City and County of San Francisco

**Mayor’s Office of Housing and Community Development (MOHCD)**

**Marketing and Tenant Selection Plan for Small Sites Program**

This marketing and tenant selection plan is subject to City review within 15 business days from the date it is received and complete. **Please set all advertising dates in this plan so that no date commences sooner than 60 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 Project Sponsor. Please do not submit incomplete plans, and submit materials in a package. 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** |  |
| **Posting Date** | Must be at least 60 days from the date of the submission of this marketing plan to MOHCD. |
| **Type of Unit (s)** |  |
| **Development Contact Information** | Name:  Address:  Phone and email: |
| **Owner Contact Information (if different from above)** | Name:  Address:  Phone and email: |
| **Project ID** | *MOHCD will insert* |
| **Supervisor District** |  |
| **Building Name** |  |
| **Building Address**  **Year Built** |  |
| **Website (if applicable)** |  |
| **Photo URL** | *URL of a high-resolution photo of the outside of the building OR attach a high resolution photo.* |
| **Neighbor-**  **hood** |  |
| **Application Contact Person** | Name:  Address:  Phone  Email:  Business hours: |
| **Application deadline** | Set the application deadline no sooner than 14 calendar days from the posting date.  *[Insert date]*, 5pm  Due to COVID-19, applicants will apply online as we are not accepting paper applications. |
| **Building Access-**  **ibility** | *Please indicate what specific ADA accessible features the units have or can be modified to have. Please indicate specific accessibility features in common areas like lobby – wheelchair ramps, wheelchair accessible bathrooms and elevators.* |
| **Building Amenities** | *Example: Laundry room, parking, gym, etc.* |
| **Services Onsite** |  |
| **Application Fee** | *Application fees are only to be collected post-lottery once a household is contacted by the Project Sponsor.* |
| **Utilities** | What utilities will the owner and the tenant pay? Please check all that apply.   |  |  |  |  | | --- | --- | --- | --- | | **Utility** | **Owner Pays** | **Tenant Pays** | **Who is the Payee?** | | *Example: Garbage* |  |  | *Recology* | | Garbage |  |  |  | | Water |  |  |  | | Sewer |  |  |  | | Gas |  |  |  | | Electricity |  |  |  | | Other: |  |  |  | | Other: |  |  |  | |
| **Deposit Minimum** |  |
| **Deposit Maximum** |  |
| **Other Fees & Utilities paid by renter (Cost Not Included in rent)** | *Please list any fees for pets, renter’s insurance, utilities paid by the renter etc. here.* |
| **Lottery** | Lottery can be held no sooner than 14 calendar days after application deadline. As of March 12, 2020, lotteries are closed to the public but will continue as scheduled.  Date:  Time:  Location: Teams video conference- Please be prepared to discuss any amenities, location, neighborhood and any special features (i.e. retail space).  Address: N/A |
| **Date Lottery Results will be posted** | Lottery results will be posted on the <http://housing.sfgov.org> website within 48 hours. |
| **How to submit an application** | Applications must be submitted in the following way:  Apply online through the SF Housing Portal at:  <https://housing.sfgov.org>  Due to COVID-19, applicants will apply online as we are not accepting paper applications.  For more information & assistance with your application, contact HomeownershipSF: (415) 202-5464 or [info@homeownershipsf.org](mailto:info@homeownershipsf.org)  If you need 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> |
| **Link to Building Selection Criteria** | *MOHCD will insert* |
| **Credit History Standards** |  |
| **Rental History Standards** |  |
| **Criminal Background** | *Please note the listing will by default notify all applicants that “Qualified applicants with criminal history will be considered for housing per Article 49 of the San Francisco Police code* [*Fair Chance Ordinance*](http://sfgsa.org/index.aspx?page=6599)*.”* |
| **Required Documents** |  |
| **Important**  **Program Rules** | *Link to Building Selection Criteria* |
| **Smoking Policy** |  |
| **Pet Policy** | *Include rules around types of pets, etc. Please specify that service and companion animals are welcome and pet fees do not apply in that instance.* |
| **Open Houses (Please Include Date, Start and End Time, and Location)** | All open houses are temporarily cancelled due to COVID-19  .  Date:  Start time:  End time:  Location: |
| **Information Session (Please include Date, Start and End Time, and Location)** | All information sessions are temporarily cancelled due to COVID-19  Date:  Start time:  End time:  Location: |
| **Lottery Preferences** | All 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 on the [MOHCD website](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 (*insert number of units here*).  DTHP certificate holders will also be included in the live/work preference regardless of their current live/work location.  *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.*  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.  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.  For more information about the lottery process and housing preferences, please refer to the [MOHCD Housing Preferences and Lottery Procedures Manual](http://sfmohcd.org/sites/default/files/Documents/MOH/Preferences%20Manual%20-%20%2011.2.2016.pdf). |
| **Unit Number(s)** |  |
| **Number of Bedrooms** |  |
| **Number of Bathrooms** |  |
| **Unit Floor** |  |
| **Square Footage** |  |
| **Rent Amount** |  |
| **AMI Chart** | *I.e. Unadjusted Area Median Income (AMI) for HUD Metro Fair Market Rent Area (HMFA) that contains San Francisco 2020. Insert AMI chart here.* |
| **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 $\_\_ a month.  One-bedroom unit(s) – Household income must equal at least $\_\_ a month.  Two-bedroom unit(s) – Household income must equal at least $\_\_ a month.  Three-bedroom unit(s) – Household income must equal at least $\_\_ a month. |
| **Minimum Household Size Standard** |  |
| **Maximum Household Size Standard** |  |

**II. Overall Building Composition**

|  |  |
| --- | --- |
| Property block and lot number |  |
| Total # Units in Building (including affordable) |  |
| Total # of Affordable Units in Building |  |
| Number of Residential Floors in the Building |  |
| Number of Commercial Units |  |
| Number of Commercial Floors in the Building |  |
| Manager Unit, if applicable |  |

#### III. Description of SSP Units

*Refer to Rent Levels Set by MOHCD for filling out the Table Below.*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SSP Unit #** | **Sq. Ft** | **Floor** | **Bedroom**  **Count** | **Bath Count** | **Tenant Rent** | **Utility**  **Allow.**  **2019** | **Rent AMI 2019** | **Minimum Household Size Allowed in Unit** | **Maximum Household Size Allowed in Unit (excluding children under 6 and adhering to Housing Code 503)** | **Minimum Monthly Household Income Required** | **Deposit**  **Required** |
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**IV. PARKING**

|  |  |
| --- | --- |
| Total number of parking spaces available |  |
| Parking included with residential lease |  |
| If not included with residential lease, parking rent amount |  |
| Number of car share parking spaces, if applicable |  |

**V. Renter Qualifications**

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

1. Resident Selection Criteria

You must attach a Resident Selection Criteria document for MOHCD review. Please use the Resident Selection Criteria template, and ensure its rules and procedures are consistent with what is presented in this Marketing Plan. The Resident Selection Criteria must specify any preferences or program-specific resident selection criteria applicable to the project, such as lottery preferences, applicant income eligibility, basis for denial of applications, House Rules, Access Point referrals from the Department of Homelessness and Supportive Housing (HSH) for Local Operating Subsidy Program units (LOSP), etc.

1. Basis of Denial for Lottery Winners

Please list the reasons why a household could be denied. Please note that you must abide by [Article 49 of the San Francisco Police Code (Fair Chance Ordinance)](http://sf-hrc.org/fair-chance-ordinance).

1. Appeals Process for Denied Applicants

Please describe your agency’s internal appeal process for denied applicants.

1. Operating Subsidy Programs

If the project is receiving operating subsidy funding, i.e LOSP from HSH for designated units, then describe the total number of units and number of units receiving the subsidy along with the referral process for those units. Please insert the following language:

“Certificate of Preference Holders who meet eligibility for LOSP [or insert subsidy program name] units will have priority status over other LOSP applicants. Certificate holders will be required to apply for the operating subsidy units by going through the HSH designated Access Sites/Points for operating subsidy eligibility screening.”

1. Reasonable Accommodations

Please include instructions on filing a Request for a Reasonable Accommodation, including your guidelines for considering and evaluating a Request for Reasonable Accommodation and the appeal process.

#### VI. Marketing Strategy

Advertising

As the Sponsor, we understand that we must advertise our affordable units over a period of at least two (2) weeks in five (5) social media and online publications that reach minority and low, median, and moderate-income communities in San Francisco. Ads must appear in the “housing,” ”real estate” or “community” sections of the publications or websites. We understand that we must save copies of our ads and make them available to MOHCD at the culmination of our marketing period.

We will announce the affordable housing opportunity in at least five (5) of the following non-print electronic media outlets throughout the marketing period:

|  |  |
| --- | --- |
| **Social Media and Online Publications** | **Exact Advertisement Dates** |
| *Suggestion: Facebook, Twitter, etc.* |  |
| *Suggestion: e-mail blast* |  |
| *Suggestion: agency website* |  |
| *Suggestion: Craig’s List* |  |
| *Other:* |  |

##### Strategy for Marketing to Residents of the Immediate Neighborhood

We understand we must: 1) present a strategy for reaching out to the local community surrounding the building and, 2) contact at least 10 community groups throughout the marketing period. Suggestions include posting flyers in local community meeting places and reaching out to local community groups. This strategy should be implemented in addition to your overall advertising strategy.

##### *Describe your strategy for marketing to residents of the immediate neighborhood here:*

|  |
| --- |
|  |

We will reach out to the following ten (10) community groups throughout the marketing period:

|  |  |  |  |
| --- | --- | --- | --- |
| **Community Group** | **Date of Outreach** | **Mailing Address or Email** | **Method of Delivery** |
|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |
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|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |
|  |  |  | In Person Delivery  Email  USPS Delivery |

Website

We will create a link for the units on our existing website at: (*insert link to the ad*).

Board of Supervisors

We will announce the affordable housing opportunity at least once to our district supervisor where the project is located by providing a copy of the flyer. We will discuss any possible issues related to this development.

|  |  |  |  |
| --- | --- | --- | --- |
| **Board of Supervisor** | **Notification Dates** | **Name of Your Staff Member Responsible for the Communication** | **How the Communication Will be Made** |
| Name: Title: Email address: |  |  |  |

All social media ads, postings, and outreach materials will state income maximums by household size; renter qualifications; rental team contact information as the primary contact information; and identify MOHCD as the monitor of the affordable rental program. Ads may refer applicants to the MOHCD website at [www.housing.sfgov.org](http://www.housing.sfgov.org), but will not list MOHCD telephone numbers or email addresses. We understand that we must send a copy of the proposed ad to MOHCD for review **as part of this submission**, in addition to providing copies of all placed ads upon completion of the marketing period. All marketing materials and ads must display the following “Equal Housing Opportunity” symbol, including notices at the rental office:



*SAMPLE AD LANGUAGE BELOW [Please erase and fill in with proposed language for building]*

|  |
| --- |
| 2 one-bedroom Affordable Rental Units available at 333 Birch Street. Rents range from $800-950 per month. Households must earn no more than the maximum income levels below:  **55% of Median Income**  One person - $38,950; 2 persons - $44,500; 3 persons - $50,100; 4 persons - $55,650 etc.  Applications information found on DAHLIA at housing.sfgov.org. Applications due by 5pm on DATE. Due to COVID-19, applicants will apply online as we are not accepting paper applications. Please contact the Green Company for building information at (415) xxx-xxxx or 333birchaffordable@green.com.  Units available through the San Francisco Mayor’s Office of Housing and Community Development and are subject to monitoring and other restrictions. Visit housing.sfgov.org for program information. |

Outreach Materials

We understand that we must send a copy of all proposed outreach materials to MOHCD for review **as part of this submission**. Outreach materials/flyers for the available units must include the following information (sample flyer provided at the end of this document):

* Reference to the MOHCD Small Sites Program
* Reference to the non-profit developer/project sponsor
* All applicable lottery preferences (must appear on flyer)
* Maximum and minimum income qualifications
* Rent levels
* Description of units
* Exterior and interior (if available) photo of the development
* Information Session date, time and location
* Information on how to obtain an application at www.housing.sfgov.org
* Open house dates and times (if applicable)
* Lottery date, time and location
* Fair housing logo
* Equal Opportunity Logo
* Your website

##### Strategy for Language Access

We understand we must 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). Please list the languages spoken by your staff. Describe how language assistance in Cantonese, Filipino 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.).

At the information session, 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](http://sfmohcd.org/san-francisco-housing-resource-guide).

##### *Describe your strategy for providing language access here:*

|  |
| --- |
|  |

**VII. Lease-Up Protocols During Social Distancing Directives**

On March 16, 2020 Mayor Breed outlined essential businesses to continue working during the Covid-19 state of emergency Public Health Order.  Your project falls under the Order and must comply with social distancing requirements and must adopt, post at the site, and implement Social Distancing Protocol as required by the Mayor’s Order.

Please describe the lease-up protocols your team will have in place to comply with the Mayor’s Order, including how will you be available to applicants to answer questions, accept documentation, provide letters, view units, sign leases, move-in protocols, etc... Include information about the technologies lease-up staff will be using while working remotely from home; highlight modifications you are making to your resident selection protocols given the inability to receive timely verification of employment, credit, and background checks and modifications to move-in delays.

*Your Strategy for Lease-up during the Public Health Order:*

|  |
| --- |
|  |

**VIII. Application/Selection Process and Timeline**

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

Marketing Timeline

|  |  |
| --- | --- |
| **Task Name** | **Date** |
| Construction start date- projected |  |
| Construction end date- projected |  |
| Submittal of Marketing Plan to MOHCD |  |
| Marketing Start/Launch Date (2 weeks) |  |
| Open House |  |
| Marketing End Date |  |
| Additional Community Outreach |  |
| Application Deadline |  |
| Paper Applications Entered |  |
| Flags Review Completed |  |
| E-mail applicants if removed from lottery |  |
| Lottery |  |
| Lottery Results Posted |  |
| Application Review / Approval Process- start date |  |
| Lease-up process start date |  |
| Projected Lease-up completion date |  |
| Projected move-in date |  |

**IX. 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](https://housing.sfgov.org/)
* [City and County of San Francisco Fair Chance Ordinance (FCO)](http://sfgov.org/olse/fair-chance-ordinance-fco)

We have included the following documents with this request: (Please check)

\_\_\_ Ad Language

\_\_\_ Outreach/Marketing Flyer

\_\_\_ A copy of Building’s Lease Agreement, including all addendums

\_\_\_ A copy of the rental application

\_\_\_ A copy of Building’s Landlord Verification (if applicable)

\_\_\_ A copy of Resident Selection Criteria

Representative (sign) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Outreach Flyer Template**

Name of Property

**Affordable Homes for Rent in San Francisco**

|  |  |
| --- | --- |
| Exterior Photo | Interior Photo |

**Applications and more information available on** [**DAHLIA San Francisco Housing Portal**](https://housing.sfgov.org/)**. Due to COVID-19, applicants will apply online as we are not accepting paper applications.**

**Application deadline: April 10, 2017**

**FEATURES AND AMENITIES**

* New Units with Modern Design
* Dishwasher
* Laundry facility
* Fitness Center
* Outdoor courtyard
* Close proximity to shopping

Reasonable accommodations will be made available for persons who make a request.

INCOME QUALIFICATIONS & RENTS

(**3) Two-bedroom units for $\_\_\_\_ /month**

Households must earn no more than the income levels listed below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Household Size | One Person | Two Person | Three Person | Four Person | Five Person |
| 55% of Median Income | $ | $ | $ | $ | $ |

Monthly Income must be at least two times the monthly rent

Preferences will be given in the following order:

(1) 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.

(2) Households in which one member holds a Displaced Tenant Housing Preference (DTHP) Certificate will be given the second highest preference in the lottery ranking process.

(3) 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.

For further information or confirmation of preference, please call Mayor’s Office of Housing and Community Development Certificate Hotline: 415-701-5613.Applicants in each preference category must meet program requirements in order to enter into a lease agreement.