

HOUSING FORWARD: HOMEOWNERSHIP RFP WORKSHOP #2

PROGRAMS AND SERVICES – SUBSECTION B

Welcome!

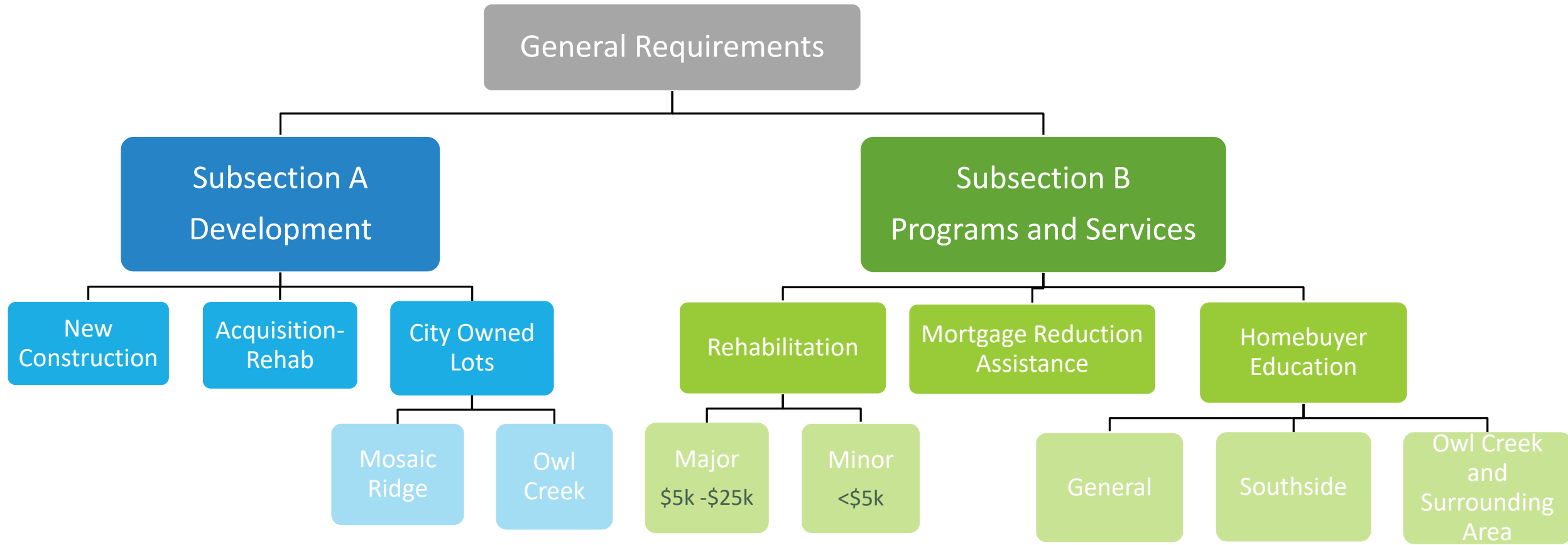
Agenda this morning

- I. City Staff Introductions
- II. Overview of Request for Proposals (RFP) – Subsection B Programs and Services
- III. Questions from Attendees

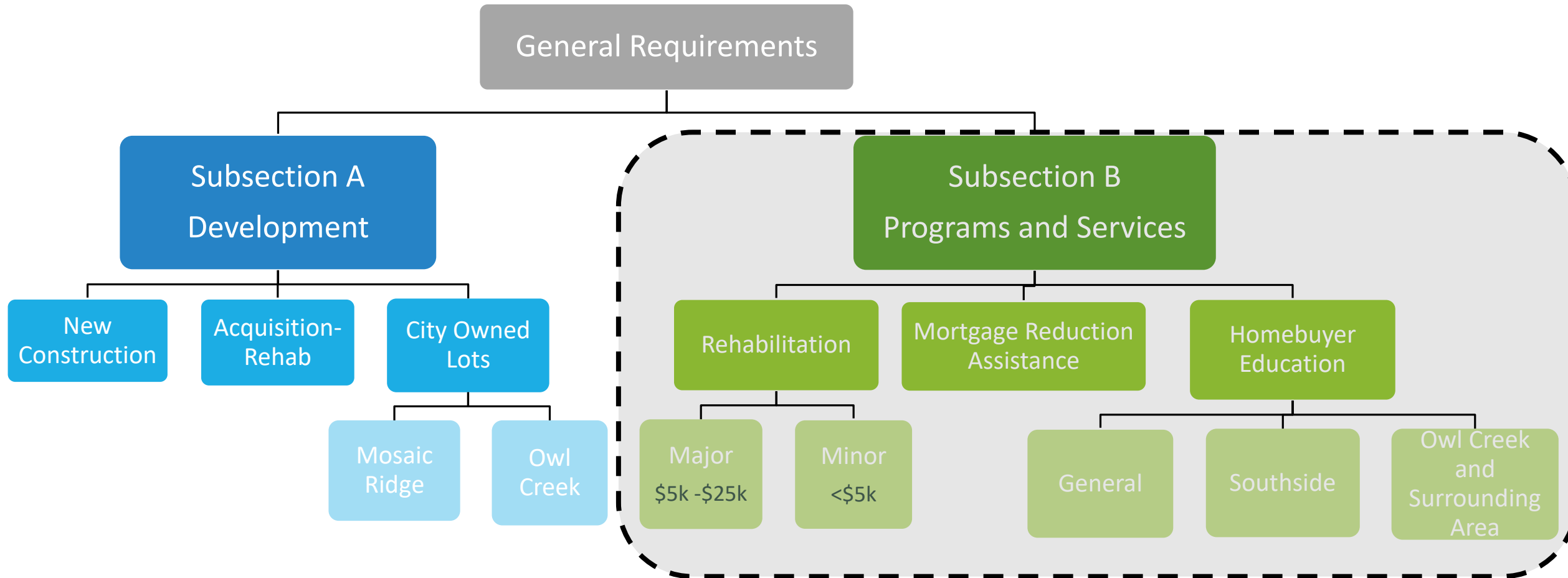
RFP Goals

- 1 Improve Existing Owner-Occupied Housing Stock** Preserve, upgrade and make accessibility improvements to the current inventory of affordable, owner-occupied housing units.
- 2 Expand the Supply of Owner-Occupied Housing** Increase the number of affordable, owner-occupied housing units through new construction, renovation or conversion.
- 3 Homebuyer Assistance** Put stable, affordable homeownership within reach of a broader mix of Madison households.

Structure



Structure



Requirements

- Applications must meet all eligibility criteria outlined in the RFP
- Applicants accepting federal funds must meet all federal requirements either at time of application or prior to a commitment of funds
- Proposals that do not meet these threshold criteria will be disqualified and deemed ineligible for funding

Eligibility

Applicants

- Not-for-Profit Entities
- Organizations with faith-based affiliations or For-Profit entities may partner with a Non-Profit entity.
 - Non-profit must be lead applicant
 - Memorandum Of Understanding (MOU) must be included

Properties

- City of Madison
 - For minor rehabilitation programs – manufactured housing is eligible

Funding

- Funds may not be used to pay for costs related to the operation or administration. Agencies may request to use up to 15% of their total awards for service delivery costs
 - **Except** for Homebuyer Education

Administration Costs vs Service Delivery Fees

Service Delivery Fees

- Compensation of employee for the time devoted to carrying out a specific activity
- Cost of material acquired, consumed, or expended by staff in carrying out a specific activity
- Travel costs incurred specifically for carrying out eligible activity

Is it possible to document the cost in connection with a specific activity?

Administration Costs

- General administration duties for program management, planning, analysis, reporting, audit compliance
- Anything not tied directly to the delivery of the activity

Preferences

- Applicants strongly encouraged to meet as many of the RFP's preferences as feasible to ensure a competitive application
- Proposals that commit to more preferences typically score better through competitive analysis. Applicants are strongly encouraged to consider all City preferences when applying.
- Preferences outlined below each Scope of Work Category
 - Rehabilitation: Major and Minor
 - Homebuyer Assistance
 - Financial Literacy and Homebuyer Education

Preferences Rehabilitation

- Accessibility Improvements
- Energy Efficiency Upgrades
- Target older adults (seniors)
- Homeowners of properties that will be absorbed into the City of Madison from the Town of Madison
- Residences where children were identified to have Elevated Blood Lead Levels (EBLL).

Preferences Homebuyer Assistance

- Prioritize first-generation and first-time homebuyers
- Culturally sensitive marketing materials and makes all material documentation available in multiple languages
- Collaborate in outreach and marketing efforts with community partners well-connected to BIPOC residents
- Creative program design and awarding that are responsive to needs of clients
 - For example, scaled assistance
- Works closely with clients participating in financial literacy programming or similar

Preferences Homebuyer Education

- Include HUD Approved Housing Counseling Agency
- Demonstrate success working with underserved populations
- Clearly define desired outcomes and metrics to measure progress
- Culturally-sensitive and responsive
- Address pre and post purchase counseling
- Innovative ways to deliver services (i.e. peer to peer or cohort model)
- Incorporate incentives for participation in evidence based asset building strategies
- Collaborate with other partners to ensure higher success of a successful path to homeownership
- Provide for the design and delivery of services that meet the needs of participants

Highlights

Contracting out Major Rehabilitation

Homebuyer Assistance

- No per household limit, but must be reasonable and adhere to CDD Underwriting Standards

Expanded Homebuyer Education

- Neighborhood Focused: Owl Creek and Southside
- \$50,000 per program, per year (2 years)

Timeline

Application due September 1st at Noon

Staff Reviews, Supplemental Questions

Applicants present to CDBG Committee October 13th (may be split into 2 presentation sessions)

Funding Recommendations Approval at CDBG Committee
November 3rd

Common Council Approval December 6th , Contracts begin 2023

QUESTIONS?