



Mayor's Office of Housing and Community Development



Certificate of Preference
Program Update

April 11, 2022



What We Do

The mission of the Mayor's Office of Housing and Community Development (MOHCD) is to support San Franciscans with affordable housing opportunities and essential services to build strong communities.

Create

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100% Affordable Housing

Multifamily

Mixed Income Housing

Inclusionary

Transformed Communities

HOPE SF

Affordable Home Ownership

Downpayment Assistance
Loan Program

Preserve

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Former Public Housing

Rental Assistance Demonstration

Vulnerable Properties

Small Sites Program
Preservation & Seismic Safety

Existing Affordable Homes

Monitoring & Compliance
Rehabilitation

Protect

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Vulnerable Residents

Eviction Prevention
Legal Services
Job Readiness
Financial Education
Service Connection
Supportive & Transitional Housing

Empower

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Communities + Neighborhoods

Cultural Districts
Capacity Building
Digital Equity
Facility Improvement
Leadership Development

People Seeking Housing

DAHLIA SF Housing Portal
Lottery Preferences
Counseling
Subsidies



Certificate of Preference Overview

- The Certificate of Preference (COP) is a document that gives **highest priority** in City-sponsored housing lotteries to households that were displaced by the former SF Redevelopment Agency.
- COP holders must meet eligibility qualifications of the affordable units. (e.g. income eligibility, developer-specific criteria)
- A Certificate can be used twice: once for renting a unit, and once for buying a unit.

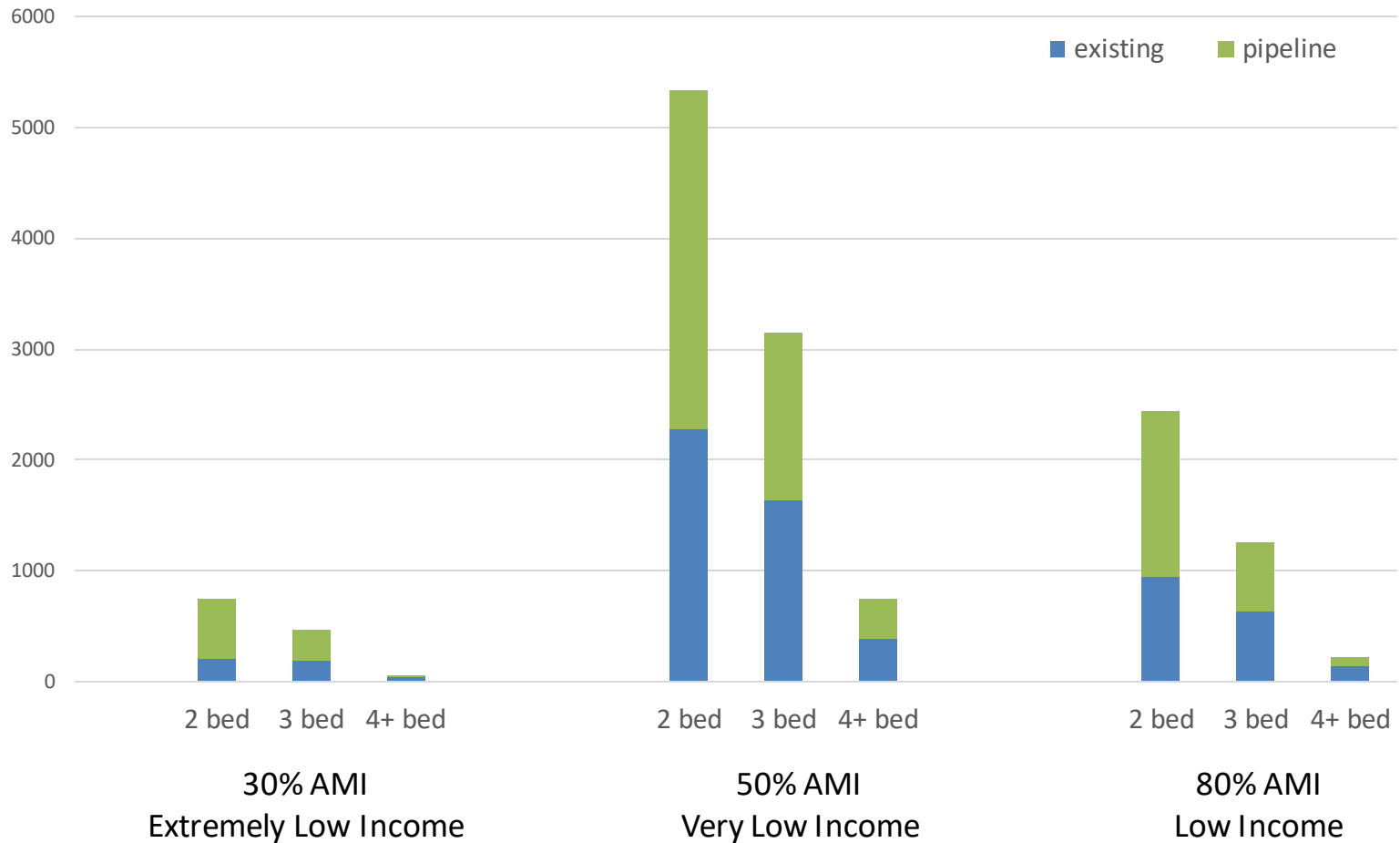


COP Application & Lottery Process

- All City-sponsored housing lotteries are conducted through the DAHLIA San Francisco Housing Portal.
- We receive more than 100,000 applications annually through DAHLIA, including applications from all citywide preference programs, for only a few hundred available units.
 - COP receives **highest priority** of all preference programs.
- We conduct extensive targeted outreach to COP holders any time a new lottery opportunity becomes available to help determine eligibility and help them gather necessary documentation.



Affordable Rental Units



AB 1584 Implementation

- Expands eligibility to participate in COP program to **all direct descendants of all SFRA Project Areas** that have a preference for an affordable housing unit in those areas.
- We are **already receiving and processing applications**, despite the legislation going into effect barely three months ago.
- **Because of this expansion to direct descendants, there is a dire need to gather and modernize data for older SFRA Project Areas, so we can identify full scope and impact of implementation.**
 - Need for additional MOHCD staff
 - Coordinate with OCII to use search findings to identify descendants



AB 1584 Implementation – cont.

- MOHCD is actively working with community partners to create a **comprehensive outreach plan** and determine how to target marketing efforts for new OCII and MOHCD affordable housing opportunities in order to effectively reach eligible descendants.
 - Culturally competent communications
 - Word-of-mouth vs. print/digital advertising
 - Provide community partners, CBOs that serve project areas with descendant eligibility information



Thank you



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