hunters Point Shipyard, Blocks 53 and 54
 - ▶ A total of 159 units of which 16 are inclusionary units at 80% AMI.
 - ▶ 80 applications were received for the inclusionary units.
 - ▶ Two COP holders
 - ▶ One COP holder did not have their 3% down payment which is required.
 - ▶ One COP holder was initially deemed over income; the household appealed; the Developer's Agent did not hold the unit. This household is now waiting for Blocks 56 & 57 to apply.
 - ▶ Six units have closed and eight are in contract.

OCII Funded Projects In Progress

- ▶ Alice Griffith, Phase 1, Block 2 and Phase 2, Block 4
 - ▶ 68 affordable units at 50% AMI
 - ▶ 2,839 applications received
 - ▶ 25 COP holder applicants
 - ▶ Temporary Certificate of Occupancy = February 2016

- ▶ Hunters View, Phase IIa, Blocks 7 and 11
 - ▶ 26 affordable units at 50% AMI
 - ▶ 1,947 applications received
 - ▶ 6 COP holder applicants
 - ▶ Temporary Certificate of Occupancy = January 2016

What's Next? 2016-2017

- ▶ DAHLIA continues
- ▶ COP holder survey
- ▶ Ellis Act Housing Preference Amendments
- ▶ Fair Chance Ordinance Adoption
- ▶ Neighborhood Resident Housing Preference Program Pending

next
steps

