

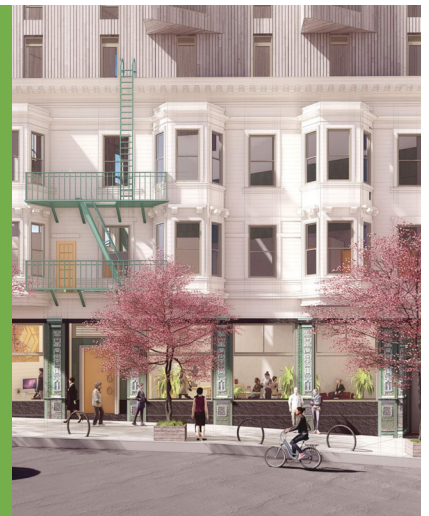


Bernal Heights Housing Corporation (BHHC)

The Bernal Heights Housing Corporation (BHHC) is Bernal Heights Neighborhood Center's (BHNC) affiliate organization that develops, preserves, and rehabilitates affordable homes throughout San Francisco. Our housing programs are designed to support adults with low incomes and their children, including formerly homeless individuals and those with special needs due to mental health issues, HIV/AIDS, or substance abuse problems. **To date, BHHC has completed 18 developments with a total of 586 units, including four commercial units.**

Recent activity:

- 3333 Mission Street (redevelopment), 70 units proposed
- Coleridge Park Senior Homes (resyndication), 49 units completed in 1989
- 3300 Mission Street (redevelopment), 35 units completed in mid-2026
- Bernal Gateway Apartments (resyndication), 57 units completed in 2020
- Alemany Apartments, 150 units (RAD – Rental Assistance Demonstration), completed in 2019



BHNC and BHHC together conduct extensive community engagement and provide wrap-around services that make our housing preservation approach award-winning. With stable affordable housing, residents can build their health, financial security, and community.

Rebuilding Our Core

Bernal Heights Housing Corporation underwent an intensive strategic plan process. Under the guidance of our strategic consultant, staff engaged members of both boards of directors to examine every aspect of Bernal Heights Housing Corporation. Core values were re-defined, racial equity goals simplified and incorporated. Future partnership requirements and organizational needs were established, and our organizing focus was reshaped with an equity lens.



BHHC Strategic Plan

we know our **Identity**



we follow **Strategies**



we effectively **Implement**



living our **Values**

Focusing on
Geography
Income
Equality

acting via our **Operating Principles**

learning from our **History**

pursuing our **Mission**

Preserve

our portfolio & small sites

Protect

from
displacement

Produce

large site
development



supported by **Services**



powered by **Community Organizing**



achieving the **Impacts**

needed to realize our **Vision**

setting & meeting **Goals & Objectives**

with needed **Capacity & Resources**

managing **Risks**

accountable through **Measures & Evaluation**

Equity Lens



Proposed 3300 Mission Street Project



Coleridge Senior Housing



1100 Ocean Avenue

Who Are We?

Our Mission

Working to preserve and enhance the ethnic, cultural, and economic diversity of Bernal Heights, the Excelsior, and surrounding neighborhoods. We promote action to build a just and equitable community for all. BHNC focuses on the needs of people with low and moderate incomes.

Our Vision

We envision a community that values and preserves affordable housing and celebrates diversity. We imagine neighbors of diverse cultural and economic backgrounds empowered to promote the vitality and long-term stability of residents in Bernal Heights, Excelsior, and surrounding neighborhoods.

BHHC's ability to provide affordable housing and wrap-around services is not limited to the Mission Bernal corridor. Our housing and community-building strategies are designed to adapt quickly to other San Francisco neighborhoods and beyond. Through our commitment to respecting and enhancing the diversity of an area, we can provide affordable housing and the community amenities that all residents need and deserve.

Our Values

The values we share at BHHC guide how we serve our communities, and the lenses through which we view our constituencies and aims as an organization.

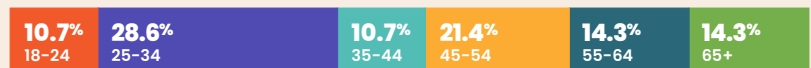
Racial Equity

BHHC believes that racial equity is the desired outcome that occurs as a result of dismantling the complex components of systemic racism. In 2021, BHHC underwent a strategic planning process wherein we established a value system and direction for the organization about advancing racial equity. Our efforts are demonstrated by:

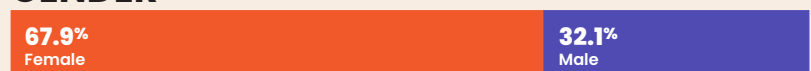
- Incorporating cultural humility practices that inform our tenant and community engagement.
- Investment in training for our board and staff as well as an examination of our own internal practices.
- Revamping of our service models utilizing frameworks such as the Social Determinants of health model to assess, address and resolve inequities.

Additionally, our staff is reflective of our community, ensuring respect and racial equity are key components in all our work.

AGE



GENDER



ETHNICITY



Timeline

The BHNC was founded in October 1978, incorporated as a non-profit organization named the Bernal Heights Community Foundation.

1980s

The **senior lunch and activity program** funded by St. Kevin's Church moves to BHNC.

Successful **youth programs** for low-income and minority youth are developed, including gang prevention, after-school programs, and employment services.



BHNC develops **Coleridge Park Homes** with BRIDGE Housing Corporation in 1989, a property of 49 apartments for seniors with very low incomes.



The first year of **Fiesta on the Hill** is launched in 1991 with the Bernal Business Alliance.

BHNC was formed in 1991 to expand its work to develop affordable housing for families, singles, seniors, transitional-age youth, and people with special needs.



1990s

Market Heights Apartments opened in 1996 with 46 affordable rental housing perched above the Alemany Market.



2000s



Bernal Gateway Apartments opened in 2001 with 55 affordable family housing units and a full complement of services.



Crocker Amazon Senior Apartments (CASA) opened with 37 studios and one-bedroom apartments.



BHHC participates in **14 community planning workshops**, engaging 200 Mission and Cesar Chavez residents.

2010s



BHHC was awarded the **Urban Transformation Special Commendation** by the American Institute of Architects (AIA) in 2019 for 1100 Ocean Ave.



The City and County of SF began using HUD's Rental Assistance Demonstration (RAD) program to transfer public housing buildings to developers with community ties that would rehabilitate and operate the **Holly Courts and Alemany Apartments** long-term.

BHHC/BHNC and Mercy Housing California co-developed the affordable **1100 Ocean Ave. Apartments**, opening in February 2015, providing 71 units - set aside for seniors, transitional aged youth (TAY) and families.

A new chapter begins. The pandemic strikes in March 2020 with ensuing economic hardship for low-income residents, a nationwide push for racial justice and cascading climate disasters. BHHC is faced with re-envisioning its housing work amidst significant forces beyond anyone's control yet with new openness to racial equity. The impacts are still unfolding.

2020s



3 Pillars of Affordable Housing

PRODUCE

Build additional affordable units



PRESERVE

Retain housing portfolio



PROTECT

Residents from inequality of housing market



Powered by Community Organizing and Engagement

ORGANIZE

Build power through collective action to address grievances or to advance shared interests.

ENGAGE

Involve community members in a collective process.

ADVOCATE

Support or recommend a particular cause or policy; plead on someone else's behalf.