

# **OCII PROJECT MARKETING AND OUTREACH**

**JULY 1, 2017 – JUNE 30, 2018**

Commission on Community Investment and Infrastructure

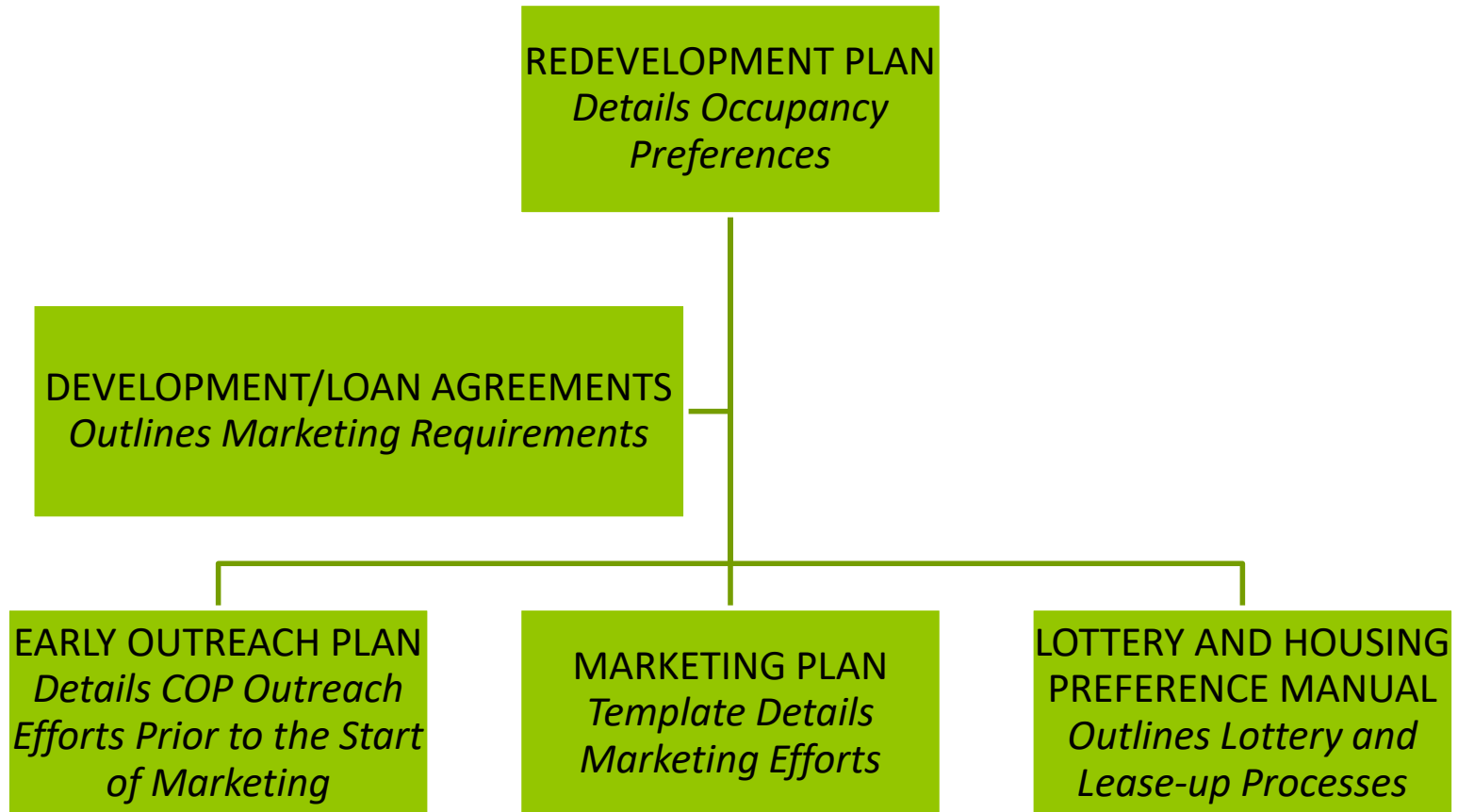
August 6, 2019



# 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 these households to be prioritized in renting or purchasing affordable housing
- COP holder households still need to meet all of the qualifications for affordable units
- Currently we are in touch with 925 COP holders of which 301 have used their certificate once

# Marketing and Outreach



# MOHCD Activities Marketing OCI Projects

- Early Outreach Plan - assure Developer engages with a housing counseling agency to assist COP Holders
- Community outreach and engagement on the COP program
- Community outreach and engagement on application process
- Email blasts
- Conducts and monitors lottery
- Administers housing preferences
- Review and approval of Developer Resident Selection Criteria
- Developer and leasing agency trainings and oversight
- Weekly monitoring of lease-up and sales with review of all disqualified households to ensure Resident Selection policies are being followed

# COP Coordinator's Activities

- Conducts COP mailings for every new development
- Issues new certificates to qualified household members by researching historic Redevelopment Agency documentation
- Responds to inquiries about the program from the public
- Maintains a positive relationship and provides resources to COP holders looking for housing
- Assists COP holders through the lease-up or sales process
- Connects with non-responsive COP applicants during lease-up period
- Assists in obtaining subsidies and/or financial assistance to COP holders in need



# Database of Affordable Housing Information and applications

[www.housing.sfgov.org](http://www.housing.sfgov.org)

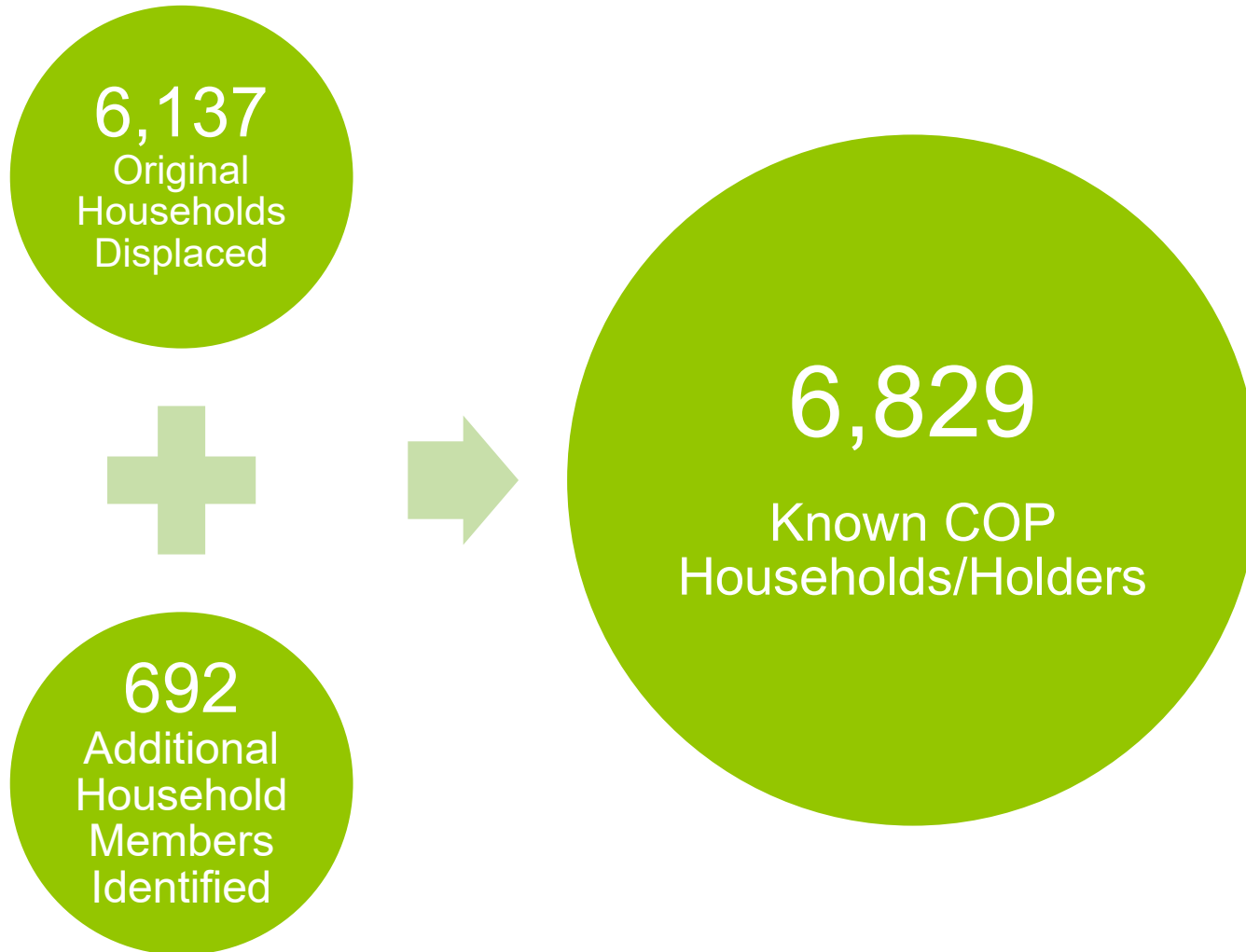


Sign up for email alerts for new available homes.

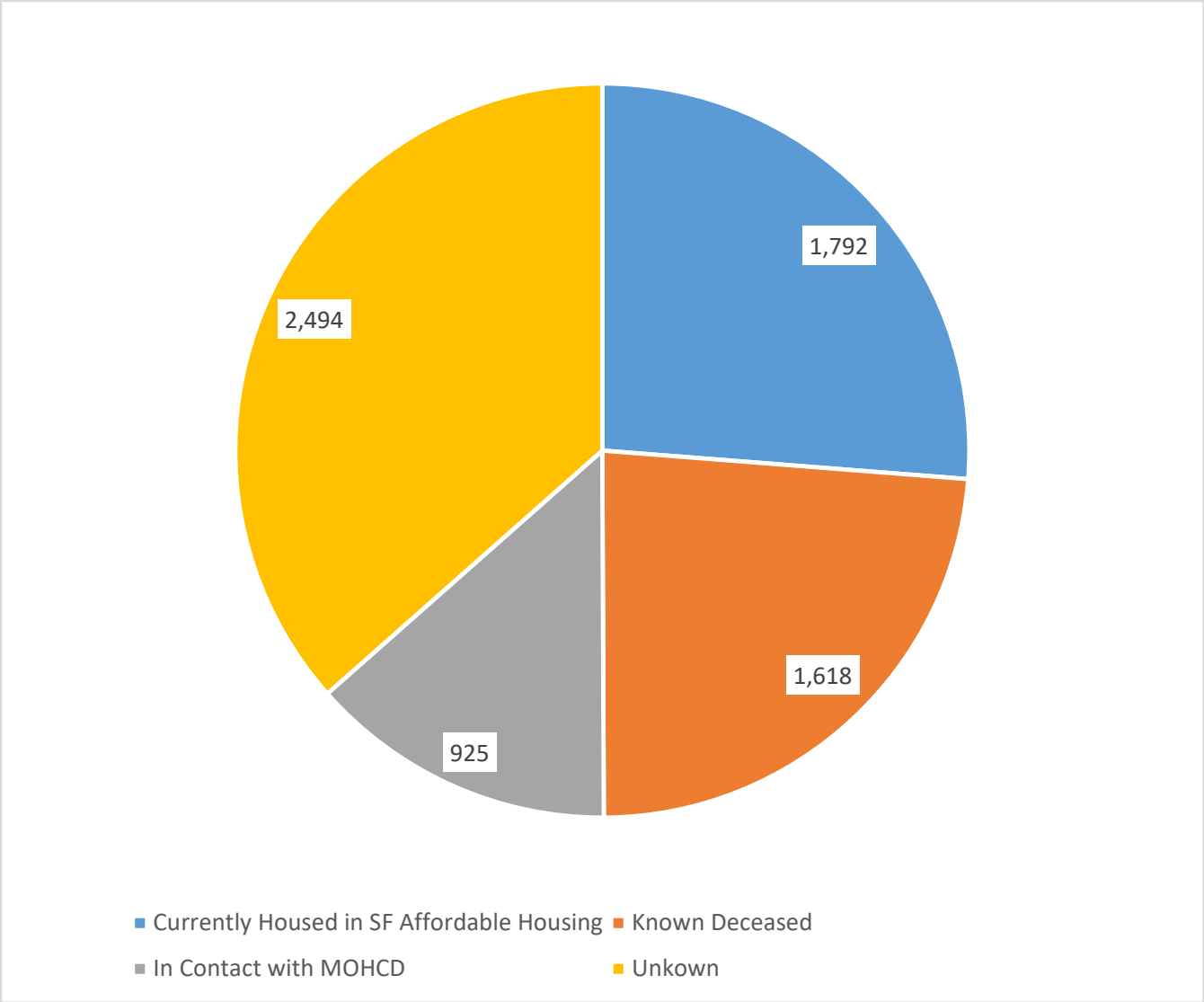
- <https://housing.sfgov.org/>



# Displaced Households vs COP Holders

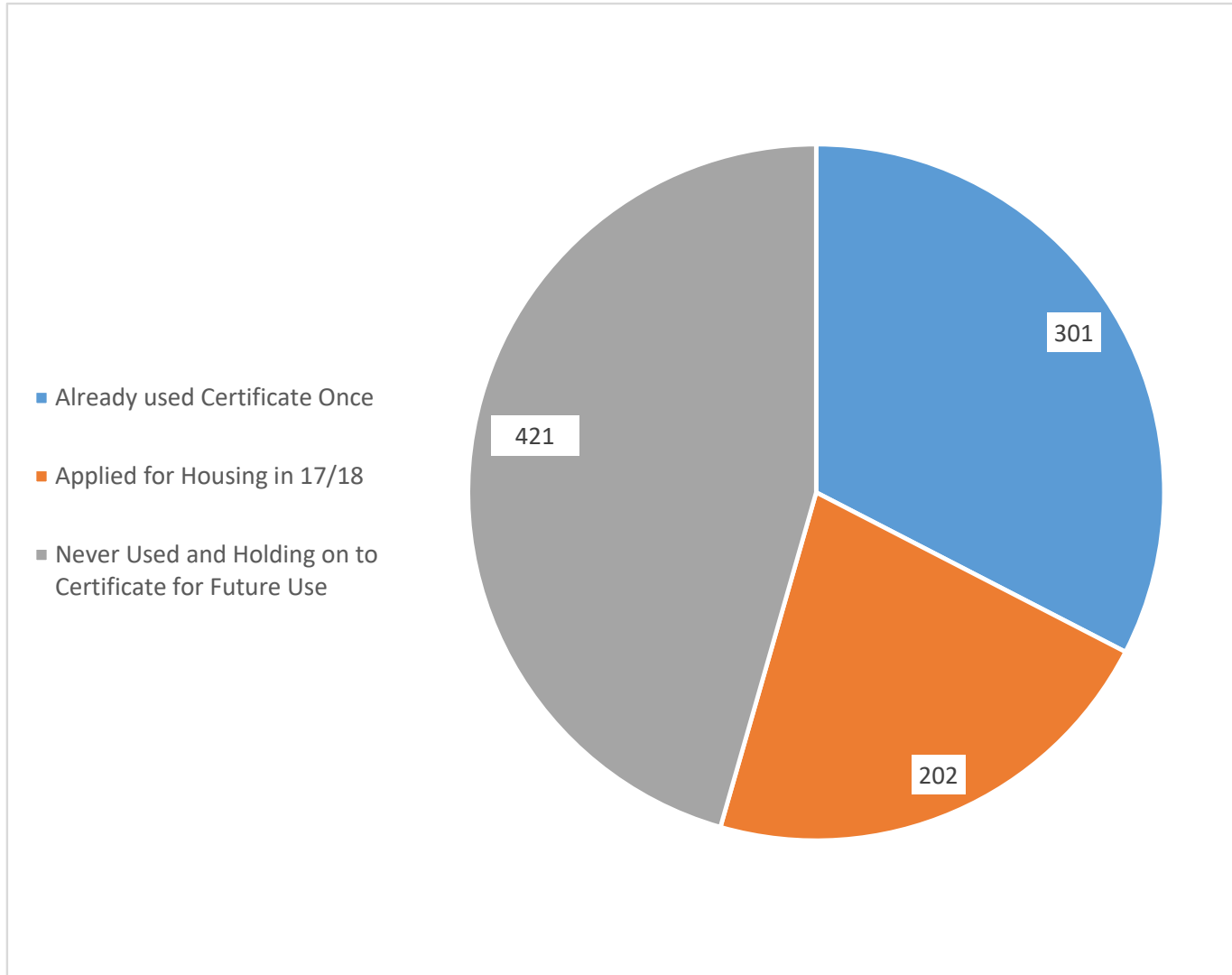


# 6,829 COP Holders Status as of June 30, 2017





# 925 COP Holders in Contact with MOHCD

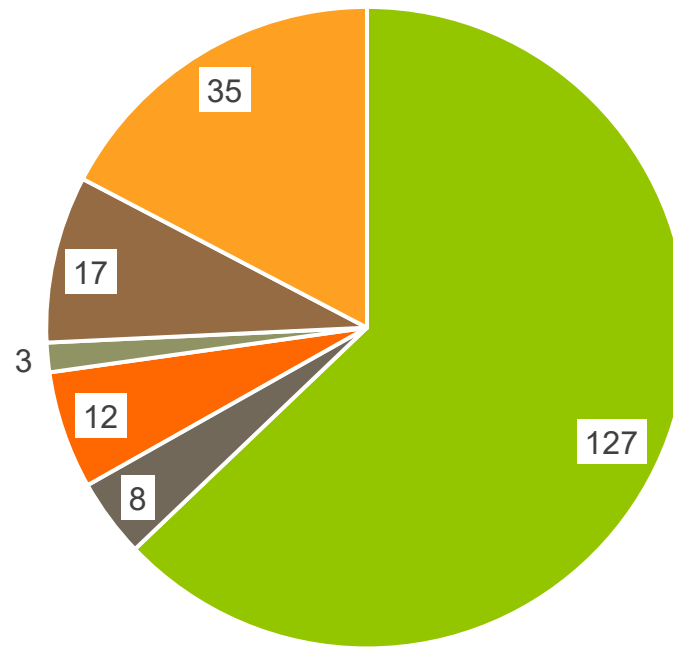


# COP Holders in OCII Projects 2017-18

Project Area	Project Name	Tenure	Date 100% Occupied	Number of Affordable Units	All Applicants	COP Applicants	Successful COP holders in FY 17-18*
MBS	360 Berry (Mission Bay by Windsor)	Family Rental	Jan-18	26	888	8	2
WA - A2	1450 Franklin	Homeownership	Jan-18	9	225	2	2
MBS	Five88 (MBS Block 7W)	Family Rental	Oct-17	198	4,068	17	6
BVHP	Hunters View Phase IIA	Family Rental	Jul-17	26	1,946	8	3
HPSY	Blocks 53 & 54	Homeownership	Jul-17	16	85	1	0
HPSY	Blocks 56 & 57	Homeownership	Apr-18	7	81	0	0
Candlestick Point	Alice Griffith Apts. Phase 1 & 2	Family Rental	Oct-17	68	2,780	25	5
<b>TOTAL</b>				<b>350</b>	<b>10,073</b>	<b>61</b>	<b>18</b>

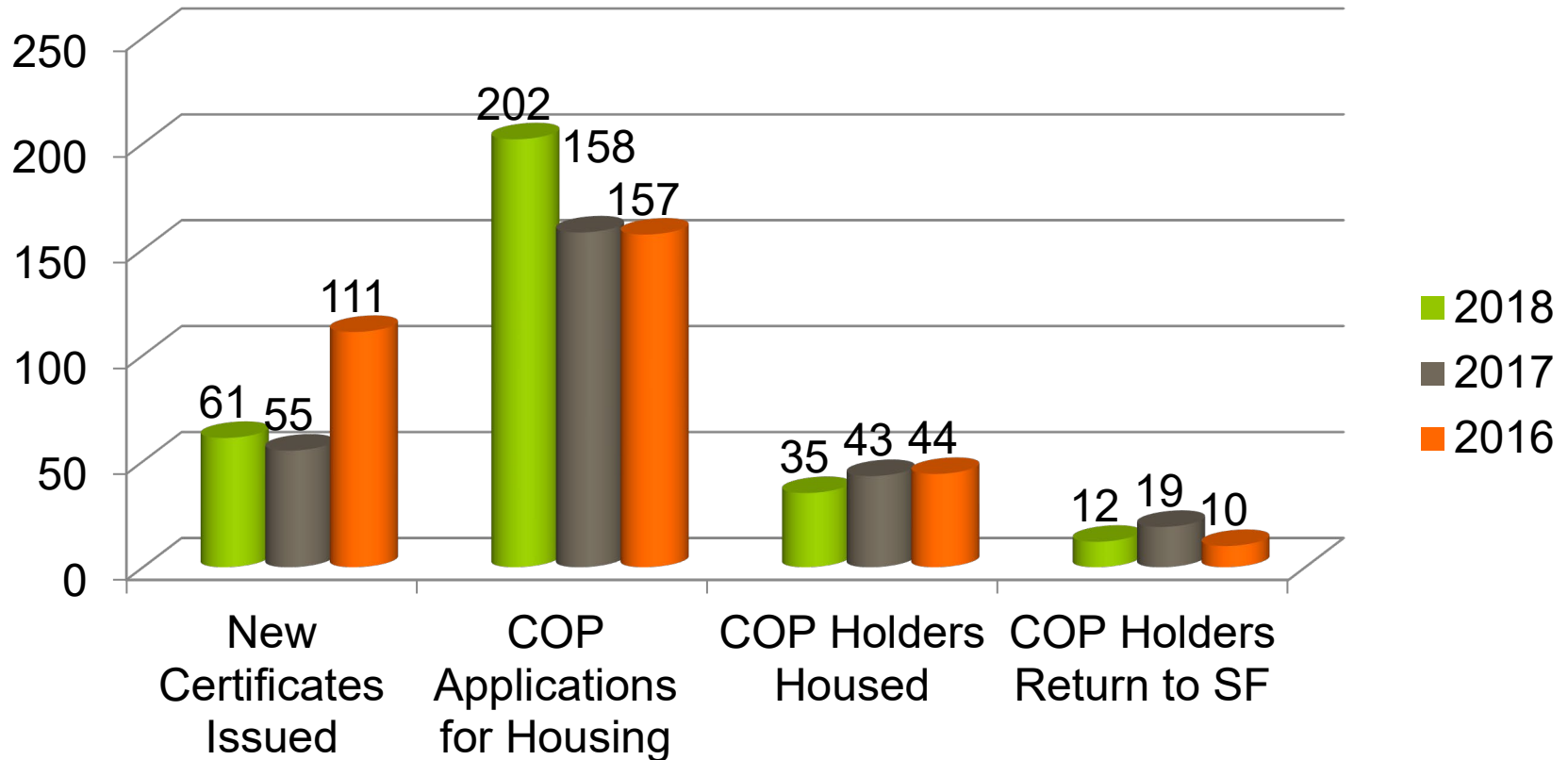
\*Of the 18 COP holders housed, 12 were from Western Addition and 6 were from Hunters Point.

# 167 COP holders applied for housing in 2017-18



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

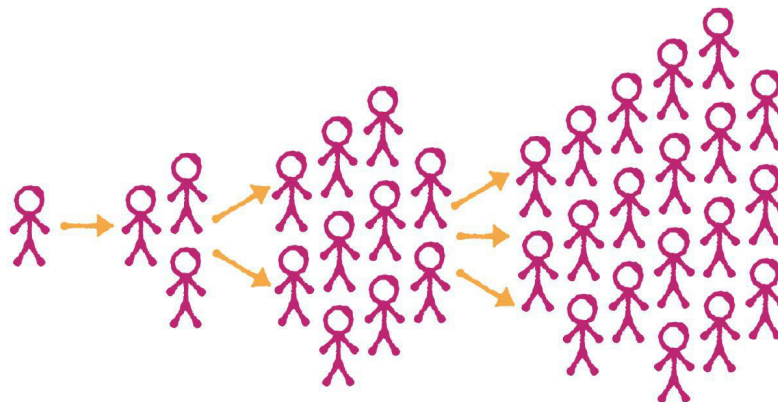
# Outreach Accomplishments for all Affordable Housing Opportunities



# 2017 Outreach to COP Holders

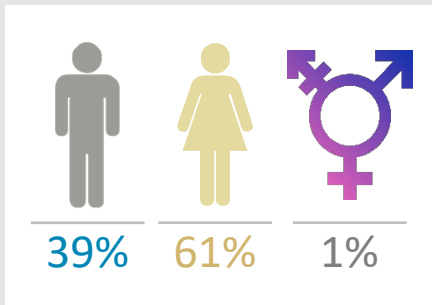
Lake Research Partners (LRP) mailed postcards to 891 Active COP holders and conducted a telephone survey of the 114 COP Holders that responded.

- Survey captured COP's preference for housing- type, location and intent to use their certificate
- 51% of respondents are interested in senior housing
- 85% of respondents are aware that everyone who was living in their household at the time of displacement is eligible for a COP



# 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 practices the following:
  - 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
  - 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)

# Coming Soon!

- FY 2018-2019 Annual Report will be presented in the fall of 2019

