



## FREEDOM WEST 2.0 DEVELOPMENT UPDATE AND SHAREHOLDER RESOURCES DAY DRAWS FULL HOUSE

***More than 100 co-op members filled the community room — with overflow outside — for the Freedom West 2.0 Development Update and Shareholder Resources Day on April 5th.***

“The event featured high energy and great enthusiasm from co-op members, board members and partners,” said Ramsey Jay, Jr., the chief strategic community engagement advisor to the co-op members. “Aside from informing co-op members about Freedom West 2.0, it was also a time to remind them how they are an integral part of the process.”

Other presentations included:

- “Freedom West 2.0 - A Community-Led Vision,” featuring a recap of the community’s history from 2014–2025.

- “What a difference five years makes” touted the financial and operational transformation of Freedom West.
- The Freedom West 2.0 Master Development Update, which offered views of renderings, and a model of the Freedom West Senior Housing Building scheduled to break ground in 2026 — [www.freedomwest.com/seniorbuilding/](http://www.freedomwest.com/seniorbuilding/)

Partners in attendance included The John Stewart Company, Bayview Senior Services, Bethel AME Church, and the City of San Francisco. The San Francisco Housing Authority staff was also introduced to the crowd.



Richard O’Neal (board vice president, Freedom West Housing Corporation) and Mattie Scott (board president)



Mandarin, Cantonese and Korean language translation services enhanced engagement and the lively interactive dialogue

Freedom West board members led a conversation and an update on timing for Freedom West 2.0. Transition information, especially where and how it would occur, was of key interest to co-op members.

“The management office is the first and most accessible resource for questions or support, and I, too, am available as a resource to help ensure clear and consistent communication throughout this process. We will continue using door-to-door flyers, timely updates on our robust Freedomwest.com website, and are preparing additional initiatives to keep co-op members fully informed. Our shared goal is to make this transition as smooth and as transparent as possible.”

For the first time, the meeting offered three translators — for Cantonese, Korean and Mandarin speakers — in order to the meet needs of the diverse community at Freedom West.

Coming soon is an online portal featuring RentCafe and Yardi that will allow co-op members to pay their carrying charges online. The portal will also enable the sending of customized and tailored emails and text messages to co-op members. The Freedom West team is currently going through training on the platform, and a functional portal is anticipated by August.

Also highlighted were efforts to increase board accessibility for the co-op members, specifically “Coffee with the Board,” featuring monthly meetups in the community center.



A standing room only crowd in the community room



Freedom West Board Directors, development team partners, Freedom West management team, and City of San Francisco community partners



Questions from co-op members



The scale model of Freedom West 2.0 was popular with the crowd



## Meet Ramsey Jay, Jr. – Chief Strategic Engagement Advisor

Ramsey Jay, Jr., serves as the Chief Strategic Community

Engagement Advisor to the Freedom West Co-op. In this role, he is committed to ensuring that every co-op member is informed, engaged, and empowered during the next chapter of Freedom West's development.

Ramsey was born into a family rooted in public service. His father dedicated over 40 years to the U.S. Department of Housing and Urban Development (HUD), focusing on affordable housing in Ventura County. His mother worked for four decades in Ventura County's public works system. Their example shaped Ramsey's lifelong dedication to civic impact, inclusion, and quality of life for communities like Freedom West.

Ramsey is a proud graduate of Fresno State, where he was a scholarship Division 1 track and field student-athlete. He later earned his MBA from Dartmouth College's Tuck School of Business. His professional background includes two decades of leadership in investment management, strategic planning, and executive education.

He now leads a consulting firm that helps organizations navigate complex decisions with clarity and purpose. This experience working across industries, government, and community organizations equips Ramsey to help Freedom West thoughtfully manage change, strengthen communication, and ensure residents stay at the center of every conversation. Ramsey is also a published author and trusted speaker, known for his work on leadership, mentorship, and personal development.

At Freedom West, Ramsey is the bridge between co-op members, partners, and the development team. Whether communicating updates, answering questions, or listening to concerns, he is focused on clarity, transparency, and care.

"My promise," Ramsey says, "is to make sure every voice is valued and every person is prepared for what is ahead. Together, we are shaping a future we can all be proud of right here in this oasis, at Freedom West."

AS SEEN IN THE

# San Francisco Chronicle

## Stalled S.F. Housing Project Receives Grant to Jump-start \$2.3 Billion Plan

By Laura Waxmann, Reporter April 16, 2025

The Crankstart Foundation is the latest investor seeking to jump-start the long-planned remake of San Francisco's largest and oldest housing cooperative into a truly mixed-income community featuring new affordable housing alongside thousands of market-rate homes.

The family foundation of billionaire venture capitalist Michael Moritz has awarded a \$7 million grant to the mammoth project, which is expected to become one of the most impactful redevelopment plans that the city's Fillmore district has seen in years: It proposes razing and rebuilding the existing, 382-unit Freedom West co-op at 820 McAllister St. and adding 1,885 market-rate homes, a new senior housing building and a 250-room hotel.

But the ambitious plan, which has been pending since 2020, has faced delays as financing for major development efforts dried up in the wake of the pandemic. Construction on "Freedom West 2.0" was supposed to start at the end of this year, but developer MacFarlane Partners confirmed Wednesday that it is now eyeing the first quarter of next year for breaking ground as fundraising continues.

Crankstart's gift brings the project just \$1 million shy of the \$25 million needed to start construction, according to MacFarlane Partners. It comes a few weeks after the foundation published a report seeking to guide the city's response to homelessness. Among its recommendations were prioritizing affordable and permanent supportive housing on 300 development sites across the city.



“Everyone deserves the opportunity for both economic stability and economic mobility,” Crankstart CEO Missy Narula said in a statement Tuesday. “Crankstart widely supports programs that unlock opportunities for people from all backgrounds in San Francisco. We are proud to help Freedom West fulfill its vision for preserving and building affordable housing in the Fillmore community.”

MacFarlane CEO Landon Taylor said that, given a dearth of traditional predevelopment funding that is available for co-ops, his team launched a fundraising campaign in 2022 inviting impact investors and philanthropic donors to the table. Other key investors in the project include the Low Income Investment Fund, the San Francisco Foundation, Menorah Park, the Housing Accelerator Fund and Common Spirit Health, a Catholic nonprofit health system which contributed \$5 million in 2023.

The redevelopment project has been valued at \$2.3 billion, and MacFarlane has said previously the team faces close to \$581 million in upfront costs for the project’s first phase before the market-rate units can be built and profits can be made.

“Freedom West is helping to create true systems change,” Taylor said. “We hope the success of the Freedom West 2.0 model will help make predevelopment funding available to other nonprofit housing co-ops who need it in the near future.”

The project was updated last year to add a 115-unit, 100% affordable senior building with a 1,200-square-foot ground floor commercial space at the corner of Laguna and McAllister streets. This building would be first in line for development once the project is ready for construction.

The nonprofit co-op, known as the Freedom West Homes Corp., was founded in response to the urban renewal that displaced thousands of residents from the Fillmore and Western Addition neighborhoods in the 1960s. It sits on a 10-acre site near Jefferson Park in the Fillmore and currently houses some 1,000 residents, or co-op members, of which about 60% are seniors.

It has agreed to sell two-thirds of the property to the developers for redevelopment into market-rate housing, but only after the replacement units and new affordable units have been delivered. The hope is that the proposed project will protect the area’s affordable housing and help the nonprofit co-op become “self-sustaining” through new revenue that will be created by it.

“It’s not just about preserving affordable housing for Freedom West residents — it’s also about creating a self-sustaining, thriving neighborhood that can be a beacon of hope and catalyst for the revitalization of the greater Fillmore/Western Addition community,” said Mattie Scott, board president of the co-op.

# FREEDOM WEST

## Management Corner

### Who to contact in emergency situations:

- If you are experiencing a **medical emergency**, please call 911 immediately.
- Freedom West’s security company is SVR. The security team can be reached at 415-724-3215.

### Call the management office if:

- There is a repair needed in your unit.
- You have an issue with registering a vehicle to qualify for parking on a Freedom West lot.
- You have a pest control issue. Pest Control service is the 4th Wednesday of every month. Please call the office to get on the schedule.

### Additional Items:

- Please attend monthly events held in the Rec room on the 4th Friday of each month.
- If you have a pet, please submit the Pet Policy Form.
- If you have not submitted your income certs, please do ASAP as they are overdue.
- The next board meeting open to shareholders is September 24.

### Freedom West’s Management Contact Info: 415-929-1011

**Breanne Martinez**  
– Community Manager

**Devlin Murphy**  
– Assistant Community Manager

**Deb Frelix**  
– Administrative Assistant,  
415-929-1011

**Tywon Fitzpatrick**  
– Maintenance Supervisor,  
415-929-1011  
Freedom West Homes  
Private Security 24/7