



**Mayor's Office of Housing
& Community Development
(MOHCD)**

London N. Breed
Mayor

Kate Hartley
Director

CITIZENS' COMMITTEE ON COMMUNITY DEVELOPMENT FULL COMMITTEE MEETING

Tuesday, March 12, 2019
1 South Van Ness Avenue, 5th Floor, Room 5080
San Francisco, CA 94103
5:00 p.m. – 7:00 p.m.

MINUTES

1. Call to Order at 5:10 p.m.

Committee Members Present: Clinton Loftman, Marc Vogl, Diana Kruze (by phone), Irene Riley (arrived at 5:20 p.m. and left at 6:30 p.m.), and Aileen Hernandez (arrived at 5:34 p.m.).

City Staff Attendance: Brian Cheu (MOHCD), Mike King (MOHCD), Janan Howell (OEWD), and Tina Rose Novero (OEWD).

2. Director's Report (Discussion Item)

- a. The U.S. Department of Housing and Urban Development (HUD) commissioned a study of the San Francisco Housing Authority (SFHA), and based on the findings of the study, HUD has expressed concerns about current SFHA operations. As a result, SFHA may undergo organizational restructuring. SFHA's main responsibility is to administer the housing voucher program. MOHCD anticipates that restructuring SFHA operations will lead to better service for voucher holders going forward. From now until October 1, MOHCD management will be active in facilitating the SFHA restructuring.
- b. MOHCD has \$3 million in its budget to provide funding for the six current cultural districts. We have a new Cultural Districts Coordinator position, staffed by Julia Sabory.
- c. MOHCD and its partners have completed all ten community forums scheduled for this planning period. The lowest turnout was 35 persons, and the largest was 175 persons. We received complaints about the Cantonese interpretation at our Chinatown forum. The complaint ran in a number of newspapers, including the SF Examiner. We are working to provide another forum for the Chinatown community.

3. Committee Members' Report (Discussion Item)

- a. None.

4. Approval of Meeting Minutes

- a. **Meeting minutes from September 18, 2018 were motioned by Marc Vogl, seconded by Clinton Loftman, and approved unanimously by the Committee.**
- b. **Meeting minutes from October 16, 2018 were motioned by Clinton Loftman, seconded by Aileen Hernandez, and approved unanimously by the Committee.**

- c. **Meeting minutes from January 22, 2019 were motioned by Marc Vogl, seconded by Irene Riley, and approved unanimously by the Committee.**

5. Review Preliminary Funding Recommendations and Action Plan for FY 2019-20

Brian Cheu provided an overview of CDBG, HOPWA, HOME and ESG funding recommendations for FY 2019-20, highlighting changes from last year. Since this is the final year of MOHCD's current five-year funding cycle, there are few changes to the recommendations from last year.

Members discussed, including a conversation about HOPWA subsidies, screenings and the difficulty moving healthy individuals out of long-term care facilities.

Preliminary HUD funding recommendations and Action Plan for FY 2019-20 were motioned by Clinton Loftman, seconded by Irene Riley, and approved unanimously by the Committee.

MOHCD will post the draft FY 2019-20 Action Plan for public comment on March 20, 2019.

6. Assessment of Fair Housing, Consolidated Plan and HIV Housing Plan Update

Brian Cheu provided an overview of the demographics of 1,500 planning survey respondents so far. The data illustrate a need for more responses from Chinatown, Visitacion Valley and potentially other neighborhoods. Brian Cheu also provided an overview of the remaining planning timeline.

Members discussed:

- Shorter surveys are better, unless you provide the proper incentives for respondents to complete a longer survey. MOHCD should think about incentives for better survey participation in the future. How simple and fun can we make the experience?
- Based on current responses, who do we need to target and why? Can we work with Twitter or Facebook to get the survey in front of specific populations? If MOHCD does not have social media expertise on staff, consider bringing in an intern for this purpose.
- The multi-prong approach to community engagement is good (i.e. survey, focus groups, community forums). However, social media is becoming universal. Consider giving all MOHCD employees access to social media platforms, along with the appropriate protocols to follow.
- Consider including a communications and interpretation plan in MOHCD's internal strategic plan. BART has increased its focus on public outreach and communications, reducing the number of customer service calls.
- When would it best to engage CCCD members in the remaining planning process? On May 14, to review findings, and on June 18, to assist in strategy development.

7. Public Comment

- a. None.

8. Adjournment at 7:03 p.m.