

OCII PROJECT MARKETING AND OUTREACH

JULY 1, 2016 - JUNE 30, 2017

Mayor's Office of Housing and
Community Development
December 5, 2017



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

Household Eligibility Underwriting and Confirmation



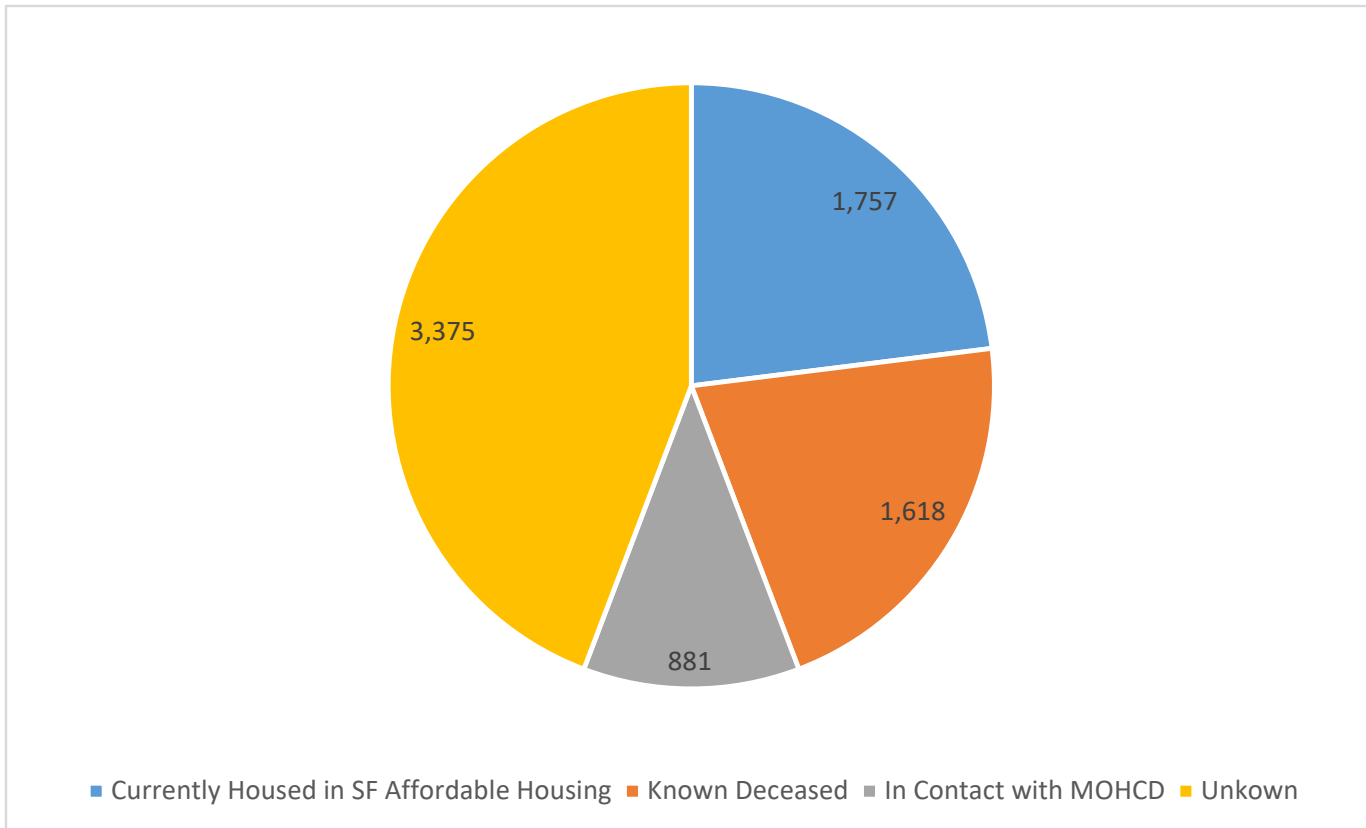
2016-2017 MARKETING ACCOMPLISHMENTS

DAHLIA San Francisco Housing
Portal Listings and Applications
Live!

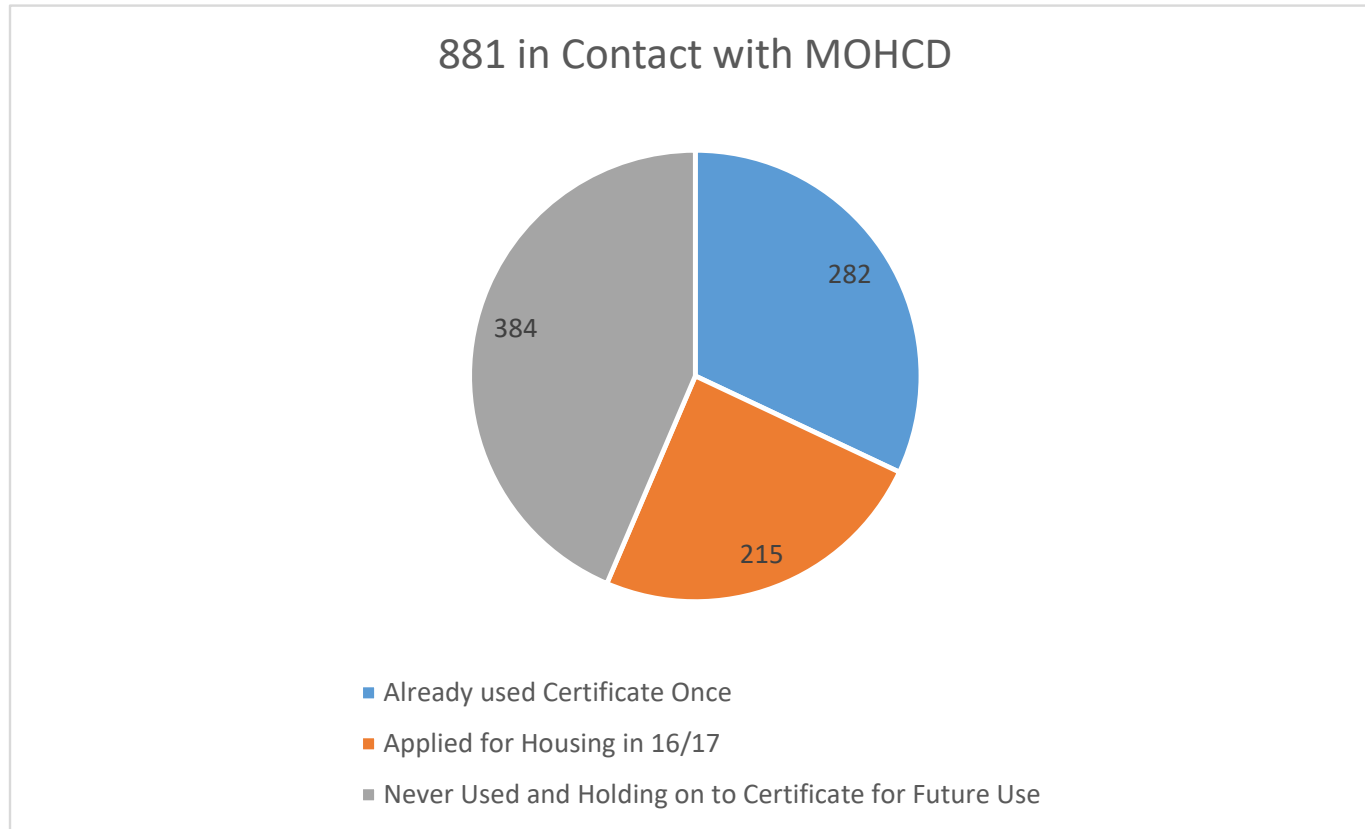
<https://housing.sfgov.org/>



SFRA DISPLACED HOUSEHOLDS STATUS AS OF JUNE 30, 2017



ACTIVE COP HOLDERS

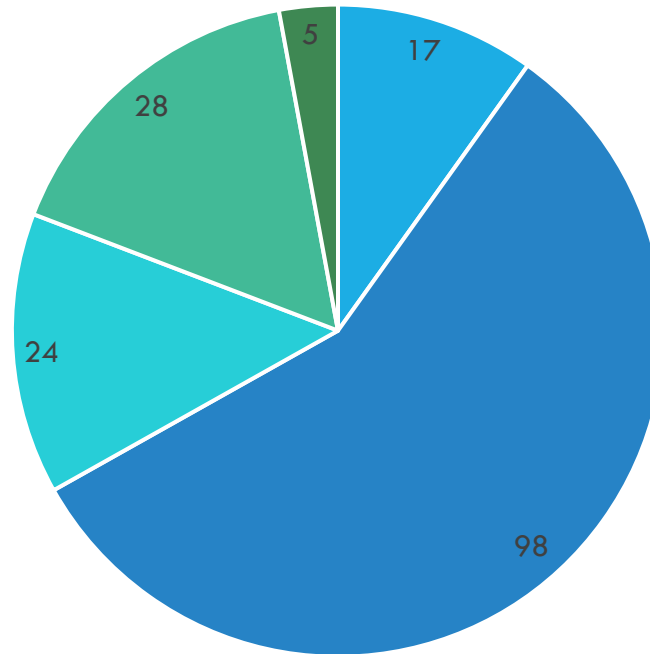


COP ACTIVITIES 2016-2017

	FY 16-17	FY 15-16	FY 14-15	FY 13-14
Applications for housing	258	157	95	61
COP Holders Housed	43	44	23	17
Returned to San Francisco	19	10	3	1
New Certificates issued	55	111	73	62

2016/2017 COP APPLICANTS WHO WERE NOT HOUSED

What happened to the 172 COP holders who applied but were not housed?



■ Under Age ■ No Response or Withdrew ■ Under Income ■ Over Income ■ Credit, Criminal, or Other Barrier

COP APPLICANTS HOUSED IN FY 16/17

➤ 1751 Carroll Avenue (Dr. Davis Senior Housing)

- 5 COP holders housed in FY 16/17
- 21 COP holders housed in prior year



➤ 350 Friedell Street (Pacific Pointe)

- 4 COP holders housed in FY 16/17
- 8 COP holders housed in prior year



LEASE UP COMPLETED FY 17/18

HUNTERS VIEW PHASE 2A

848 FAIRFAX AVENUE

- 106 one, two, three, and four bedroom rental units
- Family Housing
- 80 units set-a-side for Hunters Point Redevelopment Replacement
- 26 Tax Credit units with rent set at 45% AMI
- The John Stewart Company
- 1,946 Applicants for 26 units
- 8 COP holders applied
- 3 COP holders housed



**LEASE UP COMPLETED
FY 17/18
HUNTERS POINT SHIPYARD
BLOCKS 53 & 54**



- 16 one, two, and three bedroom for sale units
- Sales priced between: \$171,780 - \$306,054
- 80% AMI Maximum income
- Lennar Urban
- 85 Applicants for 16 units
- 1 COP holders applied but was over income

LEASE UP COMPLETED FY 17/18

ALICE GRIFFITH PHASES 1 AND 2

- 184 one, two, and three bedroom rental units
- Family Housing
- 114 units set-a-side for Public Housing Replacement
 - 68 Tax Credit units with rent set at 50% AMI
- McCormack Baron Salazar, Inc.
- 2,780 Applicants for 68 units
- 25 COP Holders applied
- 5 COP Holders Housed
 - 3 in FY 16/17
 - 2 in FY 17/18



LEASE UP COMPLETED FY 17/18

FIVE88 – MISSION BAY BOULEVARD NORTH

- 198 one and two bedroom rental units
- Family Housing
- Rents range from 50% - 60% AMI: \$1,090 - \$1,576 monthly
- Related Management Company
- 4,065 Applicants
- 17 COP holders applied
- 6 COP holders housed



OCII FUNDED PROJECTS IN PROGRESS

Natalie Gubb Commons – Transbay Block 7

Currently Leasing

6,576 Applications for 95 units

10 COP Holders Applied

Alice Griffith Phase 3

Application Deadline December 22, 2017

19 one, two and three bedroom units

Shipyards blocks 56 and 57

Currently in Escrow

81 Applications for 7 units

Eviva – 360 Berry

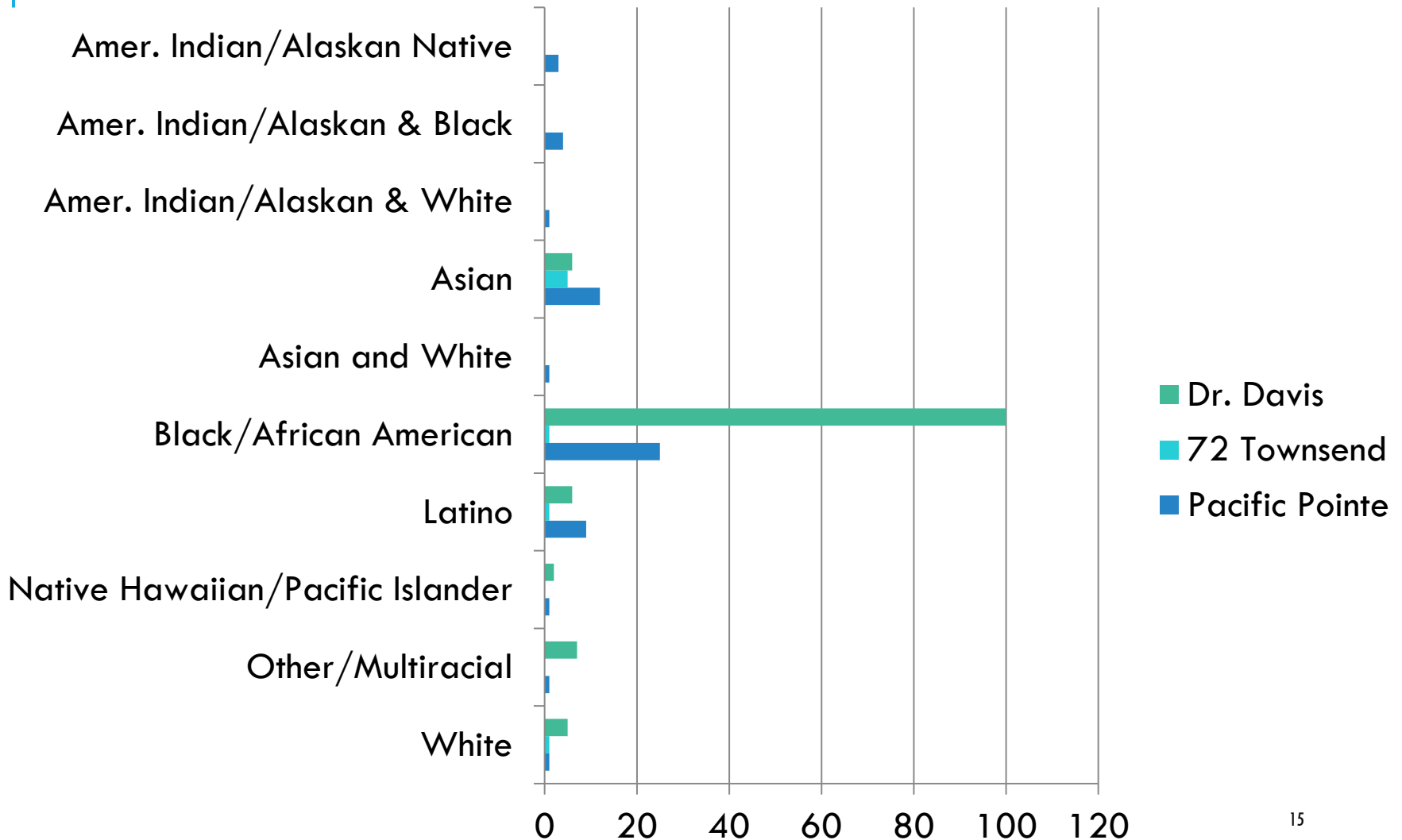
Currently Leasing

888 Applications for 26 units

8 COP Holders Applied



RACE AND ETHNICITY IN OCII PROJECTS THAT COMPLETED 2016-2017



WHAT'S NEXT? 2017-2018

DAHLIA continues

COP Survey Follow up

COP Outreach through KPOO and Churches

Adoption of Amendments to Housing Preferences

Fair Chance Ordinance Adoption

