

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



London N. Breed
Mayor

Eric D. Shaw
Director

250 Fremont 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 250 Fremont project aka, Transbay Block 8, includes 79 affordable one, two, and three-bedroom rental units for households earning up to 50% of the area median income. Nine apartments are fully accessible with wheelchair mobility features and 7 are designed for the hearing and visually impaired. 250 Fremont features two separate buildings, one stand alone and one wing building connected to the 450 Folsom tower among a landscaped ground level mid-block plaza and include a rooftop community garden and an outdoor play area. Common amenities include a community room, laundry room, and a 3-level underground parking garage with 20 free of charge parking spaces distributed by lottery rank

among the 79 units. The underground parking garage includes bicycle parking and is managed by a valet operator. For an additional monthly fee of \$50, residents have access to amenities at the 450 Folsom tower, including a 60-foot lap pool, an Equinox-curated fitness center, steam room, yoga room, outdoor terrace, barbeque, game room, and a demonstration chef's kitchen.

Summary Table

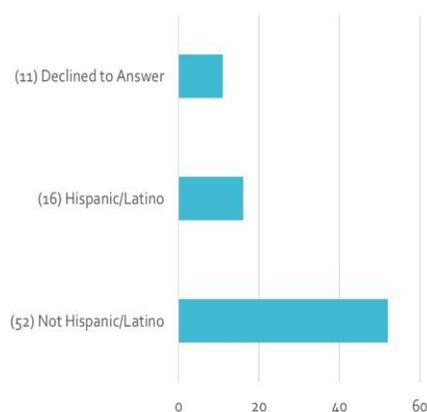
Project Name	250 Fremont
Project Location	250 Fremont Street, San Francisco, CA 94105
Project Sponsor	Related Management Company, L.P.
Project Tenure	100% Affordable
Population Type	Family Housing
Total Number of Units	79
Break Down of Units by Size	<p>1 Managers Unit 79 Lottery Units:</p> <ul style="list-style-type: none"> ▪ 39 – 1 Bedroom ▪ 16 – 2 Bedroom ▪ 24 – 3 Bedrooms
Total Number of Applicants for 79 Lottery Units	5,828
Affordability Level	50% Area Median Income (MOHCD 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?	13
How many COP holders were housed?	2
What was the COP holder's city of origin?	American Canyon, San Francisco
What happen to the 11 COP holders that were not housed?	<p>3- No response 3- Withdrawn 2- Over Income 1- Under Income 1- Requested to be added to the waitlist 1- Did not meet credit requirement</p>
Answers to "Why did you withdraw or not respond?" when interviewed by MOHCD.	<ul style="list-style-type: none"> ▪ 1 individual experienced burdensome personal issue during lease-up ▪ 1 individual self-identified as being over income ▪ 1 experienced a death in the family during lease-up ▪ 2 already found housing ▪ 1 individual decided to rent in a different building
How many DTHP holders applied?	44
How many DTHP holders were housed?	5
What happen to the 39 DTHP holders that were not housed?	<p>7- No response 20- Withdrawn 2- Over Income 1- Under Income</p>

	6- Requested to be added to the waitlist 1- Did not meet credit 2- Did not meet other building criteria
Total Number of People Housed in the 79 Lottery Units at 250 Fremont Street	206 Household members including: 50 Children 39 Seniors 55+
Construction Completion Date	April 12, 2019
Marketing Start Date	August 23, 2018
100% Lease-Up Date	October 29, 2019

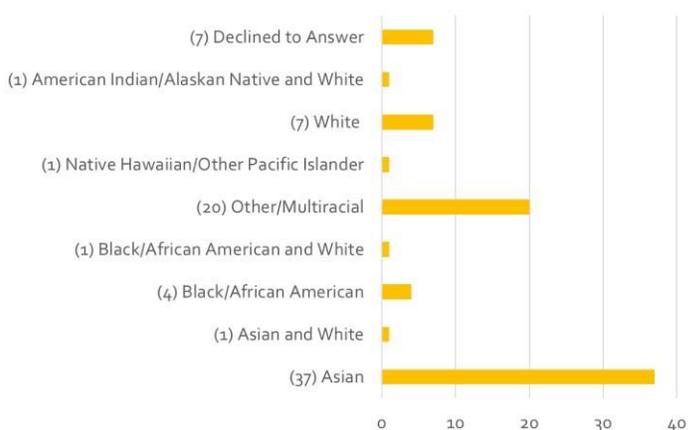
250 Fremont Lease-up Demographics

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).

Ethnicity of Head of Household

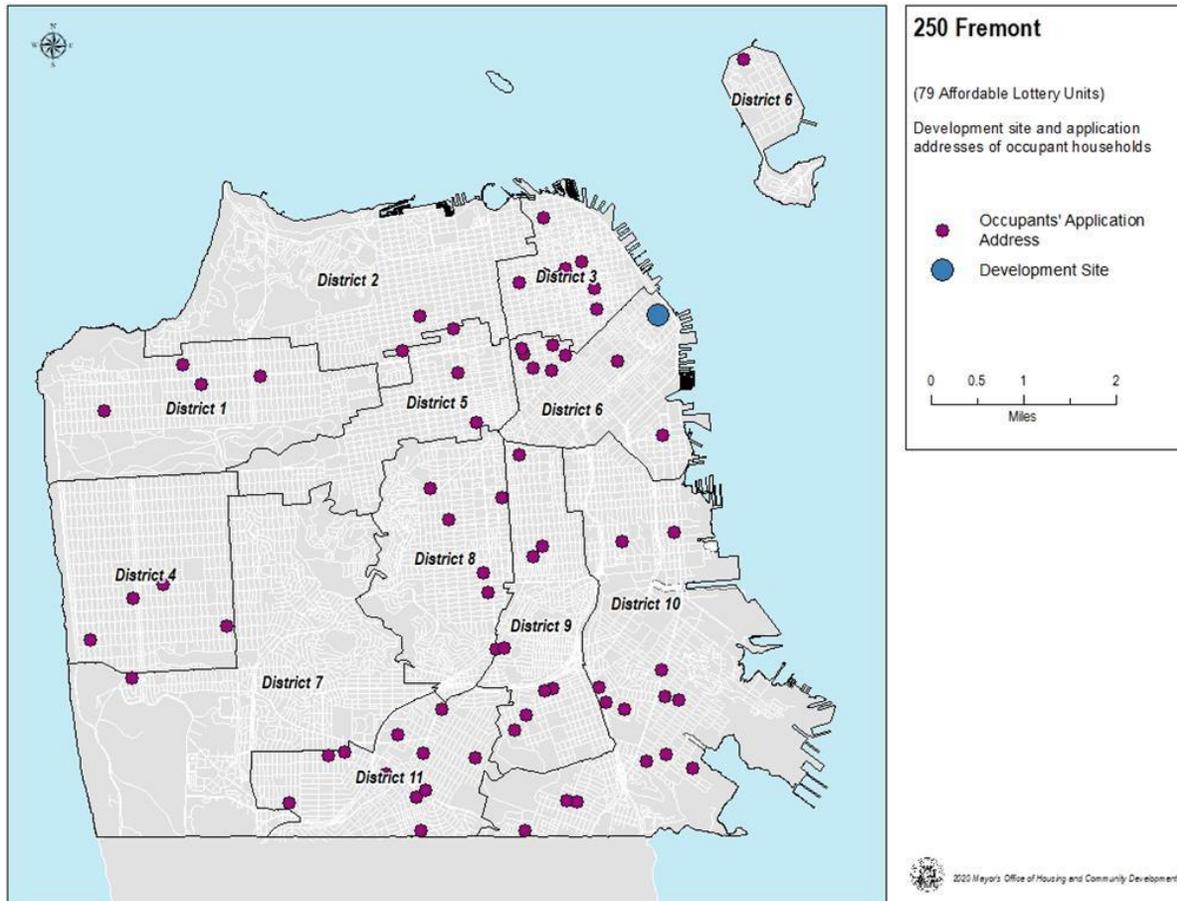


Race of Head of Household



Location of Origin of Housed Applicants

Below is a district map of where the 79 occupant households originated. Seventy-one of the successful applicants already resided in San Francisco, with the largest representation hailing from district D10. Eight came from communities outside of San Francisco. One of the two COP holders resided in American Canyon. Through the Work in San Francisco lottery preference, four households previously resided in Daly City, and a household each hailed from San Mateo, Redwood City and San Bruno.



Applicant and Occupant Income

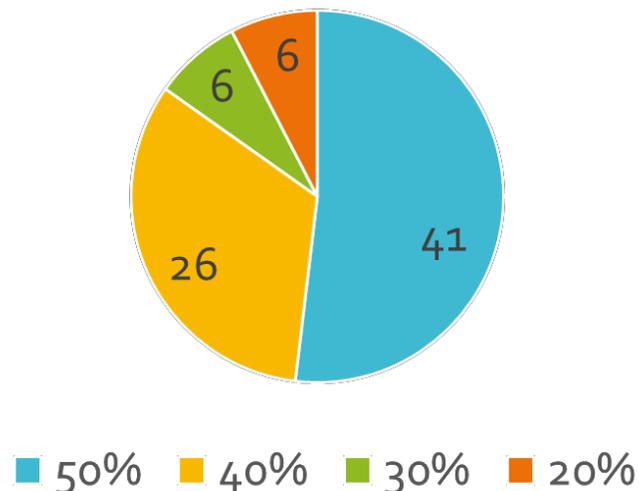
Applicant Income

A total of 5,828 households applied for the opportunity at 250 Fremont. Monthly rents ranged from \$1,118 for a one bedroom to \$1,365 for a two-bedroom. While most of the units were priced at 50% of AMI, the applicant pool's income was on average only 36% of AMI.

Occupant Income

About 85% of the applicants that were able to qualify with regard to income and assets while 15% of occupants had incomes in the 20 and 30 percent AMI range and needed a subsidy to qualify. Related Management Company reviewed over 400 applications to fill the 79 units.

Average % of Area Median Income



Rents and Subsidies

Rents at 250 Fremont are set at 50% AMI. At lease up, rents ranged between \$1,118 to \$1,365 a month, depending on unit size. The households at 250 Fremont earned between \$952 and \$5491 per month. Six, or 8% of the households who moved into 250 Fremont required a subsidy to qualify. The households with rental subsidies are comprised of a mix of families and seniors. Four of the six households receiving a subsidy also received Mobility or Communication unit. Without subsidies, these households would not have qualified for 250 Fremont. Two were Section 8 voucher holders, and four received help through the Q Foundation. These agencies make up for monthly rental costs in excess of 30% of a tenant's income. The Q Foundation is partially funded through HUD, MOHCD, and a myriad of grants and private donations.

Affordable Housing Lottery Preferences and Lease Up

5,828 households applied to 250 Fremont for 79 affordable housing units. Below are the housing lottery preferences for all applicants as well as those applicants who secured housing. Overall, Certificate of Preference holders and Displaced Tenant Preference holders were housed at a 27% rate.

Units Featuring Accessibility Design

250 Fremont designated 9 mobility and 7 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 was required to ensure that this valuable resource is being used as it was intended. 312 applicants in the lottery indicated that they required a mobility or communication unit. All sixteen of the designated units were filled by applicants that needed the features. Some households did not need all the modifications of a mobility unit, but rather minor adaptations to their non-accessible unit, such as grab bars were accommodated by the building owner. Both Certificate of Preference householders that were housed indicated a need for mobility features on their application that were ultimately granted through adaptations to non-mobility units.

250 Fremont COP Testimonials

“I applied to two housing opportunities through DAHLIA before moving to 250 Fremont and it was easy. I was homeless prior to living here at 250 Fremont, and I worked with Hamilton Family in May of last year to help secure housing costs. They were really great and supportive. I love the building. I love the community here. I am enjoying living here tremendously. Management and maintenance are very responsive and they answer in a timely fashion. If I decide to entertain family and friends, I have a community room. I am disabled and am building up enough wind to walk to Starbucks or Subway. The grocery store is right down the street, and there are plenty of restaurants and entertainment in my neighborhood. I have a parking space. It does feel like home. It has a nice ambiance and my place is well lived in and has lots of decorations to help make me really feel at home. What I would say to other COP holders is that if you get an opportunity to move into 250 Fremont, do so, because it’s a nice quiet place to live.”

“When I was first approved, I had to get my credit cleared. Q foundation was supportive of my move and they put my name in different places, I had a wonderful experience with them. I feel peace of mind, I do believe I will live longer. I don’t really entertain, but if I could, I would go to the 30th floor to entertain for the super bowl. I have Warriors and 49er players for neighbors. I am permanently disabled and a professional athlete that lives next door offered to be my personal trainer. I have a beautiful Yorke who frequents Avery Lane, a dog walking section. It feels peaceful and beautiful. I want to tell COP holders to use your certificate, put in applications, and do not be afraid. All you could hear is no. I am blessed and thankful, and my kids are so happy for me. I am going to live longer here.”