Housing Affordability Breakthrough Challenge

WEBINAR TWO
APPLICATION REVIEW
JANUARY 16, 2020 | 2PM EST
Questions?

• Today’s webinar will include 20-30 minutes of Q&A at the end of the presentation.

• Please submit questions in the “Q&A” feature of Zoom at any time during the webinar.

• After the webinar, please review the Frequently Asked Questions page and visit HousingBreakthrough.org/contact to submit additional questions.
Team Members

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Enterprise Community Partners

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National Initiatives
Enterprise Community Partners

Carrie Wagner
Program Director
National Initiatives
Enterprise Community Partners
AGENDA

I. Quick Recap: Webinar 1
II. Round 1 Process
III. The Application
IV. Using SlideRoom
V. Selection Process
VI. Looking Ahead
VII. Q&A
Challenge Goals

- Identify, accelerate and scale promising ideas, models and approaches to solving housing affordability issues
- Provide peer-to-peer learning and networking opportunities
- Disseminate ideas and models that engage a wider audience of stakeholders in the search for housing affordability innovations
Covered on Webinar 1

- Goals and Context
- Process Overview
- Eligibility
RECAP: WEBINAR ONE

Apply Now!

• Deadline is **February 19, 2020**

• Choose **one primary Focus Area**

• Visit **HousingBreakthrough.org** to start your application and find out more.
ROUND ONE PROCESS

Timeline

January 15
RFP Released

February 19
Applications Due

March 17
Round 1 Notifications
Eligibility

Must be a nonprofit with 501c3 status or tribally-designated housing entity (TDHE) to apply to the Financing and Resident Services focus areas.

For-profit entities can apply to the Construction focus area but will have additional requirements than non-profit or TDHE applicants in this area.
Housing Affordability Breakthrough Challenge

Your opportunity to spark innovation – and turn new concepts into reality.

Deadline: February 19, 2020

https://housingbreakthrough.org/
Housing Affordability Breakthrough Challenge

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https://housingbreakthrough.org/before-you-apply
Before You Apply

Make sure you understand the application option that best suits your breakthrough idea. We’re here to help.

https://housingbreakthrough.org/before-you-apply
Sign up for a SlideRoom account

Already have an account? Log in

Email Address *

Password *

Confirm Password *

Choose a strong password to secure your data.

Length of 10 characters or more
Mix of uppercase and lowercase letters
Include numbers (0-9) or symbols (!@#$%^&*~)

Don't reuse a password that you use for other sites

Enter your email address and then click the 'Sign Up' button below to create a new SlideRoom account.

I have read and agree to the Terms of Service and Privacy Policy

Sign Up or Go Back

Enterprise Community Partners uses SlideRoom to receive applications.

If you already have an existing SlideRoom account somewhere else you can use that to Log In.
Enterprise Community Partners

Enterprise is a proven and powerful nonprofit that improves communities and people’s lives by making well-designed homes affordable. As a social enterprise, we bring together the nationwide know-how, policy leadership, partners, donors and investors to multiply the impact of local affordable housing development. Over more than 35 years, Enterprise has created 560,000 homes, invested more than $43 billion and touched millions of lives.

AVAILABLE PROGRAMS

HOUSING AFFORDABILITY BREAKTHROUGH CHALLENGE – CONSTRUCTION

Open to nonprofits, Tribally Designated Housing Entities (TDHEs) and for-profit organizations. Ideas to lower costs and expedite the design and construction process, so that more people can benefit from housing that is affordable, healthy and climate resilient.

HOUSING AFFORDABILITY BREAKTHROUGH CHALLENGE – FINANCING

Open to nonprofits and Tribally Designated Housing Entities (TDHEs). Ideas to improve the way affordable housing is financed by managing risk differently, increasing efficiency, or identifying scalable below-market sources of financing.

HOUSING AFFORDABILITY BREAKTHROUGH CHALLENGE – RESIDENT SERVICES AND SUPPORT

Open to nonprofits and Tribally Designated Housing Entities (TDHEs). Ideas on how to improve housing stability and promote personal agency through resident services, so that individuals and families thrive in their communities.

Apply Now

AVAILABLE PROGRAMS

Housing Affordability Breakthrough Challenge - CONSTRUCTION
Deadline: February 19, 2020

Housing Affordability Breakthrough Challenge - FINANCING
Deadline: February 19, 2020

Housing Affordability Breakthrough Challenge – RESIDENT SERVICES & SUPPORT
Deadline: February 19, 2020

https://enterprise.slideroom.com/#/Login
Please create your SlideRoom profile.

Note: You only have to do this once. Your profile information will be used for all future SlideRoom applications.

Registering As:
- Organization/Group

Organization Name:

First Name:

Last Name:

Primary Address:

Suite/ apt:

Country:
- United States

City:

State:
- Alabama

Zip Code:

Phone Number:

Continue to Application  Cancel
HABC - CONSTRUCTION

Thanks for your interest in applying to the Housing Affordability Breakthrough Challenge! This section covers basic applicant information for the CONSTRUCTION focus area of the challenge.

1. Please provide a name for your breakthrough idea. *

2. Name of organization serving as lead applicant. *
   Please use the organization's legal name. Do not use an acronym or "Doing business as" name:

3. First and last name of the primary point of contact for this application. *

4. Email address of the primary point of contact for this application. *

5. Please indicate your organization type *
   - Nonprofit with 501(c)(3) status
   - Tribally Designated Housing Entity (TDHE)
   - For-profit entity (LLC, C Corp., S Corp., etc.)
What to Expect

- 10 questions asking for basic information
- 10 questions about your breakthrough idea
- 4 questions about the project team you would form to implement your idea
Recap: Getting Started

1. Go to HousingBreakthrough.org

2. Confirm your organization’s eligibility on the "Before you Apply" page

3. When ready, click "Apply Now"

4. Create a SlideRoom account (or log in to your existing account)

5. Complete responses in SlideRoom using the correct application for your focus area and upload requested information
Housing Affordability Breakthrough Challenge

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Deadline: February 19, 2020
Opportunity Statements for Each Focus Area

How might we improve how affordable housing is financed by managing risk differently, increasing efficiency, or identifying scalable below-market sources of financing?

How might we lower costs and expedite the design and construction process, so that more people can benefit from housing that is affordable, healthy and climate-resilient?

How might we improve housing stability and promote personal agency through resident services and support, so that individuals and families can thrive in their communities?
In addition to addressing the opportunity statements, additional points will be awarded for proposals that address:

- **Racial Equity**
- **Environment**
- **Creative Partnerships**
- **Use of Technology**

**AND / OR**
# Review, Scoring & Selection

## Application

### SCORING CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
</tr>
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<tbody>
<tr>
<td>Alignment with opportunity statement</td>
<td>25%</td>
</tr>
<tr>
<td>Scalable or catalyzes change</td>
<td>10%</td>
</tr>
<tr>
<td>Focus on low and moderate income households</td>
<td>10%</td>
</tr>
<tr>
<td>Articulated clearly/justified by local context and market conditions</td>
<td>10%</td>
</tr>
<tr>
<td>Geography includes rural and/or TDHEs</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Primary Criteria Sub-Total</strong></td>
<td>60%</td>
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<tr>
<td>Climate resilience, green building, healthy building</td>
<td>15%</td>
</tr>
<tr>
<td>Uses racial equity principles/addresses racial disparities</td>
<td>15%</td>
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<tr>
<td>Use of technology</td>
<td>5%</td>
</tr>
<tr>
<td>Use of creative partnerships</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Sub-Criteria Sub-Total</strong></td>
<td>40%</td>
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General Content

▪ Description of breakthrough idea
▪ Geographic footprint
▪ People served
▪ Potential long-term impact
▪ Description of local, regional and/or national market conditions and contexts
▪ Elements of innovation addressing racial equity and/or the environment
▪ Elements of innovation incorporating technology and/or leveraging creative partnerships
Organizational Information

- Primary contact person for application
- Primary contact person for organization (Executive Director or CEO)
- Number of full-time employees
- 501(c)3 certification
- Tax ID Number
- Data Universal Numbering System (DUNS) number
Deeper Dive: Racial Equity

Enterprise sees racial equity as both a practice of how we engage in our work, and a desired outcome whereby race does not predict one's success in life.

- How are racial equity principles incorporated into the practices and/or development processes of your idea?
- How will your breakthrough idea impact racial disparities in housing affordability?
Deeper Dive: Environment

The Environment sub-criteria encompasses climate resilience, green building, or healthy building practices.

- Does your idea include these elements?
- How will your idea result in stronger climate resilience, promote green and/or healthy building practices?
## Selection Process

### Review, Scoring & Selection

#### Scoring Criteria

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**Primary Criteria Sub-Total**: 60%

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**Sub-Criteria Sub-Total**: 40%
Review, Scoring & Selection

1. A minimum of 3 Enterprise staff will read each application.

2. Three cross-functional selection committees re-review top-tier of high-scoring applications.

3. Cross-functional committees meet in-person for consensus-driven selection of approximately 40 applications to move to Round 2 of challenge.

4. All applicants notified of their status on or before March 17, 2020.
Award Information

- Applicant selects primary focus area their innovation addresses
- 6 total awards; 2 winners per program area
- Awards include direct investment (grant) and technical assistance
- **$2,500,000 total award** per winner over grant period
- $2,000,000 in grant funding and $500,000 in technical assistance
- Grant period closes end of year 2022
Challenge Vision

Our vision for the Housing Affordability Breakthrough Challenge is a final cohort that represents a spectrum of breakthrough ideas for housing affordability:

• Geographic diversity

• Different market contexts

• Fresh, untested ideas & ideas that have been piloted but not scaled

• Sponsors with different functional perspectives and expertise
Round 2

March 18
Round 2 Application Released

April 14
Round 2 Applications Due

May 21
Round 2 Notifications

≤40 applicants will be invited to move forward to Round 2.
Round 3

15 applicants will be invited to move forward to Round 3.

- May 26: Begin Pitch Day Prep
- Late June: Pitch Day
- July 31: Final Notifications
We’re Here to Help

For Application Information:
• Visit HousingBreakthrough.org for all information related to the challenge
• Both webinars recorded and accessible via HousingBreakthrough.org
• Frequently Asked Questions will be updated regularly
• Visit HousingBreakthrough.org/contact to submit additional questions.

For SlideRoom Information:
• Contact SlideRoom’s Support Team directly at https://support.slideroom.com/customer/portal/emails/new
Questions?

Please submit questions in the Q&A feature of zoom.
Thank You.

Please visit HousingBreakthrough.org for more information and to submit additional questions