



SMALL SITES PROGRAM

Marketing Procedures for Group Housing Sites

1. These procedures apply to group housing sites that receive funding from the Mayor's Office of Housing and Community Development (MOHCD) Small Sites Program. Group housing is defined in the San Francisco Planning Code Section 102 as:

A Residential Use that provides lodging or both meals and lodging, without individual cooking facilities, by prearrangement for a week or more at a time, in a space not defined by this Code as a dwelling unit. Such group housing shall include, but not necessarily be limited to, a Residential Hotel, boardinghouse, guesthouse, rooming house, lodging house, residence club, commune, fraternity or sorority house, monastery, nunnery, convent, or ashram. It shall also include group housing affiliated with and operated by a medical or educational institution, when not located on the same lot as such institution, which shall meet the applicable provisions of Section [304.5](#) of this Code concerning institutional master plans.

2. Sponsors and existing group housing residents involved in the lease-up process must complete a MOHCD-approved fair housing training. Sponsors are required to adhere to fair housing law and local ordinances.
3. In preparation for leasing up a vacant group housing unit, the Sponsor must submit the following attachments to MOHCD for approval:
 - Marketing Plan
 - Tenant Selection and Scoring Criteria
 - A Community Statement describing their community, including shared living spaces, to be added to the rental announcement
 - House Rules translated from English into these languages: Chinese, Spanish, and Tagalog
 - A Group Housing Applicant Acknowledgement (as defined below)
 - Group Housing orientation/info session curriculum
 - Interview Questions and Fair Housing training plan
 - Interview Scoring Criteria
 - A Video Tour (optional)

For group housing sites with no vacancies, Sponsors must submit these documents for MOHCD approval no more than 90 days after the Small Sites loan closing.

4. **Pre-Lottery:** Sponsor will offer an info session and open house prior to the lottery. It is not mandatory for a prospective tenant to attend the info session in order to enter into the lottery. MOHCD must approve the session curriculum. Existing residents may be present, but may not conduct the session.
5. Marketing and the lottery will occur per MOHCD's standard process as outlined in the most current [MOHCD Housing Preference and Lottery Procedures Manual](#).
6. **Post Lottery:** MOHCD will be responsible for generating the lottery list. Once the Sponsor receives a lottery list, in lottery rank order, the Sponsor will invite the first 10 applicant households per available unit to submit full applications, income documentation, and an executed Group Housing Applicant Acknowledgment form.



- With MOHCD guidance, the sponsor will then income and asset qualify households in lottery rank order until they have the first qualified batch of five (5) applicants (“Lottery Batch”). If an applicant with a higher lottery rank has not yet received income and asset approval, the Sponsor must wait for an outcome regarding that household before including a lower ranking lottery applicant in the Lottery Batch. Income and asset qualification for applicants will occur prior to interviews.
 - The applicant must sign a Group Housing Acknowledgement form that agrees to the following: (i) the applicant reviewed the marketing materials; (ii) the applicant understands they are applying for and desire to live in group housing; (iii) the applicant’s approval is subject to an interview by the Sponsor; and (iv) if approved, the applicant can and will comply with the House Rules.
 - Criminal background checks shall not occur until after all other eligibility requirements, including interviews have been met.
7. **Interviews and Group Housing Orientation:** Using a standard set of questions and selection/scoring criteria approved by MOHCD prior to marketing, the Sponsor may conduct interviews with each household in the Lottery Batch (described above). During interviews, the Sponsor will also provide applicant with an orientation to group housing using a MOHCD-approved curriculum. Project sponsors must conduct the orientation, not the existing residents. The Lottery Batch cannot be expanded unless an applicant removes themselves from consideration. In that case, the Sponsor must select the next highest lottery ranking qualified applicant to add to the Lottery Batch.
8. **Existing Resident Involvement in process:** Existing residents of the house may participate in the applicant interview process for group housing after they have received MOHCD approved Federal Fair Housing Training from the Sponsor. Residents may be involved in the interview in the following capacity:
- Up to two existing residents may participate in the interviews and after the interview, provide the Sponsor input on the selection of the applicant. However, Sponsor is ultimately responsible for making the decision.
 - Residents may ask questions from the preapproved list of interview questions
 - Any input given that does not respond directly to one of the questions asked during the interview must be disregarded and not become a factor in Sponsor scoring
 - Based on the resident feedback, the Sponsor may produce their own scoring.
9. **Applicant Selection:** Sponsor must select a qualified applicant from the Lottery Batch according to the interview scoring criteria. If two applicants receive the same score, the applicant with the highest lottery rank must be selected. The Sponsor must provide MOHCD with documentation for all denials. Sponsors must notify denied applicants in writing and they must be granted the right to appeal the Sponsor’s decision.

Waitlist Policy

10. Waiting lists for Small Sites group housing buildings will be valid for up to three years. MOHCD staff will generate the waitlists and the sponsor will manage it. The waitlist will consist of 200-300 applicants (depending on the size of the applicant pool and the number of units in the building).
11. After creation of waitlist, Sponsor will send a letter to waitlist participants to alert them of their status and notify the project sponsor if their contact information changes.
12. Upon receiving a Notice to Vacate, the Sponsor must alert MOHCD immediately and work with SSP staff to verify the appropriate rent level for the unit.



13. Sponsors filling unit vacancies from the waitlist must accept applications from approved COP and DTHP holders at any time, regardless of whether the waitlist is closed to other applicants. If the COP or DTHP holder meets the income or eligibility requirements for an Affordable Housing Unit, they shall be placed at the top of the waitlist.
14. Sponsor will create an applicant pool for the vacancy, and interview applicants in lottery rank order based on income. If the Sponsor deems the household as over or under income, the Sponsor will provide the household's file to MOHCD staff to confirm the disqualification.
15. All appeals of denials must be sent to MOHCD.
16. If a room becomes available and the waitlist has expired, the Sponsor must conduct a new lottery.