

# What is the Prohousing Incentive Program?





# PROHOUSING INCENTIVE (PIP) PROGRAM

- PIP is intended to reward Prohousing jurisdictions with additional funding to accelerate affordable housing production and support preservation
- [Round 3 NOFA](#) announced on August 15, 2024



## PIP Overview

- Designed to reward Prohousing designated local governments with funding to support housing policies and programs
  - Eligible uses: predevelopment and development of affordable housing, accessibility modification, homeownership opportunities, assisting person experiencing or at risk of homelessness and much more
  - Jurisdictions that have not received PIP funding in the past will be prioritized in new rounds
- On June 12, 2023, HCD announced 18 jurisdictions to receive more than \$33 million as part of the first round of Prohousing Incentive Pilot Program Funding
- On August 1, 2024, PIP Round 2 awarded over \$15 million to 19 jurisdictions



# PIP Program Requirements

## Threshold

- Eligible Applicants may submit a PIP application simultaneously with the PDP application, or after submitting the PDP application

## Eligible Uses

- Similar uses as Permanent Local Housing Allocation (PLHA) and SB 2 Planning Grant

## Award Amounts

- Geographic Categories
- Base + Bonus Awards

\*PIP Awards cannot be made until Prohousing Designation is conferred





# Awardees

## Round 1

- Southern California
  - City of San Diego: \$5,000,000
  - City of Riverside: \$2,440,000
  - County of San Diego: \$2,400,000
  - City of Los Angeles: \$4,900,000
  - City of Needles: \$445,000
- Bay Area
  - City of Emeryville: \$575,000
  - City of Redwood City: \$890,000
  - City of Oakland: \$2,390,000
  - City of El Cerrito: \$620,000
- San Joaquin Valley
  - City of Stockton: \$2,370,000
  - City of Fresno: \$2,064,891.45
- Sacramento Area
  - City of Sacramento: \$2,500,000
  - City of West Sacramento: \$970,000
  - Yuba County: \$960,000
  - City of Rancho Cordova: \$960,000
  - City of Roseville: \$1,610,000
- Central Coast
  - City of Salinas: \$1,650,000
- North State and Sierra Nevada
  - City of Ukiah: \$455,000



# Awardees

## Round 2

- Southern California
  - City of Santa Monica: \$1,000,000
  - City of West Hollywood: \$750,000
  - City of Brea: \$660,000
  - City of Rancho Cucamonga: \$1,150,000
  - City of Fontana: \$1,090,000
- Bay Area
  - City of Pinole: \$650,000
  - City of Berkeley: \$1,250,000
  - City of Rohnert Park: \$670,000
  - City of Healdsburg: \$560,000
  - City of South San Francisco: \$890,000
  - City of Mountain View: \$870,000
  - City of Petaluma: \$840,000
  - City of Fairfield: \$774,253.08
- Sacramento Area
  - City of Citrus Heights: \$960,000
  - City of South Lake Tahoe: \$620,000
- Central Coast
  - City of Santa Cruz: \$500,000
  - City of San Luis Obispo: \$750,000
- North State and Sierra Nevada
  - City of Crescent City: \$650,000
  - City of Eureka: \$630,000



# Project Examples

## City of Rohnert Park

Financial incentive of \$670,000 for predevelopment and/or development of affordable housing in Downtown.

## City of Citrus Heights

Partnership with Habitat for Humanity to design, develop, and construct 26 new single-family units for very low- and low-income families.

## City of Santa Monica

Allocation of \$1,000,000 towards preventing homelessness through short-term rental assistance for vulnerable renters.

## City of Mountain View

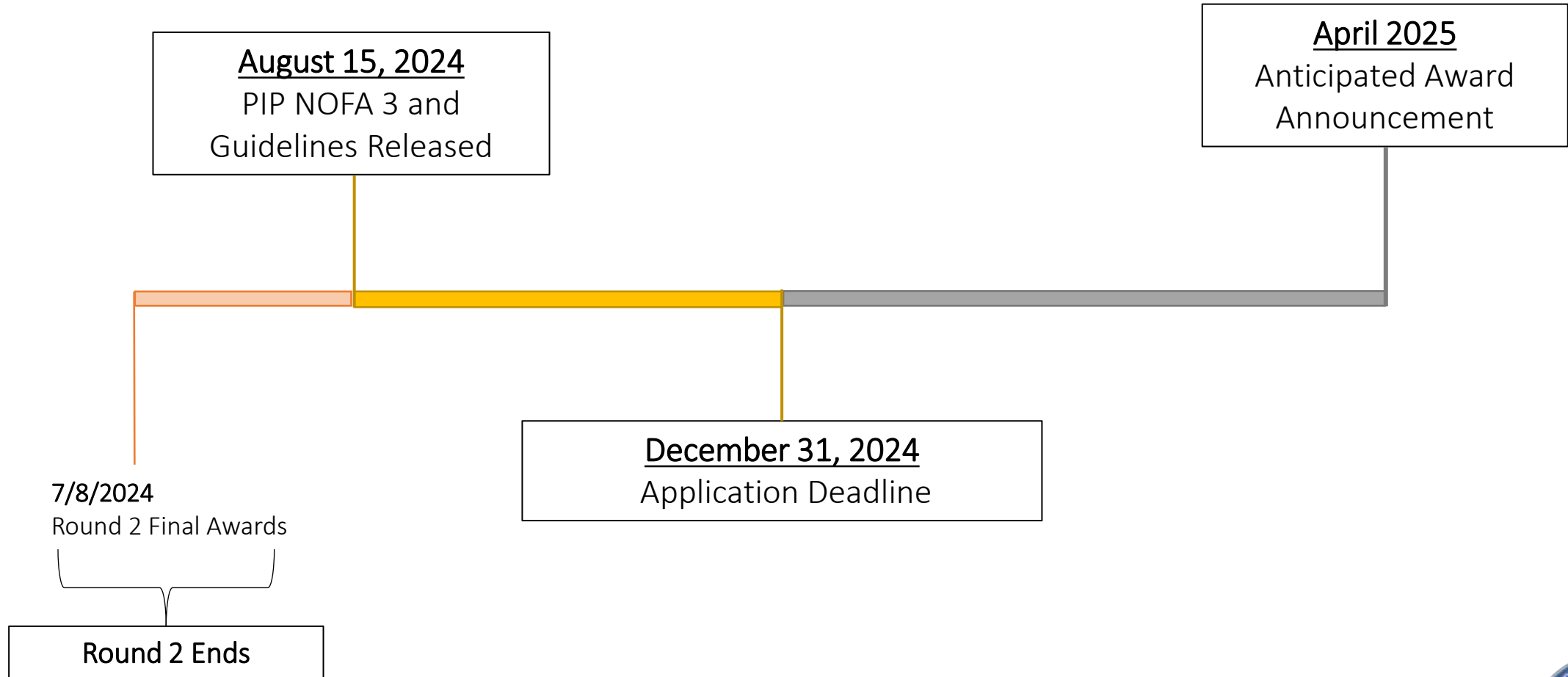
Allocation of funds for architectural drawings, design/engineering/green building consulting, environmental consulting, local permit fees, and administration costs for a housing project.

## City of San Luis Obispo

Allocation of \$750,000 from Affordable Housing Fund to support affordable housing construction, prioritizing the Transitions Mental Health Association Palm Street Studios project.



# PIP NOFA Round 3 Projected Timeline






# PROHOUSING PROGRAM INFORMATION

- Technical Assistance is currently being provided through HCD's email inboxes:
  - [prohousingpolicies@hcd.ca.gov](mailto:prohousingpolicies@hcd.ca.gov) (Prohousing Designation Program)
  - [prohousingincentive@hcd.ca.gov](mailto:prohousingincentive@hcd.ca.gov) (Prohousing Incentive Program)
- FAQs are available at <https://www.hcd.ca.gov/planning-and-community-development/prohousing-designation-program>
- Subscribe to HCD's Email Signup to be notified of any program updates





Thank you very much for your time and we look forward to assisting you in developing your jurisdiction's future applications!

If you have any questions regarding the Prohousing Designation Program (PDP), please contact [prohousingpolicies@hcd.ca.gov](mailto:prohousingpolicies@hcd.ca.gov).

For more information on the Prohousing Incentive Program (PIP), please contact [prohousingincentive@hcd.ca.gov](mailto:prohousingincentive@hcd.ca.gov).