



HEART
OF SAN MATEO COUNTY

Housing Endowment And Regional Trust

www.heartofsmc.org





High housing costs impact our local communities

- San Mateo County is *still* one of the most expensive housing markets in the nation
- Harder to recruit & retain staff, including key public employees
- Long-distance commutes + risky loans = trouble!



What are the solutions?

- Build more homes closer to jobs
- Raise funds and build political will to create change
- Invest in home loans to first-time and “move-closer” buyers
- Key tool: public/private partnership



About the Housing Endowment And Regional Trust—HEART

- **Mission:** Raise funds from public and private sources to meet critical housing needs
- San Mateo County plus 19 cities are members of the Joint Powers Authority



About HEART

- Board of Directors:
 - 9 city council members
 - 2 county supervisors, and
 - 10 at-large members
- Every public agency has a seat on the Member Agency Committee



How HEART Works

- Raise funds from public and private sources: grants, donations, loans
- Lend funds to developers and homebuyers to build units
- Create more opportunity and choices in the market



HEART Accomplishments

- **Total funds raised: \$9.78 million**
- Invested \$5.25 million to build nearly 500 new units to date
- Leveraged funds from other sources at ratio of \$16 to \$1



HEART Accomplishments

- Public funds raised to date:

County:	\$3,000,000
State HCD:	\$2,000,000
CalHFA:	\$1,500,000
<u>City & Co. Dues:</u>	<u>\$742,000</u>
TOTAL:	\$7,242,000



HEART Accomplishments

➤ Private-sector funds raised:

Wells Fargo:	\$1,000,000
Genentech:	\$1,000,000
Donors:	\$472,500
<u>Grants:</u>	<u>\$63,500</u>
TOTAL:	\$2,536,000



HEART Investments to date



1. Hillcrest Senior Housing

Daly City



40 affordable rental homes for seniors,
\$550,000



2. Trestle Glen

Unincorporated County (near Colma BART)



**119 affordable rental homes for
working families, next to BART,
\$2.48 million**



3. Village at the Crossing San Bruno



**228 affordable rentals
for seniors, \$1.76 million**



4. Ocean View Apartments ***Pacifica***

100 affordable
rentals for
seniors, \$500,000





QuickStart Program: Funds Now Available

- \$1.25 million available now
- Revolving loan fund
- 3-year loans at 2% interest



QuickStart Program: Eligible Uses

- Multifamily rental development
- Multifamily ownership development
- Second units (“in-laws”)



“Opening Doors in Our Community”

- Private-sector fundraising campaign
- **Fundraising Goal:** Raise \$3 million
- Members cover admin costs so contributions go to HEART programs
- Leverage *at least* \$10 from other sources for every \$1 from HEART



“Opening Doors in Our Community”

- Program Goals:
 - Invest in construction of 200 units
 - Assist workforce homebuyers
- Leverage HEART program funds
\$10:\$1 with funds from other sources



“Opening Doors in Our Community” Campaign Progress

➤ **Cash & pledges to date:**

\$2.5 million!

➤ **Top two contributors are
Wells Fargo Bank and Genentech**



“Opening Doors in Our Community” Campaign Progress

- Other donors include San Mateo County Association of Realtors, Borel Private Bank & Trust, Cargill/DMB Associates, Nibbi Bros. Construction, among many others



Homebuyer Loan Program

- New direction
- HEART funds credit reserve and second mortgages
- Leverages a \$50 million investment from Lead Partner (Meriwest Credit Union)



Homebuyer Loan Program

- First-time or “move-closer” workforce homebuyers
- Household income limit of \$150,000
- **Projected rollout:**
Executive Briefing & Luncheon
May 13, 2008



Homebuyer Loan Program



➤ *Residents and local employees can benefit!*



HEART's Goals for 2008

1. Revise joint powers agreement
2. Reach \$3 M fundraising goal
3. Commit remaining QuickStart \$
4. Launch Homebuyer Program



HEART's Goals for 2008

5. Explore other public revenue options at the federal, state, and local levels
6. Apply for matching grant from state Prop. 1C housing bond



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