

PROJECT CONTEXT AND OVERVIEW

BALBOA RESERVOIR COMMUNITY ADVISORY COMMITTEE

REGULAR MEETING | MONDAY, DECEMBER 14, 2015

EMPLOYMENT

San Francisco Labor Force and Employment



HOUSING COST



Sources: US Census Bureau American Community Survey 2005-2013; Census Population Estimates 2014; Analysis of Craigslist apartment listings for 2005-2008; 2010-2015 via Internet Archive (2009 data not available). Analysis: @michaelprhodes

HOUSING AFFORDABILITY CRISIS: PRODUCTION & NEED

Income Levels	Actual Production 2007-2014*	Target Production 2007-2014	Percentage of Production Target Achieved*
Low Income (<80% AMI)	5,781	12,124	48%
Moderate Income (80-120% AMI)	1,283	6,754	19%
Market Rate (>120% AMI)	13,391	12,315	109%

For a family of four, 80% of AMI = \$81,500
 For a family of four, 120% of AMI = \$122,300










*As of 4th Quarter 2014

WHO IS AFFORDABLE HOUSING FOR?

ANNUAL INCOME, BY HOUSEHOLD SIZE

	1 PERSON	2 PEOPLE	3 PEOPLE	4 PEOPLE	5 PEOPLE	6 PEOPLE
VERY LOW-INCOME HOUSEHOLDS <i>Earn up to 55% of Area Median Income</i>	\$39,250	\$44,850	\$50,450	\$56,050	\$60,550	\$65,000
LOW-INCOME HOUSEHOLDS <i>Earn up to 80% of Area Median Income</i>	\$57,100	\$65,200	\$73,350	\$81,500	\$88,050	\$94,550
MODERATE-INCOME HOUSEHOLDS <i>Earn up to 120% of Area Median Income</i>	\$85,600	\$97,800	\$110,050	\$122,300	\$132,050	\$141,850
MIDDLE INCOME HOUSEHOLDS <i>Earn up to 150% of Area Median Income</i>	\$107,000	\$122,250	\$137,600	\$152,900	\$165,100	\$177,300

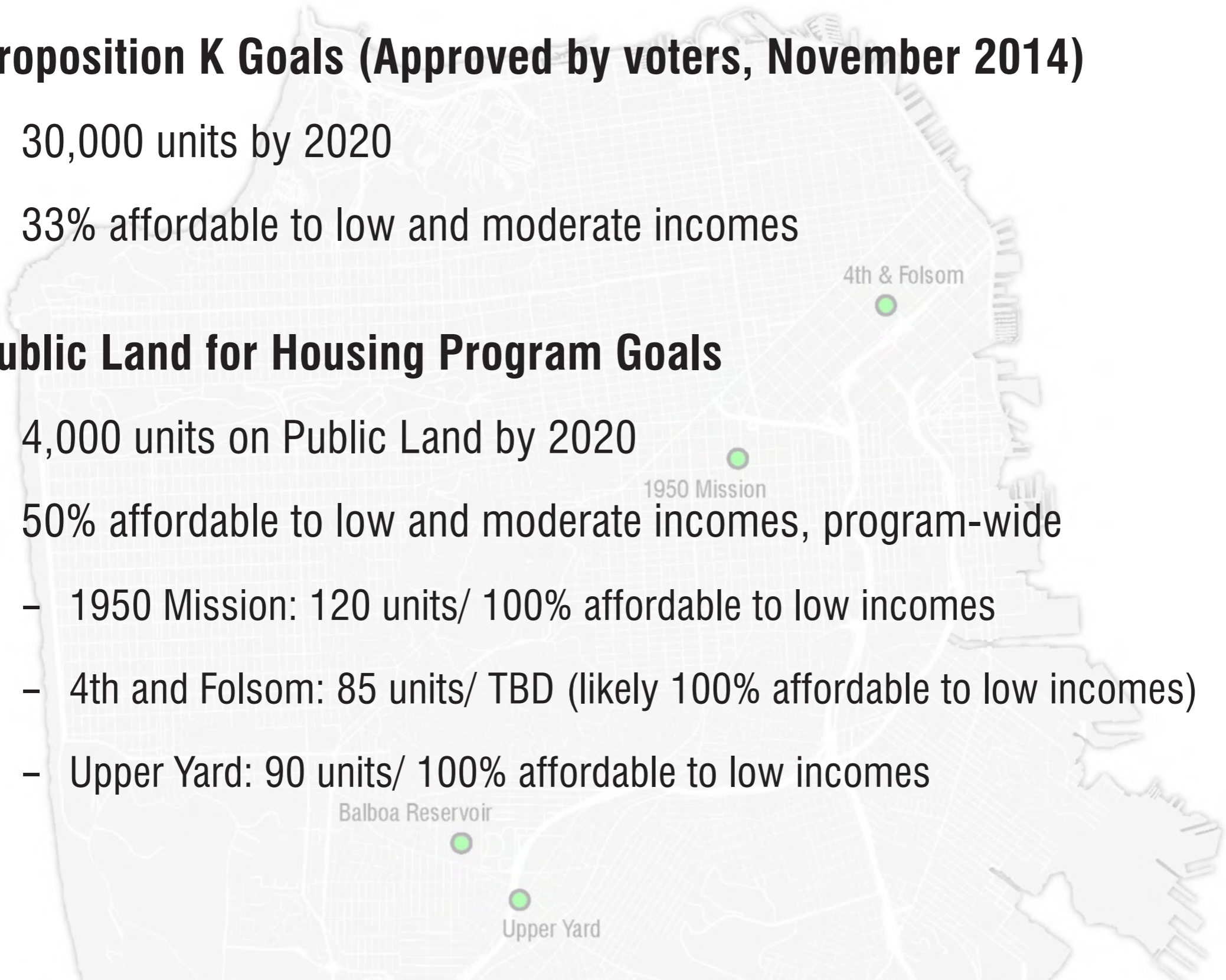
ANNUAL INCOME, BY PROFESSION

								
Occupation DISHWASHER	Occupation HOUSEKEEPING CLEANER	Occupation CONSTRUCTION WORKER	Occupation POSTAL CLERK	Occupation ELEMENTARY/ SECONDARY SCHOOL TEACHER	Occupation POST SECONDARY TEACHER	Occupation POLICE, FIRE, AMBULANCE DISPATCH	Occupation ELECTRICIAN	Occupation ELECTRICAL ENGINEER
Annual Income (Median) \$22,000	Annual Income (Median) \$34,000	Annual Income (Median) \$48,000	Annual Income (Median) \$54,000	Annual Income (Median) \$61,000	Annual Income (Median) \$68,000	Annual Income (Median) \$75,000	Annual Income (Median) \$82,000	Annual Income (Median) \$95,000
AMI (Area Median Income) Category 30%	AMI (Area Median Income) Category 50%	AMI (Area Median Income) Category 70%	AMI (Area Median Income) Category 80%	AMI (Area Median Income) Category 90%	AMI (Area Median Income) Category 100%	AMI (Area Median Income) Category 110%	AMI (Area Median Income) Category 120%	AMI (Area Median Income) Category 140%

Sources: Mayor's Office of Housing and Community Development (MOHCD); U.S. Department of Housing and Urban Development (HUD)

POLICY BACKGROUND

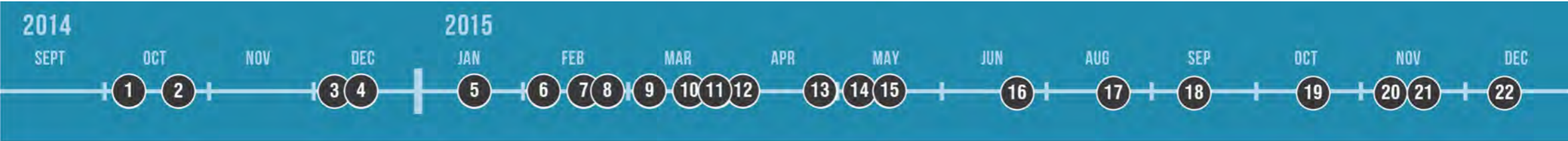
- **Proposition K Goals (Approved by voters, November 2014)**
 - 30,000 units by 2020
 - 33% affordable to low and moderate incomes
- **Public Land for Housing Program Goals**
 - 4,000 units on Public Land by 2020
 - 50% affordable to low and moderate incomes, program-wide
 - 1950 Mission: 120 units/ 100% affordable to low incomes
 - 4th and Folsom: 85 units/ TBD (likely 100% affordable to low incomes)
 - Upper Yard: 90 units/ 100% affordable to low incomes



BALBOA SITE



COMMUNITY OUTREACH TO DATE



- 1 Public meeting**
October 7, 2014
 Public Land for Housing
 Lick-Wilmerding High School
- 2 Public meeting**
October 21, 2014
 Public Land for Housing
 Lick-Wilmerding High School
- 3 Public Presentation**
December 11, 2014
 Public Land for Housing
 Planning Commission
- 4 Stakeholders meeting**
December 15, 2014
 Archbishop Riordan
 High School
- 5 Public meeting**
January 21, 2015
 Lick-Wilmerding
 High School
- 6 Sunnyside
 Neighborhood
 Association**
February 2, 2015
- 7 West of Twin Peaks
 Central Council**
February 23, 2015
- 8 Balboa Park Station
 Area Plan Citizens'
 Advisory Committee**
February 24, 2015
- 9 Ingleside Branch
 Library**
March 7, 2015
- 10 Excelsior
 Collaborative**
March 18, 2015
- 11 Ocean Avenue
 Association**
March 18, 2015
- 12 Ocean View-Merced
 Heights-Ingleside
 Community Collaborative**
March 20, 2015
- 13 Westwood Park
 Association**
April 30, 2015
- 14 Public meeting**
May 5, 2015
- 15 Westwood Park
 Board**
May 19, 2015
- 16 Sunnyside
 Neighborhood
 Association**
June 29, 2015
- 17 CAC Meeting**
August 26, 2015
- 18 CAC Meeting**
September 14, 2015
- 19 CAC Meeting**
October 19, 2015
- 20 CAC Meeting**
November 5, 2015
- 21 CAC Meeting**
November 30, 2015
- 22 CAC Meeting**
December 14, 2015
- 23 CAC Meeting**
January 11, 2015

For complete and up to date information, please visit: www.sf-planning.org/balboareservoir

CAC RESPONSIBILITIES UNDER ORDINANCE

CAC established by legislation at the Board of Supervisors

- “The purpose...is to provide a community voice and function as a central clearinghouse for community input in the process as the City considers options for development of the Site.”
Admin. Code Sec. 5.17-2(e)

Guiding premise is that the development of the Balboa site is an

- “opportunity for the City to realize a substantial amount of new affordable housing, as well as other community benefits, while still allowing the Public Utilities Commission to receive fair market value for the land.”
Admin. Code Section 5.17-2(a)

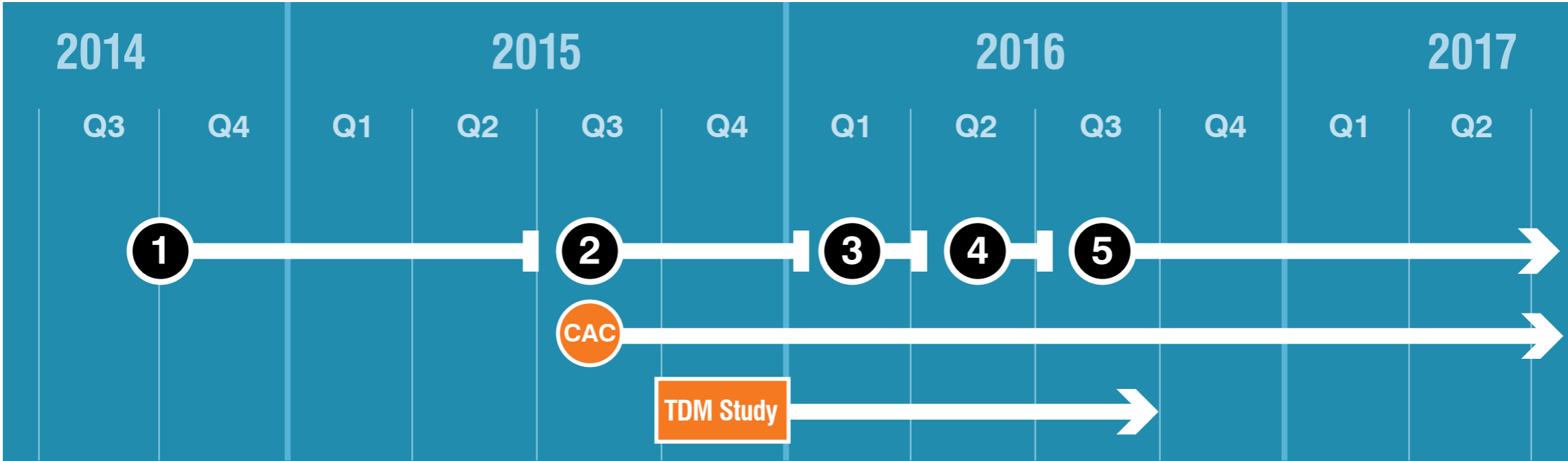
RFP STRATEGY

- **Request for Qualifications (RFQ) and/or Request for proposals (RFP)**
 - Competitive solicitation process
 - Selection Criteria:
 - Skill and experience of development team
 - How well proposal addresses the development parameters
 - Compensation to SFPUC for the value of its land
- **Drafting development parameters with CAC advice**

CAC SCHEDULE

- 1. August 26, 2015: CAC Introduction & Context**
- 2. September 14, 2015: Affordable Housing**
- 3. October 19, 2015: Parks & Open Space**
- 4. November 5, 2015: Neighborhood Character**
- 5. November 30, 2015: Transportation**
- 6. December 14, 2015: Relationship to City College of San Francisco (CCSF), Sustainability, and other Public Benefit Opportunities**
- 7. January 11, 2015: Revised development parameters (all categories), overview and community feedback, and overview of developer partner selection process**

TIMELINE



- 1 Initial community outreach**
 Public meetings
 Neighborhood associations
 Non-profit organizations
 Public questionnaires
- 2 Develop Request for Proposals (RFP)**
 Based on public comments and
 Citizens Advisory Committee input

- 3 Release Request for Proposals (RFP)**
 Requesting competitive
 proposals for site development
- 4 Review proposals
 Developer-partner selected**
 through competitive process

- 5 Further community outreach, Refine design**
 Community and developer
 collaborate to refine design
- CAC Citizens Advisory Committee**
 Public forum
 RFP feedback

DRAFT - SUBJECT TO UPDATES NOVEMBER 30 2015

QUESTIONS?

**For comments or additional information please
email us at:**

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