

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

Marketing Plan and Tenant Selection for Waitlist Rental Units

This marketing and tenant selection plan is subject to City review. **Please set all advertising dates in this plan so that no date commences sooner than 45 calendar days from the date of your plan submission.**

Please complete and return this form as a "Word" document so that our office may track changes directly onto the document. The approval process typically involves a back-and-forth process between MOHCD and the property's representative. Please do not submit incomplete plans. This marketing and tenant selection plan may be updated from time to time at the discretion of MOHCD.

I. General Information

Our goal is to ensure that all applicants are screened using consistently applied, fair criteria, to provide a desirable, well-maintained and affordable place to live for an economically, racially, and ethnically integrated resident population, while complying with the provisions of any federal, state, or local law prohibiting discrimination in housing on the basis of race, religion, sex, color, family status, disability status, national origin, marital status, ancestry, gender identity or sexual orientation, source of income, or HIV/AIDS status.

In order to inform the public, owners, and prospective tenants about federal fair housing laws and affirmative fair marketing procedures per the MOHCD Loan Agreement, we will include the Equal Housing Opportunity logotype and/or slogan, and a logotype indicating accessibility to the disabled, in all press releases, solicitations, and program information materials.

Today's Date	4/1//2019
Posting Date	5/15/19
Type of Unit(s)	Studio & 1 Bedrooms
Development Name	Sierra Madre Apartments
Address	421 Leavenworth Street; San Francisco, CA 94102
Developer	TNDC
Developer Contact	201 Eddy Street; San Francisco, CA 94102
Building Name	<i>If different than development name</i>
Photo URL	<i>URL of a high-resolution photo of the outside of your building</i>
Year Built	1913
Website	www.tndc.org
Neighborhood	Tenderloin
Application Contact Person and Address	Sarah Couch 201 Eddy St San Francisco, CA 94102

Phone and Office Hours	(415) 776-2151 Monday-Friday 8:30am-5pm		
Email	compliance@tndc.org		
Application deadline	5/29/2019 @ 5pm Applications must be <u>received</u> in paper form (no faxes or emails) by 5pm on the date of the deadline. Postmarks will not be accepted. Applications received after the deadline will not be accepted.		
Building Accessibility	<i>Accessibility features in common areas like lobby – wheelchair ramps, wheelchair accessible bathrooms and elevators. Please indicate what specific ADA accessible features the units have or can be modified to have.</i>		
Building Amenities	Laundry room, Community Room, Elevator		
Parking	No On-site parking		
Application Fee	No application Fee.		
Rent Amount	Studio \$1,006 1 Bedroom \$1,148		
Utility Allowance	Unit Size	Studio	1 Bedroom
	<i>Natural Gas Cooking</i>	\$4	\$4
	<i>Other Electric</i>	\$26	\$32
	TOTAL ALLOWANCE	\$30	\$36
Deposit Minimum	Equal to 1 month of rent		
Deposit Maximum	Equal to 1 month of rent		
Other fees & utilities paid by the renter (Costs Not Included)	PG&E, Cable, Internet		
Lottery	6/18/2019 at 12pm MOHCD – 1 South Van Ness Ave., Floor 5		
Date Lottery Results will be posted	Lottery results will be posted on the http://housing.sfgov.org website within 6/25/19		
AMI level to determine Maximum Income and Rent	MOHCD – 50% AMI		
AMI Chart	Unadjusted Area Median Income (AMI) for HUD Metro Fair Market Rent Area (HMFA) that contains San Francisco 2018		
How to submit an application	Applications must be submitted through the SF Housing Portal – DHALIA at: https://housing.sfgov.org or via the MOHCD PO Box.		

	If you need application assistance or information about available housing resources, please refer to the organizations listed in the SF Housing Resource Guide by clicking here: http://sfmohcd.org/san-francisco-housing-resource-guide
Credit History Standards	Not Applicable at TNDC
Rental History Standards	No eviction in the past three years or no more than two in the past five years.
Criminal Background	Qualified applicants with criminal history will be considered for housing in compliance with Article 49 of the San Francisco Police Code: Fair Chance Ordinance.
Required Documents	See Resident Selection Criteria
Important Program Rules	<i>Link to Building Selection Criteria</i>
Smoking Policy	Per San Francisco Health Code, Article 19F Smoking is not allowed in enclosed common areas, building entry, exit and operable doors or vents.
Pet Policy	No Pets, Companion Animals allowed via Reasonable Accommodations.
Minimum Allowable Income Level of Households	(Agents must require no more than 2x rent to income.) Studio unit(s) – Household income must equal at least \$2,012 a month. One-bedroom unit(s) – Household income must equal at least \$2,296 a month.
Lottery Preferences	<u>All</u> individuals and households may enter the lottery for a unit. However, those households in which one member holds a Certificate of Preference (COP) from the former San Francisco Redevelopment Agency will be given highest preference in the lottery ranking process. More information about the COP Program can be found here: http://sfmohcd.org/certificate-preference Households in which one member holds a Displaced Tenant Housing Preference (DTHP) Certificate from the Mayor's Office of Housing and Community Development will be given second highest preference in the lottery ranking process, for up to 20% of the units in this project (9 Units) DTHP certificate holders will also be included in the Live/Work preference regardless of their current live/work location. <i>Note: The DTHP only apply to projects with 5 or more units. Please delete the DTHP information listed above if your project has less than 5 units.</i> Households that submit acceptable documentation that at least one member lives or works in San Francisco will be given the third highest preference in the lottery ranking process.

	<p>If the number of units available exceeds the number of qualified applicants in the above listed preference, the units will become available to other qualified applicants outside of San Francisco. Applicants in each preference category must meet program requirements in order to complete the rental.</p> <p>For more information about the lottery process and housing preferences, please refer to the MOHCD Housing Preferences and Lottery Procedures Manual here: http://sfmohcd.org/sites/default/files/Documents/MOH/Preferences%20Manual%20-%20%2011.2.2016.pdf</p>
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II. Overall Building Composition

Loan Agreement Name & Date	<p><i>If multiple MOHCD/OCII loan agreements, list all agreement names and dates.</i></p> <p>Developer to provide City and County of San Francisco-CDBG SF Community Housing Rehab Loan-MOHCD</p>
Name of City and Co. of SF Planner	N/A
MOHCD Project ID Number	1982-007
List all Sources of Government Financing for the Project (e.g. CDLAC, TCAC, HUD Loan, Infill Grant, etc.)	<p>Developer to provide City and County of San Francisco-CDBG SF Community Housing Rehab Loan-MOHCD</p>
If there is a source of government financing, how long and at what % Area Median Income must your units be restricted as rental units under this financing?	MOHCD – 45 Units @ 50% AMI

Total # Units in Building (including affordable)	46
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Number of Residential Floors in the Building	5
Number of Commercial Floors in the Building	0

III. Affordable Units

Total # of affordable units in building	47 11 PBV units
Total # of manager/staff units <i>(if applicable)</i>	1
Total # of vacant units	0
Total # of units in the lottery <i>(broken down by unit type)</i>	35 Units -31 Studios -4 1 Bedrooms
Total # of applicants on the Current Waitlist	0
Total # of applicants on the Final Waitlist	500

DETAILED DESCRIPTION OF AFFORDABLE UNITS BY UNIT NUMBER

Attach an Excel document with the following information that will be uploaded into DAHLIA. Refer to Rent Levels Set by MOHCD for Table Below. Only include units that apply to the waitlist and not referral units (such as HOPWA, Section 8 or TAY units)

Unit Number	Unit Type (i.e. SRO, Studio, 1BR)	Unit Floor	Unit Square Footage	Min Occupancy	Max Occupancy	Number of Bathrooms	Rent Monthly (do not include \$ sign)	Rent % of income (only applicable when rent is determined as a % of household's income)	Rent Multiple (i.e. if minimum monthly income is 2 times the rent, the rent multiple is 2)	% AMI for Pricing Unit	Priority Type (Hearing/ vision impaired, Mobility impaired, Developmental Disability, Senior, Veteran)
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IV. Renter Qualifications

We understand that it is our responsibility to read and understand the rules of the Regulatory Agreement(s) for this development as well as the marketing and outreach policies set forth by the City and County of San Francisco Mayor's Office of Housing and Community Development.

1) Applicant Eligibility Criteria

All applicants must qualify based upon:

- Commitment to use the unit as the principal residence.
- Commitment to participate in rental restrictions and compliance recertification.

- Insert project specific eligibility information (household size, income, age, etc.)

2) Resident Selection Criteria Document

You must attach a Resident Selection Criteria document for our review. The Resident Selection Criteria must also specify any preferences or program-specific resident selection criteria applicable to the project, such as lottery preferences, and/or Access Point referrals from the Human Services Agency or Department of Public Health for Local Operating Subsidy Program units, etc.

The Resident Selection Criteria should also include the following information:

- Ability to pay rent standard
- Credit Standard
- Rental History Standard
- Criminal History Standard
- Mitigating Circumstances
- Guidelines Request for Reasonable Accommodation
- Grievance Policy
- Appeal Process

3) Local Operating Subsidy Program

If your project is receiving Local Operating Subsidy Program (“LOSP”) funds from either the Department of Public Health or Human Services Agency for designated LOSP units, then describe the total number of units and number of units receiving the LOSP subsidy along with the referral process for those units. Please insert the following language:

“Certificate of Preference Holders who meet eligibility for (Insert City department providing LOSP funds)’s LOSP units will have priority status over other LOSP applicants. Certificate of Preference holders will be required to apply for the LOSP units by going through the (Insert DPH or HSA) designated Access Sites/Points for LOSP eligibility screening.”

V. Marketing Strategy

1) Flyer and Strategy for Marketing to Residents of the Immediate Neighborhood

- a. Please attach a copy of the flyer. Example provided at the end of this document.
- b. Please attach a list of community organizations.

We understand we must present a strategy for reaching out to the local community surrounding the building. Suggestions include posting flyers in local community meeting places and reaching out to local community groups. At a minimum, list 10 local venues in which you will post your flyer or otherwise distribute your flyer.

Your Strategy for Marketing to Residents of the Immediate Neighborhood Here:

- Notices will be sent to local fair housing commissions, non-profit housing corporations, other low-income housing advocacy organizations serving low-income individuals, disabled adults, and others likely to be eligible for housing units, area churches, local and regional housing agencies, local housing authorities, civic groups, lending institutions, social service agencies, community-oriented radio, internet, and other non-profit organizations – full list is attached to this plan.
 - Advertising content will indicate San Francisco's Police Code Article 49 (Fair Chance Ordinance); and TNDC will consider qualified applicants with criminal histories – please see the Fair Chance Ordinance Notice and screening and eligibility information below.
 - Announcements will be posted at TNDC's Property Management office located at 145 Taylor Street, and at other buildings managed by TNDC.
- Please see attached Marketing Outreach Contacts List which will receive marketing announcement and flyers via E-Mail communications. The flyer will be in the body of the email as well as an attachment in the email. Contact information for Sarah Couch will be in the email.

2) Website

We will create a website for the affordable units or create a link for the units on our existing website at www.tndc.org. We will link our website to DAHLIA – San Francisco Housing Portal (<https://housing.sfgov.org/>).

3) Announcement to Board of Supervisor's

We will announce the affordable housing opportunity at least twice to the Board of Supervisors District Office where the project is located by providing a copy of the flyer.

Board of Supervisor's Name	Notification Dates
<u>Matt Haney District 6</u> (415) 554-7970 - Voice (415) 554-7974 - Fax <u>matt.haney@sfgov.org</u> <u>Abigail.Rivamontemesa@sfgov.org</u> <u>Courtney.McDonald@sfgov.org</u> <u>Honey.Mahogany@sfgov.org</u>	05/15/2019

4) Strategy for Language Access

We understand we must be able to provide assistance to applicants who may not speak English. More information about the Language Access Ordinance can be found here: <http://sfgov.org/oceia/language-access-services>. Please list the languages spoken by your staff. Describe how language assistance in Cantonese, Tagalog and Spanish will be provided and include your strategy for reviewing applications submitted in these languages (i.e., translation service used, in house assistance available, etc.).

Throughout the marketing period, you must have copies of the SF Housing Resource Guide available in all four languages for applicants who require additional assistance or referrals to housing counseling. The SF Housing Resource Guide is available on our website here: <http://sfmohcd.org/san-francisco-housing-resource-guide>

Furthermore, assistance in these languages must be provided at the lottery. Please indicate whether you have the capacity to provide this service.

Your Strategy for Providing Language Access:

TNDC ensures that persons with Limited English Proficiency (LEP) not be discriminated against nor denied meaningful access to housing provided by TNDC. In order to ensure meaningful access and participation for LEP persons, TNDC provides language services (interpretation in any language provided by Language Line) at no cost and takes reasonable steps to see that language services are provided according to the provisions of TNDC’s LEP/LAP Policies & Procedures.

TNDC provides written translation in the following eight languages: Arabic, Chinese, English, Korean, Russian, Spanish, Tagalog, and Vietnamese. See Notice statements below:

English	Notice - Right to Receive Free Interpreter Services Please notify Building Manager if you need language assistance.
Arabic	الحق في الحصول على خدمات مترجم شفوي مجاني - إشعار الرجاء إبلاغ مدير المبنى اذا كنت بحاجة الى مساعدة لغوية.
Chinese	通告 - 有權獲得免費的翻譯服務 如果你需要語言協助請通知大廈經理
Korean	주의 사항 - 무료로 통역 서비스를 받을 권리가 있습니다 당신은 언어의 도움이 필요하면 알려 주시기 바랍니다
Russian	ВНИМАНИЕ - Право на получение бесплатно услуги переводчика Пожалуйста, сообщите управдом, если вы нуждаетесь в помощи языка.
Spanish	AVISO - Derecho a recibir servicios gratis de interpretación Por favor notifique al administrador del edificio si necesita ayuda idioma.
Tagalog	PAUNAWA - Ikaw ay may karapatang na tumanggap ng libreng serbisyo ng interpreter Mangyaring ipaalam Manager na kung kailangan mo tulong sa wika.
Vietnamese	THÔNG BÁO - Ngay để nhận miễn phí dịch vụ thông dịch Xin vui lòng thông báo cho người quản lý tòa nhà nếu bạn cần hỗ trợ ngôn ngữ.

VI. Application/Selection Process and Timeline

Please complete the following timeline as part of your Marketing Plan. Add info as needed.

Timeline of Entire Process

Task Name	Date
Submittal of Marketing Plan to MOHCD	4/1/2019
Marketing period (14 days)	5/15-5/29
Application Deadline	5/29/2019
Enter Paper Applications and Review Flags Deadline	6/4/2019
Email Applicants if Removed from Lottery	6/11/2019
Lottery	6/18/2019
Lottery Results Posted	6/25/2019
Application Review / Approval Process - start date	6/25/2019

VII. Review of Program Documents

We certify that we and all agents involved in the process of renting affordable units have read and reviewed the following documents:

- MOHCD Housing Preferences and Lottery Procedures Manual:
<http://sfmohcd.org/sites/default/files/Preferences%20Manual%20-%20%203.31.2017.pdf>
- Rental program application:
<http://sfmohcd.org/general-bmr-rental-application>
- City and County of San Francisco Fair Chance Ordinance (FCO):
<http://sfgsa.org/index.aspx?page=6599>

I have included the following documents with my request: (Please check)

- Marketing Flyer
- Marketing Outreach list
- A copy of Building's Lease Agreement, including any and all addendums
- A copy of Building's Acceptance Letter
- A copy of Building's Denial Letter
- A copy of Building's Landlord Verification
- A copy of Resident Selection Criteria
- A copy of Building's Post-Lottery Rental Application
- A copy of Building's Waitlist, with last contact dates for each applicant

Representative (sign)



Representative (print) Sarah Couch
Title (print) Compliance
Company (print) T.N.D.C
Date (print) 5/6/19