

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



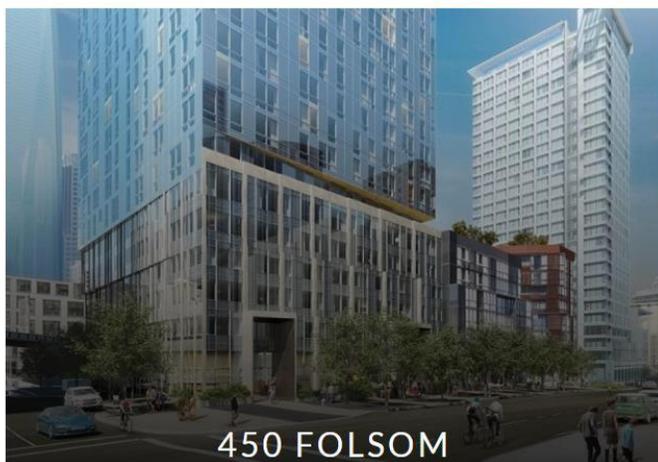
London N. Breed
Mayor

Eric D. Shaw
Director

450 Folsom/ Avery 450 Marketing Outcomes Project Report

Preface

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 after the initial lease-up for each OCII affordable housing development.



Background

The 450 Folsom project, or as it is now known the Avery 450, (aka, Transbay Block 8), includes 70 studio, one and two- bedroom BMR rental units. Seven apartments are Mobility units fully accessible with wheelchair mobility features and 5 are Communication units designed for the hearing and visually impaired. The Avery 450 is a mixed income luxury rental apartment building with panoramic views of the San Francisco Bay, the Bay Bridge and the City skyline. For an additional monthly fee of \$50,

residents at the Avery have access to amenities including a 60-foot lap pool, an Equinox-curated fitness center, steam room, yoga room, outdoor terrace, barbeque, game room, a demonstration chef's kitchen, valet parking with electronic docking stations, and each unit is equipped with a washer and dryer.

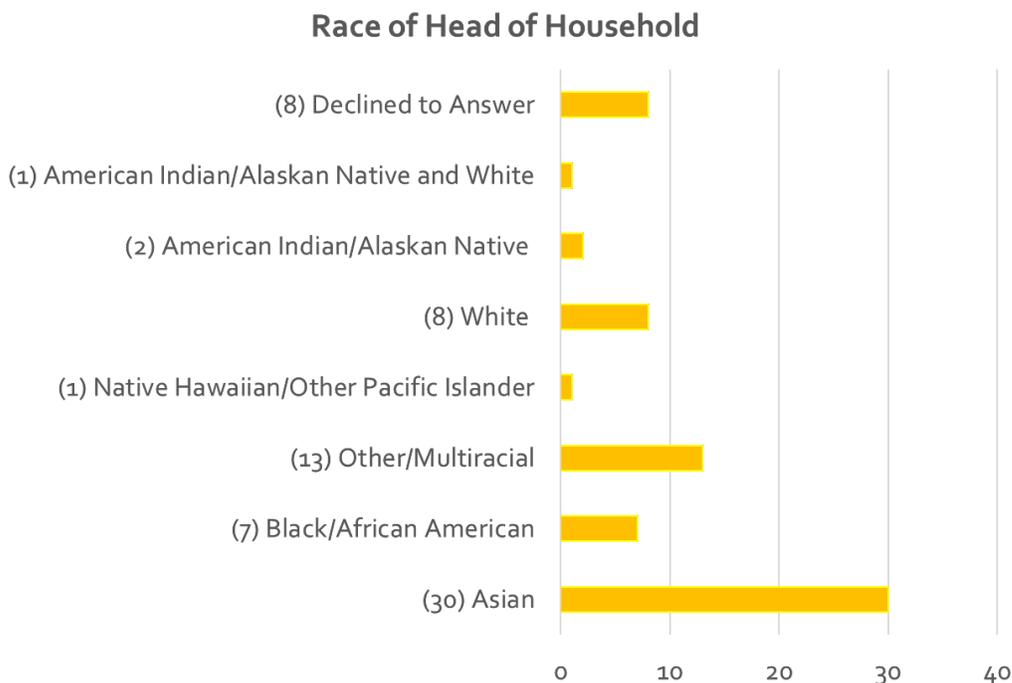
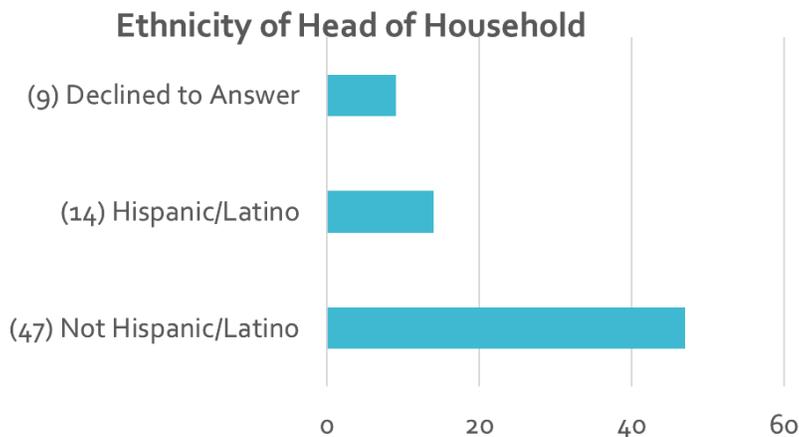
Summary Table

Project Name	450 Folsom aka Avery 450
Project Location	450 Folsom Street, San Francisco, CA 94105

Project Sponsor	Related Management Company, L.P.
Project Tenure	Inclusionary Rental Housing
Population Type	BMR Units
Total Number of Units	350
Total Number of BMR Units	70
Break Down of BMR Units by Size	70 Lottery Units: <ul style="list-style-type: none"> ▪ 20 – Studios ▪ 32 – 1 Bedroom ▪ 18 – 2 Bedrooms
Total Number of Applicants for 70 Lottery Units	5,242
Affordability Level	<ul style="list-style-type: none"> ▪ 11 units at 40% on the California Tax Credit Allocation Committee (CTCAC) AMI chart ▪ 59 units at 50% MOHCD AMI chart
Occupancy Preferences	<ol style="list-style-type: none"> 1. Certificate of Preference 2. Displaced Tenant Housing Preference 3. Live or Work in San Francisco 4. Members of the General Public
How many COP holders applied?	7
How many COP holders were housed?	0
What happen to the 7 COP holders that were not housed?	6- No Response 1- Over Income
Answers to “Why did you not respond?” when interviewed by MOHCD.	<ul style="list-style-type: none"> ▪ 2 individuals experienced burdensome personal issues during lease-up ▪ 2 individuals were over income ▪ 1 individual decided to rent in a different building ▪ 1 individual changed their contact information without notice during the lease up process
How many DTHP holders applied?	36
How many DTHP holders were housed?	7
What happen to the 29 DTHP holders that were not housed?	18- No response 2- Over income 1- Under income 6- Withdrawn 1- Missed two or more appointments 1- Insufficient preference
Total Number of People Housed in the 70 Lottery Units at 450 Folsom Street	147 Household members including: 30 Children 10 Seniors 55+
Construction Completion Date	April 12, 2019
Marketing Start Date	October 11, 2018
100% Lease-Up Date	December 27, 2019

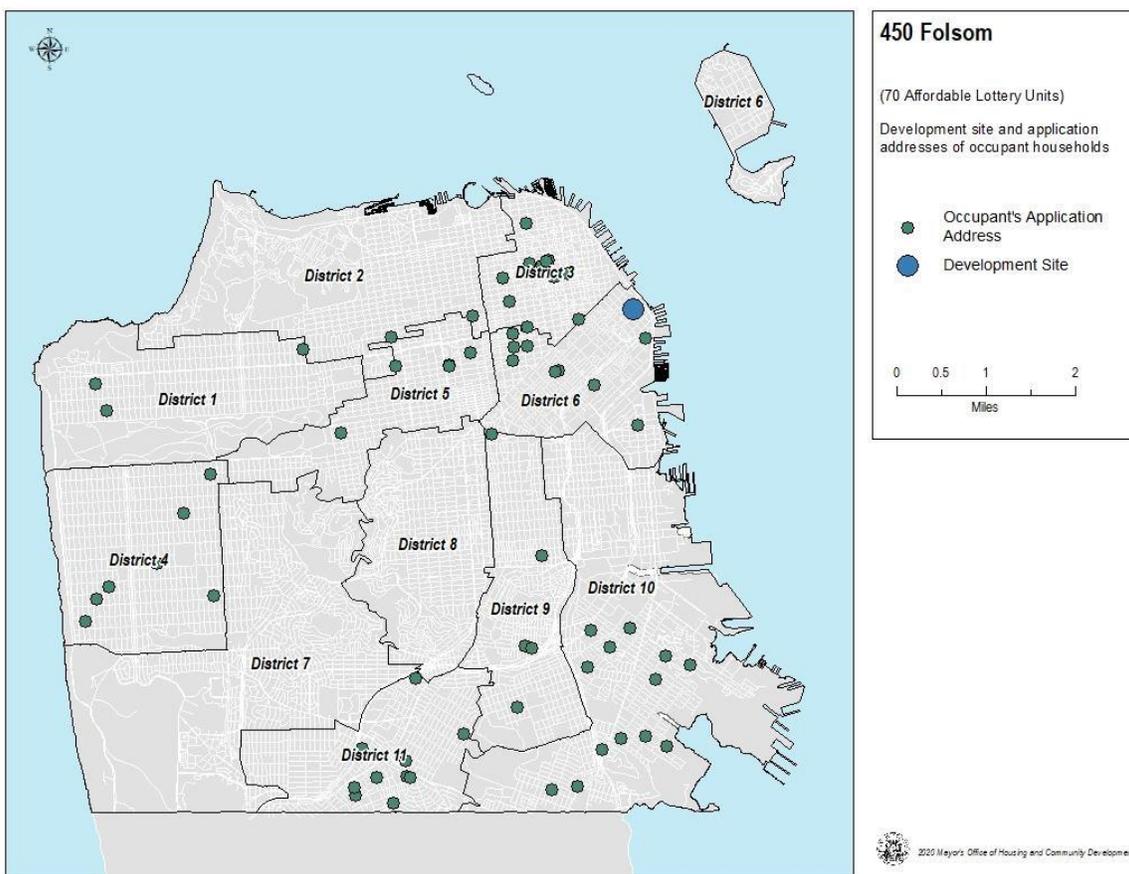
450 Folsom Lease-up Demographics

MOHCD used the same categories as HUD to identify race and ethnicity demographics. Each head of household is asked to identify a race and whether they are ethnically Latino. Please refer to the figure below for a breakdown of how successful applicants identified in terms of ethnicity (see blue) and race (see yellow).



Location of Origin of Housed Applicants

Below is a district map of where the 70 housed applicants originated. Sixty-six of the successful applicants already resided in San Francisco, with the largest representation hailing from district D10. Four came from communities outside of San Francisco through the Work in San Francisco preference; Oakland, San Bruno and Berkeley were represented.



Applicant and Occupant Income

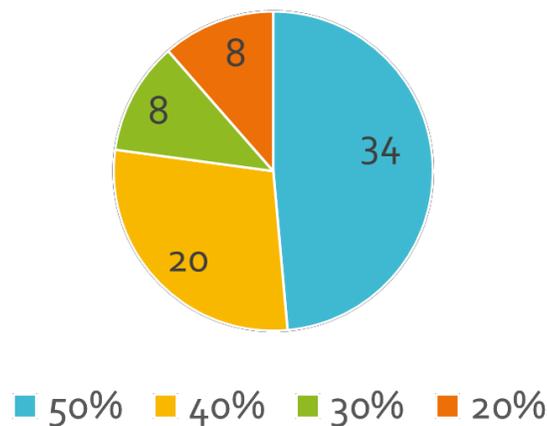
Applicant Income

A total of 5,242 households applied for 70 units at 450 Folsom ranging in monthly rents from \$979 for a studio to \$1,255 for a two-bedroom. While most of the units were priced at 50% of AMI, the applicant pool's income was on average only 37% of AMI. Average self-reported income for households of one person was \$29,691 or 36% AMI, and \$35,009 or 37% for two-person households, and \$49,046 or 37% AMI for households of 3 or more.

Occupant Income

Over 75% of the applicants that were able to income and asset qualify and meet the credit and criminal background standards are at the 40 and 50 percent AMI levels while 23% of occupants have incomes in the 20 and 30 percent AMI range.

Average % of Area Median
Income



Rents and Subsidies

At lease up, rents ranged between \$970, and \$1,255 per month, depending on unit size. A single person household would have to earn between \$1,940 and \$3,454 per month, or between \$23,280 and \$41,450 per year to qualify. To qualify for a 2-bedroom unit, a household would have to earn at least \$2,200 per month or \$26,400 per year. The households at 450 Folsom earned between \$6,350 and \$66,202 per year. Nine or 13% of the applicant households who moved into the Avery 450 required a subsidy to qualify. These nine families comprised of seniors and single adults and 2/3rds of the households self-identified as either Black or Latino. Four of the nine households receiving subsidy also received Mobility or Communication units. Without these subsidies, these households would not have qualified for Avery 450. One household had the assistance of Hamilton Families, two were Section 8 voucher holders, and six received help through the Q Foundation. These agencies make up for monthly rental costs in excess of 30% of a tenant's income. Hamilton Families and the Q Foundation are partially funded through HUD, MOHCD, and a myriad of grants and private donations.

Affordable Housing Lottery Preferences and Lease Up

5,242 households applied to 450 Folsom for 70 affordable housing units. Below are the housing lottery preferences for all applicants as well as those applicants who secured housing. Displaced Tenant Housing Preference holders had a 50% success rate in getting housed, meaning that of the 14 units set-aside for DTHP applicants, 7 households moved in. In total, 36 DTHP applicant households applied for the 14 units and those remaining 29 DTHP applicants either did not qualify (4) or chose not to move forward with the opportunity (25). Applicants providing proof that they either Lived or Worked in San Francisco accounted for the remaining 78% of successful applicants in the 63 remaining units.

Units Featuring Accessibility Design

450 Folsom designated 7 mobility and 5 communication units for those households that indicated on their application that they required such a unit. Documentation from a health care provider substantiating a household member's need for the features in the unit is required to ensure that this valuable resource is being used as it was intended. 292 applicants in the lottery indicated that they required a mobility or communication unit. All twelve of the designated units were filled by applicants that needed the features. Some households may not need all of the modifications of a mobility unit, but minor adaptations to their non-accessible unit such as grab bars. These unit changes are made through a reasonable accommodation modification request. One of the fully accessible units with mobility features is occupied by a Displaced Tenant Holder household whose income was 31% MOHCD AMI at move in.

450 Folsom Success Stories

DTHP holder housed at 450 Folsom (*moved in 6/19/2019*)

"It had been over two years of numerous applications to various affordable housing projects prior to being selected for 450 Folsom. I was fortunate to have a friend assist throughout the entire application process. Additionally, MOHCD staff provided a generous amount of support in explaining DTHP. We were close to giving up hope if not for Mr. Gallardo Brown's time and assistance. Unquestionably, 450 Folsom truly feels like home. I must add that it is the best home that I have ever lived in and I am sixty with disabilities. I am truly blessed with having a corner unit with a good amount of sunshine which helps medically. I could not believe that the long journey of twist and turns filled with anxiety and uncertainty have finally ended as I set foot in the beautiful Avery unit, I call home with my family members. Additionally, the building has a highly sophisticated elevator system with the state-of-the-art modern amenities. Even the trash chute has electronic selections or options for recycle materials or for trash to be discarded. The location is perfect in that it is close to shopping, restaurants, banks, public transportation and free transportation (Bay Shore Shuttle) along with grocery stores and hospitals and numerous medical clinics. Being right in downtown area, just about everything is close by which make my commute very convenient. Whenever I have the energy and chance, I will explore my new community along with my daughter and friends. Our overall experience at 450 Folsom has been wonderful and reassuring."