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July 30, 2015

BALLOT SIMPLIFICATION COMMITTEE
1 Dr. Carlton B. Goodlett Place
City Hall, Room 48
San Francisco, CA 94102

RE: Ballot Measure – "Mission Housing Moratorium"
Substitute title: "Pause on Luxury Development in the Mission District"

Dear Members of the Committee:

I write to request edits to the Draft Digest for the "Mission Housing Moratorium" ballot measure that will be before the Ballot Simplification Committee for consideration on July 30, 2015.

38% of the Mission is Latino. For many of us, English is not our first language. That is why we feel the word "pause" would be much more effective. First, "Moratorium" in Spanish translated "Moratoria" means, "Extension of the time allowed to do a thing, especially to fulfill an obligation or pay a debt," according to Google Translate. "Pause" translates to "pausa", defined by Merriam Webster as "a period of time in which something is stopped before it is started again." This is a more accurate definition since development will start again.

Second, we believe that "moratorium" is a term that may not understood by a person with an 8th grade reading level. According to the Flesch–Kincaid grade level test as applied by https://readability-score.com/ , "Moratorium" exceeds the 8th grade reading level. (Attachment) "Pause" however, reads at the 3rd grade reading level. We therefore suggest "pause" be substituted in its stead where appropriate throughout the document.

We request changing the title to "Pause on Luxury Housing Development in the Mission District." The initiative is not a pause on all housing development, but a pause on luxury housing development. The word "luxury" is more appropriate than "market rate" in this context because the prices of the units being produced in the Mission are far beyond the reach of the vast majority of San Franciscans.

Third, at the end of the first paragraph describing "The Proposal" it states "for a total moratorium period of up to 30 months." We ask that this be removed. Not only is the phrase surplus and unnecessary, it is entirely speculative as to whether the Board of Supervisors would extend the moratorium (or pause) for the additional 12 months since a 6-5 vote is required.

Fourth, the description of PDR activities is incomplete and misleading as it does not include "arts activities, performance spaces, and design spaces" as a PDR use. These PDR Ballot Simplification Committee activities not only predominant

in Mission District, but are qualitatively different from the PDR activities described.

Fifth, the term "100% affordable housing projects" is unclear and misleading. There is a wide divergence of understanding as to what "affordable housing" means. Is it affordable only to low income households? or does it include moderate income households? This "affordability" definition often varies even from project to project. Further, there is little understanding as to what moderate income really means. Therefore, the summary should inform the reader that the project must be 100% affordable to those earning up to 120% of the Area Median Income. (i.e. $122.300 for a family of four). (2015 AMI Chart attached) http://sf-moh.org/modules/showdocument.aspx?documentid=8829

Sixth, instead of the word "impose", many words would have a less negative connotation. Merriam-Webster defines impose as "to establish or create (something unwanted) in a forceful or harmful way". Nobody wants to impose or be imposed upon. Please consider substituting, "introduce", "establish", "enact" or "start".

In response to SFHAC's letter, a) please deny their request to depart from the legal definition and more easily understood word, "demolition". b) their exploitation of the fires in the Mission of mostly Latino tenants is abhorrent and opportunistic. Also, it is undetermined if those projects will be 100% affordable in the future or not. c) their assertion of "hundreds of affordable housing units, would be delayed by the proposed moratorium" is undetermined and unspecific. Data demonstrates that the upcoming market-rate pipeline to be 13% affordable. 13% of 1495 is less than 200 if those projects were even approved as most do not yet have entitlements. The 497 units that are entitled and 7% affordable is the only accurate gauge of upcoming affordable units through market rate development. d) the assertion that the "Neighborhood Stabilization Plan" is explained in too much detail is completely arbitrary. Pauses on luxury development in the past have led to planning efforts like the Eastern Neighborhoods Plan. Having a plan that stems the loss of households with children, working class folks that make less than $75,000 a year, and Latinos is the entire objective of this ordinance. It is only with new policies and legislation that the current tide of displacement can be countered.

Please find attached your proposed summary with my additions and deletions. Thank you!

Atentamente,

Gabriel Medina, President

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2015
MAXIMUM INCOME BY HOUSEHOLD SIZE
derived from the
Unadjusted Area Median Income (AMI)
for HUD Metro Fair Market Rent Area (HMFA) that contains San Francisco

Income Definition	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person	9 Person
20% OF MEDIAN	$14,250	$16,300	$18,350	$20,400	$22,000	$23,650	$25,250	$26,900	$27,700
25% OF MEDIAN	$17,850	$20,400	$22,950	$25,500	$27,500	$29,550	$31,600	$33,650	$34,650
30% OF MEDIAN	$21,400	$24,450	$27,500	$30,550	$33,000	$35,450	$37,900	$40,350	$41,600
40% OF MEDIAN	$28,550	$32,600	$36,700	$40,750	$44,000	$47,300	$50,550	$53,800	$55,450
50% OF MEDIAN	$35,700	$40,750	$45,850	$50,950	$55,050	$59,100	$63,200	$67,250	$69,300
55% OF MEDIAN	$39,250	$44,850	$50,450	$56,050	$60,550	$65,000	$69,500	$74,000	$76,250
60% OF MEDIAN	$42,800	$48,900	$55,000	$61,150	$66,050	$70,900	$75,800	$80,700	$83,150
70% OF MEDIAN	$49,950	$57,050	$64,200	$71,350	$77,050	$82,750	$88,450	$94,150	$97,000
72% OF MEDIAN	$51,350	$58,700	$66,000	$73,350	$79,250	$85,100	$90,950	$96,850	$99,800
75% OF MEDIAN	$53,500	$61,150	$68,800	$76,450	$82,550	$88,650	$94,750	$100,900	$103,950
80% OF MEDIAN	$57,100	$65,200	$73,350	$81,500	$88,050	$94,550	$101,100	$107,600	$110,900
90% OF MEDIAN	$64,200	$73,350	$82,550	$91,700	$99,050	$106,400	$113,700	$121,050	$124,750
100% OF MEDIAN	$71,350	$81,500	$91,700	$101,900	$110,050	$118,200	$126,350	$134,500	$138,600
110% OF MEDIAN	$78,500	$89,650	$100,850	$112,100	$121,050	$130,000	$139,000	$147,950	$152,450
120% OF MEDIAN	$85,600	$97,800	$110,050	$122,300	$132,050	$141,850	$151,600	$161,400	$166,300
135% OF MEDIAN	$96,300	$110,050	$123,800	$137,550	$148,550	$159,550	$170,550	$181,600	$187,100
140% OF MEDIAN	$99,900	$114,100	$128,400	$142,650	$154,050	$165,500	$176,900	$188,300	$194,050
150% OF MEDIAN	$107,050	$122,250	$137,550	$152,850	$165,100	$177,300	$189,550	$201,750	$207,900
200% OF MEDIAN	$142,700	$163,000	$183,400	$203,800	$220,100	$236,400	$252,700	$269,000	$277,200

San Francisco Mayor's Office of Housing and Community Development

Notes:
1. Source: U.S. Dept. of Housing and Urban Development, published March 6, 2015.
2. Figures derived by SF MOH from HUD's 2015 Median Family Income for a 4 person HouseHold for San Francisco ('HMFA'),
unadjusted for high housing costs, and are rounded to the nearest $50.
3. Additional information on HUD's defined income limits can be found at: http://www.huduser.org/portal/datasets/il.html

Effective Date: 3/6/2015

Flesch–Kincaid readability tests

The **Flesch/Flesch–Kincaid readability tests** are readability tests designed to indicate how difficult a reading passage in English is to understand. There are two tests, the Flesch reading ease, and the Flesch–Kincaid grade level. Although they use the same core measures (word length and sentence length), they have different weighting factors. The results of the two tests correlate approximately inversely: a text with a comparatively high score on the Reading Ease test should have a lower score on the grade-level test. Rudolf Flesch devised both systems, while J. Peter Kincaid developed the latter for theUnited States Navy.

https://en.wikipedia.org/wiki/Flesch%E2%80%93Kincaid_readability_tests

Flesch–Kincaid grade level

These readability tests are used extensively in the field of education. The "Flesch–Kincaid Grade Level Formula" instead presents a score as a US grade level, making it easier for teachers, parents, librarians, and others to judge the readability level of various books and texts. It can also mean the number of years of education generally required to understand this text, relevant when the formula results in a number greater than 10. The grade level is calculated with the following formula:

$$0.39 \left(\frac{\text{total words}}{\text{total sentences}} \right) + 11.8 \left(\frac{\text{total syllables}}{\text{total words}} \right) - 15.59$$

The result is a number that corresponds with a U.S. grade level. The sentence, "The Australian platypus is seemingly a hybrid of a mammal and reptilian creature" is a 13.1 as it has 26 syllables and 13 words. The different weighting factors for words per sentence and syllables per word in each scoring system mean that the two schemes are not directly comparable and cannot be converted. The grade level formula emphasizes sentence length over word length.

The lowest grade level score in theory is −3.40, but there are few real passages in which every sentence consists of a single one-syllable word. Green Eggs and Ham by Dr. Seuss comes close, averaging 5.7 words per sentence and 1.02 syllables per word, with a grade level of −1.3. (Most of the 50 used words are monosyllabic; "anywhere", which occurs eight times, is the only exception.)

History

"The Flesch–Kincaid" (F–K) reading grade level was developed under contract to the US Navy in 1975 by J. Peter Kincaid and his team.[1] Related UN Navy research directed by Kincaid delved into high-tech education (for example, the electronic authoring and delivery of technical information);[2] usefulness of the Flesch–Kincaid readability formula;[3] computer aids for editing tests;[4] illustrated formats to teach procedures;[5] and the Computer Readability Editing System (CRES).[6]

The F–K formula was first used by the Army for assessing the difficulty of technical manuals in 1978 and soon after became the Department of Defense military standard. Pennsylvania was the first US state to require that automobile insurance policies be written at no higher than a ninth-grade level

(14–15 years of age) of reading difficulty, as measured by the F–K formula. This is now a common requirement in many other states and for other legal documents such as insurance policies.[3]

https://readability-score.com/

(Note: all proposed additions in italics, deletions as noted)

MISSION DISTRICT HOUSING MORATORIUM (DELETE)

Substitute with

Pause in Mission District Luxury Housing Development ~~Moratorium*~~

~~Digest by the Ballot Simplification Committee~~

~~Status: Draft for Consideration~~
~~On: Thursday, July 30, 2015~~
~~Members: Packard, Fasick, Fraps, Jorgensen, Unruh~~
~~Word count: (suggested 300 word limit)~~

~~Deadline to Request Reconsideration: TBD~~

The Way It Is Now: San Francisco's Mission District is a neighborhood roughly bounded to the west by Guerrero Street, to the south by Cesar Chavez Street, to the east by Potrero Avenue, and to the north by U.S. Route 101.

Persons seeking to build new housing, demolish existing housing, or to change the use of a property must obtain permits from the City.

The Proposal: Proposition____ would impose an 18-month *pause (Delete "Moratorium") on* ~~moratorium — meaning a complete suspension of City permits — on~~ certain types of development projects in the Mission District, and would authorize a majority of the members of the Board of Supervisors to extend ~~the~~ *the pause* ~~moratorium~~ for up to another 12 months.~~.~~ *(Delete -* ~~for a total moratorium period of up to 30 months.~~*)*

The types of development projects that Proposition____ will cover are:

• the demolition, conversion, or new construction of any housing project containing five or more units; and

• the demolition, conversion, or elimination of Production, Distribution and Repair (PDR) use, unless the elimination of the PDR use is necessary to construct a project that *is 100% affordable to those earning under* 120% of the Area *Median Income (e.g. $122,300 for a family of four) (Delete:* consists ~~of~~ of ~~100~~100% affordable housing on the site*)* . Under City law, PDR uses include a variety of business-related uses such as industrial, *arts, performance space, and design spaces,* automotive, storage, and wholesale.

These prohibitions would not apply to the issuance of permits for *projects affordable to those earning under 120% of the Area Median Income (e.g. $122,300 for a family of four)* *(Delete:* 100% affordable housing projects*)*.~~.~~

Proposition____ would require the City to develop a Neighborhood Stabilization Plan by January 31, 2017. The goal of this plan would be to propose legislation, policies, programs, funding, and zoning controls intended to enhance and preserve affordable housing in the Mission, such that at least 50% of all new housing be affordable to low-, moderate-, and middle-income households, and to ensure that those units would be available to residents of the Mission.

Proposition____ also makes findings regarding the need for the measure.

A "YES" Vote Means: If you vote "yes," you want to ~~impose~~ *(introduce/establish/enact/start) an 18 month* ~~a~~ *pause (delete:* moratorium of 18 to 30 months*)* on certain types of development projects in the Mission District *(and allow the Board of Supervisors to extend that pause an additional 12 months)*.

A "NO" Vote Means: If you vote "no," you do not want to make these changes to City law.

*Working title, for identification only. The Director of Elections determines the title of each local ballot measure; measure titles are not considered during Ballot Simplification Committee meetings.