



**PRO HOUSING**  
Pathways to Removing Obstacles



# **FY24 PRO Housing**

**Lessons Learned Webinar**

**September 4, 2024**

# Agenda

- Welcome / agenda
- FY24 PRO Housing reminders
- Lessons learned from FY23 PRO Housing
  - Common application errors and omissions
  - Suggested best practices
  - Where applicants lost points
- Q&A
- Additional resources and closeout



# HUD Introductions

## **Kimberly Nash**

Director

Office of Block Grant Assistance

## **Colin Cross**

CPD Specialist

Office of Block Grant Assistance



# FY24 PRO Housing reminders



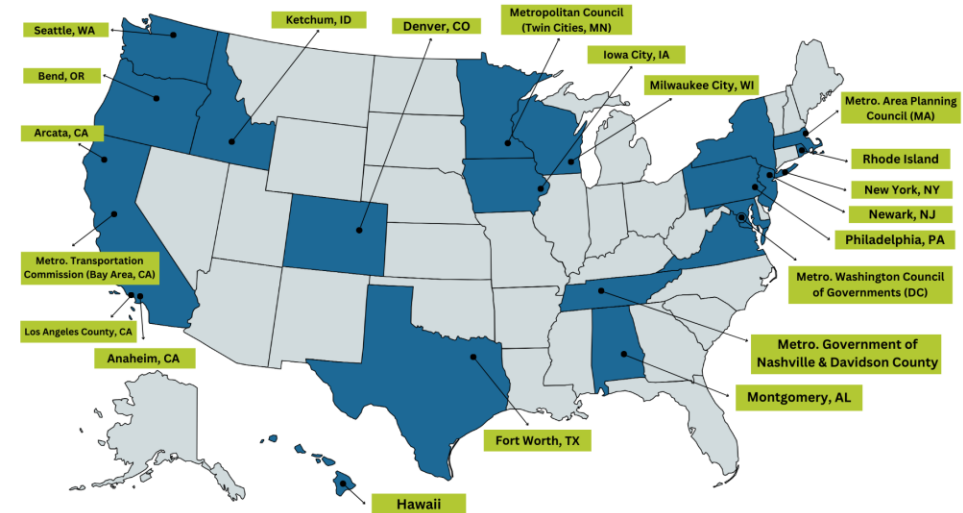
# PRO Housing basics

- Pathways to Removing Obstacles to Housing, or PRO Housing, is a competitive grant for identifying and removing barriers to affordable housing production and preservation
- PRO Housing provides grant funding to communities that have been actively taking steps and demonstrating progress in addressing local housing barriers
- PRO Housing utilizes the Community Development Block Grant (CDBG) regulations (except as waived or modified by the NOFO)
- On August 13, 2024, HUD published the FY24 PRO Housing NOFO, launching Round 2 of the competition



# FY23 PRO Housing awards

- On June 26, 2024, HUD announced 21 awards totaling nearly \$85,000,000 under the FY23 PRO Housing NOFO
- Winners of the inaugural PRO Housing competition will update state and local housing plans, revise land use policies, streamline the permitting process, provide construction funds, and take other actions to create more housing-forward communities
- FY23 (Round 1) PRO Housing was greatly oversubscribed
  - HUD received more than 175 applications from applicants across 47 States and territories.
  - For every \$1 available in funding, \$13 was requested from applicants.



# What's new for FY24?

These are some of the changes to PRO Housing in the new FY24 NOFO:

- Total funding increased to \$100m
- Maximum award amount decreased to \$7m
- Number of expected awards increased to 30
- Overlapping jurisdictions are encouraged to partner, rather than submitting competing applications
- Updated prompt language to emphasize focus on barrier removal

For more, visit Section I.A.3 of the FY24 NOFO.



# What is HUD prioritizing in FY24?

HUD will prioritize applicants who can demonstrate:

- 1) progress and a commitment to overcoming local barriers to facilitate the increase in affordable housing production and preservation, primarily by having enacted improved laws and regulations that HUD reasonably expects to preserve or produce new housing units; and
- 2) an acute need for housing affordable to households with incomes below 100 percent of the area median income





# How to apply

- Eligible applicants include:
  - State and local governments
  - Metropolitan Planning Organizations
  - Multijurisdictional entities
- Application deadline is **October 15, 2024** at 11:59:59pm EDT
- Application materials can be found on [Grants.gov](https://www.grants.gov).
  - <https://www.grants.gov/search-results-detail/356013>
- Please consult Section IV of the FY24 PRO Housing NOFO for more information



# Lessons learned from FY23 PRO Housing



# Lessons learned:

## Common application errors and omissions



# Ensure all required forms are included and that signatures match.



The following forms are required for a complete application:

- Application for Federal Assistance (SF-424)
- Applicant and Recipient Assurances and Certifications (HUD 424-B)
- Applicant/Recipient Update/Disclosure Report (HUD 2880)
- Disclosure of Lobbying Activities (SF-LLL)
- Certification Regarding Lobbying (Lobbying Form)
- Grant Application Detailed Budget Worksheet (424-CBW)
- PRO Housing Certifications

See Section IV.B.1 of the FY24 PRO Housing NOFO for more information.





# Submit a 424-CBW budget form.



- Applicants must submit a 424-CBW Grant Application Detailed Budget Worksheet form.
- This form is required in addition to your narrative response to the budget rating factor (V.A.1.b.v)
- The form and instructions can be found on HUD.gov:  
[https://www.hud.gov/program\\_offices/administration/hudclips/forms/hud4](https://www.hud.gov/program_offices/administration/hudclips/forms/hud4)



# Submit a 424-CBW budget form.



form HUD-424-CBW

Grant Application Detailed Budget Worksheet		OMB Number 2501-0044 Expiration: 2/28/2027	
Detailed Description of Budget			
Analysis of Total Estimated Costs		Estimated Cost	Percent of Total
1	Personnel (Direct Labor)	0.00	0.0%
2	Fringe Benefits	0.00	0.0%
3	Travel	0.00	0.0%
4	Equipment	0.00	0.0%
5	Supplies and Materials	0.00	0.0%
6	Consultants	0.00	0.0%
7	Contracts and Sub-Grantees	0.00	0.0%
8	Construction	0.00	0.0%
9	Other Direct Costs	0.00	0.0%
10	Indirect Costs	0.00	0.0%
	<b>Total:</b>	<b>0.00</b>	<b>0.0%</b>
	<b>Federal Share:</b>		
	<b>Match</b> (Expressed as a percentage of the Federal Share):		

[Worksheet](#)
[Summary](#)
[PRA and Instructions](#)



# There are different certifications for different applicant types.



- PRO Housing has four eligible applicant types: States, local governments, MPOs, and multijurisdictional entities.
- Each applicant type has its own required certification form.
  - The entitlement local government form is different from the non-entitlement local government form.
  - Non-entitlement local governments should use the 'PRO Housing Certification for MPO Applicants and Non-entitlement Local Government Applicants'
- Applicants should complete the certifications relevant to them and submit them with their application
- The certifications can be found on the PRO Housing webpage or at Appendix B of the FY24 NOFO



# Demonstrate evidence of public participation.



- FY24 PRO Housing has a new required Attachment B: Certification of Compliance with NOFO Public Participation Requirements.
- Follow the public participation requirements at NOFO Section VI.E.5.a.iii and demonstrate how you complied with all requirements.
- There is no template or prescribed format for Attachment B.







# Don't exceed the page limit.



- FY24 PRO Housing has a page limit of 40 pages
  - 12-pt Times New Roman, 8.5x11 paper, 1 inch margins
- Any pages beyond this limit will not be reviewed.
- Some FY23 applicants submitted materials, including portions of their last narrative exhibit, that were not considered by HUD because they exceeded the page limit.
- See NOFO Section IV.B.3 for more, including a list of exceptions to the page limit.



# Lessons learned:

## Suggested best practices





# Respond to all parts of the prompt.



- If HUD included a question in a rating factor, you should include it in your response.
- Very few prompts include language like 'you may wish to' or 'if applicable'.
- Most questions are required in order to receive full points.



# Articulate how you are removing barriers throughout the application.



- PRO Housing seeks to **identify and remove barriers** to affordable housing production and preservation
- Be sure to describe clearly throughout your narrative how your proposal will remove barriers.
- Several key prompts specifically ask about your barriers:
  - a.iii: What key barriers still exist and need to be addressed to produce and preserve more affordable housing?
  - b.i: What is your vision?
  - e.i: What permanent, long-term effects will your proposal have? What outcomes do you expect?
- Note: The following slides do not contain the full prompts. Please consult the full prompts at Section V.A.1 of the FY24 NOFO.



# Articulate how you are removing barriers throughout the application.



## **a.iii: What key barriers still exist and need to be addressed to produce and preserve more affordable housing? (10 points)**

- Please describe in detail the leading barriers to affordable housing production and preservation in your jurisdiction(s).
- Applicants should discuss legal, regulatory, and land use policy barriers in this section, as well as related procedural issues.
- Your response should focus on the barrier(s) that you intend to address through this proposal. If your proposal targets only one barrier, explain why this individual barrier requires the resources and focus of the entire grant.



# Articulate how you are removing barriers throughout the application.



## **a.iii: What key barriers still exist and need to be addressed to produce and preserve more affordable housing? (10 points)**

- You may wish to address topics such as the following:
  - Permitting procedures and approval timing and predictability
  - Fees and taxes (excluding impact and nexus fees for affordable housing)
  - Zoning and land use controls
  - Infrastructure constraints
  - Prohibitive building codes
  - Availability of financing and subsidies for affordable housing
  - Capacity to conduct meaningful community engagement, procedural delays associated with soliciting engagement or community review, and/or opposition to new and/or affordable housing
  - Capacity of local affordable housing developers and managers
  - Other relevant barriers unique to your community

Your response should focus on the barrier(s) that you intend to address through this proposal. If your proposal targets only one barrier, explain why this individual barrier requires the resources and focus of the entire grant.



# Articulate how you are removing barriers throughout the application.



## **b.i: What is your vision? (15 points)**

- Explain how your proposal addresses your key barriers to affordable housing production and preservation.

What is the connection between your proposed activities and the key barrier(s) identified in your response to Prompt (a)(iii)? Provide evidence showing why the proposed approach is expected to succeed in removing the barrier(s) identified in Prompt (a)(iii) and will lead to significant increases in the production and preservation of affordable housing.

Applicants should discuss how the proposed activities align with or advance local efforts to remove regulatory, procedural, and land use barriers to housing production and preservation.

If applicable, please describe how your proposal will create new housing opportunities without inviting displacement.



# Articulate how you are removing barriers throughout the application.



## **e.i: What permanent, long-term effects will your proposal achieve? What outcomes do you expect? (10 points)**

HUD seeks to ensure that funded activities enable the production and preservation of affordable housing units long after the grant's period of performance. Describe how your approach seeks to permanently remove your key barriers to producing and preserving affordable housing and the measurable outcomes you expect to achieve. Be sure to address how the removal of barriers will result in more resilient housing and sustained production. Your response should be focused on the barrier(s) identified in Prompt (a)(iii).

This prompt is not a summary of your application. A successful response will demonstrate how the proposed activity will remove barriers in the long run and describe how production and preservation will be increased long after the period of performance.





# Articulate how you are removing barriers throughout the application.



## **e.i: What permanent, long-term effects will your proposal achieve? What outcomes do you expect? (10 points)**

In Prompt (b)(i), you described, using evidence, why your proposal is expected to succeed in removing your identified barrier(s). Now, describe how the removal of your identified barrier(s) will result in sustained production. A successful response will show how production and preservation are improved in the long term, rather than showing how the existing need will be alleviated in the short term.





# 'Primarily serving' a priority geography



- An application will be awarded eight (8) points if it **primarily serves** a priority geography.
- Points are not awarded based on whether the applicant contains a priority geography, but whether they are primarily serving one.
- Applicants may wish to consider how they can tailor their proposal to primarily serve priority geographies.



# Lessons learned:

## Where applicants lost points



# Leverage documentation must meet all requirements or it may not be counted.



- Some FY23 applicants submitted insufficient leverage documentation that was not credited towards their point score
- Applicants must follow the leverage requirements in compiling and documenting leverage for purposes of this NOFO
- Otherwise, it may not be possible for HUD to count the commitment at the level claimed
- Review the requirements in the leverage rating factor at NOFO Section V.A.1.d.i



# Affirmatively furthering fair housing covers a broad range of topics.



- Some applicants submitted AFFH narratives that did not respond to all parts of the prompt
- The AFFH rating factor (V.A.1.b.iv) contains many prompts. Applicants are expected to respond to each of them
- Review the AFFH rating factor at NOFO Section V.A.1.b.iv



# Past efforts should relate to barrier removal.

- Some applicants described past efforts that were not specific to barrier removal, instead describing their regular community development activities
- Describe the improved laws or regulations you have enacted to overcome local barriers to affordable housing production and preservation, such as changes to land use policies or improved permitting processes
- Describe other recent policy changes, housing strategies, and new initiatives to increase housing supply or lower housing costs
- Consult NOFO Section V.A.1.a.i to read the full prompt



# Q&A



# Q&A

- Please put your questions in the Q&A box and HUD staff will do our best to answer them. Participants will remain muted.
- Under the HUD Reform Act, HUD cannot interpret the NOFO or provide advice about prospective proposals. This means that HUD cannot answer questions about specific proposals, including whether a proposal would be eligible or competitive. Applicants should rely on the FY24 PRO Housing NOFO as the definitive source of information about the FY24 PRO Housing competition.





# Additional resources



# Additional resources

- HUD PRO Housing webpage:  
[www.hud.gov/program\\_offices/comm\\_planning/pro\\_housing](http://www.hud.gov/program_offices/comm_planning/pro_housing)
  - Here you can find the FAQs (updated 8/29), last year's (FY23) informational webinars, the list of priority geographies and mapping tool, and more
- Grants.gov link to access the NOFO and apply:  
<https://www.grants.gov/search-results-detail/356013>
- For more information, please consult the FY24 NOFO and FAQs (updated 8/29) or email us at [CDBG-PROHousing@hud.gov](mailto:CDBG-PROHousing@hud.gov)



# Thank you!

Questions? Contact us at [CDBG-PROHousing@hud.gov](mailto:CDBG-PROHousing@hud.gov)

