
Jefferson Union High School District Presentation

Andrew Lie (Board Trustee)

Kalimah Salahuddin (Board President)

Toni Presta (Superintendent)

Tina Van Raaphorst (Deputy Superintendent of Business Services)

Recreated by SMFCSD staff to share with the Educator Housing Task Force on September 26th.



by [iStock.com](#)

The Concept

- Retain and attract Staff
- Build workforce housing complex on 3-acre parking lot at Serramonte Del Rey
- Rent units to current staff at below market monthly rates
- Use as recruitment tool
- Create a cost-neutral program

Feasibility Study- Educational Housing Partners

- Review similar projects
 - San Mateo Community College District
- Survey Staff
- Assess property suitability
- Financial Analysis

Sub-Committee Review

- # of Units
- Bond Measure & COP

Outreach - Building the Coalition

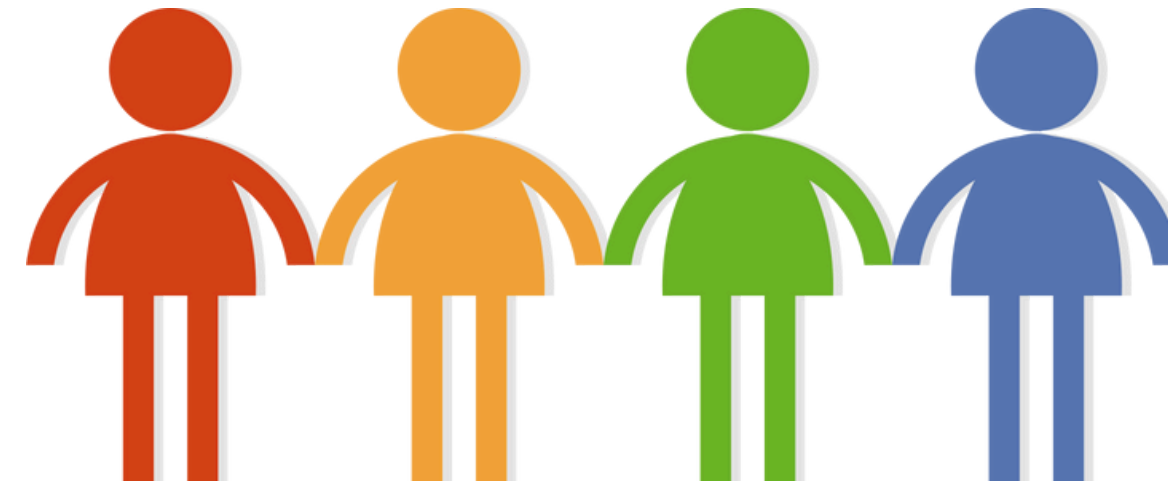


Board Unity

Check the egos. The goal is to build workforce housing not self promotion.

Knowing and sticking to the talking points

Unless pre-approved only sub-committee members spoke publicly about specifics outside of talking points



Community Outreach

Training on presentation

Present Everywhere

- Elected officials
- Community based orgs
- PTOs/PTAs
- Chamber of Commerce

Marketing

Clear Messaging

- Developing a messaging plan and then having our entire district administrative team and board use only that messaging.
 - Why don't you just pay the staff more?
 - Why don't you just use the money for housing and give it to the staff?
 - Assess property suitability
 - Financial Analysis

Staff Buy-In

- Backing of Union and workforce **before** outreach to public.
 - Held site meetings for staff
 - Higher pay and housing are two different things.
 - Building high quality housing
 - Visuals, renderings extremely important
 - Members of Union on workforce housing sub-committee
 - Part of decision-making process through-out



Funding 705 Serramonte - Considerations

- Would have only been able to build 45 units if no bond
- If no bond - with land and zoning - 87% of market rate rent at best at 45 units
- Financial advisor did market research supporting \$33 M bond = \$8.00 / \$100.000 assessed value
- We asked: What's the most we could build to hit 50% BMR? Answer = 120 units = 25% of our staff - a risk!
- Fallback - rent at our feeder districts
- Achieved rent at 58% market rate
- Takeaway: Supplemental funding outside of COP is necessary

Funding 705 Serramonte - Details

- 122 units of affordable housing
 - 50 one-bedroom homes
 - 9 one-bedroom+ homes
 - 56 two-bedroom homes
 - 7 three-bedroom homes
- Amenities
 - Fitness center
 - Common workspace rooms and lounges
 - Laundry rooms on every floor
 - Playgrounds and community room
 - And more....



The Educational Housing Corporation

April 2020: JUHSD Board of Trustees established the JUHSD Education Housing Corporation (EHC), a non-profit corporation to manage the operations of 705 Serramonte

EHC oversees management, operations, budget, resident rules?eligibility and 3rd party property manager.

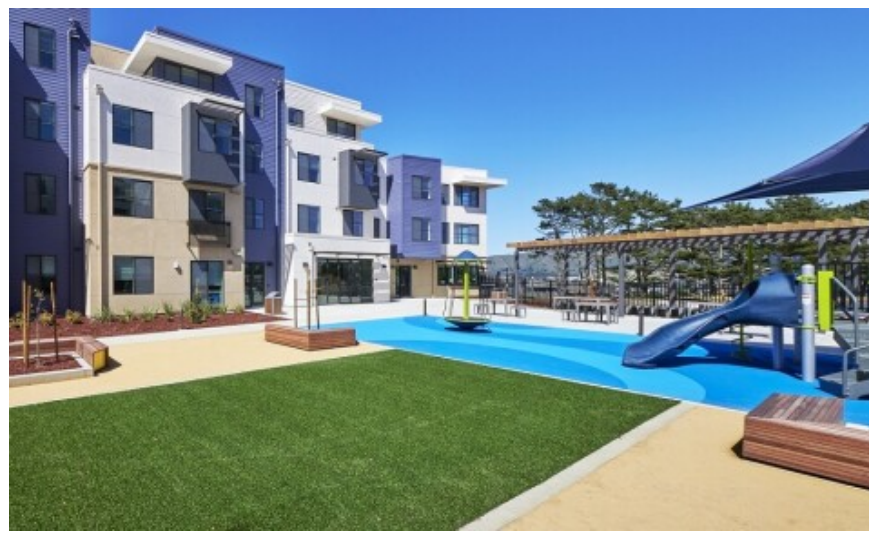
EHC Board includes 2 non-resident staff, 3 community members and 2 schools board members.





GRAND OPENING





Where We Are Today

As of February 7th, 122 units are occupied

0 additional staff are in leasing process:
however, 24 staff members (10
certificated 14 classified) are on the waitlist

11 of the new residents are new hires as
of May 31, 2024

Residents represent the full range of staff

Maximum length of stay is 7 years

~ Avg rent for 1 BR = \$1,468.50

~Avg rent for 2 BR = \$1,895.50

~Avg rent for 3 BR = \$2,417



Life After Completion

- Started school year completely staffed - HUGE
- 705's completion brings new challenges
 - Landlord Responsibilities
- This is a temporary solution to an ongoing problem
 - Planning for the transition
 - Building a savings
 - Determining proper length of time to offer residency
- Special considerations for Classified Staff
 - Transition to affordable housing
 - Building tenant education program
- Property maintenance

Q&A