

**Mayor's Office of Housing and Community Development**  
City and County of San Francisco



**London N. Breed**  
Mayor

**Kate Hartley**  
Director

**MEMO TO:** Pam Sims  
**FROM:** Maria Benjamin  
**SUBJECT:** Marketing Outcomes Project Report  
**DATE:** April 17, 2019

On May 6, 2014, the OCII Commission considered and approved the Memorandum of Understanding (MOU) between OCII and the Mayor's Office of Housing and Community Development ("MOHCD"). The MOU requires a Marketing Outcomes Project Report subsequent to the initial lease-up for each OCII affordable housing development. The report is for 626 Mission Bay Family Housing.

<b>Project name</b>	626 Mission Bay Family Housing (MBS Block 6E)
<b>Project location</b>	626 Mission Bay Boulevard North
<b>Project sponsor</b>	Tenderloin Neighborhood Development Corporation (TNDC)
<b>Project tenure</b>	100% affordable
<b>Population type</b>	Family housing
<b>Total number of units</b>	143
<b>Total number of affordable units</b>	113 Tax Credit Units (Lottery Units) 29 LOSP Units for formerly homeless families  53 – 1 bedroom 46 – 2 bedroom 43 – 3 bedroom 1 – managers unit
<b>Total number of applicants for 113 lottery units</b>	5,749
<b>Affordability level(s)</b>	50% Area Median Income (TCAC) (113 units) 30% Area Median Income (MOHCD) (23 units) 20% Area Median Income (MOHCD) (6 units)

<b>Marketing start date</b>	5/1/18
<b>Construction completion date</b>	Temporary Certificate of Occupancy is 7/31/18
<b>100% Lease-up date</b>	12/28/18
<b>Occupancy preferences</b>	<ol style="list-style-type: none"> <li>1. Certificate of Preference (COP)</li> <li>2. Displaced Tenant Housing Preference (DTHP)</li> <li>3. San Francisco Residents or San Francisco Workers</li> <li>4. Members of the General Public</li> </ol>
<b>How many COP holders applied?</b>	25
<b>How many COP holders were housed?</b>	10
<b>Of the 25 COP holders that applied, what was their city of origin?</b>	18 – San Francisco 1 – Alameda 1 – Brentwood 1 – Oakland 1 – Pittsburg 1 - Sacramento 1 – South San Francisco 1 – Vallejo
<b>What happened to the 15 COP Holders that were not housed?</b>	3 - No response or missed two or more appointments 3 - Over Income 3 – Under Income, no rent Subsidy 4 – Withdrew 2 – Not ready to move, requested to be put on waitlist
<b>Total Number of People Housed in the 113 Lottery Units at 626 Mission Bay Family Housing</b>	436 Residents Residents under 18: 147 Residents 55 and over: 26

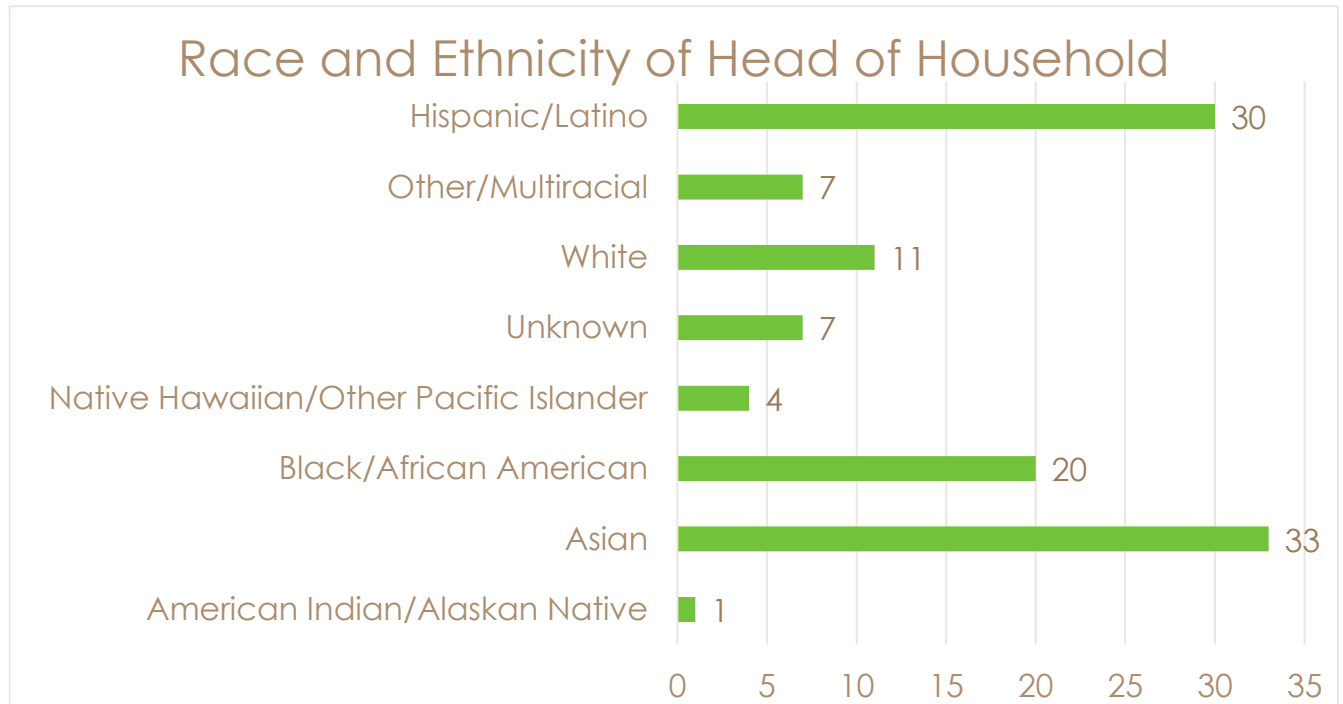
## Background

626 Mission Bay Family Housing is a 143-unit building with approximately 10,000 square feet of neighborhood-serving retail including space for a restaurant, and 826 Valencia (an afterschool literacy program), a 39 space above-ground parking structure, and circulation areas include light, natural ventilation and are located to provide orientation to the multiple interior courtyards and out to the neighborhood parks. The courtyards have been designed to bring residents outdoors to meet their neighbors. This is a 5-story main building, with adjacent 3-story townhomes and a publicly accessible pedestrian pathway on the western side of the site. The development includes 53 one-bedroom units, 47 two-bedroom units, and 43 three-bedroom units which are affordable to households earning 50% Tax Credit Allocation Committee Area Median Income rents or below, and 29 of these units have been set-aside for formally homeless individuals and families. The Commission approved gap financing on August 16, 2016, and construction began on October 1, 2016. The development received its Temporary Certificate of Occupancy on July 31, 2018.

**1 South Van Ness Avenue – Fifth Floor, San Francisco, CA 94103**  
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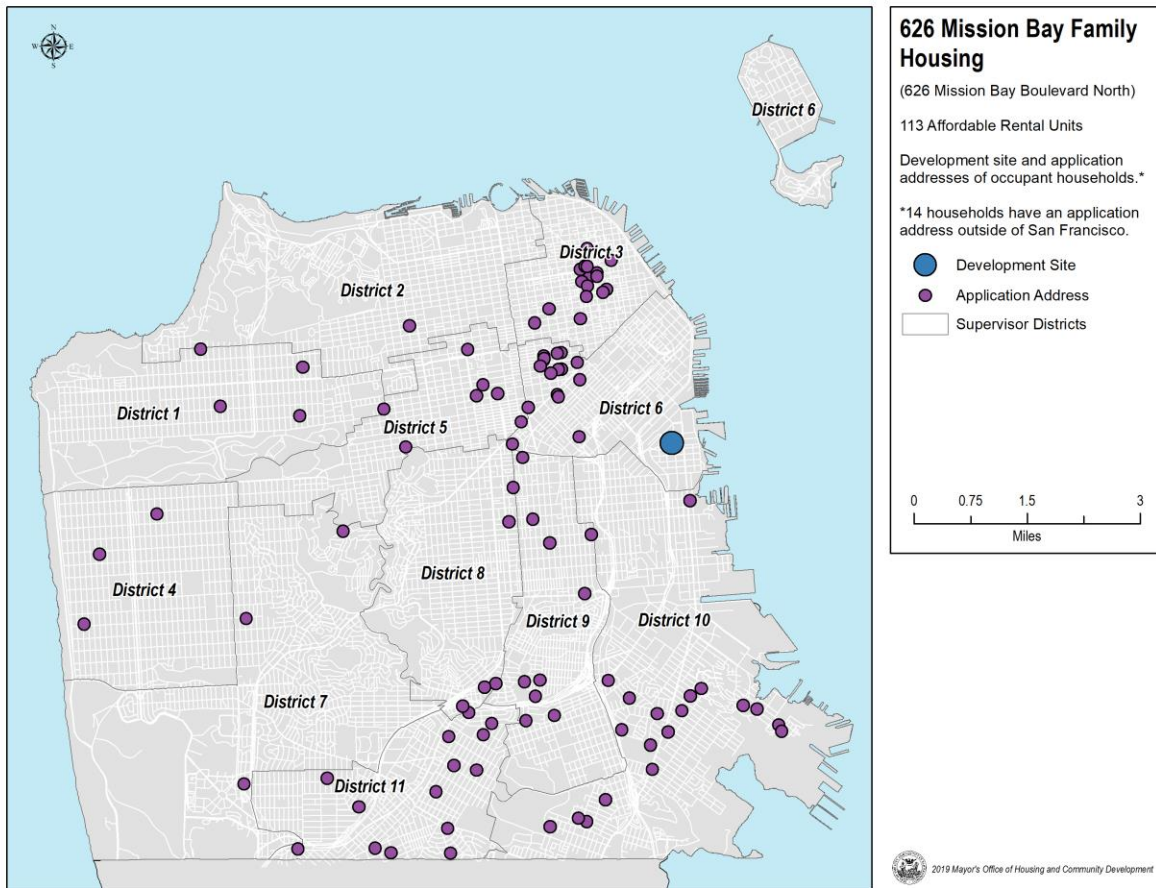
## 626 Mission Bay Lease-up Demographics for Lottery Units

MOHCD uses the same categories as HUD to identify race and ethnicity demographics among applicant head of households. Each head of household is asked to identify a race and they are also asked if they are of Hispanic/Latino ethnicity. 18% of the successful applicant households at 626 Mission Bay identify their race as African American. 29% identified their race as Asian. With regard to ethnicity, 27% of the head of household's were of Latino ethnicity. This is a significant increase in the number of Latino applicants, and may be due, in part, to MOHCD's increased funding for outreach as part of its Access to Housing grant program.



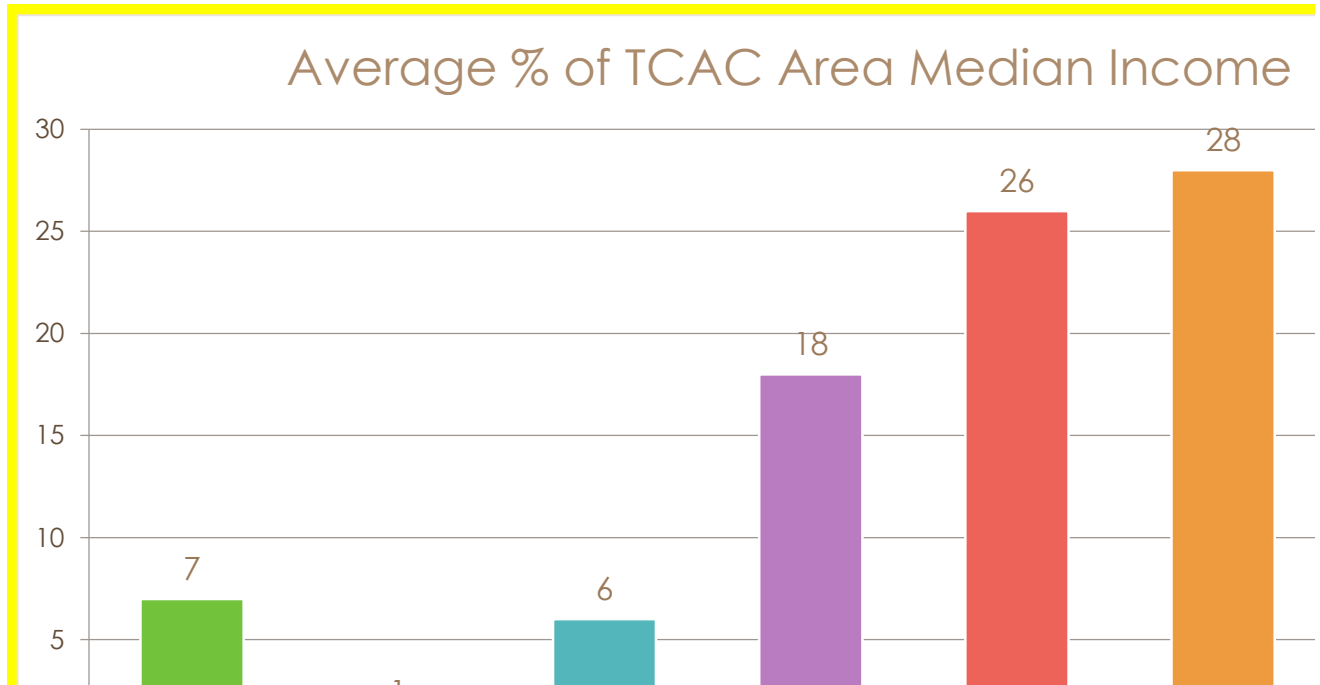
### Location of Origin of Successful Applicants

Every Supervisorial District had at least one successful applicant in the lottery. The most successful applicants originated from District 3 (16 applicants), District 6 (17 applicants) and District 10 (19 applicants). 14 households lived outside of San Francisco: three COP holders, and 11 work in San Francisco.



### Income Levels Served for Lottery Units

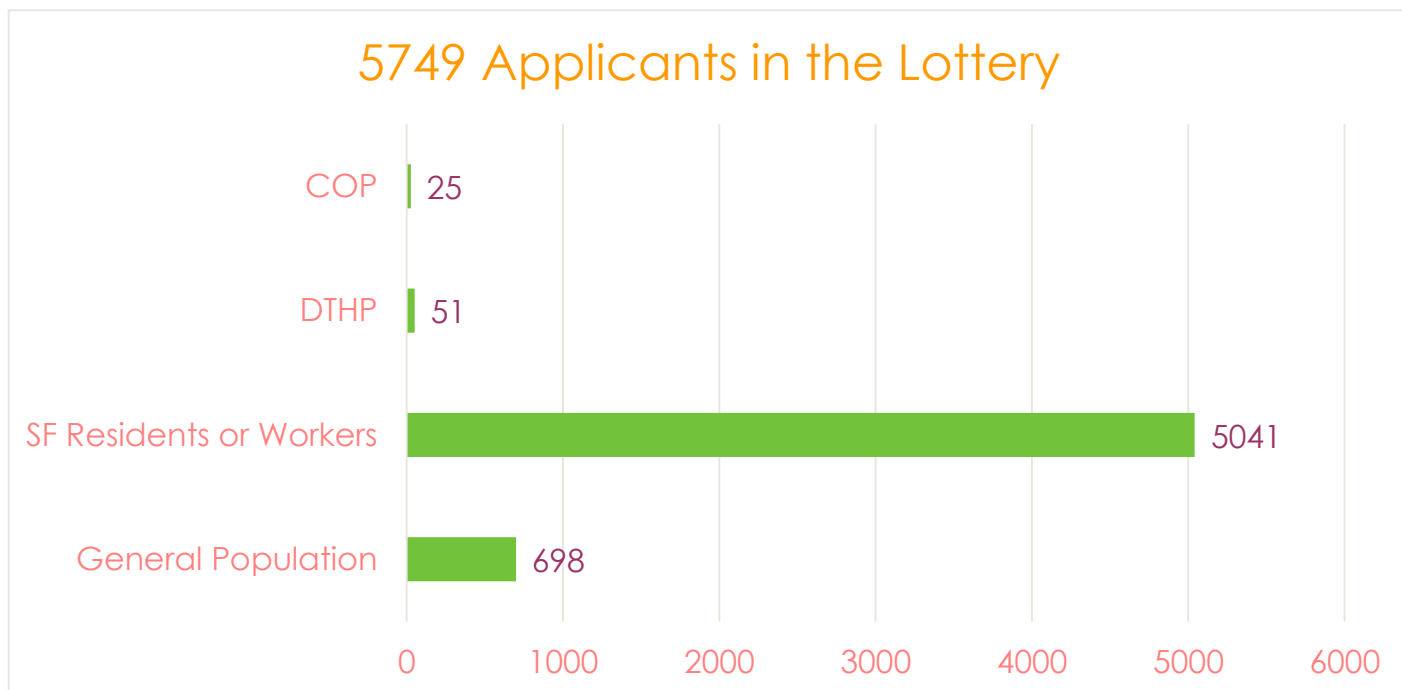
Rents at 626 Mission Bay Family Housing are 50% TCAC AMI as determined by the State of California. At lease up, rents ranged between \$1,306 and \$1,780 per month, depending on unit size. A single person household would have to earn between \$31,344 and \$51,350 annually to qualify. To qualify for a 3 bedroom, a household would have to earn at least \$42,720 annually. The majority of households at 626 Mission Bay Family Housing earn between \$40,000 and \$70,000 per year. Household's earning less than 20% AMI, needed a rental subsidy to qualify.

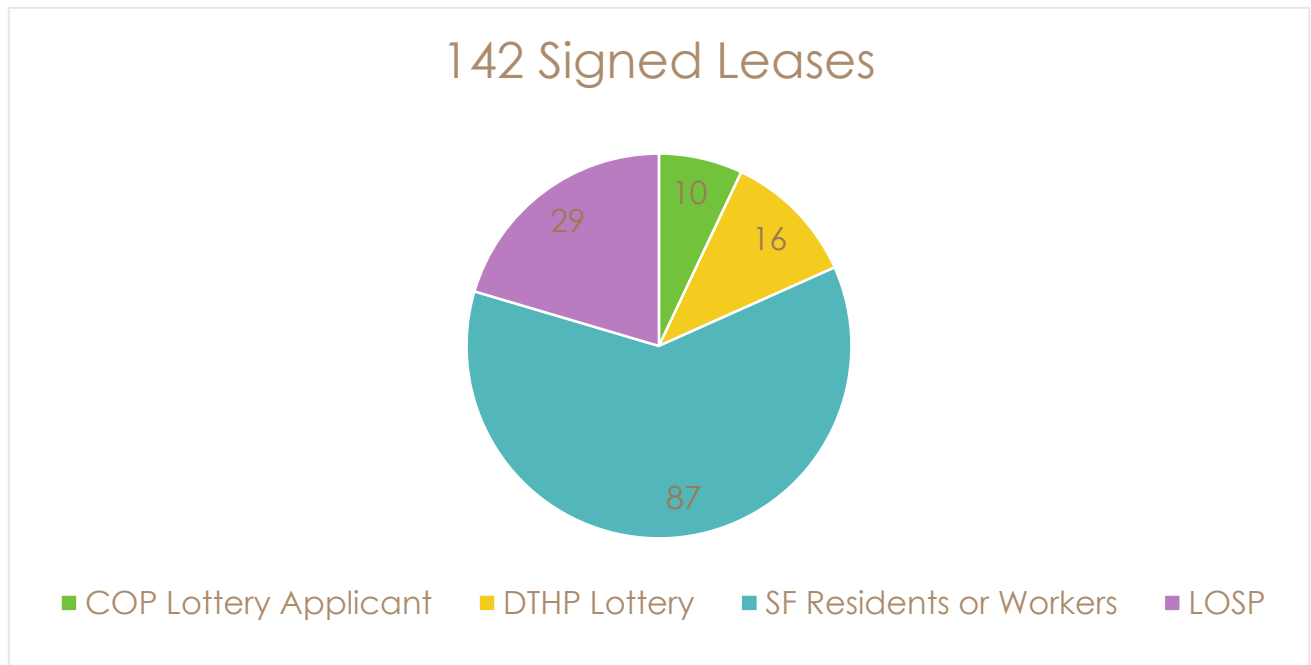


### Affordable Housing Lottery Preferences and Lease Up

MOHCD and OCII were very pleased to offer the electronic housing application (through DAHLIA) and lottery for 626 Mission Bay Family Housing. There were under 25 households attending the lottery. Participants were pleased how quickly they could apply online and receive lottery results. They also shared their appreciation with the transparency of the process.

5,749 households applied to 626 Mission Bay Family Housing for 113 lottery units of housing. Below are the housing lottery preferences for all applicants as well as those applicants who secured housing.





### **COP Success Story**

After 7 years of applying for affordable housing, Ms. Smith is now living at 626 Mission Bay. Her household income was too high for some of the housing opportunities so her adult son decided he would live independently. She was then able to secure housing, however she is living with Multiple Sclerosis which has progressed so she needs her son to move in and provide assistance as her live in aide. “Catholic Charities helped me with my deposit at the recommendation of the staff at 626 Mission Bay. What I love about my place is that it is mine. Before moving here, I was staying with my mom in San Francisco, but I had to rent a hotel or stay with other family members occasionally. Unlocking that door with my key knowing that it is mine and that if I wanted to cook or eat a bag of chips for dinner I could, brings me peace of mind.”

### **DTHP Success Story**

Mrs. Jones and her family of 5 received an Owner Move-In eviction notice for their home in Bernal Heights. “We have three minor children and did not know what to do. We received a Displaced Tenant Housing Preference Certificate from MOHCD and were able to start applying for housing. We applied for 10 lotteries, but we really needed a three bedroom and most projects did not have a three bedroom unit. We are now all happily living at 626 Mission Bay enjoying our extra space and new neighborhood. The commute to and from work and school is much easier and we now feel safe sending our kids on public transportation. One of our sons had sporadic asthma attacks because the unit we were evicted from had old carpets. Since moving to 626 Mission Bay in September he has not had one single asthma attack. “