A. QUICK PITCH
Here is your opportunity to establish a strong first impression. Any summary of your proposal should stand-alone—please avoid jargon and assume that the reader is not yet versed in the technical aspects of your strategy. Convince any reader that you're confident in your solution and persuade them to want to read more.

PROPOSAL TITLE (25 words)
Provide a single statement that describes your overall proposal.

Eight affordable/accessible units for homeless residents: ministerially approved for rapid scaling throughout LA county, sustainably designed to reduce operating costs, with equity participation from neighbors.

EXECUTIVE SUMMARY (75 words)
Provide a concise summary of the most powerful aspects of your proposal. Keep your summary to one paragraph. We may use this content to describe the most promising solutions on our website.

South LA Bungalow Court will create a scalable approach to homeless housing that is inexpensive to build, requires no discretionary approvals, and can be sited on small infill sites throughout the county. A renewable energy system and drought-tolerant landscaping will reduce operating costs for developers and tenants, and ownership stakes in the project will be offered to neighbors, giving them opportunities support homeless housing and to participate in the economic benefits of housing development.

B. CAPACITY
Help us capture a basic understanding of the structure, capacity, and leadership of your organization. If applying as a Team, please provide information specifically for the principal organization responsible for entering into a contractual agreement for the Housing Innovation Challenge.

OPERATING BUDGET
Provide your organization's total annual operating budget by selecting from the options below.

- <$1M
- $1M-$5M
- $5M-$10M
- $10M-$25M
- >$25m
YOUR TRACK RECORD (200 words)

Describe your organization's prior success, achievements, and/or specific experience indicating you are well-positioned to implement your proposed solution. Include endorsements and other examples of support that speak to your ability to deliver results. Emphasize credibility of your team members and any specific front-line experience, specifically as it relates to addressing homelessness in LA County.

Since 2009, RNLA has delivered 880 units of neighborhood-scale and infill affordable housing in underinvested communities, and deployed industry-setting sustainable design practices to ensure affordable operating costs to tenants. Recently, RNLA has been developing homeless housing at 75% less than units built using traditional affordable housing financing mechanisms, including tax credits.

RNLA has been recognized by Builders Magazine and the Los Angeles Business Council for its affordable infill development work. The California AIA honored RNLA in 2015 for its delivery of "catalytic new prototypes for urban-infill and affordable home ownership [that] provide amenities and spatial qualities not usually found in [affordable] housing."

For this project, RNLA has partnered with redevelopment professional Jason Neville, who brings over 10 years of experience in affordable housing development to the team, including project management positions at the Redevelopment Agency of Los Angeles. Jason most recently worked as Senior Project Manager in Mayor Eric Garcetti's Innovation Office to design a $5M program to connect residents experiencing or at-risk of homelessness to the thousands of ADUs being built by homeowners. He also runs two real estate development companies: one specializing in historic renovations of blighted residential properties, and the other building ADUs for Los Angeles homeowners.

LEADERSHIP (200 words)

Describe your management structure with name/title for each team member and the key roles to oversee delivery of the proposal. Explain how team members share responsibilities and hold one another accountable.

The team is led by John Perfitt, executive director of Restore Neighborhoods Los Angeles, where he has led the non-profit organization in acquisition, development, and disposition of hundreds of units of affordable housing. Under his leadership, RNLA has become an industry leader in sustainably-designed, small-scale affordable housing.

All aspects of the project, including design, permitting, financing, construction, and lease up-- will be managed by Jason Neville, under contract with RNLA. Jason has over 10 years experience in community redevelopment and has worked with RNLA team for nearly 2 years on small-scale, infill housing projects and have developed a repoire that will carry over to this project.

Project finances and grant compliance will be led by RNLA's Director of Finance Karen Ringer, who administers RNLA's compliance with grant programs including such grants as State Cap and Trade Funding and Neighborhood Stabilization Project funding. Karen has experience successfully managing OIG/HUD audits and construction audits, and will ensure proper and timely handling of all project funds.

Vicky Cortes, RNLA's Construction Administration Specialist, will handle financial and administrative aspects of the project and ensure timely payments to vendors, compliance with all funding sources, and management of documentation throughout the project.

PARTNERSHIP (150 words)

List key partners integral to your project's success. If participating as a Team of two or more organizations, list partner
organization(s) and specific roles in the direction, control, and/or supervision for implementation. Teams may include one or more nonprofit organizations, for-profit ventures, and/or government entities, and the principal organization must be authorized to represent all relevant partner(s), disclose information on behalf of any partner(s), and propose any operational or financial information that is binding to any partner(s).

**Genesis LA (GLA)**—Community Development Finance Institution (CDFI) providing project funding in the form of low-interest debt. This project aligns with GLA's mission to attract capital to underinvested areas by financing innovative projects that demonstrate economic feasibility.

**LA County Department of Health Services (DHS)**—providing funding to the project via the Flexible Housing Subsidy Pool, including rental subsidies and case management services for tenants. DHS will also provide in-kind services on site and through referral to primary care facilities to ensure each tenant receives high quality medical care.

**Brilliant Corners**—nonprofit supportive housing agency providing tenant identification/screening and tenant support to residents of the South LA Bungalow Court project.

**GRID Alternatives**—Nonprofit organization making solar photovoltaic technology practical and accessible for low-income communities, while providing clean energy jobs. GRID Alternatives will design, install, and maintain the photovoltaic system at the South LA Bungalow Court to provide inexpensive, renewable energy to tenants.

**STAKEHOLDER ENGAGEMENT (100 words)**

In order to be effective, your approach will need support from the impacted community including decision-makers, funders, local leaders, residents, media, and others. Exhibit an understanding of your stakeholders and your plans to engage and work with them.

A key ingredient to RNLA's successful track record has been its close collaboration with local partners, including residents, community organizations, and elected officials. RNLA will expand these efforts through partnerships with Brilliant Corners and DHS. **RNLA is innovating even further in this project, by offering actual ownership shares to neighbors, which will turn them into literal stakeholders in the project.**

The goal is to demonstrate new approaches to building support for homeless housing projects by offering 'skin in the game' to neighbors, and helping lower-income neighbors directly participate in the economic benefits of nearby real estate development.

**CONNECTION TO HOMELESSNESS (150 words)**

This is your opportunity to share any context for your engagement in this movement. While we understand some applicants may not have specific experience in the homelessness sector, please share your rationale for committing talent and resources to support this proposal.

Our project is being developed explicitly and solely to house County residents experiencing homelessness, and to provide them with services to assist in their recovery and development of their full potential.

People experiencing homelessness often have a chronic illness or physical disability; therefore 100% of our units will be designed as accessible to ensure access to residents of all levels of ability. Additionally, intensive case management services will be provided to all tenants via the County's Flexible Housing Subsidy Pool (funded by County Department of Health Services). RNLA will collaborate with case managers and DHS to ensure tenants receive the support they need to remain housed and stable, including attending and/or convening periodic meetings with partners to problem-solve around tenant, building, and community issues. Project partner DHS will also provide in-kind clinical services on-site and through
C. YOUR SOLUTION
Showcase your plan, tactics and other technical aspects to create one or more units of housing for a homeless family or individual in LA County. Please note: You may submit one application at either the $500,000 or $1 million level and you will have up to 24 months to implement and complete your proposed project.

UNIT TYPE
Please select one:

- Single, free-standing unit
- Multi-unit
- Combination of single, free-standing unit and multi-unit
- Other (please explain)

4 duplexes in a bungalow court configuration.

SITING STRATEGY
Please select one of the following ways you can demonstrate the feasibility of siting your unit(s):

- Site control / ownership
- One or more property owners have agreed to site the project on their property
- One or more property owners have been identified to potentially site the project on their property
- Could be sited as an accessory dwelling unit on private property
- Other innovative strategy. Please explain:

PURPOSE STATEMENT (200 words)
Set the stage and describe the specific need you aim to address. Include data to demonstrate this need, as well as information to describe your understanding of local conditions. While you may offer general context for the problem of homelessness, focus on any discrete issues your solution is specifically designed to overcome.
Homeless housing is expensive to build and takes too long to bring online. According to data from UC Berkeley's Terner Center on Housing, the average per unit cost of an affordable housing unit in California is $425,000. What the data does not show is a construction cycle of nearly two years, followed by an entitlements cycle that could take an additional 1-2 years if opposition materializes around a project. This is seen by the difficulty at LA City and LA County of finding projects to support with their homeless housing funding from voter initiatives. The City of Los Angeles Managed Pipeline is full for at least the next two years, and the County of Los Angeles annual NOFA is oversubscribed. The affordable housing financing system is at capacity.

In order to deliver needed affordable housing for low income and/or homeless residents, a new typology of housing is needed that reduces the per-unit cost and the time to deploy those units to market. The South LA Bungalow project delivers small-scale housing on standard 7,500sf lots at ⅓ of the typical per-unit construction cost and without any discretionary approvals—clearing the path for the market to deliver these units at scale.

**APPROACH (200 words)**

Introduce and detail your approach and proposed solution. If applicable, be sure to describe your pathway to site control, demonstrate clear understanding of building code and land use regulations for your selected jurisdiction, and if the project does not conform to any codes or regulations applicable to permit approval, indicate what actions are needed in order to obtain a building permit and how the actions will fit within the overall 24-month completion requirement.

Our proposed solution is to take advantage of the County's Flexible Housing Subsidy Program to secure private sector financing to build inexpensive but high quality small multifamily buildings from 5 to 10 units. Private developers can use existing policy incentives in LA County such as Transit Oriented Communities and Density Bonus to create one-story bungalow style apartments that are less expensive per unit and less time consuming to build than large scale homeless housing projects. By partnering with Brilliant Corners as our service partner, we can ensure equal resident service across the smaller project types.

RNLA owns the current site, and has a commitment letter from LA County Department of Health Services (DHS) to provide rental subsidies and supportive services for this project through June 2027.

Financing for the project will come from Genesis Los Angeles in the form of a low interest construction-to-permanent loan.

Project is in design phase and we expect to begin construction in December 2018 and complete the construction and have units leased by January 2020.

Once complete, the South LA Bungalow Court project will demonstrate an achievable solution to building smaller-scale housing for residents experiencing homelessness.

**INNOVATION (200 words)**

Share how your approach will more quickly and/or more cost effectively lead to more affordable housing, and how it differs from, improves upon, and/or bolsters existing methods/practices to build housing for those experiencing homelessness in LA County. Highlight any unique features of the housing you will develop, and any other information demonstrating creativity and innovation in your approach and projected solution.

Our project innovates the delivery of homeless housing in LA County in 5 key ways.

**Low Capital/Construction Cost**—by building one-story 'stick built' construction we will establish a typology of low cost, rapidly deployed homeless housing, where private sector developers deliver turnkey buildings of 5-10 units at ⅓ the...
**Rapid Delivery**— Using the County's Flexible Housing Subsidy Pool (FSHP) for rental subsidies and support services, these projects will help rapidly house clients from the Coordinated Entry System without delays due to funding cycles or entitlement processes.

**Low Operating Costs**— Our project will reduce ongoing expenses through advanced solar energy systems provided by our partner GRID Alternatives.

**Classic Design**— Our project revives a classic Southern California architectural typology— the bungalow court— a ‘missing middle’ typology that provides increased density of housing units while complementing the scale single-family homes and larger apartment buildings.

**True Stakeholder Participation**— Our team will offer actual ownership shares of the project to neighbors, turning community members into literal stakeholders. In doing so, we aim to increase community support for homeless housing projects and provide opportunities for neighbors to participate in the benefits of real estate development.

PROJECT PLAN (250 words)

Provide a detailed implementation plan and timeline (up to 24 months) leading to development of housing units. Describe the chronological sequence of key tasks, identify important milestones, highlight efficiencies, and specify deliverables essential to achieving measurable results.

The South LA Bungalow Court project is shovel-ready— RNLA owns the site, the design has been submitted to plan check (see renderings below), construction financing is secured, and we have commitments for rental subsidy and ongoing support services. Here is our timeline to project delivery (note that several milestones are already complete)

- **June 2018:** Secure commitment from Los Angeles County Department of Health services for rental subsidies and support services from Flexible Housing Subsidy Program (complete)
- **July 2018:** Secure Financing from Genesis LA (complete)
- **June-September 2018:** Design project and submit plans to Building and Safety Department (complete)
- **October-November 2018:** Revise plans per notes from Building and Safety Department
- **December 2018:** Obtain building permits
- **January-February 2019:** Send plans to bid, review proposals, and select contractor
- **March 2019:** Groundbreaking— construction begins
- **December 2019:** Complete construction
- **January 2020:** Ribbon-cutting and welcoming of new tenants
**RISK ASSESSMENT (150 words)**

Identify any specific operational or tactical hurdles, principal risks or challenges to the short- and long-term success of the project and your plans to address them.

The project risks are low, as site and financing are already secured and the project does not require any discretionary approvals. One potential risk is the loss of County funding through FHSP, although the likelihood is low and DHS expects the program to be solvent for decades.

While the short term success of the project is almost certain (project completion), the long term success of this approach remains to be seen. We believe that we have developed a project model that can be taken to scale on sites that would otherwise have fewer units, less affordable units, or no new development at all.

This grant award will allow us to enhance the on-site renewable energy features, including solar power and water reduction measures, that will reduce operating costs and achieve benefits that allow for scaling.

**HOUSING FEATURES**

Housing units developed as part of the Housing Innovation Challenge are required to have a Certificate of Occupancy or include specific features of habitability. Please indicate that your unit(s) will include the following features (select more than one).

- Obtained a Certificate of Occupancy
- Ability to be hooked up to water/plumbing
D. YOUR IMPACT
Illustrate what success looks like. Be sure to emphasize how your project aligns with the four traits used to assess all applications (see Trait Scoring Rubric).

TARGET POPULATION
Please select one primary community/population experiencing homelessness who will be served by the proposal:

- Anyone experiencing homelessness
- Disabled (physical, developmental)
- Families with children and youth (under age 18)
- LGBTQ
- Mental Health Challenges
- Transition-aged Youth (age 18-25)
- Single Adults (age 26-54)
- Older adults (age 55 and older)
- Substance Use Disorder
- Veterans
- Women
- Other. Please explain:
TARGET BENEFICIARIES (150 words)

Demonstrate an understanding of who you are serving. If you've chosen a priority population or demographic within the larger homelessness community, please describe them, their needs, and the aspects of your service solution that are responsive to these needs.

Our project will house many kinds of residents experiencing homelessness, including single adults, older adults, transitional aged youth, women, and veterans. Due to the smaller size of the units (400sf one-bedrooms) the tenants will most likely be single. However, we have partnered with Brilliant Corners to identify the most appropriate tenants for this project. DHS has committed to provide supportive services to all tenants, aligned with their acuity level. We will be providing an office on-site for tenants to meet with mental and medical support staff.

The project has been designed to provide much-needed privacy, but also to encourage interaction with other tenants, by providing an interior courtyard, accessible from each unit and to the street, for enjoyment and socializing by tenants.

GEOGRAPHIC AREA SERVED

All projects, in their entirety, must be delivered and impact communities within the boundaries of LA County. Please select the service planning area(s) (SPA) where your project will be located (may select more than one).

SPA 1: Antelope Valley
SPA 2: San Fernando Valley
SPA 3: San Gabriel Valley
SPA 4: Metro LA
SPA 5: West
SPA 6: South
SPA 7: East
SPA 8: South Bay
Other. Please explain:

PROJECTED IMPACT (250 words)

Define success, including measurable results and outcomes such as number of housing units, cost per unit, efficiencies/time savings, number of beneficiaries (i.e. individuals, households), specific impact on beneficiaries, and long-term effects. Explain how this project complements existing efforts, partnerships, and initiatives in LA County. Include other intended outcomes, such as neighbor perception or regard for your residents, or impact of onsite support, such as access to transit and clinics.
Offer any relevant data to back up claims of effectiveness.

Our project will succeed in the short term by providing 8 beautiful, sustainable units of affordable/accessible housing for residents experiencing homelessness, with on-site open space and on-site office for support service provision.

Our long term goal is to demonstrate a typology that can be replicated throughout the county by public, private, and nonprofit builders—quickly and inexpensively.

In unincorporated LA County, it is much easier to find 7,500 square foot lots zoned R3 (or greater) than it is to find large 1-acre lots necessary for the kind of homeless housing projects that would win a tax credit award. Thus, although our projects are smaller in scale, we believe this presents a long-term strategy for delivering housing for homeless residents:

There are many more smaller, infill sites for this type of project than sites suitable for tax credit projects.

The 'missing middle' scale of these projects fits many neighborhoods, including lower-density residential as well as higher density residential.

As shown by recent success-scaling of ADUs (an increase of 20x in City of LA), small-scale housing production can have an impact when regulatory and financial barriers are reduced.

For us, success is nothing short of a redefinition of 'homeless housing' to a form of well-designed, appropriately-scale housing that benefits tenants and neighbors alike, and helps meet the County's FHSP pipeline need of 4,000 units annually.

TRACKING & METRICS (150 words)

Identify your projected goals and objectives, and the methodology you'll use to track results and measure overall impact. Include how precisely your methodologies will produce meaningful outcomes and how closely your metrics are linked to a realistic assessment of your performance.

RNLA has identified several metrics of internal success for the project, including final/certified per unit costs, time to completion, utility costs to tenants, and lease up / absorption rate, greenhouse gas reductions, and returns to community investors. RNLA has also identified external measures of success such as greenhouse gas reductions, departmental applications to ministerial programs such as Transit Oriented Communities and Density Bonus, and FHSP contracts issued. Because goal is to have this typology scaled, an important measure of success will be how many units are built through this approach in the next 5 years.

SCALABILITY (250 words)

Share your vision and explain how your solution is prepared to expand after completion of the proposed project for the Housing Innovation Challenge. Describe plans to scale your solution as a model that can be applied or adapted to meet diverse needs of LA County's many communities. Include any internal or external information or data that helps indicate that your plan to scale will deliver concrete results. With Measure H and various new capital funding streams for affordable and/or homeless housing, LA County will address homelessness at an unprecedented scale. The Housing Innovation Challenge is seeking solutions designed to grow as more resources are deployed to expand available housing.

The South LA Bungalow Court Project creates a truly scalable model for building homeless housing that is not dependent upon public financing or lengthy land use approvals, and can be executed on tens of thousands of smaller-scale parcels throughout the County by for-profit and nonprofit developers alike.

Our project model is created to be used with both private, public, and nonprofit property owners with the intent to deliver
highly cost effective homeless housing units to the marketplace quickly.

By leveraging existing ministerial land use incentives, these small scale affordable housing projects will be deployed rapidly, while building much needed 'missing middle' housing that fits the contexts of a wide range of neighborhoods in LA County.

**Once demonstrated through our project, this rapid, "permissionless" approach will create a replicable model that will create a new market for privately-funded affordable housing.**

Our project will also scale equitable development-- literally-- by offering ownership shares to neighbors to build support for homeless housing, broaden the benefits of real estate development into the surrounding communities and democratizing the financing of real estate, turning local neighbors into actual owners.

**OTHER CONSIDERATIONS (100 words)**

This is your final opportunity to raise any other considerations. Here, you may emphasize or expand upon a previous point or provide new information, as necessary.

We think of our project as 'open source' real estate development for homeless housing. The model we're proving is low cost, quickly delivered, "permissionless" (no discretionary approvals needed), buildable on tens of thousands of County parcels, and secures literal stakeholder engagement by offering ownership shares in the project to neighbors.

With funding and attention from the Housing Innovation Challenge, we hope organizations of many types--churches, public agencies, affordable housing developers, private landowners-- will take what we've learned to build similar projects throughout the County. There's neither a shortage of need nor opportunity-- we want our idea stolen, refined, and scaled.

**E. BUDGET**

Please provide a detailed budget at either the $500,000 or $1 million funding request level. Use language that is consistent across your application, so that any cost categories or line-item descriptions are referenced elsewhere. Your application should read as one unified narrative, and the budget must explain and/or clarify the efficiency with which you intend to use resources.

**FUNDING REQUEST**

Select one of two award sizes.

- $500,000.00 (US DOLLARS)
- $1,000,000.00 (US DOLLARS)

**BUDGET FORM**

Using the following table, please list and describe all line item and administrative costs to implement your proposal within your specified duration (up to 24 months). **This budget should not exceed your selected award amount -- you will have opportunity in Budget Narrative to identify and describe any additional costs and funding sources secured by the time of the award.** It is incumbent upon each applicant to deliver a clear and compelling budget, identifying cost categories that are described in your previous project plan. While administrative expenditures are eligible, please note: we do not accept general
The South LA Bungalow Court project will construct 8 one-bedroom units in a bungalow court configuration of 4 duplexes. The total construction cost is estimated at $780,000. RNLA owns the land free and clear and is contributing the land (valued at $300,000) to the project, for a total development cost of $1,230,000.

RNLA has secured a construction loan from Genesis LA to cover 50% of the construction costs, excluding the energy and water reduction enhancements. We are seeking $500,000 through this grant to include those elements which will reduce operating costs for the project and tenants. Additionally, we are requesting funding for general construction which will reduce the debt service load on the project, and project management services to support the project implementation.

We have secured support services to tenants via LA County Department of Health Services (DHS) in the annual amount of $43,200; tenants will pay 30% of their monthly income to rent, with the balance paid by DHS.
send us an email for guidance on your video pitch.

Your Video Pitch must follow these guidelines:

- Do not exceed 90 seconds (exceeding 90 seconds may disqualify you from this Challenge).
- One or two person(s) should present himself and/or herself during the video (make it sincere).
- Focus on delivering a personal connection; it is not necessary to produce a sophisticated video.
- Your video must be in English.

Here are some logistical and technical suggestions:

- Laptop cameras and smart phones are easy-to-use tools for recording your video.
- If possible, reduce your file size - video uploading is easier at lower resolutions.
- If you are having difficulty uploading your video file, try logging out of the application and logging back in using another Internet browser (Google's Chrome browser is preferred).

Here are general suggestions for delivering a high-quality video pitch:

- Introduce yourself and your organization or team.
- What is the specific problem you are solving?
- What is the solution you're offering, and how does it align with the four traits that our judges must consider when assessing your proposal?
- Focus on describing the projected impact on your target beneficiaries. Illustrate the long-term and/or scalable benefits of investing in your solution.

Hone your content:

- Keep your description and language simple.
- Demonstrate passion through your words and enthusiasm.
- Thoroughly prepare. Practice numerous times and solicit feedback from colleagues, family, and friends before submitting.

You will record your video and upload to YouTube; then, you will enter your YouTube Video ID.
G. ADDITIONAL INFORMATION

The County of Los Angeles has designated the Community Development Commission of the County of Los Angeles (Commission) to administer the Housing Innovation Challenge under a forgivable loan structure. The Commission will execute agreements which will outline the terms of the loan provided to the Winner, and will also monitor the project. Please review our Rules and Terms & Conditions for more details.

If you are chosen as a Winner from the County of Los Angeles, you will be required to provide additional information in order to enter into a contractual agreement for the Housing Innovation Challenge. The following list is only intended to illustrate some of the basic requirements, and the County of Los Angeles reserves the right to require other information, as necessary.

- Articles of Incorporation, Charter, or similar documentation
- Tax determination letter, if applicable
- A more detailed work plan, timeline, specific site location details, pro forma, audited financial statements, and/or an evaluation plan.
- Evidence of site control, except for housing that could be sited as an ADU or unless the County otherwise agrees to execute the contract without evidence of site control.
- Evidence of additional funding and resources secured to implement and complete the Housing Innovation Challenge project.
- Existing policies, if any, addressing conflicts of interest, whistleblower, internal controls, anti-money laundering, intellectual property, code of conduct, ethics, gifts, and any similar policies governing the principal organization and partners.
- If you are not a public charity, a statement that Housing Innovation Challenge funds will be spent only for the purpose of this challenge, and that the award will not be used for lobbying purposes.
- If you are a public charity under the Internal Revenue Code, a statement sharing a lobbying budget in which you specify the amount of lobbying expenses and non-lobbying expenses.
- If you are a Team, a formal agreement (MOU, contract) authorizing the principal organization to represent the partner organizations and enter into a contract on their behalf.

The County of Los Angeles reserves the right to perform background checks on key individuals associated with the proposal, and the refusal by key individuals to provide necessary authorizations will be a reason to reject any application for further consideration. Background information and the results of any background checks will be kept confidential.